

THE MIDNIGHT DOUGHNUT
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THE MIDNIGHT DOUGHNUT

Lair H. Gregory.....Editor
Oliver B. Huston...Associate Editor
Carey V. Loosley...Business Manager
Edgar H. Mix...Advertising Manager
194 East Eleventh Street

WHAT THE DOUGHNUT IS, AND WHY.

Well! The Doughnut is out. Today, Saturday, February 20th, 1909, A. D., the first official DOUGHNUT DAY in the history of the world, The Doughnut makes its bow to the students of the University of Oregon. The Doughnut hopes that its friends, more than 300 of whom have ALREADY shown their interest by subscribing to the paper, will consider the bow a reasonably graceful one. But in any event, it has NO APOLOGIES TO MAKE. There is nothing—as yet—to apologize for. Never having had a past, The Doughnut could not well apologize for one if it wanted to, and as for the future—

But concerning the future, we have a word or two. We will be frank.

Verily the future of The Doughnut is as much in doubt as the future of the ENGINEERING DEPARTMENT of this university. What that will be, no man can say. Certain members of the legislature who personally, we hope, have nothing against the engineering department by supporting a proposed segregation measure have practically expressed themselves as wishing it in O. A. C. We trust none will ever wish The Doughnut so unkind a fate as this, but we are going to get on the safe side and go prepared. Gentle Reader, the editor, the associate editor, the business manager, and the assistant business manager of this paper WILL GO ARMED!

It has been said that The Doughnut is to be A YELLOW JOURNAL.

If to be a "yellow journal" means to be independent, to tell the whole truth about a story, to work at all times for the best interests of the students of this university, and to present the news in a readable and interesting manner,—well then THE DOUGHNUT IS A YELLOW JOURNAL, AND PROUD OF IT. The Doughnut, however, will NOT be a "roast" paper nor will it be a scandal monger. It has no more use for SCANDAL than it has for a pen-wiper, and that is none at all.

To get to the bottom of the matter: The Doughnut is issued to fill what many of the students have declared is A POSITIVE NEED. It is issued on the broad principle that under even the commonest events of every-day life, and therefore all the more of college life, there is a side that is humorous, a side that is INTERESTING AND ENTERTAINING, if only it is brought out. THIS HUMOROUS SIDE, this interesting and entertaining side, it will be the purpose of The Doughnut TO BRING OUT. And we believe that RIGHT HERE IN THIS UNIVERSITY, with-outgoing outside the confines of college activity, we can find enough to justify a paper on these lines every week.

At this point, however, it is pertinent for The Doughnut to say that IT WILL NOT BE A PROFESSIONAL FUNNY PAPER. It will be humorous,—yes! It will try to bring out the funny side of college life,—yes! But for the most part, it will let its stories speak for themselves,—if the incident is funny, you will laugh at the story.

The Doughnut takes pleasure in assuring its readers that it WILL NOT INTERFERE IN NATIONAL POLITICS. It will at no time advise Mr. ROOSEVELT concerning the propriety (or impropriety) of another message to Congress, nor will it take upon itself the responsibility of suggesting to Mr. Taft a new remedy for reducing fat—for in the first place we do not believe Mr. Roosevelt would heed our advice or anyone else's and Mr. Taft is a Republican and probably came by his weight

honestly enough under those circumstances—then again WE EXPECT TO BE SUFFICIENTLY AND FULLY OCCUPIED AT HOME.

In conclusion, The Doughnut wishes to thank the many friends of the publication in college and out, for their subscriptions, their advertisements, and their other courtesies extended.

"I SAW YOUR AD IN THE DOUGHNUT."

A number of students and others have been kind enough to say they believe The Doughnut will fill a real want at this university, and that they have no doubt whatever as to its success. We appreciate their sentiments and share their optimism. But we are going to suggest a way in which every person who is interested in having The Doughnut become a permanent humorous publication, can ABSOLUTELY INSURE ITS SUCCESS.

It is a very easy way. It is simply this: PATRONIZE OUR ADVERTISERS.

When you have a purchase to make, in other words, make it of a merchant who has advertised in The Doughnut. And if you want to see him smile and give you every attention, repeat these magic words: "I SAW YOUR AD IN THE DOUGHNUT."

