

Incidentally ASUO Gives Triple Value For Student Membership Cards

A Few Ideas . . . A Few Suggestions

By Robert W. Lucas (Editor)

Mr. Freshman, you don't need any advice. All you need is time. If when you enter the University of Oregon you are cocky and bring with you the when-I-was-in-high-school skeleton—time will adjust that to the satisfaction of all concerned.

If you are scared, intimidated by the supreme ease, and the utter indifference of the campus bigwigs don't fret about that either. The next four years will teach you that the high-nosed priest of sophistication, to be more specific, the "snob" is educated beyond his intelligence and too stupid to recognize the riot of color that exists in every face in the world.

You will not fall for the old gag about "studies don't mean a thing—it's the contacts that count." You have seen too many disciples of that spineless phrase walking themselves bow-legged in an attempt to earn bread and butter with "contacts" when the sum total of their benefit derived from college might be summarized in a bull-session of five minutes.

And yet you won't shrink from the blaring noises of the rally, the clamor and romance of the dance. No, and you will want to pit the chesmate that ducks action and spirit and activism. He will be MISSING something.

You won't enter the University of Oregon thinking that you are drifting into a fairy-land of smart college people, soft, sweet summer evenings. All won't be a Roman holiday. In the class rooms the world will not unfold itself before you contented and idle mind. Of course you see the brilliant doctor, lawyer, the revealing scientist, the powerful captain of business. They are finished products. How did college form those superior personalities? College alone had little to do with it and will ignore the presence of your healthy selves if you don't realize that there must be work—blinding work, and occasionally of the monotony of a droning professor, and the aching tension of the final examination, the very sight of which may send the poorly prepared mind into a state of vacume.

These things won't bother you. You are healthy and tough minded and eager to learn. You haven't time to decay into the weak-sister state of people who you see all about you. You are young and new—with sharp edges that cut a clean path toward your ideals as an adult.

Without a doubt, when you arrive here you will quietly remember that your fellows are here for the same reason that you are—to secure and education not only from books but from two legged persons they call "professors" who are swell guys, and from experiences that are jarring, rich, lustrous. And that you are just as good as the next fellow and maybe better. You are just getting your

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Moleskin-Clad Soph Relates Incidents of 'Humbler Days'

Editor's Note—This story, written by a prominent freshman Emerald reporter, is a chronology of some of the highlights of his extracurricular career as a frosh. It emphasizes "fun" at the University. It is noteworthy that Mr. Harbert was an excellent student—as are all well-rounded Oregon freshmen. His was a good fundamental first year at college.

By WAYNE HARBERT

Only once can a young man or woman be a freshman in a college or university. And, take it from me, a sophomore who has been through the mill last year as a lowly freshman, it will always be one of the biggest thrills of my life to think back over the many embarrassing and amusing moments of my first year at the University of Oregon. There was my first "date" to a college fraternity, the first time that I cracked a final for an "A," the thrill of attending the first big University dance and of being in a campus dramatic production. And then, there was the time the rally train went to Portland, crammed full of victory-thirsty collegians, all determined to deal defeat to Oregon State college on the gridiron. What a thrill it was to sit in the rooting section during the torrid fray!

Politics! Yes, politics at University is almost as much fun as a football game. There was the big torchlight parade which stretched for block after block, composed of almost a hundred carloads of patriotic students, all lustily cheering for their favorite candidate. Of course after the parade, there was the big political dance at one of the larger sorority houses. The rival parade goes by! Joe College in all his glory!

On the sneak, I hereby advise all men students who plan to come to Oregon to enter one of the best schools in the west not to wear corduroys or moleskin pants. For these are the sacred garb of the sophomores and the upperclassmen. And, to all frosh, DON'T bother to bring your tuxedo to Oregon the first year! You can't wear it. It is among the unwritten laws that no yearling should even be heard of wearing a tux. Why, they won't even let the freshmen go to the Senior Ball because everyone must wear a tux, and the tradition making it unlawful for first year men to wear the formal attire naturally keeps them on the outside looking in. Aspiring freshmen should all invest in a pair of inexpensive frosh pants, commonly known as tin pants. They cost only a couple of dollars and are the established freshman attire. However, any type of wool pants can be worn, just as long as it isn't cords or moleskins! A dipping in the mill race is automatically handed to the frosh who attempts to break this tradition.

