

# OREGON DAILY EMERALD

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## They Don't Hear America's Story

Anyone seriously concerned about the position of the United States in world affairs will be interested in Grace Flandrau's "Why Don't We Tell Europe Our Story," which appears in the April 10 issue of The Saturday Evening Post.

Miss Flandrau has just returned from France where she found wide-spread ignorance of the part America is playing (or trying to play) in aiding European recovery. She says the French are not aware of the ship-loads of relief supplies America is sending. But, she relates, they are aware of the relatively smaller amounts of wheat and other supplies sent in by the Soviet Union.

It's a sad picture that Miss Flandrau paints. Sadder still is the fact that she offers no solution, save "using our heads." She hints at a "news agency" to tell Western Europe about America, but cautions against the "selling America" approach. She warns us about the proud nature of the French people, about their pride in the part the French resistance movement played in the war. These people, she tells us, will not be America's step-children.

She lists a number of "misconceptions" the French entertain about us, and says that by our silence we seem to admit their accusations.

But, she says, the French still feel more friendly toward the United States than toward any other foreign country. If we made some effort, she hints, they will be more than willing to see the future the way we see the future.

It is a problem that cannot be ignored, and no student of current affairs can afford to neglect it in his thinking.

## Battle of the Books

Bartlett's Familiar Quotations is of no help, but we think it is Desiderius Erasmus upon whom we may safely pin the statement that "First I buy books, then I buy clothes." Perhaps the great Humanist was a bit one-sided, but he expressed an attitude that was as unusual in the days of the early Tudors as it is today.

There are few who advocate seriously that back and side go bare, whilst the half-clad scholar buys books. But the Emerald smiles benignly upon these students who are striving to build up creditable personal libraries, often at the sacrifice of some of the other things that make life sweet.

These students will have their day next month, when the University library, the co-op store, and the Patrons and Friends of the University library join to stage the annual Undergraduate Student Library contest. Prizes (in books, of course) will be offered for the best general and the best specialized libraries.

The student who stays home occasionally on Friday afternoon so that he may add another book to his shelf will miss a bet if he doesn't take part in this battle of the bibliophiles.

## The Man With the Pipe Retires

To eight generations of University students "M. F. McClain" and "co-op" have been synonymous. Today's student, shopping in the well-furnished, first-floor store in Chapman hall, may find it hard to believe that the student store has not always been the sound institution it is today. That it is sound and that it does cater to most students needs is a credit to the man who sits upstairs and smokes his pipe as he supervises the operation of this going concern.

May 1 Mr. McClain will retire. He has done a good job, and a big job, and he has the rest coming to him.

There is good news, though, in the announcement of the co-op board that Mr. McClain will not be clear out of the store he built. He'll stay around for a couple of years on a part-time basis. That is altogether as it should be. We'll need a little time to grow accustomed to a co-op without the man with the pipe.

# Jack Benny Has Sponsor Trouble

By JOHN MAC DONALD and KEN LOMAX

Well, it looks as if J. Benny has been having the same trouble with his sponsors that Fred Allen had with vice presidents. For the past two programs, Benny has been virtually cut off the air to make room for L.S. M.F.T. On Jack's show last week, we admit, that because of Crosby the show did run long (Ad-libbing is the thorn of the commercial producer when it comes to timing), but to leave your audience up in the air because of a commercial is, in our minds, very poor program production. It is to the sponsor's advantage to finish the routine and the commercial be hanged. This week Benny broadcast from Palm Springs (maybe as a means of escape) and the same thing happened, but with minutes to spare. It's been a long time since we heard "There will now be a few moments of recorded music" on a network show. We have a strange feeling that Benny is either covering up or is introducing a new technique in program format. Listen and see!

Radio's prophet, Drew Pearson, announced the results of the coming Nebraska primary—not Dewey—not Taft. (hang on to your Lee hats, here it comes—STASSEN! Who tells Drew these things? Our money is on a little bird—from Wisconsin . . . Winchell gave solemn warning to Life mag for a 280 per cent error on the Badger state primaries. Walter pointed out the disaster which befell Liter-

ary Digest for a similar error. We think Life is safe—too many pictures.

What does the town gossip sound like on the air? Sheila Graham broadcasts Sundays at 8:45 on Mutual, but the feeling is not.

