

Oregon Daily Emerald

University of Oregon, Eugene

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The Oregon Daily Emerald, official student publication of the University of Oregon, Eugene, issued daily except Sunday and Monday during the college year. Entered in the postoffice at Eugene, Oregon, as second-class matter. Subscription rates, \$2.50 a year.

Member of the Major College Publications, represented by A. J. Norris Hill Co., 155 E. 42nd St., New York City; 123 W. Madison St., Chicago; 1004 East Ave., Seattle; 1206 Maple Ave., Los Angeles; Call Building, San Francisco.

FRIENDS IN NEED—

FEW students realize the extent of the work done during the past summer by the Associated Friends of the University, a group of Eugene business and professional men and alumni, which, with the assistance of organized living groups, carried on an all-summer promotional program in behalf of the University.

Last night the leaders of this group met to take inventory of the summer's work and the benefits accruing to the University as a result. And here are some of the results disclosed:

A total of 1400 personal letters was written to prospective students, describing Oregon's educational facilities and giving advice as to training in the professional schools and the liberal arts departments.

Four hundred and sixteen graduates of Oregon high schools were interviewed personally.

A splendidly edited newspaper, "The University of Oregon Times," was distributed to 10,000 high school graduates and to 5000 Oregon dads, mothers, and alumni, painting vividly the benefits of college training. The paper was amply illustrated with views of the Oregon campus.

Mimeographed letters were sent to 2000 Oregon dads, mothers and alumni.

One hundred and seventy-four University of Oregon students devoted part of their time during the summer to the task of interviewing high school graduates and advising them as to the benefits to be derived from further education.

An office was provided, furnished and maintained in Eugene throughout the summer as headquarters for the activity.

Even more to their credit was the manner in which the Associated Friends carried on their work. Everything was accomplished in dignified, straightforward fashion, far from the very start of their campaign they have scorned to employ unfair methods of recruiting and have refrained from presenting to prospective students any comparisons which would give the University an unfair advantage over other institutions of the state.

The following statement of policy, adopted by the Associated Friends early in July, was observed in spirit and in letter:

"The Associated Friends of the University make no misrepresentations of the cultural and professional fields of study offered at the University or at other Oregon institutions of higher learning. We have no desire nor intention to bring to the University any students whose educational inclinations and professional intentions would make their enrollment at the University inadvisable."

The Associated Friends have amply demonstrated that an active, aggressive recruiting campaign can be carried on without mid-slinding or misrepresentation.

It must be borne in mind, as we proceed to estimate the value of the work done this summer, that the University and all the other state-supported institutions of higher learning have gone through a peculiarly trying period of financial stringency, administrative discord, and political shuffling—and that, therefore, the success of the Friends' campaign is a triumph over obstacles of the most difficult sort.

We find that sophomore, junior, and senior classes in the University have all shown drops in registration in comparison with figures for last year. The freshman class, however, upon which the work of the Associated Friends was concentrated, is larger than it was last year. It is the foundation upon which will be built ever increasing first-year classes.

There is another measure of comparison by which

we can determine the value of the work done last summer. It is a comparison with our sister institution, the Oregon State college. The Emerald knows little about the recruiting methods used by the Corvallis institution, but that it was less effective than the plan used by the Associated Friends is evident.

Oregon State college, according to the most reliable reports obtainable, is at the present time running approximately 14 per cent behind last year's registration figures. The University has only a five per cent drop, a showing which must be attributed to a large extent to the work done by the Associated Friends. A fairly conservative estimate indicates that the final enrollment on the Eugene campus will be in the neighborhood of 2200 students, or only about 100 below the total figures for the fall term of 1932.

Thus analyzed, the remarkable record made by the Associated Friends of the University in their first year of activity is a splendid one.

Most satisfying of all, however, is the assurance that the constructive work started this summer will be continued and enlarged. A year-round program is in prospect, and an organization is to be perfected which will be a guaranty of steady growth and prosperity for the University of Oregon. These diligent workers for the University can not develop their program on the ambitious scale that they propose, however, without a full measure of support from the University itself. This the students must supply. And when the Associated Friends call upon the student body for assistance and backing, the Emerald hopes that every Oregon man and woman will leap to action and will work shoulder to shoulder with these true friends of education.

"AN AGGRESSOR NATION"

"AN aggressor nation is one using its troops on foreign soil."

Those are the words used by Franklin D. Roosevelt last spring when he offered his definition of an "aggressor nation" to all foreign powers.

Today thousands of labor union radicals in Havana are staging demonstrations against "United States imperialism," and Uncle Sam has sent battle-ships to the scene, prepared, if necessary, to land his troops on Cuban territory in order to protect American business interests on the island, particularly the large sugar holdings.

At the end of the Spanish-American war, the United States did not hasten to evacuate Cuba. At that time the Cubans were anxious to have the protecting hand of Uncle Sam hovering over them. The American troops only departed after Theodore Roosevelt had seen a Cuban constitution drawn up containing the Platt amendment, an alteration which was purely the work of the United States, but at the same time advocated by many Cubans. This amendment gives the United States undeniable right to intervene in such an emergency as exists today.

