



## AMERICAN DEMOCRACY IS THE GOSPEL OF MAN

OLD WORLD CULTURE NOT REAL BASIS OF CIVILIZATION, SAYS MARY ANTIN

## EUROPE SEEKS JUSTIFICATION

United States Will be Refuge of Foreigners After Great War is Prediction of Speaker

Mary Antin, a Jewess from the "pale of settlement" of Russia, author of "The Promised Land" and "Those That Knock at Our Gates," delivered an address on "America in the Light of the European War" in Villard Hall Thursday evening, April 1.

The assembly room was well filled, but the little woman succeeded in making herself heard in all parts of the room. She spoke in clear, beautiful English, and her hearers grasped her ideas instantly. Her first words were of appreciation for the kindnesses which, in her own words, had been "showered upon her in Eugene."

"The new thing about this war," the speaker said, "is the clamor raised against it. Never before were combatants so eager to be justified in the eyes of the world. War is going out of fashion, that is the reason people seek to justify themselves."

"Russia, England, France, each nation seeks to justify its position by boasting some vaunted culture or refinement; England for political achievement, Germany for literature and music. These are the very things for the lack of which America has been blamed. But are they the bottom of civilization, as the big talk in Europe would lead us to believe? Before we can have the fruits of civilization, we must have the fundamental things clear down to the bottom, which none of them have."

"Let us see for how much their culture counts. It is only a question as to what particular corner of Europe in which the next battle is to be fought, that determines what precious masterpiece is to be trodden in the dust tomorrow. Those things do not last because they are not securely founded, but with America it is different. We have only one thing—our democracy—but what we have we pass around. That is the difference, the little we have is the property of all; that is the reason that it is safer with us."

"The conflagration in Europe," the frail little woman went on, "is serving to show us where we stand and whither we are going. The chorused sob of despair from the battlefields and from the desolate homes is smiting our ears. What about civilization? What does it stand us in a time like this? When the war is over and the people of Europe will flock to us for the protection of our land and flag; then we will be able to tell; then will the queries be answered."

The underlying point of the entire address was that America is the land of freedom, made so by extreme democracy. The speaker emphasized that this is the natural haven of all foreigners, and that is as it ought to be.

The speaker rose to the height of feeling too deep for words on more than one occasion, and her voice broke when she was telling of American democracy, freedom and ideals.

Twice the audience interrupted to cheer her, but the remainder of the time it sat in breathless silence.

Mary Antin repeated over and over in the course of her lecture that America is noted for her democracy. She said that future generations will hail our democracy as part of the sacred teachings of the world.

"Why need we wait?" she questioned. "Let us acknowledge it as

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## BIG DOINGS ARE SLATED WHEN OREGON MEETS WASHINGTON

Baseball Game With Dobeicites Will Launch the Gay Junior Week-End Regalia

Monday and Tuesday, May 10 and 11, will witness the opening of the baseball conference season in Eugene, by two games between the University of Oregon and the University of Washington teams. There will be a big parade, consisting in part of the Mayor of Eugene, the President of the University, the members of the Board of Regents, and prominent citizens in automobiles, the two teams, the University Band and band wagon.

This celebration will virtually be the opening of Junior Week-End also, although the real dates for the latter are May 14, 15 and 16. The Washington track meet will be held on Friday, and the interscholastic track and field meet will come off Saturday.

## WOMEN MAKE MERRY; GYM BARRED TO MEN

April Frolic at Hayward Hall Announced by Poster—a Bait to Masculine Curiosity

Coming! The Big Event! April Frolic, Hayward Hall, April 3, 1915. So runs the heading of the green posters today in evidence about the campus, which proclaim the immediate arrival of the manless joy-fest.

A hint of the stunts to be pulled off by each sorority and organization is given in a poetical or otherwise, effusion, thus:

I—Kappa Alpha Theta—  
"How Sultan after Sultan, with his pomp,  
Abode a destined hour, and went his way."

II—Gamma Phi—  
The purport of all this how do do  
Deeply concerns both me and you.

III—Kappa Kappa Gamma—  
Come and see a thing absurd,  
Staged by the Kappas April third.

IV—Y. W. C. A.—  
What Y. W. C. A. may mean to you,  
Depends somewhat upon your view;  
But now if you will watch and see,  
We hope that you, too, will agree.

V—Chi Omega—  
The lives of college girls and boys  
Are filled each day with glooms and joys.

VI—Triple A—  
We're sure you'll all be very pleased  
To hear the Triple A, B, C's.

VII—Alpha Phi—  
To be, or not to be,  
A question for the Faculty.

VIII—Mary Spiller—  
The Romance of Mary Jane.

IX—Oregon Club—  
Perhaps we'll come to this some day,  
If the tango bug should have full sway.

X—Triple B—  
Echo Zahl, all by herself,  
Will surely be a dainty elf.

XI—Delta Gamma—  
'Tis the night before the fatal day,  
Rejoice, the pony's found, we say.

XII—Mu Phi—  
Some spot-light show,  
Some sights you know.

