

Ernest G. Moll Author of New Poetry Book

Book Contains Results Of Project Research

Volume on Appreciation of Poetry
To Be Followed by Manual
For Teacher's Use

Based on the theory that anyone can be taught appreciation of poetry, rather than the few who are literary or poetic minded, a new volume on appreciation of poetry, the result of methods discovered during his career as a poet and teacher, has been completed here by Dr. Ernest G. Moll, assistant professor of English. The book, copies of which have just arrived on the campus, has been published by F. S. Crofts and company of New York.

The material incorporated in the book was presented here during the past year to an experimental class of students of all levels of appreciation and tastes in poetry and literature. The class, conducted under the auspices of the Carnegie corporation of New York, was so successful that it has attracted national attention.

The project in research was a part of the program of research in art now under way in literature, graphic arts, and music, and is the first of a series of publications to come from this work. Dr. Moll's first book is to be followed by a teacher's manual for using the method and later by an anthology of material.

"The teacher of the appreciation of poetry must first equip his students with a definite technique of observation by which they may learn what poetry is and what it has to offer them," Dr. Moll says in the preface. "He must help them to an understanding, as complete and rich as possible, of poetic meanings. Having thus opened their eyes, he may expect them to enter into the life that poetry is, entering into it with them, he may go on to teach them to discriminate and evaluate, to choose one poetic experience as more valuable than another, to feed their minds with that particular stuff which will best stimulate their individual intellectual and emotional growth."

Old Methods Abandoned
The old orthodox methods of teaching an appreciation of poetry are abandoned by Dr. Moll. The mechanics of making poetry, the details of construction such as rhythm, foot-pauses, metrical feet are relegated to the end of the course. Reading of poetry as an experience is chosen as the first topic, and in this Dr. Moll points out the approaches to study of poetry, why the poet makes poems, and attempts to clarify the situation. The elements of poetry, the reader's equipment for re-integrating the poet's experience and creative reading are taken up early in the study.

From this point Dr. Moll goes on to the senses in poetry, in which he deals with primary and secondary qualities of sight, sound, taste, smell, touch, and kinaesthetic. Thought in poetry, the poet's imagination, figures of speech in poetry

and worlds of belief in poetry are all major topics taken up before he arrives at technical and types of poetry.

Pleasure Is Objective
"The valid reader of poetry is one who reads with all his powers active," Dr. Moll says in conclusion. "He reads for the pleasure that he finds in form and rhythm, in thoughts brought to birth through feeling, in feeling itself, in color and light and texture, in the audacity of thought and work and phrase which, more essentially than any other one thing, sets poetry apart from prose and gives it a quality of beauty that is entirely its own."
"And doing this, he reads, not as critic or appreciator—though he is both in one—but as a living man reaching out, as the poet did when he made his poem, to that intenser realization of existence which comes only when thought takes shape in words."

Einzig to Hear Milk Interests as to Deal
(Continued from Page One)
matter rests entirely with the state purchasing department."
Explains Higher Price
The rise in price mentioned above was agreed upon in drawing up the NRA code for the Eugene milk shed, it was explained yesterday. The rise in price was proportionate to the general upward movement of milk prices throughout the country, it was further explained.

As to the point that the fraternities and sororities are being charged less than the University,

Society

MARY LOUISE EDINGER, Editor

Dad's Day
The seventh annual "Dad's Day" officially began with a good turnout at the football game last night. Immediately upon arrival dads have been registering in the lobby of Johnson hall. Here they receive their badges which grant them the customary privilege of saying "Hello!" when encountering another dad or a student as they tour the campus.

Dads are to be shown any place in which they are interested. Show dad the libe, where you spend so many hours of concentrated study, the traditional senior bench, student living quarters and the mill race. He's interested!

If dad wishes to confer with the dean of personnel administration, dean of men or women, the faculty or any administrative officer, they will be glad to see him.

Dad may like a golf game before breakfast or lunch. The Eugene golf courses have issued an invitation to dads to play free of charge on Saturday or Sunday. At 10:30 a. m. the dads will have a mass meeting in the Guild theater. Then for a great deal of "How do you do" as dad meets the gang at luncheon with son or daughter at 12 noon.

This morning at 8:30 the executive committee will meet for breakfast in the regents room at the John Straub Memorial hall. They will discuss plans for the ensuing year.

