

Oregon Daily Emerald
University of Oregon, Eugene

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Publicity "Hounds"

THEY come in cycles, like crime waves—these publicity "hounds"—and like the crime waves they sweep everything before them, leaving the newspaper offices a mass of smoking ruins and murderous scenes.

All college editors know them. U. C. L. A.'s Daily Bruin mirrored their existence by editorials. Stanford stated that they, too, were infested with them. Other schools have the malady, but probably each editor keeps "pests" under his hat.

Here is a verb picture of a "space grabber" in action:
"What's the idea of shoving our story down on the bottom of page three? And you stuck that debate on page one! You haven't given us ANY publicity. . . . Get wise to yourself, the campus is interested in our stuff. . . . You gave a top head to the Tempus Fugit club yesterday and they don't rate worth a damn compared to ours."

Or perhaps the complainant is a professor who wants his lecture on the "Social Life of the Newt" printed verbatim, a sweet young thing who demands attention to her pet "cause," or the campus politician who is irate over the printing of his rival's picture. Man, woman, and child, the Daily Bruin puts it, they never fail to put the innocent journalist right on the principles and ethics of his profession.
Bruce Barton once said, "My father told me once that whenever a parishioner criticized a sermon of his, which did not happen very often, he would answer, 'I'm glad to get suggestions, but when it comes to deciding what is a good sermon I ought to know better about it than you do. And if I don't know more than you do about it I ought to get out.'"
"And the pitiful part is that the suffering journalist can do nothing to remedy the situation," says the Bruin. "No amount of colossal effort is able to turn the university public to anything resembling a sane view." When a person is engaged in an activity it assumes giant proportions and no amount of calm explaining by newspaper men can alter the perspective.

Publicity "hounds," like Matthew's biblically-famous poor, we have with us always. "So with the patience of Job, the tongue of a Munchausen, and the outlook of a cynic, the newspaper man must bear things as they are—with his only hope that some day the suffering will be rewarded."

Braille Library Started

IN the starting of a collection of Braille books for the benefit of blind students attending this institution, the University of Oregon library is taking a worthy step toward furnishing facilities for higher education for those who are deprived of their sight. There are at present eight blind students attending the University, and it is quite possible that more would come if the library of Braille books were enlarged. The state blind school at Salem furnishes the equivalent of a secondary education, but graduates who wish to go further are faced with a handicap because of the lack of books. The library recently received a check from an interested friend to be used in purchasing Braille books, and other contributions are invited. The junior class should consider the fund when looking for suitable places to spend the cash to be derived from Shine Day. After all, charity begins at home.

Disarmament

FOUR thousand tons of powder, enough lipstick to reach from Chicago to Los Angeles via San Francisco, 52,500 tons of cleansing cream, 26,250 tons of skin lotion, 19,109 tons of complexion soap, 17,500 tons of nourishing cream, 8,750 tons of foundation cream, 6,562 tons of bath powder and 2,375 tons of rouge. Result: the glorified American girl.
Those dainty figures convey in a small way what it costs for men to be able to see cherry-bliss cheeks and cupid's-bow lips on the opposite sex. The cosmetics industry is growing—its votaries can toss off statistics with the fluency of a subdivision realtor.
With only 16 square feet of skin to be dissatis-

fied with, the average American woman, collectively speaking, spends two billion dollars yearly to fix over her "weapons." The disarmament conference over in Europe might well start at home.

Divorces Are Interesting

THE number of University students attending a down-town court in hope of hearing spicy details in a divorce suit has called for special comment by Eugene papers. And it has been suggested that the very persons who would frown on lurid passages in books or intimate details in painting or sculpture are greatly interested in just such episodes as the case may bring to light.

It would be interesting also to count the number of persons who so willingly defend the printed word and suggestive portrait because, as they say, it is art. If it is art alone, then their attendance would lead the skeptic to suppose other attractions go hand in hand.

But there is little use of claiming that the questioned interest is peculiar to any age or generation. Men and women have always been interested in those parts of the lives of men and women which are private unto themselves. And whether the world wags its head or not, the world wags along.

A Russian movie critic holds that singers should be heard and not seen in the talkies. He says American stars mar pictures by their grimaces. Evolution of the cinema: 1910—See, but not hear stars. 1929—See and hear them. 1931-(?)—Hear, but not see actors. 1932-(?)—No hear—no see—no have.

The infirmary is full to its capacity and students are being turned away, a story in the Emerald yesterday stated. This is not a desirable condition and the Emerald hopes the University is not lagging in its campaign to find someone to donate \$40,000 so the proposed new infirmary can get under construction.

We see by a paper that the University of Nevada campus adopted a pet gila monster. Clever—why doesn't Oregon procure a friendly little water dog or some other denizen of wet climes?

Oreganized Dementia

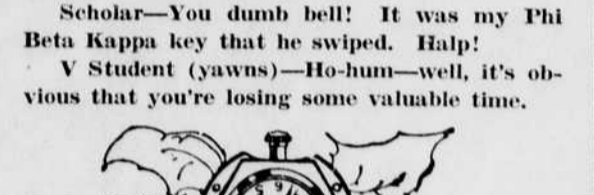
BE HONEST



The professor cleared his throat.
"Young man, your quiz grades are excellent, and you received a I in the final examination. Nevertheless, I ought to give you an F in my course."
"What's wrong, professor?"
"My grader tells me you are dishonest. He says that last ten-dollar bill you gave him was counterfeit."



