

Stock Reducing Sale at the RACKET STORE

Owing to over anticipation of our needs, we find that we have twice the amount of stock a store of this kind should be carrying—and it is our intention to unload fully one-half of it without delay.

COMMENCING
Monday, May 15th

and until July 1st we will sell every piece of merchandise in our store at a big reduction.

Entire Stock of Dry Goods to be
CLOSED OUT AT COST

This department will be done away with entirely; every yard of piece goods in our store will be sold at actual cost. "A dollar saved is a dollar made." By helping us reduce this stock you are making dollars for yourself.

Eugene Racket Store
35 East Ninth Street

GIRLS' ISSUE OF COLLEGE PAPER APPEARS TONIGHT

Boys Will Have Pink Sport-
ing Supplement and Other
City Features

The University of Oregon co-eds will exhibit their skill in journalistic field tonight when the girls' issue of Oregon Emerald, the college paper, will make its appearance. It will contain 18 pages with a colored sporting supplement. This is to be the largest paper ever issued by the University students, and metropolitan style will be its characteristic. Various departments, and numerous cuts and even cartoons. The girls have been working for several weeks planning for their issue.

Miss Birdie Wise, of Astoria, is editor, and Miss Willetta Wright, of Albany, assistant editor, while the staff consists of Miss Eliza Keeber,

Miss Alice Shearer, Miss Fae Clark, Naomi Williamson, Miss Ruby Hamerstrom, Miss Flora Dunham, and Miss Boss Lewis, all of Portland.

Miss Emma Waterman is manager, and Miss Erma Clifford assistant.

**PASSENGER STEAMER
SUNK IN COLLISION
BUT NO LIVES LOST**

New York, May 12.—The Steamship Merida of the Ward lines, with 207 passengers, from Havana for New York, was rammed by the Steamer Farragut bound from Philadelphia for Port Antonio, off Cape Charles early this morning. The Merida's passengers and crew were transferred to the Farragut and later from the Farragut to the Old Dominion liner, Hamilton, when that vessel appeared on the scene. The Farragut carried one passenger. She was somewhat

damaged by the collision but was able to return to Philadelphia.

The Merida sank five hours after the collision.

On board Farragut, 3:30 p. m.: "We headed for shoal water, being conveyed by the United States battleship Iowa. The condition of the Farragut was such we were forced to keep her stern to the running seas. We have a reinforced collision bulk head and shall make an attempt to get into Chesapeake Bay. Our position at noon was 183 miles south of Sandy Hook."

Fisher Laundry Co. does Cleaning and Pressing. m13

Bend Bulletin: La Pine, the new townsite 30 miles south of Bend, will have a newspaper in a short time to be called the Pine Inter-Mountain. It will be published by E. N. Hurd, lately from Seaside, Or.

Fisher Laundry Co. does Cleaning and Pressing. m13

SPORTS

PRESENTATION OF CUPS WILL BE MADE TONIGHT

The presentation of cups and medals to the winners of the interscholastic track meet yesterday will take place tonight at the Junior "Prom." There are several beautiful cups that the high school students may carry home as trophies in addition to scores of medals. Washington high, as a school, will carry away two huge silver cups and a permanent trophy given by the Beta Theta Pi fraternity, and the other one that must be won three years, given by the Sigma Chi. The cup to be given by the Kappa Sigma, to the highest point winner, is tied for by three men. These are Bibee of Jefferson, Foster of Dayton, Barber and Crickmore, of Washington High school of Portland. This will be decided by a draw. Pendleton carries home the Sigma Nu cup, and also the four Pendleton men will wear the four cups given by the Beaver club. Barber, of Washington, won the beautiful cup offered by Bill Hayward for the quarter mile race, and carries more honor than many of the prizes, because of its donor, and the severity of the quarter mile race. Medals from the various other fraternities are given to athletes making places in all the other events.

But the finest of all—huge Oregon pennants, will be presented as the gifts of the Oregon co-eds, to each of the some 30 odd schools taking part in the meet.

