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UNIVERSITY OF OREGON, EUGENE, OREGON, SATURDAY, MAY 28, 1921.

NO. 142.

ROOK NINE DEFEATED YESTERDAY BY FROSH ON CEMETERY RIDGE

Throughout and Marked With Errors.

RINGLE AND JOHNSON BATTERY FOR OREGON Aggies Start Rally In Last of

Ninth Inning But Fail to Match Score.

Oregon's first-year aggregation took the O. A. C. rooks in a loosely played contest, staged on Cemetery Ridge, yesterday afternoon.

The frosh started things off in the first inning by making six runs without an out. The first three men up to bat singled. W. Johnson connected with the pill for a two-bagger, scoring two, the next two men were safe on first and Ringle poled out a home run with the bases full, for four more. Regenovich. the rook twirler, tightened up after allowing five hits and six runs and the inning ended with two men on bases.

One tally was the best the frosh could do in the last of the second. W. Johnson got on by an overthrow, T. Johnson poled out a two-sack hit and DeArmond with pan on Garber's double.

The frosh again took the helm and beat lowed with a high one to the center field-Sorsby in for the tenth tally.

bingles to the infield, and a third was trance to a colonade.

WORK OF OREGON MEN Glenn Stanton and Irving Smith, 1920 Graduates, to Accompany Unit to France.

RECONSTRUCTION IS

A. Glenn Stanton and Irving Smith. both graduates of the class of 1920. will sail next month for France as members of the Massachusetts Institute of Score 16-12; Contest Is Loose Technology unit of the American students' reconstruction association. This organization is made up of about 50 men selected from this school and the architectural schools of Harvard, Columbia. Cornell, Pennsylvania, Princeton and Yale. Stanton, who is secretary for the unit, will be one of the three men who will leave on June 9 to make plans for the remainder of the party.

The work of the unit will be under the direction of the French government and will be concerned with the rebuilding of the area devastated by the war. The over the long end of a 16-12 score from members of the unit are given opportunity to travel extensively and will have some time to study the famous structures of France.



Beaux Arts Competition.

Peter Jensen and Fred L. Abbott received the two foreign skteches offered a single brought in a run. In the third as prizes by Professor Louis Rosenberg canto the rooks scored. Perry took free for student work in the school of architransportation to first and crossed the tecture and allied art. The work of Abbott, which is a design for an entrance

to a large business building, will be enthe offerings of Rogenovich for three tered in the Beaux Arts competition in more. Sorsby knocked a pop fly and New York in which will be exhibited the made first on an error. Knight fol- work of students from many schools of architecture and the ateliers of the er, who muffed it. Baldwin's two-bagger Beaux Arts Institute of Design. coupled with an overthrow home, let Jensen received the award in the up-

perclass division for the best design for

ENGAGEMENT IS ANNOUNCED.

to Jack Dundore was announced Thurs-

day evening at the Gamma Phi Beta

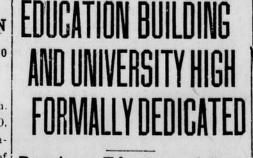
ma fraternity and active in student af-

Lucky Boy was again the camping

The engagement of Genevieve Clancy

on a beaut, landing it out in the garden first honorable mention for the upperfar enough to make a complete circuit of class problem of designing a wall founthe diamond. A swatfest for the Aggies tain. Charles Wilson received first honthen took place. Two men got on, on orable mention for designing the best en-

walked, filling up the bases. Gill scored Dell Hinson received first mention for work done by the students in manual on a passed ball and Rippy lifted a high his design of a sea shore cottage. For training, weaving, basketry and design, fly to left field which was bobbled and the best work in examples of the Corin- Girl students in the junior department Rogenovich and Rau crossed the plate thian and Ionic order in the freshman had dyed the hangings in the art room, Tegart took the position on the mound study of Greek, first honorable mention and the boys of the manual training class



Prominent Educators of State Are Among Speakers On Program.