Officers of the committee are W. Lair Thompson, Portland, president; Thomas H. Tongue jr., Hillsboro, vice-president; Earle Wellington, Portland, executive secretary; Charles C. Hall, Arthur G.

Fields, Edgar W. Smith, Roy T. Bishop, and Kenneth Beebe, all of Portland; Merle R. Chessman, Astoria; Carl Haberlach, Tillamook, are members of the committee.

Banquets play a prominent part in the social festivities this weekend. If the old adage, "The way to a man's heart is through his stomach," proves true, Oregon will be able to claim many enthusiastic dads.

Sherry Ross hall entertained with a dinner dance for 30 members of Alpha Chi Omega Thursday evening. Grape vines and colored tapers centered the table. Gordon Barde was in charge.

Tonight at 6 p. m. the annual Dad's day dinner will be in full swing. W. Lair Thompson, president of the executive committee, will preside as toastmaster, and Rev. Milton S. Weber, pastor of the First Presbyterian church of Eugene, will deliver the invocation. Wayne L. Morse, dean of the law school here, will deliver the principal address, and Mrs. Walter M. Pierce will represent the state board of higher education.

Mrs. A. M. Dibble, president of the Oregon mothers, will offer greetings to all the dads, and Robert K. Allen will represent the alumni. Thomas H. Tongue will speak in behalf of the student body.

Following the speeches the trophies for the best attendance of Dad's day, will be presented to the winning houses, and the new officers of the Oregon Dad's association will be introduced.

The motif for decorations will be carried out by large baskets of

yellow French marigolds and orchid gladiolas. Tall green candles will be on each table. Kwama and Thespians members are serving.

Tomorrow there will be special Dad's day services at the churches at 11 a. m. At 1:30 p. m., "How do you do" begins again as dad has dinner with son or daughter. Then for a good "gab fest," a matinee, or something exciting with dad until 5 p. m. when the band will present a concert in the music auditorium.

Along with other functions on the campus, student church activities have begun their programs for the year. Plans have been made to have the University professors lead discussion on a variety of subjects which do not necessarily blend in with the regular church topics, but do shed some light on present day religious problems. One does not need to belong to any particular denomination, as the discussion groups are opened to anyone interested.

Baptist
At 11 o'clock, Dr. O. C. Wright of Portland will speak on "The Living Church." A welcome speech will be given by Carol Young.

The young people's organization will meet at 6:30. Dr. J. Franklin Day of Eugene will speak at 7:30 on the subject, "A Man With a Christian Heart."

United Lutheran
"Honor Thy Father and Mother" is the subject of the sermon to be delivered by Rev. F. S. Beistel. The Luther league meets at 6:30. At which time there will be a social

it was stated by E. G. Harlan, secretary of the chamber of commerce, that less than one-fourth of the houses are paying the 28-cent rate. The others are paying 32 cents a gallon. Last spring all houses made contracts with distributors for milk at 28 cents a gallon. This fall when the price went up, house managers, except about six reformed the contracts at the 32-cent price in conformance with the local code.

High Charge Not Denied
That the price paid here is higher than that paid at other institutions was not denied, but it was pointed out that the conditions under which the milk is obtained at the other institutions is the reason.

At Corvallis the dormitories get dairy products from the dairy department of the school of agriculture and not from private dealers. The fraternities and sororities there get all supplies through the cooperative managers' association which gets bids on all dairy products, thus obtaining lower prices.

Corvallis dairies are not operating under a city milk ordinance as are those in Eugene, it was stated. The large number of institutions at Salem and the fact that dairy herds have been maintained by the state for institutions at Salem was given as the reason for lower prices there. The extent of inspection at Salem and Monmouth was not certain here.

The dormitory dining rooms have been serving grade A milk from the Eugene Farmer's creamery and the Medo-Land creamery. Both of these plants and the dairies supplying them are operating under the Eugene and federal milk codes.

The Student Church

ROSEBELLE HIMELSTIEN

Community Liberal Church (Unitarian)
"The Ethics of Acquisition and Possession" is the subject of the sermon to be delivered by Rev. E. M. Whitesmith at 11 o'clock.

A talk will be given over KORE at 2 o'clock.
The students are invited to attend the public forum to be held at 7:30, in which the theme of discussion will be "The Three Courses That Are Offered to the World. Rev. Whitesmith will present the fourth course.

Congregational
Rev. Clay F. Palmer has chosen for his sermon topic, "The Right to Believe."
At 6:00 the student forum will be led by Francis E. Foote. The subject of the discussion will be "Success."

