

President's Message "In My Opinion . . ."

It is a real pleasure to extend the University's greetings and well wishes to those students new to our campus this year. It is equally a pleasure to welcome back those who have been with us before.

The general feeling concerning the coming school year seems to be one of optimism. It is sincerely hoped that it will live up to expectations by being one of the most productive in University history.

During the past year we have made important progress in meeting the University's needs for adequate facilities and staff. Undoubtedly you will still find, however, that classroom space is crowded, library and laboratory facilities overtaxed, and other such inconveniences. On the other hand, I believe that you will find an even keener desire on the part of our staff to make available to you the benefits of their knowledge and experience.

With your registration the rich and varied educational background of this institution, based on 72 years of service to the state and to the nation, will be open to you. We sincerely hope that you will make the most of it.

Harry K. Newburn

1948-49 Policy Statement

Today's issue marks the beginning of the fiftieth year of publication for the Oregon Daily Emerald.

For half a century Emerald editors have worked hard to build and maintain a tradition of journalistic excellence. To this year's editor falls the fruits of their labors. He may profit from their error and set their achievements as goals to which to aim. (Whether or not he can prove himself capable of filling the shoes of his predecessors remains for future judgement. At present he can only pledge himself to strive toward that end.

It is still too soon to develop the policies of this year's Emerald in regard to specific situations. However, several generalizations can be set forth.

The editor is fully cognizant of the great responsibility which has been placed in his hands. He is aware also of his personal shortcomings and the limitations of his position.

The Emerald is a cooperative venture. Realizing this, the editor will not attempt a one-man show. Editorial policy will be flexible and will be determined by a board consisting of the editor, four associate editors and the assistant to the editor.

Editors in the various news departments will have freedom to govern their departments, limited only by accepted standards. All members of the staff will have an opportunity to participate in molding the 1948-49 edition of the Emerald. In granting this freedom the editor believes he is assuring Emerald readers a product which will be bright and interesting and one which will meet with their approval.

The editor demands from members of his staff only that each endeavors to maintain and practice the highest standards of ethical journalism. There is no place in the Emerald for distortion, prevarication, or dishonesty.

No crusades have been planned by the editor nor does he have any axes in need of grinding. This will not, however, stop the Emerald from criticizing should situations arise which it is felt warrant airing.

Looking toward the months which lie ahead, the editor is highly optimistic. Things are beginning to shape up . . . it looks like a good year.

Hair is the glory of woman, according to the Bible—but times have evidently changed since Biblical days. This year at Oregon glory will be added to glory for women will cover their shining tresses with flashy rooters lids.

The lemon and green lids—reversible, no less—will replace pom-poms. When we carefully weigh the merits of each against the other, the change is probably a magnificent one. The only practical use for pom-poms is to brush off flies and mosquitoes. But lids! They keep off the sun, keep out the rain, and make Betty Coed look just like Joe College. We're for 'em!

— From Our Readers —
To the Editor:

The Emerald is or should be one of the agents of the student. A student newspaper is the only normal outlet for the airing of students' gripes, comments, reasoning and sentiments.

There is no other means of communication on the University campus that will serve as a true mirror for the reflections of the students. How else can five thousand students know the problems and thoughts of their fellow students if they cannot be voiced through the student newspaper? The newspaper should be a communication agent among the students.

What other mass agent do the students have to display their reactions to the efforts of the faculty? Teachers must have a means by which they can study and appreciate the efforts and the actions of their students, or part of their job is neglected. Faculty efforts are lost if they have not been calculated to fit the needs and desires of the students. The professor is a servant of the student body. And one way a teacher has of knowing the mass reaction to his efforts is through the student newspaper.

The student newspaper is not only an agent among the students, the faculty and the students, but also between the student and the world. World events should be interpreted, commented on and formulated in the Emerald. Every student should have the right to voice his opinion to the world through his newspaper. One of the ways the Emerald can become a better agent of the students is to run a daily forum. A letter box.

Most of the students would welcome and use a letter-box. It would make them believe that the newspaper is what it should be—a display case for them.

