

Today's Conference Program

SATURDAY MORNING

- 9:00—Community Commercial Cooperation from High School Students—Eugene Chadwick, Secretary, Eugene Chamber of Commerce.
- 9:10—Idealistic Leadership in the Community—Rev. Bruce Giffen, Student Pastor.
- 9:20—Professional Guidance for High School Students—Rex Putnam.
- 9:40—Round Table Discussion of Miscellaneous Activities—Led by Carl Dahl, General Chairman of Conference Committee.
- 10:15—When the High School Student Looks Forward to College—Norman C. Thorne.
- 10:40—The High School Graduate—Dr. H. D. Sheldon.
- 11:10—Election of Officers.
- 12:00—Luncheon for Delegates at Organization Houses and Residence Halls.

Editors' Round Table—Room 105, Journalism Building

- 9:30—"The Make-Up of the Newspaper"—Round Table, Led by Prof. George S. Turnbull and Prof. Robert C. Hall.
- 10:00—"The Organization of an Annual Staff"—Round Table, Led by Elizabeth Cady, Editor of the Oregana.
- 10:30—"The Art Motif in the Annual"—Address by Harold Readen, Hicks-Chatten Engraving Company.
- 11:00—"The Profession of Journalism"—Address by Dean Eric W. Allen at Joint Meeting of Editors and Managers.
- 11:45—Election of Officers of Press Association.
- Managers' Round Table—Room 102, Journalism Building
- 9:30—"Magazine Business Problems"—Round Table, Led by Jeannette Calkins, Editor of Old Oregon.
- 10:00—"The Advertising Problem"—Address by Frank Loggan, Business Manager of the Emerald, University of Oregon. Address to be followed by Discussion of Problems.

PRESS ASSOCIATION FACULTY DIVISION

- Round Table for Advisers of Student Body Publications—Correspondents' Room, School of Journalism
- 9:00-10:30—Round Table—Dean Eric W. Allen, Chairman. Guild Hall, Administration Building
- 9:45—College Clothes—Under Direction of Miss Catherine Struplere, University of Oregon.
- 11:00—Demonstration by Women's Athletic Association—Gymnasium. Dancing, Clogging, Folk Dance. Demonstration of Volley Ball Game. Swimming.

FACULTY DIVISION

- Chairman, Professor F. L. Stetson, School of Education
- 10:00—Co-ordinating the Work of the Adviser in High School and in College—Mrs. Virginia Judy Esterly, Dean of Women, University of Oregon; Mr. D. H. Walker, Dean of Men, University of Oregon.
- 10:30—Contrasts Between High School and College Life—Miss Audrey Jensen, Freshman Student, University of Oregon.
- 10:45—Teaching Through the Social Program—Dean Marian Brown, University High School, Oakland, California.
- 11:25—Round Table Discussion, Led by V. D. Bain, Superintendent of Schools, Springfield, Oregon.
- 12:15—Luncheon at Anchorage, Under Auspices of Pi Lambda Theta.
- Joint Meeting—Music Auditorium
Walter Malcolm, Presiding
- 1:15—Violin Solo—Rex Underwood, Professor of Violin, University School of Music.
- 1:30—Presentation of New Officers of Association.
- 1:45—The High School Graduate and the Commonwealth—Dr. E. C. Robbins, Dean of School of Business Administration.
- 2:15—Photograph of All Delegates in Front of Auditorium.
- 2:30—Adjournment of Conference.

APPROACHING EXAMS SWELL LIBRARY CALLS

The examination rush is on at the library, according to the librarians in the reserve departments. The number of books called for by students showed a decided increase Monday and has steadily grown for three days. There were 862 books given out in the English and History reserve Thursday. For the two weeks preceding Thanksgiving the circulation figures show an average of 283 books a day.

Monday, 927 books were called for in the Condon reserve, the average number before Thanksgiving was 372. There is not a noticeable increase in circulation for the general collection at the library but the reference department has been busier this week than at any time during the year. There are more students doing newspaper reading also.

The figures on file in M. H. Douglass' office show a decided decrease in reading just before and after Thanksgiving. The first two weeks of the term the number of books given out in the reserve each day was on an average as large as it is now.

PREP GIRLS TO SWIM

Visiting girls to the conference are invited to a swim to be given at the tank in the Women's building directly after the Women's Athletic Association swim this morning at 11:30. The invitation is extended to all prep girls by Anna DeWitt, president of the Girls' League of the University. Races

and stunts will be a feature of the meet. Suits and towels will be furnished at the Woman's building, but the girls are requested to bring their own bathing caps.

