Today's Conference Program

Social Program

12:00—Friday Noon Group Luncheons.

2:00—Conducted Tour of University Campus for the Wives of Visiting Editors. Starts from ladies' rest room, School of Journalism.

4:00—Tea and Organ Recital, School of Music. Guide for the ladies will leave the School of Journalism at 3:45. John Stark Evans at the organ.

6:30—Convention Banquet, Hotel Osburn. Admission gained with tickets granted at registration.

State Editorial Association

FRIDAY MORNING

EDITORIAL ROOM, JOURNALISM BUILDING

President HAL HOSS, Oregon City *Enterprise*, In Chair

9:30—Call to Order, Minutes, and Roll Call.

9:40—"The Legislature in Action"; Report of Legislative Committee—GORDON J. TAYLOR, Molalla *Pioneer*.

Discussion by E. A. KOEN, Oregon City *Banner-Courier*.

10:10—"The 1925 Convention at Grants Pass"—A. E. VOORHIES, Grants Pass *Courier*.

10:20—"The Pacific Coast Conference in April"—JOE D. THOMISON, Hood River *Glacier*.

10:30—"Why Not a Field Secretary?"—General Discussion.

Discussion.

(The following topics have been suggested by members for general discussion from the floor if time permits: Legal Rates; Free Publicity).

11:00—Adjourn to Participate in Joint Session.

Pacific Northwest Circulation Managers' Association

FRIDAY FORENOON

REPORTERS' ROOM, JOURNALISM BUILDING

President C. H. BREED, Spokane *Spokesman-Review*, In Chair

9:00—Call to Order and Roll Call.

9:15—Consideration and Approval of Proceedings of Previous Meeting.

Report of Secretary-Treasurer.

Reports of Committees.

Program (see subsequent page).

11:00—Adjourn to Participate in Joint Session.

First General Open Session

FRIDAY MORNING

EDITORIAL ROOM, JOURNALISM BUILDING

EDGAR MCDANIEL, North Bend *Harbor*, President of Conference, Presiding

11:00—Appointment of Committees.

11:10—"Editorial and Circulation Problems—What Does the Subscriber Say? How Do We Find Out What He Needs? What the Circulation Men Have Discovered About Newspaper Readers."—W. D. LYNESS, Tacoma *Tribune*.

Passing of Question Box on Circulation Problems.

12:00—Adjourn for Luncheon. Informal group luncheons at Anchorage, College Side Inn and Fraternity Houses.

FRIDAY AFTERNOON

1:45—General Open Session Resumed.

1:45—Discussion by Editors, Led by A. E. VOORHIES, Grants Pass *Courier*.

2:15—"Reaching the Reader in the Country Field"—EARL C. BROWNLEE, Forest Grove *News-Times*.

2:40—"Quality Rather Than Quantity Circulation"—GEORGE K. AIKEN, Ontario *Argus*.

3:00—"Circulation Contests—Some Recent Experiences"—PAUL R. KELTY, Eugene *Guard*.

(Separate meetings. Circulation men remove to reporters' room on first floor. Trade and Class Journal Association remains with Conference).

3:20—"A Good School Page as a Circulation Factor"—ART STEELE, Clatskanie *Chief*.

Discussion by ELBERT BEDE, Cottage Grove *Sentinel*.

3:40—"The Foreign Advertising Situation"—RALPH E. MORRISON, *Western Farmer*.

4:00—"Building Your Newspaper's National Advertising"—WALTER BURN, Pacific Coast Manager, Advertising Bureau, American Newspaper Publishers' Association.

Passing of Question Box on Advertising Problems—J. A. DAVIDSON, Portland *Oregonian*.

Discussion.

Adjourn at 4:30 or 5:00. Period of Committee Meetings (See page 2 of program).

Chamber of Commerce Banquet

FRIDAY EVENING

HOTEL OSBURN, 6:30 P. M.

ERIC W. ALLEN, Toastmaster

(Speakers Will Be Announced at the Banquet)

Pacific Northwest Circulation Managers' Association

FRIDAY AFTERNOON, 3:15

REPORTERS' ROOM, JOURNALISM BUILDING

President C. H. BREED In Chair

The following program will have been begun in the morning session and will be continued from session to session as time permits:

"Independent Carriers vs. Salaried Carriers in the Small Towns. Which Plan Works Best?"—ELLIS B. HALL, *Chronicle*, Centralia, Wash.

