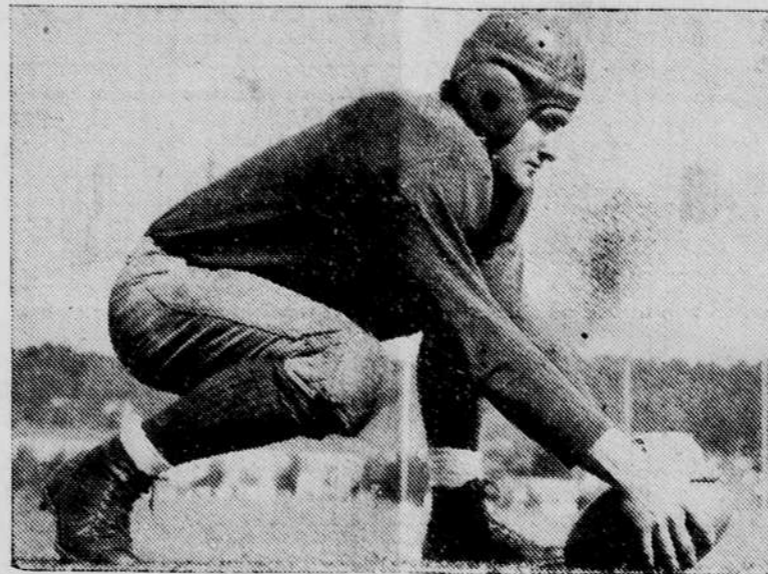




Hank Nilsen ... quarterback



Frank Emmons ... fullback



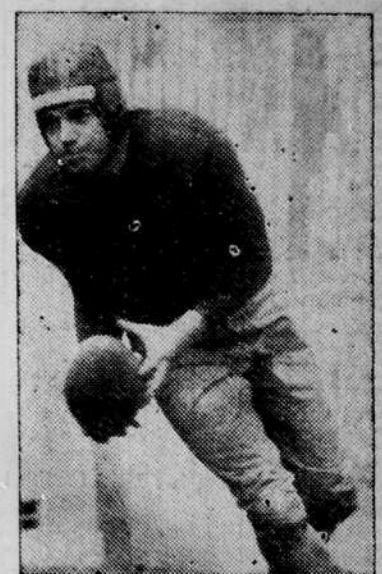
Jim Cadenasso ... all-coast center prospect



Viv Reginato ... right end



Bill Foskett ... left tackle



Ted Gebhardt ... right halfback

Dave Gammon ... right halfback

Promoted



Arne G. Rae ... for many years professor of journalism and prominent in Oregon news work will go to Chicago in new capacities.

Rae Elected To Positions In NEA, NMA

Professor to Ask for Year's Absence to Handle New Jobs

Professor Arne G. Rae of the school of journalism will return to the campus with two large scalps hanging from his belt—the national presidency of the Newspaper Managers association, and the executive management of the National Editorial association. In answer to a telegram from Professor Rae, President Erb and Dean Allen have promised to approve a request to the board of higher education for a leave of absence for one year, so that he may live in Chicago to attend to the duties of his new and important positions.

These honors are a further tribute to the esteem in which the Oregon school of journalism is held in newspaper circles. The school, which is acting as host today to more than 200 high school editors and publishers, has a national reputation which generally places it among the three or four best schools in the country.

Many Others Called

Professor Rae is not the first of its organization who has been called to an important position elsewhere. Institutions which have called upon the Oregon school for faculty material at various times include the Universities of Washington, Kansas, Stanford, Minnesota, Wisconsin, Omaha, Iowa, Ohio State, the Carnegie Tech, and Berry and Albany colleges, besides innumerable high schools. Professor Rae, the latest to be honored by such a call, was graduated from Oregon in 1922 and has been on the faculty since 1929.

