

CROSLAND SPEAKS ON PROOFREADING

Four Sets of Proofs Used
in Making of Tests

REST PERIOD IMPORTANT

Children Often Accurate in
Finding Mistakes

H. R. Crosland, professor of psychology at the University, told the editors of the state at the opening meeting of the conference yesterday morning, that proofreaders did not appear to improve in efficiency as the result of practice and that the kinship between the amount of time consumed in reading a galley proof and the number of errors found was very slight. These conclusions were arrived at by Professor Crosland as the result of two years' scientific investigation and study of the causes of errors in proofreading.

In opening his address, Professor Crosland pointed out that the eye is subject to illusions and that even though a person may look directly at an object, all the facts in connection with it will not necessarily be registered on his mind. Also words which are familiar will often appear to be spelled correctly to the reader when they are not.

Subjects Include Professors

The tests were conducted with five groups of individuals as subjects, journalism faculty members, psychology faculty members, typographers, journalism students and psychology students. Four sets of proofs were used, each to be read with a different purpose in view. The first group was to be read with the idea of obtaining accuracy, the second for speed, the third for meaning, while the last, which contained a relatively small number of errors, about 30 to the galley, was to be read in five minutes. If the reader finished in less than five minutes he was to return to the beginning and continue reading until he had used up the allotted time. The average number of errors in the other galleys was 100.

From these tests it was also demonstrated that more errors were not corrected in the proof which was read two or more times where there was no rest period intervening. Also the results indicated that there was a poor correlation between the time spent in reading a galley and the number of mistakes found. That those who had experience reading proof were inclined to take more time than was necessary.

Children Are Accurate
Professor Crosland stated that

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PROGRAM FOR TODAY FOR SIXTH ANNUAL NEWSPAPER CONVENTION

SATURDAY MORNING

8:30—University of Oregon Advertising Club Breakfast, Anchorage.
9:30—
"How to Get More Foreign Advertising"—W. J. Hofmann.
Report of Committee—E. M. Reagan.
General Discussion—S. R. Winch, George Putnam, W. F. G. Thacher.
10:30—
Local Advertising. "How I Raised Rates and What Came of It"—George Lansing Hurd.
Discussion.
"Some Devices That Have Worked Well"—Ralph R. Cronise.
11:30—
"The Country Newspaper—Looking Forward"—Arthur W. Priaulx.
11:50—
Report of Nominations Committee.
Election of Officers.
12:15—
University Luncheon, Hendricks Hall. Prof. George Turnbull, toastmaster.
Salutatory—The Newly Elected President of the Conference.
"As the Student Sees It"—Arthur Rudd, senior in journalism and editor of the Daily Emerald.
"Where We Are Headed"—President P. L. Campbell.

SATURDAY AFTERNOON

Publishing and printing problems in the smaller shop. (Joint session with Willamette Valley Ben Franklin Club)

2:15—
"The Ben Franklin and the Country Publisher"—N. D. Elliott.
Discussion.
2:45—
"How Can Job Work in the One-Man Shop be Made Profitable?"—A. L. Mallory.
Discussion.
3:15—
"A Complete and Efficient System of Accounts and Forms for a Small Shop Where the Publisher Is Without Training as a Bookkeeper."—Elbert Bede will exhibit and describe a system that has borne the test of experience.
Discussion.
3:45—
"Printing Office Equipment and Production"—Arthur W. Lawrence.
4:15—
"Getting and Training Country Correspondents"—Thomas Nelson.
4:45—
"What Country Newspapers, Inc., Is Doing"—W. Arthur Steele.
5:00—
"Honest Work, Good Work and Service"—Edgar McDaniel.
6:00—
Club Banquet at College Side Inn.

Tentative Program for Trade and Class Journalism Section

SATURDAY MORNING

9:30—
"Constructive Aims for the Trade and Class Journal Session"—A. C. Gage.
10:15—
"Successful Methods of Obtaining Foreign Advertising for the Trade and Class Journal"—Fred S. Young.
11:00—
"Postal Service for Trade Publications"—Curtis L. Beach.
11:30—
Annual business meeting and adoption of the constitution.

there was evidence to show that 12-year-old children were sometimes as accurate in detecting mistakes in printed matter as adults. In regard to the kinds of errors found more easily there was no difference between the different classes of readers.

By dividing the column into four horizontal sections, it was determined that there is a higher percentage of errors remaining in the division on the right after the proof has been read. This was thought to be caused by the tendency of the eye to jump from a line to the one below without taking in all of the letters on the extreme right. It was also found that the lower half of the page was more likely to contain errors which would not be seen than the upper half.