STUDENTS' HANDIWORK SHOWN IN CLASSROOMS

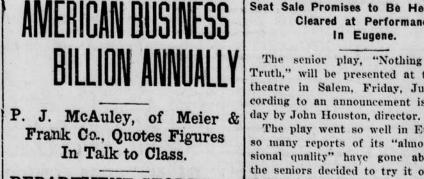
and Glee Club; Original Plays Given.

Well known educators of the state were among the speakers on the program school auditorium.

and presided over the exercises. The invocation was offered by Dean E. C. Sanderson, of the Eugene Bible University. T. R. Cole, assistant superintendent of the Seattle schools, discussed in an address the future in secondary education. D. A. Grout, superintendent of for future generations to lower this perschools in Portland, and E. F. Carleton, Design Will Be Entered In superintendent of Eugene schools, gave brief addresses on subjects relating to education. President P. L. Campbell and J. A. Churchill, state superintendent of public instruction, were to have given addresses, but were unable to be present. Music was furnished by the high school glee club and orchestra, under the direction of Mrs. Anna Landsbury Beck, of the school of music.

Booklets and Posters Exhibited.

After the program the two new buildings were open to inspection by the visitors. In the classfooms of the University high school were numerous exhibits prepared by the students. Illustrated booklets and small posters gave an idea In the last of the fourth, Sorsby leaned a small modern bank. He also received of the work done in the English and French classes. The civics class exhibits consisted of maps, diagrams and posters. The postal club showed an interesting collection made throughout the year. In the art room were exhibits of



ADVERTISING COSTS

DEPARTMENT STORES SPEND LARGE AMOUNT Music Furnished By Orchestra Problems of Modern Concerns heavy.

In Pushing Sales Are Discussed.

A billion dollars is being spent annually by business concerns in the United at the opening and dedication of the new States for advertising purposes, accordschool of education and University high ing to P. J. McAuley, advertising manaschool yesterday afternoon at the high ger for Meier & Frank Company, of Portland, in his talk yesterday to the Dean H. D. Sheldon, of the school of advertising class. Mr. McAuley told of education, had charge of the program the problems confronting the department store in its newspaper advertising. A large amount of the billion dollars

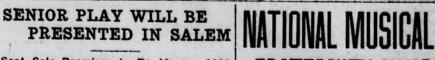
has been contributed by the department stores, said the speaker. It is the contention of some critics that 75 per cent of this is wasted. It will be a matter centage to 50 or even 25 per cent, he said. Citing the instance of his own

store, Mr. McAuley stated that Meier & Frank alone had spent nearly \$325,000 in one year in the four leading Portland dailies. This amount is supposed to represent approximately two per cent of the total business. The ratio runs from two to ten per cent, however, depending upon the business. One problem which must be taken into consideration is the

fact that the stores must now sell goods bought at high prices to buy again at the prevailing low prices.

A store becomes identified with the type of advertising used, Mr. McAuley stated. Some deal principally with immediate sales copy, which is expected to bring quick results. Comparative prices are generally used in this type of copy. Institutional advertising, such as showing a picture of the building, but not quoting prices, is being used to a certain extent. The season helps to determine the character of the advertising. The anniverfor it months in advance.

For the daily advertising, a definite



Seat Sale Promises to Be Heavy; \$600 Cleared at Performance In Eugene.

The senior play, "Nothing But the Fruth," will be presented at the Grand theatre in Salem, Friday, June 3, according to an announcement issued Fri-

The play went so well in Eugene and so many reports of its "almost professional quality" have gone abroad that the seniors decided to try it out in new fields. Lyle Bartholomew, who has one of the leads, is taking care of the advertising in the Capital City, and according to reports the seat sale is going to be

Oregon alumni in Salem are co-operating to put the play across and their support insures it success.

The players will leave next Friday afternoon by auto and expect to arrive in Salem in time for dinner. They will probably not attempt the trip back until the following day.

'Nothing But the Truth" last week shows about \$1000 taken in and nearly \$600 cleared. This money will go into the senior memorial fund.

