

It's This Way

By Marge Petsch

When the women's editor was asked two weeks ago if she had organized her staff for the coming year or not, she hung her head and admitted that she had not. But on Tuesday night she secretly rejoiced that she had not because very suddenly the whole situation in respect to this year's women's page was changed.

Never before have so many new and former women students signified a desire to participate in publishing the Emerald. And it is also interesting to note that a large percentage of these are women who know how to write, who already have a certain professional touch, and who will be capable of presenting women's news in a highly readable fashion. If the women's page this year fails to hit a new high for quality it will be due to either poor management, or a sudden lack of interest on the part of those women who made such a splendid showing on Tuesday night.

We are going to make a real effort this year to keep women on the Oregon campus in close touch with local women's activities, with activities of the Associated Women Students in particular. It is our opinion that too many women at Oregon drift through their four years with but the slightest information in respect to the actual accomplishments and objectives of the organizations which are recognized as representative of their own sex.

In order to offer what campus women want, the women's department of the paper is open to suggestion at all times. Because of the large supply of writers, we will be able to present numerous features, both of local and national significance. Outstanding facts about campus women satellites will be a regular feature, with society and fashions taking their customary place.

It is high time that Oregon women awake to the real meaning of their college existence; that it is not merely a place where one may pledge oneself to a sorority, or store away a certain amount of knowledge for present or future use, but a real workshop for the establishment of future useful habits. Not to be organization-minded is satisfactory for many rugged individualists, but most women are possessed of a strong gregarious tendency which may be developed into lines wherein women may find a surprising measure of happiness.

Consequently, we hope this year to be able to aid materially the many objectives held by the Oregon women's organizations which we consider of particular worth. To be a part of the whole scheme is to be interested in it, and the women's page will play its part as campus informer.

U. O. Professor Weds Kay Avery In Vermont Rites

Announcement of the marriage of Reginald Coggeshall, professor of journalism on this campus 1930 and '31 to Miss Kay Avery at Montvert, Middleton Springs, Vermont, reached Mrs. W. F. G. Thacher this week.

On leaving Oregon Mr. Coggeshall took a teaching position at the University of Minnesota under Dr. Ralph Casey, also formerly of the faculty here. Last year he accepted a position on the staff of the Pulitzer School of Journalism, Columbia University. At present Mr. Coggeshall is writing a book on Foreign Correspondence and the Versailles Peace Treaty for which he has been commissioned.

The address of the couple will be 344 West 12th street, New York City, New York.

The mysterious sense of direction possessed by homing pigeons is disrupted by radio waves.



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Impressions of Dean Related by Freshman

Editor's note: The following interview was conducted by a freshman, who was asked to give her first impressions of Dean Scherwing. The interview has been run without changes or omissions.

By Elenore Tingle

An interview with the Dean of Women! My poor freshman heart missed several beats and all my ideas of interviewing procedure vanished into thin air. But while waiting in her office, I happened to notice an article in the October Reader's Digest entitled "The First Lady" and thought how very appropriate that title would be for Hazel P. Scherwing. Nothing seemed to express better this similarity to Mrs. F. D. Roosevelt than did Mrs. Scherwing's initial talk to the freshman.

A red hat and gardenias! What color and wonder they aroused, but what more perfectly expressed the personality of our "first lady" than those? Instead of appearing on the speaker's platform all in sombre black to impress the young freshmen at their initial meeting last week, Mrs. Scherwing had on a most becoming red hat and her youthful and charming appearance appealed to all of them. Instead of talking down to them, she spoke as though she were one of them and informed them that they were grown up enough and intelligent enough to be entitled to freedom as long as they were able to use it in a responsible fashion.

"We did not anticipate such an avalanche of freshmen during rush week and had some difficulty in housing them. More students stayed off the campus than ever before, in spite of the fact that Susan Campbell hall had been set aside for them," stated Mrs. Scherwing.

"Rush week itself seemed to function more smoothly and there was a better spirit among the houses," Mrs. Scherwing continued. "Fewer girls had hysterics and very few of them had diffi-

culty in deciding what houses they wanted to pledge. As a rule, Portland girls have much less difficulty in deciding the houses they want to pledge than do girls from other vicinities as they are rushed the year round and attend many sorority functions in Portland.

"Panhellenic is now working on plans for rush week during the next year," she concluded. Mrs. Scherwing was not the "dowager" type of dean of women and I had completely forgotten that I was supposed to be interviewing her. Her appearance is so youthful and her manner so charming that she seemed more like an upper classman giving practical advice and stating interesting facts. And as I walked out of her office, my trepidation having been completely forgotten, I remembered a comment that had been made by one of the freshmen when she first saw her: "Jiminy, I thought she was a student."

Theta Sigma Phi To Hold Lunch Meeting Tuesday

Henriette Horak, president of Theta Sigma Phi, women's journalism honorary, announced last night that there will be a luncheon meeting of the organization next Tuesday. The meeting, the first to be held this year, will take place at the Anchorage, starting at 12 o'clock.

Plans for initiation will be discussed, according to Miss Horak, as well as arrangements for the entertainment of women attending the high school press conference here next month. Committees for the later event will be appointed, as will all standing committees for the year.

"I should like to urge every member to be present," Miss Horak said, "since we want Theta Sigma Phi to reestablish this year its important role in the school of journalism and on the campus."

Best Dresser



YWCA Opens '35 Schedule With Big 3-Point Program

A three-point program of campus action opened YWCA activities on the Oregon campus this week. A membership drive, cooperation in a peace program for Armistice day, and joint sponsorship of the northwest international relations conference are on the card for the first weeks of school. For girls not attracted by these endeavors, the Y will soon begin interest groups in community leadership, public affairs, and vocations, and will have a luncheon club.

