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The 1935-36 Emerald

EACH new Emerald editor is approached early in his regime by people who inquire as to his editorial policy for the ensuing year. Obviously an editor cannot be expected to delve into the future, observe events that will inevitably occur, and express conclusions drawn from ghost facts and psychic observations.

An editorial policy involves many considerations. Included in it are methods of selecting and directing the paper's staff, of inspiring and maintaining 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 presentation of copy. And the editorial policy of a paper should employ the scientific method in the formulation of conclusions with a given number of facts. The editorial that does not embody both the conclusion and the facts, weighed judiciously and balanced against opposing forces is not an editorial but a piece of literary composition alone.

The University of Oregon is a school of approximately 2800 students. In the social and academic life of this body of people there is a maze of organizations that bears directly or indirectly on each of the students. And the students are interested mainly in that which is close to them, subjects that involve themselves as members of a highly specialized community.

The editor of the 1935-36 Emerald intends 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 accurately 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 student.

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 Relations of Japan. Mr. Harada will lecture at the University during the fall and winter terms, and at other Pacific coast colleges during the spring and summer.

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 preening 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 attaché 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 attaché 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

ONE 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

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 difficult position of solving a problem involving the supply curve. Students wish a large curriculum of activities for 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 services rendered to the student, will correspondingly multiply.

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 elaborate 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 250 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 Communist 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.

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 assembly, when we learn of the ingenious 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 ill-informed 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 Kessler

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 track—but the freshman teams in the four sports will be ones of unprecedented potentialities. Much credit 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."



ANYTHING GOES

By Dick Watkins

Well, being as how no one has kicked through what we considered, a better title, for this here dope-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.)

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 Willamette 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 funnies 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 Dierckx 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 half, Harriet Hilliard, who played the Cocanut Grove, this summer, are now headed back to the Great White Way, with stop-overs at Denver's Casomopolitan 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. P.'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 prolonged by public demand. . . . not so bad for a bunch of rocky 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 by Eddie Cantor as his guest conductor for the first of his new series of programs, beginning Sun.

at 8 bells, (CBS) . . . those World Series broadcasts you've been listening to, just in case you're interested, are costing Henry Ford, exactly \$100,000, for the privilege of sponsoring them, but inasmuch, as they attract an unseen audience, estimated at over 60 million rabid fans, it's a pretty cheap price at that. . . . part of that sum is even divided among the players of both the Cubs & Tigers. . . . all for now, . . . adios. . .

It's Anything Goes, Mugs
Innocent Bystander
By Barney Clark

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

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 friends?)

We're a little tight-headed tonight. Lucas went and moved the editorial office into the sports dept, and as a result we have all the feelings of a sardine in Westminster Abbey. All the space, you know. The Sports

Dept. has retreated sullenly into the ed. office, and we like to think of them in there, sitting on each others shoulders three deep, writing furiously.

We never thought we could become fond of a contractor; but look what we found. One of Nature's Noblemen. This laddie was working on the new Libe, accompanied by some horses (number indeterminate). He was working like anything, when suddenly he looked up and discovered that the horses were thirsty. Dry-mouthed, in fact! Sympathetically he cast his eye about the horizon, hoping to spy an oasis. The Phi Delta horse loomed before him. To the horseman's eye it's outlines looked strangely familiar. Whistling to his ponies, he rushed across the street and seized upon a brother. "Can I water my horses here," he queried eagerly?

The brother paled and got to his feet. "God, no!" he gasped, and fled for the door.

The Phi Deltas will build a new house soon.

The whole campus is agog with Bob Wilhelm's sensational comeback. The Chi Psi flash, fighting his way up from the tail-end position in last year's competition, is already far ahead of the field in the race for the title of "Campus Kisser."

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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 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 competition.

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