



LET'S GO TO THE HEARTHOP! That's what Ann Moyes seems to be saying to Al Barzman as she corners him in one of the scenes typical in their sketches in last year's exchange assembly and other entertainment.

AN EDITORIAL

Our Fifty-Fourth Anniversary

What is a campus newspaper?

To you, the reader, it's something you pick up sometime during the day, scan the headlines, read the campus briefs, and maybe wrap your books in when it rains.

The campus newspaper is something you criticize and complain about and, in the case of the Emerald, wonder "what in the world is wrong with that paper. Four pages, all ads, and no news." And occasionally, somebody does say, "Good paper today."

That's all a journalist can expect from the readers of any newspaper. And it's all we want really.

But what do we, the Emerald staff, think our campus newspaper is on this, our fifty-fourth birthday?

In the first place, the Emerald isn't an activity in the minds of the staff. It's a way of life. We're having coffee in the SU. We overhear a conversation that sounds like it might be "news." We just don't finish our coffee and go away. We listen a little longer and then start checking sources.

We're on our way home from the press at midnight. We're tired. Our feet hurt. But somebody's decided to stage a torch parade and it looks exciting. We don't just shrug our shoulders and go home to bed . . . or study. Even though we're not a regular reporter any longer, we run after the parade to see what's going on. It could make "news."

And that's the primary reason we publish the Emerald—to gather the news, process it and serve it up to the reader for, we hope, consumption and digestion.

And on the editorial side, we're similar to the "gadfly" in Greek philosophy. We goad and prod where goading and prodding seems necessary. We try to keep our fingers on every current of thought and action in this campus world of ours. We digest an awful lot of opinions on one thing and another and then come up with our opinion.

A campus paper should be a leader in campus thought and reaction. Not only are we trying to shape opinions and get action, but we're trying to pick up little shreds of conversation, big mouthfuls of gripes and bits of half-formed opinions and shape a pattern of college life.

But a campus newspaper is more than a news gatherer or an opinion molder. It is a source of public relations to the outside world. A lot of alums and people who will never see Eugene read the Emerald. When they get a chance, they let us know what they think of the University. An awful lot of that is based on what they've read in the pages of your Oregon Daily Emerald.

Fifty-four years is time enough to build up an awful lot of tradition. Fifty-four years means countless numbers of people, now adults and older, went through the University as Emerald staff members. Fifty-four years means a lot of memories stored in the yellowed pages of past Emeralds.

And on our birthday, we sit in our office and wonder about our future. We're optimistic. We know we've got some terrific people working on our staff, we think we're on an uphill grade. And we think we're headed in the right direction.

Crowned, Then Tubbed Is The King of Hearts' Fate

Who will be this year's King of Hearts? He will be chosen from one of six finalists, and will be crowned Saturday night at Chi Omega by YWCA president Cathy Tribe Siegmund.

Dick Bruce, Bob Berry, Wes Ball, Bruce Purvine, Ron Griffiths and Milan Foster are the finalists. The King will be selected by the vote of all women buying tickets.

Tickets for the girl-ask-boy dance, "Heart of My Heart," will continue on sale at the Student Union and the Co-op until 5 p. m. today.

Bonime, Viles Entertain

The dance will begin at Chi Omega, with entertainment scheduled at 8 p. m. and crowning of the king to follow. Scheduled entertainment includes Don Bonime, playing the piano, and Pat Viles, playing the guitar. Also appearing

will be Jeff Davis, playing the banjo.

Andy Nasburg, sophomore in business, will serve as master of ceremonies for the program, and will introduce the candidates for "King." Following the crowning ceremonies the "King" will sit in a regal "throne." After that will be tubbed by the other candidates on the Chi Omega front lawn.

Following the entertainment and crowning ceremonies, dancing will be held at Chi Omega, Kappa Alpha Theta, Zeta Tau Alpha and Pi Beta Phi.

Decorations Vary

Each house has its own theme for decorations. Chi Omega's is "You Belong to My Heart." Decorations at Kappa Alpha Theta will center around "Candy Hearts," and Zeta Tau Alpha's theme is "With A Song in My

Heart." Pi Beta Phi will feature "Heart to Heart."

Immediately following the crowning ceremonies will be the presentation of gifts, donated by Eugene business firms, for the "King" and the other five finalists.

Gifts and donors include a bottle of shaving lotion from Claypool's; amber headlight disks from Pacific Auto Supply, and shirts from Fennell's Bill Baker's, Kirchoff and Scott and Penneys.

