

Associated Women Students' Meeting Is Today at 4 o'Clock

Do's and Don'ts Given Campus By 'Emily Post'

Anne Frederiksen, campus social chairman, today handed out a few tips for homecoming weekend.

What to wear:
For the dance: Long dresses (formal or informal) for the girls and dark suits for the men with guests coming as they are.
P. S. Remember, corsages are not in order.

For the concert: Let's dress up a little bit and wear short silk dresses and suits.

Do's and Don'ts:
1. Let's create that friendly spirit on the campus—every one say "hello" whether you know them or not. Remember Oregon State students and our guests, so let's show them the best time ever.

2. And as for "gum chewing"—let's have an anti-gum chewing campaign, especially at the dance and the concert.

3. Let's be considerate to the alums; they're one of us and we want them to have a swell time.

Frosh Ruth Tustin, Pupil of Olin Dutra, Would Be Champ

A vivacious bundle of golfing personality has enrolled as a freshman at the University. Her name is Ruth Tustin, and she totes her clubs from the Wilshire country club of Los Angeles. She was pointed out by Leonard Anderson, Laurelwood golf pro, in whose class she takes lessons.

"She hits the sweetest ball of any woman I ever saw," was Anderson's boast.

A look at her golf swing showed it smooth, well timed, and full of snap.

Sport Clothes At Games New Note in Styles

Campus custom for years has dictated that each football game should be a veritable fashion parade of velvet hats and veils, three-inch heels and fur coats for the Oregon coed, but at last faint rumblings of distant thunder seem to spell, if not the end of this custom, at least a division among the ranks of the fairer sex. The minority group is gathering strength and threatens revolution!

One freshman woman was heard to remark that college football games are not half so exciting as were the high school contests because in high school the girls came in sport clothes and really "yelled."

While among college women yelling is supposed to be an outgrown mode of expressing the excitement of a game, this remark carries at least one important idea. At high school games spectators dress in just as good style, but in sport costumes rather than as if they were preparing for tea dates.

Fur coats are not to be condemned if worn over suits or simple wool dresses with sport hats and low heeled shoes, but the exotic appearance of the majority of Oregon coeds at past games seems neither sensible nor stylish.

First signs of impending revolution were to be seen at the Stanford game. Plaid skirts and jackets, saddle oxfords, and the now popular "beanies" were to be seen scattered here and there among the veils. Perhaps even a greater majority of coeds will declare comfort their motto at the approaching epic with the Beaver warriors—we hope so!!!

GRAD TAKES JOB
Gerald Crisman, graduate in advertising in 1937, recently accepted a position in the advertising department of the Twin Falls News.

DISTINCTIVE and very different are the Smart Accessories for your Formal Frocks . . .

SEQUIN Ornaments for the hair or dress in gold and silver . . . 39c to \$1.25

VELVET FLOWERS! Beautiful and just right for your dance frock . . . 50c to \$1.00

RHINESTONE EARRINGS, Clips, Bracelets and Brooches as pretty as you please . . . 50c to \$1.00

EVENING BAGS of beads and rhinestones in gold and silver and black . . . \$1.95 to \$2.95

THE BROADWAY INC.

Miss Tustin is a product of Olin Dutra, nationally known professional golfer. She has taken lessons from Dutra for six years, and has been golfing since her twelfth birthday, when she received her first set of clubs. She is now 18.

In Tournament
And Dutra has trained her well. In her first major tournament, the Del Monte women's championship, in 1936, Miss Tustin fought her way to the finals by beating Clara Callander, California women's champion, with a score of 76. She lost the exhausting 36-hole final match to Mrs. Helen Shephard, a member of her home course, by 5 and 4.

The same year Miss Tustin qualified in the southern women's championship and in the Los Angeles city championship, but lost out in early match play rounds.

Illness, she said, prevented her from entering the Del Monte tourney this year.

Asked if she had hopes of becoming one of golf's "greats," she laughed. "What golfer doesn't? I hope to enter the national women's tournament next year, and even if I don't win a match, the experience will be worth a lot to me."