The policy of the school, which has won its national reputation, is a constant insistence upon high standards. This year the standard has been raised again, and in the term schedules for the present term there appeared for the first time the prerequisite: "Fifth Decile or Higher on Entrance English Examination." This means that students are not accepted unless they can start with a good control of the English language.

Good Placement Record
One result of the school's policy is an excellent record for the placement of graduates. The large class that was graduated last June was almost entirely placed before the vacation was over, and a few days later the word went out that every girl who was waiting for a job had one; and all the boys except two whose specialties were different from the particular requests of editors at the moment.

"We could place more students than we graduate," said Dean Allen, "but sometimes the opportunities are most numerous in the city, while students want to work in the small towns, or in writing, when at the moment we have more specialists in advertising or vice versa."

Oregon Eleven Will Tackle Fordham Today

Oregon Emerald

VOLUME XL

UNIVERSITY OF OREGON, EUGENE, SATURDAY, OCTOBER 22, 1938

NUMBER 20

Campus Prepares for Alums

Warm Welcome Slated For Grads at Greatest Homecoming Days

General Chairman Watson Plans Meeting of Saturday Trains; Revival of Oregon Old-Fashioned 'Hello' Spirit

Thousands of Oregon alumni will receive the greatest welcome ever accorded to "old grads" when they arrive on the University campus for Homecoming week-end, November 4, 5, and 6, Dick Watson, general chairman, reported yesterday.

All trains from Portland Saturday morning will be met at the depot by members of the Skull and Dagger, sophomore men's service honorary, and Kwama, sophomore women's service honorary, and the University band. A parade of alums and students will be led down Willamette street to the University following arrival of the noon train.

Every returning grad will receive a ribbon, showing his name and class, at the registration booth in Johnson hall and all students will be supplied with ribbons of another color bearing their name and class, Gleason "Tige" Payne, advertising chairman, said. Order of the "O" men are being contacted to force students to wear their badges.

Revive "Hello" Spirit

Oregon's traditional "hello" spirit will be really revived this Homecoming, Watson said, in asking that students speak to every alum they meet on the campus.

Payne expressed the belief that "the names and class years on their registration ribbons will bring a friendlier spirit between the returning grads and students and give them something of a common interest to talk about."

Ten downtown business house windows will be decorated for Homecoming display, Payne said, by members of his committee in conjunction with members of the Eugene Monday Morning Quarterback club. In addition to the window displays, every store will have

(Please turn to page four)

Class Cutting Coed 'Caught In The Act'

"I've got a Shakespeare class this hour, but I'm going to cut it!" shouted an ambitious co-ed to her friend across the campus. Dr. Erb, University president, who was standing behind her, held the door open as she turned to enter the building. He smiled. She blushed.

Registration Shows Gain Of 7 Percent

Total Figures Set at 3325; Sophomores Lead Others With 1239

Enrollment figures as released by Clifford L. Constance, assistant registrar, show a continued increase of 7 per cent over last year's total. Total registration has mounted to 3325 for the week ending October 15 as compared to 3109 enrollees on the corresponding date in 1937.

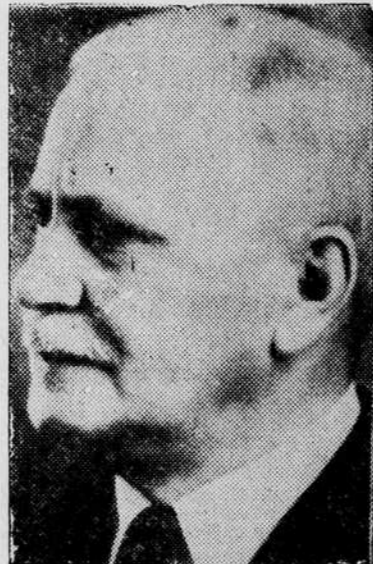
While regular registration has long passed, students are still enrolling by means of petition, and registration will not be complete until late next month, Mr. Constance reports.

