

What About Greater Oregon?

If you didn't know that frosh enrollment at the University fell off three per cent in spite of a "bumper" crop of high school seniors last year; if you weren't aware that Oregon State College and Portland State College both enjoyed significant freshman increases; you'd better take a look at the Greater Oregon plan. If you're interested in the future welfare of Oregon, you'd better keep your eye on Greater Oregon.

Reinstated and refurbished last year, Greater Oregon faces, in its second year of post-war existence, a challenge worthy of a much longer-established organization. We don't think that we're making molehills into mountains when we worry about the attraction of top-caliber students to this school. High-school proselyting is mighty serious business too.

Look at it this way. Oregon has two strikes against it even before the game of enrolling freshmen begins.

Strike one: Because Oregon's economy is set up the way it is, agriculture, forestry and other technical disciplines are the interests of a big share of college prospects. They go to Oregon State.

Strike two: Possibly one-third of Oregon's high school seniors are in the Port-

land metropolitan area. They likely go to PSC.

We're not at all disturbed by these two facts as such; what bothers us most is that Oregon's frosh enrollment declined this fall, while OSC has a "bumper crop" and PSC, the "growing child" of the state system, continued its vigorous expansion.

We'll be further bothered if OSC receives permission to add a degree-granting liberal arts school, thus cutting into a hitherto University realm.

The point is this: a certain percentage of prospective college students each year will inevitably go after agriculture and technical educations. Another percentage will always prefer to attend school near their Portland home. But the Greater Oregon plan is in business to sell the University of Oregon to those top students who would benefit by a University curriculum, and to convince University students that they must be the salesmen.

Furthermore, they must sell Oregon as if its life and academic worth depended on them—it might, in part.

(This is the first editorial in a two-part discussion of Greater Oregon.)

Brotherhood...

Where do you draw the line between brotherhood and good sense? The men of Sigma Chi are doubtlessly, and belatedly, now asking themselves this question.

The members of Sigma Chi at Oregon State College, after a pledge-active water-bagging and vegetable-throwing row which involved several other houses, were placed on social probation by the OSC Interfraternity Council. They had scheduled a house dance at Corvallis for last Saturday night, but were placed on probation two days before their dance.

So, with the apparent consent of their Oregon brothers, the OSC Sigma Chi's packed up their orchestra, decoration, chaperones, dates and other house dance necessities and came to Eugene. They held their dance at the Oregon Sigma Chi house. By so doing, the OSC Sigs violated their social probation and will, at the least, probably get their term of probation extended.

The Oregon members of Sigma Chi apparently thought—if they thought about it at all—they could aid their OSC brothers to break IFC rules without bringing any retribution on themselves.

We'll agree that aiding one's brothers in time of need is a fine thing, but then, so is good sense and a respect for sensible rules. If an Oregon fraternity on "social pro" had gone to Corvallis to hold their dance, our IFC would understandably be upset at the chapters on both campuses. Such actions can only damage the often-touchy relations between the campuses.

Dean of Men Ray Hawk has said the incident "warrants some action" against the Oregon fraternity. The Emerald agrees. If a specific charge is needed for IFC to act on, it could be that of holding a full-scale dance when only a fireside was planned.

Individual Rushing

The Interfraternity Council has made the wise decision to go about "senior visitations" on an individual fraternity basis rather than a group-sponsored "IFC Weekend." The big weekend idea was suggested, but turned down because most fraternity presidents felt it would fall back into the old Duck Preview rut. If individual fraternities work hard and rush high school seniors in a sensible manner, we think such a system will be an improvement over the old big weekend system.

The Greater Oregon committee has offered rush chairmen access to a list of names of promising high school seniors. Fraternities will be given a number of names taken from the list in alphabetical order on a first come, first served basis. The fraternities then can use the names in a manner they think is best.

There's no question that "individual rushing"—if it's done properly—will probably be more effective than a big group effort. But it won't be a success—in any form—if University students forget to sell the University and sell instead their party room and intramural sports record.

