

## An Appearance of Evil

The appearance of evil is sometimes worse than the evil itself. This is true about University students' drinking habits.

The per-capita amount of alcohol consumed by Oregon undergraduates is doubtless lower than on many comparable campuses. Yet the University has the unfortunate reputation over the state as a party school, a country club, a place where beer flows from every faucet.

At one time, we are told, this description was more accurate. Oregon once deserved to be called a country club and the dubious distinction still remains. The appearance of the evil of student drinking is much worse than the evil itself.

All this bears on the liquor dry zone surrounding the University. The zone was originally set up in 1950 to slow the consumption of beer by undergraduates, often underage. Beer at that time was sold over the counter on the University's borders at the College Side and at Taylor's.

This consumption of beer strengthened the University's already bad reputation as a party school and led the administration to ask the Oregon Liquor Control Commission for help.

The OLCC obliged and formed the present dry zone. They told the Eugene city council to accept no more applications for beer and wine licenses from stores and taverns within the zone.

The result, according to Donald DuShane, dean of students, was to bring a problem that was out of control—student drinking—into proportions that the University could handle.

Now the Eugene city council is attempt-

ing to open the dry zone by approving four applications for package beer licenses from stores within the zone. The OLCC must make a decision on whether, in the face of strong University opposition, to violate its own policies and grant the licenses.

The administration wants to retain the dry zone because it feels that the zone limits student drinking. The Emerald believes that the dry zone makes little significant difference in the amount of alcohol consumed by the present student body. Students today are too mobilized—as the parking problem indicates—to have their urges to buy packaged beer curbed by a few short blocks.

Yet the dry zone must be retained.

If the University backs down on its dry zone stand and allows beer to be sold on the campus borders, the administration would be saying to the public that it no longer cares to try to limit student drinking.

They would reaffirm the belief in the public mind that Oregon is in fact still a country club.

Students should be concerned about this problem, for it affects them vitally. The value of their diploma is, in part, determined by the academic prestige of the University. A country club reputation is hardly in keeping with building the University's prestige.

We feel strongly that Oregon is no longer a country club, that the University is taking its place among the first-rate academic institutions. Actions like junking the dry zone would have an adverse effect on this progress. That is why the zone must be retained.

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## A Symbol, Too

You start out with the design. All the art and architecture majors, or their closest facsimiles, gather around a drafting board and pour out their collective creative genius. If there is a level-headed one among them, he manages to keep the working parts down to a reasonable number, the cost below \$60 and the building time within a couple of hundred man-hours. Eventually it takes shape on paper, it is okayed by the committee chairman and somebody produces a beautiful, full-color rendering.

Then the manual labor begins. Since the architects decided that their job was over once the plans were drawn up, it's next-to-impossible to find someone who can translate their hen-scratchings into board-feet, gallons of paint and pounds of nails. But work begins, and it goes on far into the night.

Anguished cries of "quiet hours" are drowned out by pounding, sawing, and an argument between the construction foreman and the painting foreman. Finally comes Friday morn, and the work speeds up. Classes are cut and meals ignored as the crews labor on.

One minute before the deadline, all the pulleys, cords and motors are connected and the thing is set in motion. It works! Another Homecoming sign is welcoming alumni back to the University.

It doesn't matter if the thing is ripped apart by Aggie marauders during the night or blown down by the hurricane that inevitably falls on the night of the sign contest. For a Homecoming sign is more than a gigantic greeting card. It's a symbol of the ability of the members of an organization to work together and produce something tangible out of that cooperation.

It's worth all that effort.

## LETTERS TO THE EDITOR

### Emerald Editor:

Every year someone feels that he must display his ability to criticize by disapproving of the U. of O's traditions and their enforcement. This year it was Eric Allen of the Medford Mail-Tribune who ended up bragging about his experience with traditions. Last year I recall someone saying that at Harvard traditions are never enforced.

It just so happens that here at Oregon it is a tradition that traditions are enforced by Oregon lettermen during Homecoming and Junior Week. So what if it is different at Harvard or anywhere else? This is the University of Oregon and it is a tradition here so why try to change it?