Scholar—Hey, stop that guy!
V Student—What's wrong?
Scholar—He stole my key!
V Student—Is that all?
Scholar—No, my watch too. An eighty-dollar Elgin!
V Student—That's too bad. How will you get into your house now?
Scholar—You dumb bell! It was my Phi Beta Kappa key that he swiped. Halp!
V Student (yawns)—Ho-hum—well, it's obvious that you're losing some valuable time.



"Did you hear about the mean man who sent his girl a picture of the Statue of Liberty instead of a valentine?"
"What was the idea?"
"He wanted to make her jealous."
"What th'—How's that?"
"Oh, she knows that he used to live in New York."

AND THEN THE JUDGE LIT ON HIM
"Have you ever rode in that fellah's car?"
"No, have you?"
"Yeah—we had a wreck."
"How'd it happen?"
"I ran into him on a curve."
"Say, are you crazy? I thought you said you were riding with him."



"Correct—I was later. He gave me a ride to the jug. He's a copy."
"Oh, I see. You were to blame for the wreck."
"I didn't think so."
"Couldn't you prove it?"
"No, he had the judge riding with him too."
"Well, what of it?"
"The judge had his eyes shut."
"Oh—scared, eh?"
"No, unconscious. My car lit on him when he jumped."

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Adults 25c Kiddies 10c
SUN.—MON.—TUES.
"The Idle Rich"

MAZDA LAMPS

Well-known Edison Mazda Lamps are always a safe investment. Why not save yourself a lot of time and trouble and "keep a box of spares in your house?" When a globe does burn out, then you'll be prepared to replace it immediately instead of groping about for a day or so until you have time to go over town. It's a handy habit.

Elkin's Electric

AUTOMOBILE Show

McArthur Court
U. of O.—EUGENE

All the new Automobiles, Trucks, some Airplanes, and other motor-allied lines will be shown.

VAUDEVILLE MUSIC
VARIETY ACTS
ADMISSION 25c

EUGENE AUTOMOBILE DEALERS ASS'N.

MARONI OLSEN PLAYERS
PRESENT
"The Makropoulos Secret"

Come to the Heilig on next Monday night and find out for yourself just what is the "Makropoulos Secret." You're bound to be surprised when you find what it is.

After seeing this play you'll want to see the next Moroni-Olsen play, coming in May; of course, you can get terms by arranging to buy both tickets now.

HEILIG THEATRE
PRICES 75c—\$2.00

GRILLE DANCE

Lee-Duke's Campus Band
Friday Night

LEE-DUKE'S CAFE
Phone 549 for Reservations

"T'is the Holiday of That Old Favorite St. Valentine!"

"Sez Sue"

Spring Clothes for Campus Wear

Are going to be, of course, very similar to those of last year, but with a few interesting differences. Suits are out with all their glory—tweed ones in pastel colors and darker shades—with entirely different kind of flare coats of different lengths. Jersey is a leader in the spring styles, and tucked-in sweaters and hip line skirts are of course an indispensable feature of the co-ed's wardrobe. Light print frocks with tweed and other wool coats are also smart.

From the Days of Egyptian Queens

The charm of bracelets has been unshaken in feminine hearts. Sparkling, clanking, linked bracelets are the present style. Stone set bracelets in silver or gold or enamel insets with wee twinkling stones may be had at Laraway's Jewelry Store. For informal or formal wear the college girl will like the beauty of these bracelets.

Still Time for Valentine Flowers

If you have neglected to get them before, or if it had slipped your mind that this is St. Valentine's Day, and that flowers are the most delightful remembrances that you could give. At Raups Floral Shop on Willamette, phone 616, there are all kinds of appropriate valentine flowers.

New Type Informal Fills Many a Need

In Miss Co-Ed's wardrobe; not only may the princess line dress with its long hemline be used for dances, but for dinners, teas, receptions, and other functions that College calls for. At the Co-ed Shop on Willamette, the house of youth, you will find many good-looking frocks that you will like.

Dress of Dresses for The Dance of Dances

Must be very carefully selected, and must be of the most distinctive style to really fill the requirements. Perhaps it will be red georgette with long flowing lines that will give you a lovely grace, or perhaps it will be blue or green, but no matter, it will be just the kind that will enhance your beauty. So try Della Borins Dress Shop on East Broadway for just that kind of a frock.

If We Must, Let's Have Good-Looking Glasses!

Cry the co-ed as she thinks of putting on the good old specs to save her eyes and to incidentally keep away the little lines from around her eyes. At Dr. Ella Meade's, 14 8th West, there is a good selection of frames that will suit you and that can be worn on all occasions.

Oh, I Say! A New Hat? But, No . . .

It's just the old spring hat cleaned and reblocked by hand by the U of O Co-Ed shop next to the College Side. And you'd be surprised to see the good old hat coming out just like a new creation even though it had been worn a lot.

To Bed, to Bed, in a Pair of New P. J.'s

And why not? When they are so clever-looking and so moderately priced down at McMorrin and Washburne's. You know they are these clever tuck-in cotton print pajamas that are so practical for the college girl because they wear so long and are so easy to launder.

The Luxury of Smart Sheerness

Was at one time only for ye rich, but in this day and age there are durable and attractive hose for such a little that the co-ed now may have a good supply of the best of looking hosiery. At Kafoury's Department Store in West Broadway you can find hose for only \$1.48, and they are the kind that you will like.