

Ye shall know the truth and the truth shall make you free.—JOHN 8:32

A Great Play

You can listen to that game today for sure now.

Here's why:

Both radio stations KOAC, Corvallis, and KOIN, Portland, will carry the complete Columbia Broadcasting system coverage of the intersectional clash at Ann Arbor.

As Oregon fans gather around their radios late this morning, they will be hearing what will be the successful result of a tremendous effort this week to bring the Oregon-Michigan game to them.

It happened something like this:

Early this week a student, Larry Lau, discovered that no stations in the local area had the game scheduled. Only one station on the coast, KOIN, was to handle it, and because of previous CBS commitments, would carry only a part of the game.

With a great burst of energy Mr. Lau contacted students, radio stations and University officials, setting in motion machinery which soon had telegrams and telephone calls flying out in all directions.

Douglas Farrell, a loyal alumnus in Los Angeles, reached CBS headquarters. After long-distance conferences with KOIN officials, the Portland station agreed to purchase a special line from Oklahoma City to the coast so that the station might receive a complete broadcast of the game.

Picking up the ball from here were two University football stars of the early 20s, "Skeet" Manerud and "Shy" Huntington of the Manerud-Huntington Fuel company in Eugene. They purchased a special line from Portland to Corvallis enabling KOAC to carry the broadcast.

Other members of the fighting team who shared in the successful effort to bring the game to University fans were Les Anderson, University alumni director, Lyle Nelson, director of information, Frank Oxarart, manager of network sales for CBS in Los Angeles, Ted Cooke, program director of KOIN, and James Morris of KOAC.

Credit should also be given Eugene radio stations KASH and KUGN. Both made valiant efforts to bring the game to Eugene by leased wire from Ann Arbor in the event that arrangements for the CBS broadcast were unsuccessful.

A Strange Disease

About three times during a term most students have an acute attack of what we like to call "desperatium nauseum." Students have varying degrees of this illness at all times throughout the term, but the insidious disease is most likely to strike with all its force at finals, mid-terms, and a few weeks after the term begins, when one first learns what he is up against.

Now is about the time for the first acute attack of desperatium nauseum, so we will describe the symptoms, and you can decide for yourself if you have it.

Firstly: You have so much studying to do nights that you can't decide where to begin. So you go to bed, toss, worry, finally fall asleep and dream that one of your professors has finally caught up with you and is going to torture you with hot coals.

Secondly: You can't get up in the morning. You toss, worry, and finally wake up too late for your first class.

Thirdly: You find that you have three meetings scheduled for the same time, so the only solution you can think of is not to attend any of them.

Fourthly: Every time you go to the library, the reading list looks so vast that you decide to have coffee instead.

Fifthly: You conclude that you are too far behind in everything ever to catch up, so you catch the flu and go to the infirmary. If they take you in, you soon conclude that the medicine tastes awful, and you probably aren't catching up by lying in bed. So you ask to be released, and they don't release you. Then what?

Sixthly: This is an editorial page, and so we should offer a cure. But after stroking our editorial beard, all we could conclude is that we need a new comb. If you can think of a cure for desperatium nauseum, please write a letter to the editor.—B. H.

Once Over Lightly

By JEANNINE MACAULAY

Amidst the mist at the airport Thursday morn, the rally-rally club could be seen sporting the new look. To run the situation once over lightly—Buddy Leonard, ATO, was coy enough to leave a revealing orange and brown striped ruffle showing below his white trousers. About 200 other sleep robbers gave the team "Hoorays" in peejays.

Nadine Routu, Zeta hall, and the Gamma Phi "button" girl seemed to have enough pep at 6:30 a.m. to fly to Michigan and back before the team took off. Chrobot, Ecklund, Bunny Easter, and George "Buzzer" Bell all blew fog through the air to tell the "gang" that Michigan was on their list.

Saw the Pi Kaps kiss Garza goodbye—went inside for free coffee, only to find Meredith Stearns with the situation well in hand—and say, if you are having trouble sleeping, it's not the coffee, it's the bunk. (Courtesy of Shirley Ildstad).

Seemed to have slipped up on several summer marriages—Kay Osterholm, Ann Judson house, to Bob Schmieding; Jane Jackson, Rebec house, to Gordon Hoyt, Sigma Chi; and Nancy Lou Stevens, AGB, to Bud Smith, Sig Ep.

Bridge games and listening parties are on schedule for this Saturday's tangle with Michigan. Undoubtedly someone will bid four spades and Van Brocklin will pass!

Norm Yatchmenoff, ATO, has a '31 Ford that made the trip to Springfield and back the other day. This in itself is remarkable, but on the way he had a fire under the hood, ripped out several feet of wire and drove on. Four wheels and a place to sit—what else matters?

More coeds are off the playing field and on the RESERVE bench. Reason: Swollen third finger, left hand! On the program we find—Mickey Young, Gamma hall, to Ken Roberts; Barbara King, Gamma Phi, to Don Crouch, Phi Delt; Barbara Klum, ZTA, to Bob Baker, OSC; Carolyn Cox, Alpha Phi, to Frank Walters, Beta; and Allene Amacher, Ann Judson, to Bob Morgan, from Sederstrom.

If you don't like dancing, try the elevator—fewer steps!

This is fall term, but not many people have—only two pinnings this week—Claire Ogle, Hendricks, to Paul Morris, Phi Psi; and Joy Miller, AOPI, to Lee Perry, Campbell club.

