

"What Every Young Webfoot Should Know.."

"or The 'CO-OP' Covers the Campus"



President
BUD VANDENEYNDE

Hiya Ducks! Welcome to the "U"! From ivy-covered Villard to the Libe, from Hayward Field to Sorority Row—the CO-OP Covers the Campus to send you tips on college life.

Student owned for over 22 years, the CO-OP is part of Oregon tradition. The students pictured are members of the CO-OP Board, the governing body for the store.

Classes Are Important! That's what you're here for, isn't it? From algebra to Zoology the CO-OP knows what you need before you do. Ask us!



Secretary
ROY SEEBORG

Textbook headquarters for new and used texts. The Profs tell us—we get 'em—you buy 'em—at the right price! And remember, we pay cash for your used books!

Famous Make Pens



Scheaffer, Parker pens. Also the Esterbrook at \$1.

CBA paper and leather notebooks for class notes. Special smooth finish paper, more for your money. No shortage—we've stocked up! Sport this real leather notebook with a Talon zipper too!

Art and lab supplies, our special concern. If you need it, we have it, and we operate a store in the art school for art and architecture tupplies.



LES ANDERSON

Study lamps, blotters, make studying painless—almost! Complete line of light globes, wastebaskets, extension cords, to make your study room ready for anything!

Relaxation Is Too! Rain or shine, every Webfoot has a hobby. It may be badminton, reading... or eating! Whatever it is, we cater to it!



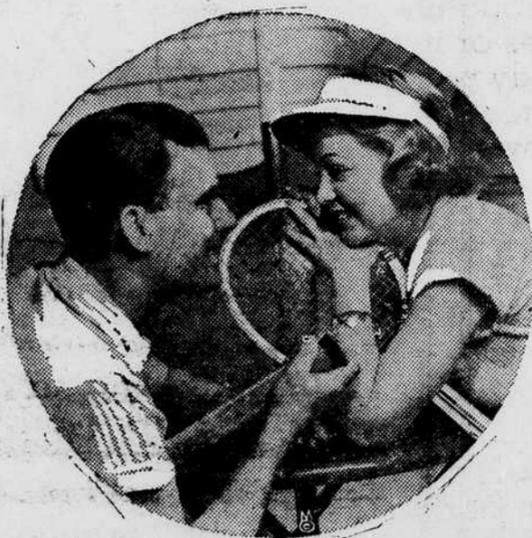
JIM THAYER

What's your sport? Baseball in the street, ping-pong on the porch? Ducks love 'em all, so the CO-OP is headquarters for athletic equipment. Rackets, bats, balls, and Hood gym shoes.

Write home often for news and dues! Choose one of the famous papers on sale at the CO-OP, from the best selection in town. No shortage here.

This ad was prepared by Pat Parker and won for her a \$10.00 prize in a competition sponsored by the "Co-op" for members of the Retail Advertising class.

You can't go hungry! The CO-OP's well stocked candy counter takes care of that. Thirsty? The coke dispenser's right beside it! Cigarettes are handy too!



Read the latest books. Buy them for your personal library, rent them, or try our special: all the books you can read for \$1 a term!



ULY DORAIS

CASH DIVIDENDS! Paid 5% to students last year on all cash register receipts returned. Save your cash receipts. The CO-OP is a profit-sharing organization.

The 'CO-OP' is YOUR service agency
MAILING SERVICE drop letters in the basket... STAMPS at the cashier's window... CHECKS CASHED leave your signature, identification, and Eugene address during Freshman Week... WAR STAMPS for your book... FREE INK for your pen... EMERALD distribution point... TYPEWRITERS for rent. Royals, Underwoods, Coronas only \$3.00 per month.

1000 FREE CALENDARS
Clip this notice, bring it into the CO-OP, and we'll give you one of these handy date keepers!

LOCAL 201
PHONE 3300

University 'CO-OP' Store

CHAPMAN HALL
ON THE CAMPUS