Serve Yourself and Save Money

Christmas Gifts

A Few Suggestions

SHOES

GLOVES

SOX

SCARFS 'KERCHIEFS

DRESSES

LINGERIE

NECKWEAR

LINENS

Slippers all kinds, sizes, and prices

Williams' Self Service Store

EUGENE

'Lest You Forget'

Business Cards

Office Forms

Letter Heads

Statements

Hand Bills

Envelopes

Blotters

Tickets Menus, etc.

At The

Willamette Press

A Good Gift---COSMETICS

In the list of Cosmetics is always to be found many gift items to please the women. You will find hundreds of items at this store of highest quality which you will be proud to give.

Ketels' Drug Store

"A Store in Community Service"

In New Store

Main, near Fifth

Ours Is a Friendly Service

We treat every customer as a friend and we are personally acquainted with most of them. We're never satisfied until our customer is, that's why we regard our Station as one of personal service.

Violet Ray and General Ethyl gasoline along with the best oils and greases are products we are proud to offer you.

"A" Street Service Station

Prices Reduced on all Wheel Toys

Automobiles, Tricycles, Doll Buggies, Toy Furniture and Trucks.

The Golden Rule

Rulers of Low Prices

10th & Willamette—EUGENE—New Schaefers Bldg.



























