

Registration at Press Conference Shows Almost Normal Figure

68 Delegates Are Present At News Meet

Number Is Only 18 Under Last Year's

Baker Publishers Travel Greatest Distance To Attend Session Of Newspapermen

Only 18 less delegates registered this year than last, a study of the press conference registration book showed last night. There were 68 blanks filled in, with a number of "Mr. and Mrs. signatures which would increase the figure considerably. At the conference held January 22 and 23, 1932, there were 86 registered. It was estimated, however, that nearly 125 delegates were present.

Lucien P. Arant and Bernard Mainwaring of the Baker Democrat-Herald probably came the most miles to attend the conference. Benjamin J. Kimber, editor of the Grants Pass Bulletin, was the first to write in his name on the register. One name that appears many times on the pages devoted to previous press conferences had not yet been written in last night—that of Hal Hoss, who puts "Blue Book" under the publications heading and Salem in the address column.

Mr. and Mrs. B. Frank Irvine, associate editor of the Oregon Journal, Mr. and Mrs. Elbert Bede of the Cottage Grove Sentinel, and Leslie Scott, chairman of the highway commissioner, who was representing Governor Julius L. Meier, arrived in time for the banquet.

The following names appear in the registration book:

Benjamin J. Kimber, Grants Pass Bulletin; W. L. Jackson, and Ralph R. Cronise, Albany Democrat-Herald; C. P. Sonnichsen and Thomas Nelson, Junction City Times; Harry Dutton, Lakeview Tribune; Edgar McDaniel, Coos Bay Harbor, North Bend; Kenneth J. Ackley, Oregon Legionnaire, Portland; R. B. Swenson, Monmouth Herald; C. E. Ingalls, M. K. Myers, and N. O. Taylor, Corvallis Gazette-Times.

E. J. Kimball, Independence Enterprise; Jack Bauer, Port Umpqua Courier, Reedsport; Ernest R. Gilstrap and Frank Jenkins, Southern Oregon Newspapers, Inc., Eugene; Bernard Mainwaring and Lucien P. Arant, Baker Democrat-Herald; Robert W. Sawyer, Bend Bulletin.

H. R. Failing, Oregon Journal, Portland; C. J. Gillette, Coos Bay Times, Marshfield; Noble D. Stanton, Earle E. Voorhies, Mr. and Mrs. A. E. Voorhies, Grants Pass Courier; A. W. Stynes, M. C. Mogenssen Co., San Francisco; Alice Vitus, Klamath News & Herald, Klamath Falls; Ross Mackey, M. C. Mogenssen Co., Portland; L. E. and Jack Bladine, McMinnville, Telephone-Register.

A. L. Mallery and C. W. Johnson, Oakland Tribune; Guy Hughes, Harrisburg Bulletin; Ben E. Titus, United Press, Portland; M. R. and Peggy Chessman, Astorian Budget, Astoria; Richard C. Horn and John W. Anderson, Eugene Morning News; Mr. and Mrs. Charles F. Bollinger, Oregon City Morning Enterprise; George W. McMurphy, Chet-Crank Agency, Portland.

Editors Praised For Energy Given To Oregon Study

The editors of Oregon, guests of the University this week-end, ought to be received with quite exceptional cordiality, according to Dean Eric W. Allen, of the school of journalism. "If the University's heart is in the right place—and I think it is.

"There is scarcely an editor in the state who has not in recent months generously devoted time, energy, and valuable space to the study of educational problems and educational finance," Dean Allen said, "or who has not spoken out with force, cogency, and good sense for the continuance of sound education on the best scale that is commensurate with the times.

"This week's conference furnishes an opportunity for the believer in education to express in some individual manner what he feels toward the men who went out of their way to save it from a great disaster.

"Oregon is unusually fortunate in the type of men who govern its press. They are deserving of recognition. The faculty members may be overworked and their pay may have been cut, but they could still find time and money to attend a banquet or a luncheon or one of the sessions. Students have many distractions, but it does not take much time to seek out the editor from the home town and shake his hand."

