

Money Talks



"WE'VE DECIDED TO MAKE AN EXCEPTION—YOU PLEDGE US AN IT'LL BE O.K. FOR YOUR VALET TO TAKE YOUR PLEDGE TRAINING!"

A Homecoming

Would-be journalists such as The Emerald's staff members will be taking time out today and Saturday for some real "tips from the top," at the 39th annual Oregon Press Conference.

Professionals, publishers and editors alike, from throughout Oregon are on the University campus for a series of talks, discussions and informal interviews with their associates and interested onlookers.

The Emerald, as the most practical journalism training offered on campus, welcomes those we'd like to call our contemporaries.

In a sense, the return of many of these men and women is a yearly "homecoming" weekend, as School of Journalism (and Emerald) graduates are plentiful in the ranks of Oregon newspapermen.

We hope to improve our contributions to the profession through advice taken and lessons learned from such sessions as these.

Significant Events

We might call it typical of winter term, but the three major events of this week can't, in all honesty, be used for further discouragement of campus activities.

● The biggest celebration for The Emerald was its 58th birthday on Wednesday, signifying more than a half century of service to the campus. From its start as a weekly, The Emerald has advanced to its present five-day, eight-page format (with an occasional behemoth of 32 pages included).

The significance of the anniversary should be evident to all students, not just those of us who work here. For The Emerald, in the last analysis the property of the students, is free to say what it thinks—a rare privilege among college dailies.

● The State of Oregon today celebrates its 99th birthday as it heads for the whop-

ping centennial exposition planned for next year.

The state has emerged from a sparsely-settled pioneer land into a thriving part of the Northwest and the nation. Aside from the current recession, the future looks bright. Oregon's growth has been rapid, and its technology and culture has been in step most of the way.

● Affecting most of us more closely, perhaps, is today's Valentine character, as numerous recipients of contemporary cards realize.

This day is a rare one among holidays, devoted to the sentimental things which should be a part of us all. At least this holiday promises more than a grim recitation of traffic death tolls.

So Happy Birthday wishes are in order to our state and ourselves and a bit of thanks to St. Valentine, who yearly chases the "hates" from Ireland and all over.

Rules for Letters

One of the best features on The Emerald's editorial page is, we think, the letters to the editor. The letters are a valuable public forum and we encourage them. There are, however, some restrictions which we must place on letters.

First, letters must be properly signed. We will withhold names from published letters if a good reason for so doing is stated.

Second, letters must be typed. This is a protection against misquotations due to illegibility and a convenience for The Emerald.

Third, letters should be limited to 300 words. Mechanical limitations prevent running letters in excess of this length. We reserve the right to edit letters to 300 words.

Fourth, if we receive several letters on the same subject which essentially agree, we will print the more representative letters as space permits.

Letters to the Editor

Emerald Editor:

There is a situation that is constantly occurring that has become quite displeasing to us. We are no less patriotic than any other American and have a great deal of respect for our flag. Each of us has spent three to four years in the service of our country, either in the United States Navy or the United States Air Force, during the latest national emergency. During this time we participated in showing our flag the utmost courtesy and respect.

On many occasions, we observed our flag being abused by the military personnel of the R.O.T.C. Department. In the evening when proper retreat ceremonies should be taking place, a lone individual lowers the flag carelessly, stuffs and wads our flag under his arm. He has even gone to the extent of allowing our flag to drag on the ground! This is degrading! This is a flagrant breach of military courtesy and customs. If the proper procedure for treating the flag has been forgotten by these persons, may we refer them to AFManual 50-14, page 141, which is currently being used by the students in the R.O.T.C.

Franklin E. Gill
Sophomore in Writing
William Farwell
Junior in Transportation
Verne F. Noyes
Senior in Political Science

Emerald Editor:

Although one knows better than to expect a newspaper columnist to attack advertising, one does expect a columnist offering a defense of advertising to take an at least momentarily convincing effort.

At first I thought the column by Jack Wilson (Wed., Feb. 12) was a satirical statement. It was difficult to realize that it was not. I am unwilling to believe that a college age mind would show so great a lack of reason and pursuit of causes, and would put to so little scrutiny ideas which have been fed to him.

Mr. Wilson first says that present day advertising methods are justified because they stimulate name buying; and this buying is "fine and wonderful" because without it we would have trading posts. Mr. Wilson does not offer any explanations on the value of super-markets over trading posts;

moreover, he fails to realize that there are more than these two kinds of retail business alternatives.

