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Robert Lucas

Charles Paddock

Oregon Emerald

PUBLISHED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF OREGON University of Oregon, Eugene, Oregon

Clair Johnson Editor

The Oregon Daily Emerald will not be responsible uning unsolicited manuscripts. Public letters should not returning unsolicited manuscripts. Public letters should not 1 more than 300 words in length and should be accompanied to the writer's signature and address which will be withheld requested. All communications are subject to the discretion the editors. Anonymous letters will be disregarded.

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 except the first seven days, all of March except the first eight days. Entered as second-class matter at the postoffice, Eugene, Oregon. Subscription rates, \$2.50 a year.

The 1935-36 Emerald

E ACH new Emerald editor is approached early

his editorial policy for the ensuing year. Obvious-

ly an editor cannot be expected to delve into the

future, observe events that will inevitably occur.

and express conclusions drawn from ghost facts

tions. Included in it are methods of selecting and

directing the paper's staff, of inspiring and main-

taining the unity and enthusiasm of that staff,

and building the journalistic excellence of the

paper. The editor looks to the preferences of his

readers, analyzes these preferences and fills

them with a terse, clear, yet complete presenta-

tion of copy. And the editorial policy of a paper

should employ the scientific method in the form-

ulation of conclusions with a given number of

facts. The editorial that does not embody both

the conclusion and the facts, weighed judicially

and balanced against opposing forces is not an

editorial but a piece of literary composition

proximately 2800 students. In the social and

academic life of this body of people there is a

maze of organizations that bears directly or in-

directly on each of the students. And the stu-

dents are interested mainly in that which is

close to them, subjects that involve themselves

as members of a highly specialized community.

to deal in the main with subjects close to the

students and will draw a large part of his

factual material from the students themselves.

He will attempt to comment fairly and accurate-

ly on these subjects in an effort to make the

University an independent community capable of

governing its own affairs in preparation for life

after graduation that is more complicated yet

remarkably similar to the life of the college

Welcome Jiro Harada

THE University is proud to have on its faculty

staff distinguished Jiro Harada, one of three

scholars sent to Occidental universities this year

by the Society for International Cultural Rela-

tions of Japan. Mr. Harada will lecture at the

University during the fall and winter terms, and

at other Pacific coast colleges during the spring

The editor of the 1935-36 Emerald intends

The University of Oregon is a school of ap-

An editorial policy involves many considera-

and psychic observations.

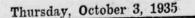
alone.

student.

and summer.

in his regime by people who inquire as to

OREGON DAILY EMERALD



Even Chi Psi Bill Russel, defending champion, never showed early season form like this. Experienced observers, while conceding that Wilhelm's arduous summer training has given him tition. a temporary edge, maintain that

he hasn't the constitution to stand the year-long grind and look for an early collapse. No other material has shown as yet, but the next few weeks should reveal some substantial compe-



Look for this famous label inside the waistband

CAMPUS LOCO

CAN'T BUST EM

the ed. office, and we like to

think of them in there, sitting

on each others shoulders three

* * *

We never thought we could be-

horses were thirsty. Dry-mouthed,

in fact! Sympathetically he cast

his eye about the horizon, hoping

to spy an oasis. The Phi Delt

house loomed before him. To the

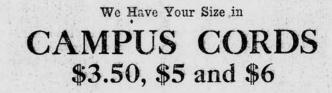
horseman's eye it's outlines looked

strangely familiar. Whistling to

deep, writing furiously.

3 times more wear! No other slacks touch CAMPUS CORDS for real value! Lower in first cost ... lower in "upkeep!" They're the style-hit of '35! Style-right clothiers are showing them now! See them!





