

## ROOK NINE DEFEATED YESTERDAY BY FROSH ON CEMETERY RIDGE

Score 16-12; Contest Is Loose 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 over the long end of a 16-12 score from 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. Rogenovich, 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. W. Johnson poled out a two-sack hit and DeArmond with a single brought in a run. In the third canto the rooks scored. Perry took free transportation to first and crossed the pan on Garber's double.

The frosh again took the helm and beat the offerings of Rogenovich for three more. Sorsby knocked a pop fly and made first on an error. Knight followed with a high one to the center fielder, who muffed it. Baldwin's two-bagger coupled with an overthrow home, let Sorsby in for the tenth tally.

In the last of the fourth, Sorsby leaned on a beaut, landing it out in the garden far enough to make a complete circuit of the diamond. A swatfast for the Aggies then took place. Two men got on, on bingles to the infield, and a third was walked, filling up the bases. Gill scored on a passed ball and Rippy lifted a high fly to left field which was bobbled and Rogenovich and Rau crossed the plate. Tegtart took the position on the mound for the rooks and before he could get his south wing working smoothly, T. Johnson clouted out a three-bagger, scoring Ringle, who had singled ahead of him. Douglass brought in Johnson with a hot 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 the last of the eighth on two errors and a bobble. T. Johnson got in on an overthrow. Knight scored Sorsby on a muffed ball and Baldwin scored Knight on an

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## RECONSTRUCTION IS WORK OF OREGON MEN

Glenn Stanton and Irving Smith, 1920 Graduates, to Accompany Unit to France.

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 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 members of the unit are given opportunity to travel extensively and will have some time to study the famous structures of France.

## JENSEN AND ABBOTT WIN SKETCH PRIZES

Design Will Be Entered In Beaux Arts Competition.

Peter Jensen and Fred L. Abbott received the two foreign sketches offered as prizes by Professor Louis Rosenberg for student work in the school of architecture and allied art. The work of Abbott, which is a design for an entrance to a large business building, will be entered in the Beaux Arts competition in New York in which will be exhibited the work of students from many schools of architecture and the ateliers of the Beaux Arts Institute of Design.

Jensen received the award in the upper-class division for the best design for a small modern bank. He also received first honorable mention for the upper-class problem of designing a wall fountain. Charles Wilson received first honorable mention for designing the best entrance to a colonnade.

Dell Hinson received first mention for his design of a sea shore cottage. For the best work in examples of the Corinthian and Ionic order in the freshman study of Greek, first honorable mention was given to Ruth Holmes.

About 70 drawings were judged. Joseph Jacobberger and William Holford, architects of Portland, acted as judges for the exhibit.

### ENGAGEMENT IS ANNOUNCED.

The engagement of Genevieve Clancy to Jack Dundore was announced Thursday evening at the Gamma Phi Beta house. Both Miss Clancy and Mr. Dundore are members of the senior class and live in Portland. Miss Clancy is very prominent in music circles on the campus. Mr. Dundore is a member of Kappa Sigma fraternity and active in student affairs.

## EDUCATION BUILDING AND UNIVERSITY HIGH FORMALLY DEDICATED

Prominent Educators of State Are Among Speakers On Program.

### STUDENTS' HANDIWORK SHOWN IN CLASSROOMS

Music Furnished By Orchestra and Glee Club; Original Plays Given.

Well known educators of the state were among the speakers on the program at the opening and dedication of the new school of education and University high school yesterday afternoon at the high school auditorium.

Dean H. D. Sheldon, of the school of education, had charge of the program 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 schools in Portland, and E. F. Carleton, 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 classrooms of the University high school were numerous exhibits prepared by the students. Illustrated booklets and small posters gave an idea 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 work done by the students in manual training, weaving, basketry and design. Girl students in the junior department had dyed the hangings in the art room, and the boys of the manual training class made the frame to a picture bought by the students for the room, Whistler's "Battersea Bridge."

