

## ALUMNI ATTEND PORTLAND LUNCHEON

Two Hundred Meet at Multnomah Hotel for Speeches, Yells, College Songs

Two hundred Oregon alumni attended the annual Homecoming luncheon at the Multnomah hotel in Portland, November 5. Enthusiastic speeches, supplemented by college songs and yells were given by the alumni.

Mr. Robert Kaykendall, president of the Portland alumni, gave a brief sketch of the custom of having the annual luncheon in Portland and explained at length the plans for this year's Homecoming in Eugene.

Professor H. C. Howe, a member of the athletic council, gave a summary of the football games up to date, and urged the cooperation of all the alumni for the Homecoming game.

A committee consisting of five members was appointed by Mrs. Caroline Benson Unander, newly elected president of the Portland alumni, which is to cooperate with the gift campaign. A presentation of the plans for the endowment fund, and an appeal for the hearty cooperation of the Oregon alumni in the campaign for gifts, was given by Mr. W. K. Newell, superintendent of buildings, and Lamar Tooze, chairman of the gift campaign.

Coach "Shy" Huntington, "Tiny" Shields, "Red" Brown and "Prink" Callison, spoke a few words in view of the approaching game. These were followed by short speeches from a number of those present.

The Glee Club quartet composed of John Stark Evans, Maurice Eben, Glen Morrow and Roy Bryson, sang several Oregon songs, featuring "In the Harbor of the Mountains," which was written by Professor Howe. The alumni joined in the singing of college songs and seemed to enjoy most of all "March, March on Down the Field," as the majority of those present had been graduated before the days of "Mighty Oregon." The yells were led by Lyle Brown, a former varsity yell leader, and were pronounced by all who heard them as good peppy yells.

The success of the luncheon was due to Harold Young, son of Professor F. G. Young of the School of Sociology, who was general chairman of the affair.

"It was a great occasion," said Mr. Newell, "and fine interest and enthusiasm was exhibited by all, in the plans for the 1922 Homecoming."

## SHOW WILL BE THURSDAY

University Chamber of Commerce Back of Series of Entertainments

The two films, "The Conquest of the Forest" and "Pelt to Welt," to be shown Thursday evening under the auspices of the University chamber of commerce are part of a series of educational reels which the students are to be given an opportunity to view this term.

"The Conquest of the Forest" is a film distributed by the General Electric company and gives many glimpses into the logging industry of the Northwest. Electricity and its use in logging and related industries are given special emphasis. "Pelt to Welt" pictures the shoe-making industry in the various stages.

The series of films being shown this term, as well as the educational lectures, will be continued next term by the chamber of commerce if sufficient interest is displayed by the students to make the feature a success. The film Thursday evening will be shown in room 105 Commerce building at 7:30.

## NON-FICTION IS IN DEMAND

Students Reading More Intellectual Books; Eugene O'Neil Popular

The general reading list for students at the library reveals greater demand for books of non-fiction type such as Thompson's "Outlines of Science," Stachey's "Books of Character," and "Life of Queen Victoria."

The most popular library book of fiction among the students is "The Fog," by Pelley. Two other books that are being widely read are Howard Bury's

"Mount Everest," and an old fashioned book written about 1850 called "Mobbie Dick," by Herman Melville.

Stoddard's "Rising Tide of Color" and his "Revolt Against Civilization" are being sought by many students. A. S. M. Hutchinson's book "This Freedom" has not been as popular as "If Winter Comes" was. Other books that have noticeably gone out of popularity are "Tales of the South Sea Islands." Books of poetry and works by Scandinavian writers. H. G. Wells' "Outlines of History" now that it has been put on reserve is not being called for by general readers. His recent book "Secret Places of the Heart" is not popular with campus readers.

## HOMECOMING PENNANTS TO BE SOLD THURSDAY

5000 Pennants Made by Freshman Girls; Sale Is Conducted This Year by Women's League

Thursday morning the pennant sale for Homecoming will start under the supervision of Inez Fairchild, general chairman of the sale, which is being conducted by the Women's League this year. Corps of workers have been appointed to take charge of selling in every district on the campus and down town, each with a number of helpers. "Old grads, visitors, students, preppers, everybody, will be expected to adorn themselves with one or more of the pennants displaying the Oregon colors with green and lemon yellow.

The freshman commission for girls has been busy at work for a number of weeks, and with a group of girls working each day under the direction of Emily Veazie, 5000 neatly-cut pennants have been made. When the sale begins on Thursday, the following girls will be in charge of the various locations: Adah Hartness, Co-op; Margaret Alexander, town; Helen Weber, depot; and Phyllis Coplan, campus.

This year the price of the pennants will be only five cents, half the price of last year. At the game and on the campus, pennants will be in order on coat lapels and blouses.

## DIFFICULT SEASON

(Continued from page one.)

Anderson, with a little more coaching and experience, should develop into a reliable field general. He carries the ball fairly well but has shown weakness in remembering instructions. Poulson, halfback, though somewhat lacking in weight hits the line hard and has an abundance of fight. He is weak on the defensive but should improve greatly with another year's experience.

The rest of the backs, Hobson, Purvine, Stoddard, Mills, and Brosterhouse have shown that they possess the qualities which makes for varsity material and lack only experience to insure them of being stiff contenders for berths on future Oregon teams.

When taking into consideration the short season and the large squad which he had to develop a team from, Baz Williams and his assistants deserve credit for starting a goodly number of men off for varsity careers.

