

OREGON EMERALD

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SATURDAY, JANUARY 17, 1914.

ALMA MATER.

At last the University, acting through a special committee of those blessed with musical genius, has taken unto itself an Alma Mater song, the words of which are published in this issue. The decision of the committee fills a long felt want, and the spirit of the song, if lived up to, should do much to increase the respect and reverence the Oregon man or woman for his college, for the institution which is fitting its students for success in after life.

But besides this, the singing of such a hymn should inspire greater loyalty to the Alma Mater, should give being on the part of the students to the resolution, always to act in her interest, to do no deed that will reflect discredit on the University.

This is the possibility, the result which may grow out of the introduction of such a song, but it rests on one condition, the learning and thorough understanding of this latest Oregon composition. Other songs have been written in the past, not of the same character, it is true, but nevertheless of a character and spirit which should endear them to every student in or out of college. It has been ascertained that there is a certain percentage of University men and women who are not fully acquainted with either words or music of these selections.

Lest the full benefit and inspiration which may be found in the Alma Mater song should not be gained by the entire number of students at the University of Oregon, the Emerald strongly advises that the words of the song be memorized by every man and woman in the institution, and that when the music is supplied that all those who make the slightest pretense of being able to carry a tune, make this also their own.

MR. MERCHANT, IT'S UP TO YOU.

Do you get your share of the business from the University? If not, why not? Is it worth while? We think so. Why?

There are, approximately, 800 students in the University; \$300 is a very conservative estimate of the amount spent by each during the year. This makes at least \$240,000 spent in Eugene by the students, Mr. Merchant. How much of this do you get?

You say that these students pay out over half of this for board? Granted. Who furnishes the groceries? You say your competitor does? Why? You can't meet his prices? Why? He is not in business for his

health, nor for charity. He makes a profit, or he would not go after the business. You say your prices are as low as his? And still you don't get the business? Why? Do they know of this? Surely not, or you would get your share. The quickest and least expensive way of letting people know of this is through advertising.

You say the students don't read ads? How do you know? You have tried it? What did you do? You put in a fifty cent ad and ran it twice? What did you say in that ad? You told them that you were in the grocery business, at a certain location, and that you handled "staple and fancy groceries?"

Did you tell them of your low prices, and good service? No. If you had sent out a solicitor would you tell him simply to hand the house-manager a card, with your name and place of business on it? Most certainly not! You would give him a list of the new stock you had just received, and make a list of attractive prices on that stock. Unless you did that you would expect no results. It was left to you. Have you given advertising a fair trial?

It was said at the beginning of this argument, Mr. Grocer, that advertising was the cheaper way. And this can be proved.

How much would you have to pay that solicitor? About three dollars per day. Eighteen dollars per week. How much advertising space would that pay for? Fifteen dollars per week would pay for a half page in every issue of the Emerald. You have the space to say what you want to say, and it will reach all the students. Will your solicitor do that?

How about you, Mr. Clothing Merchant? Do you get your share of that \$240,000? If not, why not? You say you have the goods, and the prices are O. K., but you don't get the business you should? Why? The students buy their clothes in Portland? Why? Are prices lower in Portland than in Eugene? Compare them and see. You will find that the opposite is true. Then why don't you get the business? You say you can't afford to advertise strongly enough to get the business? But you can. Let's see. How many suits have you got to sell to pay for a 30-inch ad, which costs you \$3.00. One \$25 suit nets you at least \$5. All right, you are \$2 to the good. What? You have reduced your profit by more than half? On that one suit, granted. But what else happens. That student who bought that suit will come back if he is satisfied, and he will bring others with him. If he is not satisfied, it's your fault. Not ours.

How about it, Mr. Eugene Merchant? Is not Emerald advertising a paying proposition?

ALREADY A CUSTOM.

"Who makes the laws?" is the question asked by a writer to the Emerald. He goes on to intimate that the members of the "Order of the O" have taken this function upon themselves, citing as an example the statement made previous to last night's game, concerning the seating of rooters at the basketball contests.

If the "Order of the O" had foisted this idea on the men and women of the University, this criticism would, indeed, be most pertinent. But the fact is that the custom of having a separate rooters' section at indoor athletic events was inaugurated last year, so that if the "O" men have seemed to dictate in the matter they were in reality only suggesting the continuance of a custom, when other interests at college had given no evidence that the existence of such a custom was even remembered.

WHO MAKES THE LAWS?

Editor of the Emerald:

Having read the article in Thursday's edition of the Emerald headed, "All Men Downstairs at Basket Ball Games," the question presents itself rather strongly as to, "Who makes the laws here at Oregon?" The reply comes, "Why the Order of the O—" then tailed on as an afterthought, "and the Seniors."

As a matter of fact are not most of these co-operating Seniors also members of the Order of the O? In plain terms those who have won their letter at Oregon are telling us what we can do and what we must do, "at the peril of severe reprimand."

