

OREGON EMERALD

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Saturday April 13, 1912.

Dollars Lost to Save Pennies.

The manager of the senior play being possessed of the idea that newspapers were not entitled to the customary number of "comp" tickets all managers give them, cut both the city papers down to no "comps" and the Emerald, his best friend and advertising medium, to one ticket, allowing the editor to dig up one whole dollar for another ticket, in order that his pardner might not sit alone. The dramatic critic sneaked up into the gallery and sat on a fifty cent seat he paid for himself.

The manager saved some eight or ten free seats by this procedure, but at probably far greater cost than he imagined, for, besides getting himself in wrong with the papers, the Seniors got no criticisms following the production, from neither of the city dailies and these papers inform the University authorities that they will be mighty conservative with the amount of free space they give the University in the future, because this one manager refused them the courtesy accorded them by every one whose cause they "boost."

In the future it might be well for managers of student activities to remember that if they expect newspapers to grant them free news space and print articles favorable to the enterprise and to the University, they must figure on allowing these papers free access to it and not quibble too much over how many reporters are necessary to do the reporting.

The fact that advertising is taken out in the papers is no argument for free news space, for the papers consider their advertising space worth the price paid for it, and are able to convince the merchants and business firms that it is worth face value.

At the production in question there were at least one hundred seats not sold, the manager claims he was allowed but eighteen "comps" to distribute. The three newspapers got one, the actors say they got none;—to what deserving parties did the other seventeen go? Varily, a few pennies are sometimes saved at the expense of dollars.

"Entitled to Win."

If anyone is entitled to win the open tournament in golf, Bert Prescott is that one, for he has worked constantly for years to popularize the game, and has at last succeeded in arousing widespread interest in the Scotch sport,—to say nothing of spending a

considerable amount of his own money putting the courses in condition.

The Emerald congratulates you, "McPrescott," and challenges, in your behalf, all comers, predicting you will "clean 'em up."

Interest in the great American game will probably not be allowed to die out during the vacation, as the Seniors have challenged the "Left-overs" to a game to be pulled off next Monday afternoon.

Father Tom Kelly's recruits will work out in the intellectual atmosphere of the campus diamond this afternoon. Kelly's apostles will fly at the throats of the Cottage Grove exponents of Parkisonism and Liberal Education, next Sunday afternoon, at Midway Park.

There are several Seniors in the team of proven ability, and others of averred ability to make up the balance of the team, and a lively contest is likely to result.

Nick Williams' team did not like the looks of Eugene's pale water and made their mid-valley stop at Albany.

Dr. J. C. Booth, '98, of Lebanon, was in Eugene last week attending the County Medical Association.

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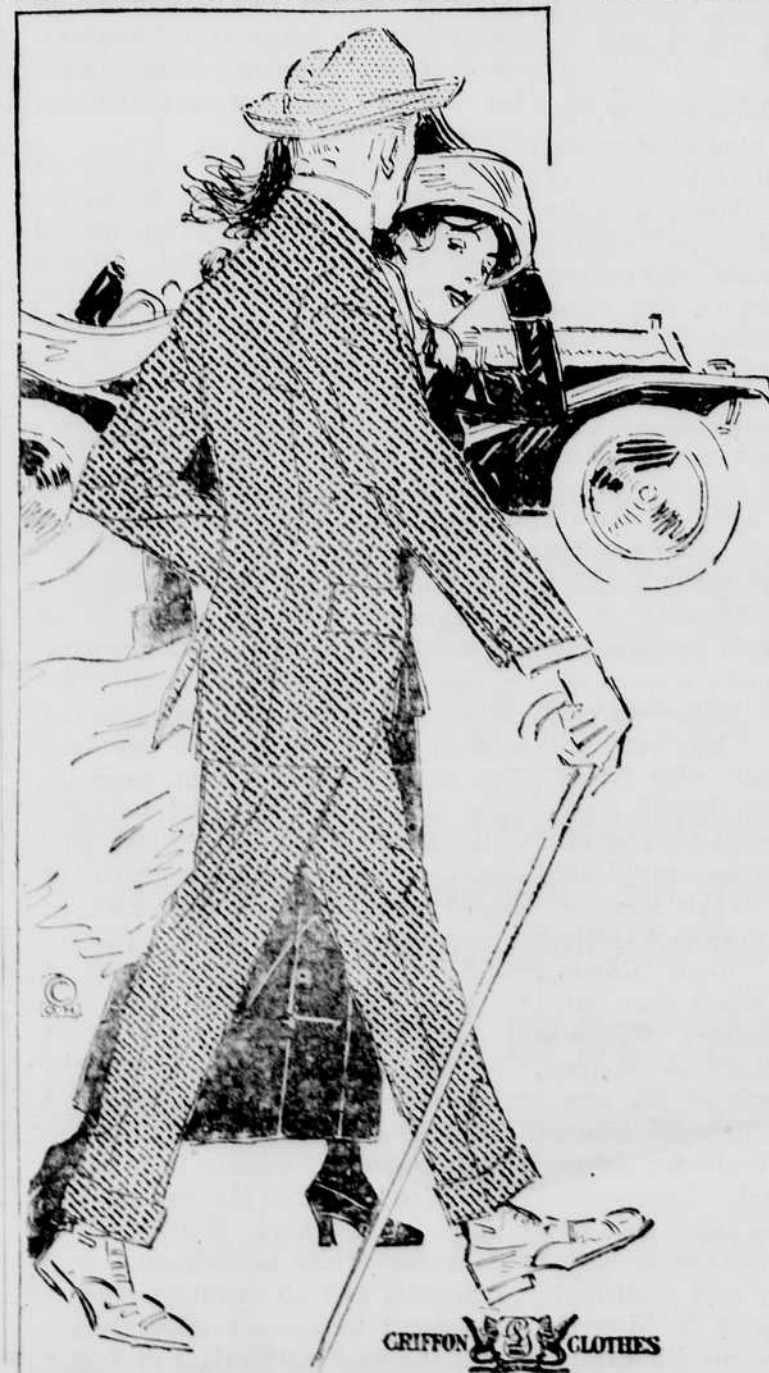
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