

# OREGON DAILY EMERALD

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PHONES  
Editor.....655 Manager.....951

Daily News Editor This Issue  
Velma Farnham

Night Editor This Issue  
Lawrence Cook

## Go To Assembly

The first assembly of the year will be held in the Woman's building today at 11. The attendance at this initial meeting will have its effect to some extent, at least, on the success of the Endowment campaign and upon the standing of the University.

A picture is to be taken of the entire student body which will be used throughout the state for publicity purposes. Oregon students, the picture are shirking an important duty. Campus organizations whether they are seniors or freshmen, who do not arrange to be in can be of service by requiring that all their members be on hand.

Time and money are spent each year by the University to make the assembly programs strong. Realizing that a definite good is to be gained from regular attendance at the weekly student get-togethers, upperclassmen have ruled that freshmen must attend each week. Because of the ruling, there is a tendency upon the part of a certain portion of the student body to regard attendance as a thing to be endured only during the first year.

We have noticed, however, that the group of upperclassmen who consistently cut assembly are the very ones who need it most. We once heard an educator say that the difference between the student who makes it a practice to attend the good "extras" which come to a university campus, such as assembly lectures, concerts and dramatic presentations, in addition to his required class work, and the student who does only what he is forced to do and spend the rest of his time loafing in front of a fireplace is the difference between a cultured gentleman and a semi-educated boor.

We do not believe attendance at assemblies will assure success in later life, but we do say that when new ideas are brought here, thereby shaking us out of the "campus rut" into which so many fall, the student who invariably misses his opportunity to better himself intellectually is actually cheating the taxpayers who have placed this opportunity before him. Assemblies are a part of our education.

Senior class officials are beginning to talk of the annual leap week activities. Last year's leap week was drawn out to such an extent that the weariness experienced by participants was rivalled only by that which attends women's rush week. We suggest that the frolic extend from Thursday night until Saturday mid-night of whichever week the class of '24 chooses. There is always the danger of the complete abolition of a custom that is too diverting. The fun that would attend a shortened leap week is desirable.

This is the third day of the Emerald's publication, and we haven't been approached with propaganda for a single campus drive—not yet.

The customary rain which is probably with us again to make us feel at home will be of service in testing the color quality of the head-gear of the class of '26.

### COMMUNICATIONS

Letters to the EMERALD from students and faculty members are welcomed, but must be signed and worded concisely. If it is desired, the writer's name will be kept out of print. It must be understood that the editor reserves the right to reject communications.

### OREGON MISFITS

To the Editor—  
Recently we saw an aspirant on the Oregon football team smoke several cigarettes in succession with a large group of his fraternity brothers looking on. Where is the spirit of a house that will permit this to go on? Men who have the ability to represent Oregon on the gridiron should have spirit enough to train. If they lack this they should be made to train by their houses.

This same man was seen pigging co-eds during rush week at a time when everyone else was entertaining preppers. Also, this misfit is known to lack certain qualities of honor.

In other words he is of little use to his University. Because though he has a chance to do big things he hinders the work by refusing to train; he is of no use to his own group

because he is unwilling to help even his own gang; and he is cheating himself and his fellow students by his attitude.

Mr. Editor, I ask you, what should Oregon do with these, this and similar misfits

SENIOR

### DIRECTORY UNDER WAY

Book of Student Addresses to be Out Next Week.

The Associated Students, under the direction of Jack Benefiel, graduate manager, will again put out a student directory. This directory is very valuable to the University for its importance as a reference.

It is to contain the names of all students attending the University of Oregon with their present and permanent addresses.

Mr. Benefiel urges every student whose address has been changed since the publication of last year's directory to report to the Registrar's office in the Administration building and correct it.

It will take but one week to complete the directory if these changes are made at once.

### CAMPUS BULLETIN

Notices will be printed in this column for two issues only. Copy must be in this office by 5:30 on the day before it is to be published, and must be limited to 20 words.

**R. O. T. C. Juniors and Seniors**—Requested to complete their class registration in the military department at once.

**Journalism Assembly**—Friday, 11 a. m. in Editorial hall (room 105, Journalism building). Full attendance desired.

**R. O. T. C.**—Juniors and Seniors of the R. O. T. C. unit will be measured for uniforms Friday or Saturday forenoon. All must be present.

