

DR. MORTON TALKS ON BUSINESS FAILURES

Commerce Head Explains the Causes of Employes and Employers Disaster.

"Business Failures" was the subject of Dr. D. W. Morton's talk in the Commerce Building yesterday afternoon in place of Prof. D. C. Sowers who was scheduled to speak in Portland for the Portland Credit Men's association about the "History, Theory, Principle, and Use of Credit."

Causes of Failures Expounded

Doctor Morton's talk was divided into two main divisions, the causes of the failure of business men, and the causes of the failure of employes. Under the first division there were two subdivisions first failures due to the men themselves, and, second, the failure due to outside conditions beyond the man's control. Eight causes of failures were due to the men. There were: incompetence (due to men going into a business without sufficient knowledge of the business, inexperience, lack of capital (many failures are caused by men not realizing the amount of capital necessary to carry on business), unwise credits (granting credit too freely), speculation outside of regular business, neglect of business (due to doubtful habits), personal extravagance, and fraudulent disposition of property. Failures due to outside conditions were caused by three things: specific conditions (disasters outside of man's control), failure of people on whom the business man is dependent (due to poor credit judgment), and competition (the business man should be able to meet this competition and this should not cause his failure).

Letters Show Faults

From letters received by Doctor Morton from the J. J. Brill Car Works of Philadelphia, from the Baldwin Locomotive Works, from the Chalmers Motor Car company, and other large employers of men, the reasons for the failure of employes were found to be: expecting too much for nothing, expecting more of others than the give, dishonesty, failure to do right, men not adapted to their work, lack of concentration, enthusiasm, and hard work, liquor, lack of ambition, lack of education, and lack of energy.

Statistics from Bradstreet showed the following facts:

Total failures, 1881-1915, 338,756; No. of business firms, 1881-1915, 40,381,053; Per cent of failures, 1881-1915, .881.

During 1914, the first year of the European war 9.5 out of every 100 firms in the United States failed. This was an unusual year, however, due to the war.

Tomorrow night Doctor Morton will speak to the employes of the Ford plant in Portland on "The Reasons Why Employees Fail."

FACULTY DOINGS

FACULTY BULLETIN

President Campbell reports that President Hibben's address at the Civic League luncheon, January 22, on the "General Spirit of Democracy and preparation for Service" was very well received. Dr. Hibben's address at the banquet Saturday evening was on "Preparedness." Princeton has no military drill, but classes in tactics, and the students go to summer camps for the drill.

President Campbell has accepted the invitation of the Eugene Commercial club to address the members who gather for luncheon Wednesday, January 26, 1916. He will speak on "Impressions of the East." Luncheon served from 12 to 12:45, 35 cents.

Dr. E. C. Robbins' book on "Socialism" came from the press recently. It is receiving much favorable comment.

Dr. R. C. Clark has charge of a department in the Oregon Teachers' Monthly. He presents each month an article dealing with "Oregon Governmental Affairs." Dr. B. W. DeBusk is furnishing the same publication with the University news for the department, "The State Schools." He is anxious to get all the items of interest in order that he may make these pages full of live news to the teachers of the state.

The last number of the Oregon Voter devotes four pages to Dr. Barnett's new book. The Voter likes the book.

Mr. H. B. Miller addressed the Portland Principals' association of the city schools last Saturday at 11 on "Education for Modern Times."

Prof. Dyment, Dr. Gilbert, and Mr. Kilpatrick will be in Portland Saturday, January 28, representing the University at the Safety Forum, held under the auspices of the Public Safety committee of the Portland chamber of commerce.

The Eugene Commercial club celebration over the completion of the Willamette Pacific railroad will begin at the club rooms, Thursday, January 27, 1916, at 5 p. m. The time set for the banquet is 6:30. Plates \$1 each. Tickets may be ordered through phone 27 or 702.

Friday, January 28, 8 p. m.—Student recital. Miss Forbes' students, Villard hall. Public invited.



EMILIO DE GOGORZA

In every city in the United States where music has taken its proper place, a De Gogorza recital has become a distinct institution. It is an event eagerly looked forward to by the general public and the deepest students of music alike.

Every true artist whether he or she is a singer, instrumentalist or painter, has a message which, given under proper conditions, is bound to be uplifting and ennobling. When the number of individuals proclaiming themselves artists, is considered, it is no source of wonder that the general public can call to mind the names of very few who have attained that highest place in the artistic world to which real genius entitles them.

Artist Possesses Versatility.

It is in the recital field that the truly great artist shows his versatility, there-

by making an appeal to a great number of persons to each of whom there is brought a personal note. It is this accomplishment that has made Emilio De Gogorza's position in the concert world, a place of unique distinction.

A well known critic struck the right chord when he said of Gogorza's singing: "His is a voice of such golden beauty, such splendid calibre, such superb quality as one hears seldom twice in a life time. It is thrilling, vibrant without undue vibration, full to a degree, rich with rare richness and under the most perfect control conceivable. It holds tears and laughter, youth and age, melancholy and delight; its range of the human emotions is complete and it plays upon ones senses as upon the strings of a golden harp."

