

OREGON EMERALD

Official student body paper of the University of Oregon, published every Tuesday, Thursday and Saturday of the college year by the Associated Students. Entered in the postoffice at Eugene, Oregon, as second class matter. Subscription rates \$1.00 per year. Single copies, 5c. Advertising rates upon request.

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NEWS WITH A SET VALUE.

Did you ever stop to consider that all of the news in a newspaper is not confined to that matter which is set in body type, led off by a conventional headline and bordered by the customary column rule? Did it ever occur to you that there was news, perhaps more pertinent to you and your immediate needs than that bearing the label of editorial approval, in those spaces surrounded by a black rule, or a fancy border—in the advertisements?

There are two sides to the life of every man and woman and two corresponding qualities constituting the make-up of normal human beings—the cultural and the practical. Likewise there are two sides to the newspaper, for its very life depends upon its ability to function to people and their instincts. It cannot, of course, be said that the news columns of the paper cater only to the cultural qualities of its readers. The busy man reads the news not only that he may be well informed as to the everyday occurrences for the personal satisfaction it gives him, but he digests the contents of the news columns with the idea of making practical use of the information thus gained. Thus it is with the college student. He skips the sum total of the news contained in his paper, but carefully assimilates the details of that news story that has a bearing upon him and his immediate needs, or desires.

But the average newspaper reader, and the college student is no exception, does not carry his plan of reading the news to its logical conclusion. He cries for practical, timely news of which he can make immediate and practical use. He studies the market reports, or, in the case of the college student, the opportunities to make "spare change" during odd moments. And right there before them is the most practical information they could ask. News that will save them time, money and worry.

In one sense the well written advertisement is the truest news story in the whole paper. It tells the "who, where, why, when and how" in a simple straightforward manner that leaves no doubt in your mind and on a single point. Perhaps you are one of those who look upon the advertisements as an intrusion upon the reader, necessary, but nevertheless an intrusion. If you do feel that way, just run through each of the ads in this issue of the Emerald carefully, take mental stock of the news they contain. The rest of the experiment will work itself out. It won't be many days before you have need for some article you have seen advertised and the normal reaction will be to connect the article, the name of the dealer and the price. The result is equally obvious; you get a quality article at a fair price with a minimum amount of trouble; the dealer makes his sale and adds you to his list of customers; the newspaper justifies itself as a selling medium and thereby increases its power to be of service to you.

It has been said that it is a poor proposition that won't work both ways—well, here's one that works three ways and with benefit to all. Try it.

AMENDMENTS TO BE PUT UP TO MEETING

(Continued from page one)

for the following University men who died in the service: Dale Melrose, ex '18, member of the 361st ambulance corps, who died last fall of pneumonia at Camp Lewis; Irwin Brooks, '12, who died of pneumonia last November at San Antonio, Texas; James Gurney, ex '21, lost in the recent Tuscania disaster, and Frederick Kingsbury, ex '20, who died at Brooklyn navy yards last month as the result of pneumonia.

Ray Couch, head of the senior memorial committee, will report on senior memorial plans.

The woman's hand will give several selections.

Grace McKenzie, '17, is employed in the office of Dr. Caulfield, of Portland, where she works as physician's assistant.

MEN'S CONCERT POSTPONED

Glee Club Suffers Through Withdrawal of Members.

The men's glee club concert has again been postponed, and will not be put on until some time during the third term, if it is given at all. Graham Smith, president of the club, who has recently recovered from an attack of pneumonia, is uncertain whether the home concert can be given. Don Roberts, manager of the club, is enlisted in the next ordnance class, and would probably be unable to sing. Floyd Ellis, second tenor, has left college.

In the event that a decision is made to hold it as usual, the program will consist of practically the same numbers that were given on the trip, with the addition of a trombone solo by Walter Grebe. The club has not met since the trip.

Doris Slocum, ex '20, who has been employed in the First National bank of Buhl, Idaho, since early last summer, expects to move to Portland in the near future.

OREGON WRESTLERS SCORE 3-2 VICTORY

Taylor, Wilson and Flegal Defeat O. A. C. Opponents; Hill and Howard Lose, Former Hurt.

OVATION GIVEN SHOCKLEY

Annual Meet Saturday Ends Season; Dwight Wilson Captain for Next Year.

Oregon wrestlers scored a 3-2 victory over O. A. C. in the annual matches held Saturday night in the University gymnasium. For Oregon, George Taylor won over McLean at 165; Dwight Wilson defeated Buttervitch at 135, and Bruce Flegal won a decision over Palmer at 115. O. A. C. won in the match between Howard, of Oregon, and Strome, of O. A. C. in the 148-pound class and Hill, of Oregon, lost to Cummins, of O. A. C., at 125.