Wishing the Emerald a successful year and hoping that it will become even a more potent force on the campus and in the community, I remain,

Sincerely,

Charles F. Ampere

* * *

Editor's note: You're so right Mr. Ampere. Part of the revised format for the Emerald this year will include a letters column. We believe that the column should be unfettered as possible. The only restrictions will be on letters that violate decency, maliciously injure some one, or contribute nothing.

A letters column should be a working part of the newspaper. We will welcome, tips, beefs, opinions, thoughts, reforms, anecdotes or reports. We'll try to maintain objectivity in the editing of letters.

We do, however, reserve the right to edit, delete, or dispose of any letters submitted. Letters received will become the property of the Emerald.

Later a box will be placed in the Co-op for letters to the editor. The Emerald offices are open all day and copy can be left in the editor's offices or given to any of the staff. Letters should be signed, but signatures will be withheld on request.

Student Moms Meet

Student families may make arrangements for the morning care of their children at the first meeting of the YWCA cooperative nursery school today. Plans for the coming year will be discussed at the meeting, scheduled for 4 p.m. at the Fairmount Presbyterian school at 15th and Villard streets.

Law of the Press

A Good-Living Guide For Faltering Freshman

By LARRY LAU



Beginning our fourth year of columnizing, we are greatly tempted to relax into the lap of the

past, there to muse affectionately on the events that have made this campus hilarious over the years, but . . . later. We've been asked to prepare an unofficial guide for the fledglings. Something they can treasure, hold dear to their hearts and, in case of rain, stuff in their shoes.

UNIVERSITY . . . an academic gem to the State Board, an anathema to our rural brethren at OAC, the "Oregon country club" to people in Florida, some place "out West" to New Yorkers, a Rose Bowl opponent for the Golden Gophers in Minnesota, a place of migration for California, and a haven for those not adverse to mixing business with pleasure . . .

SKINNERS BUTTE . . . out the road to the Ferry street bridge, turn to your left and up and up the hill. Terrific view of the town if you're interested. Found to be the shortest way home from McArthur court . . .

DR. MOLL . . . the guy with a pointed beard and black mustache. Brilliant intellectual, the poet laureate of Australia who on more than one occasion has held a class spellbound with his recitations of poems by Vachael Lindsey in 20th Century Lit . . .

LOU 'N EVS . . . largest, and second best steaks in town . . .

RUSH INN . . . run by a couple of real solid characters named Earl and Russ with hearts as big as their hamburgers . . .

THE SPUDNUT . . . run by Bev and Glenn, two youngsters just out of Univ. of Utah. Topnotch coffee, plus pinball machines you can beat once in awhile . . .

FIJI MEADOWS . . . a meadow area out of town on the banks of the river. Traditional spot for good picnics. Once a year the owner erects barricades and electric fences which are promptly torn down. If you take beer to cool in the river, anchor it with rocks on account the current is strong and thirsty.

PIGGERS GUIDE . . . invaluable little booklet containing names, addresses and phone numbers of everyone. Has all pertinent data except skull thicknesses and shoe sizes. Usually comes out late in October.

MILLRACE . . . once beautiful stream behind the houses on 11th. Dry since 1942 because of flood and procrastination. Sometime after the new highway moisture will be restored. Much romantic canoeing. Many a girl has learned to swim in the millrace . . .

BOB ALLEN . . . the ASUO student body president. Large, serious gentleman who ran on a wobbly, untested Greek-Independent coalition last spring and won a smashing victory over the entrenched ASA . . .

MAXIES . . . easily identified by a sign "Robinsons" over the door. On 13th between Patterson and Ferry. Run by Max and Nita, and unofficially reserved for upperclassmen. Dime suds drafts, with numerous plug-ins for the radios necessary for the games away from home . . .

FENNELS . . . an alleged drug store corner of 11th and Alder run by a genial bandit named Kieth who made his fortune selling furnaces to Arabians before coming to Eugene. Walk in for a blotter and he'll sell you an overcoat. Has also been greatly active in raising money to

restore the millrace . . . **SNOW-BELLE . . .** Oregon's most famous dog. Hit AP, UP, and INS wire when she ran second in a field of eight girls in the 1947 Junior Queen contest. A 160-pound St. Bernard mascot of Phi Kappa Psi who has three notches on her collar for thwarting burglars . . .

