

# PROGRAM

## FRIDAY, JANUARY 22

- 8:00 a. m. Group Breakfasts. Semi-annual breakfast meeting ONPA Board of Directors. Membership cordially invited to attend.
- 9:15 a. m. Registration.
- 9:30 a. m. General Session, Room 105 Journalism, Mary Conn (Mrs. Joe C.) Brown, presiding.
- Appointment of Conference Committees, Mrs. Brown.
- Appointment of ONPA Committees, Jack B. Bladine, President.
- "Rational Rationing: How It All Works"—F. F. Janney, Portland, head of War Price and Rationing Board in Oregon.
- Round-table on Wartime Publication Difficulties, directed by President Brown.
- "Editors as Conservationists"—Charles D. Jarrett, Soil Conservation Service, Portland.
- 12:00 m. Luncheon, The Anchorage, W. F. G. Thacher, chairman.
- "A Reporter's Glimpse of the War in the Pacific"—Wendell Webb, correspondent Associated Press.
- 1:30 p. m. "How Wartime Censorship Looks from the Inside"—W. P. Steven, Office of the Censorship.
- "The Hows and Whys of War Information"—Ben E. Titus, Portland, head of the OWI in Oregon.
- "Can Local Advertising Be Built Up in Wartime? A Few Suggestions"—R. M. Anderson, business manager Longview (Wash.) Daily News.
- "The Army and the Newspapers"—Lt. Curfice Clark, Public Relations Office, United States Army, Seattle.
- 5:45 p. m. Annual Banquet, Hotel Osburn.
- Songs—Eugene Gleemen, led by John Stark Evans.
- Charles A. Sprague, retiring governor of Oregon.
- "Higher Education Meets the Challenge of the War"—Dr. Donald M. Erb, president of the University of Oregon.
- 8:00 p. m. Basketball, University of Washington vs. University of Oregon, McArthur Court.

## SATURDAY, JANUARY 23

- 9:30 a. m. "Editorial Problems and Policies in Wartime"—Roundtable led by Henry Fowler, Bend Bulletin.
- "National Advertising: An Analysis Based on Symposium of Outstanding Authorities"—Hal Short, Short & Baum, Portland.
- "Small Ads a Large Part of Local Advertising"—Walter Smoldt, Albany Democrat-Herald.
- "Legislation Affecting Newspapers"—Senator Merle R. Chessman, Representative Giles L. French, Harry Schenk, ONPA.
- Semi-annual Meeting of Oregon Newspaper Publishers Association.
- 12:30 p. m. Conference Luncheon, John Straub Memorial Hall.
- Reports of Conference Committees.
- Election of Conference Officers.
- "What's the News in the Neighborhood?"—Dean Allen's Oregon Broadcasters—Lee Barlow, Frances Wimberly, Janet Wagstaff.
- "Preserving the Files for the Future"—Willis Warren, acting University librarian.
- "Reverting to Type; Back in the Old Game"—Robert Ormond Case, The Oregonian.

## Earle Russell New Yell King

Earle Russell, senior in English, was elected yell king of the ASUO at a meeting of the executive council in Johnson hall Thursday.

Russell, who was ineligible fall term, replaces Ted Loud, freshman yell king, who is ineligible this term. Russell served in the chief yell post last year, and part of last fall.

### Love and Marriage Out

Two other students petitioned for the position. They were Ralph Lynn, freshman, and Tom Hazard, sophomore.

ASUO President Les Anderson appointed Carolyn Holmes, second vice-president, to head a committee to draw rules for the service scholarship fund. Miss Holmes will choose a committee from the council to assist her.

Council members voted against a Love and Marriage series this year, because of lack of response on the part of students.

## Politz Sets Up Idea

(Continued from page one)

their ears in anticipation of a new ally or enemy, Charles Politz, creator-director of the trust, announced that the I.T. is a "strictly non-political and blood-stain free" organization.

