

PAUL ALTHOUSE TO APPEAR TONIGHT IN M. E. CHURCH

Famous Operatic Tenor Sings in English; Is Entirely American Product

A. S. U. O. SPONSOR RECITAL

Student Body Ticket Admits Students as Result of Amendment

Paul Althouse, called the golden operatic tenor of America, will sing tonight in the auditorium of the Methodist church at eight o'clock. The famous tenor is appearing before a Eugene and University audience under the auspices of the associated students. In accordance with the amendment added to the student constitution at the last elections, whereby the students tax themselves 50 cents a term in order to bring artists of the Althouse caliber to the campus, all University students will be admitted to the concert upon presentation of their student body tickets. Students are urged to come early, in order to secure seats.

The concert will be over shortly before or after nine o'clock, depending upon the number of encores sung by Mr. Althouse. The wings of the auditorium will be thrown open for seating tonight, and a platform will be arranged for the singer against the side wall of the auditorium so that those of the audience who are seated in the wings may see as well as hear the tenor.

Tenor Is Noted

A remarkable fact about Mr. Althouse is that although he is today one of the foremost living American tenors, he has never studied abroad. He is entirely an American product, and he moreover believes that nothing but hard work and good taste, added to a good voice make a singer. Althouse also has some very definite ideas as to what should compose a good program.

"The young artist who has had no routine work is greatly hampered in going on at the Metropolitan, but through no fault of the management," says Mr. Althouse. "It is tremendously difficult to enter the field with experienced artists, to challenge comparison with those who have been schooled in the operatic atmosphere for years, people who have tradition. Yet the young artist who seeks to appear at the Metropolitan naturally challenges such comparison. And the great trouble with most of our young artists is that they are not content to work patiently in obscure parts until they have acquired a background. They are too inclined to run to Mr. Gatta-Casazza with complaints that they are not being fairly treated. When I went on at the Metropolitan first, I had the good fortune to have Mr. Toscanini as my conductor in 'Boris.' And anyone who has learned a role under Mr. Toscanini's baton has had a liberal education. But it took work of the hardest kind, desperately hard, to fill the gaps in my operatic education which were there through lack of routine work in opera. That is why I say that the young artist would better content himself with working in small companies before he aspires to a Metropolitan appearance. Too many young singers are inclined to think that a Metropolitan engagement 'makes them.' It doesn't. Nothing makes a singer but brains, a good voice, good musicianship and hard work."

Favors English Songs

"My own long suit is songs in English—American songs in English. From the old classic type of program I have swung around to one which gives about half its space in songs in the vernacular. I al-

(Continued on page two.)

POET TO EXPLAIN IDEAS OF VERSE

SANDBURG WILL RECITE WORKS AT VILLARD FRIDAY NIGHT

Excerpts From Best Known Volumes To Be Sung By Modern Bard; Guitar Used With Some Selections

Carl Sandburg, poet of the modern time, heralded by those who have read his poems with interest, as well as those who are anxious to become acquainted with his verse for the first time, will arrive on the campus and address Eugene people and students in Villard hall Friday evening at 8:15.

Without a doubt, one of the best known of the contemporary poets from a standpoint of personality as well as his literary accomplishments, he will explain his ideas of verse and poetry in person and give a varied program of readings from his works. Some of his poetry he sings with a guitar, particularly his poetry of the west.

"Smoke and Steel," "Cornhuskers," "Slabs from the Sunburnt West"—these are among his best known volumes, and they cover a range in expression and feeling from the throb of engines in the factory in the large city to a purple red sunset over western prairies. Sandburg sings in everyday language of the people we meet in every day life. He has pictured minutely and accurately, without becoming caustic, without posing as the ranter, things which go on before us every day.

Vachel Lindsay interested a large audience. Carl Sandburg will offer an unusual opportunity to students and townspeople of Eugene to widen their acquaintance with the poets of today.

SEVEN STUDENTS ARE ELIGIBLE FOR DEGREES

Graduation Recommendations to Come Up at Meeting

The February faculty meeting, postponed because of absence from the campus of President Campbell and Dean Dymont, will be held this afternoon in Guild hall. Faculty meeting usually takes place on the first Wednesday of the month, but this month it has been postponed twice.

