

Oregon Grads Attend Editors' Meet

Delegates Still Arriving; Press in Every Part Of State Represented

George P. Cheney, publisher of the Enterprise Record, and George Cheney Jr. drove down from Enterprise, in the beautiful Wallowa country, for the conference. Mr. Cheney's son Daniel is a junior in the school of journalism and a member of the University orchestra.

L. D. Gordon, publisher of the Southwestern Oregon Daily News, is up from Marshfield for the conference. Mr. Gordon has just added to his record as an employer of an all-Oregon staff by engaging Miss Mary Conn, '26 graduate, as reporter to succeed Miss Nettie Mae Smith, and Allan Canfield, ex-'28, in place of Pete Laurs, ex-'27, who has returned to Oregon City to be news editor of the Enterprise.

Eugene F. Short, '24, now with the Oregon City Enterprise, helped E. E. Brodie, publisher, and Hal E. Hoss, manager, represent the Enterprise properly at the conference. Mr. Short is employed in the advertising department with Byron O. Garrett, another Oregon graduate, who is local advertising manager.

Arne G. Rae, '22 graduate, now editor of the Tillamook Herald, is on the campus for the conference, with his co-publisher, Fred T. Melinger. During their absence from Tillamook their paper is in charge of Mildred Jean Carr, 1926 Oregon graduate.

Mr. and Mrs. Elbert Bede are among those registered for the conference. Mr. Bede has just finished another term of service as reading clerk of the lower house at Salem. During his absence the Cottage Grove Sentinel, twice-a-week, is looked after by Miss Mary Clerin, Oregon 1925 graduate, who gets the paper out on time and, so Elbert says, as good as ever.

Ralph R. Cronise, who was an Oregon student about 13 years ago and is now co-publisher of the Albany Democrat-Herald with W. L. Jackson, is on the campus for the conference. Mr. Cronise is chairman of the advertising committee of the state association. Mr. Jackson's daughter, Olga, is a senior in English in the University.

When Harris Ellsworth was in the University, he was supposed to be an English major, but he succeeded Jeannette Calkins as manager of the Emerald and has been more or less journalistic ever since. He is now manager of the Four-L Lumber News, published in Portland, and he has the figures to show that he's making the business grow.

A. C. Gage, publisher of the Astoria Journal, combined attendance at the conference with a visit with his daughter Leslie, sophomore in journalism.

No sooner had Earle Richardson left the University as a graduate in 1920 than he went right into newspaper work. Before long he was married and together with Art Steele was running the Clatskanie Chief. Then he stepped out and bought the Elgin Recorder, later taking over the Dallas Observer, which he is now conducting as a live county weekly. He and Mrs. Richardson, who was Miss Elizabeth Stewart of McMinnville, are at the conference.

Dean Collins, assistant city editor of the Portland Telegram, and Portland's versifier de luxe, spent part of yesterday afternoon finishing his paper to be read at the conference today.

J. H. Dellinger, publisher of the Morning Astorian, deserted his paper and his extensive cranberry bogs to come to the conference. Mr. Dellinger is a prominent Republican, business man, farmer, and editor of the Lower Columbia River district.

Lee D. Drake, of the Astoria Evening Budget, breaks into print as the first conference delegate to register in the big red book.

Although the farthest realm to send delegates to the Editors' Conference, San Francisco takes second place in number of representatives here, Portland, of course, heading the list. From the south (Continued on page two)

State to Feel Spirit of Old Oregon Soon

University Night Is New Feature; to Be Annual Part of Plans

Reception, Glee Club, Show to Fill Evening Important Meeting of All Committee Today

BUILDING for a greater University, the 1927 Greater Oregon committee will complete its last piece of work during spring vacation when it will present Oregon spirit in programs to be given before the high schools of the state.

Outstanding in the spring program is University of Oregon Night to be held at the Broadway theater in Portland. This feature of the program is being initiated this year by Dudley Clark, chairman of the Greater Oregon directorate, and is planned to be an annual affair.

