Oregon & Emerald

University of Oregon, Eugene

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THE PROFITABLE COLLEGE MARKET If a bit of semsa propagation and age, the apparently it is not in this day and age, the henefits Emerald takes occasion to point out the benefits required. to be derived from advertising in college news-

So much has been said, in the Emerald and elseparents cannot provide for him, that it is a bit of western. a shock to shift our focus to encompass the results of a recent large-scale survey analyzing the buying habits of some 4000 students in 12 large western THERE was a time when buggies were the colleges and universities, including Oregon. The survey shows that college students spend more other equivalent segment of the American popula- said, "Hello."

The survey was intended, of course, to depict for the benefit of potential advertisers the wealth this grand tradition. That was a sure sign that of buying power in the college market, and it has it was weakening. succeeded admirably.

\$324 annually on clothing, whereas the average "Hello" Spirit, editors shrieked, clamored for the At that time all students in the female patron of women's apparel stores spends return to early Stanford democracy. That period college departments of the Unionly \$236 a year. The patronage of the average ended some two years ago-in bitter disappoint- versity became members of the college man is worth \$133.07 each year to clothiers; ment. Time refused to about-face for the Daily student body upon signing the conthe average man spends only \$85 annually in men's and the "Hello" Spirit passed from mortal view. clothing stores. In sports equipment, watches, dents are similarly high.

The inference is that college campuses are a turers who wish to exploit it. The best means of through the campus. tapping this great reservoir of buying power is apparently the college newspaper. Only 50.8 per throat, swallow . . . Blackout. - Stanford Daily. cent of the students on the campuses analyzed read any city daily regularly, but 93.4 per cent read the campus paper regularly. Few types of publications can show as complete coverage of their fields. And further figures compiled in the course of the survey show that those nationally advertised products which use space in college dailies far exceed in campus popularity those products which do not.

To make our stand even more obviously propagandistic, we may point out that the results of the survey hold as true for local products and business places as for nationally known manufacturers. It is our sincere belief that the college newspaper provides an invaluable entree into one of the most lucrative and responsive buying classes.

WE DRAW FIRE

LETTER appears in the Safety Valve this A morning from Silvanus Kingsley of Portland. It is a gentle chiding for our editorial of January 24.

At that time we discussed the recent statement of the new superintendent of the New York city schools to the effect that no student must graduate from the high schools of that city without being able to read and understand the front page of his newspaper. Our editorial was in some little praise of the gentleman.

Kingsley enclosed with his letter the front page of a newspaper of January 26, with comment, classification, and expletives in red pencil.

Undoubtedly, the page that Kingsley presents is a choice specimen of lowbrow journalism. Here is a brief survey of what it contains:

A political column which Mr. Kingsley redpencils as "gossip"; a murder-suicide; another murder; a speculation story; a gambling story; a story of dollar devaluation superscribed with a red question mark; a story of the Dillinger gang; a rather simple political cartoon; a police court story reeking of party politics; a "booze interest" story on importation of wines; a kidnaping story; a strike fight story; an auto accident and arson story; a war scare; a syndicate story on a female spy which our correspondent labels "Fake"; another kidnaping; a manslaughter story; an auto accident death; a robbery; and last of all, a weather forecast,

grimly crayoned "Necromancy." We would certainly look foolish trying to argue that a page such as this is a valuable article of journalistic diet: , But we would like to make the point that there are many papers whose content is i

somewhat different from the specimen submitted.

As humble rebuttal we should like to present the front page of another newspaper, published in the same city, with some small classification of the news thereon. It was published in the same scope of time as Kingsley's sample, on January 25. to be exact.

In this paper we find that the front page consists of: An article on the inflation movement; a story on the sea locks of the Bonneville dam; a story of a district court decision on the NRA lumber code; another version of the police court story listed in Exhibit A; a human interest story about a Girl Scout; a local story on state liquor stores; a U.S. treasury story; a kidnaping threat; a feature story on nocturnal cats; another special story from Washington on the CWA; stories on a milk war, the importation of Coviet gold and lumber, the winter sports carnival, and a Viennese socialist plot

That is a complete 'nvoice of every item on those two front pages: the first the horrible example submitted to us by Kingsley; the second the reputable newspaper of the same time.