The harvesting of freshmen and newcomers begins October 7, under the direction of Patsy Neal and Margie Lee Morse, co-chairmen of the membership drive. Freshman discussion groups, for the purpose of getting freshmen women acquainted, will be organized next week.

The community leadership group will dig into the problems of social work, and will give pointers on girl scout leadership and FERA nursery school management.

Industrial relations groups will concentrate on the relation of the consumer to the industrial order. Public affairs groups will study the technique of political parties. Vocations group will deal with opportunities and trends in a few selected vocations.

The luncheon club meets daily at noon in the YW bungalow. Activities for those interested in art, religion, and spiritual resources is also promised, according to Betty Hughes, student secretary.

Boyers to Honor Guests at Dinner

Dr. and Mrs. C. V. Boyer will entertain this Friday evening at the Osborne hotel, honoring Chancellor and Mrs. Frederick M. Hunter, Dr. Jiro Harada, distinguished Japanese art authority and member of the faculty this fall, and deans of the University departments.

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GEORGE M. LOTT, JR., tennis star: "Camels never get my wind. More expensive tobaccos are used in Camels. That accounts for their mildness!"

CARL HUBBELL, in action on the diamond! He says: "Camels have flavor, plus mildness—a rare combination. And they never get my wind."

SAM HOWARD, high-diving champion, says: "I smoke Camels and keep in perfect 'condition.' Camels are so mild. They never get my wind."

SUSAN VILAS, free-style swimming champion, comments: "Camels are mild. They don't cut down my wind. Camels are full of rich, smooth taste!"

BILL MEHLHORN, star golfer, says: "I smoke Camels steadily. From years of experience I know they won't get my wind or jangle my nerves."

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Classes are in full swing again and we are already finding how very many things we forgot to bring to school . . . This is where POLLY comes in to help you find the right place to find just what you want . . . POLLY saw so many lovely things this last week but she selected only the BEST for you—Here they are—

Every girl must have one good-looking outfit about which to build her wardrobe—so POLLY found just this thing—a three piece suit which includes a very SPIFFY full back swagger coat of dark brown self plaid—skirt to match—and a plain brown tailored jacket—Can't you see what marvelous possibilities it has—It takes you wherever you want to go . . . This very smart model was seen in H. GORDON & CO.

The very smartest of people are talking today about those very fine MEXICAN PRINTS of DIEGO RIVERA'S. They are in the original colors of RIVERA'S frescoes in the Cortez palace and other public buildings—POLLY was so terribly thrilled when she found these very prints right here in Eugene at THE ORIENTAL ART SHOP . . . best of all they may be bought for fifty cents apiece or two for eighty-five cents—A pair of these prints would make any girl's room all the more intriguing . . .

The beginning of any school year always brings forth a whole slew of new romances—and with such a good-looking group of FRESHMAN GIRLS competition is certainly getting keen. Now POLLY has a secret for each and every coed—she has found that every college man admires a girl who is well groomed—which of course means not only clothes but personal details such as a smart and neat coiffure . . . POLLY has found that MILL'S BEAUTY SALON fulfills every girl's requirements . . .

If hunting for good blouses is trying on your astigmatism turn your eyes this way for a whole bevy of beauties!!! POLLY found what we all have been looking for at BEARD'S—white crepe—manly tailored, shirt-waist style—bright silks with unusual frog trims, buttons and braids—They are all so smart and only \$1.98 . . .

New clothes are sprouting about all over the campus—and such perfect ones—GLADYS BATTLESON, Alpha Omicron Pi, was looking very "HAPPY" and attractive Saturday night at the PARROT in a black crepe afternoon dress—military braid and a touch of red at the neck trimmed the dress—a black halo hat accentuated the costume . . . MARY ANN SKIRVING looks very smart on the campus these fall days in a maroon hand knit suit—The jacket is three-quarter in length . . . One of the best looking outfits POLLY has seen is a suede and wool plaid combination in a brown, tan and orange color scheme—VIRGINIA WELLINGTON wears this snappy outfit . . . and of course NENCY LOU CULLERS was seen by POLLY at the library last night in just the correct campus attire and looking her usual attractive self—DAVE (BONES) McGUIRE noted the attraction too!!! By the way—POLLY saw HANNAH CROSSLEY the other day at the YW tea in a perfectly stunning raisin colored dress with matching hat to complete the ensemble—speaking of hats, DEAN SCHWERING is wearing quite the smartest hat of the season—Vogue's latest—A lovely dark shade of rose in a soft wool dress with tiny tucked pleats and the new full skirt is being worn by ROSEMARY O'DONNELL as only she could wear it—POLLY spotted it as being very HARPERISH . . .

These cold brisk nights call for BROADWAY, INC. bright cozy flannel bathrobes—New color combinations are the most striking and sure to catch the eye . . . POLLY is wearing a brown BATHROBE in her evening study hours that is trimmed with turquoise blue and lighter brown, adorable SKOTTY buttons—Study hours whizz—and theme thoughts zoom to higher A's when you wear these classy robes over your PJs . . .

Hollywood's gone agog over these new cordian pleated formal—and POLLY will be unrivaled if she gets that cerise MILITARY FORMAL at BARNHART'S with the huge braid gadgets in the front—however she is undecided and may pick gold dots from another of Barnhart's clever creations . . . A brown taffeta backless formal with a wide GOLD LAME belt and these new unrubbable dots . . .