

Oregon Frosh Ready To Meet Orange Rooks

Leslie's Basketball Team Journey to Corvallis For Return Fracas

STARTING LINEUPS

Frosh	Rooks
Horner	Mack
Lillie	Ballard
Eberhart	McLeod
Olinger	Drager
Calkins	Anderson

Tonight at 7 o'clock in the Aggie gym the Oregon ducklings will meet the Beaver rooks in the most critical tilt so far engaged in under the mentorship of Spike Leslie, freshman hoop coach.

Coach Leslie is entering his third season at the head of the freshman basketball fortunes. In his first year, 1926, his freshman squad won the series from the rooks, three games to one. Milligan, McCormick, Ridings, Chastain, Hummel, Eberhart, and Epps, the present nucleus of Billy Reinhardt's varsity five, were among the infant performers that won this series from the Aggies.

Last year, 1927, there was a dearth in the frosh caging ability which turned out to Leslie, and his squad lost this second series, four games straight, to the Aggie youngsters.

Rook-Frosh Teams Even
Now in his 1928 season with the freshman hoopers he has seen them start the third rook series with a one point defeat on the home floor, 27 to 26.

As a summary his cagers have taken the series and dropped one to the rooks. Tonight's yearling tussle, if lost by the ducklings, means the end of any possibility of winning the third series and making the standing 2 to 1 for the freshmen. By losing this game and winning the remaining two, the best the frosh could do would be to tie the results.

As in the game last week, the freshmen are conceded an equal chance with the rooks of bringing in a win tonight. Leslie believes his proteges have shown some improvement during the past week of practice. Jerry Lillie and Cliff Horner are expected to rate the opening assignments as forwards. Gene Eberhart has been working hard to retain his post at tip-off and is expected to start there. Paul Walgren and Ed Dvorak may both get a shot at jumping from the center ring, however, before the tete-tete with the rooks is over in case Gene begins to slip.

Frosh Leave at 4
Harold Olinger and Windsor Calkins will start at guard; Calkins is starting by virtue of the showing he made in the last rook game and his progress during the week past.

"Woody" Archer, Alf Makinen, and Edwin Stoddard will stand a good chance of getting a comeback whack at the rooks on stomping grounds before the game is over. Coach Leslie has 30 to 35 yearling basketballers turning out to him nightly. How many men will make the trip has not been definitely decided. The frosh leave this afternoon about 4 o'clock via the bus for Corvallis.

Summary of games played in past two frosh-rook series:
1926—Frosh, 30; Rook, 20.
Frosh, 33; Rook, 21.
Frosh, 29; Rook, 31.
Frosh, 41; Rook, 21.
1927—Frosh, 11; Rook, 23.
Frosh, 16; Rook, 26.
Frosh, 21; Rook, 23.
Frosh, 22; Rook, 27.
1928—Frosh, 26; Rook, 27.

Editors

(Continued from page one)
today. In complexion they range from "take-a-bath-week" crazes to theatrical and automotive news.

"Newspapers have scrambled their own eggs," Mr. Sterling said, "and it is up to them to unscramble them."

The running of free handouts, whether or not they contain an iota of news was flayed by the speaker. He said that advertising agencies used to go in for the dissemination of only advertising to newspapers, but when they began to see free space given to others they fell in line and sent out "space grabbers" of their own.

Free Publicity Questioned
Mr. Sterling, in his paper, questioned the value of free publicity. "The public reads publicity," he said, "but the buying urge comes from advertisements."

The greatest underground publicity grabbers are the baseball players, the prize fighters and the stock market, he stated.

Will Hays' work in eradicating the hokum from movie publicity came in for praise from the speaker. Where formerly the publicity agent sent out practically any sort of copy, now he must stick to the truth, or Mr. Hays' system of checking up on it will spot him and Mr. Agent hunts a new job.

Editors should fight shy of too rank publicity, he said, but they

should keep an eye open on the day's mail for real news.

In summing up his talk, Mr. Sterling recognized that:

1. Editors weigh all material for its news value.
2. That they respect their readers' confidence, and
3. That they retain a sense of humor.

Brownlee Humorous

With Buster Keaton's ability to keep a straight face and Will Rogers' gift of dry humor, Earl C. Brownlee of the Forest Grove News-Times expounded his findings in the local advertising field and kept the newspaper conference in successive laughs for over half an hour.

"Do your level best to make every piece of copy do its best for the advertiser," advised Mr. Brownlee, "for if he thinks that he is losing and you are getting rich he will quit his advertising and buy oil stock. Ninety per cent of the working up of local advertising can be done by just writing good advertising for everybody that comes along, from cradles to tombstones."

"A good part of your job is to write advertising," Mr. Brownlee asserted. "Good advertising copy help more than soliciting."

