

ONE OF GREATEST AMERICAN POETS HERE TOMORROW

Carl Sandburg, Modern Writer, Will Recite to Audience in Villard Hall

WRITERS WILL ENTERTAIN

Sigma Upsilon, Pot and Quill in Charge of Arrangements; May Edit Emerald

Tomorrow night at 8:15 in Villard hall, Carl Sandburg, one of the foremost of the modern poets, writer of "Smoke and Steel," "Cornhuskers," "Rootabaga Stories," "Slabs of the Sunburnt West," will recite some of his verse to an audience of Eugene people and students. Welcomed in every place that he has stopped, recommended highly by all, his coming is eagerly anticipated on the campus by new and old friends alike.

Pot and Quill, the women writers, and Sigma Upsilon of Ye Tabard Inn, men writers, have made extensive plans for the entertainment of the poet while he is in Eugene and will work in connection with Fred Michaelson, student chairman in charge of bringing Sandburg here, and who is, in a large measure responsible for the success of the enterprise. Tickets are on sale at every student organization.

The coming of Vachael Lindsay to the campus proved a success, gave the students an opportunity for meeting, conversing with and listening to one of the most talked-of writers of the day, and Carl Sandburg will serve to widen that acquaintance, to throw a different light, perhaps, or show a new angle of the literature which is building up so rapidly and from which it is so difficult to detach ourselves enough to judge. That he has been called one of the three greatest of the new writers should recommend him.

Sandburg Not a Cynic

Sandburg speaks in every day language to us, in idiom, in slang, forcefully and impressively. While some of his verse stings, and some of it has the harsh rasp of steel, he is not a cynic, a ranter or a critic. He is the calm impassive observer, recording what he sees in the life about him.

Just as his titles range from east to west, from city to prairie, his feelings and emotion varies from the clang and throb of intense life to the lazy leisure of a dusty country road winding off endlessly into a hazy sunset.

Large Crowd Expected

It is expected that old Villard will be filled to overflowing when the poet, loved by America, steps onto the stage.

Sandburg has had much newspaper experience and it is probable he will be asked to edit the Emerald the day he is on the campus. If he has not time to direct the news staff of the campus daily, he may be persuaded to take charge of the editorial column and "pound out" a few signed articles.

TRADE JOURNALISM IS TOPIC

Mrs. Naomi Swett of Portland, free lance writer and correspondent for trade publications all over the country was on the campus yesterday and addressed the eight o'clock class in reporting on trade journalism. Mrs. Swett has been engaged in this work for three years in Portland and told the students in Professor Turnbull's class of the way in which she started her writing for trade journalism sheets and of the rapid progress and success which may be attained if persons are systematic and take every opportunity to find a market for their work.

Bring a Jit and Dance a Bit Is Invitation of Women's League

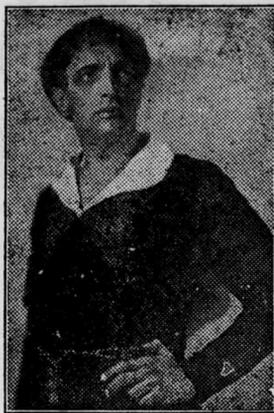
Who, what, when, where, why, and how? Answer: Women's League with help of students. Dance, hop, shindig. Two-thirty to five-thirty. Woman's building. Raise money, of course. Jitney dance. Have your jack ready.

The foregoing tells the tale. This afternoon all those who dance will convene in the gym of the Woman's building and stage a jitney jig for three hours. All the male element is urged to go down to the bank and have their dollars reduced to a flock of nickels.

Music? Don't worry about that. Jack Myers and his Mid-Nite Sons just got in from Muskealia with some new song hits and all their old ones, and everyone knows that when that gang of minstrels gets warmed up no hoofshaking found can resist the call of the maple floor.

Decorations? Nope. They ain't goin' to be none.

