

J. A. Churchill Holds Costs of Education Low

State School Superintendent Compares Systems of 1891, 1925

"When I find newspapers complaining about the mounting cost of education, I am not alarmed. I do not think we are paying too much for education; I think we are not yet paying enough." This statement was made by J. A. Churchill, state superintendent of public instruction and president-elect of the new Ashland Normal school at a meeting of the Education club last night. This man, who might be called the "watch dog" of educational interests in Oregon, according to Dr. Henry D. Sheldon of the school of education who introduced him, has had 40 years experience in educational work of Oregon.

Comparison of the educational system in 1891 and in 1925 was the subject of Mr. Churchill's talk, and some vital facts were brought to light to show the development and advance of education in this state. In 1891, enrollment in public schools was a little over 72,000, the cost of education being estimated at between one and two million dollars. In 1925 enrollment was figured at 179,189 with a cost of \$20,393,296.00. These figures show an increase in enrollment of 144 per cent and an increase of 1800 per cent in cost.

Causes of the increased cost which reached such an amazing figure in the space of 35 years, said Mr. Churchill, were the increase in salaries, increase in cost of equipment, increased cost of the American dollar and growth of the high schools. In 1891 there were three high schools outside of Portland, the three being located in Astoria, Baker and The Dalles. These high schools including Portland had an enrollment of five hundred students. In 1925 there were 270 high schools in the state with an enrollment of 36,419.

Mr. Churchill traced the development of education laws which gradually raised the salaries of teachers and the requirements for those who wished to teach. This development has by no means reached a stopping place, he said. In 1891, graduation from the eighth grade and an additional two years in a normal school were all the training necessary to become a teacher. At that time, the average salary of a teacher was \$50.08 for a man, and \$42.43 for a woman. Now, with the increased training requirements the salary has risen until the average is \$164.62 for a man and \$114.72 for a woman teacher.

"I believe that there is as much of a future in the profession of teaching as in medicine, law or in any other profession," Mr. Churchill declared.

Council

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ready now, but I do know that we will have one sometime. To start a magazine it will be necessary to take a chance and we will have to make a stab at it so why not do it now?"

Miss Shelly believes that inasmuch as the entire student body is called upon to support athletics when it does not represent the interests of the entire campus, then the student body should support this magazine so that the literary students and those interested in such fields should be given a chance for expression.

She says, that this is a small town, and we would have to depend to a great extent on subscriptions for our financial support to keep it going, but the students have evidenced a desire to back it with their money.

Campus opinion intimates Klep is strongly opposed to the arbitrary and despotic decree of the executive council in passing this blanket decision without considering those who have been vitally interested in the promotion of this magazine.

To-Ko-Lo Society to Hold Luncheon Today

All members, alumni and pledges of To-Ko-Lo, men's sophomore honorary society, will be entertained with a luncheon at the Campa Shoppe today at 12:10. Dean Walker, Bob Mautz and Ken Stephenson, the latter two To-Ko-Lo alumni, will give short speeches on the situation of the honorary fraternity on the campus. All alumni members planning on attending are asked to notify Jack Hempstead at the Phi Kappa Psi house.

Work on Publicity Off Press; Copies of Quiet-Casey Book Reach Campus

Exhaustive Treatise Covers Many Phases of Public Relations and Does it Entertainingly

"Principles of Publicity," by Glenn C. Quiet and Ralph D. Casey, is off the press of D. Appleton & Co., and copies have reached the campus. Mr. Casey is associate professor in the University of Oregon school of journalism, and Mr. Quiet is associated with the New York firm of Tamlyn & Brown, publicity specialists.

The book is a distillation of the experience of both men in journalism and in practical publicity, plus a year or two of work organizing a body of material which makes this volume the most complete and the most valuable the writer has seen on the subject.

Both the why and the how of publicity are explained in detail.

One thing the book makes no effort to do, and that is to explain how to get more publicity for something than it is worth. The work is on a high ethical plane. The relations of publicity to news and to advertising are frankly told. In the definition news is described as "current, truthful, and interesting information from the point of view of one who wants to be informed;" while publicity is the same sort of information, from the point of view of one who desires others to be informed.