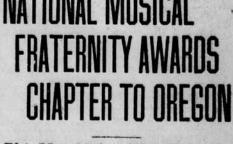
Criticisms on the play have all been favorable and the players of the class of '21, who will appear for the University for the last time next Friday, will probably have a large audience.



Year's Work Reviewed; Many Take Lively Part.

versity handbook or "Frosh bible," eight social events including the big Stag Mix and the Y. M.-Y. W. Carnival, a well-used and attractive hut, a series of all-university meetings, and the new Y school are outstanding features shown by the report of the year's work of the Y. M. C. A. that has just been issued from the hut.

Fred B. Smith, Sherwood Eddy, Wm. E. Sweet, Dr. Winfield Scott Hall and school, Mr. Coon became acquainted with sary sale was explained in detail, the many others, from a list of speakers a number of the leaders in the fraterspeaker telling of the preparations made that cannot be surpassed by any other university in the country and the Y was of the organization. He died only a few justified in bringing them to Oregon for months ago, Mr. Coon said. they met a real reception and interest the manager's office several days in ad- on the campus. This interest, in turn, was not wasted, for Fred B. Smith exis regulated by copy and not by rules. pressed the feeling of all of them when was to expand only among conservator-A playlet written by one of the high each department being given the amount he said after his afternoon men's meetof space it requires. Much editing of ing in the hut: "I have never seen a can music was the object of the orgaof the evening's program, of which the this copy is needed, as it is sent in by finer bunch of men together at one nization. A change in policy has since New students were taken care of by omore, who played the lead. It served and the prices. The display is varied as the Y in several different ways. A omore, who played the lead. It served much as possible, a balance not being letter was written by an Oregon man to est good could be done by cultivating deemed necessary. Three proofs are each new man during the summer, wel- a taste for music among those who were coming him to Oregon and telling him going into other professions. An intelof the arrangements being made for his reception. Committees met all the trains men in all professions, men who would is not now regarded as a trick to get and took care of the men's baggage, di- go out to become factors in the music rected them around and helped them get Sixteen upperclassmen have served the state, and friends of the University hand and the actual value must be taken on the cabinet of the association, includinto consideration when the prices are ing five members of the student council and seven house presidents or managers. In addition to these 56 men forming the Friendship Council, and representing every living organization and all other men. met every other week to direct the pro-1 41 -1 19 gram.



Phi Mu Alpha Will Take In Mu Zeta Kappa, Word Comes From East.

RECOGNITION IS GIVEN HIGH STANDARDS HERE

Ceremony to Be Held In Two Weeks; Thirty Members In Organization.

A chapter of Phi Mu Alpha, national honorary music fraternity, has been granted Mu Zeta Kappa, local organization, according to a communication from A financial report of the production of Justin E. Williams, supreme president of the national, read at a luncheon held by Mu Zeta Kappa at the Anchorage yesterday noon. It is expected that the national chapter will be installed within the next two weeks.

Sinfonia, as the national fraternity is usually known, is the oldest and largest of organizations of its kind. It was organized in 1898 in the New England Conservatory in Boston. The granting of the local chapter is regarded as one of the greatest recognitions of the rank of University school of music that has been made, since the standards of the organization are high. The chapter at the University of Washington, the only other one on the coast, was installed last February.

Local Recently Organized.

Mu Zeta Kappa was organized last Over \$10,000 in employment, the Uni- | February for the purpose of petitioning Sinfonia. Those taking part in the organization were the men who belonged to the Oregon Music Council, members of the faculty of the school of music, and students actively interested in music on the campus.

Justin Williams was a classmate and friend of Professor Leland A. Coon in the New England Conservatory. They were associated in the editorship of the conservatory publication. While at the nity, among them Ossia Mills, the founder

was given to Ruth Holmes. for the rooks and before he could get his About 70 drawings were judged. Jossouth wing working smoothly, T. Johnson clouted out a three-bagger, scoring Rin- eph Jacobberger and William Holford. gle, who had singled ahead of him. Doug- architects of Portland, acted as judges lass brought in Johnson with a hot for the exhibit. grounder.

