

# Mighty Swats To Be Few At Frosh Parade

## Hefty Wallopers To Be Absent From Annual Initiation Ceremony

### Doctors and Nurses May Be Hired by Committee

Freshman participants in the big parade of Saturday, October 13, will yield to a smaller number of mighty swats at the hands of husky, brute-like lettermen. This situation of easiness for the wee frosh will be necessary because the members of the Webfoot football squad, which consists of most of the heavy paddle wielders, will journey to Salem on that day to play the Willamette team.

Nevertheless, the other lettermen who will remain in Eugene for the annual occasion of skin scalping are organizing into many strong units to overcome their rumored loss. Francis Hill, president of the sophomore class, who will be in general charge of the festivities, has been assured by the lettermen that there will be a sufficient number of athletes present to hand out hefty wallops with the well known pieces of oak.

**You May Be One.**  
Stanford Brooks, chairman of the paddles committee, is hard at work with his assistants to map out a plan whereby no one outside of the regularly designated paddlers will be able to wield the sticks on the humble frosh on the day of the parade.

It is expected that one sophomore from each living organization will be named to do paddling along with the Oregon Knights and the muscular lettermen.

A crew of special nurses and doctors are being scouted by Ford Smith and his poster committee to be stationed near each sign for fear that many of the freshmen will faint after reading the mysterious warning or else desire to commit suicide. Rather than have no men at all at the parade, the committee is planning to hire the medical staff in order that all the suffocating frosh might be saved from severe illness and possible nervous breakdowns.

**No Questions Please.**  
Members of the class of 1932 are requested not to ask questions when told to bring ten-cent pieces to the parade. It is stated that it was impossible to arrange for the inclusion of the dimes in the regular registration fees because the registrar thought it too cumbersome to give change for \$19.85 instead of \$19.75. Dire punishment awaits the disobedient frosh that refuses to come with a dime, according to Clarence Barton, chairman of the collection committee. (You see, Barton is the treasurer of the class, and class activities depend upon the financial status.)

**Woe in Store.**  
Woe unto the ambitious lad that plies his way into the parade line with a pair of new blue serge trousers for Bill East, head of the paint committee, says that the streams of yellow on the concrete "O" on Skinner's Butte will be "thick stuff." Frosh who report in corduroys will be returned home someday in special tubs provided for bad little freshies.

Lipsticks will not be allowed this year when Oregon inflates come up to kiss the Oregon seal, but on the other hand their mouths will have to be properly cleansed, so states Chester Floyd, who will assist Hill in the general details of the affair.

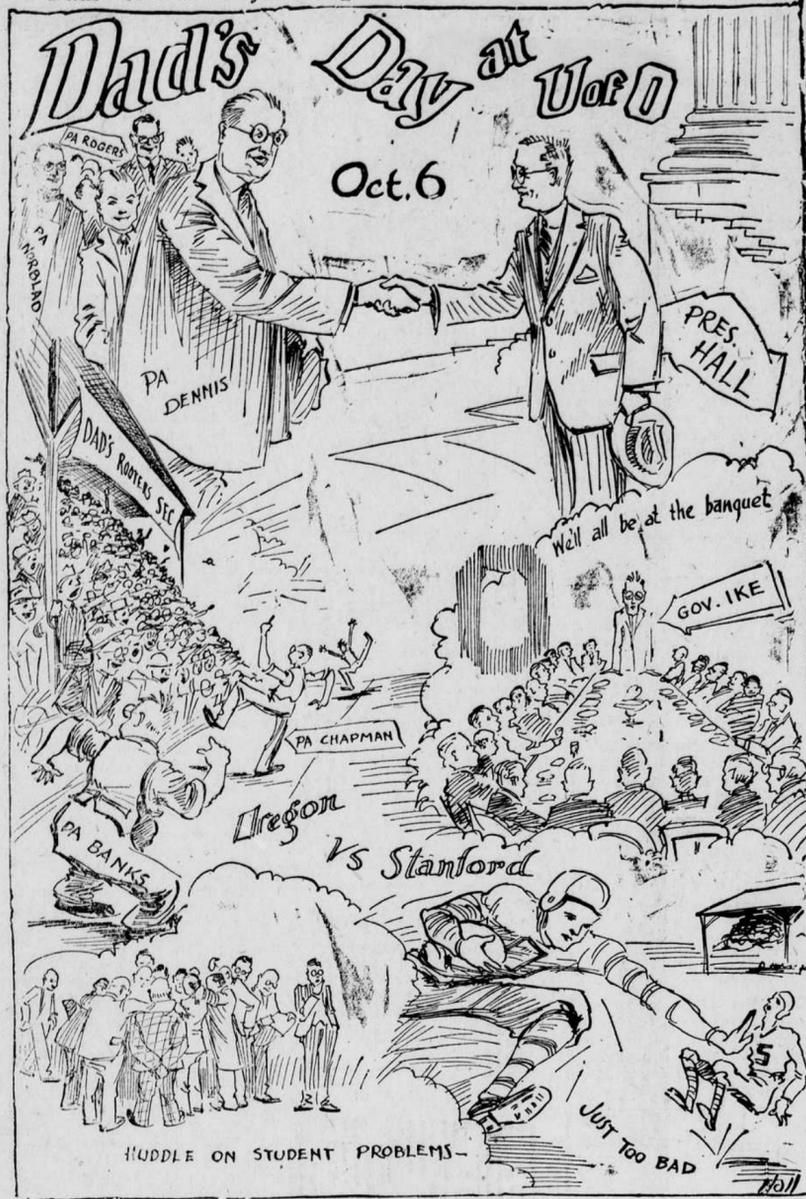
Every Oregon frosh is warned to cancel all engagements for next Saturday morning in order that he may attend and take part in the greatest and finest initiations ever held in the state of Oregon, bar none.

