

Hands Extended

Oregon students are thanking Oregon Staters for the hospitality shown last Saturday. Rooters' sections exhibited a spirit of fair play, both are to be congratulated.

The Weather

Maximum43
Minimum33
Precipitation1.31

VOLUME XXXII

UNIVERSITY OF OREGON, EUGENE, TUESDAY, NOVEMBER 18, 1930

NUMBER 33

National Roll Called By Red Cross To-day

Student Committee Starts Membership Drive in Campus Bodies

Work on Campus Handled By Faculty Committee of Social Science Group

The National Red Cross Roll Call will be launched on the campus today with invitations being sent out by a student committee to all living organizations to take out house memberships of \$5 each. There will be no personal solicitation.

Faculty Group Aids

At the same time a faculty committee, in charge of Dr. Philip A. Parsons, will send out communications to all members of the faculty and administrative staff asking them to join in the national roll call.

The work on the campus is to be in charge of the staff of the school of applied social science, which made its plans at a luncheon yesterday noon at the Anchorage.

Committees Named

The members of the faculty committee, besides Dean Parsons, are Miss Mary Annin, Dr. John Mueller, Dr. L. S. Cressman, Dr. Samuel Jameson, all of the school of applied social science, and Dean John F. Bovard, of the school of physical education.

The house memberships are in charge of senior major students in the department of sociology, Bess Templeton, chairman; Ann Baum, Elizabeth Plummer, Dorothy Davidson, Mildred McGee, Edna Spenser, and Maria Wilson, who will meet with Dean Parsons on Wednesday.

Drive Important to Campus

This year the University has a special interest in the drive, since the National Red Cross is subsidizing the local training center for community workers to the extent of \$6500 a year.

Last year the faculty, administrative staff, and living centers gave \$330. Thirty-two living groups took out house memberships.

While the campus is being handled as a single unit, the drive is being carried on downtown by the business men, and in the residential districts by volunteer workers.

Prominent Speaker Will Be at Education Meeting

Students of the school of education will meet Tuesday evening, November 25, in Gerlinger hall for their second social-professional gathering of the term, it was announced yesterday by officers of the recently formed undergraduate organization.

Arrangements are being made to secure one of the prominent school superintendents of the state to speak to the group on some phase of education. The program will include music and refreshments.

Chairmen of the organizations' committees will meet this afternoon at 4 o'clock in room 3 of the Education building to make final arrangements for next Tuesday's meeting.

Professor Hawkins Makes Survey of Oregon Concerns

Harry C. Hawkins, professor of business administration, who, with L. E. Angell, research agent and formerly of the department of commerce in Washington, is making a survey of foreign trade activities and potentialities of Oregon business concerns, declares that specialty manufacturers in a large number of lines are becoming firmly established in Oregon and predicts a successful future for them.

"Oregon's interest in exportation of staples such as lumber, grain and other products is well known, and these lines are of predominant importance to the state," Mr. Hawkins says in a preliminary statement on his work. "But it is also worthy of note that many specialty manufacturers no longer confine themselves to the local market, or even to the markets of

Students' Action Causes Release

A SOPHOMORE student was dismissed from the University last week by the student affairs committee for recklessly discharging firearms in his residence. He had previously been placed on probation for other misconduct.

The committee would not release the name of the individual nor sanction its publication.

State Association Honors Oregon Men at Meeting

Life Membership Granted Dean of Journalism, States Secretary

At a meeting of the Oregon Editorial association in Corvallis last Saturday, Eric W. Allen, dean of the school of journalism at the University of Oregon, and Hal Hoss, secretary of state and former newspaper publisher, were elected to life membership in the association because of their long service and active interests in the field of Oregon newspaper work.

A motion and resolution was also carried to the effect that the committee appointed to investigate methods of advertising the state through foreign newspaper media, continue; and a request be tendered to the research council of the University of Oregon to have someone conduct an inquiry into the general means of public advertising, methods of finance, and other phases of public advertising.

