

LIFE INSURANCE MAN LECTURES TO CLASSES

W. G. Schuppel Speaks on Methods of Selling

W. G. Schuppel, assistant manager of Oregon Life Insurance company, gave talks before the insurance classes recently on the subjects of "Presentation" and "Closing."

From his own experiences and those of other men in the insurance field, Mr. Schuppel pictured practical examples illustrating points in approach, presentation and the closing of sales in the insurance game, principles that are applicable in any kind of salesmanship. Absolute sincerity was given as the basis of all successful sales, by the speaker, who pointed out that it never pays in the long run to hood-wink prospects.

To get away from the "I" and get over to the "U", which always interests the prospect, who is concerned in what is good for him more than anything else, to feel that the sale is made in spite of objections, that there are only about 22 possible objections to taking an insurance policy, and that the sales person should come to the close of the sale as soon as possible, were among the important points brought out by Mr. Schuppel in his lectures which were said by several of the students to be the most interesting ever given before the insurance classes.

Mr. Schuppel's talks are the closing ones of a series of four that are given to insurance classes each year. Other lectures were given by Mr. G. M. Sprague, general agent for Municipal Life Insurance Company, on "Ethics of the Life Insurance Profession," and by Robert W. Earl, local district manager of the Equitable Life Assurance Company, speaking on "Approach," last Tuesday.

COACHING SITUATION EXPLAINED BY HOWE

(Continued from page one)

a good coach, but because, with the alumni against him, he has no chance of getting the support and the players for successful seasons here.

On the other hand, there are several misapprehensions in the Journal article. It asks, if Shy really had the backing of the powers that appoint coaches at Oregon, why he got only a one year contract, and Spellman got a three-year contract. The answer is that Shy is a member of the Oregon faculty, carrying classes besides his coaching. All members of the Oregon faculty, including President Campbell and the deans, are on the annual reappointment basis. That does not imply dissatisfaction with President Campbell or Dean Dymont or anyone else. It is due to the fact that the law forbids the state institutions to contract indebtedness beyond the current year. The University can only contract with Huntington or any other coach it hires—one year at a time. That is why Gilmour Dobie is not coaching at Oregon. At the end of his first year at Cornell, he made Oregon a straight offer to come here, as coach on a five-year contract. It was found impossible to give him that type of contract, and he has

remained at, and become well satisfied with Cornell.

Bart Spellman is a part time coach, hired by the student body. He is not a member of the faculty, and does not have any contract with the institution. The student body can make any sort of contract it desires. But President Campbell has adhered firmly to the policy that all head coaches must be all-year men, and members of the faculty. Shy therefore had an annual reappointment, not in spite of the fact that he was head coach, but because of it.

The weak point in the football situation at Oregon is in the supply of material. There are a number of kinks to that, and it would take a separate letter, or two of them, to explain fully the difficulties involved in that matter.

FOUR ANTIQUE COPIES OF HERALD ARE FOUND

Papers Given School of Journalism by Judge Harris of Value to Senior Students

Four antique copies of the New York Herald bearing dates of publication during the fall of 1861 have been received by the school of journalism through the interest of Judge Lawrence T. Harris of the state supreme court at Salem.

Two of the copies were sent to Judge Harris recently by Mr. H. W. Devalon, representative of the National Thermometer Company, of New York, who discovered a year's file of the Herald in an attic of a business house which the company has occupied for some time.

Their historical value to newspaper students was immediately recognized by Judge Harris, who informed Mr. Devalon of his intention of passing them on to the University. Mr. Devalon, who has spent his summer vacations on the McKenzie, expressed his approval of this by forwarding additional copies making a total of four which are now a part of the library of the school of journalism.

These copies of the Herald are of particular value to seniors in the school who are studying newspaper history and New York journalism in the course in editing under Professor Casey.

