

Oregon Emerald

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Robert Lucas Editor
Clair Johnson Managing Editor
Tom McCall Sports Editor
Marge Petch Women's Editor

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The Red Devil Of Propaganda

NEARLY all organizations, political parties, big businesses, and public "crusades" now maintain highly organized departments. The press agent retained for the purpose of spreading information is becoming a necessary part of the world's economic setup. In competition for public favor, vast advertising campaigns have included more and more the direct communication with people. With improvement of the printing press, and speed of communication, the public is ever being more intensely cultivated. And the press agent often serves a good purpose in matters of government by clearly explaining the functions and proposed functions of government.

But press agents are press agents and publicity is powerful if not always advisable. And through this condition arise billows of smoke that obliterate the true structure or comparative value of a given piece of legislation, a given law, or a given policy.

How to get behind the rosy curtain of propaganda and to discount tales of ruthless indiscriminate are the major difficulties of the person who would adopt and practice objective and progressive civic criticism.

The most desirable approach is through education—contact with political science and the technique of political parties in gaining power. If one does not understand what is meant by the "balance of power," "imperialism," or the psychological reactions of people but recently engulfed in a world-war, it is difficult to justly appraise the Italo-Ethiopian conflict. And when colored reports come from the typewriters of Italian press agents or from the machines of Ethiopian sympathizers, or from agents of economic institutions, the only alternative lies in the application of the educational background in an attempt to secure intelligent, objective information from men of established reputations who have scientifically studied the situation and report for enlightenment rather than specific and pointed purpose of gaining moral support from the whole body of the people.

This course is left open for every college student and it involves the effort to secure, read, and digest the best that is written, in the best mediums, and by the most substantial critics in the field.

What is the best that has been written? That is a matter of opinion that is best answered after a careful analysis of the writer's background, his education, and his experience as an observer and commentator on a given problem. What are the best mediums? Among others, they are books published by informed and nationally recognized people—supplemented by such magazines as Harper's, Atlantic Monthly, Scribner's, The American Mercury, Time, and Current History.

Newspapers have a definite and irreplaceable position in this list but for a different purpose. They give a continuous and reasonably accurate picture of situations, sans background, sans complete objective interpretation.

This appears to be an overwhelming task for the average citizen. Perhaps it is. But college students are not average citizens. People in college are being given added opportunities to create just such critical attitudes. They are being given educational background in order to be superior citizens with a maximum of fair and objective attitudes. One cry that is continually ringing in the ears of the college student is the challenge of the twentieth century—a constant reiteration by adults that the fate of mankind rests on the shoulders of youth and that youth must meet the responsibility of bolstering a disintegrating civilization.

This challenge is most gracefully accepted by those who at least know what civilization is about, and by those who best evaluate its fallacies among which propaganda and the arbitrary direction of public thinking rates high.

Election Rules Must be Observed

AN opinion rendered by the judicial committee of the student body declared unconstitutional the special meeting held last Wednesday, thus rendering all business transacted at this meeting illegal. The meeting was declared illegal because "proper advance notice of the meeting had not been given."

Someone, perhaps President Blais, has committed a faux pas. The student body must be called together at another time, with 24 hours advance notice given as to the exact time and place.

To many people this mix-up will appear as trivial and the allowed exception to the validity of the meeting will be considered unnecessary. However the observance of the "proper notice" rule is exceedingly important to the protection of the rights of the minority and majority groups who must be given an open chance to compete and prepare briefs. While the mistake is of no more import than an oversight on the part of the student body president, it is important as a matter of principle that the correct procedure be followed in public elections as the results, however unimportant in this case, affect each member of the student body.

Library Improvement Started in Gamma Hall

GAMMA hall is emerging as the men's living organization instituting the most thorough house library service on the campus. The action

the seemingly antipathetic attitude adopted by other men's residence organizations. Where Gamma, formerly notorious for the disinterestedness of its members in matters of an intellectual nature, has commenced plans for a complete library in one of the hall rooms, the male groups have not responded with the enthusiasm displayed by the women's houses.

