Gregon & Emerald

University of Oregon, Eugene

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The Oregon Daily Emerald, official publication of the Associated Students of the University of Oregon, Eugene, issued daily except Sunday and Monday, during the college year. Member of the Pacific Inter-collegiate Press. Entered in the post office at Eugene, Oregon, as second class matter. Subscription rates, \$2.50 a year. Advertising rates upon application. Residence phone, manager, 2799.

Day Editor This Issue—Carl Gregory

Skinner's Butte Will Again Flame With 'Oregon Spirit'!

The "O" flames tonight on Skinner's butte.

Like stars in the firmament that great display will light up the countryside. Leaping flames reaching for the heavens! hour!" That mystical, magical symbol of Oregon dramatizing the spirit of the university and the human ideals for which it stands.

For to Oregonians young and old, the "O" that flares brightest tonight is a singular sign. No wonder its darting * jets of flame draw not only our eyes but, like magnets, attract a huge rally serpentine parade of howling, happy, hilarious sons and daughters of alma mater.

That flaming "O" is the beacon light of annual Home-

coming. Of course the student body will enjoy a rally parade, minus some noise. Of course there will be fireworks and bombs. Of course athretic lettermen will lead the colorful parade. Of WITH ANY PROBLEMS YOU course prominent alumni will spout off at the Igloo about the MAY RUN UP AGAINST. good old days. Of course the populace will read those graphic signs proclaiming welcome to alums. Of course a few hundred peppy people will carouse at the "jamboree." Of course the campus luncheon tomorrow will be relished by the hungry three thousand. Of course the Grizzly-Webfoot game will prove clearly. What shall I do? to be a splendid spectacle. Of course the elaborate student body dance Saturday will be enjoyed by all.

But the most impressive single event is the burning of

Oregon spirit will not die as soon as those flames on ITEM: ART STENDAL, THE Skinner's butte are extinguished. For underneath them lies LOVER, WAS AT THE CAMPA the "O" inscribed in concrete on the mountain side,—a last- SHOPPE SATURDAY NIGHT. ing monument to the institution to which through life we all

That signal torch of the bonfire tonight will rivet the classes in Business Ad school should attention momentarily of every graduate on land, or sea or realize that brains influence grades home. Farther that it can physically be seen, Homecoming and as well as figures— Oregon has significance.

What does the flaming "O" mean to you?-W. E. H. jr. figures.

Will the Oregana Be Published Anyhow?

Definite figures on the number of Oreganas sold were not included in the story in today's Emerald.

Probability is the conductors of the drive have a fairly adequate idea of how many books were ordered. It would seem as if 1900 volumes were not sold,—the result stated in advance as necessary before the Oregana could be printed in 1929.

"Indications were," reads the story, "that the three-day Oregana subscription drive has secured more year books than any in previous years. We can have no definite announcement as to whether the drive was a success," explains Ron- for a ride with them, and then ald Hubbs, manager, "until results have been checked by the promptly delivered them to the publications committee of the A. S. U. O.

From this it would seem that, although the quota has not been raised, the conductors of the drive hope to print it after all. This is a commendable spirit, and the Emerald will not oppose the 1929 Oregana if it is properly financed and generally demanded.

The question, that may be submitted to the publications committee, is: Will it be all right to go ahead and publish a book even though the full quota was not raised?

Students were told the Oregana would not be possible unless 1900 were sold. If the quota falls short, what would the students think about it being published regardless? Is it ethical psychology to stimulate sales by this method and then



en boys (they were not all univer- don't approve of greater appropriasity students).

Finally, to cap the climax, some ing about the state. drunk, with a mistaken sense of dumor, parked an empty whiskey flask on top of a fence post, in front of the stand. Fortunately some one saw it immediately and threw it under the seats.

Such conduct affects unfavorably the name of U. of O., and we should oprotect ourselves against it, by givjug some organization power to, at |

COMMUNA- least, get such drunks out of sight. However, our name is not the only thing that suffers by such conduct, it indirectly reaches our purses, too. If the most conspicuous rooters in our rooting section are four or five drunks, how many of those Last Saturday at the game I sat 22,000 people who might have seen in the second row from the front, them Saturday will go home and in the rooters' section. In front of vote for a new bould issue to expand others and myself, obstructing our the U. of O., or tell their representaview, swaying drunkenly on the tives in the legislature to give fence, and hitting each other with greater appropriations to carry on their fists, were four or five drunk- the university! If those tax payers tions for the school, what then? Some of us who could not see the Only continued raising of student game asked them to sit down. We fees can keep the university going, were invited individually or collect. We must find some way to miniively to come out in front, and fight | mize the adverse criticism of student morals, that seems to be float-

FOR RENT-Fine room, comfortably furnished, steam-heated apartment, at 1370 Emerald St. Phone 1224-W. Married couple pre-

Classified Ads

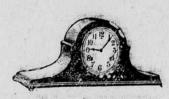


INTRODUCING THE NEW "BE-WARE SONG," "I GOTTA BE-WARE YOU ARE."

