

Hoopmen Retain Lead

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duction line, with 7 points. Three individuals—Bob Wren, Warren Taylor, Bob Newland—ran a triple tie for second with 6 apiece.

You can't write off this Cougar defeat, but at that, the Ducks still are tops in the ND loop. They came through the perilous Inland Empire trip—a virtual "Valley of the Shadow"—with just one black check against them. Over that rough route, an even break is considered good in this league. Our Ducks still top the loop, and by 1½ games.

Washington State and Oregon meet for the final two-game series of the year February 26-27 in Eugene.

Summary:

Oregon (40)	Fg	Ft	Pf	Tp
Wren, f	3	0	1	6
Taylor, f	2	2	2	6
Wiley, c	3	1	2	7
Kirsch, g	2	1	1	5
Newland, f	3	0	0	6
Fuhrman, f	2	0	0	4
Popick, g	2	0	0	4
Seeborg, g	1	0	0	2
Totals	18	4	6	40

W.S.C. (46)	Fg	Ft	Pf	Tp
Witt, f	7	0	0	14
Bishop, f	7	2	2	16
Meridan, c	3	2	3	8
Akins, g	2	2	1	6
Mahah, g	1	0	1	2
Boalch, f	0	0	0	0
Shaw, f	0	0	0	0
Schoeff, f	0	0	0	0
Sundquist, c	0	0	0	0
Davison, g	0	0	0	0
Totals	20	6	7	46

Halftime score: Oregon 19, WSC 20.

Missed free throws: Oregon (5) —Wren, Taylor 2, Wiley, Kirsch; WSC (4)—Bishop 4.

Official: Frank Heniges, Portland.

Wiley Holds Scoring Lead

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board artist, remained in second place with 26, but met with some serious contention from his teammate, Bob Newland, who found the basket frequently, now having 24.

Bob Wren and Captain Don Kirsch, both with an even 20, completed the starting five. Number one reserve, Rolph Fuhrman, had a respectable total of 16.

Scoring:

	Fg	Ft	Pf	Tp
Wiley, c	15	9	5	39
Taylor, f	8	10	9	26
Newland, g	12	0	3	24
Wren, f	8	4	3	20
Kirsch, g	6	8	5	20
Fuhrman, f	8	0	4	16
Popick, g	4	4	4	12
Seeborg, f	3	1	0	7
Sutherland, c	1	0	2	2
Dick, g	0	0	0	0
Totals	65	36	35	166



BUY UNITED STATES SAVINGS BONDS AND STAMPS

More than 3,500 students who have attended the University of Wisconsin are now in the armed forces.

Grab Swim Trial Honors

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under actual race conditions, being that the two team-mates were racing against one another. This means quite a bit as the pressure of competition tends to make the boys nervous and consequently reduces their times.

Following Ralph Huestis' time trials, from the beginning trial immediately after the Christmas vacation, the times of the sessions are chronologically going

down, which is definitely good. The first time trial in the 200-yard breast stroke was two minutes, 44 seconds; the second, two minutes, 35 seconds; the third, two minutes, 32 seconds. Huestis lustily exclaimed that next Saturday's time trials will see him at two minutes, 30 seconds.

Nelson's effort, the other bright spot in last Saturday's program, was the time of one minute, 42 8-10 seconds in the 150-yard backstroke, and also a time of 54 6-10 seconds as an anchor man on the free-style medley. This medley consists of a four-man team, each swimming 100 yards, the anchor man being the one usually who is the fastest, and

swimming the last leg of the medley.

Others Boast

With both the Oregon State and Washington squads predicting that the championship is as good as theirs and producing good evidence supporting the theory, Oregon will have to take a quick inventory. With an exceptionally strong squad, and five or six top-notch freshmen lending support, the Washington boys can strongly support their claim to the championship.

The swimming team, next Saturday, will choose captains and co-captains for the ensuing season, for both the varsity and freshman teams.

Here's Your Advertising Guessing Game!



IT'S FUN TO PLAY AT PARTIES AND IT'S EDUCATIONAL TOO!

● In the panel shown here is a list of products known to everyone, with the actual amount per unit invested in advertising.

Most people will guess that the amount is much more than it actually is. But the more people that advertisers can reach through advertising the lower the cost becomes for each individual sale. So it is easy to understand why these amounts are so low.

At your next party, pass around a slip of paper with the names of the products shown in the panel. Then have people guess the amounts expended for advertising.

You will have a lot of fun seeing how far they miss.

Another good game is to take advertisements from this paper and cut out the names of the advertisers and then have your guests guess the name of the product or name of store. As a final question of your guessing game, hold up this ad and have your friends guess how much it costs to reach each subscriber of this newspaper. The amount varies but a correct answer would be from 4-100 to 15-1000 of one cent per family.

WHAT TO DO!

● Advertising is as essentially American as apple pie.

It aids in maintaining in this country the highest standards of living known to the civilized world.

Make advertising your buying guide and buy with confidence from the ads reproduced in this newspaper.

TYPICAL EXAMPLES OF THE COST OF ADVERTISING

- These small sums make mass distribution possible, lower costs of goods to you, the consumer.
- Fresh Milk.....7-100 of 1c per qt.
- Canned Soup.....36-1000 of 1c can
- Popular Soft Drink16-1000 of 1c glass
- Automobiles4c per dollar of F.O.B. price
- Home Furnishings3c per dollar of F.O.B. price
- Bed Sheet.....(\$1.75 val.) 1c sheet
- Tobacco1/2c per pkg.
- Apples1c per box
- Peas, Prunes75c per ton
- Oranges.....4-10 of 1c per dozen
- Watches5c per \$2 item
- Shoes25c per \$10 pair

THE COMMITTEE ON CONSUMER FACTS

of the PACIFIC ADVERTISING ASSOCIATION, in cooperation with the following organizations: PACIFIC COUNCIL, AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



HEILIG

Guess Who?

BUD ABBOTT

and

LOU COSTELLO

in

"WHO DONE IT?"