At the meeting of the house librarians last Tuesday in Gerlinger hall the program was conducted before an audience composed of more than 30 women and only three representatives of the men's living groups. The men were perhaps occupied with other activities—or perhaps the attendance was merely indicative of the attitudes of male students toward intellectual diversion.

Yet it is basically to the men and to the individuals who have not maintained that constant contact with the library that the faculty has introduced this arrangement. The attempt had its inception in the desire to aid those who had obtained an understanding of the value of the written word in securing that training so essential to the mature individual. Those who have taken cognizance of the value of the service have realized the significance of the assistance being given the student body by this extraordinary service of the library authorities. Where the women's houses have established their library rooms and have instituted regular discussion groups, the men have failed to rise from their usual intellectual lethargy and have maintained a glacial indifference to the "novel" system.

Will the men suggest that they have no time for such pursuits? Or will they admit that they have no interest in the reading? If the students will give the feature some attention they will soon realize the value of the opportunity presented them.

The Gerlinger Mike A Black Spot

YESTERDAY we were asked by a student to describe Colonel Leader. It seemed an opportune time to censure our friend for not attending the assembly in Gerlinger hall when Leader addressed University students. So we asked him why he didn't. Then, with killing emphasis on every syllable, the student replied:

"I did." The black microphone that blots out the features of every speaker not on stilts at student assemblies, is a menace alike to the equanimity of him who talks and they who listen. The speaker is confronted by a small wall of metal, and the audience glimpses a cowlick now and then.

If one is an athlete, it may develop into a game, to see who can obtain the most complete view of the speaker without leaving one's seat. Running up to the platform is cheating.

And the freshmen who are herded up to the galleries are actually the fortunate few who are able to look upon all of the speaker's face at the same time.

Please, we like to see as well as hear.

Europe Firsthand

By Howard Kessler

(Continued)

WHEN a Moroccan steals, stabs, or sins according to the rights and regulations of his people, he is dragged (or perhaps he just walks) before a high tribunal of African big shots and given a hearing, after which, if he cannot talk fast and convincingly, he is tied across the back of a donkey and paraded through the streets to the delight and edification of the good burghers who are invited, nay requested, to hurl rocks, sticks, last week's garbage or verbal abuse in his direction, with the result that, if the street is long or the guide becomes lost, the culprit finds himself pretty fagged out, and promises to be a good boy for ever and ever after. Quod erat demonstratum.

We peeped in on a Mohammedan wedding, held at night in a tiny square created by the juncture of several narrow streets. Two snake charmers who provided the musical accompaniment, sat in a corner and blew until their cheeks puffed out like peacocks' breasts, with terrific effect on their slender pipes. Their duty must have been to subdue the bride, and you will admit that even a first rate, day-dead snake charmer hailing from a long line of snake charmers on his father's side, would never make pretensions on such a masterpiece of subduing. Dozens of little black youngsters were dancing and shouting to the music, sensing perhaps that they would soon have playmates.

Suddenly there was a change in the tempo of the weird whine. Just opposite to where we stood in the shadow, a blaze of light approached the end of an exceptionally narrow lane, and the bride appeared, sheltered by a tapestried framework on poles which were in the hands of four husky natives, who carried the wife-to-be over to the donkey that had been standing patiently in the square and placed the box, with the bride hidden in it, on the beast's back.

"They take sweetheart to her man now," said the guide. Mohammedans have no choice as to their wives. When a Moslem has a little spare cash and feels extra masterful he gets himself another spouse. This keeps on until he runs out of money or nerve, and then he may start weeding out some of the older models.