It was during the pre-Whiskerino days. The Whiskerino, you know, is the annual dance given by the sophomore class at which all

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The Associated Students of the University of Oregon announce a program for fall term that is unequalled in the history of the institution and offers \$15.55 worth of entertainment for the price of the student body card which is \$5.00. The breakdown of the program and the monetary value follows:

Football: Gonzaga at Portland, \$1.10; Utah at Eugene, \$1.65; California at Portland, \$1.65; Idaho at Eugene, \$1.65; Oregon State at Eugene, \$2.20. Total, \$8.25. Concerts: \$2.20. Dances: \$3.00. Emerald subscription: \$1.00. Freshman football: \$1.10. Total \$15.55. Price of student body card (which admits holder free to entire program), \$5.00.

With two internationally famous groups of entertainers already signed for its concert season 1935-36, the ASUO announced today plans for the impressive array of famous stars of the musical and dancing world.

Stars Listed

First on the list revealed by Ralph Schomp, assistant graduate manager, are the Ted Shawn dancers, who have been packing collegiate playhouses throughout the East and Middle West for the past few years. Mr. Shawn, formerly of the world famous Shawn-Denis dancing team, has gathered together a group of dancers that has been receiving laudatory press notices in college and metropolitan dailies alike, whenever they have shown.

The Latvian Russian choir which provided music for the current screen success "Anna Karenina" are also scheduled to appear before the students in MacArthur court.

There will be eight concerts during the season. Four will be provided by the University concert band, under the direction of John Stehn, and the University orchestra, under the direction of Rex Uderwood.

Others Considered

The other four concerts will be staged with outside talent. The above two have already been scheduled and the other two appearances will be chosen from such stars as Grace Moore; Martinelli, Metropolitan opera tenor; Lotte Lehmann, Metropolitan soprano; Tito Schiplo, famous tenor who was received by a packed house here on a former visit; Alexander Bralowsky, European pianist on his first tour of America in five years and who has been filling his houses until there was standing room only, so far on his tour; Nino Martini, who starred in a film recently released from Hollywood, "Here's to Romance"; the American Ballet; Trudi Schoop and her Ballet Comique.

The total attendance price to all of these concerts will be approximately \$6.00, Schomp announced. However, all students holding an ASUO card will be admitted absolutely free of charge.

Massive New Library to Rise at Oregon

Overstuffed Chairs to Replace Traditional Desk, Chair

With construction already underway for the new \$350,000 library on the University campus, it has been called to the attention of the thousands of students who plan returning to Oregon next week, of the modern features to be embodied in the huge structure which will make it one of the most imposing buildings on the campus.

Most novel of the features is the recreation room which will occupy a central portion of the ground floor and will be devoted to creating a home-like atmosphere for students using the library. The room will be approximately 90 feet long by 24 feet wide and will be furnished with over-stuffed furniture, floor lamps, and easy chairs, replacing the conventional desk-and-chair system of the library. At each end of this room will be built a fireplace from which fires will glow on cold, wintry evenings. The walls of the room will be largely of glass, so as to make the recreational center as inviting as possible.

New Features Included

The incorporation of desirable features of libraries throughout the nation has been made by the architect, Ellis F. Lawrence and Librarian M. H. Douglass. Besides furnishing ample space for the 250,000 volumes now housed in the old library in cramped quarters, the new structure will have private studies for faculty members and graduate and upper-division students.

