

BATES TELLS CLASS WHERE TO ADVERTISE

Portland Newspaper Man Says Daily Is Most Economical Medium for Advertising

The fine returns from advertising in newspapers were illustrated by Phil S. Bates, editor and publisher of the Pacific Northwest, of Portland, Friday afternoon, in the third of the lectures in the advertising course given by the Departments of Commerce and Journalism at the State University.

Nearly one-half of all the money spent by advertisers in the United States goes to newspapers, according to figures submitted by Mr. Bates, as follows:

Total advertising outlay, \$566,000,000, made up of: Newspaper advertising, \$250,000,000; all other forms, \$316,000,000. Under "all other forms" Mr. Bates includes magazine advertising, direct mail, circular, bill poster, novelty, electric signs and outdoor advertising; demonstration and sample advertising; theater curtains, programs, street cars, and various other advertising devices.

Mr. Bates, who is publisher of the Pacific Northwest and manager of the Portland Rose Festival, surprised the 100 students with some of his statements concerning newspaper advertising.

"The city advertiser is obliged to use the daily, for there is no other medium to take its place," he said. "He cannot cover his territory by circulars in a large city, though he may use them to advantage. The daily offers the most economical and the most exclusive medium for reaching his customers."

"Trade in the great centers is practically limited and the liberal advertiser gets the most of it. Experience has proved that spasmodic advertising in the great dailies is worth not one quarter as much as continuous publicity."

Mr. Bates discussed at length also magazine and trade paper advertising. He bespoke accurate circulation statements and absence of objectionable advertising in newspapers.

OREGON TO DEBATE O. A. C. NEXT THURSDAY EVENING

Peter Crockett and Victor Morris will oppose O. A. C. in a debate here next Thursday evening, March 4. On the same day Fred Hardesty and Nicholas Jaureguy will go to Corvallis.

"This is Oregon's first contest with O. A. C. in debate, and a large crowd should turn out," said Coach Prescott. "Next year, with the inclusion of Reed College, this will become an annual triangular event."

CLOSING OF STACKS APEALED BY COUNCIL

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one director.

Last year the University of California Juniors presented the play with unusual success. It was the raciest farce ever seen on the campus, is the way the year book describes the play. The Seniors this year are fortunate in being able to select a capable cast from the abundant material available, and everything points toward achieving a similar result on this campus.

Many novel and local features will be introduced. Their substance is being held a secret by the committee. "We will see that everybody who attends will be more than repaid for time and money," concluded Hill.

Have the Emerald sent home.

THREE AMENDMENTS TO BE VOTED ON TOMORROW

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away, or to bring a team here.

The purpose of the soccer amendment, therefore, is to authorize the Executive Committee, in its discretion, to make certain games possible each season. The constitutional technicality has delayed the Oregon-Multnomah soccer games this spring until time for baseball and has killed the Oregon-Jefferson game altogether. The Multnomah games would not be possible had not the Student Body unanimously authorized a \$65 guarantee for them. It is expected the gate receipts will bring back most of the \$65.

There will be two places to vote on these amendments, one for upperclassmen and one for underclassmen, both in Villard Hall, and the polls will be open from 10:00 A. M. to 12:00 M., and from 1:00 P. M. until 3:00 P. M.

The following committee has been appointed to act as judges of election: Sam Michael, chairman; Clark Burgard, Bert Lombard, Bert Jerard, Anthony Jaureguy, Bob McMurray, Carlyle Geisler and Elton Loucks.

Chocolate Creams and Fancy Assorted Caramels

MADE UP TO THE STANDARD OF ALL OREGONA CANDIES

THE OREGANA

Tuttle Studio

Portrait work our specialty
606 Thirteenth Ave. East

TAKE WATER POWER

Correspondence Course Prepared by Leading Hydro-Electric Specialist. No Advance Fee.
WATER POWER CHRONICLE
DETROIT, MICH. Wayne Co. Bank Bldg.

Quality Portraits

Dorris Photo Shop

Phone 741

Lunches Candies Ice Creams

Otto's SWEETS

Victoria Chocolates

Don't forget we have a Special Sale every Friday and Saturday

Peter Pan Candies

Chocolate Creams Bon Bons Taffies Chews Caramels

PURE & FRESH

Also the largest bag of fresh roasted peanuts in town for 5 cents.

Peter Pan

THE RAINBOW

Eugene's Palatial Sweet House

BOWLING

Ladies' Day Every Wednesday

Sherwin-Moore Drug Co.

Box candies and Toilet Goods First class Prescription Dept.

Ninth and Willamette

Phone 62

University Novelties in Brass

AND

Table-Service in Sterling Silver

To make your fraternity complete in even the smallest detail

Oregon Seal and Fraternity Jewelry in Gold and Silver

SETH LARAWAY

Bangs' Civery Company

Corn 7th Eighth and Pearl

Phone 21

Call 944 when you miss your Emerald.

The Club

Eugene's Finest Cigar and Billiard Resort

Pipe Repairing and Inlay Work a Specialty

Developing AND Printing

Enlarging Copying

Anso Cameras and Films

Kodak Supplies Cyko Papers....

Post Cards Portraits

Reynolds
THE KODAK MAN

982 Willamette, Opp. Rex Theatre
Phone 535

Pianos and Expert Piano Tuning

A. S. DRAPER

Official Piano Tuner
University School of Music

986 Willamette Phone 899

PIERCE BROS.

Staple and Fancy

GROCERIES

Phone 246--Cor. 9th and Oak Sts

HAMPTON'S

FOR

Hart Shaffner & Marx CLOTHING

BURGESS OPTICAL
EXCLUSIVE OPTICIANS
901 WILLAMETTE ST. EUGENE, OREGON

Weber and Heilbroner Spring Hats Are Here

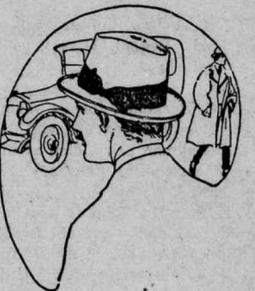
THE old-style Alpine crease and the "telescope" fold have had their day in New York.

It is now the semi-telescope fold, in the crown — adopted for Weber and Heilbroner soft hats for Spring, because New York men were themselves creating their hats that way.

Only a slight droop to the brim, different from last year — finished with an English box curl.

Colors which were developed to harmonize with the fashionable Spring shades in clothes and haberdashery.

A stiff hat with a slightly tapered crown and a new "neutral" brim, neither flat nor round—the same character of smartness as the soft roll English coat and the full cut walking glove.



acter of smartness as the soft roll English coat and the full cut walking glove.

THESE ARE THE HATS OF THE HOUR IN NEW YORK — PRESENTED AT THE SAME HOUR HERE. Price, \$3.

This house has the exclusive agency for Weber and Heilbroner Hats in this city.

J. H. Friendly & Co.
— THE LEADING STORE —

Get Your Partner

FOR THE

SECOND SENIOR STEPPING PARTY

Good Floor
MEN'S GYM.

Good Music
SATURDAY MARCH 6-8:15 P.M.

Good Time
HENDERSHOTTS ORCHESTRA