

Advertising Need Felt by Lumber Trade

Business Ad Students' Questionnaire Yields Interesting Results

Competition of Substitutes Slashes Lumber Sales

National advertising by the lumber business is necessary before it can be hoped for increased sales in competition with substitute building materials.

This fact is the result of a research on the advertising methods of the building material concerns throughout the United States recently completed by the University of Oregon school of business administration, superintended by David E. Faville, dean of that department.

The research was conducted at the request of Botsford-Constantine company of Portland, an advertising concern.

Detailed questionnaires were sent to the secretaries of all large building material companies in the United States. A large percentage of these were returned, and all contained valuable information.

The research shows that the lumber companies have allowed the concerns who manufacture substitute building materials to advertise so exclusively and extensively that they have cut in heavily on lumber sales.

Gypsum, cork, iron, and copper companies have been spending large sums on national advertising. Lumber dealers have been very slow to use advertising which is direct to the consumer.

It was found that the most common type of sales promotion used by the building material products companies is cooperation in the construction of model homes.

In every section of the country, substitute building material companies are pushing advertising schemes in cooperation with the Home Modernizing bureau, and the Home Owners' service, two national model home agencies.

Of the total amount spent on advertising by building material dealers, the report shows that 50 per cent is spent in national advertising. Nine per cent is spent in field work, 10 per cent on literature and booklets, and the balance in administration and press agent work.

A letter from the Botsford-Constantine company of Portland, expressed satisfaction at the manner in which the research was carried out, and complimented the business administration department on its efficiency.

Dean Faville

Webfoot Team Jumps Notch in Standings

(Continued from Page One)

22 field goals and three free throws for 47. Jean Eberhart, the lanky pivot man of the Webfoots, scored 22 points in the two games in which he participated and Horner rang up 12.

In the southern division California seems to have the title sewed up with six wins and no defeats, with Stanford an outside possibility to tie things up. The Cardinals have won four and lost one. The crucial game will be played in Palo Alto

Saturday with the Redshirts and the Bears clash.

Scores of the leading Oregon and Oregon State players in conference games to date:

	Fg	Ft	Tp
Gordon Ridings, Or.	23	9	55
Rod Ballard, O. S. C.	22	3	47
Scott Milligan, Or.	13	7	33
Frank Wascher, O. S. C.	9	6	24
Don McCormick, Or.	9	6	24
Jean Eberhart, Or.	9	3	22
Ralph Callahan, O. S. C.	6	5	17
Joe Bally, Or.	7	2	16
Dave Epps, Or.	5	6	16
Ray Edwards, Or.	6	0	12
Cliff Horner, Or.	5	2	12
James Torson, O. S. C.	4	3	11
Eugene O'Bryan, O. S. C.	5	1	11
Frank Patterson, O. S. C.	4	2	10
Buck Grayson, O. S. C.	4	2	10
Roy Hughes, Or.	4	0	8

Dean E. F. Lawrence Gets Appointment on Planning Commission

Dean Ellis F. Lawrence, of the school of architecture and allied arts, was recently appointed on the city of Portland planning commission. The Portland planning commission evolved out of the war housing commission soon after the war.

Dean Lawrence served on the first commission two years and then resigned, so his recent appointment is really a reappointment. The planning commission is organized to advise the city council. They pass on all plans and on city additions before they are legalized. The commission also conducts hearings concerning changes of the zoning law. The planning commission at present is concerned with locating the new St. John bridge and widening of Portland streets.

On St. Valentines Day.... "Sweets to the Sweet"

Can't be said with a package of "Fags." Say it with Whitman's and Page & Shaw's fine candies. We pack and mail to any address.

KUYKENDALL DRUG CO.
870 Willamette Phone 23

Business Ad Students

Are you going to have your suit fixed up for the big dance?

SUITS
Cleaned and Pressed, \$1.00
Sponged and Pressed 50c

We will call for and deliver them on time

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Business School Has Plans Ready For Its New Hop

Adding Machine Workers Promise Torrid Affair For Friday at 9 o'Clock

All committees working on the business administration student body dance scheduled for February 8 in the Woman's building, have reported that their plans are complete, according to Bill Rutherford, general chairman of the directorate.

Patrons and patronesses who have been invited are as follows: Mr. and Mrs. O. K. Burrell, Mr. and Mrs. Arthur B. Stillman, Mr. and Mrs. A. J. Johnston, Mr. and Mrs. J. H. Bond, and Dean David E. Faville.

Carl Rodgers, chairman of the music committee, reports that he has secured the Chestnut Kernells, a six-piece orchestra from the O. S. C. campus. The Kernells have a reputation for producing red hot music, Rodgers states, and it was only by engaging them a month in advance that he could get them to come to Eugene.

"The floor of the Woman's building will be smooth and slick. It will be in as good shape for dancing as any floor in town," said Frank Hallin, chairman of the committee for preparing the floor, and cleaning up afterwards.

Roma Whisnant, chairman of the refreshments committee, promises lots of sparkling cold punch, and a good supply of cups to drink it with.

Ticket sales have progressed favorably according to Grace Griggs, chairman of the committee in charge. A ticket booth was open from 9 to 5 in the lower floor of the Commerce building yesterday, and the chairman reported that the limited number of tickets to be sold, were almost gone. Tickets may be obtained today from the library in the Commerce building, or from the following representatives: Grace Griggs, Roma Whisnant, Harvey Robertson, Ralph Geyer, Delbert Richmond, and Margaret Barratt.

The dance is scheduled for Friday, February 8, at 9:00 in the Woman's building. Admission is 75c a couple and all business administration majors are invited.

