

Oregon Daily Emerald  
University of Oregon, Eugene

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That People May Know . . .

BLAME for some of the over-emphasis of sports  
in college was placed on the press and the  
publicity agent at the national convention of the  
American College Publicity association in New  
York.

While 128 out of 150 college presidents state  
emphatically that intercollegiate athletics was  
over-emphasized, a number took the view that when  
academic and scientific achievement get their  
proper place in the press, the emphasis on college  
athletics will disappear.

Especially did these scions of the press agree  
that suppression of news, even when it is undesirable  
from the standpoint of the college, was a  
ticklish matter. The newspaper man can have no  
quarrel with the school publicity man if he does  
not strive to dig up, to originate the undesirable,  
but the latter should submit when it "breaks" or  
arises. It would be wiser for all concerned for the  
publicity man in this case to lay all the facts before  
the school authorities and urge straightforward  
dealing with the press.

At times occasions arise which would best be  
kept out of the papers. In such cases most respon-  
sible newspapers may be counted upon for fullest  
co-operation with the faculty of the school in what-  
ever decision may be reached after deliberation.  
Situations where "censorship" is claimed by one  
side or the other are undesirable and should not  
arise.

The American public does not understand the  
colleges of today. Their ideas are gained from the  
caricatures in the movies and papers. The adjective  
"collegiate" carries a meaning formed from  
concepts built up from these sources and is a mis-  
understanding of the rank and file of American  
college students.

When the American public is educated to a  
point where it is as interested in academic progress  
as athletic prowess, then the papers may be ex-  
pected to carry as many column inches of one as  
the other. Until then the condition of "over-  
emphasis" charged by college presidents is likely  
to prevail.

College Castes

WITH the world's eye once more turned to  
turbulent India, the civilized world becomes  
once more conscious of the unfairness of the wide-  
spread caste system in vogue in the Asiatic country.

No less organized on a caste system is the av-  
erage American college campus—a system which  
might also be compared to the feudal fief of old  
days of chivalry.

First we have the royalty—the athletes. They  
are untouchable in their regality; the faculty, some  
consciously, some unwillingly, bow down. Highest  
in their feudal estate—their Greek-letter domicile—  
they are above criticism and are to be looked up to.  
Their sweaters are open sesame at dinners where  
common wights must don coats.

Next we have the nobility—the activity men.  
They form a select circle whose machinations run  
the student body machine. They are few and their  
"handshaking" tactics effective and most used  
within their own coterie. Probably they embrace  
a small slice of the student body which takes an  
interest in what the students are doing. They rep-  
resent the "upper crust" and their war cry is "get  
that appointment."

And we have the fashion plates—the social lions,  
the "yes" man of the courts, who bask in the col-  
legiate warmth of social approval because of pa-  
rental gold. His sport roadster helps him be  
haughty and arrogant, but beneath it all he knows  
his place is one social scale below the activity man.

Here we have the royalty, the nobility, and the  
fashionable gentry. Below them lie the fifty per-  
cent or more who fatten out the normal curve, the  
men who work their way through school, the plod-  
ders, the flunkers, and the good-hearted, yet in-  
effective fellows who do nothing. They may be  
likened somewhat to the serfs of our college feudal-  
ism—their individual existence of little note or con-  
cern, but their existence as a body vital to the  
feudal state.

And ever are these feudal lines of demarcation  
drawn. The man stays within his own caste circle  
throughout his four years of college. Occasionally  
a spurt of ambition may raise one from one non-  
competing group to another, but as many fall back  
again, as the trout into the stream after leaping

for a fly, without gaining the next higher rung.  
Little avails it for the fraternity to push its men  
of the serf class. Sooner or later their true color  
comes to the top and they shed any reflected glory  
their house's name may lend.

They pass out into life on the self-same social  
planes. Yet this is called in books a democracy.

"This is the fifth and last of a series of edi-  
torials composed by candidates for the position  
of editor for next year. They are written  
merely as a chance for the candidates to try  
their hand at interpretive writing and do not  
represent the opinion of the paper.

Vodvil Effervescence

FOR the student paper on the campus of one  
university to criticize the action of the admin-  
istration of another university is a practise that  
may often bring about possible remedies; but for  
such a paper to make its criticism without any  
proper justification is a practise that calls for cor-  
rection at its inception.

The University of Washington Daily recently  
carried an editorial in which it attempted to place  
in ridicule the dean of men and the dean of women  
at the University of Oregon for clamping down on  
the 1930 Junior Vodvil. It claimed that the Oregon  
deans were particular in abiding by definitions in  
the dictionary, pointing out that the officials here  
opposed the show because it failed to comply with  
the definition of "vaudeville."

