

# HELLO, WEBFOOTS!



LLOYD SULLIVAN,  
Senior, President



TIGER PAYNE, Senior



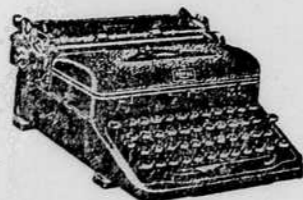
EMERSON PAGE, Junior

## Here Is a Special Message from Your 'Co-op' Board Members

### PROFIT-SHARING PLAN

**SHARE THE PROFITS!** Every purchase you make at the University Co-op entitles you to added dividends. You can actually turn your purchase receipts into cash. Last year Oregon students received cash dividends amounting to 5 per cent of their cash register receipts. Remember: First, "Get it at the Co-op"; second, save your cash register receipts and put them in a special container furnished free at the Co-op; third, turn them in at the Co-op office at the end of the Spring term in return for your cash dividend.

## TYPEWRITERS ....



— Royal — Remington — Underwood — Smith-Corona —

The key to better grades is a typewriter. You can make your college work many times easier by doing your work on one of the four leading portable typewriters. Themes, theses, notes, letters, news stories, every day you will find new uses for your machine. On display at the Co-op at special terms for the student.

PER MONTH  
**\$3.00**

BUY OR  
RENT

## Stationery

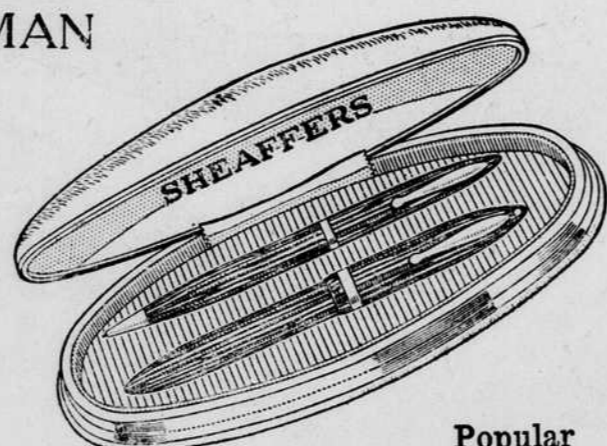
Keep in touch with home. A beautiful line of low priced stationery. This is specially purchased for the Co-op and is far better than the usual quality.

# SAVE! On Every Campus Need

### A MUST ITEM ON EVERY STUDENT'S "COLLEGE NEED" LIST

In the classroom a pen and pencil is indispensable. For 50 minutes at a time, 6 hours a day, your most important need. Save on three famous brands at the Co-op.

SHEAFFER  
WATERMAN  
PARKER



Popular  
Combination Set  
\$1.00 to \$10.00

## EXCLUSIVE

C.B.A. Streamlined  
Notebook Paper

Heavier, Smoother, Easier-writing, in fact, it can't be beat...

When you are writing notes you will want the fastest and smoothest notebook paper. Use the special C.B.A. notebook paper that is used on all campuses of the West Coast. It is stocked exclusively by the Co-op. Last year Oregon students used 10 tons of this "super" paper.

TRY THE NEW "GLARELESS"

SOLD ONLY AT YOUR **'CO-OP'**

### FAMOUS ....

"HOOD" LINE  
SPORT SHOE

- Hygienic Insole
- Non-Skid Soles
- Posture Foundation
- Cushion Heel



Oregon students are required to take at least 5 terms of physical education. Equip yourself with the popular long-wearing "Hood" line tennis shoe. The Co-op has all sizes for men and women.

• BEST FOR PHYSICAL EDUCATION

### RENTAL LIBRARY

THE BEST OF THE NEW NOVELS

Reading for pleasure. All the latest novels are available to Oregon students at the Co-op lending library. All the books you can read, each term, only

\$1.00

### PHOTO SUPPLIES

Eugene's most complete stock of all materials and supplies needed for any type of photographic work. A complete line of cameras.

#### FINISHING WORK

The student photographer wants good finishing work. Bring your films to the Co-op for the speediest service and best work.

### SPORTING GOODS

- SPORT SHIRTS
- "T" SHIRTS
- FRATERNITY SHIRTS
- GAME EQUIPMENT

No matter what your favorite sport the Co-op has the equipment. Your sport department includes sport shirts, "T" shirts with the Oregon emblem, and a complete stock of special sport shirts designed for each fraternity. Tennis fans will find a department well equipped to take care of their needs.

GET IT AT YOUR 'CO-OP'

## A Tip About TEXT BOOKS

NEW ...

New textbooks in all titles. The Co-op sells all textbooks at publishers' prices and saves you the freight. Come as early as you can to avoid the crowds of registration day. Remember, save your cash register receipts. You can return your books to the Co-op after use for reasonable refunds.

USED ...

Thrifty new students will take advantage of the Co-op's supply of second-hand textbooks. To be sure of getting your used books, place your order at the Co-op during Freshman week.

Buy Used Books During Freshman Week

FOR LETTERS HOME SEE OUR SUPERB STOCK OF LOW-PRICED STATIONERY. DIE-STAMPED "OREGON" PAPER 49c BOX

# FREE

- POSTAL SERVICE
- INK FOR PENS
- RUBBER BANDS
- PAPER CLIPS

ALL FOR YOUR  
CONVENIENCE  
ask any clerk

### STUDY LAMP

"I.E.S."  
semi-indirect

The favorite among students for "burning the midnight oil." Attractive and priced specially.

STUDENT  
PRICE

\$3.25

THIS AD WON A \$7.50 PRIZE FOR BILL RALSTON. It was prepared by him in a prize contest in which the twenty-five members of the Retail Advertising class competed. Second prize of \$2.50 went to Ron Alpaugh and his copy will appear in a forthcoming issue of the Emerald. The prizes were awarded by the CO-OP STORE.

YOUR UNIVERSITY

# 'CO-OP'

WE WILL

# CASH

YOUR CHECKS

For your convenience the Co-op will cash your checks. If you want to avail yourself of this service while at Oregon visit the Co-op at your earliest leisure and see that your signature is put on file in our office. You will find this a big help during registration, rush week, and throughout the year.

ON THE CAMPUS • IN NEW CHAPMAN HALL • JUST ASK ANY UPPER-CLASS MAN, HE'LL KNOW