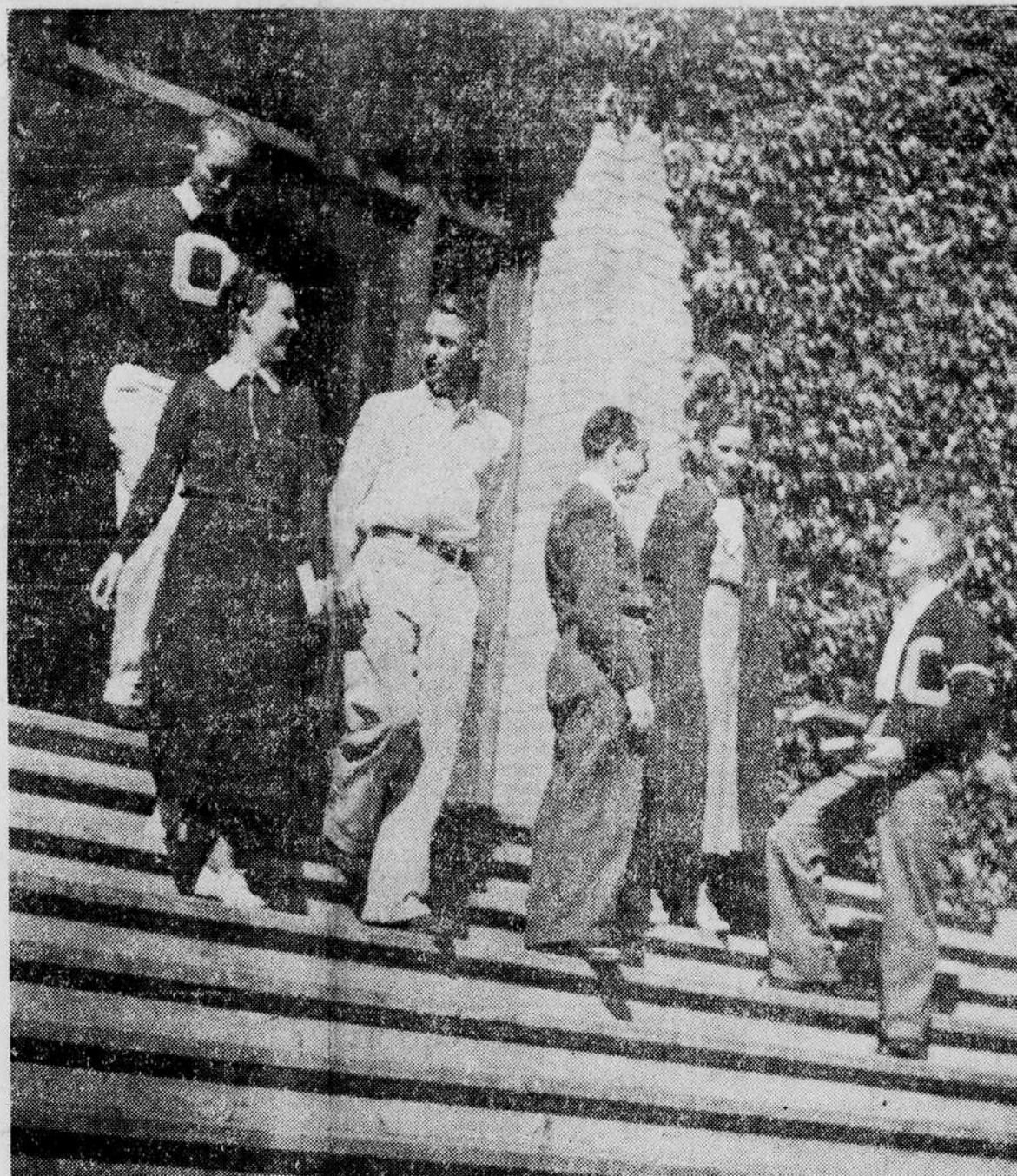
A memorial forecourt, in which will be a fountain surrounded by a garden and seat, is to be financed by gifts made by the Alumni Holding company. Two walks will lead up to the entrances, while a third public entrance will be through the basement.

In general architecture design, both inside and out, the library promises to be most striking. The Lombardic design will harmonize with the Museum of Fine Arts nearby, as well as other newer buildings on the campus.

Art Rooms Spacious

No student can gain access to any other part of the building without first noticing the centrally located recreation room. Adjoining this room on one side will be the Pauline Potter Homer collection of beautiful books and on another side will be the location of

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The University of Oregon, chattering students, vine-covered walls, handsome men, lovely women, hilarious yell-kings, wise professors, bewildered freshmen, cocky sophomores, somber juniors, clean seniors. It is all on its way.

Dr. F. M. Hunter's Statement To 'Young Bloods' of Oregon

Editor's Note: This statement is from the pen of Chancellor F. M. Hunter and is directed to the University of Oregon's class of 1939.

