

Program For Tenth Annual Oregon Newspaper Conference Arranged

The program for the tenth annual Oregon Newspaper Conference has been completed. It is here reprinted in full, as it appears in the programs:

FRIDAY, FEBRUARY 10
MORNING

- 9:00 Registration.
- 9:30 Call to order and announcement of committees.
- 9:40 "How Much Is a Newspaper Worth? Different Ways of Closely Estimating Newspaper Values." Earle Richardson, Dallas *Itemizer-Observer*. Discussion: Fred J. Tooze, E. J. Murray, C. H. Brockhagen, Dean Franklin Fols.
- 10:45 "Ways of Gaining and Keeping a Hold on the Rural Circulation." Alex Gabrielsen, field representative, *Clark County Sun*, Vancouver, Washington. Discussion: Don Wilson, A. E. Voorhies, Elbert Bede, E. B. Aldrich, Edgar Meresse, J. R. Griffith, Chester Dimond, E. A. Koen, and others who have experience in this work.
- 11:40 "The Two Per Cent Discount." S. S. Smith, Medford *Mail Tribune*. Discussion, The Agency Side: H. L. St. Clair, Gresham *Outlook*.
- 12:15 A. P. luncheon—Edward F. Nelson, correspondent. U. P. luncheon—Frank H. Bartholomew, manager, Pacific Division. Sigma Delta Chi luncheon for weekly editors—Ray Nash, president. Ad Club luncheon for advertising men, Osburn Hotel—C. W. Reid, president. Theta Sigma Phi luncheon for ladies of party—Ruth Newton, president.

AFTERNOON

- 2:00 "Present Tendencies in the Free Publicity Situation. Is Any Prospect Emerging of a Satisfactory Solution of the Problem?" Donald J. Sterling, *Oregon Journal*. Discussion: Ira Hyde, Jr., St. Helens *Mist*; Arne G. Rae, Tillamook *Herald*.
- 3:00 "Working Up Local Advertising." Earl C. Brownlee, Forest Grove *News-Times*. Discussion: Ralph Kletzing, Salem *Statesman*; Roy Blodgett, Tillamook *Headlight*.
- 4:00 Field Agent Plans. Robert W. Sawyer, Eric W. Allen.
- 4:30 The Harvey W. Scott Editorial Prize Contest. Hal E. Hoss, A. C. Gage.
- 4:45 "Experiences in Developing National Advertising." E. A. Brown, Salem *Capital Journal*. Discussion: Walter P. Burn, Bureau of Advertising, A. N. P. A., C. A. Sprague, Corvallis *Gazette-Times*; A. W. Stypes, executive-secretary, Selected Oregon Newspapers, Portland.
- 3:30 to 5:30 Theta Sigma Phi tea at the Woman's building for ladies of the party. Ruth Newton, president.

EVENING

- Eric W. Allen, Toastmaster
- 6:00 Hotel Osburn, annual banquet (given by Eugene Chamber of Commerce).

SATURDAY, FEBRUARY 11

MORNING

- (Committees meet at breakfast) Executive Committee, State Editorial Association
- 9:30 "Some Important Readers of Your Papers Whom You Never Meet." Mrs. S. I. Clark, local manager, Allen's Press Clipping Bureau, Portland.
- 10:00 "The Printing of Ads and News in the Oregon Papers as They Appear to an Old Timer." David Foulkes, *Oregonian*. Questions and discussion of printing problems.
- 10:45 "The Relationship Between the Newspaper and Trade or Class Paper." F. C. Felter, *Pacific Drug Review*.
- 11:15 "Enterprise and Independence of the Editorial Page in Its Relation to Business Policy." William Tugman, Eugene *Guard*. Discussion: H. L. Gill, Woodburn *Independent*; Merle Chessman, Astoria *Budget*.
- 12:00 Student luncheon. Election of officers. Reports of committees. Election of officers.

AFTERNOON
Section for Dailies

- Round Tables:
 - Office Systems—Exchange of financial and cost information.
 - Comparative Value of Various Editorial Features in Relation to Costs.
 - The Pacific Northwest Newspaper Publishers' Association and the Linotype Problem, Leader. W. G. Hooker, Spokane.
 - Policy With Respect to Undesirable and Fly-by-night Advertising. Ways of Utilizing Ad Clubs and Merchants' Committees. A. W. Metzger, of Albany Ad. Club.
 - Circulation Development.

SATURDAY AFTERNOON, 2:30

Trade and Class Journal Section

- Round Tables:
 - Advertising—Foreign representation. Other methods of securing business outside of local territory.
 - Circulation—Methods used in securing new business. Does sampling pay? Systems used for handling records.
 - Production—The feasibility of working out an average cost chart. A method of obtaining sufficient information. The good such a chart might be to all members.

