

# Oregon Emerald

University of Oregon, Eugene

Willis Dunway, Editor  
Larry Jackson, Manager  
Thornton Shaw, Managing Editor

Ralph David, Associate Editor  
Merlin Blais, Radio Director  
Betty Anne Masdoff, Editorial Writer

EDITORIAL STAFF  
Roy Sheedy, Literary Editor  
Walt Baker, Sports Editor  
Doug Wight, Chief Night Editor  
Society Editors

DAY EDITORS: Jessie Steele, Sterling Green, Estill Phipps, Virginia Wentz, Oscar Munger.  
ASSISTANT DAY EDITORS: Esther Hayden, Julian Prescott, George Sanford, SPECIAL WRITERS: Thelma Nelson, George Root, and Willetta Hartley.  
COPYREADERS: Parks Hitchcock, Marie Kytstra, Marietta Morrison, Helen Abel, Robert Patterson, Elinor Henry, Valborg Anderson, Larkin Williams, Ruth Cahoon.  
REPORTERS: Jim Brooke, Fred Frick, George Sanford, Sanford Platt, Clifford Greene, Sam Stubben, Harold Nock, Maximo Pulido, Willard Arant, Laura Drury, Margaret Ann Morgan, Genevieve Dunlop, Byron Brinton, Tom Ballantyne, Cecil Keasling, Mary Frances Owen, Ruth King, Beth Stebb, Shirley Sylvester, Donald Fields, Eleanor Steiley, Elsie Eschebeck, Aileen Kelly, Lee Parkinson, Madeleine Gilbert, Ralph Mason, Don Caswell, Ed Clements.  
SECRETARIES: Marjorie Hans, Hazel Corrigan, Jeanne Holden.  
SPORTS STAFF: Bruce Hamby, assistant editor; Estill Phipps, Joe Saslavsky, George Linn.  
RADIO ASSISTANTS: Jack Bauer, Eban Newman.  
NIGHT EDITORS: Les Burton, Bob Patterson, Myron Ricketts, Clark Williams, and Doug Polvka.  
ASSISTANT NIGHT EDITORS: Barbara Jennings, Catherine Watson, Elsie Peterson, Mary Trest, Roberta Bequest, Lenore Greve, Adele Hitchman, Geraldine Faye, Byrne Doherty, Dorothy Williams, Worth Chaney, Ruth McClain, Delpha Hurlbert.

BUSINESS STAFF  
Advertising Mgr. Harry Schenk  
Assistant Adv. Mgr. Auten Bush  
Assistant Adv. Mgr. Barney Miller  
National Advertising Mgr. Harold Short  
Promotional Mgr. Dick Gosbel  
Promotion Assistant. Mary Lou Patrick  
Women's Specialist. Harriette Hofmann

Classified Adv. Mgr. George Branstator  
Office Manager. Jack Wood  
Circulation Manager. Cliff Lord  
Assistant Circulation Mgr. Ed Cross  
Ses Sue  
Ses Sue Assistant. Kathryn Laughridge  
Ses Sue Assistant. Caroline Hahn  
Checking Dept. Mgr. Helen Stinger  
Financial Administrator. Edith Peterson

ADVERTISING SOLICITORS: Caroline Hahn, Velma Hamilton, Jay Brown, Bill Price, Jack Deen, Maude Stoen, Chick Tokk, Grant Theummel, Gretchen Winter, Clara Mary Tyon, Harlin Bonis, Helen Nelson, Bernice Walz, Gabriel Furrer, Louisa Rice, Florence Nombias, Ella McFall, Joseph Saslavsky, Helen Seas, Bill Russell.  
PROMOTION DEPT. ASSISTANTS: Roger Jerry, Jerry McGillicuddy, Bill Dobbin, Betty Goodman, Elsie Peterson, Mahel Darrow, office records.  
MARKETING DEPARTMENT: Nancy Suomela, executive secretary; Betty Mae Highy, Alma Tye, Laura Hart, Virginia Kibbee, Louise Beas.

The Oregon Daily Emerald, official publication of the Associated Students of the University of Oregon, Eugene, issued daily except Sunday, during the college year. Member of the Pacific Intercollegiate Press. Entered in the postoffice at Eugene, Oregon, as second class matter. Subscription rates, \$2.50 a year. Advertising rates upon application. Phone, Manager: Office, Local 214; residence, 2800.

