

Women's Page of the Oregon Daily Emerald

PEGGY CHESSMAN, Society

ANN-REED BURNS, Editor

..... EDITORIALETTES

IT has long been a tradition that a newly appointed Emerald editor outline his policies in his first paper. Accordingly, in organizing a new women's page, it might be permissible for the women's editor to usurp the male tradition in her first editorial.

In deference to the purely feminine public to which it should appeal, this page will not deal extensively with any burning issues, problems of finance, or affairs of state. Those are for the public newspapers, for the Emerald as a whole, to be concerned about. Rather, this page will attempt to interpret interesting bits of news and daily events, solely for the interest of women.

It will not limit itself to campus trivialities, to descriptions of teas, fashions, and recent gossip. But neither will it attempt to fill the place of a daily paper, with critical and detailed consideration of public affairs. The ideal of this page will be to strike the golden mean between campus and outside news, judging always in the light of interest to feminine readers.

This sheet will try to bring the women of the University of Oregon nearer to other women throughout the world. Through interviews with prominent women, through articles about them, through news of their activities, this page will attempt to present to its readers a panorama of feminine life at once local, national, and international.

This does not mean that campus life will be ignored. The activities of women's organizations, the social events, the personal little trifles that add a little zest and fun to college... these can never be omitted from a well rounded women's paper.

This page will attempt to be something worthwhile for college women, to add a little interest and sparkle to feminine events, to lend to the University of Oregon co-ed an understanding and friendliness for the others of her sex.

To paraphrase a famous quotation, we may best sum up our aim by saying, "This is a page of the women, by the women, for the women."

ANN-REED BURNS.

AND is business improving? Just ask the women! Whispers from the campus indicate that whereas last year a girl had to be ultra-adept at eye-rolling to assure dates each weekend, now she can get as good results merely gazing at a book in the library. In fact, a survey shows that the weekly number of invitations per female capita averages 3.2 instead of the former 1.1.

We wonder whether credit is due to increasing prosperity—what with more students and more money in circulation—or to the increasing pulchritude of Oregon co-eds.

In regard to the question, Roberta Moody says: "Better financial conditions on the part of men are a great labor-saving device—relieving the co-ed from the necessity of scheming to concoct new modes of coquetry."

Perhaps some of you girls with an eye for fraternity pins think that a square sign on the highway symbolizes Delta Tau Delta; that a diamond shaped sign means Phi Gamma Delta; that an octagon means Sigma Nu. Not a bit of it. Frat pins aren't as important as you think. The highway isn't plastered with signs in their honor.

Instead, a square sign on the highway means "caution"; a diamond, "slow"; an octagon, "stop"; a round, "railroad crossing."

All this in the interest of safety. It seems that formerly, all the highway signs being the same shape whether they said "No Parking" or "Bridge Out," a motorist would stop to read the "No Parking" sign—and speed past the "Bridge Out" . . . to find himself a little later sitting in the middle of a river, pulling minnows out of his pockets.

Whether motorists who speed by too fast to read the letters can take time to figure out the geometric shape of the sign remains for the traffic department to find out.

Meanwhile Dave Morse, one of the more prominent campus drivers, says, "Signs? I haven't seen any yet."

A PITFALL lies ahead for all Oregon boosters who look wistfully upon our sister state to the south and loudly proclaim that the Good Lord takes care of the irrigation of Oregon, and that we do not need any expensive watering system. Do you realize that nearly one-fourth of the cultivated area of Oregon is contained in irrigated farms? Of the 4,172,000 acres under cultivation, 925,000 acres are artificially watered. A point for Oregonians to remember when getting into an argument with the room mate from San Jose.

Frances Rothwell says, "Evidently Oregon isn't as wet as you think."

WHAT with all the student marriages this year, it is becoming quite the style to take up housekeeping and get an education at the same time. If this continues, we may eventually have coeducational living organizations as well as colleges.

Margaret Weed Hakanson, one of the elect, says, "There's nothing like racking your brain in your eleven o'clock class to plan lunch for a hungry man."