To all ambitious red-blooded youth the institutions of higher education of Oregon extend greetings. These institutions invite those who have high qualifications and courage and who can make best use of their excellent facilities to join the college family in preparing for more useful and happier living. Especially to all such I offer the salutations of the State Board of Higher Education and of this office.

The question, "Does College Education Pay?" inevitably arises when youth considers his future. The answer comes in terms of the possibilities of growth of the spiritual man and his ability to create for himself an inner culture. In these days of confusion and competition,

it is overwhelmingly difficult, if not impossible, for the young American to acquire this culture without the assistance of the college and the university.

How Will It Pay? But the final answer must include economic, as well as spiritual, considerations. "Will it pay in dollars and cents?" asks the young man of today. Let me cite the findings of a recent careful and scientific social survey. In one of the great metropolitan cities of the United States, under the direction of leading statisticians and economists, data giving positive evidence upon this important question have just been forthcoming. In November, 1933, a canvass of a large number of employed and unemployed heads of families indicates that those who had acquired the benefits of a university and college education not only resisted the un-

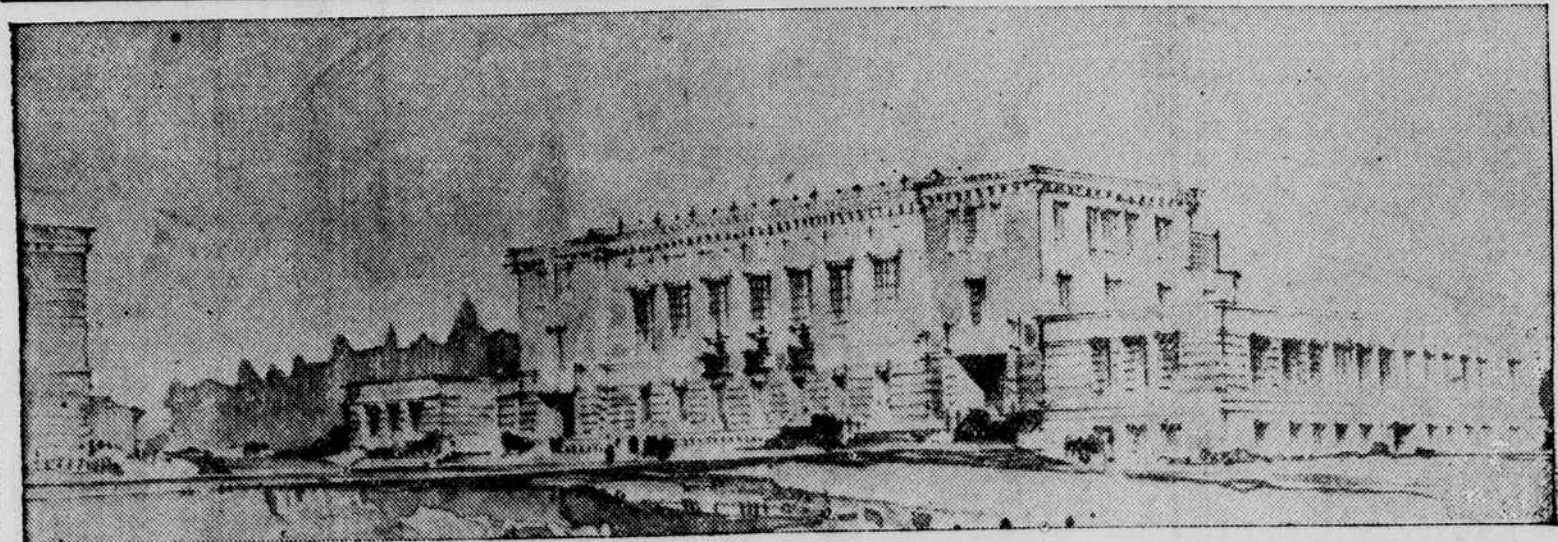
employment wave best but received by far the larger proportion of financial returns.

