

Coast College News

Battalion Review Held by Foch at University of Washington; Cougar Frosh to Get Sweaters.

Tigers Work Hard

Bezdek Not Taking Sun-Dodger Game Lightly; Bagshaw Says His Team Will Not Be Overwhelmed.

SUN DODGERS WORKING FOR PENN. STATE GRID GAME

University of Washington, Seattle, Dec. 1.—(P. I. N. S.)—"The most powerful offensive in the country" is the way eastern sport writers are characterizing the Penn. State team which will play the "Sun-Dodgers" in the University of Washington stadium, Saturday, December 3. Coach Hugo Bezdek has an all-star backfield with tremendous driving power. He also has a string of giants from tackle to tackle.

The Nitanny crew is working out every afternoon in the stadium. Coach Bezdek is not taking the "Sun-Dodger" game lightly but is giving everything he has to swamp the westerners.

Bagshaw is giving his men no rest in preparation and intimates that Washington will not be overwhelmed by the Penn. State eleven as at California.

U. OF C. PROFESSORS DO RESEARCH WORK ABROAD

University of California, Berkeley, Dec. 1.—(P. I. N. S.)—Four of the University's professors are at present studying abroad, doing research work in their respective professions. Prof. T. H. Reed is studying the French government and its policies and is scheduled to give a series of lectures at one of the large universities in England.

Prof. B. P. Kurtz and Prof. H. L. Bruce are doing research work in the British Museum. Professor Bruce will tour France, Italy and Scotland before his return to the University.

Professor Leonard Bacon of the English department is at present in the East but will leave for a short vacation in Europe about the first of the year.

WASHINGTON STATE FROSH ATHLETICS GET SWEATERS

Washington State College, Pullman, Dec. 1.—(P. I. N. S.)—Members of the freshman football team will receive crimson sweaters with gray numerals (1925) for service on the gridiron. This custom was inaugurated last year, the distinction having been awarded for the four major branches of sport.

ANDY SMITH GOES EAST IN INTEREST OF FOOTBALL

University of California, Berkeley, Dec. 1.—(P. I. N. S.)—"Andy" Smith, head coach of the California football team left immediately following the Stanford game for a month's trip through the eastern states in the interest of football. Coach Smith will stop at most of the big colleges to discuss possibilities of an annual inter-sectional game between some middle-western team and a Pacific Coast eleven.

MARSHALL FOCH REVIEWS BATTALION AT U. OF W.

University of Washington, Seattle, Dec. 1.—(P. I. N. S.)—The University R. O. T. C. participated as a unit in the reception and parade given by the city in honor of Field Marshall Ferdinand Foch on Wednesday, November 30.

The day's program started with a reception to Marshall Foch by the University of Washington, held in Meany hall, at which the corps acted as a guard of honor. In the afternoon the corps formed a part of the parade of military organizations reviewed by the Marshall.

"STANFORD DAMES" NAME OF NEW CAMPUS SOCIETY

Stanford University, Palo Alto, Dec. 1.—(P. I. N. S.)—"The Stanford Dames" is the name of one of the newer societies on the campus, and has for its membership the wives of students now attending the University, who are living on the campus. One hundred students, their wives, mothers, and faculty members were entertained by them at a Thanksgiving party, followed by a musical program given by members of the society.

U. OF W. PUBLISHES BOOK OF STUDENT PLAYS

University of Washington, Seattle, Dec. 1.—(P. I. N. S.)—"University of Washington Plays," the first book of its kind to be published by the University of Washington is just off the press. It contains a melodrama, a comedy-satire, a drama and a comedy, the work of four University students.

STANFORD FIVE-MAN GOLF TEAM TO MEET U. OF C.

Stanford University, Palo Alto, Dec. 1.—(P. I. N. S.)—Stanford's five-man golf team, which meets U. of C.'s squad December 3, has been chosen. Four of the five are veterans of last year's play.

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ADVERTISING CLUBS' HEAD TELLS HOW TO SUCCEED IN SELLING

Chas. H. Mackintosh Relates Early Experience Getting Buyers' Interest

J. J. HANDSAKER SPEAKS

State Director of Near East Relief Makes Appeal to Student Assembly

"Never try to sell the article which you are selling, but sell the use to which the article can be put," said Charles Henry Mackintosh, of Chicago, President of the Associated Advertising Clubs of the World, in his address to the student body in Villard hall Thursday morning.

"This is the keynote to successful selling" he added, "The salesman must put himself in the place of the person who may buy. The gist of the whole thing can be summed up in five words, 'Put yourself in his place.'"

