

# *In Justice to Us Read This Ad*

It costs money to run your paper and it costs money to advertise. If you do not read this ad then it will not do us any good. If it does not do us any good then what would be the use of advertising.

## **This Ad Is a Special Appeal to You**

We are running this big ad at the start of college to let the new students know that we support them and that we want their support.

## **Remember That We Are Advertisers**

We want you to remember that we are advertisers for most of our ads from necessity will be small the rest of the term.

## **Start the Year Right by Trading Here**

Start to trade with us and keep it up while you are in college and you will only be doing what thousands of students have done in the past years. This store is more nearly your store than that of any other downtown store. Make it your headquarters.

## **This Store Is Noted for Quality and Reliability**

This store has specialized for years in quality goods. It is also well known for its reliability. It has always been known among the students since the founding of the University as a store that looks out for your interests.

## **Some Popular Priced Goods in Stock**

At the present time we have a very large assortment of ear rings so much in vogue at the present time. Very many are the styles to choose from. No girl student should be without several pairs of them to match the different dresses.

## **Umbrellas**

We have received the largest shipment of umbrellas that we have ever carried in stock. Each one is new. No duplicates. No old stock.

**Watch Repairing**

**Jewelry Repairing**

**Engraving**

THE QUALITY STORE

# **Luckey's Jewelry Store**

827 Willamette Street

Phone 712