Noted Shakespearan Will Play in Eugene



Fritz Leiber

LEIBER PLAYS MACBETH HERE MONDAY EVENING

Students Select Production; Price Will Be Low

Fritz Leiber is to play Macbeth. This announcement concerning the Eugene appearance of the youthful and much-heralded Shakespearan actor was made yesterday after a representative vote was taken among the students in the English department as to the play that they wished to see, when Mr. Leiber comes to the Heilig theater Monday night.

Besides "Macbeth" Mr. Leiber plays "Julius Caesar," "Romeo and Juliet," "Merchant of Venice" and "Taming of the Shrew." The ballots which were sent to the students included all of these productions, and the vote for the favored play was nearly two to one, according to C. W. McKee, manager of the down town theater.

The unusual interest in the appearance of the famous player caused the local managers to get in touch with him in regard to prices and as a result University and high school students are to be admitted to any seat in the house for one dollar plus war tax. Others will be charged the usual prices for an offering of this type, which runs up to \$2.50.

Student tickets, which will entitle students to obtain the special price, will be distributed on the campus this week and will be obtainable at the various living organizations, the Co-op or the English department. These are to be presented at the box office of the Heilig lig after 10 o'clock Saturday morning.

"We expect every seat in the house to be gone by Saturday evening," Mr. McKee told an Emerald reporter last evening.

Fritz Leiber is hailed by many critics to be America's greatest Macbeth. Alice Duer Miller, author of "Manslaughter," is quoted in the New York Times as saying: "I have seen three other Macbeths—the three everyone else has seen. Mr. Leiber's is by far the most satisfactory—dramatic, romantic and educated."

Manager McKee, who was in charge of the local vote and who announced the selection of "Macbeth," made the following statement: "This is a happy choice, as this is Mr. Leiber's best performance."

Mr. Leiber is playing this week in San Francisco. Only the larger towns, with the exception of Eugene, are being visited on his western tour. He goes directly from here to Portland, and then on to Seattle and Tacoma. It was through the special interest of Calvin Heilig, owner of the Heilig theater, that Mr. Leiber was obtained for Eugene and the University.

'THE THREE SINS' CALLED FUNNIEST PLAY OF COMPANY

Farce by Bert Davies to Begin Three-Day Run Here on February 28

ALL-STAR CAST SELECTED

Stagecraft Class to Prepare Scenery for First and Second Acts

By Katherine Watson

"The Three Sins," a comedy by Davies, scheduled for February 28, and March 1 and 2, is among the funniest plays yet attempted by the Company. It is a farce built out of the experiences of two amateur writers, one of whom decides that both of them shall collaborate on a play.

Paul Hughes, author of "Glass Houses," feted by the countess of Epping who admires him and who also writes plays, is very much adverse to collaborating with the lovely lady, and to dissuade his attentions makes love to her. The rising dramatist's wife, who objects to countesses anyway, and hates to have her once modest husband's head turned, is bitter when she comes upon the two. The attentions paid Mrs. Hughes by Lord Oswald Bruce-Bannerman help to complicate the already muddled domestic relations of the Hughes'.

When, several weeks later, Paul Hughes sells a play, the plot of which the countess recognizes as her own, things become very warm indeed for the playwright. The play ends with the court scene, dealing with the countess's lawsuit, and thus the climax is capped in one of the funniest portrayals of a serious matter imaginable.

The scenery which will be used during the first and second act was given as a problem to be worked out by the class in stagecraft, each member submitting a design. The one worked out by Wilhelmina Becksted, with a few modifications by the class was the one which was accepted.

Hildegard Repinen plays the lead of the play in a very adequate manner. Her work in the past has been noteworthy, and her ability to portray comedy as well as tragedy is unusually good. Darrell Larsen will take the role of the dramatist and Star Norton will act the part of Mrs. Hughes.

The entire cast is composed of experienced members of the Company and promises an entertaining performance. Mr. Reddie is directing the production.

