

N.Y. Times Prints Review of Recent Quiett-Casey Book

'Principles of Publicity' is Discussed in 700 Words By Press Critic

The April 25 issue of the New York Times Book Review, which has just reached the campus, contains on page 2 a 700-word review of "Principles of Publicity," the work of Ralph D. Casey, associate professor of journalism, and Glenn C. Quiett of New York City. The New York Times is the second national publication to discuss the volume, the Survey having published a review last month.

The authors have been informed that the American Journal of Public Health will review the book in the May number.

"Messrs. Quiett and Casey have set out to define publicity and explain its methods," writes the New York Times critic. "They hope their book, which is based on their experience, will help the professional and occasional practitioner of publicity and may serve as a textbook."

"They seem to have succeeded very well. Social workers, secretaries of social and commercial organizations, ministers, teachers and business men will find in the book methods of making themselves heard in the clamor of modern life. The theatrical press agent who wants new ways of leaving clothes by the side of the lake, and the commercial press agent who wants new ways of hiding baking powder advertisements in free hints to housewives, will have to look elsewhere, however"

"The authors have no sympathy with the dissemination of dishonest, irresponsible and untrue statements. Legitimate publicity, they say, must compete as news or features with other material gathered by reporters."

The New York Times occupies a three-column position at the bottom of page 2.

The current bulletin of the American Association of College News Bureaus contains a 600-word review of "Principles of Publicity."

Millikan

(Continued on page three)

equipped with a \$90,000 building and the million-volt research laboratory of the Southern California Edison Company, with its initial \$75,000 equipment, Dr. Millikan has carried on an extensive research work.

Among the text books contributed is the Millikan and Gale Physics, which is at the present time being used in the high schools of the country.

Millikan With League of Nations
Dr. Millikan, who is chairman of the American Commission of the committee of intellectual cooperation of the League of Nations, is quoted in the April issue of World's Work on narrow nationalism. "We cannot say that as a nation we are big enough to stand by ourselves, that other nations mean absolutely

"Student Prince" In Eugene On Tuesday, May 11

The Messrs. Shubert's beautiful and elaborate operetta, "The Student Prince," which is being heralded as the one big legitimate production of the present era, is coming to Eugene for a single performance at the Heilig theater Tuesday, May 11.

"The Student Prince," is something every playgoer should see, is the word here. It is a musical production that combines harmony, beauty, excellent dancing and comedy within a space of three hours and into the formation of the greatest operetta of our day.

"The Student Prince," is the story of "Old Heidelberg" made famous in 1903 by Richard Mansfield and now brought up to date. It is an opus that has been three years in the making, with each unit, whether the department of its score, or the selection of its chorus, carefully chosen.

Of especial importance is its large male chorus of 60 which received such enthusiastic tribute from the critics. Another feature is the score by Sigmund Romberg. These combined with an excellent cast that includes many musical favorites, set "The Student Prince" as the best play of the era.

Seat sale will not open in the box office at the theater until Monday, but mail orders are now coming in and are being filled as fast as possible.

Canoe Paddling to be Taught to Women

ANY University girl who wants to take a two week's course in canoeing, without credit, may do so. Mary Jo Shelly, coach of this millrace sport, is conducting a voluntary class every Monday, Wednesday, and Friday morning at 8 o'clock. Those desiring to enter this class may sign with Miss Kerlee, secretary to the women's physical education school, and then report to the anchorage at the class hour. The only requirement is that the student must be able to swim two lengths of the tank in the women's gymnasium. The third section will begin classes Monday morning, May 10; the fourth division starts practice May 24.

nothing to us. When we listen to that kind of talk we are listening to an appeal to American selfishness, American greed, and American bumptiousness." The physicist is known in Pasadena as a man of public spirit and works, joining eagerly in community life. In speaking of the relation of science to religion, Dr. Millikan has said, "The purpose of science is to develop without prejudice or preconception of any kind a knowledge of the facts, the laws and the processes of nature. The even more important task of religion is to develop the consciences, the ideals, and the aspirations of mankind. The scientific and religious sides of life often come into contact and mutually support each other. Science without religion obviously may become a curse rather than a blessing to mankind, but science dominated by the spirit of religion is the key to progress and the hope of the future."