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Ben R. Litfin, The Dalles Chronicle; Walter W. R. May, The Oregonian, Portland; Alton F. Baker, W. M. Tugman, Elmer B. Byrne and Robert Bertsch, Eugene Register-Guard; Ray Alexander, Hicks-Crath Agency, Portland; Leslie J. Smith, Associated Press, Portland; Leith F. Abbott, Southern Pacific Co., Portland; A. A. Clark, Western Newspaper Union; A. Z. Sherrin, Blake, Moffitt & Towne Paper Co., Portland; Harris Ellsworth, Roseburg News-Review.

Mr. and Mrs. Hugh McGilvra, Washington County News-Times, Forest Grove; Elbert Bede, Cottage Grove Sentinel; Andrew J. Lampert, Zellerbach Paper Co., Portland; H. L. St. Clair, Gresham Outlook; Mr. and Mrs. G. E. Hamilton, Benton County Herald, Corvallis; L. H. Smith, Klamath Falls.

Robert C. Hall, Arne Rae, and George Turnbull, University of Oregon school of journalism; C. D. Byrne, director of Higher Educational Information Service, Eugene; Fred M. Shideler, C. J. McIntosh, department of journalism at O. S. C., Corvallis.

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Editors Hear Speeches at Dinner Meet

Chancellor Tells of Crisis Facing Education

Scott and Harris Among Speakers At Annual Banquet of Press Conference

(Continued from Page One)

way commission and former newspaper man. Mr. Scott stressed the financial stringency facing the state and urged the editors to support the board of higher education, highway commission, and other departments in cutting expenses without impairing efficiency. He urged them to cite to the legislative delegations from their respective counties the necessity for putting aside all personal matters and the best interests of the state as a political aspirations in working for whole.

Harris Speaks
Judge Lawrence Harris spoke on the cooperation the editors had given higher education. He represented the city of Eugene. Ed Morris, president of the Eugene chamber of commerce also thanked the editors for their cooperation and extended the welcome of the business and professional men of the city to the visitors. A message from Hal E. Hoss, secretary of state and former newspaperman, extending his regrets at not being able to attend was read.

The banquet opened with the perennial argument as to the respective qualities of Deschutes and Klamath potatoes. No decision was reached. Dean Eric W. Allen was toastmaster. Several selections were presented by the Eugene Gleeman.

A demand for more accuracy and more real intelligence in the writing up of news stories was made by Judge Robert W. Sawyer, publisher of the Bend Bulletin, in his talk on how to make the best of values in news and editorials.

The tendency of reporters to stop with a routine recital of the event, losing the entire meaning of it by not bringing in the background and connection with other occurrences or policies, was cited as one of the evils of much reporting. He illustrated his point with an account of a story recently sent out by a Washington correspondent.

A basic understanding of the events in Manchuria, Geneva, Washington, and Salem is essential to the reporter, news editor, and editorial writer, if the real news of the day is to be presented to the readers in its full significance, it was pointed out by Judge Sawyer.

Ad Rates Discussed
A talk on newspaper advertising rates by Lucien P. Arant of the Baker Democrat-Herald, opened the discussion at the morning session. Reduction of rates was scored by Arant on the grounds that costs per inch have increased rather than decreased as a result of decreased advertising. He presented statistics on the costs in Oregon to substantiate his statement.

Advertising rates in the weekly field were discussed by H. G. Ball of the Hood River News. He also declared himself strongly against reducing rates.

