

Discussion, Speeches Feature In Second Day Of Press Conference

Frank Appleby, From
La Grande, Presides
At Editorial Confab

Publicity, Rzdio
Argued Pro and Con
Rate-making Chief Topic
At Morning Session

The second day of the Oregon Press conference now in session opened yesterday morning at 10 o'clock with the call to order and committee appointments by President Frank B. Appleby, of the La Grande Observer. Members of the resolutions committee are: George Cheney, Enterprise Record Chief; S. Sumpter Smith, Medford Mail Tribune; L. D. Felsheim, Bandon Western World. The nominating committee consists of: E. E. Brodie, Oregon City Enterprise.

George Putnam, Salem Capital Journal, in the first talk of the day, severely condemned the automobile section of country newspapers, since the section contains so much free advertising. "The practice of giving free publicity to auto advertisers is not only contrary to sound business principles, but demoralizing in the extreme," he said.

In the discussion, Walter R. May of the Portland Oregonian upheld the automobile section as an asset. "It has great reader interest, it is a mechanical aid, and it has news value," he stated.

"A New Principle in Rate-making" was the topic of Earle E. Voorhies, managing editor of the Grants Pass Courier. Mr. Voorhies outlined an advertising plan which is in use on his paper, citing numerous examples of usage of the plan. This budget system has proved not only useful to the newspaper, Mr. Voorhies said, but has become valuable to the advertiser.

At the beginning of the next speech, by C. E. Brazier, Portland Telegram, a short paper was read which was given him by Lester F. Adams, also of the Telegram. The paper stated that newspaper pictures and stories must of necessity be put into publication so fast that it is impossible to do an artful job, and that criticism from this point is unjust. Good writing, of course, is very essential to the newspaper.

Mr. Brazier then continued on the same subject, giving his views. Pictures, he stated, are for the most part so nearly alike that they are useful only for ornamental purposes. They are not new any more, he said, but news still is live and interesting.

"I have advocated a decreased use of pictures—here's what I advocate to take their place," said Mr. Brazier, "a more thoughtful make-up that will give you the most you can get out of your type."

Speaking on "What Shall Be the Relation of the Newspaper to the Radio?" L. D. Felsheim, Bandon Western World, said, "Personally I am not an alarmist. Regardless of radical forecasts I do not believe that the newspaper is in immediate danger of extinction. However, I do believe that some definite policies toward the radio must eventually be adopted by the press."

O. L. Price, Portland Oregonian, spoke on the same subject. "We have to recognize the radio as a competitor of the newspaper," he declared. "Radio has grown with rapidity and the programs sent out have established a university of the air, since their nature is becoming educational."

The Oregonian owns and operates a radio, he said, and both the election returns and the Dempsey-Tunney fight were broadcast before the stories were printed. Yet in spite of this, more extras were sold than at any other time.

Mr. Price believes that the newspaper will continue to be the dominating influence.

C. J. Gillette, Forest Grove News-Times, gave a description of his newspaper and of the town in which he lives to introduce his talk on local advertising; bringing out the point that merchants in his town were particularly well-versed in the advantages of advertising, and that the city of Forest Grove was also well-supplied with town loyalty.

He stressed the need of giving advertisers service, and gave examples explaining his term. The most important one of them was that of

Today's Program For Press Meet; New Head to Talk

The following is the program of events for this morning's press conference:

9:30 a. m.—Business Is News.—George F. Cornwall, Timberman, representing Trade and Class Journal association. Discussion.

10:20 a. m.—Report of committee on exchange of data by weeklies. Arne Rae, George Aiken, Elbert Bede, Earle Richardson. Discussion.

10:50 a. m.—Why We Buy Space in the Country Papers, and Why We Don't.—J. T. Crossley of Crossley-Failing Advertising agency. Discussion.

11:15 a. m.—Report of treasurer and reports of committees. Election.

12:15 p. m.—Luncheon—President Hall, toastmaster. What Newspapers Can Do to Stimulate a Forward Looking Cohesive Spirit in Oregon.—Robert W. Sawyer. Address by new president.

Journalism Students Lauded by Miss Calkins

Young Editors Praised for
Work on 'Old Oregon'

"The journalism students have done remarkably well in editing and publishing Old Oregon," said Jeanette Calkins, regular editor and manager of the magazine, in commenting on the student's edition which came out yesterday. "The editorial board, consisting of Serena Madsen, Marion Sten and Cecil Snyder, deserves special comment as they had the real responsibility."

