

MARSHALL DANA SPEAKS TO UNIVERSITY STUDENTS

Attack Made By E. D. Toland
Is Answered

HISTORY OF "U." GIVEN

Belief That Oregon Is Coming to
Front in Development Is
Stated by Speaker

Answering an attack made in a recent book by Edward D. Toland on the quality of a university education, Marshall N. Dana, associate editor of the Oregon Journal of Portland, defended the purpose and results of a university training at the opening assembly held on the Oregon campus yesterday.

Mr. Dana stressed the necessity of taking a sane attitude toward life and warned against cynicism which tears down and replaces nothing which it destroys. His topic was "Old Oregon and You."

In his answer to Toland's attack, Mr. Dana traced the contributions already made to the state of Oregon by graduates, students and others connected with the university.

Mr. Dana presented a historical survey of the university. The original purpose in 1854, he said, was to locate the university at Marysville, which is now Corvallis, then at Jacksonville in southern Oregon, and finally in 1872, the legislature authorized its establishment in or near "Eugene City."

In 1874 the present site was selected. The problem of selecting a president at that time was given over to a governing body of nine which was to make the election from among its own members.

Aim of University Given
As outlined by late President Prince L. Campbell, Mr. Dana said, "the aim of the university has been to encourage better physical health; scholarship, but not as a sole aim; appreciation and creation of beauty; democracy—equal opportunity to make most of one's mental equipment, and to incorporate in the students the Christian doctrine of good will."

"There are too many 50 per cent people produced by universities as by other institutions of our civilization," Mr. Dana said. "We need men who represent the good and the valuable and not the sluggishness whose blood creeps through their veins. Out of the human output of the university we need specialists in every department and particularly here in Oregon, specialists in marketing, transportation and in all industrial enterprises. We need men of letters and literature who represent everything that is alive, keen and appreciative of beauty of life, who will act as leaders."

"The things we build is life. Everything we do helps in shaping the soul. There is no sadder spectacle than a human craft voluntarily rudderless, adrift on the turbulent tide of destiny."

Statement Made
In conclusion, Mr. Dana declared, "the university is not only the University of Oregon but the university of you, and the state in which it is established is the state of you."

Following the assembly speech, Mr. Dana was the honored guest of the Sigma Delta Chi, national journalism fraternity on the campus, at a luncheon.

In a short address before this honored group, Mr. Dana expressed his belief in the future of Oregon and the entire Northwest in so far as growth and building is concerned.

"I look forward to the time when more railroads will come into this country which will necessitate the development of industries which in turn develop the country," he said.

VETS INSTALL OFFICERS

PAUL KNEELAND TAKES CHAIR
AS COMMANDER

Subordinate Officers and Committees
For 1926 Announced; Banquet Follows

Officers of the Eugene post of Veterans of Foreign Wars were installed in their chairs at a meeting held in the armory last night.

Those installed were as follows: Paul Kneeland, commander; Paul Meyers, senior vice-commander; Charles Allen, junior vice-commander; G. Campbell, chaplain; Pat Koepke, officer of the day; Ben Dorris, Harry Powell, C. Chezem, trustees.

Commander Kneeland appointed the following subordinate officers and committees: Major William G. White, adjutant; Robt. Stewart, sergeant-major; Nell Robertson, quartermaster; W. A. Atkins, patriotic instructor; Floyd Westfield, post historian; J. K. Prall, guard; S. S. Younce, sentinel; Barney Miller and Fred Rockhill, color bearers; M. O. Moe, bugler.

Enlistment committee: Orville Razer, W. L. Ford, M. B. Huntley; membership committee: Ben Dorris, Clinton Chezem, Avon Babb and Barney Miller; entertainment committee: Wm. C. May, C. E. Lombard, H. L. Kirby; press correspondent, Sid C. Jenkins; monument committee, Harry Powell, Ben Dorris and C. Chezem.

Ben Dorris was the installing officer. Following the meeting, a banquet was served in the hall.

YACHTING PARTY BACK

CRUISE IN WATERS OF NORTH
IS ENJOYED

Local Men Enthusiastic Over Trip
Up Coast of British Columbia
In Winter

Following a cruise of 10 days in the waters of northern British Columbia, a party of seven local men returned to Eugene last night expressing enthusiasm over their trip.

On the yacht owned by Campbell Church, the party left Vancouver, B. C., about 10 days ago and cruised north to Knight Inlet, Snow-C. E. added mountain peaks and the exception of about two days, excellent weather conditions, afforded a mid-winter view of the scenery that is not often seen.

Those on the trip included R. C. Allen, Bobby Baker, A. J. Tibbitts, Roy Stein, C. D. Rorer, Campbell Church, Jr., and M. Hansen, the latter a relative of Mr. Church, from Berkeley, Cal.

