

# OREGON DAILY EMERALD

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Features and columns in the Emerald reflect the opinions of the writers. They do not necessarily represent the opinion of the editorial staff, the student body, or the University.

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## Hiding the Light?

Somewhere along the way, some of the students seem to have forgotten that Homecoming is not merely a game and dance for the sake of the ASUO. Others seem to have forgotten that the biggest weekend of fall term is not merely an excuse for alumni visits.

Homecoming weekend is a tradition at universities and colleges throughout the country, a tradition which has not been outmoded. At Oregon it is, in theory, a weekend during which present Ducks outdo themselves to assure the students of "the old school" a whale of a time—without ignoring their own interests in the process.

It is a campus-wide open house at which alums are invited to "take off their hats and stay awhile." In the past, Homecoming theory has been fact. Whether the fact will continue cannot be left to the committee entirely. They have presented the plans and the staging—but no show goes over in a sparsely-seated auditorium, no dance is successful on a vacant dance floor. Cooperation is a distasteful word—but cooperation, from the students at the present, is the "X" quantity which will determine the success or failure of this year's Homecoming.

The committee is harping upon the attitude of welcome—and well they may—for unless the commencement of events brings a fever of interest from ASUO members, the alumni will go away plying the old saw, "Oregon spirit isn't what it used to be!"

We think it's better than it used to be—so let's show off.

## Mellow Drama

Time: May, 1947.

Place: Anywhere on the campus.

Scene: Everywhere groups of students, with pleased expectant expressions are leafing through a large colorful book. Here and there, trying to get a gratis look, are sad woebegone individuals.

Action:

Joe (looking at picture of Joe)—What a handsome brute! What a tremendous book. Bet they make All-America again with this.

Jaxon (running up to Joe waving a \$20 bill)—Hey, Joe, how about buying your Oregana?

Joe—Not on your life, Jax; not for love nor money. This is great. Why didn't you order yours last fall.

Jaxon (scuffing a pebble with his saddles)—I forgot. I thought I could get one when they came out.

Joe—But didn't you read in the Emerald where they were only gonna publish a limited number on accounta the paper shortage. I ordered mine before the November 12 deadline. Only six buckeroones and look what all you get!

Jaxon (his chin quivers and he sniffs)—Yeah, I guess I was a knothed. (Lifts his chin defiantly.) But I saw some guys who only ordered theirs spring term when they registered and they got Oreganas.

Joe—Well, sure. The Oregana people saved some copies for the vets who would register winter or spring term—heck, that's only fair, isn't it? . . . If you'd gone up to the Igloo before the deadline last fall you coulda had a book.

Jaxon—Yeah, I know . . . Things are tough. Will you punch my card, Joe?

Joe—Sure, Jack . . . Hey look, good picture of me, huh? (Mutters) Handsome brute!



## What Price Advertising

Of late, many students have begun to regard the Oregon Daily Emerald as a five-column Shopping News, and justifiably so. For, of late, the Oregon Daily Emerald has carried, on an average, more advertising than ever before in its history.

The reader may rightfully ask: "Why?" The answer: because it seems that everyone concerned with the Emerald, except its staff members, would like to see it make as much money as possible.

In case the reader isn't satisfied with that reason, perhaps more complete explanation as to how the Emerald is financed will suffice. Every year the business manager is given a budget to fill, based on statistics compiled from previous years of operation. In effect, the BM is asked to make money to offset costs. In theory, advertising exists here **ONLY** to help defray expenses of publishing our paper.

Whatever monies are received from paid circulation are then thrown into the kitty. The resulting total is usually less than the sum needed to meet anticipated expenditures. Therefore, the deficit (usually there is none), is made up from educational activity funds. Those funds, in case you didn't know, are YOUR funds. They exist, to the tune of approximately \$36,000 per school year. They are collected, with the understanding that their use is designed to make this a better campus on which to learn and live.

Now, with all of the above well in mind, picture a student enterprise being run as a profit-making entity, with the use of competitive methods and demands. Mull it over, then decide whether you care about how this paper looks and reads.

If, after contemplation, you reason that other things happen in this wide world, to the exclusion of advertising and, if you choose to read about said unimportant affairs, like news, editorials, features, columns, etc., then start demanding that the number and size of ads in the Emerald be regulated, immediately. Or, as an alternative, publish a larger paper.

If you don't know how to go about protesting, here is our suggestion: this still being a democracy, and you still being the people who kick in the two bucks a term (to allow this paper and other activities to function), write or see Dick Williams, educational activities manager. Tell him exactly what you want . . . what you demand. The board will never be able to act in full faith, until, and unless, they know your ideas. Do it today.

T. H.

### BENEFITS OF BEING A CHRISTIAN

11 a. m.—Broadcast over KUGN

Welcome U of O Students and Parents  
 Bible School at 9:45—Youth Fellowship, 6:30  
 7:30 p. m.—"Sin and Death or Grace and Life"

### FIRST BAPTIST CHURCH

Bdwy. at High Dr. V. Webster, pastor

"EVERYTHING  
 for those who enjoy or create  
 music and art"

### GRAVES MUSIC & ART

1198 Willamette. Ph. 4407

## Dispelling The Fog

By DALE HARLAN

### The Pattern of Nomination

We would not be questioning the wisdom and experience of age to call attention to the fact that of the four candidates who were originally suggested as nominees for U. S. senator, in New York, Herbert Lehman is 68, Hugh Drum is 67, Fiorello La Guardia is 64, and Bill Donovan is 63.

It is true that many men have suffered their most important part in American life and politics while in their seventies and eighties. Nevertheless, it is interesting that in a state as large and thickly populated as New York the politicians found it so difficult to discover suitable candidates in their late 40's or early 50's to run for the United States senate.

### Lost Generation

Where is this lost generation of middle-aged Americans? The answer is that the age pattern has to be fitted into a religious pattern. Religion can be a greater boon or detriment to a candidate in New York than can any combination of his past record and the social and economic concepts he happens to hold to. In that state, the tickets have to be balanced among Catholic, Protestant, and Jew with fair evenness.

Nobody can quite explain why this balancing of party tickets should be necessary except by that exceedingly deceitful phrase, "it is realistic and practical to do this." It is apparently realistic and practical to judge candidates not by their ability, their character, their competence, but by their religious affiliations to make sure that each of the great religious groups has ample representation on the ticket. The effect of this has been to create a professional lay type among religious groups that is potentially as dangerous as having a state church. The men of this professional lay type are not necessarily religious, but they manage to attract attention to their activities in religious circles.

The pattern for this election was to work this way: The Republicans, for instance, have Tom Dewey for governor. Dewey is a Protestant. The normal candidate for attorney-general is the present incumbent, Nathaniel Goldstein, a Jew. Therefore, the candidate for U. S. senator should have been a Catholic. Bill Donovan and Hugh Drum are Catholics. Either one should have fitted. But, General Drum never had more than synthetic supporters and apparently he was brought forth against his own wishes.

(Please turn to page seven)

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 We have a fine line of Gift Goods  
 160 E. Willamette. Ph. 1057  
 B. F. Quackenbush's

**FOX REX**  
 Direction FOX WEST COAST THEATRES.  
**HOODLUM SAINT**  
 with Wm. Powell  
 Esther Williams  
 Plus  
**A Walk in the Sun**  
 with Dana Andrews

**STATE THEATRE**  
**LOVER COME BACK**  
 and **SHOCK**