We would have the Washingtonians understand  
that the Junior Vodvil here was dropped not be-  
cause it failed to meet the minute elements in the  
definition of the word "vaudeville," but because the  
students in charge of the vodvil, in following out  
the continuity idea, violated an agreement made  
with the Oregon deans. (We are not attempting  
here to point the relative merits of the ruve idea  
as against the true vaudeville plan.)

Hence, we are tempted to take issue with the  
Washington Daily on this matter because they criti-  
cized the Oregon officials without the proper jus-  
tification. The editorial of the Seattle paper stressed  
a point that was not considered in any large de-  
gree, and it failed to criticize on the main question  
involved. It hit upon the definition idea, when it  
should have discussed the proposition of using the  
continuity idea.

While the Washington Daily may be "glad that  
the Washington faculty is not too finicky about  
definitions," we at Oregon can be glad that we do  
not have to offer criticisms unjustifiably.—H. T.

Rhodes Scholars

INVOLVING a new system of selecting Rhodes  
scholars from the United States to attend Ox-  
ford for three years, administrators of the Rhodes  
will recently took a step which they expect to im-  
prove the excellence of the American students sent  
over to England.

Instead of two from every state being taken  
each two out of three years, the nation will be  
divided up into districts of six states and four  
picked from each district for the high honor. In  
addition to affording an opportunity to select bet-  
ter students, the plan also maintains the number  
of Rhodes scholars at the same numerical level.

Criticism of such a redistribution of students  
over a larger area has come in from many quar-  
ters, especially arguing that the new move puts  
smaller and more sparsely populated states at a  
disadvantage.

At the same time it raises the general level of  
the students sent over each year because under the  
old method a state, whether its educational level  
was high or low, sent out its emissaries every two  
years out of three. Now the poor schools will stand  
little chance of sending their students to Rhodes  
and only the best institutions in the districts of six  
states will rate.

With a much greater area to select from, Ox-  
ford should be able to pick the cream of American  
colleges each year to cross the Atlantic and study  
in England. For the United States to complain  
of the new status of selecting candidates seems  
niggardly. If England were trying to sow the seeds  
of continentalism by giving Americans an English  
education, it would seem that their original plan  
would have been the better.

The gents who held the Germans at Verdun have  
sons who are now occupying the aisle seats in our  
econ class.

Maryland Institute is teaching whistling now.  
At least our house I. Q. slacker thinks so since he  
read in the paper that their art department was  
putting on a "show of Whistlers."

The statement that nobody loves a fat man is  
probably just as true about women.

Emerald golf hint: Don't pick up lost golf balls  
until they've stopped rolling.

Editorial Shavings

Now that the first television phone booth has  
been put into service, we soon will enter a new era  
of economy—the nickle date.—Indiana Daily Stu-  
dent.

The house of representatives urged an official  
study of the needs of the aged poor. In a few  
years we can give them plenty of data.—Daily Cali-  
fornian.

America has no great cathedrals, but you should  
see some of the modern bathrooms.—Washington  
State Evergreen.

The Thoughtful Freshman inquires the differ-  
ence between an esculator and an osculator.—Daily  
Kansan.

There was once a time when there were a lot  
more frills to girls' clothes. Anyhow, there are  
still a few pretty good thrills left.—The Pennsylvan-  
ian.

Girls are like final exams—they keep a fellow  
up all night worrying about them, and then ask  
the most foolish questions.—Daily Nebraskan.



These are great days for the  
Seers contribution box. During  
the past few days, exactly twenty-  
three ten-thousandths of one per-  
cent of the glorious 3,000 Web-  
foots have kicked through with  
specimens of wit and humor that  
so abound in this campus.



If we didn't believe in Art for  
Art's sake (that is, humor for  
humor's sake) and for that rea-  
son didn't refrain from degrad-  
ing the humor standards of this  
intellectual community by offer-  
ing a prize for best contribu-  
tions, we would probably be  
tempted to give the cement can-  
taloupe to the following because  
as anyone can see, it is a high-  
ly standardized piece of work:



—With whom did you go to that  
dance last night?  
2nd Blank—Dono.  
—Donnaw who?  
—Dono Her.

A close second, of course,  
would be this satirical wallop at  
Southern Oregon journalism:  
Seen in Lakeview paper:  
"MAN DEAD AS RESULT  
OF SUICIDE."  
He should have been more  
careful.

Then some bird named Red asks,  
"Will you please tell me is the  
Barnyard Bust" was a benefit  
dance for O. S. C.?"  
Gosh, Red, didn't you know that  
a paint-remover company promot-  
ed that dance to show up a city  
ordinance forbidding people from  
painting advertisements on the  
sidewalks?

