

## Merchants Meet for Second Day Session Of Retail Conference

### Oregon Delegates Discuss Laws Affecting Business; Claim Unfair Trade Practice Act Is Working Fairly Well

Retail merchants of Oregon, meeting here this morning for their second annual institute, delving into laws affecting their businesses, found the unfair trade practice acts working out fairly well for all "but opponents of American ways of doing business," but were frankly critical of the Miller-Tidings "resale price maintenance" legislation.

The Robinson-Patman act has accomplished a division of responsibility between buyer and seller, it was declared by John Rynes, merchandising manager of Eastern Outfitting company, Portland.

The resale price maintenance act might have been improved if "the president had know more about such fields as book business," Miss Vivian Cooley, head of the Meier and Frank book department, told the merchants. Provisions of the act are difficult to follow and in some respects retard progress, she believed.

#### Cooperative Buying Feared

Merchants were also apprehensive about cooperative buying and selling organizations, pointing out in open discussions that these groups had an advantage in less taxation and in other ways. Regulation of them, along fair trade lines, is believed to be necessary.

Chain store taxation was soundly scored as a punitive measure, intended to drive out this industry, rather than raise revenue, it was declared by E. A. Tibbets, controller of Sears, Roebuck and company, Portland, in an address before the afternoon session.

If legislation succeeds in driving chain stores out of Oregon, the state would face the loss of an industry amounting to \$48,000,000 annually, he said.

#### Profits Taxes Hit Hard

Undistributed profits taxes are hitting the smaller merchants much harder than larger concerns, it was pointed out by O. R. Anderson, instructor in accounting at the University. Modification of the present form of legislation was strongly urged by Anderson, and by S. D. Buell, of Walter D. Whitcomb company, Portland.

Simple, but attractive store advertising, worked out along the lines that will put the desire to buy in the customers mind, was urged by Frank Short, instructor in advertising.

Business men today must realize  
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## Phi Theta Upsilon Pledges 21 Women

The list of 21 girls pledged to Phi Theta Upsilon, junior women's honorary, at a meeting yesterday was released by Dorothy Magnuson, president of the society.

The list includes Betty Lou Kurtz, LaVern Littleton, Jean Bonness, Blanche Brown, Anne Fredericksen, Mary Failing, Jeanette Hafner, Charlene Jackson, Jean Kendall, Joan Murphy, Aida Murphy, Betty Lou Swart, Peggy Sanford, Mary Thatcher, Patsy Taylor, Genevieve Treadgold, Rita Wright, Lavelle Walstrom, Patsy Warren, Betty Jane Van Dellen, and Pat Brugman.

## Loving Cup



Maxine Glad and cup . . . to be given to the living organization having the most mothers registered on the campus this weekend. Maxine is publicity chairman for the Mothers' weekend, and does not go with the cup.

## Conference Names Smith As President

James G. Smith, secretary of the McMinnville chamber of commerce was today named president of the State Association of Commercial Secretaries, at the final session of the group's nineteenth annual conference, held on the University of Oregon campus. He succeeds Don H. Peoples of Bend. Other officers named were: George H. Layman, Newberg, vice-

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## S. S. Smith Speaks At Citizens' League

Prof. S. Stephenson Smith, of the English department, who recently returned from a trip to Washington, D. C., addressed the Citizens' league at their meeting in the Moose hall last night in a speech entitled, "Behind the Scenes, in Washington."

Professor Smith told of his discussions in Washington, D. C., with "new dealers" in regard to the proposed spending program, and the attempts that the administration has made to get out of the depression.

