

Editorial Page of the Oregon Daily Emerald

Oregon Daily Emerald
University of Oregon, Eugene

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LEMON TODDY

IF YOU LIKE THIS STUFF
TELL OTHERS—IF YOU DON'T
YOU'RE CRAZY.



Exclusive Lemon Toddy snapshot of the Chi Psi house manager committing suicide. Let's hope the Kappa Sligs come to the rescue.

Mr. Morris to Dumb Frosh—
And who was Paul Bunion?
Unconscious—The father of
Chiropody.

What's this we hear about the
Bagpipes & Kitties' houseman-
ager's death?
Yea, he locked himself in the
pantry and starved to death.

Classified

SINGLE or double rooms avail-
able in new, furnace-heated
house near campus. 1347 Onyx.

FOR RENT—To one or two young
men, modern room in pleasant
home. Furnace, hot water,
phone. 1531 Mill. 725-J.

GARAGES for rent in the alley
between 16th and 17th just off
Alder St. Phone 3192J2.

HORSE FEATHERS

FRESHMAN football aspirants
saw their first varsity scrim-
mage Monday night at the Me-
morial Union building. Which
reminds us that from the crowd
at the free party one should have
little difficulty in determining the
ancestry of most of the Hill stu-
dents this year.—Daily Kansan.

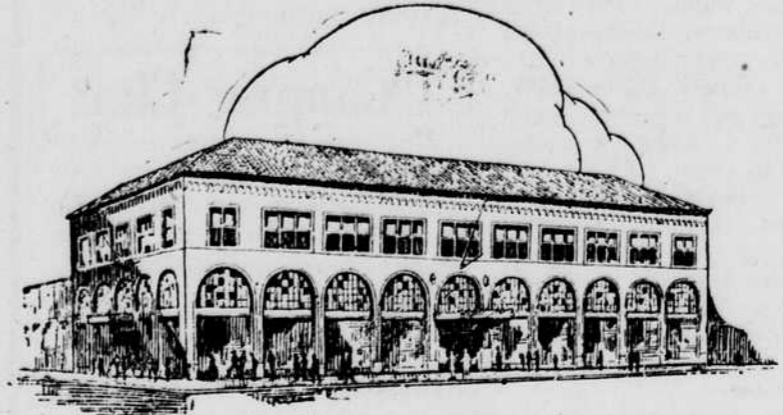
We'd tell a bedtime story, but
we think they're the bunk.
—Washington State Evergreen

THE football candidates are
learning to tackle the dummies
and that also is what a number
of instructors in the university
are doing.—Indiana Student.

CO-ED: Don't do anything I
wouldn't do.
ED: You're giving me a lot of
leeway, aren't you? —do.

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McMORRAN & WASHBURNE
Phone 2700



A Statement of Our Policies

WE continue a long-standing custom established years ago by Emerald editors, by a statement, at this time, of our general editorial program. We are wary, however, of any whistling down the wind, a practice generally surrounding such a delicate matter as editorial policy.

The Emerald has matched expansion within the university with some within its own scope. Yearly additions have been added and changes made. This year the daily comes out in a new type dress and an additional column because the need for advancement and increase in size became felt.

Greater efficiency in news-gathering, additional features and the new typographical layout will mark the present volume.

The Emerald will carry on the work of the last year in bringing particular attention to news and problems of general campus moment. But it is in the field of internal university issues that the Emerald will move particularly. The very increase in size of the university makes it imperative that they set their house of activities in order and keep apace with this growth.

The Emerald will construct whenever possible, tearing down only when opportunities for newer and better constructions are present. It is being printed to be read. So it will contain reading for the every class—thinkers, those who wish entertainment only, information seekers. It will publicize with moderation, seeking rather by such publicity to build.

We wish to emphasize the generations-old and hard-won position that the Emerald occupies on the campus. Always conversant with student problems, always willing to campaign in the cause of the university, always eager to improve its columns in any way, the Emerald embarks on another school year with the wish that it have the whole-hearted backing of the associated students and university administration, while evaluating justly whatever policies it may advocate.

HELPFUL ADVICE TO FRESHMEN

NEVER
JUDGE A
GIRL BY THE
PIN SHE
WEARS. HER
OLD MAN
MAY BE A
PAWN-
BROKER



THE IMMIGRATION OFFICIALS report a sudden migration of athletes from Harrisburg, Pa., to Kitzmiller chapter of Psi Kappa. Hurry, girls, before they file their naturalization papers.

FAMOUS EPITAPHS



Here rests in peace,
Poor Sophomore Sam;
He tried to neck
in a traffic jam.

Bold Delta pledge to educated Kappa senior: "Now that we're acquainted, how about just one little kiss?"
Senior: "No, thanks, I have no use for Scotchmen."



Sigma Nu to prospective pledge—
"And how are you fixed for finances?"
Prospective pledge—Oh, my old man's a bootlegger.
Pres.—Consider yourself as being pledged.

As this Emerald goes to press we regret to announce that the Kappa Sligs are no longer taking in boarders.

Emerald Much Change Since Initial Issue 1900

(Continued from Page One)

last year. For the benefit of those who know nothing about printing or its allied arts, a "point" is a unit by which type is measured. It is equivalent to 1-72 inch. Hence 8-point type is approximately 1-9 inch high. The Emerald, however, sets its 8-point material on 10-point linotype slugs, which means that a line is actually 10 points high. The extra two points results in a greater spacing between lines, thereby making the paper easier to read.

The new type differs from the old chiefly in that it has a blacker face; in other words, the lines of the letters are heavier and stand out better against the white page.

