

Today's Program For Seventh Annual High School Conference

HIGH SCHOOL PRESS ASSOCIATION

MORNING—AUDITORIUM, UNIVERSITY HIGH SCHOOL, CAMPUS

Editors, Managers, and Advisers

- 9:30—Round Table on "Sources of School News," led by Miss Jessie Spaulding Smith.
10:00—Discussion opened by Ray Glasgow, Prineville High School.
10:15—"How to Publish an Annual," illustrated lecture, by Hal E. Hoss, Manager of the Oregon City Enterprise...

ASSOCIATION OF STUDENT BODY OFFICERS

MORNING—MUSIC AUDITORIUM

- 9:00—Music.
9:15—Address—C. A. Howard, State Superintendent of Public Instruction.
9:45—Discussion.
10:00—"Problems Connected With High School Athletics," Harvey Woods, The Dalles High School.

ASSOCIATION OF GIRLS' LEAGUES

MORNING—GUILD THEATRE (Johnson Hall)

- 9:45—Correct Clothes Show, under direction of Miss Mary Clark, University of Oregon.
11:00—Demonstrations by Woman's Athletic Association—Woman's Building.
12:00—Adjournment.

FACULTY ADVISERS' CONFERENCE

MORNING—105 COMMERCE HALL

O. D. Byers, Principal of Rainier High School, Presiding

- 9:30—"Adjusting Students to the Scholastic and Other Requirements of the University," Dr. James H. Gilbert, Acting Dean of the College of Literature, Science, and the Arts, University of Oregon.
10:00—"Problems in the Development of Student Participation in School Control," Principal W. A. Lacey, Walla Walla High School.
10:30—Discussion opened by Miss Mabel Downs, Dean of Girls, Lincoln High School, Portland.
11:00—"What Are the Resources of the High School for Social Guidance?," Miss Iva M. Howey, Dean of Girls at Hood River High School.
12:00—Advisers' Luncheon at Anchorage. Advisers are guests of A. S. U. O.

AFTERNOON—4 EDUCATION BUILDING

Conference of Principals and Supervisors of Junior High Schools

(Visiting Faculty Advisers Who Are Interested Are Invited to Attend)

Conference

(Continued from page one) and Kenneth Curry carried on the discussion of this subject.

League Work Taken Up

At a meeting of the Association of Girls' Leagues, the following officers were elected for next year: Ethel Elliot, Medford high school, president; and Harriet Klumitt, Franklin high school, Portland, secretary.

The point system in girls' athletics, the play day idea, social life in the high schools, and other topics of interest to the girl delegates were discussed. Speakers were, Emma Waterman and Florence Alden, and Mary Josephine Shelley, of the school of physical education. Dean Virginia Judy Esterly, Juanita Glaze, The Dalles high school; Minnie Threde, Salem high school.

Point System Subject

Miss Waterman explained the Oregon Point System. This system, introduced only during the past year, provides that women may earn various awards for satisfactory work in athletics. Today, after only a year of trial, over fifty schools have adopted the system because it enables every girl to take part in some form of athletics and in time earn enough points to win the awards given.

The system encourages competition within the school itself instead of between different schools and this is a good factor since it does away with trips made necessary before. It also encourages varied achievement in only one division of athletics.

Work Given Credit

Credit is given for work in indoor baseball, field hockey, folk dancing, stunts, soccer, swimming, tennis, basketball, track, and volley ball.

Miss Elizabeth Crissell, of Washington high school, Portland, and president of the Girls' League for the state, urged the representatives to see to it that the particular organizations of which they are representatives form codes or creeds by which to guide their work. She feels that this is necessary in order to make the meaning of such an organization real, as well as have a common ideal for all members. Although the idea is not a new one, many school leagues already having creeds, it is one that should not be neglected.

Example Given

Miss Juanita Glaze, from the Girls' League at Hood River out-

lined the fundamental principles upon which the organization is founded and the reasons for its successful existence.

Miss Glaze, who feels that the Girls' League at Hood River is a successful one, told something of its organization. The president of the group heads the service committee as well as presides at meetings; the vice-president has charge of publicity and the secretary-treasurer manages the finances. In addition to these officers each class sends a representative to this council. Hood River is one of the schools in which the league has a definite creed.

Finances Considered

Miss Minnie Threde, president of the Girls' League at Salem high school, in a short talk on "Financing the Girls' League," told the representatives that the first thing of importance was to determine the money needed and after that to make a budget to cover the entire amount. She offered suggestions as to the manner in which this money could be raised, including candy sales; a dime plan; "stunt" shows; "hot-dog" sales, and a theater night.

Kathryn Ulrich, president of the Women's League on the University campus, offered ideas that have proven successful in the organization here. Mrs. Virginia Judy Esterly, in her welcome to the visitors, urged that they get the most possible out of the opportunity afforded them as high school representatives.

