Oregon Daily
EMERALD

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. . . Every Right to be Proud

Since advertising helps make possible this campus daily paper, The Emerald is particularly disposed to join this week in saluting Advertising Recognition Week.

The advertising industry has grown up in recent years. Its contributions to our standard of living are today generally recognized, although there are still those who consider it an economic waste.

When the inventions of the Industrial Revolution made mass production possible, a means of mass distribution became necessary. Advertising slowly became the chief instrument of salesmanship. Its success in moving goods quickly and efficiently made mass production possible, and a higher living standard for all of us was the result.

The industry itself has recognized that it can be effective only insofar as it can gain public confidence. Prodded by government, it has taken steps to prevent false and misleading advertising. Today, despite occasional complaints of irritating TV commercials, advertising is meeting constantly higher standards.

Advertising provides us with information about new and improved products. The buyer can to some extent do his shopping from an easy chair through the pages of his newspaper; one can compare prices, and by keeping up with trade news can save much actual shopping time. And the cost is more than covered by the fact that goods turn over faster because of the sales promotion.

Its indirect benefits are felt by us all. Free radio and television is a result of advertising. The fact that newspapers and magazines can be priced within the budgets of all is also due to this industry. Oregon students pay less for The Emerald because of its advertising revenue.

Some argue that advertising provides temptations to people, causing them to buy beyond their means. This is undoubtedly true in many individual cases, but by creating demand it has encouraged our economy to produce more.

During this Advertising Recognition Week, the industry has every right to be proud of its accomplishments and the contribution it has made to our society.

They Do Mind the Principle

From the Eugene Register-Guard

Women at the University of Oregon still have reason to feel "there ain't no justice." In December when unidentified men, armed with snowballs, beer bottles and rocks, broke windows in a dormitory, the girls were assessed to pay for the damage. All the girls. Some were in bed when the vandalism occurred. Windows were broken in rooms that were empty. Yet the University levied this mass fine on the victims. We thought at the time this was wrong. We still think so.

Now the University is weaseling. In an effort to compromise, the office of student affairs has ruled that the girls must pay for only half the damage. The University will pay the other half.

This puts the University in a morally indefensible position.

If the girls should pay for the damage, they should pay for all of it. If they should not pay for it, they should not pay for it. The University is either right or wrong. It can't be both.

The money doesn't amount to much. In the case of Susan Campbell Hall, the most celebrated case, the assessment would have come to only 35 cents a girl, before the University crawled down. Now, presumably, it will come to 17 and a half cents. The girls don't mind the few pennies. But they do mind the principle. They object to being charged for the vandalism of others. And they object to mass punishment. If they did not feel strongly about this principle, the University would not have been doing a good job in its classrooms where ideals are held in high regard.

Footnotes

Patient research, based on a total of one million in the United States, reveals the presence of 25 CPI's on campus, by percentage figuring. CPI, says the American Weekly, stands for Constitutional Psychopathic Inferior. Anyone you know?

Crass Brass

"Little TOO rusty, huh?"

Interpreting the News

Living Costs, Debts Rise As Do Personal Incomes

By JAMES MARLOW
AP News Analyst

WASHINGTON (AP) — Where's all this inflation President Eisenhower is worried about?

Living costs — since he became president in Jan. 1953 — have gone up 3.6 per cent. That's only the latest boost in the long rise. Between January 1941 and January 1957 living costs have climbed 74 per cent.

Eisenhower this week warned vaguely the government may have to act to control prices and wages if inflation doesn't stop. But anything his administration will do seems far off.

Only yesterday Secretary of Commerce Weeks, a member of Eisenhower's Cabinet, said he knows of no plans or studies by the government to step in. Making it just a little harder to borrow money from banks is about the only control used now.

Here are some figures showing where living costs have gone up, the debt people get themselves into, and what has happened to wages and profits in Eisehower's first four years in the White House.

The Bureau of Labor Statistics is the government agency which gathers figures on living costs and wages. It breaks living costs down into categories of spending. In these four years:

The only item showing a drop was food—down two tenths of 1 per cent.

Here are some of the things which went up: medical care—12.8 per cent; clothing — 2.3; housing, which includes the purchase price of new homes, repairs and maintenance — 6.1; rent—108; transportation, which includes the price of new and used cars, repairs on them, and fares on buses, trolleys and trains—2.9.

Others which went up: reading and recreation, which includes motion picture theatre prices, the prices on TV and radio sets and newspapers—1.4 per cent; personal care, which includes toilet articles, and prices in beauty and barber shops — 8.4; and other goods and services, which includes tobacco, alcohol, legal services, and, and so on—6.4 per cent.

Here are increases and decreases in some of the items in those categories:

New cars went up in price 4.3 per cent; used cars went down 21.8; repairs on autos—up 13.6; fares on buses, trolleys, trains—up 18.5 per cent.

Hospital rates rose 23.7 per cent; doctors' fees—up 11.6; the price of new radio sets dropped 12.4 per cent; on new TV sets it dropped 10.6 per cent.

Some other figures, obtained from other government agencies showed personal income in Eisenhower's first four years rose from $237,400,000,000 after taxes to $288,200,000,000.

But people didn't depend entirely on the increase in their income to buy more things. They went into debt to buy things they could not pay cash for. And this was the result: consumer credit jumped from $19,403,000,000 to $31,552,000,000.

The way the people went into debt is almost startling: auto loans rose from $7,733,000,000 to $14,436,000,000 or almost double in four years. That was the biggest single jump in the credit department although personal loans took a leap also—up from $4,111,000,000 to $7,184,000,000.

In addition to this particular kind of credit debt, there was another which was amazing: home mortgages in those four years went up from 58½ billion dollars to 98 billions.

Wages in the same period also advanced. Average weekly earnings for workers in the manufacturing business went up from $71.34 to $84.05.

In the same period corporate profits were advancing from a yearly rate of $39,500,000,000 to $41,200,000,000.

— Letters to the Editor —

Emerald Editor:

Only a depraved mind would commit an act of violence such as the one perpetrated in the library last Wednesday. An occurrence such as this is clear proof of the malicious, immature, irresponsible attitude of college students.

Drastic measures are in order to prevent the recurrence of this type of thing. Since there are no apparent clues as to the identity of the culprits, the entire student body should be assessed to pay for the several hundred dollars damage. The amount of the damage should be prorated against all student breakage fees.

After all, the University must make itself whole, and any apparent inequities in such an assessment are more than offset by the moral duty of the student body to be responsible for the actions of individuals. This is especially true now that this course of conduct is established by precedent.

James A. Cox
Fred A. Granata
Third year law students

Emerald Editor:

Is it not a fact that a large, active person, requires more nourishment than a small, inactive person? If this is true, then I would like to ask but one question. How much longer will the freshmen boys in dorms have to take the type and amount of food they have been getting? It is my belief that the type and "amount of food" can be improved considerably.

George Reis
Freshman in Liberal Arts