"The idea trust will confine its activities to the manufacture of promotional stunts and the removing of Dads' day bottle-necks," Politz said. "Through the pooling of some of the best unpaid creative minds on the campus we hope to emerge with a real hit program."

### Idea Trusters

Members of the group are: Bill Buell, sophomore in liberal arts; Aubry Cromwell, sophomore in business administration; Jerry McCroskey, sophomore in law; and Clell Crane, sophomore in architecture and allied arts.

The Idea trusters will act as promotional - ministers - without portfolio, and will meet when promotion problems arise, or new ideas are needed.

### Non-Voters

Attending but non-voting members of the trust will include Edith Newton and Ted Goodwin, newspaper publicity heads, and Harriet Henderson, executive secretary.

The trust chairman will report to Dads' Day Chairman Jim Thayer on the activities of the group.

## Press Delegates Arrive

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—war and the newspaper business. Presiding was Palmer Hoyt, publisher of the Oregonian. Professor C. L. Kelly of the school of business administration and Charles M. Hulten, assistant professor of journalism, now serving in Washington, spoke to the conference.

Today's sessions will be devoted to discussions of war prices and rationing, army public relations, and the solution of advertising problems. Of special importance will be the discussions of the impact of war upon the press.

Roller Skating Every Night, 7:30 to 10:30 For Party Reservation

Phone 3250-J

Paramount Skating Rink

25 W. 7th St. Eugene, Ore.

## Winter Wonderland Brings Snow, Ice, Fun

By COURTNEY SWANDER

Winter came to the University of Oregon Wednesday night and left the campus under a soft six-inch coating of white. The snow, the heaviest in six years, was greeted with delight on the part of students, while some faculty members grumbled about the "unseasonal" weather.

Thursday morning snowball fights and building of numerous snowmen were common. During the day part of the snow melted off leaving the streets filled with water to the curbs.

### Damage Small

Surveying damage to trees and plantings on the campus was George Jette, instructor in landscape architecture. He reports several trees have been uprooted and many have lost limbs, but that actual damage can not be determined until the snow is gone.

"Most of the damage that occurred was a result of the recent rains which loosened the roots. A few trees went over with the weight of the snow, but the extent of the damage was not great," Jette added.

### Few Injuries

The infirmary announced that there were few injuries from the storm. Two patients were admitted—one for an eye struck by a snowball, and the other for a bruised knee cap. Attendants reported a light day, saying that it was too early for any cases of

illness attributed to the storm.

Members of numerous houses were up late into the night enjoying the snow as the flakes fell silently earthward. Thursday Kirkwood erected a snowman, labeling it with a Hilyard sign. The coeds sought to retrieve it several times, but succeeded only in receiving showers of snowballs from the boys.

### Snowfall General

The snowfall was general throughout Oregon and Washington, Seattle getting the heaviest fall in 20 years. One man was killed in a collision on the Jasper road near this city. He is the only storm casualty.

Power service and telephone connections were interrupted occasionally. Transportation was somewhat bogged down, trains running many hours late.

The San Francisco weather bureau authorized announcement of storm warnings on Oregon coast for the next 12 hours.

A new armory is being constructed at University of Maryland.

## Make Your House Dance a Big Occasion



- A house dance only comes once a term . . . so why not make an evening of it? Enjoy one of our delicious steak dinners in that pleasant atmosphere over the mill race, before the dance.

## Anchorage

DOWN BY THE MILLRACE

## Western Thrift Stores

TOILETRIES  
REMEDIES  
CIGARS

804 Willamette and 917 Willamette

Colonial Dames Campus

Makeup ..... 50c

Victory Mirrors ..... 23c

Ingram's Shave Cream,

Jar ..... 29c

## While the Snow Flies . . .

We endeavor to supply the best service possible. Plan now to check your wiring and plumbing, so you will be well prepared when more storms come.

Eugene Water Board  
Municipal Electric and Water Utilities