One of the articles, "Chips Off the Old Block," written by Luella Markely, will be of particular interest to both the students and the alums. It tells of twenty-five students whose mothers, fathers, or both attended school here before them.

The magazine was compiled and arranged by the editorial board with the help and advice of Miss Calkins, who has been the editor for four years. Aside from this friendly advice everything else in connection with publication has been done exclusively by students. They collected all the news, read long sheets of proof and one student set most of the type.

The issue came out a day later than was at first expected. Miss Calkins, in speaking of this, said that it was not a bad delay because the whole idea was so much different from the newspaper work which the students had been accustomed to handling.

Campus Movie Tests To Be Shown Tuesday

Screen tests will be shown at a private matinee at the Colonial theater at 3:30 o'clock Tuesday, Jim Raley and Carvel Nelson, production directors, announced yesterday afternoon. Only those who had tests and those on committees for the movie will be entitled to the tickets which will be the only means of being admitted, they explained.

Tickets, if not already held by those who had tests or the committee members, may be secured from Raley or Nelson or any of the committee heads.

Work has not yet been completed on the scenario. The complete production staff will probably be announced Tuesday and the leads the last of next week.

"I Cannot Tell A Lie, Ma, I Done It;" George Led Astray By Dainty Damsel

By WILFRED BROWN
This is the truth about the cherry tree.

It seems that a little less than a couple of hundred years ago there lived a young man by the name of George, whose summers did not total more than eight or nine.

One afternoon when he was out a-playing in the garden he looked over the fence, and there he espied a young wench by the name of Elizabeth Anne, who cavorted blithely about with a skipping rope. George looked her over thoroughly from the top pink ruffle of her bonnet to the lowest ruffle of her pantaloons, and immediately thereupon his heart did a double somersault and a sideways turn.

"Lo kid," quoth he. "Won't

Spring Vacation May Be Extended

Faculty Group to Submit
Motion at Meet Soon

If the faculty votes favorably, spring vacation will last for one week instead of five or six days, as was intended. The following notice of motion will be submitted to them at their next meeting, March 6, by Dr. Caswell with the approval of the schedule committee: "That the final examinations for the current winter term shall be given during the period Tuesday to Saturday, March 12 to 16 inclusive, and classes which would otherwise meet on Tuesday, March 12, shall be held on the preceding Saturday. Saturday class shall have precedence over Tuesday classes held at the same hour."

Exams will start on Tuesday instead of Wednesday, if this is passed, and will be completed the following Saturday, thus extending spring vacation to one week. All classes that meet on Tuesday, March 12, will meet on the preceding Saturday, March 9. However, this will not be definitely decided until after the faculty has voted on it on March 6.

Lawyer Indicts Oregon Press at Annual Banquet

Sterling Program Enjoyed
By Editors and Wives at
Hotel Osburn Last Night

The eleventh annual press conference banquet was held last evening in the Osburn hotel, and to judge from the action of approximately 240 journalists and people from the four corners of the state directly interested in newspaper work, it was successful and was no exception to the rule that the banquet is the highlight of the conference week. The program was filled with lively, informational, and witty addresses, and was begun by rendition of three selections by the Eugene glee-men.

"If there is one thing the American press had needed and needs today, it is a spirit of earnest yet unexcited self criticism," said R. W. Montague, Portland lawyer, quoting from Eric W. Allen, dean of the school of journalism, in the main address of the evening. Continuing the quotation, Mr. Montague said, "If there is anything which this stormy petrel of professions has never had, it is just that."

There are two aspects of the problem, the appreciative and condemnatory, according to Mr. Montague. "I took the critical," he said and further gave arguments to justify his stand. The situation was resolved into two aspects from which a consideration should be made. One was the extent and degree of power exercised by newspapers. The other was the manner of exercise.

"The sceptics point to the fact that some of the great causes have been carried on without support from the newspapers, such as woman suffrage," explained Mr. Montague. "Some great causes have been carried in the face of opposition from newspapers. I think that newspapers are too subservient to the existing order." Here Mr. Montague believed that newspaper editors were too easily satisfied and did not offer enough destructive criticism to some of the undesirable organizations of the country. He charged them with biased reports in labor troubles, unfair treatment of Bolshevism, fostering spirit of international ill will, and general lack of fighting spirit against corruption and incompetence in office.

