

The Search Is On

President O. Meredith Wilson told the members of Rebec House last Thursday that he would consider changing the name of the new George Rebec Residence Hall, if someone could suggest another suitable name. This will not be an easy task. The dormitory policy committee supposedly reviewed the entire history of the University before they decided to name the new dormitory after George Rebec. The committee members will doubtless have arguments against almost any name which could be suggested.

President Wilson should be congratulated for his willingness to see both sides of the issue. But in so doing he has placed the responsibility for suggesting suitable names directly on the shoulders of the student body. It is a challenge that must be met if his confidence in us is to be justified.

Anyone who is interested in joining the search—and everyone who is concerned with fair play should be interested—should consult references on the history of the University and talk to alumni and friends of the University who are acquainted with its history.

The limitations on the name are that it must be someone who served the University well, and who has been dead for more than 10 years. Name suggestions should be sent to President Wilson, to the members of Rebec House or to The Emerald.

It is a search well worth joining. Not for any material benefit, perhaps, but for the satisfaction of seeing justice done to a group of fellow students.

A Start

The Inter-fraternity Council, recognizing a pretty well-known fact that the general public often has little knowledge about or affection for the Greek system, has established a public relations committee, the IFC public service committee. The committee's avowed purpose is to promote fraternities in general (not individual fraternities) before the critical eyes of the public.

Two weeks ago, initiates from three fraternities stuffed envelopes for the March of Dimes. Other fraternities worked for other organizations.

The committee has enlisted the aid of local radio stations to help spread the word that fraternity men are available for public service projects. (Some radio announcements, however, didn't make this quite clear—indeed, they sounded as if anyone with an "odd job" that needed doing could just call IFC to have it done. Several fraternity men, unaware of the IFC public service committee, heard the announcements and visualized themselves mowing lawns and trimming hedges all over town.)

The service projects are a good idea for

IFC to follow. They'll do their part to improve the always-difficult task of public relations for the Greek system.

But think of the added value the publicity would have if the fraternities could all say, when their initiates were busy at an IFC public service project, that this was their informal initiation—instead of the public service projects just being added attractions before the more noisy initiation events.

Northern Invasion

A somewhat more pleasant invasion from the northern branch will occupy this week's assembly period, when a traveling troupe from Oregon State College displays its wares in the Student Union Ballroom. Ordinarily, aside from the visual joys of observing beautiful dairy maids and other agricultural and technical talents, the assembly would offer little to University students.

But this year, the OSC exchange assembly, or traveling assembly, has taken on added meaning for one important reason—namely, the University has no similar attraction.

We say attraction purposely, for the chief value in these assemblies has supposedly been to acquaint prospective students with the whys and wherefores of the respective institutions.

In other words, the assemblies are frankly public relations. They can be real rushing functions for the University and for OSC as well.

Aside from any merits within the assembly, it should be noted that with the abolition of Duck (and Beaver) Preview, high school students will receive no other large-scale sales job.

The University, despite promises of "Greater Oregon" and plans for visitations, is admittedly behind OSC in the all-important informal "rushing" so necessary in these competitive days.

It is true, of course, that limited enrollment may soon conceivably eliminate any need for mass "rushing" of would-be Ducks and Beavers. But for now, we see an area in which OSC will be able to perhaps keep ahead of the University.

Oregon's last experience with a show that earned much publicity was in 1954, when the much-criticized assembly was banned from Portland high schools. Since then, the quality of the University's exchange assemblies has been quite low.

We should take a long look at the OSC show Tuesday, analyze the performance and predict its success in the high schools. Then we should decide whether we'll need an assembly next year—if only to keep up with OSC.

The assembly, in itself, is not the answer to the perennial puzzler of how to attract and enroll the best students. But it could conceivably be a part in the picture, if produced with these goals foremost in mind.



"I UNDERSTAND THEY CALL YOU 'HOT LIPS'."

