U. of O. Library X

THE SPRINGFIELD NEWS

TWENTY-SEVENTH YEAR. SPRINGFIELD, LANE COUNTY, OREGON THURSDAY, OCTOBER 9, 1930 No. 39

"Buy and Save the Modern Way"

No Hi Pressure Salesmanship!
Everything in Plain Sight!
Lower Selling Cost!
You will not be forced to buy!
Guaranteed Merchandise!

We know that you will like our method of selling goods. Why not?
"SERVE YOURSELF and SAVE"

Williams Self Service Store
77 EAST BROADWAY EUGENE

The Friendly Light at Night

It's that cheerful beacon of American home centers—the Drug Store. It stands unique in commercial life, for it is at once a business house with attractive and needed wares for sale and a neighborhood rendezevous.

Medicine, bandages, prescriptions and sick room needs in emergencies, and a thousand other items makes the drug store busy day and night.

The Druggist serves his community when other service is not available.

Ketels' Drug Store
In New Store Main, near Fifth

Springfield Electric Supply
M. A. Pohl—C. J. Cooley, Props.
Agents for Lamps and Appliances
Westinghouse Electrification Appliances Apparatus Wiring
CONTRACTING
All Kinds Electrical Repairs
Prompt Service
Fishing Tackle and Supplies
134 5th St. Phone 197

It's
Greater Value Season
AT
The Golden Rule
Rulers of Low Prices
10th & Willamette—EUGENE—New Schaefers Bldg.

...Friday and Saturday...

WOMEN'S **COATS** Fur Trimmed—Smart Styles **$14.50**

WOMEN'S **DRESSES** Many New Styles—Lower Priced **$6.85**