OFFICE ASSISTANTS: Pearl Base, Nancy Archbold, Alma Tye, Marian Henderson, Virginia Howard, Laura Hart, Helen Schacht, Helen Kalmbach, Betty Gorrill, Annabel Tullock, Mildred Laurence.

## 'Home to Honor Oregon'

"I want to go back to Oregon,  
The dear old college town—"

HUNDREDS of men and women on the campus today for Homecoming, the biggest event of the year, sang that song in their undergraduate days. They still sing it when groups of alumni meet in cities all over the country and think back on days at Oregon. Once an Oregon student, always an Oregon student—the old saying goes. Its truth becomes more evident every year.

A banner crowd of old and new grads are back today, "home to honor Oregon." To each and every one of them the Emerald, speaking as it does for the entire student body, extends an official welcome. The campus is yours, Oregon alumni, and we're glad to have you back. We only wish more could have found their way clear to visit the campus this year.

Student directorates for this year's Homecoming celebration have worked long and faithfully to make this observance a record one. That their work has been successful is shown in the fine program scheduled for the week-end.

## Thanks!

A VOTE of thanks to whomever decided that there should be no Saturday classes this week-end!

Most college students agree that Saturday classes are an evil which sometimes cannot be dodged. Saturday classes on Homecoming week-end are a positive abomination! Seriously, however, we believe there are some very good psychological reasons why classes should have been dismissed today.

Students have a very noticeable tendency to skip Saturday classes—one does not have to ask professors to learn that. Something inherent in classes on Saturdays makes them susceptible to cutting.

No doubt the administrative committee which made the final decision realized that there were very few students who would attend classes today if they were made compulsory, and those would probably be the ones who get A's anyway and could miss five or six classes and not really suffer from it. The students who really need to attend classes are the most frequent "skippers" as a rule, and they would not vary on such an occasion as today.

After all, Homecoming is one big week-end of the year. We're glad the administration made it possible for University students to enjoy it unalloyed with classes.

## Five Days' Salary

FACULTIES of the University of Oregon and Oregon State college will give one day's salary each month for the next five months to a fund for the relief of the unemployed in the state. Such action comes on the call for help from President Hoover and Governor Meier in a time of the greatest economic stress faced by this country in history.

The state's institutions of higher learning have both contributed in great measure to the prosperity and welfare of Oregon through educational and research facilities. Now through the action of their faculties the schools are widening their scope of service to the state. Those who have employment are giving to those who have not. It is a most commendable step in the direction of relieving suffering and misery among the people of Oregon.

Only through such organized action for relief will the coming winter with its unavoidable hardships be made easier for the unemployed. Oregon and Oregon State faculty members are to be thanked for their prompt answer to a call for help.

A plan has been worked out at Brown university whereby the student may consider the temperament of the professor as well as the desirability of his course in making out his program. On the opening day of college a "Who's Who" is given to each new student, giving a short account of the degrees, professional experience, and principal avocations of each member of the faculty.



# LEMON PALOOKA

Aw, NERTS.  
Last night Little Irwin said the bonfire would burn like tinder, and we said, "I'll bet you tinder one it doesn't."

So this morning Irwin has ten bucks of our hard earned gelt. We should know that the rain wouldn't affect the erl.

AND A NICE RIPE, ROSY, REDDISH ORANGE O IT TURNED OUT TO BE, TOO. DARNED SPORTING OF US, WE'D SAY.

At the rally... Mathews, the mighty mass of molten muscle... Splash... Bang... Rah! Rah! Oregon... Hyde, resplendent in a flimsy nightie... Ed Wells, the campus sweetie-pie... Dave (Legs) Totton opening the flood gates on his bass horn... Bang... The railroad flares that wouldn't stay put... High school boys wondering when the rally was going to crash the shows... Toot!... Take off your hat... Goliath Slocum... Leggo my shoulder... Splash... Bong... Crash... BANG!!!

We noticed that the Fijis used a bunch of savages in their homecoming sign, which wasn't at all far from proper.

BUT TO MAKE IT COMPLETE, THEY SHOULD HAVE HAD AN ORCHESTRA ON THE PORCH PLAYING "MISS CANNIBAL LEE."