In the first of the eighth, Rau coupled with the horsehide for three bases, forcing Rogenovich in for a score, Rippy bringing Rau in with a double.

The frosh added two more scores in house. Both Miss Clancy and Mr. Dunthe last of the eighth on two errors and dore are members of the senior class and a bobble. T. Johnson got in on an over- live in Portland. Miss Clancy is very throw, Knight scored Sorsby on a muffed prominent in music circles on the campus. ball and Baldwin scored Knight on an Mr. Dundore is a member of Kappa Sig-

(Continued on Page 4)

Girls Enjoy Snow Sports On Hike to Lucky Boy Mine

fairs.

Coasting down the snow-covered hills, old stove and slept on the porch of one above the Lucky Boy mine 50 miles up of the houses of the mine." It was at Treasure mine, a mile and the McKenzie was one of the frolics enjoyed by the four girls who hiked beyond a half above Lucky Boy, that the hikers first saw snow, and at a mile above the mine last week-end. Treasure mine the snow was deep enough

Margaret Russell, Harriet Hudson, Muriel Meyers and Dorothy Miller start- for coasting. "We found some boards. ed for the Lucky Boy mine at 4 o'clock so coasted down the hills with them,' last Thursday afternoon. By supper time was Muriel's description of the sleds used. Besides coasting, an old tunnel they had gone three miles beyond Thurston, so when they saw a good-looking was explored by the light of a candle. barn they decided to camp there for the The tunnel had caved in, so the explorers night. "The rats were awfully noisy, couldn't tell, they said, where it was supespecially when they ran up and down posed to lead to. the walls," complained one of the hikers, "so places for sleeping next to the place for Saturday night, and at 6 o'clock wall weren't very popular. We got up at Sunday morning, the hiker's started down 5 the next morning and it was raining, the mountain. "That was the shortest so we had to wear our ponchos. We five miles I ever walked," Muriel comweren't very comfortable, because the mented, on the hike from Lucky Boy to ponchos flapped so in the wind, and we Blue River. "We reached Blue River by had heavy packs and our rolls of blank- 8:30 and there got a ride to Nimrod. We ets besides," was the way one of the girls bought bread and potatoes and came back across the ferry and when we had told of Friday morning's jaunt.

"We all got a lift from Nimrod to Blue walked five miles farther got another River," Muriel Meyers explained. "so lift, this time on a wood truck. After + dropped their first game at Corwe reached there about 2 in the after- the man with the truck turned off the vallis yesterday afternoon to the • noon. We bought some provisions and road, we walked on for about three miles Aggies by a 14-5 score. The secstayed around there for nearly an hour. and then some prospectors gave us a Then we started for the mountain. It lift to within two miles of Thurston." was the longest five miles I ever walked The last "lift" of the trip was given I nine was handicapped by the loss of I Day" luncheon of the Portland Civic was the longest five miles I ever walked the longest five miles I ever walked by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we all had by J. E. Hudson, Harriet Hudson's fath--the path was rocky and we heavy packs, but we reached the Lucky er, who met the girls at Thurston in his company the team. Boy mine by 5:30, cooked supper on an car and brought them into Eugene.

made the frame to a picture bought by the students for the room, Whistler's "Battersea Bridge."

Ethel Wakefield Coaches Plays.

fantasy entitled "While the World's the heads of the departments and con- time." Asleep," written by Alfons Korn, a soph- tains facts as to the amount of goods "Neighbors," by Zona Gale, was put on by members of the dramatics club, from taken of each advertisement. which the cast for the other play was drawn. Both plays were coached by Miss Ethel Wakefield, '20, who is instructor in dramatics and public speak- business. There is much insistence that ing at the high school.

Parents of the students, educators of length of time the goods have been on and high school were invited to attend Among the schoolmen from out of town who were present were J. G. Imel, superintendent of schools at Grants Pass; D. A. Grout, superintendent of the Portland schools, and T. R. Cole, assistant super-

intendent of the Seattle schools.

