

Oregon Emerald

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A Reason for the Victory Bell

WHEN Webfoots get out the historic victory bell it can usually be inferred they mean business. Seldom has the tradition-honored bell been dragged from its hiding place without a "vowing" cause to motivate its halting forth. Whenever the time-worn clapper has beat out its message against the sides of the venerable metal reverberator a special sanctity, athletically speaking, has descended on the inspiration.

The cause in which the colorful bell's tones will sound this morning on the campus and in Eugene streets has no apologies to make to other bell-ringing efforts of the past. Howard Hobson's northwest championship-bound basketball men, as fine a machine as ever took to the maple under University colors, will be leaving for Seattle to face the most crucial series of the season. They must win at least one game to clinch their second successive northwest pennant. There is no getting around it, the two Seattle games are a championship series.

GIVING such a team a fitting sendoff on such an occasion will permit of no mere casual effort. As a psychological factor a station rally can be of great importance to a Webfoot team leaving for foreign parts, where they will be far from the friendly, electric atmosphere of their own McArthur court. They should be "right" for the occasion when they take the floor tomorrow night, and they must be "on."

Such a charge is that taken over this morning by rooters and fans when they storm the station for their sendoff to Hobson's hopefuls this morning, the last such sendoff there will ever be for a Slim Wintermute, a Laddie Gale, a Bobby Anet, a Wally-Jo, a Bob Hardy. The rally should be a credit to the team, if the team is to be a credit to the school.

So Webfoots with visions of playoffs in the spacious Igloo just up the street will, in giving their all at a morning rally, be doing no more than their part toward making that vision a reality. The long-geared Duck courtmen can be counted on to do a lion's share of the work, but they should have the best backing this campus and this town can produce—audible, visible backing. The rally this morning affords the opportunity.—L.J.

Stop Signs on Thirteenth

NOW that the rush of traffic through the campus has been stopped somewhat by the traffic signs at Kincaid and University all members of the campus community are put upon their mettle to prove to the city council that the move was valuable.

Since Tuesday traffic entering the campus from the west must stop at the corner of Kincaid and Thirteenth; that from the east at the corner of University and Thirteenth. We say "must stop" advisedly, for the council has detailed a traffic officer to check up on violations of the new signals.

IT is to the advantage of the campus as a whole to see that these new signs are faithfully observed. The corners which they regulate were becoming increasingly dangerous, both to pedestrian students and vehicular traffic. Furthermore, the regulation of traffic on Thirteenth represents a step toward the eventual goal of a complete and unified campus.

The action of the city council, therefore, is a double-barreled accomplishment—serving at the same time the causes of safety and beauty. It is up to the campus to see that the council's regulations are observed.

Troop With Schoop

THE time of year when serious frowns begin to wrinkle the brows of students (perhaps non-students would be more apt) has again rolled around. The campus has finally rested up from registration, laid down its last ten dollar payment for fees, and faces—final examinations.

Life begins to look very gloomy at this time. Images of blank little blue books float around in the minds of many. Neatly mimeographed lists of questions are being counted instead of sheep when study-tired eyes won't close.

At such a time in the life of every college student a form of relaxation, a chance to laugh heartily, is a godsend. An opportunity to see the ludicrous side of life removes tension at a very enjoyable rate.

Such an opportunity is provided members of the ASUO tonight. Trudi Schoop, that incomparable prognostic of comedy, will present her ballet troupe in a concert which (according to the most conservative utterances of the ASUO publicists) will definitely split your sides.

We will see you at 8 tonight then. It's a date. Troop with oil are required to heat Mount Holyoke college buildings a year.

The CALLIOPE

By JOE SOAP III

A resolution is being broken as this column is written. Perhaps I'd better not write any more, I said to myself after I finished the last column Sunday afternoon. I don't seem to be hitting the spot as far as carrying out the original idea of the column is concerned, I told myself. So it was with the intention of hanging up my typing mittens that I put the old "thirty" dash at the end of it.

But perhaps the mittens weren't hung up soon enough. An explanation of why they ever came off the wall seems necessary. So here goes for the explanation and swan song at the same time.

The writer has felt for a long time that something could be done to bring about reforms in the loosely-run student government groups. Methods of building school spirit to the size which a winning team deserves also were kept in mind. Examples of inefficiency may burn persons affected temporarily but they often help keep student leaders on their toes.

No, the writer didn't get around to making constructive suggestions in the short span of his column. But the policy of directing action toward a definite aim won't do any good unless the reader's interest will carry his eye past the headline. Arousing interest then was the first step. Constructive criticism of assemblies, rallies, party blocs, committee leadership, and student government was to have followed soon—had the column not aroused the petty differences of many persons whose toes were stepped on. Joe's fault was that he forgot to swing part of the students into the "reform party" before he started on his all-campus purge.