Even The Grocery Dept. Is Participating In This Big Event

- Small California Walnuts, Pound 15c
- Fresh Roasted Peanuts, Pound 15c
- Schaefer's Best Patent Hardwheat Flour, Sack \$2.20; Barrel \$8.60.
- Ax Billy Best Valley Flour, Sack \$1.95; Barrel \$7.60.
- 4 Pound Package Seedless Raisins 33c.
- Regular Two For 15c Can Kaoma Cleanser, 3 For 15c.
- 2 For 15c Fairy Soap, 3 Cakes 15c.
- No. 10 Tin Solar Brand Broken Sliced Pineapple 85c.
- 25c Full Cream Mixed Candy, Pound 19c.
- Free Deliveries To All Parts Of City.

JANUARY CLEARANCE SALE

Attractions In The Hardware Department

- \$1.50 "Betty Bright" Self Wringing Mops 98c.
- No. 8 Or 9 Copper Wash Boilers \$4.75
- 15c Bixby Self Shining Black Shoe Polish, 2 For 15c.
- O-So-Ezy Dustless Floor Mop \$1.00
- 4 Ounce Bottle Polish .25

Clearance Price 88c

Air Tight Heaters

—Have Top Draft And Sheet Iron Lined.

18-INCH	20-INCH	22-INCH
\$1.98	\$2.60	\$2.98



JANUARY CLEARANCE SALE—

Children's
Rain Capes
\$1.23

—With hood attached which makes them practical for school wear. Either red or blue, sizes 4 to 14.

JANUARY CLEARANCE SALE—

All Women's Hats
Half Price

—If you need a new winter hat, you can well afford to buy it now at half regular price. Matters not what hat in stock (none reserved) whether of velvets, felt or combinations all at half price.

Mail Orders
Promptly
Filled

JANUARY CLEARANCE SALE
Handkerchiefs, Each 5c
—500 women's and children's handkerchiefs to clear away at the low price of 5c each.

Schaefer's Bros
AX BILLY DEPARTMENT STORE

TO 50c CHILDREN'S
3 Sox, Pair 39c; 3 Pair
—Consisting of woolen and cotton in the lot.

Semi-Annual Clearance

January Clearance Sale Is Making It's Debut This Morning

—This is our regular period for clearing out all remaining winter merchandise in preparation for the new incoming of 1926 spring goods.
—We've had a successful season but you will find a large amount of choice merchandise on hand in many instances—and, of course, many broken lines, too, which must be cleared out. To do this effectively and decisively our January Clearance Sale offers the best solution. This takes on added importance by offering goods that can be worn and used a long time to come.
—The savings are conspicuous—satisfy yourself. Come as early as possible and you will surely find many items to attract you.

JANUARY CLEARANCE SALE—TO

\$30 Women's Handsomely
Fur Trimmed Coats At } \$17.45

—We could tell about their smart fashion lines—about the splendid materials—the lavish furs with which every coat is trimmed. Or we could tell why we can offer such exceptionally desirable coats at \$17.45.
—Space is limited, and so we must be content to say this is a typical Ax Billy Coat Sale—right at a time when most needed. A most interesting selection of colors.

To \$12.50 Women's Coats \$6.95 (2nd floor)

JANUARY CLEARANCE SALE—
Women's And Misses' To
\$6.50 Colorful Slickers

\$3.98

—To be complete, millady's wardrobe simply must include a slicker—and that slicker must be gay in color and new in style—these two attributes meet here.
—They command attention because of their exceptionally low prices.

JUST SUCH SHADES AS YOU
SEE ON ALL STREETS,
BLUE BIRD, GARNET, RUBY,
ERIN, NARVA OR YELLOW.

—Here are the features they sport—velvet corduroy lined collar, with leather choker strap, raglan or set in sleeves, two large patch pockets with and without strap fastened sleeves, full length.

JANUARY CLEARANCE SALE—
Women's \$17.95 One Of
A Kind Velvet Dresses

\$11.45

—A limited but distinctive group of millady's lovely, two-piece dresses in blouse and skirt combination. The skirt is fashioned of either silk or plaid flannel as well as velvet. The blouse, of course, being of rich, soft plied velvet. Each one smartly trimmed.

(2nd floor)

Women's Flannel
Dresses \$4.85

—A clearaway of striped and checked flannel dresses at an amazingly low figure.

(2nd floor)

January Clearance Sale— An Unusual Pricing In Women's Silk And Wool Frocks—\$8.95

Regularly To \$17.50

—Misses and women seeking smart style at such an unusual price should make a point of seeing these silk or wool frocks.
—Newest effects in long sleeves, back flares, side flares, tie effects, jabot, etc.—all the touches that spell style and smartness. Black and new prevailing shades.