Reception to Be at Theater A reception will be held in the theater reception rooms, March 22, in connection with the glee club concert, which will be given at the Broadway, March 22, 23, and 24.

A program consisting of numbers by the quartet, skits, and short talks by members of the faculty, students, and alumni will feature the reception. Refreshments will be served. President Hall, Captain McEwan, Hugh Biggs, and other prominent persons connected with the University will be present, and the opportunity will be afforded prospective Oregon students of the Portland high schools to become acquainted with University folk and the spirit of the University.

Special Program Planned The Broadway is presenting a program of special attraction for the three evenings that the glee club is to appear. "Nobody's Widow," starring Leatrice Joy, will be the motion picture. A thirty minute concert by the glee club will follow, featuring ballads that are favorites among old-timers. Classical music will also have a place, and the quartet, consisting of George Gardner, John Stark Evans, Frank Rorer, and Ted Larsen, is working out some snappy songs and a skit. These three concerts will come as the culminating point of the glee club tour which will be conducted during the vacation. One of the best of Fanchon and Marco's presentations will complete the program. "Mr. Wu and the Feast of Lanterns" is the name of the number and a Chinese jazz band should add to its success.

Dancing to Feature An opportunity for dancing will be afforded immediately after the reception. Those desiring to see the show should go to the eight o'clock performance, as the reception is scheduled to begin about ten o'clock, according to Clark. A meeting of the entire committee is called for four o'clock today in Villard hall, and the following members of the directorate are requested to notify all members of their attendance: Committee to Meet District 1, Nellie Carroll; district 2, George Hill; district 3, Don McCook; district 4, Edith Dodge; district 5, Nick Carter; district 6, Ronald Sellers; district 7, Paul Sletton; district 8, Don Beelar; district 9, Jack Hempstead; district 10, Cliff Kuhn; district 11, Herbert Socolofsky; district 12, George Minnaugh. Dudley Clark, as chairman of the Greater Oregon work, desires to make it especially imperative that members of the committee be present at the meeting today, and cooperate to the utmost in this last piece of important work which is to be put forward by the 1927 committee.

Nash Honor Guest at Printing Breakfast Dr. John Henry Nash, patron of fine printing at the University, was the guest at breakfast this morning of Robert C. Hall, manager of the University Press, and the advanced typography class. Dean Eric W. Allen, of the school of journalism, was present.

The students are working on the late President P. L. Campbell's monograph on education, "Education and the State" under Dr. Nash's supervision. They are: Lewis Beeson, Genevieve Morgan, Calvin Horn, Milton George, and Ray Nash.

Symphony Orchestra Conductor



Willem Van Hoogstraten, noted conductor of the Portland Symphony Orchestra, which will be heard in concert here Monday night.

Edith Dodge Named Head Of Committee

Women's League Drive for Fine Arts Building Will Begin

The appointment of Edith Dodge as general chairman of the Women's League spring drive to raise money for the proposed Fine Arts building was announced yesterday by Kathryn Ulrich, president of Women's League. Helen Webster will be assistant chairman and Gladys Steiger, chairman for Portland.

The drive will take in all parts of the state and will be conducted during spring vacation. The same plan was carried out Christmas vacation, and the money turned in from giving benefits amounted to nearly four hundred dollars. A girl has been appointed from each town the drive includes, to act as chairman there. She may choose her own committee among students on the campus from that particular place and if she plans to give a dance, it would be a good idea to ask men to help, says Miss Dodge.

The following are the committee chairmen: Albany, Betty Beam; Astoria, Clover Burlingame; Bandon, Dorothy Belle Endicott; Coquille, Maxine Paulson; Cottage Grove, Marian White; Dallas, Barbara Chapman; Enterprise, Myra Jordan; (Continued on page three)

Specialty Talent Expected En Masse For Saturday Tryout

Already a large number have turned in their names signifying intentions to take part in the tryouts Saturday afternoon for the Junior Musical Revue which, this year, will take the place of the antiquated vod-vil idea of past years. Saturday tryouts, which will be for specialty talent, will be under the direction of Billy O'Bryant, in the Guild theater from 1 to 5 p. m. Although the character and chorus tryouts for the Revue will not be held until the first week of spring quarter, the judges will keep in mind all talent appearing today whether their acts are selected or not. Those not chosen will probably be given leading parts in the Revue, therefore a large turnout is expected tomorrow.

