

UO Publications Rated 'Tops'

'All-American' Goal of Emerald

UO Daily Seeks To Keep Four-Year Rating

Faced with the task of maintaining an All-American rating, Emerald heads will begin laying the ground work for the coming year soon after registration.

With most of the executive positions already filled by juniors and seniors, Business Manager Jim Frost and Editor Lyle Nelson will be faced mainly with organization of the staff and acquainting the new members with their jobs.

For many years the Oregon daily has offered valuable experience in news writing, news editing, business and advertising to students of the University. Included on the staff are many non-journalism majors who have found in the Emerald one of the best ways to get into student activities and student government.

Representing the entire student body, the paper, like the Oregana, does not cater to any group and offers equal opportunities to all students. The "Shack Fever" as some call it when students miss lunches and dinners for a story, or an argument, is mainly the democratic loyalty of the staff.

The University daily has been awarded "All-American" rating, one of the eight best college dailies in the nation, each year for the past four years. It has been the only college newspaper on the coast to receive this rating for the entire four years.

Although most of the appointments will not be made until after the first staff meeting of the year, to be announced later, students interested in working on the paper can contact Editor Lyle



Coordinator

George Luoma, assistant educational activities manager, who will attempt to coordinate all ASUO publications and functions.

Spencer Now Major In National Guard

Carlton E. Spencer, University professor of law, was notified last week of his appointment as major in the judge advocate general's department for the Oregon national guard.

Besides his regular duties in the law school, Spencer is head of the University of Oregon flying school during the school year.

Nelson or Business Manager Jim Frost by writing them at the Oregon Daily Emerald, University of Oregon, Eugene.

JOE RICHARDS MEN'S STORE

For Smart Neckwear

Oregana Heads Plan 1941 Edition

Yearbook Will Go On Sale at Fall Registration

Oregon's top-notch publication in the yearbook field, the Oregana, is already underway with Editor Wilbur Bishop and Business Manager Richard Williams planning to make next year's edition the biggest and most beautiful in the history of the school.

The Oregana offers valuable experience in layout, business, and the general magazine field. New students interested in working on either the editorial or business side should contact Wilbur Bishop or Dick Williams at the educational activities office.

The Oregana has rated tops in its field for several years. Although no official notice of the rating of last year's book has been received, it is expected to rate along with its predecessors in the "All-American" field.



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RALPH KRUSE, Manager

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William K. Russell

Manager