

Greater Oregon Fund Drive

Tonight representatives of the Greater Oregon program will visit campus living organizations. They will ask students to pledge the remainder of their breakage fees (averaging about \$4 per person) to the Greater Oregon. The bulk of the \$6,000 goal, if it is attained, will go to the production of a colored brochure and a movie.

The brochure will contain information on various fields of study and the facilities with which they are taught, campus events (Homecoming, Junior Week and the like), fraternal living and the dormitory system of housing, cultural programs (lectures, concerts, plays), and opportunities for student leadership.

The movie, which would be narrated, would be approximately 20 minutes in length and go into more detail about University opportunities. Greater Oregon officials say. The movie would be available mainly for prospective student visitation periods and to P.T.A. meetings.

A variety of publications—ranging from the bulletin to "Sororities and You"—are offered high school students who indicate an interest in the University. But there is no comprehensive publication that presents—in an attractive, quality form—what the University has to offer academically, socially and culturally. A brochure and a movie—if they are handled right—can do the job—interesting the student in Oregon. Other, more detailed pamphlets could supplement this interest.

The Greater Oregon fund drive is not flawless. The campaign has been planned in a hurry—because there was little time left between now and the end of school. Because there is little time, work has been done rapidly—resulting in a feeling by a

number of students that they were being high-pressured. We don't like being high-pressured any more than anybody else. We share with a number of students, we're sure, a certain suspicion of the word "promotion"—it reminds us of gray flannel, Madison Avenue, and PR.

But, as much as we'd like just to forget about "promotion" we can't forget it and still hope to improve the quality of the University. This quality is difficult to attain, but we do know that it is bound to improve when high school students with ability and potential are attracted to the University.

Certainly, it would be absurd to suggest that a movie and a colored brochure alone would bring Harry High School racing up 13th Ave. to the SU to sign up for college. But it would be equally unrealistic to suggest that a first-rate movie and a first-rate brochure wouldn't be effective in at least getting the student interested in the University.

When you want to make a favorable impression, you try to look your best. A colored brochure and a movie would be a good first impression, supplying the prospective student with neatly-packaged display of what Oregon has to offer and what programs and institutions he could further investigate.

From then on in, it's up to the student body and academic program of the University—the "meat" of the real Greater Oregon program, which will either bring the promising high school student to the University or send him looking elsewhere.

But first he's got to be interested. A high quality brochure and movie can attract that interest.

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Books for Asia

At a time when the student is often called upon to donate money, it gives one a real lift to realize that there is something left that he can contribute and avoid the spring term financial slump.

Such an opportunity is the Books for Asian Students Drive. This collection begins today on campus sponsored by the University Library Books for Asia program. Books are to be placed in containers located in the Student Union, Library, and other strategic areas.

Last year's drive collected about 2000 volumes. These books were then sent to San Francisco and later distributed throughout Asia.

"Most higher education in Asia has to

depend on English language texts and printed educational material, Library head Carl W. Hintz has explained. This has led to English being virtually the second language of the educated person in Asia.

Economics, political science, and science texts are especially valued.

Knowing how desperate the need is, it should be comparatively easy for us to forget the small financial sum old text books bring to help students who could use the books—if they had them.

In a world where the individual too often finds himself unable to get out of the realm of theory and discussion, this chance to make a positive act toward the enlightenment of the vast, giant, Asia, shouldn't be passed up.

John Lengel

Deep Springs J.C., Oregon To Conduct an Experiment

Attention was focused recently on a unique educational vehicle—Deep Springs J.C.—located in Big Pine, California. The vital statistics of Deep Springs are: good endowment, four faculty members, and nineteen students.

Nestled in the Sierra Nevada, Deep Springs represents mass raw potential. For instance, Deep Springs could be converted into a proving ground for future Oregon scholars, activity moguls, and top athletic performers.