Candidness Lacking
"There has been no free, candid, vigorous criticism of political cor-

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Dance Marks Highlight Of Social Season

Senior Ball Scheduled for
Upperclassmen Tonight
At Woman's Building

Shaw Appeals for
More Aid for Today

Patrons and Patronesses
Listed for Annual Affair

By PHYLLIS VAN KIMMELL

Tonight's the night! The only strictly formal class dance that is given on the Oregon campus—the annual "bal de l'elegance" to which campus folk flock dressed in their best—the dance of the social season—the Senior Ball, to be held at the Woman's building.

The members of the class of '29, having chosen for the motif for their dance, strictly modernistic settings, will dance tonight amid stately, colorful columns and drapes of black, gold and red. Weeks of diligent work on the part of all the committees promise at last to the campus the perfect class dance, according to Larry Shaw, general chairman.

"This is the final bow of our class," Shaw said. "It is our last opportunity to give something a little better than the best to the student body in the way of entertainment, and we are confident that no one will be disappointed."

Scheme Is Modern
Something as snappy and modern as the decoration scheme is promised in the way of refreshments by Alice Gorman and Charlotte Carl, while Jimmy Johnson and Adala Everts say that the programs, too, will fit in with the general motif.

The orchestra this year will not be in its regular position, but will be situated on a platform built out from the regular stage at one end of the women's gym. Johnny Robinson's Varsity Vagabonds, with their hot harmony and hifalutin', hysterical jazz, will furnish most of the evening's entertainment.

The list of patrons and patronesses that have been invited are as follows: Governor and Mrs. Isaac M. Patterson, Dr. and Mrs. Arnold Bennett Hall, Vice-President and Mrs. Burt Brown Barker, Mr. and Mrs. Karl Onthank, Dean and Mrs. James Gilbert, Dr. and Mrs. C. V. Boyer, Dean and Mrs. George Rebec, Dr. and Mrs. Rudolph Ernst, Mr. and Mrs. George Godfrey, Mrs. Murray Warner, Mr. and Mrs. Samuel H. Wilderman, S. Stephenson Smith, Charles Howell, Dean Hugh Briggs, Dean Hazel Prutsman, Dean David E. Faville.

Directorate Members
This last function of the senior class has been due to the work and co-operation of the senior ball directorate, Larry Shaw, general chairman; "Bun" Sergeant, assistant chairman; Margaret Lee Slusher, secretary; Florence Grebe, treasurer; Francis McKenna, class president; Ron Hubbs, Ed Winter, and Dean Gilbert. Shaw and McKenna expressed their appreciation of the untiring work of the directorate and also the following committee chairmen: Carl Heilborn and Floyd Runk, decorations; Phil Holmes, lighting; Marion Leach, women; Jimmy Johnson, programs; Alice Gorman, refreshments; Grace Gardner, patrons; Jack Jones and Burt McElroy, music; Madge Normile, feature; Bus Sullivan, floor; Phyllis Van Kimmell, publicity.

And so, with the cooperation of a large group of people, the dance will start tonight at 9 o'clock, the place the Woman's building, the hosts and hostesses, the seniors.

Seniors will still be needed today to help decorate the gym, and more will be needed afterwards to aid in cleaning up the debris that remains, said Larry Shaw.

Three Girls Elected To Botanical Society

Samara, honorary botanical society, elected three girls, Audrey Hall, Eugene; Edra Ann Seufert, The Dalles; and Elsie Mae Cimino, Sherwood, to membership at a luncheon held by the society Friday noon in the botanical laboratory. Fourteen members including Anna Vogel, Elizabeth Dimmitt, Helen A. Smith, Mildred Pike, Eleanor Flanagan, Mary Gauntlett, Anna Jacobson, Bess Templeton, Mrs. A. R. Sweetser, Miss Lourene Taylor, instructor of botany and bacteriology, and Ethel I. Sanborn, assistant professor of plant biology, were present. A. R. Sweetser, professor of plant biology, was also present.

SENIORS!
All senior men and women must report to the Woman's building at 8 a. m. today to work on decorations for Senior Ball.

Oregon Five Yields To Husky Quintet, 50-44

Freshmen Swim
Salem High Team
Saturday at 2:30

Five Events on Program;
Swimmers and Officials
Selected by Managers

A swimming meet between the Oregon freshmen and the Salem high school team has been arranged for 2:30 Saturday afternoon in the Woman's building pool. Five events are scheduled for the contest which is the third of the season for the frosh, who have won from the Oregon varsity and the Aggie rooks.