Survey of the two will make it evident that we had no intention of applying the educator's epigram to the wild and woolly journalism that Kignsley has seen fit to use as his example.

The editorial was written on the basis of good newspapers, and on that basis we stand pat. That the circus newspapers choose to festoon their front pages with the most sordid of man's misdemeanors does not alter the fact that a good newspaper is the principal reading fare of the well-informed

On Other Campuses

Why Shut Minds?

T was an old family axiom that whatever is distasteful will do a body good. Children had to take sulphur and molasses, go to church, copy words laboriously in notebooks, memorize passages and feel the sting of a wrathful parent's rod. All these were considered good for the child.

But today the new psychology in education has crossed out the old family axiom. That which creates unpleasantness in a student is not necessarily good for him. Usually it does him great harm, since he builds against it a lasting hatred or resentment. Thus, if he is commended by an adviser to study mathematics he reacts by shirking in his F a bit of selfish propaganda is not amiss, and class work. His interest in the course is choked at the start by the knowledge that the course is

If, however, the student could be persuaded by the adviser that a course in mathematics would be valuable and that the matter was not arbitrarily where, of the needy college student who must toil decided by the faculty, he could set out in his work and sacrifice to win for himself the education which with interest aroused and mind open. Daily North-

Goodbye Hello

wheeled death engines, when bustles were no jokes; then every Stanford student as he passed consisted only of graduates of the money on many types of merchandise than any another Stanford student, showed his teeth and literary department. In 1896 the

The Daily commented little on the situation. Then came the era when the Daily bragged of Its objects were "to advance the

This stage was followed by the period of slow mutual acquantance and good fel-It shows that the average college woman spends death. During this stage of the devolution of the lowship among alumni."

Now, the thing hangs on, mortal form gone, but razors, tobaccos, toilet accessories, gasoline and still it hangs on. The awful thing has become a many other items, the expenditures of college stu- ghost, wandering in the East Arboretum, and past the Museum.

It just dawned on us that the thing should be The inference is that college campuses are a potential source of enormous revenue to manufac. given a decent burial to stop its nightly stalks bidden to join any college secret all on account of a harmless little so very polite about it, and after bungalow. Members of the group

OVERFLOW

THE D-pr-ss--n has left us, it seems, stamped with defeatism.

Yesterday's unseasonable, unreasonable, and unbelievable sunshine brought forth the annual batch of dull cracks about spring. But in the midst of this visitation we heard one remark that made an impression:

Said the first, gaily: "Boyoboy, isn't this

swell weather."

Said the second, glumly: "Well, there's a catch in it somewhere.'

Item: The Journalism reserve of the old library is in Room 30. Denouement: "30" means "Finis" in press

The Panhandler Ingenuous that we lectured on some time back comes in for another laboratory specimen.

A prominent insurance man downtown was walking down the street a short time ago when a dowdy gent stopped him and mumbled 15 or 20 unintelligible words terminating with "Cuppacoffee." It so happened that our friend had four pennies in his pocket at the time. (No reflection on his exchequer.)

W-e-llil, he huffed and he puffed and he gave the man the four cents with apologies. The bum leered at him and turned away; walked a few steps, pulled out the pennies and tossed them out into the street.

The insurance man was back on the job again in a week or so.

Campus wags are invited to do us in (as Steve Smith would have it) on the score of a selection from the mast head of this publication. The original may be found in column one of this page:

"The Oregon Daily Emerald . . . published daily during the college year, except Sundays, Mondays, holidays, examination periods, all of December and all of March except the first

Here the dagger, and here our naked breast.

The New Executives

By STANLEY ROBE



The University's Early History

Editor's note: This is the third of a series of interviews with Dr. F. G. G. Schmidt, head of the department of Germanic languages and literature, and oldest in service of the University faculty, on early history of the University of

By DOUG POLIVKA

WHEN Dr. Schmidt, who will complete 37 years of active service as a member of the University faculty at the end of this spring term, came to Oregon, the Alumni association's membership association, which was organized in 1879, had a membership of 169. cause of higher education, to promote the interests of the University of Oregon, and to encourage

stitution. The constitution specified that thirty members constituted a quorum, and that "Roberts' Rules of Order" should govern the association when the constitution proved inadequate.

