

GREETINGS

Ducks and Ducklings!

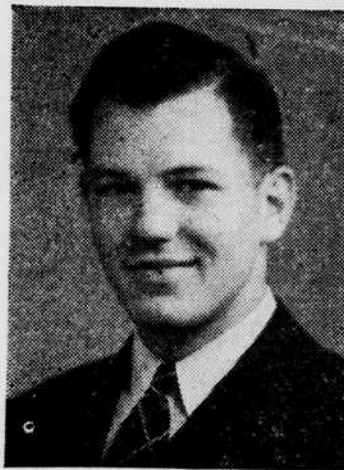
The "CO-OP" Governed by and for the students--
Can Show You How to Save!



Emerson Page
Senior



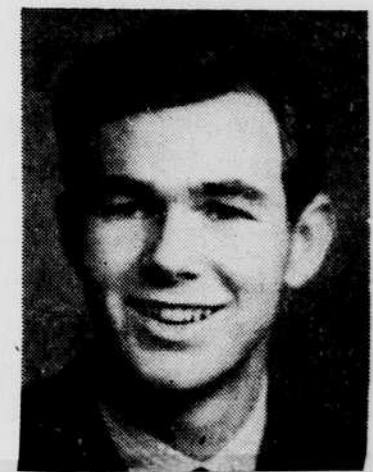
Bob Lovell
Senior



Les Anderson
Junior



Bud Vandeneynde
Junior



Bill Bergtholdt
Sophomore

The University Co-operative Store, in existence now for 21 years, is fully experienced and fully equipped to take care of all your campus needs. Co-op policies are directed by active students. Pictured are student members of the 1941-42 Board of Directors elected last spring.

Typed Papers
will raise your
G.P.A. Try It



\$3.00 per month
Rent or Purchase

Professors are sensitive human beings. Neatly typed papers are easily read and give a good impression. Our easy terms make it possible for you to use a new Royal, Smith-Corona or Underwood.

TEXT BOOKS

THRIFTY STUDENTS BUY TEXT BOOKS
DURING FRESHMAN WEEK
AND SAVE ON SECOND-HAND COPIES

Through close co-operation with faculty members the Co-op has in stock the correct texts for each course at the time you will need them.

SAVE
\$ \$ \$ \$

We have a large stock of good second-hand textbooks (guaranteed correct editions). Come early for these and save money.

Is This Cooperation?

Last school year the Co-op cashed over \$375,000 worth of checks for University people. Leave your signature and Eugene address at our office if you wish to use this outstanding free service.

YOU CAN'T GO TO SCHOOL
WITHOUT THESE

Paper
—and you'll need lots of it. A huge supply of the very best made for every purpose. We carry the best grade of paper made on the West Coast—ask for "C.B.A."

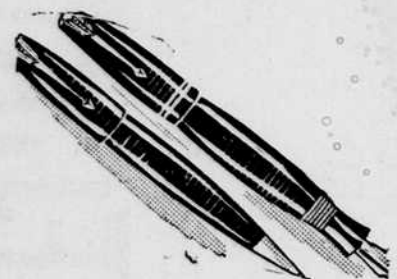
Notebooks
Leather zipper binders are from \$3.95 to as low as \$1.95. Heavy durable canvas binders are 75c and 85c.

Stationery
The more letters you write, the more you will receive! You will find a wide selection of stationery at prices well within your budget.

Crested Writing Paper
Fraternity and Oregon crested papers make a big impression and are always a thrill to use. Many styles to choose from.

FOUNTAIN PENS

Scheaffer, Parker, Waterman, Esterbrook



Start your college life well with a good pen. You'll find it an investment worth your while. A pen is the most used item in class work, so choose yours early and wisely.

A DIVIDEND ON YOUR PURCHASES

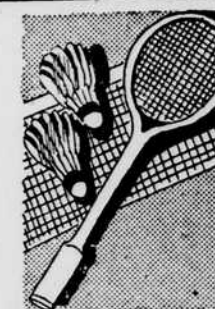
Last year a 5% refund was made on all cash-register tickets turned in. Save your receipts, turn them back to us next spring. This is our co-operative profit-sharing plan. You share in the profits.

VISIT OUR SPORTING GOODS DEPARTMENT
YOU'LL FIND—

Gym Shoes . . . "T" Shirts . . . Badminton,
tennis, and all other sport equipment



Athletics and gym classes play a large part in your school life. It is important to be outfitted comfortably and correctly for them. Take a tip from those who are "in the know" and prepare for your favorite sports at the Co-op.



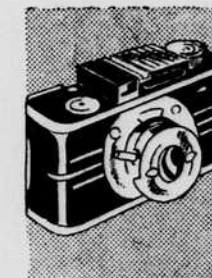
INQUIRE ABOUT OUR
RENTAL LIBRARY

A complete selection of the latest fiction and non-fiction is at your disposal. Two University graduates are in charge of the library to give you their expert assistance. For \$1.00 per term you may read as many books as you wish.

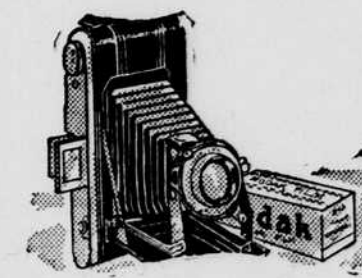
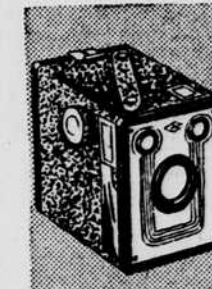
THESE THINGS MAKE
THE CO-OP YOURS

- Mail your letters here.
- You will find rubber bands and paper clips for the asking.
- The magazine stand is a favorite browsing place.
- Have a coke while you chat with your friends.

KEEP A PERMANENT RECORD
OF YOUR COLLEGE DAYS



Memories that you will want to hold forever can be best kept in a photograph album. It's fun to take pictures if you have the right equipment and know the right method.



Whatever you want in the way of camera accessories can be found for you at the Co-op—even instructions on how to take pictures! You can also have your films developed here.

The layout for this ad was prepared by Majeane Glover and won for her the second prize of \$5.00 in a contest for members of the advanced retail advertising class. The instructor for the course was Mr. Frank Short; the contest sponsored by the "Co-op."

THE UNIVERSITY
"CO-OP"