



# The Smart Collegian Saves Both Time and Money at the 'CO-OP'

The 'CO-OP' a non-profit store established for the students

Twenty years ago the University Co-op was formed to give the students a convenient place in which to buy quality good cheaply. But as the years passed, we found that the students needed more than just low priced, quality articles. They needed a general store. So we enlarged our stock to include sport shirts, sporting goods, popular books, art prints, and more complete school supplies. Our services were increased to include the cashing of checks, mailing of packages, and distribution of Emeralds.

## Buy Your Books Early

Save on good second-hand texts. Last spring we paid several thousands of dollars to Oregon students for good, used books. Early buyers will get the benefit and secure the pick of these at a worthwhile saving. All new books sold at publishers' prices.



AS LOW AS  
**\$1.25**

## I can see them now in fancy

Your next few years on this campus will be the happiest in your life. You will long remember Homecoming, Junior Weekend, the Little Civil War with Oregon State, and especially those friends you will meet here.

Keep those memories alive. Make it a point to keep pictures of all important events and close friends. These pictures will pay dividends in later life.

You can buy box cameras for as low as \$1.25. Folding camera prices begin at \$14.50.

A very popular camera is the six-twenty camera in the Vigilante series. This camera has a 4.5 lens and speeds up to 1/200 of a second.

### HOW TO TAKE PICTURES

An interesting book on the fundamentals of photography. It explains the taking of pictures under all conditions—rain, snow, and even at night. Color photography also explained.



## Prepare for FOOTBALL

The football season is on. The first home game with the Marines will be played tonight. Buy your Oregon pennants and blankets. We also have "rooters' lids" which are needed by all male students who want to sit in the rooters' section. Buy them now.

## Big Paper Saving

ASK FOR "C.B.A." NOTEBOOK PAPER  
"C.B.A." means College Bookstore Association

In cooperation with twenty-three other coast schools we get the very finest paper made on the West Coast at quantity-buying prices. We ourselves use more than five tons a year of the 200 tons bought on the coast by our association. We have a paper for every purpose, and our No. 2 sulphite bond is recommended as the best all purpose paper available.



LLOYD SULLIVAN,  
Senior, President



TIGER PAYNE,  
Senior



JACK McCLIMENT,  
Junior



EMERSON PAGE,  
Junior



LES ANDERSON,  
Sophomore

THESE FIVE STUDENTS, ELECTED AT THE SPRING ELECTION, GOVERN THE "CO-OP" POLICIES

# The University 'CO-OP'

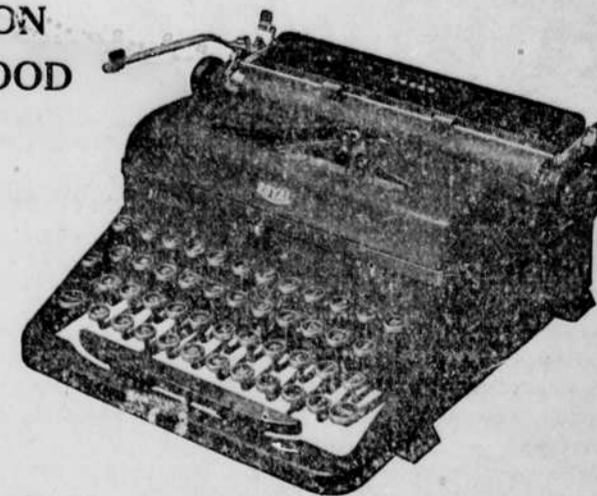
**Meet the Co-op Board**  
This group of students insures you that the University Co-op is a store for you students. All decisions are passed upon by this board, and profits are given back to the students by this board in the form of a refund.  
**The Refund Plan:** At each purchase the stu-

dent is given a sales slip which he keeps. At the end of the year the board decides upon the profit for that year. The student then returns his sales slips and receives as a rebate a certain percent of the sum of his sales slips. Last year the Co-op Board received a profit of 5c on the dollar.

## Grade Raisers

Teachers appreciate the neater work. You benefit by the time saved and higher grades.

REMINGTON  
UNDERWOOD  
CORONA  
ROYAL

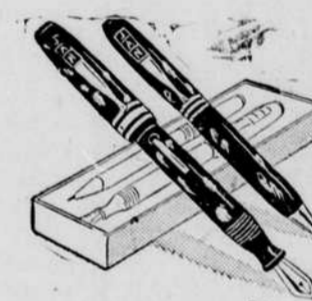


\$3

RENT OR SALE

Buy or rent any popular make of typewriter at the Co-op. Pay \$3 down and take the machine home with you. For these \$3.00 you may rent the machine for a month or apply them on the purchase price if you decide to buy.

### Write Better Notes



Sheaffer, Parker, Esterbrook, and Waterman fountain pens for sale. Will not flood or scratch. Vacuum filling devices, and gold filled iridium tipped points. Makes easier the writing of notes.

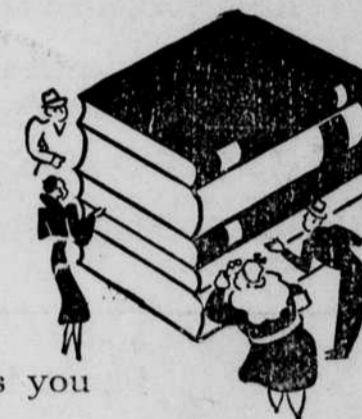
See the "Fineline" pencil with "Oregon" insignia

### CANVAS AND LEATHER NOTEBOOKS

Just the right size for school. Talon zippers. Easy and convenient. Your pens, pencils, and books can always be carried safely. We also have heavy canvas notebooks with school insignia at 75c to \$1.00.

\$1 a term

to join our  
BOOK CLUB



Read as many books as you wish during the term.

For your convenience . . .

1. Cash your checks here
2. Mail your letters here

The lay-out for this ad was prepared by Ron Alpaugh and won for him a prize of \$2.50 in a contest participated in by members of the Retail Advertising class. First prize, won by Bill Ralston, was published in an earlier number of the Emerald.