

## Ad sessions scheduled

Portland State University's Division of Continuing Education will sponsor the first of three advertising seminars in Eugene tonight, beginning at 6:15 p.m. at the Valley River Inn.

The initial seminar will deal with effective advertising, and will explore what works in advertising, what doesn't and why various concepts work.

The seminar will run tonight and Wednesday evening from 6:15 p.m. to 9:15 p.m. and will include lecture and discussion, small groups and individual exercises, all aimed at how firms can get started in an advertising campaign, keep the campaign going and later evaluate its effectiveness.

Gail Tyser, who operates an advertising firm in Portland, will conduct the seminar, which will continue on Nov. 7 with a session on advertising strategy and on Nov. 8 with a seminar on ad copy layout.

Cost for seminar totals \$65, with checks payable to the PSU Division of Continuing Education.

## X-country runs set

The All City Cross Country Championships will be held at Westmoreland Park Wednesday for children in grades K-3 and Thursday for grades 4-6. Registration is at 3 p.m. each day and the race begins at 3:30 p.m.

This free event is sponsored by the Eugene Parks and Recreation Department. For more information call Shelley at 689-1446.

## peanuts ®



## YMCA needs books for fair

The Eugene Family YMCA is in need of books for its annual Book Fair, which will be held Oct. 26, 27 and 28.

All kinds of books are needed for the fair, including new and used texts, non-fiction books, fiction works and childrens books. Even comic books are needed as well as magazines.

Money raised by the fair will go to support special YMCA projects.

For more information, contact the Y at 344-6251.

## Immunization offered

The Lane County Health Division will offer flu immunizations through Dec. 3 in both its Eugene and Springfield clinics.

In Springfield, the clinic will operate Tuesdays from 9 a.m. to 1 a.m. at 765 N. "A" St. In Eugene, the clinic is set for Wednesday from 8 a.m. to 11 a.m., and from 1 p.m. to 4 p.m. at 399 E. 10th Ave.

For the next two weeks, only people 55 or older or persons with chronic debilitating diseases will be eligible for immunizations. Persons 45 or older will be eligible beginning Nov. 2.

Flu immunizations are not recommended for healthy adults, infants or children.

Shots cost \$5, but the fee may be deferred. For more information, call 687-4041.

## Costume session due

A session in Halloween Costume design for adults, lead by costumer Linda Sherman, is being sponsored by the Eugene Parks and Recreation Department's Cultural Arts program beginning Thursday at Spencer Butte Jr. High, 500 E. 43rd Ave. and continuing 7-9 p.m. on Oct. 23 and 25. The fee is \$5. Registration deadline is Oct. 8.

Teresa Snyder will demonstrate face designs and characters for Halloween in a makeup workshop for adults on Oct. 26, 7 p.m. to 9 p.m. at Laurelwood Recreation Building, 2700 Columbia St. The fee is \$2. Register by Oct. 25.

For details phone Sherold at 687-5303.

Registration is at the parks office, 858 Pearl St., 4th floor.

## Corrections, amplifications

A biomass workshop will be held Oct. 24 and 25 and not this week, as reported Monday.

A number of offices, including the U.S. Department of Energy and the energy offices of a number of Northwest states, will sponsor the workshop at Portland's Lloyd Center Sheraton Hotel.

## briefs

### MEETING

The Jewish Student Union Steering Committee will meet tonight at 6:45 p.m. in the JSU office.

### VIDEO

"The White-Haired Girl", a videotape of a China ballet, will be shown Tuesday at 2:30 p.m. in Studio B, Instructional Media Center. This film is being shown as a part of ES 410, Art as a Political Medium.

### SPEAKER

Eleanor Guralnick will speak on "Egypt and Greece during the 7th and 6th Centuries B.C." tonight at 8 p.m. Sponsored by Archaeological

Institute of America. Open to the public in 107 Lawrence Hall.

### MISCELLANEOUS

Israeli Folkdancing tonight at the Wesley Center, 1236 Kincaid St., at 8. Teaching and requests. Beginners welcome. Free. Sponsored by the Jewish Student Union/Hillel.

What is your B.A.C.? They don't know how much is too much. In the drinking decisions program you can learn to figure your B.A.C. (Blood Alcohol Content). You can also learn to estimate B.A.C. from your own inner cues and to pace your drinking to get the pleasurable effects without the problems. For further information phone 484-1712.

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