

WILLAMETTE PRESIDENT TO SPEAK AT VESPER

Carl G. Doney Will Address
Service Sunday at 4:30

With Carl C. Downey, president of Willamette University, as speaker, and several special musical numbers on the program the first Vesper service of the winter term will be held Sunday afternoon at the Methodist church. The program will begin at 4:30 o'clock, and will be of special interest to University students, according to H. M. Douglass, chairman of the Vespers committee. The Vesper choir will furnish the music and according to John Stark Evans, director of the University choir the music will be quite a feature of the services. The numbers which are said to be especially good are: the Anthem "Savior, when Night Involves the Skies" by Shelly, to be rendered by Glen Morrow and choir; a violin solo, "Romance," from d'Ambrosio by Albert Potter, and the Organ Interlude "Andante" Fifth Symphony from Beethoven by Mr. Evans.

Mr. Doney, the speaker, is talented and interesting and a learned scholar, according to members of the committee. Mr. Doney is a graduate of Ohio state university, and a post graduate of Harvard, majoring in philosophy. From 1893 to 1905 he served as pastor in a number of prominent churches in the East. In 1905 he became president of Wesleyan college in West Virginia, serving until September, 1907, when he took a similar position at Willamette, which he still holds. Mr. Doney is a member of the Phi Beta Kappa, Beta Theta Pi and Phi Delta Phi fraternities, and during the war he served with the Y. M. C. A. in France.

A collection will be taken at the services, and the proceeds will go toward making the event self supporting. Also new singers, music and speakers will be obtained with a part of this money and it is the intention of the committee to purchase gowns for the singers by this means.

ADVERTISING DRAWS

(Continued from page one)

Northwest Manager presiding, held a meeting in the Women's reception room. The Associated Press, with Gilbert Parker, Assistant Western Manager in the chair, met in the men's reception room.

Luncheons were held at the Anchorage for members of the United Press, and the Executive Committee of the State Editorial Association, while other delegates were cared for at the various fraternity houses.

The first speaker of the afternoon session was Paul Robinson of the Aurora Observer, who spoke on the subject "Why I Solicit Advertising Outside my Town."

"I have chosen for my subject more 'how' than 'why' I solicit such advertising," said the speaker. A newspaperman cannot sit down and wait for advertising to come to him, but he must get out and boost his own business. When I was getting on my feet in the newspaper game, first of all I devoted my time to getting a circulation established. In tackling the advertising end I started a mail order rather than an advertising campaign. Then I made it a policy to visit my advertisers at least once a month. I have found that the best way to get business is to get it direct from the man who has it to give."

Semi-Weekly Discussed

H. L. St. Clair, of the Gresham Outlook, spoke on how issuing twice a week affects the business of a newspaper. "Aside from the dailies, most of the papers are weeklies," said St. Clair. "The Oregon Blue Book shows very few semi-weekly publications. Whether or not a publication of this kind excels depends first, on the publisher, second, on the field, and third, upon the equipment." Mr. St. Clair believes that others in the country field could give better service to their readers at little added expense by issuing twice weekly.

G. Lansing Hurd, manager of the Corvallis Gazette-Times related some developments in advertising in the last year. "Some satisfactory developments which I have seen in advertising during the last year are: (1) improvement in the efficiency of copy writing on both weekly and daily papers, (2) the substitution of newspapers for handbills, large posters, etc., (3) improvement in the general aspects of typography, better cut service and display."

"It is for us to bring about a better understanding of values of local advertising by the national advertisers. The war time gave an impetus to the volume of national advertising. Undoubtedly there is more advertising coming along in the year 1922 than

CLASSIFIED ADS

Minimum charge, 1 time, 25c; 2 times, 45c; 3 times, 65c; 4 times, 85c; 5 times, 1.00. Must be limited to 1 line, over this limit, 5c per line. Phone 951, or leave copy with Business office of EMERALD, in University Press. Payment in advance. Office hours, 1 to 4 p. m.

WANTED—Housework of any sort: cooking, cleaning, washing or ironing. Can do some students' laundry at home. Charges reasonable. Mrs. Larson, 60 East 11th St. 69-J19-5.

LOST—Light brown beaver hat at Student Body dance Saturday night. Return to Delta Tau Delta. Reward 70-J14-2.

in the past year."

Smith of Myrtle Point Speaks

W. R. Smith, publisher of the Myrtle Point American and the Powers Patriot, talked on the subject of "Securing Foreign Advertising." "The foreign advertiser is hard to reach," asserted Mr. Smith. "I can conceive of no better way to secure a volume of foreign advertising than to fill the paper with home advertising. Make your paper live. The result is the reflection in the mind of the advertiser who will bring you the desired business. We should pay more attention to local advertising columns than we have." He suggested that the publishers send copies of their papers to the big agencies handling national advertising.

