

# OREGON EMERALD

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THURSDAY, FEBRUARY 12, 1914.

## EMERALD ADS.

We are constantly receiving complaints from our advertisers that they do not get results from their ads in the Emerald. They say that you do not read the ads. Is this true? If you don't read the ads, why don't you? We don't want to tell you where you shall trade, but we do want to show you that if you don't read our ads, you are losers, financially.

Last month several of our advertisers put on clearance sales, and advertised them in the Emerald. One of the merchants said that he did not do as much business with the University students during the sale as he did before, although he was selling his goods at a discount of about 25 per cent. Can you see where there is money in reading our ads?

A very large proportion of our students are working their way through school. Now would it or would it not pay them to watch our ads, and profit by the saving which they could make thereby?

If you do not need to economize, you should at least help those who help you. It is a well known fact that most papers are run on the revenue derived from the advertising. The subscription money is counted as profit. The Eugene merchants, then support the Emerald. Why not make the money which they invest (for money spent for advertising is an investment) bring them returns. Is it fair to ask them to dig up their perfectly good money merely to supply the students of the University with a paper? Hardly.

The merchant of today regards money spent for advertising as a part of the expense of selling his goods. He knows that he may sell at lower prices than his competitors, but if he does not let the public, who must be depended upon to supply the profit through their purchases at his store, know of his low prices, they will not buy of him, because they have seen his competitor's name before them so much that they naturally suppose that his competitor is the man who sells the goods, and that is the place to buy. The merchants of Eugene are not exceptions to the rule. They are ready to spend all kinds of money with us, if they can see that it is a paying proposition. It is up to you students to make Emerald advertising a paying proposition.

## SCHOOLS OF THE EAST AND THE WEST.

In an editorial, taken from the official student publication at the University of Chicago, "The Daily Maroon," the complaint is voiced that blind following of student custom, and unreasoning loyalty to student activities are too much in vogue. This criticism could hardly be made of the under-graduate attitude at Oregon, where new customs are inaugurated at least twice a year, and where good, healthy "crabs" are more the rule than otherwise.

And incidentally, the 50 odd per cent of male students who work their way through college at the University of Oregon might be surprised if they were suddenly dropped into such an atmosphere of aloofness and self-rated superiority which the Maroon states is peculiar to the made-to-order college man.

The Maroon's comment follows: "One of the characteristic errors in the average student's point of view about student activities is the impression that we must boost anything and everything that bears the name, student activity. If anyone started some activity, and invokes the 'Chicago spirit,' we must take hold, forsooth, and boost, regardless of our opinion as to the worth of the move, lest we be called traitor to Chicago, etc. And if anyone dares criticize a move of this sort—High Treason! Les Majeste! Just why? There is no reason why anyone should let himself become involved in the four-year treadmill of student activities unless he wishes. If he does not want to exchange the spontaneous joy of life for the 'work-habit,' which student activities teach, there is no reason why he should be accused of treachery or lack of spirit. If student activities want support of students, they should bid for it by offering some return the students want. And if the student does not care to accept their offering—whose business is it but his own? There is nothing sacred about student activities, nothing which should make men halt and hold their criticism, nothing which should be accorded the support of everyone.

Another pet delusion of unthinking male students is this—the educational process of college is a sort of mill, into which they drop in their Freshman year, through which they are ground, being planed, trimmed, sand-papered and polished, for four years, and from which they are dropped into a hopper—the world-stamped 'Standard-College Product,' with a market-value superior to that they could have commanded had they not already been through the mill. In plain terms, college education is supposed, per se, to add a definite increment to the student's earning power. "That is no place for a college man," is the proud refusal which meets the proposition of starting in a minor position. This is the attitude that makes many competent business men wild-eyed when college education is mentioned. The truth of the matter is, that no amount of education (except in a professional course) in itself adds one cent to the earning power of anyone. Anyone who is in college with that hope is wasting time. The educational material must be absorbed and treated with a liberal application of brain work on the part of the individual, and must be backed up with personality, common sense, and appreciation of values, before it is worth anything in the business world."