Weeklies and Printers

- Overlays—How to make them and how to use them. Arthur Kurtz, Portland.
- "What a Printing Salesman Should Know." Arthur R. Kirkham, Corvallis.
- Saving Time in the Small Shop. H. L. St. Clair, Gresham *Outlook*.
- Discussion: "Credits and Collections." Elbert Bede, Cottage Grove, and Z. C. Kimball, Independence.
- "Principles of Plant Layout." George Fettsch, Portland.
- General discussion on machinery and equipment, especially considering such subjects as the Ludlow in a commercial shop, the Virkotype, how large a shop should be to justify a platen feeder, an automatic jobber, and kindred subjects.
- Election of officers of the Ben Franklin Club.
- Saturday evening the annual Ben Franklin Club banquet at the Anchorage. All newspaper men and printers are invited. 6:00 P. M.

Editors

(Continued from page one)

four years or so ago, he has been for the most part immersed in journalism. He has written for hotel reservations and is counted on as a sure attendant. At one time he was a reporter on the Eugene Register.

Ralph R. Cronise, president of the conference, is an Oregon graduate, class of 1909. He is now co-publisher and manager of the Albany Democrat-Herald. He and W. L. Jackson purchased the Democrat about ten years ago, and about 1925 effected consolidation with the Herald, owned by E. M. Reagan. Mr. Cronise is prominent in Albany civic activities. He is a member of the Oregon chapter of Beta Theta Pi.

Frank Loggan, advertising manager of the Bend Bulletin, was among those who arrived Thursday to get ready for the conference. Frank, who was graduated from the University school of journalism in 1926, was manager of the Emerald in his senior year. Before going to Bend, he was on the advertising staff of the Portland Telegram. Several of his co-workers on the Bulletin are former fellow-denizens of the Oregon journalism "shack."

H. N. Fowler, ('14) is associate editor; Phil Brogan (ex-'24), reporter, and Mary Conn ('26) formerly of the Southwestern Oregon Daily News, of Marshfield, is assisting Loggan on advertising, spending her free time as society editor. Frank is fraternizing with the Theta Chi while here, being a member of the Oregon chapter.

C. H. Brockhagen, new publisher of the Portland Telegram, has a record of having put several shaky publications on their feet. Years ago he was advertising manager of the Seattle Post-Intelligencer when Eric W. Allen, now dean of journalism, was courthouse reporter. He is the employer of numerous Oregon school of journalism people, both in Portland and in Sacramento, Cal., where he is co-publisher with W. W. Chapin, of the Union. He and Mr. Chapin have as their city editor in Sacramento an Oregon 1924 graduate named Alfred Erickson, who, while in the University of Oregon, had a reputation for covering sports and smoking Camels with equal enthusiasm. Art Rudd reports having had a pleasant visit with him in Sacramento. Mr. Brockhagen is on the program to discuss ways of val-

uing a newspaper. He has had much experience at valuing them.

When Donald J. Sterling came to the conference two years ago he was listed among the bachelors. Last year, when he arrived, he was married. This year he is the father of a son. Mr. Sterling is managing editor of the Oregon Journal, Portland.

George Aiken, publisher of the Ontario Argus, is a former president of the conference. Mr. Aiken sends along word that he is to be on hand. Besides publishing a bang-up paper, George knows all the Scotch stories; and any banquet speaker who is "stuck" for a story might do worse than look him up.

Robert W. Sawyer, former president of the conference, who divides his time between his Bend Bulletin and his duties as a member of the State highway commission, is already here. This year Mr. Sawyer is pres-

ident of the Oregon Editorial association, with which the conference is affiliated.

Edward F. Nelson, in charge of the Associated Press office in Portland, is keeping up his record for regular attendance by lining up for this year's conference.

Dr. P. O. Riley, editor of the Hubbard Enterprise, has a reputation as a speaker which won him a place on the Friday night banquet program. This will be Dr. Riley's first newspaper conference.

Mr. and Mrs. Elbert Bede will be along this morning from Cottage Grove, Mary Clerin (Oregon '25) and Dale Hawkins and whoever else is left will run the Cottage Grove Sentinel during Elbert's absence. Elbert is coming with a new line of banter to direct at Mr. Hal E. Hoss, private secretary to Governor Paterson, who directed the Oregon City Enterprise while E. E. Brodie was

was in Siam. Mr. Hoss, newspaper reports say, is expected to be present.

F. C. Felter, publisher of the Pacific Drug Review, has the unusual record of being on the trade journal section program two years in succession.

The hotel reservation list doesn't contain the name of E. E. Brodie, publisher of the Oregon City Enterprise, who employs a considerable number of former Oregon students, including Alene Phillips, Barney Garrett, Pete Laurs, Eugene (Bank) (Continued on page five)

Classified Ads

LOST—Black onyx Beta Crest ring. Finder please return to "Svede" Westergren, Beta Theta Pi. Call 550. Reward.

SHOWING—

Men's Shoes

The new shoes for men are now shown for the first time. BOSTONIANS, ARCH PRESERVERS and EDWARD GREEN'E ENGLISH SHOES make up an assortment of men's shoes that are correct.

