

Oregon Retailers Discuss Problems, Work at Campus Meeting

State Merchants End Meet With Banquet at Osburn; 12 Service Awards Made

The initial conference of the Oregon Retail Distributors' association brought about a discussion of fair trade acts, the application of research to merchandising and objections to retail taxation.

Dean James H. Gilbert in his address on retail taxation stated that the sales tax was unequal because it fails to take into consideration the turnover of merchandise and the ultimate consequence that it falls on all consumers regardless of their varying incomes.

Proposing the abolition of all retail taxation, Dean Gilbert recommends an increase on the incomes tax as it is based on the volume of an individual's income and is more consistent with the individual's ability to pay.

Wendel First Speaker
Harold Wendel, president of the retail conference, in an opening address outlined the purposes of the organization and said "We all are in competition, our most vital problems are mutual ones. All business is facing problems today which weren't present in the past and it's going to require all of our cooperative efforts in order to solve our problems."

In referring to the great part that the Oregon school of business administration has played, Mr. Wendel said, "It provides a wonderful opportunity to us to get research work done which would be difficult to have done by any other agency. We have actually found a world of material available which has been put to use already."

Need for the application of scientific methods of research to retailing was discussed by Dr. N. H. Comish, professor of business administration and permanent secretary of the organization. His talk was based upon a research made in 199 Oregon stores which told of the various methods used to select, train, and promote retail employees.

Additional emphasis upon the need of research by Oregon merchants was stressed by Eric M. Stanford, controller of Olds, Wortman and King, Portland, and by

T. W. Hickman, manager of Western States Grocery, Eugene.

Unfair trade practices and their remedies were laid out in the discussions on the Robinson-Patman act and the 1937 anti-price discrimination act of Senate bill 103 which was recently passed by the Oregon legislature.

Details of the anti-price discrimination act were discussed by Edward F. Bailey, state counsel for the Home Owners' Loan corporation of Portland, who predicted that an administrative agency would be necessary in order to free the court of excess litigation.

Bailey's Speech Challenged
W. S. Pendleton, general manager of Olds, Wortman and King, Portland, challenged Mr. Bailey's statement from the floor, branding the act as "vicious," and stated "there isn't a store in Oregon that doesn't violate the terms of the bill 57 times a day."

Frank Nau, Portland druggist, outlined before the conference the provisions of the Oregon fair trade act of 1935. Keith Fennel, proprietor of the University Pharmacy, aided in this discussion, also giving particular attention to the Robinson-Patman Act.

Modernization of small town stores was urged by Claude Hall, Toledo, who discussed the problem of "Why People Leave Their Home Towns to Trade and What to Do About It." Edward N. Weinbaum, manager of the trade and commerce department of the Portland chamber of commerce, addressed the conference on "Discounts."

Annual Phi Beta Banquet Slated For 5:30 Tonight

Numbers by a string quartet composed of Dorothy Louise Johnson, Audrey Aason, Barbara Powers, and Alice Coggins with Theresa Kelly at the piano, will be featured at the annual founders' day banquet to be held by Phi Beta, national music and drama honorary, in Gerlinger hall tonight at 5:30.

A vocal trio, string trio, piano, violin, and vocal solos will also be included on the program. After the dinner, a candle light service has been planned in honor of Phi Beta seniors. The patronesses of Phi Beta will be honor guests. Theresa Kelly, president of the chapter, has charge of the program.

Douglasses Speakers at Spanish Meet Tonight

All students are welcome to attend an open meeting of Sigma Delta Pi, national Spanish honorary society, to be held this evening at 7:30 at the home of Mr. and Mrs. M. H. Douglass, 2293 Birch Lane.

Mr. and Mrs. Douglass will talk informally about their two months trip around South America, from which they have just returned to the campus. They have taken a number of interesting pictures which they will show.

No man works at Taylor's

Mother's Day Banquet Dated For Saturday

Visitors to Be Greeted by New ASUO Leader; Talks to Be Limited, Pallett Promises

The University's new student body president, to be chosen Thursday, will greet mothers at the annual Mother's Day banquet to be held Saturday evening at 5:30 o'clock in John Straub memorial building, Earl M. Pallett, head of committees, announced yesterday.

Tickets for the banquet went on sale Monday in the dean of men's office, and students are buying them along with canoe fete and Martini concert tickets.

Mrs. Peets Toastmistress
Mrs. Elbert C. Peets, Portland, president of the Oregon Mothers, will act as toastmistress for the banquet. The Rev. Cecil F. Ristow, pastor of the First Methodist church, Eugene, will give the invocation.

Merle Chessman, president of the Oregon Dads, and a leader in the last Dad's Day weekend festivities, will bring mothers a greeting from his organization. Gayle Buchanan, president of AWS, will represent University women.

Boyer Main Speaker
C. Valentine Boyer, president of the University, will be the main speaker of the evening. He will bring to the mothers an address in the form of a greeting.

Students of the speech department will present a radio skit. Dorothy Louise Johnson, accompanied by Edythe Farr, will give a violin solo.

Earl M. Pallett will announce the winning class, those who have the greatest percentage of mothers as guests for the weekend. New officers of the Oregon Mothers organization will be introduced.

Music to Be Feature
Other music will be furnished by the Phi Beta trio and the Oregon Songmen of Alpha hall. Trio members include Barbara Powers, violin; Roberta Moffitt, cello; Theresa Kelly, piano. Walter Vernstrom, Fred Bates, Bruce Eddy, and Albert Chamberlin are the songmen.

