

'Gringo' Policy Frowned Upon, Peregrinating Webfoots Find

By NORRIS YATES

They don't like us in the mass, but they welcome us individually. They disapprove almost unanimously of America's policies, but they really do like Americans.

Such was the impression gained by Paul Callahan, graduate assistant in social science, and myself during a three weeks' jaunt in Mexico this summer. Mexicans of several classes, from overalled laborers to the tolerably rich, voiced decided and sometimes pointed opinions concerning the "Gringos" and their powerful country.

"A very wonderful land, America—if only she would stay where she belongs," said a well-to-do retired army officer, the most thorough specimen of the "upper crust" to whom we talked. "You big capitalists—they come down here and take all the good things for themselves. But we are going to stop that."

"We'll stop it," seemed to be the implication of several interviewees. A guide expressed himself with emphasis concerning the expropriation of American oil properties.

"That was a very good thing," he said. "The Americans developed our oil resources for us, but they were taking away all the profits and running the country as much as they could. We took over, and now our own industrialists do the exploiting. But at least the money stays in Mexico, and much of it goes back into our own industry."

"We like Americans better now that they don't dominate quite so much," said a salesman. "Our two countries should get along fine now."

Another guide pointed out to us

a narrow-gauge railway line which ran from Mexico City to Veracruz. We saw a battered, old-style freight engine with a funnel-shaped smokestack pulling a string of rickety cars.

"British-owned," said our informant. "Very badly run at first, due to Mexican refusal to allow improvements of equipment, but it is getting better. In about ten years it will be really efficient and ready for expropriation. Then the Mexican government will say to the British, 'gracias, senores,' and step in and take over."

We noticed that the poorer the people the more friendly they seemed. We asked a railroad section hand in a small town the reason.

"America is truly a great country," he said enthusiastically. "So rich, so free, and so happy. We all look up to you. You must be wonderful people."

Well, anyway, it was nice to be thought wonderful.

Lost Articles Pile Up As Claimants Remain Lacking

The following items which have been received at the lost and found department at the heating plant building the past week, will be returned to the owners upon appearance with proper identification:

Green wallet identification card, Barbara Puccinelli; brown wallet identification card, Lois M. Herrington.

Books, pamphlets, and other items belonging to the following: Grant Chase, Venus Hanshick, Peggy Ziegler, Kathryn Hinshaw, Mardelle Nelson, and Mildred M. Good.

Miscellaneous items are: gray bunny gloves, five pens, one locket, one umbrella, two lipsticks, and several bandanas.

Brice Sidesinger Dies In French Offensive

Army officials have disclosed that Cpl. Brice E. Sidesinger, a student of the University in 1942-43, has been killed in action in France.

Sidesinger, who was a sophomore in journalism, entered the army in April, 1943. He graduated from Jefferson high school, Portland, where he earned letters in basketball.

On the Home Front At UO

By DOREEN RADFORD

One of the most interesting and varied fields of study on the campus is advertising. This includes such jobs as writing, illustrating, copy writing, radio script writing, sales research, public relations, publicity direction and photography.

Needless to say, the post-war period will be one in which advertising will play an important role. "As a matter of fact," said Mr. Thacher, "I look upon the period after the war as the greatest period for advertising and sales promotion that we have ever known. Advertising has lived down many of the bad characteristics which it had received and is now approved by the top men in our government."

After the war, the United States hopes to be producing \$150,000,000,000 worth of goods a year. The people must be persuaded to buy, and advertising is the most effective method. There has been a complete change in this field since the war. The idea of advertising is to promote the sale of goods, and since there is now so few goods to sell, it has been mainly concerned with keeping products before the public eye.

Besides this, it has made a great contribution to the war effort, and has found compensation in the thought that it is necessary to maintain public interest. Because of these facts, advertising at the University of Oregon is being taught as it was before the war, rather than as it is now, with the hope that it will soon return to its former status.

Considering the paper shortage, rationing, and other war restrictions, advertising has held up remarkably well, and is considered as a necessary expense, as it is deductible from the income tax.

Courses which are connected with advertising, directly or indirectly are general advertising, advertisement production, advertising problems, journalism, publishing, marketing, sales management, retail merchandising, statistics, and radio.

Among the many graduates from this department who are now serving in important positions are Eugene Mullins, now a major in charge of public relations at Fort Douglas, Palmer Hoyt, who served under Elmer Davis at the office of war information in Washington, D. C., and Cecil Snyder and Jimmie Leonard who are both serving as navy photographers.

CAMPUS CALENDAR

The AWS council will meet Monday at 4 p.m. in the Side, Mary Riley, AWS president, announces.

Students and faculty interested in working on Odeon, student creative arts show, will meet at 4 p.m. Monday in room 107, Friendly hall.

Red Cross sewing at center, 43 W. 8th, at 10 a.m., Saturday.

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Maryann Howard, night editor
Shirley Peters
John Craig

Saturday Advertising Staff:

Patsy Maloney, day manager
Katharine Schneider
Betty Hoxie
Peggy Chamberlin
Claire Sering
Gloria Grenfell
Maryanne Hansen

Layout Staff:

Jo-ann Luke
Margaret Payne
Pat Powell

Office Staff:

Patsy Moffat
Anne Stevenson

Yeomen Slate Neophyte Drive

Tom Kent, newly-elected president of the Yeomen announced today that his group will stage a membership drive next week. At an emergency executive council meeting Friday, Kent urged the appointment of Douglas Moore as membership chairman. Moore will have full responsibility for the results of this drive.

All unaffiliated independent men students are urged to attend the next Yeomen meeting Monday evening at 7:30 in the men's lounge of Gerlinger.

Red Cross Calls Meet

A meeting of the Red Cross representatives from each house on the campus, is scheduled this morning at 10 o'clock in the Panhellenic room on the third floor of Gerlinger hall.

New plans are to be formulated to increase production in the various fields of Red Cross activities on the campus. The presence of all representatives is requested by Sally Spiess, chairman.

The Red Cross center will be

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