Employment Head Extends Thanks For Cooperation

"I most heartily congratulate Eugene citizens and the University faculty for their splendid cooperation in securing jobs for the students this year," declared Miss Janet Smith, head of the employment office in the Y hut, yesterday. She said that unemployment was not quite so prevalent this September as it was last year be-

cause of the 70 S.E.R.A. jobs of that month.

"During September 99 odd jobs averaging a dollar each were given out. Since only 621 jobs in all were to be had last fall, this year so far shows an employment increase," Miss Smith said. Even in rush week 25 part time positions were used. The 101 permanent jobs given in September will continue through this term and probably until June.

Miss Smith stressed the fact that although the city and faculty backing has meant a lot, the need for more jobs is still great.

Oregon Coeds Reveal Secret Aims --- Speaking Generally

By HENRIETTE HORAK

GENERALLY speaking, women are generally speaking, but when it comes to answering a simple question, and they are conscious of the fact that it might be printed, these very same generally speaking women short circuit questions most frightfully, and all the kings horses and all the kings men cannot persuade them, generally speaking, to speak generally.

Pardon our Steinmetz accent, under whose influence we seem to have fallen, but after an afternoon of generally speaking with Oregon co-eds on the general subject "What do you want to be when you grow up," for the benefit of the intelligensia "What use do you intend to make of your college education," and an afternoon of being politer than a pair of sugar tongs, the tongue has become an unruly member.

Before going ahead with the ambitions of several Oregon co-eds, let it be understood, although most of the co-eds evaded the question "for publication" that marriage and home are the foremost desires of these modern college women. Now James, proceed!

Peggy Chessman, who hails from the fishing village of Astoria, and is a major in journalism, aspires to be a foreign correspondent, especially in the mysterious Orient, if it is still on the map by the time she graduates, and wise Peggy has chosen a second best aspiration—a society writer on a really big newspaper—preferably the New York Times. Peggy's reasons for favoring a "big" paper are that she would like to report activities that really are social, and not the "Droppy Inny" functions of small towns.

Alma Lou Herman will attempt to uplift downtrodden humanity, through the medium of individual personnel case work. Understand, it is to be social case work. For further particulars see Miss Herman.

Elizabeth Benstrup will answer the call of "teacher." History is her field, and teaching preference—a private school. Rumors have it that charming Elizabeth reads history text books for light reading, and had historical biographies for breakfast!

Jill Madsen, who when it comes to serving chocolate swiss-sundaes at the College Side is as impartial as a traffic light, hopes to sign her names in big, bold strokes to illustrations in popular magazines and best-seller books, and travel all over the world on the side. Bon voyage, Jill!

Virginia Younie plans to be saying "Mais cher monsieur," or "Si signor" from the business office of some foreign embassy. Berlin, Paris, Budapest, or perhaps Washington D. C.

Ebba Wicks will be designing future homes and sky-scrapers that will make a leaning tower of Pisa out of the Chrysler building, and some spacious office door will bear the name, "WICKS and CO." in the near future.

Nora Hitchman, who is already a well known campus orator and debater will soon address her audience as "Gentlemen of the Jury!" Law is her calling, and beware you mugs!

Marian Allen, journalism major, permitted her material desires to triumph and replied "I want to have plenty of money so I can sleep and make up all the sleep lost on eight o'clocks! Her pot of gold will be made from her position as business manager of some popular magazine.

Margery Kissing wants above

all to be a personnel manager of a large business concern. Margery has already had wide experience in committee work on AWS activities, which should prove invaluable in her future work.

Betty Allen, of the "little black car with the red streak" fame has set for herself the following: three years of teaching, three years of travel around the world, teaching again, and with it—historical research, production of historical films for secondary schools, writing historical fiction, and a historical textbook for secondary schools. And Betty is not twins!

There are scores of other co-eds who plan to set the world on fire, uproot humanity, and enter into practically all the fields now open to men, but since there is such a thing as a "deadline" and an end to all good things—and besides, a broken typewriter ribbon—that's all—there isn't any more!

Webfoot Team

(Continued from page 3)

were changing their "Beat the Beavers" cry, with which they checked Franklin to a net average of only two yards per play, to a like one of "Trim the Trojans" for Cotton-top Warburton, who started sparking for the first time this season Saturday, although his team received another push towards by a 7 to 2 count from the California Bears.

