

Athletic Rivalry

See the track meet or the tennis contests today against Oregon State squads.

VOLUME XXXII

Ad Conference To Convene on Campus Today

Program Slated To Open With Banquet Tonight
Famous Speakers Secured By Alpha Delta Sigma For Conclave

PROGRAM
Oregon Advertising Conclave

Saturday Afternoon
4:15 Alpha Delta Sigma initiation, Gerlinger hall.
6:30 Annual Advertising banquet, Osburn hotel; Joseph Hosmer and Frank Skipper, speakers. Public invited.

Sunday Morning
9:00 Gamma Alpha Chi initiation, Gerlinger hall.
9:15 Alpha Delta Sigma reunion breakfast, Osburn hotel.
10:00 Gamma Alpha Chi breakfast, Anchorage Inn.

With advertising men coming from all parts of the state and many faculty members and students attending, the Oregon advertising conclave tonight seems to be the greatest ever held here.

Promptly at 6:30 the proceedings will get under way. A dinner will be held at the Osburn hotel. The complete program as announced last night by Harry Tonkon, president of Alpha Delta Sigma, and Fletcher Udall, general chairman, includes a special feature for every part. Two famous speakers, coming from out of the state, are, of course, the highlight attractions of the affair, but the cream of local entertainers will also appear on the program.

Skipper To Come from L. A.
Frank H. Skipper, journeying from Los Angeles especially for the conclave, will speak on "Thinking Through." Mr. Skipper, now personnel director of the Penzold company, has built a world-wide reputation for himself as a master at the craft of salesmanship. He has been foreign sales manager for companies in every English-speaking country in the world, and is a dynamic lecturer.

Joseph Hosmer, of the Hearst newspapers, will talk on the question, "Advertising—A Racket or a Profession." He is coming from Seattle. The Byington cup, presented annually to that member of Alpha Delta Sigma deemed the most serviceable to the club, will be presented at the banquet by Robert Byington himself, who will come from Oakland, California, for the ceremony.

Rhythm Boys on Program
The Oregon Rhythm Boys—Kelsey Slocom, Bob Goodrich, and John Smedberg—winners of the RKO-KGW contest in Portland, who are leaving next week for New York City, where they will appear over the National Broadcasting company network on behalf of the Portland Rose Festival.

Men Shovel Dough To Throw Party For Co-Ed Victors

Walls of "Yes, it's the man who pays and pays," were permeating the atmosphere of the "shack" yesterday as Rufus Kimball, editor of the special men's edition of the Emerald of a week ago, made the rounds of the male journalists, asking them to dig down, down deep, and produce their share of the expenses for giving the winning women of campus newspaperdom a party.

This party is to be at the "shack," in commemoration of the victory of the all-female Emerald this spring over the all-male edition. The party represents the stake, and the men promise to make it a good one.

Typewriters will be cast aside at 8:30 next Wednesday, and Emerald workers will join in celebrating the advent of feminine superiority in campus journalistic circles.

Skipper!



Forceful, dynamic, and exceedingly interesting is this gentleman from California. Frank H. Skipper will deliver the main address at the banquet of the Oregon Advertising conclave to be held tonight at the Osburn hotel, to which all students and faculty members are invited.

Gamma Alpha Chi To Initiate Three During Conclave

National Officers of Ad Honorary for Women To Be Present

As a special feature of the Oregon Advertising conclave, Gamma Alpha Chi, national honorary advertising fraternity for women, will hold an initiation Sunday morning at Gerlinger hall, with a breakfast following at the Anchorage, according to an announcement made by Josephine Stiefel, president, and Harriette Hofmann, who is in charge of arrangements.

Serena Rohan, advertising director of the Charles F. Berg store in Portland, will be formally initiated into associate membership, while Kathryn Laughridge, sophomore, and Kathryn Perigo, junior, will go through the ceremonies to become active members of Gamma Alpha Chi. Miss Rohan, who has been affiliated with Berg's store for a number of years, has displayed marked ability in the advertising profession since becoming advertising director. Miss Laughridge and Miss Perigo have both been actively connected with the business staff of the Emerald.

Two national officers of the fraternity will be present for the ceremony. Ruth Street, an Oregon alumna, national secretary, will speak at the breakfast as will Taina Erving Nelson, of Seattle, who is national treasurer.

Several associate members of Gamma Alpha Chi will come to Eugene to attend the conclave and will take an active part at the initiation on Sunday morning at 9 o'clock.

