

# Oregon Emerald

University of Oregon, Eugene

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## Statistics Show College Men Healthy and Wise

There has always circulated, especially among non-college men, the barest suspicion that college men do not live very long. They usually follow sedentary occupations, and disease and death in the mind of the muscle-bound is associated with the latter. The American Student Health association came forth with a report last week that not only frustrates that assumption but turns the tables. The vital history of 40,000 graduates from eight colleges from 1870 to 1905, of 5,000 athletes of ten colleges and 6500 honor men from six colleges from graduation until 1925 was collated. The college graduate mortality rate was 8.8 below the nation average, taking the latter as 100.

The report also shows that it is dangerous to go to a big college because graduates of big colleges do not live as long as graduates of small colleges. The athletes present a high mortality rate. An athlete in a big college hasn't a chance. To be on the safe side one should be a Phi Beta Kappa at Montana because the analysts say that they find honors men pretty stubborn about moving on. The respective mortality rates of athletes and honors men are 91.5 and 77.3.

## Art of Cussing Needs No Revival in Universities

There is a variety of university pedagogue that vies with a curious species of modernist clergymen in startling the public attention into focus upon itself. You will comprehend what is meant when we mention the eastern college professor, and of English, at that, who recently gave it as his opinion that profanity is lamentably on the wane. He felt, and said, that the need of the English speaking peoples is for better and more vigorous cuss words. And, as would so naturally follow, his remarks were enshrined on the front pages of public prints, which doubtless is what he had in mind all the while.

Emphasis, observed our exponent of the higher education, is lost to the modern generation, and a refurbished and improved profanity would supply the lack. One dislikes to disagree with an authority, but nevertheless it ought to be remarked that this luminary of learning talks flapdoodle. The truth is that of all the profane men we have known, few, few indeed possessed the merit of inner positiveness, and many were weaklings of the first water. While there is diversion of a sort attending the remarks of one who has recourse to profanity for expression, it is frequently evident that his addiction conceals but poorly both a paucity of thought and word. The mother tongue fails him and he resorts to this expedient, for the reason that he knows less English than does the average school child.

If it be emphasis that the professor seeks, let him consider the spiritual quality of men who abstain from expletives and cuss words but who have, despite this abstinence, reputations for force and warranted self-assurance. There is so often more of firmity, more of vigor, more of sense, in the least of their remarks that one is given to wonder if, after all, profanity even pays. Glancing about us, and calling to mind the types and sorts of men, we say in all truth that the most emphatic men we have ever known have been men of quiet manner and chaste speech.—Portland Oregonian.

## Campus Forum--- Signed Letters To The Editor

### Freedom?

To the Editor: The unjustifiable, sensational, and damaging attack upon Dr. Boyard and Mr. McClain by the student council in their recent fantastic attempt to prove that the University Co-op and the infirmaries were mismanaged has set every thinking person to questioning the propriety of student self-government. The council has none too gracefully published the results of their "probe" of the infirmaries and in so doing has shown that the reputation of one of the most able and conscientious members of our faculty has been needlessly exposed to public approbrium. The insult offered to Mr. McClain as manager of the Co-op has not yet been retracted.

That the "investigation" into the "alleged mis-management" of the Co-op was inspired by malice, I disbelieve. But if not based on malice, it could have risen from no other source than a love of notoriety or that most dangerous of all forms of stupidity, the kind that is regardless of private reputation or the welfare of a worthy institution. Possibly it sprang from the council's too ready

sympathy with the complaint of such an ardent lover of knowledge as once snarled as he left the bookstore: "I ain't going to pay no four bucks for no book." Students complain when they learn that they must pay for knowledge, of course. But sympathy for those who are pricked by the diaper-pin of learning is hardly justification for besmirching the reputation of those who supply materials for clothing the infants' nakedness.