In addition to the usual routine work the names of students who have fulfilled the requirements for degrees will be voted upon for recommendation to the board of regents. Carlton Spencer, registrar, reports in such cases the students have completed all required courses—having 186 hours of credit, 140 of which are above V. When students are recommended to the board of regents the board takes up the matter of giving degrees.

The following students have completed the requirements for degrees:

B.A.—Genevieve Haven, romance languages; Ivan F. Phipps, law; M. Marcell Carlock, education.

B.S.—Zoe Marie Hager, education; Edwin K. Harkness, education.

B.B.A.—John Lawrence Woodworth; Earnest J. Evans, business administration.

REMEY COX WITH UNITED PRESS

Remy Cox, ex-'22, who was assistant in rhetoric and prominent in University debate and forensics is now in Kansas City, where he is sales manager for the United Press. Mr. Cox intends to take correspondence work from the University and will return to college in another year.

PLEDGINGS ANNOUNCED

Phi Delta Phi announces the pledging of Marion Dickey of Portland, James King of Prineville, and Francis Taylor of Forest Grove.

PLANS FOR JUNIOR WEEK-END GIVEN BY DIRECTORATE

Chairman Farrell Appeals to Aides for Support of Organization

COMMITTEE HEADS RULE

Gatherings of Heads Called for Every Two Weeks; Meeting Today

Definite plans for the organization of the work of making the 1923 Junior week-end, May 11 and 12, a success were enthusiastically received by the group of juniors who met last night in the first general committee meeting since the announcement of the personnel of the body which will stage the big annual May gathering of "preppers."

Douglas Farrell, general chairman, presided at the meeting which was called to explain the method which will be used in the perfection of the organization.

The directorate plan, which worked so successfully at Homecoming time, has been adopted by Chairman Farrell as the best means of carrying on the work.

Chairmen Form Directorate

The directorate is to be made up of all the general chairmen, including Jack Myers, Eddie Edlund, Ted Baker, Lawrence Cook, Pat Ireland, Velma Farnham, Ray McKeown, Ward Johnson, Art Rudd, and the sub-chairmen, who are Francis Haworth, Rus Gowans, Knut Digerness, Mary Alexander, Ray Harlan, Randall Jones, Lyle Palmer, Margaret Griffith, Frank Carter, Jason McCune and John Piper.

The first meeting of the directorate will be held today at 4:30 in the accounting and auditing room, third floor of the Commerce building. Plans will be discussed for the various committees to begin work upon and announcements relative to the expenditure of money will be made.

In discussing the future meetings of the committee Chairman Farrell urged that the type of effort be expended that will help create a strong morale. He urged that individual differences be forgotten and that members work together as a unit.

Jimmie Meek, president of the class, spoke briefly expressing the belief that the greatest Junior Week-end in history was to be the result of the committee's activities.

To Meet Every Two Weeks

It was voted to hold meetings of the entire committee once every two weeks for the next two months on alternate Tuesdays. Condon hall, on the main floor of the administration building, will be used unless otherwise announced.

Ward Johnson, chairman of campus days, is working in conjunction with other members of his committees to change campus day from a general clean-up to something in the nature of an all-University rally, probably beginning about 10 o'clock Friday morning of junior week-end, and continuing until noon. It is felt that the clean-up idea is no longer practical as the campus is now kept in shape by the University authorities and that interference by more or less disorganized student effort would do more harm than good.

All chairmen are planning to hold meetings of their groups immediately in order that work can be started.

Committeemen who did not attend last night's meeting are urged to see their chairmen or the general chairman concerning what was done. The next general committee meeting will be Tuesday, March 6.

LIST OF FORMER OREGON ATHLETES TO BE MADE

All Order of the "O" Men Since Intercollegiate Athletics Permitted in College to Be Listed

A list of all the lettermen members of the Order of the "O" since 1897 is being compiled by Jack Benefiel, graduate manager of the University.

The list will contain the names of all the lettermen of the University who in their college days were awarded a University emblem for their athletic ability. Intercollegiate athletics were formally introduced into the University in 1897.