How Not to Sell
To illustrate the way of the successful advertiser Mr. Mackintosh told of his early experience in the field of advertising. When he first went into the advertising game he accepted a position with a logging machinery company. His business was to write ads for the machinery. Mackintosh thought that he had better get out on the road and sell for awhile and then start his advertising work. He was detailed with a man who was a mechanical engineer and builder of logging machinery. The man proved to be a poor salesman and during the time he was with Mackintosh he failed to sell a single logging engine. The man failed to talk about the advantages in the use of the machine, but tried to tell the prospective buyer how the machine was put together, and his clients dozed on him.

The Way It's Done
Mr. Mackintosh then went out with the star salesman of the company. This man engaged the prospective buyers in conversation but not on the merits of the machine he was selling. In time he worked around to the subject of logging and the cost of getting logs out of the woods, and the number of men employed. The salesman then cited the method employed by a neighboring logging camp and after a visit to the camp a deal was made. The sale was made without many words on the part of the salesman.

"It isn't what we know, but what we do with what we know," the speaker said, "that gets us by."

Near East Relief Appeal Made

John J. Handsaker, State director of the Near East Relief, who recently returned from the famine-stricken region, spoke to the students on the existing conditions there. In Constantinople he saw relief workers debating whether they should allow some 2500 children out of 5000 to perish in order to bring the rest up in a normal state or to divide the available resources in a way to bring them all up in a sub-normal state. At the conclusion of his appeal to the students in behalf of the starving multitude, Mr. Handsaker introduced Miss Margaret Reid, a relief worker, who stayed at her post in spite of dangers which caused the British army officers to order her away from there, and mothered 2000 children for two years, defying the army's order. Miss Reid, who is a teacher in the Jefferson school of Portland, received an ovation when introduced to the assembly.

Miss Beulah Clark, instructor in the school of music gave two excellent selections on the flute.

FRIENDSHIP COMMITTEE APPROVES Y. W. CAMPAIGN

Money to be Used for European Student Relief; Pot and Quill to Sell Candy at Basketball Games

The student friendship committee, which handles all campus drives, met yesterday afternoon at four o'clock, in Guild hall, and voted to allow the Y. W. C. A. and the Y. M. C. A. to establish a booth on the campus where voluntary contributions could be made for the European Relief Fund. The committee also approved the proposal of Pot and Quill to sell candy at the basketball games. The Y. W. C. A. campaign for funds was allowed.

The function of this group is to guard the students against too many non-university drives.

Ford or Stutz? Dean Straub to Purchase Auto

Whether it is due to the bad weather lately, or whether the rise in standards causes so much work that the faculty have to be in their offices before the cars start running in the morning or whether it is due to some other obscure cause—but something has led Dean Straub to seek the comfortable speedy and almost ever ready automobile.

Maybe Dean Straub is worrying over the freshmen, and they absorb so much of his time that he needs a quicker means of transportation to keep in touch with their doings.

So far it seems to be a deep dark secret what type of a machine it is to be so the general public is left to wonder whether it will be a Hudson Super Six, a Stanley Steamer or the lowly but serviceable Ford, but whatever it is to be Dean Straub promises that it will make its appearance in the very near future.

PICTURES WORRY OREGONA

INDIVIDUAL CUTS OF SENIORS AND JUNIORS WANTED

Solios Must Have Background And Are Needed by All Except Members of Glee Clubs

Pictures—individual, group, snaps and solios are now the chief worry of the Oregona staff. All students should make arrangements before Saturday for their pictures for the Oregona. Individual pictures of every student in every house, of all members of each honorary organization, of staff members of all publications, of all student body officers, and all members of the senior and junior classes will go in this year's Oregona.

All solios for cuts should have black back grounds, so pictures that were taken for last year's Oregona should not be used this year. One must have a solio for each time his or her picture goes in the annual. These can be procured from the photographer without an extra expense.

Group pictures will be taken of the men's glee club, and the women's glee club, and also of the orchestra. Students in these organizations will not need a solio. Rumor has it that juniors will have only snaps of themselves in the Oregona. The staff wishes to put this rumor to route, for juniors will have individual pictures and solios will be needed.

COSSMAN FAINTS ON MAT

Complete Exhaustion Caused by Over-Exertion From 3 Hours Wrestling

Henry D. Cossman, a freshman, in the physical education department lost consciousness, late yesterday afternoon, as a result of over-exertion and complete exhaustion, caused by too much wrestling. He had been on the wrestling mat from two to five o'clock, and was engaged in active work the greater part of the time.

When ordinary methods failed to bring the boy too, the infirmary attendants were called and a respirator applied. When Cossman regained consciousness, he was removed to the infirmary on a stretcher. The nurse in charge of the infirmary stated last evening that Cossman would be able to go home today. He is the son of John H. Cossman, 1411 Agate Street, Eugene.

