Gregon & Emerald

University of Oregon, Eugene

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and the attitude of the editor to-

"The paper that carries a large

the publishers of the newspaper but

He declared that classified ad

vertising was one of his paper's

finest features, and that it went a

"We are witnessing the most

in publishing and in publicity meth-

newspapers have come upon the

Mr. Bladine says that the idea of

a chain newspaper is alarming,

since it gives one man an immense

power, but that the small town edi-

tor is impregnable in this respect.

small-town editor take steps to im-

He then went on to describe the

workings of his paper, emphasizing

Although his paper is not radical

in any way, he said that it was

(Continued from Page One)

chimed in, "Say, he's good. He

"Oh, just pretty good, I shoot

"Well, how did you happen to

Bobby explained this too. "Chuck

started first. He used to be a caddy

out on Waverley and when he was

still a kid he was whacking balls.

And then, "Say, we are going to

That's why he is so good. And I

play golf all summer. That's all

we are going to do. Besides foot-

"Well, why do you like it so

ball, it's the best game there is."

Is it good football training?"

more balls till tomorrow.

an shoot 37, 38 or 39.

start to play golf?"

about 49,"

"Well, how good are you?"

Cure for Spring Fever

accuracy into each reporter.

being kept strictly up to date.

Chuck and Bobby Say Golf

said Jack Bladine,

prove his paper.

for its readers," he said.

ward this kind of advertising.

Day Editor This Issue—Harry Tonkon
Asst. Day Editor This Issue—Wilfred Brown
Night Editor This Issue—Mildred E. Dobbins
Asst. Night Editor This Issue—Dave Totton



What's This About Editorials?

Yes, we read those glaring head lines, "Emerald Defies Convention; No More Editorials!" What a dramatic statement! It would seem that after years of ignoble bondage our campus organ has broken the last fetter of convention and now proposes to stand as a bright and shining example for the world of farmers, since they preferred this journalism; all this for the sake of type of advertising. tolerance and democracy; all this so that you and I, instead of the editor, shall mold campus opinion. I note that in previous years the

Chieftain, weighed the outstanding features of both sides of his ques-Emerald editor has been assisted in tion, "Long Credits or Sharp Colhis editorial work by one associate editor, but this year our editor has tages and disadvantages of both surrounded himself by a complete practices, he outlined solutions of battery of associate editors and possible problems that the news-"what act" who I feel have, in the papermen might have. past, turned out a very interesting editorial column. Beyond all doubt so much efficient help has considerably lightened the yoke of the

editors together with the managing Telephone Register. "Chain stores, editor are capable of doing all such immense mergers and even chain detail and routine work as is necessary. Therefore since there are to scone within the last decade in be no more editorials and since greater proportions than ever," he those persons who care to contribute said. letters are now to fill the bill which in past years has been filled by the editor, is there any need for an editor? Perhaps it is part of the plan to discontinue the office of editor. If this is true, several hun- Therefore, it is necessary that each dred dollars may be saved for the associated students each year. Who knows such a saving might even prevent another raise in fees. Whether such is the plan I leave for

the reader to decide. Only two years ago the Emerald was fighting for the right of its editorial column to mold campus opinion. The matter was placed before the students at election. I feel that beyond all doubt their de cision in favor of the Emerald indicates their desire for an aggressive editorial policy. Claude L. Hall.

Note: In fairness, I believe the writer of the communication above, who shows no knowledge of editorial duties and little of the past history of the Emerald, should make some effort to study his problem a bit more thoroughly, despite the fact that his communication is welcome and published in accordance with present Emerald policy.

The fight waged on the campus two years ago, to which the writer play just because he does." refers, aimed to gain recognition of the principle that the editor should be free to direct the policies of his paper as he sees fit. The Emerald certainly has not stepped beyond the right then confirmed in establishing its present policy. - The

Discussion Speeches Feature In Press Conference

(Continued from Page One) preparing copy for the merchants, he said.

