

# Merchandising To Be Subject Of Talk Today

### Miss Mahoney Will Speak In Alumni Hall at Four o'Clock

### Discussion Is Last of This Term on Vocations Open to Women

Retail merchandising will be the subject of the weekly vocational talk for women this afternoon at 4 o'clock at Alumni hall. Miss Mary Mahoney, educational director of Meier and Frank's in Portland, will be the speaker at the last meeting of the term sponsored by the Associated Women Students.

In her position as educational director, Miss Mahoney handles all the employment of women at the Portland department store. All girls employed or fired go through her office. In addition, she is in charge of training the women employees in the methods of the store. She handles all personnel problems among the women in the store organization.

**Open up New Fields**  
"Miss Mahoney is very interesting and I expect her talk here today will open up many new fields to the women who hear her," declared Mrs. Hazel Prutsman Schwering, dean of women. Courses in the University which are particularly beneficial to the woman going into retail merchandising are merchandising and

salesmanship, according to David E. Faville, dean of the school of business administration. The woman who wishes to take up personnel or educational work in department stores must have special training at one of several schools established for that purpose in addition to regular college work.

**Is College Graduate**  
Miss Mahoney graduated from Washington university in St. Louis, Missouri, in 1920. For the past ten years she has been connected with Meier and Frank's.

Since so many women have entered the business field in the past few years, and many more are entering at present, Miss Mahoney's talk here is considered to be particularly appropriate and should be very beneficial to the women of the campus who are planning to go into the business world when they finish school, A. W. S. leaders said yesterday.

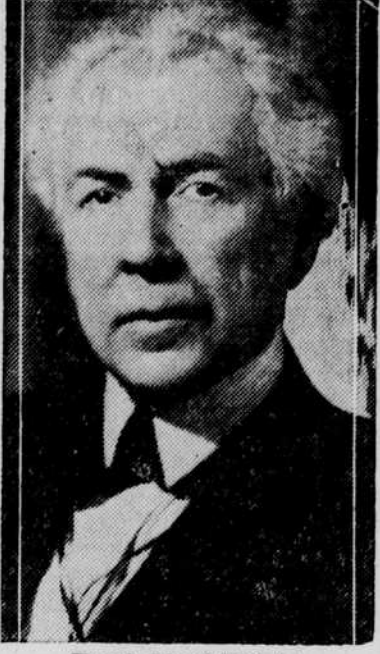
**Arrives at 2**  
Miss Mahoney will arrive in Eugene about 2 o'clock today. Appointments may be made at the dean of women's office to meet her between 2 and 4 o'clock today; also for tomorrow morning, for those who wish to see her then.

Today's talk is the last of its kind to be given this term. Miss Florence Ruby, personnel director of Olds, Wortman, and King's, of Portland, was the first speaker, talking on "Vocations Open to Women." Mrs. Miriam Truax Hamlin spoke on clinical psychology at the next meeting. Miss Mary Annin, executive secretary of the Lane county American Red Cross, talked on social work. The work of the librarian was next, described by Miss Harriet C. Long, state librarian. Miss Bertha Stuart, Portland interior decorator, discussed commercial art for women. Last week's speaker was Miss Elnora Thomson, director of nursing education at the school of social work in Portland, who outlined the profession of nursing.

**OREGON DEBATERS WILL MEET OSC TOMORROW**  
(Continued from Page One)  
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Mrs. Hazel Schwering, dean of women, visited Mills City high school on February 25, and addressed the student body assembly on the subject of the cultural and vocational aspects of the University of Oregon. She also talked to members of the girls' league, on problems of girls' league organization.  
Wayne L. Morse, associate professor of law discussed the results of the recent Oregon crime survey, in a radio address over the local station, KORE.  
On February 23, F. S. Dunn, department chairman of Latin, talked to the Corvallis faculty women's club on the subject of "The Aeneid in Art."

# Frank Lloyd Wright, Modern Architect, Said Most Brilliant

Declaring that Frank Lloyd Wright, noted American architect who is coming to the University of Oregon March 7 for a lecture, is "our most brilliant modernist," an article in the March issue of the American Mercury by Claude Bragdon is lavish in its praise of the work done by this distinguished artist. Mr. Bragdon, an architect himself, is regarded as one of the leading writers in this field in America.



Frank Lloyd Wright

Mr. Bragdon rates Mr. Wright with Louis Sullivan, the creator of architecture of the skyscraper, but says he is a "pupil of Sullivan's but in no sense an imitator." Telling of the advanced ideas of Mr. Wright, and of Hugh Ferriss, who is described as an "architectural rendered," Mr. Bragdon says, "turning the pages of Ferriss' book we may read not only the last skyscraping word, but the one which has not yet been uttered, for both Ferriss and Wright have conceived the skyscraper of the future as having its walls of glass, not supported by masonry, but hung from a steel framework."

