

Oregon Emerald

University of Oregon, Eugene

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NEWS OR PUBLICITY?

YESTERDAY we were roundly berated by an irate letter-to-the-editor writer, inquiring just what, if any, are the purposes of the Emerald? We gathered that the writer was irked at our failure to grant a requested amount of publicity space to a certain campus activity in which she had an active interest.

First, to answer the question: We have thus far operated on the theory that the function of the campus newspaper is to collect all the news of the campus, to present it as accurately, interestingly, and fairly as possible, and upon occasion to interpret the significance of that news.

Secondarily, of course, it is the Emerald's duty to stimulate interest in worthwhile student activities—but in doing so, we must use our own judgment, faulty as it may be, as to the news values inherent in every article, and to allot space on the basis of that news value. It is here that we occasionally run afoul of publicity chairman.

If we granted every request for publicity, and gave as much space as every publicity chairman desires, this publication would make excellent material for filling the scrapbooks of the activity people, but it wouldn't be a newspaper. "Publicity" in the minds of most undergraduates too often consists in repeating ad nauseam the names of Hector Slackjaw, campus politician; Ima Pincollector, activity woman; and Olga Teahound, social climber—until such celebrities have seen their names in print frequently enough to satisfy their vanity.

"But the committees won't work unless they get plenty of publicity," they complain an occasional dance chairman. To which we reply that whenever a committee does something worthy of note, space is never refused—but that as editors of a student paper we have no right to inflict upon our readers an endless repetition of the names of committees; after the first two or three appearances, such publicity gets tiresome.

Pure publicity, like bologna, is the same no matter how you slice it. Most of it is of dubious news value at best, and too much of it destroys its value utterly.

(N. B.—Note today's Safety Valve.)

REINHART LETS US IN

BILL REINHART has a swell idea. Thursday he put on a little lecture and demonstration of basketball fundamentals for the benefit of those who have not had any knowledge of basketball, yet who want to be able to know a little of the game.

Basketball is exciting enough, whether you know anything about it or not. It has speed that needs no explanation, a bit of the gamble, and plenty of the spectacular. But a bunch of boys running helter-skelter about the floor soon ceases to be much fun to watch after a certain length of time.

Where the uninitiated sees only a mad scramble at the end of which the ball winds up in the basket, the trained observer sees many clever maneuvers, each with a definite purpose, which work the ball up to where the last man has an even chance of a score.

Bill Reinhart has shown a fine, unselfish spirit in offering to let the uninitiated in on the greatest enjoyment of his favorite sport.

To those who think it a waste of time, we have only to reply that it takes less time than one movie, and gives the student a permanent implement that will yield immeasurable enjoyment of the sport.

Our thanks to Bill Reinhart for his fine idea and his generosity. And our hopes that these little talks will spread to other branches of athletics.

AN AMERICAN YOUTH MOVEMENT

OFTEN American college campuses have been criticized—and usually with justification—as a land of never-grow-up, and often have the newly-graduated been accused of shirking their responsibility to society in favor of personal ambition. Col-

lege has not, say its accusers, supplied the political leadership expected by the public as a return on the money it spends for higher education.

Something is happening on the American campus, however. The young graduate who expects to "get in the game for what he can get out of it" has certainly not turned left-about; the majority of students may still have that "smug self-complacency" mentioned by Secretary of Agriculture Wallace. But a movement, evidenced most strongly in the organized support of Norman Thomas on 250 campuses in 1932, has continued and gained strength among students.

While the generations-old collegiate policy of kowtowing to political conditions as they are was being given unqualified affirmation by the Washington conference of student body officers in late December, other nationally organized student groups were voicing their protests and setting in motion programs for political change.

Students have organized groups of every description from conservative to radical. Though a decided trend to the left has been shown in many of these groups, there are no indications of a widespread, unified "youth movement." The observer who loses his breath at the mention of radicalism may be asked to remember that student votes, in the East at least, went for Hoover. Only in far-flung corners of the country have students shown the inclination to act. At Emory university in Georgia students are pushing county government reform; the Harvard Liberal club is using its talents in furthering state legislation. Political action is contemplated on scores of campuses, however, making imminent concrete demonstration of growing student interest in politics.

Political idealism on the campus has hitherto remained such. But the student now begins to feel the necessity for doing something about the national dilemma himself. He is becoming politically conscious; he sees with gradually increasing clarity that he has some connection with public life, though four years or more on the campus seem to place him in a world apart. The new "youth movement" has progressed only a little into this formative stage, but observers are already taking cognizance of its development, and speculating as to its future.