"The weekly newspapers of Oremake some effort to secure foreign advertising," said Chester Dimond, teaches you to be patient. (By this "Thank you, mother," says of the Newberg Graphic, in his time they still hadn't found the George, "I'm glad you look at it paper, on Foreign Advertising, read by Earl L. Richardson, Dallas Item- were going to play golf always. It "But my son," continues the old izer-Observer. Mr. Dimond found, was then they found the golf ball. lady. "Your grammar is atrocious. from a survey of 22 weekly news The sun was about over the hill and How often have I warned you papers of Oregon, that the amounts they decided they wouldn't lose any against saying 'I done'?" And so of foreign advertising varied great-Iv. The three conditions existing So Bobby and Chuck put their from the fallen tree and applied it which affected the foreign adver- mashies and their midirons under vigorously to the rear anatomy of tising were: the size of the city in their arms, the arms that wear two her off-spring. which the paper was published, the yellow stripes, and they "mosied" geographical position of the city, away.



meet Sunday at 5 o'clock at Mrs. H. D. Sheldon's at 1343 Univer-

The music group of Phi Theta Upsilon will meet Sunday at 5 p. m. in the men's room of the Wom-

an's building. Temenids meeting 4:30 Sunday at

ing room at 5. H. G. Townsend will read selections 3 Sunday afternoon in Alumni doing the latter. hall of the Woman's building.

All senior men report to the wom-



Today's Question: Do you think women should work after they get

Helene Koke, freshman in journalism: "I think it is all right for women to work if it is necessary for the proper support of the family, but if she is just doing it to occupy her time or to get extra money, she should not take the positions from people who need them."

Robert Smith, senior in business think the man should be capable of perfect quietness of the spring air, supporting the family and it is a

Classified advertising was dis-cussed by W. Verne McKinney, Hillsboro Argus, in the next talk. tirely up to the wife. If she is in a perfectly good window shade quantity of classified advertising has a treasure chest not only for

have equal rights they have equal

responsibility." Grace Louise Clark, freshman in music: "No, I don't think they long way toward keeping up his reader interest, especially of the for unmarried girls." George Cheney, Enterprise Record

The Ambler

leeting." Taking up the advan- Yesterday we saw: DEAN ALLEN lower a shade. quite violently . . . JACK COOPER end of his nose . . . BOYD OVER-HULSE bumming a cigarette . . . ART RIEHL telling ED RIEHL fort. amazing revolution in production, who was going to drive the new in merchandising, in transportation, Ford . . . ELSIE GODDARD paying It is only logical for us to sup- ods in the history of the world," so ELYN SHANER back on the cam- ago, a quiet and unsophisticated in rapid order. This was enough to COSTOSA "pi" some type . . . EL- the radio, drew a guffaw or slumstick imprint. Let's see now, just encore. two more names; what else did we sec. Oh yes, one of the SMITHS talking to one of the BROWNS.

> 'I Cannot Tell a Lie, Ma, I Done It' (Continued from Page One)

through the fence in a place where a picket was missing.

especially the practice of drilling ing George after the arrival of pauses, Elizabeth was how to get the cherry. The tree was too small to climb, and the cherry was too high the cherry defied his efforts.

"Well," says Elizabeth Anne. "I again. It is apparent that your cause a worldly fall. Eh? cherry-getting technique is behind the times."

my smoke, kid."

the wood shed and returned with his father's axe. In three blows the cherry came down, together with the tree, and was retrieved by the waiting Elizabeth Anne.

And just at that moment George's mother entered into the garden.

There was fire in the old lady's eye, for the flourishing cherry tree had been the pride of her heart.

"Well, so long, old thing," says Elizabeth Anne, "I must run along "Because, it's a good cure for home. See you later." And she spring fever (I've got that now) slipped back through the picket fence. and, well it's a good way to make "George!" says his mother, "How yourself get to bed early if you are did the cherry tree get in this congoing to play at 5 o'clock in the dition? Answer me!

morning."

But Chuck, the boy who shoots 38's, said, "Just because it's golf."

"Well, er—a—," begins George, lowering his eyes and blushing.
"Well—er—Mother—I cannot tell a "Do you think it's good for you? lie. I done it with Father's axe."

"My son," says his mother, em-Both of them laughed then. (It bracing him. "How could you be so is fun to watch them laugh. You noble, I had rather have an hungon as a whole, we believe should can't keep from laughing with dred cherry trees cut down than to them). Sure it's good for you. It have you tell a falsehood."

ball). Then they were asked if they that way."

saying she plucked a healthy twig

And that is the truth about the cherry tree.

Sidelights **And Tragedy** On Conference

Excitement Holds Sway During First Session; Ban-quiet Is Colorful - By CARL GREGORY

George Putnam, of the Salem Capital Journal, explained that "We the Craftsman's clubhouse. Ini- have a natural right to make fools tiates please appear at the wait- of ourselves, if we want to." The inference was that he would try to from modern American poetry at erally agreed that he succeeded—in

One well-known campus (embryo) en's gym at 1 o'clock today to journalist ceremoniously introduced help fix the floor for the Senior himself to Mr. O. L. Price, manager of the Portland Oregonian. The introduction was a success, but tragedy came into the scene when said student queried: "Mr. Price? 1 don't recognize you by your name. Are you located in this state?"

