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PIZZA

TINO'S

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Mon.-Thurs. 11:00-Midnight
Fri. 11:00-1:00 a.m.
Sat. 5:00-1:00 a.m.
Sun. 5:00-11:00 p.m.

342-8111

JUNIOR REVIEW WEEK

FEB. 7-11

If you are approaching 90 quarter hours, visit with your department advisor to review:

- U of O Graduation Requirements
- Department Graduation Requirements
- Discuss Career Options

See the Winter Time Schedule, pages 112-113, for names of departmental advising coordinators.

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15% off

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COUPON

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RECORDING TAPE, RECORD
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sean meyers

Save the Veals

As Ocean and Farm Animals Safety reporter for the Emerald, many sad incidents come to my attention each day — disoriented whales that swim inland, harmless ducks and geese drenched in diesel fuel.

But of all the tragedies to cross my desk, nothing approaches the heart-wrenching story of Bobby the Veal Calf.

I was opening what seemed to be a routine letter from the farm (Farm Animal Reform Movement), when this advertisement reached out and grabbed me by my intellectual groin:

"Bobby is a 14-week-old 'veal' calf. After his birth, he was separated from his mother, chained in a 2 by 4 ft. wooden crate in total darkness, and fed a special liquid designed to make him anemic. This produces the pale, soft flesh so prized by 'gourmets.'

"Bobby will be able to walk, to stretch, to associate with other calves, and to see the sky only once — on his way to the slaughterhouse... ARE YOU REALLY THAT HUNGRY?"

The fact of the matter was, 30 minutes before, I really had been that hungry. At the EMU Fountain Court Cafe, I had just polished off a breaded veal cutlet crested with a daub of brown gravy. To the extent that a \$1.75, four-course meal can be palatable, it was quite good.

But in the Emerald office moments later, with Bobby the Veal Calf's warm-and-sensuous brown eyes gazing back up at me from this advertisement, I felt a churning of discontent in my bowels. The thought that even as I read about Bobby's ordeal, my digestive enzymes could be finishing off this hapless creature was almost too much

of a burden to bear. Almost.

It was then that I realized, damn it, Bobby may still be alive. It was my job as Ocean and Farm Animals Safety reporter for the Emerald, nay my moral obligation as a human being, to do what I could to set his beleaguered young life on a less troubled path.

The hat was passed around the Emerald office, and within a matter of hours nearly \$100 had been collected for the Adopt Bobby the Veal Calf fund. My spirits soared — It might not be too late to save Bobby.

My fingers trembled as I

acknowledged that the advertisement had been run repeatedly in the Washington Post, New York Times, San Francisco Chronicle and the Los Angeles Times, among other publications.

But, said Hershaft, out of the millions of people that must have read about Bobby's plight, not a single one had called to offer assistance.

Well, Dr. Hershaft, I said, we at the Emerald want to help Bobby. Just tell us where he is, and we'll save him.

"Actually, Bobby is a symbolic animal. There was no specific animal that was named Bobby," admitted Hershaft.

"Bobby was a representation of the millions of farm animals that die each year. I guess we just assumed that people would realize that Bobby was just a symbol."

I was shattered, but even so my journalistic instincts remained intact. Didn't this solicitation for contributions to FARM smack of false and deceptive advertising? And what about the drawing above the advertisement — are we to believe that Bobby's strong jaw, sensitive eyes and rugged-yet-handsome features were



just a figment of an artist's imagination? Come on, buster, where's Bobby?

"It's pretty easy to know what happened to Bobby. He was slaughtered for veal like millions of other calves each year," said Hershaft, who was beginning to get a bit testy. "I made him up. Young calves are called 'bobs,' that's how he got his name. There is no Bobby."

No Bobby the Veal Calf? Maybe not. By now, he's probably Bobby the Breaded Veal Cutlet.

Good luck Bobby, wherever your little hooves may trod.

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The Oregon Daily Emerald is published Monday through Friday except during exam week and vacations, by the Oregon Daily Emerald Publishing Co., at the University of Oregon, Eugene, OR 97403.

The Emerald operates independently of the University with offices on the third floor of the Erb Memorial Union and is a member of the Associated Press.

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