

Oregon Emerald

PUBLISHED BY THE ASSOCIATED STUDENTS OF
THE UNIVERSITY OF OREGON

Fred W. Colvig, editor
Wm. F. Lubersky, Assistant Business Manager

Associate editors: Clair Johnson, Virginia Endicott.

UPPER NEWS STAFF
Lloyd Tupling, news editor.
Bernadine Bowman, exchange
editor.
Paul Deutschmann, assistant
managing editor.
Gladys Battleson, society
editor.
Paul Plank, radio editor.

Reporters: Myra Hulser, Rita Wright, Irvin Mann, Bill Pengra,
Wen Brooks, Dick Little, Bob Ritter, Kathryn Morrow, Louise
Aiken, Louise Sheppard, Mary Failing, Margaret Rankin,
Alyce Rogers, Laura Bryant, Marjory Dudley, Farr Apelin,
Maxine Glad, Catherine Taylor, Kenneth Kirtley, Betty Jane
Thompson, Warren Waldorf, Lew Evans, Hubert Kiocka,
Peggy Robbins, Gertrude Carter, Margaret Ray, Stan Hobson.

Sports staff: John Pink, Elbert Hawkins, Chuck Van Scoyoe,
Bill Norene, Larry Quinn, Morris Henderson, Russ Iseli,
Dick Hutchison, Lucille Stevens.

City editors: Jean Kendall, Rita Lee Powell, Katherine Morrow,
Jack Townsend, Warren Waldorf, William Robinson, Gladys
Battleson, Mary Kay Booth, Dave Cox, Alice Nelson, Larry
Quinn.

Assistant managing editor: Day editor:
Bob Emerson Lillian Warn

Night editors: Bob Jolly

Monkey Glands for ASUO

OBJECTIONS to the new proportional representation electoral set-up have been few, and none has been serious. On the whole, one might say that the innovation has received more favorable reception than ever could have been expected for it a short while ago when it was regarded as a desirable reform, but one which would take months or even years to put into effect.

The most vociferous squawk aroused by its enactment came from those who said "all the fun is being taken out of campus politics." That complaint, we think, was raised merely humorously, for everyone knows that, however much fun the old outthroat campaigns were, elections under the old set-up considerably detracted from the unified campus which all agree is to be sought.

And these plaintiffs are a bit wrong in giving up the ancient and honored excitement of campus elections for deceased so soon, for, unless we are mistaken, the new procedure if anything will provide monkey glands for a system whose life was becoming withered in the grind of the two old machines. Actually, the two-party set-up had no excuse for existence, anyway. It was entirely artificial, because there were no issues in campus politics that could justify such a split of the electorate. What it amounted to was this: the two major parties would erect their respective platforms on some matter of little consequence and then would cajole and threaten minority groups to their support. Then, with elections over, the victors would forget their promises of impartial distribution of patronage and hog the "gravy" for themselves.

There being no issues strong enough to support a large and potent party, under the new set-up each candidate will become the potential rallying-point of a party of supporters. The issues of the campaign will be merely the comparative abilities of the different aspirants, and there will be as many parties as there are candidates.

Excitement? There'll be plenty of it. But, remember this, the outcome will not be a student body split into the "ins" and the "outs," as it was under the old system, but it will be a campus unified under a truly representative executive committee that will make its appointments impartially.

Educating Employers

MAY 3, the school of business administration is bringing to the campus the first educational conference of the Oregon Retail Distributors association. In doing so the BA school is falling behind the lead set by the schools of education and journalism, which have long profited from such conventions.

Retailers of the state, retail advertising men, and members of the University business faculty will gather and discuss their mutual problems, with great benefit to all parties. Retailers will get a larger picture of business than a personal survey of their own enterprises would allow. And the University faculty will get a breath of the actualities of business life, which never does any harm to academics.

But BA students will benefit most, for they will taste the advantages long enjoyed by journalists and education majors. Student journalists have had the annual conference of the Oregon Publishers association for their profit, meeting prominent newspaper men of the state, learning something about the practicalities of the profession, and putting themselves in position for jobs later on. Education majors, in conference like that of the Progressive Education Association just concluded, gain much of the thought and spirit of working educators and make valuable contacts with school superintendents, their potential employers.