Loyal readers seem to look for slash and hash in this article—Here's just a sniff of it—SEEN SIDEWAYS (instead of around) Alpha Zee, Marty Cool and Hank Panian, Campbell club, here there - and - everywhere; Mary Hall, Chi O, with James Craig, movie star, lunching and munching;—and last and least, the Chi Psi boys without Puddles, looking very sad.

Save your money for Homecoming dance. Bill ("California") Monroe says novelty in the band line—big surprise! Veterans! See your nearest pawnbroker if those checks don't come through.

Personal: Congrats to Marg Wickenden, AOPI, on being initiated into Phi Theta. For a small fee you may obtain your emblem and pin at 1648 Alder.

Off to the museum to pull the stuffing out of a heffalumpus!

Musing

Undertaker Fails to Fall Into Conventional Business Patterns

By BILL WASMANN

High prices, grade reports for the present term and the fact that a ten-year-old radio won't always suck sound waves from Corvallis led us to thinking about our undertaker the other day; the cost of plots, flowers, labor and certain other aspects of that business which, indeed, once you think about it, is unique as businesses go.

Naturally, an undertaker is in business; he is a businessman, but caring for people's loved ones doesn't follow the conventional patterns insofar as the mechanical forms are concerned. Take, for example, the pat phrases of the merchant—business is good, customer, f.o.b.—and you will see that somehow, when applied to undertaking there is no very rigorous mortising of the patterns of the undertaking business with the conventional patterns generally ascribed to other businesses. To businessmen in general a "good customer" walks into the place of business, makes purchases and off he goes, after the formality of payment. Can this same pattern of events occur in the undertaking business?

What financial page is going to print a story and graph that shows how poor things are in the undertaking business; moreover, what writer has the brazen cold-blooded heart to take up the cry that "Things are in terrible shape, fewer people are dying all the time, something must be done."

Ponder another good, solid, general business term; "turn-over." Why that's enough to make any undertaker quake in his morning pants. When you speak of turnover in the usual sense, "merchandise inventory" follows right along, but just how would a mortician go about it? Another stickler is the term, "redemption cost." Also impossible, isn't it?

Nope, we've run through the whole list of terms in the rear of the constructive accounting test and the only thing that would be of much use back there is the term "sinking fund." With a little tampering, we think this could be turned into a gold mine for dealers in loved ones. Its unusual meaning is a place where funds are posted with an eye to retiring bonded indebtedness. But to the go-getter undertaker with imagination and foresight, isn't it possible from its very name that some sort of pay-as-you-go or pay-before-you-go plan could be worked out to the benefit and relief of both the producer and the consumer?

Out of Focus

Found: An Apartment for Rent; And Only Nine Miles from Town

By KIRK BRAUN

We stopped in front of a large dilapidated frame house on the fringe of town. This must be the place. The curtains were drawn and we suspected that unseen eyes were leering at us from inside. As we walked up the wooden sidestep, careful not to step in the gaping holes between the boards, we glanced around to be certain that no one was looking.

An old, shriveled woman answered our knock.

"Whaddayou want?" she asked through the slit of the partly opened door.

"We heard from a friend who heard that you had an apartment to rent."

The old lady's eyes narrowed and she scrutinized us carefully. We must have passed the test for she opened the door and told us to come in.

"I have a one-room apartment but I won't stand for anyone who smokes, drinks, chews, snores or comes in after 9 o'clock. It's down this way."

She led us down a dark hallway. A rat scurried out of our way and the boards in the floor squeaked and groaned in protest to our footsteps.

She opened a creaking door. It fell off.

"Gotta get that fixed," she muttered.

There was an iron bed in one corner. In the other corner was an orange crate with a bucket of water sitting on it. A small light bulb hung in the middle of the room. No windows.

"It is really quite nice," she said. "But the last tenants I had here died of pneumonia—weaklings!"

She went on.

"The toilet is out in back. Only

14 other people using it now. Used to be 16 but two people got lost on their way out there last winter and we haven't seen 'em since. Good thing we had their rent in advance."

"How much?" we asked.

The old gal rubbed her hands together and a strange glow came to life in her one good eye.

"Only \$110 per month, and I want two years rent in advance. We're only nine miles from the campus."

"Well —"

"Oh, so you're gonna be choosy, eh," she screamed. "Get out! I don't want people like you. With 6,000 people on the campus, I can rent in a minute."

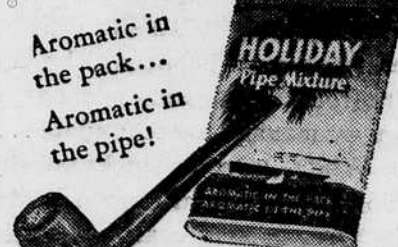
We're still looking.

USA Plans Meeting

An open meeting of the United Students association will be held Tuesday at 4 p.m. in room 3, Fenton hall. All students interested in USA are asked to attend.

HOLIDAY

An Adventure in Good Smoking



HOLIDAY ALSO COMES in 16 oz. vacuum tins.

LARUS & BROTHER COMPANY
Richmond, Virginia

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: Jane Goetze, Bobolee Brophy, Diana Dye, Barbara Heywood,
Dick Revenaugh, Assistant to the Editor

UPPER NEWS STAFF

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

Don Smith, Assistant Managing Editor
Evelyn Nill and Ann Goodman
Assistant News Editors
Phyllis Kohlmer, Helen Sherman, Ed. Secs.
Jo Rawlins, Research Director