Every Oregon frosh will be there! Every sophomore man must see that his freshman treks with the rest of the gang next Saturday. Heavy penalties will be afflicted upon those frosh who fail in their duty October 13. Be there!

## Lettermen To Head Serpentine Rally

All Order of the "O" men on the campus are requested to gather at the Sigma Chi corner on Thirteenth and Alder, according to Les John-

## "Dads" of University of Oregon Students Plan Big Time on Campus



son, president of the group. From there the lettermen are to lead the pep rally to McArthur court and Hayward field.

A complete turnout of all "O" men is urged by Johnson, who announced that after they help usher the routers into their section, they will proceed to the seats which are especially reserved for them at the game.

## Hodge Investigates Desirability of Tram To Top of Mt. Hood

Professor E. T. Hodge of the geology department was one of the members of the committee appointed this year by William M. Jardine, secretary of agriculture, to investigate the desirability of a tramway to the top of Mount Hood.

The intensive study that Professor Hodge has given to the Cascade area during the past five years enabled him to supply the commission with much accurate and detailed information bearing on the various problems.

Professor Hodge heartily endorsed the recommendation made this August by the committee to construct a tramway up the mountain as well as the recommendations to preserve the lakes of the Mount Hood region in their scenic beauty, to build certain roads, and to leave the Mount Jefferson region as a wilderness area free of roads.

Secretary Jardine as yet has announced no decision on this matter.

## Teacher Co-author Of Law Textbook

Charles G. Howard, new instructor in the law school, and a transfer from the University of Illinois, is the co-author of "Principles of Business Law," a new text for business administration students, in conjunction with Prof. E. R. Dillavou, of the University of Illinois. The book has been published by

Prentice-Hall Inc. of New York, and Prof. Howard expects to receive a copy very shortly.

According to Mr. Howard, this text incorporates a new departure from previous books in that it uses both the text and the case methods of law instruction. The text is liberally footnoted with references to a section of actual cases in another part of the book. The cases are not

transcribed literally from the legal records, but are edited and annotated for use in the text.

**Bell Theatre**  
SPRINGFIELD  
Sunday  
Matinee at 2:30



Evening—6:30 to 11 P. M.  
New Music  
On the Magnola



We have made a special study of what real men like and appreciate as gifts. We can help you in making selections for any man.  
"The Shop That's Different"  
"Aladdin"  
1076 Willamette  
Next To Y.M.C.A.  
EUGENE



## Sitting Pretty - -

After the game a great little Kistwisch sandwich will do the work on your gnawing stomach—

Bring your Dad—We'd like to get acquainted.

# Lemon "O" Pharmacy

Pharmacy

Light Lunches

## Sales at Co-Op Show Ten Per Cent Advance

### Fine Volumes Signed by Authors Put on New Book Nook Shelves

### Rent Shelves Contain Late Fiction and Biography

It has been a busy week for the student co-operative store. Thousands of books have been sold and thousands of dollars taken in. Marion F. McClain, manager of the Co-op, estimates the receipts for fall term sale of books and supplies to be 10 per cent greater than last year.

