## EDITORIAL AND FEATURE PAGE OF THE OREGON DAILY EMERALD

(4) regme (1fmerald


## Elaborated Social Calendar

 $\mathbf{T}_{\text {ball welcome or sendoff }}^{\text {Hose }}$ galy th
at the downtown depot yesterday we congratulate you.
When the Webfoot
of greeters was on h
trip to New York
trip to New York City,
Igloo. Y Yesterday noon
the
$\qquad$
$\qquad$
coming celebration for
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
when they
hot dogs,
foregoing
in pyycholo
Krueger?

## 



BOOKS OF THE DAY
EDITED BY ROY SHEEDY
GRASSHOPPERS

Classified Advertisements


| 5c a line for each additional |
| :--- |
| insertion. |
| Telephone 3300; local 214 |

OF O. DEBATERS EVEN
SCORE WITH VICTORY $\qquad$
80 ざ

## Rollins Runstop Hosiery

Join the collegiate throng that's making Burch's its<br>hosiery mecca.

\author{

| NEW COLORS |
| :---: |
| Smoketone |
| Matine |
| $\substack{\text { Sta }}$ | <br> 

}

Burch Shoe Co.
 Christian Science Organization
will hold its regular Thursday evewill hold its regular Thursday
ning meeting at $7: 30$ tonight
Alpha Tau honorary will hold an
mportant meeting in the women
important meeting in the women's
,
Pan Xenia meets at 7:30 tonight
in the men's lounge at Gerlinger.
MISS DAVIS BACK
Miss Lynnette Davis, secretary
of the school of journalism, was
back at her desk Tuesday after
a week's absence. Miss Davis was
called last Tuesday to Emmett,
Idaho, by the sudden illness of her
brother Carrol, whose death oc-
curred before she was able to ar-
rive there.


A formula to end

## "Mother Hubbard buying"

Bare 'cupboards"' or overstocked ones are costly in any industry. In the Bell plies must always be on hand to assure ontinuous, efficient service.
Telephone men attacked this problem of distribution in a scientific spirit studied every angle of purchasing, shipping, warehousing, costs, methods. There emerged a mathematical formula. From all its phases

## BELL SYSTEM

this, tables have been developed showing just how much of any item should be stocked to meet requirements most eco-
nomically. Result: investment in stock is kept low-turnover is speeded-up $99.25 \%$ of orders are filled without delay The working out of this formula typical of the thought Bell System men typical of the thought Bell System men
give to improving the telephone art in give to improving the telephone art in

