

Oregon Daily Emerald

Member of Pacific Intercollegiate Press Association

Official publication of the Associated Students of the University of Oregon, issued daily except Sunday and Monday, during the college year.

DONALD L. WOODWARD EDITOR

EDITORIAL BOARD

Managing Editor Harold A. Kirk
Associate Editor Margaret Skavlan

Associate Managing Editor Anna Jerzyk

Desk Editor Norma J. Wilson Sports Editor George H. Godfrey

Daily News Editors

Mary Clerin Emily Houston
James Case Jalmar Johnson
Frances Sanford Lillian Baker

Sports Staff

Wilbur Wester, Assistant Sports Editor
Ward Cook, Don Osborne - Sports Writers

Upper News Staff

Gertrude Houk Eugenia Strickland
Edward Robbins Geneva Foss
Elizabeth Cady Sol Abramson

Night Editors

Cliff Wilson Pete Laurs
Webster Jones Alfred Boice
Jack O'Meara Walter A. Cushman

Josephine Ulrich Exchange Editor

Lylah McMurphy Society Editor

News Staff: Clifford Zehrung, Mildred Carr, Helen Reynolds, Bertram Jessup, Margaret Vincent, Esther Davis, Jack Hempstead, Georgia Stone, Glen Burch, Lawrence Armand, Ruth De Lap, Dorothy Blyberg, Clayton Meredith, Margaret Kresman, Philippa Sherman, Ruth Greig, Geneva Drum, Jane Dudley.

BUSINESS STAFF

JAMES W. LEAKE MANAGER

Associate Manager Frank Loggan

Advertising Managers Si Slocum, Wayne Leland, Wm. James
Advertising Assistants Milton George, Bill Prudhomme, Bert Randall

Circulation Manager Jerry Cray
Assistant Circulation Manager James Manning
Circulation Assistant John Black

Foreign Advertising Manager Claude Reavis
Assistants Walt O'Brien, Hilton Rose, Neil Chinnoek

Specialty Advertising Mildred Dunlap, Geneva Foss
Administration Margaret Hyatt, Marion Phy, Fred Wilcox, Bonner Whitson, Bob Warner.

Day Editor This Issue

Mary Clerin

Night Editor This Issue

Cliff Wilson

Assistant Tom Graham

Entered as second class matter at the post office at Eugene, Oregon, under act of Congress of March 3, 1879.

"Spring Has Come"

YESTERDAY the "ground hog" saw his shadow. It may be that there will be a late spring, but thoughts are already upon the return of the sun, superstition to the contrary. There is a scent in the wind redolent of new birds' nests and new brooms. And, along with the rest of the straw, will come the hats.

New nests—new brooms—new hats—all suggest spring housecleaning. Housecleaning suggests, in its turn, certain unpleasant things, like beating rugs, and cleaning windows.

Spring will be spring! And housecleaning follows in its wake. Certain persons are likewise taking their old thoughts out, brushing the cobwebs off them, and giving them a good airing on a windy line. (Pun not intended.) Not a bad idea. Certain of the old furniture of the brain may need re-furnishing. Certain of it may have to be relegated to the attic. And, badly as we hate to part with old relics, some of it should—ah, perish the thought!—be chopped up for kindling wood.

Dust has a way of settling. One may trample on a perfectly good idea for so long that its colors somehow fade into a neutral gray. A good beating, may be recommend? There's nothing like showing it up for what it is. And one really shouldn't do all the housecleaning by oneself. That is losing half the fun.

Prairie housewives in northwestern Nebraska help each other with spring housecleaning just as they do when they feed threshers at harvest time. Students, too, have a way of forming groups to do mental housecleaning. It adds a certain zest. It is perhaps one of the best functions of the group, this mental communications, this intellectual partnership.

There are, however, two advantages over spring housecleaning in the mental variety. One is, that by assisting each other in the latter we may add what we choose to our own mental furniture. The other is, that, "groundhog or no groundhog," we can do the cleaning up. We do not have to wait for spring.

Editorially Clipped

PERSONAL FINANCE AT ANTIOCH

Unless one sees his resources and plans his life as a whole and relates his expenditures to his needs in an orderly manner, he will fall far short of getting what his money might buy.

Budgeting is not just a handy economic expedient; it is one of the first principles of orderly and effective living. For that reason, a course in "Personal Finance" is required of every Antioch student. With an elementary treatment of banking and commercial methods such as the average citizen needs, the principles and practice of budgeting are treated, with the students' personal accounts as working examples.

Each freshman is asked to make a budget of his or her estimated resources and expenditures for the year; and after conference with the accounting department, to adopt a budget in accordance with his or her individual resources and needs. Each five weeks thereafter the freshman student goes over his expense account and budget with the teacher. Training in handling one's economic resources is required as a universal and necessary element of education.—Antioch Notes.