ATHLETIC EVENTS WILL BE PROMINENT AT HIGH

Athletic events at the High school will take a prominent position from now until the close of the school year. Next Saturday the baseball team will meet Salem in Eugene, and the following Saturday the track team will hold a dual meet on Kincaid field with the Salem track team. On June 3 the baseball team will play its last game with Pleasant Hill at that place. The baseball team also has a game scheduled with Albany which was postponed some time ago and which will be played at the earliest open date. The Eugene baseball players have played but two games, one with Pleasant Hill and one with Salem, and in each of these the scores were very close indicating a strong Eugene team. The team has been training hard, and will endeavor to win for the rest of the season which is very probable. The track team which has weakened by the absence of Jenkins, and some misfortune yesterday expects to regain its lost points in the meet with Salem.

"PREP" SCHOOL ATHLETES SHOW FINE FORM

A noticeable feature of yesterday's track meet among the interscholastic athletes was the closeness of many of the events and the wonderful speed that some of them attained. If the rain had not softened the track in the morning it is very probable that many records would have been broken. The races were as exciting as any college meet and in many races, even including the distance events the high school athletes in better form, and it is reasonable to believe that it is a significant fact the Oregon is advancing in the athletic field and that before many years there will no longer be the difference in the Eastern and western records.

Of the high school athletes a number have already signified their intention of returning after graduating this year to Eugene to attend the University of Oregon. The interscholastic track meet, in addition to encouraging high school athletics has a tendency to encourage higher education and actual serve as a benefit to the state.

RAIN INTERFERES WITH TENNIS TRYOUTS

The rain of the past week has interfered with the University tennis tryouts for the Oregon team that will compete with the University of Washington next Saturday. All next week the courts will be filled with the expert racket wielders in competition for the coveted places on the team. The Washington players will have slight advantage over Oregon because of the cold weather here, but the Oregon men feel sufficiently strong to administer defeat, to even up last year's losses.

CHURCH BASEBALL RALLY POSTPONED

The big church baseball rally which was to have been held next Friday has been postponed until a week from Monday because of conflicting dates. A number of organizations, including the municipal league, the fortnightly club and others, have signified a willingness to take part in this and the church baseball season will be opened at the tabernacle on this night in elaborate style.

O. A. C. TEAM DEFEATS U. OF I. TOSSERS

Oregon Agricultural College, Corvallis, Or., May 12.—The Agricultural College baseball team won from Idaho university here today by a score of 9 to 6. The visitors lost through a series of errors.

The first three innings were fast and well played, but in the fourth the visitors' second baseman failed to hold a throw and Keene scored.

Regal Shoes at Cost Plus 5 per Cent.

*An Earthquake for the Trade,
but a Benefit to the Public*

Regal Prices Are Now \$3.35 to \$5.85

NOBODY OUTSIDE the shoe trade can realize what a jolt that trade received when the Regal Shoe Company announced its new pricing policy.

"HENCEFORTH," said the Regal Shoe Co., "all the shoes we make will be priced at COST OF MANUFACTURE AND SELLING, PLUS FIVE PER CENT. COMMISSION, no matter whether that price figures out in odd or even money, and without regard to the 50c jumps between prices, heretofore arbitrarily fixed in the shoe business."

IT WAS NOT the five per cent. that gave the jolt. The Regal Shoe Co. has always done business on a five per cent. profit and every manufacturer knew it. It was the abandonment of the "even price" that caused the stir.

THAT "EVEN-PRICE" policy has been the darling superstition of the shoe trade for twenty years or more. Standard shoes had been sold for so long at \$3.50, \$4.00, \$4.50, \$5.00 and so on, that dealers thought no other prices were possible.

"BARGAIN" SHOES—nameless products shoveled out by shoe "departments"—might be sold at odd prices. But standard makes—oh, never!

