

THE EUGENE GUARD

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TUESDAY, MAY 12.

The University Incident.

IT IS true that effort has been made to suppress facts concerning what the board of regents of the University of Oregon did at their meetings. It is true not only that facts concerning their transactions have not been made promptly available, but that they have been withheld. It is true that representatives of the press have not been admitted at those meetings and that their efforts to obtain news of what was being done while the meetings were in progress were repulsed.

The press has been dependent for its information as to what the board of regents were doing upon statements issued by the university administration. Everybody who has had experience in the matter knows that this is true. If the board of regents did not know that this was the method followed it should have known it. To say that the board did not know that misleading and incomplete statements concerning its meetings were being issued to the press is begging the question. Those statements came through the regular channel of communication from the board to the public.

Senator Fisk, as a member of the board, declares there has been no effort by the board to hold back anything. Less than 24 hours before the last meeting of the board Senator Fisk was asked by The Guard what business of importance was likely to come up at the meeting. His answer in effect was that nothing worthy of mention was coming up.

Opinions differ in Eugene and in university circles as to the merits of the actions taken by the regents at their last meeting. To say that their course is universally condemned is incorrect. To say that it is generally approved is likewise incorrect. What is certain beyond argument is that the facts as to what the regents had done were suppressed at the university.

The Church and Advertising.

THAT was a remarkably strong testimonial to the value of newspaper advertising which Dr. E. V. Stivers, pastor of the First Christian church, delivered from his pulpit Sunday evening. Dr. Stivers preaches to one of the largest congregations in Oregon. The fact that gives greatest value to the minister's conclusions regarding his subject is that those conclusions are based on a practical demonstration that has extended over a period of years. Says Dr. Stivers:

I began in a very modest way, in the face of criticism on the part of my own members and of the city, and especially on the part of my brother ministers. Yet we have built up one of the most largely attended Sunday evening services in the state of Oregon, and every department of the church has felt the impact of this kind of publicity. I can say to you frankly that consistent, continual, sane, truthful advertising has been one of the most important factors in the transformation. Of course when folks come they must not be disappointed, but the advertising gets them there.

Those statements carry conviction with them. Equally logical with them is the minister's answer to the familiar argument that the church is above advertising, or that it has nothing to advertise. He says:

The idea seems to be that the church, because it is a divine institution, has nothing to advertise. But the church really has been advertising practically all her history. Church bells, tower chimes, steeples, were the methods in the past.

And Dr. Stivers' summary of conclusions is quite one of the finest tributes from the pulpit to the press, as well as to the value of church advertising that we have read. He says:

My firm conviction after years of advertising in church work is that the best means of advertising is in the newspapers. It adds dignity to your cause, it reaches the greatest number of people, and it links the church with the greatest influence in the world today, outside of the church itself.

Newspaper advertising alone will not build up a church, as Dr. Stivers points out. "Of course," he explains. But it has been made perfectly apparent through the experience of the First Christian church here, as well as by other churches elsewhere that have carried a consistent programme of newspaper advertising, that no other medium can sell the idea of going to church so well as this one.

Statewide interest in the coming production of "The Creation" by the Eugene Oratorio society is indicated by the list of patrons and patronesses published in this edition of The Guard. It includes a number of names of prominent people from outside cities. The promised success of this event augurs well for the future of music in Eugene.

The story of the Ellmakers, first prize essay in the competition held in connection with the Lane county pioneer pageant, as published in The Guard yesterday, is a highly interesting document and does credit to its author, Mona Conlogue, a student in Elmira union high school.

Who has the first perfect outdoor rose to bloom in Eugene this spring? Surely somebody has a Papa Gontier by this time. Harrisburg is claiming a lot of blooming roses already.

Sign of spring's advance: The strawberries that one gets now really taste like strawberries.

COMMENT OF THE PRESS

"Stop My Ad" (Salem Journal). The local chairman of one of the numerous "weeks" staged for observance through free newspaper publicity notifies the Capital Journal in writing as a result of the editorial entitled "For Uplift and Shakedown." Several business men pointed that this will mean a loss of several hundred dollars of advertising.

The advertiser who expects to control editorial policy or secure free advertising contract will be disappointed. The Capital Journal only guarantees results, and is used simply because it pays advertisers. So, whether this note is a threat to compel free publication of propaganda, makes little difference, it is equally futile.

Slugs Able to Pay.