"The Threatened Postal Rate Increase"—F. L. GARRISON, *Post-Intelligencer*, Seattle, Wash.

"The Value of Serial Stories to Get and Hold Circulation, and the Best Way to Exploit a New Story."—E. G. ADAMS, *Telegram*, Portland, Ore.

"The Value of Features."—W. H. HENDERSON, *Statesman*, Salem, Ore.

"How to Overcome the Annual Summer Slump in Sunday Sales."—C. H. BREED, *Spokesman-Review*, Spokane, Wash.

"Circular Letters and How to Put the Punch in Them."—E. P. HOPWOOD, *Oregonian*, Portland, Ore.

"Do Bargain Days Pay?"—DAVID H. SMITH, *Oregon Journal*, Portland, Ore.

"What Other Ways Are There to Increase Mail Circulation in Rural Districts Without the Use of Traveling Solicitors and Bargain Offers?"—H. F. LYNESS, *Ledger*, Tacoma, Wash.

"Best Methods of Keeping the Publishers Sold on the Advantages of Membership in the Pacific Northwest Circulation Managers' Association."—W. D. LYNESS, *Tribune*, Tacoma, Wash.

"How to Maintain and Keep Mail Circulation 100 Per Cent Paid in Advance, and Carrier Circulation 100 Per Cent Monthly, Without the Use of Contests or Premiums."—W. A. SCOTT, *Capitol Journal*, Salem, Ore.

"How to Build R. F. D. Circulation on Papers Having Less Than 15,000 Circulation."—K. P. SEXTON, *World*, Wenatchee, Wash.

"Education of Agents; also, the Education of Boy Carriers as to Delivery and Selling Ability."—H. W. ELY, *News*, Portland, Ore.

"Effect of Editorials on the Circulation of a Newspaper."—J. M. DUNNING, *East Oregonian*, Pendleton, Ore.

"The Best Method of Canvass, House to House, in Country Towns."—J. F. HOWARD, *Democrat*, Albany, Ore.

"Are Temporary Cuts in Circulation Prices Advisable?"—H. F. GATES, *Sun*, Vancouver, B. C.

"Does Sampling Pay?"—EUGENE KELTY, *Guard*, Eugene, Ore.

"How Much Should a Carrier Make on a Subscriber to Make His Route Profitable?"—H. W. BROOKS, *Astorian*, Astoria, Ore.

"Developing Boy Promotion."—ROBERT S. ADAMS, *Chronicle*, Spokane, Wash.

"How Best to Bring Collections Up to 100 Per Cent Without a Strictly Paid-in-Advance Ruling."—Circulation Manager, *Register*, Eugene, Ore.

"The Relationship Between Carrier and Subscriber."—M. C. CLARK, *Republic*, Yakima, Wash.

"Best Way to Get Results from Solicitors in Towns and Country; Form of Letters to be Sent Out."—VAL LE-ROY COMSTOCK, *Record*, Ellensburg, Wash.

TORONTO UNIVERSITY HAS MIDGET FRESHMAN BOY

University of Toronto.—This university boasts of the smallest freshman in its history. He is just three feet, six inches tall.

SATURDAY A. M. CLASSES CONSIDERED AT OKLAHOMA

Norman, Okla.—Recommendations before the faculty of the University of Oklahoma provide for Saturday morning classes beginning next fall.

Janet Wood Chosen to Head W. A. A.; Changes Made in Constitution

(Continued from page one)

urer, Custodian, Reporter and Heads of Sports may be elected from any class.

All W. A. A. members having earned one thousand points shall constitute the active membership of the Order of the "O". All members having earned five hundred points shall constitute the associate members of this organization. This organization shall act as a special group to carry out plans referred to it by the Executive Council of W. A. A.

Sec. 6. Custodian. It shall be the duty of the custodian to attend to the care of the trophy cabinet and to the care and marking of the Association cups and to see that cups and other trophies are ready and at hand for presentation on Field Day; to place posters and notify members of meetings.

Sec. 4. There shall be a publication committee, the chairman of which shall be appointed by the President. The Publication—The Hand Book—shall be published within one month previous to the opening of school each fall.

All awards made under the point system must be approved by the Executive Council.