And here's another long dis-  
connected sock at the eastern  
land of rolling hills of gleaming  
fields of golden, waving, beck-  
oning wheat:  
Think this over, girls! One of  
our very efficient profs recently

said that Paleolithic man dwells  
in America today. He mentioned  
their playground as being in  
Eastern Oregon, and their domi-  
cile the cave—. In selecting  
your boy friends, girls, be care-  
ful that you don't choose one of  
those Paleolithic cave men from  
around the vicinity of Pendleton.  
Yours for careful selection,  
—Cro-magnon.



BED TIME STORY  
"I'll do my studying in the morn-  
ing."

Wanted—That certain party  
who said he had turned down four-  
teen leap week dates and was ex-  
pecting more.

Sincerely yours,  
—The Contribution Box.

Do You Know?  
Two Hellig theatre tickets  
will be given as prizes for best  
contribution to this column this  
week. Place contributions in  
Seven Seers box in main libe-  
ry or in bulletin board of Journalism  
building.)

That the senate last week passed  
a bill authorizing reimbursement  
of \$764,143.75 spent by New York  
city on troops sent to defend  
Washington during the Civil war?  
—C. W. R.

That in the school years of  
1926-28 the University hired  
men to move 63,480 chairs?  
—R. T.

That the Washington hand press  
that is still in use at the Universi-  
ty press is 85 years old? It was  
the first printing press ever used  
in Oregon.

The Cornell Daily Sun is con-  
ducting an editorial competition  
for all freshman students.



Mortar Board ball tickets—on sale  
at the Co-op.

Alpha Gamma Delta announces  
the pledging of Arlene Crane.

Senior Leap week commit-  
ments today on the library steps  
at 12:45 for picture.

Try-outs for Master Dance group  
this evening at 8 o'clock in the  
dancing room, Gerlinger hall.

Beginning Speech students—must  
attend frosh men's debate against  
Linfield and the Burt Brown Bar-  
ker prize contest tonight.

Vice-president Extempore contest  
entries—will draw subjects this  
afternoon four hours before sched-  
uled speaking time.

All honor students—must call at  
Dr. Boyer's office in Villard some

afternoon before Friday. This is  
absolutely necessary.

Theta Omega announces the  
pledging of Elinor Morton of Port-  
land.

Seniors, Notice—Order commence-  
ment announcements, caps and  
gowns, and souvenirs at the Co-op  
before Saturday, April 26.

PLEDGING ANNOUNCEMENTS  
Theta Chi announces the pledg-  
ing of Bill Schumate of Bandon,  
Oregon.

ANNIVERSARY  
SALE  
ALL THIS WEEK  
at  
The Broadway  
Inc.

30 East Broadway  
TAILORED SUITS  
SPRING COATS  
KNITTED SUITS  
\$22.50 to \$25.00  
Values  
for  
16.00  
Tell us you read this ad in  
the Emerald

Fine All-Wool  
MADE  
to  
ORDER  
SUITS  
—and—

\$20<sup>2</sup>/<sub>3</sub> for  
COAT & PANTS

\$23<sup>5</sup>/<sub>0</sub> for  
FULL SUIT, TOPCOAT  
= PANTS \$7<sup>5</sup>/<sub>0</sub> =

Choose From  
300 Samples  
All One Price

Yes, sir! It's the one big  
surprise of the year. No-  
body ever expected such a  
thing to happen—but here it  
is, just the same.

Scotch  
WOOLEN MILLS  
UNIVERSITY  
TAILORS  
1128 Alder

Special Sale  
- on -  
Ruud Gas Water Heaters  
Tanks and Covers  
A liberal allowance for your tank heater if you purchase a Rund Autohot Storage Water Heater.  
Phone 28 and ask about our Special Offer  
Northwest Cities Gas Co.  
Phone 28 931 Oak St.

"DON'T SHOOT!"  
cried the willowy Winona  
"And why not, my gal?" demanded Wellington Threaves, thrusting his classic chin against her heaving bosom.  
"Because," replied Winona, "you will not be annoyed at bridge by his huskiness any longer. He has promised that, if spared, he will change to OLD GOLDS, made from queen-leaf tobacco. Not a throat scratch in a trillion."  
OLD GOLD  
FASTEST GROWING CIGARETTE IN HISTORY... NOT A COUGH IN A CARLOAD  
On your Radio... OLD GOLD—PAUL WHITEMAN HOUR. Paul Whiteman and complete orchestra... every Tuesday, 9 to 10 P. M., Eastern Standard Time