No Heartbreaks
Unlike many women golfers, Miss Tustin does not suffer heartbreaks through losing matches.

"I always play to win, of course," she said, "but if I lose"—she shrugged—"what's the difference?"

Miss Tustin likes her instructor, Olin Dutra. He has been pro at the Wilshire course for several years. In 1934 Dutra was named outstanding golfer in America, following his victories in the National Open championship and the Miami Biltmore tournament. He was awarded a place on the Ryder cup team in 1935.

"Does Dutra, in teaching you, stress any certain part of your game?" Miss Tustin was asked.

She tapped her head meaningfully. "He tells me to use this," she smiled. "He says my swing is mechanical, so I don't have to worry about that part. It hasn't changed since I was 12. But when I don't take my practice seriously, then Olin Dutra gets mad at me."

Social Events Center Around Homecoming

With the University playing host at a gala pageant weekend for homecoming, all society is being led this week by Paul Whiteman's dance, fraternity and sorority open house which is held in honor of all alumni, the traditional football game, and Galli Crucis concert Sunday afternoon.

Immediately following the game, all fraternities and sororities will hold open house with Alpha Gamma Delta, Pi Beta Phi, Gamma Phi Beta, and others holding buffet suppers.

Zeta Tau Alpha will give a luncheon for their alumni Saturday. After the game they are having a tea-dance which is open to the entire campus.

Alpha Tau Omega freshmen are entertaining at a smoker Saturday night in honor of the alumni. The Tri Deltas will honor their alumni at a dinner at the chapter house Saturday night.

Fireside Shower
Honoring Miss McCoy
Honoring Regan McCoy, Kappa Alpha Theta, June Brown is giving a fire side shower Saturday at 12:15 a.m. at the Kappa house with members of both houses invited. Miss McCoy is to be married soon to Don Chapman of Delta Upsilon fraternity.

Alpha Chi Omega Fetes Housemother
On October 27, Alpha Chi Omega will give a reception in honor of their new house mother, Mrs. Ralph B. Crum with an invitational list of 400 guests. Celebrating their founder's day banquet, the Alpha Chis will have (Please turn to page four)

Glamour for Winter Formals



Black organza, in tiny pleats, with bands of black lace, make this charming and feminine formal gown, from Jacques Heim. The roses on the bodice are pink.

Women? Pooney! But I Like 'Em, Says Joe

Editor's Note: This is the third in our series of what University men think about women. The writer prefers to remain anonymous, not that we blame him. Watch for more comments in next week's women's page.

If you'll pardon my saying so, boys, women in general are funny, and college women likewise only more so than the average female.

When you slap them around and treat them mean, they hate you (some of them). And when you treat them nice and put them on a pedestal, they laugh at you, which is worse than being hated by any of them.

Keep 'em guessing. Let them know you and you might as well take a dive and get it over. Make them think you like them, make them confident of their power over you, and they are sunk. Unless you can't stay above water yourself.

They like to dance and spend your money. Sure, they'll go out with almost anybody to keep from staying home nights. But what do they give to return the time you show them? Just try and collect. One thing about them though—just remember they all fall some time. They all fall in love, I mean. And even then it's the same thing. If they fall for you, then it's a cinch to take them over the hurdles.

Not many of them are a help to a fellow before or after marriage. How many "help-mates" do you hear about in comparison with the number of millstones there are? Marry them? Lord no, far better to take a boat for the South Seas. You say they're charming, they're easy to look at, they're nice to have around? Go get some glasses, son. Can't you see that

drug-store beauty and stereotyped personality and that keep-coming-to-see-me charm?

So you can't stay away from these pleasant college minks? You think they're sugar and spice, etc. They sort of put that Goodman swing in your head and an extra flutter in your pulse, do they? Well, me too.

Out of my way son, I gotta go put in wood now and earn enough dough to take my steady to the dance at least a couple of times this weekend.