The Moslem takes a childish and wholesome delight in killing a Christian piece by piece. Usually, as a preliminary experiment, he cuts off a pound of flesh here and there to see if you can take it. Having ascertained that you are enjoying the game immensely, he disembowels you, which may be painful, and then fills you with sand, old shoes, a waten chain, or anything that happens to be left over from last night's stag party. The ethical thing would be to sew you up after this operation, but since he has never studied medicine, our Moslem proceeds, with infinite care, to gouge out your eyes, slice off an ear or a nose, all the time assuring you in Arabic that this is not going to hurt—much. You have probably told him many times that he needn't be so painstaking in his surgery, but he knows his business and knows just how much a Christian in good running order can stand, having heard Billy Sunday in Philadelphia once.

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Again I See In Fancy

By FREDERIC S. DUNN

"WANNA BUY A DUCK?"

One might presume from the great bulk of stories told of John W. Johnson, that his was an absolutely unbreakable tyranny. Blessed were those who knew him intimately and realized the man beneath his armor. And of those who enjoyed that rare privilege was Billy Scott, who knew the president in fraternal circles, even seeing him participate with glee in side deings for the pure sport of the thing. When president and prepper could thus meet on a common level, it was a precious gift of circumstances.

And Billy once met with the president on a summer's outing at Foley Springs, where there were also Dr. Charles J. Whiteaker, son of Oregon's first governor and member of the graduating class of '78, and Bob Hayes, proprietor of

one of the down town saloons—tall, dark, handsome gentleman, one of the kind that might have saved the saloon from its one time deterrent reputation. In that group, Billy says, "the president was just like the rest of us and could tell as many yarns."

Billy occasionally accompanied him on his hunting expeditions, camping out over night at weekends. A third participant was Jasper Stevens, commonly called Jap. The one thing I can recall of Jap is seeing him habitually in hunting boots and with his shot-gun tucked under his arm.

Once the three were out in the south and west of town in the Amazon slough and Long Tom districts, they would separate, but occasionally meet to tally up their successes. The country was flat and they could readily watch each other to prevent accidents. Billy says

that they were nearing the end of their program, and he had not a single bird at his belt, whereas Johnson and Stevens had netted, between them, two ducks and a goose.

Scott finally became a little wily and, meeting up with a lone huntsman, bought his quarry of two ducks, sorry that he had not a goose as well. When the three met to return from their hunt, Billy displayed his two ducks, but could not refrain from nudging Jap in the ribs and whispering to him the secret of their possession, but not to tell Johnson.

The next Monday on the way up to the University, President Johnson passed by a group of students. He tapped Billy on the shoulder and, as he walked on, looked back and wryly queried, "What's the price of ducks today, Scott?"

In Review

By Stuart Partner

Films Today:

- Hellig — "Westward Ho" and "Make a Million," through Saturday.
- Mac — "Here Comes Cookie" and Major Bowes Amateur Group, today only.
- Mayflower — "King Solomon of Broadway," through Saturday.
- Rex — Same as the Mac.
- State — "We Live Again" and "When a Man Sees Red," through Saturday.

At the McDonald Friday

The depression period having created so thick a gloom that the mental health of the nation was endangered, Paramount accepted the task of reviving humor in the United States and introduced the team of Burns and Allen. But the result has not been too entertaining. After belaboring the defenseless public in short sequences, the former vaudeville and radio comedians were given the opportunity of engaging in full length films—and of boring audiences for a complete hour rather than for isolated moments.

"Here Comes Cookie," and the photoplay is even more peculiar than its odd title, is the Paramount joy restorer. Miss Allen, whose vacant stare, idiotic responses and general demeanor have gained a veritable myriad of admirers among the lesser intellects, approaches the nadir in her career in this lamentable effort. A story

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GREEN PARROT PALMS

has been woven about the eccentricities of Gracie, but the result would have been as profound if no continuous theme and no other actors were introduced. In that case Gracie and the long-suffering George could have returned to their vaudeville manner of hurling inane comments about the lot without endangering the reputations of others in the cast.

George Barbier is far more comical in his role than those twin stars of the drama, but he does not save the film from descending to complete lunacy as the narrative develops.

Perhaps the Major Bowes group of Columbia university xylophonists, Oxford students, and those without the academic sphere, appear to advantage because of the display afforded by the Burns-Allen combination.

