

THACHER IS SPEAKER AT AD CLUB MEETING

University Professor Attends
World Convention

SCHOLARSHIPS OUTLINED

Prize Contests and Methods of
Teaching Used Here Sub-
ject of Address

DETROIT, Mich., July 11.—(Special) — Thorough, practical courses in advertising should be offered in universities and colleges, and training afforded can be of great value to young men and women who plan to enter this field. This was the assertion made by W. F. G. Thacher, head of the advertising department of the University of Oregon, here today before the educational departmental session of the Associated Advertising Clubs of the World, at the international convention in session here. Professor Thacher took for his topic, "Making Advertising More Effective Through Better Teaching in Colleges."

Ideas advanced in the address aroused great interest among the advertising men and the talk was followed by a lively discussion. Educators from many leading colleges and universities in the United States were present at the session.

Courses Described

"A course in advertising is made up of two parts," said Prof. Thacher. "The first is a description of the field. The student must be taught what advertising is and how it works. The second is the development of skill in the use and production of advertising." To accomplish these two objectives Prof. Thacher recommends a combination of general, inclusive courses on advertising, and teaching by the "case" or problem method. Through the former, students are given a comprehensive idea of the field, and in the second they gain practical ideas on problems they will meet when they enter the work.

Advertising men present showed a great deal of interest in the "summer advertising scholarships" established for Oregon students through the efforts of Prof. Thacher. These are offered by three newspapers, three large department stores, three advertising agencies, and an outdoor agency, all in Portland, the metropolis of the state. Students recommended by Prof. Thacher spend the summer as members of the staffs of the companies, receiving beginners' salaries. In this way a first hand knowledge of the field is given students. The idea, originated last year, has been very successful, and is being repeated this summer.

The success of prize contests in connection with teaching advertising was also described at the university several advertising companies and other organizations offer the advertising students prizes for solutions of actual problems, and the growing number of awards offered is an indication of the success of the competitions. This stimulates a greater interest in the work on the part of the student.

Many Fields Covered

Courses in advertising now given at Oregon include one in general advertising, an advanced course in which the case method is largely used, and allied subjects, such as printing and publishing, publicity, reporting, marketing, merchandising, psychology and a law school course on unfair competition.

Approximately 90 graduates and former students of the school of Journalism of the University of Oregon and several students from the school of business administration have already gone into advertising work, Prof. Thacher declared.

Professor Thacher has taught advertising at the University of Oregon for several years, and has taken an active part in advertising club work on the Pacific coast.

RASKOP SELECTED DEMOCRATIC CHIEF

(Continued from page one)

bers at a luncheon at the National Democratic club.

The governor plans to map out with Raskop and other leaders a campaign plan. Raskop was authorized by the committee to consult both Smith and Robinson regarding dates for their official notification and to fix them.

G. O. P. NOMINEE PLANS TRIP

Arrangements for Leaving Wash-
ington Being Made by Hoover

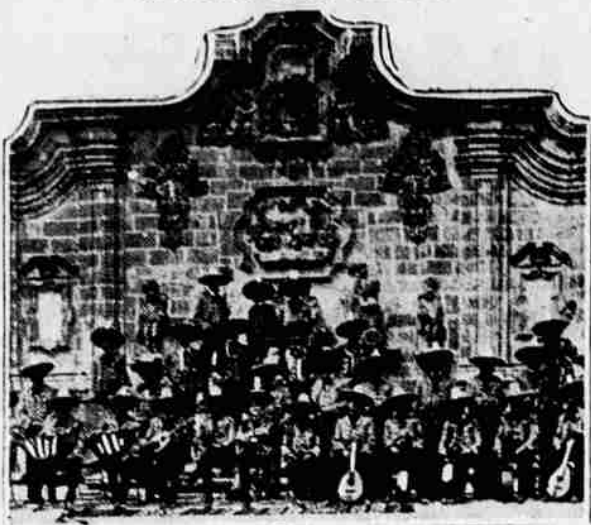
WASHINGTON, July 11.—(AP) — With his formal notification just a month away, Herbert Hoover, Republican presidential nominee, was rapidly completing today plans for his trip to his old home at Palo Alto, Cal., and for relinquishing his high post as commerce secretary.

Despite the call these details made upon his time, he also conferred with a number of party leaders, among them Otis F. Glenn, Republican senatorial nominee in Illinois, and Representatives Bacharach and Lehigh of New Jersey. The two members of congress brought encouraging reports of the outlook in their state. Word went out during the day that Mr. Hoover had accepted the invitation of Vice-President Dawes to the home in Evanston, Ill., during the several hour lay-over he will have between train Sunday en route to the summer White House in Wisconsin.

