In 1925 two men had some ideas, so they put them to use in a publishing "experiment."

That "experiment" is today Time Inc., including among other magazines Time, Life, and Fortune. One of those men, Henry R. Luce, is now editor-in-chief, and he'll be on campus

Luce will give the featured talk (the Eric Allen memorial) address) at the state newspaper publishers' conference, in the Student Union ballroom. The address is scheduled for 12:45 p m., and will be open to all students and faculty.

Since Luce will be speaking during 1 p.m. classes, faculty members have been asked to allow students to attend if possible. Students who want to hear Luce might be able to do so if they convince their 1 p.m. instructors about it, providing enough students in a class to make it worthwhile are interested.

Luce is another one of the many top speakers who have appeared at the University in the past year and a half. He Ins been called the most influential man in the world, as well as the world's top publisher. His Time magazine has been Isuded as a devastatingly interesting news weekly, and has been lambasted as insidiously biased.

In present times, when objectivity is the byword of most # not all journalistic endeavors, a publication which cares not for objectivity is in for a lot of blasting. Of course, no publication, as no person, is purely "objective." But a comparatively few media show a definite bias beyond the relatively unavoidable.

Still, one of their chief faults is a hypocritical air of objectivity. Time is not one of these publications. Time has said that all the "facts" are meaningless, that "The myth, or fad, of 'objectivity' tends to conceal the selection, to kid the reader into a belief that he is being informed by an agency above human frailty or human interest."

Time has acknowledged prejudices, among them:

"Faith in the things which money cannot buy.

"A respect for the old, particularly in manners.

"An interest in the new, particularly in ideas."

Its goal, says Time, is "fairness."

The difference between impartiality and fairness, Time says, is that "The responsible journalist is 'partial' to that interpretation of the facts which seems to fit things as they are. He in fair in not twisting the facts to support his view, in not suppressing the facts that support a different view."

There is no guarantee, though, that "the responsible journalist" will not try to portray, as the facts, what he subjectively

considers to be "things as they are."

Mortimer Adler, the last big-name speaker on campus, has said, "Scientific objectivity is not the absence of initial bias. It is attained by frank confession of it." Be that so, one must ask: Is Time's actual bias limited to what Time frankly confesses to be its bias?

That Time has a particular prejudice, whether the conviction is right or wrong, is pretty apparent. Time has promised that "no article would be written to prove any special case." The last presidential election proved, if proof was needed, that Time has its axe to grind, though it is pretty objective in trany important matters.

Is this fair interpretation, Time-defined, or proving a special case? The distinction is a fine one.

Does the job Time is doing in actual attracting readers and informing them outweigh the dangers of its smoothly-presented opinion? It depends on whether or not Time could still be just as interesting, but more on the "objective" side.

Time, certainly, provides some of the most fascinatingly interesting writing of today. It is doing one of the best jobs of telling the reader what's going on, in (the common concept of) "the reader's language."

· The immediate point is, of course, that the man who started this giant would seemingly have something of interest to sav to Oregon students in his address before Oregon newspaper publishers Friday. -A.K.

# Oregon Daily

'The Oregon Dally Emerald published Monday through Friday during the college year except Jan. 5; Mar. 9, 10 and 11; Mar. 13 through 30; June 1, 2 and 3 by the Student Publications Board of the University of Oregon. Entered as second class matter at the post office, Eugene, Oregon. Subscription rates: \$5 per school year; \$2 per term.

Opinions expressed on the editorial page are those of the writer and do not pretend to some sent the opinions of the ASUO or of the University. Editorials are written by the editor and the members of the editorial staff.

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## Bias, or Fairness? Contemporary Arts Exhibit **Shows Crop of Professionals**

Emerald Reporter

"Festival of Contemporary Arts" another chance to trot out some weird, contorted statues or surrealist painting? Not at all, as a browsing tour through the contemporary sculpture, pottery and textile exhibit in the Little Art gallery will prove.

Collected here are the works of today's artists who are actually making their living by being artists. The works range from finely shaped bowls to colorful textiles to impressive pieces of sculpture.

The exhibit was arranged by the art school in connection with the "Festival" to give the students and faculty a chance to see the full range of contemporary art.

Flight It's Called

A long white plaster figure mounted precariously on a small metal stand meets you at the door. "Flight," it is called, by Wayne P. Tyson. You can just envision it in a prominent place in some modern home.

To the side we find a gaunt, lean goat with its metal bones protruding through the matted metal hair. This bit of statuary was executed by a UO graduate, Tom Hardy, employing the most recent process in sculpturing-the use of the oxygen-acetylne torch to mold, join and work metal into objects of art.

