

Retail Institute Airs Problems

**Over 100 Assemble to Hear Speeches,
Discuss Relation of National Defense
To Present Business Prosperity**

By DON BUTZIN

"Consumers at retail stores like convenient, pleasant, and stimulating stores, they want to be taught more intelligent spending so that they may get a higher standard of living, and they like courteous service," Mrs. C. W. Robison, president of the Portland Federation of Women's clubs, told delegates to the retail distributors' institute yesterday.

She told retailers that consumers dislike misleading salesmanship and dishonest advertising. The speaker was a member of the 1912 graduating class of the University. Over 100 Oregon retail men and women attended the morning speeches and afternoon discussions in the faculty room of Friendly hall.

Crafton Completes ROTC Inspection

According to Colonel R. M. Lyon, head of the University military department, Colonel D. B. Crafton was very pleased with the results of this year's training program as he completed his inspection of freshman and sophomore basic course students Thursday morning.

Each year Colonel Crafton, ROTC commander for the ninth corps area makes a tour of inspection including the western colleges and universities.

Although the training and tactical performance pleased the inspecting officer, he told Colonel Lyon that the facilities on this campus are very inadequate for the increasing importance of military training.

Colonel Lyon reported that preliminary action is being taken to make possible a new armory comparable to that of Oregon State. The buildings here lack the capacity and dignity necessary to a satisfactory military program, Colonel Lyon said.

Colonel Crafton discussed the ROTC building and equipment situation with Dr. Erb, before continuing his tour to other schools.

Lions Plan Show In Igloo Tonight

Featuring a large talent review, the Eugene Lions club annual amateur show will be presented on the stage of McArthur court this evening. Beginning at 8 o'clock the review will include acts presenting everything from singing to tumbling—with several novelty numbers.

Funds from the show this year will be used to provide recreational facilities and little gifts for all the Lane county boys who are serving their draft time at Fort Lewis. A portion of the receipts, however, will aid in continuing other charitable work conducted by the organization.

General admission prices for the show are 50 cents with reserved seats selling for 75 cents.

Wives of Delegates Tour UO Campus

Wives of representatives to the Oregon Retailers Distributors association were conducted on a tour of the campus Thursday morning by members of Phi Chi Theta, national women's business honorary.

Preceding the tour of the Phi Chi Theta members registered the delegates and their wives. A tea was given in the afternoon under the direction of Frances Montag and Eileen Washburne in honor of the wives. Jean Sembling was in charge of the campus tour.

Shorn Sophs Called by 'Law'

**Side Pickle Barrel
Again Authorized
By Sheriff Thomas**

A special dunking party for beardless second-year men, the last one previous to tonight's Soph Whiskerino dance, will take place in front of the Side at 12:30 today, Sheriff Homer Thomas announced last night.

Offenders who felt they could "get by" with a last-minute shave will realize that the long arm of sophomore law is far-reaching, Thomas revealed, as he released a final list of shavers for publication.

Dick Ashcom and Floyd Rhea, Thomas' left and right hand men, respectively, will perform ceremonies in the water-filled Side pickle barrel. The beard ban will officially end at midnight tonight when the Whiskerino is over, it was announced.

Offenders who will be punished this noon are: Steve Worth, Dwight Caswell, Chuck Ingold, Bill Rapson, Pat Riley, John Matschek, Chuck McDougal, Laddie Rucker, Neel Huckleberry, Dale McKenzie, Bill Ault, Joe Wicks, Gordon Childs, Glenn Westfall, Clarence Terry, Jack Nichols, Gil Oeitner, and Bob Kendall.

Seven Fledglings To Try New Wings

Trying their wings yesterday, for the first time sans instructor, seven more civil pilot training students successfully soloed after eight hours of dual instruction. Among the group was the first girl soloist, Sue Cunningham.

Taught by Wesley Hammond, Miss Cunningham, leads the feminine 10 per cent of the class of 50. Jack Hannegan was the first man to fly alone.

Also riding the air bumps in solitary enjoyment yesterday were Kelly Holbert, a pupil of Wesley Hammond; Don Mahoney, Arnold Reed and Joseph Downey, all instructed by Steve Hathaway; and Malcolm Stubblebine and Gil Geitner, tutored by Max Green.

According to the CPT office, due to the spring weather the larger portion of the class will probably solo within the next two weeks.

Plans are being made for a Cornell university-Carleton college ornithological expedition to Mexico in 1941.

'Patient' Patient Gives Up Hope; 'Zoo-itis' Reigns

Hospital attendants were wondering whether or not they were in the right place Thursday afternoon when they were greeted by a chorus of barnyard imitations. The bovines in the men's portion of the infirmary started it all when Ed Blumenthal, dictator and veteran patient, was accused by one of the confinees of laying the pretty blue Easter egg he has so fondly saved from Easter. Hearing the commotion, the "chickens" in the opposite end of the hall immediately answered. Bedlam followed. Blumenthal said he had hopes of hatching the egg, but some of the imitations were so "fowl" that there seems to be no hope. Hospital attendants were the goats.

Participants in the farm follies were: Jean Adams, Judy Sherman, Beatrice Bell, Joan Taylor, Florence Gordon, Sue Wagner, Laura Hexter, Patricia Lynch, Billie Dexter, Wish Brown, Bruce Stephenson, Phil Putnam, Dewey Ray, Earl Beck, Phil Reiter, Bill Strieby, and Blumenthal.

ROTC Examinations Given to 100 Sophs

Approximately 100 sophomore applicants to first-year advanced ROTC (junior) are being examined by a board consisting of Colonel J. W. Crissy, Major C. E. Knickerbocker and Captain H. W. Hall.

The examination consists of tactical knowledge and leadership. Of the 100 aspirants, about 50 principals and the same number of alternates will be chosen for the advanced course. Colonel R. M. Lyon said that owing to the increased interest in military training, many more apply for this training than can be trained under the present organization.

The first part of the examination was held Thursday with the final tests set for next Thursday. Each applicant was examined individually in the handling of arms, drilling of squads, and general leadership.

Businessmen of Fremont, Neb., raised \$3,500 for Midland college in a Midland Emphasis week.

Belding to Talk At Ad Conclave

**Alpha Delta Sigma
To Install Portland
Chapter of Group**

Speaking at the annual conclave of Alpha Delta Sigma, national advertising honorary, to be held in Portland on Saturday, April 26, will be Don Belding of Los Angeles, vice-president of Lord and Thomas, one of the largest advertising agencies in the world. Mr. Belding is also president of the Pacific Coast Advertising federation and an Oregon graduate of the class of 1919.

Chief feature of the conclave, planned at a luncheon of the Oregon chapter Thursday at the College Side, will be the installation of the Portland, Oregon, chapter of the honorary. This chapter will be the fourth in the nation, others being at Boston, New York, and Los Angeles.

Mr. Belding will speak at the banquet to be given at the Multnomah hotel, which all the active members and pledges of the Oregon, Oregon State, Washington, and Washington State chapters are scheduled to attend. Also present will be the Portland alumni and associates and other alumni from the state.

President of the new Portland chapter will be Hal Short, of Baum and Short, advertising agency in Portland.

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