

Program for Conference of Journalists Starting Today Given in Detail

FRIDAY MORNING, EDITORIAL HALL
Business Problems

- 9:00—Registration—Student Registration Committee.
- 9:15—General session called to order, Journalism building, by Lee Drake, President of the Conference, who will call George Putnam, of the Salem Capital Journal, President of the Oregon Publishers' Syndicate, to the chair.
- General Discussion.
- 9:45—President Drake will resume chair and reopen general session.
- 9:45—Paper: "How We Tried to Attain the Perfect Arrangement in Fitting Up Our New Shop," Henry Fowler, Bend Bulletin, who has just moved into new quarters planned and equipped with infinite thought and pains for economy and efficiency. Discussion to be started by others who have recently made the same attempt: "The Weekly," Elbert Bede, Cottage Grove Sentinel; "the Medium Sized Daily," Lee Drake, Budget; "The Metropolitan Daily," O. C. Leiter, Portland Telegram.
- 10:30—Announcement by President Drake of personnel of Nomination and Resolutions Committees and such other committees as may be suggested.
- 10:35—"Meeting Emergencies"—The story of some pinch hitters among Oregon newspaper men, E. F. Nelson, Portland Correspondent for the Associated Press.
- 10:50—Paper: "Handling the Advertising Field," Ernest R. Gilstrap, manager of the Eugene Register.
- 11:10—General Discussion lead by Lloyd Riches, Vale Enterprise.
- 11:30—Dedication of Journalism Building. Prayer written for occasion by Walter T. Sumner, Bishop of Oregon, to be read by John W. Lethaby, of the Oregon Churchman. Dedication address, Elbert Bede, President State Editorial Association.
- 11:50—Presentation of Copy desk. Claude E. Ingalls, Corvallis Gazette-Times. Acceptance on Behalf of School of Journalism, Kenneth Youel, Senior in School of Journalism.

FRIDAY NOON, LUNCHEON

- 12:10—Anchorage, Large Millrace Room, Weekly Editors. A. E. Scott, presiding.
- 12:10—Anchorage, South Upstairs Room, Editors and Writers of United Press Papers. Frank Clarvoe, presiding.
- 12:10—Anchorage, Downstairs Dining Room, Editors and Writers of Associated Press Papers. Paul Cowles, presiding.
- 12:10—Anchorage, Upstairs Dining Room, Trade and Class Magazine Publishers, Editors, Business Managers and Writers.
- 12:10—Wives of editors lunch with ladies of faculty.

FRIDAY AFTERNOON, EDITORIAL HALL
Professional Problems
PRESIDENT DRAKE, Presiding

- 2:00—Paper: "The Weekly Papers of the Northwest and the Farmer Reader," George N. Angell, of the Oregon Farmer, will discuss a problem he has studied for years and will start a discussion to be led by A. L. Mallery, Oakland Tribune.
- 2:30—Paper: "Editorial Writing, with Special Application to the Country Field," Dean M. Lyle Spencer, School of Journalism, University of Washington.
- 2:50—"The Hood River Convention," Joe D. Thomison, Hood River Glacier.
- 3:20—Paper: "The Correct Line between Acceptable Contributed Matter and 'Publicity' That Should be Excluded," E. B. Aldrich, editor of the Pendleton East Oregonian.
- 4:00—Paper: "How We Keep Up a Circulation Bigger Than the Population of Our Town," Bert G. Bates, Roseburg News-Review. Discussion: "Effect of Features on Country Circulation," George E. Knapp, Aurora Observer.
- General Discussion of Circulation Problems led by Herbert L. Gill, Woodburn Independent. (His paper to be read by Thomas Nelson, Junction City Times.)
- 4:30—Paper: "Newspaper Responsibility. The True Function of the Press in a Campaign Like the Last One," Robert W. Ruhl, Medford Mail-Tribune. Discussion led by I. V. McAdoo, Seio Tribune.
- 5:00—Paper: "Weekly or Twice a Week?" George T. Pearce, Central Oregon Press. Discussion led by Mrs. H. L. St. Clair, Gresham Outlook, and Glenn W. Loomis, Lebanon Criterion.
- 5:15—Paper: "Why We Stopped Printing 'Dr.' before the Names of Physicians, and How This has Worked Out as a Newspaper Policy," Frank Jenkins, Eugene Register.

TRADE AND CLASS JOURNALISM SECTION
FRIDAY AFTERNOON

- 2:00—Paper: "The Trade Journal's Circulation," F. W. Beach, president and manager, Pacific Northwest Hotel News, Portland.
- 2:20—Discussion.
- 2:30—Paper: "The Part the Producer Publication Plays in Stabilizing Industry," Ernest C. Potts, editor, Better Fruit, Portland. Discussion.
- 2:45—Paper: "Legitimizing the Veteran Publication," Jerrold Owen, Managing Editor, The Pacific Legion, Portland. Business session and annual election of officers.

WRITERS' SECTION, FRIDAY AFTERNOON

- Women's League Room, Third Floor Woman's Building
- 2:00—"The Art and Practice of Writing." Addresses by Mable Holmes Parsons, Maryland Allen, Anne Shannon Monroe and Grace Torrey.
- 3:15—Open Discussion.
- 4:00—Tea in Alumni hall, second floor Woman's building, for writers and their friends, students and newspapermen who are interested in writers and writing, and especially for the women guests of the Newspaper Conference.

