

# 1938 Year Book to Be in 'Swing Time' Style With Natural Pictures

## 'Campus in Color' to Be Presented in Oregana For 1938, Says Harbert

The campus in color will be presented to University of Oregon students by the 1938 Oregana promises Wayne Harbert, the year-book's new editor, who plans to utilize natural-color photography.

"Photos of students and the campus all in their natural color will be used," Harbert said. "The book will have a greater pictorial display than any annual of the past with 20 per cent being given to full-page photos. Picture taking started last spring term, and has been continuing all summer," he continued.

**Fort to Sketch**

Sketches of every phase of campus life will be made for the book by Sam Fort, 1937 junior weekend chairman. Fort plans to sketch the year's activities, personalities and oddities as they come.

In order to give the students of Oregon something entirely different in photographic layout in the Oregana for 1938, Editor Harbert has conceived an designed an "Oregana in swing time," an artistic plan of the book so entirely new, informal and rhythmic with a veritable "swing" from page to page that professional men who have viewed the dummy of the book have given it the highest of praise.

In addition to "swinging" the book's design, Harbert plans new feature sections, a greater spread of student personalities, and an entirely new section entitled "Where and how students play" showing not only campus life but also how students live when not studying and methods of amusement indulged in by students.

**Harbert Aims High**

Harbert gave notice of his intention of aiming again at the position of the 1936 Oregana, which was given national top honors. He said the general lay-out of the book is nearing completion, and copy work has already begun in some sections to assure issuing the book during Junior Weekend as a highlight of the weekend festivities.

The book will be financed entire-

## New Professors Increase Staff

Two assistant professors and five instructors will be added to the University of Oregon faculty, it was announced yesterday by the president's office.

In the department of psychology, Francis B. Robinson will join the staff as an assistant professor. Major Edwin T. Wheatley will be an assistant professor in the military science department.

The college of arts and letters will have the services of Frederick M. Combellack as an instructor in the classics, and Charles Micaud as an instructor in French.

Margaret Kathryn Hair will be an instructor in zoology. Francis Holderred will act as a part-time instructor in the physical science survey. Rex Rhoten will also be a part-time instructor, in the physics department.

ly as a separate project of the associated students, by sale of copies and advertising. It will be approximately 350 pages long.

### TOURS LIBRARIES

Mrs. Marjorie Reynolds, librarian for the business administration library and for the Oriental museum library, left August 21 to visit museum libraries at Chicago, Washington, D. C., Baltimore, Philadelphia, New York and Boston.

## Webfoot Rally

(Continued from page one) and their friends the biggest "Unicrowd," Elmer Fansett, alumni secretary and campus organizer said.

A reception committee will be waiting at the doors to welcome students, issue tickets, and make introductions. Besides the program, dinner, and dance a one-third reduction will be made on all rides and concessions.

### Fun-Filled Program

Barney Hall, president of the Oregon student body and general chairman of the affair, was rapidly whipping the day's activities together last week to give students variety party in history.

Students and freshmen can gain admittance to the park by submitting a coupon, or by getting one at the gate. As soon as members of the Oregon Mothers club starts serving the free dinner to guests, an extensive entertainment will be started with Warren Waldorf of Eugene as master of ceremonies.

### Entertainment Varied

Scheduled to appear on the program are outstanding University entertainers such as Hal Young and George Hopkins of the University school of music; Don Palmbad and Roy Vernstrom, skit artists, the Gamma Phi Beta chorus, Bill Lubersky and Kessler Cannon in a short skit; sports and football pictures by Bill Hayward, Oregon's veteran track coach; swimming exhibition by Oregon's championship swimmers and divers, and a host of other surprise feature numbers, including bathing beauty and log-rolling contests.

Until 9 o'clock entertainers will hold the spotlight, then the doors of the beautiful Jantzen Beach ballroom will open to the college dancers. Music by Everett Hoaglund's noted San Francisco orchestra will be heard along with featured artists.

### Committee at Work

Assisting the general committee for the celebration are Jean Rawson, attendance committee chairman, and Peggy Vermillion, chairman of the ticket sales to alumni and dads.

Members of the Oregon alumni association, Oregon Dads, Oregon Mothers and the ASUO are cooperating to put over the annual rally.

## Entering Frosh Forced to Make Many Decisions

(Continued from page two) here. Of course if you are a "stepper" and like to "hoof-it" a lot at everything that comes along . . . that's another thing.

Every fellow should have one good suit, preferably a dark one as there are dances and dinner dates aplenty through the year. There will be formal affairs but tuxes are "out" for freshmen. One good suit's all you need. More for variety and "dash" as you wish. A couple of pairs of slacks, sweaters, and a coat complete your wardrobe. Hats aren't essential.