It would be a pretty mean man who wouldn't have to smile at those words, and everybody knows it's easier to trade with a goodhumored merchant than one who isn't. As to that, we will guarantee that those advertising in The Doughnut will come closer to being in a state of chronic good humor all the time, than any class of persons on earth. "I SAW YOUR AD IN THE DOUGHNUT."

You will be doing the merchant a favor by telling him that; he wants to know how many are reading his ads. You will be doing The Doughnut a favor; we want HIM to know that A GREAT MANY ARE READING OUR ADS. And you will be doing yourself a favor, the greatest favor of all; for it will insure you the best service.

If 24 students in a class of 45 flunk in one examination, how long will it take to reach the limit of E in terms of men's standards?

Now that they have organized a University Dramatic club, it is up to the members to get a corner on the egg market.

Certainly the debaters should have an emblem. We suggest an inverted doughnut worn on a white shirt background for members of losing teams.

Curious how many cases of homesickness develop just after exams. Question of the hour: Were you one of the 45?

Are you on the E-lect?

THE FLUNKER'S FAREWELL.

By Dolly Doughnut.

Not a "Sawbuck," nor ev'n a "D" Is my highest aim today— But to pack, that early morning See me on my homeward way.

Lives of grinders all remind me I might have had nine credits, too, Or by cribbing, left behind me Pencil marks on cuffs of blue.

Pencil marks, that maybe mother, Bending over soapy main— A forlorn and tired-out mother, Seeing, may wash out again.

Let me then be up and packing, Let me go with cheerful face— Though in brains I may be lacking, Away—I've gone the pace!

"Is the library popular?" was the question asked of me by a freshman recently. I should think so, when 14 couples can meet there on on week day night.

Professor—"What course do you want to take?"

Blond Co-ed—"Ma wants me to take contemptible Lit. but pa says for me to specialize in Chaw, Sir."

The Doughnut will be regularly on sale at Schwarzchild's Book store. Single copies 5 cents.

The Doughnut needs your money. See the managers on the campus.



STUDENT ON HIS WAY TO BUY A PAIR OF

NETTLETON'S SHOES

— AT —

BURDEN & GRAHAM'S

DRINK

RIDGEWAY'S TEAS

At Midnight Feasts Make the Best Beverage. Our Coffee has a

REPUTATION.

SEE

GREEN, THE GROCER

PACIFIC ELECTRIC AND
ENGINEERING CO.

516 Willamette St.

SHINE 'EM UP!

—AT—

BERRY'S

The College Bootblack.

Opp. Commercial Club.

Carve Your Name On

THE INITIAL TABLE.

— AT —

THE PALACE OF SWEETS

CANDIES

ICE CREAM

OH TEACHER, PLEASE! I WANT
TO BE A HERO TOO!

(Continued From Page One.)

Earl Kilpatrick, William C. Kiltz; E. C. Latourette, Harriet Lane, Mabel C. Larson, Carey V. Loosley, J. Edward Luckey; Harvard "Doc" Petruchios and Hamlets.

Moore, Walter E. McIntyre, Ralph B. Moores, Florence Marquist, Ronald S. Mackenzie, E. H. Mix, Hazel McKeown, Ralph B. McEwen, Frances Oberteuffer, Edith Prescott; H. J. Rounds, Charles W. Robison, L. L. Ray; Marian Stowe, Pansy Shaver, Jesters.

Mary Steiwer, J. W. Shaver, W. E. St. John; A. S. Trew, Grace Tomlinson, Thomas R. Townsend; Pearl Wilbur, J. LeRoy Wood; Frances Nelson, T. M. Word, Ray Woodruff, Helen Wash-

Maiden in Waiting. burne, Lindley Welch, Birdie Wise, Emma J. Waterman, Edith Woodcock, Pete Wittlesey, Miriam Van Waters, William H. Wood and Victor Voight.

The Zips entertained Miss Carson at an informal dinner Friday. Everybody had a pleasant time.

The subscription rate of The Doughnut is 50 cents for the remainder of the semester. Mail one to your friends.

Phone Main 705 or Red 5132 and have the manager call around to see about your ad.

If you are hungry for news, read The Doughnut.

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