

**OREGON EMERALD**

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Edited by  
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**TO THEM WHO DIED**

How quickly we have forgotten the war! It seems now little more than a horrible dream. We are forgetting.

It will be good for us to forget many of the events of that fearful period, but there is one thing that we must not, must never, forget. It is that feature of the war which should be the last to fade from our minds—the men who gave their lives.

We here cannot act concertedly toward a tribute to all the thousands who fell for us. That is a national duty. But we of Oregon, students, faculty and alumni, must not forget those who called Oregon their alma mater and who gave their lives in the war for America and for Oregon.

We must raise here upon the campus a memorial, a tribute, a monument to our dead—and they are our dead.

We have not forgotten the 1916 eleven that humbled Pennsylvania, but that football team, mighty as it was in its sphere, pales to insignificance beside the men who gave more than muscle, more than time. Its achievements fade into nothingness beside those Oregon men who played in the greatest game earth has known, played—and won—but died.

If we who have lived know gratitude at all, if our homes and our University have planted within us one spark of the finer and higher things of life, we know that to them we owe something which can never be paid and that, as American men and women, we must at least acknowledge our sense of gratitude and debt, must show that our memory has not lost those men who died, that we have not forgotten that they died for us.

The only way we can do this fittingly is to erect upon our campus a memorial to those brave spirits. Perhaps we did not know them, but they were men of Oregon, as we. They answered as we would answer, and they died as we would die had it not been for their sacrifice.

A committee has been appointed to investigate the matter, that we may assume our work intelligently. That committee has very real work, very live work. Our memorial could not be raised in a month or a term. Years only will suffice and it is only fitting that we should undertake the work without further delay.

They did not delay. Shall we be tardy in our tribute?

A good start is half the race. The fall term quarter has just started.

A Bolshevik is a mind surrounded by whiskers.

In line with the new clubs which have sprung up on the campus, why not get a club for women. "Club," you say?

**JOURNALISM OF TODAY DANGEROUS TOY, SAYS ARCHITECTS' EDITOR**

**Charles H. Whitaker Sees Peril Into Standards In Growth of Advertisers' Power**

"Journalism is the most dangerous toy that men are playing with today," declared Charles H. Whitaker, editor of the American Institute of Architects Journal of New York, in an intimate discussion of the problems and policy of his and other trade papers with members of the trade journalism and editing classes in Dean Allen's room on Wednesday afternoon. Mr. Whitaker made this remark in discussing the general lowering of newspaper standards, which he attributed to the great growth of advertising in recent years.

In the trade journal field, especially, he said, many papers have sprung up with no higher aim than to reap profits from their advertising. Newspapers, he declared, have no other function than to print the truth. And when they depart from that standard they do incalculable harm and irreparable damage.

The lowering in standards from the papers of even 40 years ago, he continued, is traceable to the profit-taking system which at present has jeopardized our whole industrial system, and has killed the great journalism of former years.

**Exaggerations are Eliminated**  
Mr. Whitaker, in discussing his own paper, a trade publication for architects, with a circulation of 2500, said that the established policy had been to edit all advertisements and eliminate mis-statements and exaggerations. This policy, he frankly said, has cost the Journal many thousands of dollars in advertising, but has built up a reputation for fair dealing, and given a certain prestige and confidence among subscribers. The Journal grants no favors to advertisers, he said, prints no material furnished by advertisers and adheres strictly to its policy of editing its advertisements.

The editorial views of the Journal might be termed radical, Mr. Whit-

aker said, but its support is due to the fact that it pleases the subscribers. He stated that in his editorial policy he has not been content to meet only the narrow interests of the architects. The Journal has devoted itself to the larger work of community interest, to the problems of education, housing and town planning. Its purpose, he declared, has been to large and expand the architectural vision.

**Architects Need to Think**  
The architect, he remarked, needs to be made to think. His vision should reach farther than mere columns and walls. The Journal seeks to go deeper into the economic side of architecture. The aesthetic and the business side are too narrow to come within the field of the paper at all.

Forty years of knocking about the world, he said, as a student of music in Europe, a patent medicine manufacturer in Maine, a collector of lithographs in Europe, a business man in Liege, Belgium, and later in South America, with numerous side lines interspersed between, have given him a broad foundation, while the position as editor of the Journal has given him his first adequate chance to freely express himself. The Journal, in consequence has become under him, he admitted, a very personal paper. In seven years as its editor, he alone has directed its policy.

**KAYS TO MANAGE EMERALD**

**Lee Hulbert Resigns as Business Manager of Paper**

Warren Kays, a sophomore in the University and a major in the school of journalism, was elected business manager of the Oregon Emerald at a special meeting of the student council Wednesday evening. Mr. Kays is taking the place of Lee Hulbert, who resigned at the end of the first term.

The position which Mr. Kays is taking is especially hard this term. The Emerald is not very strong financially, this having been a very hard year, due to the increased cost of paper and printing. Leith Abbott, editor, said that he has every confidence in Mr. Kays, even though he is taking a job which under ordinary circumstances is far from easy.

The new manager has appointed Albert Woertendyke, a sophomore from Portland, to succeed him as advertising manager.

**STUDENT VOLUNTEERS WILL GIVE MESSAGE AT VESPERS, SUNDAY**

**Mixed Chorus Will Be Heard At Services In Villard For Delegates**

Part of the message received at the Student Volunteer convention at Des Moines will be given at a special vesper service Sunday, January 18, by five of the delegates. John Houston, delegation leader, will have charge of the program. Lindsay McArthur will speak on "The Spirit of the Convention"; Ethel Wakefield on "Missions"; Norton Winnard on "The Need for Medical Aid"; John Houston on "Who's Who," and Louise Davis on "The Oregon Student's Part in the Game."

It was decided that a more comprehensive idea of the convention could be given by having just a few of the delegates speak on the main topics rather than to chop the subjects up and allow all the delegates to talk. The other delegates will be on the platform, however, and will also give their messages at the mass meeting of the churches and through the Y. M. C. A., Y. W. C. A. and Women's league.

The musical program will be given by a mixed chorus from the men's and women's glee clubs. To date Mr. Houston has not made arrangements to have anyone take charge of the invocation services.

**KOEPKE APPOINTED MAJOR**

**Last-Term Captain to Have Charge of Entire Battalion**

To Arnold H. Koepke, a junior commerce student from Athena, Oregon, goes the honor of receiving the first R. O. T. C. major's appointment. Koepke, who held the rank of captain last term, was in command of Company B. In the rank of major, he will have charge of the entire battalion, composed of the first four drill companies and the military band.



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