## 6,000 BLUE BOOKS SOLD

Estimated 5,000,000 Words Were Written in Examinations.

Approximately 5,000,000 words were written by the students of the University of Oregon during the mid-year examinations. Statistics from the registrar's office show that 662 students took the examinations. Allowing five blue-books to each student and 1,200 words to the book, the number of words would be about 4,000,000.

Reports from the College Book Store show that of the 7,500 blue-books on hand, 6,000 were sold to students. Figuring 100 words to the page and 12 pages to the book, the number of words would amount to 7,000,000.

The professors read on an average from 75 to 100 books, counting one book to the student. The examinations this year were two hours long instead of the three hours of two years ago, so that the average length of the examinations was greatly decreased.

## SOCIETY

By Beatrice Lilly

The Freshmen are preparing for the glee on Saturday evening with their usual zest and interest, and the dance promises to be one of the most unique events of the year. Original decorations will be used and the eighth dance will be a surprise, with some special feature. The patronesses for the evening will be President and Mrs. P. L. Campbell, Professor and Mrs. J. F. Bovard, Professor and Mrs. O. F. Stafford, Dr. and Mrs. Edmundson, Mr. and Mrs. Hugo Bezdek, Dr. and Mrs. John Straub, Dr. Bertha Stuart, and Miss Ruth M. Guppy.

Vera Redman is visiting at the Delta Delta Delta House.

The wedding of Gladys Graybill, 16, to Mr. Daniel Hobart took place on Saturday, February 7, at the home of the bride's sister, in Nampa, Idaho. After a short trip Mr. and Mrs. Hobart will make their home in Nampa. Mrs. Hobart is a member of the Kappa Kappa Gamma Sorority at Eugene.

Delta Gamma entertained informally with a dance on Monday evening.

Hazel Ralston, who is a Delta Delta Delta from the University of California, is registering in college this semester.

Chi Omega announces Constance Taylor as a new pledge.

The Dormitory Club entertained with an informal dance on Saturday evening.

Delta Tau Delta were hosts at an informal dance on Saturday evening.

Helen Holbrook is visiting in Eugene.

Hazel Tooze is spending the week at the Omega House.

Sigma Nu entertained with a dance at the Shack on Saturday evening.

Alpha Tau Omega entertained with an informal dance in Saturday evening.

Ben Dorris entertained with a dance at the Phi Gamma Delta House, in honor of Kappa Alpha Theta, on Saturday evening. The decorations were in cedar and gold, the sorority colors. The programs were small basketballs, with pictures of the basketball team.

Chi Omega held initiation on Monday afternoon and evening for the following pledges: Miss Florence Johnson, Miss Lois Ladd, of Portland; Miss Eulalie Crosby, of The Dalles; Miss Flora Simons, Albany; Miss Ina Cochran, Medford; Miss Mildred and Miss Merna Brown, The initiation ceremony was followed by a banquet in the tea room of the Hotel Osburn.

Miss Agnes McLaughlin, of Portland, is visiting at the Chi Omega house.

Miss Nellie Hemenway, of Cottage Grove, came up to attend the Chi Omega initiation Monday of this week.

Phi Delta Theta entertained at dinner Wednesday evening the following guests: Mrs. Cuyler, Rose Sieler, Marjorie Cogswell, Marion Reed, Mildred Broughton and Mildred Rorer.

Ersel Kay, of Salem, is visiting at the Sigma Nu house for a few days.

The Sigma Nu fraternity entertained informally with a dancing party at the Shack, Saturday night. Professor and Mrs. Graham Mitchell chaperoned the affair.

Ted Holmes, ex-'13, is visiting at the Kappa Sigma house.

Hazel Tooze is spending the week at the Omega House.

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