Miss Shelley Talks

"The purpose of the entire play day idea is to do things you are ordinarily interested in, and for once to have the sheer joy of competing in an activity without any ulterior motive of any kind," said Miss Mary Josephine Shelley, instructor of physical education, in her talk of "The Play Day Idea," Friday at the meeting of the Girls' League association in the Woman's building.

A baseball game, a swim, and a picnic could be the basis of play day for the girls in a small high school, according to Miss Shelley, or the plan could be elaborated to any extent. A canoe race, games, a swim, a picnic supper at which clogging was the entertainment, and dances on the lawn composed the last play day between Oregon and Oregon Agricultural college.

Suggestions Made

A marshal of the day to keep general control, a hostess committee to look out for the comfort of the guests, referees, field judges,

and other officers would be needed in proportion to the intricacy of the plan, she added.

Colors, caps, or other insignia would be needed to distinguish the rival teams. A smoothly planned schedule with no gaps between the events is an important matter, as well as a first aid kit, and the consideration of sun, shade and benches, where the spectators are to sit.

The morning meeting of the association was presided over by Myrtle Mast, president of the Woman's Athletic association. Elizabeth Crissell, from Washington high school, president of the association, presided during the afternoon.

Reflect School in Paper

"Your school paper should be a mirror of your school; more, it should interpret your school," Miss Jessie Spaulding Smith, instructor of newswriting and director of publications and publicity at the Oak and Technical high school, Oakland, California, told high school journalists. "It should convey the student spirit to the faculty, it should be a means whereby the parents can keep in touch with the present-day methods of teaching, it should be a guide to the general public of the way in which its money is being spent." The high school sheet may have an important effect on community affairs, especially charity drives, Miss Smith said.

She also spoke to the advisers' conference at 4 o'clock on "The High School Magazine as a Stimulus for Creative Writing." The advisers' division was called to order by Eric W. Allen, dean of the school of journalism.

Allen Advises Definite Aim

Dean Allen led a round table discussion on "The Purpose of a High School Publication" in the press division, which was presided over by Robert L. Thomas, president of the association, and former editor of The Lens, Washington high school. Dean Allen asked high school editors to set for their papers a definite purpose, the types of which might be to inculcate a spirit of good sportsmanship, to prevent or heal up school rows and quarrels, to make the town or city proud of its school, to strengthen school organizations, to keep elections clean and fair and generous in spirit, to make discipline unnecessary, to recognize merit, and to help the school grow.

Publishing Problems Cited

Round table discussions, during which conditions in many schools were discussed and commented on by the delegates were important parts of the sessions.

The afternoon sessions of the conference were divided into the editors and managers' divisions, presided over by Professor George Turnbull, and Professor W. F. G. Thacher. Speakers heard from were, Robert C. Hall, and Raymond D. Lawrence, University school of journalism, Rex E. Robinson, Corvallis high school, Virginia Reid, Grants Pass high school, Allen Spalding, Medford high school, Susan Chadwick, Union high school, Sheldon F. Sackett, editor of the McMinnville Telephone-Register, talked to the managers about "The Business Management of a High School Publication."

Sackett outlined the problems of a publication as being three-fold: first, the business ideal of a publication; second, the technical knowledge necessary; third, the actual business administration.

Advertising does not always pay, in the opinion of Mr. Sackett. It only pays if it is well directed and well paid. Better circulation should

Varsity, Frosh Swimming Meet To Be 3:30 Today

Babes Look for Victory; 34 Men in Line-up For Contest

The frosh and varsity mermen will vie in a swimming and diving meet in the Woman's building tank this afternoon at 3:30. With Johnny Anderson, of the frosh squad, practically sure of first place in the free style sprints, the babes are rather confident of victory.

Coach Edward Abercrombie's men have been working since school started last fall and a good stiff meet should put them in top form.

The probable line-up for this afternoon's meet follows: 40 yard free style, varsity, Don McCook, Philip Sheridan, or Francis Greulich. Frosh, Johnny Anderson, James Sharp.

150 yard back stroke. Varsity, Edward Kier, and Julian Smith. Frosh, Jack McAlpin, John Allen.

220 yard free style. Varsity, Don McCook, and Ed Johnson. Frosh, Johnny Anderson, Taylor Eccles.

Dives. Varsity, Lloyd Byerly, Perry Davis, or Tommy Thompson. Frosh, Oliver Mather, William Sievers.

440 yard free style. Varsity, Frank Reid, Allen Woodworth. Frosh, Charles Silverman.

100 yard free style. Varsity, Don McCook, Philip Sheridan. Frosh, Johnny Anderson.

200 yard breast stroke. Varsity, Willis Fletcher, Julian Smith. Frosh, James Raley, Bob McMath.

Relay. Varsity, Philip Sheridan, Francis Greulich, Frank Reid, and Tommy Thompson. Frosh, James Sharp, Charles Silverman, John Abele, and Oliver Mather.

be the aim of the school publication. They should show advertisers that they have a quality publication and should always give advertisers service.

