

### Co-op Business For Two Days Shows Big Gain

#### Debt of \$10,000 Changes To Assets of \$60,000 In Seven Years

The largest business of any two successive days in its history was reported Monday and Tuesday by Marion F. McClain, manager of the Co-op. The turnover exceeded by \$2500 that of the two opening days last fall. A staff of twenty-one students in addition to the regular staff was required to handle the rush.

The University co-operative store, which was founded in 1920 under Mr. McClain, then graduate manager of the A. S. U. O., has developed rapidly. From an institution worth \$10,000 less than nothing (it was started on borrowed capital), it has grown to an asset of \$60,000. A stock increase of \$10,000 over last year shows the growth of the project.

The Co-op is essentially a service unit. It is incorporated under the state laws as a co-operative association. All A. S. U. O. members belong and are entitled to vote at the annual election when the Board of Directors is chosen.

The Board manages the store and directs the policies through a manager. It is made up of five students and two faculty members.

The directors for 1927-28 are: Roland Davis, president; Arthur Hamilton, Al Boyden, Ronald Hubbs, Tom Stoddard, Dean James H. Gilbert, Dean John F. Bovard, M. F. McClain is manager and Marie G. Hadley, secretary.

The store handles text books, note-books, stationery, Oregon jewelry, fountain pens, and other student supplies. Text books are handled at publisher's list price. This enables Oregon students to purchase them at the same prices as are paid at the large eastern universities.

The text book problem at Oregon is perhaps the worst in the United States because of the geographical location. A large percentage of the

### Theaters



McDONALD—Last times today, "What Price Glory," the famous epic of the world war—of two fighting marines and a beautiful girl, who fought for life, liberty and love, and the cast is the most perfect ever seen in any motion picture. Dolores Del Rio, Victor McLaglen, Edmund Lowe and other favorites; on the stage, "Dugouts," an atmospheric prologue, with Frank Alexander, Nellie Baxter, Ted O'Hara, Leland Robe, Fred Perry and others, nightly at 7:15 and 9:30; International News; Frank's musical score. Coming—Billie Dove in "The Stolen Bride," a colorful romance, with Lloyd Hughes; and George McMurphy and his Kollege Knights in a de luxe stage presentation, nightly at 8:50.

REX—First day, "Rolled Stockings," a fast stepping comedy drama of college life, love and laughter, in which two brothers fall for the same fair co-ed, with surprising results, with Louise Brooks, James Hall, Richard Arlen and David Torrence featured; Mermaid comedy, "Plumb Dumb"; Marion Zuercher at the organ. Coming—Monte Blue in "The Bush Leaguer," a big league affair.

texts used come from the Atlantic coast. Time and transportation charges tend to make the problem difficult, according to Mr. McClain.

The manager and secretary of the store confer with the faculty members and estimate the probable enrollment in the various courses. Text orders are based upon this. Occasionally an unprecedented registration in certain courses exhausts the text supply but usually the faculty is able to make a close approximation.

FOR RENT—Front bedroom; hot and cold water in room; open on porch; for men. 610 E. 12th St. Phone 1187-J. s28-29-30

LOST—Check book on Portland National Bank between Lomon O Pharmacy and the Music building. Finder call 49. Or deliver to the Emerald Business office.

### Seven Campus Mascots Lead Dog's Life; Result of Canine Genealogy

#### Orph, Kappa Delta Multi-Pedigreed Pooch, Fated to Take Eef's Place in Limelight

The campus is going to the dogs. Statistics show that out of eleven houses which proudly sport mascots, seven are canines of various shades and sizes.

Probably destined to be the most famous is Orph, Kappa Delta mascot, who has already reached the book of campus doings by disappearing twice in the last week. He saves wear and tear on their door-bell by announcing all visitors as soon as they step up on the porch.

Nigger, Sigma Nu good luck bringer, who follows in the footsteps of the long-famous and now deceased Eef, is another poor dog who is trying hard to get along in the world. He is a black low-slung model with a long wheel base.

The police dog family is recognized at the Theta Chi house in the person of Kimmel, a woman-hater like all the other Theta Chis, and many families are recognized in Mike and Jiggs, Sigma Chi and Beta mascots respectively. Jiggs is a renowned fighter, averaging at least two a day. Noble, famous S. A. E. dog, spent the summer in Burns, but has now returned to the campus.

The women's houses are less well represented than the fraternities, but the Chi Omegas have adopted a pair of gray kittens which answer to the names of Beowulf and Thomas Hardy, the Pi Phis have Felix adorning their domain, and the Tri Deltas proudly announce the possession of a bird called Oath, short for Othello. Alpha Delta Pi possesses Junior, a white poodle.

Only the Chi Psi's and Kappa

ample, saw fit to select a Wisconsin man as president. That story was good reading matter to middle western and eastern friends of Dr. Arnold Bennett Hall, as well as being of great interest in Oregon. The story was copied by Oregon papers as it hurried over wires to the east, and within a few minutes the information was known in the more than 1000 United Press newspaper offices in the United States. And so it goes.

#### Use Telephones

The system is flexible, of course. In the case of the Emerald, a connection with the leased wires is formed by special telephone equipment from the Portland bureau to the Emerald office. A United Press staff correspondent, Carl H. Bennett, in charge of the northwest night service, will select the "meat" of the report and read it to Emerald staff men. In turn the staff men will read University of Oregon news back to Mr. Bennett.