DOUGHNUT SALE ADDS \$25

TO PHI THETA KAPPA FUND

Approximately 720 doughnuts were sold yesterday in the Commerce building by the members of Phi Theta Kappa, women's honorary commerce fraternity. The sale, conducted throughout a greater part of the day, resulted in a profit of \$25, which will be applied on the

Phi Theta Kappa scholarship of \$50 given each spring to the upper class woman who has made the best record in the business administration school throughout the year.

FROSH HAVE TWO WINS ON SOUTHERN TRIP

(Continued From Page One.)

was the outstanding player for the preppers.

The summary:
Frosh (34) Roseburg (21)
Westergren (10) F (8) Burr
Westerman (9) F (3) Irwin
Flynn (10) C (10) Singleton
Kiminki (2) G Perren
Reinhart (2) G Rapp
Okerberg (2) S
Chiles (1) S

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'ART' JOHNSON SINGS AT BENEFIT RECITAL

Tenor's Program Pleases
Guild Hall Audience

By Josephine Rice
Arthur Johnson, tenor, was enthusiastically received last night when he sang at Guild hall, at the Fortnightly Scholarship Benefit concert. His was a light but well-balanced program, consisting of numbers from Italian, German, French, and American composers.

The program opened with a group of Italian songs, including the famous "Caro Mio Ben," by Giuseppe Giordani. Of the following group of German songs, Jensen's "Lehn Deine Wang" was especially well done. The exquisite harmonies of Hugo Wolf's "Vergangenheit" were well done though somewhat hampered by a lack of fire in the accompaniment.

One of the most beautiful songs on the entire program was "Si Mes Vers Avient Ailes" by Reynaldo "L'Heure Exquise," by Poldowski, Hahn. The rare harmonies of enchanted the audience.
Mr. Johnson closed his program with a remarkable group of songs. The first, "The Devil's Love Song," by Hallett Gilbarte, is a weird, wild song. Mr. Johnson adequately portrayed this screaming devil, ending the song with some very powerful high notes. This was followed by "Evening Song," by the same composer.

The program opened with a group of diabolical song was forgotten in this delicate little ballad, ending with a soft, lingering high note. "I Know a Trail," by Ralph Cox, was the last number on the program.

Mr. Johnson was assisted by R. Tonight Mr. Johnson will sing at Charlyle Goffreire, pianist. Guild hall. His program will include many excellent songs from Tosti,

Puccini, Greig, Pearl Curran, and other song writers of equal merit.

TWENTY-NINE FROSH DUE AT HAYWARD FIELD TODAY

The following freshmen will report to Doug Farrell for the regular Saturday morning campus work at Hayward field this morning at nine o'clock: Lowell Hall, Reuben Hammer, Jack Hampton, Harold Harden, Robert Hart, John Hartman, Wallace Hayden, Carrol Hays, Charles Heck, Roy Heck, Arthur Hedger, Carl Hedman, Sam Herriek, Harry Hemmings, Tom Hines, Lowell Hoblitt, Harold Houser, Harold Hammett, Chester Ireland, Bill James, Don Jeffries, Alvin Johnson, Carl Johnson, James Johnson, Eugene Jones, Henry Jones, Bob Jones, Bill Kidwell and Horace Kilham.

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early as usual showing
the unusual in Schoble
spring hats
\$6.00

if you accuse us of rushing the season, we'll turn around and say to you - - - "how did you win your wife - - - or how did you get your position?"

by being just a little ahead of the other fellow. yes, we could have waited until March, just as Radio could have waited until 1934 - - - but why wait to tune in on the new tunes the bands are playing?

300 new spring hats here today.

see them and there will be only 299 tomorrow.

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Two Features in Diamond Rings, \$50, \$100.

A large assortment of beautiful, sparkling Diamonds in mountings of finely pierced and engraved white gold or green gold at 10 per cent down, balance on easy payments.

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A dependable men's 12 size thin model Elgin or Waltham movement in a guaranteed white or green gold case—plain or attractively engraved, for only \$20.00. Terms: \$5.00 down, \$5.00 monthly.

A dependable ladies' Wrist Watch. Full jeweled in a white or green gold stiffened case, plain or engraved, either ribbon or convertible bracelet, for only \$25.00. Terms: \$5.00 down, \$5.00 monthly.

UMBRELLAS, \$1.00 Down, 50c a Week

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