

OREGON EMERALD

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Little Lost Sheep

The perennial expressions of alarm, deploring the waywardness of college students in general and "cigarette smoking coeds" in particular, have made their usual appearance.

To emerge briefly from the security of the ivory tower and the usual safe policy of inveighing against sin, cancer, and the man-eating shark, consider the plight of the neo lost generation.

It is said that our students are shallow and lacking in purpose, even that some of them have been known to "take a drink." In some circles such things are said more forcibly. We are patently on the road to ruin. Self destruction is our witless and unhappy end.

The outlook is pretty bleak . . . but before contemplating the river, we can observe how some of these lost generations eventually find themselves.

A large percentage of today's men students can remember the shallow, cigarette sucking wenches with which they went to school in '40, '41, and even before. They were condemned from the pulpits and storied by traveling salesmen.

They left the campus to what inglorious end?

We married them. They followed us around the army camps, to the port of embarkation. They bravely returned from dockside to hold our homes together, to bear our children, alone. They put by their earnings in the bank to help us when we got home. They prayed and hoped and wrote letters.

Now these girls are making homes for us on \$90 a month. Homes we are pretty proud of, at that. They help us with our lessons while we add to the GI check. They make last year's dresses do another year and buy baby clothes until we graduate and can bring about the kind of living we dreamed of, evenings in the Side, or by the Millrace.

Thank God for such "lost" women, and may Oregon continue to produce them.

Pro - P.R.O.

The Emerald agrees with Reader Iredale that the University's public relations has not been too good recently. We repeat our editorial suggestion (Emerald, January 8) that a public relations director is necessary.

The Emerald first pointed out that a public relations officer was in order when the handling of the athletic board's resignation showed a regrettable lack of understanding of public opinion. Iredale mentions this fiasco in his letter (edited out because of lack of space) and notes that "we should not irritate the press but cooperate with it as much as possible because it is one of the tools which the University uses to promote its public relations."

The truth of that statement is self-evident. A case in point is the reported "feud" between Dean Orlando Hollis and Oregon sportswriters—a condition which certainly did not make for good public relations.

Students have been equally guilty of behavior not conducive to "universal understanding, respect and prestige." The incident deplored by Iredale is especially irritating. But students whose behavior in public places in Eugene shows lack of breeding, who pass out under tables at local bars, who treat townspeople with discourtesy at University affairs open to the public, or who tend to lower the University's reputation while on vacation at home—are just as guilty of poor public relations.

We must admit that a public relations officer in the employ of the University may not be able to do much with students. A feeling of responsibility cannot be enforced—it must be developed slowly.

However we go on record as recommending a PRO for the use of the administration, who would coordinate the school's publicity and public relations endeavors.

. . . . We hasten to add that due credit should go to the University news bureau for its past and present work toward good public relations. But the news bureau cannot be given the whole complex job. A responsible, experienced, capable man must be found elsewhere. Someone like the athletic bureau's Art Litchman—one man who probably knows more about public relations than anyone else on the campus.

Telling the Editor

ABOUT PUBLIC RELATIONS

After an incident during the Washington vs. Oregon game I became convinced of the need for public relations at Oregon, not only among the students but the faculty and administration as well. The incident I speak of occurred when members of the state legislature were introduced to the audience. Instead of getting the respect that was due them, they were greeted with loud and noticeable BOO's.

This happened just at the time when the administration is trying to get the legislature to appropriate more funds with which to run the University. As the old saying goes, "Don't bite the hand that's feeding you."

I proposed that Dr. Gage be allowed to establish a public relations counsel for the University to be headed by President Newburn, and that Dr. Gage conduct a class in public relations for the faculty and administration in addition to the one already being conducted for the students.

I am not alone in stressing the need for public relations in the universities. Sills and Lesly in their book "Public Relations" also stress this fact: "There is probably no more self-centered group of men in the country than college professors and administrators. No group is less qualified to ascertain public opinion about itself or to attempt to influence it favorably. There is need for a counsel to sit at the elbow of almost every board of directors to counsel on policies, plans, and procedures in achieving good will."

Dr. Gage has a good definition of public relations in regard to how it applies to Oregon: "Public relations is that actibility of an organization which aims to develop and maintain universal understanding, respect, and prestige."

Let us have better public relations at Oregon in the future.

H. J. Iredale.

ABOUT VET ACTION

About that vet who says the vet "doesn't need to talk; he's going to DO."

What's he going to DO?

When's he going to DO it?

If he's got such "deep convictions; crawl in a hole and sneer out at ever-present stupidity, he may find Uranium 235 and 238 digging the hole out from under him.