PROFESSOR THACHER SPEAKS AT BANQUET

Oregon Writers' League Has Been in Existence Three Years; Interest Shown

Professor W. F. G. Thacher of the University school of journalism was invited to go to Portland as a guest of the Oregon Writers' league and speak at the banquet of that body held in Portland last Saturday evening. His subject was the appraisal of the short story.

The Oregon Writers' league has been in existence for three years, and has as its aim the development of a community of interest among professional writers of Oregon. Officers elected at the recent writers' week, were: Charles A. Carey, president; Mabel Parsons Holmes, of the faculty of the University extension center in Portland, vice-president; J. B. Horner, of the O. A. C. history department, secretary and treasurer.

The league expressed a great deal of interest in the authorship work at the University, Mr. Thacher said, and expressed a wish that it might make an official visit to the campus later in the year.

DEAN ALLEN NEARLY HOME AFTER TRIP

(Continued from page 1)

culinary art divided in three, four, or five courses, with a bottle of wine thrown in, cost us, including the gratuity, 13 to 15 francs for the two of us, that is, 70 to 90 cents. Here we pay that much for each of us, and the tip is additional, and there is no wine nor salad nor any vivacious smile nor pleasant word thrown in. You can always identify the beast from which the meat is cut, the vegetable is potato or Brussels sprout undisguised and unashamed and the seasoning is salt with maybe a little pepper. Nothing subtle, no romance for the palate. In spite of the language factor we felt more at home (and Dean Allen underlines the word home) in France than in England. I loved Italy, too, but Sally so strongly disapproved of some features of life there that for her the artist was largely sunk in the affronted sanitarian and raiser of babies. In France and Italy, too, there was an easy gaiety, an unfeeling spontaneous courtesy from everybody that made every day a joy. I found the Italian language easy and we had many interesting talks with all sorts of people, simple Italian helped out by sign language and bits of Latin—grammar all in the present tense. But now we are in London. I got some shoes half souled last night and couldn't understand a single word the cockney lady said until she repeated three times and I made a correct guess from the context.

"Sir Sidney Lee, the pioneer journalism teacher of England, telephoned tonight asking us to come out to his place Sunday, and from then on we have a constant succession of appointments. Colonel Lawson asks me to luncheon at the Garrick club, and I am to see other editors in their offices, and Mr. Snowden at the House of Commons. We are going up to Oxford next week-end to see Professor Carlyle and Mr. Wylie, and hope to run out to see Colonel and Mrs. Leader's people at Colleshill house.

"We didn't go to Germany, partly because of lack of time and partly because travelling Americans gave such discouraging accounts of tiresome difficulties encountered, so much standing in line at banks,

etc., etc., but accounts are so conflicting.

"We shall be very glad to get home again, though every day over here has been a joy and we hope to return some day," he concluded.

WITHDRAWALS GRANTED

Petitions of Six Students to Drop Courses Are Denied

The petitions of six students to drop courses in the University were denied and two petitions of students who wish to withdraw on account of poor health were granted at a meeting of the committee on academic requirements held yesterday afternoon.

Illness was considered sufficient grounds to warrant the withdrawal of the two students whose requests were granted, but the committee did not feel the justification for taking exception to the University regulation regarding the dropping of courses at so late a date in the term.

Members of the committee are Carlton Spencer, registrar; Dean Colin Dymont, of the college of literature, science and the arts; Dr. E. C. Robbins, dean of the school of business administration; Dr. F. L. Stetson, of the school of

education, and Dr. W. E. Milne, of the mathematics department.