TODAY'S PUTRID PUN "Cynical"

What is that coin you have in your hand? Cynical.

WEAR AN UGLY MASK TO THE JAMBOREE TONIGHT SO THE SHOCK WON'T BE TOO GREAT FOR, HER WHEN YOU TAKE IT OFF.



TODAY'S QUESTION "Do you believe that an instructor should lock the door of his classroom five minutes after the beginning of the hour?"

"Decidedly not, but I know sev eral instructors who would win my eternal gratitude by locking the door five minutes BEFORE the

SOPHOMORE SAM.

The Vigilance Committee for the frosh bonfire tripled the number of men guarding the butte when a rumor spread that the Thetas were planning a raid on the bonfire.

AUNT DUCKLIE IS ON THE

Today she has-

PUZZLED.

Brush your wisdom teeth. AUNT DUCKLIE.

Girls sitting in the front row in

Accounting is the juggling of numerals rather than the wiggling of



Two fair Alpha Gamma Delta co eds spent Thursday afternoon and evening cooperating with the schedule committee for the frosh boufire. They rode around the campus in a car, enticing freshmen men to go slave-drivers on Skinner's butte.

THE COOK



Order of the "O" is to be at the Sigma Chi corner tonight at 7 o'clock sharp to head the rally parade.

The band is wanted to appear in uniform today at 7 p. m. at the Sigma Chi corner. Be prompt and in full dress

Masks are required for the Journalism Jamboree. They may be purchased at the door when you go in or anytime at the office of the Journalism building.

Orchesis, dancing honorary, will hold a tea for alums and those interested in dancing Saturday afternoon from 4:30 to 5:30 in the danc-

Hermian, women's physical education honorary, will give a tea for all physical ed majors and others in the new club rooms at the Woman's building.

Alpha Delta Sigma-We will have a five-minute meeting for some very important business at 5 o'clock on the first floor of the Ad build-

professor of German, will speak on the youth of Germany and will conduct a discussion on the European youth movement.

All orders and money for Homecoming chrysanthemums must be turned in by not later than noon today to either Gracia Haggerty or Emmabelle Woodworth.



McDONALD-"Captain Swagger' tarring Rod La Rocque and Sue With synchronized music and sound effects only. A romance of the underworld. Also movietone and vitaphone vaudeville novelties.

HEILIG-Singer's Musical Comedy company presents "Some Baby," featuring Glen Singer. Also "Naughty Nanette," with Viola Dana and Ed. Brownell and a Grantland-Rice Sportlight."

COLONIAL ... The Legion of the Condemned," with Fay Wray and Gary Cooper. An aviation story. Also, "The Girl from No Where," a Mack Sennett comedy with tech-

REX-"Home James" with Laura La Plante and Charley Delaney. Another clever romance. Also an Educational comedy and the new

BILLY SIEVERS and his Campus Chords

at the CAMPA SHOPPE TONIGHT

Come and see Hersh's new stove

NESTLE CIRCULINE Permanent Wave \$7.50 complete Expert Finger Wave Beau Monde Beauty Shop

Over Western Union



Perfect-Fitting Sweater with permafit seam



FROSH BILLED FOR PADDLE The following men are instructed to appear on the library steps this morning at 10:50

No lid: Graham Covington, Herbert Koessel, John Haney, Dick Torrey, Arthur Potwin, Rce Buzan, Carl Metzen, John Patton, John Marden, Stewart Riddell, Fred Schultz.

Cocky: Joe Garrett, Louis Stevens, Lou Harris, George Tebbetts. No lid and cocky: Al Brown.

Cocky and insubordination: Hubert Allen. Sophomore with a mustache:

Bill Bruce. All lettermen are requested to

Signed: PAUL HUNT, President Oregon Knights. BURR ABNER. Chairman of Traditions.

interested from 3 to 5 on Friday Books About Schubert Put On Library Shelf

Books containing information about Franz Schubert have been today in Prof. Thacher's office put on a special shelf in the main library in honor of the hundredth anniversary of the death of that The Newman club will meet Sunday great Austrian composer. Schubert evening, November 25, at eight was born in Vienna in 1797, he died o'clock, at Newman hall, 1062 in 1828. Schubert week is being Charnelton St. Dr. Reinhardt, celebrated nationally from November 18 to 25.

