

# THE SPRINGFIELD NEWS

TWENTY-EIGHTH YEAR.

SPRINGFIELD, LANE COUNTY, OREGON THURSDAY, JANUARY 15, 1931

No. 1

**January Clearance Now On !!**

## Ladies Arch Support

NOVELTY SHOES, OXFORDS  
Reg. \$4.98 Values; 2 pairs **\$4.94**

LOT 2

Reg. \$2.98 and 3.98 Values—Special  
2 Pair **\$3.94**

## Boys' Shoes

Values to \$3.98. Oxfords  
Dress Shoes, etc.

**\$1.94** Pair

## Children's Shoes

Values to \$3.58. Straps,  
Hi Shoes and Oxfords—  
Special

**\$1.94** Pair

BLANKETS, SHEETS, SLIPPERS, ETC.  
Reduced in Price

## 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**

## My Town---Your Town

Our town—just like our business, is exactly what we make it. This firm's first duty is to assemble quality drugs sufficient for the community's requirements, and sell them at standard prices.

Loyalty of the citizens to a home owned store is the inspiration which carries us on. We are glad to be in the service of the community day and night.

## Ketels' Drug Store

In New Store

Main, near Fifth

## Cold Weather Oil

Second waxed Paraffine Base Motor Oil flows freely at 28 degrees below freezing and will not thin at desert heat. This is the motor oil that gives instant lubrication at all temperatures and insures you longer life for your motor as well as less trouble and better starting.

General Ethyl and Violet Ray gasoline is here to make winter driving easier also.

## "A" Street Service Station

January CLEARANCE

# SALE

in All Departments

...at...

## The Golden Rule

Rulers of Low Prices

10th & Willamette—EUGENE—New Schaefer's Bldg.



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