RETURN OF HUGO BEZDEK WILL BRING MEMORIES OF HARD-FOUGHT BATTLES

Stories Are Told of Former Coach who First Came to Oregon in 1906 From Chicago; Northwest Conference Title Won in Same Year; Bez's Ability to Learn From Mistakes Said to Stand Forth Among Country's Mentors

By EP HOYT

With the return of Hugo Bezdek to the campus Monday memories of the days of Oregon's supremacy on the gridiron will return. Bezdek is one of the great coaches in American football and his record since his advent as mentor at Penn State in 1918 has proven that his work with the varsity was not a flash in the pan. Probably his most noteworthy performance while the director of Oregon's football destinies was the defeat he handed the Pennsylvania eleven at Pasadena on New Year's day, 1917. Though Pennsylvania in its history was conceded an easy victory over the Oregon team, Bezdek's men came through and turned the Pennsylvanians back in a game in which Oregon clearly excelled, by a 14-6 score.

Bezdek came to Oregon in 1906 from Chicago where he had played under Stagg. In his first year at Oregon he won a northwest championship and trimmed the University of Washington 16-6. At the close of that season Bezdek returned to Chicago where he put

DURNO WILL SELECT ALL STAR DOUGHNUT BASKET BALL TEAM

15 Doughnut League Players Chosen by Bohler For Varsity Training

FIJIS SECURE IN LEAD

Proposed Varsity Christmas Trip May be Called Off by Lack of Games

A new feature of the doughnut basketball series this year will be the selection of an All-Star team by Eddie Durno, probably with the help of Coach Bohler. This is the first year that this scheme has been tried, but it will serve to rouse the interest of both the players and the fans. There will be two teams picked from the 85 or 90 men who are playing in the series, all of whom are eligible for the team.

The Fijis have practically cinched the series now, after last night's win over the Delts, and with only one or two games of any importance to play, have the best chance to have some of their men on the team. Most of the men will no doubt be picked from some of the squads near the top of the percentage column, for they have practically all of the strong men in the league.

Series May be Shortened

The doughnut games are taking so much time, and on account of them, the Varsity has to do its practicing late in the evening, so for this reason the department is working on a scheme which will eliminate all but the first eight teams after next week, and then these eight teams will fight it out for their places in the league. This plan will eliminate most of the teams that have no standing on the percentage list, and will serve to make all of the games faster and more interesting. The games for next week will include all of the teams in the league though, so some of the teams still have a chance to make their place among the first eight.

Fijis May Get Cup

If the Fijis succeed in beating the A. T. O.'s and S. A. E.'s in the next few games, the cup will then be awarded to them as they have beaten all of the other teams that have any standing at all. The cup is at present in possession of the Kappa Sigs. To win this cup permanently a house has to win three years in succession.

The varsity squad which was picked from the best men in doughnut series is practicing regularly on Monday, Wednesday, and Friday nights at 8:30, getting in condition for the Christmas vacation tour which Coach Bohler is planning, and which is at present practically a sure thing according to statements by the coaches.

Whether or not the varsity basketball team will make the Christmas vacation tour depends upon the number of games that can still be obtained. Due to the fact that no definite decision had been reached regarding the

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ALUMNI ASSOCIATION TO BUILD UP LOAN FUND

More Money Wanted to Supplement Mary Spiller Scholarship Award of \$272.62

The Alumnae Association, composed of the women graduates of the University of Oregon, is planning to increase its membership so that it will be possible to keep up a loan fund in addition to the Mary Spiller scholarship, according to Janette Calkins, member of the Mary Spiller scholarship committee. The dues of the association are one dollar, which should be sent to the secretary-treasurer of the Alumnae Association, Mrs. Lawrence T. Harris, 1460 Chemeketa Street, Salem, Oregon. The money is used entirely for scholarships and loans.

The Mary Spiller scholarship perpetuates the memory of Mrs. Mary Spiller, first woman member of the faculty. Any girl graduate from any accredited high school of Oregon (outside of Lane county) is eligible to apply. The scholarship pays for room and board for a year in one of the halls of residence. The first award, granted in 1912, was \$135. At the present time it is \$272.62. One girl may receive the scholarship for more than one year, the money after the first year, being a loan. Applications should be made to Mrs. Harris, before May 1.

ACTIVITIES HINDER WORK

WOMAN'S LEAGUES FAVOR HIGHER STANDARDS FOR COLLEGES

Miss Margaret Reid and Ella Rawlings Address Mass Meeting in Villard Hall

The high spots of the discussion taken part in by delegates from the Women's Leagues of western schools at the Berkeley convention were touched on by Ella Rawlings at the regular monthly mass meeting of the League held in Villard yesterday afternoon.

Oregon is not the only institution in the west that is "tightening up" on studies, Miss Rawlings reports. Higher standards of scholarship are being emphasized everywhere. In some schools a certain average grade must be obtained to allow the student to take part in any campus activities. Too many activities, interfering with studying, are not regarded favorably in any of the schools that were represented at the conference, but more stringent means of preventing one or two willing individuals from being over-worked are employed in some schools than in others.