"Every business manager should tie up the copy with what he wants to sell and with the people he has to deal with. He should know something about typography. Printing is the tool and it is tremendously necessary to know the processes by which the paper is turned out," continued Mr. Sackett. In the conduct of the business administration, bills should be sent promptly, so that they will be collected promptly. Printing should be arranged so that it is done at a reasonable cost by cooperation with the printer, he explained.

How to Sell Advertising

"Sell yourself; if you do this you will sell advertising," said Calvin Horn, advertising manager of Old Oregon, University alumni magazine, in an address, "Advertising Salesmanship" before the business, circulation, and advertising managers' conference of the high school press association at the University of Oregon January 14.

"Much of the success of advertising salesmanship depends upon the style of approach," Mr. Horn pointed out. "The most efficient method of attack is to come at a

man from his own point of view. Do not talk at a man. Always talk with him. Say something that will please him, and that will make him respect your judgement. To do this is not flattery; it is courtesy. It is showing the proper deference and respect for your customer. The best policy is to listen first, then talk afterward. I do not believe in arguing or contradicting. There is an old fallacy floating around that a salesman's mouth must always be full of arguments. It must not."

Mr. Horn urged the advantage of showing samples of the product. He maintained that an advertising layout and copy will interest the customer right away. He knows that you are taking an interest in his business. A good neat layout with his name printed on it tends to have a psychological effect, and usually sells.

"In selling advertising," the speaker stated, "it is pertinent to know your publication, that is, to be well posted on rates, circulation, and the kind of readers it reaches."

In conclusion, Mr. Horn summed up the essentials or successful advertising salesmanship under three points: "First is work. Real selling is not easy. Second is honesty. Be honest with yourself, with your publication, and with your customer. The third is more difficult to describe. It is a kind of driving force that makes men work fast. A good name for it is enthusiasm."

Debate Problems Heard

"Problems Connected with High School Debating" were outlined by Stanford Brooks of Astoria as follows: laxity of interest in the public due to laxity of interest among the students, because of this lack of interest debate does not pay and the best speakers do not turn out, and



Appreciation

You have, no doubt, enjoyed your visit on the Oregon campus and wish to express your appreciation for the kindness your hostess has shown you. A fine way is by a gift of flowers. We have a wonderful selection at our greenhouse.

UNIVERSITY FLORIST Phone 654

For the Best Line of UMBRELLAS

In Town

SEE — Hoffman's

Jewelers and Opticians

760 Will St.

Do you know that the Anchorage is fully equipped to handle dinner parties of all sizes?

We have six dining rooms at your disposal. Select the one you like best.

The refined atmosphere of the Anchorage will help make your dinner party a success. Let us help you make your plans.

The Anchorage Tea House

On the Old Mill Race

last the problem of getting competent judges. Leslie Porter of West Linn, Winfield Atkinson of Woodburn, and Kenneth Allen of Salem offered the bulk of the discussion which followed.

The student body officers were presided over by John Halderman, University freshman. Five student body presidents spoke on high school affairs. They were, Jean Ev-

erhard, Eugene high school; Howard Makin, Baker high school; Ken Curry, Grant high school, Portland; Kenneth Allen, Salem high school; and Stanford Brooks, Astoria high school.

Pledging Announcement Sigma Alpha Epsilon announces the pledging of Charles Reed of West Linn, Oregon.

STEIN-BLOCH SMART CLOTHES



A New Tuxedo for the Social Events of the Season

THIS season brings with it many social functions that call for a Tuxedo. You'll be correctly dressed if you wear one bearing the Stein-Bloch signature for it means the finest of hand-tailoring in beautiful black unfinished worsted, luxuriously silk-lined.

Furnishings for After Six

The evening waistcoat in black or white, the wing collar and black bow-knot tie, the shirt in plain or pleated bosom—Others, too.



Paul D. Green's

TIPS

A bulletin published for House Managers by the Table Supply Company Phone 246 — — — 104 9th St. E.

Here's a Real Tip, Housemanagers

Grapefruit are in season now. Have Florida Grapefruit for breakfast some of these mornings. The bunch will appreciate them as braces for the eight o'clocks and at the same time Grapefruit will add zest to the traditional "coffee and." Besides being a delicious breakfast food, Grapefruit can be served in attractive ways for dinner as in a salad or cocktail.

Order them in case or half case lots, and take advantage of the quantity price.

For Something Special

You can always depend on our delicatessen to supply you with delicious salads, and cooked foods. If you're going to have a little function why not come down and see our delicatessen cases. You will always find something there to tempt you to eat.

TABLE SUPPLY CO.

104 9th ST., EAST

PHONE 246

Advertisement for Milton Sills Paradise featuring a cartoon illustration of a man and woman, and text: LAST DAY MILTON SILLS PARADISE ON THE STAGE PRINCESS IWALANI Hula Dancer ALSO South Sea Five Hawaiian Orchestra MATINEE 2 P. M. Colonial THEATRE