Conference

(Continued from Page One)

will be held with Mrs. Earl presiding. Speakers will be Mrs. L. T. Merwin director of the north Pacific section, and Dr. Victor P. Morris, professor of economics at the University of Oregon. Mrs. William Tugman, Eugene, has charge of the entertainment.

The first meeting Saturday will be at 8 in the morning when dif-

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By James Morrison

Emerald of the Air

In the absence of Woodrow Truax, radio editor and regular Emerald of the Air announcer, who is in Corvallis on business concerning the installation of a campus radio station here, Noel Benson will have complete charge of the broadcast today. The time will be devoted to announcements about the Sophomore Informal, Virginia Wellington and William Pease will talk, Ned Gee will sing, and Bucky McGowan will play the piano.

Local Bands

Bucky McGowan has made great strides in lifting the brand of campus music employed for house dances last year to a much better level, as those who attend the Alpha Chi pledge informal Friday evening will find. The old method of musicians shaking hands on the job is out, he declares, as his bands will be well-rehearsed.

Lucky D.G.'s! Jimmy Dierickx is scheduled to come over from Corvallis and give the girls a treat with his tuneful group.

Tonight is also College Night at Willamette park. Earle Gib-

ferent groups will meet for breakfast at the Eugene hotel. A complete Saturday program will appear in the Emerald tomorrow.

Purpose Given

The association was founded 54 years ago, with the purpose of uniting college and university women in the development of educational standards through legislative and other means. "Educational in international relations are studied to enable women to better understand world conditions, and to better their positions in life," Mrs. Earl said.

The Oregon division gives a \$1200 fellowship every three years to some woman university graduate of Oregon schools. The last person to receive this was Margaret Williams who graduated from the University of Oregon. The national organization at present has 21 women enjoying scholarships.

Paulsen's

(Continued from Page One)

tober 20-26, again not official and not setting forth a definite date. Once again the assembly was announced as a news story in the Emerald columns, Wednesday morning before the meeting but was not published as an official notice.

In the future, the committee ruled that an official notice of a special meeting of the ASUO must appear in the Emerald issue of the day previous to the date of the meeting.

son's augmented orchestra will play. Tomorrow night Gerry McLean and his Willametteers take the stand. Next Friday Jack Mills and his orchestra are to appear at the Park, direct from a summer engagement at Detroit Lakes Pavilion.

Stars of Radio

Fame, rather than fortune, is the goal of Nyla Taylor, 21-year-old Lansdale, Pa., girl who acquired considerable of both by winning in the women's division of Eddie Duchin's Fire Chief "National Open" radio auditions contest recently completed.

To have six songs published by January 1, 1936—not great songs, but "hits"—is the immediate ambition of Lanny Ross, tenor star and master of ceremonies on the Maxwell House Show Boat. Lanny got off to a good start toward this goal with the recent publication of his latest composition, "Day Dreams."

He has cherished a desire to compose since his student days at Yale, when he first sang on the air. In the past few years the tenor has written about twenty songs, several of which he introduced on his radio programs, none of them published, however.

"But it's going to be different from now on," Lanny declares, "now that I've broken the ice."

NBC-CBS Programs Today

3:00 p. m.—Women's Magazine of the Air. NBC.

4:00—Sax Appeal—Mickey Gillette. KPO.

5:30—Kellogg College Prom. Ruth Etting, blues singer; girls' trio; Red Nichols' orchestra. KGW, KFI.

7:30—Elgin Campus Revue, with the Mills brothers; Hal Totten, sports commentator; Art Kassel and His Kassel's in the Air orchestra. NBC.

8:15—Lum and Abner, comedy sketch. KPO, KGW.

10:15—Norman Sper, football forecasts. KGW.

DANCE ORCHESTRAS

10:00—Paul Pendarvis.

10:30—Tom Gerun.

Eddie Fitzpatrick, Jr.

11:00—Al Lyons.

11:30—Jimmy Grier.

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