The Emerald had its beginning in the Oregon Weekly, a four-column, four-page campus weekly which was first published here in 1900. This paper resembled a magazine more than a newspaper, with some of the front-page stories occupying several columns and headlines which deserved the name of titles.

A big advance was made in 1909, when the weekly became a semi-weekly and changed its name to the Oregon Emerald. It might be said here that the name "Emerald" came from one of Joaquin Miller's poems, in which he referred to Oregon as the "emerald state." The new paper was issued on Wednesday and Saturday. It was far less amateurish in appearance than its predecessor. The page was made the same length as that used by the Emerald last year, and another column was added. The headlines were also improved, and new features were added, such as editorials, a communications column, a calendar of university events, and a campus bulletin.

In 1912 a journalism course was started on the campus, and with it came a tri-weekly Emerald, issued on Tuesday, Thursday and Saturday. Another column was added, making a total of six.

The year 1920 saw a still greater advance in the progress of the Emerald, for it was in this year that it became a daily, issued every day except Sunday and Monday. An entirely new idea was introduced in 1922, when a Sunday edition was added to the paper, which now had seven columns. This edition was the only one of its kind in the country. It contained little news, but a great deal of features, essays, poetry and humor.

The Sunday edition was discontinued after 1924, and the paper was published as at present, five days a week. In 1928 two more forward steps were made with the installation of United Press Service and a new Goss Comet Web press, capable of printing 3,300 six- or eight-page papers per hour.

For Freshman Readers Only

FRESHMEN are ever being confronted with advice. Their entrance into collegiate halls is to them a big point in their lives and no one is more eager to learn of their college than they.

All is strange and they look to their upperclass acquaintances for advice. It is as such that we speak to the class of 1933.

The leap from secondary to higher education is sometimes wider than the newcomers anticipate and in the first few months of their college courses many flounder about, trying to adjust their lives to new standards of study and activity. Yet, if the freshman will bear in mind the necessity of a serious approach to many of his collegiate obligations, while being well able to relax and play when the time comes, his problems will appear far simpler.

The university provides both studies and activities for the students. The freshman has both for the asking. It is up to him to know when he has had his fill of one or the other and not overeat of their benefits. Either can be carried too far. He can make college a gorge of the staple foods of study or else malnourish himself with the desserts of activities. If he mixes conscientiousness with relaxation in the right proportions he will succeed.

Looking to Roget's for authority, we find that the incoming freshman class may be the "best" after all. "Best," says the savant, means "perfect." "Perfect," we find, may be taken to mean "uninjured." Ergo, the frosh are "best" until next Saturday.

CAMPUS BULLETIN

Oregana staff meets today at 104 Journalism. Very important.

Y. W. C. A. vesper choir try-outs Wednesday and Thursday afternoons from 4 to 5 o'clock at bungalow. Everyone interested turn out.

Philomelite play group meets at Y. W. C. A. bungalow Sunday at 5 o'clock for tea.

Master dancing group and any others interested will meet at 8 tonight in the dancing room of the Gerlinger building.

Registration did not seem quite such a maze this year as it did when we were freshmen. Maybe it did to the frosh though.

Sophomore pledging is bound to come. After guiding a few rushees through registration and rush week, it can't come too soon to suit us.

Today's simile: As useless as Friday dates on rush week.

It is possible to cross Thirteenth avenue safely now that all those shiny rush week cars have so mysteriously vanished.

This is the week that that good-looking rushee we pledged begins to look seedy and hickish and his manners in need of polishing.

The Collegiate Pulse

WRITING HOME

ENTRANCE into the University is a big event in the life of any freshman but in most cases the event is one of no less importance to folks at home. Parents are as apt to get homesick as their children who are away from home for the first time. At any rate they are intensely interested in what their freshman offspring

are doing and how they are faring in their new environment. Many of them will be down often for visits. Others will not be able to do so.

But whether near or far, parents should not be left out of the University activities. No news is bad news for parents with children away from home.—Daily Kansan.

To the hundreds of Freshmen

We offer our sincere

Congratulations

UPON YOUR HAVING SELECTED THE UNIVERSITY OF OREGON AS YOUR EDUCATIONAL INSTITUTION. WE WELCOME YOU TO EUGENE AND THE ACTIVITIES OF THIS CHARMING CITY.

To our hundreds of friends among the upper classmen we are most happy to renew the friendships and pleasant associations of the past.

Brief Directory

Basement
Gift Store
Glassware
Housewares
Rookwood Pottery
Electrical Goods
Luggage
Pictures
Toys

First Floor
The Man's Shop
Women's Hosiery
Toiletry
Neckwear, Jewelry
Yard Goods
Domestics
Patterns, Shoes
Books, Stationery

Balcony
Lunch Room
Beauty Parlors
Accommodation Desk
Postal Sub-Station

Second Floor
Women's and Misses' Coats, Suits, Dresses, Blouses, Sweaters, Millinery, Lingerie, Corsets.
Art Needle
Drapery
Girls' Section

Third Floor
Columbia, Victor and Brunswick Records
Majestic, Victor, Radiola Radios
Mason Hamlin, Chickering and 9 other makes of Pianos
Sheet Music
Auditorium

Frankly stated, we have tried to have ready for you in this store the kind of merchandise that you want—the kind that will give you that degree of satisfaction that makes you feel that your money spent has returned you full value—To that end we offer you—

Only First Quality Standard Merchandise on which the maker can place his name and which we can conscientiously offer to you.

TO YOU WE ALSO EXTEND

The privilege of a Charge Account—the Ten-Payment Budget Buying Plan. Superior Assortment—Newest Fashions.