"Newspaper advertisers," the authors point out, "are not deceived by thinly veiled advertisements sent in for the news columns, and such items are thrown into the waste-basket every day. But when an enterprise is able to convince the newspaper editor that its activities are of interest to its readers, and when it provides stories that

can compete for space with the stories turned in by the newspaper's own reporters, or information which the reporters themselves use for stories, then the material has been raised out of the class of advertising as such and is accepted for publication by the newspaper strictly on its merit as news."

Understood thus, publicity men are supplementary reporters, willing that their material should stand on its own feet in competition with the news brought in by the staff men. There is a great deal in this book that will interest reporters who are not engaged in publicity work. Chapters on news stories and features; directions on writing a pamphlet; instructions on getting the printing to fit the purpose; chapters on the trade press, its needs and how the writer may meet them; chapters on house organs, the motion picture, the exhibit, and other media of publicity; instructions on how to handle institutional publicity, as for churches and educational institutions, make up the body of the book.

"Principles of Publicity" is written entertainingly, with a wealth of illustration taken from newspapers and other media. The experienced newspaper man will find crystallized a lot of his general impressions; he will find, further, many helpful suggestions which will fit either straight-news or publicity. The younger reporter will find his path smoothed for him; the teacher of journalism will have another textbook of value. There's a lot of good medicine crammed into its 430 pages, and it's most pleasant to take.

Freshmen Lose Swimming Meet To Aggie Rooks

Becker, Aggie Man, Breaks Breast Stroke Record; Contest Close

By losing the relay in their meet with the O. A. C., Rooks at Corvallis yesterday afternoon, the Oregon frosh swimming team lost a chance to tie the Aggies and win the meet. It is provided in the rules, that in case of a tie the team winning the relay will take the meet. The final score was: Rooks, 39; Frosh, 29.

The 100-yard free style was a close contest, Smith of O. A. C., and Larson of Oregon tying for first place. In the 200-yard breast stroke, Becker of the Aggies broke the state record in defeating Fletcher of Oregon. Finley, of the Oregon frosh, was easily the superior in the 150-yard back stroke.

Summary:
50-yard free style: Smith, O. A. C., first; Larson, Oregon, second; Dick, O. A. C., third. Time 21 1-5.

100-yard free style: Smith, O. A. C., and Larson, Oregon, tied for first; Coutts, O. A. C., third. Time 1:1 4-5.

300-yard free style: Radke, O. A. C., first; Greulich, Oregon, second; Hoover, O. A. C., third. Time 3:1 2-5.

200-yard breast stroke: Becker, O. A. C., first; Fletcher, Oregon, second; Woodworth, Oregon, third. Time 2:57 3-5.

Dives: McMahon, O. A. C., first; Thompson, Oregon, second; Brown, Oregon, third.

150-yard back stroke: Finley, Oregon, first; Fletcher, Oregon, second; Radke, O. A. C., third. Time 2:10 1-5.

Medley (50 yards breast, back, and free style, in succession): Becker, O. A. C., first; Fletcher, Oregon, second; Coutts, O. A. C., third. Aggies won relay; time 1:12 2-5.

Graduates to Bring High School Guests For Dance Drama

Several graduates from the department of physical education who are teaching this year, have sent word to Miss Lillian L. Stupp, instructor in physical education, that they are planning to bring some of their students to Eugene to attend the dance drama which is to be given at the McDonald theater, April 1.

Grace Sullivan and La Verne Spitzberger who had the leading roles last year in "A Night's Mardi-Gras," one of the features of the dance drama, are coming from Salem. Neva Service will bring a class from Albany. Dorothy McKee is coming from Portland where she teaches at the Peninsula Community House. Doris Parker will bring some college students from Pacific University, Belle Taggart is coming from her school just outside Portland and Gertrude Tucker from Cottage Grove.