DR. BECK . . . a "must" for Webfoots interested in psych. Made LIFE with his sex movies for the kiddies and habitually enthralls the class with unique experiments. Nuff sed, by the time you read this his 2 o'clock will be filled up . . .

CROSTOWN . . . on 99 coming in. Has best steaks in town. Run by a nice gal named Frankie who'll toss you out on your ear if you think being a student gives you license to hang from her one and only chandelier . . .

ART LITCHMAN . . . the University Athletic News Bureau chief. The kind of guy who can tell you who played third base for Molly Poots in Newark in '02. By far the best publicity chief on the West Coast. His innovations have had much to do with Oregon's "good press."

THE SIDE & TAYLORS . . . So close and so alike we can throw them in together. The Side is more for cokes and bridge, and it's a tradition (not unbroken) that the gals don't sip suds there. Taylor's is a bit more masculine.

THE EMERALD . . . run without faculty control by students, who receive 2.00 or worse for their eight-hour stints at "the shack."

Has for years and years been among the top 13 such papers in the nation, and has had much to do with Oregon's nationwide reputation for journalism . . .

UNIVERSITY MEN'S SHOP . . . run by an ex-New Yorker named Bill who thinks if you're a Webfoot, your credit is A-1. Let's not any of you fledglings disillusion the guy. Carries expensive, but good, clothes . . .

THE "O.C." . . . the bar part of the Eugene Hotel. Got its name during the war when it was the Officers Club. No dancing, and regardless of rank, if you're under 21, or don't look like the description on the I.D. you borrowed for the evening, Emma will show you the door. Embarrassing! . . .

THE PARK . . . meaning Willamette Park. Large barnlike structure with fair-to-middling floor. Big name appears there at \$4 per couple, and if you have an overcoat, I.D. isn't necessary. Huge crowds that leave promptly around midnight on Saturdays leaving the band wondering what they've done wrong . . .

JIM AIKEN . . . has raised Oregon football to the point where national experts are predicting the Webfoots first bowl invasion since the 1919 season . . .

LEO HARRIS . . . director of the entire athletic department . . . responsible for the Michigan game at Ann Arbor. Frosh won't recognize it, but there's been a world of change since Leo moved in . . .

WARREN C. PRICE . . . a heavy hand hanging over the heads of would-be journalists. One of toughest profs outside the law school. Those courageous enough to take a course from him wind up exhausted, but happy to be done with it.

OREGON DAILY EMERALD

The OREGON DAILY EMERALD, published daily during the college year except Sundays, Mondays, holidays, and final examination periods by the Associated Students, University of Oregon. Subscription rates: \$2.00 per term and \$4.00 per year. Entered as second-class matter at the postoffice, Eugene, Oregon.

BILL YATES, Editor
Don Fair, Managing Editor

VIRGIL TUCKER, Business Manager
Tom McLaughlin, Adv. Manager

Associate Editors: June Goetze, Bobolee Brophy, Diana Dye, Barbara Heywood, Dick Revenaugh, Assistant to the Editor

UPPER NEWS STAFF

Mike Callahan, Stan Turnbull
Co-News Editors
Glenn Gillespie, Bob Reed
Co-Sports Editors
Vinita Howard, Women's Editor

Don Smith, Assistant Managing Editor
Evelyn Hill, Anita Holmes
Assistant News Editors
Phyllis Kohlmeier, Helen Sherman
Editorial Secretaries

UPPER BUSINESS STAFF

Billie Jean Rietmiller, Circulation Mgr.
Eve Overbeck, Nat'l Adv. Mgr.
Sally Waller, Assistant Adv. Mgr.
Joan Mimnaugh, Assistant Adv. Mgr.

Virginia Mahon, Assistant Adv. Mgr.
Ray Mussig, Assistant Adv. Mgr.
George Melvin, Assistant Adv. Mgr.