

Oregon Emerald

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A Grand Man We Miss

THE room was quiet, yes, very quiet, when the first speaker arose to address the new freshman class at its initial assembly yesterday morning. Before that gathering he stood. It was not the man who, for 52 years previous, had welcomed with body and soul other collegiate foundlings. The man hesitated, then spoke in words not so familiar to the few seasoned students in the audience who remembered the venerable "grand old man of Oregon."
 They missed Dean John Straub. Absence of his kindly words brought a little heart throb. Realizing that they were the first new students in 52 years not to be greeted by the wonderful man of whom they all had heard so much carried a prickly tingle to many finger tips. Always he is there in heart, but yesterday at home ill and sad not to greet the "biggest and best" class in history. The Emerald, speaking for the student body of the University of Oregon, knows he is loved by all. Soon, we hope, he may stand, straight, clean, and tall, at the Administration entrance and greet every new face.
 A quiet, successful, and well-handled assembly we saw yesterday. It lacked something and we have shown what it was. In a most admirable manner did Dean James H. Gilbert step to the microphone, temporarily fill the shoes of the absent one, and graciously pay tribute. Dean Straub must feel that we are thinking of him, and in all sincerity we want him among us again.
 At his home we offer our meek conveyer that he may know the activities of the students and become acquainted with new names. All this we say and do because—we miss him.

Good Luck, George

THE presidency of the Associated Students is no sinecure, as any alumnus who has held that position can testify. It requires a good deal of time, a high degree of executive ability, a penetrating knowledge of the manifold concerns of the student body, and a pleasing personality coupled with fine tact and skillful diplomacy. It exacts conscientious attention, unlimited patience, and the gift of being able to apply unshakable firmness without giving offence. All this must be tendered without financial return.
 George Cherry, the student body president for 1930-31, is qualified in every way to fill capably the position which the confidence of a majority of the student body gave to him in the election last spring. Now that the golden haze of romantic combat which enlivens campus politics has been dispelled by the passage of time and the unromantic realities of the new year, George will find himself with a real job on his hands.
 Last year was a period of important changes in several departments of the A. S. U. O. administration. Cherry's predecessor, Tom Stoddard, bent his energies to the work of revision and expansion, and it will be the task of his successor to take the wheel of the overhauled administrative machine and guide it in its trial run over the necessary jolts of adaptation and through the inevitable barrage of criticism. A new constitution, embodying many departures from the old order and multiplying the responsibilities of the executive; a new plan of central finance; a revised system of athletic administration—these are a few of the untried tools which Cherry must use.

"The co-operation of the students" is a phrase hackneyed beyond the field of appeal. It sounds impressive, but it means little to a student-body president, largely because there is little that the average student can do in the way of direct co-operation with him. The value of the support of their president by the students is a moral value, and its best channels of expression are sympathetic understanding of the magnitude and complexity of his job, tolerance for the mistakes he must inevitably commit, and appreciation and commendation for the successes he achieves.
 Good luck, George!

A Challenge to '34

SOME 800 freshmen marched into McArthur court yesterday morning, listened while the band blared, sat down, listened again while faculty, city, and student leaders welcomed them officially to the University of Oregon.
 But how many of these same 800 carried away with them the essential purpose of the welcoming assembly that has been added to the University's list of traditional events? How many, the Emerald wonders, caught the spirit of the challenge given them by President Hall?
 For a challenge it was—and a serious one. You of the class of 1934 are to choose between mediocrity and superiority in your college career. You have entered school "in a high spirit of adventure" and ambition, a definite objective, a desire to develop personality, to be creators rather than creatures of the forces of destiny will win for you the right of survivorship.
 Venture into fields of knowledge, form new and lasting friendships, enter into that famous "Oregon Spirit" of interest in the well-being of the University—thus as Dr. Hall said, can you meet his challenge.
 Will you accept that challenge and make the most of it? We believe you will.

MORE than for the sake of convenience do we find the installation of new underground telephone cables for the University local. Thirteenth street, the heart of Oregon's campus, is being cleared, and incidentally beautified, by the removal of the old, comparatively dilapidated, telephone poles. We hereby make one big long mark indicating another campus improvement.

Now that Pop Warner's niece is a confirmed Oregon booster we have a definite avenue for inside dope on the coach's tactics for future Oregon-Stanford games.

Ho-hum. Students in China's universities are complaining because their professors do not come to class. Maybe it's because they are on the opposite side of the earth.

MARGIN NOTES

By Lester McDonald

Five other Oregon authors have written books this year that have attracted considerable attention. Alfred Powers, dean of the extension division, has collected his short stories in a volume entitled: "Marooned in Crater Lake." Nard Jones, now living in Seattle, has published "Oregon Detour." Leon Byrne, former Emerald writer, collaborated on a story of life aboard a tramp steamer on the Pacific in "Ocean Parade." Fritjoff Michelson, Oregon newspaper man, was co-author of "Ocean Parade."
 Robert Ormond Case and Ernest Haycox, both Emerald writers during their college days, are selling their tales to the movies.

