

# 'Peer Gynt' Advertising Is Underway

## Zollie Volchok Will Handle Extensive Campaign; Stage Sets Being Built

A small army of publicity writers, typists, and mailing helpers will shift into high gear in the educational activities office this morning in a comprehensive promotion campaign to let the rest of the state know about "Peer Gynt," jumbo Igloo production now less than two weeks away.

The emergency promotion corps will handle mailing contacts and write script for radio advertising of the production, functioning continuously until the day of presentation, April 26. Advance publicity work has been going on for three weeks, but the organization was not recruited to full strength until this week for the beginning of intensive promotion.

One of the features of the campaign is an educational handbook

# Alice Ernst's New Book Will Be Released May 1

"Backstage in Xanadu," a new book of plays by Alice Henson Ernst, instructor in the English department, will be released May 1 according to Binford and Mort, Portland publishers. This will be the second book of plays Mrs. Ernst has written.

Her first book, "High Country," was published in 1935 and received notices in the Los Angeles Times, Portland Oregonian, Christian Science Monitor, and was recommended by the American Library association as one of the best books of the year.

### DONUT MANAGERS

Intramural softball managers to meet this afternoon at 4:15 in room 120 of the PE department to discuss rules. Roland Dickie, supervisor, asks that every manager attend or send a representative.

on "Peer Gynt" and its author, Henrik Ibsen, which will be distributed in high schools within a 50-mile radius of the campus. Contributions to the book came from each of the three departments of the production, drama, music and dancing.

The campaign under the direction of promotion wizard Zollie Volchok, assistant ASUO educational activities manager, is the most extensive ever undertaken for an ASUO event, just as its subject, "Peer Gynt," is the largest-scale indoor production ever to be staged on the campus.

Volunteers also took a hand in the promotion work this week as the educational activities office reported 20 local clubwomen engaged in a stumping tour of the vicinity to disseminate information concerning the production.

Meanwhile rehearsing of the reading parts of the production continues daily, while a scenery design class under the direction of Horace W. Robinson, director, builds sets for the vast amount of scenery needed for the huge Igloo stage especially designed and constructed for the production.

Tickets will go on sale today at the ASUO ticket offices in McArthur court, with prices at \$1.25, \$1, and 75 cents. The event is an ASUO card attraction.

## Governor's Day Committee to Meet

Plans for "Governor's Day" ROTC demonstrations, to be held this year on May 25 at the Eugene fairgrounds, will be discussed Monday in the special committee in charge of arrangements.

The committee, recently appointed by President Donald M. Erb, is composed of Chairman Carlton E. Spencer, professor of law, Dean Karl W. Onthank, Earl M. Pallett, Major William A. Wapenstein, J. O. Lindstrom, and George H. Godfrey.

## Sheldon Compiling Life of Ex-Prexy

Dr. H. D. Sheldon, professor of history and education, is writing a collection of documents on former University president, Arnold Bennett Hall.

The documents will contain biographical sketches, estimates of Hall's works, and copies of his more prominent speeches and letters. The finished documents will be placed in the library for reference.

Whereas "High Country" is a book of purely regional plays of the Northwest, "Backstage in Xanadu" is more universal in theme and gayer in mood, according to the publishers. Xanadu, it is said, is that unexplored country of enchantment just beyond human reach that every man seeks . . . and no one ever quite finds.

Xanadu was written for plain people and is not limited as to time or place. The four one-act plays contained in the book have already been staged successfully by various theater groups. "Cloistered Calm," a comedy of University life, was first produced at the University of Washington and later here on the Oregon campus. "Afternoon of a Nymph," the second in the group, was also produced here at Oregon.

"Nightingale," third in the group of one-acts, is an Arabian Nights' fantasy and was first published in Poet Lore in Boston. "Welcome Stranger," a satire on modern life, completes the group. It was a prize-winning play in a recent Portland Civic Theater contest.

Constance Cole, who did illustrations for Mrs. Ernst's first book, has also done several striking sketches for "Backstage in Xanadu." Miss Cole is a former Oregon student.

## Inquiring Reporter To Interview Artist

Groundwork for an interview with Dale Mallicoat, artist assisting in decorating McArthur court for the production of Peer Gynt, over the Emerald news reporter program tonight was laid last night, when Zollie Volchok, assistant educational activities manager, explained some of the high points of the spectacle over the KORE program.

## STUDENTS ATTENTION!

We are serving a delightful Easter dinner at Seymour's Cafe, next Sunday. Make a date for this day with a friend and really enjoy the occasion.

### MAIL CANDY?

Sure we do. We have some beautiful Easter boxes of candy and clever novelties, all made by Van Duyn. Mail some home to the family for remembrance. We pack for mailing free.

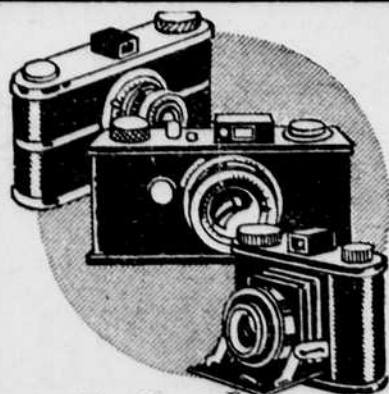


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## Writing Honorary Initiates 8 at Home Of W. F. G. Thacher

Eight men were initiated into Ye Tabard Inn, local chapter of Sigma Upsilon, national men's writing honorary, at the home of W. F. G. Thacher Wednesday night.

Those initiated were Walter Wood, Morris Carter, Keith Rinehart, Jack Giesy, Lew Evans, Carl Newcomb, Gene Edwards, and George Stephenson. Malcolm Stone, pledged this past week, was unable to be present and will be initiated later in the term.

Elected to succeed Freed Bales as president of Ye Tabard Inn for the coming year was Wen Brooks. After a short business meeting Initiates Lew Evans and Gene Edwards read original manuscripts.

## Phi Beta Chooses Jean Ramsden Head

Jean Ramsden was elected president of Phi Beta, women's musical honorary, at a meeting Tuesday night.

Other officers elected were: Saville Riley, vice-president; Evelyn Erickson, secretary; Elsie Eschebeck, treasurer; and Lorraine Hixson, historian.

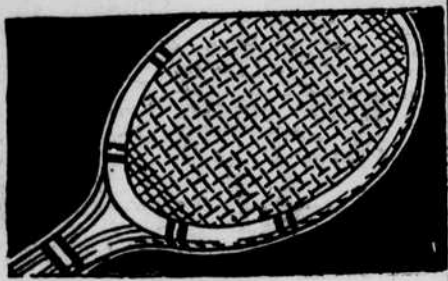
## Feminine Authority To Speak on Britain

Miss Ethel M. Foster, late assistant principal in the British ministry of labor and authority on British civil service will be on the campus filling many speaking engagements Friday, April 22 until April 26.

The tentative schedule arranged for Miss Foster's visit on the campus includes a supper meeting with the students of the campus cooperative groups on Sunday evening, with a discussion of the British civil service; a combined meeting with several classes in economics and sociology, with a talk on unemployment compensation in Great Britain; a meeting Monday night with the Social Science club of the University faculty on the subject, "Notes on Unemployment Compensation Administration;" a luncheon meeting on Tuesday with the Rotary club, with a talk on health insurance in Great Britain.

### SMITH PREPARES PAMPHLET

Warren D. Smith, of the geology and geography department of the University, is working on a booklet on the "Geology of Lane County," for the state highway department.



# Tennis Days ARE HERE

## Rackets

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## Balls

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Reg. size	Jumbo
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