

Oregon Emerald

University of Oregon, Eugene

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Our Signature Song

FEW periods in life are concluded with the satisfaction of knowing that each original aim has been successfully accomplished. Doubtless a few plans for the future will fade into oblivion and turn out to be hollow idealisms, but without new thoughts and unconventional ideas little progress could be anticipated.

This issue turns the second leaf of the three-page book of the 1930-31 Emerald administration. It concludes winter term publication. Each incoming editor surveys the field, glances about for opportunities to do his bit in bettering conditions around him, and lays the necessary foundation for accomplishing the ends called for in his plans. During the period of foundation-laying many of his blue-prints lose their poignancy—new facts are revealed, and they become invalid. These he discards and immediately begins search anew.

Why not allow things to run along as they are? This question is sometimes asked of him. Or, why be like the syndicalist, always seeking out the wrong? Because, he answers, it is the urge, inherent to those of the newspaper profession, to be among the makers of the world, and claim a share of the responsibility for social and political alterations. He feels it his duty to be a leader in the endless race for supremacy, whether it be among institutions, states or nations. He cares little to mould the thoughts of his fellow men—his duty is to provide solid ideas upon which they may ponder.

The Emerald has completed two terms of foundation-laying. During these few months it has not been dormant. Though there is always the likelihood of misinterpretation or the possibility of persons taking exception to subjects with which it has dealt, we feel that much solid advice has been presented through this editorial column. We are satisfied, not necessarily with the tangible accomplishments, but with a most appreciable general effect.

In such a message as this we cannot neglect the oft-told story. The Emerald's sincere cooperation is with the members of the associated students. It is owned by the students and maintains the sincere determination to support action taken by official bodies of the students and the University in so far as it is believed fair, worthy, and justifiable. The Emerald feels free to announce its conscientious opinions and plans which are believed to be for the betterment of the institution as a whole.

With this in mind a special editorial column will be run next term under a heading which definitely points out the aim of suggestions made. Here will appear pointed editorials meant for the best interests of the school. They will be built on the foundation constructed during the past two terms and convey the Emerald's sincere suggestions for progressive steps.

Examinations an Example

FINAL examinations follow this last issue of the Emerald for short winter term. There will be one week of examinations, one week of vacation, and one day of registration. Those two weeks and a day offer ample proof of a contention before stated in these columns. Registrations, examinations, and vacations take up too much time of the college year.

Each has a function in the University. The Emerald is no advocate of a plan for abolishing examinations or vacations; it does believe, however, that the matter is overdue. No golf professional, to borrow an example from the President's Pen, leaves so little time for practice of the game as the University leaves the student for study and lectures. No golf professional so frequently takes the club out of his pupil's hands and asks him to drive a ball without that club. The golf professional's first aim is to teach.

If the University is waiting for a more serious community of students who will study instead of "bone" during repeated "final" examinations, it is waiting in vain. "Quizzes" may instruct; "finals" do not. And while the University waits it may well be classed as a retailer of education, as interested in the wrappings and gift string of education as in the core of learning.

Spring Vegetables

To tone up your table . . . coming in . . . more plentifully . . . green peas . . . green string beans . . . asparagus . . . cucumbers . . . radishes and green onions . . .

Remember . . . we handle Johnson's Floor Wax and rent the electric polishers . . . by the day or half day . . .

UNDERWOOD AND ELLIOTT

13th at Patterson

Phone 95

The WETFOOT

"All the News That's Foot To Print"

Well, here we are on the last edition this term, alah be praised. If we had to keep this up much longer you'd probably see a large menacing man with a pretty blue cap sneaking up on us with a butterfly net as we were busily engaged in chewing the taps

off all the nearby fire hydrants. The one thing that we always like about winter term is that we have spring term to look forward to.

EPITAPH

We mangled Oscar Biddle, A despicable worm, Sez he, "Th' Emerald should

IF YOU GO PLACES AND HEAR THINGS...



Then you'll recognize the high merit of Ben Selvin's dance music, right off the baton. As exemplified in this latest Columbia release, for instance.

On one side of this great disc he has stamped the hit song of a hit Broadway revue, and has done so with a sprightly grace that's a real treat to the band-wise. And the reverse face holds a new ballad arrangement you'll fall for hard—and love it! Listen in at your Columbia dealer's . . .

Record No. 2331-D—10 inch—75c

WOULD YOU LIKE TO TAKE A WALK
(Sump'n Good'll Come from That)
(from "Sweet and Low")

Fox Trots
Ben Selvin and His Orchestra

HE'S NOT WORTH YOUR TEARS

Other New Dance Hits

Record No. 2390-D—10 inch—75c

HEARTACHES

IT MUST BE TRUE

Fox Trots . . . Guy Lombardo and His Royal Canadians

Record No. 2339-D—10 inch—75c

SUGAR BLUES

READIN', RITIN', RHYTHM

(from Paramount Picture "Heads Up")

Fox Trots . . . Clyde McCoy and His Orchestra

Columbia Records

MUST YOU WEAR YOUR MISTAKES?