There is work to be done to reform the rut our campus politics has fallen into. Isn't there?

Wouldn't it be better if we could all feel we had the best man in office instead of having individuals gloat over their bloc's victory. Or maybe Joe is too idealistic.

A lot of people have been wanting to get their hands on Joe Soap, and rightly so. They aren't so black as Joe would have his readers believe. Too much trouble resulted and too many friends were lost in too short a time, I realize now. Editor Paul Deutschmann has stood loyally by the writer because he believes in the same ideals—if not Joe's manner of securing them. Deutschmann and the writer of this column realize something far more important the writer lost. Too bad.

The reason for the anonymous by-line was merely to help create reader interest. Unfortunately too many people guessed the writer's name, which is—Bill Pengra.

Remember that dare, "Line forms on the right for millracing Joe Soap"? It doesn't still hold true, 'cause Joe hears an S. P. freight coming round the bend headed for California.

Goodbye, boys, straighten out your own politics.
Swish.
Thirty.

In the Mail

To the Editor:

THE PICCOLO by JOE IV

Dear Dad:

This is a letter of appreciation for all that you have done for me and my pals on the campus.

You've gone a long way in arousing interest in student affairs on the campus. Once I doubted your ability. All around me, Dad, I heard people shouting their lungs out because they were offended by articles written by a certain young lady on the staff.

"Joe, old man," I said, "why does the Emerald keep running those features when the students so obviously object to them?"

Your answer gave me food for thought, pop. You had me stopped for a minute when you said,

"It is the duty of every newspaper to arouse interest in surrounding affairs. Junior, by making them mad, so mad that they sit up and take notice and do something about it."

Dad, you were right. It takes age and experience to show us young ones the light. There's just one thing that I don't quite get, pop. How can you make 'em mad and take interest if the subject is petty? What I mean is, do you think it is fair to blast Miss Hamilton's features (why beat around the bush) wide open when they are of no vital interest, and then to approach a really pertinent subject such as politics and student government timidly? Do you think it is fair to intimate things and then not back them up with facts?

As I see, pop, you are making them mad, but you are not giving them anything to sink their teeth into so that they can fight.

Give a chance to swell my chest and say,

"My old man started all this." Give them your name or give them the facts, Dad. Give them something to base their opinions on.

Dad, I'm still young and inexperienced. I'd like another lesson. I'm so anxious to learn about journalistic tactics.

Respectfully,

Joe Soap, IV.

P.S.—Say, Pop, please don't use my name on this letter because I don't care to be held up to ridicule any more than you do.

By B.J.F.

Almost a million gallons of fuel oil are required to heat Mount Holyoke college buildings a year.

Looking Back...

WITH JIMMIE LEONARD

One year ago—"Glad to be back to Oregon," said Dr. Donald M. Erb, after his first day as president of the University.

O. L. Rhinesmith, the campus cop, started cultivating a Sherlock Holmes pipe and wearing a gun.

A professor of an evening journalism class at Baldwin-Wallace college told his students to get pictures of night life at college. The pictures came in fast, but most of them were a little too frank and had to be destroyed.

Five years ago—Speaking before luncheon of Alpha Kappa Psi, Victor P. Morris, professor of economics, said that a war between Russia and Japan would retard the whole world's trade.

Flowers and shrubbery were blooming six weeks too early on the campus.

Ten years ago—The house of representatives approved a bill appropriating \$50,000 for the construction of a new infirmary.

Governor I. L. Patterson signed the Bell-Schulmich bill abolishing boards of regents for Oregon higher institutions, and creating in their place a state board of education. Governor Patterson made the bill a law with a 15-cent pen.

Curtis Peterson, of the class of '20, sang "Mighty Oregon" over radio station WJZ, New York City, in a coast-to-coast program of the National Broadcasting company.

BB Shots

(Continued from page three)
is going into the export department of Jantzen's this month. She'll be studying Spanish, too, for the job may take her to Argentina in a year or so. More adventure—and I can just see myself getting out the society for the Podunk Times (I hope).

And Romance

However busy some of us may be it seems there are those who always have time for romance though. Take Don Root for instance. Is it two or three secretaries that have had the honor of wearing his Fiji pin? If it's four we beg your pardon, Don, but it's still good going. And if you can't go to Alaska or South America for your adventure, girls, romance in the Oregon office will do I reckon.

Of course Dick Williams would feel neglected if it wasn't mentioned that his secretary rates tops, too.

they may become assistant to the associate night editor. Incidentally, there are politics on the Emerald, too. Our man must be one of the "inner circle." One whom we can trust to carry out our purpose to best advantage. A man is decided upon. Now we must provide for his protection. Under an oath of strictest secrecy we reach a decision—hence Joe Soap III.

