

# Oregon Emerald

University of Oregon, Eugene

Vinton Hall, Editor  
Willis Dunaway, Managing Editor

Anton Peterson, Manager  
Rex Tuning—Associate Editor  
Dave Wilson, Lois Nelson, Harry Van Dine—Editorial Writers

UPPER NEWS STAFF  
Editorial Secretary: Mary Helen Corbett  
Assistant: Lillian Rankin  
Barney Miller, Features  
Phil Cogswell, Sports  
Carol Hurlburt, Society  
Lester McDonald, Literary  
Warner Guiss, Chief Night Editor

NEWS STAFF  
Reporters: Lois Nelson, Merlin Blais, Betty Anne Macduff, Roy Sheedy, Ted Montgomery, Jessie Steele, Isabelle Crowell, Jack Bellinger, Betty Davis, Helen Cherry, Virginia Wentz, Jim Brooke, Joan Cox, Kenneth Fitzgerald, Madeline Gilbert, Dupuis, Beverly Caverhill, Frances Johnston, Ned Mars, Oscar Manger, Carl Thompson.  
Night Staff: Friday—Elinor Henry, Harold Birkenshaw, Joseph Saslavsky, Fred Fricke.  
Day Editors: Thornton Gale, Lenore Ely, Thornton Shaw.  
Sports Staff: Vincent Gates, Ed Goodnow, Bruce Hamby, Ervin Laurence, Esther Hayden.  
Radio Staff: Art Potwin, director; Carol Hurlburt, secretary; Dave Eyre, reporter.

BUSINESS STAFF  
Harry Tonkon, Associate Manager  
Jack Gregg, Advertising Manager  
Larry Jackson, Foreign Advertising  
Ken Siegrist, Circulation Manager  
Ned Mars, Copy Manager  
Marlin Allen, Asst. Copy Manager  
Mac Mulchay, Asst. Foreign Adv. Mgr.  
Edith Peterson, Financial Adm.  
John Falnton, Office Manager  
Dorothy Hughes, Classified Advertising Manager  
Harriette Hofmann, Sec. Sue  
Betty Carpenter, Women's Specialties  
Kathryn Laughridge, Asst. Sec. Sue  
Carol Werschkul, Executive Secretary  
Larry Day, Asst. Circulation Manager  
Bob Goodrich, Service Manager  
Marie Nelson, Checking Department  
John Hughes, Classified Advertising Manager

Copy Department: Beth Salway, Mirtle Kerns, George Sanford.  
Copy Assistants: Joan Allynau, Viola Morgan.  
Office Records: Louise Barclay.  
Day Assistants: Marjorie Bass, Evangeline Miller, Jean McCroskey, Jane Cook, Virginia Frost, Rosalie Cammons, Virginia Smith, Ruth Durland, Mary Lou Patrick, Carolyn Trimble.  
Production Assistants: Gwendolyn Wheeler, Marjorie Painton, Marian McCroskey, George Turner, Katherine Frenzler.  
Advertising Solicitors: Bill Barker, Dick Goebel, Victor Kaufman, George Branstator, Betty Zimmerman, Anton Bush.

## Joe Jumped a Puddle

JOE HICKLE sprang from his bed on a rain-drizzled sleeping porch, nabbed a snack of toast, slapped on his four-inch green felt hat, dashed through mud puddles under a sweeping down-pour and reached his 8 o'clock lit. class just as the professor was calling the roll.

Toast gone, feet wet, and fag in hand, Joe wandered across gravel and puddle bedecked paths to his 10 o'clock. A cool breeze fanned his feet. He imagined how nice it would feel on a warm day. Still, every draft cannot be checked in loosely partitioned buildings.

An ache pounding at the door of one's temple prompts a feeling of dissatisfaction at the thought of attending the next class. Joe procrastinated. Soon he routed the idea and started. His feet were soaked, and what difference did a few more puddles make? The dry lecture in his 11 o'clock was almost too much to endure. It seemed to last three hours. Finally that bit of educational procedure was concluded.