The students do not realize, I dare say, that they are themselves members, the stockholders, so to speak, of the corporation known as "The University of Oregon Co-operative Store." The corporation was organized without capital stock a few years ago and developed into a going concern chiefly through the untiring efforts of Mr. McClain and such members of the faculty as he could induce to advance the money necessary to put the store on its legs. Then to obtain the supplies which the students needed, credit was necessary, and this credit was gained only through the efforts of Mr. McClain and secured only by

his reputation, which is now being assailed. His undertaking having proved successful, every student becomes a member of this corporation merely by registering in the university and paying the student fees. He is then entitled to a discount of 5 per cent on every dollar's worth of goods he purchases. This 5 per cent of the gross sales has amounted to a dividend of one-third of the profits. That is to say, of the \$35,000 made by the store during the period of its incorporation, \$12,000 has been returned to the students. The balance has been used to run the business. Were the Co-op to close its doors, whatever money could be realized from the sale of its goods would pass into the hands of the board of regents of the university for distribution among other student organizations.

The store is under the management of a board of directors consisting of five students, elected by the students in May, and of two faculty members—at present Dean Gilbert and Dean Bovard—appointed by the student-directors. Meetings of the directors are held sometimes monthly but always quarterly, at the time of the audit made by the certified public accountant employed, not by the manager, but by the board.

Since the Co-op is open to the inspection of its student members at any time they choose to walk into the store and make an inquiry, the appointment of official investigators is not necessary. The great difficulty is to get student to take any interest in their own property. In addition to the regular board meetings, an annual meeting of all members of the corporation is called in the spring. This meeting is advertised in the Emerald and every effort made to bring out a large attendance of students—including members of the student council—that they may learn something of the aims, history, and methods of their own store, but hitherto these efforts towards an honest publicity have proved fruitless. Now, the council, with an ostentatious display of unwarranted activity, proceeds to advertise an "investigation" in newspaper headlines, copied all over the state, that call into question the honesty of the manager.

Books are sold at the University Co-operative store at the publisher's list price, the price asked in New York and Chicago. Nevertheless, dealers in Oregon must pay 5 per cent for freight on every dollar's worth of books whether purchased directly from New York or indirectly from San Francisco. Five per cent goes to the students in rebates, leaving a margin for the dealer of 15 per cent. But the overhead amounts to nearly 18 per cent, so that books are actually sold at a loss. If it were not for the profit on other stock in the store, books could not be sold at their present price. If, through unpleasant notoriety, the Co-op were forced out of business, or a less successful manager were appointed, both students and faculty would be sad losers.

No corporation engaged in business for private profit would accommodate book-buyers as the Co-op does, or sell for such prices. The students of Oregon buy fewer books than the students of any other university with which I am familiar, and their patronage is less to be depended on. If teachers are to conduct their classes, students must have books, must at least have access to their room-mate's book.

### TEA FOR TWO

is very popular just now at

The ANCHORAGE We have booths now

These books must come, usually, from New York, and time must be allowed for their shipment by freight. But no teacher knows in advance exactly how many students he will have in a class or what percentage of them will buy. He must depend upon the statistics of the Co-op and upon the willingness of the manager of the Co-op to run the risk of stocking more books than he can sell. Notoriously, private dealers, engaged in the book business for profit only, will not run the risk. There will be fewer books at the opening of the term than are needed, and the teacher will mark time for three or four weeks—or until the needed books have been ordered, shipped, and delivered—with a class only half of whom are prepared. How disintegrating to the class morale such an experience may be, how wasteful of time and effort, every student and every teacher who has passed through it ought to know.

And yet it is precisely such a condition that might be brought about by ill-considered "probes" and "investigations." Ostensibly, self-government in student affairs is advantageous, in that it prepares the student to act wisely when he is freed from supervision. But free men are wise men only when they are responsible, that is, when they suffer or anticipate the pains of an abuse of freedom. At present, college students are irresponsible. They may ruin a man's reputation, achieved by a lifetime of honest effort, without so much as knowing they have done it, let alone paying the penalty for it. The rashness of our college "investigators" has led me to question the wisdom of freedom in college.