SLIDES ARE COLORED BY STUDENT OF UNIVERSITY

Lew Tyrrell Colors 40 Chinese Scenes for Extension Division; Another Set to Be Completed Soon

A set of colored educational slides of China, are being completed by Lew Tyrrell, a junior in the University, for the extension division. There are forty different scenes in the set showing various phases of Chinese life.

In coloring the slides, the most difficult problem is to get the correct color scheme, which must be true to life, rather than merely artistic. Mr. Tyrrell says. Japanese water colors are used to obtain the desired effect, and each slide requires from one hour to a day to color. The pictures for the set were found in the University library and the slides were made from these.

Rev. Bruce J. Giffen, University student pastor, has prepared a lecture for the slides. The demand for them is greater than can be met at present, with the waiting list growing daily. A set of Japanese slides, colored by Tyrrell last fall, has also proved very popular. says Alfred Powers, of the extension division.

R. Bruce Horsfall, bird and flower artist of Portland, last week finished coloring a set of slides on American wild flowers and also one on the distribution of plant life, for the extension division. There is a large demand from schools for these slides, as spring and summer approach.

STUDENT'S FATHER DIES

Stewart Sawtell, a member of Kappa Sigma fraternity, was called to his home in Portland last Wednesday, by the death of his father, a real-estate man, who died suddenly of heart failure.

Sawtell has withdrawn from school and will not be back until next term.

PLEDGINGS ANNOUNCED

Beta Alpha Psi announces the pledging of C. L. Kelly, A. B. Stillman, Russell Gowans, Henry Halverson, Sephus Starr, Owen Callaway, Walter Hempy, Albin Martinson, and Ray Harlan.

BUSINESS SCHOOL MADE CHAPTER OF MERCHANTS' BODY

Commerce Faculty Accorded Honorary Membership in Retail Association

THREE-DAY SESSION ENDS

Convention Accepts Bid of Lane Credit Men to Meet in Eugene Next Year

At the suggestion of L. L. Thomas, president of the Oregon Retailers' association in its closing session in the local Chamber of Commerce yesterday afternoon, the school of business administration of the University was made, by the convention, a chapter of the retailers' association, and members of the business faculty were invited to honorary membership. Upon the invitation of the University and the Lane County Credit association the convention unanimously voted to return to Eugene next year. A new step was taken by the merchants near the close of the business session when they voted to establish at the University a bureau for compiling average retail costs for the state of Oregon.

"I believe this is the most important step the association has taken in a number of years," said President Thomas after an almost unanimous vote had been cast in favor of creating the research bureau. An urgent appeal to the merchants to cooperate in the work of the bureau and to take advantage of the statistical information it would have to offer, was made by W. W. Hill of Portland and other members of the association.

The University chapter of the retailers' association will elect its own officers and carry on its business similar to the other chapters.

F. A. Nagley Gives Talk

Prof. F. A. Nagley, of the school of business administration, began the morning session in Villard hall with his lecture on "Some Selling Secrets that Build Business."

"Selling goods that won't come back to a customer that does," was quoted by Professor Nagley as a workable definition of salesmanship as it applies to the retailer. It is his opinion that "salesmanship is one of the most fascinating things in business, for it is based upon the fascinating work of dealing with the human mind."

"A salesman cannot create belief in the other fellow's mind unless he himself believes in it," was Professor Nagley's belief. A customer must believe in your store, in your goods, and in you the merchant, he told the retailers. In preparation for salesmanship three things were pointed out that were necessary: the salesman must know the goods, must know the mind of the buyer, and must know his own mind.

Five Motives Control Mind

According to Professor Nagley, the mind is controlled by five motives or gains, namely: gain of money, gain of utility, satisfaction of pride, satisfaction of caution, and yielding through weakness. The necessity of picturing in the customer's mind the use of which he could put the article and the advisability of suggesting uses that will remove excessive fear or caution, were stressed by the speaker.

"The secret of salesmanship is living the thing," he said. "Make it a part of yourself. Then do not forget this important factor. Never let a man leave the store feeling that he has been treated unjustly."