Rex Shine Parlor
The Only Place to Get Your Shoes Shined

CLASSIFIED ADS

WILL THE PARTY who found the powder blue overcoat in the library cloak room Tuesday evening between 7:00 and 9:00 p. m. please return the same to the Emerald office. 2 F & S

LOST—Strand of pearls, night of frosh glee. Finder kindly return to Emerald office. 13-14

DESIRABLE ROOM — Furnace heated, with sleeping porch, for two college women, 427 13th Ave. E. Phone 1294-J. 2

HEATED SOUTH ROOM in return for woman students services.

Nine blocks from campus. 1584 Alder St. 11-12

FOUND—On 12th St., one pair of horned rimmed glasses. Phone 700. M-12

FOR SALE—Dress suit, size 35, with vest. In excellent condition. Call 1006. M 10-14

WANTED—Four girls for room and board at 1310 East 13th St., two blocks from library. Call 941-L. .....M 10-14

TYPING WANTED by experienced stenographer. Term papers, short stories, or manuscripts of any kind. Paper furnished. Phone 1700, Miss Oldham. M 10-14

BOARD AND ROOM—Accommodations for three girls at the Watt, one block from the campus. Apply at 818 E. 15th Ave. M-11-14

BOARD AND ROOM for men, 907 Hilyard St., Telephone 797-L. 11-12-13-14

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You can't step out on a slick date with any feeling of confidence when you have dingy shoes.
Drop in and let us shine 'em up; give your kicks a glossy finish.

"SHINE 'EM UP"
Next to "Jim the Shoe Doctor"

Washes - rinses - blues - dries - *all in the same tub*

EVERY step of the washing done in one tank! Washing, rinsing, bluing — even drying — without once being bothered with a wringer.

The Savage Washer and Dryer is as practical as if you had planned it yourself. It's so easy to use.

Put your clothes into the spinner and push the button. They're carried through the soapy water again and again, with a perfect cleansing action.

Then a slight shift, and the spinner is up above the water line where it spins the clothes dry.

There's nothing to get out of order. Nothing to puzzle or confuse you.

When you're down town just come in and see how easily and quickly the Savage Washer and Dryer does all the hardest work of washday.

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WASHER and DRYER
Sigwart Electric Co.
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A HEART THRILLING DRAMA OF ROMANCE AND SEA FARING ADVENTURE

RIN-TIN-TIN
The Wonder Dog in
THE LIGHTHOUSE BY THE SEA
Melodramatic Sensation by OWEN DAVIS
with LOUISE FAZENDA
Wm. BUSTER COLLIER, Jr.
DIRECTED BY MAL ST. CLAIR

CHRISTIE COMEDY "GREAT GUNS" with Bobby Vernon

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NOTICE!
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from 6 to 8 p. m.
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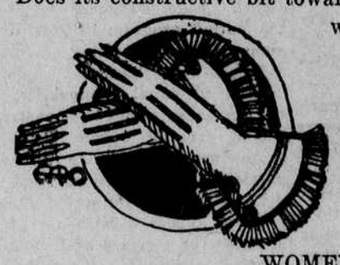
Schaefers Bros

New—Novelty Cuff Gloves, Pair $1.25
FOR THE DISCRIMINATING MISS
—There are typical of the spring season. They've come, been seen and decidedly conquered La Mode's fancy. Does its constructive bit toward making the spring 1925 wardrobe more interesting.



—Trim, smart accessories, these soft chamoisuede gloves. The gauntlets, with new variations—new petal and French cuffs.

WOMEN'S
High-Grade Silk Umbrellas Take a Special Price
In a Regular Way to $9.90 $6.89
—Beautiful silk umbrellas which constitute broken lots and color assortments, however all new stock. A good selection of pretty handles.

Imported French Flannels Play a Leading Role
IN THE FASHIONING OF MILADY'S WARDROBE $2.25
—As Spring enters, so come new wool Flannels—as gay with color, as sunshiny, and as welcome. Mostly you'll want these lovely flannels for dresses—but you can use them for Ensemble Suits too—
AMERICAN BEAUTY, JADE, WHITE, TURQUOISE, POWDER, WHIRLPOOL, PERUVIAN BROWN ARE COLORS THAT OFFICIALLY LEAD THIS SEASON
—Soft, beautifully woven, does not shrink, flannels of quality.

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Look Who's Here---
Genuine Mexican Dishes

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Enchiledes Del Maize
Tortico Del Maize
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Texas Tamales (Hot)
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"AND YES"
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