Allen has been interested in the work of the association virtually since he has been connected with the University. Although never actually professional member of the group, he has been an important figure in it for some time. He is reputed to have done more for the advancement of the association than any other non-professional member.

Oregon Alums To Hold Pep Dinner Before Big Game

Grads From San Francisco Will Frolic With Coach Spears as Guest

The University of Oregon alumni of San Francisco and adjacent cities are planning a big pep rally and get-together dinner the week of the Oregon-St. Mary's game.

All plans are as yet tentative, it has not been definitely decided whether it will be held the night before the game or the following evening, but in any event, it will be characterized by football enthusiasm and pep.

The alumni of this region are already organized in San Francisco, with David L. McDaniel, '12, as their chairman. Berkeley and Oakland, and Palo Alto also have similar groups headed by Charlie Fenton Clarke, '16, and William S. Hopkins, '25, respectively.

Coach C. W. Spears has been invited as guest of honor for the affair, and Jeannette Calkins, alumni secretary of this University, is planning to attend.

Professor Hawkins Makes Survey of Oregon Concerns

the United States, but are reaching out to the markets of the world.

Citing instances Professor Hawkins tells of an Oregon-made machine being observed in a far-off country by a manufacturer who copied the name of the Oregon firm from the name plate and placed an order for the Oregon-made goods. Another time a foreign dealer saw an advertisement in a months-old American magazine, sought out the Oregon manufacturer and established relations with him. These cases are held to be significant of the potentialities of the future for the state, Mr. Hawkins believes.

Although recognizing the importance of the markets in the eastern part of the United States, Professor Hawkins also points out

(Continued on Page Two)

Scholarly Sigma Kappas Copped the Cup



Stodious co-eds are supposed to be quite sedate, but when the Sigma Kappas received the Chi Omega scholarship award shown above with the girls, for having the highest sorority grade average during 1929-30, they couldn't help smiling a bit. Incidentally, they had the highest grade average of all Oregon living organizations.

Need of New Club Is Discussed at Council Meeting

Executive Council Advises Active Steps Be Taken By Sophomore Class

It was decided at a meeting of the executive council last Friday that in view of the fact that the Oregon Knights, sophomore service honorary, were no longer active on the campus that the sophomore class should take active steps toward forming an honorary capable of fulfilling the required duties of such an organization.

Here is the declaration of the executive council in regard to the Oregon Knights:

"Whereas: The Oregon Knights are no longer active on the campus, and their untiring efforts and wholehearted service for the best interests of the A. S. U. O. have been of the greatest value, therefore

"Be it resolved that the executive council of the A. S. U. O. extend their sincere appreciation to the Oregon Knights for their past service."

"There is a distinct need of an active service honorary on the Oregon campus and the sophomore class is the best qualified in all respects to carry out the need of the A. S. U. O.," stated George Cherry, chairman of the council, last night.

The resolution of the executive council reads:

Whereas: A service honorary is a distinct asset in promoting the best interest of the A. S. U. O.,

Whereas: There is a distinct need for an active service honorary on the Oregon campus, and

Whereas: The sophomore class is the best qualified in all respects to carry out the need of the A. S. U. O. for the highest type of sophomore honorary, therefore

Be it resolved that the sophomore class take active steps in forming an honorary of this type.

Conference Committee Will Convene Saturday

The program committee of the Oregon Press conference will meet in the school of journalism next Saturday at 1 o'clock to plan a program for the annual press conference held every winter term on the Oregon campus.

Those who plan to attend are: Louis D. Felsheim, Bandon Western World; Harry Crain, Salem Capitol Journal; George Hamilton, Myrtle Point Herald; George F. Cornwall, Timberman; William Tugman, Eugene Guard; W. Verne McKinney, Hillsboro Argus; Arne G. Rae, secretary of the Oregon State Editorial association and instructor in the school of journalism; and Eric W. Allen, dean of the school of journalism.