Joe trudged home, getting even with the world by splashing water on passing students. That was easy to do—tiny lakes were anything but scarce. A heavy noon meal of a spoonful of beans and a glass of milk did little to change his attitude toward life. Rather, before the completion of lunch, Joe's head felt like a stadium for a night football game—his face grew feverish and pale.

After a discussion of the prevalent cases of colds on the campus, Joe headed for the dispensary. He wondered—maybe this was a game of "Obstacles" when he attempted to evade a formidable pond at the doorstep of the University medical headquarters.

Greeting him was a room full of students. Some had long, sour faces—some were pale and irritable—others had red noses. As he sat waiting for a diagnosis he could remember no arguments for higher education. Twenty minutes was all Joe waited for the doctor.

"Nothing but a common head cold," was the physician's report. "The infirmary is full, but get this medicine at the window."

Joe jumped the mud puddle from the dispensary step, placed his green lid carefully on his head and wearily headed for home. He found a haven in his unmade bed on the rain-drizzled porch.

## When the State Failed

THE move of the house managers' association recently in appointing a special committee to assist in legislation exempting them from taxation serves a double purpose.

It concentrates authority and responsibility in a qualified group of men. At the same time it keeps the request in an orderly form. General popular resentment against being taxed for local projects, such as grade schools, in which the students have no interest, is no fit instrument for impressing the legislature.

Whatever may be said for or against the fraternity system, it is certain that if it had not been for the houses which societies built, the University would be sadly handicapped. It is well to remember that until three years ago only 90 men of 1500 could live in the men's dormitory. Women's dormitories have been almost equally restricted. When fraternities and sororities took up the burden the state could not carry, they took that burden which dormitories do not carry—taxation.

## A Tradition To Live

A ROUND that oldest of Oregon traditions, Junior Week-end, have gathered several other tested customs that contribute to make that occasion one of the most glamorous and eventful for the students in the entire year. Where the green lid tradition for freshmen was considered objectionable because it had failed to keep pace with the growing needs of the University, it is to be noted that practically all the undesirable features attached to Junior Week-end have been weeded out in the development of University and student life.

To take the place of the bloody flag-pole rushes on Junior Day has come the colorful Canoe Fete, the campus luncheon, Junior Prom, and Mother's Day. Each of these new traditional events adds to the general appeal of the week-end activities, and helps to make the occasion one long to be remembered by the students and the visiting mothers.

The whole history of the evolution of Junior Week-end should be studied carefully by the would-be makers of new traditions, and those in whose power it lies to destroy old customs. The story of this event tells the tragedy of traditions founded upon class animosities and jealousies—and it also relates the gradual growth of other traditions through the process of elimination of bad and the addition of good features.

Traditions of this sort enhance University life, and enliven memories of undergraduate days.

# The WETFOOT

"All the News That's Foot To Print"

"HAVE YOU A LITTLE CUCKOO CLOCK IN YOUR HOME?" AND OTHER QUERIES CONDUCTIVE TO THE BEGINNING OF AN UPLIFTING CONVERSATION. SPEAKING OF CLOCKS, LITTLE ALEC COMES IN WITH THE SPARKLING INSPIRATION TO GET RICH QUICK. HE SAYS THAT HE'S GOING TO PERFECT A CLOCK THAT WILL BE SUCH THAT WHEN THE PERSON DIES THEY CAN USE IT FOR A COFFIN. WE MIGHT SUGGEST THAT HE PUT A SOAP RACK IN IT SO IT CAN BE INVERTED AND USED FOR A BATH-TUB ON EVERY SATURDAY NIGHT. PEOPLE UP AROUND EASTERN OREGON COULD ALSO USE IT FOR A HOG TROUGH EVERY MORNING AND AFTERNOON.

### EPITAPH

He tattled to our girl,  
Aurelius Ham McHocks;  
He said when we retired  
We wore our woolen socks.

