



Ike Takes Oath; Emphasizes Peace

WASHINGTON, D.C. (AP)—Dwight David Eisenhower was inaugurated as the thirty-fourth president of the United States Tuesday. He took the oath of office at 12:32 p.m.

Peace with honor is the goal President Eisenhower set for his administration in the inaugural speech, a peace based on strength and unity in the free world. Eisenhower said there must be no appeasement because "a soldier's pack is not so heavy a burden as prisoner's chains."

The solemnity of the occasion was marked by the fact that the new president offered a little prayer in which he asked God to dedicate the new administration fully to the service of the people regardless of station, race or calling.

The theme of the speech was the belief that free people must proclaim anew their faith in the deathless dignity of man, governed by eternal moral and natural laws.

President Eisenhower said, "The peace we seek is a way of life. It is a hope for the brave."

On a practical note, Eisenhower said leaders of Western European nations must strive with renewed vigor to make the unity of their peoples a reality. He also said the United States will continue to help foreign nations while expecting them to carry their full and just burdens in the common defense of freedom.

After the solemn ceremonies Eisenhower led the grand inaugural parade down Pennsylvania Avenue. The president later reviewed the parade from a stand in front of the White House.



THE PRESIDENT
A soldier's pack, but no chains

Persuasion Key to Success, Adman Advises Students

There are two ways to get what you want from the world, George Griffis, vice president of the Advertising Association of the West, told students at a meeting in the Student Union Tuesday night.

One way is the use of force, he said, and the second, the force of persuasion. It is the force of persuasion that is used in advertising and selling.

Griffis's speech, "Careers in Advertising", was the first in a series of five scheduled by Gamma Alpha Chi and Alpha Delta Sigma, campus advertising fraternities.

You use the force of persuasion, Griffis said, when you ask your dad for a bigger allowance, or try to persuade a girl to marry you.

Once you have mastered the

Contest Chairman Lists Sign Rules

Living organizations must not spend more than \$20 on their Dad's Day signs, according to Gary Meredith, chairman of the sign contest.

Signs, which will be judged at 4:45 p.m., Feb. 6, must have no moving parts and be two dimensional only, Meredith said.

Bases of the judging will be 20 per cent, color; 35 per cent adherence to the theme "Date With Dad"; 15 per cent, originality, and 30 per cent sentiment.

Winners will be announced at the half time of the Oregon-Idaho game, Feb. 7.

See page three for details of the Hostess contest. General Chairman John Gamiles has called for pictures of wives of students who will be eligible. The Hostess will be crowned during halftime of the Feb. 7 Idaho game.

Split Ballot Voted Unconstitutional

The split ballot is unconstitutional. So is the practice of designating the office which a candidate seeks after his name on a ballot.

That's the opinion of the faculty-student constitutional committee, a decision reached after a short meeting Tuesday afternoon.

Speaking for the committee, Jim Crittenden explained that the decision definitely did not void the split ballot measure which has already passed the ASUO senate.

Not For a Ruling

The senate asked for the committee's opinion, he explained. It did not ask for a ruling.

In Crittenden's words the group "decided the change (to two separate ballots, could not be made and contrary to past practice names of the candidates should not be labeled as to office." (Last

Stay in Politics USA Decides

The United Students association will continue to work as a political party on the University of Oregon campus.

This decision was reached at an open meeting of USA Tuesday, after considerable discussion about the group's possible return to the Independent Students association. The group felt that the party should remain the same and continue to operate under the present USA constitution.

Don Collin was elected president pro tem of the party at the meeting. Other officers elected were Donna May, senior in history, secretary-treasurer pro tem, and a three person executive committee pro tem consisting of Bob Briggs, sophomore in political science; Helen Jackson Frye, senior in English and Leonard Calvert, sophomore in journalism.

Frosh Council Choses

The Freshman Election Council nominated their candidates for the freshman class officers late last night. The candidates are as follows: Bob Maier, president; Sam Vahey, vice-president; Mary Sweeney and Judy Johnson, senators.

More details in Thursday's Emerald.

year, after each candidate on the freshman ballot appeared the designation "Candidate for President and Vice President" or "Candidate for Representative").

Disagreement

Though there was some disagreement on the committee, he said the opinion would be submitted as unanimous.

Thus the ASUO senate faced an unusual situation, one where a motion they had passed was both declared unconstitutional and still in effect.

'Fest' Schedule Given by Goh

Schedule for the International Fun Fest to be held on campus Feb. 7 has been released by Ted Goh, general chairman.

Registration will begin in Gerlinger hall at 1 p.m. followed by a tour of the campus until 3. From 3 to 4:15 p.m. a coffee hour will be held in Gerlinger. At 7 p.m. a forum discussion will be held by the foreign students before they go to the Oregon-Idaho basketball game. After the game delegates will attend a mixer at Gerlinger.

Other chairmen for the Fun Fest are: Rosalind Lawrence, co-chairman of invitations; Len Calvert, registration, and Lois Reynolds, publicity.

RE Week Plans Set

Religious Evaluation week firesides will be held in all living organizations next Monday, Tuesday, Wednesday and Thursday, according to Cathy Tribe, general chairman. Campus religious groups may also request an RE week speaker for a fireside.

Living organizations have been contacted and given a choice as to the night they prefer to have a speaker. Because of the equal qualifications of the eight visiting speakers and the several townspeople who will conduct the firesides the houses were asked to choose nights rather than speakers as has been done in the past, Miss Tribe said.

Any houses that have not yet turned in preference dates should call the YWCA before 4 p.m. today, she added.

Visiting speakers who will be available for firesides include Rev. Paul S. Wright, Clifford E. Maser, the Very Reverend Georges Florovsky, Father Mathias Burgher, Hal C. Gossard, Rev. H. C. Meserve, Rabbi Elliot Grafman and Karlin Kapper-Johnson.

DONALD DUSHANE

Who Runs the UO?

Donald DuShane, director of student affairs, has been at Oregon since 1948 as head of the office of student affairs.

DuShane received his bachelor of arts degree from Wabash college in Crawfordsville, Ind., and his master's degree from Columbia.

The director of student affairs is responsible for most of the student personnel services at the University—director of men's affairs, director of women's affairs, graduate placement, counseling center, admissions and registrars office being chief among them.

Men You Should Know

Today the Emerald begins a series on leading administration members.

Through it we hope readers will get better acquainted with the men who run the University.

The major changes in the office of student affairs since DuShane became director are the "DuShane plan," reorganization of the scholarship program, addition of a foreign student advisor and reconstruction of the dorm counseling plan.

The "DuShane plan" calls for all freshmen, except Eugene students and those living in co-ops, to live in University dormitories.

Food Shortage Is Most Serious Of India's Ills

At a coffee hour forum in the student union Tuesday night Sudhaker Bhat, of the Indian Times, spoke and answered questions on the subject of India's position in the world today.

Bhat, a noted Indian newspaperman who is working for the Oregonian during his stay in the North-west, told the small crowd that the popular idea that India is neutral is "perfectly wrong."

"India has never been neutral," he said, "except that she is trying to find a compromise between the Eastern and Western forces."

"In the United Nations India has supported the U.S., but never the Soviet bloc," Bhat stated, "but there are only two alternatives in dealing with Russia—compromise or total war. There can be no other way."

"The next step in your (U.S.) foreign policy is to give up your hysterical approach to aggressive communism and to attempt to live with Russia. The acts of such people as Mr. McCarthy who go around calling people communists strike me as farcical."

The most serious problem facing India today is the food problem, (Please turn to page four)