Previous to United States intervention in Haiti and Santo Domingo shortly before we entered the World war, foreign nations had intimated that they might intervene should the United States fail to do so.

It will be embarrassing to President Roosevelt if he is forced to land marines on Cuban soil, for it is certain that Japan and other nations will seize upon the action as evidence the president of the United States "thinks high and does low"—to use a phrase critics have employed in criticizing President Wilson.

It is true that the United States is intervening in Cuba purely to protect foreign investments, but better she than any other power. And already foreign nations, Spain among the foremost, have suggested that the United States adopt protective measures.

In spite of any embarrassment which the president may suffer, wise policy dictates intervention at the first moment that violent outbreaks threaten foreign lives and investments.

Contemporary Opinion

Deflation Hits Colleges

FEW American institutions have been hit harder by the depression than the educational system. And their woes are not only those which arise from a shortage of ready cash; they come from a dawning realization that the American college or university has, in too many cases, been off on the wrong track during the past decade. The depression has simply made this fact plain.

The editor of "The Chakett," the official organ of the Chi Phi fraternity, remarks that evidence of this is to be found in the sadly deflated condition of thousands of college graduates today. Looking back at the past few years, he indicts a whole college generation, in words that are worth considering.

Recalling the thousands of young men who went to college with no particular desire to get an education and won their degrees without ever really opening their eyes to the real problems of the day, he says:

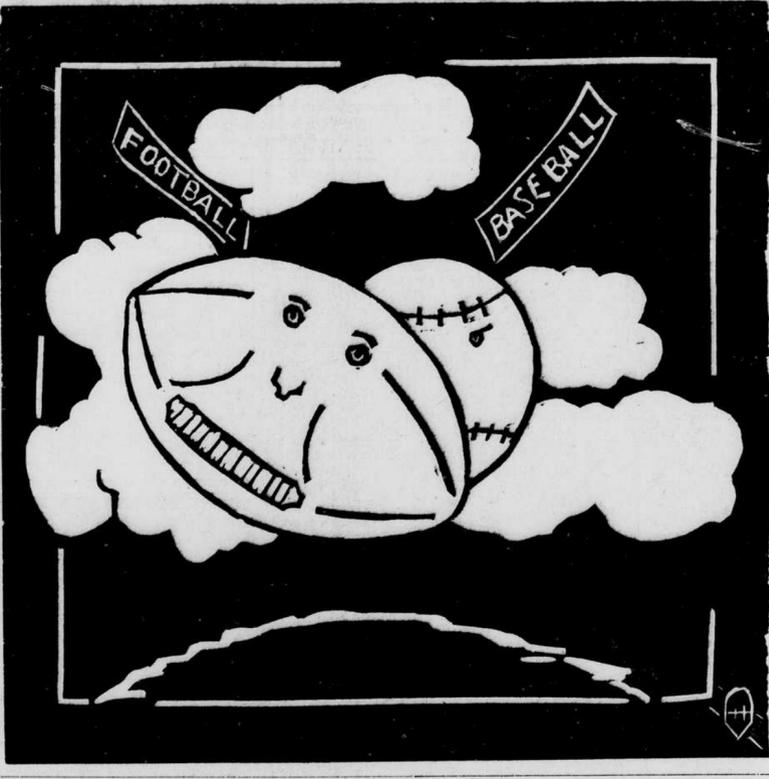
"I doubt if a more superficially minded generation ever came of age. It is indeed not at all unlikely that future historians will say that while the foundations of western society were breaking up, the young men of American universities were watching football games, going to tea dances and aping the manners of a corrupt plutocracy.

"From out of these universities, in my time at least, came thousands of bachelors of arts and sciences who neither knew nor cared what arts and sciences are, whose solitary aim was to link up with a business enterprise in which a lot of money could be quickly made. They brought nothing with them save manners, 'personality' and acquisitive ambition."

These men, today, are in a sorry fix; and part of the responsibility, at least, must be laid on the universities. The universities, as this fraternity editor remarks, "displayed a greater zeal for plant and equipment than for learning, they paid coaches more than professors, they built stadia instead of libraries, they sought endowments rather than scholars . . . and made it very easy for young men to pass through college, degree in hand, but with minds that had never even been required to think."

Out of the depression, let us hope, there will come a tightening up of the educational system, a return to first principles and a discarding of false ideals so that such a criticism as this can never be made again.—Eugene Register-Guard.

The Annual Eclipse - - - By STANLEY ROBE



Looking at the Orient.....

Editor's note: This is the second of a series of interviews with three members of the University faculty who spent the summer visiting Japan, China, and Manchuria. Today Eric W. Allen, dean of the school of journalism, gives his general impression based on the trip. In a succeeding issue H. V. Hoyt, dean of the school of business administration, will be represented.

By HENRIETTE HORAK

"I want to put in a minority report," stated Dean Eric W. Allen, when asked for comments on impressions of his companions which appeared in recent publications of the Emerald and various other publications.