Don McCook, business manager for the revue, announces that although much more money will be expended on this year's show than on previous ones, the admission prices will be the same. Members of this year's show will be given a special block of seats for their use.

Almost a hundred persons will take part in this year's production. Kitty Sartain, dancing director, and Constance Roth, costume director, have arranged with a San Francisco firm to obtain many of the costumes to be used in the production.

Famed Players To Be Heard in Concert Monday

Portland Symphony Group Declared One of Best Six in America

One year ago Josef Lhevinne, eminent artist, said, "Willem van Hoogstraten will make the Portland Symphony Orchestra one of the very finest in the country—I would say one of the best half dozen in America."

Today his statement was vindicated by John Stark Evans, of the University of Oregon music school, who said: "The Portland Symphony Orchestra is, without question, one of the best six in America. Mr. van Hoogstraten is equal to any conductor in this country, and there are very few who are his peers anywhere."

The Portland Symphony Orchestra, Willem van Hoogstraten, conductor, will be presented in concert by the A. S. U. O. Monday night, March 7. The concert will be given in McArthur court, in order that there will be available room for everyone. This is the third guest attraction on the music series. No admission will be charged to those holding student body cards or season tickets.

"Mr. van Hoogstraten has brought the orchestra to a high degree of excellence, for he is not only a great conductor, but he has men under him who are very fine musicians. The orchestra plays with fine intonation, and Mr. van Hoogstraten gets what he pleases at the moment," said Mr. Evans.

Tschaikovsky's Symphony No. 6 ("Pathétique") will be the principal work offered. This is considered one of the composer's greatest achievements, if not the greatest. In this work he has set the Slavonic "temperament" to music.

"The Flight of the Bumble Bee," by Rimsky-Korsakov, has also been included. This piece was recently given in Portland and proved so popular with the audience, that it was repeated at a following concert. It is taken from the opera "Tzar Sultan."

The concert will start promptly at 8:15. The program is as follows: Beethoven "Egmont" Overture Tschaikovsky, Symphony "Pathétique" Symphony "Pathétique"

Intermission Mozart "Eine Kleine Nachtmusik" Moussorgsky "Night on a Bald Mountain" Rimsky-Korsakov "Flight of the Bumble Bee." Wagner "Tanhauser" Overture

Thespians to Honor Last Year Girls Today

The Thespians, freshman honorary society, will entertain their sister Thespians of last year at the College Side Inn today from 3 till 5 o'clock. Bridge and dancing will be the diversions of the afternoon. Light refreshments will be served.

State Editors Talk of News And Business

Style Book Report Given; Uniform Technical Usage Is Aim

Value of Advertising Subject of W. P. Burn

Field Agent for Papers Urged by Read

COMMITTEE reports, discussions of advertising and the various types of news, occupied the first day's session of the Oregon State Editorial association, which was held in the Journalism building yesterday.

Mimeographed copies of a part of the style book being worked out for the association were distributed by C. J. McIntosh, of the O. A. C. department of industrial journalism, who gave the report of the committee. He indicated that there would be no attempt to influence the style of individual writers on the papers, but an effort would be made to secure uniformity in the technical aspects of writing.

The value of advertising campaigns was pointed out by Walter P. Burn, manager of the Pacific Coast Bureau, American Newspaper Publishers' association, in his talk on the "Development of National Newspaper Advertising."