## Typical Oregon Spring Picnics Being Observed

"Let's have a picnic, fellows." Spring term is going full swing—picnics everywhere. Let's observe one of those typical Oregon picnics:

1. It starts to rain after the fire is built.
2. Your girl starts to sneeze.
3. There isn't any grass, only poison oak and it looks like grass to you so you sit in it.
4. The sandwiches are invaded by ants and you don't see them until you discover the rest of the ant on the other bite.
5. You come prepared to swim but you find you don't have to because you are already drenched so what's the point?
6. You seek shelter in a shack nearby but the roof leaks.
7. By this time your gal "wants to go home."
8. You can't leave—What about the money you invested in the beer?
9. Besides you're just beginning to have a good time and should you worry if your gal is such a poor sport?
10. "Oh well, better take her home, psst, heh fellows, I'll be back." (Heck, I can have more fun with the boys.)
11. But after you reach the sorority house your girl sidetracks you, and you decide she isn't the outdoor girl anyhow—she's the home type.
12. Then you kick yourself for treating your darling so mean. And when you both break out with poison oak the next day, you'd like to sock the guy that suggested the picnic.

## Nash Library Collection of Books Ready

### Fine Display Placed For Remainder of Spring Term; May Remain Longer

The John Henry Nash collection of fine books opened to the public yesterday afternoon at the new University of Oregon library, where it will be on display for the remainder of spring term and may remain as the property of the University.

Thirty-six persons were present at the special preview showing of the group, following a luncheon in honor of Nash at the Osburn hotel where the printer told President Erb, members of the faculty library committee, and guests of the background of his library.

#### Guests at Showing

Out of town guests at the showing were Mrs. C. S. Jackson, owner of the Portland Journal; Mr. and Mrs. Frederick Skiff, Portland book collectors; Mrs. Beatrice W. Sackett, of Marshfield; Mr. and Mrs. C. A. Brand; and Vice-President and Mrs. Burt Brown Barker.

Mrs. Sackett and Mr. Brand are members of the state board of higher education.

#### Display for Librarians, Parents

Much enthusiasm over the library, which includes the complete work of Mr. Nash as well as representative pieces of printing since the Gutenberg Bible in 1450. Much enthusiasm was shown the books later in the afternoon when the collection was made

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## Hopkins to Present Varieties in Rhythm

Varieties of modern rhythm will characterize the weekly piano broadcast to be given by George Hopkins, professor of piano, tonight at 7:15 over the local station KORE.

Mr. Hopkins, who has received requests to present these varieties on his program, will open the broadcast with "La Comparsa" by Lecuona.

One of his own selections, "Dusky Rhythm" from "Six American Miniatures," will also be included in the group of piano numbers. A folk song by Stephen Foster will also be given with variations.

## Sophs to Study Unanimous Vote In Villard at 4

The sophomore class will meet this afternoon at 4 in Villard to decide whether to make the election of Scott Corbett unanimous, in view of the withdrawal of Lloyd Hoffman from the race.

The class will also discuss an added attraction for card holders.

## Case of Missing Constitution Is Solved by Earl

### Williams Is Satisfied With Result of Meeting

With the frosh class constitution being produced by Prexy Tiger Payne yesterday morning on the request of Dean of Men Virgil Earl, a sudden stop was brought to the "constitutional test case" which Dick Williams, freshman, had threatened to raise regarding last Thursday's nominating assembly.

Williams, who met with Dean  
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## Students Use Ice Coin Slugs In Telephones

By ALYCE ROGERS

The telephone company in Palo Alto recently discovered why some of its profits had melted away. Stanford university fraternity brothers financed their telephone calls with nickels, minted by freezing water in molds. Collectors, flooded with water instead of coins, threatened to remove telephones from all fraternity houses unless the men paid in cash.

## Prommin' . . .

Now that promming time is near Coeds smile from ear to ear; Cuddle up and start to neck; Use flattering phrases by the peck; Tell a guy he's really swell, Dresses nice and dances well; Makes him think he really rates. All they want's a promming date.  
—Indiana Daily.

## Try These . . .

If you're tired of knock-knocks and do-funnies, maybe you'll like our color scheme:  
What color is a ghost? Boo.  
What color is shampoo? Drene.  
What color is scam? G'way.  
What color is Jack Benny? Jel-lo.  
What color is a belch? Burple.  
What color is a telephone? 'Ello.  
What color is sorrow? Woes.  
What color is a bride? Wed.  
What color is an index? Filet.  
What color is a conductor? Car-man.—Exchanges.