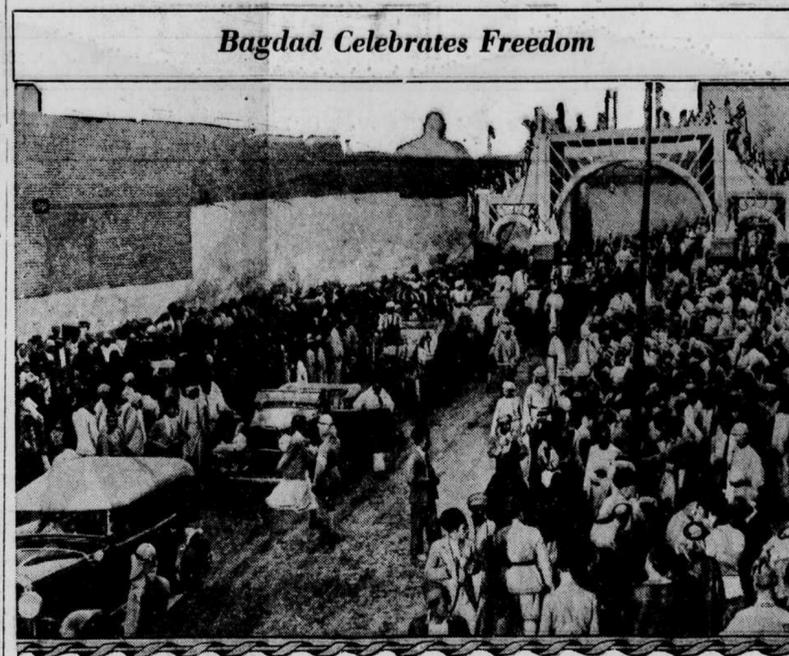
H. R. Failing of the Oregon Journal, presented a comprehensive survey of buying habits. It represents the buying habits of every housewife in Portland and covered 140 questions on such subjects as range of prices paid and reaction to advertising. It was prepared by R. L. Polk and company, publishers of Polk's city directory.

The elaborate statistical analysis and conclusions will be of great value to advertisers and advertising managers in determining policies, it is believed by Failing.

Business Under Discussion
In closing the afternoon session Walter W. R. May, of the Portland Oregonian, gave a talk on "Prospects and Strategies in the Business Field." He stated that the world was due for a change, but that "evidences show that 2,000,000,000 people are going to live, and an exchange of commodities will be needed.

Speaking of the attitude taken about the depression, Mr. May said, "There has been a great deal of loose talking, loose writing, and loose editing in the first two years of the depression, and no so-called authorities are talking of the power of advertising, while no constructive detailed study of advertising has been made in this reading."

Depression on Downfall
In trying to throw light on the theory that the depression was the stock and bond markets have been on the up trend during the past four months, that the car loading graph is going up, that the international situation has been bad but no individual market has been broken and the piling up of commodity stocks has been stopped, that auto production since October has shown an upward trend from 10 to 50 per cent.



Bagdad Celebrates Freedom

A street scene taken in Bagdad during the celebrations resultant from the withdrawal of the British mandate over Iraq, or Mesopotamia, and the admittance of Iraq into the League of Nations as an independent kingdom. In the rear may be discerned one of the festal arches erected in honor of King Faisal.

Around the Shack

Alice Vitus of the Klamath Falls News and Herald is one of the younger delegates. She was in the class of '27 here but went to work on the Register in 1926.

Many of the editors forgot that they weren't in the home town where all the "cops" know editorial cars and parked on the west side of University street, right in the face of all those yellow signs. Officer O. L. Rhimesmith decorated all of them with nice little tags.

Hugh McGilvra, editor of the Washington County News-Times, address Forest Grove, couldn't leave his bride of three weeks home alone, so he brought her along with him.

George Godfrey of the University informational service, was as active as ever with his camera. He managed to line up two of the women delegates with members of Theta Sigma Phi.

If the deductions of Lynette Davis, Dean Allen's secretary, are correct, Ben Litfin of The Dalles is a Russian nobleman. It seems that the scarf he is wearing has a coat-of-arms that has Russian markings.

Peggy Chessman, daughter of the boss down at the Astorian-Budget and a freshman in journalism, spent several long hours waiting around the "shack" trying to get in a visit with her father. She had hopes of getting to sit beside him at the banquet last night.

L. H. Smith's permanent address isn't Klamath Falls, though he signed the register that way. He works for a Chicago advertising agency. He couldn't get much work done with everybody away at the press conference, so he came up himself.

This tasteless glue Walter W. R. May was telling about may be a godsend to the country correspondents who have to lick a stamp each day, or to the business manager's secretary when she can't find the sponge.

Down in the lower hall Claude Ingalls of Corvallis and Dick Neuberger, editor of the Emerald, were, with many smiles, talking of the various suggestions for a new coach at Oregon State. Wait until next week when they get to writing editorials about their respective institutions.

An old friend to many is the representative of the Reedsport Courier, Jack Bauer, 1932 graduate in journalism. He is acting as editor while Robin Reed, wrestling champ, recovers from a mat infection. Jack likes it down there in spite of the things some of his outlying customers try to trade him for subscriptions.