This two-way system is of particular interest. Not only will the Emerald receive a detailed news history of the world for the preceding 24 hours, but it will have an avenue for delivering news of its

activities and accomplishments to the world.

#### Good Publicity

That this news of the University will be of the constructive type is evidenced by the fact that the Emerald staff and school of journalism must prepare it. Thus, University of Oregon news will pour over the state and nation in a freer and fuller manner than ever before.

#### Pledging Announcement

Alpha Upsilon announces the pledging of Dick Guskag of Eugene. It will be seen that this exchange

### United Press

(Continued from page one)

as to its value, or reader interest, and the most important is sent first. "Spot news," or events which happen "right now," are cared for by a bulletin plan. The word "bulletin" over a story drives other news, for the time being, off the wire, and thus the arranged report does not hold up matter which news men classify as "hot."

Throughout the day, or night, as the case may be, this flow or exchange of news from one section of the country to the other progresses. The University of Oregon, for ex-

Let Newt Do Your Laundry

"ATTA BOY"

### Domestic Laundry

Phone 252; 253

Eugene, Oregon

143 W. 7th Ave.

### Oregana Confectionery

MEALS  
HOME MADE CANDIES  
LUNCHES

We Are Specializing in a Large Variety

"CARMALS OF QUALITY"



EUGENE  
Acclaims  
IT!

CROWDS! CHEERS!  
ROARS! TEARS!

The Screen Has Given  
Birth to Its Greatest  
Achievement—

LAST TIMES TODAY

# WHAT PRICE GLORY

MARVELOUS MUSIC SCORE

With  
Dolores Del Rio  
Victor  
McLaglen  
Edmund  
Lowe

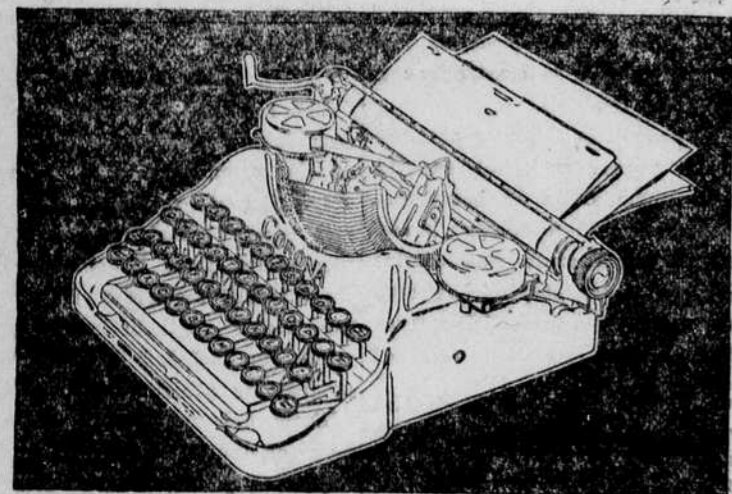
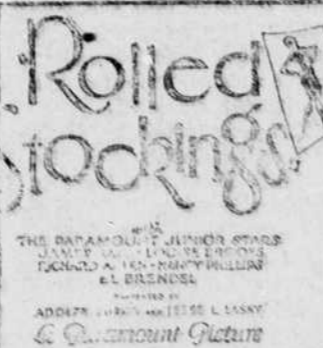
Atmospheric Organoque  
"DUGOUTS"  
with  
SINGERS, ET AL  
at 7:15—9:30



A Rejuvenating Comedy of College Life and Love.

Starts Today!

# REX



### NEW PORTABLE TYPEWRITERS

Corona  
Royal

Remington  
Underwood

SEE THEM ALL—TAKE YOUR PICK

Special Student Terms  
Standard Typewriters—All Makes  
Sales—Rentals—Service

### Office Machinery & Supply Co.

# J.C. PENNEY CO.

A NATION-WIDE INSTITUTION  
"where savings are greatest"

### Do You Ever Skip The Last Chapter?

Did you ever skip over to the last chapter of a detective story? Most of us have, and it is quite an understandable impulse.

Put not many of us ever refused to read the last chapter, and yet there are people—customers of ours—who do not understand many things about our doing business, and never ask about them.

Why don't we sell on installments, for example, or deliver your purchases and why can we give such excellent quality at a rock-bottom price?

If you don't know the answer to these questions, ask us. Our manager will be glad to explain. Don't skip the last chapter. Find out the whole story.



Skrip, successor to ink, makes all pens write better, and the Lifetime pen write best.

Identify the Lifetime pen by this white dot

### On time for a Lifetime

Well ordered indeed will be the life of the man who is as dependable as his Sheaffer's Lifetime pen. Ever ready when needed, giving the best at every call, doing flawless work without complaint for a long lifetime. And the Lifetime pen is unconditionally guaranteed—for just that brand of service. A dependable performer! It is the pen that spends the most days in the writing hand and the least in repair shops. It costs more because it is worth more.

"Lifetime" pen, \$8.75 Lady "Lifetime", \$7.50 Others lower  
"Lifetime" Titan oversize pencil to match, \$4.25

At better stores everywhere

# SHEAFFER'S

PENS · PENCILS · SKRIP  
W. A. SHEAFFER PEN COMPANY · FORT MADISON, IOWA