

Chamber of Commerce Secretaries To Be Greeted On Campus

Date Set for Annual Meet Latter March

Eugene Organization and School of Business Ad Sponsor Conclave

Relation of Service Clubs Will Be First Topic

With distinguished speakers scheduled and the program nearing completion, plans for the tenth annual conference for chamber of commerce secretaries, to be held on the campus during spring vacation, March 24, 25, and 26, are advancing rapidly.

Visiting delegates will be housed at the men's dormitory, and the meetings will take place in Commerce hall under the auspices of the Eugene chamber of commerce and the school of business administration.

Program Mentioned

Of especial interest on the first day's program will be a discussion of the relation of service clubs to chamber of commerce organizations. This topic will be presented by Charles F. Walker, district governor of Kiwanis.

The chief topic of the second day of the confab will be on the operation of the federal farm board. William H. Schoenfeld, who is in charge of the United States bureau of agricultural economics at Portland, has been invited to present this paper and lead the discussion. The program committee is hoping that he will be able to attend and be the one to present the subject to the visiting secretaries.

L. W. Hartman to Speak
L. W. Hartman, who will lead the last day's discussion, which will center around the question of foreign trade, has been on the campus before, having spoken before students of the business school last year. The subject of his paper will be "Foreign Trade Scouting."

Marshall Dana, editor of the Oregon Journal, will assist Hartman with the day's program. Mr. Dana has recently returned from New Zealand where he has been studying the dairy situation with the purpose in mind of bringing ideas back to Oregon that will assist the state in the improvement of one of its most important industries. He will also give a talk during the conference on Oregon berry products.

Dudley Principal Speaker
The principal speaker of the three-day session will be A. S. Dudley, secretary of the Sacramento chamber of commerce and president of the national association of chamber of commerce secretaries. He will give a talk each day. "Chamber Finances—Securing and Disbursing" will be his subject on the 24th. His topic for the second day's program will be "Marketing California Products," in which he will explain how California has been successful in placing her products on national markets. He will connect his subject with possible solutions and reforms in the Oregon method of marketing. "State-wide Advertising" will be his lecture topic for the closing day.

Technical Subjects Listed
F. O. Hagie, secretary of the Yakima, Washington, chamber of

LIBRARY STEPS

The following men are instructed to report on the library steps today at 12:40 sharp for violation of traditions:

No lids—Dick Dickinson, Eddie Wells, Russel Osgood, Bob Goodrich, Eugene Mullins, Wes Edwards, Courtney Wheat, Homer Smith, Dean Wentworth, Hale Greenman, Donald Saunders, Roy Craft.
Wearing cords—Alden Swabinder.

KARL GREVE,
President of Oregon Knights.
BRADSHAW HARRISON,
President of Order of the O.

Noted Architects Outline Value of College Training

Practical Esthetic Phase Said Best Supplied At Universities

Three Authorities Guests Of Dean Lawrence

Fine arts, as portrayed in architecture and allied fields, have a very practical as well as aesthetic phase for the American people today, and an inspiring leadership, which can best be supplied at colleges and universities, is greatly needed, it was declared by three outstanding architects of the United States, who visited the campus of the University of Oregon this week. These three, C. Herrick Hammond, president of the American Institute of Architects, and J. Monroe Hewlett, vice-president, and Fred F. Wilson, director of the western mountain division, were guests of Dean Ellis F. Lawrence and members of the school of architecture and all spoke at a banquet given in their honor.

Industrial Method Efficient
Industrial methods of production have become so efficient in this country that a surplus can be created even when labor works only a limited time, it was pointed out. Arts should be the form of investment for this surplus of material and labor, as this is the most lasting contribution that can be made for humanity. The United States, therefore, should now be entering upon its greatest period of artistic development, due to the

heights reached in efficiency in production.

If people are taught an appreciation of architecture, painting, sculpture, fine printing and other arts, their excess energy will be diverted along these lines and the country will benefit. If this appreciation is lacking, the excess may be diverted to other fields, such as cheap amusements or even activities that are very detrimental to the people and the race as a whole. It is up to institutions to train leaders who will be able to influence the great masses of people, and the best institutions for this purpose are colleges and universities which draw their membership from an extensive area and from small classes of population.

Plan Receives Praise

All three visitors expressed enthusiasm for President Arnold Bennett Hall's plan of fine arts education at the University here. Dr. Hall is seeking to arrange the courses and other facilities here so that students may gain enough knowledge of the arts for an appreciation, rather than merely training a few to be artists. At the same time, it is planned to make the courses for artists more intensive, so that they will receive the utmost in education in their chosen field.

Dr. Hall's plan is already being put into operation in both the school of music and the school of architecture and fine arts. Courses in art and music appreciation have already been formed, and students are further encouraged through concerts, exhibitions, and other displays of achievement in the arts.