> Spring atmosphere mesmerized the following into solemn slumbers during session hours: Harris Ellsworth.

Robert Sawyer.

One unidentified man sank so low in his chair he could not be seen.

Dean Eric W. Allen, thinking too many of the outstanding editors of the state were sleeping at such grave occasion, attempted to liven up the somnambulent room to a de gree of respectability. Upon openadministration: "Not as a rule. I ing a window and discovering the he performed an acrobatic stunt by woman's place to take care of the jumping into one of the windows as if to spring out. On second thought Ethel Helliwell, assistant in the he fell backward composedly and library: "I think it should be en- brought his act to a close by jerking a situation where she can and it from said window and bringing the would help her, it is perfectly all house out of its slumber for another five minutes. His act was unique John Galey, senior in pre-law: and entertaining, and fellow news-"Yes, I do-why not? If women papermen wonder what's to be next.

O. L. Price hands bouquets gratuitously to President Appleby. He expressed his gratefulness for his should, because they get married to introduction to the editors by pointhave a home and their place is in ing to and mentioning "Our handthe home after they get married. some and most efficient president."

Also positions should be left open Mr. Price further threatened, if thrown into an unanswerable situation, to sling the Einstein theory at his opponent to answer.

George Cheney arrived quietly and composedly from Wallowa county where there's so much cold and snow. He didn't appear to be trying to keep his derby off the such a cold proposition as one would suppose where the weather has been shot on the back board, but the

a fine on a library book . . . EV- plaining how he married, some years half, went wild, scoring 13 points pus visiting . . . AL MACLAREN Methodist girl who was SO inter- give Washington a victory, straking his chin . . . NICHOLAS ested in punch-for-punch fights over EANOR WELCOME leave a lip- ber-breaking and interest-getting tutes near the end of the game.

There seemed to exist a humanitarian attitude toward the dire need of a stenographer by Professor Turnbull who took approximately the early part of the contest. 11,111 pages of condensed notes He's done it eleven years alreadyguess he's good for 44 more.

On the other hand, Dean Allen was busily engaged in keeping 71/2 spiraling puffs of smoke in the But the next problem confront ozone with no less than 7-second day from a week's tour in the west-

speaks of letting an advertiser slip in Lane county, and thirteen high to reach. He shook the trunk, but 1,000 inches or so in a year. That's not much of a move in twelve mouths, although it only takes 1-99 might as well amble along home of an inch slip on a precipice to attended a Parent-Teacher Associa-

And so saying he hied himself to 2,000 inches of advertisements, higher institutions."

would be the appropriate one to buy Campus to Hear the president of the conference a cigar. Mr. Appleby, poor thing, had to smoke eigarettes throughout the sessions-when he could get one.

By minute observation and imagination almost 11 University students were in attendance at the sessions. The exact average for the day was 101/2. Students were warned not to overcrowd the inadequate room,

Sheldon Sackett, Salem Statesman, seems as jovial and innocent as ever in spite of his domicile in the capital city and his struggle with legislative problems and

OBSERVED AT THE BANQUET Frank Jenkins taking life as a

The venerable Judge Sawyer acting gay between two sweet young

spoiling a lovely bouquet.

ing psychology on a solemn occa-Marion McClain extremely enjoy

ing the social event.

R. W. Montague, philosophically "gang" he was to address.

Professor Turnbull slightly digni

Dean Boyard highly amused.

Dean Allen buzzing around and arranging details.

Hal Hoss with a face-full of bur- education.

IT WAS FURTHER NOTICEABLE

There was possibly standing room for a mouse-no more.

There was a gay array of colors his world career began. and eare-free faces-it was a color-

ful affair, to say the least. There were many, many other people, all just as good or as bad as the case may be, as the ones mentioned, all of whom seemed to be on

Oregon Five Yields to Husky Quintet, 50-44

(Continued from Page One)

pushed steadily to the front until the game ended.

the heights of satisfaction.

The final five minutes were torrid. Both teams rained shot after down to 50 below-reasonable com- Huskies had the most success. It was at this time that the giant Me-Clary, Husky center, who had failed Gordon Taylor, from Mollala, ex- to make a single point in the first

Bill Reinhart, evidently sensing defeat, rushed in a host of substi-The Webfoot reserves were instruct ed to take shots at the basket from any part of the floor. Oregon, however, was unable to even come close to the lead it had held throughout

W. G. Beattie Returns From Extension Work

Mr. W. G. Beattie, lecturer in the extension division, returned Thurseru part of the state in the interest of extension work. On his trip Mr. W. R. May, Morning Oregonian, 1 Beattle addressed five high schools schools in Tillamook and Clatsop counties, from Cloverdale to Westport. While at Cloverdale he also tion meeting.