It took us a long time to get the A. T. O. sign, and when we got it we didn't want it. "You're Ghandi get the spirit India." Phoo.

TO WHICH WE SNORT "AW, HINDU YOU'RE HAT."

In order that you may enjoy the

### Classified Advertisements

Rates Payable in Advance  
10c a line for first insertion;  
5c a line for each additional insertion.  
Telephone 3300; local 214

LOST  
WILL the party who picked up dark brown hat at Soph Informal in error please call E. Woodin at 2820 and exchange for the right one.

LOST—Movable scale of slide-rule. Made of wood covered with white celluloid. Phone 968-J.

LOST—Between 18th street and Igloo black silk belt with brooch valued as heirloom. Call 550-W or 407.

WANTED  
TO the first young man or young lady student who brings me eleven men or women students and \$25 per month. Must start with six students. Approved housing. Mrs. O. J. Eidson. 935 Patterson. Phone 1278-W.

FOR RENT  
FOR RENT—Furnished bungalow on the mill race. Four bedrooms, bath, living room, kitchen. See Mrs. Evans, 995 Alder.

MISCELLANEOUS  
HARRIET UNDERWOOD  
583 13th Ave E. Phone 1393  
DRESSMAKING SALON  
Style Right—Price Right  
Upstairs over Underwood & Elliott Grocery.

SHOES REPAIRED—The finest shoe repairing in Eugene, quality work, and service. All soles stitched, no nails. Campus Shoe Repair, 13th between Alder and Kincaid.

NEW BEGINNERS' BALLROOM CLASS  
Starts Tuesday—8:30 P. M.  
MERRICK STUDIOS  
861 Willamette Phone 3081

CLOSING out prices of men's furnishings, clothing and shoes. The Hub, 646 Willamette street.

KRAMER BEAUTY SALON  
Also Hair-cutting  
PHONE 1880  
Next to Walora Candies

game today, we are publishing a little list of definitions of football:

Punt—Two punts make one quart.  
Goal—A rock burned in furnaces.

Signals—The Stag line.

Time out—The timekeeper looks at his watch.

Pass—A species of fish.

Tackle—To poke one in the ribs.

Fair catch—Two Pi Phis, a Theta, and a couple Tri Deltas.

Cheer—An article for sitting down.

Will the people be wet at the game today? Hmmm, dun't esk. Wet, they'll be soured!!

YOU CAN'T EXPECT ANYTHING BETTER FROM US AT A TIME LIKE THIS, SO GOOD-BY, GOOD LUCK, GOOD FOOD, GOOD ROOMS, RATES REASONABLE.

## CAMPUS CALENDAR

A special meeting of the Arts and Crafts group of Philometele will be held Tuesday night, room 102 of the Architecture building.

Alpha Delta Sigma will initiate pledges Sunday morning at 9:30 in the men's room at Gerlinger hall. Initiation breakfast will be held at the Osborne hotel at 11 a. m., when a reunion of members will take place.

Drama group of Philometele will have a special meeting Tuesday, November 17, at 9 p. m., at the Alpha Delta Pi house. All members and those interested in drama are asked to attend.

The local chapter of Phi Delta Phi cordially invites any alumni of the fraternity to a reunion banquet at the Eugene hotel Saturday, November 14, at 6 p. m. \$1 per plate. For further information call Merril Swensen at 324.


## The Heart Bomb Of Aunt Eppie

Dear Aunt Eppie:  
Last night I dreamt that one of my big moments from way back was going to come down to our noble institution to enjoy the gala occasion of Homecoming. I dreamt that he was coming, but I can't recall who I dreamt about. Do you think someone will come down here looking for little me? Hopefully,  
Reima Fowell.

Dear Reima:  
As I look into the wine-glass I see a tall and handsome man coming to see you—he's down, he's up, he's down, he's up,—there he goes, five, ten, fifteen,—oh, he was thrown for a ten-yard loss. But never fear, little girl, he is still in there fighting and I am sure he will come to see you. He will call you on the talking box and say, "Leggoforairidebaby."  
Love,  
Aunt Eppie.