Registration figures follow:

	Men	Women	Total
Special	24	11	35
Freshmen	634	430	1064
Sophs	779	460	1239
Juniors	195	108	303
Seniors	224	190	414
Professionals	80	4	84
Graduates	117	69	186
Total	2053	1272	3325
AAA	138	132	270

(Please turn to page five)

No. 1 Homecomer



Gov. Charles H. Martin ... will speak among Homecoming crowd on November 4, 5, and 6.

Westminster House on Sunday: 9:45: Prof. Bertram C. Jessup will speak at the morning group meeting; 6:00, social team with Betty Lewis in charge; 6:30, forum, Stanley Robe leading a discussion on "Glimpses of Mexico."

They Say 'Oregon Is Going Places'



The committee planning for the Homecoming weekend, November 4, 5, and 6 shown here, include: front row from left to right, Phil Bladine, Alyce Rogers, Ruth Tawney, Gleason Payne, Dorothy Magnuson, and Leland Terry; back row, Dale Mallicoat, Martin Rieg, Dick Watson, and Bob Herzog.

New Press Chiefs



Dorothy Myers, Dean Allen, James Thayer, Audra Haffenden ... look over convention news notes.

140 High School Editors To Discuss Ads, Printing As State Conference Ends

Swinging into its final session, Oregon's fourteenth annual press conference will reopen today at 9 o'clock with a speech by Professor Robert C. Hall, superintendent of the University Press, who will speak on the "Printing Problems of a High School Paper."

This will be followed by a general question box on the printing problems of high school papers at 9:30.

The printing and advertising sides of newspaper work will be stressed in speeches by Professors W. F. G. Thacher and E. F. Short. The title of their speeches will be "How to Sell High School Advertising." This will be followed at 11 o'clock by a speech on the high school paper's financial problems by Harold Haener, manager of the Oregon Daily Emerald.

The big moment of the conference—the presenting of awards—is scheduled to take place at 11:50. These awards will be: for the best high school notes in local papers—the Harris Ellsworth cup; for the best mimeographed paper and technical excellence in mimeographing—the Eric W. Allen cup; for the best paper in a school under 500—the Eugene Register cup; for the best paper in a school over 500—the Eugene Guard cup; and for the grand trophy for the best high school newspaper in the state—the Arnold Bennett Hall cup.

More than 140 delegates were present yesterday for the first day of the conference according to reports. A full day of speeches, discussions, and election, topped off by a dinner at the Del Rey cafe kept the prep journalists busy for the day.

The session was officially adjourned at 8:30 to allow the high school delegates to take in the Junior-Senior dance.

Win-Hungry Ducks Attack Battling Rams Before Gotham Fans

Oliver Expected to Start Same Lineup Used Against Stanford; KEX Will Handle Direct Broadcast of Game on Coast

It will be East versus West on the gridiron today at New York City's famous Polo Grounds as the Oregon Duck battles the mighty Fordham Ram for inter-sectional glory and a chunk of New York gold.

Fordham, like Santa Clara on the coast, is the big eastern independent—unquestionably one of the strongest team in the Atlantic sector. Whenever Coach Jimmy Crowley's Rams take the field in inter-sectional games, football fans east of the Mississippi know that the honor of eastern football is being well upheld.

Oregon to Uphold Meet

That leaves it up to Oregon to prove the merits of Western football—football as it is played on the Pacific coast and northwest. And Tex Oliver's Oregon Webfoots are set for the job. Even the usually pessimistic California sports writers agree that this year Oregon's chances of bringing credit to the coast with a football victory over Fordham are definitely good.

Station KEX will broadcast the Oregon-Fordham game at 10:45 (WST). A re-creation of the game will be broadcast at 11 over KOIN.

As for the Oregon players, a game and trip like this is something that comes only once in a lifetime, and they intend to make the most of it. Besides, the Webfoots have a precedent to follow—for seven years ago, a powerful Webfoot crew journeyed to this same New York. That club, the last Duck aggregation to make the long jaunt, walloped a famous Chick Meehan-coached New York university squad 14 to 7.

