

OREGON EMERALD

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 Circulation.....

Published Wednesday and Saturday during the college year by students of the UNIVERSITY OF OREGON
 Application made for second class mail rates.

SUBSCRIPTION RATES
 One year\$1.00
 Single copy05

Wednesday, October 5, 1910.

Our Advertisers

No college paper ever received more loyal and generous support than the Eugene merchants accord the Emerald.

Although it was necessary to raise rates, the business men responded cheerfully and promptly to requests for advertising. They came through splendidly, and one day's soliciting filled the advertising columns. Only a few less important concerns refused Manager Dobie, and many asked for more space than could be allotted them. The business houses thus showed in a substantial way their faith and interest in the college and its enterprises.

The students should realize that it is this support that makes possible the college paper, for without advertising the Emerald could not hope to exist, and should these advertisers withdraw, the Emerald would die quietly and painlessly.

No proposition, however, should be one sided, and in return for supporting the paper, the students owe the merchants good will and consideration in making purchases. These firms cannot do business on sentiment, and in spite of their loyalty to the University, the merchants in turn need the patronage and support of the collegians. The advertisers buy space to attract the college people and estimate the value of Emerald ads. by the return in college trade. So, unless the students patronize the firms represented in these columns, Emerald advertising will become a farce, a kind of thinly disguised charity, and the manager's business talks will be met with a laugh. The ad. columns will shrink and the Emerald will die a speedy and natural death.

Indeed, for students to support the paper through the advertisers is even more important than supporting it by subscriptions, for the Emerald might continue without a subscription list, but it could not be published if the advertisers withdrew.

To patronize advertisers, however, does not call for any sacrifice of taste or money, for Eugene stores are good stores, and the best ones are represented in these columns. Boycotts or blackmail of the unrepresented is not to be thought of, but by discriminating in their patronage students should make it impossible for any to say, "Emerald ads. make no difference. We get the student trade anyway." Such an attitude on the part of the students places the loyal supporters of the paper at a great disadvantage.

A leading Eugene merchant expresses the whole thing tersely in his ad.—"Sentimentally we are strong for this space. It is up to you to give it commercial value."

In the death of Mrs. Duff numbers of us lose a close personal friend. She was one of those rare characters who never allow their hearts to grow old, and had just as bright and cheery smile for us and as deep and true an interest in us as any of our classmates. She usually held court in a large chair in the sorority house, and there was generally as much fun and entertainment around the bright, cheery old

lady as around the most popular co-ed. Mrs. Duff had a wonderful memory for the thousands of names and faces that came and went, and a second introduction was never required to recall you to her memory.

Hers will occupy a prominent part in the memories of the many capable and lovable women that have been associated with the University of Oregon.

Boxing and wrestling will be an important department in Trainer Hayward's physical culture course this year. Over fifty men have already signed up for prospective "mills," and discolored optics promise to be all the rage this season. Last year boxing and wrestling was introduced in the athletic department, but the popularity was but nominal, due to the novelty of the games.

Probably no regular boxing or wrestling card or contests will be pulled off this year, but bouts will be held along with the indoor meets during the winter. Later on boxing and wrestling may become recognized by the conference colleges.

Yell Leader Robison's idea of a smoker rally is excellent. It should combine sociability and college enthusiasm, get us all better acquainted, and if the combined influences of good fellowship and Oregon spirit cannot bring the bunches closer together nothing can.

The initiation of this custom, which will be made an annual event, should mark a return to the old time democratic spirit of whole hearted loyalty to the University.

Be careful not to make any conflicting dates, and come to the smoker determined to be a good fellow and loyal Oregon man. If you can't use the weed, bring spearmint or gum drops, but come anyhow.

After competitive trials, the executive committee considered the matter thoroughly and appointed a yell leader. He should command the unquestioned loyalty of every student, for none of the "entrepreneurs" of college activities fail more miserably and conspicuously than does the yell leader without the support of the student body. The quality of the cheering is probably the surest indicator of the spirit prevailing in a college and is the thing by which a college is oftenest judged.

SENIORS TO ORGANIZE NEW HONOR SOCIETY

(Continued from page one)

Debating Team (member)	2
Debating Team (leader)	3
Orator	3
Glee Club (member)	1.5
Glee Club (leader)	2
Mandolin Club (member)	1.5
Mandolin Club (leader)	2
Editor Monthly	3
Editor Oregona	3
Assistants on Emerald	1
Assistants on Monthly or Oregona	1
Manager Emerald	1
Assistant Manager Emerald	1
Manager Monthly	2
Manager Oratory and Debate	2
Manager Glee Club	2
Yell Leader	2
Athletic Team (winner "O")	2
Athletic Team (captain)	3
Manager Team (track, football, baseball)	2
Assistant Manager (same three)	1
Manager Tennis	1
Manager Basketball	1
Member Tennis Team	1
Member Basketball Team	1

To Freshmen:

All freshmen interested in the freshman-sophomore track meet, October 15, hand in their names, with the events in which they desire to enter, to Trainer Hayward by Saturday.

WENDELL BARBOUR,
Track Manager.

Clare Gibbey, ex-'13, is taking the remainder of her college course in Illinois.

DUNTON LAUREAN PRES

Spirited Election Makes "Fat" Bailey Sergeant at Arms

The first business meeting of the Laurean Literary Society, on Saturday, October 1, had for its prime attraction the election of a new set of officers. Those chosen were:

President, F. E. Dunton.
 Vice President, Will St. Johns.
 Secretary, C. E. Spencer.
 Assistant Secretary, E. O. Smith.
 Treasurer, D. C. Pickett.
 Censor, P. M. Collier.