There are some of us who can not be athletes. We wish that we could, but we can't. However, none the less, we are students at Oregon, and we have at heart the interests of the University just as much as the athletes. Why not give us a tiny bit of share in saying what we can and must do?

The new move of having the men sit downstairs and the women above, this article informs us, is to insure rooting at the games. Last winter at some of the contests there was noise enough to drown even the referee's whistle. Quite enough, any one will admit, to loyally back up a University team. Rooters were congregated down stairs at one end of the gym, but during the exciting moments their rooting was entirely drowned out by the noise from the balcony. What more could one ask? How can there be more spirit shown? This was whole souled, spontaneous response to the efforts of our team. There was no need of organized rooting. On the foot ball field it is different. Out of doors rooting, to carry, must be systematized, but inside it is superfluous and becomes clearly a mechanical response.

If these rules are to bind the entire student body, why not give every one a chance at making them? Why should we be dictated to by the athletes of the University? We support and we honor them, but we crave a hand in our own government.

Respectfully,

A SENIOR.

TOO GREAT LANGUAGE REQUIREMENTS.

To the Editor:

The generally admitted injustice done to certain students because of the two language requirements for graduation in the College of Literature, Science and the Arts, and the recent faculty action which simplifies the bookkeeping of the University language entrance requirements, incidentally lessening the hardship of the language requirement for new students, gives the writer his motives for writing this article.

It is not the intention of this article in any way to try to minimize either the practical or educational value of foreign languages, but rather to show that their enforced study in many instances does a serious injustice to the student.

Let us first endeavor to find out what is the result of such a sweeping language requirement; a requirement which insists that those to whom Providence is less kind and who do not have a real linguistic ability, pursue the policy of doubtful discipline. Recent interviews with several members of the faculty and students confirm the above statement. There is also a consensus of opinion that there are many students entering the University who have reached a mature age, and are by nature really unfitted to master the details of a language and might devote their time to something which would bring them greater advantage.

Professor A. F. Kuerseiner, of the

The COLLEGE PEOPLE'S Store

McNouan & Washburne Store
FOR STYLE QUALITY & ECONOMY

There's a Chance to Save Money if You Come Here Soon!

For instance:

A Lot of Nobby Overcoats to sell at \$9.75

Oh no! They are NOT a lot of bad lookers or "has wasers". Not by any means. We just happened to get around to a good deal and picked up about twenty-four that we can sell at this price and not lose any thing either. Also you can save Five Dollars to Ten Dollars. We could describe them but we would rather you'd see them. Now don't hesitate! "ARE YOU ON?"

University of Indiana, says experience has taught him that every year out of 200 students, there are only four or five who are able to do real efficient work in language.

Doubtless, the strongest reason for the language requirement lies in the generally accepted doctrine—at least accepted by language professors—of "modern and ancient languages as a college discipline." It is doubtful whether or not the educator can make a strong stand on this doctrine. It is also a serious question whether or not a similar discipline could not be obtained by studying some phase of science. Leading educators are abandoning the exaggerated value which scholasticism has placed upon languages and they are pioneering a movement to give greater freedom in the study of languages.

It would probably be a waste of time to speculate upon the value of language requirements from a theoretical standpoint, but practice has shown its deficiency. Does not every instructor and upperclassman know students who find it utterly impossible to make a passing grade in some language and as a result are simply shoved through their classes to meet the requirement? Language instructors admit that a student, who taking no interest in language and having a natural inability for it, has to go through a choking process and is wasting valuable time. Of course it cannot be denied that for certain students foreign languages are exactly the proper subjects to take.

Now, if the above conditions exist in the University and, as the recent faculty action indicates, it also exists in the high schools to a certain extent, what can be suggested as a remedy? An alternative can at least be suggested for the contention that all students should study languages because, they are a study of the great heritages we have received from the past. That is, for all students who exhibit a real inability to do language work with ease and profit to be required to take a specified number of courses in the study of the history, the institutions, and perhaps the literature of the past.

OTTO W. HEIDER.

J. E. Shelton, for two years managing editor of the Eugene Daily Guard, has severed his connection with that paper.

"Every dog has his day." Eat 'em hot at Obak's.

A fraternity jeweler was recently arrested at the University of Michigan for larceny.

Professor H. K. Benson of the University of Washington has written a book on chemistry.

Peerless Mazda

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Sleeping cars on the Portland-Eugene Flier, leaving North Bank Station daily, 11:45 p. m., and Eugene 12:01 a. m., the latest words for comfort. Berts \$1.50 and \$1.25.

Buffet Dining Service on Parlor Car On No. 13, leaving Portland 4:40 p. m., and No. 10, leaving Eugene 7:30 a. m.

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Oregon Electric Fliers, at convenient hours, convey you from front steps to the threshold of the Retail District of the Valley Cities and the Metropolis, making

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