Science Service Comments

The Science Service, edited under the auspices of the National Research Council at Washington, D. C., in recognition of the importance of Dr. Millikan's latest discovery, says, "The Millikan rays and the forces behind them may easily be one of the few universal fundamental laws or facts and may be in the same class with gravitation." Visitors from Portland and Corvallis are expected to be here during Dr. Millikan's visit for the purpose of meeting him and hearing him lecture. Students and faculty who wish to attend the special luncheon which will be held this noon at the Osborn Hotel must call Dr. A. E. Caswell at 590, before 10 o'clock this morning. The cover charge will be fifty cents. Dr. Caswell especially urges students interested in science to meet Dr. Millikan.

Dr. Harry B. Yocom, president of Sigma Xi and a graduate of Oberlin College, will introduce the speaker at the address tonight. Special music for the assembly will be furnished by the combined University glee clubs singing, "Land of Hope and Glory," by Elgar.

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Noted Scientist To Handle Work In Psychology

Dr. Madison Bentley of Illinois on Campus This Summer

"The University of Oregon summer session is fortunate in securing Dr. Madison Bentley to teach courses in psychology," says Prof. F. L. Stetson, director of summer school.

Dr. Bentley is at present head of the psychology department at Illinois. He is also president of the American Psychology Association. He is particularly known because of his writings. Among his writings are articles in psychological and scientific journals. Dr. Bentley edited the Psychological Index, and is at present editing the Journal of Experimental Psychology.

Dr. Bentley is a member of Phi Beta Kappa and Sigma Xi, and a fellow in the American Association for the Advancement of Science. He will offer several courses of great interest to students of psychology. Among these will be an upper-division course called a general survey of the field of psychology, and a graduate course, the main trends of psychology in the last quarter century.



It's Cruelty to Cravats!

IT'S REALLY too much to task of one hard-working tie that it carry the whole responsibility of keeping the "Vital V" of your costume looking neat and fresh and presentable.

Think of facing the world day after day—its wind and weather, its sun and showers—and keeping up a cheerful front! No chance to relax long enough to let the wrinkles flatten out.

Man, it doesn't pay! Ties last longer if you treat 'em kindly. Buy a Fashion Craft or two today and brighten up the "Vital V."

For style and value and wear—

FILL IT WITH a **VITAL** Fashion Craft
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In the Screen Version of The Popular Novel—

"MY LORD OF THE DOUBLE B"

"The LADY FROM HELL"



He also will have a graduate seminar. Dr. E. S. Conklin, head of the department of psychology, who will also teach at the campus summer session, knows Dr. Bentley personally, and says that he has a charming personality, is an excellent scholar and an inspiring teacher. Dr. Conklin will give courses in general psychology, and he announces that there will be a beginners' laboratory for students who have not yet completed their laboratory requirement.

Dr. Howard R. Taylor, of the local faculty, will have charge of the psychology department at the Portland session. He will offer a course in elementary psychology and one on the psychology of learning.

SUBSCRIBE FOR THE EMERALD

Professor Thacher Shows More Sales Needed, in Article

"They've Got to Spend More," is the title of an article by W. F. G. Thacher, professor in the school of journalism, published in the May number of Western Advertising.

Mr. Thacher gives a brief review of industrial and economic conditions of our times, pointing out that by improvements in manufacturing and distributing methods, there is a constantly increasing output of goods. He gives as the chief problem, finding an outlet for this increase in productivity.

The illustration of a shoe factory

is used to show that by the introduction of a labor saving machine, a 10 per cent increase in productivity is gained. The various effects such an increase might have are considered.

The application of this to the use of advertising is to show that there must be a constant program of education and persuasion in order that consumption may keep abreast of the constantly increasing production, according to the article.

The conclusion is that after all the text isn't far from right, only that people must learn to want

more goods and must find ways and means of paying for them.

A Stitch in Time Saves Nine— BUT

Your shoes rebuilt in time save more than nine dollars in new shoe bills.

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Would You—

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World's Greatest Rifle Shot

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Oregonian REVIEW

"DANGEROUS CURVES BEHIND"
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TOPICS OF DAY

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Give "HER" this one—you can exchange it later for a larger stone at full purchase price. Blue-white and tastefully mounted.



Brilliant \$150

Perhaps the finest value ever offered at even near this price. Glowing fiery diamonds in choice mountings.



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This gorgeous ring will cause "HER" to be the envy of all her friends—see it tomorrow! Beautifully mounted.



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Select from a large variety of mountings of white-gold set with blue-white diamonds of great brilliancy and fire.

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