

# Oregon Professor Attracts National Mention for Study Project

## Study Course Gets National Recognition

Project Is Originated by Dr. B. W. DeBusk

'Methods of Study' Made To Aid Students in Fundamentals Of Application

National recognition has been accorded the course in "methods of study" originated and developed here by Dr. B. W. DeBusk, professor of education, and the project is regarded by educators as one of the most interesting now going on in higher learning, according to inquiries received here.

A description of the course published in Portland newspapers brought inquiries from California, as well as from nearer points, and a recent issue of the Christian Science Monitor, daily newspaper, published in Boston, Mass., carried an article on the project as one of its leading stories on its nationally known educational page.

The course is one designed to aid students who have difficulty in the fundamentals of study. Dr. DeBusk has found that these difficulties fall usually into two classes, difficulty with spelling or word comprehension, and difficulty in grasping meaning of complete paragraphs. He paired the students, who worked with each other in clearing up their difficulties.

The course has been remarkably successful, and marked improvement in learning has been shown in many cases, according to Dr. DeBusk. Dr. DeBusk plans to continue studies on the course, and definite results will be made public on student achievements.

## Gamma Alpha Chi

—by— ANN-REED BURNS

Editor's note—This is one of a series of articles being written describing honorary organizations on the University of Oregon campus.

Do you have visions of being advertising manager of Meier and Frank when you finish school? Would you like to draw the babies for Ivory soap ads? If so, being a member of the college advertising honorary is a big step forward.

Gamma Alpha Chi is the women's national advertising honorary. It was established first in 1920 in Missouri, and the chapter here, the fifth to be installed, came into existence in 1928.

Gamma Alpha Chi consists of never more than 15 members—girls interested and active in advertising. Members are chosen on the basis of the work done in advertising classes, and the outside work done in advertising, such as soliciting ads or copy writing for the Emerald, or working during the summer in some field connected with advertising.

Gamma Alpha Chi takes girls interested in the three different fields of advertising: commercial art work, business management, and copy writing. There is no requirement concerning the major subject of members, but they are generally chosen from the schools of journalism, art, or business administration.

The main requirement for membership is a great interest in advertising, only those who intend to do something in that line after leaving college being elected. To be chosen a girl must take advertising courses because of an interest in that field, and not merely as fill-ins. Grades are important in the selection, but not as important as actual work done in some phase of advertising.

Election of girls to membership is held twice a year, fall and spring terms. Henceforth Gamma Alpha Chi and Theta Sigma Phi, women's journalism honorary, will send out bids at the same time, so that if a girl receives an invitation to both, she may choose the one she is most interested in, depending on whether she prefers reporting and news writing or advertising. Not more than five, and generally about three girls are elected to membership in Gamma Alpha Chi at each election. The usual time at which a girl is elected is at the end of the sophomore or during her junior year. Seniors occasionally are elected, but freshmen are not.

A girl who wishes to "make" Gamma Alpha Chi should, first of all, be interested primarily in advertising. Her freshman year she may become an advertising solicitor on the Emerald, and continue work there later, either copy writing or in the business managing side. Working during the summer in some field of advertising, either on a newspaper or working in the business or selling end of a store, is a great benefit to a girl preparing for advertising. Juniors who take advertising are offered scholarships by different organizations, giving them positions during the summer where they work and learn from experience about business management.

Gamma Alpha Chi is a purely business organization, operating upon a strictly business basis. Every year the members sponsor a fashion dance, to be held this year on April 1. It is a sister organization to Alpha Delta Sigma, men's advertising honorary, and together the two are hosts for the state advertising conclave held in Eugene each year in the spring.

The officers of this chapter are Katherine Laughridge, president; Marylou Patrick, vice-president; and Margaret Roberts, secretary-treasurer. A graduate of this chapter is now national president, Ruth Street.

Members of Gamma Alpha Chi have become managers or assistant managers of several large stores in Portland, and several members have become prominent in newspaper work or advertising agencies. Gamma Alpha Chi, as a whole, is composed of, and stands for "Women of truth and service with special ability in advertising."

**COLONIAL DIME NITE**  
Any Seat, 10c

JOHNNY MACK BROWN  
**VANISHING FRONTIER**

Zasu Pitts Ray Hatton  
Days of '49 Thrills—!!

## Conklin Urges Seriousness In Marriage

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er than that of shorter intervals. Since society has set up certain codes for us, and has included in these the necessity for us to have a vocation and to marry, youth is always confronted with two questions: What shall be my vocation? and, shall I marry and whom?

**Marital Preparation Duty**  
Youth feels the responsibility of this trust placed in him, so more troubling questions arise in his mind, because of the lack of experience. Therefore, believes Dr. Conklin, it is the duty of every college man and woman to equip himself or herself for a vocation and marriage. In his viewpoint, it is quite essential that a woman know some trade in the business world, and not be prepared for home management alone.