XIII—Tri Delt—  
You may crowd them and squeeze them  
In a great big book,  
But when it is night  
They'll come out from their nook.  
The judges are Miss Perkins, Mrs. P. L. Campbell and Mrs. Frazier.

Professor F. S. Dunn gave a stereopticon lecture on "Greek Mythology" Tuesday evening, March 30, before the Eumathian Club. About 50 were present.

## AD WRITER MUST BE SALESMAN, SAYS LEE

"GET NEWS AND HUMAN INTEREST INTO COPY," SAYS SPEAKER

## HIGHBROWISM IS INEFFECTIVE

Ad Specialist Must be Student of Production, Markets, Quality, Price, Etc., Is Belief

The likeness of the good ad writer to the successful salesman was shown by George D. Lee, President of the Lee Advertising Co., of Portland, in his address on "Copy Writing" before the University class in Advertising Practice, Friday afternoon.

"The copy writer must be able to really sell goods if placed before a customer," said Mr. Lee, and went on to show that the method used by the successful shoe salesman is in epitome the same as that used by the writer of good "shoe" copy.

The good ad, he explained, must attract attention, and establish a point of contact between the seller and the possible consumer. A large number of ads fail because they lack this point of contact. After the contact is made the ad must proceed with the same steps as in actually making a sale, introduction, demonstration, argument and closing.

"Ads are often dependent for success upon association of ideas," continued Mr. Lee. "I remember when one of the first brands of condensed milk was placed on the market, there was difficulty in securing a suitable package. This company brought out a tin package that suited the purpose admirably. It could not be easily destroyed and was vermin proof. The company chose to emphasize this feature and put out ads showing an army of cockroaches attacking one of the milk cans, and of course unable to phase it. It looked like a good ad, but the milk didn't sell."

"Ads are best written in simple words. Remember that children are often the deciding factor in a sale. If the discussion at the dinner table turns upon the purchase of a certain article and little Willie has read an ad or seen a poster setting forth the merits of some particular brand he will dominate the conversation until he gets what he knows off his chest."

Mr. Hall expressed the belief that successful ads could not be written unless the ad man knew all the conditions surrounding the article to be advertised. He must understand the production, distribution, quality, price, profit, market and competition.

In conclusion, he said: "It takes facts to sell goods. That means that you must recognize the weak points in the product you are pushing and generally the limelight of publicity is fatal to weak articles. Get news and human interest into your ads."

## FINALS END FRIDAY

Decisive Handball Series Start by Delta Taus Eliminating Oregon Club

The finals in interfraternity handball are now on and will be finished Friday.

In the semi-finals, the Dormitory Club beat the Beta Theta Pi duo 21-11 and 21-14. The Delta Tau Delta team defeated the Phi Gamma Deltas 21-3 and 21-3. The Oregon Club won from the Alpha Tau Omegas 12-21, 2-6 and 21-10.

The first games of the finals the Delta Tau Deltas set the Oregon Club men back 21-8 and 21-11. Brownell and "Lefty" Furney, with their long reach, proved too much for Lane and Fleischman of the Oregon Club.

## REFER CUT SYSTEM TO FACULTY COMMITTEE

COMMITTEE RECOMMENDS NO LENIENCY AT BEGINNING OF SEMESTERS

## VOLUNTARY METHOD FAILURE

Student Fair Guides May Arrange With Instructors to Take Special Examinations

The cut system came up before the faculty for action Thursday, and after considerable discussion the whole matter was re-referred to a committee consisting of Deans Straub and Guppy and Professors Ayer and DeCou. The committee had reported a list of "interpretations," and it was one of these which started debate upon the system. The report provided that absences at the beginning of the second semester should count from the first meeting of the classes, and not, as at present, from the date of registration. This was not to apply to students just entering. The point raised was that a similar tendency to be in residence and not attend classes existed at the beginning of the first semester, and that this resulted in injustice to those students who went to work at once without waiting for the "rushing season" to pass.

It was reported by members of the faculty during the discussion that the present system was not liked by the students. The reply was made that in the only institution in which the purely voluntary system had been tried, it had proved a laughable failure, classes of fifteen and twenty students sometimes being represented at recitations by as few as two or three. Even at this institution, Bryn Mawr, the voluntary system had been abandoned, and something like the present cut system existed in practically all universities.

One hour courses hereafter may be taken only to the number of six during the four years, not counting one-hour courses given in the student's major department.

The four students who are to be at the San Francisco Exposition during examination week were authorized to make arrangements with their instructors to take their examinations at other times.

Three summer sessions were ruled to be an equivalent of theresidence requirement for a University degree in the case of teachers in the state schools who hold a state life certificate.

## FRUITMEN WILL PAY \$15 FOR BEST BRAND

Pacific Fruit Distributors Offer Prize for Most Suitable Name to Place on Label

A letter recently received by President Campbell from the North Pacific Fruit Distributors, of Spokane, extends a special invitation to students of the University of Oregon in a prize contest. Fifteen dollars will be given for the most suitable brand (or packing name) which can apply to apples or other fruit of the Northwest. Second and third prizes will also be given.

It is the purpose of the distributors to use the winning name on their labels and in their advertising. They want a name that will compare in effectiveness with the "Sunkist" brand for oranges which is used by the California Fruit Growers' Exchange.