FRIDAY EVENING, HOTEL OSBURN
Toastmaster, PRESIDENT P. L. CAMPBELL

(Speakers will not be announced until the time of the banquet. Don't worry, eat in peace; you will be tipped off before you are called on).

TRAGEDY OF BENAVENTE IS GUILD HALL TRIUMPH

(Continued from page one.)

commercial and industrial activities of the countries there.

The Men's Glee club gave two songs before Dr. Ober's talk. This was the last time that organization will appear before a University audience before its spring vacation trip.

Spring Program Given

The assembly yesterday was the last for this term. Already a number of programs have been scheduled for the spring term. May 3 and June 7 will both be devoted to student body meetings. President E. O. Hollins of Washington State college will be a speaker on April 19, and Dr. Harold Bowman, of Portland, who gave the baccalaureate sermon last year, will speak on May 17. On May 24 Edgar B. Piper of the Portland Oregonian will speak. The University orchestra will also give one entertainment.



NEW SHOW TODAY
Continuous 1 to 11 P. M.

ZANE GREY'S
Story

Riders of the Dawn

Adapted from

"THE DESERT OF WHEAT"

Rex Comedy

Larry Semon

in

"THE SHOW"

DR. WARREN SMITH TO TALK

Geologist to Address Reed College Student Body Tonight

Dr. Warren D. Smith, head of the geology department, will address the student body of Reed college this evening. In his talk "The Philippines Today," Dr. Smith will consider the present social and economic problems of the islands. The lecture will be illustrated by new colored slides that have been received from Washington, D. C., in addition to some older slides possessed by Dr. Smith.

Dr. Richard Scholz, president of the college and former classmate of Dr. Smith at the University of Wisconsin, has invited Dr. Smith to be his house guest during his stay in Portland and to speak at the weekly student dinner at the University Commons. Once a week the entire student body dines together and some talk of general interest is given by a visitor. Dean Eric W. Allen, of the school of journalism, spoke to the students two weeks ago.

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TODAY and Saturday!

The most unusual photo-drama ever shown in this city.

Supreme Epic of the Kentucky Hills



MEL HERTZ IN CONCERT and Other Heilig Features

DANCE

TONITE

at

DREAMLAND

CO-OP CAMPUS COMMENT

Exams start next Wednesday and after a few days of brain wracking you will be packing up the old bag to go home for a spring vacation—not a longer one we hope.

You Won't Be Quizzed

as to the college you hail from if you have your suit case labeled with some of our stickers. Too, Mother would be glad to have you brighten up the home with an Oregon pennant or pillow. A most complete array of Oregon novelty goods awaits your inspection here.

Leading the Class

is our stock of University of Oregon stationery. Printed letter-heads and envelopes in a variety of patterns and of No. 1 grade are on sale now at prices you can afford.

Save Time to Cram

by buying your blue books now. We have 30,000 in stock. Last exam time our stock of 12,000 was depleted before exams got well under way. We don't expect to be caught napping this time but "you never can tell."

The CO-OP

Speaking of Twins---

You Can't Beat

Ye Towne and Campa Shoppes

The cuisines of these twin confectioneries are known by college students to be par excellent. In fact so much better than the average are they that nearly every one naturally turns toward them when hungry. When down town or when on the campus, the first thought is for a hasty trip to one of our shoppes.

What wonder that the Campa Shoppe is the center of social life of the University. No one enjoys eating a la solo. Laughter, clever chats, and the latest campus news are all a part of your college life.

Don't worry about where to go for food if you happen to be down town. Ye Towne Shoppe is conveniently located in the center of the business district. It has the same good cuisine and reputation of its sister shoppe.

LEOCADE HAT SHOP

172 East 9th One-half Block East of Table Supply
ALICE L. SIMMONS
All the new styles and colors priced from \$5.00 up.

Found at Last---

A place you will always want to come to for good food expertly prepared.

Try Our Merchants' Lunch 35c

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Spring Manhattan Shirts

Stetson with a New Idea

IT'S promising a lot to say that a hat won't lose its shape; that it will always keep its style. These will. It's the new Stetson felting process that does the trick.

\$7.50

Wade Bros.

Hart Schaffner & Marx Clothes

U. of O. Spring Vacation

Special Trains

AND

Reduced Fares

Oregon Electric Ry.

SPECIAL TRAINS

Going Friday, March 30. Leave Eugene 1:45 P. M., arrive Portland, Jefferson Street, 5:05 P. M., Hoyt Street, 5:20 P. M.

Stops only at Albany and Salem to discharge passengers from Eugene.

Returning Sunday, April 8. Leave Portland, Hoyt Street, 6:45 P. M., Jefferson Street, 7:00 P. M. Arrive Eugene 10:20 P. M.

Stops only at Salem and Albany to receive passengers for Eugene.

REGULAR DAILY TRAINS

Leave Eugene—Express 7:35 A. M., Local 11:20 A. M., Limited 2:00 P. M., Local 5:30 P. M.

LOW ROUND TRIP FARES

Tickets on sale March 29, 30, 31; return limit April 9.

PORTLAND\$5.75	SALEM\$3.50
ALBANY\$2.05	FOREST GROVE\$6.80
CORVALLIS\$2.05	HILLSBORO\$6.45
JUNCTION CITY\$.75	WILSONVILLE\$5.50
HARRISBURG\$1.00	WOODBURN\$4.40

Similar fares to other points on Oregon Electric Railway.

Details will be furnished on request.

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