(Corvallis Gazette-Times) Another stage owners' advertisement says that it is saving the people \$100,000 a month between two towns in Oregon. If that is a fact, the stages must be coming money on an enormous volume of business. If they are, then they should pay handsomely

to the state for the privilege of breaking down the state's highways while coming it. If it is true that they are saving the people \$100,000 a year the amount is offset many times by the fact that it will cost the people many times that amount to repair the damage done by the stages and trucks. Taxpayers and car owners will serve their own interests best by refusing to sign the stage and truck men's referendum petition.

Sounds Formidable

(Sheridan Sun) The Hauptmannschuss committee of the Austrian parliament has been called into session. Don't know just what it is but sounds like it might be the committee that does the senate investigating.

More Men Employed

(Coos Bay Harbor) While there is some taking up of slack in the way of employment on Coos Bay, there are still many idle men. These will be generally absorbed during May it is confidently believed, by the many new logging camps of small forces and by the large amount of road work now getting under way. There has been a slight improvement in business, most who are engaged in this manner way, and they are really looking for a noticeable betterment.

How Ben Lost Face and His Job

(Oregon Voter) So Ben Dorris, Lane county filbert fancier, is no longer a member of the State Game Commission. He was unceremoniously kicked out by the governor. Dorris has never denied that three years ago this coming fall he carried to Walter E. Pierce the statement that Pierce signed in which he came out in support of the anti-racial and private school bill then before the people. Both Pierce and Dorris rode into office on the crest of the wave of religious prejudice. Now Dorris, as do many others, finds himself unable to make that issue suffice to remain attached to the Pierce regime. He goes because he had the temerity to oppose the governor's bill assessing all commissions 10 per cent of their revenue, and because he ridiculed the governor's suggestion that the State Game Commission be administered by the Oregon Agricultural college. The real reason for the Dorris dismissal is probably the fact that the governor found Dorris too independent and not sufficiently servile to serve his, the governor's political purposes.

In Lighter Vein

Now it's Different. (Clothes and Furnisher) He was to be married and he went to his tailor to be measured for the wedding garments. When the agony was over, the tailor coughed apologetically. "I am sorry, Mr. Blank, but I must ask you to pay cash for these suits." "What! I've had an account with you for 14 years, and I've always settled last night!" "I know, sir," apologized the tailor; "but up to now you've always had the handling of your own money!"

Parental Example. (Washington Star) "Parents should set an example." "What's the use?" asked Mr. Dugan Stax. "The fact that I was a doctor-in-care man during the war does not prevent my son from spending ten thousand a week!"

Nothing Could Be Fairer. (Buffalo News) "Pinchet converted me," says Karoly. "Now I too am ardently for prohibition, though I like wine and am not going to give up drinking. What could be fairer than that?"

No Contact. (New Haven Register) "I saw a love of a hat today," she said to her husband. "Huh! Of course you bought it." "Oh, no; it was merely a Platonic love," she replied rather sadly.

No Escape. (Boston Globe) Old Bluster But—So you want to become my son-in-law? Young Peter—Nope, I don't, but if I marry your daughter I'm denied if I can see how I'm going to get out of it.

Accounting for It. (Springfield Republican) A 47 per cent vote in Germany is contrasted with a 24 per cent vote in this country last fall, but the Germans were not keeping cool with anybody.

Super-Patriotism. (Rochester Times-Union) It takes a lot of patriotism to worry because other nations may seize the North Pole.

Oregon Briefs

Taxpayers at Cascade Locks at a special election voted unanimously to authorize a \$200,000 bond issue for a high school building.

Reedport will spend \$150,000 this year for filling in, grading and graveling streets and alleys and for construction of sidewalks.

Joe Morgan, 18 years old, was seriously injured at Roseburg Thursday night in a collision between the boy's bicycle and an automobile.

Large crowds attended the May festival held recently at Seaside. The program was elaborate, beginning in the morning with a historical street parade and continuing until midnight.

The Allen-Hendrickson cannery at Rainier is running about half time, owing to a shortage of salmon. This is considered a good run for the spring packing.

About 1200 pounds of wool belonging to Enoch Pearson was stolen from a warehouse at Stanfield a few nights ago. The wool had been sold and was held in the warehouse pending delivery.

Mrs. Malinda Ann Savage, Eastern Oregon pioneer, died recently at her home near Haines. Mrs. Savage settled near Harrisburg with her parents in 1852, but removed to Baker county in 1883.

Six hundred lambs, three months old, were shipped from Albany this week to the West Coast. The shipment netting 10.64 cents a pound. Sheepmen are contracting their wool at 20 cents a pound.