## "PIONEERS" NOT APPROVED

Please let me raise my voice in protest against the adoption of "Pioneers" as our team sobriquet. It has nothing to commend it, except possibly the statue of the Pioneer on our campus, and that is purely local in significance. We have never been "pioneers" and we are not now "pioneers." We were anticipated in that honor by Willamette, Tualatin, Umpqua and Pacific. And, to arrogate the name to ourselves now carries with it the imputation which we are making every effort to correct. To eastern colleges and even to our neighbors, the word "pioneer" connotes semi-barbarity and pachydermy.

I don't like it a-tall. If you insist upon an adoptive name, look up "Berserk" and you will find it possesses a wealth of meaning.

FREDERIC S. DUNN.

## SPANISH CLUB TO ENTERTAIN

The Spanish club will entertain all Spanish students and their friends at an informal party to be given at New-mah hall this evening at 7:30. The program includes several feature dances by members of the club, musical selections and games. Refreshments will be served. Committees to carry on the work during the year were recently appointed by the president, Hubert Schenck.

## RECENT GRAD WITH OIL COMPANY IN FAR EAST

Elmo Madden ex-'21 Gets Appointment as Advertising Manager and New Agency Locator

Elmo Madden, a graduate of the class of '21, in a recent letter to E. C. Robbins, dean of School of Business Administration, states that he is now associated with the Japanese branch of the Texas company, dealers in petroleum and its products, with main offices in Tokyo. Mr. Madden was formerly connected with the Alexander and Baldwin Sugar company, and when this firm closed its Japan office, he joined the Texas company to become its advertising manager for the whole country, as well as locating men for new agencies throughout the northern districts.

The work has been unusually interesting this year, according to Mr. Madden, because of the most intense competition ever known in the oil industry in Japan. The Texas company, he states, is the only independent oil concern in Japan, its chief competitor being the Standard Oil company with which it has competed since its organization in the states, 20 years ago.

Lack of technical Japanese terms makes the advertising very difficult, he says, and necessitates the use of several interpreters to make sure of the exact meaning of some of their usages.

## STUDENTS TO DANCE CHRISTMAS VACATION

Annual Affair in Multnomah Hotel This Year; Georgia Benson Is General Chairman

Plans for the annual Christmas College ball to be given under the auspices of the University of Oregon Women's League are now being formulated. The dance will be held in the ballroom of the Multnomah hotel during Christmas vacation and excellent music has been secured for the occasion.

Georgia Benson is general chairman of the ball and will preside at a meeting of all committees for the dance at 7:30 tonight in the basement of the Commerce building. Following are the committees: Publicity, Catherine Spall, chairman, Margaret Scott, Norma Wilson, and Penelope Gehr; tickets, Edwina Riechen, chairman, Georgia Shipley, Virginia Pearson, and Ruth Sen-senich; patrons and patronesses, Jeanne Gay, chairman, Betty Kerr, Nan Montgomery, and Lucile Elrod.

The Christmas College ball is an all-

college affair, held each year during Christmas vacation. All college students residing or visiting in Portland are invited, as well as high school students who are planning on attending college. Tickets for the dance will be on sale soon.

## DR. CAPEN RECEIVES HONOR

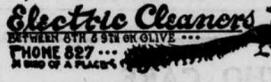
Dr. Samuel Capen, who three years ago made a survey of the University of Oregon, has recently been inaugurated as president of the University of Buffalo. Dr. Capen was a specialist in higher education at the Bureau of Education, Washington, D. C., three years ago, when President P. L. Campbell wanted a survey made of the University. Dr. Capen was sent to survey the institution. He made an extensive investigation of all the departments at that time, and reported that the University was in excellent condition.

Read the Classified Ad column.



## MR. I. M. RIGHT SAYS:

The ELECTRIC CLEANERS are sure on the job when it comes to getting you students ready for the game.



ATTENTION to the details of tailoring careful selection of materials and years of experience in designing young men's models have made Adlers Collegian Clothes popular with college men.

Always moderately priced  
\$37.50 to \$45.00

Just received an express shipment of  
Whip-cord Overcoats.

## Eugene Woolen Mill Store

C. J. FULTON, Manager

837 Willamette

Phone 1500

## Where Will the 'Grads' Sleep?

If you are going to need some new mattresses you had better get them before Homecoming.

## O'Brien Mattress Co.

391 East 8th Avenue

Phone 399

## Baker-Button

THE KODAK SHOP  
Corner of 10th and Willamette

For Your  
Christmas Enlargements  
Albums—Dunn Pens

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

## Moore Sign Works

Signs of All Kinds

Banners  
Posters  
Bulletins

Signs You Can Read on the Run

C. B. Moore, Prop.

Phone 700

(Over Hauser Bros.)

## The Castle

LAST TIMES TODAY

RICHARD BARTHELMESS

in  
"THE BOND BOY"

Britz Castle Orchestra

Starting Thursday

Mary Johnston's  
TO HAVE and TO HOLD

with  
Betty Compton  
Bert Lytell

a Paramount Special

## The REX

FIRST TIMES TODAY

MACK SENNETT'S

Melodramatic Comedy

"The CROSSROADS  
of NEW YORK"

All star in cast, a new idea  
in motion pictures composed  
by the maker of "Mickey"  
and "Molly-O"

CHARLES W. HAWLEY

Playing

"Heard on the Streets of  
New York"

on the SUPER-WURLITZER

7 billion!

Over  
7 billion  
Chesterfields  
are smoked  
every year—  
20 million  
every day

Chesterfield  
CIGARETTES  
They Satisfy

LIGGETT & MYERS TOBACCO Co.