

# Local businesses attempt to hook student shoppers

Target and Smith Family Bookstore use marketing and word of mouth to attract college students

By **Caron Alarab**  
News Reporter

When freshman Alex Cole first arrived at the Hamilton Complex last week, he thought he had brought all the college essentials — bedding, toiletries, clothes. However, after seeing his “not that big” room, he realized he needed to go on yet another shopping trip.

“I’ve bought everything I didn’t

think I needed,” he said, while wheeling a shopping cart through a local store. “Now I’ve got more stuff than I can handle.”

With students getting back to school, many Eugene businesses are working to attract young shoppers. And while some businesses use convenient location and long-standing reputation to their advantage, others see new products, different sale tactics and a younger image as the hooks to lure the college-niche market.

In the midst of the fall-term rush for housing must-haves, local Target stores are stocked and ready to help

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## CAMPUS BUZZ

### Tuesday

PERS Update, EMU Fir Room, 9:30 a.m.-11:30 a.m., must pre-register. This session explains how recent legislation will impact members of PERS — including the impact of retiring before or after March 1, 2004 — and benefit calculator.

Art exhibit, LaVerne Krause Gallery in Lawrence Hall, 10 a.m.-5 p.m., runs through Oct. 2. Features Master of Fine Arts printmaking by Kristie

Johnson and Chad Tolley, along with MFA visual design by Mayela Gardenas.

Academic English for International Students placement testing, EMU Walnut Room, 9 a.m.-noon.

Road Trip Nation video, 100 Willamette Hall, 6:30 p.m.-8:00 p.m.

Bike repair meeting, EMU Walnut Room, 6:00 p.m.-9:00 p.m.

## CORRECTION

In the graphic text box accompanying the Sept. 22 article “Faith groups offer students a spiritual community,” Chi Alpha Christian Fellowship’s phone number and Web page were misidentified. Students interested in the faith group can contact Director Jack Hammond at 913-1293 or visit <http://www.uochialpha.com>.

The Emerald regrets the error.

## Welcome Back Students

# Need stuff for back to school?

at great LOW prices

- New/used furniture and re-built beds starting at \$99 a set.
- Name brand and vintage clothes
- Major appliances with 90-day warranties starting at \$99





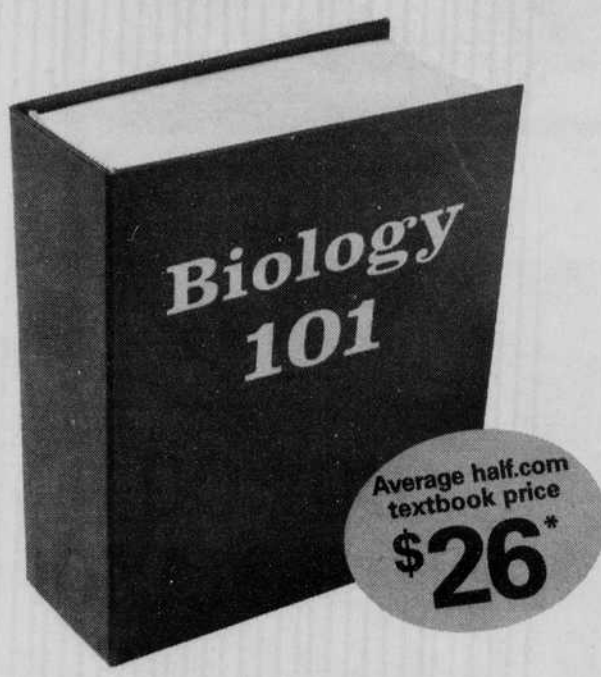
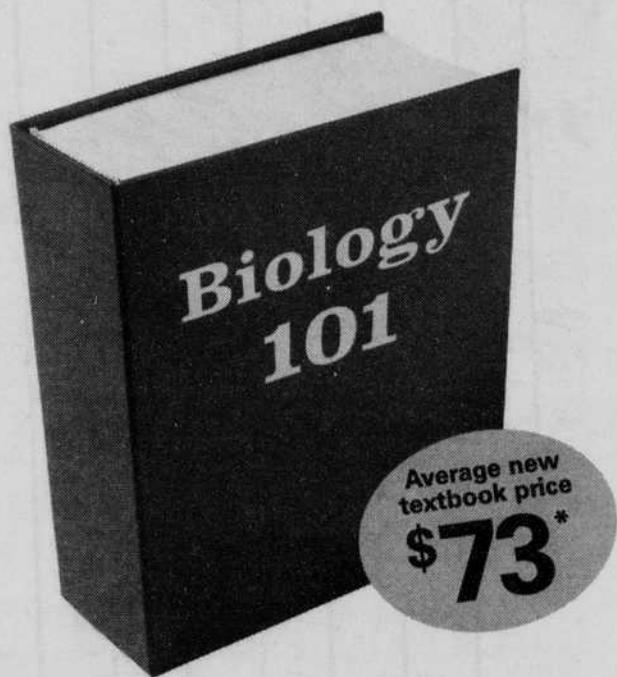

**6 locations in Eugene to serve you:**

- ★ 555 High St., 344-2115 (our newest location across from 5th St. Market)
- 2345 West Broadway, 284-5024 (huge warehouse of used furniture)
- 705 S. Seneca, 345-8036 (lots of clothes and misc. household items)
- 1880 W. 11th, 683-8284 (great selection of appliances and new furniture)
- 201 Division Ave, 762-7837 (clothes, books, furniture, beds, appliances)
- 450 Highway 99, 607-4541 (our huge car lot)



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