Same Lineup Possible

The same lineup that started against Stanford is expected to open against Fordham. Unless Oliver makes last-minute switches, John Yerby and Vic Reginato will start at ends; Big Bill Foskett and Elroy Jensen at tackles; Nello Giovannini and Cece Walden at guards; and Jim Cadenasso at center.

In the backfield, Jim Nicholson is almost a cinch to open the battle at left halfback post as is Frank Emmons at fullback. Triple-threat-er Ted Gebhardt is slated for duty at right half, and Hank Nilsen is ready to hold down the quarterback post.

The backfield that showed so well against Stanford is also certain to be used.

Conventioner



Ron Husk ... leaves for national interfraternity council meeting.

Special Invitations Planned for Alumni

Several thousand Oregon alumni will receive personal invitations from their campus living organizations to attend this year's "biggest" Homecoming, Dorothy Magnuson, assistant general chairman, said yesterday following an interfraternity council meeting Thursday which okayed the special invitation plan.

The invitations will be made-up for each organization in the alumni office on the houses' own stationery, she said. Each house will write the copy for its letter, furnish the stationery and address and mail them.

Miss Magnuson said arrangements made with Elmer Fansett, alumni secretary, will permit the houses to have their invitations printed free-of-charge.

'Frosh' Erb, 'Hour' Oliver Take 'New Roles'

I want to add my words of welcome to the alumni and an urgent invitation to all of you to return to the campus for Homecoming on November 4, 5, and 6. The optimistic and enthusiastic spirit on the campus this year, which extends from the football team throughout all of the branches and activities of the University, is something which I think will please you very much. The program is being planned to assure all of you returning grads a fine time, and we will all be proud to have an opportunity to show the University to you.

DONALD M. ERB.

Phi Beta, music honorary, will hold its formal pledging Sunday afternoon in Alumni hall of Gerlinger at 2 o'clock.

Lutheran students will meet Sunday from 6 to 7 at the YWCA bungalow. Martin Schelder is to lead the group forum. There will be a social hour afterwards.



'Frosh Prexy' Donald Erb

Gerald A. (Tex) Oliver has been on the Webfoot campus less than seven months but in that short time this soft-spoken, smiling Texan has become Oregon's "Man of the Hour."

He came here when Oregon football was at a low ebb. Students, athletes, and alumni, as well as spectators were disgruntled. A change in the coaching personnel was necessary. Coach Prince G. Callison went, and up from Arizona via California came Tex Oliver, one of the game's master strategists.

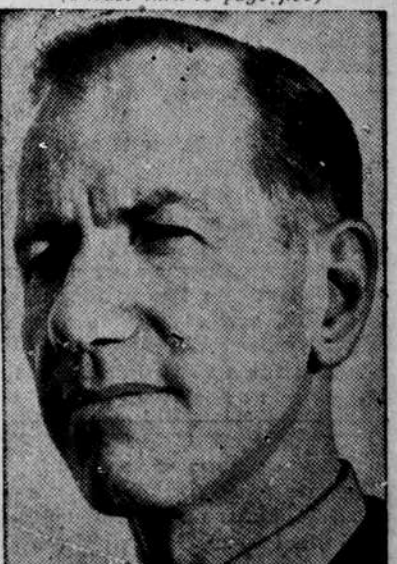
He wasted little time, did this Phi Beta Kappa scholar with West Point background. He kindled a new spirit both on his squad and among Oregon supporters as a whole. Oregon learned to fight on the grid, Tex Oliver's personality was catching, and the Oregonians soon became fired with an ambition to get ahead.

Asked for 'Ball Club'

Followers of the Webfoot football fortunes asked not that

Oliver turn out a Rose Bowl entry. They asked merely that Oliver field a team that "looked like a ball club."

And Oregon fans were not disappointed.



'Man of Hour' Tex Oliver