

Oregon Emerald

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A Lesson in Horn-Blowing

ONE of the most important cogs in the development of any city is its chamber of commerce, whose quality and character exercise a direct effect upon both the present and future of a town to a large extent.

The chamber of commerce principle is known the world over, namely that even if one builds a better mouse trap the world will not be likely to beat a path to the door unless it is made known.

It was this principle which the Eugene chamber of commerce, a most energetic department under a most energetic young man, mustached Fred Brenne, last week set out to prove in a manner which should show the way to the University of Oregon.

Generally, the chamber of commerce set out to distribute some permanent advertising for Eugene by way of some moderate-size card signs listing things to see in Eugene, mostly for the benefit of visitors. The card signs were generally distributed, and will eventually find their way into service stations, auto camps, and other arterial points.

HEADLINER on the signs is an etching of the front of Johnson hall, beside which, in large letters, the reader is advised: "While you are in Eugene—Don't miss seeing UNIVERSITY OF OREGON. Campus and Buildings—A Delightful Stroll." In all, 11 points of interest are listed in Eugene, the first three

NYA Gets Under the Wire

YESTERDAY'S announcement to the effect that funds had been granted to enable NYA to carry on its work for another year knocks a load off the shoulders of many a proponent of the system, as well as prospective recipients of the aid. In fact, including as it does a substantial increase, the effect is as heartening as the prospect of losing the apportionment was discouraging.

For some time the fate of NYA was uncertain. Among the items which congress considered slashing was NYA, even to the point of extinction, in the interest of balancing the budget. The best which apparently could be hoped for was the holding of NYA at a considerable reduction.

Yesterday's figures, however, put an end to uncertainty. With the apportionment up nearly 19 per cent the picture is decidedly rosy. When schools open in the fall of next year there will be 306 University of Oregon students partaking of the benefits from the NYA appropriation. During the year they will collect \$41,310 in salaries, at \$10 to \$20 for undergraduates and \$20 to \$30 for graduates. In all, 1224 students in the state will benefit.

BEYOND the immediate consideration that 1200-odd young people will be partaking of federal subsidy toward their educations there are other angles which remain to be worked out, much the same as the whole pattern of government remains to be worked out

of which are the oriental art museum, the art building, Fraternity Row and buildings "Bordering Old Mill Race," and "tennis court, University library, and other campus scenes." More than half of the card, the upper half at that, is devoted to the University of Oregon.

Just how many readers these cards will reach would be difficult to calculate, but it is certain that those who do read them will be fairly sure that the University is an outstanding point of interest to see in Eugene, if not the outstanding point.

EUGENE is making no mistake in pointing with pride at the University. Such promotion is a sound investment. But the most significant part of promotion by the chamber of commerce is the step toward demonstrating the potential value of the things which, seen in the light of everyday association, are taken for granted. The campus itself is a natural showplace. The University represents a world of its own, and people looking upon it for the first time are quick to notice the abstractness of the world, the tightness of the circle in which its inhabitants move.

There is much to be said, and the chamber of commerce cannot say it all, any more than University agencies can say it all. It is a big job letting the world know what there is to the University, one which calls for individual and collective effort.

along the same lines. Of these the parent and most important is the soundness of the principle of subsidization, whether of subsistence or higher education. The specialists are still trying to find the answers to questions arising from subsidy, and they are no nearer solution than they were a decade ago.

Possibly solution is not the quantity sought; perhaps what is wanted is justification. At any rate any attempt to here pass judgment on such a policy would be futile. Subsidy may not be the answer for everything, for it is no cure-all, and it may not be the answer for higher education, but it is here.

WHATEVER the effect of subsidization, whether it has the adverse effect on personal initiative is something which may never be figured out. It is claimed by many that the world of today is different from that of the old days of Horatio Alger Jr.

But whatever other considerations enter in, the fact remains that the NYA students everywhere have set a fine record scholastically, have turned out in general to be an able class of student, and they have become an important part of the structure of higher education.

As long as the specialists are still undecided upon the ultimate effect of subsidy it is fortunate that congress did not abolish the laboratory for the study of the problem.

Behind the 8 BALL

With JACK BRYANT

Another weekend like the last one and officials will be forced to declare a week's layoff for recuperation.

The sophs threw a good deal, put a good many shovels in the treasury and started a strong campus sentiment for more big name bands.

Some place in the paper today is a notice of the seniors finally getting an orchestra for their ball, a last moment deal from Seattle, and after all their talk!

Of prominence in the field of social activities for the weekend was the traditional Law School bust. It will be the topic over there in the depths of Fenton hall until they come out for their next big deal spring term.