Van Hoogstraten To Visit Music Students Today

Portland Orchestra Leader Will Make Address At 5 p. m.

Of interest to music lovers on the campus is the visit today of Willem Van Hoogstraten, director of the Portland Symphony Orchestra, who will speak at the music building at five o'clock this afternoon.

Entertainment for the visitor will be provided by the music faculty. Mr. Van Hoogstraten has been elected to honorary membership to Phi Mu Alpha, into which he will be initiated this afternoon.

The appearance of Mr. Van Hoogstraten was brought about by the recently organized school of music student body, before whom he will speak. John J. Landsbury, dean of the school of music says everyone interested is invited to attend to the extent of the capacity of the auditorium.

Since Mr. Van Hoogstraten came to the United States five years ago to appear as special conductor of the New York Philharmonic Orchestra, his career has been one of triumphs. Max Smith, in the New York American, recently wrote: "If there is such a thing as a special gift for conducting an orchestra, Mr. Van Hoogstraten has that gift conspicuously."

After three winter seasons in New York and various vacation tours, Mr. Van Hoogstraten was engaged for the 1924-25 season in Philadelphia.

Last summer the noted director appeared in several concerts in Los Angeles, and was so well received that an attempt was made to have him fill the vacancy in the Portland orchestra, which he accepted. Since his arrival in that city, the fame of the orchestra has traveled far.

Mr. Van Hoogstraten was born in Utrecht, Holland. In Europe he studied the violin under such masters as Nikisch, Steinbach, Mahler and Mottl, under whom he acquired the talent for leadership.

Miss Auld Finds Far East Firms Hire Collegians

Graduate of '22 Returns From Extended Trip Through Orient

"I noticed that in the biggest American and British firms in the Far East only college graduates are employed," said Lillian Auld, in speaking of her recent extended tour; "and, farther, only men of good scholastic standing."

Miss Auld, who graduated in the class of '22, has just returned to her home in Eugene after a trip which began in New York and included in its itinerary Palestine, Egypt, Sumatra, India, and Java. In the Philippines, Miss Auld met her aunt, Mrs. Lillian Seaton, who had been traveling in China and Japan with Mrs. Gertrude Bass Warner. Miss Auld and Mrs. Seaton remained for some time in the Philippines, in the mountain province of Baguio, before returning home. They arrived in Eugene Saturday evening.

"The part of the United States most similar to the Far East is that part which faces it, the Western coast," Miss Auld continued. "It ought to give college men and women more of an incentive toward making more of their education than the mere desire to graduate, more of an appreciation of their opportunity. For now even missionaries who are sent to the Far East are college graduates."

"The big businesses established there want men with a solid college foundation," the speaker continued; "men who are well grounded in economics and history, who have taken business courses. Business training makes one more adaptable, quicker to see different points of view. Law is a good preparation too, as is engineering. Higher mathematics are not especially important."

"More than all this," said Miss Auld, "big businesses are coming to

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Next Copy of Monitor To be off Press Soon

The annual report number of the Monitor will be off the press soon, says Miss Mozelle Hair, editor. This edition will contain full reports of all phases of Extension Division work for the year 1925.

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Phone 1186

Dr. C. L. Schwering
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demand men of high moral standards. There are many temptations there, and if a man is not strong enough to hold out against them he falls. Then the big business men will no longer retain him. A very high percentage of the men who go there are sent back as unsatisfactory within three years. A great many of the men I knew on my trip to the Far East three years ago are not there now."

Women's Basket Teams Will Play for Title

The women's basketball season will close tomorrow night with games between the senior and junior first teams, the sophomore and freshman first teams and the soph-

omore and freshman third teams. The juniors have not been defeated this year, and if they win from the seniors tomorrow night will have the championship. If the seniors win, the tie between the freshmen and juniors will be played off. The freshmen are second in the race with only one defeat.

Last night the senior second team won from the junior second team, by a 16 to 10 score. The freshman second team defeated the sophomore second team 24 to 2. The senior third team won from the junior third team 22 to 6, and the freshman fourth from the color second 12 to 10.

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