Delving into the matter of sex attraction, Dr. Conklin traced youth from stormy ignorance to the placid waters of maturity, showing that after puberty the two sexes are attracted to one another and a mature psychology of the situation is needed. Why, then, are some people attractive to the opposite sex, and others not? What makes one attractive?

In answering the first question, Dr. Conklin showed through a series of examples how the sex unattractiveness of individuals may be the result of marital or parental infelicity. The constant quarrels between parents may harden a child on life, and make him form his opinions of marriage from that example alone.

In addition, there must be considered in this lack of attraction, the matter of perfectionist ideals. It is quite frequent, said Dr. Conklin, that boys or girls have established certain mental pictures of their mate which are set so high that no member of the other sex lives up to their standards, and therefore does not appeal to them.

In regard to the latter question, as to what makes one attractive, there were given the usual physical traits. Under this topic, Dr. Conklin stressed the importance of the cooperation of the sexes. A self-centered attitude is the quickest way to divert attraction, and is a very poor policy in the preparation for marriage, he maintained.

In concluding his lecture, Dr. Conklin cited numerous personal experiences, many of them interviews, dealing with racial and religious difficulties in mating, jealousy, an broken hearts.

## Several Books Appear At Co-op Book Balcony

Books featuring a theme close to the hearts of millions continue coming off the press. New at the Co-op book balcony is Robert Nathan's "One More Spring," a story of the depression, written in a new way.

On the shelf at the balcony is also "Belinda Grove" by Helen Ashton; this is a story about a house, which remains the chief character throughout the tale.

Among the other new books is William Gerhard's "Memoirs of Satan" and G. D. H. Cole's "Death of a Star" and "A Guide Through World Chaos."

## GUILD THEATRE WILL PRESENT FANTASY

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scarcely flicked, for it approaches frustration, tragedy, and magic in the hopeless love Peter Standish found in old London.

The structure of "Berkeley Square" is complicated; its acting must be sure and delicate, lest it become less a play of magic and more a mummified charade. That is the job facing the Guild Hall Players. This time their touch must be sure and delicate; to lend reality to magic it must seem in-

KEPT FRESH IN THE WELDED HUMIDOR PACK

EDONALD NOW

JOAN BLONDELL  
WARREN WILLIAM  
ANN DVORAK

**3 ON A MATCH**

with BETTE DAVIS

In Person—On the Stage  
Ernst and Emmel  
(Kappa Sig)

—in—  
"A Musical Novelty"

## Senior Ball Given At Less Expense Than Last Year's

The financial statement of the Senior ball showed that the budget this year was \$200 less than that of last year and the actual cost of the dance was \$137.43 less than the 1932 Senior ball, according to Charles Stryker, general chairman. Income from the dance was not as great this year because of the reduction in the price of tickets from \$1.50 to \$1 to accommodate student.

of the audience free in strange, inviting places. I speak from experience; when I saw this production its difficult premises were as usual as sunrise. . . . Peter Standish, uttering Oscar Wilde's epigrams long before the master-decadent was born, was the romantic soul of everyone of us. . . . and lovely Helen was as essentially the ever-to-be-desired as that first Helen who has always fired men's imaginations.

## J. H. McCool WILL BE STORY CONTEST JUDGE

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evitable. This play turns the minds of Mr. McCool matriculated at the United States naval academy at Annapolis, where he made a brilliant record as a student and athlete. He is no novice as an author, and is famed at Annapolis as one of the co-authors of the words of the Navy's celebrated fighting song, "Sink the Army!"

Also of interest to University of Oregon students is the fact that Mr. McCool married a former Oregon student, Miss Eve Hutchinson. Mrs. McCool was affiliated with the Kappa Alpha Theta while on this campus. She now is an instructor at Grant high school in Portland.

## Team-Mates In Washington



Representative Henry T. Rainey, of Illinois, is one of the chief candidates for speaker of the house. If Representative Rainey gains the speakership it will be largely due to the aid of his tireless partner, Mrs. Rainey. Mrs. Rainey has kept in close contact with her husband's work in politics for some years now, and has been of inestimable aid in his many trying experiences.

## THEATRE TICKETS TO BE GIVEN AS 'CRAWL' PRIZE

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at a sorority house at 6:30, pays his dime, and doesn't leave until 7:30. But if his house wants that \$11 worth of theatre tickets, he'll have to help earn it, Nancy Suomela, chairman of the Dime Crawl directorate, said last night.

Every dime taken in goes to the Associated Women Students' loan fund, to be loaned to needy students. The interfraternity council

## First Division of U of O Band Slates First Concert Sunday

There was no A.S.U.O. concert Sunday afternoon—perhaps out of respect to the Senior Ball—but the third in the series of 12 will be presented next Sunday afternoon, with two more to follow on succeeding Sundays.