Here is a picture of more than 60,000 heads of families of this city. The surveyors sought to ascertain from them the group most prevalently employed and receiving the highest wages. Five principal groups were used:

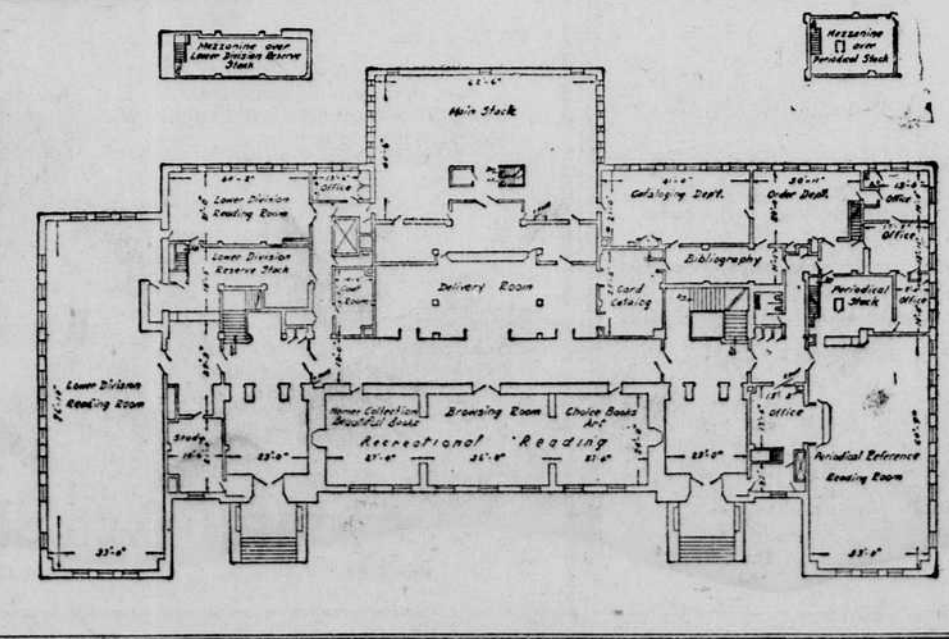
Group	Per cent Employed
Group I—People who did not go beyond the sixth grade	46.7
Group II—People who went beyond the sixth grade but not beyond the ninth	63.3
Group III—People who went beyond the ninth but not beyond high school	73.9

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ARTIST'S SKETCHES SHOW HOW NEW LIBRARY WILL LOOK!



Here are exterior views and the plan for the first floor of the new \$350,000 library to be constructed on the University of Oregon campus. At the top is the way the library will look from a point on Kincaid street near Fourteenth avenue. Lower left is the main floor plan, showing the various features to be included in the structure. Lower left is a view of the library looking south. The Museum of art is seen on the left, while on the right the architect has sketched a view of the humanities and sciences building, a project for the future. The ground will be broken officially for the library at a ceremony Tuesday at 1:45. (Illustrations courtesy Eugene Register-Guard.)



Oregon Enrollment Approaches Record; 3000 Mark Eyed

Hunter Sinks Shovel at New Library Site

Chancellor Featured Speaker at Initial Step in Construction

When Chancellor Frederick M. Hunter worked a shovel into the stubborn, dusty dirt of the University of Oregon campus last week and expertly turned it into the initial move in the construction of the University's \$350,000 library building, he quietly climaxed a 20-year period of hoping and planning on the part of University of Oregon officials. Soon from around that scratch in the earth would arise a vast building—epitomizing much that distinguishes the University of Oregon—cultural development.

In a few brisk sentences, as much to the point as his shovel wielding, he told the goodly crowd of townspeople, students and officials that, traditionally, practice lags 50 years behind knowledge; but, in the present day, both knowledge and practice lag 50 years and even a century behind need.

Dr. Hunter's speech, marking his first public appearance in Oregon since he assumed the office of chancellor of higher education September 1, was delivered on the site of the new building near Kincaid and Fourteenth avenue September 10. The outline of the building has been laid on the field in white and posts with white flags marked the corners of the structure, giving a good suggestion of the location of the new building and its relation to other buildings on the campus.

Preceding Dr. Hunter on the program were M. H. Douglass, University librarian; Burt Brown Barker, vice-president; Representative C. F. Hyde, representing Governor Martin; and Mayor Elisha Large, of Eugene.