ERIC MERRELL CLOTHES FOR MEN

"That's news

student body membership, close-fisted students are looking over the list of activities with a canny eye and determining dollar for dollar whether or not it will be worth while to purchase a student body card. This places the graduate manager's office in the dificult position of solv-EDITORIAL OFFICES: Journalism building. Phone 3300-Editor, Local 354; News Room and Managing Editor, 355. BUSINESS OFFICE: McArthur Court, Phone 3300-Local 214. ing a problem involving the supply curve. Students wish a large curriculum of activities for MEMBER OF ASSOCIATED PRESS MEMBER OF MAJOR COLLEGE PUBLICATIONS Represented by A. J. Norris Hill Co., 155 E. 42nd St., New York City; 123 W. Madison St., Chicago; 1004 End Aye., Seattle; 1031 S. Broadway, Los Angeles; Call Building, San Francisco. their money, but unless a sufficient number join the ASUO the list of activities will be forced to meet curtailment. On the other hand as the supply of funds swells through increased membership, the number and quality of activities or Eldon Haberman Business Manager services rendered to the student, will correspondingly multiply. Tom McCall Sports Editor

The activities program listed this fall is worth in actual cash value three times the cost of an ASUO card. This program was formulated by Hugh Rosson, graduate manager, purely in the faith that it would stimulate ticket sales and pay for itself in as large a part as possible.

As a result more than 80 percent of all entering students have joined the student body. This will insure the fairly claborate planned program, However, as the 100 percent mark is approached even more services will be possible. A sensitive and elastic supply is ready, but the demand must make itself known.

Enrollment Leads the Way

THROUGHOUT the nation, enrollment figures at universities and colleges show an increase over those of last year. Oregon too has grown.

Last year's enrollment at the University of Oregon was 2,498 and Assistant Registrar Clifford Constance estimates that by the time all students have completed registration, this year's total will reach 2,750. Comparison shows that the increase will be close to ten per cent. Oregon State college reports 15 per cent more students, while at Washington there are 9500, the largest number in that institution's history.

Not only freshmen but returning older students-mainly sophomores and juniors-have swelled enrollment here. Many who dropped out when pinched for money have been able to return. The federal government is backing education through the National Youth Administration. In Oregon alone \$16,890 per month in federal aid is paid to 1126 students. The University receives \$4200 monthly, keeping 280 students in school. This sum gives the student a boost by permitting him to continue his studies and the University a push by maintaining enrollment.

To the University more enrollment means more money. More professors can be engaged, more equipment can be provided, while funds for maintenance are forthcoming. With a larger student body more athletic contests and a more extensive series of concerts can be brought to Eugene.

Not only does the University derive benefit, but also the immediate vicinity. More money will be expended by a greater number of students, with the result that Eugene will get behind the University by boosting its football games, concerts and other activities.

By increased enrollment the University can really advance.

A Sophomore's Seven Months in Europe

TWO British journalists were sent to Russia. "Bring us back the true story of the U.S.S.R.," was the order from their respective desks.

They traveled separately, but took the identical conducted tours obligatory for tourists in the mist state, saw the same things at approximately the same time: and returned home to write completely incongruous accounts of their impressions, the one berating, the other glorifying the Russia of today. To a greater or a lesser degree such a problem confronts the commentator who endeavours to present a true picture of any European state after the Great War. There can be no dogmatic right or wrong to National Socialism, Fascism, or Communism. The impartial observer may only guess with the rest of the world, possibly with more accuracy than the distant student and certainly with more authority.

... Well, being as how no one has sidered, a better title, for this here

CAMPUS . . . Topping the list of shindigs this week-end, is the all-campus Rally Dance, to be held Sateve in the Igloo, sponsored by the Eugene Jr. C. of C., in the interest of greater spirit at home football tilts, with music being supplied by Buck McGowan (of Fiji fame), and his new band. . . . Others slated for "piggers" on the loose, include Wlilamette Park's

