

A Favorite Target

One of the most-maligned features of our economy and society is advertising. It has become a favorite target for nearly everyone—even advertising people who sometimes, upon retirement, write books “exposing” advertising and all its evils.

It is true that some of the criticisms directed toward advertising are valid. Anything so wide-spread and ever-present as advertising cannot escape being mis-used periodically. But those who declare that advertising is categorically undesirable or unnecessary ignore some important facts.

First, advertising familiarizes the public with available products and services. This process makes mass production methods practical by, in effect, creating mass markets. And mass production is the source of much of the nation's economic strength.

Second, advertising pays part or all of the cost of newspapers, magazines, radio and television. Some would argue that this is bad. The alternatives, however, are even worse.

The single copy price of an average daily newspaper would be, for example, 15 or 20 cents without advertising. Radio and television, without advertising, would have to be totally subsidized by some organization—such as the government, as in Great Britain. Or listeners and viewers would have to be charged to turn on their sets—which would eliminate a large part of broadcasting's present mass audience.

To criticize advertising is healthy; to deny its necessity or importance is not.

Anyone for Money?

A wide array of University scholarships is offered each year by various individuals, groups and educational foundations. Although some of these are simply “token”

awards of five or ten dollars, the majority offer substantial financial assistance.

According to several faculty members on the scholarship committee, the University has made better use of the scholarship opportunities available than other Oregon schools.

Dean of Women Golda Wickham commented that the University state fee scholarships “are always in use”, the large number of students are receiving financial aid, she said.

Information on scholarships in many fields is available at the Office of Student Affairs and the Dean of Men and Women's offices.

Departments and schools on the campus have further information on more specialized awards, and announcements of scholarships are printed in The Emerald from time to time.

Students in financial difficulties often overlook the student loan funds, available in the business office.

The funds, some of which are offered in the department of the student's major, generally are repayable within a few years after graduation. And very low interest rates are charged!

In today's economy, money may be “tight,” but at least in this case it is available. We hope no one is missing a bet.

Footnotes

Attention all members of the Board for Inquiry into Strange Fixtures and Extraordinary Activities on the Oregon Campus: (BISFEA—as per last Wednesday's edit page). We asked then “What is underneath Friendly Hall?” The mystery took an even more disturbing turn Monday afternoon, when mute workmen were observed carrying three simulated Dormic columns and two urn-stands from a subterranean Friendly portal.

'Yeggsmanship' Course Needed



Dave Cass

Greek System Strong Points Counter Adverse Criticisms

Again Ed Fadeley speaks out against discrimination in the Greek system and an admin-

istration that harbors such discrimination. Last year Ed was on the campus; this year he's running for the office of Lane County District Attorney. Nevertheless, it's apparent that he's sincere in intention, and not merely flourishing paper dragons to further his own ambitions.

On all fronts, and in all areas, attacks against the Greek system have increased in number and ferocity. Although many are well-intentioned, constructive criticisms, the vast majority have nothing but destruction as their goal. It's time that somebody stands up to these assaults on Greekdom and university administrations that support the system. Are our critics as rightously justified as they attempt to appear?

First we should ask, what is the relationship of the University to the Greek system? By this I don't mean the obvious relationship of parentage, but that relationship which allows continued survival and which can be construed as official support.

The central tie between the Greek system and the University is the need for and provision of student housing. Private groups, based on the principle of voluntary association (the Greeks), provide cost-free student housing (cost-free to the public at large). In return for this the administration follows a hands-off policy, except in the matter of dictating minimum responsibility in the conduct of members.

The cost of housing is the crux of the situation. The Greek system, in return for private control, removes a financial burden from the public. This is no small matter, particularly when one realizes the niggardliness of the public, as for example, in providing recent salaries.

This general position was recognized by the Oregon legislature in last year's deliberations over personal property tax ex-

emptions for such private housing groups.

If the Greek system were the only source of housing for students, the University would have no right to enter into such an agreement. However, as matters stand, the University also provides housing that is not private, that is, “discriminatory”.

(This is more than the city of Eugene can claim. Have you driven out West 11th recently, Mr. Fadeley? This “unwritten” discrimination is of a much more vicious variety than that which you attack.)

As long as the state educational system accepts the principle of private housing, it can have no claims to supervision of either membership determination or finances.

The question then is, why not abolish private housing? Aside from the cost angle, there are sounder arguments for the Greek system. Even the antagonists of the Greek system admit its strongest asset. This is that it provides something lacking in an organization of an involuntary association. This “something” goes under many names: community, esprit de corps, and togetherness are only a few.

“Community” can only persist if those involved believe that they have some control over their destiny (that is, free membership selection). Too, as schools grow in size and become more impersonal, this “community” will increase in importance.

This is neither to argue that irrational discrimination is warranted nor that the present areas of competition (and “community” can best be derived from some sort of competition) are right. The problems of unreasoning discrimination and anti-intellectualism are huge, but they are not insurmountable.

I can never agree with groups or persons who believe that abolition of institutions that don't coincide with their concepts of “rights” is an only solution—and this is the attitude only too commonly found in the fields of race problems.

Nor do I agree with the opposite, equally mistaken view that what has passed before is right

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Our Contemporaries

Age of Elegance Gone; Good Music Remains

(Editor's Note: The following editorial is reprinted from the Eugene Register-Fuard, Feb. 6.)

Many of the persons who heard Geza Anda, the distinguished pianist, in Eugene last week were University of Oregon students. In a letter to the Oregon Daily Emerald, one of them complains about the mode of dress. The women, the letter writer says, were slicked up in dressy dresses. But many of the men students came as they were. Some even wore those greenish and lemonish Oregon jackets that they wear to class. He thinks that's wrong, a sign of disrespect to the artist.

Well, maybe. But we think the way they dressed was less important than the fact that they were there. It is all very well to sigh for the age of elegance, when concert going was a dress-up affair. And we agree that

occasions arise when a man, even in college, should shape up and look a little neater than he looks during the day.

But the appearance of casual clothes at concerts is part of a trend, somewhat late in coming to the West, toward narrowing the gap between good music and the everyday life of every one of us. The Boston Pops features outdoor concerts at which the audience sprawls on the grass. Washington, D.C. has (or used to have) its Watergate concerts at which thousands would gather along the bank of the Potomac to hear an orchestra which floats on a raft in mid-river.

Most people who know good music listen to it at home, in their living rooms where they can dress comfortably and move around. They are likely to find the confining atmosphere of a formal concert discouraging

enough, without having to feel that they should dress to the teeth to hear good music. It is much more important to encourage attendance at such events by a “come as you are” rule than to throw additional discouragements in the way of persons who think they might like good music, if only listening to it was not made so much of a project.

Letters to the Editor

Emerald Editor:

It was my pleasure to be on the campus of the University during the Religious Emphasis Week. I had such a pleasant time meeting various students, faculty and other members of the University community, and I want to express, through the Daily Emerald, my appreciation for the pleasant days I spent on the campus.

Since the purpose of our office is to improve American-Arab relations I was particularly pleased by the great interest of the University community in the Middle East and the Arab World.

I would like to especially thank the two groups with whom I met on fire-side chats, as well as the others who made my visit so pleasant.

Mohammad T. Mehdi
Director

Arab Information Center
San Francisco

Oregon Daily Emerald

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