Oh Yeh, Speaking of Disarmament Conferences



FOOD PROBLEM HELD NEGLECTED

Expert Thinks America Could Double Farm Production If She Tried to do so

By CHARLES P. STEWART (NEA Service Writer) WASHINGTON, May 12.—Congressman Martin L. Davey of Ohio estimates—or, as he puts it, guesses—that America could double her farm production if she tried. Few farmers, even, have studied the soil as Davey has. He calls himself a "tree surgeon." I think "tree doctor" fits better, with the emphasis on "tree doctoring."

Of course if a tree needs an operation, Davey operates. He has to be something of a general practitioner. Abnormal medicine is young. It hasn't reached the stage of much specialization. But in the main, it seems to me that Davey prefers doctoring to the knife. Like most good doctors, he concerns himself principally with what his patients eat, depending little on drugs.

"Trees' bread and butter, meat and potatoes, cake and ice cream are the soil, with a little flavoring and a few relishes which they absorb from the air. So, as a free dietician, Davey studies the soil. Farmers study the soil, too, but Davey's study has to be more thorough than theirs. For a tree has such an appetite! "It's only a big plant, after all," observes Davey. Yes, but whereas a plant like a stalk of grain requires only cubic inches of soil, a tree requires cubic yards. It follows that Davey has to go into it more deeply—in the literal as well as the figurative sense—than almost anybody except a miner or a prospector drilling for oil. Thus what he knows about the soil is the last word.

As an expert, then, Davey points out that very little soil remains on earth which isn't already being farmed. As for this country, "all the land available for cultivation and not now cultivated," he says, "is about equal

to the state of Illinois." When this additional land is reduced to cultivation there will be no more. American farmers are cold toward the suggestion of increased crop production just now. With a surplus already—or what Davey calls an "apparent surplus"—they ask, "Why raise more?" "Our present-day problem," they say at the agriculture department, "is one of marketing. Production will take care of itself."

"But our increasing population?" Davey urges. "When we reach the subsistence limit—what then?" "That will be a long time," answer some. "Less than a generation, judging from the past," insists Davey. "In my own short life I have seen farm after farm abandoned, exhausted, that in my youth produced excellent crops."

"At the worst we can trek elsewhere," argue the optimists. "In all the world," responds Davey, "there remains but one spot capable of abundant production which is not under cultivation now—the South American valley of the River Plate. And that is being settled rapidly."

"As we can't spread out," continues Davey, "we must intensify. Much of our exhausted land can be reclaimed. That which is unexhausted must be safeguarded from exhaustion, that, as required, its productivity may be increased."

"Otherwise, though the rich always will be well fed, this will become a country of famine for the poor. An abundance of cheap fertilizers," Davey was discussing the importance of Muscle Shoals development. "That's our need."

But why worry about what's in the future, until we come to it? "The poor policy," replies Davey, "to neglect the question of your food supply until you begin to starve."

who may dislike or distrust a particular governor, feel safer under this system. If this were a description of some foreign country, or of some recent innovation in America, would not the pretense that it is "government by the people" or "representative government" be greeted as a shrieking farce? Because it practically works, we like it. And because we are used to it, we do not realize its absurdity.

In New York

By JAMES W. DEAN NEW YORK, May 12.—Saw Elliott Nugent who belongs to a family represented on Broadway probably more than any other family. He is acting in a play written by himself and his father. . . . Saw Vivienne Osborne, a very beautiful young thing, all astrir because Mister Belasco has asked her to play the role recently vacated by Lenore Ulric. . . . Saw Lowell Sherman who has become very "high hat" since graduating from the "high school" of the dandy Florence Mills who has stepped up from stage performance to vaudeville. . . . Saw Mabel Beffow, sprightly burlesque actress, who lays claim to concocting a cure for snake bites which is being tried out by the Rockefeller Institute. . . . Saw Lew Hultz, the comedian who has been singing a parody on "O Sole Mio" for seven years and is still inventing new refrains. He started in as a chewing gum and newspaper vendor in San Francisco and was "discovered" by Elsie Janis while singing in a cabaret. . . . Saw Margot Kelly who has as pretty a head of red hair as you'll see along Broadway. . . . Saw Helen Westley whose roles on the stage have been more diversified than those of any other actress in this generation. She, methinks, is the ideal "trouper." . . . Saw Marion Davies, back from California after a long absence, and she appears to be much sadder than when I last saw her. . . . Saw Bebe Dan-

A THOUGHT If this enemy hunger, feed him; if he thirst, give him drink; for in so doing though shalt heap coals of fire on his head.—Rom. 12, 20. An effort made for the happiness of others lifts us above ourselves.—Mrs. L. M. Child.

USE THE GUARD WANT AD WAY