It really is in this mercenary sense that

these conferences are of greatest value to students, even of greater value than what may be learned from these men of the employing world in the brief convention days. For the campus has tended to drift too far from life outside; a college education, sadly enough, often goes wanting for proper appreciation from employers, and the cash remuneration too frequently fails to make up for the four years of sacrifice. The picture of college graduates venturing forth to hang their diplomas over \$20-a-week jobs is a sorry one.

Conferences such as these may be hoped not only to impress University students and their faculty with what goes on outside the gates, but they may serve to re-acquaint employers with the value of college-educated men and women.

The March of Terms

UNDERCLASS advisors in the University's schools and colleges are now meeting with advisees, laying tentative plans for the students' courses for next year.

Despite the fact that the fall term registration period is the longest of three, hundreds of students entering school for the first time must be enrolled and registered in that period. The new move, then, which will lighten the advisor's work with his sophomores, and with some juniors, next year, will allow him more time to confer with these freshmen and to do justice to the job of helping them select their first-term program.

Schedules lined up this term are, however, sketchy and tentative. They are being formed on the basis of this year's class schedules. There seems little reason, however, why the hour schedule for next year could not be already prepared. Were it available, a temporary copy of the student's exact schedule could be lined up this year. Such an extension of the system would naturally take up more of the advisor's time this term but would act to lighten his registration burden even more during next year.

THE new advisory system, which has been in the stages of development for at least several terms, might well be extended in still another direction. It is limited to work with next year's sophomores and a few upperclassmen, probably with the idea in mind that these students most need advice in selecting a schedule. On close analysis it would seem that the opposite is true.

In his senior year the advisee has completed his basic work and requirements to a large extent. He is faced with two problems—the selection of courses in the field of his major, the final and most important work of his college career, and the choice of a wide range of courses in the University's other schools. Advice and conference from faculty members is extremely valuable in him at this time and should be made available.

The advisory program has been gradually extended but it is still a rushed and hurried one. The selection of courses is an important and a determinant phase of each student's college work. It can scarcely be over-emphasized.

Era of Naturalism

(Oregon State Barometer)

IN THE Victorian days when smoke issued forth from the chimney of the little red schoolhouse the coming of the board of trustees was an occasion for ceremony. The pupils would stand in an immaculate row with their hair smoothed down and their faces glistening.

The state board of higher education will hold one of its eight annual meetings here on Monday and Tuesday, but Oregon State will receive them in a natural setting, not with flags flying and trumpets blaring. The board acts as sort of a foster parents to five big institutions throughout the state of Oregon, and it likes to see them as they are, not as they might pretend to be. The days of superficiality are gradually passing into oblivion. Frankness is the catch-line of today.

The men's faculty club will entertain the visiting men on Monday night, and the women of the official party will be guests of the American Association of University Women. On Tuesday before noon there will be a military review, followed by a special convocation for the board. These events are merely what a host might ordinarily do for a guest . . . not special features.

The state board of higher education is meeting here for a triple purpose. They are coming part in celebration of the 80th anniversary year of the founding of the experiment station, partly because this is one of their regular meetings, and because this is the last meeting of Oregon's beloved B. F. Irvine since his resignation from the board. Irvine, who is close to the heart of every Oregon Stater because of the many things he has done for the college and because of his loyal interest, declined reappointment, having retired voluntarily.

And thus, Oregon State will welcome the coming of the board. She wants to be seen in her every day tranquility, not in Sunday pomp.

Campus Calendar

The Interfraternity council will meet today for dinner at the Phi Delta house at 6 o'clock. Rushing rules will be discussed and Dr. De Barr will speak.

Phi Mu Alpha will hold a banquet at six o'clock this evening at the Anchorage.

Sophomore commission of the YWCA will meet this afternoon at 4 in the Y hut.

Women's living organizations representatives on the committee to select nominees for ASUO offices will meet upstairs in the College Side at 4 this afternoon.