The field of the dodger and the circular was discussed by the speaker. He said that the only way to combat the evil of the handbill and the mailed advertising is to make the coverage of the newspaper more complete. The discussion was led by Ralph Kletzing, Salem Statesman, who heartily agreed with Mr. Brownlee.

Premiums Cheapening
The use of premium for purposes of increasing circulation cheapens a paper, was the conviction that Mr. Alex Gabrielsen, field representative of the Clark County Sun, Vancouver, Washington, expressed in his short talk.

The topic on which Mr. Gabrielsen spoke was: "Ways of Gaining and Keeping a Hold on Rural Circulation." If a paper cannot gain a circulation without resorting to the "premium method" he believed it had better close up and its owner hunt for some new line of business.

The best method of stimulating and adding to your subscription list is by direct solicitation, thinks Mr. Gabrielsen, who has had an exceptional amount of experience in all these different types of circulation builders.

Holding circulation in rural districts after it is once built up requires that the type of paper put out be interesting, full of local news, and be of some tangible value to the farmer reader, the speaker declared.

Wilson Gives Viewpoint
In the discussion that followed, Mr. Don Wilson referring to the field of the weekly paper gave three salient points he held to be of prime importance in building up a paper in rural districts. First he cited the personal element. Know your readers, he said, visit them, be interested in what they say and do.

Another belief of Mr. Wilson is that the weekly should stick to its field and leave national and outside news for daily papers. He said that each of his townspeople and rural folk have at least one daily or outside paper in their home dealing with the affairs of the world, so he makes it his policy to keep entirely within the local field.

In closing his talk Mr. Wilson voiced his disapproval of circulation contests of all types. A. E. Voorhies of the Grants Pass Courier, seconded Mr. Wilson's sentiments in regard to those "high powered" contests where cars, pianos, phonographs, etc., were given away.

Social Swim Resumed After Inactive Period

The Friday night social swim was resumed last night after a period of nearly a month. Ever since their inception a year or so ago the Friday night "swims" have been very popular. Last term it was not necessary to advertise them.

Because of various other affairs on the same night, and non-arrival of new swimming suits the social swims have not been held for the last four Fridays. A small number took advantage of the swimming privilege last night. Those in charge expect a larger number next week when the "swim" is advertised.

ROXIE HART

Says:

Sex appeal. I haven't any. But I get there just the same.

ART STUDENTS

Linoleum Blocks, Inks, Bronze, Etc.

Eugene Printing Co.

Guard Bldg.—1047 Will.

Krazy Konference Kracks

By BILL SCHULZE

When we showed up at the copy desk last night, out of breath but with a fistful of notes, the day editor said, "Say, is the banquet just over, or did you get but two hours ago?"

Which reminds us of the krack pulled during the morning session yesterday, when some one piped up: "Might this just be added before we pass on—! ('Out' would have been better.—Ed. note.)"

"I've worked on big dailies and weeklies right on down the line—!" was the excuse of one who had descended to the level of the State Editorial Association conference.

Here's another we saved: "Personally, I would like to eat dinner with every farmer in my territory." (Ed. note—Rumor has it that he did eat five on one day.) Selling subscriptions between meals, as it were.

Some of the men seemed yesterday afternoon to have misunderstood the invitation for the women to attend the tea given by the Theta Sigma Phi. We notice they left when they started signing up the supporters of the field agent plan.

We wonder when Dean Allen, efficient toastmaster at the banquet, found a chance to eat. He was kept so busy riding herd on notables for the affair that he missed everything but the nuts.

Some of the seniors in the school of journalism wished last night that there were as many loose jobs present as there were loose tongues. Everybody loosened up for a good time.

Frank Branch Riley was heard to reveal that he "came back by (the) rail all the way from Ireland." But he arrived at the banquet just in time to avoid missing the seafood cocktail. While we are on the subject we might as well give the devil his due. Frank pulled a new one on us when he penciled the notes for his address on the table cloth. Frank did not speak on the table cloth, but he occupied the speaker's chair very well—that is, he stood on it.

Burt Brown Barker confesses that he first had a school pointed out to him with the aid of his mother's switch. Now he comes to Oregon at the request of our pious-ant Prexy Hall, who, incidentally, was once a perspiring young debater under his tutelage at Chicago University.

Before we forget it, girls—Mr. Barker LIKES to write letters.

Dean Allen walloped the big brass Rotary club bell with a heavy gavel. As the clamor died away in the slightly diluted smoke from the myriad editorial cigars, Ray Nash was seen looking for the fire.

But the best one we heard was

Try Our Delicious TOASTED SANDWICHES
MAMMY'S CABIN
1 mi. South on Highway
Phone 2776

Last Day . . .

GLORIA



SWANSON

'The Love of Sunya'

On the Stage—
BURTON'S CO-ED HARMONIZERS
Matinee 2 p. m.

Colonial THEATRE

784 E. 11th Ave.

that choice bit of scripture a la P. O. Riley:
"Except as the Lord helpeth the Advertiser, the Publisher shall labor in vain!"

