

From Where I SIT

By CLARE IGOE

"One of the first things that should be taught college freshmen is not to act college," severely recommends Don Herold in an article which he calls "College 'Men'" in the Scribner's magazine for December.

"Perhaps the first week of their college year should be devoted to boiling the little fellows in oil and otherwise torturing them to get out of their system all desire to wear monkey caps and do snake dances. Then, if they persist in acting conventionally college, they should all be shipped to the Warner Brothers studios in Hollywood to cut up in motion pictures about college life—a doom worse than Siberia," he continues.

This drastic treatment might, Herold thinks, cure Americans of their "weakness for labels, and for acting and dressing the part."

"There are, of course, in every college a few lusty little nitwits who lead in this collegiate babbittity. They should be smacked to earth by their more embarrassed classmates. It is the embarrassed who are right, but it is the healthy little babbitts who prevail.

"This goes, too, for after life, and I think that I have suggested a bit of pedagogy here by which the colleges can eventually improve American life as a whole. What America needs, for one thing, is fewer joiners," Herold emphatically proclaims.

Pursuing his plea for fewer "collegiate" collegiates, Herold declares: "The best actors I know look like businessmen. Only the hams look like actors. The best writers and artists I know look like brokers or storekeepers. Only the phonies wear long hair and Windsor ties. The best musicians might be mistaken for chemists. The best college students ought to look the least college."

And on this stern note he concludes: "If we can't get intelligent people from our colleges, we ought to close the colleges. And I think it would help a lot toward this end to smack all that is collegiate out of the freshmen before they are a week old."

We hope you'll take this little tirade to heart, kiddies, and don't let us ever, ever catch you looking like college students!

Oregon Emerald

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The Fraternity's Utopia

NOT long ago reports that Oregon Dads would look into the rushing and pledging situation again this year brought rapid defensive action from house presidents and house managers. With the remote possibility of deferred pledging in the air, the fraternity leaders rallied 'round to collect their strongest arguments and prepare to smite this monster just as soon as it raised its head.

The dads' investigation ought to be given every possible aid. Although rushing, since revised two years ago, has been running along smoothly, there are major difficulties in the system which the dads apparently have realized and would like to do something about.

Whenever the problem of rushing and pledging is discussed, deferred pledging seems almost certain to be considered. More than any other, it seems the ideal solution to the freshman's problem of selecting a house. It is undeniably true that a student could make a better decision after he has had one term on the campus to become somewhat acclimated than he can in the rushed, bewildering first week.

CRITICISM leveled against the deferred pledging system—and it is always plentiful when the subject is broached—usually condemns it as impractical. It seems, however, that with preparation before hand the influx of new men into houses could be delayed one term without wrecking fraternities, as has often been asserted with great positiveness. With proper planning, the average fraternity should be able to "stock up" in advance with enough men who were certain to return to carry the house over the break. In fact, in the long run houses should profit—for the mortality rate in the pledge class

should be considerably reduced and less trouble would result from housing a flock of neophytes until judicious pruning would permit their collective entrance into the old manor.

Second objection to this plan is that it wouldn't work because the whole term or year would be just one long rush week.

NOW, anyone advancing this last argument is taking a stiff poke at the basic principles on which fraternalism is founded. He is insisting that houses, as organizations, could not agree upon and adhere to a plan for controlled, term-long rushing. Since the Greek letter organizations are supposed to indoctrinate cooperation, brotherhood, sportsmanship, and fair play, it's a poor fraternity man who doesn't hold that his organization and others could conduct itself under the guidance of the ideals it professes.

The most practical of all the objections comes from the University's viewpoint—how are these boys to be housed for a year or a term?

This problem has been answered at other universities. The usual period before pledging is one year, which enables them to keep dormitories or other living quarters occupied. (If the one-year before pledging plan was adopted it would remove the awkward balance of men in houses by terms, with the house pledging a greater number of men and keeping them through their last three years.) Housing around 250 or 300 for either a year or a term would undoubtedly be a problem, but with dormitory space and the University-owned house at 1367 Alder, plus off-campus facilities now available, it ought not to prove an insurmountable problem.

Deferred pledging, at any rate, is worthy of consideration. Too long has it been pushed aside as impossible and impracticable. If the end justifies drastic change, it is one of the "means" which ought to be considered.

The Seventh Occupant of the Presidential Chair

NOW that it's just about over, Oregon's somewhat unusual method of choosing a president has proven an interesting and satisfactory academic adventure.

Upholding the tradition of a democratic faculty, the state board of the Oregon system of higher education courteously extended to the faculty and its representatives the opportunity to advise it in making a selection. The secrecy which usually accompanies such a procedure was almost completely lacking.

The state board's generosity has been and will be further rewarded. Every one of the men named to visit the campus was well received; each one, apparently, left the faculty with the impression that he was the type of man definitely qualified for the position.