The reason Duck Preview Weekend flopped was because a number of promising seniors saw only the social side of college and not what they're looking for in the first place: a school at which to be educated.

So, Mr. Individual Rusher, why not do it this way: Take your high school senior and show him the departments or schools in which he is interested, introduce him to some professors—even show him the library. Get him to Oregon first, then you can try to get him into your house.



Hal Boyle

Doctors Doing Big Business In 'Face-lifting' Operations

NEW YORK (AP)—Cosmetic surgery has become a booming branch of medicine—and three out of four patients are women.

"This is because women in our culture are expected to be beautiful," said Dr. Robert A. Franklyn, a top specialist in the field, "whereas men are expected only to be talented and good providers."

Dr. Franklyn estimated there are 250,000 plastic or cosmetic surgery operations a year in the United States. He breaks them down as follows:

Nose operations—70 per cent.
Face lifting—15 per cent.
Breast operations—10 per cent
Others—5 per cent.

But the amazing development to Dr. Franklyn is the "bust boom" created by women who now look to surgeons to provide them with the fuller bosom nature denied them.

"In another few years, if our present bosom culture continues," he remarked, "breast operations will make up 50 per cent of all cosmetic surgery."

Formerly, the objective in this type of operation was a reduction in the size of the bosom. Now 99 per cent of the women want a larger bosom.

"This comes about because of a change in beauty goals. The old skinny, flat silhouette of the high-fashion model is out. The goal of womanly beauty today is a round, curvy, healthy look."

Cosmetic surgery has been immensely speeded in the last decade.

"A woman can now get a new breast in 15 minutes," said Dr. Franklyn, "a new nose in 10 minutes, or a face lift in 30 minutes. These no longer are hospital operations. They are beauty parlor surgery."

The doctor, husband of actress Vanessa Brown, has operated on many film stars, but this type of surgery today is gone in for by the masses.

"The typical female now is a 24-year-old housewife who is flat chested and has some marital difficulties," he said. "She feels that if she had a fuller bosom she could win back her husband—and it often does. Often these things are mainly psychological."

"We found, for example, that salesmen averaged \$1,300 a year more the year after facial surgery generally began to correct some physical defect—bags under the eyes, protruding ears, receding chins—that impaired their self-confidence."

Dr. Franklyn, who has performed more than 25,000 cosmetic operations, uses an inert plastic substance called Surgifoam to round out or shape new bosoms and chins or to fill depressions in the bridge of the nose. Unlike earlier plastics, he said, the body does not react to the new material.

Cosmetic surgery is one field, he added, in which Russia lags—although the Soviet doctors are intensely interested, particularly in the rehabilitation of their thousands of war mutilated.

"The Russians still try to build up breasts by taking fat from the hips," he remarked. "But this is robbing Peter to pay Paul."

"Fat has little circulation and when it is moved from one part of the body to another, it breaks down into oil, which the body absorbs."

OREGON DAILY EMERALD

The Oregon Daily Emerald is published four times in September and five days a week during 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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LETTERS TO THE EDITOR

Emerald Editor:

Several weeks ago there was printed in this column a letter from a group of three veterans directed towards the R.O.T.C. Department. It stated that the members of that department were not showing due respect to the flag of the United States. The letter went on to say that when the flag was lowered in the evening the proper proced-

ure was not being followed. As of this date (Saturday), the R.O.T.C. Department has not corrected the daily act of disrespect. This evening the flag was lowered by one (1) enlistedman, wadded into a ball, tucked under his arm and taken inside.

This is not the correct military procedure. We who have served in the armed forces at the time of the Korean conflict,

learned how to show proper respect to the flag of our country. The Standard Operating Procedure for lowering the flag is explained in detail in F.M. 26-5, page 29, paragraph 47. In this Basic Field Manual it states that the flag should normally be lowered by one Non-commissioned Officer and two privates equipped with side arms or

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