AD-LIBBING: Just because Porter is trying to get an automobile by air doesn't mean that he walks to the studio, does it? . . . If you don't have an 8 o'clock, try Fred Waring on KGW . . . Query: Why did they cut Walter Keirnan on the Pacific Coast? . . . Greatest comeback with a new show and a new audience: Amos 'n Andy—6 p. m. NBC. Every element in the half-hour stint is perfect, from the quartet to the announcer. The comedy still features the malapropism, which seems to click in Harlem accent.

The late President Roosevelt's war declaration will climax a dramatic series of historic American speeches on "Campus Headlines," a program produced bi-weekly by University radio students. Harry White, senior in radio, wrote the script as a salute to the speech and drama department. The show is carried by three stations, KOAC at 9 tonight, KEX, Portland (now 50,000 watts) 7 p. m. Saturday, and KUGN, next Monday at 10:30 p. m. The Roosevelt speech is on record. Bob Litten and Ralph Curtis will deliver other American addresses. Music talent supplementing the show features Wally Bullard, pianist, and the Gamma Phi Beta trio of Mary Margaret Dundore, Jo Ann Sears, and Pat Kaiser.

## Interested in Why Children Just Love Grandma's Goobers?

By BERT MOORE

It's too bad that the Western Amusement Co. (Heilig, Mayflower, et al) has lowered admission prices for students, because that action takes some of the zest out of today's knife-throwing practice. However, I'll have to say that I think these theaters aren't playing fair when they screen the advertisements of local firms in theaters supposedly devoted to entertainment.

I doubt that the average theater patron pays his way in just to see where he can buy a steak, some furniture, or get his car greased. He wants entertainment, even though he may not get it, and he'd trade a dozen scenes of deliriously happy youngsters gobbling Grandma's Goobers for one glimpse of Esther Williams modeling a bathing suit manufactured by George Spelvin, American.

Furthermore, I saw some of these ads the other night (usually use the time to take a smoke) and was made even more unhappy by their content.

In one of them some impossibly-clean cherubs were forcing Super-Yummy Ice Cream down their tiny throats while the narrator went on like this "Children love to go to parties because they know they'll have some delicious ice cream there." Somehow I'm not convinced of this.

As I recall the birthday parties of my youth, the 27th and Skidmore gang anticipated nothing but getting a chance to badger the girls and wreck the host's house. Come to think of it, things haven't changed much since then.

Besides these ads devoted to the wares and services of local firms, an additional piece of propaganda has recently been foisted on some theater audiences. It concerns Eugene's new admissions tax, and it's designed to make the citizenry displeased with its city council.

The ad, which is written in comic strip English and punctuated in the same exclamatory manner, has a lamentable sound track not long enough to run continuously while the epistle jerks along. As a consequence, the music starts and stops, with flourishes, about three times during the ad, and so becomes one of the funniest things shown in Eugene recently.

Instead of rushing from the theater to buy pikes suitable for carrying heads and then descending on the city council with many an irate cry of "Turn the rascals out!", the audience laughed mightily.

I wish the theater managers would take that hilarity as a cue and let the radio stations and the Regrettable-Guard handle local advertising.

## Side Patter



By SALLIE TIMMENS

I was robbed! Who kidnapped my column? When last seen last week's column had been digested by the Chief, the ad staff, and



several columnists who wandered into the Shack with their own contributions before 4:30 in the afternoon. In the future the editor plans to take out fire and theft insurance for wayward columns.

The pin and engagement department looks like the classified ad section of the Oregonian. The DGs got a head start at the end of last term, but the race is on now between the Thetas and the Alfa Fies for the largest number of unavailable girls.

At the Pink Palace Theta Bernice Lind is now wearing a sparkler from Peter Walsh of Stanford, Toni Johns has a ring from Kappa Sig Johnny Brooks, Bee Vincent and Sigma Nu Ed Dick are engaged, and from Portland Patty Duncan's name has been added to the list now that she and Phi Delt Chuck Fagen have set the date.

Former Sweetheart of Sigma Chi, Sally Mueller, announced her engagement to OSC Beta Bob Kent at the Pi Phi house recently, and over the vacation Betty Donaldson became engaged to OSC

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