

OREGON DAILY EMERALD

MARGUERITE WITTWER-WRIGHT Editor
 GEORGE PEGG Business Manager
 TED GOODWIN, BOB FRAZIER Associates to Editor
 BILL STRATTON Managing Editor
 BILL YATES News Editor
 BERNIE HAMMERBECK Sports Editor
 DON FAIR, WALLY HUNTER Assistant Sports Editors
 WALT MCKINNEY Assistant Managing Editor
 BOBOLEE BROPHY and JUNE GOETZE Assistant News Editors
 Don Jones, Staff Photographer
 JEANNE SIMMONDS Feature Editor
 DOUG EDEN Advertising Manager
 MEMBER—ASSOCIATED COLLEGIATE PRESS ASSOCIATED PRESS WIRE SERVICE
 REPORTERS
 Beth Basler, Leonard Bergstrom, Betty Jo Bledsoe, Hugh Davies, Diana Dye, Ruth Eades, Virginia Fletcher, LeJeune Griffith, John Jensen, Donna Kletzing, Dick Laird, June McConnell, Kathleen Mullarky, Barbara Murphy, Laura Olson, Joan O'Neil, Nancy Peterson, Marjorie Rambo, Katherine Richardson, Adelaide Schooler, Helen Sherman, Jackie Tetz, Gloria Talarico, Sally Waller, Hans Wold, Phyllis Kohlmeier.
 Signed editorial 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.
 Entered as second class matter at the postoffice, Eugene, Oregon.

Publicize Faculty Action

Any committee on the campus engaged in raising or maintaining the academic standards of the University has our sympathy and cooperation. For their work in this direction we commend the scholarship committee. We know there are students whose work consistently has been of such poor quality that it has tended to unbalance the status quo. There is no reason why such dead weight should be tolerated.

The notices of denial of registration privileges sent to some 400 students last week by the scholarship committee were undoubtedly a move in the right direction.

However, the uproar caused by those notices is probably also justified. The students who raised the ruckus have a legitimate gripe as far as the timing of the committee's action is concerned. While we approve the action, we quarrel with the wisdom of mailing those notices after midterms when little can be done to salvage a grade. We also take a dim view of the apparent reluctance with which faculty committees often allow their work to be publicized.

Any action or proposed action of these committees which concerns the students as directly and drastically as this recent innovation, should be made known to the students via the Emerald's news columns. Had some of the 400 known their records were being carefully checked they may have been inspired to hit the books a little harder.

We say again and again that if faculty committees are working honorably and justifiably there is no reason why their actions should not be publicized.

In this case, had the scholarship committee announced early this term what they were planning, we doubt that the students' complaint would have been wired to the legislature.

We've said a lot about public relations. Certainly this sort of thing doesn't do the University much good. We repeat, the committee's work is commendable, the way it was handled showed a lack of understanding of public opinion.

On the other hand, students should realize that the star chamber system isn't in effect on this campus. In every case, except under very unusual circumstances, any injustices perpetrated by the faculty or the administration can be rectified by the deans or some committee. The wire to Salem was therefore somewhat superfluous. We understand that already the scholarship committee is busy reconsidering those cases which deserve to be amended.

No Hearstlings We

On this page we publish a letter which questions the Emerald's choice of features and the points brought up are worthy of consideration and explanation.

In selecting feature material for publication on the editorial page, or anywhere in a newspaper, the editors must consider not only the number of readers who will read a feature but also the intensity of interest with which that article will be perused.

The idea that newspapers should "print what appeals most to most people" is a popular misconception. It is the theory by which Hearst made his millions. He once said:

We must consider that the composite newspaper reader does not care a hang about tax-rates, budgets, insurance, disarmament, naval appropriations, public utility policies, municipal improvements, or scores of other subjects which may appear to be important.

Newspaper readers are most interested in stories which contain the elements most dominant in the primitive emotions of themselves, namely, self-preservation; love, or reproduction; ambition

Let us write our stories for the composite reader Let us

disregard, or cover perfunctorily, subjects which are merely important, but not interesting.

The Emerald does not subscribe to that concept as a criterion of material to be published. If we did, we would be publishing only material which appeals to the lowest common denominator of all persons; we would be publishing mainly sentimental and emotional accounts based on sex, home-mother-and-apple pie, common prejudices, and the like.

We think perhaps a better rule is that newspapers should print something of interest to everyone. And this is where intensity of interest comes in.

Nearly everyone will read a short human interest feature and find it interesting. Probably the majority of Emerald readers enjoy Bob Whitely's "Side Patter" gossip column. This is the sort of light, superficial material that brightens up a newspaper, but does not add the weight needed to keep our feet on the ground. The more serious articles, like those prepared by the One World club, may not receive extensive readership but they do receive intensive readership. That is, the students who read the long-haired material are very much concerned.

The Emerald is not being published for any one group of readers. It is published for students who are interested in a wide variety of subjects—everything from blanket parties to chess, from the situation in Palestine to the new athletic set-up, from entomology to horse sense bridge and the price of beer.

The problem of whether to give the reader what he wants or what he ought to have is an old one. We believe there is no such animal as a "composite reader." Hampered as we are by lack of paper, an overabundance of advertising, and a staff which is just learning, the Emerald tries to present something of interest and something of value to everyone.