The Oregon fencing club will hold a meeting tonight in Gerlinger at 7:30 for members, and all those who want to learn to fence.

Water Carnival committee for Junior weekend will meet at 8 o'clock in the College Side.

House librarians meet at 5 o'clock today in the AWS room in Gerlinger hall. This is a special meeting.

Theta Sigma Phi meeting this noon at the Anchorage. Everyone must be there or pay a fine.

Master Dance will meet this afternoon from 4:45 to 5:30. It is important that all members come.

Hilton prize contest room 105 Commerce tonight at 8.

Anyone interested in working on the night staff of the Emerald for the remainder of this term, please come to the Emerald room this evening at 7. Arrangements will be made at that time for proof-readers and night editors.

'Must Nots' Turn

(Continued from page one)
burned so they would learn to protect themselves in the future," he said.

He said that rules are not, and will not be kept. Those students who strain away from regulations, and break them only because they exist, will be balanced by those who observe them. But the rank and file of students will get around the regulations, will learn to lie and cheat, he said.

Noon or Midnight
"What is the difference between eating at 10:30 in the morning and 10:30 at night?" he asked. "What is the difference between a drive in Hendrick's park at noon or midnight?"

Dr. Taylor felt that it is not so much freedom students need as responsibility. A control of the money from home, so that the student could not write for money to pay those library fines that were incurred in a Saturday night poker game, would be ideal.

Dr. Jameson concurred with this idea, but pointed out that freedom and responsibility are synonymous—by freedom, meaning regulated freedom, not a no rule, no stop gathering of young men and women.

Co-op Board to Be

(Continued from page one)
meeting, and the possibility of owned building was brought up, moving the store to a University. Three positions on the board, now held by Jack McGirr, Frank Drew, Richard Sleeter, Phyllis Gardner, and John Lewis, will be filled. At least two candidates must be nominated for each position according to the co-op by-laws.

Phyllis Gardner is the only retiring member eligible to renomination, Charles McGirr, president of the student board announced.

Mental Telepathy

(Continued from page one)
cent feature article on the theory in the Sunday Oregonian, declared that, "Official science refuses to accept as truth the existence of 'mysterious human powers,' and asserted that while theoretically the Duke university tests prove the existence of extra-sensory perception, psychologists are not yet convinced that in practice there may not have been some element of error."

The tests are made up primarily of five cards with symbols on one side, such as a square, circle, cross, star, and waves. The test-pupil calls the symbols before the card is exposed, and a series of five sets is usually given. According to mathematics, the law of chance would have him "sense" one out of five, or twenty percent. Some

Newest Frisco 'Longer Than Longest' Span



Second of San Francisco's "longest single suspension spans in the world" will be opened for traffic late in May with a brilliant six-day fiesta. The 37-million dollar Golden Gate bridge, which has been visioned since the days of '49, and will eliminate the time-consuming ferry crossing between the bay city and northern points.

individuals run scores higher than that, even as high as 100 per cent on successive tests.

Uphold Mental Telepathy

This has happened not only at Duke university, but also at several large schools in the city of New York. Scientist maintain that these results are not due to chance, and that there is no escape from the fact that knowledge was transmitted from one mind to another without the use of any known sense.

"These results remind me of a psychological phenomena that occurred about the first of the century," he said. "A large horse by the name of Clever Hans was found which could solve mathematical problems by pawing the ground for answers. At last this phenomena was explained by psychologists—it was proven that the horse could sense the muscular tension of his trainer as he pawed the ground the right number of times. This may be applied in a different way to this popular theory—that some actual, although unintentional, tension or sign may be perceived by the person taking the test. It is true also that with each card that is "sensed" the odds on guessing the remaining ones are lowered by the subconscious thought of what cards are left."

Psychologists Disregard Mysticism

All of the data of the present science of psychology has been assembled on the assumption that telepathy and clairvoyance do not exist. When proof can no longer be rejected, psychologists must face the task of reconstructing their science. According to Mr. Williams, the theory must stand a great deal more trial and allowances for any errors in giving the tests and computing the results before science should accept the evidence as conclusive.