Tonight's meeting promises to be the exact opposite of yesterday's light drill with a long scrimmage session looming up as a last workout before getting underway for the south tomorrow.

Especially will the reserves who didn't see too much action Saturday get their share of the work because this week's game with the Jonesmen will probably be played under one of southern California's every man will be needed.

Flit Van Vliet received another boost for all-star honors from his teammates Saturday when they gave him some excellent blocking on several occasions as he got away for nice sprints goal-wards. Butch Morse also continued his race for the top rankings with another excellent game at his wing post.

Individuals coming in for their share of honor, along with that accorded the teamwork of the Duck eleven, were Vincent Walker, for his 29 yard boost he gave the oval for a three point tally, and Roscoe Carter, for his sparky work at one of the guard positions.

Still irked with the undependable pass defense his team has shown in the season's games and by the way the Beavers tossed the ball around in the last few minutes to finally score, Prink Callison plans to devote time on developing this

NOTICE

Because of a delay occasioned by the recent change in office of women's editor today's page appears on a different day than is customary. Henceforth the women's page will be a regular weekly feature appearing in the Thursday issue of the Emerald.

CAMPUS CLOTHES

MUM'S the word! And how true is this little expression on this particular season when huge yellow 'mums often decorate the shoulder or coat lapel of every Oregon girl. And do they go nicely with the new lames that are being shown for those dinner and cocktail dates?

Lame has come to the fore this season—gold and silver tunics over colored velvet skirts. Made on straight lines with the usual high collar effect and bizarre decorations in the line of buttons and clever belts, these dresses will excite the heart of any co-ed!

Speaking of colored velvet—this is far from the subject of dinner dresses but we must tell you. Lounging pajamas are being shown in colored velvets—some caterpillar looks just like speckled trout—spots, in various sizes and shades. Sailor trousers, big full legs and fitting snugly around the hips; the blouses follow the Russian trend—braided button-holes, and full sleeves caught into a tight cuff. Really awfully tricky for an evening by the fireside!

Getting back to street dress. The gypsy scarf that has decorated sports clothes for quite some time lately is now being used to add that touche to dinner dresses. High necked dresses of a solid color are getting that contrast by the adding of a bright colored gypsy triangle scarf. Twisted belts of the same material as the scarf makes a clever ensemble, as well as a cheerful one, on dark dresses.

First the Russian, then the gypsy; one wonders what group or what peoples we will pattern our fashions after next. Even Eve has been copied from—costume jewelry for the smart woman. Rings made of combined gold-spun fig leaves; earrings resembling fig leaves curved to follow the line of the ear. Even pins for the hair to tuck back those stray curls are fashioned after leaves, giving the effect that some naughty breeze laid the leaf there in a moment of playfulness.

phase of the Webfoot defense program as the team steps off for workouts on the way to the game with the men of Troy.

McDONALD

12:45 CONTINUOUS 11:45

Now Till Thurs.

CECIL B. DE MILLES SPECTACULAR

CLEOPATRA

CLAUDETTE COLBERT WARREN WILLIAM HENRY WILCOXON A PARAMOUNT PICTURE

U. of O. O.S.C. GAME!

Prominent College Woman Is Phi Theta Upsilon President

By MARGE PETSCH

ACCORDING to those persons who consider themselves "in the know," there are several means through which one may gain popularity; namely, money, attractive appearance, or personality. This assumption may, or may not be true, but it stands to reason that a girl possessed of an engaging personality, as well as intelligence, is destined for a prominent position among her associates.

On the Oregon campus there are few women who have been more prominent in activities since their freshman year than Marygolde Hardison, senior in sociology and present possessor of the Gerlinger cup. From the first year of her college life, Marygolde has been a leader in women's organizations, she is a member of Chi Omega. The most recent honor paid her was the presidency of Phi Theta Upsilon, upperclass women's honorary, to which she was elected Tuesday.

While a freshman, Marygolde was president of Thespians, and was a Kwama when a sophomore. She was chairman of frosh councilors in 1933, and was assistant chairman of the A.W.S. carnival two years ago, while only a sophomore. One of her finest contributions as an executive was as chairman of the A.W.S. vocational conference last spring, the most notable women's event of the year.