Sweetser To Lecture At Westminster Forum

Professor A. R. Sweetser, head of the botany department, will give an illustrated lecture Sunday evening at 6:30 o'clock before the Westminster forum, Gwendolyn Caverhill, president, announced yesterday. "How We Got the English Bible," will be the title of his talk.

Preceding the regular meeting at 6:30 there will be a social half hour. Special music will also be featured during the evening. Everyone is invited to attend, Miss Caverhill said.

Faville Will Address Portland Store Men

Dean David E. Faville, of the school of business administration, will address the junior executives of Lipman, Wolfe and company, Portland department store, June 4. He will speak on "Changing Trends in Merchandising."

The address is being made upon the invitation of Miss Baldwin, personnel director of the store.

Hawaii Cruise Faculty Named; Sailing June 19

Dean Gilbert Will Head Summer Staff

May Exceed Enrollment Mark of 75, Alfred Powers Believes

The University of Oregon summer session cruise to Hawaii will leave here June 19 with approximately the same enrollment as last year, and with a possibility that the total of 75 may be exceeded, it was stated yesterday by Alfred Powers, director of summer sessions, who also announced the faculty to accompany the venture.

Headed by Dr. James H. Gilbert, dean of the college of liberal arts and sciences, the faculty will include S. Stephenson Smith, associate professor of English; Samuel H. Jameson, associate professor of sociology, and Miss Agnes Campbell, instructor in art, Holmby college, Los Angeles.

Miss Campbell, a sister of the late Prince L. Campbell, who served as president of the University, is well known in art circles in Oregon, and is regarded as one of the leading artists of the Pacific coast. She will instruct in this subject, a field which is particularly attractive in Hawaii, where not only scenic effects are world-famous, but where unusual cloud and marine subjects can be obtained. Miss Campbell is a graduate of the University with the class of 1913. She is well known to the campus, since she taught in summer session last year.

Mr. Smith, whose latest book, "The Craft of the Critic," is attracting wide attention, is the author of numerous articles in his field, and has won high recognition as a teacher. He plans special courses in literature that will be of unusual interest to students on the cruise.

Sociology Work Practical
Much of the teaching in sociology, to be done by Dr. Jameson, will be in the nature of practical laboratory work, since Hawaii, due to the many races there, is noted for studies in this field.

The cruise this year will be on the Empress of Japan, vessel of the N. Y. K. line. The ship is the largest and most luxurious on the Pacific, and makes the run from Vancouver to Honolulu in five days.

Only a limited time remains for signing on with the cruise. Full information may be obtained from the extension offices of the University either on the campus or in Portland.

Ruth Warren Is Winner of Jewett Speaking Contest

Potwin Wins Second Prize; Campbell Third, Doran Fourth Place

Miss Ruth Warren, sophomore in education, won the first prize of \$35 in the W. F. Jewett after-dinner speaking contest held last night at Lee Duke's cafe. Her topic was "The Price of Fame."

To Arthur Potwin went the second prize of \$25. He spoke on "We Actors." Wallace Campbell, speaking on "Intellectual Accidents," won third prize of \$15. Herbert Doran, who talked on "This Way to the Circus," was awarded fourth place, which carried with it a prize of \$10.

The general topic for speeches was "The Great American College Bandwagon." Miss Warren, who won first prize last year in the freshman women's extemporaneous speaking contest, had for her theme the idealizing of heroes both by colleges and by people out in the world.

The judges were Mrs. Charlotte R. Donnelly, secretary of housing and employment; W. F. G. Thacher, professor of advertising and English; and Vernon X. Miller, associate professor of law. Walter Durgan acted as toastmaster.

Politicians Turning Thoughts To Class Elections Tuesday

Factions Plan Hard Work To Get Students Out at Polls

By THORNTON SHAW
With nominations over, the thoughts of class politicians now turn toward elections, which are to be held Tuesday for all classes. The freshmen and juniors will vote in the lower hallway of Villard, while the sophomores will vote in the lobby of Johnson hall. Polls will be open from 9 to 3.

A slight upset occurred in the senior class race when a third candidate entered the field for treasurer, making all tickets complete. This was contrary to an announcement by the party leader at a late hour Wednesday, when it was

Alpha Delta Sigma Will Initiate Five Active Men Today

Reunion Breakfast Sunday May See Induction of Associates

As a prelude to the many events of the Oregon Advertising conclave, Alpha Delta Sigma, national honorary advertising fraternity for men, will hold an initiation for active members this afternoon at Gerlinger hall, starting at 4:15 o'clock. Laurence Jackson, business manager-elect of the Emerald, will have charge of the initiation.