**Bob Decker**  
President  
Order of the O

### Emerald Editor:

In response to Bill Cook's column in Tuesday's Emerald, "Students Forget Alumni in Homecoming Confusion," we would like to publish our stand regarding alumni activities during Homecoming Weekend. Granted, Homecoming does offer activities for the students, for without the students we would have no Homecoming.

Students play the football game; students put in many hours of their time on signs to welcome the alumni; students rally behind and support the team. Why shouldn't the students be rewarded for their time and effort in planning Homecoming?

However, this year alumni take the No. 1 place in Homecoming activities. We are offering two entirely new events for

their benefit: the Coffee Social after the game and the Eugene Hotel dinner-dance Friday and Saturday nights.

This is in addition to the traditional signs for their benefit, game for their enjoyment, Homecoming Dance, and luncheon. They are definitely not being neglected; they are foremost on the program.

In answer to your suggestion that the buffet-style luncheon will result in standing in long lines, actually, it will be much quicker. We planned it this way with the alums' comfort in mind.

What will happen to the alums that do not care to go to the dinner-dance? We encourage them to go to the Homecoming Dance. The dinner-dance was originated because we recognized the fact that many alums

(Continued on page six)

## 'Happy Homecoming, Mom'



"I'M SO GLAD YOU'RE THRILLED ABOUT FRATERNITY LIFE, SON—WHEN WILL YOUR 'PLEDGE TRAINING' END?"

*Jim Lynch*

## Homecoming Should Be A Chance to Thank Alums

Homecoming, now upon us, is many things to many different people. To some students, it is



just another activity with the work that goes with it. To others, it is the big game of the year against the Aggies, with all its accompanying hoopla. To still others, it is a chance to skip class for a day to celebrate the victory. But to too few is it what it should really be—a chance to thank the alumni.

The alums are one of the most valuable groups that our University has. They are the ones to whom we turn when in need of support. They are in a position where they can do the University a great deal of good.

An alum therefore deserves all the consideration that we, as students of the University of Oregon, can show him.

It is our responsibility to prove that Oregon is still the best University and that it is going to continue to be just that. Alumni have a right to be proud of their alma mater and the student body must justify that pride.

The football team already has justified that pride. I am sure they will continue to do so by winning the big game this Saturday. Their participation in the Rose Bowl will give alumni a further chance to brag about "their" team and "their" school.

But this is only part of the University scene. Another part is the academic life. This also, I am sure, will live up to any alum's expectations. But the part he is most interested in is you, the individual student. It is the alum's impression of the students of Oregon that will form his opinion of the school.

It is this same opinion which will decide whether the alum deems the University of Oregon worthy of his active support. This then is the importance of Homecoming—to unite the alumni and students in a common cause; that of keeping Oregon great.

And how can you, the individual student, help in this goal? By being courteous and interested in the alumni while they are here. By treating them as returning friends rather than

intruders. By showing good school spirit at the game, bonfire and other traditional activities. By building bigger and better signs—signs which should be built primarily for the purpose of pleasing the alums. And, above all things, by being FRIENDLY!

There is some disagreement as to how the alumni should be entertained, but there should be no disagreement on the importance of making Homecoming a success for the alumni. When, in the future, we return to the Oregon campus as alums, it is only natural that we will expect to be received with welcome and friendliness.

Then it is only natural that we should be willing to show this same courtesy to the present alumni and make this weekend what it should be—a "home coming."

## Our Contemporaries

A new problem is facing Cornell students, says the Daily Sun. It's the Tetrapak.

A Tetrapak is a four-cornered, four-triangular-sided paper milk container. Its danger lies in getting it open without squirting milk all over.

To aid milk drinkers, the dairy will soon be perforating the lips of the containers for easy opening. The dairy manager outlined a three-step technique for getting to the milk, then declared:

"Kids in midwest elementary school have no complaints about the Tetrapak. Grownpups should not have so much trouble, should they?"

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