This is Mr. Beattie's fourth year It is deemed a wise suggestion of visiting high schools, and in "Alas," says George. "But hold that Earle E. Voorhies, who last speaking of the interest of their stuyour horses. Youth must be served, night received a telegram from his dents in universities he said that he and I shall get you cherry. Watch manager at Grants Pass telling found "an increasing percentage of about the contract sale of some seniors who are planning to attend

Tito Schipa Give Concert at Igloo

Famous Lyric Tenor to Be Here March 6 Under Auspices of A. S. U. O.

Tito Schipa, world's premier lyric tenor, will come to McArthur court Wednesday, March 6, at 8:15

o'clock under the auspices of the A. S. U. O. This will be his seventh concert season in America. Schipa's achievements of his fifth concert season included a concert Tito Schipa tour throughout the

country, his annual engagement with the Chicago Opera company, and a number of appearances with Philip J. Sinnott, NEA man, the San Francisco and Los Angeles Opera company. He later gave special concerts in Barcelona, Madrid, W. F. G. Thacher using advertis-Rome, and at the Colon theater in Buenos Aires, South America. His sixth concert season was as fully booked. And this time he is coming to Oregon. He is costing the student body as much as the Russian choir and quartet together.

Schipa has worked hard to attain and psychologically, sizing up the his eminent position. When seven years old he appeared with a boys chorus in the opera of "Carmen." Then for a time it looked as if his eareer in music was to end. His mother, a pions woman, decided that at 13 he should go to a seminary for preparation to enter the church. There the bishop, hearing him sing, sent him to Maestro of bel canot Gerunda, and paid for his musical

> Schipa remained with this great teacher for five years. His intensive study began with three years of singing only exercises. His voice developed and finally he was al- Cooper and Nancy Carrol, Also Shaw lowed to make his debut in Italy in

Early in his life, while singing at Monte Carlo, he met the young girl who later became his wife. Now

they have a lovely daughter, Elena. Fanny" and Pathe News. In 1914, he sang at Italy's great | HEILIG-Last day, "What Anne opera houses, the Constanzi, Rome, and the San Carlo, Naples; in 1915 came his engagements at Barcelona and the Royal Opera, Madrid, and 1916 at Seville. He sang in South comedy and short subjects.

America, and two years later wa asked to return to Spain and South America. The following year brought him to Chicago, and later to New

My First Job Professors Relate How First Money Earned

"When I was ten years old I carried the Cincinnati Times Star in Xemia, Ohio (ves, 'X-e-m-i-a,' he spelled). It proved pretty hard work," said K. E. Hudson, assistant professor of painting, when asked about his first job. Mr. Hudson mentioned with a smile during the interview, "I was born lazy and always remained so," but he did not definitely state whether his newspaper career ended voluntarily or by request.

He did not undertake another position until he was about 15 or 16 years of age. Then he entered his father's cordage and rope factory, as a binder of twine. "I lasted that only four weeks, because I spoiled more twine than I managed to get on the balls. Dad decided it was better business for him to support me in leisure than to pay me for my talents as a twine binder."

Mr. Hudson had decided upon his career before he left high school, and since his father made no strenuous objections, he entered the art department at Wesleyan university, where he studied for two years. He spent two summers at Cincinnati Art academy, and then for the next four years he was at Yale.



McDONALD - Last day, "The Shopworn Angel," starring Gary and Lee in "Beau Brummel" and "Traviata." He was successful and "Oswald" with sound effects. Coming Sunday, "The Wedding March."

COLONIAL-"The Air Circus," with Sue Carrol, Arthur Lake and Gilbert Roland. Also "Fighting

Brought Home," presented by the Taylor Players.

REX - "Dancing Vienna," starring Ben Lyon and Lya Mara. Also

University of Oregon School of Music

LOUIS ARTAU

W. HAROLD AYRES

(Sophomore)

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"Nina"—Aria di Pergolese arr. Joseffy Fantasia d minor Mozart Ecossaises Le Coucou Op. 34-2 . Arensky Song Without Words (Hunting Song) Op. 19-3

Ländler Op. 23-5 Prelude g minor Op. 23-5 Rachmaninoff 111 Concerto D major for Piano and Orchestra Haydn 1. Vivace II. Larghetto

III. Rondo-Allegro Assai Organ accompaniment by Miss Frances Pierce Steinway Piano

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