Minnie Beaver, Nellie Beaver and Irene Upleger were dinner guests at Mary Spiller Hall Thursday.

## ALL-UNIVERSITY LOTTERY DANCE TO BE STAGED BY SENIORS APRIL 24

BIGGEST AND MOST SENSATIONAL SCRAMBLE IN HISTORY OF UNIVERSITY PROPOSED BY 1915 BARNUMS—DRAWING TO BE HELD NEXT WEEK

An all-University dance, an event which no student of either sex would need to miss, is the aim of the Senior class in inaugurating the first annual all-University lottery, plans for which were made public today.

The project is the outgrowth of the Senior Lottery, an event originated last year by the class of 1914 and repeated by the present near-graduates with great success. The plans for the coming all-University Lottery, which will be staged in the Gymnasium April 24, follow in general the suggestions advanced in an Emerald editorial of March 20.

The drawing will take place at a special assembly to be called at 3:00 o'clock on some day next week, to be announced in Tuesday's Emerald. A committee of students from all classes is to supervise the drawing and see that it is fair and above-board. The names of all the women in the Student Body will be placed in one large box, and those of all the men in another. One slip from each box will be withdrawn simultaneously, and the names read together. Each man will be expected to ask his partner to the dance, or to see that she attends if she so desires.

"We will have a card party running full blast for the non-dancers," said Elton Loucks, of the Senior Dance Committee, last night. "There will be committees from each class to keep tab on the girls and see that their

partners come through with the invitations.

"However, we realize that there may be exceptional cases in which a student will find it impossible to attend. Since we could not segregate all such cases before hand, we will put all the names in the boxes. The women who cannot attend can inform their partners of the fact. This will leave a number of men free to substitute for the swains who have a legitimate excuse not to go.

"All we ask is that the men look out for their partners, either by taking them themselves or by engaging an understudy. In this way, a man who cannot possibly attend can likely delegate his duties to some unattached fraternity brother or friend.

"As soon as the results of the lottery are announced next week, the men should call up their partners and make arrangements for the dance. The various vigilance committees will go over the whole list, and try to bring the delinquents to time. The line-up of couples will be published in the Emerald.

"If both men and girls show the right spirit, this is going to be the biggest and keenest dance ever staged here, and it will undoubtedly become an annual event for each Senior class to promote."

The other members of the committee are Bert Jerard, Lee Hendricks, Boyce Fenton and Frank Staiger.

## GREENS OUST YELLOWS

After Hockey Game Team is Picked to Represent Oregon at O. A. C.

Much money was lost yesterday afternoon by the campus sports when the "Greens" defeated the "Yellows" one to nothing at girls' hockey.

Between 30 and 40 men showed their spirit by much enthusiastic cheering and rooting. A great deal of the interest was due to the thorough way in which Miss Harriet Thomson collected the ten-cent admission. Phi Delt watching the game from their back yard were asked to contribute as well as some men watching from the bleachers of Kincaid Field. About \$9.00 was taken in.

Immediately after the game Miss Goldsmith, Vera Moffat and Jennie Hunter picked the first team and the substitutes who played this afternoon in Corvallis against O. A. C.

Members of the first team are: Jennie Hunter (captain), Vera Moffat, Olga Soderstrom, Margaret Crosby, Jean Bell, Doris Ball, Eyla Walker, Theresa Cox, Myra McFarland, Ester Furuset, and Mabel VanZante. Substitutes: Gladys Conklin, Hallie Hart, Helen Phillips, and Elizabeth Minturn.

The girls pay half of their expenses and the Athletic Association pays the remaining half. They left at 7:35 this morning and plan to return at 7:05 this evening for the April Frolic.

Ellen Dominisue is spending the week-end in Portland.

Nine sororities at Ohio State University have picked relay teams of four each and a manager to represent them in an intramural track meet.

## OREGON OUTPOINTS MONTANA IN DEBATE

Varsity Negates Government Ownership of Railways and Wins on Two to One Decision

Oregon closed the debating season last night by defeating Montana two to one, upholding the negative of the question, Resolved, that the Federal Government should own and operate all interstate railroads acting as common carriers, including intra-state lines competing with them. The debate was held in Villard Hall before a fair-sized audience.

Victor Morris and Cloyd Dawson composed Oregon's team, while Payne Templeton and Clarence Street were the Montana representatives.

Prof. E. E. DeCou presided, while Dr. A. C. Schmitt, President of the First National Bank of Albany, Emmett Callahan, a Portland lawyer, and W. R. Rutherford, of McMinnville acted as judges.

"Considering the fact that Montana has not been defeated in three years, and that, like ourselves, she has won ten out of a possible fifteen arguments this year, I think we should feel proud of defeating her," said R. A. Prescott, coach of the team.

According to the Montana men, the support given debate at their university is greater than that received by football.

"I consider the past season a successful one, but, win or lose, it has been most valuable to the debaters in a constructive way," said Mr. Prescott. "It has taught them to appreciate and use evidence and has given them a rare insight into economic, political, financial and social fields."