

## Service Through Selection

To explain the aims and purposes, as well as the structure, of any newspaper's policy is difficult at best. Misunderstandings, confusion and disagreements are occupational hazards and as such must be taken in stride.

Policy, in definition and in practice, comes hard to the most skilled of professional journalists. To full-time students acting as part-time newspaper men and women, the task is progressively less easy.

The Emerald enjoys a great degree of freedom in deciding that policy (from term to term). Compared to many college publications, faculty advice and administration supervision (other than through the Student Publications Board) is negligible.

This mobility in forming editorial and news policy thus makes possible a near-realization of the ideal campus newspaper—run by the students for the students. This will continue to be The Emerald's chief goal: service through selection.

As in the past, The Emerald will continue to provide the campus with comprehensive news coverage of all major events and many of the minor ones; informative and entertaining features, both on a regular and spot basis; and informed opinion, speaking through the editorial board and representative columnists.

An innovation in opinion presentation planned for the near future is a column written by a panel of foreign students on campus. This should prove a real contribution in the always-tricky field of "everybody-pleasing."

The editorial page itself will consider timely issues, primarily from the campus, while not ignoring questions of more general interest. As in the past, editorial judgments will be made by the editorial board in regular meetings, with individual board members writing the editorials. Columnists—representing their own viewpoints—will appear in daily rotation. The "Letters to the Editor" section is again expected to act as a sounding board for student opinion, spontaneously spoken.

Traditionally, a newspaper's basic policy is expressed most actively in its editorial columns. The historic separation between news and opinion, however, has been somewhat bridged by a compromise known as interpretive reporting.

The Emerald will not attempt to cram interpretation into every campus brief and pinning announcement, but background information will occasionally be used to fill in the shadows and vacancies which can occur in straight news reporting.

News is many things to many persons, and with limitations of time and space cannot possibly satisfy everyone as to display, amount and frequency. An honest objective effort and experienced judgment will, however, underlie the end result of each day's Emerald.

Feature material will take the light approach, known to some as human interest. With humorous sidelights and unique offshoots on the everyday news, relaxation is achieved without sacrificing a chance to know.

Illustrating the news and features in The Emerald will be photographic coverage, once more highlighted by sports pictures. Photos will also play a vital role in depicting the expanding nature of the campus, as well as its daily activities.

The Emerald realizes it cannot please all factions, interest groups and outspoken individuals—political or non-political. Its greatest service can be its chief duty, an ability to select what is important and literally relay the message.

Realizing a goodly amount of freedom itself, The Emerald urges its use by others. We admit fallibility in advance, but deny vigorously any doubt as to our sincerity of purpose and amount of effort we expect to put forth.

We'll welcome any suggestion which we feel will contribute to our fundamental aim, or policy—to maintain the prestige of the immediate past, to extend our service in the immediate future and to stress quality through selectivity. This will best fulfill The Emerald's responsibility as we see it.

## A Moral Victory

About a month back, the Emerald stated with no hesitation that it wasn't impossible to beat Ohio State—it was just very difficult. And we cited the story of the little train who "thought he could" as our chief authority for the statement.

And certainly, if the author of that story, or any other respectable writer of fables had been handling the script for Rose Bowl game, the ending would have been different. If ever a team deserved to win a game, the Oregon Ducks deserved to defeat Ohio State.

Tearing a page from the old Cinderella story, the Webfoots grudgingly gave up the first touchdown (the villain in fairy stories always draws first blood) then battled gamely back to tie the score. They held the touted Buckeye offense scoreless in the second quarter.

By halftime, the stage was set for a story-book finish.

Reality, however, seldom conforms to fictional ideals. Happy endings aren't nearly as common as Hollywood would have us believe. The Oregon team had everything it takes to make a happy ending but luck. And luck plays an important role in football games.

We lost, and the happy ending to the Cinderella story didn't show up on the scoreboard. But reality has an important advantage over fiction. In fiction, a win is a win and a loss is a loss. But in this case,

the win was more of a loss for Ohio State, and the loss was more of a victory for Oregon.

Everyone who saw the game—even our old friends from the Los Angeles press—knew that Oregon had won that game. And in doing so, the Oregon team and coaches earned themselves a permanent niche in the tradition and history of the school.

There is no way for us to reward the individuals who put their hearts and minds and bodies into this achievement. They weren't playing for any reward but that which comes from the game itself.

Naturally, a few individuals stood out. But special praise for those individuals would only take away from the team effort, without which there could have been no Rose Bowl and no victory, moral or otherwise.

So now it's over, and it's time to start thinking of basketball (and Oregon won't do badly in that sport, either). But one thing, Mr. Harris. How about getting Ohio State on the schedule sometime in the future? They've got a licking coming.

## Footnotes

The Los Angeles sports writers evidently must have seen almost as much of Disneyland as the recent visitors from the north. To read their pre-game stories, one would assume the Oregon players were designed to five-eighths normal size (as per the park's buildings).



Jack Wilson

## Object Lesson Too Late For California Schools

Rumor has it that some of us are discarding our proper modesty and saying unkind words to the Los Angeles sportswriters and the PCC "boiters." It's a perfectly natural reaction after Oregon's brilliant performance at Pasadena and the abuse we had taken before that event.

We've heard comments to the effect that USC, UCLA, and California were afraid to play Oregon after the beatings they took during the past season and are now even more fearful after the Ducks made the Number 1 team in the nation look sub-average.

We've also heard a suggestion that it should now be Oregon—not the southern schools—that gets out of the conference and goes looking for better teams to play.

But that kind of talk, amusing and satisfying though it might be, is strictly sour grapes—a fruit which grows well in Southern California but just isn't suited to Oregon's climate.

Actually, no caustic comments from this corner are called for. Oregon's moral victory in the Rose Bowl speaks for itself.

That victory tells the whole nation, if people are willing to look beneath the surface, that it isn't under-the-table money and million-dollar athletic programs that make a great football team. It's the ability and teamwork and—above all—the desire to play football that makes a truly outstanding team.

The pity is that for the California schools the object lesson came too late. And, regardless of how many people see how many California victories in the years ahead, those players and those schools will be much the poorer for it.

So now for the moralizing. There was a lot more going on in metropolitan Los Angeles (starts just south of San Francisco and ends in the San Diego vicinity) than football.

Los Angeles, we said, will be the ideal place to soak up some sunshine. And so we headed for the logical place: the beach. What we didn't realize is that in Southern California most of the beach is privately owned, and not wanting to be labeled a Socialist, we didn't dispute the fact.

A lengthy search uncovered a strip of public beach—if you can call a few acres of rusty beer cans a beach—but in that area the smog (officially Los Angeles has no more smog) blocked out the sun and made sunbathing seem a little ridiculous.

We looked around for something exciting to do and found that, short of getting involved in a gang war, the most exhilarating activity in Los Angeles is driving the freeways for the first time. And we're not alone. Sam Hanks, winner of the 1957 Indianapolis 500, got himself involved in an accident in Los Angeles. He declared that he would much rather do his driving on the Speedway—it's safer.

And then there was Disneyland, where you are guaranteed to spend all the money in your pocket, wear out your shoes and live your childhood all over again. Disney's a fantastic person, when you stop to think. If you total up his influence through several media on the children and adults of the past generation, you have to admit that he's had a lot to do with the shaping of America—and Disneyland has become a sort of Mecca to millions of people.

Knott's Berry Farm (no berry bushes in evidence but lots of places to spend money) and Marineland (including this year a whale) do their best, but so far they just can't beat Mr. Disney's show-place as a drawing card.

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