The purpose of compiling such a list is to keep in touch with the graduate varsity stars, to let them know of the plans, progress and everything that is connected with the activities of their Alma Mater. If any Oregon student knows of any varsity man in his home district he should turn in the name and address to Jack Benefiel to aid in the compiling of this list.

RETAIL PROBLEMS ARE OUTLINED BY OREGON FACULTY

Advertising and Business Costs Among Topics Taken Up at Merchants' Session

NEW METHODS EXPLAINED

Delegates Banquet at Osburn; Oregon Knights Conduct Rooting Practice

Advertising problems, the relations of business costs and financial problems in business were the topics discussed at the morning session of the Oregon Retail Merchants' association, which opened its second day of activities in Villard hall yesterday morning. Professors F. A. Nagley, C. L. Kelly and F. E. Folts, of the University school of business administration, were the speakers.

"Projecting Your Advertising Message" was the subject treated by Mr. Nagley, who outlined the purpose of advertising as being twofold; first, to overcome the buyer's resistance; second, to win his confidence. "You have to talk to the consumer from his own viewpoint, and about the things in which he is interested. He is not interested in your success. You have to look after that yourself," he said.

"Everyone watches his pocketbook—it is an instinct to do so and it is an attitude essential for saving and accumulating. The consumer is skeptical and indifferent until you can prove to him that you can save him money," Mr. Nagley said.

Principles Are Named

To get the customer's attention, to arouse his interest, to create a desire for buying, to establish a belief in the worth of an article. These four fundamental principles were outlined by Professor Nagley as necessary in order to make advertising methods successful. However, he said, the psychological moment comes when actual sale is made. The consumer's interest can be aroused and a desire created to buy the article, but if expert salesmanship is not used to push the decisive action there will be no sale.

"Suggestion and argument are the two ways of approaching the mind of the buyer," said Mr. Nagley. He added that 99 per cent of the decisions to buy are brought about by suggestion.

Technical points in making up advertisements, such as headlines, size of type used, and spacing and border of the advertisements were other topics discussed by Mr. Nagley.

Efficiency Is Needed

Professor Kelly in his talk pointed out the need for an accurate knowledge concerning the cost of operating a business. The matter of increasing efficiency in business methods and the cost and quality of salesmanship were also discussed by Mr. Kelly. Special emphasis was placed on the right kind of salesmanship. He also showed that up-to-date business methods will do much to increase the trade of a retail business and to reduce the expenses of operating it. Professor Kelly's talk was a technical discussion on the subject as his address yesterday, "The Proper Relations of Business Costs."

"Borrowing at the Bank" was taken up by Professor F. E. Folts. This he considered one of the greatest financial problems of capital in business. He explained what part of a business capital should be borrowed. "It is not a good plan to go to the bank to borrow when one first starts in business. It is better to borrow after one has started to increase his trade and without using his own capital," said Mr. Folts.

Bank Character Cited

"The bank makes its money by selling service. You should know how to use that service. When you deposit money in the bank you increase the bank's loaning capacity five times and you therefore have a right to a loan from it," he said. Character, capacity and capital were outlined as the principal things needed to create successful paying business. "You can get more out of a bank on a basis of character and capacity than on a basis of capital," said Professor Folts.

During one of the recesses between talks, members of the association were entertained by the Oregon Knights, who led by Ed Tapfer, entered the hall with their paddles for the purpose of instructing the "new freshmen," giving Oregon yells. The merchants responded by yelling in a very creditable manner. This part of the program was in keeping with the plan of the entertainment committee of the school of business administration. Upon the arrival of the delegates on the campus each delegate was presented with a green cap and told that he had all the privileges of a first year student.

Luncheon Is Served

Luncheon was served to the delegates yesterday noon at the Anchorage and

(Continued on page four.)

BURIAL HELD ON ALPHA PHI LAWN

INTERMENT OF THE DECEASED FISHALS HELD WITH POEM

Band Renders Touching Melodies While Coffin Is Lowered and Mourners Lament

In a neighborhood subdued with grief and sorrow, the funeral of Artie and Bennie Fishal took place yesterday at 12:45 p. m. The services were held under the spreading oaks and the drooping firs on the grounds of the Alpha Phi house, where the goldfish had sported and played until one was cruelly taken from his watery home by Doug Farrell, and carried by his tail while gasping for breath.