Rally

(Continued from Page One) nated by W. C. Bristow, proprietor of Bristow's, downtown jewelry store.

Signs are to be judged on originality, effectiveness, and significance. The Homecoming slogan, "Home to Honor Oregon," will be the idea of the signs.

The judges are: W. C. Bristow, Donald M. Erb, assistant professor of economics; John A. Walquist, assistant professor of architecture; Hugh L. Biggs, acting dean of men; and Nowland B. Zane, associate professor of design.



SHEER ENTRANCING

New hosiery in all shades of service and chiffon weights with the dainty narrow French heel which is a touch of individuality appreciated by the truly smart-

Attractively priced at \$1.50 - \$1.95

Letetia Abrams Next to First National Bank

bran, and so provides the bulk that is all-

licious cereal. Order it at your campus cafe-

teria or in the fraternity restaurant. But

be sure to ask for Kellogg's ALL-BRAN.

You'll find Kellogg's ALL-BRAN a de-

important to proper elimination.

The Ambler

Yesterday we saw:

FRANKLIN ROBINSON packing a book under his arm . . . CHRISTINE HOLT waiting for a bus . . . MERVYN CHASTAIN slapping down a nickel for peanuts . . BETTY SCHMEER bursting through the library doors . . . CHES-TER JAMISON getting out of a girl's "hack"... ARTHUR RISTAU eyeing a line of co-eds... WALTER BUTLER scouting around ... DR. K. REINHARDT and his fur coat-collar . . . MARY LOUISE FITCH biting her lip . . CLARENCE LIDBERG lying on his back . . .

McEwan

(Continued from Page One) there are a big number of husky sophomores on the roster. Even though the Grizzlies are handicapped by lack of experience,

Her

must be chosen the perfect gift

The days are numbered until Christmas-come to

> "The Shop That's Different"

Aladdin Gift Shop Edgeworth Next to Y. M. C. A.

they are a fighting bunch of pigskin artists and are out to do Oregon all the damage they can.

We half sole Galoshes, Mend Slickers,

and do general repair work on any rubber material.

EUGENE VULCANIZING WORKS

Goodyear Service Station

957 Oak St. Phone 1020

Local Smoker Learns Bitter Lesson Abroad

New York, March 13, 1928

Larus & Bro. Co., Richmond, Va.

I have used Edgeworth Smoking Tobacco for the past twenty-five years. Two years ago I took my trusty briar along on a trip abroad, intending to revel in the delights of the famous mixtures in London. I confess that I did not carry along with me any of the little blue tins of Edgeworth. But the joke was on me. I went back to Edgeworth, only this time I had to pay 45c for a 15c tin of Edgeworth!

Incidentally, on a trip through England and later through Ireland, I was surprised to find the wide distribution and ready sale of Edgeworth in Great Britain Great Britain. A frequent and familiar sign in Dublin, Cork and other cities in Ireland was a white streamer announcing a new shipment of Edgeworth. To make such a conquest in the home of smoking tobacco must be very gratifying to your house.
Sincerely,
J. B. Kelly

Extra High Grade **Smoking Tobacco**

Comfort and Protection Regardless of Weather



Every genuine Alligator carries the distinguishing mark of authentic style. Here is rainwear, in gay or con-servative colors and smart models, that is the accepted all-weather selection at the leading colleges of the country. Famous fabrics of featherweight lightness and semiweight light ness and semi-transparency made absolutely waterproof by the exclusive Alligator process. Before selecting this essential part of your college wardrobe be certain to look at the new Alligator models. Alligators are sold only at the best stores and retail from \$7.50 to \$25.00. See the new Alli-

gator Aviation model at \$10.00. The Alligator Company, St. Louis, Mo.

COLLEGE life crams every minute with activity. Those whose vitality and strength are being sapped by the poisons of constipation can hardly hope to stand the pace. You can get prompt and permanent relief from constipation by eating Kellogg's ALL-BRAN regularly. It is 100%

The most popular cereals served in the dining-rooms of American colleges, eating clubs and fraternities are made by Kellogg in Battle Creek. They include ALL-BRAN, Pep Bran Flakes, Rice Krispies, Krumbles, Corn Flakes and Kellogg's Shredded Whole Wheat Biscuit. Also

Kaffee Hag Coffee -the coffee that



lets you sleep.