The first division of the University concert band, which Director John Stehn admits is the finest aggregation of musicians he has assembled in his three years of directorship, will present next Sunday's concert. It will be the first division's first appearance this year, although the second division gave a performance at the music auditorium early in January.

"The choice of the best and most difficult program ever prepared by the University band was inspired by the exceptionally high caliber of the players this year," Stehn said. "Practically all of the members of the first division have played with the band from two to

five years. The few freshmen and other newcomers in the roster were accepted because of unusual ability."

The 37 members of the first division band are as follows: flutes, Victor Bryant, Howard Baughman, Mary Devereaux; oboes, Irvin House, Helen Good; bassoon, Violet Nelson; clarinet, Douglas Orme, Jay Wilson, Charles Sandifer, John Gribble, Myron Pinkstaff, Warren Webber, Mahr Reymers, Robert Leinaw; saxophones, Joe Haslinger, Harvey Trout, William Lieser; horns, Delbert Moore, Boyd Bevan, Richard Mayfield, George Condon; trumpets, William Sievers, Clayton Wentz, Ilo Wilson, Leslie Irvin, Art Holman; trombones, Ray Hardman, Jack Plummer, Dorr Huffman, Hubert Totton; euphonium, Siegfried von Berthelsdorf; tubas, Bob Keefe, Girton Humphreys, Charles Burrows; drums, Darrell Renfro, William Aetzel, Ed Patton.

Dick Neuberger, editor of the University of Oregon Emerald, and leader of the committee of three students which took petitions to the state legislature last week.

## Other Fields Cut Talked

The main objective of the Oregon students' trip to the capital—the prevention of further reduction in faculty salaries—has been widely discussed here. There are many who think that other things could better be reduced than salaries, which already have sustained vital reductions.

"If the contemplated wage cut goes through," Neuberger said, Oregon will be second only to Mississippi, where illiteracy is rampant, in the low salaries paid its educators. We don't want to lose all our competent professors. Wouldn't it be far better to do

## Campus Calendar

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Master dance group will meet tonight at 8 in Gerlinger hall.

Skull and Dagger meeting will be held in room 104 Journalism building tonight. Only members will be present at the meeting.

Pi Lambda Theta, women's educational honorary, will hold a meeting at 8 o'clock this evening in Gerlinger hall.

Westminster guild meets tonight at 9, when Alma Lou Herman will read, "The Young Revolutionist," by Pearl Buck.

Phi Beta will have a meeting at 7 o'clock tonight. Gerlinger. Very important.

Woman in Her Sphere group of Philomatele will meet this evening at 9:00 at the home of Mrs. Alice B. Macduff, 1135 Mill street. Miss Mabel A. Wood of the home economics department is the speaker.

Men's fresh commission will meet this afternoon at the "Y" hut at 4 o'clock. Everyone be present.

Important notice! All former normal school students are requested to meet at 7 o'clock in the Education building, room 4, to attend an important meeting which directly concerns all public school teachers.

Meeting of all varsity and freshman football men at 4:30 tomorrow afternoon in McArthur court.

Girls wishing interviews concerning positions on Y. W. discussion groups, upperclass and "Y" executive cabinet, or purpose and contact directorate, should make appointments with Mrs. Norton at the bungalow this week.

Vesper services at the Y. W. bungalow, 5 o'clock.

Intramural athletic managers be at men's gym for picture, 12:30 today.

Pot and Quill announces the pledging of Margaret Davidson.

Pot and Quill will meet tonight at 7:30 with Clela McKennon, 1722 Hilyard.

## BUILDING PROGRAM IS ANNOUNCED BY BOARD

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ILLUSION: Like a fly this remarkable woman walks—head down—in defiance of gravity—backward and forward across a board hung from the ceiling!

EXPLANATION: This old illusion is dependent for success on a simple scientific principle. Attached to each of the performer's shoes is a rubber "sucker" or disc which creates a vacuum and adheres to the board—supporting the "human fly's" weight.

SOURCE: "Magic Stage Illusions and Scientific Diversions" by Albert A. Hopkins. Munn & Co., New York.

# It's fun to be fooled — ...it's more fun to KNOW

We all like magicians' tricks. But tricks in cigarette advertising are quite another matter.

Here's one you may have wondered about. The illusion that only one cigarette is "pure."

EXPLANATION: All popular cigarettes are made under the most sanitary conditions. All use a good cigarette paper. All are made with practically

identical modern machinery. All are pure.

But the quality of the tobacco is another story.

The pleasure you find in a cigarette is determined by the quality of the tobaccos used. Mildness and fine flavor come from the costlier tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

It's the tobacco that counts...plus a matchless blending of leaf with leaf to bring out the delicate flavor of choice tobaccos. That's why Camels have given more people more pleasure than any other cigarette.

Camels are always fresh, always cool, always in prime condition...in the air-tight, welded Humidor Pack.



NO TRICKS  
...JUST COSTLIER  
TOBACCOS  
IN A MATCHLESS BLEND



# CAMELS