BEST OF LUCK, HAL HOSS

RARELY have we heard such a warmth of sympathetic concern expressed over the illness of a public official as has been uttered here over the serious illness of Hal E. Hoss, secretary of state, reported in recent press dispatches.

Hoss is a strikingly unique figure in state politics. His support comes from no organized machine, from no apprenticeship in minor partisan politics. His background is that of a successful business man and a fearless, capable publisher. He has probably more friends—and they consider themselves personal friends—than any man in Oregon. It seems that every farmer who comes to Salem to get his tax rebate on tractor fuel, every high-country rancher who wants to see about the license on his Ford truck, every political bigwig down from Portland on official business—every one must drop in just for a minute to pay a social call on friend Hal.

The newspaper men, who ought to know, declare he is the best secretary of state Oregon has ever had. His office staff is almost fanatically devoted to him. Around Salem they have long been saying he is the logical man for the governorship. He is that rarity among public servants, a man who is scrupulously honest, highly capable, and completely conscientious.

From the crossfire of official bickering that keeps statehouse nerves constantly on edge, Hoss has maintained a serene aloofness. His decisions are based, without exception, on right and reason. A buoyant gaiety and a refreshing wit make every contact with him delightful.

Hoss' devotion to the cause of higher education and his interest in the University, its accomplishments and progress, are proverbial. Among faculty and students he counts a host of friends, who will echo this whole-hearted wish of the Emerald for his complete recovery and speedy return to that office in the statehouse which must have missed him sorely throughout his battle with disease.

Correction: Source of information for the article in yesterday's Emerald on Dr. Leonard Stromberg, Swedish author, was erroneously given as the Portland Oregonian. The information, as well as the quotations used, are from the book review section of the Oregon Journal.

OVERFLOW

PHENOMENON: Nothing can make a hulking male look quite so much like a sissy as his first attempt at the bouncy, upsy-daisy game of badminton. The rowdiest, burliest, toughest dock-walloper alive resembles nothing so much as the star forward on the Girl Scout, Troop 9, one-two-three-O'Leary squad.

The first question that enters the mind of the observer is why don't they get together and elect a queen.

The University of California, we are given to understand, gives a \$5.00 rebate on tuition fees to students making A grades.

If they'd reverse the process and put us on the paying end, we'd be ready to talk business.

Today we present our "What's-This-World-Come-Coming-To" department. It is a selection from the front page of our dream-newspaper, the Oregon State Barometer.

HOMER OPT POSES BEFORE ART GUILD AT MEETING

Homer Ott, junior in agriculture, posed in two different positions for life drawing at last night's meeting of the Artist's Guild in 306 agriculture building. He posed in a swimming suit.

Block printing and leather tooling were also done under the supervision of Miss Dorothy Bourke, instructor in art.

The Wolf at Our Door - By STANLEY ROBE



The University's Early History

Editor's note: This is the fifth and last 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

IN January of 1919, many cities of the state of Oregon decided to be patriotic, and their first step was to influence the state legislature to pass a bill to prohibit the teaching of German in any state supported institution. Dr. Schmidt still is the proud possessor of a copy of this bill, which provides a fine of \$250 or one year imprisonment for anyone teaching the German language or a German dialect in an educational institution supported by the state of Oregon.

"This bill passed the state senate, but failed in the house," said Dr. Schmidt. "The men of science in the state naturally realized the value of the German language and protested vigorously to the state law making bodies."

"What do you think of the sale of beer near the campus, since it has never been permitted in the

vicinity of the University before?"

"I believe the sale of beer near the campus to be a fine thing," answered Dr. Schmidt. "In days past when students were prohibited from entering saloons and cigar stores, back entrances were always accessible. Faculty action was severe then, but usually members of the faculty refused to act as spies. If students desire to indulge in a little beer, I think they should be allowed to do it openly."

"Have you served under all of the presidents of the University?"

"I have served under Charles Chapman, Frank Strong, Prince Campbell, A. B. Hall, and now C. V. Boyer," replied Schmidt. "I did not have the honor of working under the University's first president, John W. Johnson, who headed the institution from 1876 to 1893, but I did work with him, since he taught Latin several years after his service as president."

"Have recent years seen a restriction or expansion of academic freedom at the University?"

"Academic liberty always has been and still is cherished very highly at the University of Oregon," Schmidt replied. "It is true that certain restrictions have been set down during later years, but not any

more than times have warranted."

"Today there is more jealousy among the various departments of the University than there was formerly. Petty squabbles only hinder the progress of education."

Dr. Schmidt is a charter member of the American Association of University Professors on the Oregon campus along with Professor Timothy Cloran, head of the department of Romance languages, and James D. Barnett, professor of political science. He is also a member of the Modern Language Association of America and the Verein für bayerische Volkskunde und Mundartforschung.