The general opinion at the convention was in favor of student government, with cooperation between student and faculty. Under the matter of student government cheating and ways and means of preventing and punishing it were discussed. The University of Washington is literally "stamping" it out. When a student in a classroom discovers another student cheating he begins immediately to tap on the floor with his foot. The others in the room take up the tapping and the culprit usually ceases.

Clean campus politics were especially emphasized by all of the delegates. Honor societies at some universities have developed into mere political machines and delegates from those schools were particularly opposed to honor societies. It was decided that the individuality of the candidate should be alone considered and that his fraternity affiliation should not play any part in winning or losing him votes.

The convention at Berkeley proved, said Miss Rawlings, that university women everywhere are "getting together, thinking together, and trying to work together."

Miss Margaret Reid, recently returned from relief work in the Near East gave a short talk and some personal sketches of her work among the children of Armenia.

BENEFIEL WILL MARRY

Wedding of Graduate Manager and Miss Huddleston Will be Saturday

Jack W. Benefiel, '21, graduate manager of the University of Oregon, and Miss Lydia Huddleston of Portland, will be married on Saturday morning at 11 o'clock in Portland. News of the coming marriage has been kept secret until now.

The bride-elect is a graduate of Washington high school. She attended Monmouth Normal for two years and has been teaching in The Dalles.

The couple were school-mates at Washington high. They will leave with the football team on December 15, and will spend their honeymoon in Hawaii.

SIEFERT TO SING IN PORTLAND

John B. Siefert, instructor in voice at the University school of music will sing at the meeting of the McDowell Club in Portland next Tuesday. Leland A. Coon, instructor in piano, will go as accompanist for Mr. Siefert.

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STUDENTS TO SHOW OLD OREGON SPIRIT ON BEZDEK'S VISIT

Campus Officials to Aid in Receiving Visitor; Student Rally Planned

BANQUET TO BE FEATURE

Oregon Knights Will Have Almost Entire Charge of Campus Entertaining

The entire University and the whole city is making preparations to welcome home the University's one time football coach, Hugo Bezdek. Plans for the reception and entertainment of the man who has sent so many Oregon football teams to victory are now in a formative stage. Lyle Bartholomew is enlisting the aid of all campus officials and of those who knew the famous coach when he was here, to make arrangements to receive him when he steps from the train on Monday.

What is retarding the business of arranging a definite program is that the time of the day he will arrive is as yet unknown. If Bezdek arrives in the morning in sufficient time for such an affair, an all-University all-Eugene rally will be held in his honor at Villard hall where it will be demonstrated to the guest that the Oregon spirit still lives.

Trophies May be Shown

There he will be urged to recount some of the experiences which he had while at this University and perhaps to tell of his work at the Pennsylvania State College where he is now situated. Arrangements are being made for the Oregon Knights to bring forward the many trophies which were won by Oregon teams under the tutelage of Oregon's one time moulder of fighting machines. It has been suggested that Bezdek might be prevailed upon to tell the students how these trophies were won.

Should the arrival of Bezdek be delayed until noon, he will be met at the station by a reception committee of students and citizens of Eugene. The Oregon Knights will form a body guard to conduct him to the University where it is hoped that he can appear before the student body. In any event it is planned to have a rally in celebration of the return of Bezdek to Oregon.

Banquet is Planned

The Chamber of Commerce, it is reported, intends to hold a banquet in honor of the coach as a feature of the evening. No other plans have been given out either by the President or the secretary of the Eugene Chamber of Commerce both of whom say that action is being deferred on the matter of appointing committees until the student officials can be consulted. Bartholomew, president of the student body, is waiting until the return of President Campbell from Portland and also for more definite word from Bezdek as to when he will arrive.

What is certain so far about the program is that the Oregon Knights under the leadership of Stunt Duke, James Meek who was elected to that high office last night, of Marcus Young, Royal Scribe, and James Neale, Chancellor of the exchequer, will have almost entire charge of the entertainment of Bezdek on this campus. Announcement of definite plans for his reception will appear in Saturday's Emerald.

BYRNE MAKES SCRIBNER'S

Survey of Life of Prominent Art Critic Accepted by Magazine

Norman Byrne, graduate major in philosophy, has written a critical survey of the life of James Gibbon Huneker, prominent critic of all arts, which has been accepted by Scribner's magazine. In the article, Mr. Byrne gives a survey of the critic's life, his environment and character. He traces the effect of his life and character on his work and outlines his critical tenets.

Mr. Huneker, who died last spring, was the author of many books on the seven arts.

MRS. LEADER VISITS

Mrs. John Leader and small son Michael, of Portland, are the guests of Miss Gertrude Talbot at Hendricks hall. They arrived in Eugene yesterday. Colonel Leader is at present in Australia, lecturing with the Ellison-White Chatauqua company.