Although students were then forsociety, five organizations existed So, goodbye "Hello" Spirit. Tears, lump in on the campus-Y.W.C.A., Y.M. C.A., the Laurean society, the Philologian society, and the Eutaxian society.

correctly." The Eutaxian society, starving to death over in Russia, erary society for women.

must be a college graduate. 3. No game shall be played except with college teams. 4. The football season shall close December 1st. 5 The schedule of games shall be submitted to the faculty for approval before any games are ar-

By 1896 the University had a dormitory. The cost of living there was \$2.50 per week which included board, heat, light, and lodging, but no bedclothes, mattresses, or towels. The men's dormitory, erected by the munificence of the state accommodated about ninety students, while the women's dormitory, located south of the campus on a tract of nine acres of land, only held thirty students. Dr. Schmidt estimates a student's yearly expenses at that time at approximately \$125.

The University then had an asronomical observatory on the top of Skinner's Butte, which was supplied with "a good transit instrument and other useful astronomical apparatus." The official student body publication then was a monthly periodical called the University of Oregon Monthly. To quote part of its description, "It fills the usual place of college pa-

The work of the extension course in that year was carried on by correspondence and was entirely free, with the exception that ten cents for posage and clerical work was charged for each set of questions. Students who desired to enroll in the extension class sent their names to the University with ten cents, and in return they received directions for study and questions on the selected text books.

Beginning with the year 1897, the master's degree was granted to graduates of the University and other qualified persons who had taken in the University and under the supervision of the faculty, one major and two minor courses which were equivalent to

sixteen credits. Inclosed in Dr. Schmidt's cataavail themselves of all the advantages given by the University of Oregon.

log is a loose-leaf page of the Eu-

gene Divinity school, which was

Although the first of the

seven informational state-

ments of the Divinity school

informs the student that the

Eugene Divinity school is en-

tirely independent of the Uni-

versity, the third boldly de-

clares: "Divinity students may

versity campus on the west."

The Safety Valve All communications are to be addressed to The Editor, Oregon Daily Emerald, and should not exceed 200 words in length. Letters must be signed, but should the writer prefer, only initials will be used. The editor maintains the right to withhold publication should he see fit. An Outlet for Campus Steam

To the Editor:

on his remote and defenseless head, something. I don't believe he was Wednesday noon at the YWCA lecture on economics which no- all, those are the things that real- had presented a skit, "Pyramus body ought to take seriously any- ly count, don't you think?

The Laurean society, organized so wrought up about it as to at- to pieces. Nice looking man, too, in 1876, had for its object "to de- tack Mr. Williams' perfectly even from the balcony; and why velop the power of argumentation, friendly statements? He didn't anyone would get so wrought to cultivate extempore speaking mean any harm, I'm sure. Even if about the things he said, I can't and to train the mind to criticize it isn't true about all those people imagine. similar to the Laureans but for maybe it's just because he got a men students, was organized Octo- little mixed up on his dates, and ber 21, 1893. Eutaxian was a lit- that can happen to anyone, even To the Editor: myself. At least there was a pret- Oregon Daily Emerald Several interesting regulations ty terrible famine there one time, governing the students athletic and you know how it is when one Dear Sir: club were: 1. The coach must be looks up statistics and things.

have in deliberately giving a false impression?

American Federation of Labor to "Ethan Frome," Edith Wharton. help keep American industry on a Modern English fiction — "The actually thought a cooperative sys-erset Maugham; "Tony Bungay," Poor Mr. Williams! Is there no tem were any better for us, don't H. G. Wells one to come to his defense? Are you suppose they'd see that we we to allow such an eminent trav- had it?" That's exactly what I eler and "bum" as Mr. Whiting told my friend, and he just looked Williams to suffer such a fusilade at me and smiled kind of funny of invective as has been heaped as if he thought I was dumb, or

in a terrible mess, but why get erything he said has been picked club members.

EDA HULT

Portland, Ore. Jan. 30, 1934. Eugene, Oregon

Noting your recent editorial of good moral character. 2. He Anyway, what purpose would he comment upon the reported pro-

'Free-Winging'



Eighteen years of research and experiments are embodied in the "free-wing" monoplane pictured above with its young designer and builder, Wilbur Cornelius of Los Angeles. The plane embraces radical departures from conventional airplane design in that its wings, instead of being stationary, move on an axis from the center of the lift.

nouncement of an eastern educator that he would take the ability of a student to understand the front page of his daily newspaper as a criterion of that student's education, I am moved to submit, as a crying-out-loud comment thereon, the enclosed front page of The -- Portland, Oregon, Friday, January 26, 1934.