Those who will be initiated today are: Victor Kaufman, Phil Cogswell, Bob Holmes, Harold Short, all juniors in journalism; and Harold Leonard, senior in business administration. These five men were chosen for membership because of their activity and interest in the field of advertising.

Active, associate, and alumni members of the fraternity will take part in the initiation ceremony, which will be completed before the conclave banquet starts at the Osburn hotel.

Sunday morning, Alpha Delta Sigma will hold a reunion breakfast at the Osburn hotel. It is expected that associate members will be formally initiated at this meeting, according to Harry Tonkon, president. W. F. G. Thacher, advisor of the chapter, will take an active part in the breakfast along with prominent alumni and associate members.

Speaking at the breakfast will be Joseph Hosmer, advertising economist for the Hearst newspapers; Frank H. Skipper, of Los Angeles, an associate member of the local chapter; Bob Byington, Oakland, California, an alumnus of the University, and many others.

Changes for Major for Fall Can Be Made Now

Students who are certain of changing their majors next fall term can save a great deal of confusion by arranging to do so now, according to Miss Gertrude Stevenson of the registrar's office.

Applications can be obtained from the registrar's office in the Administration building. If this is done before the summer vacation the checking of the slips can be done during the summer, thus saving much delay in registration next fall. There is no charge connected with the change of a major.

Last of Religious Talks To Be Given Tomorrow

Summing up his philosophy of religion, Harold S. Tuttle, professor in education, will give the final discussion tomorrow of a series of six which he has conducted each Sunday at the Congregational church. These talks have centered around the general theme, "The New Psychology and Religious Training."

Anyone interested in the present developments of applied psychology is invited to attend at 10 o'clock Sunday morning.

stated that the ticket would enter the field minus a treasurer.

Four free-lancers were added to the lists of aspiring candidates when the wits of the junior class placed in nomination four of their most prominent classmates for the position of senior class barber.

The fact that the demand for candidates has been unusually heavy this year, because of the larger number of tickets, has tended to bring most of the houses off the fence in the interests of their own aspirant. Support is for this reason quite definite now, and the elections will undoubtedly be won by the factions that are most successful in getting their voters to the polls.

With the lining up of tickets (Continued on Page Two)

Portland Puppet Company To Give Guild Show Today

Play and Three Skits on Program Under Art School's Backing

"Ye Merrie Guilders," a Portland company, will present four puppet plays in Eugene this afternoon and evening at the Guild theatre, under the sponsorship of the school of architecture and allied arts. Admission will be 50 cents with no reserved seats. Performances will be at 3 and 8.

Three short skits and a main play will be given at both shows. "The Walrus and the Carpenter," from the famous story of Alice; "Nature Study," concerning the meeting of a bird and a worm, and "Gustav and Katrina," a short number with hand puppets, will be the three skits. The main play will be "A Pot of Marigolds," by Harold F. Lindergreen, an adaptation of an old French fairy tale.

The Portland company, which is composed of Mary Lu Malloy and her brother, Rufus, and Eleanor Braden, of Beverly, Mass., is but two years old, but has already gained a great deal of notice by the performances given at their work shop at Oak Grove. All the plays they have presented so far have been entirely original in adaptation and design, although later they plan to go into classical marionette literature for their plays.

Interest in puppet plays is reviving in the United States in recent years, and the "Merrie Guilders" hope eventually interest here will be great enough to support a theatre of their own. They have received the endorsement of the Puppet Guild of Boston for their work.

Juniors Vote \$800 To Band Uniform Fund at Meeting

Money Is From Week-End Profits; Picnic Set For Mid-Week

The junior class will donate \$800 of the profits of Junior Week-end to the fund for new uniforms for the University band, it was decided at the last meeting of the class for the year, held Thursday night in 107 Villard.

The class voted to hold its annual picnic some afternoon and evening in the middle of the week, instead of on Memorial Day, inasmuch as many members of the class will be out of town on that week-end. Helen Kaufman was appointed chairman for the affair.

Joe Hughes, class treasurer, gave a report on the financial condition of the class, showing that there is approximately \$1100 in the treasury. After the donation for band uniforms is made there will be a remainder of approximately \$300, and Art Potwin, class president, appointed a committee, consisting of Joe Hughes, chairman; Ken Jette, Elizabeth Strain, Chet Knowlton, and Carolyn Haberlach, to decide what shall be done with this money.