W. F. G. Thacher of the University faculty submitted a report in the form of letters from leading agencies telling what the advertisers say about the Oregon papers. In this talk he offered to represent a list of Oregon newspapers before many Eastern agencies when he attends the various advertising conventions in the East next summer. A committee was appointed to confer with Mr. Thacher as to the advisability of his plan and to report at today's session.

Dean Hale of the law school pointed out the defects in the present Oregon statutes relating to libel. At present it is a crime in the state of Oregon to give any account of crime, lust or bloodshed in any publication or to publish any propaganda to influence voters on election day. Neither of these laws are obeyed in practice and, according to Dean Hale, either the statutes or the practice should be discontinued.

BANQUETING EDITORS

(Continued from page one)

opportunities in journalism and errors which it is easy for newspapers to make. Since no individual person is without prejudice, it is not likely that their writings shall be free from it. He declared there would be a tendency

on the part of special writers, to write up events from the point of view of the policy of their paper.

Addison Bennett, white haired and whimsical, told of his experiences as a newspaper man.

President Campbell in making a closing talk, spoke of the present inadequate quarters and equipment of the school of journalism and, of its growth.

He declared there was no reason why Oregon, like California and other universities, should not receive enough in donations from private persons, to build a journalism building that would be more nearly adequate. It is possible, he declared, that our university may make a campaign of this nature.

Music was furnished throughout the evening by a trio consisting of Helen Harper, violinist, Ralph Hoeber, cellist, and Reuben Goffreiere.

REX

Soiled, muddy shoes? That's where you lose, appearances will tell.

Here in this chair I'll put a glare upon them something swell.

I'll also fix those yellow kicks and make them black as night;

No acids used, no shoes abused, with black I treat you white!

Each pair I shine is right in line with patent - leathers, pard!

Selected stock that none can knock, so keep this little card—

It points the way to the only kinds:

They are the Right-way Real.

Peter Sarecos John Papas
Rex Theatre Building

Special 40 per cent Off on Guernsey Ware

FOR GOOD DEPENDABLE HARDWARE SEE

CHAMBER'S HARDWARE CO.

Phone 16

742 Willamette

HEAR

Evangelists

Walker and Carrol

in the

Great Revival Services

at the

First Christian Church

OAK and ELEVENTH STREET

BEGINNING

Sunday Morning, Jan. 15th

It will make your school work easier if you attend these services.

BASKETBALL

Big Double Header Monday

Eugene High School vs. Oregon Frosh

Opening of Pacific Coast Conference

Idaho vs. U. of O.

EUGENE ARMORY

Mon. and Tues., Jan. 16-17

7.00 P. M.

Seats on Sale at Hauser Bros.

Admission 50c

Reserved Seat 75c

Eugene's Finest Men's Clothing Stock

On Sale at

Greatly Reduced Prices



1000 Kuppenheimer, Styleplus and Chesterfield Suits, Overcoats and raincoats at actual cost and less

Over stocked and backward season are the reasons for this very unusual price reduction of such high grade clothing.

Our enormous stocks insure a more extensive variety of styles and fabrics to choose from, nothing reserved—Tuxedo and full Dress suits included in these sale prices.

Sale Prices

Suits and O'coats
selling regular to \$30.

\$19.50

Suits and O'coats
selling regular to \$40.

\$29.50

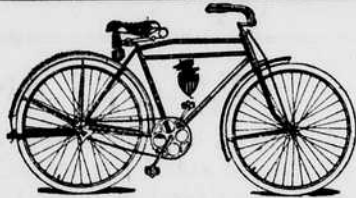
Choice of any Kupperheimer Suit, O'coat,
Tuxedo or full Dress selling regularly to \$75.00

\$39.50

Alterations
Free

McNolan & Washburne Store
FOR STYLE, QUALITY & ECONOMY

Sale Ends
Saturday
Night



If you own a bicycle or Motorcycle it will pay you to get acquainted with us.

ALL WORK GUARANTEED

New and Second hand bikes

Smith-McKern
CYCLE CO.

INDIAN MOTORCYCLES L
Phone 299 Cor. 9th & Oak

The Eugene Packing Company

(Incorporated)

We Patronize Home Industries.

FRESH AND CURED MEATS

Phone 38

675 Willamette St.

Successors to the Wing Market

Full Line of Groceries and Cooked Foods at All Times

Hot... Chicken... Tamales
Individual... Chicken... Pies
Baked beans a specialty.

COME IN AND SEE THEM ALL

Do You Know?

That every shoe in Price's stock is a high grade shoe?

That during this sale he sells every pair of shoes in the store at sale prices?

That when Price sales, he sells shoes from his regular stock instead of buying shoes for sale purposes?

That Hanan, Arch Preserver and Edmonds Shoes will all be on sale?

That this is your opportunity to buy shoes of standard quality for a lesser price than is ordinarily paid for inferior merchandise?

That Price guarantees every pair of shoes he sells?

Price's Shoe Sale On at 8 A. M. Today

The Price Shoe Co.

782

Willamette Street

782