Harry Dutton, grad of '28, and former University baseball player, is down here for the Lake County Tribune by way of Klamath Falls. He is now editor of the Tribune.

Prof. Harold J. Noble of the shown an upward trend from 10 to 50 per cent. "Strategies being used by various people in order to lift the depression, range from raising 'snakes for the profit in the skins which are used for shoes, through raising certain weeds to produce rubber, to raising sweet potatoes to make tasteless glue for postage stamps.

University of Oregon, gave the conference the new ideas on freedom of the press in his discussion of press censorship in Korea. Dr. Noble referred to the 300 suspensions suffered by the Dong-a-Ipo, leading Korean newspaper, at Seoul in the last 10 years, one of them lasting three months.

The only Korean member of Sigma Delta Chi, has been until recently, and perhaps still is, the editor of this temperamental daily. He is Duck So Chang, Oregon school of journalism graduate.

Harris Ellsworth, class of '22, of Roseburg, reminds us of the fellow who can't remember whether he drove the car to the office or whether the office drove the car to the office. When called upon for an announcement, he got up inquiring what the announcement

Huskies Take Good Care Of Johnny Fuller, Forward

By HAZLE CORRIGAN
Johnny Fuller is one man who gets good care. Johnny, you know, is captain of the University of Washington basketball team and all-coast player. Those team mates of his are afraid to trust him even with an Emerald reporter, at least before a game.

It was while the Oregon frosh and St. Mary's were racing the court that Johnny told me how he came to have the nickname of "Blacksmith." A sports writer once noted that he has large hands and with a quirk of imagination made him "Blacksmith" and "Blacksmith" he has been.

Not satisfied with explaining his own nickname, he had to tell what they call the other players. Fuller's fellow forward is known as "Gigolo" Hanover; Weber they call "Tiger"; Heaman is "Napoleon" or "Nap-"; and Lee carries the title of "Gob." Petey and Marky are the Antoncich brothers.

When asked what he liked best about basketball, Fuller replied, "the winning—that seems to be the thing to play for. We put so much emphasis upon winning that it sometimes takes sport out of the game." Johnny Fuller has known the thrill of accomplishment on the court. It was in his first game of the season in which the "Huskies" were playing Idaho that he totaled 22 points. Last night, Oregon saw him swish the basket for high points with 17. Twice he has been second in points for the coast; twice he has been chosen for the all-star coast team, once as forward and once as center.

"That comes only once in a season," he said of the 22 points. He couldn't explain it, but he said, if the coaches could only figure it out, they would be capitalizing on it. "You get so keyed up before a game that you can't concentrate."

"I like to play forward better than center," he said. "The forwards don't have to work so hard." As a sophomore, Johnny played forward, but last year because of the need for a good center, he was shifted to that position. Now he is happy, back in his favorite stand.

I gleaned from the conversation that Johnny's home is in Seattle. He is a member of Sigma Phi Epsilon, his major in education, he is fond of his freshman year, and he enjoys dancing and bridge. Playing his last year in college competition, Johnny is pinning his ambitions upon coaching.

least one of the Sundays, any church of their choice, and will go as a body. A schedule will be arranged so that each organization will have a definite time at which it will attend.

Amphibian Club Meets Thursday at Gerlinger

The Amphibians held a homecoming meeting Thursday night at 7:30 at the women's pool in Gerlinger hall. All old members were invited to attend from Eugene and the nearby towns.

The group spent the first part of the evening swimming. Afterwards a program was given, followed by refreshments, which consisted of sandwiches and tea. Agnes Morgan, president of the organization, was in charge.

Houses Plan Attending Churches as Groups

A series of "Go to Church" Sundays will be sponsored by the Student Christian council for six Sundays beginning January 29 and ending on March 5, during which period all campus living organizations will attend churches. Organizations are contacted and signed up for places on the schedule. Each house will attend on at

Hat Market Flops As Joyous Frosh Reject Class Lid

A sad, sad commercial disaster is the first fruit of the edict abolishing frosh lids. The Co-op has regretfully placed its remaining stock of gangrenously green hats on sale at a dime a heap.

