

### Chain Stores Held Enemies Of Retailers

#### Association is Divided Into Groups to Discuss Problems

#### Salem Man Tells How To Treat Employees

The Oregon Retail Merchants' association yesterday broke up into discussion groups for the day. Practical problems were discussed by various merchants of the state.

Emphasizing the need for a strong organization as a measure of protection against the chain stores in the West, F. H. Connelly, president of the "Pacific Coast Retail Grocers' Association," of San Francisco, outlined the plans of procedure which might be followed to make the ideal of maintained re-sale prices work out to the satisfaction of the independent grocers, at the session held for the grocery dealers yesterday in the Commerce building.

#### Broader Work Needed

"The chain store is a common enemy," he said. "Our future depends on ourselves. We must help each other fight the invaders. California is in a position to take care of herself. The work needs to be extended along the whole coast."

Speaking on the question of price maintenance at the Tuesday afternoon session of dry goods division of the Oregon Retail Merchants association, which met in the Commerce building, G. H. McMorrin, of Eugene sounded a warning on what the chain stores are doing in Canada where they have made serious inroads on the retailers' trade. He said the same thing is happening here.

#### Remedy is Suggested

McMorrin suggested as a remedy that the public be informed concerning the chain stores' attitude toward civic improvements, to which he remarked, they did not contribute a cent. All their profits are sent to New York and other large cities, according to Mr. McMorrin. He expressed dissatisfaction with the way manufacturers ran up prices on articles that retailers had taken the trouble to advertise and make popular, thus increasing the demand.

B. E. Sisson, of Salem, addressing the retailers on "Salespeople and their Effect on Trade," said that when trade was lost to a merchant it was nearly always the fault of the sales force. If the merchant tries to remedy the situation, he should select his clerks with care, taking in no one whom he would

not be willing to meet socially, Sisson said. He should take time to talk with his clerks and meet them on a level footing.

#### Employees Well Paid

In his store, where he has had no trouble with his employees, Mr. Sisson says, he has paid them what he felt their services were worth, and advanced them as rapidly as possible, and aided them to obtain better jobs when he found that they were worth more than he could pay. He says he has organized a sort of club, composed of himself and his clerks who now go to dinner at some good eating house at 6 o'clock, and dine at his expense. They then return, listen to a social program, given by the employees, and afterwards talk shop. He thus keeps in touch with them and secures their enthusiastic support in his business. He says he is seldom troubled with shop-lifting, but that he believes that a discount of two per cent should be made in all stores to cover loss by theft.

#### Campaign is Explained

At the conclusion of the meeting, O. F. Tate, secretary of the association, explained an advertising campaign, which was received favorably by the members. This campaign, which is to be unusual because it is not directed against any mail order house, or chain store of any kind, is to set forward the history of the state and show that its growth is largely the result of the patriotic efforts of its builders, who have given their support to its home industries. The advertisement is to be printed once a week in local newspapers.

Merchants are by no means expert buyers, Greenbaum, of Salem, who addressed the dry goods division of the Oregon Retail Merchants' association Tuesday morning on "Wholesale and Retail Relationship," believes.

#### Advice Held Good

Many merchants, he said, stumble into business accidentally, and in such cases they had best take the manufacturers' advice on certain goods.

The chief grievance of the retailer against the jobber and wholesaler, declared Greenbaum, is their weakness for selling to the consumer, in however large quantities. The retail merchant is entitled to a legitimate profit on such orders, and especially in the case of state institutions, for, as one merchant said amidst a roar of laughing approval, "Why should we give these state institutions discounts? They don't discount our taxes."

Prof. A. B. Stillman, who addressed the meeting on selling dry-goods on an installment basis, advised that periods of time be arranged so the credit period would not extend longer than the average open account. This, he estimated, is approximately 60 days.

### Campus Chat

Helen Park, ex-'26, who has been working in Portland, is visiting Mrs. Eyer Brown this week. Miss Park, a major of the drama department, was one of the stars of the Guild Hall plays last year.

Helga Pollock, of Salem, is a week-end visitor on the campus. Miss Pollock attended the University of Oregon for two years, but for the past two terms she has been taking work at Willamette University. She plans to return to the campus next spring term to continue her work in the English department. While on the campus, Miss Pollock is a guest at Susan Campbell hall.

Emelia Burrell, '25, and Clifford Knodell, '25, were married December 30 in Hollywood, Calif., at the Burrell residence. Mr. Knodell is a member of Sigma Alpha Epsilon. They will make their home in Davis, Calif., where Mr. Knodell is connected with the sales department of the Standard Oil company.

