

Oregon Emerald

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THROWING THE DEAD WEIGHT OVERBOARD

The recommendation of the Student Council that the Student Body repudiate all undergraduate publications except the Emerald and the Oregona is worthy of the most careful consideration.

These two publications stand alone as the two big literary enterprises of the students. A college is judged to a great extent by its student newspaper and its year-book.

The purpose of both the Emerald and the Oregona is solely to promote the interests of the whole University. They are not subservient to any interest; they do not exploit one particular activity; they are in themselves activities.

Enter the Y. M. C. A. Handbook, the Women's Emerald, and the program for this, that and the other occasion. They are competitors of the Emerald and Oregona—not in usefulness, but in a business way.

The merchants here and elsewhere use the demands made upon them by this class of publications as a pretext for refusing to support the Emerald and Oregona. Let a solicitor for one of the latter approach a merchant on the subject of advertising, and the chances are he will meet with this answer: "I've given the students all the advertising I can afford to. They're always coming around with some new graft. First it is the Y. M. C. A. Handbook, then it is the Women's Emerald, then the Junior Week-End Program, then something else. Each one represents itself as being the best and most deserving medium, and each threatens to boycott us if we don't advertise."

It is the most common loophole through which the unenterprising business man dodges, as any member of the business staff of either publication can testify.

If the new plan is adopted, it will no longer be possible for the advertisers to play one enterprise against another. The Student Body will no longer pose as a mendicant; it will say to the business firm: "Here are just two publications which we ask you to consider, not as objects of charity, but as agencies for reaching the largest student audiences."

The new measure does not taboo special editions of the Emerald. It will still be possible for the Emerald to put out a football or state fair extra, or for the Y. M. C. A., Sigma Delta Chi, the co-eds, or the left-overs during April vacation to edit an issue. The only restriction will be that the regular business staff will continue in power, and the demoralization which always follows an upheaval in this department will be avoided.

The plan has the endorsement of all the managers of the Emerald and Oregona, past and present, who have been interviewed. In our opinion, it will go a long way toward alleviating the present financial ills of college journalism hereabouts.

Westerners Organize

Endeavoring to register all students from the constituent states, the Rocky Mountain Club has made the first move of state clubs for this year at the University of Pennsylvania. Men from California, Colorado, Arizona, Idaho, New Mexico, Nevada, Montana, Oregon, Washington and Utah are eligible.

Archie Mucks, Olympic weight star, six feet three inches in height and weighing 240 pounds, center on the Badger team, will do Wisconsin's kicking this year.

CAMPUS NOTES

Mrs. Curtis Holcomb and Mrs. A. F. Flegel, of Portland, were luncheon guests at the Phi Delta Theta house on Tuesday.

Phi Delta Theta entertained Mrs. C. M. Ray and Mrs. P. M. Brown, of Silverton, for Wednesday dinner.

Mr. A. F. Tresslar, a Sigma Nu from Lehigh University, is a guest at the local chapter house.

James Donald was a guest at the Alpha Tau Omega house for lunch on Wednesday.

Beta Theta Pi entertained Doctor and Mrs. F. G. G. Schmidt at dinner on Tuesday.

Kappa Alpha Theta entertained Mrs. French, of Portland, at lunch on Tuesday.

Mrs. Bradshaw, of The Dalles, and Mrs. Drain, of Ontario, are guests at the Kappa Alpha Theta house.

Mrs. Jack Vincent is visiting Hazel Rader at the Kappa Alpha Theta house. Mrs. Vincent is a sister of Tommy Boylen.

William B. Ryan, '14, has been compelled to abandon his college work this year on account of ill health. "Bill" will remain at home in Portland until his recovery is complete.

Mrs. O. M. Dodson, of Baker, Mrs. E. F. Carleton, of Salem, Mrs. A. King Watson, of Portland, were luncheon guests at Delta Delta Delta house Thursday noon.

