

### SOUNDS REGISTER COLORS ON BRAIN

#### Research Worker Discovers Rare Phenomena.

### PIANO MUSIC IS YELLOW

#### One Who Has Synesthesia Sees Blue Light Whenever He Hears Flute Played.

UNIVERSITY OF OREGON, Eugene, March 12.—(Special.)—Smelling a color is one phase of synesthesia, a psychological phenomenon, to which Dr. Raymond H. Wheeler, professor of psychology, has just completed research work. Persons who have synesthesia see certain colors when they hear certain sounds. Every sense impression arouses different colors and the colors are always the same for the same impression. It is really colored hearing.

The subject of much of Dr. Wheeler's research was Thomas Cutsforth, a graduate of the university, who has been blind since he was 11 years old. Mr. Cutsforth is considered a typical example of synesthesia and an especially valuable subject for research, as he majored in psychology while in the university.

Research on this subject may seem impractical, but it is extremely valuable to science. One of the best ways to understand normal and ordinary phenomena is to analyze and study the laws governing unusual and abnormal phenomena, declared Dr. Wheeler in discussing the meaning of his work. Usually when one hears, sees, tastes and smells, ordinary experience results. Five to eight per cent of the people have synesthesia, estimates Dr. Wheeler, and their sensory perceptions give them more than common experience. One man sees a flash of yellow light whenever he hears a piano and the experience has endured for 20 years. Now yellow light and piano tones have become identical.

Many Variations Found. There are innumerable variations of synesthesia, the colors associated with sounds are never the same and some are intensely interesting, said Dr. Wheeler. One individual was wounded in the chest and when the doctors poured disinfectants into the wound he could taste them, although his nose was stopped up. Attempts to associate colors with music have been many. A color organ has been used and when certain tones are produced certain colors result, but in these cases the musician usually has some form of synesthesia.

Estimates of the frequency of synesthesia among adults vary, but the average, under varying conditions of age and sex, range from 9 to 15 per cent. It seems probable, then, that many cases of synesthesia disappear when the subject reaches maturity. Several valuable generalizations from experimental data have been made by Dr. Wheeler. They may be summarized as follows: first, synesthesia may be permanent as far as tests show; secondly, in colored hearing, tones of high pitch are associated with bright or light colors and tones of low pitch are associated with dull or dark colors; thirdly, synesthetic associations are not, as a rule, reversible; fourthly, the phenomena begin in early childhood. That there is no uniformity among different individuals in the hues which are associated with tones of like quality or pitch and that various experimental methods have failed to throw light upon the problem of ultimate nature of synesthesia or upon its origin, are other conclusions drawn by Dr. Wheeler.

Present Views Will Change. The present research, it is thought, will entirely change present views of the subject. Dr. Wheeler's evidence shows it is a difficult psychological problem. Since intelligence depends so much on the ability to derive meaning, research on this point is very important and practical.

Dr. Wheeler explains synesthesia by an illustration of an animal going through the woods. A noise is heard and the response which it provokes makes its meaning. The animal associates the noise, in an endeavor to understand, with his experience, thereby determining its understanding. The conditions of this process have never been well understood. But synesthesia gives a clue as to how the process of understanding develops normally because of the discovery that the peculiar appendages which appear are just such associations as come in and produce understanding.

Flute Brings Blue Color. In the case of Mr. Cutsforth, when a flute tone is heard he sees blue. In the case of one person, if something is put into the mouth reddish brown color is seen; if the person knows it is salt. Instead of knowing salt by its taste, the person knows it because it causes him to see reddish brown. In many cases studied names, words, numbers, music and memories are recalled by means of color.

Synesthesia is abnormal only in the sense of the unusual, stated Dr. Wheeler. It does not represent a defective, damaging or freakish process and is entirely harmless. It is the unusual development of the individual's mental equipment of understanding. The research of Dr. Wheeler on this subject is an important contribution to scientific knowledge and it will do much to remove the confusion and falsity of former theories.