Ethel Wakefield Coaches Plays. A playlet written by one of the high school students was one of the features of the evening's program, of which the high school had charge. This was a fantasy entitled "While the World's Asleep," written by Alfons Korn, a sophomore, who played the lead. It served as a curtain-play. The one-act play, "Neighbors," by Zona Gale, was put on by members of the dramatics club, from 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 speaking at the high school.

Parents of the students, educators of the state, and friends of the University and high school were invited to attend. Among the schoolmen from out of town who were present were J. G. Inel, superintendent of schools at Grants Pass; D. A. Grout, superintendent of the Portland schools, and T. R. Cole, assistant superintendent of the Seattle schools.

HONORARY TO INSTALL Constitution and By-Laws of Phi Lambda Beta Are Discussed. The constitution and by-laws of Phi 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.

Phi 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 dropped their first game at Corvallis yesterday afternoon to the Aggies by a 14-5 score. The second game of the two-game series is to be played today. The Oregon nine was handicapped by the loss of Knudsen, who was unable to accompany the team.

## ADVERTISING COSTS AMERICAN BUSINESS BILLION ANNUALLY

P. J. McAuley, of Meier & Frank Co., Quotes Figures In Talk to Class.

### DEPARTMENT STORES SPEND LARGE AMOUNT

Problems of Modern Concerns In Pushing Sales Are Discussed.

A billion dollars is being spent annually by business concerns in the United States for advertising purposes, according to P. J. McAuley, advertising manager for Meier & Frank Company, of Portland, in his talk yesterday to the advertising class. Mr. McAuley told of 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 for future generations to lower this percentage 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 anniversary sale was explained in detail, the speaker telling of the preparations made for it months in advance.

For the daily advertising, a definite schedule is arranged. Copy must be in the manager's office several days in advance of the time it is to appear. Space is regulated by copy and not by rules, each department being given the amount of space it requires. Much editing of this copy is needed, as it is sent in by the heads of the departments and contains facts as to the amount of goods and the prices. The display is varied as much as possible, a balance not being deemed necessary. Three proofs are taken of each advertisement.

The present tendency is to eliminate comparative prices as the advertisement is not now regarded as a trick to get business. There is much insistence that the advertisement be correct. The cost, length of time the goods have been on hand and the actual value must be taken into consideration when the prices are set.

### 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 definitely under whom she will study, but her work will be in the sociology department.

Plans for the summer also include a visit with her father in New York City and "other members of the family who are scattered from New England to 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 return 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 address before the annual "University Day" luncheon of the Portland Civic League at the Benson hotel. Other members of the University faculty are on the same program.

## SENIOR PLAY WILL BE PRESENTED IN SALEM

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

The senior play, "Nothing But the Truth," will be presented at the Grand theatre in Salem, Friday, June 3, according to an announcement issued Friday by John Houston, director.

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 heavy.

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

A financial report of the production of "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.

## Y. M. REPORT SHOWS ORGANIZATION ACTIVE

Year's Work Reviewed; Many Take Lively Part.

Over \$10,000 in employment, the University 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 many others, from a list of speakers that cannot be surpassed by any other university in the country and the Y was justified in bringing them to Oregon for they met a real reception and interest on the campus. This interest, in turn, was not wasted, for Fred B. Smith expressed the feeling of all of them when he said after his afternoon men's meeting in the hut: "I have never seen a finer bunch of men together at one time."

New students were taken care of by the Y in several different ways. A letter was written by an Oregon man to each new man during the summer, welcoming him to Oregon and telling him of the arrangements being made for his reception. Committees met all the trains and took care of the men's baggage, directed them around and helped them get settled.

Sixteen upperclassmen have served on the cabinet of the association, including 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 program.

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

### ACCOUNTANT GIVES TALK

Growth of Profession and Its Relation to Business Discussed.

Nearly 250 students attended the special assembly of the school of commerce Thursday morning to listen to the message brought by Arthur Berridge, of Portland, and one of the best accounting men in the northwest.

Mr. Berridge told of the growth of his profession, and of its close relation to the business world. Mr. Berridge is not a college man, but has read widely, and is said by those who attended the assembly to be one of the most entertaining of speakers.

