

**PEPPY NOISE PARADE  
BIGGEST IN HISTORY**

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With the football team on the stage in the firelight, along with Dean Fox, Dean Straub, the coaching staff, Manager McClain, and student body president Carlton Savage, Yell King Keeney lead the rooters in what the alumni pronounced the best Oskie yet.

Dean Straub was called upon to welcome the alumni. Dean Fox spoke in behalf of the women of the University, and Carlton Savage gave them a welcome in behalf of the students.

Bill Hayward fell off of the platform when one of the supports gave way, but got back up in time to say that the team is fit, and is going to fight as they never fought before. He stated that the student body is behind the team, and said that every man knew it.

Shy Huntington would make no predictions as to the outcome of the game, but expressed confidence in the team and the student support. The rooters went wild when Bill Steers got up to talk. The whole team was introduced by Professor Howe, and although some of the men didn't get to the platform, Bill Steers assured the spectators that they were going to do their talking tomorrow.

Just before the first game the University of Oregon ever played the University of Washington, we had been beaten up Stanford, said George W. Hugg, who compared it to this year. The score that year was 43 to 0 in our favor he said.

"Beauty" Robinson, yell leader in 1915

wondered "why the pessimism." We've got one of the best teams we ever had, he said, and are going to beat Washington just as surely as we ever did.

Another former yell leader, Lyle Brown, lead an Oskie just to show Keeney that the rooters were behind him.

"This is the most pep, and the biggest bonfire we ever had," said Mr. Batley, who came all the way from Idaho to see the big game. "If yelling will win the game, I'll win it all myself," he said.

Others called upon were Luke Goodrich, who claimed the honor of managing the first Oregon-Washington game, and Arthur Van Dusen.

**PRESS ASSOCIATION  
IS ORGANIZED HERE**

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quiring disciplinary measures said Blochman, and the system has been found entirely practicable. In the following discussion the harmony of the independent, yet co-operative relation between the faculty and the Emerald was brought out by Dean Allen.

The Oregon "Hello" composes one of

the greatest appeals of the Oregon campus, according to P. N. Whitley, of British Columbia, who spoke in the afternoon. The young Canadian University which he represented has very little of the typical Oregon college life and the spirit and traditions of this campus presented a strong appeal to him, he said. Advertising problems of a small paper were the theme of his talk. Following this was an open discussion of advertising troubles and methods of over-

coming them, led by J. Y. Hamilton, business manager of the Reed College Quest. Two other men were present from Reed College at today's meetings. They were T. P. Brockway, editor of the Quest, and W. T. Stone, news editor of the same paper.

Complimentary tickets to this afternoon's game were given all those who are staying for the Homecoming festivities through the courtesy of the graduate manager.

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**I**N the spring of 1916, under the leadership of Lamar Tooze and other enthusiasts, the associated students organized a co-operative store which was successfully operated until the stormy war in the Spring of 1918, when it seemed advisable to sell the store because of war conditions.

The enterprise was re-established this fall and the business is being conducted in a building newly erected at the corner of Kincaid and 13th Ave. East.



The Co-op exists for the one purpose of rendering service to the students, friends, and alumni of the University of Oregon.

To the Alumni we offer our services in any capacity whatsoever. Write to us, phone to us, or wire us if you desire a book which you cannot secure in your local book-store, or if you wish any definite information regarding activities on the campus, we will do all we can to assist you.

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