

OREGON DAILY EMERALD

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Best for the Best---The Emerald Makes Good

BY far the happiest indication gained from the Emerald reader interest survey of last week is that the Emerald is read far more thoroughly than is the ordinary newspaper.

Compared with the results of other surveys elsewhere, Emerald figures immediately establish their superiority. Emerald reader percentages surpass others by all the way from a third to twice that much. More Emerald readers had read more of the paper, including advertising, than national experience gave any right to expect.

It was shown as expected that readers have definite habits in reading the Emerald. The "Eight-Ball" column, batted out the highest total of all, 81 per cent. The almost universal acceptance of this column, creation of one J. Bryant, who is independent as a hog on ice, would seem to establish the rather dubious point that there is popular demand for the scurrilous in journalism.

SPORTS page figures showed that the special appeal of sports finds a special group of readers, not a majority. The survey report declares that sports pages apparently show reader interest only for those interested to some degree in sports. In comparison with other sports pages the Emerald's sports department was just as superior in reader interest as the rest of the paper.

Even editorials, which nationally attract only one out of every four readers, found three out of every eight Emerald readers.

All in all, the Emerald came off very favorably in comparison to what might have

been expected from national figures. Not only are more Emerald readers reading the Emerald, but they are reading more of it. Any newspaper which finds itself this close to its readers cannot be doing such a bad job, although of course no job was ever done which could not be bettered.

Especially gratifying to their originators was the reception afforded the new nameplate and the five-column format, which seems to have won acceptance on their own merit, by an easy two-to-one score.

RESULTS of the survey are both informative and heartening, coming as they do so close to the announcement that the Emerald had made it three years in a row in All-American ranks. A newspaper could be All-American technically, could be a newspaperman's newspaper, but if it did not reach its readers its job would be only half done.

Surveys are accomplishing wonders these days, and newspapers are the first to feel their effect. The Emerald is a case in point, for these are the first quantitative, direct statistics about Emerald readers in some years. Conclusions drawn from this particular survey, which was conducted by tested, reliable methods, will affect the Emerald no little both this year and next, to the benefit of reader and newspaper.

In view of both the Emerald's recently won All-American status and the unusually high percentages found by the survey, it would seem a logical conclusion that the Emerald is a high-grade newspaper for high-grade readers.

qualifications: a college education or its equivalent; experience with at least two local stations; a voice and air personality distinguished without affectation; and an accent that cannot be identified with any particular section of the country.

The local station is the place to get started. If you can sell Schmidt's Corner Grocery to the home-town public you'll be well on your way toward selling a national advertiser to the whole nation. . . . It's very interesting work—if you can get started. Jealousy rears its ugly head

. . . the juniors are worrying about a name band for their weekend—somebody to compete with the frosh's Uncle Benny G. Wally Rossman, dance head, says that at the present time Carl Ravazza looks like the best bet.

Wally reminds us that tonight (Wednesday) is the appointed time for the fraternity and sorority song finals. The place is the McDonald theater. Those competing are: Delta Gamma, Phi Phi, and Gamma Phi sororities. The frats are ATO, Phi Delt, and Sigma Chi. Seventy-five silver pellets to each of the two winners.



THRU THE MADDING CROWD

with MAJEANE GLOVER



Caper Cutters

Absolutely the last word in play clothes are the perky new West Coast one and two piece dresses and suits at Hadley's. A very best seller is the little bare midriff set of a tiny flared skirt and bra in dull satin woven with lastex. Other outstanding suits are the spotless white seersucker tennis dress complete so that nothing need be worn under it, and the gay Inca prints in lined bathing suits. Price, \$7.98.

Cord and Gingham Styles

Grand for warm spring weather are the smart little gingham frocks attracting much attention at Kaufman's. Especially outstanding is a bright red checked gingham which is set off with white piping around collar, sleeves, and the great round circles which are the pockets. Pearl buttons give a double breasted effect to this tailored dress with a flouncing skirt. Price, \$7.95. Other cool cotton frocks are from \$1.98 to \$8.75.

Step Into Style

To go with your new spring formal you must think of evening slippers. At Burch's you will find gold and silver mesh just the latest in spring evening shoes. The high heel sandal is flattering to the foot as well as the most comfortable to dance in. Also be sure to see the many colored satins in the latest modes. Price, \$6.95.



Come Sew For Yourself

Of interest to coeds who have a knack for sewing, is the news of the great assortment of yard goods at the Broadway which will make lovely cotton formals, play clothes, or sport dresses. You'll find every color and design in plaids and stripes for seersucker, broadcloth, gingham Swiss, dotted Swiss, crepe organdy, and Peter Pan prints in a range of prices. And while you are there get your accessories in zippers, buttons, belts, and others to match.

