

OREGON EMERALD

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Saturday, March 30, 1912.

Making the Emerald Worth Advertising In.

We wonder if the students realize the thoroughness of the Emerald's advertising columns now and the necessity of keeping them so. At present the Emerald contains advertisements from more business firms than do any of the city papers. The appeal of the new manager for adds has been met nobly by the Eugene merchants and it is up to the students to make good the claims of the manager to the merchants, patronizing those firms advertising, and those only.

House managers, men, women, faculty members, if you need new clothing, something to eat, shoes to wear, stationery to write on, candy to chew, tobacco to smoke, a shave, millinery, art lessons, photos, teeth pulled, chafing dish, appendix cut-out, jewelry,

a skate-roller, dirty clothes laundered, suits pressed, an auto, car ride, bank to put your roll in, moving pictures, hardware, shoes repaired, or a job for the summer, the Emerald can tell you where to get it and, by informer, where not to.

Watch the Emerald adds, they're live, they contain bargains and information worth knowing, and then when you buy, buy through the Emerald columns and mention to the merchants the fact that you are doing so.

You have no idea what an influence such things can have. In Portland many of the leading mercantile firms have put in stocks of Union Made goods, simply because of the insistent demand for them by the union people. The Emerald will be a daily just as soon as the students make the merchants feel that it pays to advertise in the University paper, and no sooner. Let everybody work for the "bigger, better, and oftener Emerald" and it will come shortly.

The Great Library Evil

Whether or not the frequent complaints that the Library is kept too hot have reached the ears of those in charge of the building, we are not prepared to say, but that that room is poorly ventilated and so warm as to impede the ability of one to study, to say nothing of injuring the student's health, is the complaint of everyone, and that the librarians should attend to the correction of these evils immediately, common sense sanitation demands.

We suggest that Professor Sweetser be consulted as to what degree of heat is conducive to good study, and then plan to keep the thermometer two degrees lower than this, trusting that those who can not stand the cold will dress warmer, and also get expert testimony as to how often a room should be changed, and then devise methods of changing the air that often, if not oftener.

We have ample opportunity to put some of our scientific rules regarding sanitation into practice right here on the campus, and the Library is a mighty good place to start.

Please Invite Us This Year.

Well, we have found out all right who presented the Emerald cup, but we are still peeved to think that we were cheated out of our distinguished right. Perhaps if the editor is sent an invitation to attend the annual Woman's Gymnasium Exhibit, to be held some time this spring, he will be able to forget the cruel wrong done him. By the way, why not invite all us mere men this year? Certainly, in this enlightened age of equal rights, equal suffrage and single standards, it would not be out of form. It might even be considered by some silly and falsely modest to deny man this right.

Fair women of our glorious and renowned University, won't you please invite us this year?

SAGE OF PODUNK

In politics most anyone can make a clean sweep, if he can raise the 'dust.'

It seems to be a custom for English noblemen to come to America and trade their family tree for a business plant.

Hitch your wagon to a star, if you please, but be sure to get out of the wagon.

Show thyself, for now the profs demand you study with your class, or else be canned.

"Stone walls do not a person make, Nor iron bars a cage; But nobody wants them together, For a life long heritage."

I wish thy store Of mirth may leave thee poor Of laughter, and I wish—no more.
BILL CASS.

Miss Ruth Rolfe, '11, arrived in Eugene this morning, to spend the weekend at home.

SPRINKLERS FROM THE BRAIN OF HIM WHO KNOWS..

Zednick of Washington has written to Manager Geary, calling off the Washington games on the campus. The faculty at the Seattle school decided that if the team took the California trip, they could not make the Oregon tour. First it is a "B" average, then no games with Oregon and O. A. C.

Bill Hayward is wearing a big smile. Another freshman sprinter, hurdler and broad jumper has been discovered. Leave it to Bill to develop the "hopes."

Father Tom Kelly signed a contract yesterday to manage the Eugene town team. Kelly is expected to put out a team here that will arouse the interest of the dormant local fans.

The wet weather has put a slight damper on the speed marvels and ball players.

Horine of Stanford broke the world's record in the high jump yesterday. Horine cleared the bar at 6 feet 6 1-3 inches, beating the former mark of 6 feet 5 5-8 inches, held by Sweeney.

A few of Capt. Walker's pigskin artists have been out limbering up during the good weather. W. S. C. has been going through similar stunts in hope of beating Gil Dobie's four time champions.

Hopes are being entertained in the Oregon baseball camp of making a pitcher out of Carl Fenton. The big boy looks like a better possibility than anything that has showed up.

Carl Staatz, the phenom forward of the Washington five, was unanimously elected captain of next year's team. Staatz and his teammate Keeler and Capt. Jamison, of Oregon, were given places on every all-Northwest selection.

Registered Optometrists Factory on Premises

Burgess Optical Co.

Wholesale and Retail OPTICIANS

591 Willamette St. Eugene

Dillon Drug Co.

Hotel Smeede Bldg. 527 Willamette street.

SPRING HAS COME

Try some of our Fountain Specialties

Free delivery. Phone 625

FLINT McLAUGHLIN Co.

The Store that Saves you Money on Furniture for Students

DUNN'S BAKERY

U. of O. students welcome to Eugene. You are invited to inspect our plant and our goods. All kinds of pastry, sanitary wrapped bread. Heinz' goods, Aldon confectionery, chewing gum, etc.

Dunn & Price

Phone 72. 30 East 9th St.

Everybody's Doing It. Doing What? Doing What?
Everybody Knows. Buying M. and W. Clothes

McMorran & Washburne are Responsible



for that dressed up look about the campus, because they are selling more clothes to college men than any other clothier. Why? Because they sell three of the best lines of clothing in the world for young men who would stay young.

Society Brand Clothes
L. System Clothes
Atterbury System Clothes

\$15. to \$30.

1000 suits to select from and appreciative salesmen to show you. We are also the only clothiers in Eugene making

TAILOR MADE CLOTHES AT READY MADE PRICES

The McMorran & Washburne Store

Swingy, Snappy College Clothes, Ready Made or Tailor Made