ALUMS HAVE DESSERT
The Eugene alumni association of the Alpha Delta Pi sorority held a dessert in honor of new pledges at the sorority house Tuesday night. The dessert was held so that the alumni might become better acquainted with the sorority's new members.

The PETITE Shop
573 Thirteenth Ave., East
Telephone 3208
Dressmaking Alterations
KRAMER'S BEAUTY SALON
Reasonable prices
Location right on campus.
Work of best quality.
Campus headquarters for Merle Norman Cosmetics
Phone 1880

Mortar Boards Honor Director With Reception

Honoring Mrs. George Clark Davis Jr., sectional director of Mortar Board, national senior women's honorary, Mrs. Frederick M. Hunter entertained with a dessert at her home last night.

Special guests of the evening were members of Mortar Board from Oregon State college, Mrs. Lucy Perkins, Mrs. Hazel P. Schwering, Mrs. Alice Macduff, Miss Virginia Endicott, and Miss Ebba Wick. A model initiation was held, with Mrs. Davis in charge.

Today Mrs. Davis will attend a meeting with faculty advisers at 11 o'clock, and afterwards will be entertained at luncheon by Mrs. Schwering, Mrs. Alice B. Macduff, Board have planned tours through the campus, and in Eugene for the afternoon, and at dinner she will be the guest of Phi Beta Phi.

This evening Gamma Phi Beta presents a reception honoring jointly Mrs. Davis and Mrs. Gordon Burke, province director from Victoria, B. C. Mrs. Davis will leave Eugene Friday noon, after a luncheon with members of Mortar Board.

Mortar Board members are Elizabeth Turner Harriet Thomson, Gladys Battleson, Gretchen Smith, Gayle Buchanan, Betty Brown, Clare Igoe, Vivian Emery, Virginia McCorkle, and Brandon Young.

Senior Coed Gives Views On Traditions

By MARTHA STEWART
We've a point to make and what with homecoming right in front of us we feel that now's the time to make it.

Before we were a freshman we used to think we'd like to go to Oregon. But the thing that clinched matters and got us down here to sign on the dotted line was those stories we heard about "Hello Walk." We liked that. It sounded like a real place to us with everybody speaking to everybody else and no one caring about silly introductions. That was before we were a freshman.

Yesterday we asked a sophomore to meet us at the end of "Hello Walk."

"Hello Walk?" she asked. "What's that?"

And now we're coming to the point. Personally we'd be inclined to feel a trifle irked if we were an alum and the whole campus passed us coolly by because we were the sole returner of class of '09, and there was no one around to introduce us formally and make a friendly nod from the college crowd a proper thing to do. Yes, sir, we'd feel inclined to be irked, maybe we're just small town but we like this "hello" spirit that we hear tell about.

Every now and then we see something that reminds us of our

Gayle Buchanan Will Preside at First Mass AWS of Year

First mass meeting of the year for the Associated Women Students will be held this afternoon at 4 o'clock in the AWS rooms on the third floor of Gerlinger hall.

Presiding will be Gayle Buchanan, president. Other officers are Vivian Emery, vice-president; Phyllis Gardner, secretary; Betty Mushen, treasurer, recently elected to fill the position of Felke rMorris, who is attending Stanford university this year; Aida Macchi, sergeant-at-arms; and Rita Wright, reporter.

A program will be presented, featuring skits by Kwama, sophomore women's service honorary, and impersonations by Pat Taylor. Mrs. George Clark Davis Jr., sectional director of Mortar Board honorary, will be a guest, and will give a short talk.

Awards to Be Given
The Mu Phi Epsilon award given annually to the high school senior with the most outstanding achievement in music, will be presented, also the Mortar Board plaque given each year to the three freshman women with the highest grade point averages.

After the meeting, refreshments will be served in alumni hall. All members of the AWS are urged by Gayle Buchanan to turn out for this first meeting, so that the year's activities may get off to a good start. Those who have filled out activity questionnaires are asked to turn them in at the meet-

ing, and those who have not yet filled them out may obtain them there.