Nine freshmen will compete for Oregon. They are Dick Torrey and Lewis Stevens in the 40-yard back stroke; Al Edwards and George Pratt, the 100-yard free style; Paul Lafferty and Brad Datson in the 40-yard breast stroke; Howard Dirks and Tom Ward, fancy diving; Art Hanson and Edwards, Torrey, and Lafferty in the 160-yard relay.

Officials for the meet were announced yesterday by Bill Hedlund and Jim Raley, managers in charge of the frosh in the absence of Coach Edward Abercrombie. Herman Gaver, instructor in physical education, will be official starter and will also act as one of the diving judges. Lois Murfin and Louie Anderson will also judge dives. Timers selected were Earl Widmer, head timer, Hal Fraundorf and Warren Tinker. Jim Raley will be clerk of the course and Hal Johnson, scorer. Bad Peterson will be courtesy manager. Ken Moore is in charge of towels and Art Adams in charge of guns. Bill Baker will be the official announcer.

Mogensen Speaks to Advertising Students

Speaker Says Ad Business
Chance for Young Men

"Advertising is the only business that offers a young man the opportunity to get into the big money without capital," stated M. G. Mogensen, head of the M. C. Mogensen Co., newspaper representatives of San Francisco, in a talk before W. F. G. Thacher's advertising class Friday.

"It all depends on what a man has in the way of 'groceries'," he said, tapping his head to explain his meaning. Secondary to inherent brainpower, Mr. Mogensen explained that a successful advertising man must know the field. He must be thoroughly familiar with the marketing condition, as well as the product, the media, and other considerations. In addition to this, he must have a complete and accurate knowledge of the mechanical part of advertising which includes familiarity with type and type faces, layout principles, and copy appeal.

"There is so much to know that it is hard to tell you about it, but many young people, even though they have a good background, cannot get a foothold. My advice to all enterprising young people is to learn to use the typewriter. If you can use the typewriter, I will always give you a job, and then it's up to you to prove that you can keep it," he said.

Mr. Mogensen has been in Eugene for several days for the press conference. His concern acts as newspaper representatives for over 100 papers, serving them in the field of foreign advertising.

Chuck 'N' Bobby Say They're Good; Find Golf Cure For Spring Fever

"Fore," says Bobby Robinson to Chuck Williams, every afternoon out on the field by the Woman's building. And then, very nonchalantly, Bobby takes his midiron, and socks a little white ball and it zooms up cleanly—then drops. "Fore," answers Chuck to Bobby, then he takes a practical whack at the little white ball and back it whizzes.

Chuck and Bobby have gone golf. They don't mind admitting it. They did admit it yesterday afternoon, while they were peering

THE SUMMARY
Washington (50)

| | Fg | Pt | Pf | Pts |
|-------------|----|----|----|-----|
| Snider, f | 5 | 1 | 2 | 11 |
| Jaloff, f | 2 | 1 | 0 | 5 |
| McClary, c | 6 | 1 | 1 | 13 |
| Bolstad, g | 2 | 0 | 1 | 4 |
| Berenson, g | 3 | 5 | 4 | 11 |
| Swanson, c | 1 | 0 | 0 | 2 |
| Hack, g | 2 | 0 | 0 | 4 |
| Total | 21 | 8 | 8 | 50 |

Oregon (44)

| | Fg | Pt | Pf | Pts |
|----------------|----|----|----|-----|
| Ridings, f | 3 | 1 | 4 | 7 |
| Milligan, f | 6 | 2 | 0 | 14 |
| H. Eberhart, c | 2 | 0 | 1 | 4 |
| Bally, g | 1 | 1 | 1 | 3 |
| Chastain, g | 2 | 0 | 1 | 4 |
| J. Eberhart, c | 0 | 0 | 1 | 0 |
| Epps, g | 1 | 0 | 0 | 2 |
| Hornor, g | 1 | 0 | 0 | 2 |
| Hughes, f | 0 | 0 | 0 | 0 |
| Edwards, c | 2 | 0 | 0 | 4 |
| McCormick, g | 1 | 2 | 0 | 4 |
| Dawsett, f | 0 | 0 | 0 | 0 |
| Total | 19 | 6 | 8 | 44 |

Referee, Bill Mulligen; umpire, Bob Mathews.