Jack Miller, from Clatskanie, made his debut at the Side with Florence Kinney. . . The Thetas walk home alone no more . . . they must go home in pairs. . . Bobbie Roehm, Gamma Phi, took Jim Stevenson's Phi Delt pin last Saturday and is evidently a big event of the season as nearly every one in the "know" was ready to inform.

Now Fred Zigler, Sigma Nu, who has Annette Ansel pinned, doesn't let little things like that slow him up, as he dates among others, Dotty Horn.

Sweetheart of the week, Nancy Stratton, Thetaized frosh from St. Helens hall.

Nickname of the week, Jack Dunn, call him "Baldy." Mary Elizabeth Swearingen, Tri Delt, has an SAE pin and Bruce McIntosh is a SAE and Mary takes delight in seeing that Bruce gets the blame, but it is really from Nevada. . . There has been a purge in Christianson's army.

Nominations (Today's Women's page)

Coed of the week, Mary Lou Simmons, a prize pledge of the Alpha Chis, and winner of the ideal date contest sponsored by Scott Corbett. . . Betty Mae Lind dates Robin D. J. (Don Juan) Flavelle for the soph whizzer dance. Robin gets a blue ribbon from his competitors for the feat.

Faux pas of the week, John Cavanagh's hurry to get to class Monday resulted in his waking up on the way into the building and discovering that he still had his pajamas on. He did put his pants over the brilliant affairs though.

Lois Hulser represents the Alpha Chis on the Emerald desk. . . John Koppen and cronies, (Finnegan) proceed to disrupt normal procedure of the Emerald the night Editor Jermain is away, Kenny Abrahams won the title of "Little Soak" at the Law School formal.

Saturday night was a "red-head stood-up night." A little redheaded Alpha Phi and a little bigger redheaded Kappa Sig. Some people show for dates on time.

Relaxation after the game, out on the highway, is the vogue this season for basketball players.

Jean Foster, Chi O, took a Theta Chi pin at a house dance Friday and gave it back Saturday night at the Whiskerino.

Ann Howard, Gamma Phi, and a Chi Psi, keep good company. . . Why can't the Sig Eps get their carbon paper burning pledges home nights? Twenty-seven out of the one hundred and four class cards were used by the sophs for their dance. The others paid \$1.50.

Now Jim Pickett comes out with the news that Wally Rossman admits he's married. Diogenes hung up his lamp and went home.

struments besides his work with the saxophone. One of his inventions was an eight-valve bass horn that nobody but Sax himself could play. . . another was an eight-valve trumpet with 13 independent bells which was so complicated that even the inventor couldn't play it.

The life of a saxophonist was hard in the days of Adolphe Sax just as it is today. Sax was poisoned by vitriol, lead, copper, oxide, and arsenic. He was half-drowned in a whirlpool, nearly asphyxiated by paint fumes. He was burned and thrown in a powder explosion, and during his lifetime foiled at least three attempts at deliberate murder. He died in poverty in 1884.

Ray Eberle of Glenn Miller's

Campus Calendar

Theta Sigma Phi will meet this evening at 7 o'clock at the shack. All members and pledges should be there.

There will be a student union meeting today at 1 o'clock in the student union room. A picture is to be taken.

A regular meeting of Sigma Xi will be held in room 101, Condon hall, at 8 o'clock tonight. Dr. Lloyd W. Staples will address the meeting on the topic "Quicksilver: Occurrence, Metallurgy, and Economics." The meeting will be preceded by a short business session in room 108, Condon hall.

There will be an important meeting in the Side Tuesday at 5 p.m. for all freshman girls who will sell Twist-cakes in the Phi Theta Upsilon sale Wednesday.

Communion service for Episcopal students will be held Wednesday morning at 7 o'clock in the men's lounge, Gerlinger. Bishop Dagwell will conduct the service.

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Physical Education Deemed Possibility For Social Science

"Physical education has a great possibility of becoming a social science," stated Dr. S. H. Jameson, sociology department, in an article in the December issue of The Journal of Health and Physical Education. Dr. Jameson's article stresses the non-physical aspects of the course.

In trends in the evolution of physical education, Dr. Jameson placed three complexes: Work, outdoors, and collectivistic. Pioneering Americans worked hard six days of the week in the open, and the seventh day was used for another brand of work. "This generation is addicted to sports as our ancestors were addicted to work," Dr. Jameson continued. "This is a

band was recently voted as having "the most beautiful legs" among male vocalists. . . The Andrews Sisters are never certain of arriving at the studio for their broadcasts because of premarital troubles that are dividing the family. . . "Tuxedo Junction" is on its way to becoming one of the most outstanding hits in several months. . . Paul Whiteman, one of the first band leaders to feature the saxophone, has compiled figures revealing that there have been over a million saxes sold in America since the instrument was first introduced.