He is the author of "Die Rieser Mundart," "Berühmte Deutsche neuerer Zeit," and editor of Von Wildenbruch's "Das edle Blut," "Sudermann's 'Johannes,'" "Le Verre d'Eau—par Scribe," "Dahn's 'Sigwart und Sigrid,'" "Munchnhausen's 'Reisen und Abenteuer,'" "Sudermann's 'Heimat,'" and Meyr's "Ludwig and Annemarie."

When asked if the conclusion of his 37 years service with the University would mark the end of his work with the institution, Dr. Schmidt very indignantly replied, "I sincerely hope not!"

er" is the subject of the sermon to be delivered by Rev. Milton S. Weber at 11 o'clock.

A fireside service will take place at 7:30 at which time Professor W. G. Beattie will speak on "Education in the Service of Religion."

Baptist

Continuing the series of talks on "The Art of Living" which will be preached at the young people's meeting at 9:45.

Rev. Wilson has chosen for his sermon topic, "Living It Through" to be given at 11 o'clock.

Frances Frasier will lead the discussion at the young people's meeting at 6:30. Her subject is "Self realization."

Methodist

Mrs. George Winchell will continue her talks on "Religion and Art," at 9:45.

"This One Thing" is the subject of the sermon to be delivered by Rev. C. F. Ristow at 11 o'clock.

Vesper service will be led by Wesley club at 5 o'clock.

Christian

Dr. Victor P. Morris will speak at 9:45.

Rev. S. E. Childers has chosen for the subject of his sermon "Grow," to be delivered at 11 o'clock.

Christian Endeavor will meet at 6:15.

Christian Science

The lesson sermon will dwell on "Love" to be given at 11 o'clock. Repetition of the sermon to be delivered at 8 o'clock in the evening.

Grace Lutheran

"Salvation for a Look," is the subject of the sermon to be delivered by Rev. John E. Simon at 11 o'clock.

Catholic

There will be mass at 8 and 10:30.

Episcopalian

"The Kingdom of God and the World of Today" is the subject of the sermon to be delivered by Father H. White at 11 o'clock.

Young people's meeting at 6:15.

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:

I wish to take this opportunity to express my personal appreciation to you for the very splendid way in which you placed the Emerald behind the promotion of the Roland Hayes concert. I am confident that, more than any other single advertising agency which we had available, the Emerald was responsible for the complete success of the event. We appreciate the space which you gave us, the manner in which the articles were written, and the criticism which was given the concert following its presentation.

Sincerely yours, N. THOS. STODDARD, Assistant Graduate Manager

Editor's note: They are still selling Hooley and Ballyhoo at all cigar-store newsstands.

Housemother Honored Miss Sue Badollet, housemother of the Phi Mu sorority, was the guest of honor at a birthday luncheon given by the housemothers on the campus at the Marigold tea room Thursday.

"Patronize Emerald advertisers."

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STUDENTS' Professional Directory

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Dr. Sam Tyler
Optometrist
921 Willamette St.

Emerald of the Air

It is Saturday afternoon at 4:30, and you will be once again entertained by those imitable and versatile artists of popular melody, Fred McKinney and Bob Thornton, piano and clarinet. The instruments and also the mike become hot when these two play, such is the torridness of their rhythm. The station is KORE.

Reading and Writing

PEGGY CHESSMAN, Editor

Reading and Writing

PEGGY CHESSMAN, Editor

The Student Church

ROSEBELLE HIMELSTEIN

NOBLE ELECTED NEW MEMBER OF COUNCIL

(Continued from Page One)

solved to have a central headquarters and secretariat situated in Hawaii, and national headquarters with secretaries in charge of the various cooperating countries.

Westminster

Professor Jesse H. Bond will begin a series of talks on the New Testament. His first talk which is scheduled at 9:30 will dwell on the subject of "How Did Jesus Become a Son of God?"

First Congregational

Rev. Clay F. Palmer will give a modern interpretation of the story about "The Tower of Babel" at 11 o'clock.

United Lutheran

"Jobs, the Philosophy of Life as Corrected by God," is the subject of the sermon to be given by Rev. F. S. Beistel at 11 o'clock.

Deans to Be Hostesses

Mrs. Hazel P. Schwering, dean of women, and Mrs. Alice B. Macduff, assistant dean of women, will be hostesses at a supper to be given to the Kwama, sophomore women's social honorary, in Gerlinger hall tomorrow evening at 6 o'clock.

Presbyterian

"Smaller Armies, Greater Power"