

## ADVERTISING CLASS GETS PRACTICAL WORK

Members Write Display Copy for Eugene Merchants.

The work of the classes in advertising has been removed from the realm of mere theoretical instruction and is being conducted on a practical basis, much the same as any other laboratory course in the University.

The new plan was tried out with considerable success last year and has this year been adopted as a class system. Under the newly evolved method, the members of the class get practical experience in advertising work. Members call upon downtown merchants, and in explaining to them the work the class is undertaking, get permission to familiarize themselves with the merchants' stock and needs.

What commodities the merchant has on hand that must be moved, why, and what conditions exist in the market are some of the things the students investigate. After a study of the merchant's stock and needs, the student returns to the class and is given an assignment to write the type of advertisement which the merchant would require. The "ad" is then corrected by the instructor, revised by the student and given to the merchant, for use if he so desires.

"This," explains Professor W. F. G. Thacher, instructor in the course, "gives the students actual practice. If they follow out this line of work, they become acquainted, at the end of a year, with at least one business. They know its stock and the market conditions with which it is liable to have to contend, and are thoroughly conversant with its advertising requirements. Thus they obtain a knowledge of the advertising workings of a business which can be applied in any work of this nature, whether in that particular business or not."

LOST. — Gold Eversharp pencil near Oregon hall. It was attached to brown ribbon. Call Marie Fisher, 688.

### ANOTHER GREAT SERVICE

—at the—  
**FIRST CHRISTIAN CHURCH**

Oak and Eleventh Streets

**Sunday Evening**

George Irving, of New York, as worker among men, will speak. He is a great man and a strong speaker.

**Concert at 7:15—Prof. Perfect's Orchestra**

**DO NOT FORGET THE SUNDAY SCHOOL**

The women and men are working hard in their contest. Better come!

Morning sermon by Pastor Stivers.

Don't Forget

## The Sunday Movies at Springfield

LOUISE HUFF

—In—

**What Women Want**

—Also—

Paramount Magazine

Matinee at 2:30 Evening Show 6:30

**Bell Theatre**

# STUDENTS NEW and OLD

Today as for the past half century our store is prepared to serve you. Our policy is only highest quality. Just arrived and now ready for you, is a complete line of fraternity crests that you can have placed on any kind of jewelry in short time notice. Also Oregon seal jewelry. There is no gift that appeals more—that lasts longer—that carries more pleasant memories than jewelry with Oregon seal or crest of your fraternity.

## Luckey's Jewellery Store

Established 1869.

## What Is Vacuum?

**I**F THE traffic policeman did not hold up his hand and control the automobiles and wagons and people there would be collisions, confusion, and but little progress in any direction. His business is to *direct*.

The physicist who tries to obtain a vacuum that is nearly perfect has a problem somewhat like that of the traffic policeman. Air is composed of molecules—billions and billions of them flying about in all directions and often colliding. The physicist's pump is designed to make the molecules travel in one direction—out through the exhaust. The molecules are much too small to be seen even with a microscope, but the pump jogs them along and at least starts them in the right direction.

A perfect vacuum would be one in which there is not a single free molecule.

For over forty years scientists have been trying to pump and jog and herd more molecules out of vessels. There are still in the best vacuum obtainable more molecules per cubic centimeter than there are people in the world, in other words, about two billion. Whenever a new jogging device is invented, it becomes possible to eject a few million more molecules.

The Research Laboratories of the General Electric Company have spent years in trying to drive more and more molecules of air from containers. The chief purpose has been to study the effects obtained, as, for example, the boiling away of metals in a vacuum.

This investigation of high vacua had unexpected results. It became possible to make better X-ray tubes—better because the X-rays could be controlled; to make the electron tubes now so essential in long-range wireless communication more efficient and trustworthy; and to develop an entirely new type of incandescent lamp, one which is filled with a gas and which gives more light than any of the older lamps.

No one can foretell what will be the outcome of research in pure science. New knowledge, new ideas inevitably are gained. And sooner or later this new knowledge, these new ideas find a practical application. For this reason the primary purpose of the Research Laboratories of the General Electric Company is the broadening of human knowledge.

**General Electric Company**  
General Office Schenectady, N.Y.

## Our Grocery Line Offers a New Supply of Stock for the New Year

We buy with the idea of clearing own shelves ever few weeks. In doing so we are able to get the latest packs and especially the latest in prices. Then we are able to give to our customers the

**Best Prices in Town**

Our goods bear the quality mark and always come up to expectation. They are packed by reputable companies that set the standard. Quality counts more in the grocery line than in most any other.

Your health and happiness depend upon good things to eat. We have them.

A fresh line of vegetables and fruits are always on hand. Do not overlook that vegetables and fruit are very essential during the winter.

**WE CATER TO STUDENT TRADE.**

## Table Supply Co.

Phone 246

L. D. PRICE, Prop

Phone 246