Phil Harris Back Good old Phil Harris is back at the "Wilshire Bowl" in that famous "Miracle Mile" of Wilshire Boulevard in Los Angeles. Phil is on the air every night around 10 o'clock. He manages to take up about half of the program time with his own chatter, some of which is fairly clever, and is a relief from programs which are all music and nothing else.

THEATRE PREVIEW

By ROY METZLER

The film, "The Light That Failed" has been adapted from Rudyard Kipling's story which has achieved wide fame. For the most part, the picture is very emotional and soft-spoken, except for the picturesque battle scenes at the opening and closing, which marks a departure for director William Wellman, whose work in the past has been characterized by vigorous action.

Ronald Colman is the star, cast as the famous painter, who cashes in lazily on his easy success, and who when he learns that he is going blind, barely has time to finish an honest masterpiece. Walter Huston, a Broadway star, appears as the painter's comrade, the man whose life the painter saved when the painter received the wound that was to cost him his sight.

Muriel Angelus is the old-time sweetheart whose offer of life-long love and aid to the blind man is gallantly refused. Ida Lupino is the vengeful model who destroys the blind man's master work, and leaves him with an empty life.

His life broken, Colman after a long and patient trek, goes back to Sudan to join his old regiment. He has himself placed in the cavalry line and in the last glorious charge is instantly killed. "The Light That Failed" starts at the McDonald theater tomorrow.

Shorter Kisses Film kisses in 1940 are going to be at least six feet shorter because of Hollywood's up-and-coming redheads. At least director Mervyn LeRoy is going to keep Vivien Leigh's kisses in MGM's "Waterloo Bridge" down to ten feet.

"Anyone who has seen Miss Leigh in 'Gone With the Wind' knows that she can get more emotional wallop into a ten-foot clinch than most actresses can in twenty," LeRoy said. "This is true of all redheads."

Some years ago, the late Flo Ziegfeld had his chorus girls tested for emotional reaction by scientists. Redheads are said to have almost shattered the scientific equipment when kissed. Brunettes were declared second, with blondes third.

With Hollywood redheads coming into their own for the first time since Clara Bow's day, screen kisses are going to be short, but with a wallop, it is claimed.

shift from one excess to another." The trend to turn the insiders out for leisure, health, and recreation as a balance for changing social conditions draws the attention of the physical educationist to the social aspect of his field, he explained.

In concluding with the possibility of a science of physical education, Dr. Jameson stressed the need for adequate social analyses. He declared that physical education majors are so much concerned in bodily motion and the acquisition of personal skills that they have no time to sit down and reflect. Imitation rather than thought processes are used. "They shirk hard work," Dr. Jameson wrote. "Courses which require theoretical analysis are abhorred."



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Portland Council Chooses DeCou

The Portland council of the National Council of Teachers of Mathematics has recently been enlarged to include mathematical teachers from all over the state, according to Edgar E. DeCou, professor of mathematics and Oregon representative for the National council.

This was announced in the February issue of The Mathematics Teacher which appeared recently. Professor DeCou was praised for his work in connection with the organization of the statewide group.

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A Year in a Day

By WES SULLIVAN

1917
October 4—The women's dormitory (Hendricks hall), which will accommodate 115 girls when finished, is being rushed to completion and will be ready for occupancy about January 1.
The barber trade is booming as the freshmen are having their mustaches cut off to comply with the new senior rule to that effect.
Among the rules laid down by the dean of women this year is the ordinance stating that all girls must be in at 10:30 every night except Friday and Saturday. Rule eight states that music and entertainment of all kinds on Sunday is expected to be of a quiet nature.
Easy on Hazings
October 9—President Campbell in giving his opinions on freshman hazing said, "Since this is a war year we should leave out everything that falls below the seriousness of the times."
October 13—Somehow the col-

The BAND BOX

By BILL MOXLEY

Wonder what poor old Confucius would say if he knew about the beating he has been getting from modern punsters? And it's getting worse, as every dance band on the air has its own flock of lousy Confucius say gags. The musicians' union likes the one that goes "He who master keys can do 'hot chorus' in any b (flat)." Ouch! But that is nothing compared to some of the Confucius gags floating around that sizzle like real corn. A fellow was arrested in New York the other day for peddling Confucius say gags on the street. When questioned, he said he thought "Confucius" was a Broadway gag man who was trying to make a living by writing jokes!
Sax 100 Years Old
Just one hundred years ago this week the saxophone was invented by Adolphe Sax, a Belgian musician. Sax was an amazing inventor; he created an entirely new family of brass in-