Differences Smothered

Some political observers read into the invitation from the vice-president and visit of Glenn to the Hoover offices further evidence of the smoothing away of precon-

MEXICANS HERE TONIGHT



Mexican band which will give a concert at the Heilig theatre. Their concert here will be in two parts, the first Mexican music, the second, American and European music. The musicians, some 45 in number, wear colorful native costumes.

vention differences. General Dawes was at least a passive supporter of his close personal friend, Frank O. Lowden, the leading candidate against Hoover for the party nomination, while Glenn also was in the Lowden camp.

Announcement was made that instead of spending a single day with President Coolidge, Mr. Hoover would remain for two days and a night.

Arriving at the Buile Monday morning, he will remain over until Tuesday evening, when his train will move out for San Francisco via the Twin Cities, Omaha and Salt Lake City.

The G. O. P. standard-bearer is to reach San Francisco at noon July 20, and after his formal public welcome by Governor Young and Mr. Rolph, he will go on to his home at Leland Stanford university, 30 miles away, there to remain until after his formal notification on August 11.

While at his home, Mr. Hoover will confer with party leaders from the Pacific coast and Rocky mountain states concerning the political conditions there and organization work throughout the far western section.

COALITION PLAN PERSISTS

Pinchot and Sweet Asked if They
Would Head Third Party

CHICAGO, July 11.—(AP) — Two former governors, ardent prohibitionists, Gifford Pinchot of Pennsylvania, a Republican, and William H. Sweet of Colorado, a Democrat, were asked today by leaders in the Prohibition and Farmer-Labor parties' convention if they would head a third party coalition of the two groups.

Telegraphic inquiries were sent will confer with party leaders from each convention in session here, named to consider fusion of the two parties.

The committee recommended to the prohibitionists and the Farmer-Labor group that they join issues for this year's campaign. Both delayed action on the recommendation.

Although there was sentiment in both meetings for Pinchot and Sweet, there was also opposition. There is a feeling among prohibitionists that Herbert Hoover, Republican presidential nominee, should be endorsed. Others, and this group is believed to be the largest, would let the national committee of the prohibition party determine whether the group endorses a candidate or choose a candidate of its own. If the committee determined upon the last course, it would name the candidates.

DENVER, Colo., July 11.—(AP) — Former Governor Sweet of Colorado tonight advised The Associated Press that he would "probably not look with favor" upon a movement seeking to place him at the head of a third party coalition of the prohibition and Farmer-Labor parties.

Other than stating that he would "probably not look with favor" upon the movement, however, he refused to comment.

Declares Issue Dead

WASHINGTON, July 11.—(AP) — The American people have settled prohibition as a political issue, F. Scott McBride, superintendent of the National Anti-Saloon league, said in a statement today, adding that "any man who seeks to revive the liquor issue today is an unwise politician."

More than 70 per cent of the Democrats and Republicans in the congress are dry, Mr. McBride declared. He indicated that this represented the prevailing sentiment of their constituents.

"Prohibition rests upon the will of the overwhelming majority of the voters of the land," he said, "who know full well that promises of repeal, or modification of the law made by any candidate cannot be kept, but the election of such a candidate as Governor Smith would materially aid the liquor criminals of the country by wantonly handicapping the enforcement of the law, or the interpretation of the statutes to enforce the constitution by the appointment of compliant judges and blundering officials, thus bringing about a condition worse than repeal."

2 DIE IN PLANE CRASH

INSTRUMENT INVENTOR IS
VICTIM OF WRECK

POTTSVILLE, Penn., July 11.—(AP) — Two persons were killed today when their airplane crashed into a field at Snyder, 18 miles from here, during a storm. The dead:

Morris M. Titterton, 35, vice-president and chief engineer of the

Pioneer Instrument company, of Brooklyn, N. Y.
Mrs. Patricia Perry Andrews, 39, of Williamsport, Pa.

NEW YORK, July 11.—(AP) — Morris Titterton, who was killed today in an airplane crash at Snyder, Pa., was the inventor of the earth-inductor compass used by Colonel Charles A. Lindbergh in his flight to Paris. The instrument also was used by other trans-Atlantic fliers and by the United States army and by around-the-world fliers.

KRASSIN ATTEMPTS TO SAVE MALMGREN

(Continued from page one)

aviator's attention, suggested the possibility that he was seriously ill, if not dead.

He gave their position as 50.42 north latitude and 25.45 east longitude. It is not known whether ice conditions will permit the Krassin to approach them more closely, but no effort will be spared in the attempt.

Chukhovsky Stranded

MOSCOW, Russia, July 11.—

(AP) — Aviator Chukhovsky was stranded on the ice north of Spitzbergen after locating the three men sought, survivors of the Italia, says the official communiqué tonight covering the Noble rescue operation.

The Russian ice breaker Krassin informed the Citta di Milano that the Soviet aviator, after locating the men ran into a fog-bank. He was unable to find the Krassin and turned toward the coast of North-east Land, landing near Cape Platen and damaging his plane.

The five persons aboard the plane reached the coast. They have a long range radio station and food for 15 days.