"Classic" Coeds

Russell's are featuring Ken Classics in chambray, gingham, and silk sport dresses. These frocks in this spring's favorites of stripes, ginghams, and polka dots are man-tailored throughout, with much attention given to such details as: stitched-down pleats, tucked tops, action backs and many other custom details found usually only in much higher priced dresses. Prices, \$5.95 and \$7.95.

Suspended Action

One of the most popular styles of all play clothes this year is the clever suspender short set of mercerized gabardine at Abouresk's. A high fitted waistband and front zipper add a smart note to this attractive style. Also to match it is a zipper front jacket. See them in white, navy, or copen.

Your Cue to Correct Colors

Make-up harmony is in style all year round so here is an attractive offer you'll want. At Tiffany-Davis is the new Color Cue by Dorothy Gray which contains a regular \$1 full size lipstick, the new formula nail polish regularly 30c, and the Elation face powder, \$1 size, plus a package of lipstick tissues. All these are harmonized and offered for \$1 a set.

Smooth as Silk

Creating quite a sensation after its mention in Life is the Playtex Living Girdle made of smooth liquid latex. A perfect girdle for sports wear—so made that you can even wear it under a bathing suit. It is in one piece with an all way stretch that gives with every motion of your body. Colors are blue, white, and tea rose, and sizes are extra small, small, medium, and large. Price, \$2.00.



You'll Certainly Be Cut In On

A most unusual and striking dress is the Scissors dress to be found at Beard's. It is in commander red with a white print of scissors, pins, and hanks of yarn. Very attractive are the middy collar, the bound buttons, and the blue patent leather belt. But the most outstanding accessory is the separate navy wool fitted jacket. While it carries out the scissors motif with its novel scissor fasteners, it can be worn with other dresses and even with formals. Price, \$22.50.

The BAND BOX
By BILL MOXLEY

No Monkey Business Shaw's Really Back

Now that Artie (the music business stinks) Shaw is back in the fold, the RCA Record company is showering the fair-haired boy with enough publicity to make a musician out of a monkey. (Or visa versa). Publicity agents are flooding the country with pertinent information on the "new, the more versatile, the more brilliant Shaw." Artie's two new recordings, "Frenesi" and "Adios, Mariquita Linda" are being featured in all music stores in a special display along with a handsome picture of the maestro.

Everything looks like smooth sailing for Mr. Shaw except for one little problem—all the eastern night clubs have agreed that they can't have any 31 musicians hanging around the bandstand and cluttering up the dance floor. With this mob there wouldn't be room enough left for the cash customers, or—for that matter—enough cash customers to pay for hiring Shaw and his circus. So You Want to Be A Radio Star From the CBS Collegiate

Behind the 8 BALL
With JACK BRYANT

Night Life

Was over the country club the other night. Back in one of those dark passages is a place where you can leave things for a good while . . . Good deal! The guy that took the drinking faucets from the library terrace can put them back now. . . . Ted Sarpola, from Astoria (40 miles down the river from Clatskanie) has his notebook full of well drawn sketches of all kinds of boats . . .

And don't forget our down river pals that want us to let them hold the Hayward relays every other year. Sure, 'n' if they want McArthur court and the law school they can have them too. . . . The grass-movers are at it again.

Seen Together Art Lowther and Betty Gustanson . . . Max Knight and Ernie Detlefson are still the IT DOES LAST example. . . . Seen apart, Gloria Wadsworth and Lloyd Manning . . . wonder?

Broadcast service comes some very interesting information for anybody who is contemplating radio work for a career. The personnel offices of the Columbia studios receive an average of 85 letters a day from college men and women who are looking for radio jobs. These letters contain

Oh, yes, and the story about Harriet Minturn going steady with two fellows is news. Roses followed by orchids followed by flowers is the menu for today.

War? Peggy Mills says we'll be in the war within a year and that she wants to go fight. . . . Me? . . . I'm going back to Clatskanie.

Spring time is track time. A visit to the Hayward oval any time in the afternoon will reveal hundreds of fellows running around the quarter mile cinder path.

Oregon is going to have a pretty good team this year, but has no sensational stars. This boy Brown is pretty good in the javelin but isn't worth a dam in the 660's. Another of the pretty good boys is Jim Buck. He works hard trying to make Coach Bill think he is working. These guys, Bob Mitchell and Kirman Storli both run a long ways and Storli trains. That's all.

applications for jobs ranging from engineer to script writer, from idea man to program producer, from news analyst to sound effects man.

For those who are interested in becoming announcers, which is a very high paying profession, Columbia lays down four rigid