"The Evolution of God" is the topic of the evening sermon that will be delivered by Dr. Aylmer Harding.

At 9:45 Dr. G. P. Winchell will speak about "Spre Spots in Europe."
A tea for students and their dads at 5 o'clock.
N. B. Zane of the art department will speak about "Artists Few in Religion," at 6 o'clock.

Presbyterian
The Dad's service will begin at 11 o'clock and the sermon topic "Men Like Cathedral" will be delivered by Rev. M. Weber. There will be music by the junior and senior choir.

At 7:30, Rev. Weber will continue his talk on his trip through the Holy Land.

Christian
At 9:45 Dr. V. P. Morris of the

University will continue his series of talks on the development of personality at the regular meeting of the Loyal Berean class for young people of college age.
Rev. S. E. Childers, who recently returned from Pittsburgh where he attended an international conference of Christian church ministers, will speak about his trip at 11 o'clock.

There will be a Christian Endeavor meeting at 6:15, in which Catherine Dunlop will lead the discussion, entitled "How Christ Has Changed Life in Mission Countries."

At 7:30, Rev. Childers has chosen for his sermon topic, "Is Christianity a Delusion?"

First Church of Christ, Scientist
Services will be held at 11 a. m. and 8 p. m. The subject of the lesson sermon is "Probation After Death."

Grace Lutheran
At 11 o'clock, Eugene Schremm of Eugene, will deliver the sermon entitled, "Can a Church Member Be Lost."

The Bible group meets at 10 o'clock and the study of Jeremiah is the subject.
On Monday evening at 7:45, there will be a blackboard lecture to be followed by the play practice.

Methodist
At 9:45, the student group will meet in the pastor's office with Mr. Ristow, and the subject of the discussion will be "The Technique of Religion vs. the Technique of Science."

Dr. Louis Magin of Salem will deliver the sermon on "Dad's Day" at 11 o'clock.
The Wesley group will meet at 6 o'clock, and the speaker for the evening will be F. K. Davis, Eugene author, and the topic for discussion will be "Christ's Personality."

I hear from one who has read "The Good Companions" that the picture follows the book very closely. That made the picture for him.

I will take issue with this attitude. Often a story may be interesting and of artistic value when written and yet be uninteresting as a picture. That is my quarrel with this picture.
It is English all over, natural-

Scanning the Cinemas

McDONALD—"The Good Companions." Jessie Matthews, Edmund Breese, also "Penthouse," Warner Baxter, Myrna Loy, Mae Clarke, Phillips Holmes, Begins Sunday, "The Bowery," George Raft, Wallace Beery, Jackie Cooper, Fay Wray. Also "Tillie and Gus," W. C. Fields, Alison Skipworth.

COLONIAL—Kartoon Carnival at 2 p. m. "White Sister," Helen Hayes, Clark Gable. Sunday, "Love Honor and Oh Baby." Slim Summerville, Zazu Pitts.

By J. A. NEWTON
An Idyllic Tale
"White Sister" is well worth seeing. Contrary to the trend of the day in movies, this is a tragedy, and it is very effective. Clark Gable is the dashing and romantic young army officer, and Helen Hayes is the romantic minded daughter of a prince.

The love scenes are very intense, and a bit too numerous if anything. One is left a bit limp. However on the whole it is beautifully and tastefully done. Miss Hayes lives up to the name of one of the finest dramatic actresses on the screen. Highly recommended.

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ly. Often the sound is not intelligible, not only because of the accents, but also because of technical deficiencies. But the music sound is some better than the average American talkie music.

"Penthouse" is a fast-moving tale of murder and detection. Warner Baxter as a young attorney, Myrna Loy as a very willing gal, Mae Clark as a corpse, and Phillips Holmes as a suspect.

"The Bowery," which comes up Sunday, takes some of the most notorious characters of the gay nineties and brings them to life. Fay Wray is the heart interest and Jackie Cooper will probably do his stuff as usual.

"Tillie and Gus," also on the Sunday bill, ought to be a kick in the neck. W. C. Fields is generally good for a stack of laughs, and Alison Skipworth probably doesn't detract any.

MANY ACTIVITIES ON FOR VISITING DADS

(Continued from Page One)
for 5 o'clock but was moved forward.

Free entertainment for dads has been offered by all Eugene golf courses and the Colonial theater.

Late last night, a total of 36 Oregon Dads had completed registration at the desk in the lobby of the Administration building. The majority of dads are expected to appear today.