Infirmary Staff Playful At Times

IN these days of healthy students and quiet life the nurses at the infirmary are having a hard time trying to find things to keep them busy. Therefore, when Calvin Bryan wandered aimlessly through the door yesterday, they welcomed him with open arms. Cal was just in time to make a fourth at bridge, and being a very chivalrous gentleman, he decided to stay and help the ladies out. Who emerged the card shark of the day is still a mystery, but nevertheless it is gratifying to know that Bryan has so nobly found a new means by which Oregon students may make use of the infirmary.

School Works on Community Plan

Social Science Takes Up Task on Large Scale

A new project being undertaken by the school of applied social science this year is that of assisting in the organization and advancement of small community organizations throughout the state.

While the school has carried on such work on a smaller scale previously, the present undertaking of larger scope than previous community welfare work was organized as a result of a demand of various committees for this service.

James D. Bryant, assistant in community organization research, has just returned from Marion county, where he interviewed community organization leaders concerning their opinions of the work that the University plans to carry on in their behalf. He will continue his work in the small communities of other counties.

The plan that is being followed is first to gather information which can be passed on to other communities so that the University may better render any community such services as it desires. Concerning the reactions of the people of the communities to the project, Mr. Bryant said that most of them favored having the University assist in such things as planning programs, furnishing recreation, improving schools, and erecting public libraries.

Dr. DeBusk Will Address Education Group Tonight

"Factors of School Practice and Conditions Revealed by Standard Tests" will be the topic of an address to be presented to the members of the Education club by Dr. W. B. DeBusk, of the school of education, at a meeting tonight. The meeting which will include faculty and graduate education students will be held in room 3 of the education building. Efforts are also being made to secure a guest speaker for the meeting.

Special Train To Be Chartered for St. Mary's Game

Reserved Seats Received By Graduate Manager From California

Oregon students who wish to see the Webfoots play in their last game of the season against St. Mary's, Thanksgiving day, may do so, if arrangements now being carried out by Hugh Rosson, graduate manager, are successful.

Rosson was in Portland today attempting to complete negotiations with officials of the Southern Pacific railroad. From advances given out by the graduate manager's office, Rosson intends to have a special train run to San Francisco from Portland, picking up students in Eugene en route. The plan is to have the train leave Portland Wednesday noon, November 26, arriving in San Francisco in time for the game at Kezar stadium the following day, Thanksgiving. The train will begin its return trip the first Saturday after the game and will arrive in Eugene Sunday evening.

It could not be definitely learned what the price of the round trip ticket would be, but Rosson indicated before he left that it would be low enough for students to take advantage of, or he would not complete the plans.

On the heels of this report comes the announcement that a choice block of reserve seats has been received here at the graduate manager's office. Students who wish to secure tickets for seats "on" the 50-yard line may do so by placing their order now, it was learned. The tickets are selling for \$2.

The outlines for the new course in applied psychology prepared by Miss Celia Hager, assistant in psychology, have been received by the University extension division.

\$1,200 Offered For Fellowship

Scholarship To Be Given Best Woman Student

A \$1,200 fellowship is being offered by the Oregon division of the American Association of University Women for the purpose of stimulating scholarship among women of this state.

The conditions of the fellowship are: that the applicant must be a woman resident of Oregon; that she must be a graduate of a standard college; that she must have good health, excellent character, ability, and initiative; and that she must have had at least a year of graduate work or its equivalent in practical work along her chosen lines of study. The award is to be postponed unless these conditions are fully met.

This fellowship is to be used for one year of constructive work and not merely for the purpose of general culture.

Application for the fellowship should be made by letter to the chairman of the Committee on Fellowship, E. Ruth Rockwood, Library Association, Portland, Oregon.

