

U. of C. at Los Angeles Invited Into Pacific Coast Conference

Formal negotiations for the entrance of the University of California at Los Angeles into the Pacific Coast Conference were completed this week with the acceptance by Dr. E. C. Moore, director of the University, of the invitation ten-

dered on behalf of the Pacific Coast Intercollegiate Athletic Conference by Charles C. May, president of the conference. Participation at the University of California at Los Angeles in Athletics under the Pacific Coast

Conference becomes effective January 1, 1928. Basketball will be the first sport played in the conference. The letters of invitation and acceptance demonstrate the splendid feeling that exists between the University of California at Los Angeles and the other colleges of the coast, members of the Pacific Coast Conference:

University of Washington
Seattle, Washington
Feb. 11, 1927.

Dr. E. C. Moore, Director,
University of California
at Los Angeles,
Los Angeles, California.

Dear Sir:

The Pacific Coast Intercollegiate Athletic Conference after a thorough investigation of the athletic policies and of the prospects of the future of athletics at the University of California at Los Angeles has unanimously voted to extend to you an invitation to become a member of the Pacific Coast Intercollegiate Athletic Conference.

It is with great pleasure that we extend to the University of California at Los Angeles an invitation to become a member of

the Pacific Coast Intercollegiate Athletic Conference on January 1, 1928.

An invitation is also extended to your representative to attend all conference meetings that may take place before January 1, 1928.

Very sincerely yours,
CHARLES C. MAY, Pres.,
Pacific Coast Intercollegiate Athletic Conference.

February 15, 1927.

Mr. Charles C. May, President,
Pacific Coast Intercollegiate Athletic Conference,
University of Washington,
Seattle, Washington.

Dear Mr. May:

Your letter of February 11th extending, on behalf of the Pacific Coast Intercollegiate Athletic Conference, an invitation to the University of California at Los Angeles to become a member of the Conference on January 1, 1928, is acknowledged.

On behalf of the University and its Student Body I want to express to you, and through you to the Conference, our gratefulness for this invitation.

Sincerely yours,
ERNEST C. MOORE,
Director.

The University of California believes that studies come before play and should keep their priority. It also believes that play is an important part of college life, for it makes and keeps men fit to do the work they undertake. It magnifies both, for both are indispensable. Believing also that proper control and development of our present day intercollegiate athletic programs can best be accomplished by co-operative effort among the Universities, and also believing that the primary purpose of the Pacific Coast Conference is to keep athletics in the highest plane of ethics and the sportsmanship, we are glad to accept the membership offered.

In doing that we pledge our adherence to the spirit as well as to the letter of such rules and regulations as the Conference may have made or shall make to govern intercollegiate contests among its members.

Sincerely yours,
ERNEST C. MOORE,
Director.

Safeway Extends Chain From Canada To Mexican Line

With the opening on Feb. 19 of two new store units situated respectively in Redding and Red Bluff, the Skaggs-Safeway grocery system now extends in an unbroken chain from the Canadian to the Mexican border, it was announced today by H. J. Bruce, director of sales and advertising for the Southern California Safeway Stores.

The northernmost Skaggs-Safeway outpost is at Blaine, Wash., from which a rock may be tossed across the border. National City, Calif., situated but a short drive north of the Mexican border, is the system's farthest south, while the city of Advance, Neb., is the easternmost point of operations. Sales of the combined Skaggs-Safeway Stores approximate \$60,000,000 annually. Employees number 5000.

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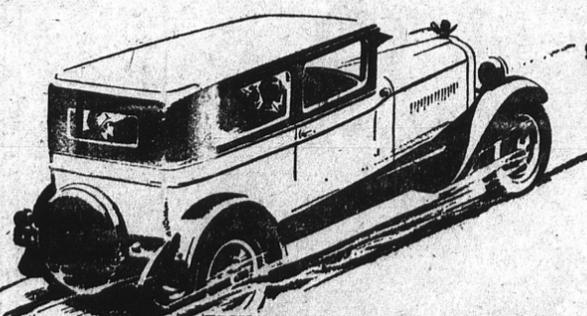
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