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ASUO Talks Turkey

LEADERS of the ASUO are singing a different song this fall. Last October it was a mournful dirge to the effect that Oregon was going to dry up and blow away because the boys and girls were not buying student body cards.

It's a different song this year, not the forced optimism of "Happy Days Are Here Again," that we intoned so dimly during the depression's depth, but the real McCoy.

Out of an enrollment of approximately 2800 students over 1800 have entered the student body already. The figures prove something: close to two-thirds of the students recognize the value of the program offered this year by the associated students.

"VALUE" is the theme of this year's ticket sales, not "Subscribe, for gosh sakes, or we're going under." Pinned times have given us a rather decent respect for the dollar. Sentiment has its place, but when the dear old student body offers six football games and a varied concert and lecture series as incentives to membership, in addition to the old ivy and traditions—well, that's talking turkey.

Japan's Money On the Wrong Horse?

1922: The most important arms-limitation agreement ever negotiated goes into effect, giving the United States, Great Britain and Japan a 5:5:3 ratio in naval armaments. Hope.

1930: The London naval treaty, due to violent protests from Japan, gives that nation equality of submarines, though keeping the 5:5:3 ratio in other warships. Less hope.

1934: Japan denounces the Washington treaty on December 29, just 60 hours before the deadline. Little hope.

1935: The London naval conference breaks up as a fiasco attempt to bring about agreement between the U. S., Great Britain and Japan. Very little hope.

1936: On December 31 expires the Washington naval treaty. No hope.

1937: ????????

IN skeleton form, that's the story, the tragic story of an attempt to keep navies from entering the deadly cycle that is their own annihilation.

Yesterday, Great Britain sent forth experimental proposals to save the remnants of the Washington treaty by agreeing to keep the Pacific islands unfortified. The proposals are visibly doomed to failure.

In the Pacific the United States and Great Britain have the Philippines, Guam, Samoa, Hawaii, Alaska, Hong Kong, Singapore, North Borneo, New Guinea, Australia and New Zealand. Both

Joe Gordon

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 year's world series. "Powell came the closest," he said. "As I see it, there was no real hero this year, nor was there a goat."

Speaking of the Pacific coast pennant winners against whom he played in the recent Pacific coast series, Joe said, "Portland was weak defensively, but they had real power at the plate. Their three pitchers, Posedel, Caster, and Lisika, won 65 games themselves."

Pro ball players, said Joe, do not play with the exuberant vim characteristic of college players, because in professional baseball the season is much longer and when games are played every day a good player tries to conserve as much

energy as possible. "Oh, yes, they really try their best because it means their bread and butter. They try to put the most into the game with the least amount of effort," he thought.

Ray Koch played in Joplin, Missouri, this last season, he said. Joe Gordon is a real all around athlete. He played baseball at Jefferson high school in Portland. Although he didn't go out for football until his senior year because of his lack of weight he was a fast, shifty ball carrier.

He is now 21 years old, 5 feet 11 inches tall, and weighs 175 pounds. "I don't know yet," Joe answered when asked where he would play next year. He expects to get in two terms of study before he goes back to the Oaks' training camp in California next spring. He needs

great powers are quite willing to leave these possessions unfortified.

But in the Pacific Japan has Formosa, the Loochoos, the Bonins, the Muriles, and the Pescadores, which she will not leave unfortified, regardless of the fact that by tearing up the naval limitations treaty she accomplishes what she has so long feared, namely, the united front of Great Britain and America.

IN a competitive armament race, Nippon is lickered from the start. She hasn't the resources to build oil-burning giants of steel, and consistently unfavorable budgets such as she has had the past few years will force her to a desperate move.

Japan's best bet was a continuation of naval accord with America and Great Britain. Now that the bet is lost, no nation will suffer more than the "land of the rising sun."

No Mere Ideal Of Bed and Board

THE mushroom-like growth of living cooperatives on the Oregon campus, contrary to common opinion, is something more than the articulated demand of students for a cheap board and room joint. For morale, group spirit, and a dedication to the best in group living, the cooperatives have brought back to the campus the unpretentious good fellowship and mutual concern which the pioneer fraternities and sororities had as their goal.

HOW the movement on this campus grew from the dream of a few young idealists two years ago to the actuality of more than 110 cooperating members this fall, is in itself a saga of significance. These houses, so far as we can learn, are giving members all those good features of the fraternities and sororities, with no strain for front, and a generous dose of democracy, which has lost its position in much of contemporary student living.

STUDENT cooperators are demonstrating the practicability of a return to the wholesome American ideals of working with others rather than against them. That this old, old community spirit will work in this complex age has been questioned, but on a hundred American campuses they are proving that good neighbors make a good community, and that the quiet practice of democracy and justice in these living groups is something which might well be passed on to the rulers of a distraught nation for wider application.