Track

(Continued from page one)

4:41 3-5. At the first appearance on the inside track, Beal, Delta Tau, was in second place, but the next time they came inside he was third, and Robert Hill, Independent, had moved up to second. Then Beal dropped out with four laps to go, and the two brothers fought the rest of the way for first place. C. Hill, however, had a little too much spirit left, and drew away to a safe lead on the last turn. Winters, Sigma Chi, was running smoothly, and finished a close third to R. Hill.

The first heat of the 45 yard high hurdles was run in 6:1. Kelly, Beta, and Prendergast, S. A. E., qualified for the finals.

In the second heat, Crawford, A. T. O., broke the tape in 6 seconds; Moeller finished half a second later to qualify for the last heat.

Crawford Wins in Hurdles

Jumping the gun on two starts, the four finalists in the high hurdles were successful at the third trial, and Crawford won the sprint in 6:1. It was almost a dead heat between he and Kelly, Beta, who was given second. Moeller and Prendergast finished third and fourth, respectively.

Standard, Sigma Nu, and varsity quarter-miler, led the field all the way in the 440, and finished easily,

clipping one second off the former record. He was closely pressed by Anderson, Fiji, who came in second, but drew away to a comfortable lead on the last lap. Pearson, Kappa Sig, was third and Baker, A. B. C. fourth. Time :55 1-5.

High Jump Brings Tie

Reed, S. A. E., and McCulloch, A. T. O., tied for first place in the high jump, both failing to clear the bar at 6 feet 1 inch. Al Boyden, Kappa Sig, who placed second, went out on three trials at 5-9. The two leaders were nip and tuck at 5-11, Reed clearing it on his first trial, and McCulloch crossing the bar on his third. At the higher figure, both men came very close to making the jump but just another fraction of an inch in height was needed.

Spanish Club Holds First Regular Meet

The newly organized Spanish club held its first meeting Thursday evening in Hendricks Hall, with about forty members present.

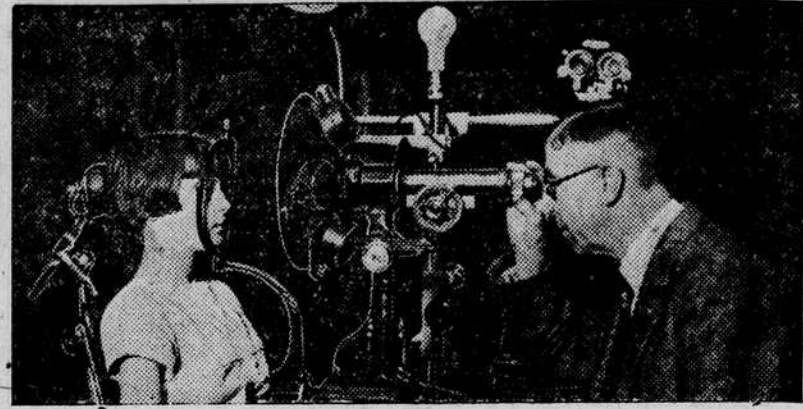
The principal feature of the evening's entertainment was the presentation of two Spanish plays, "La Borrachita," (The Little Drunkard) and "La Morena," by members of the club. Miss Elizabeth Schoenberg danced a tango, and Mrs. Paul-

son presented several light Spanish songs.

The name of the club is yet a secret, according to Miss Pauline Venable, president of the club. It will probably be announced at the next meeting.

KKK
2-21-28

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OPTOMETRIST - EYESIGHT SPECIAL

Suite 831 Miner Building

Telephone 362

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A Living Token

Flowers Will Please Her Most

Your St. Valentine's Day date will be twice as enjoyable if you give her a box of flowers, or one of our special Valentine corsages.

University Florist

McDONALD
Last Day

BEBE DANIELS

with EDMUND LOWE and great cast

also COMEDY NEWS REX MUSIC—REX PRICES

REX THEATRE

Continuous 1 to 11

The FIRST AUTO
Coming Monday

A comedy romantic hit with the fair Bebe hitting on all Oasis.

—and—
On the Stage—
George McMurphey
and his
KOLLEGE KNIGHTS

—in—
"ARABY"
With Arabian Dancer

—also—
LUPINO LANE COMEDY
FRANK NEWS

COMING
MONDAY
For 3 Days

EAST SIDE
WEST SIDE

REX THEATRE

Starts
MONDAY

A joy ride of romance—thrills and good old-fashioned laughter.

The FIRST AUTO

WITH
BARNEY OLDFIELD
PATSY RUTH MILLER

An epic of America's greatest joy—the "horseless carriage"—it's got everything, from the first chug to the first girl to walk home.

and
"MOOSE COUNTY"
More Fun!
ZURCHER at the WURLITZER
in musical settings

REX PRICES

The Best for the Rex Guest