And while we're on that subject,  
Vince Dolp comes up with the sage statement that a hole in one is better than two in the sock.

AND NOW, JUDGING FROM THE RECENT SHOWERS, THAT THE FAMOUS EUGENE INDIAN SUMMER HAS SET IN, WE MIGHT SUGGEST THAT THE MEMBERS OF THE FOOTBALL TEAM MAKE A LITTLE EXTRA MONEY SELLING THEIR OLD SHOES TO FLOOD- FEARFUL STUDENTS AND FACULTY MEMBERS WHO ARE WITHOUT CANOES OR WATER WINGS.

Today we saw a sight that made the Emily Post in us curdle. We saw a blushing student (a freshman, probably) escorting the young lady friend up the street and holding an umbrella over her to protect her permanent from the dampened elements.

AND, BY THE WAY, COULD SOMEONE TELL US WHAT SALARY A FIRST-RATE UNDERTAKER GETS?

denunciations this week, there is still hope. Ah, yes, you guessed it. There will be another Emerald contest program over the radio this Sunday.

Did you get that, W-103?



### THE CYNIC

Winter showers, so poets say,  
Make summer flowers the best.  
But all that winter showers give us,  
Is a terrible cold in the chest.

Fair weather due for overhead,  
You brightly, sprightly say.  
"Yes," we reply, "but then so few  
Of us mortals got that way."

"Gee, this is lovely cake," you say,  
"I c'd eat it by the case."  
To which I say, "Look out, young girl,  
For pimples on the face."

"The world improves by leaps and bounds,  
To an ideal life ahead."  
"What's that to us?" I quickly snap,  
"By then we'll all be dead."

And why this doleful view of life?  
You think we're slightly off?  
By doing this we'll quickly be  
A college English prof.

AND, BY THE WAY, COULD SOMEONE TELL US WHAT SALARY A FIRST-RATE UNDERTAKER GETS?

### ELECTIONS WILL CLOSE OREGON PRESS MEETING

(Continued from Page One)

yesterday morning. Dr. Moley is one of the outstanding authorities on this subject in the country, having headed more than 20 searching surveys on criminal administration.

Newspaper men are realists and educational leaders are fast adopting a realistic attitude toward the tangle of modern affairs, Dr. Moley declared. These two, standing shoulder to shoulder, can put unassailable facts before the public in such a way that it can pass wisely on its problems. Too many laws, fancies instead of facts regarding crime, and failure to regard social problems with common sense contribute to an aggravated crime problem, he pointed out.

Oregon editors were urged to associate themselves closely with the research division of the state's educational institutions in formulating their policies on many of the important social problems, by the social scientist. He appealed for calm observation and analysis of facts as the basis for minimizing social difficulties. Americans pass laws without stopping to think whether the public will be willing to pay the bill to have them actually enforced, he said, and therefore the laws become dead letters on the statute books.

Misunderstandings between the church and the press may be laid at the feet of the ministers just as much as the newspaper men, declared Dr. W. E. Norton, now of Portland, and formerly church editor for the Chicago Tribune. He has just published a book, "Church and Newspaper," which has attracted wide attention.

### Religion Has Appeal

Religion, like love, is universal, Dr. Norton said, and therefore has a legitimate appeal as news. Ministers, however, must learn to cooperate with the press and treat it with intelligence and discretion, while the newspaper must learn to treat the church in the same way. Chief among the problems in printing church news is the numerous sects with which the newspaper has to deal. However, Dr. Norton pointed out that all sects are interested in promoting

problems of human welfare, and on these can unite.

Features are to a newspaper what dessert is to dinner, stated W. H. Warren, Sunday editor of the Morning Oregonian. However, dinner can be served without dessert, but a good newspaper could never be published without its features, which its readers have come to demand as a consistent part of the publication. While syndicated features are important, the paper should intersperse these with a large number of local items, Mr. Warren believes. He found, on examination of the Oregon press, that state newspapers follow good judgment in general in selection of their features.

