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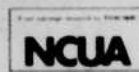


If you believe that all financial institutions are the same, perhaps you have not looked into your Credit Union. At U-Lane-O, business is not conducted as usual. We offer a unique approach to financial services. As a cooperative, members have equal vote and say in the management of the Credit Union. The result is an affordable and responsible way of providing financial services.

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Flu Vaccination

Influenza vaccinations will be given at the Student Health Center every WEDNESDAY, THURSDAY, AND FRIDAY FROM 8:00 a.m. to 9:00 a.m. beginning October 24th and continuing until the end of Fall term. Only one injection is needed.

Students \$3.50
Faculty and Staff \$4.00

Annual flu immunizations ARE RECOMMENDED for the following:
1. Healthy persons 65 years or older
2. Persons with long-term heart or lung problems.
3. Persons with any of the following: kidney disease, cystic fibrosis, diabetes, anemia, severe asthma, and conditions which compromise immune mechanism.

Influenza vaccine MAY be given to persons wishing to reduce their chances of catching the flu, persons who provide essential community services, and students or others in schools or colleges.

For more information, call the
STUDENT HEALTH CENTER at (346)-4441

UNIVERSITY

Finding product niche difficult

By Mollie Smith
Emerald Contributor

Competing in a crowded marketplace and with cars of excellent quality have been two obstacles Pat Sherwood has had to overcome in contributing to the advertising campaign for General Motors' new car, Saturn.

Sherwood, senior vice president at Hal Riney and Partners in San Francisco, was on campus Monday to talk about the differences between creating advertising for established brands and building a new brand's identity.

Also present was Peter Angelos, a senior vice president

with Hal Riney and Partners, who worked on the Levi 501 account and shared some of the experiences he had working with Spike Lee during the new campaign.

Saturn, created in 1985, is fighting to "convince people that Saturn is comparable to, and better than most, Japanese cars," Sherwood said. GM's goal with Saturn is to reinvent the way cars are built by returning to old American values such as honesty, integrity and hard work coupled with people who really care about the product they are creating.

Angelos, a University alumnus, is facing a very different situation. His product, Levi's 501 jeans, is something every-

one knows about. He said the key to success with an established brand is "to take the path of most resistance" with the advertising. "If it seems easy, something may be wrong," he said.

Because the new Levi 501 campaign was to be directed at youths and because there are so many types of young people, Angelos was stuck. He didn't know how to reach each group through one campaign. Finally he decided to ask young people. He heard from more than 800,000 youths, all of whom said they like Spike Lee. Why? "Because he does things we've never seen and because he's rich," Angelos said of the respondents.

CIA recruitment protest planned

OSPIRG's hunger and homelessness group will meet at 5:30 p.m. in EMU Cedar Room B.

Pre-law meeting, featuring a Eugene civil rights attorney as a speaker, will meet at 7:30 p.m. in the EMU Board Room. For information call 485-6962.

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Latin American Support Committee general meeting is at 5:30 p.m. in EMU Century Room B. Call 346-5897 for more information.

Jewish Student Union will meet at 3 p.m. in EMU Suite 5. Call 346-4366 for more information.

Men Against Rape weekly meeting will be at 7 p.m. in EMU Century Room D. Call 346-4206 for information.

Life Choices Support Group, sponsored by Women In Transition, meets from 7 to 8:30 p.m. in EMU Century Room C. Registration is required. Call 346-4095 or 346-4099 for more information.

Student Campaign for Disarmament and Students for Gov-

ernment Integrity will be protesting CIA recruitment on campus at noon in the EMU Courtyard.

Department of Commerce and International Trade Administration internship information and coordination meeting will be at 2 p.m. in the EMU Maple Room. Call the International Studies Program at 346-5051 or 346-2851 for more information.

Bible sharing and prayer group meets at 7:30 p.m. in the St. Thomas Moore Room of the Newman Center. Call 343-7021 for more information.

IBM PS/2 windows orientation, sponsored by the Computing Center, will be from 2 to 4 p.m. in Room 119 Volcanology. Call 346-4394 for details.

Hillel's discussion group scheduled for Tuesday will be canceled. Call 343-8920 for more information.

The Council on International Exchange will hold an informational session about working abroad at noon in the EMU Walnut Room. Also, a seminar on budget travel will be held from 4 to 6 p.m. in the same lo-

cation. Call 346-3214 for more information.

CD-ROM tutorial using the PSYCLIT (psychology) index will be at 12:30 p.m. in the reference area of the Knight Library. Also, a session on using the Readers' Guide will be at 4 p.m. in the same location. Call 346-2368 for more information.

CD-ROM tutorial using the Science Citation Index will be at 2:30 p.m. in the reference area of the Science Library. Call 346-2368 for information.

Study abroad in Japan or Germany. The Office of International Services is sponsoring an informational meeting at 3:30 p.m. in EMU Cedar Room C about exchange programs in Japan. Also, a meeting about studying in Germany is being held at 3:30 p.m. in the EMU Ben Linder Room. Call 346-3207 for more information.

Students interested in visiting the elderly and handicapped at the Ivorena Care Center will be gathering at the Newman Center parking lot at 3:45 p.m. Call 343-7021 for more information.

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Tuesday, Nov. 13, Noon
Erb Mem. U., Walnut Room

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