P. S.—When he calls,—go,—for the sake of Alma Mater.

When you want a TAXI Call



272  
25c—35c  
10c each additional Passenger

### BLUE LINE TAXI

## Doctor Explains How To Keep From Getting "Just a Cold"

(This is the first of a series of articles on different phases of health week, written by prominent people on the campus.)

By DR. FRED N. MILLER

"It's just a cold." So commonly do many of us have a cold that all too frequently we accept each new affliction as one of the necessary vicissitudes of life. And yet the common cold is the greatest cause of economic loss from illness that industry faces each year.

Last year on the campus 40 per cent of the cases treated at the health service were listed as "upper respiratory affections," which is just a group title for the various manifestations usually described as a cold. As in industry, so on the campus the common cold is responsible for the major share of absenteeism and for an incalculable decrease of efficiency.

What can we do about it? Such a question always prompts another question. What is the cause? To the latter question, unfortunately, we must answer "We do not know." However, as we do not know the exact cause of colds, it is pretty well agreed that there is some germ (probably ultra-microscopic) that is responsible. Now since we do not know the exact cause we do not have either a sure preventative or a sure cure.

However, there are certain things we know about a cold and many things we know concerning their prevention.

In the first place if it is an infection (as everyone agrees) then we know that people "catch" cold from other people. That is why colds are more common where people live in large groups. Since

it is obviously impossible in a civilized community and especially in a public school to do away with large groups the only possible thing is to insist on excluding so far as possible at least all serious cases of colds.

Isolation of the sick is regarded as a public health practice of the first importance and the prompt isolation of students with sore throats and inflamed noses in the infirmary or in their own homes (when the student lives in this community) will undoubtedly do more than anything else to reduce this hazard. It should be added that isolation is usually impossible in any rooming house. But what can the individual do to build up his own immunity? Let us list briefly a few of the important preventive measures.

1. Regular habits of living—eight hours of sleep every night and not six hours one night and ten the next.
2. Proper rest—fatigue, mental and physical, certainly lowers the resistance.
3. Proper diet—adequate amounts of both vitamin A and B are necessary. For the ordinary individual a good general diet planned by an experienced dietitian is the only way an adequate diet may be assured.
4. Daily exercise, preferably outdoors when the weather permits. Here again exhaustion should be avoided and the exercise should be regular if it is to be of value. In out-of-doors exercise the valuable ultra-violet rays have an added beneficial effect. A daily cold shower in many cases has a useful tonic effect.
5. Proper clothing—loose

## Alpha Delta Sigma Lunch To Honor PIPA Delegates

All members of Alpha Delta Sigma, professional advertising fraternity, are urged to be present at the luncheon honoring the P. I. P. A. conference delegates at 12 o'clock in the Green Lantern tavern.

W. F. G. Thacher, professor of English and advertising, will be the principle speaker and will address the delegates and Alpha Delta Sigma members on "A Business Education."

INFIRMARY HAS ONE  
One lone inmate, Holly Johnson, suffers in silence in the infirmary. His fellow companions, Francis Johns, Patricia Sherrard, Willis Johns, Warren, and Dick Henry, recovered in time to enjoy Homecoming celebrations. "Stoo bad, Holly!"

# Welcome Grads

Glad You Came

## WALORA CANDIES

851 13th Avenue East

"I liked Chesterfield right from the start"

"NO, I don't know a blessed thing about how cigarettes are made. But, of course, I would want the tobacco to be PURE. And then I've heard that the blending is very important. I'd want that to be done just right."

"Then the paper. I don't like paper that you can taste—or smell when it's burning. I'd want that pure too."

"Another thing. I want to smoke whenever I feel like it—without worrying about smoking too many. So I want my cigarettes MILD."

"But the main thing, of course, is TASTE. I don't care for over-sweetened cigarettes. I much prefer those that are just sweet enough."

"Chesterfield seems to satisfy in every one of these ways. That is why I'd rather have a Chesterfield."



SMOKERS tire of too much sweetness in a cigarette, and they don't like rawness. For a steady diet, they want a cigarette like CHESTERFIELD—a mild and mellow smoke, free from any over-sweetness or any harshness or bitterness. That's why more and more smokers every day are changing to CHESTERFIELD. Good... they've got to be good.

© 1931. LIGGETT & MYERS TOBACCO CO.