Librarian Douglass expressed confidence in the planning of the library, because "we have had so much practice planning it." He traced the history of the campaign for a new, adequate building, during which Dean Ellis F. Lawrence of the school of architecture and his firm have drawn at least 25 separate plans, a large number of them recently in an endeavor to fit the needs to the amount of money available.

He said that the first request for funds was for \$25,000 but that \$350,000 was finally allotted through a PWA loan and grant. Douglass explained that the plan as finally completed will be adequate for a period of six to ten years, and is very flexible to allow for ultimate expansion, sufficient to handle 5000 students at one time, if necessary.

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Not since 1930-31, when the University of Oregon pulse rocketed to the enrollment of 3095 have the prospects for a large student body been more favorable. Reports of substantial increase in freshman registration have been stimulated by the hundreds of applications for admissions mailed into that office each summer month.

Reasons for the upward movement are many: increased Federal aid to needy and worthy students, heightened confidence on the part of Oregon parents in the state's system of higher education since a final and definite settlement of administrative difficulties, intensive advertising campaign carried on by active students in explaining and promoting the University.

Applications indicate that there are many students intending to enter college this year who have been graduated from high school several years and have been unable to attend college because of the throbbing depression. Several years of work, during which time money has been saved, and increased business activity have now made it possible for these students to attend school.

Most definite information issued by the office of the registrar: Registration day will tell all.

College Bedlam Heralds Dance

All-University Frolic Staged in Portland

Seldom is college spirit, the thrilling, blatant, spirit unleashed outside the months of active school operations. Summer time finds students scattered, static in the quiet humdrum of economic life. Gone are the yell kings, stomping bands, curling ribbons of college colors.

In Portland, Oregon, last week, plodding pedestrians were jarred by a terrific din. Office building windows were raised, heads peered over the ledges. Newsboys gawked, stopped howling. Slowly north on Sixth street came a mock locomotive, pulling a not-so-mock box car, ringing a real train bell. In the engine tender were crowded members of Jim Dierick's NBC orchestra—sporting rally sweaters, rooster lids, unmistakably green—unquestionably yellow. In the box car were clustered Oregon coeds—let-termen sweated, Oregon men, collegiate clothed. The sides of the box car proclaimed the University of Oregon Fall Frolic, held in Jantzen Beach Ballroom the following night.

Following, chugged a huge truck carrying a compressed air machine attached to a riveter. Object of the riveter's attention: a three-foot disk of half-inch cast iron. Result: bedlam, chaos, war.

Portland cosmopolites were impressed. A college rally on the (Continued on Page Eight)

New Students to Meet Campus Luminaries at Oregon

In an attempt to make newcomers feel at home at the University of Oregon, to put them at ease among fellow students who have been in attendance three or more years and who have established for themselves a name in the social and academic life of the school, freshmen will be introduced to those people whose names will make news at the University during the year 1935-36.

As prominence may be secured in many fields of endeavor at the University, students excelling in ricular activities are included in this list of names. These names will make news at the University this year:

- Jim Blais, president of the Associated Students, top-notch political office on the campus.
- Mary McCracken, president of the Senior Class, effervescent little campus spark-plug, exceedingly active in all campus activity and excellent student.
- Bill Hall, solemn independent high-light, president of Inter-Dorn council, winner of the Koyl cup as most outstanding Junior.
- Peggy Chessman, leader among Oregon women, executive of Oregon Daily Emerald.
- Bill Schloth, campus dramatic star, a leading player of Inter-Collegiate players.
- Maragret Ann Smith, president of Associated Women Students, super-student, shining Oregon socialite.

Rollie Rourke, vice president of Associated Students, newsworthy basketball luminary.

Roberta Moody, dynamic member of Greater Oregon Committee, member of Executive Council as Senior Woman.

Budd Jones, fiery member of basketball team, rangy, thundering football end, outstanding man among Oregon activities.

Walt Back, blond all-American football prospect, dynamo of Prink Callison's football offense, triple-threat.

Robert Lucas, editor of the Oregon Daily Emerald.

McMORRAN & WASHBURNE'S

NEW and DISTINCTIVE DUDLEY FIELD SHOP For College Men

THE COLLEGE SHOP

For College Women

'A COMPLETE COURSE IN COLLEGE FASHION'

Please turn to Pages 2 and 7.