**Elementary Teaching**—Several part time positions for University students tary schools are open. See Mr. Hughes, Education building.

**Biology Students**—Students of last spring term must claim term problems and notebooks within 10 days at 201 Deady or they will be destroyed.

**Horseback Riding**—All girls interested in horseback riding are asked to see Mr. Banks in room 121 of the Woman's building Friday afternoon at 5 o'clock.

**Oregon Knights**—All active knights are to usher at the assembly. Sweaters will be given out at 10:30 at the Woman's building. Important meeting tonight, Men's Club Room.

**Changed Address**—All students who have changed their addresses are asked to notify the registrar's office immediately in order that a student directory may be compiled.

A special class in food preparation and food economics will be arranged for those desiring this work but unable to take the regular scheduled course because of conflicts.

All students see that their names and addresses are correctly listed at the registrar's office so that the University students' directory may be published as soon as possible.

**Orchestra**—Old members and those interested in trying out for the orchestra report to the studio of Mr. Underwood on Friday at the music building between 4:30 and 6 p. m.

All P. E. O. Daughters registered Chi Omega, or to Dorothy Dixon, Delta in the University are asked to turn in their names and addresses as soon as possible to Miss Badollet, Alpha Omega.

**Geometric Algebra**—Entrance Deficiencies in geometry and algebra. All students deficient in entrance credits in geometry or algebra are urged to

meet in Professor DeCou's class room. Room 1, Administration building at 4:15 p. m. today, to arrange for make-up of the work under tutors.

### One Year Ago Today

SOME HIGH POINTS IN OREGON EMERALD OF OCTOBER 4, 1922

Freshmen were urged to say "Hello". Have you learned to say it yet?

Figures showed that 114 men and 90 women were pledged during rush week. Over 270 have been pledged this year.

Oregon chapter of Phi Beta Kappa granted.

Thirty-five frosh turn out for football. This year more than 60 have reported for practice.

Hopes were expressed by the administration that the new journalism and art building, then under construction, would be completed by New Year's.

Ten lettermen turn out for varsity football practice.

"Doc" Braddock deplores the support given Lemon Punch, and declares that unless 2000 subscribers are found at once the campus comic publication will go out of existence.



Thursday

It's almost "Six Days" now.

# Moccasin Packs



Priced at  
\$ 8.00  
\$10.00  
\$12.50  
\$15.00  
\$17.50  
for Men

Upper class men know the merit of Graham boots—they appreciate our store service.

"Freshmen, class of '27, we hope to gain your confidence also."



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"Where College Folk Buy Footwear"

## What Is Certified Milk?

The dairyman who desires to produce certified milk must become a member of the "Certified Milk Producers' Association." In order to become a member of this association he must pay a fee of so much per cow, and his barns and equipment must conform to the standard set by the association. His cows must be free from tuberculosis and tests for this disease must be made at frequent intervals. Having become a member of the association, the dairyman must faithfully follow a set of rules that cover every phase of the production and handling of milk. Finally, the milk must have a bacteria count of not more than 10,000 per cubic centimeter. The term "certified" as applied to milk production stands for production under nearly ideal conditions. The standard is extremely high and the product is necessarily expensive.

Of Portland's more than 150 dairies, only two are "certified," and their product retails at 20c per quart.

Dr. E. V. McCallum, of Johns Hopkins Medical School, says in the July issue of McCall's Magazine:

"By all means use pasteurized milk, unless you have plenty of money and can afford to buy certified milk. The latter is raw milk which has been produced under nearly ideal conditions of cleanliness, from healthy cows, by healthy workmen, and with great attention paid to cooling and promptness of delivery but it is now too expensive to appeal to the majority of consumers."

There is no certified milk produced at Eugene. BLUE BELL milk is clean milk that has been scientifically pasteurized.

It is clean, wholesome and SAFE!

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A Queen  
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Huge—  
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With a cast of staggering magnitude.

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Bert Lytell  
Hobart Bosworth  
Marjorie Daw  
Irving Cummings  
Elmo Lincoln  
Nigel De Brullier

## Friday Night

Jack Myers' Midnite Sons  
DREAMLAND

Dancing 8:30 to 12  
Admission 85c