'Craig's Wife' to Be Presented by Drama Students

Play to Be Produced in March; Mrs. Seybolt to Announce Cast Later

"'Craig's Wife' is the most interesting play that has been written for some time," said Mrs. Ottilie T. Seybolt, head of the drama department, in speaking of the play to be put on by the Guild Hall players some time this term. "It comprises the character sketch of a woman and is undoubtedly an exceptional piece of writing."

George E. Kelly, the author, is an American who has become outstanding. "Show Off" and "Daisy Mayne" are two others of his very successful plays. "Craig's Wife" ran for several profitable seasons in New York, and on the road with Chrystal Herne as the leading lady. In 1925 the play was awarded the Pulitzer prize of \$1000 given annually for the most outstanding play written by an American, produced in New York and best representing the educational value and power of the stage in raising the standard of good morals, good taste and good manners. The Theatre club, a dramatic society in New York, also voted "Craig's Wife" the best play of 1925 and awarded George Kelly its prize which is a gold medal.

The play is in three acts. The subject is a woman's selfishness, its effect upon her husband and their friends and its final, almost tragic results. Mrs. Craig considered the spotlessness of her house more important than the comfort of anyone in it. "The Outlook" in its criticism of the play said, "She is one of those fanatical housewives familiar to all of us, who would prefer to see her husband smoke in hell than in the drawing room."

The play is a comedy but a thoughtful comedy with a central character developed by the playwright.

Dr. Lesch, "Hard-boiled" Sergeant, Trades Kiss

(Continued from Page One)

interviewed and that the reporter was being most diplomatic.

The reporter drew him out once more. She told him she was writing a war story; that she didn't know anything about war, and that she wanted her hero to win the croix de guerre just as he had.

So Mr. Lesch told his most exciting experience, and he looked up-happy.

"If I could only have run a little faster and hadn't slipped and fallen, I wouldn't have been hurt," he showed a gashed scar across his wrist.

"I had gone out with the infantry and taken my pistol. I looked this way and that to see if there were any Germans I could shoot. We had just chased them out of

Aerobatics Courses Approved by Faculty

(Continued from Page One)

Seattle; E. W. Wells, observer of United States weather bureau, Portland; and Manager Hall of the Medford airport.

The committee submitted a report to the faculty detailing its investigations. Regarding the matter of technical instruments, it was pointed out that the university probably will be unable to buy many of these, and help may be sought from the Guggenheim foundation, the government, or airplane manufacturers.

S. C. ENDICOTT Dentist

Phone 224 Miner Bldg.
Eugene, Oregon

February Sale

Fine Linens and Textiles
Lamps and Shades
Pottery and Brassware
Pictures and Prints
Costume Jewelry
Novelties

20 PER CENT REDUCTION

The ORIENTAL ART SHOP
ON THE BALCONY 1026 Willamette

A Sleepy Head

And a Westclox Alarm Simply don't jibe

Tiny Tim, \$2.50
Baby Ben DeLuxe, \$3.75
Big Ben, \$3.75

and colors to blend in the room scheme—old rose, blue and green.

"WATCH THE WINDOWS"

University Pharmacy
The Students' Drug Store

Freedom---

without boisterousness is characteristic of the Peter Pan.

You can plant your pin over the heart of a charming co-ed or settle down for a "bull fest" with utmost privacy in our booths.

PETER PAN
Tenth and Willamette

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Jones, McElroy Jubilant

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As for the decorations, Carl Heilborn is as silent as decoration chairmen usually are.

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BAILEY ELECTRIC CO.
640 Willamette Phone 234

Hey!

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WILLYS GARAGE
8th at Pearl Towing, Oiling, Greasing, General Repair

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Newt does not have any button mangles or shirt tail rippers. If you are not entirely satisfied with the work done bring it back.

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that district; so I soon stopped looking.

"Suddenly one jumped right up in front of me. I shot all my bullets at him, and threw my gun at him. Then I turned and ran, but I slipped. He came at me with his bayonet. That's how I got this," he stretched out his arm. One eyebrow went up. "Then he died."

When the reporter had gone to interview Mr. Lesch, she had had her shoes shined. She had cleaned her finger nails, put her makeup on straight as she knew how, and her hat at a rakish angle.

"Mr. Lesch leaned forward. He scanned the reporter's face. "You have," he said, "a smudge on your chin." The reporter rubbed madly, even though she knew she hadn't. Mr. Lesch smiled.

Because of that smile, this story is coming out.

He was the next to the youngest in a family of nine. He earned his first nickel selling buttermilk to Beatrice, whom he loved.

He was out to make money. The first person he met was Beatrice. Only the day before a jealous rival had thrashed him for being in love with the fair damsel. I didn't love her then, Mr. Lesch explained, "but I thought that as long as I had been whipped for it, I might as well."

"I asked her if she wouldn't like to have some buttermilk. She went and got a nickel from her mother. I didn't want to take it," Mr. Lesch grinned.

Both he and Beatrice were little country children, out on a farm in Illinois. Beatrice now has six children.

Mr. Lesch's father was a Dane, a graduate of Heidelberg university. Mr. Lesch himself got his master's degree from the University of Illinois (where it is so cold, he says, that your underwear itches) and his doctor's degree from Princeton.

"I worked my way through college," Mr. Lesch was looking serious, "and didn't date much." (Evidently he is making up for lost time.)

His schooling, however, was broken up by a military career. He went to Mexico with the army when he was only 16. After that he went to West Point for six months, but because of a physical disability, was forced to stop.

When he went to France, he started in as a sergeant—he says that he was hard-boiled, just like the ones in the movies.

He still qualifies for the term "hard-boiled," if his chin tells true; and he has a diabolical smile.

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