A disconsolate throng of the banned head-coverings reposes in the front window of the store, surrounded by a sign that pleads, "Frosh Lids, 10 cents. Buy One for a Souvenir." No one heeds its mute appeal, however, and the multitudes of liberated freshmen that throng in front of the store pass it by with a haughty stare. They are proudly bare-headed.

Inside all is despair, and the faint veridiginous miasma that arises from the caps descends again as a pall on the spirits of the occupants.

HOOD RIVER NEWS AWARDED TROPHY AS BEST WEEKLY

Hillsboro, Washington County, Newberg, Redmond Papers Get Honorable Mention

BEST WEEKLY
Hood River News—H. G. Ball, C. P. Sonnichsen.

HONORABLE MENTION
Hillsboro Argus—Verne McKinney.

Washington County News-Times—Hugh McGilvra.

Newberg Scribe—John D. Burt, Don Woodman.

Redmond Spokesman—Joe Brown, Mary Brown.

To the Hood River News goes the Sigma Delta Chi best weekly cup for the year 1932. The award was made last night at the annual winter banquet of newspaper editors and publishers from throughout the state held in the Osburn hotel.

H. G. Ball is editor of the News. His partner and business manager is C. P. Sonnichsen.

The News took first place with 272 out of a possible 315 points. Three successive issues of each entry were judged.

In making the announcement and presenting the cup, Frank Jenkins of the Southern Oregon Publishing company, said: "It is clearly printed. The human interest of the material published is high. It has one of the best editorial pages in the state. The make-up is good. Advertising is all that can be expected in these times."

The papers receiving honorable mention in the order given were: Hillsboro Argus, published by Verne McKinney; Washington County News-Times of Forest Grove, published by Hugh McGilvra; Newberg Scribe, published by John D. Burt and Don Woodman; and Redmond Spokesman, published by Joe Brown and Mrs. Mary Brown.

Judges for the contest were Walter W. R. May, associate editor of the Oregonian; Ernest Gilstrap of the Southern Oregon Publishing company; and Merle Chessman, publisher of the Astorian-Budget. Gilstrap was to make the presentation of the cup but shifted the privilege to his colleague in the southern papers.

A certificate of merit was presented by Sterling Green, president of Sigma Delta Chi, to Jack Bladine, whose McMinnville Telephone-Register last year won the cup. Other winners were the Hillsboro Argus for 1929 and the Heppner Gazette-Times for 1930.

In July the Hood River News was awarded the Paul Kelly cup by the Oregon chapter of Sigma Delta Chi for having the best editorial page among the state weeklies.

Arne Rae, field secretary of the editorial association, said yesterday that the judging had been the most critical since the contest was first held. The contest was conducted by Jack Bellingier, scribe of the Oregon chapter and senior in journalism.

Math Clubs Plan Joint Gathering

Pi Mu Epsilon, national honorary mathematical society, is planning its first 1933 meeting, to be held on the campus within two weeks. The mathematics club at Oregon State college will be invited to attend.

The speaker will probably be Robert Jackson, former University of Oregon student, at present Rhodes scholar to Oxford taking a year's leave of absence, who is expected to talk on "Mathematics and Science at Oxford." The present officers of Pi Mu Epsilon are Kenneth Krieger, president; Holly Fryer, vice-president; Holbrook Hickson, secretary; Harriet Eilbreck, treasurer; and Professor E. E. DeCou, permanent secretary.

Oregon Rated High in Field Of Education

University of Oklahoma Dean Praises Work

Movement Here for Improvement Of Teaching Declared Among Foremost in Country

The University of Oregon is rated as one of the foremost institutions of the entire country in a field that is now claiming the interest of educators, that of improvement of teaching, it was declared here Thursday by Dr. H. L. Dodge, of the University of Oklahoma, field director of the American Association of University Professors. The association is now conducting a survey of work being done in this line, and Dr. Dodge's visit here was to gather data.

"The chief hope for this movement of improvement of college teaching lies in awakening departments within institutions to the need of scientific study of instructional problems," Dr. Dodge said. "At Oregon I not only found this spirit of cooperation, but several very significant studies under way.

Progress Is Expected
"Progress in this movement can be expected to come about chiefly through the help of technical experts from the field of education itself. Here at Oregon this technical assistance from the school of education is available and is being utilized."