Mount Talks on Fraud There are three kinds of fraudulent advertising which a paper may be asked to carry, said Robert M. Mount, manager of the Better Business Bureau, Advertising club of Portland, in his talk on "Fraudulent Advertising; Some Bad Accounts to Look Out For." These are the obviously fraudulent, such as ads which offer cures for diseases requiring expert medical attention; the doubtful type, such as a puzzle scheme so simple that anyone can work it, but which offers prizes of no value; and the type that cannot be detected from copy, which is the hardest to handle. The development of a newspaper man's "second sense" is necessary for the detection of this kind of copy.

Public Opinion No Myth "This thing public opinion is no myth," said Mr. Mount. If editors accept fraudulent advertising, the result is a growing dissatisfaction in the minds of the readers with the paper and with advertising in general. The newspaper, he said, is no longer a medium in which anything can be advertised, as long as the space is paid for.

Confidence and service were emphasized as the main points in selling advertising by Harris Ellsworth, of the Four-L Lumber News, in his talk on "What the Local Advertiser Needs to Know About Your Paper." "An ad salesman must keep his clients at a high point of confidence," he said.

Service Important In the way of service, Mr. Ellsworth advised ad salesmen to put suggestions on paper and let the advertiser see what he is getting. Advertising has to be regarded as a staple commodity, he said. It has to be sold, and if it is economically sound, it will stay sold, and help you to sell more.

Regional Agent Wanted That the organization of newspapers in this state in order to support the office of a field agent is a necessity, is the belief of Ben H. Read, regional secretary of the Western Division of the National Editorial Association, and executive secretary of Southern California Association.

Mr. Read declared that a newspaper is the show window of a town, the vital force in the community, if it is properly conducted.

Bede and Hoss Talk In the first meeting of the afternoon, Elbert Bede, editor of the Cottage Grove Sentinel, talked for ten minutes on what the Editorial association had done in the last session of the legislature, mostly in the nature of clarifying the laws. Hal E. Hoss, secretary to Governor Isaac L. Patterson, spoke briefly about the work in the legislature.

Foreign Advertising "If the advertiser wants to reach the people in small towns, he must use the local newspaper," said Lucien P. Arant, manager of the Baker Herald. He spoke on "Working up" (Continued on page two)

Editors Hear From Six Groups in Quick Time

AT THE editors' banquet at the Osburn last night the keynote was "make it snappy." The affair, contrary to all precedent, actually started on time; and the chicken followed the soup with unprecedented promptness. The speeches were all to be short, since everyone—having no idea what the basketball game was to be like—was eager to get out and see it.

So when Dean Eric W. Allen, who was the toastmaster, announced that the heads of six important journalistic organizations were present, and would be heard from, 277 persons groaned inwardly. He proceeded to name the organizations deliberately. There were present, it appeared, a director of the International Press Foundation, a vice-president of the National Editorial association, the president of the Pacific Slope Newspaper conference, the secretary of the State Editorial association, a director of the Willamette Valley Ben Franklin club, and the secretary of the Clackamas County Publishers' association. All these organizations, he thought, really should be heard from, each through its authorized representative. So he introduced a representative of each—and Hal Hoss, of the Oregon City Enterprise, stood up; he was all of them, with more journalistic offices than anyone else in all creation. And the secretary of an ax-wielding governor besides.

Hoss told a few good stories and pulled a new one on Elbert Bede by referring to Elbert's children as his "string of little Bedes."

Valuable Ming Vase Presented By E. E. Brodie

Beautiful Example of Rare Work Bought In Far East

A Chinese red lacquer vase, about five feet in height and beautifully carved in many intricate designs and figures, was presented to the University by E. E. Brodie, publisher and editor of the Morning Enterprise, Oregon City, and delivered at the school of journalism by him yesterday.

The vase, dating from the time of the Ming Dynasty, was made in Fuchow and is one of the very few in existence at the present time. This art disappeared because the rare pieces took many, many years to make and few people knew how. The vases were made for members of the royal family and are symbolic of their rule.

At the time of the Revolution in 1912, the pieces fell into the hands of dealers, Mr. Brodie explained, and with much effort and expense he was able to purchase the piece which he has just given to the University. He procured the specimen of art from a Chinese dealer who had two vases and two screens to match. He had some difficulty in persuading the dealer to give him only one piece, but after a long time he was able to do so.