In a beautiful coffin (a candied-fruit box) lined with lavender ribbons, where each dear departed lay in state on an ivy leaf, details arranged by undertakers Chase, Vail and Hefflinger, the deceased were carried to their final resting place in a wheelbarrow hearse by pallbearers Harry Ellis, George Stewart, Eugene McKinney and Ted Rice. The right reverend William Hopkins read a touching ceremony after which the band composed of, Ted Osborne, saxophone, Lee Weber, trombone, and Jack Rivenburgh, tom-tom, played "Nearer My God To Thee."

As the coffin was being lowered, the trombone played "Taps."

The chief mourners were Mrs. Jesse Stearns, Miss Irva Dale and Miss Helen Atkinson, the latter two of whom are prostrate with grief, at the infirmary.

Alberta Carson sang "Weep Not For a Brother Deceased," and the funeral gathering with its black crepe arm-bands dispersed.

Artie and Bennie were dearly loved by their associates. It is rumored that even before their cruel handling they were on the verge of death because of the mysterious disappearance of their food.

OLD WORLD STUDENTS WILL ARRIVE MARCH 4

Visitors Are First of Group Coming to America

Two German students, Joachim Friedrich of Heidelberg, and Hans Tiesler of Berlin, and a Hollander, Piet Roset of Leyden, will arrive on the campus March 4 to tell the Oregon students what the awakened youth of Europe is thinking and doing, and of a new race born out of the old world. They will stay for four days.

The visiting representative students from across the sea are coming to the University under the auspices of the National Student Forum of America to inform the American students of the new thought and new life of the younger generation of war-torn Europe. These students, according to George D. Pratt, Jr., foreign secretary of the National Forum, are young, none of them being over twenty-four years old.

They are the first three of six European students touring the country at the invitation of the National Student Forum, visiting the American colleges and universities to learn the academic life of our institutions, which they are able to give out to others. Three others will come to America as soon as final arrangements are completed. They are composed of an Englishman, a Dane, and a student from Prague.

A committee has been chosen to entertain the visiting youths from Europe, according to P. L. Putnam, secretary of the University Y. M. C. A. It is planned that they will be entertained by some of the men's houses, and Madame Rose McGrew of the music department will invite them to her home for their entertainment.

The Y. M. and Y. W. C. A. are planning to have an open meeting on Sunday afternoon, March 4, and the Cosmopolitan club will hear the visiting students on Tuesday afternoon, March 6.

HOYT GETS FEDERAL JOB AS CLERK IN MEXICO

Graduate at Washington, D. C., to Join Commercial Attaches Staff Next Month

Word was received here yesterday that Wilbur K. Hoyt, who graduated with the class of '22, has been appointed clerk to the Commercial Attache of the United States government and assigned to Mexico City.

Since graduation last June Hoyt has been in Washington, D. C., and has been connected with the transportation division of the foreign commerce department. He will leave this post for Mexico March 1.

Hoyt had been going to school in addition to his work with the government, and had planned on taking two years advanced study in foreign commerce. The appointment has changed his plans, and he now expects to be in Mexico for at least two years.

Hoyt was a major in foreign commerce here and graduated from the school of business administration. He is a member of Phi Delta Theta.

KAPPA SIGS LEAD DO-NUT CONTESTS IN LATEST COUNT

Handball Tournament Fails to Materially Change House Standings

FRIENDLY RAISES PLACE

Wrestling Scheduled Next; Meets Will Start in Three Weeks

Do-Nut Percentage Standings		
Place	Team	Points
1	Kappa Sigma	11
2	Phi Gamma Delta	13
3	Phi Kappa Psi	15
4	S. A. E.	17
5	Sigma Chi	18
6	Bachelorhood	20
7	Delta Tau Delta	24
8	Phi Delta Theta	24
9	Oregon Club	29
10	Friendly Hall	30
11	A. T. O.	32
12	Sigma Nu	34
13	Phi Sigma Pi	38
14	Beta Theta Pi	38
15	Chi Psi	43
	Alpha Beta Chi	43
	Delta Theta Pi	43
	Phi Delta Phi	43
	Kappa Delta Phi	43

The completion of one more sport in the do-nut program, handball, sees no marked change in the percentage column of the various organizations competing for the interfraternity trophy. The Kappa Sigs and the Fijis still maintain their holds on first and second places respectively.