Emerald Politicos

(Continued from page one)
appointment with appointment in the coming battle.

The campaign for editor of the men's edition was not so well defined. Gordon M. Connelly, noted social worker, loomed as the most logical candidate, as a whispering campaign in his behalf was reported to have been started by his chief competitors, Lloyd Tupling and Paul Deutschmann.

The women's conflict, smoldering at present, has possibilities of eclipsing the other two torrid races. Well-schooled women politicians Bernadine Bowman, exchange queen, and Myra Hulser, proud possessor of an AP (or is it UP card), looked like the best bets to accumulate party lines. Veterans Virginia Endicott, Mildred Blackburne and Clare Igoo were not campaigning actively.

Student Lawyers

(Continued from page one)
Eugene; and Fred E. Smith, attorney, Eugene.

The Hilton contest has been held annually since 1922, first prize given each year by Frank H. Hilton, Portland attorney. The \$25 second prize is given by the law school from its trust fund. Third

Send the Emerald to your friends. Subscriptions only \$3.00 per year.

prize of \$10 has been donated by Chase Inn of Phi Delta Phi, legal fraternity.

The public is invited to attend the contest.

Passing Show

(Continued from page one)
at the request of a restaurant manager.

A disturbance resulted, the inevitable policeman arrived, took them to court, where Magistrate Ford found them guilty not only of "disorderly conduct," but "bad manners and bad taste." They were admonished with suspended sentences.

Busmen May Walkout

The serene dignity surrounding the coronation of King Edward VIII next month is quite liable to be set upset unless the demands of 40,000 of London's busmen are met soon, it was learned yesterday. The transportation men threaten to walkout at midnight April 30 unless they are granted a seven-and-a-half hour day, in place of their present eight hour schedule.

Fear was expressed in some quarters that the strike might ex-

tend to subway and suburban transportation workers. All efforts of the labor conciliation department to effect a truce have been unavailing.

Oregon Emerald

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, the fifth day of December to January 4, except January 4 to 12, and March 6 to March 12, March 22 to March 30. Entered as second-class matter at the postoffice, Eugene, Oregon. Subscription rate, \$3.00 a year.

Circulation Manager: Caroline Hand
Asst. Jean Farrans
Frances Olson, Executive Secretary
Copy Service Department
Manager: Venita Brous
National Advertising
Assistant: Eleanor Anderson
Collection Manager: Reed Swenson
Tuesday advertising manager: Walter Taylor; Assistants: Ruth Ketchum, Jean Farrans

Permanent Glory Offered Students By News Bureau

"Prominent men of the campus" that journalists describe, beautiful girls that have been queen of May or some other festive occasion, and all those that brag in the old home town that they know these important people have a chance to illustrate their days of college glory by going to the office of George Godfrey, University news bureau head, and choosing any of the large selection of pictures displayed there for sale.

Mr. Godfrey reports that the pictures have gone very fast, but there are still plenty to choose from. Besides pictures of students and faculty, many famous, campus spots are available, such as Denny, Johnson, the race, and living organizations.

Pictures are those that have been taken for the past 2 years for the Oregonian, honoraries, graduation, mill-race duckings, dances, athletics teams, and miscellaneous events.

Get a shake at TAYLOR'S.—adv.

It's Harder to . . .

Keep Clean

in warm weather and also more necessary

Let us keep you in—
FRESH CLOTHES

New Service Laundry

Phone 825

Advertising Pays You

Advertising brings to millions, at reasonable prices, comforts and conveniences that without advertising would be luxuries that only a few could enjoy.

America is an advertising nation. That is one reason why the man with moderate means, here, enjoys more comfort than most wealthy men abroad. Because thousands and thousands of people ask for a certain article by name, it is possible for the advertisers to sell this item at a minimum effort.

It is therefore possible to manufacture and to distribute this produce as a saving which you share with the advertiser. When you figure the number of items in your daily life built by advertising, you can appreciate that advertising does pay.

Advertisements enable you to buy better things at less cost.