Radio communication between five survivors of the Italia stranded near Foin island and the Citta di Milano was re-established today. There had been no communication with them since July 6.

OSLO, Norway, July 11.—(AP)

—A message from Longyear City, Spitzbergen, states that the Swedish airman, Ekman, arrived there last night in the Swedish airplane-carrier Tanja with a Daimler airplane. He left today to find a suitable taking-off place on the ice-edge.

He reports that notwithstanding the light weight of his machine, he found it almost impossible to discover such a place and the problem is complicated by the fact that he is without floats.

The message adds that if Ekman eventually succeeds in flying, he will proceed direct to Hopen Strait to get in touch with the Visfler group. The Swedish airman being determined to leave nothing undone to reach the castaways.

Seaplane In Use

STOCKHOLM, July 11.—(AP) —

As a result of the report that the walking party of the Italia expedition headed by Dr. Finn Malmgren had been found, the Swedish government has authorized the big seaplane Upland to remain in Spitzbergen and participate in further rescue work.

The Upland was ordered yesterday to return to Sweden.

"This cleaner was brand new a month ago, and now it just won't work," complained the woman to the repair man.

The mechanic tested the vacuum cleaner thoroughly. The motor hummed and the suction was perfect.

"There's nothing the matter with it," he declared.

"There is," insisted the woman. "Look, it won't get an ounce of dirt out of this carpet now, but when we first used it there was almost a pound."

Read Register Classified Ads.

WATCHES

Rolova, Elgin, Hamilton and other Standard Makes
CARTER JEWELRY
22 W 5th

Callahan's Furniture Store

850 East Park St.
RANGES
More Ranges \$15.50 to \$90.
One Used Electric

DANCE

DREAMLAND HALL
Wednesday and Saturday
Ladies Free Men 75c

MEXICAN BAND IS HERE

GOOD WILL TOUR OF COUN-
TRY EXTENDS TO EUGENE

Colorful Costumes to be Seen as
Orchestra Appears to Play
at Heilig Tonight

Colorful Mexican costumes will be seen in Eugene today when the Mexican Tipica orchestra of Mexico City, the band that welcomed Colonel Lindbergh when he made his good will flight to Mexico, comes to the Heilig theatre on a good will tour of the United States.

The costume of Maestro Miguel de Tejada and other members of the orchestra is that of the Mexican charro or cowboy. The orchestra is not only a symphony of sound, but a symphony of color as well, it is said.

Members of the band will be seen on the streets here during the

day and this evening at 8:15 they will appear at the Heilig. The group has won much praise in other cities in which it has appeared.

She was still rather new at driving a car and a little bit confused in traffic. Down Main street she forgot to stop soon enough at the signal and shot out into the middle of the street.

Pompously the traffic officer here down upon her.

"Didn't you see me hold up my hand?" he shouted fiercely.

The culprit gasped a breathless "Yes."

"Didn't you know that when I held up my hand it meant 'stop'?"

"No sir, I'm just a school teacher," she said, in a timid, mouse-like voice, "and when you raised your hand like that I thought you wanted to ask a question."

A dentist is the only man in the world who can tell a woman when to open and shut her mouth and get away with it.

OREGON PLAN IS FAVORED

RECLAMATION COMMISSIONER
CONFERES AT SALEM

Mead Agrees that Existing Projects
Should be Assisted, Rather
Than New Ones Started

SALEM, July 11.—(AP) — Dr. Elwood Mead, commissioner of the federal reclamation service, is in full accord with members of the Oregon reclamation commission in the opinion that it would be wiser for the government to assist in the refinancing and managing of irrigation districts that are nearly bankrupt than to appropriate larger sums of money to start new districts.

Mead conferred with Governor Patterson, Secretary of State Sam Koser and State Treasurer Kay, the members of the reclamation commission, today.

During the conference mention

was made of a contract whereby the government will spend \$22,000,000 on one eastern Oregon project that has no better soil or development than some of the state projects that are in distress and that have defaulted.

Asked if it would not be better for the government to adopt this policy, Mead replied that his department would not oppose it. He was of the opinion that difficulty might be encountered in getting appropriations, but thought it might be brought about through the Oregon congressional delegation.

Acting on this suggestion, the state commission expects to hold a conference with the Oregon congressional delegation within the next few weeks.

The commission is particularly interested in the Warm Springs, Grants Pass and Ochoco projects.

The Oregon officials were of the opinion that \$6,000,000 would place the distressed Oregon projects substantially on their feet.

"Cream of the Crop"

LUCKY STRIKE CIGARETTES
"IT'S TOASTED"

"On the set—they soothe."
Betty Compson

"Now I know why most men smoke Luckies. They are certainly marvelous and the only cigarette I know of that offers me pleasure and throat protection."

20,679 1928
10,264 doctors in June, 1927 had written that Lucky Strikes are less irritating to sensitive throats than other cigarettes.

"It's toasted"
That's your pleasure—your protection!

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