Good Health Is Campus Motto For This Week

Alden Cup Awarded for Best Menu; Sports Wear Exhibit Shown

Houses Pick Entrants Last Night for Women's Beauty Contest

Establishing what they hope will become an Oregon tradition, members of the Women's Athletic association observed Monday as the first day of "Health Week," November 17-21, a national event under the leadership of the Athletic Conference of American College Women, of which the W. A. A. is a member.

"We sincerely hope that this week will tend to make good health rules a part of the life of every student," Miss Ethel Mason, chairman, said yesterday.

Cup Awarded

Another tradition of Health Week is the awarding of the Alden cup, a silver loving cup donated by Miss Florence Alden, for the best menu for the week submitted by a sorority. Menus are to be given to Mary Agnes Hunt, menu chairman, by 5 o'clock Wednesday afternoon. In order to have time for consideration by the judges, this day is earlier than previously announced. The cup will be on display in the Co-op window as soon as it returns from being engraved.

An interesting display of proper apparel for different sports along with the sports equipment is awaiting visitors in the W. A. A. social room of the Gerlinger building. Florence Tennant is chairman of this committee. Friday this apparel will be shown on models during the hours of a social afternoon, when the awards of Health Week will be made.

Representatives Selected

Women's organizations selected last night the girls to represent them in the "back that looks best in a formal," and the best-looking legs contests among University women. Kennel-Ellis studio has requested to photograph the entrants in both contests in formal dress. Miss Virginia Hunter is chairman of this committee.

Coming after a rainy week-end, Health Week is a reminder to students to be especially careful about colds. Under the direction of Lucile Carson, chairman, posters have been placed about the campus to bring good health to mind.

Lucile Murphy is in charge of the social afternoon and has the following sub-chairmen assisting her: Vivian Coss and Caryl Hollingsworth, decorations; Joyce Bussenbark, kitchen; Evelyn Kennedy, serving. Members of these committees are to be announced later.

New Psychology Outline Received

Miss Celia Hager Is Writer Of New Course

The outlines for the new course in applied psychology prepared by Miss Celia Hager, assistant in psychology, have been received by the University extension division.

The course will deal with the effect of internal stimuli on behavior, individual differences, age and sex differences, emotional outlets, personality, psychology and medicine, psychology and law, salesmanship and advertising, personnel, traffic and politics, and psychology and education.

The correspondence course is a survey of applied psychology in which no extensive work in any of the various fields is given. The new course is intended to answer the many hundreds of questions about psychology with which the layman or average citizen daily comes in contact and to stimulate a broader interest in the field of applied psychology.

Seventeen on W. S. C. Squad

Just 17 men withstood the first cut of the basketball squad by Jack Friel, coach. With the squad down to a workable size Friel intends to work with earnest, and in hopes of building a championship squad.

Nov. 21 Deadline For Withdrawal

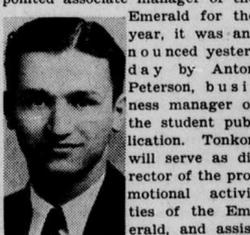
FRIDAY, November 21, is the last day to withdraw from the University without petitioning.

The usual procedure is to fill out a card obtained at either the dean of men's or the dean of women's office and have it signed by the professors. After Friday a petition must be brought before the academic requirements committee. This committee is composed of Earl M. Pallett, executive secretary and registrar; Wayne L. Morse, associate professor of law; W. P. Boynton, department chairman of physics; F. L. Stetson, professor of education; O. F. Stafford, department of chemistry; and Gertrude M. Stephenson, assistant registrar.

H. Tonkon Chosen For High Place on Student Daily Staff

Post of Associate Business Manager Is Created by Anton Peterson

Harry Tonkon, senior in business administration, has been appointed associate manager of the Emerald for the year, it was announced yesterday by Anton Peterson, business manager of the student publication. Tonkon will serve as director of the promotional activities of the Emerald, and assist



Harry Tonkon Peterson in the general direction of the business department of the paper.

The new associate manager is president of the local chapter of Alpha Delta Sigma, national honorary advertising fraternity.