Marygolde is vice president of the senior class, and was a member of the committee in charge of the student body membership drive this fall. She has been a member of numerous other committees during her college life as well as having been a good student. Before entering the University of Oregon, Marygolde was graduated from the Jefferson high school in Portland, her home.

When questioned as to her hobbies, Miss Hardison said, "I believe I enjoy reading more than anything else." And surely one may believe this statement after talking with her. A real enthusiasm over literature, coupled with a remarkable knowledge of authors and their books, makes Marygolde a most entertaining conversationalist. "I am also very interested in people, and thoroughly enjoy them, particularly freshmen," she remarked.

Aside from these more intellectual pursuits, Miss Hardison plays golf and swims, thereby rounding-out a most interesting personality.

Gaels Downed

(Continued from page 3)

Nichelini led a pounding drive to a first down on U.C.L.A.'s 45-yard line and when Mattos fumbled, Nichelini recovered for a 13-yard gain. Nichelini cut through the center of the line for 16 yards to the 12-yard line.

Duck Tracks

(Continued from page 3)

one man has will have to be backed by good team play and co-operation from every player, then the whole team will really go ahead and cop some more games. Then after they've won another one or two, the men like Butch Morse, Maury Van Vliet, and Frank Michek, who, like on any team, actually are only a few notches above the others but happen under the circumstances to

stand out from them, will start getting plenty of publicity and mention for star rating.

* * *

Along with Van and Butch getting their usual share of the glory for the Beaver upset, a couple of new faces flashed on the honor roll in the person of Roscoe Carter, who turned in a whizz of a game at guard, and of course Booter Lamp Walker, whose toe gave the Webfoots that extra three touchdowns.

* * *

A man that doesn't seem to draw any too much mention who really deserves it is Con Fury, who played almost every minute of every game so far and turned in the always dependable play which really keeps a team in the running. Roundup Terjy was another man who turned in some of that always dependable play and it was he who crashed an Orangeman out of Van's path when the flashy ball-carrier went over for Oregon's touchdown.

STAR DUST

LAST week's papers announced the approaching wedding of Lew Ayres and Ginger Rogers, the popular dancing partner of Fred Astaire in "The Gay Divorcee." Lew Ayres, who began his movie career in "All Quiet on the Western Front," was divorced from Lola Lane last year. This is also Ginger's second matrimonial venture.

It has been some time since Hollywood has had opportunity to attend a formal church wedding. Most movie couples prefer journeying to Palm Springs or Los Vegas and routing out some justice of the peace in the wee hours.

The Little Church of the Flowers, where the wedding is to take place, and from which the late Russ Columbo was buried, is a quaint, beautiful shrine in the heart of Hollywood's most exclusive residential district. This church was the scene in 1927 of the most elaborate wedding in the history of the village, when Vilma Banky and Rod LaRocque took their vows before every important person in the motion picture industry. The streets outside were jammed with fans and the churchyard strewn with flowers. The coming marriage of Rogers and Ayres will probably rival the record of Banky-LaRocque in elaborateness of weddings.

I suppose you know Marlene Dietrich's new picture will be "Caprice Espagnole," and she will have Joel McCrea for her leading man. Contrary to reports of a split in the ranks, Von Sternberg will wield the megaphone.

I wonder what kind of a team Dietrich and McCrea will make? Many co-eds who have seen "The Richest Girl in the World" will tell you they don't know about Marlene, but that Joel is a perfect team in himself. . . . No doubt the men feel likewise about la Dietrich.

Max Reinhardt's recent production of "Midsummer Night's Dream" in the Hollywood Bowl drew all the great and near great in the movie industry. Boxes were occupied by producers and stars, all in their most formal attire. After the performance in which screen actors had most of the parts, Joseph Schenck entertained the German director with a formal reception. Mr. Reinhardt obliged the cameramen with a picture of himself between Jean Harlow and Norma Shearer.

It's a Swell Idea!

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Old Gold taught me what throat-ease means" says George Raft

See GEORGE RAFT in "LIMEHOUSE NIGHTS," his forthcoming Paramount Picture