### Promotion Plan Needed

Every large newspaper should have a well-developed promotion plan, according to Charles L. Baum, promotion manager of the Oregon Journal, Portland. The promotion department corresponds to the advertising department of a store, he said, and not only should it advertise the paper, but should advertise and build up the community in which it exists.

Postal laws are made for the protection of the public, declared J. M. Jones, postmaster of Portland, who explained the intricacies of postal rates to the editors. He cautioned them especially against advertising lotteries.

The newspaper publishers were urged to keep an accurate check on their business, rather than allow shoddy methods to creep in, by M. C. Moore, newspaper broker of Beverly Hills, who stated that only in this way can they be sure of getting a good price for their paper in a sale, or that their property will be passed on in good shape to their heirs.

### Portland Accountant Talks

J. A. Bucknall, accountant of Portland, also stressed accurate methods of doing business, and he declared that such lax methods do exist in Oregon and must be cleared up if the newspaper profession is to operate on a consistent profit.

How to boost advertising linage in the non-metropolitan towns was described by Elmer B. Byrne, advertising manager of the Eugene Register-Guard, which is now the largest non-metropolitan paper in the state.

Dr. Richard P. Dillehunt, dean of the University medical school, was the principal speaker at the banquet held last night in the Osburn hotel, at which Dean Eric W. Allen, of the school of journalism, was toastmaster. Josephine Stofiel, Eugene, represented the students. H. E. Wilder, mayor of Eugene, extended greetings.

# CAMPUS CALENDAR

University of Washington women's debate team meets in room 3 of Friendly hall at 3 o'clock.

Hikers, attention! Meet at the Women's building at 1 o'clock this afternoon for jaunt to the top of Spencer's butte.

Arts and Crafts group of Philomelete will meet Sunday afternoon from 4 to 6 in 107 Architecture building. All interested please attend.

Prose and Poetry group of Philomelete will meet Sunday afternoon at 2:15 at 984 Patterson street. Members and others interested please be present.

Woman in Her Sphere group of Philomelete will meet next Sunday in the woman's lounge of Gerlinger hall from 5 to 6.

## A Decade Ago

Saturday, January 22, 1921

The gross sales of the Co-op for the quarter from October 1 to December 1 amounted to \$17,546.35, according to a report given by the stockholders.

Faculty members plan to raise a quota for helping students and professors of Austria and the Slavic countries who were affected by the war.

"All hope abandon ye who enter here." This is the edict from the Order of the O to the poor wanderer who by chance unwittingly steps into the varsity room at the men's gym. Punishment will be in the form of the usual paddling.

## PIONEER OREGONIAN EARNED \$25 A YEAR

(Continued from Page One)

San Francisco, published in 1850, in which postage rates for letters are listed as "40 cents any place in the United States and Oregon." The founder of the Oregonian, Thomas Dryer, is listed in the directory as city editor of an early paper there.

Albert Tozier's advent into the world caused a delay for an ox-team train, bound for Oregon on the Old Oregon Trail, in 1860. The party stopped at Nebraska. After the stop, the elder Tozier went back to fight in the Civil war, so

After the Dance or Show,  
WHERE SHALL WE GO?

SEYMOUR'S CAFE—OF COURSE  
10th and Willamette - - - - Near McDonald Theatre

See

THE NEW STANDARD

GENERAL ELECTRIC  
CLEANER

Step out with a smile  
at your saving

In the G-E cleaner are found  
so many features you'll wonder  
how it can be sold for

\$35.00

The New Standard Model has  
added suction, ruggedness,  
beauty at the old price.

Power's Furniture Co.  
11th Street and Willamette

Refreshments - - - - Good Music

Grille Dance--Lee Duke's Cafe

SATURDAY NIGHT ADMISSION \$1.00

Phone Reservations Early—549

that they did not reach Oregon until 1863. When he was eight years of age, Albert saw ground broken in Portland for the South-Pacific line.