Prof. C. L. Kelly devoted the first half of his lecture to a presentation of the valuation of "good will" in the retail business. He also pointed out that a change in personnel must be a slow process, especially in the name of the firm or store, and that considerable attention should be given to cultivating the acquaintance and securing the confidence of the customers in your new field.

Research Work Described

Professor Kelly described the working plan of the Harvard research work in the business field as national in its scope and application and suggested that a similar research bureau be established at the University of Oregon for the state of Oregon.

By helping the merchant find out what his costs are and what profit he is making, who in turn can intelligently let the public know that he is not profiteering, a greater spirit of good will will be forthcoming among his customers.

"It will make it possible for you to prove convincingly to the customer that your profits are relatively small compared to the risks you experience and the service you give," said Professor Kelly. "In addition to this it will make for a more friendly feeling to"

(Continued on page three.)

MANAGER INVITES CAMPUS SCRIBES

EUGENE BUSINESS MEN MAY TRY TO CUT ORGANIZATIONS

12 Members of Ye Tabard Inn Descend on Proprietor of Theater for Last Night's Show

Eugene business men will probably line-up with the campus people who maintain that there are too many organizations in the University if honorary groups follow the example of Ye Tabard Inn of Sigma Upsilon.

One of the members of Ye Tabard Inn is Donald McDonald, manager of the Castle theater. McDonald, who was interested in literary work while on the campus, was recently notified that the active members of Ye Tabard Inn had invited themselves to see one of his best shows at his expense. The Castle manager immediately sanctioned the invitation and last night the campus scribes took in the free show.

There are 12 men in the Oregon chapter of the national honorary writer's fraternity.

MORE THAN 1500 HEAR PAUL ALTHOUSE, TENOR

Singer Retains All of Old Vigor and Charm; Say Critics

A large audience of University and Eugene people turned out to hear Paul Althouse, the famous operatic tenor of the Metropolitan Opera House, sing at the Methodist church last night. Early in the evening the auditorium began filling, and by the time the concert began, at 8:15 o'clock, practically every seat was taken. Approximately 1500 people were in the audience.

The tenor proved to be a great favorite with the audience, and they called again and again for encores, which Mr. Althouse graciously accorded. Critics who heard the singer at the time of his appearance in Eugene two years ago, say that the tenor has not only retained all of his old vigor and charm, but that, if possible he is more charming than before.

Following is the entire program, exclusive of encores, which was presented by Mr. Althouse:

- Group I
 - A. Chanson de Barbarine by Loret.
 - B. Tesyeux by Rabey.
 - C. Soupir by Dupare.
 - D. Chevalier Belle-Etoile by Holmes.
- Mr. Althouse
- Group II
 - Aria—O Paradise (L'Africana) by Meyerbeer.
- Mr. Althouse
- Group III
 - A. Valse No. 5 in A flat by Chopin.
 - B. Opus 39, No 12 by MacDowell.
 - C. Rhapsodie No. 6 by Liszt.
- Mr. Gruen
- Group IV
 - A. The Phantom Ships by Gruen.
 - B. All in A Lily White Gown by Martin.
 - C. Dafodil Gold by Hodgson.
 - 5. The Blind Ploughman by Clarke.
- Mr. Althouse
- Group V
 - A. The Last Song by Rogers.
 - B. Pleading by Elgar.
 - C. The Little Grey Road by Layton.
 - D. The Great Awakening by Kramer.
- Mr. Althouse

Rudolph Gruen as accompanist to Mr. Althouse performed his part exceptionally well, displaying in many of the more difficult parts native skill of musical execution and composition.

RIFLE TEAM SCORES HIGH

Results of First Stages Show Average of 900 Out of 1000 Hits

Oregon's prospects in the ninth corps area rifle match now in progress are exceedingly bright, according to M. E. Knowles, in charge of firing at the R. O. T. C. barracks. The average of the first team for the first three stages of the meet is approximately 900 out of a possible 1000. The average at this time last year was 850, and Oregon came out third in the match.