Il Duce Splits the Limelight

MUSSOLINI, according to yesterday's news, is grooming his son-in-law, Count Galeazzo Ciano, as his successor. Il Duce tipped off his hand some time ago when he put the count at the head of "La Desperata," a dare-devil air corps in Ethiopia.

It is characteristic strategy of dictators to keep a pretty close tab on who's a hero and who isn't in their domains. For, after all, their own position depends on keeping in the public eye as heroes. Witness what happened to ocean-hopping Italo Balbo when he got too many huzzas.

IN giving Ciano a build-up as his possible successor, Mussolini seems to be providing an answer for the skeptics who have been wondering what happens when a dictator dies.

Italy's Duce is showing himself in at least this respect a more able strategist than Germany's Fuehrer. Hitler is rather chary about splitting the lime-light with any of his lieutenants, a bit of short-sightedness that would put the "fuehrerprinzip" in a hole if he should die.

Now We're Railroadin'

EUGENIANS, who awoke one day last year to the realization that they had a traffic problem, are getting something done about it. Early this morning some 55 traffic-counters took positions at intersections to make a check of passing cars. By the end of the week city officials hope to have enough data to determine a solution for the choked condition of several thoroughfares.

The problem is really getting acute. On Saturdays traffic is so dense in the business district that even metropolitan streets might look like horse-and-buggy lanes in comparison. Apparently, however, the difficulty arises not so much from the great number of vehicles as from their slow movement.

ALREADY, it has been noticed, police are cracking down on the double-parker, that lackadaisical offender who blocks the street while cars knot up behind him.

Keeping the traffic moving will help, but additional correctives are called for, such as the installation of traffic lights at some of the most bustling intersections and the re-routing of through-traffic, as has been suggested.

three terms of work to receive his degree in physical education.

"Incidentally," he said, "Oregon should have a good baseball team next year. Hobson is a good coach, and he will have a good bunch of freshmen coming out of the University varsity squad. He will have a real pitcher in Bill Sayles."

President Boyer Returns After Portland Meeting

C. Valentine Boyer, president of the University, returned Wednesday from a trip to Portland where he visited the Pacific International Livestock exposition as well as attending to business affairs.

Monday evening President Boyer spoke to members of the 4-H club at their banquet spread in the J. C. Penny hall.

Hop's SKIPS & JUMPS

By ORVAL HOPKINS

MY heart goes out to the poor freshman, homeless and alone here at the great University. Therefore, as protector, self-appointed, of said poor freshman, I wish to drop by the wayside a few hints which I intend, first and foremost, to be helpful and not just the idle meanderings of a mug. Be it understood, however, that I am aware that the freshman is yet to be foaled who will take any advice, good or bad, from anybody, and that it is much easier to give than to take same.

Get this, Frosh: You will all wear leather heels, with great blocks of steel distributed about them. Now the point is to drag those heels audibly when you arrive late to any classes. None of this shy scraping I've seen occasionally. Get in there and fight—let 'em know you're coming. This is one of the best ways—this, and hollering "Hiya, Boy!"—of attracting attention I can think of at the moment.

Another little point which I've thought up is as follows: Never keep up with your reading. Especially if you figure to major in social science, never keep up with your reading. Those huge assignments they give you to read don't mean a thing. They never ask for them in exams. Just whip right past them.

About this military: When the supply sergeant wants to know, "Well, Buddy, how do you want your uniform—too big or too small?" just assume an attitude and either glare at the lug or snap back your size so fast it'll make his head swim. They've been pulling that old oil for years, see?

Never shave at night. This is for after you start to shave, of course. And don't let them tell you that you don't need a shave because they're just afraid if you do shave you'll steal their gal friends, see.

Oregana Photos

(Continued from page one)
 ers of the three groups, Casciato says.

The Schedule
 The schedule is:
 October 12—Alpha Chi Omega
 October 13—Alpha Gamma Delta, Alpha Delta Pi
 October 14—Alpha Omicron Pi, Alpha Xi Delta
 October 15—Alpha Phi
 October 16—Sigma Alpha Mu
 October 19—Gamma Phi Beta
 October 20—Alpha Hall, Omega Hall
 October 21—Delta Gamma
 October 22—Beta Theta Pi
 October 23—Sigma Kappa, Zeta Tau Alpha
 October 26—Alpha Tau Omega
 October 27—Delta Upsilon
 October 28—Sigma Hall, Gamma Hall
 October 29—Pi Beta Phi
 October 30—Phi Kappa Psi
 November 2—Hendricks Hall
 November 3—Sigma Chi
 November 4—Theta Chi
 November 5—Chi Omega, Phi Mu

November 6—Delta Delta Delta
 November 9—Phi Gamma Delta, Zeta Hall
 November 10—Susan Campbell Hall
 November 11—Kappa Sigma
 November 12—Kappa Alpha Theta
 November 13—Sigma Nu
 November 14—Kappa Kappa Gamma
 November 16—Sigma Alpha Epsilon
 November 17—Phi Sigma Kappa

So you just shave whenever you see that ol' beard sprouting out there. But, as I say, never shave at night. It's just a waste of a good shave.

