

**Huskies Saturday . . .**  
Ducks in second meet  
Washington in important game.  
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## 'MUSIC TO PLEASE'

### Stan Kenton Plays At Armory Thursday

Music to please both jazz fans and concert audiences is the aim of Stan Kenton, nationally known band leader, who will appear at the Eugene Armory Thursday at 8 p.m.

Women's closing hours Thursday evening have been extended to midnight by the office of student affairs to allow more students to attend the concert. All women not on scholastic probation will be eligible for the late closing hours.

Program for the Kenton concert will be divided into two parts: concert from 8 to 9:30 p.m. and dancing from then until 1 a.m. The 25 member band is appearing here under the sponsorship of Van Tonkin tours.

A special student section in the balcony with reduced rates will be provided for students. An extra charge will be made for dancing. Exact admission charges will not be announced until advance agents for the band arrive in Eugene Wednesday evening.

Kenton, who makes his third appearance here in three years Thursday, will have a new group of musicians with him for the concert. A featured member of his band is Lee Conitz on the alto-saxophone.

### Visitors Banned From Infirmary

Visitors will not be allowed in the student infirmary, according to Dr. F. N. Miller, director of the student health service. This restriction will go into effect immediately and continue until further notice.

At present there are 19 patients in the infirmary, all suffering from influenza and allied respiratory ailments. Capacity of the hospital is twenty-six. The contagious nature of these diseases necessitates the isolation precautions.

New patients have been asked to check into the infirmary between 8 a.m. and 5 p.m. daily. Co-operation in this matter will be of great help to the infirmary staff, said Dr. Miller.

### UO Speech Squads Speak at Schools

The University symposium squad will travel to Tillamook today to discuss how to combat the "communist menace" in this country, Herman Cohen, director of forensics, has announced.

Speakers making the trip include Pat Adkisson, sophomore in English, Liz Collins, sophomore in liberal arts, and Forbes Hill, graduate in speech.

They will speak before Tillamook High school assembly, the Tillamook Kiwanis club and Amity High school.

An exhibition debate by the University debaters is scheduled at Junction City High school Thursday morning at 9:30, Cohen said. Participating will be the team of Phil Cass, freshman in pre-law, and Don Mickelwait, sophomore in pre-law, opposing Loretta Mason, freshman in speech, and Elsie Schiller, junior in journalism.

They will discuss the question of fair employment legislation on the federal level.

### Moll to Discuss Modern Poetry Tonight in S. U.

#### Australian-Born Poet Views Modern Works

E. G. Moll, professor of English, will "light the flares" on modern poetry and its basic characteristics when he discusses "Poetry as Contemporary Art" in tonight's 7:30 browsing room lecture.

Representing the field of poetry in the Festival of Contemporary Arts, Moll will attempt to catch the "spirit and purpose" behind the works of recent poets.

"I will point out the chief ways in which the modern poet departs from the rock-bed foundations laid by the earlier versifiers," he said.

Moll will probe the works of several minor poets including Empson, Brinnin and Auden in order to "show what the modern poet is attempting" and how the recent verse-makers use imagery to "give airy nothing a local habitation and a name . . ."

I will not emphasize the work of any one poet, he stated, but will attempt to give a bird's eye view of the whole field of modern poetry.

Moll will direct his remarks to a "general audience," avoiding the more technical aspects of poetry. Hoyt Trowbridge, professor of English, will be discussion leader for the session.

### Recital Planned By UO Faculty

Four members of the school of music faculty will be featured in a faculty chamber music recital Thursday at 8:15 p.m. in the music school auditorium in conjunction with the Festival of Contemporary Arts.

The recital will include four numbers "Sonata for Two Pianos" by William Pijper, played by George Hopkins, professor of piano, and William Woods, instructor in piano; "Phantasy for Violin" by Arnold Schoenberg, played by George Boughton, associate professor of violin; "Kubianiana," a piano suite by Hans Erich Apostel, played by Woods; and "Three Poems of Mallarme" for soprano and chamber ensemble by Maurice Ravel, sung by Exine Anderson, assistant professor of music.

Boughton will be accompanied on the piano by Larry Maves, junior in music, and Miss Anderson will be accompanied by an ensemble composed of nine students and faculty members.

### LUCE FEATURED

## 7th Allen Talk Set

The seventh annual Eric W. Allen Memorial lecture, to be delivered at the Oregon Press Conference Friday by Henry R. Luce, editor-in-chief of Time, Inc., is given as the result of an association formed " . . . in honor of a newspaperman who also was a great teacher of newspapermen."

Eric W. Allen was the founder of the school of journalism at the University of Oregon. From 1912, when he founded the school, until his death in 1944, he gave to hundreds of journalism students an appreciation of the practical demands of journalism, a sense of the importance of being fully in-

### Lobbyist to Talk At Osburn Hotel

Sponsored by the University of Oregon Young Republicans, Raymond Colter, lobbyist for the League of Oregon Cities, will speak tonight at 7:30 in the Osburn hotel.

Colter will discuss general legislative procedures, including current measures before the state legislature. A question and answer period will follow the speech.