SERVE the BEST

MILK — ICE CREAM
and other
DAIRY PRODUCTS

We Have
A Special Delivery
for the Campus

EUGENE FARMER'S CREAMERY

568 Olive St. Phone 638
The Home of
BLUE BELL
Dairy Products

ANNOUNCING OPENING The Toastwich Shoppe

NEW MANAGEMENT

NEW REFRIGERATION THROUGHOUT

GOOD FOOD REASONABLE PRICES

MRS. BISSETT, well-known campus cook, will prepare all meals and that means good meals.

MR. RICHARDS, for five years manager of The White Kitchen of Boulder, Colo., famous for its food and service, will bring the same quality of service to the campus.

PRESENT THIS AD FOR 5c CREDIT ON ANY COUNTER ORDER

Welcome Dads This Is Your Day

The students have spent weeks planning for your entertainment and these representative merchants of Eugene hope that you will greatly enjoy these few days which have been especially set aside for you. The undersigned merchants are appreciative of the University students' trade and it is their hope to strengthen the bonds between you--the University--the student body--and the Eugene citizens. These merchants extend to each of you a personal invitation to visit their establishments so that new acquaintances might be made and old ones revived. -- Again they say "Welcome, Dads--this is your day!"

WALORA CANDIES
851 East 13th

C. J. BREIER CO.
968 Willamette

RAINBOW RESTAURANT
"Obak" Wallace
820 Willamette

BEARD'S
Women's Wear
957 Willamette

DENSMORE-LEONARD
Apparel for Women
1004 Willamette

KENNEL-ELLIS STUDIO
957 Willamette
Phone 1697

MEDO-LAND CREAMERY CO.
Gold Medal Dairy Products
Phone 393

WESTERN THRIFT
Drugs — Cigars
Corner 8th and Willamette

CAMPUS SHOE SHOP
843 East Thirteenth
Eugene, Oregon

KUYKENDALL DRUG CO.
870 Willamette St.

LUDFORD'S PAINT & ART STORE
979 Willamette
Phone 749

WILLIAMS SELF SERVICE STORE
77 East Broadway
Phone 2579

CAMPUS GROCERY
A. C. Burgess
1249 Alder

MERRICK DANCE STUDIO
861 Willamette

DAVID M. GRAHAM, '05
828 Willamette

UNIVERSITY TAILORS
1128 Alder St.
Phone 2641

COLLEGE BOOT SHOP
988 Willamette

SIGWART ELECTRIC CO.
956 Willamette

LEE DUKES CAFE
845 Willamette
Phone 549

ELLA C. MEADE
14 Eighth St. West
Phone 330

McDONALD

LAST TIMES TONITE

WARNER BAXTER and MYRNA LOY
in "PENTHOUSE"

Plus
"THE GOOD COMPANIONS" with JESSIE MATHEWS

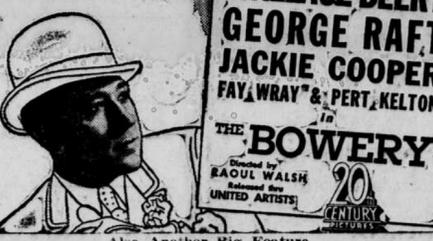
SUNDAY

THE WORLD HAS BEEN
WAITING FOR THIS PICTURE!

"CHAMP" TO ONE

A "CHUMP" TO THE OTHER

To Swipes, the news-boy, "Chuck" Connors was the Bowery's big shot. To Steve Brodie, he was just small time. But it was all in fun (oh, yeah?) and when it came to a show-down, both came through.



Also Another Big Feature
W. C. Fields — Alison Skipworth — Baby Leroy
In a Riot of Fun and Laughter

"TILLIE & GUS"

DANCE

SATURDAY
SUNDAY

BERTHA JOHNSON'S
CO-EDS

Willamette Park

HOME OWNED — EUGENE'S OWN

Today — Saturday

HELEN HAYES

CLARK GABLE

in

The White Sister

Plus Owl Mat. 11 P. M.

JEAN HARLOW — Chester Morris

'Red-Headed Woman'

Come at 9—No Extra Charge

All Seats 15c

SUNDAY

First Run

SLIM SUMMERVILLE

ZASU PITTS

in naughty, funny

'LOVE, HONOR AND OH BABY'

Plus Technicolor Cartoon

Mat. 15c — — — Night 20c