Realizing from his own knowledge that the piece was too valuable to keep in his own home but was fitted to be a museum piece, Mr. Brodie decided to give it to the University. It will be placed with the other exhibitions in the Murray Warner collection of Oriental art.

Vesper Program to Be Secret Until Sunday

A program that is creating as much interest among musical circles on the campus by its secrecy as if all the numbers to be included in the afternoon's services had been announced, will be given tomorrow at 4:30 in the school of music auditorium. John Stark Evans has consented to give several organ selections but has withheld the names of the compositions with the view that Sunday offers better inspiration in deciding on them than Saturday.

Robert McKnight, baritone, and a senior in the school of music who has had charge of the music at the Unitarian church for several years and who is prominent in the glee club and musical circles, will sing Little's "The Lord Is My Shepherd." (Continued on page three)

Oregon Five Defeated By Golden Bears

California Takes Fourth Conference Flag by 33 to 21 Victory

Swede Ends Career In Blaze of Glory

Ridings on Bench With Injured Foot

Line-up: California (33) (21) Oregon Watson (7) f (4) Gunther R. Dougery (6) f (1) Epps Corbin (10) c (2) Okerberg J. Dougery (4) g (5) Milligan Dixon (2) g (9) Westergren Substitutions: California, Tripp, 4; Butts, Fechter, Dean, Oregon, McCormick. Referee, Tom Fitzpatrick. Umpire, Bill Mulligan.

By HOYT BARNETT THE California Golden Bears clawed and chased the University of Oregon webfooted basketballers

around for forty hectic minutes in McArthur court last night, and ended the evening's entertainment by tucking the Pacific Coast conference flag into the old trophy bag by the strain of 33 to 21. This was the second game of the championship series, the first having been won by the visiting hoopsters 35 to 29 Thursday night.

The playing of "Swede" Westergren, diminutive Oregon guard, was one of the outstanding features of last night's tilt. He not only checked his man and broke up the opposition's plays but he hawked the ball all over the court and gathered nine counters for his team. In spite of the fact that as soon as he got within average scoring range he was swamped by husky six footers, he slipped away and started several Oregon rallies by looping the pill through the hemp-draped circle.

Ridings on Bench The Webfoots started the fracas with a combination on the floor that has rarely seen service together. Gord Ridings, Oregon forward, was adorning the bench with a pair of crutches at his feet, and Dave Epps was forced into service for the first time since the Washington State game played at Pullman.

R. Dougery, who is fifty per cent of the Dougery brothers combination on the Golden Bear's quintet, started the scoring in the first minute and a half of play when he swished the hemp from a difficult angle.

Epps Makes a Point Dave Epps did his best to even the count as he approached the Santa Claus line after Watson tripped him. His effort brought the count to 2 to 1. This, however, was the nearest that Oregon came to overcoming California's lead.

Watson, blue and gold forward, soon goaled the spheroid for two more points, and then the other half of the Dougery combination started paying dividends. His heave was followed by one by Corbin that brought the count up to 3 to 1.

At this stage of the riot Okerberg showed a flash of his old form as he took careful aim from the center of the floor and dropped the ovel through the ring without touching a hair. This and the shot made by Westergren in the last half was the prettiest exhibition of long range sharp shooting seen on the floor last night.

The blue and gold warriors then retaliated when Watson and Dixon each converted from the Santa Claus line on sins committed by Epps and Westergren.

Rally Nipped An embryonic rally was started by Oregon when Milligan took a pass from Gunther and looped the pill without breaking his stride. Milligan, who was all hopped up and rarin' to go, mixed it with the doughty Dixon, and Fitzpatrick chastised the pair with a double foul. Milligan flined the oval basketball, but it provokingly rolled around the edge, tottered for a second and toppled outside. Dixon, however, stepped up to the Santa Claus line and sank his putt just before the gun ended the half. At this juncture the Webfoot basket- (Continued on page three)