"Wright's working drawings of his own conception of an all-glass skyscraper have already been published in the architectural press. It may interest the reader to know that the modernistic architecture all the way from Rhine to Stockholm and Helsingfors is known in Europe as 'the American style,' because originally inspired by Sullivan and Wright whose work was given an early and wide acceptance abroad, and only a grudging and tardy one at home.

"Drawings and photographs of Wright's work were published in Germany in typographically admirable editions which were widely circulated. These influences had an effect upon the contemporary architecture analogous to that of

the Roman Vitruvius upon the Italian Renaissance, and the books of Vignole and Palladio upon English eighteenth century architecture. That is to say, the modernistic movement in Europe received the stamp of Sullivan and Wright by somewhat the same process and to something of the same extent that Italian renaissance architecture received the stamp of Imperiale Rome, and English renaissance of the Italian.

"Although the modernistic movement in Europe is now advancing upon its own lines that original stamp remains indelible."  
The article in the Mercury is on skyscrapers, a subject on which Mr. Wright is an authority, and which is expected to form part of his lecture here. He will speak Saturday evening at the school of music auditorium, and he will bring with him an exhibition which will be hung in the school of architecture for three days.

# WHAT SHOW TONIGHT ?

Colonial — Evelyn Laye in "One Heavenly Night."  
Heilig — "Cimmarron," with Richard Dix.  
McDonald — "The Royal Family of Broadway," with Frederic March and Ina Claire.  
State—Double bill.



Frederic March as Tony Cavendish in "The Royal Family of Broadway," at the McDonald.

**May Show Art Films**  
The most exciting theatrical news of the week-end is the rumor that S. Stephenson Smith and George Godfrey will sponsor presentations in Eugene of some of the sensational foreign films that have caused such a furor in the larger cities. It is said that "Ten Days That Shook the World," "The Cask of Dr. Cagliari," and others will be among the first screened.

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There are not more than two or three movies a year that make a reviewer want to shout their praises from the mountains. Because it is necessary to praise many films that really don't deserve it, he is at a loss for terms of enthusiasm. Such are his feelings after seeing such a remarkable picture as "The Royal Family of Broadway," playing today at the McDonald.  
Based on the private life of America's best known stage family, the Barrymores, the film has Ina Claire, Frederic March, and delightful cast. They play in order, Ethel, John, and their mother. Written by Kaufman and Ferber, the script is at all times in good taste, (it never becomes a "peep" show) is clever in a sophisticated manner.  
All we can say is that it gave us the biggest thrill since first seeing "Old English."

The Heilig theatre presents from Tuesday to Sunday the long heralded "Cimmarron." The movie is taken from Edna Ferber's well known novel by the same name. Richard Dix stars as Yancey Cravat and is ably supported by Irene Dunne as Sabra, his wife. The production staff of Radio Pictures has spared nothing to make of this picture a truly remarkable and worthwhile cinema.

**State Has Double Bill**  
Another of the State theatre's popular double bills, booked for today and Wednesday, includes Ann Harding in her popular "Paris Bound," and the last talking picture of the late Milton Sills, "Man Trouble."

**English Actress Makes Debut**  
Evelyn Laye, one of merrie England's fairest enchantresses, and with a voice as lovely as her face, makes her talkie debut in the cur-

rent Colonial-United Artists' first run release, "One Heavenly Night." She is co-starred with John Boles.  
The tale of the picture deals with old world romance and adventure. From Budapest to the Hungarian countryside, it weaves a fairy tale that is too infrequently used as a screen subject. Louis Bromfield wrote the script.

### Math Contribution Is Made by W. E. Milne

In a recently published book, "Numerical Mathematical Analysis," W. E. Milne, professor in mathematics, has a contribution dealing with the method for the numerical solution of differential equation.  
The method appearing in the textbook, which gives a practical application of mathematics to many of the sciences, is the result of a research originally published by the American Mathematical Monthly.  
Professor Milne will soon have a paper dealing with the maximum absolute value of the derivative of function used in statistics appearing in the mathematical journal, Transactions of the American Mathematical society.

### Faucault Pendulum To Be Installed in Deady Hall

Apparatus for conclusively proving that the earth rotates has been received by the physics department. It is known as the Foucault pendulum and will be installed soon.  
The apparatus consists of a huge 260-pound iron ball, which will be suspended by a piano wire from the ceiling of the third floor of Deady to the basement.

# Miss Hair Home From Eastern Oregon Travels

### Talks With African Boy, Chinese Girl, and Aged Woman

Miss Mozelle Hair, director of organization and administration of extension division activities, returned to the campus Saturday from an extended trip through eastern Oregon, where she held conferences with correspondence students and addressed a number of women's clubs, parent-teacher associations, and other educational groups.

Miss Hair reports an interesting conference with Mrs. Nellie R. Grace, 87 years old, who is at present taking a course in versification from the extension division in order that she may prepare poems for publication which were left by her sister, Mrs. Ida Roberts, who, before her death, completed several Oregon correspondence courses.

