



Never hide your light under a basket !

Been putting flyers up on bulletin boards only to have your student turn papers in, written on the back of them?

Been making announcements in your classes only to have students nod off between the first and second sentence?

Then you have a failure to communicate.

Only the most far-reaching explorers know there are courses of study, plans, and other bits of information that never get the attention and the publicity they deserve.

It's a cryin' shame that students, faculty and staff can be around here for days, weeks, months, yes, even years, without really knowing what is happening outside their own little niche.

But, there is hope. There is a way you can reach practically everyone who is interested in the University. And, that is through the advertising columns of the Daily Emerald. Everybody gets it. Everybody reads it.

So . . . if your department has anything special you would like to tell the University and the world about, just call 3712 and ask for an advertising representative. He will tell you about the low cost of advertising your program, plan or event. He'll also tell you how you can get reprints so cheap, cheap, cheap you won't believe your ears.

Give us a call today. It'll help eliminate the communications gap and make your niche in the world just a little brighter by taking the basket away from your light and letting others know how you're glowing.