The banquet is to be strictly informal, mothers, daughters, and sons attending in street clothes. As the canoe fete on the millrace follows immediately after the affair, all addresses and talks will be limited to a few minutes. Mr. Pallett said yesterday.

Women's Tennis

(Continued from page three)
Wilson singled and stole second, and scored with Vadais, who had walked, when Martin bounced one off Ralph Cathey's shins.

With two out Ken Purdy hit a home run between Vadais and Wilson, but that was all the Betas could do in their last bats, as Cathey hit a high fly to Martin.

Bob Wintermute, Beta, and Joe Wilson, Phi Delt, were the outstanding men on the field.

Sammies 7, appa Sigs
The Sammies' team trust battery, Vic Rosenfeld and Dave Siltver, were largely responsible for

DIETRICH IN PORTLAND

Howard N. Dietrich, '35, has a position with Whitfield and company of Portland, accountants. He was formerly with the state tax commission.

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Retailer's Meet Nets Statewide Speakers

(Continued from page one)
vertising, private versus national brands, store modernization, and women in retailing were discussed by P. J. McAuley, speaker of the evening.

Interspersing seriousness with flashing jests, he led his listeners through vital statistics and other matters of importance involved in present retail trends.

Service Awards Made
Twelve members of Alpha Kappa Psi to receive gold service buttons from Harry Odis, president,

and Harold Strawn, were: Frank Chambers, Jack Filsinger, David Ereuer, Frank Breuer, Don Frye, Mel Shevach, Louis Rotenberg, Toni Guy, Sam Mack, Jack Enders, William Gieseke, Richard Anthony, and Charles Miller. Harold Wendal was made an honorary pledge of the organization.

Other entertainment of the evening included vocal selections by Hal Young accompanied by George Hopkins of the University school of music.

J. College Goes Wild Over Gay Hawaiian Shirts

By JOE COLLEGE
Pink elephants on the ceiling, pink elephants on the wall. Pink elephants at the ball park... dizzy? Can't be the drinks. D'you see it, too? Can almost "hear" the thing. What is it? No, not Glen Reed, it's that thing he's got on. Kind of loud for a pajama top. There's another. Must be some sort of initiation garb? What? Oh, a Hawaiian shirt... the latest craze. Maybe I'm crazy, but... no, there's another.

Le Roy Mattingly, Emerald editor, has one, as have several other Phi Sigs. Beta's Harold Sexton and Jimmy Hurd are bravely "carrying the colors" at their house. Alpha Phis and Alpha Deltas (ADPis to you) have been asking for the shirts for months.

Kappa Hallie Dudley is pushing them across the counter for Dudley Field's. Frank Hitchcock, a Phi Sig, Hawaiian student, brought the fad (several boxes of the shirts) to the local campus. They are the rage at UCLA, Southern Cal. and Stanford.

Some Japanese shirt manufacturers on the islands started the fad five or six years ago, according to Hitchcock, who says, "Aloha shorts no ka oe," meaning, "they are the best." They are breezy, cool, and rather colorful, to say the least.

Dizzy? Perhaps, but it's not the heat or drinks this time! Cool to wear... still, plenty hot stuff!

Phi Delt's Take

(Continued from page three)
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By ordering your...
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now, you can save the expensive telegraphing costs, for we can mail the orders to your local florists.
Remember—Thursday will be the last day that these orders can be mailed. Better see us today!

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Newest ideas in warfare are getting tests from the regular army as the units of the third division are gathered at Fort Lewis, Wash., for divisional maneuvers. Photos show the 115 mm. guns of the Ninth Field Artillery, streamlined and rubber-tired, in target practice under war-time conditions.

inning by homing with Jack Coleman on base. Andy Hurney and Bill Courtney lead Oregon's stick work with two blows apiece. West, Idaho second sacker, got two to lead his mates.

Duck Netters

(Continued from page three)
washing by overcoming Snodgrass and Jorgenson, 6-3, 6-2.

Go to Moscow
Following a brief rest in Pullman, the Webfoots left for Moscow to engage the much-trampled Idaho Vandals. Although they were playing on the Vandal courts for the first time since their completion, the Ducks sailed through the match without losing a set.

Economus again started the parade by defeating H. Scott, No. 1 for the Vandals, 6-0, 6-1. Crane added another point to the total by taking G. Davis, 6-3, 6-2. Charlie Eaton disposed of R. Nelson, 6-1, 6-2. Bill Zimmerman defeated P. Parrish, 6-2, 6-0 and Al Finke completed the singles round by defeating F. Randall, 6-1, 6-3.

Vandals Trounced
The Vandals were still in submissive state as they entered the doubles division, and bowed again in straight sets. Economus and Eaton dropped Scott and Parrish 6-4, 6-2, and Zimmerman and Crane wound up the invasion festivities by drubbing Davis and Nelson 6-1, 6-2.

Following a return engagement with Willamette at Salem tomorrow, the Ducks will settle down to an intensive drill in preparation for the coming title battle with the University of Washington, to be

Application blanks and information may be secured at the offices of either Dean Onthank or Mr. Lomax.

Hobson's Club

(Continued from page three)
fourth inning on three bunched hits to assume an early lead. Oregon came back in the fifth and sixth innings with single tallies to climb back in the ball game, and won it in the next canto with two runs.

Chief McLean provided the game's feature clout in the eighth

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WELL, OPINIONS ON PIPES MAY DIFFER—

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