The Carl McClains have returned from their summer's trip to Europe with trunks full of first editions and rare copies of books picked up along their route of travel. They have also a number of very fine etchings and prints.

Dates range from the beginning of the eighteenth century to the latter part of the nineteenth. A longer notice will appear in the magazine supplement. They will be ready for exhibition at the Cop in a few weeks.

Beginning with the issue of October 1, The Nation has started a series of college articles that ought to interest every student on the campus. The first of the series will be one by D. T. Howard, director of personnel, Northwestern university. Astonishing advances are being made in educational methods, and the series have a timeliness that should bring a wide appeal.

"The discouraging part of my work is the pitifully small number of books I read that really matter," said V. Sackville-West, one of England's best known reviewers, in a recent interview.

Miss West has touched on a subject that has troubled anyone reading the fiction of today—it is that type that has created the congestion and clutter of trash—wading through hundreds of puerile efforts of obscure authors who merely write passable English. Who is there among us that cannot take down three-fourths of the books

we have purchased in the last decade and consign them to the scrap-heap?

Naturally enough, this tremendous output of novels that have no real worth coincides with the economic overproduction. This has caused, naturally, a reduction in publishers' lists of forthcoming books, but with the advent of another era of prosperity who is to say that there will not be a repetition of the same situation?

In Miss Sackville-West's position, she sees only the best of the output. Doubtless she has seen many novels of fine worth and merit; but these do not cause the sensations, nor is their sale large enough to pay for paper and printing. Even though in a month the trash has a big sale, who remembers it in the next?

Perhaps the facts of the matter are that so few good books are being written, to satisfy the needs of the publishers, that these others must pour into the market, make their momentary success, and thus encourage the efforts of countless others to make a quick fortune and name. Must "geese be sold as swans"?

What is to be the outcome? What will happen when modern advertising can no longer invent adjectives to describe their book of the week?

Between Classes

Yesterday we saw: PAT McMURRAY shivering on the library steps; LARRY BAY delivering Emeralds in the cool of the morning; JACK STIPE carrying on a romantic conversation in the Cop; DAISY SATTERFIELD exhibiting rapt interest in class; BETTY REBEC sitting on the senior bench; GEORGINE LYONS blowing her nose; SIDNEY HOFFMAN tweaking his moustache; JACK BLANCHARD humming a match; and HAL RHUSTON with his elbows on the table.

Former Students Write New Book

Michelson, Byrne Authors Of Travel Story

Two former University of Oregon students, Fred B. Michelson and Leon K. Byrne have, according to book reviewers, "joined the ranks of successful writers with the recent publication of their travel-adventure story, "Ocean Parade."

The co-authors, both majors in journalism while at the University of Oregon, are well known in Pacific coast newspaper circles. Michelson, at present editor of the Western Canner and Packer in San Francisco, has been a reporter on Albany, Portland, and San Francisco dailies. Byrne, after leaving the University, reported for the Oregonian and for New York and San Francisco papers. Michelson was night editor and Byrne associate editor of the Emerald in '24 and '25 respectively. "Ocean Paradise," which is listed as a best seller in Portland and other cities, is the story of their

experiences as members of the crew of a freighter that cruised in Oriental waters. It tells of their encounters with hurricanes, the rescue of the crew of a sinking ship, fights with Chinese bandits and roistering nights ashore in Chinese and Japanese ports.

Architect Offers \$2,000 Fellowship

Scholarship Will Provide Travel Funds

A scholarship valued at approximately \$2000 has been offered the school of architecture by Ion Lewis, of the firm of Whidden and Lewis, architectural firm in Portland for 40 years, according to Dean Ellis F. Lawrence. The money will come from interest and income-bearing property and will be used by a graduate student as a traveling fellowship in architecture.

Restrictions placed on the scholarship recipient are that he be a resident of the state of Oregon for at least one year before appointment, and that he be within certain age limits, yet to be determined. Should there be no one worthy of the award that fulfills these requirements the money shall be used for an undergraduate scholarship.

The scholarship will be administered by Harrison Whitney and Morris Whitehouse, representing the American Institute of Architects, from Portland, and Dean Ellis F. Lawrence, representing the University of Oregon. It will not be available for about one year.

PLEDGING ANNOUNCEMENT
 Sigma Alpha Mu announces the pledging of Harry Siegel of New York City.

CAMPUS CALENDAR

Wesley club invites all students to church night party tonight, at 8 o'clock, Methodist church.

Senior managers of all sports will meet at 4 o'clock this afternoon (Friday) at the Phi Psi house.

Independent girls will hold open house at Y. W. C. A. Bungalow. Girls bring 20 cents to help expenses of orchestra.

Volleyball practice for girls will begin in all classes Monday.

Oregana staff, both business and editorial, will meet today at 4 o'clock in 104 Journalism.

Freshmen wishing to try out for Oregana business staff leave names with Roger Bailey, at the Oregana office.

Radio reception of Oregon-Drake game will begin at the Y. M. C. A. but at 6:15. All students who do not have access to radio welcome.