All students and townspeople are invited, according to Bruce Holt, president of the sponsoring group.

formed, and a solid respect for ethics and ideals.

#### Fund Started

A year after his death the Oregon Newspaper Publishers association set up the Eric W. Allen Memorial fund. The general goal was to undertake any project that would have positive, practical

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### Pat Ruan to Head Red Cross Drive

Pat Ruan, junior in English, will serve as general chairman of the annual Red Cross membership drive, the Red Cross board has announced.

Other chairmen selected to assist in the drive to be held the last part of February include: Cynthia Long, freshman in business, general secretary; Marilyn Call, freshman in liberal arts, Rhoda Wolfe, freshman in liberal arts, and Janet Bell, junior in English, promotion.

A group of student entertainers will go to Roseburg on Sunday to present a program at the Veterans' Memorial hospital. Included in the program are: Spencer Snow, freshman in liberal arts, master of ceremonies and guitarist; Diana Starr, freshman in liberal arts, singer; Sharon Moran, freshman in speech; pantomimer, and Roberta Hackworth, freshman in English, tap dancer.

## Prof Blasts Oaths; Calls Objectional

"Negative loyalty oaths are like a disease. After you once take one, they get worse," said Charles G. Howard, professor of law, in his address Tuesday in the Student Union dad's lounge.

Howard, speaking on "Loyalty Oaths and Academic Freedom," said that there are two kinds of loyalty oaths. The first, an oath of allegiance, should be taken "by anyone living off the taxpayers' money," he admonished.

This type of oath is simply a promise to uphold the constitu-

tion and certain principles of a particular organization, the professor explained.

#### Negative Type

It is the "negative type oaths that make you swear you've never been or done something" that are found objectional and unconstitutional, he said.

The constitution is violated in three ways by these oaths, Howard said. They are bills of attainder, ex post facto laws and are self-incriminating, he asserted.

Stating that such oaths are the first step toward totalitarianism, Howard added that this "purging of oneself to be safe in the future" leads to perjury.

#### Indoor Sport

"Our great indoor sport of today" Howard said of the current perjury trials.

So far, said Howard, Oregon educators have avoided these undesirable oaths.

Academic freedom is not, however, a reward or a special privilege. It is an extension of all freedoms of the individual into institutions of higher learning, the law professor said.

Academic freedom, he said, is the right of a scientist to discover a cure for a disease. "It's a climate or atmosphere."

The discussion was sponsored by the YWCA public affairs commission.

## Direct Mail Ads Sell, Bells Says

"I never read it—it goes in the wastebasket." Anyone using direct mail advertising should ignore that objection, a Portland advertising man told an audience Tuesday night in the Student Union Dads' lounge.

The speaker, Milton Bell, said direct mail is effective even if it brings results in a small percentage of cases.

He gave a graphic visual demonstration of direct mail advertising principles, using a poster board to illustrate his points.

#### One Tool

"Direct mail is one more tool you use in selling. You want people to react with orders." The more you know about your product and your market, the better job you do," the stocky, greying advertising executive said.

Testing results is the only way to tell how effective direct mail advertising is, Bell said. Persistence is the key to success in direct mail campaigns, he declared.

Bell listed four main advantages of direct mail:

- (1) It fits any budget.
- (2) It goes direct to the individual customer.
- (3) It is versatile.
- (4) The advertiser can get help from experts in preparing it.

#### A Vital Element

A good mailing list is a vital element in direct mail advertising, Bell said. "You can't sell garden tools to an apartment dweller."

He listed five questions for an advertiser to answer when he has a good mailing list:

- (1) What is the ad's objective?
- (2) How many mailings will be needed?
- (3) What type of piece will be used?
- (4) What is the main sales appeal?
- (5) What is a practical expenditure?

Ed Placek and Bob Hoepfner won first and second door prizes respectively. Placek's was a ball point pen, donated by Shelton-Turnbull-Fuller.

## Two Universities Win Speech Meet

Linfield college and Willamette university shared first place honors in the annual state contest in oratory and fireside discussion held on campus Tuesday. The competitive events in speech are sponsored by the Intercollegiate Forensic association of Oregon.

Paul Little, Linfield, took first place in oratory with a speech entitled "The Great Design." Second place went to James Wood, Willamette, and Kirby Brumfield, Oregon state, placed third.

First place in the fireside discussion was awarded to Thomas Schiedel, Willamette. Alfred Cave, Linfield, took second place and Pat Adkisson, sophomore in English from Oregon, won third.

## AWS Fashion Show To Be Held Friday

Bridal gowns and trousseau clothes will be modeled during the AWS-sponsored bridal fashion show Friday at 4 p.m. in the Student Union ballroom.

A feature of Women's Day, the show is under the chairmanship of Sharon Brown, sophomore in art.

Clothes will be furnished by Hart Larson's.

## What Do You Think . . . . . . of Student Government?

Bill Frye, senior in journalism, said:  
"It is interesting, beneficial and worth while to the student body. If there is any problem that is in student government, it lies with those who make student government function."