TOBACCO VERSUS HOT AIR
The result of a series of tests to determine the influence of tobacco-

smoking on mental and motor efficiency, which were carried out by Professor Hull of the Psychology Department of the University of Wisconsin, has just been published.

Nineteen young men were used, of whom nine were smokers and the rest non-smokers. All but two were pipe smokers. They were blindfolded and each of them smoked for a specific time each day for 18 consecutive days in a small room. Half the time they were given pipes filled with tobacco, and the other half they smoked pure hot air created by an electric wire in the bowl.

Only one of the nineteen subjects detected the difference between the hot-air pipe and the tobacco.

"One youth was always sure that he was smoking from the combination of a sharp, stinging sensation and a ticklish sensation. He could always feel the smoke in his mouth. There was never any time, even for a single puff, when he doubted that he was smoking. It would not be possible for anyone to persuade him that he was not smoking any of the time."

The subjects were tested for pulse, adding, memory span, steadiness, reading reaction time, memorizing, and tapping. The heart action increased, and much of the increase was still present an hour and forty minutes after smoking. Along with this came a trembling of the hand.

The two most significant tests, from an intellectual standpoint, were complex mental addition and

COMING EVENTS

Tuesday, February 3
7:30 p. m.—Alexander Williams, "Chemistry in Science, Economics and Politics," Alumni hall.

Thursday, February 5
11:00 a. m.—Assembly, Woman's building.
4:15 p. m.—Fred B. Smith, "Is America a Great Nation," Villard hall.

Friday, February 6
7:15 p. m.—Fred B. Smith, "World Outlook—Peace or War, Brotherhood or Revolution," Villard hall.
8:30 p. m.—Oregon Night's costume dance, Woman's building.

rote learning. The evidence of the effects of smoking on ordinary routine thinking is favorable to tobacco. Results in the case of rote learning are unfavorable to tobacco.—University of Wisconsin Press Bulletin.

UNDERGRADUATE SOPHISTICATED

In answer to the question, "What does the average Harvard undergraduate read?" Mr. MacIntyre, of the Community Book Shop in Cambridge, first enumerates the "Cross Word Puzzle Book," then various outlines of history, science, and literature, plays of various sorts, etc. "There is a very great interest these days in the works of the sophisticates, Mencken, Nathan, Van Vechten, Machen, Dreiser, and others." The Harvard Alumni Bulletin continues, editorially: "These are the writers to whom his customers turn most quickly in the expression of their natural preferences. When indeed have not the 'modern sophisticates' been the favorites of youth? A century ago it was through the disillusioned Byron that the young found the most congenial utterance of their own feelings of revolt. In the eighties of the last century it was with Omar Khayyam that youth was ready to smash the 'sorry scheme of things entire.' A decade or two later Stevenson and Kipling, birds of quite another feather, embodied a more vigorous spirit, which Conrad has kept alive. The forces of discouragement have never held the stage undisputed, and the Kipling period—roughly identical with the Roosevelt period—was one in which hard hitting for general righteousness was wholesomely in evidence. . . .

"Youth, in the very nature of things, is bound to respond to the most characteristic expressions of the spirit of its time. But youth grows up, and times change. The young men who fed themselves on Byron and Omar suffered no permanent injuries. They were alive at the age when it best fitted them to be so. And the fact that the young men of the present moment are also alive, with an intellectual

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.

Sigma Delta Chi—Meeting Tuesday noon at the Anchorage.

Women's Life Saving Corp—No meeting of group tonight.

El Circulo Castellano—Social meeting to be held Wednesday evening at 7:15 in the Y. W. bungalow.

Beta Gamma Sigma—Meeting at College Side Inn, Wednesday noon.

Collegium Augustale—Special meeting at 7:30 this evening, Woman's building.

To-Lo-Lo—Meeting Tuesday evening, 7:15, College Side Inn.

Regular Faculty Meeting—To be held Wednesday at 4:15 in Guild hall.

Temend Meeting—Woman's building, 5:00 p. m. today. Important.

Freshman Commission—Meeting Tuesday, 5:00 p. m. in Y. W. Bungalow. All members urged to attend.

World Fellowship Discussion Group studying India will meet at five o'clock instead of six at the Bungalow Wednesday.

Sport Writer's Association—Lunch on Wednesday, Anchorage. Attendance compulsory.

TEXAN STUDENTS ENJOY TRAFFIC LIGHT SYSTEM

University of Texas.—Students at the University of Texas are enjoying the new traffic light system. They line up in a row and wait until the red light appears, and then drive gleefully across the street until stopped by the police.

response to the characteristic writing of their time—whether all their elders like it or not—is a fact of promise. When they read nothing else, when the college fails to provide them with the standards of measurement which are found in some familiarity with the enduring things in literature, it will be time to take alarm."