Y. M. HERALDS ADVENT OF BIG MINSTREL SHOW

Two weeks before Junior week-end is the date which has been chosen for the Y. M. C. A. minstrel show. This was announced at the cabinet meeting last night.

The show will be held outdoors in a big tent or fenced in by stretches of canvas probably on the lower campus near Thirteenth and Kincaid streets. Beside the main show to which one general admission will be charged there will be several side attractions a la Barnum and Bailey.

It is planned to make the event an all Eugene affair, not merely a University engagement. To do this an extensive advertising campaign is to be perfected under the direction of Floyd Westerfield who is also chief of the general preparation committee.

EUTAXIANS ELECT FOR SECOND SEMESTER

Eutaxian met Tuesday evening and officers were elected for the coming semester.

Nellie Cox, president.
Ruth Lawrence, vice-president.
Mary Alice Hill, secretary.
Alva Wilson, treasurer.
Miriam Page, sergeant-at-arms.
This is the last meeting to be held before the new semester.

To wear dress suits in the debate between the University of Montana and the University of California was the main stipulation of a two year contract between the two schools.

"REX" MAGNATE PROPOSES ALL-UNIVERSITY TAG DAY

A. H. McDonald, manager of the Rex theatre, has proposed to Ray Goodrich, a member of the board of regents, that February 23 be called University Tag Day. He offers to turn half the box office receipts over to the University for the woman's building, if the student body will cooperate with him. The price of admission would be the same as on any other night.

WILL SIMPLIFY SPELLING.

Albany College is the first of the conference colleges to adopt the program of simplification recommended at the conference at McMinnville to the individual colleges. This implies the use of the shorter of any forms which have dictionary acceptance, the use of the twelve words recommended by the National Educational Association, and the permission to students to use simplified spelling in all written work, where such use indicates an intelligent and consistent spelling habit.

SIX PERFECT RIFLE SCORES.

East Lansing, Mich., Jan. 21.—The Agricultural College rifle team made a new record today when six members shot perfect scores for 1000 points against the United States Naval Academy. Only five men can be counted in the final summary under the rules. Those who made perfect scores of 200 each were Kean, Berridge, Pennington, Harmon, Berry and Patch.

Eastern basketball: Princeton, 24, Columbia, 12; Navy, 40, St. Johns, 19.

6 CONTRIBUTE TO LIBRARY

Pamphlets, Law Books, Newspaper Files Among 1915 Gifts.

Following are some of the gifts received by the University library during the year 1915:

From Mr. Webster Kincaid, two files of the Oregon State Journal, the paper published by his father from 1864 to 1909.

From Mrs. Clark B. Colby, of Washington, D. C. 95 books and several pamphlets, including publications on woman's suffrage, temperance, and miscellaneous literature and 16 volumes of the Women's Tribune, published in Washington, D. C.

From the Lawyer's Cooperative Society, of Rochester, N. Y., a set of Ruling Case Law: nine volumes.

From the Alexander Hamilton Institute, N. Y., one set of Modern Business: two volumes.

From Rev. Edward Day, Eugene, the American Journal of Theology: volumes one to nine.

From Mrs. I. P. Hewitt, Eugene, 12 volumes of Rhetoric text books.

At the request of Mr. Allen Eaton, 22 books were lent to the Art Room of the Oregon building at the Panama Pacific International Exhibition. These were books on Oregon and written by Oregon men.

CUES

ECHO JUNE ZAHL
Time to pack that trunk!

In my search for local color, I eked from good authority that the Fiji boys always make up when going to an elite evening affair. S'trus.

I might write a little poem about exam-cram-sham-jam, etc., but I'm afraid I should end with an imprecation.

In my peregrinations I came across Neil Morfitt chanting "Just Before the Battle, Mother," with that far-away look in his eyes.

X-RAYS SHORTER THAN X-AMS

If X-rays and "X-ams" are in any way related to each other, it certainly is not in length, according to Owen Whallon and Milton Miller, who under the direction of Drs. Boyton and Caswell, of the physics department, have just succeeded in measuring the length of these infinitely short waves. According to the boys, an X-ray is one ten-thousandth of that of an ordinary light wave, or in round numbers six times ten to the minus eighth power centimeters, which is the scientific way of saying two-billionths of an inch, and this result agrees to a "t" with the latest measurements. This work is considered no mean task, as it is hardly two years since the work was first undertaken and accomplished by Dr. Bragg, an eminent English physicist.

Prof. F. S. Dunn will deliver the commencement address at the Eugene high school Friday evening, January 28. He has chosen as his subject "The Pasquino," a statue in Rome.

Notebook

and
Filler

Headquarters

SCHWARZSCHILD'S
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PRESS NOTES

The Savoy theatre has been successful in booking "The Battler of Peace," a photoplay dealing with preparedness, or a call to arms against war. The play is of eight reels and is featuring Mr. Chas. Rickman and Miss Louise Beudet. The play will be shown early in February.



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