Mrs. James Johns (Pearl McKenna), of Portland, Mrs. Downard, of Portland, and Miss Beatty, of Salem, were guests of the Gamma Phi Beta house this week.

Mrs. F. L. Moorhead and Mrs. G. F. Parks were guests this week at the Delta Delta Delta house.

Mrs. Merrick and Miss Powers, of Medford, were dinner guests at the Delta Tau Delta house Thursday.

Mrs. Davidson and Mrs. Lucas, of Hood River, Mrs. Holcomb and Mrs. Flegel, of Portland, were dinner guests at the Gamma Phi Beta house Tuesday evening.

Mrs. Church is a week-end guest at the Delta Gamma house.

Mrs. Cartwright has been spending a few days at the Kappa Kappa Gamma house.

Grace McKenzie, Flaunice Killingsworth and Beatrice Locke spent the week-end in Portland.

Mrs. Gerlinger was a luncheon guest at the Delta Gamma house Thursday.

Beth Rhea entertained with a tea Saturday afternoon in honor of Mrs. Brown, their house mother.

Mrs. Swick, of Roseburg, Mrs. A. B. Gribble and Mrs. Merrick, of Medford, and Mrs. Ames, of Lebanon, were guests of the Mu Phi Epsilon house this week.

Mr. and Mrs. James Johns (Pearl McKenna) have returned to Eugene for Alumni week-end. Mrs. Johns will remain for the Conference of Women's Clubs.

Ruth McClaine and Ethel Stafford were dinner guests at the Mu Phi Epsilon house Thursday evening.

Mildred Broughton was a dinner guest at the Gamma Phi Beta house Tuesday night.

Kappa Sigma announces the pledging of Wallace Eakin.

Mrs. Gerlinger, Mrs. Eric W. Allen, Mrs. Dunston and Caroline Dunston, Mrs. Hamilton, Miss Elizabeth Fox and Mrs. Cuyler, were dinner guests at the Kappa Kappa Gamma house Wednesday evening.

Mrs. Powers, of Marshfield, is spending the week-end at the Delta Gamma house.

Mrs. Elliott, of Salem, and Mrs. Vincent Palmer, of LaGrande, were dinner guests at the Gamma Phi Beta house Wednesday evening.

Dr. and Mrs. Edmundson, Mrs. Pennell, Mr. Wilcox, of Portland, and Dr. Stuart were dinner guests at the Delta Gamma house Tuesday evening.

Frank Staiger is confined to his room at the Kappa Sigma house with a mild case of mumps.

Joe Hedges was a guest at the Sigma Nu house for lunch on Friday.

Alpha Tau Omega entertained Mrs. H. O. Drain, of Ontario, at dinner Wednesday.

Beta Theta Pi announces the pledging of Tom Campbell, of Hermiston. Chi Omega entertained Phi Gamma Delta informally with an hour of dancing Friday evening.

The Dormitory Club entertained informally with a dancing party on Friday evening.

College Middies



Regulation middy blouses made by official naval tailors and universal-lay used. Best all-around garment.

- Regulation serge middy, all wool \$7.50
- Regulation flannel middy, all wool 6.50
- Regulation flannel middy, all wool 4.00
- Regulation flannel middy, all wool 3.50
- Regulation white, with blue collar 3.50
- White middies in several styles in all white and colors, \$1.75 to 2.50

College Men, if You do not Have a Full Dress Suit We Will Rent one to You

Complete Line of Evening Clothes and Accessories

The McMORRAN & WASHBURNE Store

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PAUL HOPPE

Students', Ladies' and Men's Tailor
 We do remodeling.

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 Office Phone 391 Res. Phone 332-Y

THE EUGENE ART STORE
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 Pictures, Picture Framing, Pennants,
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 Phone 1062.

Attorney

LEE M. TRAVIS
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 Office over Loan and Savings Bank.

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TYPEWRITERS—All makes sold,
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 Mattresses made to order.
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