Some girls—fortunate creatures!—can afford to give away their clothes mistakes or just leave them hanging in their closets.

But most of us have to wear for two seasons the suit that looked out of style the first week we had it on . . . or the dress that kept meeting itself everywhere it went!

Vogue can save you from such ghastly plights. Vogue stalks the Paris couturiers in the approved Sherlock Holmes manner. It dashes to the fashionable continental resorts and catches the new mode on the wing. It haunts the great New York shops . . . and you get the benefit!

Vogue can help you plan every detail of your wardrobe from a jaunty new coat to a pair of street shoes. It will help you look like a million dollars on a midget budget! How much for all this? . . . just two little runaway dollars pinned to the coupon below.

VOGUE . . . One of the Condé Nast Publications

10 Issues of VOGUE \$2

Special Introductory Offer to New Subscribers Only
VOGUE, Graybar Building, New York City.

Enclosed find \$2 for which send me TEN issues of Vogue. I am a new subscriber.

Enclosed find \$6 for one year's subscription to Vogue.

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Sign and mail the coupon now

Featured at the **Conde' Nast Publications University Co-op**

appear
Till the end of the term."

A CERTAIN THETA HAS REQUESTED THAT WE PUT SOMETHING IN THIS COLUMN ABOUT JACK BURKE AND JOE HUGHES KIDNAPPING OR ABSCONDING WITH TWO OF THE K. A. T. UPPERCLASSMEN, OR MAYBE IT WAS FRESHMEN.

Upon further investigation it appears that the two girls in question were speechless with either fright or anger and couldn't say a word.

Which all causes to wonder at finding two men who haven't had enough physical education that they must go about lifting dumb belles.

UNIVERSITAS TRAGEDIUS
A senior with a face like a punkin, And features ingrown and sunken, When asked why so blue, Says, "Sad but true, The trouble is that I'm flunkin'."

WETFOOT HALL OF FAME

Above we see Fletcher Udall, who, in addition to being the professional college comic, sings tenor and speaks Japanese pidgin. He says that he developed this lingo when some helpful soul told him that the Japanese pidgeon was the ideal mailman. Mr. Udall can usually be seen with his feet in hot water and a mustard plaster on his chest jollyng the nurses down around the infirmary. "An ideal place," he says, "to escape bill collectors." Fletcher is here snapped by our column photographer in characteristic pose. "Who was that lady I saw you with here in Eugene last night?" one of the Chi Psis has just asked him.

Fletcher is shown here coming right back at her with: "That was no lady here in Eugene, that was abroad."

WATCH THIS COLUMN SPRING TERM!! YOU MAY BE NEXT.

TO OUR READERS
Till the gamut of exams Has at last been run, May the good lord guard you And bless you, every one.

CAMPUS CALENDAR

Junior A. A. U. W. meets at 8 tonight at Westminster house. All women interested invited to come.

Gamma Alpha Chi meeting at 4 today in 104 Journalism.

Frosh Commission cabinet will meet at the Y. W. C. A. at 3 o'clock. It is very important that everyone be present.

Inter-Fraternity council meets today at 4 o'clock in Room 110, Johnson hall.

Christian Science organization meets tonight at 7:30 in the Y. W. C. A. bungalow.

Students Travel Far
In "grandfather's day" when a student was compelled to travel three or four miles each morning to reach school, it was believed that he faced a considerable handicap. Nowadays students travel 20 or 30 miles or further each morning to be present for 8 o'clock classes at the University of California at Los Angeles, and think little of it.

Another Term of 'Co-Op' Service

ANOTHER term of service has been rendered Oregon students by their own "Co-op" store . . . another term to be added to our record of over ten years' standing. We appreciate the patronage given us by Oregon students and will continue to serve you to the best of our ability.

BE sure to take a volume of "High-Hat" reading home with you over the vacation period. Many new titles have recently been added to this modern rent library. Special vacation prices enable you to rent a book for ten full days for only twenty-five cents.

the UNIVERSITY "CO-OP"

To You

The happiest vacation ever! If you are staying on the campus don't forget to eat at Gosser's Food Shop where you can get the best food for the least money. We'll be looking for you!

Gosser's Food Shop

550 13th East

Easter Sunday---

April 5th---

We will have the finest line of potted plants and cut flowers for this great occasion. There is no greater expression of your greetings than to "Say it with flowers," whether you want them delivered far or near.

OREGON FLORIST

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ON THE CAMPUS

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