The victory of the Oregon mat men gives the three teams in the Northwest conference an even break, O. A. C. having previously defeated Washington and Washington having won over Oregon.

Taylor Wins Decision.
 Chief interest centered around the hard-fought match between Taylor and McLean, heavyweights. The first round went to Taylor, the second to McLean, both awarded for downs. The third round was the final event on the program and was to decide the meet as both teams at that time had two bouts to their credit. When the decision went to Taylor the Oregon fans rushed in a mob to congratulate him and he was carried from the floor.

Coach Shockley, who gave up his automobile business in Wasco and came back to Oregon to work with the wrestling squad without charge, because of his loyalty to the University and his faith in the Oregon boys on the mat, came in for hundreds of expressions of appreciation and congratulations from the fans at this time.

"Shockley Said It—"
 Shockley had said that Oregon would defeat O. A. C. despite the fact that O. A. C. had defeated Washington, a team that won over the Oregon boys. And the students that crowded in triumph around Shockley said: "Shockley said it—"

Shockley was instructor in gymnasium work and swimming as well as coach of wrestling for several seasons past, but resigned last fall to go into business at Wasco, Oregon. Now that the match is won, he will return and resume his work in eastern Oregon.

Wilson and Taylor had previously won their letters in the Washington meet, so Flegal was the only new letter man created out of the Saturday night contests. The first two rounds of his match were draws. In the third, Flegal came out strong, working so much skin off Palmer's back and skidding his face across the mat with such enthusiasm that there was no doubt about his right to a decision. Oregon supporters seemed to appreciate fully Flegal's work—O. A. C. had complained about some decisions made by Referee Burden, and Oregon was up on ear and looking for blood.

Wilson Shows Hard Fight.
 The Wilson-Buttervitch contest went to the third round also and was perhaps the hardest fought event on the card. Wilson took the first round but was thrown from the mat against a board seat out in the audience in the second round. He hit on his head and, although he continued with much gameness, was unable to come back for a sufficient showing to win the round and it went to a draw. The third round also went to a draw, Wilson winning the event on his first round decision.

Howard, a new man on the Oregon squad, lost to Captain Strome in two straight rounds. Despite the fact that it was his first intercollegiate contest Howard showed lots of fight and ability, only the experience of his opponent forcing Howard to a position underneath.

Claude Hill lost in two fast, hard rounds with Cummins, an older and more experienced wrestler. Hill sustained a sprained shoulder in the second round and had to be carried off the mat. It is thought possible that one of his ribs was broken and an X-ray may be necessary.


Dwight Wilson has been chosen captain of the squad for next year. The meet with O. A. C. ends this season on the mat.

NO SPRING FOOTBALL AT U. OF C.

Success of Practice Doubtful, Says Coach Smith; Plan Not Practical.

Spring football practice at the University of California will be discontinued this season, at the advice of Coach Andy Smith, who says that the success of such training would be doubtful and the results would not compensate for the time and energy, not to say money, that would be necessary to spend.

B-U-Y A B-O-N-D



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VARSITY NINE TO PLAY SHIPBUILDERS' TEAM

(Continued from page one)

played between the Varsity and freshman teams each afternoon.

Chances brightened greatly yesterday afternoon when "Fod" Maison, Varsity third baseman for the past two years, turned out in uniform for the first time this season. Maison is enlisted in the aviation corps, and may be called at any time, but until he is called, will hold down his position at third. Bill Steers and Dwight Wilson also answered the call yesterday for the first time this year. The former is trying for an outfield berth, and the latter for the pitching staff.

Dunton's Case Not Serious.
 "Ted" Dunton, who has been doing the majority of the receiving thus far this year, is laid up with neuralgia, and may be confined to his bed for a few days. However, the case is not serious, and hope is held out by Captain Sheehy that he will be back at his post before the end of the week.

The practice yesterday consisted of bunting practice and infield workouts for the Varsity and freshman infielders. The two teams worked out in the drill shed beside the gymnasium. At least two men are out for each infield position except shortstop, so a great deal of competition is being shown by the candidates.

Walker Is Coach.
 The game March 30 will be played on the Vaughn street grounds. This will be the first game to be played by the shipyard aggregation, so the Varsity will have the advantage in that particular. However, the city league of Portland has an exceptional amount of material lined up this season, and will undoubtedly have some very fast teams, so a hard battle is expected.

Coach Dean Walker is supervising the work of both the Varsity and freshman teams, and is being aided by the letter-men in the different positions.

Send the Emerald home.

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