Dean Alfred Powers, of the Extension Division, has moved to Portland, where he will have his headquarters. Mrs. Powers and their son, John Alfred, left for Portland this morning.

Mrs. Dean Walker, who has been visiting in Honolulu since the first of December, returned to Eugene Wednesday evening. She was accompanied on her trip by her mother, Mrs. O. I. Peterson of Astoria.

Dean H. D. Sheldon, of the school of education, who has been ill at his home for the past week, has resumed his duties. Prof. F. L. Stetson, of the school of education, is ill, and will not be able to meet his classes before next week and possibly later. His classes are conducted by his graduate assistants.

Principal R. U. Moore, and Prof. Means, of the science department of University high school, went to Roseburg Friday night to judge the debate between Roseburg and Eugene high school. The decision was 2-1 in favor of the latter. The victory gave to the Eugene high school the title of leading high school debaters of this district.

Prof. Homer Rainey and Prof. Earl Douglass, of the school of edu-

cation, have made definite plans for the summer. Dr. Rainey will teach at the University of Texas, and Prof. Douglass has accepted a position as instructor in the secondary education department of Stanford University, where he has taught for the past three summers.

Miss Katherine Slade, secretary of the Appointment Bureau is in Corvallis this week-end visiting Miss May Workinger, appointment secretary at O. A. C. Miss Workinger was here on business at the Appointment Bureau about three weeks ago.

Romance invaded the art department of the University in the last few days, and two wedding announcements are the result. Oleta (Pat) Sullivan, a senior in the English department, and Reginald Stewart, ex-'28 of the University, were married Saturday, February 13, at Corvallis. Miss Vera Hansen, instructor in the art department and graduate of the University of California, Southern branch, in 1925, was married to John McGinty of Eugene, Tuesday, February 9, at Eugene.

Mrs. Stewart will continue her school work, and retain her position as secretary to Dean Lawrence of the school of art and architecture. Mr. Stewart is a member of the "Oregon Aggravators."

Mrs. McGinty will continue her work at the university. Her husband has purchased the oil station at Fifth and Blair streets.

### Psychology

(Continued from page one)

The most men attaining high success in law are those who made high grades in law subjects at college. The same is true of the people listed in "Who's Who;" if they are not Phi Beta Kappas, they at least made high grades in the subjects related to the business in which they succeeded.

The time of day in which the tests are taken makes no difference in the score, Mr. Taylor declares. Freshmen taking the tests in the afternoon rated just as high as those in the morning sections. He says, however, if a person is tested all day, he will naturally be worn out in the afternoon, because of fatigue. However, if a student has not been at a high mental tension all morning, he will rate the

same in the afternoon as he would have, had he taken the test in the morning. E. L. Thorndike, of Columbia University, piled up so much evidence on this score, that, Mr. Taylor believes, there has been little question about it since.

"When you consider all the methods of judging a person," Mr. Taylor says, "the fairest is by psychological tests. The tests cover a wide field, and show up mental capacities as well as previous information."

"Most prejudice and fear of the fairness of the tests," he continued, "is due to two factors. People do not understand the conditions under which the tests are given, and do not understand that the tests are not intended to include all one's learning. The second reason is that people do not appreciate that these tests are relative, and not absolute. That is, no one is expected to answer every question. We have found by watching the progress of people who had previously taken our tests, that we have been much more accurate in our judgment than high school grades are, or someone's critical, observational judgment of that person."

"Intelligence tests are more fair than the writing of essays to determine intelligence. A student may

not be able to juggle words cleverly and yet he may have a brilliant mind. Whenever anyone comes to us to express a fear of the fairness of the tests, we can easily show that the manufacturers of the tests have taken everything into consideration while preparing them."

"Mr. Taylor is not radical at all," says Dr. Edmund S. Conklin, head of the psychology department. "He is not merely a mental tester, but is very well trained in psychology, and so has a critical background. He sees the defects of the mental test as well as the good, and he judges the results accordingly."

"Mr. Taylor has had experience doing this sort of work at Stanford under Dr. L. M. Terman, who is one of the foremost authorities on mental testing," Dr. Conklin continued. "At Stanford, as you probably don't know, all students who plan on entering the university must first take the psychological test to determine if they are mentally equipped for higher education." The University of Oregon is

working with the National Research Council, which is established on the commonwealth fund, and is therefore using the group of intelligence tests sponsored by the Council. In this way, all the information belonging to the Council or to all instructors working under them, is at the disposal of the University. Conversely, Mr. Taylor sends in reports of his discoveries or conclusions in the event that they might make the data on the tests more nearly complete.

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