And you should have a slicker-jacket for wet weather. You'll find quite a bit of that noted "California-climate" right here in Eugene. And did I mention "frosch pants," or "tin pants," as they're more commonly known? They are traditional at Oregon and all freshmen should have them. Both practical and economical, they prove quite a saving on other slacks when an

## 'My! How You Talk'

(Continued from page one) a "smuggle puppy," one who, might I say, is rather "eager" for kissing.

And the coeds have not been too backward about "telling" the men. For instance, should you linger too long in parting you may aptly be dubbed a "bell-polisher." If you do not shave, or are just plain unattractive, the girls may call you an "airedale." As for the fellow who happens to be called a "cream puff" . . . need more be said? And the "five-H" fellow is not the most popular guy in the crowd. Hell How He Hates Himself! Besides the common garden snakes the girls find there are those of the parlor specie. There also are "lounge lizards."

And the chaperons have come in for their share of the fire. They may be "alarm clocks," "gooseberries," or just plain "fire-extinguishers."

Enough for that. Now as for some of the expressions . . . let's run a little bit together and see what we get . . . A winking-willie (male for Mae West) is slobbering, or blubbling, a bib full (in other words, waxing mushy) in some cutie's ear in the local hug center.

Or just say the two of them are "lollygagging." Anyway, there is a moon and he thinks it would be just plenty nice to "do the bear" (hug) and then "hang a goober on her." In other words, kiss. But she thinks him to be rather "green pastures" (stupid), just a little "milky in the filbert." Besides, he isn't an extra hot "frame" (dance partner) and she is already rinsing her eyes on the chief "itch and rub" as a possible date to the next mixer. So she "poo's out" on this guy, refuses to let him plant a "honey-cooler" and, as a result, he thinks she's a "holaholy" because she won't "smooch."

He doesn't see a great deal of her after that (though it isn't his fault) (still admits she's a plenty cute sketch) and he starts complaining that his best pal has "creamed his lady," that is, he has cut his throat, pulled a fast one. So our poor rejected and dejected hero has to get an "import" to "smudge it with" at the next big campus "shinslop." Sad? Well don't start manufacturing salt on my shoulder, please!

unexpected bath in the mill race comes your way. They may be obtained at any one of a number of stores here in Eugene.

Just a word to top off this clothes business . . . styles keep changing all the time, especially around a campus and all of us like to be as "up-to-the-minute" as possible in our dress, so I'd advise against loading up too much with a big wardrobe beforehand. Come on down . . . see what the others are wearing . . . then go ahead and wear what you want. Just remember . . . college isn't high school when you buy . . . and conservative clothes are always in style.

### Keep Regular Hours

Many of you will undoubtedly be somewhat awed, or perhaps, just plain "bewildered" by it all your first few days down at the University. At the same time it is very important that you get off to a good start as possible and to do so you must keep clear-headed, be mentally alert and fit—the first week if at no other time. Get all the sleep you can nights so as to be in "tops" condition when you take the various examinations.

And it is important that you stay mentally awake and on your toes for more reasons than one. The choices and decisions you make during the first week—rush week—may mean a great deal toward your ultimate happiness or disappointment in campus life and your University career.

A word about the examinations. They are nothing to be afraid of. The physical examination is given merely as a check-up on your physical condition . . . to find out what shape you are in and where your condition can be improved by special care and attention from the physical education department and the University health service. The examinations also safeguard the entire student body against the spreading of contagious disease.

The placement examinations are given to find out just where each incoming student stands . . . to measure his or her general mental ability to succeed in the University. The results of these exams help both you and your advisor plan a course that will be most suitable to your particular capabilities. So you see, it is to your own advantage to make as good a record as possible in these examinations so as to be catalogued as you should be. And to do well you must be fresh and fit. Keep as good hours as you can the first week . . . and for that matter, all through the year.

### Ask Questions

One thing that cannot be stressed too much is the little matter of frankness. Be frank. Both when talking with fellow students and advisors. Especially when you are planning your course of study with your advisor. Remember, your advisor can help you just as much or as little as you let him. The more questions you ask and the more you open yourself up to him the better able he is to understand your particular problems and be of service to you. Don't be afraid to ask questions.

The above statement can aptly be applied to rush week. When you are choosing your fraternity you are making an important choice. While you are being rushed around from one house to another, when something comes up that you do not quite understand, ask someone. Ask about anything that bothers you. The fellows should be glad to answer your questions and discuss with you freely any question you bring up. Every fraternity man that rushes a prospective pledge is out to sell "his fraternity" . . . regardless. That is to be expected.

### What to Look for

Now supposing you do intend to pledge some house . . . in choosing your fraternity what do you want? All of us want different things but it must be admitted that the members make the fraternity what it is and determine its position on the campus. Look for the group of fellows you think you will get along well with during your four years at school. Don't join some fraternity merely because it has an impressive front, beautiful house, or is "tops" in

national standing. After all, it's the fellows you'll be living with that count most while you're here as far as the fraternity is concerned.