Dave Cass

The AWS Has No Business Raising Scholarship Money

Did fortune smile on you last Friday afternoon? Were you one of the lucky ones to witness that important campus social event, the AWS Auction? Or, were you kept away by the crowds, forced to sit at home biting your nails waiting eagerly for the results?



What were your impressions? We 100 per cent Americans don't often get to see first-hand the sale of attractive young women in wholesale lots. Innocent fun you say, though somewhat bitterly, as your house couldn't afford the current market prices.

The Turkish Slave Market—is it really so much harmless fun? The hesitant auctioneer kept stressing that the money raised would go to a worthwhile cause: scholarships. This is commendable. But, what business does the AWS have in raising scholarships, even if we agree on the need for more scholarships? Is it because they need some activity to fulfill their role as a campus organization?

If the aim is scholarship funds, could one conceivably find a more inappropriate method to raise them? Selling sex appeal to the highest bidder doesn't seem to me to be on the same level as desiring to help needy students. But then, the end justifies the means.

That the sex in these so-called skits wasn't more blatant speaks well for the University, or at least for the sororities involved, in their desire to maintain some semblance of naive chastity for their youngsters. The end of scholarships could have just as well justified overstepping the bounds of propriety.

Of course, there's another element involved—the attempt to capitalize on the prestige status of the living organizations. But this is as reprehensible as selling body rights outright (to the highest individual bidder). Living organization prestige and scholarship are far from being compatible.

That the prestige angle happened to backfire this year must have come as a surprise and a

shock to the AWS—membership as well as leaders. Either the men on campus have discovered that slave labor is basically inefficient, or the sex on display was insufficient to arouse competitive desire.

My personal explanation would be that low cash balances combined with the free market in sex of a more basic kind to disappoint the scholarship funds.

For the girls involved the bid is an index of the desirability of the pledge class, obviously of prime importance to the sorority. To prove themselves, one can easily imagine the time spent in preparation, even by those who fail in the eliminations.

The kind of display required necessarily rules out art, as it is limited by what is thought will sell and some vague borderline of the acceptable in the flaunting of womanly virtue.

Even so, only a being of great insight could explain how so much time could yield so little ingenuity, particularly considering that it's all for the cause of scholarship. One could reasonably ask whether the time expended is returned in scholarship funds.

If the AWS were really interested in scholarships, and not in the "we're here too" sort of activity, they might campaign for increased tuition. The difference could be used for state fee scholarships. This would rid us of a needless, time-consuming activity, get AWS out of a field in which they have no business, and eliminate a mockery of scholarships.

If the AWS really needs an activity, they might assume a function that has been much neglected—the naming of new buildings.

LETTERS TO THE EDITOR

Emerald-Editor:

We have always considered past administrative policy of the university to be of the highest quality primarily in its fairness to all students. However, although not personally concerned with the current situation over the double dose of "Rebec," we feel a great injustice has been done. Mr. George Rebec was certainly an outstanding University of Oregon benefactor and it is only fitting that he should be hon-

ored. A group of girls so chose to honor him when the gentleman in question bequeathed his name to their living organization.

Is the University of Oregon so lacking in the production of great and worthy men that its administration cannot choose another to so honor? Is it fitting that distinguished citizens, and incidentally, past graduates of the University of Oregon, such as Governors Patterson and Snell have not been chosen for the honor?

We feel President Wilson's willingness to reconsider the matter an indication of the administration's co-operation and support of the students. We hope that this co-operation and support will be again reflected in the choice of a new name for the dormitory in question.

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OREGON DAILY EMERALD

The Oregon Daily Emerald is published four times in the school year, except during examination and vacation periods, by the Student Publications Board of the University of Oregon. Entered as second class matter at the post office, Eugene, Oregon. Subscription rates: \$5 per year, \$2 per term.

Opinions expressed on the editorial page are those of The Emerald and do not pretend to represent the opinion of the ASUO or the University.

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