FORBES ON SECRET TRIP  
Possible Member of Shipping Board  
Is Rushing to Portland.

THE OREGONIAN NEWS BUREAU, Washington, D. C., March 12.—Colonel R. Forbes of Spokane, understood to have been picked tentatively for a member of the shipping board, left Washington hurriedly last night for Portland.

Friends of his said that he was making the trip at the instance of the White House with orders to hasten back here. They became mysterious when asked about the purpose of the mission.

STRUCTURE TO BE MODEL  
New Music Building at University  
Nearing Completion.

UNIVERSITY OF OREGON, Eugene, March 12.—(Special.)—The new music building, with its auditorium having a seating capacity of 615, and well equipped studios and practice rooms,

is nearing completion. The studio wing will probably be ready for occupancy by May, said Dr. John J. Landabury, dean of the school of music.

The \$75,000 building is situated on the southwest part of the campus. On the first floor in the studio wing, there will be a large classroom with a fireplace and sunperch. Three studios, a lecture room and practice rooms occupy the remainder of the first floor.

On the second floor there will be 13 practice rooms and 19 studios, besides a room for the use of Mrs. Phil Espinon, honorary musical fraternity for women. The studios are to have the best of equipment. The building was financed by the University Holding company, made up almost entirely of Eugene business men. The building is to be rented to the university and in about eight years will be paid for and become university property.

STUDENT FUND AIDS 53  
Total Available Now \$9000, Half of Which Is Now in Use.

UNIVERSITY OF OREGON, Eugene, March 12.—(Special.)—Fifty-three students received financial assistance from the students' loan fund during 1920, totaling \$3095, the amount varying from \$10 to \$200, according to a report published today from the controller of the university, custodian of the fund.

The total fund is now \$9000, half of which is out on loans. Loans repaid during 1920 amounted to \$4220.37. Interest received at 6 per cent amounted to \$129.97, which was added to the fund.

Several gifts to the fund were reported during the year, the largest being a gift of a \$1000 Liberty bond from Max S. Handman, of the faculty of the University of Texas, who received aid from the fund when a student here.

Lewis County Sued for \$6000.

CHESHAM, Wash., March 12.—(Special.)—Lewis county has been sued for \$6000 and costs by Nick Heikila, guardian of Walter Heikila. Negligence on the part of the county's employees in leaving dynamite caps exposed is charged. One thumb and part of the fingers on one hand of the boy were torn off by the explosion of a cap, which the Heikila lad and his companions found while at play.

Dealers in Hides Accused.

Charges of violating the federal interstate commerce act were lodged against E. H. Sachs, partner in the Baker Hide & Junk company of Baker, Or., in a complaint filed yesterday by Thomas Maguire, Assistant United States attorney. Sachs is accused of shipping 99 beaver hides from Baker to outside points, without properly tagging them under the provisions of the Oregon laws.



### EASTER VICTOR RECORDS

- Beautiful Isle of Somewhere (with male chorus).....Jarvis \$ .25
- Christ Arose (Hayden Quartet).....Jarvis \$ .25
- Adesse Fideles (with male chorus).....Trinity Choir \$ .25
- Joy to the World.....Trinity Choir \$ .25
- The Palms.....William Robyn \$ .25
- The Holy City.....Harry Macdonough \$ .25
- Hallelujah Chorus.....The Palms \$ .25
- The Heavens Are Telling.....Conway's Band \$ .25
- Festival Te Deum Part 1.....Trinity Choir \$ .25
- Festival Te Deum Part 2.....Trinity Choir \$ .25
- The Palms.....Reinold Werrenrath \$ .25
- The Last Chord.....Reinold Werrenrath \$ .25
- Messiah.....Marsh \$ .25
- Oh, for the Wings of a Dove.....Marsh \$ .25
- Les Rameaux (The Palms).....Caruso \$ .25
- Adesse Fideles (with male chorus).....McCormick \$ .25

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Go to the  
Italian Progress Restaurant  
100 First Street, Corner Stark  
Special Italian Lunch 60¢  
From 11:30 to 2  
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Ravioli, Spaghetti and Rice a Specialty  
Try Our Italian Home-made Ice Cream  
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KING 8 LIMODAN  
Brand new combination limousine and sedan, a beautiful closed car at a saving of \$800. This amount is a cash loss to the owner and a net gain to you. On display at our salesroom.