In closing I will say: Don't take disappointments too hard! You know that saying about the best laid plans of mice and men . . . anyway, when something doesn't

pan out exactly as you had hoped it would . . . and some things will happen that way . . . why take it like a man. Learn to take it. Incidentally, you'll find your classmates and brothers more than willing to give lessons so-o-o-o . . . better take disappointments and everything else with a smile. Be seeing you . . .

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# Natural Color PICTURES WILL BE YOURS IN THE 1938 OREGANA

WAYNE HARBERT  
Editor-in-chief

HOWARD OVERBACK  
Business Manager



## OUR AIM IN 1938: ANOTHER "ALL-AMERICAN PACEMAKER" FOR OREGON

- READY BY JUNIOR WEEKEND**  
This year's Oregana will be distributed on the campus on Saturday morning of Junior Weekend.
- NATURAL-COLOR PHOTOGRAPHY**  
They said the expense would be prohibitive—but the '38 Oregana brings you natural-color pictures of your campus in life-like lithography.
- INFRA-RED PICTURES**  
For the first time in any university yearbook, dramatic red-filter photographs will be featured.
- GREATER PERSONALITY PLAY**  
Our aim is more pictures, bigger pictures, of more people!
- COPY HAS BEEN SLASHED**  
Past editors have cut the write-ups to a supposedly new low, but this year's Oregana will be one of pictures and captions!
- A NEW HUMOR MAGAZINE**  
Oregon humor comes back into its own with the Oregana's revival of our traditional "Lemon Punch." All-original ravings of Oregon's scrawniest writers—cleaned during the entire year.
- BRILLIANT NEW SECTIONS**  
Featured is a sparkling new section of students at play. It will keep you young all your life! You'll like it!
- IMPROVED OLD SECTIONS**  
Thirty-five live sections, covering every phase of your University year, will capture for you forever this active school-year ahead of you, be you frosh, sophomore, junior or senior!
- UNIQUE MAKE UP**  
The Editor had an inspiration: the Oregana in swing-time! —And he swang it, wait until you see! A lively, rhythmic lay-out from each exciting page to the next!
- FULL-PAGE PICTURES**  
Marginless pages of superior photography will bring to you the largest and finest pictures ever to appear in an Oregana! —and no doubt you'll find yourself in many of them!

DON'T MISS THIS BOOK

# Sign for Your OREGANA

ON REGISTRATION DAY!

## Your College Wardrobe

By BETTY ROBB

For

# H. Gordon & Co.

Eugene, Ore.

From the time you alight in Eugene, be it from train, bus, or family car, you will be living in a different world, where King College reigns supreme. Everything will be different—affairs, activities, and associates—and so will you.

You will want to dress the part, and it is for that reason I have prepared the following chart in the hope that it may be of help to you. I am sure that you can select your wardrobe from H. Gordon and Co. with all confidence because our Mrs. Freligh in New York has been most successful in finding manufacturers who are tops in the production of young women's apparel. Then too, years of dressing Oregon coeds have given us a knowledge of the wardrobe requirements of college girls.

Everyone has been offering you advice so I shall do the same. Mine will be different because it concerns clothes. Here's the outline:

### Essentials for Freshman Week

- I Campus outfits (Wool sport dress)**  
(wool suit) Also go to luncheons (wool knit dress)
- Ensembled with a sport coat (Fitted or straight)**  
(Fleece or tweed)
- A three piece suit will fill all needs.**  
In high colors for fall, brown, spice brown, rust, blue, peacock, green, red currant, or of course, black.
- II For social events**
- Teas**  
Costume suits (wool dress, satin top, fur trimmed fitted jacket)  
Fur coat and silk dress (or fine wool)  
Dress coat and silk dress (or fine wool)  
Dressy suits—fur or self trimmed
- Dinner dates**  
Dinner dresses (Velvet)  
Formal (velvet) (crepe)  
Formal (velvet) (crepe)  
(brocade)  
(satin)
- Wrap**  
An evening wrap, preferably long, will carry you through college—a small investment considering the pleasure and satisfaction it will give you.

Should you decide to wait and purchase some of your needs after coming to Eugene I will do my best to see that you are not disappointed. Just a word about prices:

Our wool and silk dresses begin at .....\$11.95  
Sport coats and suits start at .....\$19.75  
Dressier coats and suits begin at .....\$25.00  
You will find me at H. Gordon & Co., Tenth and Willamette, Eugene, Oregon

## Boyer Resigns

(Continued from page one) their last meeting but extended the time he will leave his post until they are able to name a new president. Dr. Boyer will return to the position he held previous to his appointment as president, dean of the school of arts and letters.

Send the Emerald to your friends.

## Help Wanted--

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