IT WAS ARGUED seriously by expert shoe-salesmen that men and women who wanted shoes of name and character would rather pay even prices. That is, they argued that a man would rather pay \$5.00 than \$4.85, whether or not he got anything worth having for that extra 15c.

AND SO, WHEN a designer produced a new shoe that could be sold for profit and all at \$4.85, the manufacturers were up against an embarrassing situation.

THEY COULD DO any one of three things—and some one of these three things they all did:

THEY COULD LET that \$4.85 shoe stand as it was and ask \$5.00 for it, getting an extra 15c profit, if Regal competition would allow it,—or

THEY COULD ADD 15c worth of unnecessary expense to the shoe, bringing its price up to \$5.00

OR, THEY COULD SKIN 35c worth OUT of the shoe, bringing its price down to the next even figure—\$4.50, but spoiling the shoe's quality-balance.

BUT AS FOR DOING the obvious and proper thing—selling that \$4.85 shoe for \$4.85—why that was not to be thought of!

SEEMS RIDICULOUS, doesn't it? But all superstitions seem ridiculous after you have exploded them. And the Regal has exploded this one.

HEREAFTER, Regal Shoes will be built just as the Regal style-builders plan them. They know their business, and they know their public.

IF THEY SAY "This shoe is right as it stands—the best shoe that can be devised and built for its particular want and purpose"—why that shoe is going to the public just as it is, unaltered by a foolish custom.

THE DESIGNERS will not be required to add anything unnecessary to it, nor to take anything out of it, to bring its price up to or down to any set figure.

THE MANUFACTURING COST of that shoe will be figured carefully; five per cent. will be added and a further allowance covering the actual cost of selling that shoe to the customer, and the resulting sum will be the price of that particular shoe, whether it is \$3.35, or \$3.50, or \$4.85, or whatever it is.

THE PRICE WILL BE STAMPED ON THE SHOE AT THE FACTORY and certified public accountants will verify the prices and also verify the fact that only five per cent. commission is added.

YOU GAIN MORE than the dimes you save by the odd prices. You gain also by better balanced quality and by the fact that you pay only for what you want.

REGAL Style-Builders now have a free hand. They simply get out the BEST SHOE THAT THEY CAN DEVISE for a certain purpose at about a certain price. You pay for exactly what you get, plus the fair 5 per cent. You are taxed nothing for useless additions.

**Regal Shoes Give You What You Want
At The Lowest Price That Can Buy It**



REGAL SHOES

FOR MEN

ROBERT BROS., Toggery



SELZ ROYAL BLUE

The Shoe Built on "The Sole of Honor"

If you could make a trip to Chicago and go through the great Selz shoe factory, you would understand why the name Selz on a shoe is a guarantee of quality.

Rigid Inspection

Before a Selz shoe can leave the factory it undergoes a rigid inspection. An imperfect Selz shoe is a thing that does not exist. Is it any wonder—these things considered—that the makers of Selz shoes can afford to back every pair with this broad and unqualified guarantee of satisfaction.

WILCOX BROS.

ROYAL BLUE STORE

ACROSS FROM HAMPTON'S.

Fisher Laundry Co. does Cleaning and Pressing. m13

A half block, in Portland, was offered the government by the owners for a site for the postoffice at \$125,000. This was refused and a jury has just placed \$140,000 as the value of the property.

Fisher Laundry Co. does Cleaning and Pressing. m13

The Dallas Chronicle: The new 1000-horsepower generator was installed at the White river electric power plant yesterday and within the next few days will be in operation.

Fisher Laundry Co. does Cleaning and Pressing. m13

GUARD'S CLASSIFIED ADS PAYS.

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Fisher Laundry Co. does Cleaning and Pressing. m13

Woodard Clark & Company
Portland, Oregon.

Woodard Clark & Company
Portland, Oregon.

Woodard Clark & Company
Portland, Oregon.

Woodard Clark & Company
Portland, Oregon.

Woodard Clark & Company
Portland, Oregon.