Gift certificates will be presented the finalists by Miller's and Oregon Outfitters, for \$5 and \$3 respectively.

Joe Richard's store is donating a tie clasp, and the Drug Center's gift is Tussy cologne for men. The Heilig, Mayflower and Lane theaters, which are all under one management, will give ten movie passes.



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Lecture Rescheduled

The Condon lecture, scheduled for Thursday evening, was cancelled because of the illness of the speaker, Ralph Buchsbaum, professor of zoology at the University of Pittsburgh. Buchsbaum was to have spoken in the Student Union ballroom on the topic "Man Studies and Understands the Sea."

Buchsbaum's lecture has been rescheduled for Monday evening, it was announced Thursday evening.

UIS Sponsors Social Affair; Greeks Welcome

Independent students will gather in the basement of Carson hall tonight for the first annual "Basement Bounce" sponsored by United Independent Students.

All campus Greeks have been invited to the social function from 9 until midnight.

"Special secret entertainment" has been planned and Sam Vahey, sophomore in business, will serve as master of ceremonies, according to Loris Larson, UIS secretary.

Admission is 35 cents to the "stag, no drag" affair and campus clothes are in order.

Decorations, centering around a Valentine theme, are being done by members of Rebec house, under the direction of Shirley Knox, freshman in liberal arts.

Tickets All Sold For Corvallis Game

All students and adult tickets for the Oregon State college basketball game in Corvallis Feb. 27, have been sold, the athletic business office announced Thursday. The last of the tickets was sold Tuesday.

Student and general admission tickets will be on sale at Gill coliseum at 8 a. m. the day of the game. Prices for the ducats are \$1.50.

Aggie Campus Leaders Stand up Senate Meet

Where are the Aggies? This question was one of the principal matters to come before the ASU senate at its Thursday night meeting.

Don Foss, Oregon State college student body president; Dick Davis, editor of the OSC Daily Barometer; and Paul Fillinger, chairman of the board of the OSC Memorial Union, were scheduled to attend the senate meeting to discuss common problems shared by the University and Oregon State.

ASUO President Tom Wrightson tried to contact both Foss and Davis after the senate had finished its business meeting, but neither could be reached.

Sam Vahey, chairman of a senate committee to study improved means of student identification for athletic contests, reported that the committee had met with Leo Harris, Ted Bouck and Art Litchman of the University athletic department.

After discussion of the question of photographs on athletic cards

and other plans, the Senate decided to invite Athletic Director Harris to attend a senate meeting to discuss the problem.

The Senate approved the appointments of Janet Gustafson, Sam Vahey, Olivia Tharaldson, and Maeua-Louise Hair to the rally board. The four were recommended by Rally Board Chairman Sally Stadelman.

The Senate also approved a recommendation of the University Religious council that Ted Goh be appointed chairman of the World University Service drive. Geri Porritt and Gail West were named assistant chairmen.

Jim Light, junior class president, was appointed to study a proposed memorial scholarship in honor of the late Judith Ellefson. Kaufman Brothers department store, where Miss Ellefson was employed, plans to make a contribution toward an emergency fund to aid worthy girls in order that they might have more time for activities and study.

Patterson Guest At OSBA Luncheon

Registration and business sessions opened the Oregon State Broadcasters associations annual convention this morning in the Student Union.

The meeting will run through today and will conclude Saturday at noon, at a luncheon in the SU. The luncheon and all other sessions are open to interested students and faculty members.

Saturday morning's sales clinic, scheduled for 10 a. m., will be of special interest to students, said Robert E. Summers, assistant professor of journalism and secretary of the OSBA.

Featured at the clinic will be P. T. Royston of Kelly-Clark Co. in Portland, speaking on "Problems of a Distributor in Relation to Radio Advertising."

Other speakers will be Dick McGuire of station KFJI, who will speak on "High School Athletics—Answer to a Sales Problem?" and James Mount of station KXL, whose topic is "The Portland Story."

Governor Paul Patterson will be a special guest at today's luncheon. Two of the German newspapermen attending the University, Lothar Loewe and Franz Oexle, will present "Reports on Germany."

The Eugene hotel will be the location of tonight's banquet, to be held at 6:30. Walton Purdom of San Francisco will be featured speaker, and his topic is "Advertising's Liveliest Dead Duck." Preceding the banquet a hospitality tour will be held, beginning at the hotel at 5:30.