



**THIS WEEK ONLY!**

With Every \$5.00 Book Purchase

or

With Every \$3.00 Supply Purchase

We will give you a slip entitling you to 15c worth of Eats, Drinks, Cigarettes, or what will you have, at the "Moon."

These are good anytime, for anything at Buck's Coffee Shop. And It Is

**FREE**

*Thousands of*  
**NEW and USED TEXT BOOKS**  
 READY TO BE TAKEN OUT

As usual, Long's are equipped to supply books for any course that students will stand for. Books are down this year--down in price and, we hope, they'll be down off the shelves. Consequently, the cost of higher education is lower, if you get what we mean.

And, need we speak of supplies? Need we remind you that we are well heeled with all the necessities of each

and every course. If you don't believe it--try buying something you think we haven't got. We'll sell it to you whether we have it or not--but, we'll have it.

And service! Heigh-Ho! We have all that was ever built. We'll cash your checks, give you information; mail your letters, supply stamps, and what will you? Try us.

AND DON'T FORGET TO

**TRADE IN YOUR OLD BOOKS**

WE PAY HIGHEST CASH PRICES — 20% ADDITIONAL ALLOWANCE IN TRADE

HISTORY PAPER

FOUNTAIN PENS

NOTEBOOK COVERS

HEADQUARTERS

FOR THE STUDENT BODY'S  
 [PARK THEM ANYWHERE]

**LONG'S**  
 COLLEGE BOOK STORES  
 FACING CAMPUS

OPEN 'TILL 9:00 EVENINGS

LABORATORY SETS

LAUNDRY CASES

STATIONERY