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The Oregon Daily Emerald, official student publication of the University of Oregon, Eugene, published daily during the college year, except Sundays, Mondays, holidays, examination periods, all of December and all of March except the first three days. Entered in the postoffice at Eugene, Oregon, as second-class matter. Subscription rates, \$2.50 a year.

THE PROFITABLE COLLEGE MARKET. A bit of selfish propaganda is not amiss, and apparently it is not in this day and age, the Emerald takes occasion to point out the benefits to be derived from advertising in college newspapers.

So much has been said, in the Emerald and elsewhere, of the needy college student who must toil and sacrifice to win for himself the education which parents cannot provide for him, that it is a bit of 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 colleges and universities, including Oregon.

The survey was intended, of course, to depict for the benefit of potential advertisers the wealth of buying power in the college market, and it has succeeded admirably.

It shows that the average college woman spends \$324 annually on clothing, whereas the average female patron of women's apparel stores spends only \$236 a year. The patronage of the average college man is worth \$133.07 each year to clothiers; the average man spends only \$85 annually in men's clothing stores.

The inference is that college campuses are a potential source of enormous revenue to manufacturers who wish to exploit it. The best means of tapping this great reservoir of buying power is apparently the college newspaper.

Only 50.8 per 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. A LETTER appears in the Safety Valve this 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:

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 Soviet gold and lumber, the winter sports carnival, and a Viennese socialist plot that failed.

That is a complete "voice 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 Kingsley 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 man.

On Other Campuses

Why Shut Minds? It 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 class work. His interest in the course is choked at the start by the knowledge that the course is required.

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 decided by the faculty, he could set out in his work with interest aroused and mind open.—Daily Northwestern.

Goodbye Hello

THERE was a time when buggies were the wheeled death engines, when bustles were no jokes; then every Stanford student as he passed another Stanford student, showed his teeth and said, "Hello."

The Daily commented little on the situation. Then came the era when the Daily bragged of this grand tradition. That was a sure sign that it was weakening.

This stage was followed by the period of slow death. During this stage of the devolution of the "Hello" Spirit, editors shrieked, clamored for the return to early Stanford democracy. That period ended some two years ago—in bitter disappointment. Time refused to about-face for the Daily and the "Hello" Spirit passed from mortal view.

Now, the thing hangs on, mortal form gone, but still it hangs on. The awful thing has become a ghost, wandering in the East Arboretum, and past the Museum.

It just dawned on us that the thing should be given a decent burial to stop its nightly stalks through the campus.

So, goodbye "Hello" Spirit. Tears, lump in throat, swallow. . . Blackout.—Stanford Daily.

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 parlance.

The Panhandler Ingenious 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.)

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 Oregon.

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 consisted only of graduates of the literary department. In 1896 the association, which was organized in 1879, had a membership of 169.

His objects were "to advance the cause of higher education, to promote the interests of the University of Oregon, and to encourage mutual acquaintance and good fellowship among alumni."

At that time all students in the college departments of the University became members of the student body upon signing the constitution. The constitution specified that thirty members constituted a quorum, and that "Robert's Rules of Order" should govern the association when the constitution proved inadequate.

Although students were then forbidden to join any college secret society, five organizations existed on the campus—Y.W.C.A., Y.M.C.A., the Laurean society, the Philologist society, and the Eutaxian society.

The Laurean society, organized in 1876, had for its object "to develop the power of argumentation, to cultivate extempore speaking and to train the mind to criticize correctly." The Eutaxian society, similar to the Laureans but for men students, was organized October 21, 1893. Eutaxian was a literary society for women.

Several interesting regulations governing the students athletic club were: 1. The coach must be of good moral character. 2. He 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 arranged.

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 astronomical 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 papers."

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 postage and clerical work was charged for each set of ques-

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 tilts races the dark-prowed boat lurches in its grip ahead lies blackness ominous reaching the frightened boat shakes in the water's grip

the lean waves flatten blur the racing river hurries into boiling darkness the frail-sided boat plunges whirls 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 philosophy) "Essays," Francis Bacon; "The Education of Henry Adams," Henry Adams; "Essays," Ralph W. Emerson; "Walden," H. D. Thoreau; "Candide," Voltaire.

Modern problems—"Arrow-smith," Sinclair Lewis; Autobiography," Lincoln Steffens; "Tono Bungay," H. G. Wells. Travel and adventure—"Travels," Marco Polo.

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DRESSMAKING—Ladies' tailoring, style right, price right. Petite Shop, 573 13th Ave. E. Phone 3208.

PATTERSON--Tuning. Ph. 3256W. FOR SALE—Set of Harvard classics, reasonable. Call at 849 E. 13th.

LOST—"Logic" by Creighton. Finder leave at University depot or phone 922-W. Reward.

You Can Depend on the Man Who Advertises. NINE times out of ten you will find that the man who advertises is the man who most willingly returns your money if you are not satisfied.

He has too much at stake to risk losing your trade or your confidence. You can depend on him.

He is not in business for today or tomorrow only—but for next year and ten years from next year. He knows the value of good-will.

You get better merchandise at a fairer price than he could ever hope to sell it if he did not have the larger volume of business that comes from legitimate advertising and goods that bear out the promise of the printed word.

Oregon Daily Emerald "Influencing 3000 Moderns"



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.

The Safety Valve

An Outlet for Campus Steam. 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.

To the Editor:

Poor Mr. Williams! Is there no one to come to his defense? Are we to allow such an eminent traveler and "bum" as Mr. Whiting Williams to suffer such a fusillade of invective as has been heaped on his remote and defenseless head, all on account of a harmless little lecture on economics which nobody ought to take seriously anyhow?

Of course, I suppose the world is in a terrible mess, but why get so wrought up about it as to attack Mr. Williams' perfectly friendly statements? He didn't mean any harm, I'm sure. Even if it isn't true about all those people starving to death over in Russia, maybe it's just because he got a little mixed up on his dates, and that can happen to anyone, even myself. At least there was a pretty terrible famine there one time, and you know how it is when one looks up statistics and things. Anyway, what purpose would he

have in deliberately giving a false impression? Someone (and he's a personal friend of mine, too) told me that Mr. Williams is hired by a steel corporation working through the American Federation of Labor to help keep American industry on a capitalistic basis of working-class exploitation. "Well, what if he is?" I said. "It's just plain silly to get all excited about it. Why, if the bankers and industrialists actually thought a cooperative system were any better for us, don't you suppose they'd see that we had it?" That's exactly what I told my friend, and he just looked at me and smiled kind of funny as if he thought I was dumb, or something. I don't believe he was so very polite about it, and after all, those are the things that really count, don't you think?

Yes, I think Mr. Williams has been much abused. Practically everything he said has been picked to pieces. Nice looking man, too, even from the balcony; and why anyone would get so wrought about the things he said, I can't imagine.

EDA HULT

Portland, Ore, Jan. 30, 1934.

To the Editor:

Oregon Daily Emerald Eugene, Oregon

Dear Sir:

Noting your recent editorial comment upon the reported pro-