AUTHOR AND JOURNALIST BUYS THACHER ARTICLE

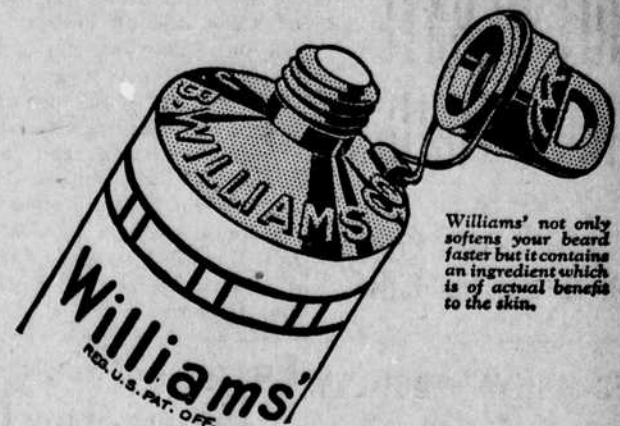
"The Short Story in the College" is the title of an article which Professor W. F. G. Thacher of the University school of journalism recently sold to Author and Journalist, a publication in the interest of professional writing. The article deals with cultural values in short story writing, the justification of courses on the subject in college curriculum, and some comment on its pedigree.

NATIONAL SECRETARY TO ORGANIZE WOMEN VOTERS

This afternoon at 3 o'clock Mrs. W. H. Bray, national secretary of the seventh region of the League of Women Voters, will speak at the Osburn Hotel, outlining the purpose of the organization she represents, and also regarding the advisability of organizing a local branch in Eugene. University women who are interested in the question of women voters are invited to be present.

PLEDGING ANNOUNCED

Delta Tau Delta announces the pledging of Phil Swank of Portland, Oregon.



\$250 in Prizes

This is the new Hinged Cap on Williams' Shaving Cream. Williams' is the only shaving cream having this convenience feature. We want you to tell us how the cap appeals to you. So we make this offer:

For the best sentence of ten words or less on the value of the Williams' Hinged Cap, we offer the following prizes: 1st prize \$100; 2nd prize \$50; 3rd prize, \$25 each; 4th prize, \$10 each; 5th prize, \$5 each. Any undergraduate or graduate student is eligible. If two or more persons submit identical slogans deemed worthy of prizes, the full amount of the prize will be awarded to each. Contest closes at midnight March 14, 1924. Winners will be announced as soon thereafter as possible. Submit any number of slogans but write on one side of paper only, putting name, address, college and class at top of each sheet. Address letters to Contest Editor, The J. B. Williams Co., Glastonbury, Conn.

Ladies:
Vanity cases
Vanity bags
Manjeure sets
Shell Ivory sets
Toilet sets
Ivory

For Men:
Military brushes
Smoking kits
Traveling kits
Razors
Watch fobs
Rings
Watch charms

When you want Christmas gifts, or suggestions, call on us—
We will have a nice assortment to choose from.

The University Pharmacy

11th and Alder Free Delivery Phone 114

Appearance Does Make a Difference

Time to get "trimmed" up

CAMPUS BARBER SHOP

Next to Co-op

CLASSIFIED ADS

Minimum charge, 1 time, 25c; 2 times, 45c; 3 times, 65c; 1 week, \$1.20. Must be limited to 8 lines; over this limit 5c per line. Phone 951, or leave copy with Business office of Emerald, in University Press. Office hours, 1 to 4 p. m. PAYABLE IN ADVANCE ONLY.

LOST—Pair dark tortoise shell rimmed glasses, Friday. Phone 1678-J. Reward. N-27-28

LOST—Half-grown cat, white and brindle with a touch of yellow. Telephone 1112-R. N-23

LOST—Pen and Eversharp pencil at O. A. C.—Oregon game. Please return to 1370 Beech St. Reward. D 4-5

LOST—Pen and Eversharp Pencil at Football game Saturday. Please return 1370 Buck Street. Reward. N-27-28

LOST—Pair of tortoise shell rimmed glasses between Ferry St. and Education building. Return to Emerald office. N-28

LOST—Gold wrist watch in reference room in main library. Inscription "From Frank to Mother." As watch is prized very highly, kindly call 389-J. N-27-28

It's the Final Touch

—that makes the room and gives it the much sought for "atmosphere." This desired effect is largely determined by the use of decorative accessories. Artistic fruit bowls and candlesticks wisely chosen give these attractive effects.