Mr. McClain reports an alluring array of the latest biography, fiction and non-fiction books in the book nook of the store. He has a limited number of beautifully bound, personally autographed books by Mansfield, Robinson, Patrick Hulm and other noted authors.

### High Hat Stocked

The High Hat rent library is being stocked with the best of the new fiction as well as the good non-fiction and biographical books. A new plan for renting books has been adopted by the Co-op this year. The best books, such as Rachel Annand Taylor's "Leonard de Vinci," will be placed on the rent shelves at a flat price of 25 cents a week. After

two weeks, the price on the book will be decreased 25 cents each succeeding week. Then any student wishing to buy the book is privileged to do so. Mr. McClain said the plan was instituted for a time last spring and proved very successful. The 50 cents for the first two weeks is to pay the expenses of handling the book.

### Co-op First

The Oregon Co-operative store was the first one on the Pacific coast to have a general book department.

Ray Nash, '28, editor of the Oregon Daily Emerald last year, recognized the distinction of the Co-op in having such a fine book department and he wrote a very interesting article, entitled, "An Oregon Venture in Informal Book Selling," which was published in "The Publishers' Weekly" August 4.

Mr. McClain said he has received inquiries from co-operative stores in all parts of the country in regard to Nash's article.

The new board of directors for the Co-op for the ensuing year are as follows: Ronald Hubbs, president; Al Boyden, Dave Foster, Allan Palmer and Anderson.

**DRESSMAKING**, altering dresses and coats, relining coats, repairing. Mrs. Stansbie, 1303 Willamette. Phone 1868-J.

**LOST**—Gray topcoat during rally Friday night. Please return to Emerald office.

## Professor Mueller To Lead Discussion Tomorrow Evening

"Thinking Christianity Through" is the subject to be used for a series of discussions to be held in the Westminster Forum at Westminster house, 14th and Kincaid streets, every Sunday evening this term.

Professor G. Mueller of the sociology department will lead the first discussion tomorrow night at 6:30. His subject is "Who Am I?", a vital topic centering about our individual personalities, and what they actually mean. Prof. John Seifert of the music school will also sing a solo. Refreshments will be served after the meeting at 7:30.

The following Sunday, October 14, the series will continue under the leadership of Dean George Rebec of the school of philosophy, who will discuss with the group, "Some Real Values in Life."

All interested students are invited to attend these meetings, and also to meet with the Sunday morning Bible class, which is led by Dean E. L. Shirrell at Westminster house at 9:45. An interested group of some 75 students met with Dean Shirrell last Sunday.

No student will be allowed in the student section at the field this afternoon until all four lines of the serpentine have entered the field, according to Joe McKeown.

MORE THAN A STORE—AN INSTITUTION

Eugene's Own Store  
**McMORRAN & WASHBURNE**  
— Phone 2700 —

Today Is The Day That We Show

**Stanford**  
How to Play

**Football**  
No Foolin'!

Welcome Dads  
Last Day to See

**Colleen Moore**  
in  
"Happiness Ahead"

COLLEEN'S BEST TO DATE

Good Comedy Pathe News  
Matinee Today at 2 P. M.

**Colonia THEATRE**  
784 East 11th Ave.

Now, a new-shade Parker at \$3.50

Blue-and-White, Non-Breakable Barrels in the Ultra Modern Style!

You have never held a sweeter pen—so light, so well balanced, so responsive, so easy and so sure in use.

We showed scores of different pens to hundreds of pen-users and asked, "Which do you like best?" They picked this one. You'll do the same among pens at this price at any counter.

A Modern Blue-and-White

Of the latest modern design—trim, neat, beautiful in color—you'll want it for its looks alone.

And after you have written with it, it will be yours for life. And only \$3.50, too! Try it at your nearest pen counter today.

THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN  
OFFICES AND SUBSIDIARIES: NEW YORK • BOSTON • CHICAGO  
ATLANTA • DALLAS • SAN FRANCISCO  
TORONTO, CANADA • LONDON, ENGLAND

Just the thing for college

Parker "Blue-and-White" Pencil, to match Pen, \$3

**Parker**  
"Three-Fifty"  
Long or Short Pen

An intimate story of love behind the throne

Ramon **NOVARRO** IN  
**Forbidden hours**  
Starts Monday — At the Heilig