

Under New Management

Today's edition marks the Emerald staff's semi-yearly revolution. Once in the fall and again in the spring the Emerald goes through the agony of having a new editor selected and a new staff formed. This year the revolution was accomplished with a minimum of confusion, although the Emerald now faces the new year with a totally re-organized staff.

WE IN THE NEWSPAPER profession look upon our newspapers as individuals which are conceived, struggle for life, develop a personality, and eventually die. A professional newspaper changes slowly. It develops a familiar personality and loyal readership because of the career newspapermen who often spend their lives trying to provide news service to a community.

The Emerald will never develop a consistent personality because its staff is continually changing. Twice each year the paper finds itself changed both in typography and editorial philosophy. But this does not mean that the essential aim of the Emerald is changed. Individuals within the Emerald organization may struggle for a bit of prestige, may desire campus political power, or may just enjoy doing a newspaper job, but no matter what the individual's motive, the aim of the paper is still service. The Emerald serves you as a bulletin board for coming events. It serves you by analyzing current campus happenings. It often (intentionally or unintentionally) provides you with entertainment. Finally, it gives you a

chance to express your opinions where they can be read and judged by the campus.

THESE SERVICES ARE provided by a staff of about 75 editors, reporters, advertising salesmen, columnists and other staff members. It is a self-financing service which costs approximately \$42,500 per year in printing costs, office expenses, and salaries. Today, as the Emerald begins its fortieth year of daily publication, you will notice a few minor changes in typography, but the philosophy of service is still the same.

Most noticeable change is the Emerald's nameplate. After experimenting with the arabesque nameplate of last term, we have decided to revert to a more moderate block-type lettering. You may also notice that our headlines look a bit different. Each word is capitalized. The Emerald's writing style and capitalization are also closer to standard English than in previous years. But these are really changes for the sake of change. We are a different paper now, and we hope that these minor changes will remind you of that fact.

BUT THE IMPORTANT CHANGES will be seen only as the term progresses. We hope that our coverage of campus news will be more extensive. We also hope to brighten up our pages with a humorous story or two. And we also plan to increase our interpretation and analysis of campus and national happenings. In all, we hope to produce a quality newspaper which you will find both informative and interesting.

(J.B.)

Vast Improvements Seen

'Typewriter Ribbons Should be Changed'

By TED MAHAR

Emerald Editorial Editor

"Editorial editor," called the editor-in-chief, throwing darts at a picture of William Randolph Hearst.

"Yes sir," said the editorial editor, sharpening pencils with a pen knife.

"Why don't you write a nice long article about the staff members of the Emerald?"

"Aw, gee," said the editorial editor, accidentally making a neat incision in his left thumb, "do I hafta?"

"Why not, there's nothing else to write about."

"But gee whiz," said the editorial editor, wrapping a sock around the cut on his thumb, "I thought newspapers didn't do articles about themselves."

"Who cares? I'm the editor around here."

"Yes, B'wana."

"And don't get lippy. Remember, if we get a budget increase, we can get a mechanical pencil sharpener."

New Emerald Editor Jim Boyd is taking time out from his senior thesis this term to guide the Emerald through whatever lies ahead. So far the only thing that lies ahead is this term, but you never can tell what might come up.

Like all new editors, Jim is brim-full of new ideas. "I think we ought to change the logo-type," he has said. "And some of the typewriters in the office need new ribbons."

Boyd spent the summer working for his home town paper, the Medford Mail-Tribune.

Business Manager Steve Millikin, an advertising major from Vallejo, Calif., has promised to lead the Emerald "to even greater financial triumphs." On starting his second term of office as business manager Millikin remarked, "Has anyone seen a Phi Psi sweatshirt around? I

think I left it here last term."

Managing Editor Larry Lynch, the first married Emeraldite in the recollection of anyone now working on the staff, transferred to the University fall term from Stanford.

Lynch, who defected to the Emerald from the University News Bureau, has brought with him many new ideas on improving the Emerald. "The ribbons in these typewriters should be replaced as soon as possible," he said, "and I think we need a new pencil sharpener. The one we have now hasn't shaved this week."

Editorial Editor Ted Mahar, who in his early days on the Emerald was moved quickly from assistant news editor to beat reporter, spent his summer in the Siskiyou National Forest and considers himself an expert woodlore. "I'm the only guy in the office that can sharpen a pencil in three strokes," he has said. Full of new ideas, he has remarked, "What this paper really needs is a wildlife editor." Unless severely restrained, Mahar is liable to be carried away by what he euphemistically terms his "sense of humor."