About Larry Lau? We agree that his column was highly amusing. It was, however, at times also libelous. Legally, the editor and the University is liable for everything the Emerald publishes. Non-conformism has nothing to do with it. But it is important that features should usually reflect credit on the University.

Telling the Editor

ABOUT EGYPT

Mr. Randolph Churchill in his lecture Wednesday evening evidently did not consider the intelligence quotient of the University student capable of perceiving the fallacy of his answer when he was asked by an Egyptian student, "Why do the British not fulfill their promise of evacuating troops from Egypt now that the war is ended? Churchill angrily shouted the reply, "What would have been the fate of Egypt if British blood had not been spilled at El Alamein? After protecting your cities, Alexandria and Cairo from Rommel's hoards all the thanks we get is nag, nag, nag."

And he gave us no chance to rebut his misleading answer.

We would like to have asked Mr. Churchill to give us an accounting of the number of British casualties in this battle as compared to the losses of the New Zealand, South African, and Indian troops, and to tell us why the British losses were few.

In regard to his accusation of the Egyptians for not participating in the fight, we leave his father, who was prime minister at that time, to answer him.

In the House of Commons on February 27, 1945, Winston Churchill said: "The Egyptian people have, we feel, acted rightly and wisely in deciding to declare war upon Germany and Japan, and to sign the United Nations declaration. We did not press the Egyptian government at any time to come into the war and indeed, on more than one occasion in the past, our advice has been to the contrary."

And he said: "Egyptian troops have during the war played an important part. They have maintained order throughout the Delta, and guarded many strong points and spots, and in all kinds of ways have been of assistance to our own war effort."

And said: "We have had every facility from the Egyptians under our treaty of alliance, and successive Egyptian prime ministers and

governments have given us support in a manner which we deemed to be most effective. Egypt is an associated power, and she should take her rightful place as a future member of the world organization and as one of its founders."

May we ask Mr. Churchill now, who is the ungrateful?

University of Oregon
Egyptian Students

ABOUT LARRY LAU

Why write for a small minority instead of a large majority? You have been running articles which I believe are read by few outside of the authors and perhaps some professors. The articles (Toward One World, Oration for Peace, etc.) no doubt deserve praise, but how many people do you suppose read them in comparison to a column by, let us say, Larry Lau, for instance?

Don't you believe that a column by Lau would have more reader interest than the above mentioned articles? Isn't it one of the rules of a newspaper to print what appeals to the most people? I have seen no letters in your paper raving for or against your "One World" articles. But you admit receiving several concerning Lau's column. Doesn't that prove that he is being read? The aforesaid articles, no matter how good in their doctrines, are just not the type of material most students look for and read in a col-

CLASSIFIED

LOST: Silver disk bracelet, inscription both sides, date 8-31-46. Sentimental value. N. Lamb, Sigma Chi.

RED billfold lost on campus Thurs. Call Alene Hinton. Phone 333.

FOR SALE—Size 38 Tux—worn once. Phone Blachly, 3300, Ext. 327, evenings.

TYPING done reasonably. Close to campus. Phone 1761M, evenings.



Side Patter

By BOB WHITELEY

Cute Kappa Leslie Palfrey caused a riot for the law school judges when she "passed in review" in front of the podium last Saturday afternoon clad in her tennis shorts. "Look at that racquet," they wheezed as she sauntered by . . . several barristers sold their typewriters on the spot, and the whole judging committee ran to Taylor's to vote. "Chief Schiller gave Leslie ten points for veterans' preference. New required reading is "How to Volley." Pi Phi's Marilyn Sage rocked the law school to its foundation when she attempted a little research on the 4th floor. Avery Combs was swept off his feet . . . and the run on law review articles was tremendous! The whole school agrees that Miss Sage is always welcome in the stacks. The OX house has been on the ball as far as amoor is concerned and the line-up reads like this: Bill Harbor pinned smoothie DZ Diane Barnhart . . . "Dirty Dan" Dinges and Jessie Durston, a three Delt from Corn Valley are engaged . . . "Curley" Putnam and G-Phi Connie Wilson are all sewed up . . . Bob Bryant and a cute pearpicker from Medford, Bev Brooks likewise . . . Wayne "Snake" Stuble and Bezeze Allen, a Pi Phi from Willamette . . . Ditto for Harold Everton and Deegee Mary Ellen Carolyn . . . also from the Salem branch . . . Glenn Kelly broke his fin playing basketball and is currently seen running around the house carrying a bucket of hot rocks to strengthen his arm . . . so he sez . . . but some of the brothers firmly believe he got the rocks originally from his head. We had a peach of a story about Chi O's Dodo Mised-Head . . . but she's taken enough of a beating. Congrats on those steel-head Joe . . . some guys have all the luck . . . coffee is ALWAYS GUDE . . . AT THE SIDE!—Pd. Adv.

lege paper.

Lau has or had, I should say, an interesting and versatile style which made amusing reading for most people who enjoy the lighter things of life. As his column was signed and reflected his opinions and not necessarily those of the "editorial staff, the student body, or the University," I can't see where it's any "skin off your nose" for what he says. Maybe you just don't like him, but I don't understand throwing away an asset because he is a non-conformist. After all, isn't that what makes life more interesting?

Bob Hemingway

(Editor's note: See editorial, this page.)



HUSKIES
SPORT - SLIPPERS
FOR
MEN and WOMEN
\$4.50