The team average will take a jump before the meet is ended, according to Lieutenant Knowles, who states that the hardest stages are now over. Stages fired are two prone, and one standing.

Individual scores of the team members averaging highest are: W. E. Buchanan, 9266; W. M. Aitken, 9166; T. N. Page, 9000; Sherman S. Smith, 8900.

The meet, in which all the colleges and universities in the ninth corps area are participating, will be finished this week, and results will be made known by telegraph.

NO EMERALD FRIDAY

The Emerald news staff today will enjoy the holiday with the other campus groups, and as a result there will be no Emerald tomorrow morning. The campus daily will make its appearance Saturday morning as usual.

VARSITY HUMBLLED BY W. S. C. TEAM; SCORE IS 40 TO 25

Lucky Shots from Middle of Floor Cinch Game for Pullman Cougars

LATHAM HIGH-POINT MAN

Stanford Is Doped as Winner in Southern Conference; May Play in North

By Ed Fraser

Washington State showed an unexpected burst of strength last night against the Oregon hoopers and downed the visitors by a 40 to 25 count. Practically all the counters came from long shots, and the Cougars were seemingly unable to miss any of their many attempts, a large majority going for baskets.

The Oregon team has apparently fallen into another slump, after losing the game to Idaho, for which they had been keyed up to a high pitch. According to a message received from Haddon Rockhey last night the Lemon-Yellow men played one of the slowest games of the year and their passing was poor, besides being very unlucky on their shooting.

Cougars Hold Lead

The Cougars maintained the lead throughout, the score at half time standing 24 to 17 in their favor. Latham was high point man with 17 points. The close guarding of Shafer and Chapman was a feature, but it was unavailing, as the Washington men doped them in from the middle of the floor seemingly with great ease.

Although Idaho has lost three games she has staged a wonderful comeback on her own floor, and so far has not dropped a single game there. At present it looks as if she will be tied with Washington for the championship of the northern part of the league, when the regular scheduled games are run off, and in this case will meet Washington in a post season game which she will no doubt win if the team continues to play the brand of ball it has been showing in the last two or three mixes.

Idaho Chances Good

The defeat of the Oregon Aggies at the hands of the Washington State Cougars was rather unexpected, and puts the Aggies in rather a poor position as far as winning the championship is concerned, for they have the hardest game of their trip ahead of them yet when they meet the Idaho five on the Moscow floor. It is considered practically an impossibility that the Vandals will lose to the Aggies on the Moscow floor, so the Corvallis quintet is apparently out of the race.

Oregon's defeat from the Vandals at Moscow and last night's loss to W. S. C. effectively knocked all championship hopes winding, that the Lemon-Yellow had been cherishing.

Prospects Bright for Next Year

The Oregon squad is one of the strongest in the conference this season and with every man but Zimmerman back and eligible next year Oregon should be able to win a majority of the games. The success of the team speaks wonders for George Bohler's coaching, for at the first of the season, all of the men were new with the exception of Latham and Zimmerman, and had the added disadvantage of never having played together.

The success with which Coach Bohler moulded them into a team shows beyond a doubt that he certainly knows his stuff, and next year should turn out a world beating quintet, with such a wealth of good material on hand.

Stanford is evidently the leader of the southern part of the conference, and at present it looks as if the Cardinals will be the team which plays the champion of the northern division. The team they have is rather small, but it is a fast, sure-shooting aggregation and will give either Idaho or Washington a real battle when they meet.

REGENTS' TERMS EXPIRE

Governor Expected to Appoint Two New Men to Fill Vacancies

Word was received from Salem yesterday that upon the expiration of the terms of office of A. C. Dixon and Charles H. Fisher of Eugene, as regents of the University, that the governor is expected to appoint Fred Fisk, state senator for Lane and Linn counties and either Judge Harris or Robert Kuykendall, president of the Alumni association.

According to the report Milton A. Miller of Portland is also an aspirant for a vacant position, but since he is not a resident of Eugene, his chances are regarded as slim. No statement was made by the University administration concerning the wire report, yesterday.