"All of our party came back with a feeling of enhanced friendship for the people of both China and Japan. Nothing could be warmer than the cordiality with which we were treated in both countries. We developed a distinct liking for both the Japanese and the Chinese.

"However, I want to disassociate myself from some of the public expressions of my colleagues. No one can admire the

achievement of the Japanese more than I do, and no one has a warmer admiration for the fine and orderly civilization they have built up in their own country.

"The question of any proposed extension of Japanese imperialism over China or northern China is on the other hand a horse of quite a different color, and on this I returned a decided sceptic.

"As I see it these grandiose military dreams being indulged in by the aggressive groups that control a half a dozen leading nations of the world today, can lead only to trouble, bankruptcy, and human unhappiness.

"Japan had undoubted rights in Manchuria. She should have been patient and law-abiding; even in the very trying circumstances that existed, she might, by continued civil pressure, have assured a reasonable degree of respect for her rights and a reasonable expansion of profitable trade.

"As it is, she has indulged in an immensely expensive military adventure. The yen has gone down to 27 cents, and the national budget is in grave doubt. The profits are all gone.

"I am unable to follow the Japanese generals and admirals when

they imagine themselves to be able to spread peace and happiness, and the high Japanese civilization over all northeastern Asia by military means. The only hope is that the diplomatic representatives of the nations concerned will be able to stave off the threatening military activities until the world, includ-

ing the Japanese, becomes reasonably sane.

"The Japanese are our best customers in Asia, and they have certain abilities that all eastern Asia very much need the benefit of. If Japan can patiently expand, by peaceful means, she has a great part to play in that part of the world. If she starts a big war over there, it is hard to see how any good for any one can result.

Europe had a far wider economic margin above the subsistence level than Japan has, and a four-

(Continued on Page Three)

innocent bystander

Innocent Bystander
By BARNEY CLARK

Two Decades Ago
From Oregon Emerald
September 30, 1913

RUNNING on the slippery floor of the men's gymnasium cost the life of Claude McDonald, freshman and Emerald reporter, who died Saturday morning as the result of a head injury received in a fall Friday afternoon.

Charles Koyl, of Christian nature and associations, is on the warpath, due to the mysterious disappearance of eleven dozen doughnuts at the stag mix while the guests were gathering around the cock fight.

Fully equipped as a modern newspaper plant, the million dollar Pulitzer School of Journalism at Columbia university opened its doors September 24.

Among the Alumni Oregon football fans have only one thing to complain of, "Who is going to fill the hole made by the absence of Ed Bailey?"

A new type of honors has been instituted in the University, to be known as "Highest Honors in a Given Subject," and to be granted by vote of the faculty on the recommendation of the appropriate committee.

The annual freshmen's race to the mill race of the dormitory men was run last Friday evening at 6:45, with 13 contestants entered.

The University of Washington baseball team, which is touring Japan, has lost but one out of four games to the Japanese.

It has been noted that the Emerald student living plan of last year has aroused intense competition. The newest entrant in the field is Phi Sigma Kappa, with its \$25 per month cut-rate fraternity living plan (plug). Thompson's residence hall for select young gentlemen (otherwise known as Rho Dammit Rho) is another group that's well up in the money, (also plug).

Phi Delta, however, strove for the carriage trade, featuring the slogan "Ask the Man Who Owns One;" and Beta lured 'em in by crooning "—just a shady place by the old millrace" and pointing to their romantic popular trees.

Speaking of the Betas, did you notice their pride and joy, Neddie Simpson, wearing a face mask in the recent football embroglio? Saving the mug in its pristine glory for Cynthia is our estimate

The game disclosed the real canniness of some of our sorority hot-spots as well. These clever tongs set their dinner hour up to seven o'clock, a device that enabled them to parade their formally clad pledges into their seats full three-quarters of an hour late and acquire no end of publicity.

Coming to really serious matters, however, this column is in a spot on the matter of platform. The suggestion of "three inch detachable lower lips for imitators of Maurice Chevalier" was cast aside as being too far removed from local issues.

"Flat-bottomed canoes for the millrace" looked promising until "Cazzy" Caswell intimated that some of our sorority headlights might take it as a personal affront. So that's out. Until some bright lad comes to the rescue we'll just have to struggle along with last year's old campaign to have the city council force George Bennett to wear clearance lights.

A TIP FROM THE WISE-



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Felicitations!

Seeing that this week-end brings a flock of birthdays, the Emerald greets all the lucky people at once, and hopes they get what they deserve. Spook Robertson looked like a good bet for an interview, but all day yesterday he was "out" to reporters, for obvious reasons.

September 30

JACK ROBERTSON
MORRIS SAFFRON
OGDEN SCHLESSER
KATHERINE SKALET
LINDY HANGO

October 1

LORAYNE BLACKWELL
KATE COCHRAN
JACK GRANGER
MARY SKIRVING
FRANK PICHIEREAU

October 2

MARYTINE NEW
BILL BANKS
MARGARET BRYAN
FEE COOPER
DOROTHY HAGGE