Such an idea is supposedly responsible for a rumored culture exchange between Oregon and DSJC. The exchange is a co-movement of the University's worthwhile Greater Oregon pro-

gram. The theory is not to attract top high school students but rather polish what we already have here. According to the grapevine the University intends to send freshman who have fared poorly in grades, activities and athletics to Deep Springs for more seasoning.

It is here that the fledgling greater Oregonians have to "lay an egg or get off the nest," as the cultural exchange director colorfully phrased it. Here under the critical eye of the Deep Springs faculty and coaching staffs the students and athletes develop their skills, far removed from the intense pressure and competition of a PCC institution.

(Continued on page 3)

U.S. Exhibit Rates High At Brussels

(Ed. Note: Tom Howser, a member of the University class of '59, is studying in The Netherlands this year on an Inter-fraternity Council scholarship. Howser here gives his impressions of the Brussels World's Fair.)

By TOM HOWSER

It is actually beyond the command of my English to describe the World's Fair which is now taking place in Brussels. Its immensity is overwhelming. Its architecture, planned by the world's greatest architects, is breathtaking, its general planning is marvelous. It is also another extension of the cold war existing between the U.S.S.R. and the United States. Without a doubt, everyone who visits the

(Continued on page 3)

A Tough Life



"FRANKLY, I DON'T BELIEVE IN USING GRADES AS A 'MOTIVATING' FORCE."

William Cook

Indianapolis '500' Still Is Spectacle on Memorial Day

Memorial Day means many things to Americans. To some, it means a day to pay respect to those who died protecting our country. To others, it means a day to relax or head for the mountains or the beach. But to a devoted minority Memorial Day means only one thing: the 500-mile automobile race at Indianapolis, Indiana.



Billed as the "greatest spectacle in racing," the Indianapolis race every year attracts more spectators than any other single sporting event. People travel hundreds of miles to watch the 33 racing cars and their determined pilots travel 500 miles in less than four hours.

Popular notion holds that some of them go to Indianapolis, as well as to other auto races, in the hope they'll be able to relish the revulsion and horror of reading, high-speed crashes like the one which took the life of two-time Indianapolis winner Bill Vukovich in 1955. They are attracted for the same reason that crowds gathered in ancient Rome to watch gladiators slay martyred Christians.

But the real devotees of the sport go to savor the acrid smells of exhaust and of rubber burning off screeching tires, to listen to the exhaust note of accelerating cars with the same rapture as a musician listening to a symphony, to watch the fierce competition of the men and their machines, to imagine themselves at the wheel of a speeding racer.

The drivers at Indianapolis are the best of a rugged breed of men. Although they stand to earn upwards of \$75,000 if they win, they nearly all starved for years racing in minor events while shooting for the '500' at Indianapolis.

They drive because they like to tinker with machinery, enjoy the roar and acclaim of the crowd, love the feeling of a high powered, responsive mount under them, and, most of all, because they are intoxicated by

the challenges and thrills of tremendous acceleration and speed—an intoxication which overrides the physical punishment and danger to which they subject themselves.

The two and one-half mile track at Indianapolis is shaped like a huge Oregon "O," a rectangle with the corners rounded. The long straightaways are just over three-fifths of a mile long; the short straights are 660 feet in length. (European auto racing differs in that it is conducted on regular roads closed for racing, or on tortuous courses which simulate ordinary highways.)

Drivers push their mounts to faster than 185 miles per hour on the long straights, slow to about 125 m.p.m. while taking the corners in long, controlled slides, then accelerate back to speed. To qualify this year, a driver had to average better than 142 m.p.h. for four laps; to win, he'll have to average at least 130 m.p.h. for the 500 miles.

During the race, drivers make one, sometimes two, pit stops for fuel and tires. A good pit crew can pump 60 gallons of fuel into a car and change four tires in about 45 seconds.

The low-slung cars that race in the 500 are nearly all designed solely for the "brickyard." Few of them are raced on other tracks. Meticulously prepared, they usually weigh somewhat

(Continued on page 3)

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