# + EMERALD EDITORIALS +

## Not the Record

The resignation of Bill Borcher as Oregon basketball coach apparently was the result of differences over recruiting procedures and of personality clashes, not of the Ducks' 1956 record.

The University doesn't have the money or the desire to outbid other Coast conference schools for top athletic talent. When a prospective athlete decides he will go where he can get the most money, Oregon doesn't have a chance.

For that reason, the University must depend on personal contacts, acquaintances and respect for the coaches to draw high school athletes. Naturally most of the burden of recruiting talent falls on the individual coach. He has to do most of the talking to the boy and his high school coach, but at the same time he can't promise anything except the approved scholarships.

Borcher apparently felt that he was not getting enough cooperation and assistance from alumni in his recruiting. The dissatisfaction with this year's freshman basketball team, which had only two or three promising varsity candidates, was a major cause of irritation.

In addition, personality clashes within the athletic department seem to have been a factor. There were also a number of stories in mid-season concerning dissension on the team, but at least two top players said they felt that Borcher was getting the most from his team, and that they were satisfied with his coaching methods.

There is no question that Borcher is one of the best coaches of basketball fundamentals that Oregon has had. He is a perfectionist and a student of the game in every sense. But this is not enough when you try to follow the letter of the recruiting law while other schools have elaborate pay-off systems.

## For Top Management

What is the worst business shortage?

It may surprise you to know that at least one author—Herrymon Maurer, writing in Fortune magazine—thinks that a lack of able college graduates is the worst shortage facing American business today.

There is little hope that the situation will be alleviated in the future, the author says, for the number of college graduates needed in a quarter of a century may be so great that even the educational upgrading of millions of Americans now in progress will not satisfy the demand.

Sharp increases in the number of college students during the next decade may temporarily ease the situation in technical fields, but it is conceivable that an easier market for men who research, develop and manufacture will be offset by a harder market for those who sell, distribute, finance, administer and manage.

A further difficulty complicating the situation is that business still has much to learn about the development of top managerial talent and ways to keep it. Maurer warns that if top management doesn't find such a way soon, there will be difficulty in bringing up the new generations of able managers on which the future of United States business depends.

Most of the larger companies—and even some of the smaller ones—have launched recruitment programs. The key question of whom to hire is "peculiarly knotty because college manpower is the newest management problem confronting modern business." No correlation has been established between performance in college work and performance on the job.

Big recruiters clamor for "the well-rounded specialist," a man colleges just can't turn out in four years. Similarly, there is a demand for the man who is equally adept at getting specific jobs done and creating good group morale, the man who combines personal initiative with ability to adapt to the group. There are recruiters who think that the Big Man on Campus combines these attributes "as if the trivia of most kinds of campus doings were closely related to the hard problems of modern business."

In a survey conducted by the placement officer at Northwestern university, companies ranked the attributes of their outstanding men in this order: ability to work with people, ability to get things done, mental ability, initiative, leadership, hard work, good judgement and adaptability.

"Mental ability would seem to be an obvious prerequisite to successful performance in modern business," Maurer says. "Obviously no company wants an intellectual freak, but many companies have become so alarmed by the possibility of getting stuck with one that they tend to shun the high I.Q. and seek instead a personable young man with obvious talents for adapting himself to co-workers and with limited qualifications for turning out work."

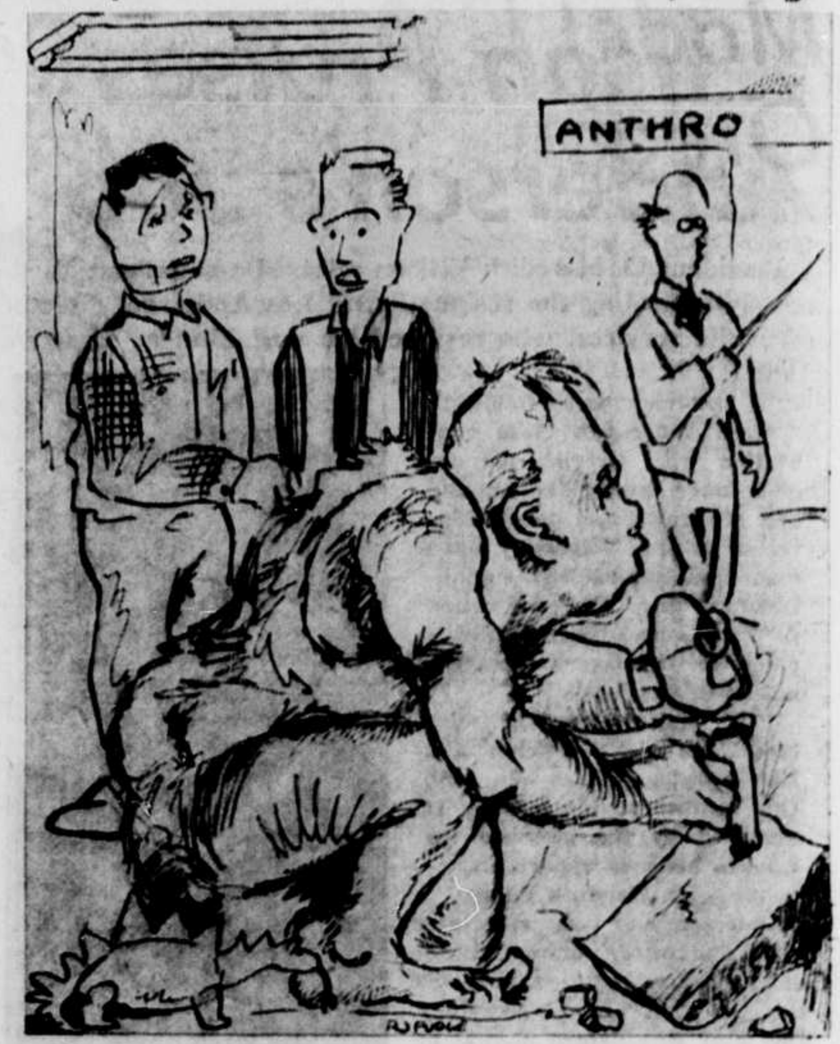
The Fortune article suggests that this state of affairs, which is leading to frustrating manpower dilemma, might partially be averted by greater concentration on the finding of bright individuals with fresh ideas who could start jobs at supervisory levels and with the potential capacity to fill middle and top management posts. Problems of college manpower branch out to include broad social and economic factors which may also be powerfully influential upon a company's future.