Unless the educator was more subtle in his use of the word "understand" than I take it, the allstudent grade average should soar when this yardstick is applied. But the suggested standard should not be taken too seriously by journals and journalists, who, in common with the most of us, should bear in mind the moral of Acsop's fable, wherein it is related that a fly, riding upon the hub of a chariot wheel, exclaimed, "Hola! What a dust I do raise!"

Yours truly, SILVANUS KINGSLEY.

Reading Writing PEGGY CHESSMAN, Editor

THE list of books suggested for student reading by the National Council of Teachers of English is continued in today's column. Previous editions have mentioned literature from the early Greek civilization to the present day, so this one will deal with special types of material. Science and scientists - "The Origin of Species," Charles Dar-

Biography and History -"The Education of Henry Adams," Henry Adams; "The Life of Samuel Johnson," James Boswell: "The French Revolution." Thomas Carlyle; "Autobiography," Benventuo Cellini; Autobiography," Benjamin Franklin; "A Son of the Middle Border," Hamlin Garland; "Diary," Samuel Pepys; "Lives," Plutarch; then one year old. In black face fens; "Queen Victoria," Lytton "Autobiography," Lincoln Steftype, it announces that the Divin- Strachey; "Walden," H. D. Thority school is "adjacent to the Uni- eau.

Drama - Plays, Aristophanes; Plays, Euripides; "Faust," Johann Wolfgang Goethe; Selected Plays, Phy) "Essays," Francis Bacon; Henrik Ibsen; Plays and Poems, "The Education of Henry Adams," Henrik Ibsen; Plays and Poems, Christopher Marlowe; Comedies, Jean Baptiste Poquelin Moliere; "The Emperor Jones," Eugene eau; "Candide," Voltaire. O'Neill; "Cyrano de Bergerac," Edmond Rostand; Works, William Shakespeare; Plays, Richard Brinsley Sheridan; Plays, Sophocles; Plays, Oscar Wilde.

Modern American fiction-"Jurgen," James Branch Cabell "Death Comes for the Archbishop," Someone (and he's a personal Willa Cather; "Sister Carrie," friend of mine, too) told me that Theodore Dreiser; "A Son of the Mr. Williams is hired by a steel Middle Border," Hamlin Garland; corporation working through the "Arrowsmith," Sinclair Lewis;

capitalistic basis of working-class Old Wives' Tales," Arnold Bennett; exploitation. "Well, what if he "Lord Jim," Joseph Conrad; "The is?" I said. "It's just plain silly Forsyte Saga," John Galsworthy; to get all excited about it. Why, "Sons and Lovers," D. H. Lawrif the bankers and industrialists ence; "Of Human Bondage," Som-

Modern Continental literature-"Penguin Island," Anatole France;

Dill Pickle Club Meets Dill Pickle club met informally

and Thysbie," at the potluck din-Yes, I think Mr. Williams has ner Tuesday night and plans were LOST - "Logic," by Creighton. O course, I suppose the world is been much abused. Practicaly ev- made to repeat it for the other

Innocent Bystander

By BARNEY CLARK

NIGHTMARE the river is smooth

steelgrey sinister banked with sooty shadows under the iron night

the current twists coils writhes folds on itself like Hebrew hands

faster it runs quietly silently ugly waves thrust with the faint snarl of beasts

thin-lipped water races the dark-prowed boat lurches in its grip

ahead lies blackness ominous the frightened boat shakes in the water's grip

the lean waves flatten the racing river hurtles into boiling darkness

the frail-sided boat plunges shaking under the impact the grasp of Stygian terror

darkness has faded dissolved shaded to the hush of gray I am awake

BOO!

"The Magic Mountain," Thomas Mann. Modern philosophy - "Utopia," Thomas More: (informal philoso-

Henry Adams; "Essays," Ralph W.

Emerson; "Walden," H. D. Thor-Modern problems - "Arrowsmith," Sinclair Lewis; Autobiography," Lincoln Steffens; "Tono Bungay," H. G. Wells.

Travel and adventure-"Travels," Marco Polo.

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Oregon Daily Emerald

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