Mr. Wilson mentions television and its hypnotic effect and newly developed subjects in brain washing—and sees nothing unethical about their use. But I suppose he would join the rest of the country in objecting to similar techniques when used by our political enemies.

Mr. Wilson next admits that the advertising business lacks taste and ethics; but this lack is justifiable, he says, because other businesses are in the same condition. It is positively amazing that a mind allows itself to draw such a conclusion. An astute mind might even theorize a connection between such widespread moral decay and the ballooning prosperity caused by present day advertising methods.

Advertising's greatest service, says Mr. Wilson, is its subsidization of the communications media. Without going into the worth of what is being communicated, I ask Mr. Wilson to consider where advertisers get their money. They get it from the merchants, and where do the merchants get theirs? Who besides the consumer pays for the mass media? The public does bear the full cost of their newspapers and television entertainment.

Since the reasons for the good of advertising are so weak, one might conclude from Mr. Wilson's argument that advertising has no benefits. Indeed, why is advertising in such a position that it tries to justify itself by means of "Advertising Recognition Week"?

Dennis Davis
Junior in Architecture and Allied Arts

Emerald Editor:

I would like to take issue with an editorial from the University. (Continued on page 3)

OREGON DAILY EMERALD

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ALLEN JOHNSON, Editor
GARY CAPPS, Business Manager
WILLIAM COOK,
Editorial Page Editor
PHIL HAGER, Managing Editor

LETTERS TO THE EDITOR

Emerald Editor:

May I take this opportunity of commending the present Rally Squad for the outstanding work they have been doing during basketball season.

It is a real pleasure for the Athletic Department to hear the fine compliments being paid this very fine group of young men and young women who are giving so much to this student activity.

Again expressing the appreciation of the Athletic Department, I am

Leo A. Harris
Director of Athletics

Emerald Editor:

Wednesday we read an editorial recommending abolition of the Smarty Party. The Emerald condemned this function as a "busy" time consumer."

In the past we have noticed considerable comment about lack of student emphasis on scholastic achievement and cultural activities, due to overemphasis of social and extra-curricular activities. Mortar Board feels that this apathy is a justifiable cause of concern. Because of this situation, the group carries on a program designed to encourage scholarship.

This program is in three parts. The first is a scholarship panel held during fall term at each freshman women's dormitory and for each floor in Carson. The panels consist of one faculty member; one Mortar Board; one member of Alpha

Lambda Delta, the freshman women's scholastic honorary; and a moderator from the dormitory, usually the dorm or floor president. Questions concerning study habits, student-professor conferences, essay examinations, etc. are asked by the freshman women and answered by the panel members.

The second part of the program is the Smarty Party. The purpose of this event is to encourage and recognize those freshman women who have proven their desire and capability to achieve high scholarship. At the Smarty Party these women are given a chance to become better acquainted with each other, with Alpha Lambda Deltas and with Mortar Boards. A University professor—this year Mr. E. G. Moll—speaks on the avenues open to University students wishing to further their intellectual growth. Also, the top three scholars from the previous year are recognized and a plaque with their names inscribed upon it is presented.

The final part of the program is individually carried out by Mortar Board members. Each week a Mortar Board will invite a freshman "smarty" to attend a cultural event, such as the Tuesday assembly, with her. This program is continued until all of the women on the Smarty Party list have been invited. Through this method, it is hoped that appreciation of the University's cultural events will be encouraged in those women who

have shown the potential of being the intellectual leaders in the campus community.

We might also point out that Mortar Board's scholastic program is not merely a creation of Oregon's Mortar Boards who, lacking things to do, decided to institute some "busy work" to fill their spare hours. Because Mortar Board is a national organization devoted to the encouragement of scholarship and leadership, Mortar Board scholarship programs exist on nearly every campus where there is a Mortar Board chapter. Many of these campuses include a Smarty Party or a similar event.

Mortar Board feels that there is a need for encouraging and recognizing scholarship on the Oregon campus. Many honoraries, banquets and awards recognize leadership in extra-curricular activities—which is very well—but scholastic achievement does not always receive as important a part in the campus spotlight. Because we came to college to attain knowledge, it seems only right that those who excel in scholarship should be recognized equally with those who excel in other phases of campus life, if not more so. The Smarty Party is an attempt in this direction, and as such, we feel it merits a higher classification than just "busy work."

(This letter was signed by 11 members of Mortar Board, whose names are on file at The Emerald)