Friendly hall, by winning the handball tournament materially bettered its standing although it is still a good distance from the top of the list. Sigma Alpha Epsilon, Sigma Chi and Bachelorhood were the other finalists in the handball tourney, finishing in the order named.

Eight Are Eliminated
Semi-finalists and the order in which they finished were Phi Kappa Psi, formerly Kappa Theta Chi, Fijis, Kappa Sigs, A. T. O., Phi Sigma Pi and the Oregon club. The remainder of the campus organizations which competed, eight in number, went out in the first elimination round. The running off of the handball tournament has taken considerable time so that swimming, previously slated for this quarter may be postponed until spring.

Action was taken recently by the council favoring the elimination of boxing and cross-country from the intramural program, and subsequent moves, including the declaration of the Interfraternity council that it did not deem it advisable to continue its support of these activities, have resulted in the striking of boxing and cross-country from the program.

Wrestling Is Next

This leaves wrestling, tennis, baseball, track and swimming, with wrestling as the only sport for this season. Approximately three weeks will see the issuance of the first call for the intramural mat contests. By that time Coach Widmer will be through with his varsity meets and will be able to take charge of the do-nut bouts.

Widmer has issued a warning that all men who intend to participate in the wrestling events should begin training now as any type of wrestling, especially competitive wrestling, requires the best of condition and health. Men who

(Continued on page four.)

APPROPRIATION BILLS PASS THE LEGISLATURE

Two bills directly dealing with University appropriations passed both houses of the legislature yesterday. Word to this effect was received at a late hour last night from Dean Colin V. Dymont at Salem. One bill grants an appropriation of \$200,000 to the medical school at Portland for the next biennium. The other allows \$56,000 to the University to cover two-thirds of the fire losses incurred last August when the arts and journalism buildings burned.

The Carsner bill which proposed a wholesale reduction of the salaries of the faculty, and a bill which favored the drawing of the medical school appropriation from the regular University millage, were both laid on the table.

The bill to replace the burned buildings on the campus passed the senate by a vote of 21 to 1, with one senator excused from voting, and the medical school appropriation was passed by a vote of 23 to 6. It is understood that these bills were passed by large majorities in the house also.

Bees, Birds, Buds, Revival of Pigging, Sure Signs of Spring

Spring. That time of year when the sap begins to seep, the bees to buzz, the birds to tweet in the tree tops, the pigger to pig (cheaply). In fact all nature bubbles over with the exuberance of joyous life.

Advance information tells us that spring is on the way, despite the strange hold that winter seems to have secured. Last night a flock of wild geese honked northward. Little songsters are already on the ground seeking homes. Buds are beginning to burst forth in the chilly atmosphere. These are sure signs that the throne of winter is tottering.

The call of spring is beginning to be felt on the campus. Itching feet (not caused by negligence in abluition) are the plea of the trail, the mountain lakes. Already students are hiking, and more hikes are being anticipated.

The shadow of spring hovers over the millrace. The flotilla of caucuses is

being decked out for the coming season. Dates are being arranged for the first good day, and some of the adventurers have braved the stream already.

The tennis sharks are on the courts getting the kinks out for the spring grind, chasing the elusive pill about the cement. The courts are becoming as popular as the hot stove league in the corner grocery.

But it is the pigger that we are concerned with mostly. Spring is a godsend to the campus Lothario. Filled up on dates, shows, and tea splashes, he is glad to heed the call of the open, for financially it is a great success. The winter season is a steady drain on the bank roll, and pa tears his hair when the first of the month comes around.

Sweet spring. How wonderful of nature to provide us with an outlet for our pent-up enthusiasm. The pigger yearns for spring the year round.