HONORARY TO INSTALL Constitution and By-Laws of Phi Lamb-

da Beta Are Discussed.

The constitution and by-laws of Pi Lambda Theta, national education honorary, were reviewed and discussed by members of the woman's education club at their meeting Thursday night in the woman's club room on the third floor of the Woman's building.

Pi Lambda Theta will be installed on the 10th or 11th of next month. Definite plans for the installation will be made later.

OREGON DROPS FIRST GAME OF SERIES TO THE AGGIES . • The Lemon-Yellow baseball team . ◆ to be played today. The Oregon ◆ address before the annual "University

schedule is arranged. Copy must be in vance of the time it is to appear. Space

set.

The present tendency is to eliminate comparative prices as the advertisement the advertisement be correct. The cost. settled.

DEAN FOX TO GO EAST Will Enroll at Columbia For Summer Work in Sociology.

Dean Elizabeth Fox will leave immediately after commencement to enroll for work in Columbia University summer school. As yet she does not know defi- ACCOUNTANT GIVES TALK nitely under whom she will study, but her work will be in the sociology depart-

ment. Plans for the summer also include a visit with her father in New York City and "other members of the family who Georgia," as Dean Fox expressed it. Since the change in dates of the sailing of the steamer Leopoldina, she will not make the trip to Europe, as she had

planned. Dean Fox will returned to the campus early in September. During her absence Miss Gladys Johnson will have charge of the secretarial work in the office.

PRESIDENT IN PORTLAND.

President P. L. Campbell is in Portland today and will deliver the principal the same program.

There are 10 other items in the report which show real accomplishments in varied fields.

Growth of Profession and Its Relation to Business Discussed.

Nearly 250 students attended the special assembly of the school of commerce are scattered from New England to Thursday morning to listen to the mesmen in the northwest.

his profession, and of its close relation John Stark Evans, Leland A. Coon and to the business world. Mr. Berridge is Rex Underwood. not a college man, but has read widely, and is said by those who attended the Ransom McArthur, George Hopkins. assembly to be one of the most entertaining of speakers.

OREGON ALUMNUS VISITS.

Mrs. John Tremaine Tryon, '09, was Tryon is the daughter of Darwin Bris- Frank Jue, Ralph Poston, Earl Leslie

Organization Branches Out.

At the time of the founding of the fraternity, accoording to Mr. Coon, the plan

been made whereby chapters are granted universities as well as conservatories. It was found, Mr. Coon said, that the greatligent interest in music on the part of of their communities, is now promoted by the fraternity.

The interest in American music is stil promoted by the awarding every year of a prize for the best composition by a young American. Prize certificates are also given members of Sinfonia for compositions and essays on musical subjects. Installation Plans Forming.

The greatest work to be done on the campus is in the active support of the concerts of artists who appear here. said Mr. Coon. Shortly after the formation of the local society, Charles E. Lutten, national officer of Sinfonia, in an address at a luncheon said that he expected to hear from the Oregon chapter as he had already heard from the music school.

Plans are being formed now for the installation of the local chapter: Officers of Mu Zeta Kappa are Maurice Eben, president; Glen Morrow, secretarysage brought by Arthur Berridge, of treasurer, and Ralph Hoeber and Joe Portland, and one of the best accounting | Ingram, members of a standing committee. Members from the school of music

Mr. Berridge told of the growth of faculty are Dean John J. Landsbury.

Student members are Wayne Akers, Charles Huggins, Harris Ellsworth, Mart Howard, George Stearns, Carl Newbury, Remey Cox. John Anderson, Herbert Hacker, Arthur Campbell, Dan Woods, Aubrey Furry, Guy Sacre, Arthur Johna visitor on the campus yesterday. Mrs son, Ralph McClaflin, Meryl Deming, tow, '89, of Eugene. She is leaving for Curtis Phillips, Crecene Fariss, Hal