SPECIAL OCCASIONS
require
SPECIAL DRESSES
for
PAUL WHITEMAN
be
captivating in one of our chic formals of unusual design
DELLA BORIN'S
888 Willamette

Welcome Home Grads . . . Formal Footwear
Are you prepared for the weekend festivities? Burch's are now showing a complete selection of what is correct in Formal Footwear.
"Styles" . . .
Open Toes
Closed Toes
Low Heels
Medium Heels
High Heels
"Materials" . . . White Satin which may also be dyed any color to match your formal. Gold Kid, Silver Kid, Gold and Silver Kid combined with white satin.
Burch's especially invite you to come and look over their complete selection.
BURCH'S
1032 Willamette

An Invitation To DANCE?
You will be your loveliest, and assuredly the apple of his eye, in one of our dinner dresses.
Gay, bouffant taffetas and moires. Smooth, lustrous satins in styles that will delight you . . . A lovely selection of colors including blue, gold, wine, rust, and royal blue.
SATINS . . .
TAFFETAS . . .
MOIRES . . .
With and without jackets. Blue, gold, wine, rust, royal blue.
Spaugh's
20 E. Broadway

Individual Hair Styling
MAJESTIC BEAUTY SHOP
Open Thursday evenings by appointment
Balcony Tiffany-Davis Drug Store Phone 212

Individual Fingerwave
for the Paul Whiteman dance
EDITH DAVIS BEAUTY SALON
Over Western Union Phone 837

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Dudley Field SHIRTS \$1.85
A shirt that is made to wear! New capeskin material or shantung . . . stripes, either horizontal or vertical . . . figures. Light backgrounds.
Interwoven Socks
3 prs. for \$1.10
Interwoven hose are "tops" to men who are in the "know" as far as accessories are concerned! Latest fall colors and patterns.
\$1.00
DUDLEY FIELD SHOP
Couple of jumps from the Co-op

Individual Fingerwave
for the Paul Whiteman dance
EDITH DAVIS BEAUTY SALON
Over Western Union Phone 837

Women? Pooney! But I Like 'Em, Says Joe
Editor's Note: This is the third in our series of what University men think about women. The writer prefers to remain anonymous, not that we blame him. Watch for more comments in next week's women's page.
If you'll pardon my saying so, boys, women in general are funny, and college women likewise only more so than the average female.
When you slap them around and treat them mean, they hate you (some of them). And when you treat them nice and put them on a pedestal, they laugh at you, which is worse than being hated by any of them.
Keep 'em guessing. Let them know you and you might as well take a dive and get it over. Make them think you like them, make them confident of their power over you, and they are sunk. Unless you can't stay above water yourself.
They like to dance and spend your money. Sure, they'll go out with almost anybody to keep from staying home nights. But what do they give to return the time you show them? Just try and collect. One thing about them though—just remember they all fall some time. They all fall in love, I mean. And even then it's the same thing. If they fall for you, then it's a cinch to take them over the hurdles.
Not many of them are a help to a fellow before or after marriage. How many "help-mates" do you hear about in comparison with the number of millstones there are? Marry them? Lord no, far better to take a boat for the South Seas. You say they're charming, they're easy to look at, they're nice to have around? Go get some glasses, son. Can't you see that

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Individual Fingerwave
for the Paul Whiteman dance
EDITH DAVIS BEAUTY SALON
Over Western Union Phone 837

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction

Right out of Vogue and stadium-bound ANOTHER ORIGINAL Cartwright designed by martha gale REGISTERED WITH FOGA
\$22.50
"Johnny Jump-up"—Martha Gale's new brainstrom in Spectator crepe . . . slim as any beanstalk. The licorice-drop buttons are not edible and you can't smell the daisies that snap on and off the starched collar and cuffs. It is one of an astonishing collection of Cartwrights specially designed for football weekends.
EXCLUSIVE WITH
Kaufman Bros
Apparel and Accessories of Distinction