He was formerly associated for two years with Botsford-Constantine company, national advertising agency, and has been affiliated with the advertising staffs of several publications in Portland. He has served as correspondent for the Eugene Register and is also campus reporter for the Oregon Journal. He has also been a member of the Emerald staff and of the staff of the Oregonian, student yearbook. Tonkon last year won the advertising contest sponsored by McMoran and Washburne department store.

Several new changes and additions are being planned for the Emerald by Tonkon, who has already made a study of the promotional possibilities for the University paper.

Former Journalism Man Visits Over Week-end

Harris Ellsworth, former secretary of the Oregon State Editorial association and former instructor in the school of journalism, and Mrs. Ellsworth visited here on the campus over the week-end.

Ellsworth was a former student of the University of Oregon and was at one time business manager of the Emerald. He is now editor of the Roseburg News-Review.

Old Books of 17th Century Displayed In Co-op Windows

By JOAN COX

An unusual display of old books, dating from as early as 1600 to the middle of the nineteenth century, has been placed in the window of the University Co-op in observance of National Book week. These books were brought from Europe this summer by M. F. McClain, Co-op manager, who secured the publications from various bookstores throughout London, Oxford, Cambridge, Eaton, Edinburgh, and elsewhere.

"Really old books are rapidly becoming much rarer," stated Mr. McClain. "Very few books are now available that date back of 1700, and practically none back of 1600. Those few are so expensive that they are out of sight of most collectors."

Three Schools Plan Portland Holiday Dance

Oregon, Oregon State and Washington Unite For Hop

Jim Travis Heads Dance Committee From Eugene

The second annual Intercollegiate dance will be held in Portland, Friday, November 28, in the lower ballroom of the Masonic Temple, according to announcement received here from Jack Travis, of the University of Washington, who is in charge of the affair this year.

The purpose of the dance is to draw members of the University of Oregon, Oregon State college, and University of Washington student bodies together in an effort to further strengthen the already strong friendship which exists between the three institutions, said Jim Travis, president of the sophomore class and publicity manager for the University of Oregon end of the dance, in a statement to the press last night.

Travis Heads Committee
The Intercollegiate dance committee, which is headed by Jack Travis of Washington, consists of nine members from each school. Those from Oregon are: George Cherry, Jim Dezendorf, Brian Mimmnaugh, Chet Knowlton, Bill Barendrick, Margherita Hay, Juli a Creech, Dorothy Wade, and Marguerite Tarbell. Oregon State and the University of Washington committees will be announced later, according to Jim Travis.

Strictly Informal
Last year the Intercollegiate dance was introduced for the first time and proved to be a big success. The lower ballroom of the Masonic Temple, where the dance was held, proved so well adapted to the occasion that it was selected again this year. According to committees from the three schools it is the most beautiful room of its kind in the Northwest. The music this year will also be the same as before, George Webber's orchestra playing.

In keeping with last year the dance will be strictly informal and everyone is urged by Chairman Jack Travis to be present when the ball opens at 9 o'clock. Last year, he stated, there were 700 couples on the floor, making the event a highlight of the college year.

On the local campus there will be placards distributed to all the houses advertising the dance, and announcements will be sent to every member of the student body, said Jim Travis, in speaking of the contemplated publicity and advertising for the event.

Lawrence Resigns Place In Council; Boyer Chosen

Dean E. F. Lawrence of the school of architecture and allied arts, has resigned from the chairmanship of the language, literature and arts division of the graduate council.

President Arnold Bennett Hall has appointed Dr. C. V. Boyer of the English department to fill the vacancy.

The collection contains several Latin books, including Casaboni's "De Rebus," 1615, and Horace's "Opera," 1699. "I brought back some volumes of special interest to Americans," said Mr. McClain, "including John Duncan's 'Travels in the United States' (1823); Fearon's 'Sketches of America' (1883); and especially (Continued on Page Two)