Bell Theatre Springfield SUNDAY



PETER THE GREAT
"WILD JUSTICE"

Sunday Night

WE ANNOUNCE THE

Formal Opening

OF

Ye Campa Shoppe Grille.

FEATURING A

Special Chicken Dinner With
All the Trimmings for \$1.00

Music By An
ALL-STAR ORCHESTRA

Don't Forget the Big

Grill Dance Tonight

9:00 to 12:00—\$1.00 Cover Charge

Still a Few Reservations Left

PHONE 229-R

Ye Campa Shoppe

MILES ELLIOTT—MALCOLM TENNENT

Editors And Managers Round Tables Create Interesting Discussions

(Continued from page one)

paper is to give information," said Mr. Dana. "Information not only in the news stories, but in the editorials and ads."

"Ads have a news value also," continued Mr. Dana. "They are distinctly of interest to the housewife. Today you will find as high a standard of truth in the ads as you will find in the editorials. This higher standard, together with the repetition of an ad in the same space on the paper, has given it a definite news value."

Mr. Dana dealt also with the growing strength of the newspaper in the life of the nation and stressed the important part which it is

Professor Hall Speaks

Preceding the joint session the managers, under the leadership of Prof. Robert C. Hall, discussed the topic, "The Business Success of a Newspaper." Make the paper pay for itself, increase the circulation, get the paper out on time, make a budget, install a set of books, consult your printer freely about typographical matters and make a dummy. These were the admonitions of Mr. Hall to the managerial staffs represented. It was found that about half of the papers or annuals reported were "breaking even" financially.

"Advertising Salesmanship" was the topic of the address given by Arne Rae, editor of the Tillamook Herald, to the managers.

"Advertising salesmanship is not unlike any other kind of salesmanship. The fundamental rules for selling are the same. The four big

rules of salesmanship are: first, the salesman must sell himself, second, he must sell his personality, third, he must sell his firm and fourth, he must sell his product."

Mr. Rae discussed at some length what goes to make up a good ad. Advertising in a high school paper will accomplish the same ends as in any other publication if the proper rules are followed, was his opinion.

Printing Is Discussed

At the closing session of the editors division, Dean Eric Allen, head of the school of journalism, led a discussion on "Printing Considerations."

"The difference between a good editor and a poor editor is that a good editor is always busy, while

a poor editor can never find anything to do." He followed with remarks concerning the contents of the paper and its makeup.

A general discussion on several problems of makeup followed, in which both the magazine and newspaper were considered.

In a special meeting for annual managers Walter Dimm, of Dimm and Son, Portland, and Harold Robinson and Harold Readen, representatives of the West-Coast and Hicks-Chatten engraving companies, discussed annual problems with delegates.

NOTICE!

On the remaining Sundays of this term the reserve library in Condon hall will be opened at 12:30 p. m.

A DISCUSSION EVENING FOR MEN OF THE UNIVERSITY AND THE TOWN

"Science and Social Structures"

THE LEADER—DR. WARREN D. SMITH

One of the conversational evenings held monthly by the Unitarian Laymen's League in the reception room of the church.

Supper at 6:30 o'clock
Discussion at 7:30 o'clock

All men of the University whether of the faculty or student groups who are interested in good conversation about big themes are invited. If it is not convenient to be present at the supper, come to the discussion. It is worth while.

Carefulness

Is our first appeal for you. Confidence, unflinching care in your instructions combined with fine workmanship is our system. Our aim is to serve you with utmost satisfaction.

Stains are removed by scientific processes, insuring against possible damage to the fabric. Ask your neighbor.

If we clean it—
—it's CLEAN

City Cleaners

PHONE 220

SPECIALS

Maple Brisque Ice Cream

Vanilla Ice Cream with Orange Bits

Orange Tango Ice Cream

BULK

Maple Brisque Ice Cream

There's always a time and place for ice cream. Serve it on your table. It's economical and inexpensive

Eugene Fruit Growers

Free—Free

During this Week-End Sale only, we will give to every purchaser of a light used car his choice of the following:

- Spotlight Automatic Swipe
- Motometer and Locking Bar Cap
- Spare Tire Lock and Cable
- Oversized Steering Wheel

Here Are a Few Bargains

- 1920 Chev Touring.....\$ 50.00
- 1922 Ford Coupe.....\$190.00
- 1920 Dodge Roadster.....\$175.00
- 1922 Chev Touring.....\$ 75.00

These Cars Are All Worth More Money

Gannett Motor Co.