The greatest part of the meeting was taken up with the nomination of candidates for class officers for the coming year. Jack Stipe was named chairman of the election committee. Qualifications for voting were read by Miss Haberlach, vice-president of the class.

Hall Will Speak Before Greater Oregon Group

State Committee To Hold Meeting Monday

Stipe Names All Workers; King and Calavan Are Assistant Heads

The newly chosen Greater Oregon committee will hold its first meeting Monday afternoon at 4:30 in room 110 Johnson, it was announced yesterday by Jack Stipe, chairman of the committee. The main purpose of the meeting will be to hear an address by Dr. Arnold Bennett Hall, president of the University. Dr. Hall will tell the committee about the University, and outline the part that the committee should play in building it up.

Stipe urged that all students who are interested in working on the committee be present at the meeting, inasmuch as the committee is not as yet complete, and several more workers are desired for certain districts of the state.

Calavan, King Assistants
The assistant chairmen of the committee, Corwin Calavan and John King, will supervise workers in Portland and in the other districts of the state, respectively. Members of the committee, announced by Stipe yesterday, are as follows:

Portland—Roosevelt, Roy McMullen; Lincoln, Phil Mulder; St. Helens hall, Nancy Nevins; Allen's, Phil Fields and Polly Ann Jorgensen; Washington, Carol Werschul, Helen Burns, Joe Franz, and George Hibbard; Jefferson, Mary Frances Lowry, Nancy Suomela, Jim Weed, and Margaret Boone; Franklin, Ed Charles; Grant, Sheldon Dunning, Ed Schweiker, and Mary Lou Patrick; Benson, Ray Morse; Commerce, Ernest De Graffe.

Other Towns Given
Burns, Fred Reid; Clatskanie, Gene Brewer; Bandon, Chelly Beckham; Coquille, Harlow Call; Cottage Grove, Harold Bede; Enterprise, Ione Jordan.

Heppner, Pat Mahoney and Helen Valentine; Hermiston, Jane Warner; Prineville, Margaret May Adams; Union, Bill Dobbin; Walla-walla, Reid J. Cox; Baker, Duane Frisbie; Bend, Gay Hamilton.

Hood River, Bob Perigo, Helen Copple, and Lenore Lage; La Grande, Hester Hopkins and Larry Bay; Roseburg, Jack Thorpe; Astoria, Harold Short and Harry Elide; Eugene, Dick Near and Madeleine Gilbert; Medford, Tom Emmens, Laura Drury, and Ed Reames.

Myrtle Point, Velma Hamilton; Salem, Phil Bell, James Heltzel, Margaret Heltzel, and Dave Eyre; The Dalles, Vincent Gates and Geneva Barr; Ontario, Paul Biggs; St. Helens, Aimee Sten; Tillamook, Dorothy Haberlach and Clarence James.

Klamath Falls, Mary Ellen Bradford, Embert Fossum, and Herb Graham; Marshfield, Cynthia Hall and Eleanor Flanagan; Newberg, Buz Larkin; Milton-Freewater, Myron Johnson; Pendleton, Jim Ferguson and Manch Gadwa; Silverton, Frances and Elizabeth Keene; Seaside, John Hagmeier; Vernonia, Glen Heiber and Neal Bush.

German Club Elects M. Snider President

Madelyn Snider, junior in English, was elected president of Gamma Chi, German honorary, at a meeting held this week. Other officers named were Ben Vitou, vice-president; Maxine Raur, secretary; Evangeline Miller, treasurer; and Virginia Patterson, sergeant-at-arms. Plans were also made for a picnic to be held on Thursday, May 28.

Retiring officers of the honorary are Minnie Helzer, president; Myron Kruse, vice-president; Al Fyler, secretary; and Al Schmidt, treasurer.

'Green Goose' is Given Sanction of Executive Council

Official sanction was given yesterday to the notorious "Green Goose," annual scandal sheet of Sigma Delta Chi, slated to appear on the campus Friday morning, June 5. The A. S. U. O. executive council, accepting the recommendation of the publications committee, authorized the publication, with the customary regulations as to censorship, signing of stories, and limits on excessively avid libel and scandal.

Officially as editor-in-chief will be T. Neil Taylor, senior in journalism, and former Sigma Delta Chi president.

Details of format, motif, and contributing talent for this year's "Goose" will appear in the Emerald at a later date.

Soprano Recital To Be Presented By Agnes Petzold

Concert of Voice Student, Juilliard Scholar, To Be Monday Evening

Agnes Petzold, mezzo-soprano, and outstanding senior in the University music school, will appear in concert recital at the music auditorium Monday evening. It is announced by Arthur Boardman, instructor in voice, with whom Miss Petzold has been studying for the past two years.