We are a man of principle. When coffee jumps to ten cents, and we can get coffee elsewhere for five cents, our principles direct us elsewhere for our coffee. But we have another principle, an aesthetic one, that man should neglect no opportunity for the contemplation of beauty. So, though coffee be ten cents in one place and five cents in another, and if more pretty girls inhabit the ten-cent salon than the five-cent salon, our aesthetic—or is it erotic—principle urges us to the former. But we still pay the dime under protest.—Ohio State Lantern.

LEARN TYPING AND SHORTHAND

Special rates for part-time students will be given upon request.

EUGENE BUSINESS COLLEGE
A. E. ROBERTS, President

Phone 666 992 Willamette

WHAT IS A—

Bacon Bunn?

Let us tell you all about this great Delicacy

ASK US

College Side Inn

CARPET AND RUG CLEANING

Electric Cleaners

Phone 300
BETWEEN 8TH & 9TH ON OLIVE

man. He orders them to return and then they beg him to explain the system to them. The unsuspecting cop does so, and they resume their places and wait till the red light shows again and then they repeat as before.

PLEDGING ANNOUNCED
Delta Delta Delta announces the pledging of Mary Catherine Baker of Seattle, Washington.

PLEDGING ANNOUNCED
Psi Kappa announces the pledging of Finis Fitzmaurice of Wheeler, Oregon.

At the Theatres

THE REX—Second day: Kathleen Norris' most popular novel, "Christine of the Hungry Heart," a drama of a woman's three-fold love, and of as many men, featuring Florence Vidor, Warner Baxter, Ian Keith, Olive Brook and Walter Hiers; special feature, Alex Bankevitz, Russian tenor, in selected songs with special setting; Robert V. Hainsworth, Eugene's favorite organist, in atmospheric prelude, playing "Dear Little Boy of Mine," and in accompaniment to the picture; Mermaid comedy, "Step Lightly," with Lige Conley; International News events.

Coming: "Wine," the picture of the hour, with Clara Bow, Forrest Stanley, Huntley Gordon, Myrtle Stedman, Robert Agnew, Walter Long and Leo White.

THETA SIGMA PHI AT TEXAS INITIATES TEN MEMBERS
University of Texas.—The ten initiates of Theta Sigma Phi, honorary and professional journalism sorority, at the University of Texas, wore evening dresses on the campus all day before they were initiated in the evening. This custom is one of the traditions of the University of Texas. The night they were initiated, still wearing evening dresses the ten women issued the next morning's edition of "The Daily Texan."

EXAMINATION ANNOUNCED
Announcement of a competitive examination for appointment to cadets and cadet engineers in the U. S. Coast Guard service, has been received at the president's office. The examination will be held on March 16. Appointment to the service carries with it training for officership at the Coast Guard Academy at New London, Connecticut. Further information may be had from the commandant of the U. S. Coast Guard, Washington, D. C.



DR. WILL MOXLEY
Castle Theatre Bldg.
Phones
Res. 1048-J Office 73

F. M. DAY, M. D.
Surgeon
119 East 9th Ave.

DR. WRIGHT B. LEE
Dentistry
404 M. & C. Building
Phone 42 Eugene, Ore.

DR. LORAN BOGAN
Practice Limited to
Extraction
Dental Radiography
Diagnosis Oral Surgery
938 Willamette Phone 302

DR. L. L. BAKER
Eugene, Oregon
Demonstrator's Diploma
Northwestern University
Dental School, Chicago
Gold inlay and bridge work
a specialty

There's a candy for every woman—

Every woman has her own sweet little wish about candy. It is up to you to find it out and it is up to us to furnish the goods. George has been the piggers' aid for many years. Stop and consult him, he's an expert.

The Oregonian

The largest selling quality pencil in the world

VENUS

17 black degrees
3 copying

Superlative in quality, the world-famous

VENUS PENCILS

give best service and longest wear.

Plain ends, per doz. \$1.00
Rubber ends, per doz. 1.20

At all dealers

American Lead Pencil Co.
220 Fifth Ave., N. Y.

Buy a dozen

Don't Judge From Appearances!

THE earth LOOKS flat enough! That's why so many thousand years came and went before our ancestors even suspected the terrestrial globe of being round. Their eyes deceived them!

Don't depend upon appearances to guide you right. Don't buy goods on the strength of looks alone. Merchandise with a well-known name has the call. Only the maker of a good product can afford to advertise his name. Attempts to popularize unworthy goods can not succeed.

Wise merchants and manufacturers seek the good papers to tell the stories of their wares. The publishers seek the reputable advertising for their readers' guidance. Well-informed buyers seek news of good merchandise through the columns of the best papers.

This proves the value of advertising. Neither advertiser nor publisher can prosper without your patronage. Therefore, it is to their advantage to cater to you. They do it, too.

It is distinctly to your advantage to be guided by the messages they lay before you—the advertisements.

READ THEM REGULARLY!