Chevrolet Dealer

instead of 2:00. This will be done especially to accommodate students whose dinner hour makes it inconvenient for them to return at 2:00 o'clock books drawn Saturday evening for overnight use. Under the new arrangement these will still

be due at 2:00 o'clock and may be returned at any time between 12:30 and 2:00. All other departments of the library will open at 2:00 o'clock as usual.

M. H. DOUGLASS,
Librarian

Obak's Kollege Krier

OBAK Wallace, Publisher E.E.J. Office Boy and Editor

Volume 4 SATURDAY A. M. NUMBER 7

Mustaches Become Great Campus Strain

"It's a strain to start one, a strain on the eyes the first week and a strainer for internal liquids thereafter, but it's worth it," say the proud possessors of these fuzzy appendages. At present there is a great demand for these tooth brush lip protectors as there is a decided opinion as to their advantage in examination. Great numbers of the privileged ones are raising these dainty features as a lucky omen during the coming elimination contest of the final week of exams. It is not understood just how they will bring good luck but there nevertheless is great activity and concern in many of the campus eating houses over the raising of the mustache.

It is proposed by some that the stroking of the whiskers is very soothing and will tend to help the possessor concentrate while deep in meditation. There are a few of the boys who will have enough ambush to shelter miniature ponies. Many are relying on this device for getting by. Still others claim that the mature and serious minded look resulting from a beard above the lip is a means of convincing the instructor

that you know a great deal more about the subject than you have written.

At any rate the senior war cry is, "And it won't come off till we're over with exams."

Obak's Greets Future Pool Sharks

It did Obak a great deal of good to sit in the parlor and watch the 500 delegates swarm down the streets of Eugene and on to the campus. Just to think that so many preppers have come to Eugene as guests of the University.

There's one thing that you should not miss. Every prepper should drop into Obak's, have a cup of our steaming hot coffee. If you are a pool player Obak's parlors are the best in the whole valley.

If you can't stand the so-called meals at the place you stay come down to Obak's dining hall and see the feature meals we can spread before you.

McDONALD THEATRE

Today
Last
Day



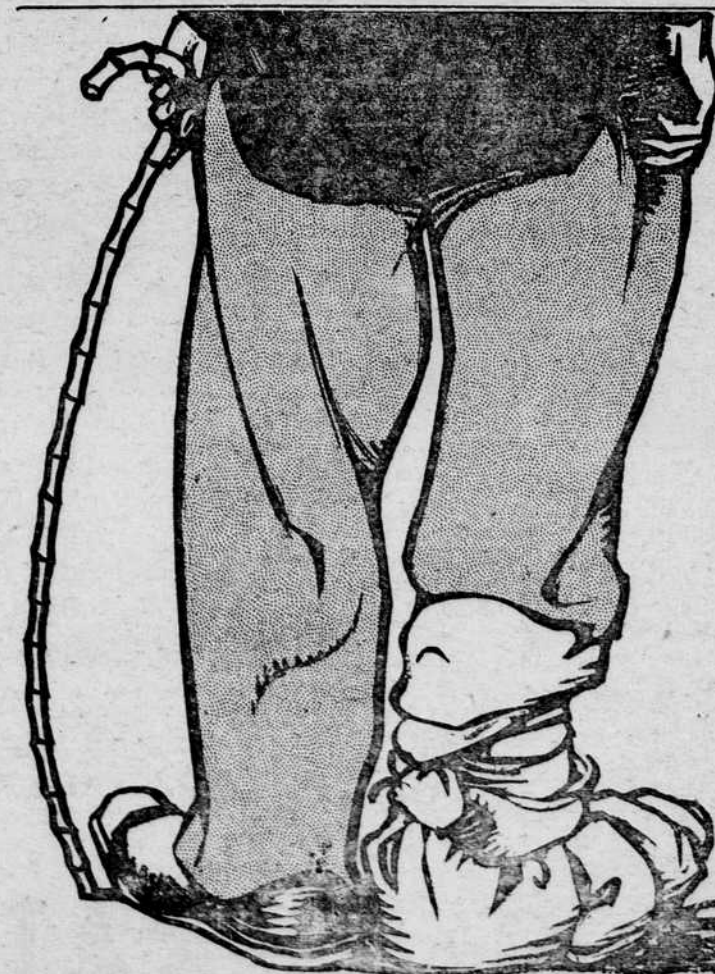
CHARLIE CHAPLIN

IN

"THE GOLD RUSH"

POPULAR PRICES!

10 REELS OF GLORIOUS FUN



LAST DAY

Gene Stratton PORTER'S

latest and most appealing novel—

"The Keeper of the Bees"

with all star cast

Coming—

MONDAY

"THE LADY WHO LIED"

with VIRGINIA VALLI
LEWIS STONE
NITA NALDI

