

## Newsmen Swap Opinions At ONPA Meet

One of the prime purposes of a newspaper is to help the people to form their opinions, declared William L. Blizzard in the opening address of the 1948 Oregon Press conference yesterday. Blizzard, editor of the Oswego Review, spoke on "Making Grass Roots Grow."

Quincy Scott of The Oregonian talked on "What and Why is a Cartoon." He said that cartoons are valuable for the editorial page because through them people can visualize a situation.

An important function of the cartoonist, said Scott, is to keep a little good humor in a situation that might otherwise be bitter.

"Advertising—Yesterday and Today" was the topic of William L. Thorniley of the J. Walter Thompson Co. of Seattle. He traced the various developments in newspaper advertising since 1800.

Thorniley, who calls himself a "pastime printer," supplemented his talk with slides depicting typical ads and news pages of papers of the past and present.

David Eyre of the Oregon Journal told the press group that the press seminars, instituted by Columbia university, served the purpose of giving newsmen in the practical field a stimulating and refresher course.

These institutes, said Eyre, can enable editors to rid themselves of mental cobwebs and acquire a fresh viewpoint.

"Let's Give the Newspaper Reader a Lift" was discussed by Dr. Laurence Campbell, professor of journalism at the University. Greatest step toward more readability, declared Dr. Campbell, is shortening sentences and story leads. He asserted that a writer's purpose should be to make it easy for the reader to understand what he has written.

American newspapers have done a superior reporting job, said Dr. Campbell, but they can do better.

Clifford Kaynor of the Ellensburg Daily Record discussed publishers' problems with emphasis on the value of national news and advertising associations. The state press associations, he declared, can benefit greatly by taking part in national press activities.

He asserted that Pacific coast papers now lead the nation in real sales efforts in advertising.

### Pacific Studies

(Continued from page one)  
riculum are listed under different schools," he said. The political science, history, language, anthropology and geography departments are all represented in the course.

Area-study major courses, Dull continued, are fairly new to higher education theory; however the idea has been "sweeping the country" for the past 10 years.

Connected with the current "broad-liberal" view of education, he said, the area-study courses enable the student to learn about a subject from all points of view.

"Far Eastern studies," he said, "would be especially useful in providing a necessary basic knowledge for those students who are preparing for commercial, governmental, journalistic, or educational work in or concerning this region."

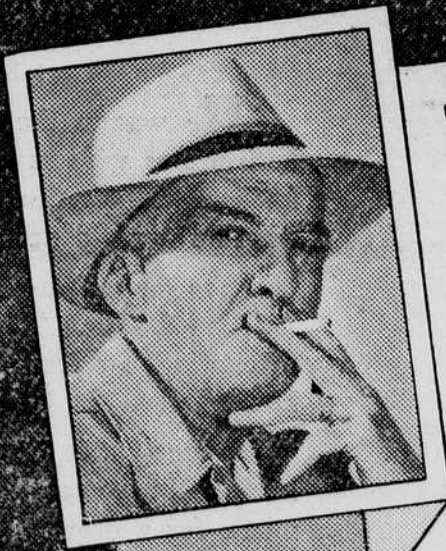
Students interested in a Far Eastern studies degree, he added, should begin the course during their lower division years.

The new program, set for next fall, was initiated by the college of liberal arts and signed by President Newburn last week.

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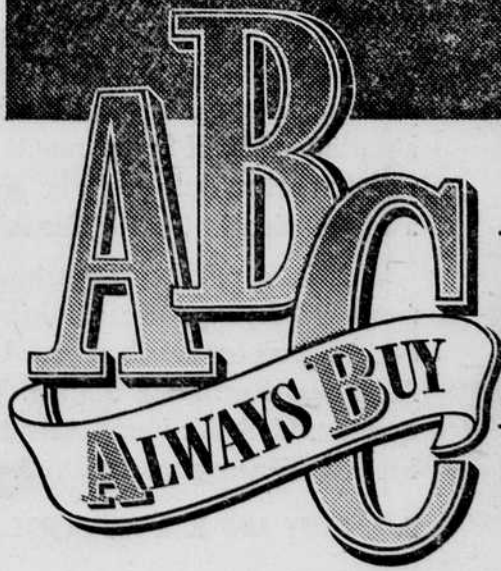
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