C. W. BOYER.

### Correction

To the Editor: In the story in Saturday's paper, January 19, on the Springfield-Eugene flood problem, I was quoted as saying that the "Union Pacific and Southern Pacific and U. S. reclamation bureau have experts at work attempting to solve it." The reporter got it somewhat mixed up. As far as I know these organizations are not studying this problem, and the Southern Pacific would be the only one interested at any rate. The others were mentioned in an entirely different connection which the reporter completely lost sight of in writing his story. I would appreciate it if you would publish this correction.

W. D. SMITH.

## Sailor Gets This Tobacco in Far Port

Buenos Aires, Argentine, Jan. 4, 1928

Larus & Bro. Co., Richmond, Va., U. S. A. Gentlemen:

I'm a seafarer, and as such of course travel quite a lot. Right now I am in the Argentine, and am glad to say that I can here purchase your beloved Edgeworth Tobacco, of which I'm so very fond.

It is indeed a pity that one can't find this good smoke in every place of the seven seas. While recently in Germany, my home-country, I tried in vain to come upon one of these little blue tins. I'm not saying too much in mentioning that I would outwalk that famous mile, hunting up dear Edgeworth. I dare say there is no other tobacco like it, and am convinced that Edgeworth cannot be improved.

Let me know when you contemplate ceasing to make Edgeworth so that I may lay in a goodly store to last till I'm seventy.

May Edgeworth never change! I'll always remain Sincerely yours, Willie Schmekies

Edgeworth Extra High Grade Smoking Tobacco

## Turning.. Back Pages-

In Campus History That Tell How The Collegians Used to Act.

### Fifteen Years Ago

From Oregon Emerald, January 22, 1914

Students of the University of Oregon do not want self-government, according to Prof. F. S. Dunn, and do not consider that the system has been a success at California or O. A. C., where it has been tried.

Ten graduate members of Phi Beta Kappa in Eugene organized a graduate chapter last night, and will work to establish a chapter at Oregon.

The senior committee unanimously disapproved the student self-government plan at a meeting yesterday, but gave a majority approval to the student council form of government.

### Twenty-five Years Ago

From Oregon Weekly, January 25, 1904

Varsity athletes are clamoring for the associated students to recognize basketball as a phase of our college athletics and apportion a per cent of the student body fund for the support of a team.

Oregon's basketball team clashes with Corvallis at the armory February 5.

Beginning with the coming term a three hour course in general astronomy will be offered to all students who have had trigonometry. Professor Frazer will have charge of the class.



Make-up committee for movie meet at important meeting this afternoon at 5, in 101 journalism building.

All members of the upper division military department are requested to attend a luncheon in honor of General Howland and his aid to be held in the new men's dormitory at 12:15 today.

Owing to Mr. Thacher's illness, his classes will not meet today. He will probably meet them tomorrow.

Theta Sigma Phi will have a luncheon meeting at the Anchorage today.

Men's and Women's freshman debate squads meet today at 12:45 in front of Friendly hall for Oregon pictures.

Alpha Kappa Delta meeting Thursday evening at 8 o'clock at Kappa Alpha Theta.

Pi Lambda Theta social hour Wednesday at 4 o'clock in the Woman's room of Woman's building.

Christian Science organization at University of Oregon holds its

regular services tonight at 8:00 in the Warner Museum library, third floor of the Woman's building. All connected with the university are invited to attend.

Big Sister Captains meet at 4:30 in Woman's building today. Very important.

Mathematics club party Wednesday night, 8 o'clock, at the home of Prof. DeCou at 929 Hilyard St.

Delphian Club will meet tonight at 8 o'clock at the Three Arts club. Theopians will meet tomorrow at 7:30.

Amphibian—very important practice in Woman's building 7:30 tonight.