One of these problems is the gap between teacher pay and business salaries. College pay is bound to repel able men who are needed to train new generations of college recruits. A second problem is the advantage that large companies have over smaller ones in the competition for college talent. Possibly promotion of an entire industry rather a single company would serve to arouse student interest in the smaller companies. Maurer suggests that the most important problem of all will be whether large companies want to encourage an influx of fresh ideas by hiring and promoting able individuals, or whether they want to encourage "ant-heap conformity by giving preference to men who fit in."

It is a problem for top management, not for lower level personnel departments.

(S.R.)

## Taffy Pull — By Fudge




"Best darn student in the class!"

### INTERPRETING THE NEWS

# Arab States Run Risk Of Prejudicing Case

**By J. M. Roberts**
**AP News Analyst**

The Arab states are running a strong risk of prejudicing their own case in the United Nations by delaying and obstructing the American proposal for a new approach to settlement of their differences with Israel.

Everybody is worried lest the continuing deterioration of Arab-Israeli relations produce a war which could spread to the whole world.

**Great Britain has been leaning toward a threat of Anglo-American-French force against whoever starts it.**

In the case of such a threat, the United States, being committed to a policy of maintaining Israel as a nation, would immediately be accused by the Arabs of threatening only them.

The United States, therefore, is working toward strengthening the original truce agreement.

**Toward that end she has proposed that the United Nations send its secretary-general to the Middle East immediately in an effort to find some means of bringing the contestants together for further negotiations.**

The idea doesn't seem to carry too much substance. The Arabs are united around one thought—that they must have Palestine back.

Nevertheless, a truce was negotiated once under the moral pressure of the United Nations, and hope that it can be made to stick is not entirely dead. The difficulty is that the original truce was effected under a situation in which Israel had demonstrated her capacity for self-defense.

**Now the Arabs are being bolstered by Communist arms. The possibility of long-term Israeli military support against overwhelming numbers seems doomed.**

First the Arabs demanded that they be heard before Security Council acted on the American resolution. That caused a week's delay. Now they say they will insist on removing the whole issue from the security council to the general assembly, which might produce a delay of months.

The Moslems are said to fear that Dag Hammarskjold's report would go against them. That seems to mean they have no intention of letting world opinion interfere with their objectives. It even suggests that they, or at least Egypt, have made up their minds for war when it suits them.

Refusal of, or antipathy toward, outside mediation in such a serious matter is bound to produce these considerations, regardless of the actual intent.

# Letters to the Editor

**Emerald Editor:**

At last the sun is shining, the lawns are turning a bright green, and the trees are starting to cover themselves with foliage. Coleen and I admired what might have been the beautiful view from the front steps of the Student Union, as we slipped the candy wrappers from our Babe Ruth bars and started to munch.

We sauntered down the walk toward our 10 o'clock classes. "What do we do with the candy wrappers?" I asked, looking around for a trash can. Then came the quandry that confronts a number of people each day. Shall I throw the wrapper on the ground or put it in my pocket?

By the appearance of the lawn, most students decide against putting it in their pockets. Not a garbage can or trash receptacle was in sight.

It was only about 10 o'clock, but the yard was strewn with candy wrappers, cigarette wrappers, paper articles, and many other miscellaneous items.

It would seem more economical of time and effort if painted trash cans could be installed near where food is sold around the campus. A few trash cans and a little cooperation from us students would help to keep our lawns and streets clean and maintain that justifiable pride that we all feel in our beautiful University of Oregon campus.

**Darlyne Dey Robinson,**
**Freshman in Business Administration.**

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