**Sees Missionary's Son**  
Another student interviewed was a high school boy who is taking an entrance course in mathematics. The student was born in Africa, where his father was a missionary. After completing his high school course, he plans to attend the University of Oregon.

Miss Hair had tea one afternoon with Mrs. Hill of La Grande, another student in versification, who has become so interested in the course that she has constructed a studio in her own home where she has her desk and all her books. Mrs. Hill had a son who attended Oregon for two years and then graduated from an eastern medical school. Her daughter, too, was a student at Oregon.

**Oregon Lures Chinese**  
A Chinese girl, Marjorie Fong, of Baker, visited Miss Hair and expressed her intention of coming to the University of Oregon to major in chemistry and study physical education. She is particularly interested in the coaching of sports and games. Miss Fong is at present taking a course through correspondence in English composition.  
Miss Hair met a number of high school students who are planning to come to Oregon, and found a great many people interested in the summer sessions and cruises. She visited Jessie Calkins Morgan, a sister of Jeannette Calkins, alumni secretary on the campus.

# Potwin, Miller Go 'Slumming' As Rest From Debate Trials

Arthur Potwin and Robert Miller, varsity men debaters, who returned from a tour Sunday similar to that taken by the varsity women two weeks ago, yesterday claimed that they had gone the women debaters one better, and had gone "slumming" in Seattle.

"We had a dandy time on the tour," the Oregon men said upon returning, "and met with great hospitality and appreciative audiences wherever we went."

The debaters upheld the affirmative of the question, "Resolved, That the expansion of the chain store is a detriment to the best interests of the American people," throughout their tour, which included Whitman college, Washington State, University of Idaho, and the University of Washington.

The Oregon men encountered all kinds of weather, all kinds of trains, and all kinds of audiences on their trip. They stayed in Pendleton, Sunday, Monday, and Tuesday, where Potwin was entertained by friends, and Miller stayed at his home. The debaters arrived in Walla Walla, Tuesday, in time for the debate with Whitman college. When they left Walla Walla, Tuesday night, for Pullman, the men didn't realize what a night of it they would have. Three times during the trip they were obliged to arouse themselves and change trains, but they finally arrived at their destination.

Wednesday afternoon they met Washington State, and in the evening were driven by the University of Idaho coach to Moscow. After having roamed in the heat at Pendleton, it was quite a shock to see Moscow covered with snow. The debaters were given the privilege of contesting before the entire population of Troy, a little town just outside of Moscow, which, Potwin said, turned out "man, woman, and child."

It was in Seattle that the two travelers enjoyed themselves the most. They had all of Friday to spend, as their debate wasn't until Saturday afternoon. The two debaters cast aside their dignity and went slumming, taking in all the dime shows. They enjoyed themselves immensely until they ran out of dimes, they said.  
The last debate, which was with

the University of Washington on Saturday, was held in the new Johnson hall auditorium. The place was packed and, following the debate, the Oregonians were the guests of the University of Washington at a dinner given in their honor.

### Platoon and Combat Drill To Be Week's ROTC Work

A schedule of platoon drill for the freshmen and combat principles for the sophomores constitute the work of the military students this week, according to Captain C. A. Bragg.

The frosh will have general squad and platoon drill during the week until Friday, at which time they will receive a lecture on hygiene and first aid.

The sophomores will receive instruction in the general principles of combat.

### Oregon Graduate of 1929 Employed by Bell Co.

Frank Hallin, who graduated from the business ad school in 1929, is at present employed by the Bell Telephone company at Collingswood, New Jersey. In a letter to David E. Faville, dean of that school, Hallin said that he is connected with the traffic department, one of his duties being the estimating of the number of calls expected to come in.

### Advertising Honoraries Will Hold Joint Meeting

Gamma Alpha Chi and Alpha Delta Sigma, national advertising honoraries, will hold their first joint meeting in the history of the University tomorrow noon at the Anchorage, it was announced yesterday by Harry Tonkon and Jo Stofield, presidents of Alpha Delta Sigma and Gamma Alpha Chi, respectively.

This meeting is intended to establish a new tradition in having joint meetings of the two advertising honoraries, to discuss problems of mutual concern. The speaker who has been scheduled to attend the meeting will be announced tomorrow.

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Finger wave - - - - 75c  
Manicure - - - - 50c

**Eugene Hotel Beauty Shop**

Phone 647

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**Lazy Days**

Come with Spring, and they are here again. These are happy, carefree days --- except for exams perhaps.

If you want to be carefree with the rest of the collegians, let others do your worrying. Our part is looking after your clothes. Just try us.

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Beginning Monday morning, March 30, new classes will be organized in our regular stenographic and book-keeping departments.

University students may make arrangements for special work.

Ask for further information.

**Eugene Business College**

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