782
Willamette



782
Willamette

We are interested in your conference, newspaper men, and extend to you a most hearty welcome to Eugene.



Spring 1928 Styles in the Bud

—A small but very spicy collection of spring garments is already here—enough to forecast what will be the outstanding style notes for spring.

—You'll be interested in seeing them. Then should you care to be one of the first with the latest again this season, you may choose a Frock, a Coat or Bonnet with new quirks.

J.C. Brill Stores
A BILLY DEPARTMENT STORE

OUR FIRST SALE
Since we have been in business here and we hope our last one. Read this great free offer for FRIDAY and SATURDAY.



Yes Sir! FREE

FRIDAY and SATURDAY
With your unrestricted choice of any Fashion Park or Adler, Collegian Men's and young men's SUITS

Lot One Men's and Young Men's up-to-the-minute New Suits. Choice of our entire stock... See every wanted popular fabric as well as the more conservative blues, greys and grays. Every Adler Collegian and Fashion Park suit in the store included up to \$35 value, the original tag on each suit—take any one you want for only \$22.75, with no charge for alterations, and you get your choice of any Fine Hat in the store absolutely FREE with each and every one of these suits sold here all day Friday and Saturday.

Lot Two And the same Free Offer holds good with this Feature Group of the Sale. Here you get these same famous makes to pick and choose any one or more suits from. Regular \$37.50, \$40 and \$42.50 values, and when we say value we mean the lowest cash price for which this clothing is ever sold—but here you are, while they last Friday and Saturday, for only \$28.75, and your choice of our beautiful stock of Men's Hats. Come early for first choice.

Lot Three The Reason You Will Find Below

Our top grades, finest and highest priced in the store—beautiful imported and domestic fabrics of pure virgin wool made up by the most famous quality and style makers in the U. S. Honest and unbeatable values regularly sold at \$55.00 the suit. Take any one you want, a wide range to choose from in snappy or conservative modish with design and cloth weaves that stand out supreme in any company. The sale price for your choice is only \$36.75 with no charge for alterations and you get this—
Unprecedented Offer
Regardless of all these drastic price cuts—Take your pick of absolutely any hat in the store. FREE.

With Your Pick of Any Fine Hat in This Store
Friday and Saturday

Our regular hats, a wonderful contract line built on \$7 and \$8 specifications to undersell competition, are priced at \$5 and \$6. All the new colors as well as staples in both snap brims and roll edge models, all sizes, and with each and every hat sold here all day Friday and Saturday, help yourself to a beautiful New Silk Tie. No restrictions.

UNDERWEAR

- "Allen A" and "Chalmers" famous makes in seasonable weights. Choice of these fine Union Suits; values to \$2.50—
\$1.30
- The popular "Grad" line. Gotham shirts and running pants, all sizes, while they last—
60c
- Smart New Athletic Underwear, genuine N. E. Full Back and other well known quality brands. Values to \$1.50, go at—
90c

Smartly Tailored Golf and Sport KNICKERS
No reserve, come here and help yourself—pick and choose from our best grades. This is your chance to stock up. No values under \$6, and many \$8 and \$10. Your store-wide choice of our entire stock. While they last—
\$4.95

Overcoats
All sizes—all models—to start the Sale Friday and Saturday.
\$19.75

New Silk NECKWEAR
We are leaders in Eugene for smart new Silk Ties. Reg. at a dollar—for this sale take your pick of our entire dollar stock at—
65c
Beautiful creations of silk. New patterns—all strictly hand tailored neckwear. Your choice of our entire regular \$1.50 line for—
95c

BATH ROBES
All our fine stock in a wide range to choose from. To \$8.00 value—
\$5.75

Ragan and Bowman
825 Willamette

Shirts
The Finest Stock in Eugene Goes on Sale
Cluett, Arrow and E. & W.

Values of \$2 and \$2.25, snappy new shirts in plain or fancy weaves. All sizes and styles Friday and Saturday—
\$1.35
Reg. \$3.50 and \$4 values. All sizes and styles—
\$2.65
Your store-wide choice—silks, mixtures, imp. Broadcloths—beautiful new patterns. All over \$4.50 and \$5.00 values go. All sizes and styles—
\$3.45

MEN'S FINE HOSE
We specialize in a top grade at all times for \$5.00. Now for this sale you take your pick of the stock, all sizes. Fancy mixtures and plain dress hose—3 pair for a dollar, or the pair, only—
35c

Any Full-over V-neck Sweater in the Store
Real values up to \$8.50 and \$10 each. All sizes in the lot. While they last—
\$3.50

BRING YOUR CAR AROUND
When trouble of any kind develops in your Ford consult us for a speedy remedy. Whatever the cause, capable Ford mechanics will quickly locate the trouble and make any repairs, adjustments or overhauling required, in line with the Ford standards.
JENNINGS & COMPANY
Superior Ford Service
715 Oak St.
Reasonable Rates—Phone 1677