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NO DANCE  
—at—  
RIVERSIDE PARK  
SUNDAYS  
Until Further Notice

THE RETAILER  
NEEDS TRUTH IN  
HIS  
ADVERTISING  
FROM AN ADDRESS  
BY  
CHARLES DILLON  
BEFORE THE  
New York Ad Club  
February 9  
AS REPORTED BY  
PRINTERS' INK  
"The Advertising Man's Bible"

"ADVERTISING men have been preaching truth, year after year, but, like the farmer and the toothbrush, thousands of merchants have never heard of it. We have had a saturnalia of falsehoods, recently, in retail advertising, and it has not been confined to the little chaps. The business manager of a great daily paper in this city told the head of a large store, one day last week, in my presence, that if he didn't revise the prices quoted in his advertising the paper would not accept it. I can show you store after store today, on Broadway and Fifth avenue, in which the price tags would convict the sales managers before any competent jury in the land. The worst feature of this is, in my opinion, the brazen insult to public intelligence, public credulity. It wasn't so much the high prices that created the so-called buyers' strike as it was public resentment against merchants who appeared to believe the people couldn't recognize burlap when it was shown them.

"The extent to which some merchants have gone with window models is astounding. If you wish to test this just try to buy the suit or overcoat in the window. Ask for its counterpart. It isn't in stock. It never was. Ask a merchant to show you his bills to justify the price tags. The average, common-sense citizen views with suspicion a suit marked down from \$80 to \$40. He believes the advertisement convicts the merchant either of deliberate falsehood or of having been a conscienceless bandit. We know many merchants have had to accept heavy losses, but the only way to convince the public of it is by frank, truthful advertising. The lie, most frequently, is in the quality of the goods. The suit never was worth \$80 or \$100. . . . As long as I abstain from wood alcohol you never can make me believe the merchants are accepting that loss. The high price never was justified."

The  
Fahey-Brockman  
Upstairs Plan  
Low Rents—Plain  
Stores—Volume  
Business—No Credit  
Losses—Rock-Bottom  
Market Prices—  
Alterations Free—  
Fit Guaranteed.

# TO RESTORE NORMALCY WE MUST FIRST RESTORE PUBLIC CONFIDENCE

Public confidence has been sadly shattered by the thousands of ill-advised "sales" that recently swept the country like a tornado. Already the reaction has begun, so that the more progressive merchants are doing their utmost to restore the public confidence that has been so grossly mistreated in so many instances. In this connection

## Fahey-Brockman Have Steadfastly Maintained Public Confidence by Never Violating It

We are proud of the fact that through the darkest days of the "buyers' strike" we never wavered from

### Our Established Upstairs Policy

for a moment, not even when hounded by the unsought and unwelcome forebodings of professional gloom-hounds. That is why, by being in the market at the right time as a volume buyer, and by

### Taking Advantage of Rock-Bottom Market Conditions

we are now able to offer the men and young men of the northwest the unexampled values

### This Year's Authentic Spring Styles in Finest Made Worsted and Wool Suits and Overcoats

# \$20 to \$40

These beautiful models include a wide range of choice in the newest fabrics, designs and colors. The popular "plains"—browns, grays, greens and blues—as well as the snappy mixtures, checks and stripes, are all represented here in all sizes and models. So, from among the largest stock on the Coast you are sure to find just what you need to satisfy that well-dressed spring feeling.

## Satisfaction or Your Money Back

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Washington

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Up-stairs Clothiers Buy up-stairs and save \$10<sup>00</sup>