2. WORK FAST, MISTER, OR YOU WON'T BE GOING TO THE SENIOR BALL.

Movies

Evelyn Shaner, Editor

AT THE McDONALD—

We all remember the dashing, smashing Cisco kid of Old Arizona fame and Warner Baxter who so cleverly enacted it. He is just as clever, just as dashing and just as smashing in his new venture, "Romance of the Rio Grande," Antonio Moreno and Mary Duncan are added attractions to this splendid show.

AT THE HEILIG—

Georges Carpentier has a charming lisp and a most engaging smile when he does his stuff (vaudeville time) in "The Show of Shows," which is bringing record crowds to the Heilig theater. Patsy Ruth Miller and demure Alice White vie for his

favor and it seems to be a draw with him as far as we could tell.

AT THE REX—

"Tanned Legs" sounds as though it might be a story of a bad boy and an irate father, but you never can tell. It turns out to be a fast delineation of twentieth century youth a little past the hair-brush age.

AT THE STATE—

The three Moore brothers get into some terrible messes in "Side Street," playing at the State theater, but all the way through they give a faithful portrayal of brotherly love at its highest pitch.

AT THE COLONIAL—

"The Single Standard" opens today at the Colonial. The famous Garbo and Nils Asther are very effective leads in this daring portrayal of modern morals.

A Remembrance

Valentine's Day . . . a cherished tradition the world over. Why not give her something that she can keep . . . something by which she can remember you throughout the entire year. The Oriental Art Shop has any number of appropriate little gifts that she is sure to enjoy and covet.

Oriental Art Shop
Off Eugene Hotel Lobby

Conference Directorate Is Honored

A banquet honoring the High School conference directorate will be held at the Eugene hotel tonight at 6 o'clock. Members attending will be guests of the A. S.

Yale, Dartmouth, Columbia, and Pennsylvania are to play their baseball games with the coaches on the bench.

BURN YOUR SOLES TO WEBER'S WICKED WARBLERS. SOPH BANQUET FRIDAY NIGHT.—Adv.

"A"

WOMAN knows that it's trifles that make the ensemble perfect. It's the little touches of personality that give the key to the secret of her charm, and of course one of the main points is costume jewelry. Of course the entire success of jewelry depends on one thing . . . appropriateness . . . and here, you may have the assurance that we will help you make the best selection, whether it be for formal, or sports wear. And at prices which afford you sufficient variety.



For Quality

College Side Inn

blue?

Don't let those mid-term grades get you down . . .

Join the crowd at the "Side," and after a good square feed and a chat with the old gang everything will be o. k.

Did you ever try a
Chocolate Eclair?

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Smart Styles
For Evening
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A varied interpretation of the new long fitted gowns may be found here . . . sophisticated formal frocks in brilliant and subtle shades of taffetas, georgettes, satins, and crepe.

Also a Special Rack of Formals
at \$10

BEARD'S

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856 Willamette

CALLS FLOOD KORE STUDIO FOR REQUESTS

(Continued from Page One)

pared favorably with those so far presented.

Program Is Listed
The complete Sigma Nu program follows:

Vocal solo . . . Truthful Parson Brown
Bob Goodrich
Trio . . . I Never Knew
Bob Goodrich, Bill McLaren, and Kelly Slocum
Clarinet solo . . . Shufflin' Mose
John Robinson
Vocal solo . . . Lonesome Road
Ed Fisher
Vocal trio . . . St. Louis Blues
Sigma Nu trio
Vocal solo . . . There's a Rainbow Round Her Shoulder
Bob Goodrich
Vocal trio . . . Who's Sorry Now?
Sigma Nu trio

STATE

FRIDAY—SATURDAY

The Daring
Exploits of
Fiction's
Most Reckless
Adventurer!

Samuel Goldwyn
presents
Ronald COLMAN
BULLDOG DRUMMOND
A "Savage"
By F. RICHARD JONES
PRODUCTION

UNITED
ARTISTS
PICTURE

Leaving Eugene
No. 10 . . . 7:35 A. M.
No. 16 . . . 2:10 P. M.
No. 22 . . . 6:15 P. M.
Arriving Portland
No. 10 . . . 11:20 A. M.
No. 16 . . . 5:45 P. M.
No. 22 . . . 10:00 P. M.
Leaving Portland
No. 5 . . . 8:00 A. M.
No. 9 . . . 1:45 P. M.
No. 17 . . . 6:10 P. M.
Arriving Eugene
No. 5 . . . 11:40 A. M.
No. 9 . . . 5:25 P. M.
No. 17 . . . 9:50 P. M.
No connection to Corvallis.

Oregon Electric Railway

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Adults 25c Kiddies 10c

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SATURDAY



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GARBO

in
"The Single Standard"

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TODAY ONLY

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Hardy
Comedy

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