As a result of the interviews, there has

been an encouraging reaction, or so it seems at least, on the campus. The consensus among the faculty members is that whichever one of the nominees is finally named, Oregon has been able to pick its chief executive from a group of capable and well-qualified educators, and that the selection of any one of them would be satisfactory.

Looking over the qualifications of the group as a whole it seems apparent that the nominees conform just about as nearly as is humanly possible to the ideal set up by Chancellor Frederick M. Hunter in his "16 points."

For its seventh president, the University will be getting a first-rate man. Dr. Boyer's successor, no matter what his name, is fit to carry on.

SIDE SHOW Edited by... Bill Cummings, Campus Paul Deutschmann, National

Next Saturday morning the question of deferred pledging will undoubtedly be brought up at the annual mass meeting of Oregon dads. Their motive—to rid the campus of rush week and its evils—is sound, but their method, if they propose the deferred pledging plan, is unsound. Hence, this appeal: Don't adopt the deferred pledging plan, dads, if you want to do the right thing by your sons, daughters, and your University.

Theoretically, deferred pledging offers a solution to the much-discussed problems of the present rushing and pledging system, but as far as the University of Oregon is concerned the theory of the plan is its only desirable element. Ultimately, deferred pledging may be adopted on the Oregon campus, but at present neither the

fraternities nor the University is ready for it.

In the first place, deferment of pledging would not do away with the evils of rush week, but would tend merely to postpone them. No matter when rush week is held, there will always be confusion, interference with school work, and a general emotional strain on rushee and rusher alike. It is even possible that deferred pledging would create more confusion by spreading these evils over a long period of time. Furthermore, financial stress in the fraternities and the housing problem actually prohibit adoption of the plan.

Besides deferred pledging, another substitute for the present (closed) system of rushing has been advocated—open rushing. This system would confine all

Strange Land

By WERNER ASENDORF (German Exchange Student)

CONSIDERABLE DISCUSSION has been aroused in a certain class about what propaganda means and if it could be used for our own purpose. Most of the answers to this question agreed in the idea that propaganda is not so good but may be used for a good purpose. The outcome should defend the methods. The dirty methods should get cleaned by a clean aim. Even lies—the professor succeeded in bringing the discussion to such a heated point—these defenders of propaganda stated, could be used for a good and necessary idea.

In Germany, propaganda has not such a bad smell as it is supposed to have here. Propaganda means in Germany agitation for an idea or purpose that is considered by the propagandist to be the best for those who have to accept the idea. The propagandist applies methods which seem to be fit to convince his auditor or reading public. He would therefore modify his language and argumentation in respect of his listeners. Dirty tricks and lies would not be considered as rightful. It is quite clear that such "devices" would not be useful in the long run. Even a people that gets all the news by official agencies knows ways and means to get around such limitations. It has been found, for instance, during the war that it was wiser for England to print the German G. H. Q. Bulletins. France didn't do it and the effect was that the French bought Swiss newspapers and did not believe the French bulletins.

propaganda has to be defined as the use of methods which are not altogether clean. The purpose is to sway the masses and the worst point is that those who deal in propaganda know that they are handing dope to the poor suckers who are not intelligent enough to look through the scheme. Propaganda—according to this definition—is a frame-up, which is aimed to make the masses lose their senses, dough, and guts. Propaganda stacks the cards in the poker game of politics. The propagandists are political card-sharps. (This propaganda would be called in Germany "polische pekklame" or political advertisement.)

A democracy that is maybe not run by the people but for the people and with the support of the masses. For I still believe that the masses fall for the honest personality and not for the most skillful lying crook.

Big Dad's Day

(Continued from page one) an, president; and from the University of Oregon by C. Valentine Boyer, president.

Chancellor Frederick M. Hunter will give the principal address using as his title, "Building Oregon." Following which presentation of the attendance trophies and the announcement of new officers will be made. The program will be concluded by everyone singing "Mighty Oregon."

Merle Chessman, of Astoria, president of the Oregon Dads, is toastmaster for the banquet. The Phi Beta trio will play throughout the dinner. As a part of the musical program the Gamma Phi Beta chorus will sing two numbers and Barbara Ward will offer a solo.

Women to Rule

(Continued from page one) the etiquette booklet presented to all freshmen women at the University of Pittsburgh. "Pittiquette" further advises the coeds to come to class on time and say good morning to the professor. Incidentally, being in the same classroom is considered introduction enough if you want to speak to the handsome senior in the back row. The booklet advises against blind dates.

RECEIVES FELLOWSHIP

Elizabeth L. Munn, M.D. '36, has received a fellowship in obstetrics and gynecology at the Mayo clinic.

Sixth in Series by Comish Off Press

The sixth in a series of articles by Dr. N. H. Comish, professor of business administration appeared in the November issue of the Oregon Merchants magazine. The article is entitled, "Methods Employed to Build Sales Talks."

The basis of the article rests on research data collected from personal interviews with 199 Oregon merchants.

Dr. Comish plans to write several more articles in the series which will appear in future issues.



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