For the woman with artistic taste there's plenty of jewelry to hold the attention-large, striking rings, graceful silver earrings and distinctive necklaces.

Belligerent Goat

Terra cotta, a rough reddish material, is quite popular with the sculptors. A sense of mass and solidarity is portrayed by Bonnie Bartell's "Three Kings." In another corner a chunky belligerent "Mountain Goat" glares at the of an old man wrought in dark sign. hammered lead. The piece gives the impression of a spirit rising from a thick mist, the outline of which is discernible, but not dis-

The most brilliant and glowing colors are captured on the enamelon-copper plates displayed at the far end of the gallery. Bright green, aqua, red and black enamels are used to decorate the metal plates with colorful, abstract de-

Several objects show clearly that utility and beauty can be combined. One rug especially catches the eye. It is a bright orange chenille throw rug, accented with stripes of metallic gold.

Take Your Choice

Textiles on display show a great diversity of texture and color. You can take your choice from knobby filmy, coarse, or lacy fabrics. One handwoven skirt highlights multicolored stripes with a woven-in blue metallic thread.

Betty Cook shows a smooth leather pouch-like purse clasped by a single gold disc.

Bookbinding comes in for its own in the displays of the rich,

#### **Heart Hop Tickets** Continue on Sale

Tickets for Friday night's Heart Hop are 60 cents and are now on sale in the women's living organizations and will go on sale Thursday and Friday in the Co-op and the Student Union.

The dance, a girl-ask-boy affair, is sponsored by the WYCA as a part of Women's Day, along with the Phi Theta Mystic sale and the AWS bridal

Sponenburgh's "Apostle," the head standing in their simplicity of de-A neurotic flower pot stands sul-

lenly in one corner holding a cactus. It is a square pot with a worried face scratched on each side.

You come away from this exhibit with a much clearer idea of the scope of art and just what the artists of today are turning out. It's a half hour well spent!

## Social Calendar

Sigma Alpha Epsilon - Chi Omega

Wednesday-Desserts

Sigma Phi Epsilon -

Alpha Chi Omega Delta Upsilon - Alpha Delta Pi

Sigma Alpha Mu -Delta Delta Delta Yeomen - Orides

Saturday-Firesides Pi Kappa Phi

Campbell club Saturday-House Dances Delta Tau Delta

Theta Chi Sigma Nu Delta Upsilon Sigma Alpha Epsilon Phi Sigma Kappa Phi Kappa Sigma

#### Luce Presented

(Continued from page one) value to the profession, and to education for journalism.

Among its many activities is the bringing to the Oregon Press Conference the Eric W. Allen Memorial lecturer, a person of national reputation who discusses a professional subject.

What It Does

In addition to the speaker the fund supports the Allen Memorial fellowships for outstanding journalism students at the University; finances practical research projects for specific benefits to the newspapers of Oregon; and brings professional journalists as guest speakers before the University of Oregon journalism classes. It supports the seminars for newspapermen which bring reporters and editors back to the campus for brief school sessions, and adds to the journalism library facilities at the University by purchase of important books for which there are no state funds.

## Agency Interviewers To Visit UO Campus Two representatives of the Na- strong minor in either languages,

tional Security Agency in Washington, D. C., will visit the campus Mar. 11 to interview qualified students for permanent career positions. No civil service status is required and jobs are located in the metropolitan area of Washington, D. C.

Mathematics majors and language students of the Slavic, Germanic, near, far, and middle eastearn areas will be considered for professional and trainee-professional positions with starting salaries ranging from \$3,410 to \$5,-060 per year.

A limited number of analytical aide vacancies are also available for students with a general degree major, but who have completed a

### Campus Calendar

10:30 St Tourn Meet Noon Spanish Table 113 SU Coffee Hr 313 SU 1:00 Ore Mothers Cl Gerl 2nd Fl

4:00 Mystie Sale Ch 110 SU Pi Delta Phi 111 SU WRA Carnival Rep

214 SU 5:00 Phi Eta Sigma 333 SU 6:30 Newman Cl 7:00 Phi Eta Sigma Dinner

113 SU 7:30 Sq Dance Cl Gerl Annex Moll Lect 201 SU APO 213 SU Alumni Def Liv Comm

Phi Delta Kappa Dad's Lounge SU 8:00 Hui O Gerl 3rd F1 mathematics, statistics, or the physical sciences.

Additional information and appointments to see C. H. Penland or L. L. Van Gilder, who will do the interviewing, may be obtained in the graduate placement office in Emerald hall.

It's Amazing



"That poor girl gets called on every day. She is about the only student Prof. Snarf can remember by name."