

Tomorrow's Job

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Nearly everyone knows about Dr. Gallup and his Institute of Public Opinion. But what everyone doesn't know is that over 15,000 persons are engaged in the 20-year-old business of consumer research—the same sort of fact-finding work which is done by the institute.

Most research surveys study the consumer — his choice of toothpaste, his income, his preference in pajamas, his taste in neckties, and so forth. Most men and women in consumer research are college graduates, many of them having had courses in retailing, statistics, psychology, or business.

For making consumer interviews, women are preferred to men. The reason for this is that most interviews are made with housewives, and it has been found that women more readily confide in members of their own sex.

The standard wage for temporary interviewers is \$5 per day plus incidental expenses. Experienced investigators earn up to \$50 a week, while supervisors and executives receive more in proportion to their ability and skill.

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Leading College Dailies Declare Balkans to Become Major Factor In War Through Neutrality, Unity

By ASSOCIATED COLLEGIATE PRESS
Always a world hotbed, Europe's Balkan states again are claiming major attention from observers of the titanic struggle between Germany and the allies.

American college writers are indulging in varied speculation as to the role the Balkans are likely to play in the far-flung conflict, and the tone of their writings seems to indicate the belief that this role will be of a major nature.

The Daily Illini at the University of Illinois feels that "to a great measure, failure of the Balkan nations to form at least a tightly-knit natural bloc has caused the allied powers' statesmen some sleepless nights. It means that the Balkans, singly, are still weak enough to encourage German or Russian aggression.

"The Belgrade conference of 1940 might conceivably come to mean the first American troopship of 1942 or 1943. For thus do wars flourish, and while this conflict did not have its origin in southeastern Europe, the Balkan states have not yet lost their peculiar power to direct its course."

A contrasting view, based on optimism for the possibility of Balkan unity, is expressed by the Daily Orange at Syracuse university. Says the Orange, "Long time hotbed of war and international intrigue, the Balkans, fiery little nations whose history reads like a wild west yarn, have allowed the coals to die down and have started to freeze into a 'common vigil' to protect the independence and territorial integrity of each. This solidarity move is the most important decision in the present diplomatic war outside of the German-Russian treaty which astounded the world. It defi-

nitely announces that the four nations, Rumania, Greece, Turkey, and Yugoslavia, are going to remain neutral in this present conflict as long as possible.

advertising agencies, chambers of commerce, trade associations, magazines, newspapers, and government agencies.

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nately announces that the four nations, Rumania, Greece, Turkey, and Yugoslavia, are going to remain neutral in this present conflict as long as possible.

"Compromising their national interests in time of possible invasion has solidified the desire to keep free from war. Although they have not solved all the issues which have split them into armed camps for years, this conciliatory attitude is the one bright spot in the war picture. Maybe the Balkans have learned from bitter experience. Maybe somebody's told them of that bit of Americana which reads, 'United we stand, divided we fall.'"

Southwestern opinion, as expressed by the Daily Texan at the University of Texas, is that "the key to Europe's future may lie in the Balkans. As Captain J. H. Craige says, 'All through history it has been easy to start wars in the Balkans, hard to stop them.'

"If the Balkan states could get together and form a cohesive neutral bloc," speculates the Texan, "their chance of being invaded would be small. They would have an army of close to 2,000,000 first line troops, adequately equipped and backed by a sizable air force. But the Balkans are a crazy-quilt of mixed unfriendly nationalities. Never in history have they been able to work cooperatively, or to adjust their opposed and divergent ambitions and policies. If this war is to become a real world war, most authorities think the starting point will be the Balkans, birthplace of many a devastating war of the past."

Perhaps mirroring the uncertainty of the war itself, undergraduate opinion is diverse. But events of recent days have revived the feeling that the Balkans will eventually write a vital war chapter.

Phi Theta to Sell Flowers for Dance

New initiates of Phi Theta, junior women's honorary, go into action today when they begin their annual sale of carnations and gardenias for the annual Mortar Board ball Saturday night.

The sale will be conducted in all girls' living organizations, in an effort to provide boutonnières for the dates of coeds. The providing of flowers is part of the "it's the girl who pays" theme.

Very Little Theater

(Continued from page one)

H. C. Franchere, a newcomer to the theater group from the University English department, Bob Cromwell, University student, Francis Nickerson, law student, Bill Tugman, and Ethan Newman were included in the supporting cast.

The stage sets, managed by Art Poulas, art instructor, were made to appear rather drab as a striking background contrast to the personalities of the drama. The fog for the barge scene is produced by lighting effects which silhouette the actors against a light blue sky. Sound effects of splashing water and foghorns add atmosphere to the drama.

Goodman Dance

(Continued from page one)

Thursday, May 16—Alpha Tau Omega, Delta Tau Delta, Phi Kappa Psi, Sigma Chi, Alpha hall; Friday, May 17, Beta Theta Pi, Delta Upsilon, Phi Sigma Kappa, Sigma Nu, and Gamma

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From Our Neighbors

News From Other College Campuses

By CORRINE WIGNES

Slumber Number
Rock-a-bye, coed, asleep on the lawn;
Five weeks of the quarter have already gone.
Wake up in June from your snooze 'neath the trees
To pick up your grades with the greatest of E's.
University of Washington Daily.

Glenn Miller and Eddy Duchin will play on successive nights for dances at Chapel Hill, North Carolina.

Goodbye, Mr. Chip

Bobby McKinley, the tumbler, clown, and buffoon, the man who makes people laugh by the simple process of walking into a room, recently ambled into a cafe, seated himself, ordered his fare, and after receiving it, began eating.

A lady walked in, seated herself by Mr. McKinley, ordered a sandwich, and after she received it, Mr. McKinley reached over, and procured one of the potato chips with a flourish, and putting it into his mouth and swallowing, he solemnly declared:

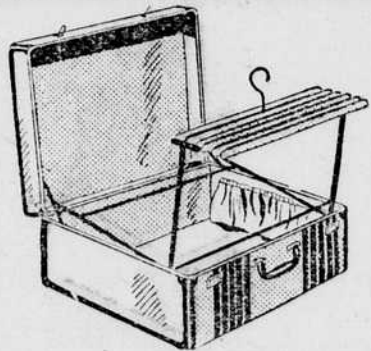
"Goodbye, Mr. Chip."

—The Daily Texan.

Psssssssst

The moon was yellow,
The lane was bright
As she turned to me
In the autumn night;
And every gesture
And every glance
Gave a hint
That she craved romance;
I stammered and stuttered,
And time went by.
The moon was yellow—
AND SO WAS I!

—The Blue Stocking.



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