Dean Dodge placed the University of Oregon in the same class with Ohio State university and the University of Minnesota, where outstanding work in the field is now under way. These three institutions are really showing progress, while in many institutions throughout the country faculties are merely "marking time," Dr. Dodge said.

At Oregon definite programs are under way in the sciences, in art, in English literature, history, sociology and in survey courses, and a system of comprehensive examinations comparable to the most advanced in the country is receiving attention. The survey of the field now under way by the association is regarded as one of the most important developments in higher education in recent years. He has already visited several months in visits to various institutions to gather information. The University of Oregon, because of the work under way here, was selected as one of the fields of study for the survey.

Dr. Dodge Leaves Here
While here Dr. Dodge met with the local chapter of the American Association of University Professors for discussion of phases that will be covered in the survey. Teacher rating, major problems in higher education, comprehensive examinations, honors courses, administrative practices, and research were among the topics covered at the meeting.

Chemical Association To Gather for Dinner
About 20 members of the Oregon section of the American Chemical society are having a dinner at 6:15 tonight at the Anchorage, following which they will hold a meeting in McClure hall.

Meeting in Representative of the University of Oregon will take part in the program. She is Dr. Elizabeth Broadway, graduate assistant to Dr. R. A. Moore. She will read a paper on "Study of Anti-Oxidants."

Chinese Tenor To Sing Vocal Solo at Church
Frank Jue Fong, celebrated Chinese tenor and a graduate of the University of Oregon, will sing a solo at the regular Sunday services at the First Congregational church. Mr. Jue's selection will be "The Lord Is My Light."

"The Awful Restlessness of Today—the Cure" will be the subject for the sermon to be given by the pastor, Rev. Clay Palmer.

First Women's Swim Tilt Ends in Deadlock

At the first of the inter-house swim meets today, Sigma Kappa and Hendricks hall tied, 22 to 22. Louise Beers, Sigma Kappa, won the 40-yard free style and also the 40-yard single overarm race. Ivy Walkem, Hendricks hall, won the 20-yard breast stroke. Maxine Goelsch, Hendricks hall, won the 20-yard racing back stroke. Wand Veach, Sigma Kappa, won the plunge.

CLASSIFIED

LOST—Silver muskrat coat, trimmed in dark muskrat. Return to Emerald business office.

LOST—Pair Fur-Vue glasses, silver-rim, in dark blue case. Reward. Phone 1187-J.

CINEMA

MCDONALD—"Call Her Savage," featuring Clara Bow. Showing for the last time today.

COLONIAL—"Movie Crazy," starring Harold Lloyd. Last time today.

A strange mixture of Indian fighting, impulsive marriage, high living and high kicking (anesthetic) composes the major part in Clara Bow's return vehicle, "Call Her Savage," which is showing for the last time today at the McDonald.

Joan Blondell and Wallace Ford occupy the stellar roles in "Central Park," which comes to the McDonald for a two-day run starting this Sunday. This picture is said to present a cross section of life in a big city and is replete with thrills and by the way, we bet you can't guess who let those lions out.

Although not primarily intended as a supplement to Emily Post, "Movie Crazy" does offer some helpful hints about handling some embarrassing situations. What would you do if you found a white rabbit in your tuxedo at a dance? Lloyd does, and the way he dances it is simply too funny for words. Many other situations of a similar nature provide a wealth of comedy material that makes you laugh in spite of your house grades.

"Back Street," starring Irene Dunne, John Boles and Zasu Pitts, will be offered at the Colonial starting Sunday.

Sigma Xi Groups Plan Joint Meet

Sigma Xi chapters of the University of Oregon and Oregon State college will hold a joint dinner meeting next Tuesday evening at the Memorial Union building on the Corvallis campus, at 6:30.

Members of the science honorary will hear papers by Louis F. Henderson, curator of the University herbarium, on the flora of Alaska, and Dr. Warren D. Smith, head of the department of geology, on geologic formations of Alaska.

The affair is open to all. Reservations may be made by communicating with Professor J. R. Haag of the chemistry department at Oregon State.

CLARA BOW

CALL HER SAVAGE

SUNDAY

CENTRAL PARK

Plus Charlie Murray in "COURTING TROUBLE" "LOVE THY NEIGHBOR" MOVIE TONIGHT