(2nd floor)

All Wool Blankets

\$7.95

—Very pretty colors, firmly woven, two sizes, 62x84 or 66x80 inches.

Sheet Blankets
Special \$2.19

—64x76 inch white double sheet blankets, one lot, slightly soiled.

Celebrated Nashua
Blankets \$4.89

—The low price is possible because they are slightly soiled but after laundering them you'll not know the difference. Pretty plaids, double, special lot.

Outing Flannel,
5 Yards 89c

—27 inches wide, light and dark patterns.

36-Inch Outing
Flannel, 22c

—Good weight white outing flannel.

Another Emphatic Demonstration And Consequent Underselling By Eugene's Recognized Largest Piece Goods Section

—Many will welcome "January Clearance Sale" because it means bolt after bolt of piece goods finds its way into specially priced groups for thrifty shoppers. Anticipate your yard goods needs.

\$2.39 to \$3.50
Woolens \$1.98

—Consisting of wool crepes, serges and other weaves. Special lot. Another good attraction.

\$6.00 Wool Bolivia
Coating, Yard \$3.79

—Rich in finish with lustrous surface, 64 inches wide, in much in demand black.

\$4.25 And \$4.50
Coatings \$2.79

—What could be a more timely offering? Beautiful new fall and winter wool coatings in 64-inch width.

\$1.69 And \$1.75
Suits, Yd \$1.49

—42-inch novelty check suits.

\$6.00 Exquisite
Velvets At Yard \$4.98

—40-inch, charmingly beautiful silk velvets, a fabric of well known fineness. Pansy, navy, maroon, oakwood or alicear.

\$1.15 And \$1.25
Wool Challis,
Yard 79c

—27-inch "Botany" quality. Dainty patterns.

Skinnings Satins
1/2 Off

—These are discontinued numbers and odd lots.

\$1.00 Silk Check
Suits, Yard 69c

—Thirty six inches wide.

\$3.50 To \$4.00
Wool Flannel
Yard \$2.69

—Note its wide width—54 inches, delightful quantities in cheery plaids, stripes, etc.

\$3.25 To \$4.50
Woolens \$1.89

—Special lot of 54-inch serges.

Wool Balbriggan,
Yard \$1.98

—One of the most fashionable of woolens. 54 inches wide.

Imported Linens
Yard 86c

—36-inch splendid quality colored linens. Special lot.

50c Suiting,
Yard 35c

—32-inch guaranteed fast color "Suntub" suiting in 15 of the best selling shades.

To 50c Shirtings
39c

—Splendid quality 32-inch shirting madras.

60c And 65c Wash
Goods, Yard 48c

—One lot of flaxons, batistes, etc.

Satinette Madras,
Yard 57c

—Fast color, lustrous finish, fine count wash dress goods. Yard wide.

January Clearance Sale! And Here's A Price Demonstration In Women's And Children's Underwear

Misses' Wool Mixed
Unionsuits Reduced

—\$1.55 TO \$2.25 VALUES
NOW \$1.69 TO \$1.98
—2 to 16 years, long sleeves, high neck and ankle length or short sleeves, Dutch neck and knee length.

Women's \$1.75
Unionsuits \$1.19

—With distinctive silk stripe. Band top, knee length. Sizes 40-42 and 44.

Boys' \$1-\$1.15
Unionsuits 89c

—Eccu shade, fleece lined unionsuits.

Boys' \$2.25
Wool Mixed
Unionsuits \$1.69

—Wonderfully well made knit underwear for the lad of 2 to 16 years. Medium heavy weight, in mottled gray.

Women's \$1.75
Unionsuits 98c

—Heavy fleece, high neck, long sleeves and ankle length. Sizes 40 and 42.

Boys' \$1.10-\$1.15
Unionsuits 98c

—Short sleeves and ankle length style, fleeced, in shade.

January Clearance Sale— Very Exceptional Value On Table Damask, Yard 98c

Splendid \$1.50 Quality

—Check up on your supply of table linens today. Have you enough to last you a year? Now is the time, you know, to replenish your supply, for January Clearance Sale is making it possible to effect a substantial saving. Better get your year's supply now! Mercerized satin finish, colored table damask. Blue or rose with pattern.

Towel, 5 Yards
For 88c

—Part linen, bleached crash, blue border. Reduced at 5 yards for 88c.

Jap Lunch Cloths 98c

—Size 60 by 60 inch square lunch cloth on white ground in striking blue conventional patterns. Just 50 of these.

Table Damask, Yard 79c

—Splendid weight, mercerized finish, and 63 inches wide with colored border. Save your nice linens for state occasions and substitute for ordinary use with expensive damask.

Turkish Toweling, Yd. 25c

—Good weight bleached toweling. 59c Turkish Towels 44c

—25 by 40 inches, bleached.