My only comment on the whole thing—a pretty poor trick to get unsuspecting students to read a campus news organ. Advice to the "inner circle"—your only out is the fact that many talented writers can't be bothered with submitting interesting features to your paper. An orchid to you for trying to arouse interest—no matter how poor the plan.

Robert W. Haines.
(Editor's Note: the press prefers to be referred to as the fourth estate. Possibly, however, your designation of us as the third estate—the peasantry—was intended.)

More than 2,000 people danced at the Cornell university junior prom.

CAMPUS CALENDAR

Ticket sale representatives for the Coed Capers are asked to meet in the alumni room at Gerlinger hall Thursday at 5 p.m.

Christian Science organization at the University will meet in the YWCA bungalow at 8 tonight. All students and faculty members are cordially invited.

Pigging Problems

(Continued from page three)
"There have been times when I have attended functions as a patron and have been treated as if I were an antique or a necessary evil," said one professor.

"Why the students start out with, 'Isn't it a lovely dance,' is beyond me. If I hear that once an evening I hear it a dozen times. You'd think the students would realize that when you agree to that question four times, by the fifth time, you are ready to deny it," said another professor.

Why don't you try telling the patron when you first dance with him, the thing you would say to any other person? Kid him about his stiff shirt front if he is garbed in a tux. Ask him about the amusing things that have happened in his classes. Once you can get the conversation started, you'll find that you are enjoying yourself, but when you start out with "Isn't the dance lovely," the poor patron is apt to wish he were an automatic yes man.

In other words treat a professor as you would want to be treated if you were in his place. If you are bored, there is something wrong with you as there is at least

Future Plans Talked By Oregon Faculty

The regular March meeting of the faculty was held in the faculty room of Friendly hall at 4 o'clock yesterday.

The meeting consisted mostly of group discussion on the plans for the future. No definite action was taken by the group.

one topic of interest that the two of you could get together on if you try.

HEILIG

STARTS TODAY

Edith Fellows in

"THE LITTLE

ADVENTURES"

with

Cliff Edwards

Jacqueline Wells

plus

"IN EARLY ARIZONA"

with

Bill Elliott

MAYFLOWER

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"ROAD TO RENO"

co-starring

Hope Hampton

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hood ailments. 30 yr. ex-

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1. NEWEST SHAPES! FINEST BRIAR MONEY CAN BUY

GENUINE FILTERS FOR MEDICO PIPES PACKED ONLY IN THIS RED & BLACK BOX

DESIGNED FOR THE COED

Spring to the coed means a new outlook on life—a fresh start. Emerald advertisers realize this attitude and have gone far in their effort to stock the gayest, most exciting outfits for this season. New color harmonies and styles for the campus and dress will be the keynote for Eugene's spring opening tomorrow night. Watch Emerald ads today and tomorrow, and be sure and see Eugene's spring opening for the best clues in solving your spring wardrobe problems.

★ KAUFMAN BROS. ★ BROADWAY INC.
★ H. GORDON & CO. ★ WILLIAMS INC.

For the Newest Coed Fashions Watch Emerald Advertising

AND EUGENE'S

Spring Opening

TOMORROW EVENING — MARCH 3

CAR SERVICE

- Motor Tune Up
- Valve Service
- Brake Service
- Battery Recharging
- Electrical Service

Clark Battery & Electric Co.

1042 Oak St. Phone 80

Classified Ads

Phone 3300 Local 354

CLASSIFIED ADVERTISING RATES

First day 1c per word

Subsequent days 1c per word

Three consecutive times 4c per word and a

fourth time FREE with cash pay-

ment.

Minimum ad ten words.

Ads will be taken over the telephone

on a charge basis if the advertiser is a

subscriber to the phone.

Mailed advertisements must have suf-

ficient remittance enclosed to cover de-

liver number of insertions.

Ads must be in Emerald business of-

fice not later than 6:00 p.m. prior to the

day of insertion.

Arrangements for monthly rates will

be made upon application.

Student Service

FELLOWS: Bring your car to Jim

Smith Richfield Station at 13th

and Willamette for A-1 service.

Barber Shops

IT PAYS to look well. For your

next haircut try the Eugene

Hotel Barber Shop.

Picture Framing

PICTURE framing for all kinds of

pictures and certificates. Ori-

ental Art Shop, 122 E. Broad-

way.

For Rent

FOUR possible vacancies next

term. Well-lighted, single, com-

fortable rooms. Private home.

Two adults. Mrs. Lloyd Denslow.

1652-W.

Lost

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Plumbers. Repairs and installa-

tions of all kinds. Servicemen al-

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WE ARE SHIRT SPECIALISTS

Superior Service — We prove it

Spring

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