

OREGON Daily EMERALD

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Onward and Upward for the Emerald

IN keeping with an example set by a long line of able men through the years, the Emerald today places two fresh offerings on the altar of progress, in the shape of a new nameplate and a new format.

In blossoming out with a new nameplate the Emerald replaces a good heading with a better one, after four years. In deciding in favor of a tabloid-size newspaper for all of spring term, the Emerald is offering a fresh service, in step with a trend as modern as tomorrow among college newspapers.

Although the nameplate is entirely a new thing here, the tabloid size is not. Two years ago a spring term experiment with the "pee-wee" shape met with particular success. Why that success was not followed up last spring is not clear, but it is being followed up now.

Familiar as the old eight-column size might be, there are several advantages attendant to the use of a spring term tabloid. The first thing which will probably occur to many readers is the facility for unobserved browsing in class. The small size undeniably fits better into a notebook.

GREATEST advantage from the standpoint of the reader is that it is a tremendous freshener, both in shape and in news handling. With only five columns on the front page, other pages will increase in value, and readers will find all pages equally valuable. The new size contains exactly the same number of column inches as the old four-page eight-column paper, but more pages mean better news play. In a term in which everything which happens is worthy of a good spot, it is

better to take some of the load off the front page. Readers will find themselves reading through the paper much more carefully than formerly.

With so many other leading college newspapers going tabloid, the extra-fold format is thus within a shade of becoming a national trend. It is the college newspaper of tomorrow. At Minnesota, home of a perennially Pace-maker newspaper, there was some howl raised when the change was made from eight-column to tabloid, but when an actual poll was taken the reaction was shown to be favorable by more than two-to-one. Time magazine reported at considerable length on the Minnesota situation not so long ago.

On top of its other advantages, tabloid size offers additional training to the journalism school.

IN such changes from time to time lie the potentialities for improvement, for progress, for leadership among contemporaries. The strength of the journalism school of the University of Oregon and the mean leading it, plus the fine tradition established by the people who have made the Emerald through the years are the reasons for the Emerald's established high position among college newspapers.

The old nameplate could have been kept. It would have been easier to remain eight-column. But there is no way of finding out just how much service can be offered if it is possible to be easily satisfied with a mere coming up to previous marks. Previous marks must be surpassed, otherwise there will be no progress.

is the worst waste of time in modern life . . . Oh yeah!

Latest in Wishing Line

The title of song-of-the-week must certainly go to "When You Wish Upon a Star" from Pinocchio. This song was played eight times on seven consecutive dance band broadcasts Sunday night. (One leader became so enthusiastic that he played it through twice for his own amusement.)

The ideal method of breaking into the dance band crooning business is told by Tommy Dorsey's ex-tenor, Jack Leonard. Jack always hated the idea of appearing in public. He tried to become an insurance broker, then a Wall Street runner, a gardener on a golf course, and a hook-baiter on a fishing boat. One day, Jack thought he was all alone on the golf course, and started singing. Someone heard him, and two days later he was the tenor with Bert Bloch's orchestra. Tommy Dorsey heard him singing in a New York night club and from then on life was just one big golf course with wide open fairways.

"Beat the Band"

Sunday afternoon radio listeners report that Ted Weem's "Beat the Band" show is one of the best on the air waves. Armchair fans send in little stories that are supposed to portray a hidden song title. As soon as a member of the band gets what he thinks is the solution he raises his hand and starts playing the tune. If he has the right

answer the whole band joins with him with a bit of individual jive. If nobody in the band can solve the story the question-sender-inner gets a substantial reward for his feat of "beating the band."

If the textbook print becomes blurred around ten-thirty some evening be sure to turn the dial to Will Osborne on Mutual. Mr. Osborne is new to west coast listeners but he has a swell band and should stay out here a long time.

Honorary Initiates Four UO Students

Initiation of four U. of O. students into the University of Oregon chapter of the national Spanish honorary society, Sigma Delta Pi, will be held April 5 on the Oregon State campus, Stanley Robe, president of the chapter announced.

The four members are Suzanne Cunningham, Adolph Zamsky, Phyllis Sanders, and Burr Monrad. Louis Artau, assistant professor of music, has been elected an honorary member of Gamma, University chapter.

Students Interviewed

Mr. John Smiley, business representative of Procter and Gamble company, was a visitor at the school of Business Administration Wednesday. While here, Mr. Smiley interviewed several BA students, who will graduate in June, concerning positions with his company.

Curb Cruising

By ALYCE ROGERS

Roses are red
Violets are blue
If no one else calls
I'll go out with you.

Credit this little pome technically to Maxine Glad but generally speaking, it fits any coed and especially during spring term. All over the campus, boys are trying to line up steadies so they won't have to work so hard for a date when the term really gets rolling and picnics spring up once a day and twice on Sundays.