News Editor Ron Buel, in the Emerald's version of executive musical chairs, jumped to his present position from the sports editor's desk, a distance of nearly twenty feet. "Shucks, it wasn't nothing," said sophomore Buel, blushing modestly.

Ron is the only sophomore in Sigma Phi Epsilon now serving as news editor.

Keith Powell, bearer of the somewhat dubious title Associate Editor, said upon receipt of the honor, "Gee, thanks, fellas. By the way, what's an associate editor?"

Taken by surprise, Powell has had no time to formulate any definite ideas about what he will do in his new office. "I

suppose we could try to improve the Emerald," he said.

As assistant news editor Duley Moran is the wire editor, that is, she will be responsible for the world news. So if you have any complaints about the world news, call Duley at Sigma Kappa. She can't do any more about the situation than you can, but she will be glad to know that people are reading the world news.

Dan Pfaff is the assistant managing editor. His job is to see that everything on the copy desk is running along smoothly. There isn't too much running along the copy desk, but Dan has promised to import some white mice from his vivisection lab course.

Fred Crafts will continue to function as entertainment editor. He will not, however, write movie reviews. "If you guys would pay for my popcorn or something, I might think about it," Crafts says. "But otherwise, no dice. I've got better things to do than sit in a movie and starve to death."

Women's Editor Barbara Chantry has announced no new policies on women's page for this term. "Why should I," asked Miss Chantry. "Nothing new ever happens. People go steady, get pinned, and get married. That's all there is to it."

Miss Chantry sometimes writes under an assumed name. "Think I want my name over that trash?" she says. Some of her pen names include Prunella Nirt, Sylvia Klotz, and Grace Metalious.

Jan Kautto, when asked if she would be this term's church editor, replied, "Oh, I guess so. I don't know how long I'll last. I'd rather be Coffeehouse Editor, but I guess you gotta take what you can get around here."

Exchange Editor Nicola Roach
(Continued on page 3)

Little Man On Campus



Fortissimo Marsh

All-American Violinist Plays Losing Game with Ghosts

Editor's Note: Because the Emerald was not printed during exam week, the following review was held until today's edition. Fortissimo Marsh, is, of course, a pseudonym.

On the evening of Dec. 8 Mischa Elman, one of the world's greatest violinists, played brilliantly at McArthur Court, but lost to the Webfoot Basketball Ghosts.

FOR SOME fifty years the stocky musician has been an All-American violinist, appearing with leading orchestras and as a solo performer in many lands. It was apparent in the first quarter, however, that Elman was no match for the local Ghosts.

A crowd of 2,000 drifted into the Mac Court barn during the first half. The beautiful notes of Elman's priceless Stradivarius were frequently drowned by the tramping feet and squeaking chairs of his audience. A "Chaconne" by Vitali-Charlier and Richard Strauss' "Sonata in E Flat" were all but lost to the competing noise.

ONLY BACH'S "Partita No. 3 in E Major" was able to dominate its surroundings. This delicate violin classic was received by a hushed audience, but the Ghosts did not give up. Their rebounding strength was felt as the air conditioning system started up, providing a powerful symphonic background to the last three movements.

After the intermission the audience joined Elman with a chorus from the "Speaking Seat Overture." Unfortunately, the maestro was playing works by Spohr, Ysaye and Saint-Saens, and the crowd played in a different key.

Considering the lack of leg room and the design of the hard seats, the crowd can hardly be blamed. The frequent competition from the air conditioning is another matter. It was inexcusable, but there was no referee to call a foul.

MISCHA ELMAN, at 69, remains as one of our finest musicians, but neither he nor any other performer or group, including Shelley Berman and the Minneapolis Symphony Orchestra, can compete with Mac Court.

This reviewer could not help wondering why the University

plans a mammoth football stadium, which may well lay a financial egg, when there is such a crying need for a good auditorium. Cultural events can hardly be enjoyed in a railroad station or a basketball barn. Mac Court is excellent for basketball but for music it is a railroad station.

Staff Meeting

All members and potential members of the news-editorial department of the Emerald are urged to attend an organizational staff meeting Saturday, 11 a.m., in 221 Allen Hall.

All persons who have worked on the Emerald as proofreaders, copy readers, reporters, photographers, or desk editors, or are interested in beginning work in those areas should attend the meeting.

Those who are planning to work on the Emerald should be prepared to sign up for a specific work time.

Staff assignments and promotions will be announced at the meeting.

Students need not be journalism majors to qualify for work on the Emerald.

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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