## The Ambler

Yesterday we saw: PETE HAMILTON and SPENCER RAYNOR setting out muskrat traps... WALT EVANS getting his reservations in early for "Gay Paree"... THORNTON SHAW looking and hoping for a change of weather... EMMAJANE RORER looking as happy as ever... KEN EDICK trying to sing... FRED MEACHAM heading for the Alpha Phi house... LOUIS FEVIS studying too hard... ELAINE BORTHWICK looking bothered, and exercised... KELSEY SLOCUM out for fresh diving.

## the 'NU-Way' means a clean way

That's no "bull" fellows. When the "Nu-Way" cleans 'em they stay cleaned.

Jack Dempsey used to say a sock on the jaw is worth two on the feet. Jack was right. He was in the cleaning business too. He was a champion in his line as we are the undefeated champions in ours.

When you want them cleaned right, send them to

## NU-WAY Cleaners

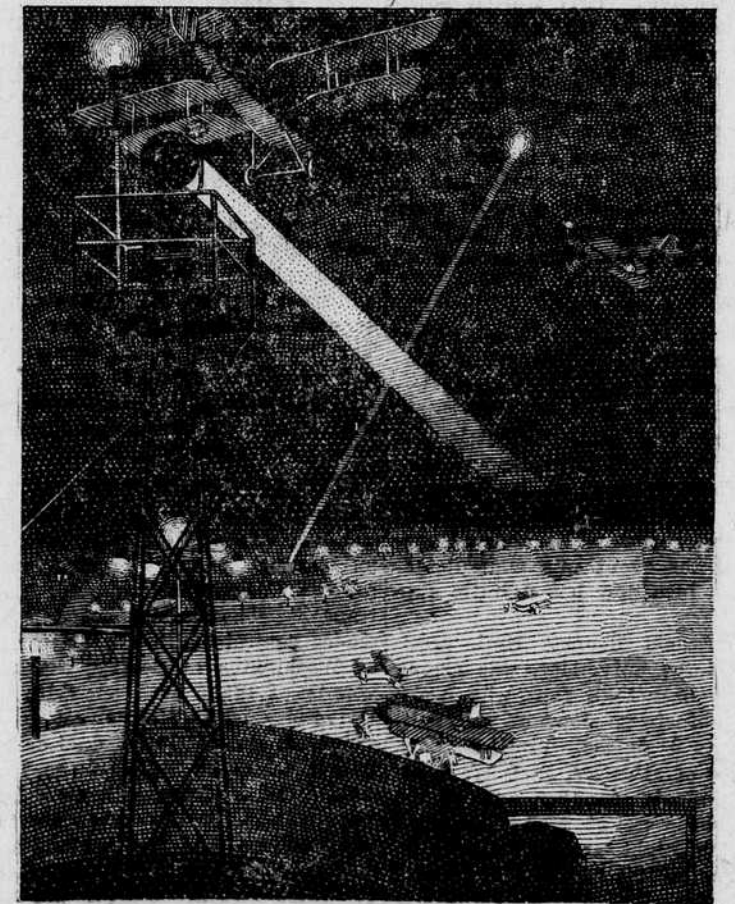
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## Shop Here for Shoes of Collegiate Excellence



## Buster Brown Shoe Store

Lights that Fill the Skies with Commerce



THE air map of America is now in the making—on the ground.

Ten years ago, there were 218 miles of air mail routes with two station stops; to-day, a network of sky roads bridges the country from the Atlantic to the Pacific and from Canada to the Gulf of Mexico.

Can you imagine this growth without electricity—without illuminated airports—without trunk lines studded with electric beacons?

Men of vision are building for increasing traffic of the air. Soon, the skies will be filled with commerce.

Just as electricity is helping to conquer the air, the land, and the sea to-day, so to-morrow it will lead to greater accomplishments in aviation and in every human activity.



A majority of the beacon lights used in airport and airway illumination have been designed and manufactured by the General Electric Company, whose specialists have the benefit of a generation's experience in the solution of lighting problems.

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