### OREGON ALUMNUS VISITS.

Mrs. John Tremaine Tryon, '09, was a visitor on the campus yesterday. Mrs. Tryon is the daughter of Darwin Bristow, '89, of Eugene. She is leaving for her home in Vancouver, Washington, Sunday, accompanied by her sister, Helen Bristow.

## NATIONAL MUSICAL FRATERNITY AWARDS CHAPTER TO OREGON

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 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 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 school, Mr. Coon became acquainted with a number of the leaders in the fraternity, among them Ossie Mills, the founder of the organization. He died only a few months ago, Mr. Coon said.

### Organization Branches Out.

At the time of the founding of the fraternity, according to Mr. Coon, the plan was to expand only among conservatories of music. The promotion of American music was the object of the organization. A change in policy has since been made whereby chapters are granted universities as well as conservatories. It was found, Mr. Coon said, that the greatest good could be done by cultivating a taste for music among those who were going into other professions. An intelligent interest in music on the part of men in all professions, men who would go out to become factors in the music of their communities, is now promoted by the fraternity.

The interest in American music is still 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, secretary-treasurer, and Ralph Hoebler and Joe Ingram, members of a standing committee. Members from the school of music faculty are Dean John J. Landsbury, John Stark Evans, Leland A. Coon and Rex Underwood.

Student members are Wayne Akers, Ransom McArthur, George Hopkins, 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 Johnson, Ralph McClaffin, Meryl Deming, Frank Jue, Ralph Poston, Earl Leslie, Curtis Phillips, Cecene Fariss, Hal Simpson, Raymond Burns, Frank Short, John Gavin, Wilson Galle and Nelson English.

## Girls Enjoy Snow Sports On Hike to Lucky Boy Mine

Coasting down the snow-covered hills above the Lucky Boy mine 50 miles up the McKenzie was one of the frolics enjoyed by the four girls who hiked beyond the mine last week-end.

Margaret Russell, Harriet Hudson, Muriel Meyers and Dorothy Miller started for the Lucky Boy mine at 4 o'clock last Thursday afternoon. By supper time they had gone three miles beyond Thurston, so when they saw a good-looking barn they decided to camp there for the night. "The rats were awfully noisy, especially when they ran up and down the walls," complained one of the hikers. "So places for sleeping next to the wall weren't very popular. We got up at 5 the next morning and it was raining, so we had to wear our ponchos. We weren't very comfortable, because the ponchos flapped so in the wind, and we had heavy packs and our rolls of blankets besides," was the way one of the girls told of Friday morning's jaunt.

"We all got a lift from Nimrod to Blue River," Muriel Meyers explained. "So we reached there about 2 in the afternoon. We bought some provisions and stayed around there for nearly an hour. Then we started for the mountain. It was the longest five miles I ever walked—the path was rocky and we all had heavy packs, but we reached the Lucky Boy mine by 5:30, cooked supper on an

old stove and slept on the porch of one of the houses of the mine."

It was at Treasure mine, a mile and a half above Lucky Boy, that the hikers first saw snow, and at a mile above Treasure mine the snow was deep enough for coasting. "We found some boards, so coasted down the hills with them," was Muriel's description of the sleds used. Besides coasting, an old tunnel was explored by the light of a candle. The tunnel had caved in, so the explorers couldn't tell, they said, where it was supposed to lead to.

Lucky Boy was again the camping place for Saturday night, and at 6 o'clock Sunday morning, the hikers started down the mountain. "That was the shortest five miles I ever walked," Muriel commented, on the hike from Lucky Boy to Blue River. "We reached Blue River by 8:30 and there got a ride to Nimrod. We bought bread and potatoes and came back across the ferry and when we had walked five miles farther got another lift, this time on a wood truck. After the man with the truck turned off the road, we walked on for about three miles and then some prospectors gave us a lift to within two miles of Thurston."

The last "lift" of the trip was given by J. E. Hudson, Harriet Hudson's father, who met the girls at Thurston in his car and brought them into Eugene.