

THE SPRINGFIELD NEWS

TWENTY-SEVENTH YEAR.

SPRINGFIELD, LANE COUNTY, OREGON THURSDAY, JANUARY 8, 1931

No. 52

January Clearance

Shoes, Hosiery, Underwear
and Sweaters

Values Back to Pre-War Prices

SHOES, Regular \$4.98 values: 2 pairs, \$4.94

Pure Silk
Full-Fashioned
**HOSE, 2 pr. for
98c**

(None on Sale before 9
A. M. Friday.)

Children's, Boys
**Shoes, Straps and
Oxfords**
Regular \$3.00 Values
\$1.94

Pair—

Williams' Self Service Store

77 EAST BROADWAY

EUGENE

'Lest You Forget'

Business Cards
Office Forms
Letter Heads
Statements
Hand Bills
Envelopes
Blotters
Tickets
Menus, etc.

At The

Willamette Press

We Never Substitute

Unlike the little girl who used the fly swatter when the tea strainer was lost—we never substitute. Standard nationally known merchandise is carried by us and not unknown brands.

Registered pharmacists look after your wants here and satisfaction is guaranteed.

Ketels' Drug Store

In New Store Main, near Fifth

Complete Lubrication at All Temperatures SOCONY MOTOR OIL (Dewaxed Paraffine Base)

This new oil which flows freely at 38 degrees below freezing, will give positive protection against friction and reduce your repair bills. It also insures more power and quicker starting on cold days. Give it a trial.

We're Always trying to serve you better.

"A" Street Service Station

January CLEARANCE

SALE

starts Thursday

...at...

The Golden Rule

Rulers of Low Prices

10th & Willamette—EUGENE—New Schaefers Bldg.



(Pat. Applied for—Serial No. 21764) The World Color Print Co., St. Louis, Mo.



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STOP! READ!

This Important Announcement
For Every Woman

STARTING
SATURDAY

Buster Brown Shoe Store

STARTING
SATURDAY

of Eugene, Announces their Famous

Shoe Sale For
Women

2 FOR 1

Shoe Sale For
Women

Every pair of Ladies Pumps, Straps or Ties go on Sale for 2 Pairs for the price of 1 Pair.

Starting Saturday, Jan. 10 at 8

o'clock, this Sale will continue for one week, ending Saturday, January 17.