* * *

An early worker, though it's taken him two terms this time, is Daryl Evans. His Kappa Sigma pin is now on beautiful Jean Campbell, Alpha Phi. . . . Jean Frink, another Alpha Phi, and a red-headed one, accepted Bill Feasley's Phi Delta emblem some three weeks ago. . . . Bob Crosby, DU, has his pin on Marge Duffy, Alpha Chi pledge. . . . Betty Brigham, Chi Omega, has Dick Clark's DU pin. . . . And black-haired Patsy Taylor, Theta, has Ted Lindley's SAE pin at last.

* * *

The biggest jam in months was witnessed at Willamette Park Saturday night. The crowd was almost unbelievable—Oregon was really out! Even the extra tables set around the floor by "Daddy" Loud weren't sufficient and intermission found couples sitting on the floor. . . . Side lights: Harry Owens' Hawaiian band really went over with the dancers not to mention those three hip-swinging beauties. . . . That voice of Kenny Allen's was really heavenly. "Red" Evans introduced him to all the Kappa Sigs, a brother returned. . . . Principal jitterbugs of the evening were Jeanette Neilson and "Slick" Vic Townsend, SAE.

* * *

Helene Wilmot, dark Delta Gam, is being given the rush by a burly trio: Don Closson, ATO, Scotty Wilson, blond Sigma Nu; and Maurie Burgess, Theta Chi pledge and one of the most intricate dance stylists ever on the campus. . . . Jean Hunter, Alpha Gam, came back with a diamond from an Idaho law student. . . . Eleanor Sederstrom, active Alpha Phi, took Dick Sears' ATO pin just before the close of winter term. . . . Wally White, DU prexy, planted his pin on some OSC glamor girl over the vacation. . . . Dorothy Wells, Chi O, has Larry Langston's Phi Psi pin.

* * *

Smoothie Mike Moran no longer has his ATO pin out as the Portlander found out he was dating Eadie Yturri, Alpha Chi. . . . Rex Applegate is back for "spring term at the U" and is rooming with ye old Charlie Eaton. . . . The Oregana will be at the bindery next week and will be out Junior Weekend for sure, according to George Knight, editor.

* * *

Pat Taylor, Hendricks, no longer has Dale Peterson's Sigma Nu pin. They were such a suited couple, too. . . . Doris Gething, who has just pledged Chi Omega, won a bottle of champagne at the Mark Hopkins during spring vacation in a dancing contest. Another one of her accomplishments was a four-point made last term.

Carolyn Kamm, Alpha Gam, and Bill Jackson flew to Lewiston, Idaho, spring vacation and

were married. They are both in school this term. . . . Al Sandner, Oregon merman, was married to Hortense Stewart in Boise, Idaho, last week. He will also continue his University career, graduating next year.

Bette Hamilton announced her engagement to Jim Wilkeson, ATO, and former student now teaching in Washington, at the Chi Omega house last week. . . . Nancy Fay, this much-heard-of cousin of Les Harger, is being madly rushed by Hal Jahn, Sigma Chi, who is determined to snatch her before the other boys realize what a prize just hit the campus. Unusual for Hal.

Alumni Magazine Out on Campus

Campus distribution of the March issue of Old Oregon, the alumni magazine, was completed last week, Roy Vernstrom, editor of Old Oregon, announced.

The issue features an article by Glenn Williams, freshman student union chairman, entitled "In Union There's Strength." Other students who contributed articles to the magazine include Wes Sullivan, Jack Bryant, Ray Schrick, Pat Frizzell, Hal Olney, and George Pasero.

Spending Survey Nears Completion

The survey of the amount of money that University students spend in Eugene will be completed as soon as five students turn in their blanks, Miss Beatrice Aitchison, instructor of economics, announced.

Forms for two freshman women not residents of Eugene, a sophomore woman not resident of Eugene, and a graduate male resident of Eugene have not been turned in yet.

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1939 Member 1940
Associated Collegiate Press

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The BAND BOX

By BILL MOXLEY

Elbow Your Way In, Brother

Seems like the whole campus moved en masse out to see Harry Owens last Saturday night. It was so crowded that one more elbow would have reduced the available elbow room to minus something or other. But the music was really tops—especially "Princess Poo-poo-ly" and Kenny Allen—what a voice that lad has. Guess the Hawaiian dancing girls were good too . . . from where this writer soon they certainly had nice hands and faces.

A recent bulletin from CBS radio research findings indicates that 22 million families listen to their radios every day. With the average listening time 5.2 hours per day, according to Columbia, there are 114,000,000 hours of family listening every day. Since the average number of radio listeners in any family is 3.9, it seems that there are 444 million man-woman-and-child hours of radio listening in the United States every day. From all of which Columbia goes on to conclude that radio listening