

W. S. KIRKPATRICK TALKS TO CLASSES ON CAMPUS

Topic Value of Newspaper as Advertising Medium

EXAMPLE CITED IN SPEECH

Speaker Former President of Portland Ad Club

The value of the newspaper as an advertising medium was emphasized in a lively advertising discussion by W. S. Kirkpatrick, formerly president of the Portland ad club and one of the leading experts in the advertising field in the northwest, yesterday morning.

Mr. Kirkpatrick addressed Professor W. F. G. Thacher's class in advertising and Dean Eric Allen's class in publishing at the 9 o'clock hour, filling every minute with some vital fact concerning his subject.

"Advertising is largely responsible for the rapid advance in industry and civilization generally," he said, explaining that it was through advertising that people are taught the use of new machinery and labor savers.

Using the recent Olympic grain products advertising campaign as an example, the speaker showed how a product with little distribution can be pushed into the limelight through the medium of a rapid-fire campaign.

"After 30 years of trying to sell a good product on its quality only, new life was instilled into the trade by completely overturning all previous methods of obtaining sales," Mr. Kirkpatrick declared. "After the new advertising campaign had been started, business increased 300 per cent in 12 months," he stated.

Speaking on advertising theory, the speaker avowed that although about 80 per cent of advertising is wasted, that the 20 per cent which is efficient more than paid for a well conducted campaign.

He urged his student hearers to set their aim high and to strive for a big prize in the field of advertising. He emphasized particularly the value of sectional advertising and pointed out instances where national advertisers spend a large part of their "publicity fund" for concentrated campaigns.

COL. LEADER TO SPEAK

(Continued from page one)

are football, field hockey, cricket, tennis, swimming, riding, boxing. There are many others, but they are of minor importance. The Australian is not interested in track, as that leads to spe-

CLASSIFIED ADS

Minimum charge, 1 time, 25c; 2 times, 45c; 5 times, \$1. Must be limited to 4 lines, 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.

FOR SALE—Our home at 1340 Mill St. Modern place, conveniently located. Specially priced if taken at once. For full particulars call afternoons from 3 to 5. Mrs. L. L. Lewis. 167-M23-5

LOST—A Moore fountain pen with gold cap and ring, in the Oregon building yesterday morning. Finder please notify Bertha Hays at Hendricks hall. 171-M17

LOST—String of pearl beads, between campus and Oregon Electric, Sunday afternoon. Phone 1317. Reward. 168-M17-1f

LOST—Pair of horn-rimmed glasses on 12th or 13th St., about three blocks from the University. Reward. Phone 1307. 169-M17-1f

FOR SALE—Good canoe, \$30. University Bakery, 14th and Mill. 170-M18-3

LOST—A gold fountain pen on black ribbon. Call 947. 165-M17-3

Ralph E. Williams Hires Orientals While Hundreds of Ex-Service Men Need Work

President of Disabled Veterans' Auxiliary Scores Williams

Mrs. George L. Williams, president of the Disabled Veterans' auxiliary, addressed a letter to Ralph E. Williams, republican national committeeman, Thursday night, demanding an explanation of why he employs Oriental labor in his hop yards at a time when many ex-service men are jobless.

Williams is one of the largest hop dealers in Oregon.

Mrs. Williams' letter follows:

DISABLED VETERANS' AUXILIARY
Portland, Or., May 11, 1922.
Mr. Ralph E. Williams,
617 Board of Trade Building,
Portland, Oregon.

Dear Sir: Positive evidence having come to my knowledge that you employ oriental labor

cialization. Football as played in Australia is the open type of rugby football. Soccer is played by many.

Starting Same Scheme Here

"The surf bathing of the Australians is wonderful to watch. They have well developed muscles, and their carriage is graceful.

"Here at Oregon we are now starting this same scheme of development. In addition to all the advantages we have ourselves, we have the things the Australians possess, good bodies. If we can adopt that system of education here, we will be a great country.

"The Australians are an aggressive, virile people. There are no extremes of climate there, no animals or natives to contend with, but still they have developed into a wonderful race, due to this great system of exercise."

MR. BARRETT TALKS

(Continued from page one)

He will arrive in Eugene at 1:20 and will be shown about the campus during the early part of the afternoon. Afterwards he will speak to a special meeting of the student chamber of commerce of the school of business administration. He will be a guest at dinner at Friendly Hall, to which some of the faculty members of departments interested in Mr. Barrett's work, will be hosts.

CUP AWARD CONSIDERED

Final Session Held by Committee on Gerlinger Trophy

The last meeting of the committee in charge of the award of the Gerlinger Cup, to the best all-around junior woman on the campus this year, was held yesterday afternoon to make the final decision of the winner. The cup will be presented during the intermission at the Junior Prom, May 20.

The members of the committee are Miss Elizabeth Fox, dean of women; Mrs. W. F. Jewett, Mrs. A. C. Dixon, Mrs. F. M. Wilkins, Ella Rawlings, president of Women's League; Dr. John Straub, dean of men, and Lyle Bartholomew, president of the A. S. U. O.

TRAINED WORKERS NEEDED

(Continued from page one)

work along the particular lines desired with an insight into the big fields.

Another aim of the school is to make the cultural foundation of the student as well developed as is possible, so that there will be no narrow minded specialists. "With this," Dr. Bovard said, "is the desire to give them a thorough training in the fundamentals of health and the laws of health, so that

they will stand for the best standards and be a force for better health in the community, and have health programs and all those little things that can be done by intelligent people who act intelligently."

VARSITY BARBER SHOP

Service Our Aim.

Next to Oregona

100 per Cent Efficient

Is our goal, not only in delivery service and other forms of service, but in the goods we put on the market. Do you want to share in this?

Underwood & Ryan

Neighborhood Grocers
13th at Patterson

One Good Turn Deserves Another

We are always open to the students' trade and we will bend every effort to make your activity a success.

Hotel Osburn

PHOTOS

We guarantee our work.

TOLLMAN STUDIO

734 Willamette

Phone 770

PICNICKERS!

What about those eats for your picnics this week-end.

EATS!

How about some nice buns and weinies—or anything else in the picnic line?

We are now prepared to supply you with everything to eat.

USE THE PHONE

The Table Supply Co.

L. D. Pierce, Proprietor

Ninth and Oak

Phone 246

Don't Forget Your Kodak

YOU TAKE 'EM

WE'LL PRINT 'EM

Baker-Button

The Kodak Shop
Corner 10th and Willamette



Keeping faith with the SMOKER

Our lifelong knowledge of choice tobaccos, our years of manufacturing experience and our up-to-date facilities are concentrated on making CAMELS the finest cigarette that can be produced.

Into THIS ONE BRAND we put the **UTMOST QUALITY**. A better cigarette cannot be made—even for a higher price.

CAMEL is THE QUALITY CIGARETTE—made for men who think for themselves—for folks who appreciate really fine tobacco.

ONE BRAND—ONE QUALITY—ONE SIZE PACKAGE.

That is the way we keep faith with the smoker.

Camel

E. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

VOTE FOR FITHIAN FOR NATIONAL COMMITTEEMAN

Paid Advertisement by E. W. Van Horn, Overseas Veteran.