The selection of sergeant at arms brought forth the usual number of aspirants for political honors, but physical qualifications and reputation for stability in that position gave the office to "Fat" Bailey.

The work of the society was discussed and plans were formulated for increasing its efficiency. Many new men were present and the society was be-seiged with applications for membership, thus assuring a successful year.

STANFORD WILLING TO FILL GAP IN LEAGUE

If Washington Agrees, Coast Debating League to Form

Debate Manager Huntington has received a letter from Stanford University which states that they are willing to enter a triangular debating league with Oregon and Washington.

Washington has not yet been heard from as to such a proposition, but a favorable reply is anticipated. In case Washington does not want to enter the Coast triangular league, dual debates probably will be arranged with Washington and with Stanford separately.

After withdrawing from the triangular league with Oregon and Washington, Idaho has written to Manager Huntington asking for a dual debate.

Idaho withdrew from the league last spring, saying that oratory and debate were dead at that institution.

"If Stanford is taken on," said Mr. Huntington, "it will be impossible to debate with Idaho. It would be one more debate than we could handle well, even if it could be financed."

LUCKEY'S

Established 1869

OPTICAL GOODS
 FOUNTAIN PENS
 COLLEGE EMBLEMS

Gillette Razors

POCKET EDITION
 EXTRA BLADES

Chambers Hardware

We would appreciate your account. Interest paid on Time Deposits and Savings Accounts.

Merchants Bank

Corner Seventh and Willamette

T. G. Hendricks, Pres.
 S. B. Eakin, Vice Pres.
 P. E. Snodgrass, Cashier.
 Luke L. Goodrich, Asst. Cash.
 Darwin Bristow, Asst. Cash.

FIRST NATIONAL BANK

Eugene, Oregon.

Capital and Surplus, \$235,000

Student Patronage Solicited.

COCKERLINE & WETHERBEE

Fancy and Staple Dry Goods

LADIES' AND MEN'S
 FURNISHINGS

Men's, Youths' and Children's Clothing
 Phone, Main 42

Martin Miller

EUGENE'S QUICK
 SHOE REPAIRER

Men's half soles sewed 75c
 Women's half soles sewed 50c

Martin Miller

39 West Eighth

Depot Lunch Counter

For first-class

Tamales and Chili Con Carne

Large Hamburger Sandwich

R. H. BAKER Phone, Main 886

Marx Barber Shop

AN UP-TO-DATE
 BARBER SHOP

First Class Workmen

565 Willamette Street.

SCHWERING & LINDLEY

Barber Shop

6 E. Ninth St., opp. Hoffman House
 Students, Give Us a Call

Preston & Hales

PAINTS and OILS

Johnson Dyes

Johnson Wax

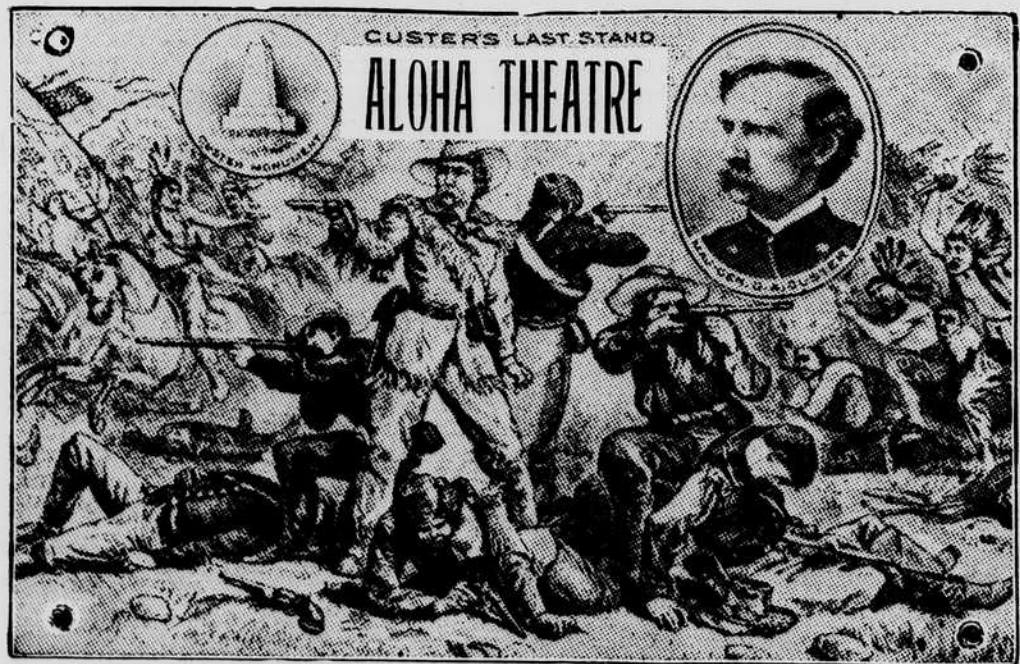
The Combination

Barber Shop and Baths

Six Chairs. One door north Smeede Hotel.

Morris Music House

606 Willamette Street



Don't Miss It

Don't Miss It

ALOHA THEATRE

Thursday, Friday and Saturday--Evenings Only
 MATINEE SATURDAY 2:30

Custer's Last Stand

These pictures were made on the Original Battlefield, with Sioux, Cheyenne and Crow Indians and Soldiers used in this picture by special permission from the Government
 ESPECIAL INTEREST TO STUDENTS

A complete lecture with the picture, giving all the historical events connected