

# The Emerald's 53rd Birthday Today

By Kitty Fraser

We are 53 years old today. That is, the Oregon Daily Emerald is 53 years old today and embarks on its 54th year of publication.

Strictly speaking, it was the Oregon Weekly which began publication on Feb. 12, 1900, as it was on Lincoln's birthday of the turn of the century when the forerunner of the Emerald first appeared.

The Oregon Emerald as such did not appear on the paper's masthead until Sept. 29, 1909, when the paper went from a weekly to a bi-weekly.

An editorial in the first issue of the Oregon Weekly stated the policies of the paper, "Through these columns we shall endeavor to keep the students informed as to what is happening around them and to point out every possible avenue of advancement."

### Oregon Monthly

At that time in 1900, the Oregon Monthly, primarily a literary publication, was also being published on campus and prior to that time, the Reflector, a literary magazine, had also appeared. But neither of these were devoted to news, and the newspaper was not intended to compete with them.

The first paper, the Oregon Weekly, was four columns wide and had three stories. During the first eight years of publication, the paper remained this size. The editors did experiment some and the Weekly sometimes appeared in color.

There were no large headlines in this early issue, but as the year went on, the head sizes did increase. The number of stories on page one also grew from three in the first issue to seven by the end of the year.

### McArthur Was Editor

The first paper's editor was A. N. McArthur. When the paper was renamed the Oregon Emerald and appeared as such on Sept. 29, 1909, it was predicted that it would become a daily. The first Emerald was published twice a week.

Joaquin Miller, Eugene's poet, was indirectly responsible for the name. He continually referred to Oregon as the "emerald state" in his writings and the connotation of the name, along with its relationship to the school colors made it a logical choice.

By 1912, the Emerald was printing three times a week and was five columns wide. Preceding 1912, according to



**RECOGNIZE THIS?** Probably not, as it is volume one, number one of the Oregon Weekly which appeared on campus 53 years ago today. The paper preceded the present Oregon Daily Emerald. The Weekly was the first campus newspaper as such, although other publications—mostly literary magazines—preceded it, and it is from this issue that the Emerald is dated.

a past story on Emerald history, there were issues six and seven columns in width.

The Emerald began publishing daily in 1920 and in 1929 became a full eight column paper.

The familiar five column tabloid size the Oregon student body dearly loves to manage over the breakfast table and behind notes and books in class appeared in 1941

and the Emerald has been this size since.

### Subscription Rates

For those early Oregon Weeklies and Emeralds, a subscription rate of \$1 a year was charged or five cents a copy. In 1920 the subscription rates were included in tuition payments for all students and the paper was then delivered to the campus living organizations.

The Tuesday through Saturday publication schedule was changed in January of 1950 to Monday through Friday as an editorial explained there would be better news coverage and more ads.

During fall term last year, the Emerald published only four papers a week due to financial difficulties, something with which college dailies all over the country were having trouble. The four issues were eight pages.

This term, the paper is back to the five day a week schedule but Monday through Wednesday, the paper has only four pages, eight pages being published Thursday and Friday.

### No Competition

There has never been an official rival paper for the Emerald. Mention of a rival did appear in an Emerald of Mar. 18, 1916 when a story on page one reported that permission had been granted some unknown party to have a paper printed at the University press. What became of the paper is not known.

A general idea of the policies of the paper were known, but its backers and name were not. It was not mentioned again and no rival papers that may have been printed during that time are known to be in existence.

Quite a stir was created on campus in the 1920's when a paper called the Green Goose appeared. It contained libelous material about both students and faculty. An investigation committee was appointed to find out where the paper was being printed.

### The Green Goose

A copy of the Green Goose was obtained and it was found to have been set by a rare type of linotype machine of which there were only two in Oregon. By simple elimination, a printer in Eastern Oregon finally admitted he had been commissioned to do the work. He revealed the names of those who had hired him, they were caught and the paper ceased publication.

There have been small news sheets distributed on campus or in various exclusive circles, including one appearing in the men's dormitories entitled the "Daily Finger," but the Emerald remains as the center of campus information.

## Sunday Edition Was Printed

The Emerald had a Sunday paper during 1922-23 and through the spring term of 1924, appeared on campus, Tuesday through Sunday. The Sunday edition was published in order to present some literary work along with the campus news. A few attempts at Sunday sup-

plements had been tried earlier but all of them were short lived.

Stories, features, sports and other contributions were contained in the first Sunday issues, but during the second year the emphasis was taken from the magazine-section type of material and the paper became more of a straight news paper.

The staff for the first year of the Sunday paper was evidently partially separate from that for the regular papers issued through

the week to lighten the load of the students

Another Sunday supplement was printed in 1942. It was styled after the first Sunday papers with concentration on literary work rather than news, but lasted only a short while.

In recent years, the special issue idea has been restricted to the extra issues published for the big campus celebration weekends such as Homecoming, Junior Weekend, Dads Day and sometimes a 16-page paper is put out the week before finals fall and winter term.

Last year on the occasion of the University's seventy-fifth anniversary celebration, a special 22-page Emerald was published. This appears to be the largest paper attempted in recent years as far as any one can remember.

The literary supplement was introduced again last spring in the Junior Weekend issue when a section was devoted to poems and short stories written by students in various creative writing classes.

## Campus Chapter Of Delta Upsilon To Host Meeting

The Oregon chapter of Delta Upsilon will be host to the annual Northwest conference of Delta Upsilon Feb. 20 and 21. The conference will be highlighted by Marsh Corbitt, national president of the fraternity, and Fred Bradley, national traveling representative, according to Bob Metz, Oregon chapter president.

Metz and Corbitt will be the principle speakers at the dinner opening the conference. Panel discussions and a banquet will be other features of the meet.

The winter house dance of the Oregon chapter at the Knights of Columbus hall will end the program Saturday.

Chapters sending delegates include University of Alberta, University of British Columbia, University of Washington, Washington State and Oregon State.

## Milton Bell's Talk Scheduled

The second in the series of speeches by leading advertising men in the West will take place Feb. 17 at 7:30 p.m. in the Student Union, with this month's guest speaker, Milton E. Bell, speaking on "Direct Mail Advertising."

Bell is a member of the firm of Abbott, Kerns and Bell, printers and lithographers, in Portland. He is an expert in direct mail planning and preparation and a member of the famous "Flying Squadron" of Portland. The "Flying Squadron" is made up of a group of advertising men from Portland who travel to cities throughout the Northwest offering retail merchants assistance in planning and producing effective advertising.

The series of talks, designed to foster interest in and understanding of advertising, is sponsored by Alpha Delta Sigma and Gamma Alpha Chi, advertising honoraries. The meetings are open to all those interested in advertising.

Future meetings will include the following speakers: March 10, Don Whitman, speaking on Television; April 21, Carroll O'Rourke, speaking on Advertising Production; May 19, Arthur E. House, president of the Advertising Association of the West.

## Music to Be Topic At Faculty Fireside

"Music in Everyone's Life" will be discussed by Donald W. Allton, assistant professor of music, Feb. 17, at the regular faculty fireside sponsored by the YWCA and YMCA.

Transportation to Allton's home will leave at 7:15 from Gerlinger hall.

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