

Red Cross Board Chairman Announced

New members of the Red Cross board selected to fill vacancies are winter term blood drive chairman, Yvonne Holm and Donna Anderson; Roseburg hospital project chairman, Bev Jones and Mary Ann

Foster; special events, Carol Huggins.

A ski safety program will be carried on winter term by the board, according to Joan Walker, president.



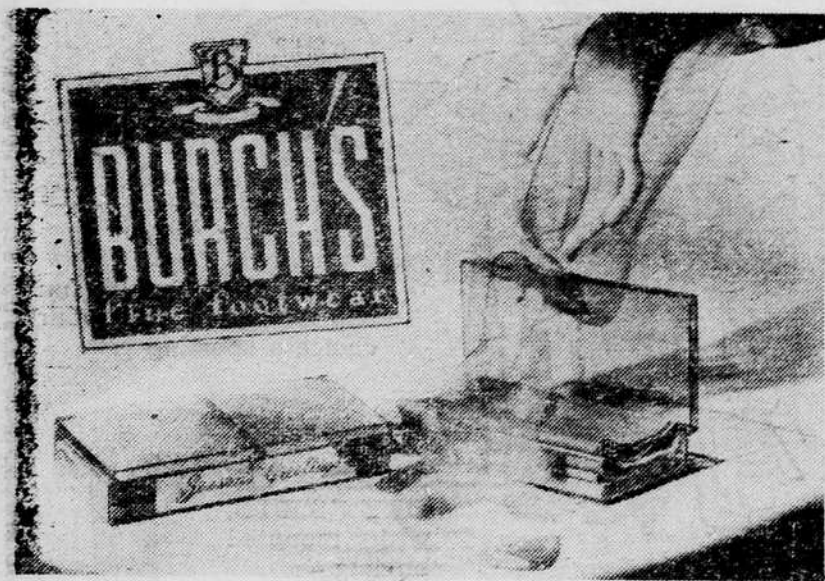
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'SEX HAS REPLACED STEEL'

Groucho Marx Keeps 'Em Laughing, Criticizes Modern Advertising, TV

By Jim Haycox
Emerald Editorial Assistant

Groucho Marx's objective was apparently two-fold last week. He wanted to keep 'em laughing and, at the same time, present some of his own serious criticisms of modern advertising and the pitfalls facing television.

In the former department—if not the latter—he was eminently successful. Reeling off one joke after another, jokes of various shades, in deadpan monotone, the bespectacled comedian gave his audience barely time to catch its breath between outbursts of laughter.

His listeners were numerous, far too numerous to be accommodated in the 1,200 Student Union ballroom seats. Several hundred more heard the radio-television star over a loudspeaker in the SU fishbowl.

Sexual Propaganda

Advertising, he said, has been so changed by the introduction of the female figure that much of it's nothing more than "sexual propaganda." And some of it—which uses sexy innuendoes and half-draped females—is also ridiculous.

Taking a humorous verbal swat at cigarettes, he cited the case of one advertiser who employs an "obnoxious midget; I don't know who Phillip Morris is," the gagster droned, "but it seems like an unhealthy relationship."

When all the TV viewer has to do is turn a dial, the educational programs continue to suffer while "Faye Emerson in a low-cut gown pleads with us to not be 'half-safe'" he said.

Steel Replaced

To combat the reality that, among other things, "sex has replaced U.S. Steel as America's biggest industry," Marx suggested that TV would have to create programs "calculated to raise not only

the standards of television" but also the tastes of the viewers. He admitted that it was a rather large order.

The radio and television people, he said, will produce anything that someone will sponsor. And sponsors naturally go for what people go for. In the final analysis, Marx asserted, it's up to the people.

The mustachioed jokester did not, however, limit himself to just the one subject; for that matter it took him quite some time to get to his principal subject. There were quite a few other things to quip about.

Naturally

He explained that while he didn't know much about the University, "from its football record I naturally assumed it was a girl's school." He got a big laugh for the remark, another when he added that next year Oregon would do well to play only Stanford—the winner of that game to go against Vassar.

Marx said he didn't have anything much to contribute to the intelligence of his listeners, not even "the physical attributes of Marilyn Monroe."

"I have heard of the Monroe Doctrine," he qualified. "That means 'hands off'."

No Siree

In his estimation, the current emphasis on sex doesn't mean the moral standard is any lower than it used to be. The difference is that in the old days "feminine charms were kept under wraps—sometimes under lock and key."

In the question period which followed, Marx was in his usual quipping form, interrupting, wise-cracking and wielding the large cigar which is as much a part of his personality as the veto is to Vishinski.

One questioner asked how his daughter, who was in the audience with his secretary (both lookers)

and John West, NBC vice-president, could laugh at his jokes year after year.

Groucho waited unperturbed for the audience to quite down, then quipped, "Well, she just laughed at yours."

Then, as 2 p.m. neared and the Air Force ROTC students began to depart, Marx surveyed the exodus, remarked, "War has been declared," and walked off the stage.

Stays in Carson Kisses Two Co-eds

After spending two nights in Carson hall with 333 girls, Groucho Marx's comment was, "This certainly was an experience."

Groucho stayed in the dormitory guest rooms with his daughter and secretary as guests of the University.

He kissed two freshman co-eds on the cheek as they waited for the elevator, smoked a mammoth cigar in the dining room—where no smoking is allowed and answered the telephone in the lobby at 5 p.m. in his bathrobe.

Radio Honorary Plans Broadcast

Kappa Rho Omicron, University of Oregon radio honorary, will make available its tape recorded presentation of "Uncle Charlie's Christmas Party" to commercial stations in the state, according to Jack Vaughn, manager of station KWAX.

"Uncle Charlie" is a traditional radio drama-musical, featuring some of the best known Christmas stories and songs.

The production is 30 minutes long and has been well received by stations throughout the state for the past six years, Vaughn stated.

The tape is furnished to the various stations by two methods.

One method, Vaughn stated, is to have the stations rotate the tape among themselves. This requires each station to set a date in advance as to when the tape would be played.

Since mail service is sometimes delayed during the Christmas season, tapes may not arrive at the station on time, Vaughn declared.

The preferable method, according to Vaughn, is to have the station send KWAX a tape on which the show would be recorded. The tape is then returned to the station and can be scheduled any time.

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