

Robert Y. Thornton Reviews Duties

"I have never asked a man, applying for an attorney's position within the state government, what his political party is," said Oregon's Attorney-General Robert Thornton at the Student Union coffee hour Thursday afternoon.

Thornton reviewed some of his accomplishments and outlined the duties of his office at the informal coffee hour, attended by University faculty members and students.

The attorney-general declared that he has tried to get all of the state's attorneys appointed on a career basis. He has asked that their compensation be sufficient to keep them within the government.

"When the attorneys are going in and out of the government yearly, the people cannot be sure of unbiased judgments," Thornton pointed out.

Thornton said the non-political career system was threatened by Representative Loran Stewart of Lane County when he attempted to have the attorneys appointed by the agency for which they were working. Thornton believes this would have destroyed the independence of the system.

Making the attorney-general's position appointive also is opposed by Thornton. He said that letting the Governor appoint the attorney general would make the attorney responsible to the governor.

Thornton emphasized that the attorney-general is the lawyer of the people, not of the governor personally.

"Too often administrators or agencies think an idea should be handled a certain way," noted Thornton. If the attorney is appointed, it is easier to make him interpret a law in accordance with this idea. "I am not inferring that the administration is corrupt, however," added Thornton.

In Thornton's 1952 campaign, he promised "to streamline and simplify the ballot system in Oregon. I believe we have substantially made ballot title more understandable," the attorney-general noted during the coffee hour.

Thornton supervises all the attorneys in the outside departments in Oregon, beside being legal adviser to the governor, legislature and all state boards and commissions. Oregon now has 44 full-time and 13 part-time attorney on the payroll.

The attorney-general pointed out that it is his job to defend the constitutionality of the state laws. However, if he is in doubt about the constitutionality, he can express his opinion as such. His opinions are purely advisory.

Asked if he expected a lot of trouble from the press in his coming campaign for re-election,

Thornton said "no." He has been bitterly criticized for some of his opinions since his election, in spite of the fact that he was generally supported by the press last election.

"If I am called a politician because I tell the people what is going on in their government, I am proud of it," Thornton emphasized.

Bill Frye, president of the Lane County Young Democrats club and a University student, introduced the attorney general. Thornton was invited here by the Student Union coffee hour committee at the suggestion of the Young Democrats.

Thornton said he was in doubt as to if he would be able to come to the coffee hour because of the disruption of state officials "due to the unfortunate passing of the late Governor Patterson." "It was a tremendous shock to everyone," he said.

The attorney-general, who announced his candidacy for re-election last week, entered political life in 1951 as a representative from Tillamook county. He is a graduate of Stanford university and George Washington law school in Washington, D.C. He also attended the University of Oregon law school.

Clark Pens Book On Simpson Life

"The Life of Matthew Simpson," the biography of one of America's memorably 19th century figures, has been written by Robert D. Clark, professor of speech and acting dean of the college of liberal arts at the University.

Published by the Macmillan company of New York, it contains research done by Clark over a period of 10 years. While doing his research, Clark visited Simpson's home and several cities and campuses where Simpson taught.

Simpson, a Methodist bishop, was the first president of the Methodist college which is now DePauw university. He was an active politician and an adviser to the Republican party. One of his greatest honors came in the spring of 1865 when he delivered Lincoln's funeral oration.

Clark graduated from Pasadena college and obtained his masters and doctoral degrees from the University of Southern California.

Today's Staff

News desk: Cornelia Fogle and Bill Mainwaring.

Copy desk: Ann McKechnie and Nancy Castle.

Night staff: Pepper Allen and Charmion Ford.

'Advertising' Subject Of O'Rourke Speech

"Advertising—Challenges and Opportunities" was the subject of a speech given by Carroll O'Rourke, account executive for Cole and Weber, Portland advertising agency, to the journalism assembly Thursday.

"Advertising is part of our economy," he said, "besides helping oneself." O'Rourke continued by stating that "America is now in the Age of Distraction and we need good, solid, creative, and imaginative material to get attention for the client." The time limit is stressed heavily in advertising now, as the business must go forward continually to meet all communicative media demands. One new ad on television may quickly make all competitors obsolete.

Hall New President Of Oregon Rifle Team

William Hall has been elected president of the University of Oregon Rifle Team. Other officers are Lee Tucker, vice president; Gordon Obriga, secretary; and David Goode, treasurer.

The newly-elected officers will serve for the remainder of the current school year.

The Rifle Team will compete in the Willamette Valley championship match in Corvallis on Sunday, April 1.

"Specific challenges of 'big business' advertising today include making management aware of its own importance," he said. Advertising is no longer working on just one account, but the planning of a long-range program for the client.

Many job opportunities are available in medias connected with advertising; such as, product and market research, merchandising, and motivation research.

Motivation research is becoming one of the main aids to advertising. It is a study of why people do things, and who influences them in buying. O'Rourke feels that one-hundred per cent of the advertising agencies need a research agency conducting studies of this type.

An advertising person must now be fully prepared for the demands of his job. O'Rourke listed several principles for preparation. They were: specific education for the field with a broad liberal education background; writing in all of the various fields; being able to read, write, and talk to the best of one's ability; being observant, responsible, patient, honest, and able to admit one's faults at all times.



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MODERN SIZE

24 Law Students Pledge Honorary

The University of Oregon chapter of Phi Alpha Delta, law fraternity, announced Friday the pledging of twenty-four law students.

The new pledges included Donald McKown, Peter Bixby, Robert Moulton, Merle Davis, Garry McMurry, Joel Reeder, Robert Christian, James Dahaher, Alva Morris, David McKibben, Samuel McKeen, Peter Plumridge.

Darryl Wyland, Jacob Tanzer, John Sidman, Donald Wilson, Gene Knutson, Ken Moore, Henry Herbring, Ernest Gordon, Gregory Hornecker, Benton Flaxel, Bruce Irving, and William Southwell.