

250 Retailers Attend Confab Here Sunday

By Ken Metzler

Nearly 250 retail businessmen from all parts of Oregon attended sessions of the Oregon Retail Distributors' Institute conference held here Sunday and Monday.

A banquet was held Sunday evening at the Osburn hotel where members heard speeches by University President Harry K. Newburn and Dr. Victor P. Morris, dean of the business school.

First to address the conference in the Monday morning session was W. L. Swearingen sales manager of the B. P. John Furniture company of Klamath Falls on "How Manufacturers Can Help the Retailer."

Swearingen maintained that the manufacturer must work in close connection with the retailer in order to create harmony by producing the types of merchandise that will sell readily to the public.

"The executive head must realize that war days, with three customers for each item offered, is over. We must start at the bottom to re-educate our entire organization so as to be in position to supply the demands of the ultimate consumer when he wants it," Swearingen said.

Paul Lafferty, sales manager of the Lafferty Wholesale Grocery company, Eugene, spoke on "How Wholesalers Can Help the Retailer."

Points mentioned by Lafferty regarding wholesaler aid to the retailer include the break-down of merchandise into less than job lots, maintaining ample stocks at strategic distribution points, sponsorship of quality merchandise, advising as to market conditions and advertising.

G. Vandenynde, manager of the R. L. Elfstrom company, Salem, declared buying and buying right is one of the most important phases of retailing in his speech on "How Buying Offices Can Help the Retailer."

Speaking at the noon luncheon Dr. N. H. Comish, professor of business administration, discussed "How Retail Salespeople Can Increase Sales."

Comish declared that his last study of why people stop trading at certain stores reveals that inefficient salesmanship accounts for more refusal to buy than any other reason.

Things which the individual salesman can do include trying to sell higher quality goods, trying to sell additional related articles, selling on credit if credit policy permits, and keeping merchandise near the cash register in an attempt to sell it while making change.

"In many stores these devices increase sales, lower operating costs, put more people to work, satisfy customers, and increase profits," Comish concluded.

Barney Twiford, advertising manager of the Portland Oregonian, spoke on "How Newspapers Can Help the Retailer."

Twiford said the most profitable advertising campaign follows closely with the sales pattern of the store. He added that the best paying method is to correlate the advertising with the buying habits of the people.

Chess Club Meeting

Chess club will meet tonight in 207 Commerce at 7:30, William Gruman, president, announced today. All members have been requested to attend, as forthcoming tournaments will be discussed.

Contentends for Record



Possibly the world's largest bear is, or was, this giant Kodiak, killed on Kodiak island, Alaska, by Morris Tallifson (shown with skin) and Larry Matfay. Bear weighed an estimated 1,800 pounds and skin measured 11 feet 5 inches long and 11 feet wide. Official measurements are being sent to Boone and Crockett club in New York City, which determines records. (AP Wirephoto).

Lesson in Economics



They fill their stomachs so we can fill space.

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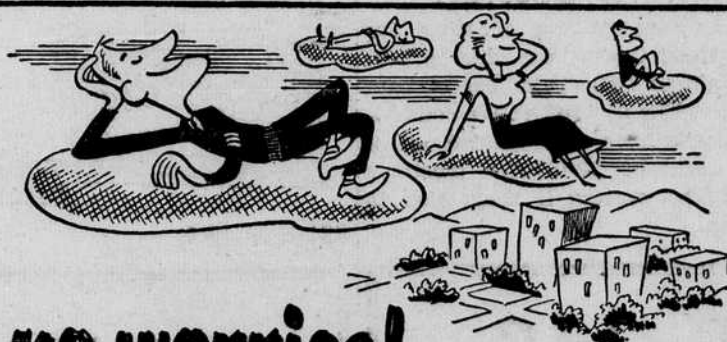
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29th Annual Emerald Picnic Set for Sunday

The 29th annual edition of the Emerald picnic will unfold at Fiji meadows May 22, unreliable sources close to the Shack reported yesterday.

An unofficial spokesman has asked that all Shacrats, past and present, sign up at the Shack immediately if they wish a place on the staff of the special edition. Those attending are asked to meet at the Shack at 10 a.m. Sunday for transportation.

"Ole dawgs" June Goetze, Diana Dye, Barbara Heywood, and Bob-lee Brophy, editors-in-chief of the picnic, are currently devising methods of floating pitchers of lemonade in the Willamette river.

Monetary contributions of 50 cents may be turned into Financial Editor Phyllis Kohlmeier any time between now and Saturday.

Bill Yates is editor-in-charge of very special events which will include a rousing softball game between members of the ad and news sides.

At press time last night, the name of the night editor for the edition was shrouded in deepest mystery.

Wesley House Will Sponsor Foreign Student On Oregon Campus

Wesley house, Methodist youth organization, has agreed to sponsor a foreign student on the University campus for the coming academic year, foreign student adviser J. D. Kline announced yesterday.

The group will pay the student's board and room in a dormitory, and the University will grant a fee scholarship.

"This is part of a concentrated campaign to find maintenance for additional foreign students on the Oregon campus," Kline stated. "Wesley house should certainly be given credit for undertaking to sponsor a student."

Announcement of the winning student from a group of applicants now being considered will be made in the near future.

Outing Club Plans Picnic on Saturday

The Outing club will have a weiner roast by the Willamette river on Saturday, May 21. The group will leave Gerlinger hall at 5:30 p. m., and members are asked to sign the Gerlinger bulletin board before 4:00 Thursday.

Thirty-five cents will be levied and plans will be made for the coast trip on the following weekend.

Let's Act

(Continued from page six)

ance that their children will not also know it, illustrations of return to this kind of mental isolation on an earth, shrunk to the size of one's own back yard, must cut pretty deeply.

Jeff Case

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