Now if anything gets to bothering you or you need some dough or some femme starts putting you through your paces, you just drop in here and see old Truesdale—that's me, Truesdale—and we'll see if we can't fix you right up and right now. So long boys, and take 'er slow.

Frosh Prexy Race Nears Torrid Finish

Rallying under their respective candidates, frosh campaign leaders started out under "full steam" yesterday to convince all skeptics that their man is the only logical choice for president of the freshman class.

Yellow and green handbills, cardboard signs, and banners lent a political air to the campus. Early risers this morning became aware of an overnight blossoming on the campus of brightly kalsomined pavements and another flood of handbills. The campaign of the John Dick faction is being led by Robert Mangold, manager; Dick Litfin, advertising; Harold DeCicco and Gerald Norville, contact men. Managing the Clayton Ellis campaign are Hal Duden, campaign manager; and Scott Corbett and Stan Norris, assistants.

November 18—Phi Delta Theta
 November 19—Chi Psi, Sigma Phi Epsilon
 November 20—Delta Tau Delta, Pi Kappa Alpha

Harold Bates, graduate of the school of business administration of the University, has accepted a position as accountant with the Westfir Lumber company.

GIRLS.. Are You a 'Fuzzy Wuzzy?'

University men admire well-dressed hair. For sleek beauty of your coiffure drop in at

NINA'S Beauty Shop
 Phone 3070
 Next to Mayflower Theatre

SAUNDERS BACK
 Max Saunders, former Oregon student and now assistant to Professor Kelly of the business school, is back on the campus this term doing graduate work preparatory to the CPA examinations.

"Buy With Confidence"
CORD PANTS \$2.45
 Light and Caster Shades

FROSH PANTS \$1.95
 Sanforized

SWEATERS \$3.95
 All Wool, Button Front
 Fancy Back

SWEATERS \$2.95
 Pull-Over, Fancy Back

OXFORDS \$3.95
 Brogues, All Leather

HERMAN'S MEN'S STORE
 782 Willamette

Rugged! Plani! Practical!
Norway CALF BOSTONIANS
 5.50 to 8.50
 Ideal for Frosty Footing
BURCH'S FINE FOOTWEAR
 1032 WILLAMETTE ST.

LOVE'S BEAUTY SALON
 Wishes to announce that due to increasing patronage they have enlarged their Hair Cutting Room facilities and secured the services of an additional Haircutter and Stylist—the staff now includes—
MR. LEONARD and MR. JAFFE
 Mr. Jaffe, formerly of Seattle, has been connected with some of the best Salons in San Francisco and Los Angeles.
 Aided by skilled attendants and the latest in Beauty Equipment, our Stylists are able to create for our clients the latest in individual coiffures.
 We Invite You To **CONSULT OUR STYLISTS**
 On Hair Cutting and Permanent Waving
 972 Willamette Phone 991

Lucky for You — It's a Light Smoke!



KIND TO YOUR THROAT— A Light Smoke
 There's a friendly relaxation in every puff and a feeling of comfort and ease when your cigarette is a Light Smoke of rich, ripe-bodied tobacco — A LUCKY.

As Gentle as it is Delicious!

For Lucky Strike is not merely mild and mellow in taste, but a genuine light smoke which always treats you gently. You will find it easy on your throat, kind when you inhale, friendly all day long. If you believe in a gentle smoke, you believe in Luckies! Among all cigarettes, this is the one which offers you the welcome protection of that famous process known to the world as "It's Toasted." And this is the one that millions turn to—for deliciousness, for protection, for all-day smoking pleasure! Luckies are A Light Smoke of rich, ripe-bodied tobacco.

★ ★ **NEWS FLASH!** ★ ★
 "Sweepstakes" employs 6,000 to address entries!

Over 6,000 people are employed in addressing return entry cards for that great national cigarette game, Your Lucky Strike "Sweepstakes." Entries come from every State in the Union.
 Have you entered yet? Have you won your Luckies—a flat tin of 50 delicious Lucky Strikes? Tune in "Your Hit Parade"—Wednesday and Saturday evenings. Listen, judge, and compare the tunes—then try Your Lucky Strike "Sweepstakes."
 And if you're not already smoking Luckies, buy a pack today and try them, too. Maybe you've been missing something. You'll appreciate the advantages of Luckies—a Light Smoke of rich, ripe-bodied tobacco.

Luckies — a light smoke OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"