new deal, with regular Friday "College Nights," to the tune of Don Golden's 10-piece outfit, and Sateve, featuring McLean's U. of O. orchestra of 12 likely lads. . . Also, lest we forget, Cole McElroy's band, now on tour, will be out at the Park on Sunday eve, but more on that later. . . . Down here at the Green Parrot Palms, where much funsies were had by all last week, despite the crush, Art Holman & Co, will be on hand Fri. night and Wed. (jitney night) to sling out the tunes, high, wide & fancy, as is the usual wont of the Holmanites . . . Nufsed . . . HEAR & THERE . . . Jimmy Dierickx has been engaged to play McElroy's Palm Gardens for four nites this weekend, due to the interest being shown in Portland for O.S.C.'s forthcoming battle with U.C.L.A., up there Sat. . . . Ozzie Nelson, along with his better haif, Harriet Hilliard, who played the Cocoanut Grove, this summer, are now headed back to the Great White Way, with stop-overs at Denver's Cosmopolitan Hotel, (they call their dance-dive there, the 'Bamboo Room'), and points East, preparatory to re-establishing their last year's far-famed radio broadcasts . Tom Coakley's orchestra, the outfit that put S. F.'s Palace hotel back on the map, will move into the swank Netherlands-Plaza, in Cincinnati on the 24th, for an extended engagement, all of which, means we won't have a chance to see or hear him again till around the first of the year, dammit . . . Since leaving the coast, Coakley has flitted from Philly, to Buffalo, to Houston, to Denver, to Dallas, and now to Ohio, and at every stop, had his engagements pro longed by public demand . . . not so bad for a bunch of rooky musicians, fresh out of college RADIO FLASHES . . . Gus Arnheim, who barnstormed thro here last Oct., and who went to the top of the heap in a hurry, following the success of his "I Surrender, Dear," recording, has been selected ries of programs, beginning Sun.,

Men's

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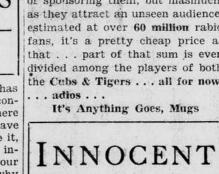
Series broadcasts you've been lis-ANYTHING tening to, just in case you're interested, are costing Heary Ford, exactly \$100,000, for the privilege * * * GOES of sponsoring them, but inasmuch,

I

By Dick Watkins

kicked through with what we condope-sheet, "Top-Hatter" will have to pinch-hit for a spell, and like it, till we can get back into a real inspiring mood, once again. . . . Your guess is as good as ours, as to why we roped it in, in the first place, unless it was due to our profound admiration for Fred Astaire's current hit, "Top Hat." (Due in at the Heilig, Sunday.)

Waterman's



This saga will be entitled "Up From the Moth-balls," or "The Return of the Native!"

BYSTANDER

* * * Anyway, here we are and what can you do about it? It'll take mob action to get us out of here. (Why can't I make

The whole campus is agog night. Lucas went and moved

feet. The Phi Delts will build a new

his ponies, he rushed across the By Barney Clark street and seized upon a brother. "Can I water my norses here," he queried eagerly? The brother paled and got to his ."God, no!" he gasped, and fled for the door.

house soon. friends?) We're a little light-headed to-

with Bob Wilhelm's sensational comeback. The Chi Psi flash,

as they attract an unseen audience, estimated at over 60 million rabid come fond of a contractor; but fans, it's a pretty cheap price at look what we found. One of Nathat . . . part of that sum is even ture's Noblemen. This laddie was divided among the players of both working on the new Libe, accomthe Cubs & Tigers . . . all for now, panied by some horses (number indeterminate). He was working like anything, when suddenly he looked up and discovered that the

RUSH WEEK IS

It is gratifying to note that during this period of unrest, when there are "wars and rumors of wars." and Pacific coast chamber of commerce organizations are preaching armaments and airports as a protection against a possible outbreak of "something" with our neighbors across the Pacific, scholars and universities can look deeper into the roots of international quibbles, and seek for an understanding of peoples through knowledge of their culture, habits, folkways, mores, modes of life, and art-which is possibly an expression of all these.

Mr. Harada is well qualified to be an interpreter of Japanese Art and Culture, since he has been a member of the staff of the Imperial Household Museum at Tokyo since 1925, a student in this field practically all of his life. That students are eager to learn of their neighbors in Nippon was proved by the attendance at Mr. Harada's first lecture; 314 students filled the University high school auditorium.