First Shoes Here; Indoor Intramural Meet Comes Off Soon

Intensive indoor track training will start at once, for with but three weeks or so of school left, Bill Hayward intends to hold at least one intramural meet indoors this term. The special indoor shoes Bill ordered last fall, lack of which has been a handicap to the team, have arrived at last.

The fair weather of the last few days has turned interest to outdoor work and has disclosed a number of things to Coach Hayward about his new material. He has more than 75 inexperienced men out. Only a scant dozen or so of his freshmen have had more than one season of high school track.

The cinders of the outdoor track are in fine shape right now for runners, and there is no chance of its being torn up badly by the spikes.

Class Members Have
Talks With Students

Around 300 students were interviewed this past week by individuals of Mr. John Rae's class in sales management in collecting data for the analysis of buying power of U. of O. students, according to Ronald "Doc" Robnett, assistant graduate manager, and Dean E. Faville of the school of business administration, under whom the work is being conducted. Verne E. King, graduate assistant in the school, is helping in the work.

Since the interviews, taken by approximately 70 students of the class, were completed within a week, Robnett believes the facts can be tabulated within another two weeks, and the desired information deduced. Frank Hallin, and Karl Landstrom, a senior and junior respectively, in the school of business administration, are busy amassing the information.

Lt. Herbert to Leave For San Francisco

First Lieutenant George F. Herbert, stationed at the University of Oregon R. O. T. C. unit, will leave Eugene about March 7, for the Presidio of San Francisco, according to a dispatch received at the barracks. He will report upon arrival in San Francisco to the commanding officer of Letterman General hospital for observation and treatment.

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Seattle Group Fights Gately To Win Match

Webfoot Play Best Game
Of Season in Tilt With
Conference Winners

Eugene Team in the Lead
At End of First Half

By JOE PIGNEY

Oregon very nearly upset Washington, the champion of the northern division of the Pacific coast conference, last night at McArthur court. The Webfoots, however, lacked the punch to carry them through to the end of the game, and the Huskies won in the last five minutes, 50 to 44.

Oregon played its best game of the entire year last night as it ended the season. Washington had no easy "second from the cellar" set up last night, and the Huskies had to play like real champions to win. The Webfoots came closest to playing the championship style of ball expected of them at the start of the season, and the victory for the northerners was perhaps the most well earned of any on their schedule.

Tilt Exciting
The tilt was as exciting as it was rough. The players on both teams were at top form the whole game, tearing down the floor, working in under the basket, pivoting and turning with terrific speed. Play was so fast that the referee and umpire had plenty of trouble watching for fouls.

Both the officials and the Washington players ran into the disapproval of the Webfoot fans early in the game. The crowd once became so insistent in its disfavor that the umpire called a technical foul for booing. The penalty was called on the crowd at the time Gordon Ridings was banished from the game with four personal fouls.

Oregon Crowd Incited
The Oregon crowd became incited again in the second half when Mill Berenson, flashy Husky guard, apparently with four fouls on him, was permitted to remain in the game. All scorers except the official one had Berenson checked with three fouls at the end of the first half. He was allowed two more in the final period before he was ousted.

The Huskies took an immediate lead last night, and everything was set for a typical Washington slaughter. Monte Snider, all-coast forward, dropped in the first basket of the game, but Ridings, Bally, and then Milligan followed to put the Webfoots ahead, 5 to 2. Washington put a temporary halt to the Webfoot attack and went ahead 8 to 5.

The Webfoot team composed of veterans playing their final game for Oregon, were "on," and evened the Washington score and then took the lead not to be headed again until late in the game. Washington tied the Oregon score several times, but each time the Oregonians were able to pull into the front.

Milligan Loops Long Shot
Near the close of the first half the score stood 23-all, but just the instant the gun sounded, Scotty Milligan looped in a long shot, putting Oregon ahead, 25 to 23. The Washington team was plenty worried at this stage of the game, and even Stanley Jaloff, leading scorer, was forced to give way to a substitute sent in by Hee Edmundson, Washington coach.

The Webfoots started the second half in ideal fashion, and increased their lead to seven points before the Huskies scored. The game progressed at a furious pace with the Oregon team maintaining a substantial lead. It was not until the score was 30 to 23 that Berenson, converting a free throw, made Washington's first point.

Berenson's point gave Washington something to work on, and the Huskies soon tied the score at 34 to 34. From then on Oregon never regained the lead, and Washington

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