Miss Petzold, whose home is in Oregon City, is well known as a singer throughout the state. A week ago she appeared in Portland as a featured soloist with the Portland Fest-Chor. She is a member of the Hendricks hall vocal sextet which won the Polyphonic Choir cup Thursday evening, and on May 31 she will appear as soloist in the polyphonic choir's presentation of Verdi's "Requiem." She has held a Juilliard Foundation scholarship for the past two years.

Harold Ayres will be Miss Petzold's accompanist for an extensive recital program, which follows. The program will begin at 8:15 and will be free to students and the public.

Students Earn \$51,149 For Work During Year

The University employment service has aided students to the extent of \$51,149 in the past year, according to Mrs. Charlotte Donnelly, University secretary of employment and housing, in her annual report which is now in the process of completion.

This total is somewhat less than last year's total of \$57,277. Of the year's total, \$46,424 has been earned from regular jobs, and approximately \$4,725 from odd jobs. A total of 480 one-term jobs were provided. A few of the jobs listed aside from work for waiters, cleaners, salesmen, newspaper workers, telephone operators, office stenographers, florists, and delivery boys.

Jim Travis Urges Cooperation

Student Officers and Graduate Manager's Office Staff Could Better Financial Situation

(Editor's note: This is the sixth and last of a series of personality interviews with recently elected student body officers.)

Special interest or some other go into business.

Travis was born in Portland, Oregon, and graduated from Washington high school in that city. He is one of three of the newly elected student body officers who are registered from Portland. The others are Walt Evans, vice-president, and Irma Logan, secretary. In spite of the fact that an older brother matriculated at Washington and wanted Jim to go there, he early decided to attend Oregon.

His chief hobbies are swimming, athletics, and canoeing. As a result of his interest in canoeing, he has been chosen as an instructor this summer in an exclusive boys' school near Lake Hebron, New Hampshire. He will leave Oregon immediately at the close of spring term and plans to be away practically all summer. After the close of the boys' school in August, he will spend a month's vacation in (Continued on Page Three)

Oregon, OSC To Clash Today on Hayward Field

6 Webfoots To Perform For Last Time

Meet Is 15th for Schools; Dopesters Say Victory May Be Close

Oregon and Oregon State will meet for the fifteenth time on the cinder paths this afternoon at 2 o'clock on Hayward field when Coaches Bill Hayward and Dick Newman send their athletes out to do battle.

Six Oregon men, three of them nationally famous, will perform for the last time for Oregon on Hayward field today. Ralph Hill, national intercollegiate champion in the mile; Bobby Robinson, Northwest and Canadian pole-vault champion; and Ed Moeller, at one time holder of the world's record in the discus, are the most prominent.

All 8-Year Veterans
Bun Stadelman, shot-putter, Len Steele, distances, and Ed Siegmund, hurdler, are the others who are competing with inter-collegiate competition after today. All are three-year veterans, and have won many points for Hayward.

Many and varied are the opinions of the dopers as to the outcome of today's clash, but all voice the common consensus that the margin of victory will be small, whichever way it goes. Comparing the two teams on the basis of results against Washington the results are within a fraction of a point of each other.

A complete entry list, subject to Hayward's usual last minute shifting, was released last night. The long-awaited decision, especially by Orange coaches, as to what events Ralph Hill would run was settled when Hayward stated that he would be placed in the 880 and two-mile runs.

Hayward Picks Men

Virgil Scheiber, Paul Bale, and Paul Starr will run for Oregon in both the 100 and 220-yard sprints. In the quarter-mile Johnny Marrs, Jack Rollwagen, Art Holman, and Chuck Dolloff will participate.

Ralph Hill and Tom Moran will be in the half-mile race, and Hill and Win Tinnerstet will enter the two-mile. Bob Hall and Len Steele will be Oregon's entrants in the mile run.

In the 120-yard high hurdles will be Hubert Allen and Ed Siegmund. Allen and Art Holman will take care of the 220-yard low hurdles.

Entries in the field events include Bill Palmer and Bob Everts in the high jump; Allen, Palmer, and Holman in the broad jump; Robinson and Stoddard in the pole-vault.

Three Discus Hurlers

Ed Moeller will lead the discus (Continued on Page Four)

The Weather

Cloudy Saturday.
Maximum 68
Minimum 47
No precipitation.

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UNIVERSITY OF OREGON, EUGENE, SATURDAY, MAY 23, 1931