Mr. Harada came to America as a young man in 1893, attended the public schools of California, and graduated from Alameda high school in 1901. From 1901 to 1904 he studied at the University of California. In 1905 he returned to Japan to become a professor at the Nagoya College of Technology, where he remained until 1916.

He was sent by the Japanese government to London as an attache of His Majesty's Commission to the Japan-British Exposition, 1909-1911. and to San Francisco as one of His Majesty's Commissioners to the Panama-Pacific International Exposition, 1914-16. For services rendered in connection with this mission, he was decorated by the Emperor Taisho with the Sixth Grade of the Order of the Sacred Treasure. He was an attache to the Japanese government delegates to the International Labor conference at Geneva, Switzerland, in 1921, 1925, and 1928.

He is the author of several books of Japanese Art and Culture, and is serving as corresponding editor of "Studio," English art journal.

Oregon realizes the honor bestowed upon it by the coming of Mr. Harada, and it is with a sincere pride and joy we say-Welcome!

Supply and Demand

O^{NE} of the first things that a beginning student of economics must digest is the complicated but fundamental law of supply and demand. At the present time we have illustrated on our own campus a practical application of this oft-quoted economic law.

Up until last year membership in the Associated Student Body was required of all students attending the University. Students supported activities and athletics whether or not they partook of the benefits. As long as the enrollment held up the graduate manager's office was assured of enough funds to carry on its program.

Now the situation is changed. With optional

For several hundreds of years, and particularly at the present time, all eyes have been on Europe, the center ring in the great show we humans have been putting on since the comely, Neanderthal. Today it is the Italo-Ethiopian-League triangle, and the German-Lithuanian extra added attraction.

We sigh contentedly. All this scrimmaging is so far away, so amusing, good for a joke when a vote is cast for Haile Selassie as member of the New York state assmbly, when we learn of the ingenuous powder the Fascist infantry will spread to burn through the Ethiopian soles, but of no consequence in our personal life plans. We also sighed in 1916.

The conflagration of war cannot be isolated. Therefore it behoves us in America to fill our mental store-house with knowledge.

Unfortunately, there are few completely unbiased news journals of wide circulation in the United States, Some papers approach that perfection but many of our newspapers are illinformed or have an axe to grind. To dispense all sides to every significant question, impartial journals are a crying need. in the educated mind we have the only possible panacea for international conflicts.

It is the writer's hope that what little he gleaned from seven months spent in the four principal powers of western Europe during the past year, may contribute to the scholars' ability to digest the tremendously consequential happenings of contemporary Europe.

Howard Kesslar

A unique situation exists in Oregon athletics this year. Not only will the Oregon varsity teams be colorful and powerful in all four major sports-baseball, basketball, football and trackbut the freshman teams in the four sports will, by Eddie Cantor as his guest conbe ones of unprecedented potentialities. Much ductor for the first of his new secredit is due the office of the graduate manager, the coaches, Eugene townspeople, and friends of the University in interesting Oregon's high school stars in the University of Oregon. The drive for Oregon's athletic proteges has been correlated with the campaign for Oregon schools for Oregon high school graduates and is one more step forward in building a "Greater Oregon.'

the editorial office into the fighting his way up from the sports dept. and as a result we tail-end position in last year's have all the feelings of a sarcompetetion, is already far dine in Westminster Abbey. All ahead of the field in the race for the space, you know. The Sports the title of "Campus Kisser."



AND A PEN THAT HAS TO BE SHAKEN TO MAKE IT WRITE-THAT DIS-TURBS CONCENTRATION WHEN YOU NEED IT MOST

AVOID ANNOYANCE GET THE PEN OF THE DAY

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We vary our message to interest readers of all kinds of publications. During 1935-36, special advertising for college and university publications will take you "backstage" in the Bell System. We hope you will be interested



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