Tomorrow Last Day To Register, Pallett

Tomorrow, Saturday, October 4, is the last day to register or add a course, it was announced today by Earl M. Pallett, registrar. All students who have not registered may do so until then, but must pay a fee for every day after the last date, which was Saturday, September 27, until a sum of \$5 is reached.

Any student wishing to add a course or change his registration may do so for a fee of \$1 until Saturday.

THE WETFOOT

"ALL THE NEWS THAT'S FOOT TO PRINT"

The Wetfoot has now made it a policy of lending a guiding hand and helping foot to the freshmen of the University and so in direct relation (not by marriage) with this policy we submit the following:



WE KNOW FULL WELL THAT THE MOST EARNEST DESIRE OF EACH FRESHMAN IS TO ACQUIRE POPULARITY. DON'T DENY IT.

Therefore, in assuming our role of godmother (not an oath) we shall print instructions to be followed closely by each and every freshman who wants to make his old home town proud of him.

How To Become Popular

I.—BE DEMOCRATIC: Walk into the professor or dean, slap him on the back, call him by his first name, and offer him a loaded cigar. This will jolly him into a good humor and will put him into the mood for handshaking.

II.—BE INDIVIDUAL: Wear green bow ties, red cords, comb your hair pompadour, wear a moustache, and develop an Oxford (not a shoe) accent. This will

immediately set you apart as not being of the common hoi-polloi.

III.—BE ENTHUSIASTIC: Yell with all your might at football games. Be collegiate and throw peanuts. Razz your own team unceasingly; this will incite them to further efforts. Walk into an Oregon Knight meeting and announce that you are going to be one of their number. Cheer at defeat, at recitations, at anything that comes to your notice. Don't be mistaken for a Sigma Chi—(not a student) however, as that would be ruinous.

IV.—BE ASSERTIVE: Walk up to the president (also not a student) of the University and tell him what is wrong with the school; sit on the senior bench, refuse to wear your green lid, scoff at school traditions. If you feel like smoking on the campus, do so by all means; don't be hampered by inhibitions.



V.—BE MASCULINE: Chew Granger rough cut (not an ad), eat onions and ignore halitosis. Never dress up to do your pigfaring. Never hire a taxi, even if

it is snowing. Spend the evening telling the woman what a damp smack she is, how her house doesn't rate, how she lacks sophistication, and cap it by asking her where she got her false teeth. Remember that women simply adore cave men and just eat this sort of thing up.



VI.—BE FRIENDLY: Walk up and butt in on the conversation of the campus highlights, step up to the athletes and slap them on the back and ask for an introduction to their babes, yell at everyone across the street (let them know, however, that you are not running for office), shout out in the College Side, and always be willing to proffer your advice in bridge games. Always remember that the only reason that they don't ask for it is because they are probably bashful.

If the above rules are followed carefully they will make any freshman famous.*
 (*Note—Fame usually comes after death.)

Faville Journeys Far In Pacific Northwest

David E. Faville, dean of the school of business administration, made a 3,000 mile automobile trip through the northwest during the summer vacation. He went by way of Spokane, Okanogan and Wenatchee to Kamloops, returning by the caribou trail along the Frazier river and thence home, stopping at Union, Oregon, to attend the wedding of Paul Ager, comptroller, and Marion Phy, secretary of President Hall, on September 2.

Open House Location Announced for Groups

The Y. W. C. A. Hut has been chosen by independent girls of the

University as their location when they entertain at Open House tomorrow night, announcement has been made from the office of the dean of women. Orchestra and refreshment expenses will be borne partly by the Y. W. and partly by the girls, each of whom are asked to bring 20 cents.

Theta Omega has chosen the Friendly hall association floor for open house.

Ship's 'Toot' Gives Boy Scare in Alaskan Port

The prospect of swimming home from Alaska confronted Robert Hardy, summer session student, as he stood upon the shore and watched the "Floating U" disappear into the dusk. The steamer had stopped in Ketchikan, to visit

the Indian village of Metlakatla. As he approached the dock in the dusk, after having visited with acquaintances, the alarming situation of the disappearing vessel became apparent, but after much inquiring he learned the boat had merely left to dock at another pier.

Blue Book Magazine Has Thacher's Story

The November number of the Blue Book magazine, just released, contains a football story by W. F. G. Thacher, professor of advertising and short story writing. The story this year is entitled "The Coach." It has become the custom of this magazine to run a football story by Professor Thacher every fall.



Corsages AND Centerpieces

ADD DISTINCTION WITH A ZEST OF INDIVIDUALITY

Flowers can be just flowers, or by harmonious color arrangements, they can be a beautiful ornament.

Corsages are chic . . . and do show a dainty taste that displays the co-ed's individuality and personality.

Too much cannot be said about centerpieces. As everyone knows, it is up to the florist to make an attractive arrangement suitable to the occasion . . . and may we say that our efforts stop at no ends!

Oregon FLOWER Shop

629 13th Ave. East Phone 1281



OREGON PHARMACY



In Our New Green Stucco Store Across from "College Side"



Make it a Habit to Meet Your Friends at the "Oregon"

SID CLAYPOOL

Everything for School from Necessities to Novelties

WALT VAN ATTA