If he's got such deep convictions; cinched opinions; and workable schemes" and doesn't talk them over with others, he may find people disagreeing with his convictions with "cinched opinions" of their own.

Then talking does NOT become a dispensable prelude — unless comes da revolution and democracy is to be dispensed with.

This vet who writes about the blank stares and Mr. Bombarde who both feel the disillusionment we all feel after participating in the world's political squabbling had better be careful that they don't fall suckers to the idea that we need "leaders who act."

If they want to act as well as talk, they can find active groups on the campus which still prefer democratic palaver as a prelude to action. If they are interested in improving Eugene or Oregon, there is the American Veterans' Committee which already has done much for students and townspeople.

If they are interested in getting an organized gripe into world affairs, there are numerous campus organizations along those lines—new ones

ABOUT GREEKS

During the International Festival a young Egyptian student asked two weighty questions. I thought the answer might interest the school. These answers, as were the questions, asked and answered privately. They, of course, are not part of the festival or its program.

1. Why are fraternities and sororities so restrictive in membership?

2. Why the difference in Greek and Independent politics?

I told my friend that the two questions are highly related and the answer cannot be separate and apart. That when discussing fraternities and sororities two facts are apparent. One is the basic soundness and acceptability of organizations. The idea of men living together in brotherhood and accord is a fundamental concept. When they are united in common interest and friendship it is the paragon of social intercourse. The second basic fact is the inherent weakness. When fraternities and sororities surrendered their autonomy to a central sovereign, when the chapters left the campus which they represent to join a national federation—with that union went their freedom.

Gone now is the right of the chapter to exercise membership requirements, a right which should be firmly implanted and reserved in the locality. In its stead are bars based on color and creed. The discretion of local officers should be paramount and the choice of members a local function. With the advent of rigid national control the individual members sacrificed also a great measure of their rights. Or for what other reasons would students vote in blocs? Voting blindly and led by a secret committee speaks unfavorably toward individualism. If a plan of local sovereignty was followed eventually (as at Linfield college) there would be a greater degree of cooperation between Greeks and Independents. The needless dissipation of student intelligence and resourcefulness in a callow political fashion would cease. Perhaps the students could present then a unified front and coordinated effort to obtain their desires.

The responsibilities of the Greeks are heavy ones. The qualities of such institutions are limited to a few. Those members then are obligated to themselves and the school to pre-empt from social affairs and bloc politics, and unify the student body.

Leonard C. Maxey.

spring up every day, in fact!

A democracy only works when people work within it.

Geo. Holcomb.

For frankfurters used in the United States 49,000 miles of casings are needed yearly.



Side Patter

By BOB WHITELY

To say that it was a full week-end is putting it mildly . . . the Sigma Noo's threw a corker of a house dance . . . Triad was a tremendous success and Willamette park was still cold but cozy on Sat. night. Sigma Noo Pinky Williams and Alpha Gam Penny Wray are all sewed up, Bob Moore hung his pin, and Bill "Flaps" George and Chi Oh Alla Loomis are now engaged. "Genial Jim" Curry and Alpha Chi Vivian Oyala are real serious about each other . . . and we don't blame him. "Ailing Brad" Francher was picked at the Sigma Noo dance when six or seven eager freshman girls apologized for not knowing what department he taught in. Shouting "Geronimo" . . . Francher lept on the slide and went down head first mumbling trrrack! Shades of Lake Placid. The lawyers have three more queens to announce this week as the smooth Ex-Marine Sarah Cambell, Chi O Nancy Fitzhugh and Theta Mary Jo Warren are all tied in a photo finish. The judges decision was unanimous, and no duplicate prizes are awarded. The Joe Hall quintet are rated as coke servers supreme, and Gay Baldwin has taken over their booking problems. We forgot to mention Sigma Chi's "Big Jim" Sheppard for King of Hearts candidate from the old boys club. The Young Republicans met in town last weekend, the campus was represented by such stalwarts as "Senator" Kulture and Walker from the law school who make plenty of wheels turn 'round. The most fascinating news story of the week in its entirety is reprinted from the sterling pages of the Emerald. Incidentally those new co-eds on the rally squad are doing well, and they've really been getting a rise out of the students. Don't forget those delectable coffee and donuts always available at the local snake pit. The inside straight and Thanatopsis club will have a meeting soon. Look to Lockheed for leadership. Note to Sigma Kappa Betsy Moffit. Your wallet is at The Side, ask Jim or John for it. Pd. Adv.

RELAX—

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Atmosphere

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- * BREAKFAST
- * LUNCH
- * DINNERS
- * SNACKS
- * EXCELLENT
- * FOUNTAIN
- * SERVICE

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NEAR THE MAYFLOWER THEATER
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Corner of Oak & Broadway