We are always glad to have you come in and let us help you select your furnishings from our stock.

Select Your Xmas Gifts Here

Johnson Furniture Co.

Telephone 1188 625 Willamette

Professional Directory

E. L. Zimmerman, M. D., Surgeon C. W. Robbins, M. D., Director Western Clinical Laboratories L. S. Kent, M. D., Women and Children 304 M. & W. Bldg. Phone 619	DR. W. E. MOXLLEY Dentist Castle Theatre Bldg. Phone 73 Eugene, Oregon
H. Y. SPENCE, M. D. Eye, Ear, Nose and Throat M. & W. Bldg. Phone 228	DR. L. E. GEORGE Dentist First National Bank Bldg., Room 7 Phone 1186 Eugene, Ore.
DR. WRIGHT B. LEE Dentistry 404 M. & C. Building Phone 42 Eugene, Ore.	W. E. BUCHANAN Dentist Office Phone 390, Res. 1403-L Suite 211, I. O. O. F. Temple Eugene, Ore.
DR. B. F. SCAIEFFE Physician and Surgeon 203 I. O. O. F. Bldg. Eugene, Ore. Office 70-J; Residence 70	DR. L. L. BAKER Eugene, Ore. Demonstrators diploma Northwestern University Dental School, Chicago. Gold inlay and bridge work a specialty.
F. M. DAY, M. D. Surgeon 119 East 9th Ave.	DR. IRVIN R. FOX Physician and Surgeon Phones: Office 627, Res. 1507 310 M. & W. Bldg., Eugene, Ore.
DR. M. L. HANDSHUH Foot Specialist Chiroprapist Corns, callouses removed without pain. No needles or acids used. Just scientifically re- moved without pain. Bunions, fallen arches, all other foot ailments positively cured. Ground floor. 613 Willamette St. Phone 309	J. F. TITUS, M. D. Homeopathic Physician and Surgeon Office, Brown Bldg., 119 9th Ave. E. Phone 629 Residence, Osburn Hotel, Phone 891 Phone 629
OLIVE C. WALLER Osteopathic Physician ORVILLE WALLER Physician and Surgeon M. & W. Bldg. Phone 175	DR. LORAN BOGAN Practice limited to extraction Dental Radiography Diagnosis Oral Surgery 938 Willamette Phone 303
DR. J. E. RICHMOND Dentistry Room 207 I. O. O. F. Building Phone 237 Eugene, Ore.	DR. A. J. ATWATER Dentist M. & W. Bldg. Phone 627
	DR. M. M. BULL Reasonable Prices for Good Dentistry M. & W. Bldg. Phone 627

FORMAL OPENING

JACK MYERS MID-NITE SONS

at the

College Side Inn

Warren Clark singing Latest Hits
A Unique Feature Dance
Other Special Attractions

Friday Nite, Dec. 7th

Make your date for Friday nite
DON'T MISS THIS OPENING

It will be chuck full of surprises. Dancing 8:30 to 12 P.M.

A royal Christmas present—the ARMSTRONG TABLE STOVE

Cooks 3 things at once

THERE'S sure to be somebody on your Christmas list who would be delighted to receive this wonderful stove!

You need only see it to understand why it is so popular. With it you can prepare a whole meal at the table! Getting breakfast is a quick and easy matter, and everything is served deliciously hot, without any tiresome going back and forth to the kitchen. And there is no

pleasanter way of getting up an informal supper or luncheon than with an Armstrong Table Stove.

It cooks three things at once, and enough of each for four people. Toasts, boils, fries, steams and broils.

Come in and examine this wonderful stove. Only \$12.50, including set of aluminum utensils—coaster, deep boiling pan, griddle, four egg cups and rack. Waffle, iron, \$4.00 extra.

Sigwart Electric Co.

933 Willamette Phone 718