For many years Mr. Tozier was publisher of the Oregon Farmer. Of late years he has made his home at Champog Park, where he has his valuable collection of early Oregon books, papers, and souvenirs.

He was one of the most popular visitors at the conference yesterday and exchanged greetings with many friends.

## Seals Sign Up Gabriel; Catcher Will Get Trial

Cecil Gabriel, former Webfoot baseball player, has been signed up by the San Francisco club of the Pacific Coast league, along with four other young recruits from the Northwest, an announcement from San Francisco stated yesterday.

## Jesse Bond Will Speak To Sunday School Class

"How Jesus Became Unorthodox," will be the subject for a talk by Jesse H. Bond, of the business ad school, Sunday morning at 10:15

when he addresses the adult Sunday school class at the Congregational church. The talk is one of a series being given by Mr. Bond on the general subject, "The Psychology of Jesus in the Light of His Probable Occupational Experiences."

## Special this week

Ipana Tooth Paste and Tooth Brush  
69c

35c Extol Mouth-wash and a 25c Tooth Paste  
25c

We now have Amc' and Andy's Famous Pepsodent Antiseptic in 25c—50c—\$1.00 sizes.

UNIVERSITY PHARMACY  
11th and Alder

## Matinee Dance

SATURDAY—3:30 to 5:30

35c

## COCOANUT GROVE

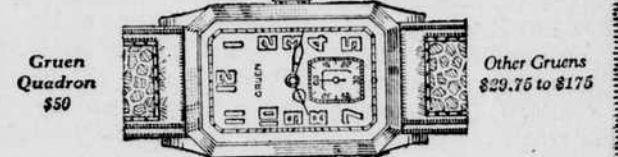
CARL COLLINS' MUSIC

Campus Clothes

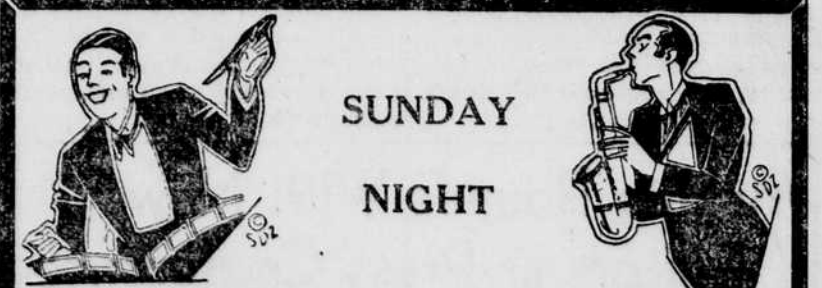


Top form...with a  
GRUEN on your wrist!

A watch can not make a champion, to be sure. But one of these smart Gruen sports watches will give you that confidence that comes with knowing your equipment is right... For sports and business you could choose no better watch than the Gruen Quadrant. Masculine beauty—full size, rectangular movement—larger and stronger parts—higher accuracy.



Seth Laraway



SUNDAY NIGHT

## Grille Dance

at

MIDWAY

with

Carl Collins Music

MAKE RESERVATIONS EARLY

Phone Springfield 194

**Classified Advertisements**  
Rates Payable in Advance  
20c first three lines; 5c every additional line. Minimum charge 20c. Contracts made by arrangement.  
Telephone 3300; local 214

**Found**  
GREEN PARKER fountain pen.  
Call at Emerald business office.

**Physicians**  
DALE AND SETHET  
Surgery, Radium, X-ray  
Miner Bldg. Phone 43

**Schools**  
Learn the Latest Collegiate  
Fox-Trots and Waltzes!  
MERRICK DANCE STUDIO  
861 Willamette Phone 3081

**For Rent**  
FURNISHED and unfurnished  
houses and apartments in University district. Robert Prescott Co. Phone 345.

GERALDINE JOHNSTON—Call for her Colonial theatre pass at the Emerald office today.

**Miscellaneous**  
EXTRA SPECIAL—Old dresses made new at Shoppe Petite. We please you in style, price, and special. 373 E. 15th.