

ASUO Drive Set-up Ready for Starting Gun

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Oregana Wins All-American Honors

Oregon Book Ranks Among Highest Six

Oregana Piles up 915 of 1000 Points in National Yearbook Contest; Don Root Congratulated

The 1939 Oregana, the University's own yearbook, is one of the six best in the United States.

Walking off in almost every department, the 1939 book won All-American rating in competition with yearbooks from all over the nation, earning a coveted place in the inner circle of the six best yearbooks, it was learned yesterday at the educational activities office.

With this award, highest made this year, the Oregana marks up its third blue ribbon in the last four years. It won in 1936, when it was Pacemaker; again in 1937, and then this year. The rating for 1938 was "first-class."

Wins 915 Points

In winning its rating, the yearbook ran up the highest score ever made by an Oregana, with 915 points out of a possible 1000. In 1937 the score was 875 points, while in 1936 it was 840. The score for 1938 is not known.

Some new advances were made by the 1939 book, it was learned. For the first time the pictures received full rating, excellent, while the business and financial end won the same rating. Printing also received this high mark.

The winning of All-American, and top six ranking are worth more than ever before, George Root, educational activities manager, said yesterday, basing his conclusions on the fact that the scores were so much higher than before. This, Root indicated, shows that yearbooks in general are improving in quality, which means the 1939 Oregana had to excel to win over such competition. No Pacemaker, formerly the highest rating, awards were made at all this year, Root discovered when he wired to learn how many books won All-American. The book was in the top six in all enrollment classes.

Congratulations

Last year's editor of the Oregana, Don Root, on the campus again this year, was busy yesterday receiving congratulations for the fine piece of work he turned out last year, as was Dick Williams, record-smashing Oregana business manager.

Winning of the high award, the best ever to come to this annual publication, will not give this year's Oregana staff a "swelled head," Oregana Editor George Knight declared yesterday. Instead this year's staff will profit by the 1939 mistakes and will attempt to surpass this top ranking made by the champion.

Yearbook sales begin at registration, Friday and Saturday.

American foundations in 1937 (latest year for which statistics are available) gave \$9,170,318 to educational institutions.

Fresh Coeds To Be Guests Of AWS

Campus Leaders To Be Introduced At Mass Meeting

Oregon's new crop of nearly 500 freshmen women will get their official send-off into the activity field this afternoon when the Associated Women Students entertain them at a special mass meeting at four o'clock in the music building.

Every Oregon woman, both old and new, is invited to attend, AWS heads explain, although the primary function of the meeting is to begin an intensive orientation program for frosh girls.

First step in this "get acquainted with your campus" idea will be introduction of the heads of activity groups, and explanation of the work done by each women's organization on the campus.

"This introduction of campus leaders is intended to let ambitious new girls learn who they should see to get into the type of school service in which they are most interested," explained Patsy Taylor, in charge of the assembly.

Also scheduled on the program are musical and comedy numbers, and a welcome from Oregon's dean of women, Hazel P. Schwering. AWS Prexy Anne Fredriksen will be mistress of ceremonies, and Kwama members in white uniforms will usher.

'Boosters' Quiz Grid Mentor

Eugene's Monday Morning Quarterbacks, unofficial University of Oregon football coaching organization, put Tex Oliver, grid mentor, on the "witness stand" at their 1939 "kickoff" meeting at the Osburn hotel last Tuesday night and after much questioning brought forth, among other things, the fact that Jay Graybeal will no longer be used as a spot player. Henceforth, the "Pendleton Jackrabbit" will start when the referee's whistle blows.

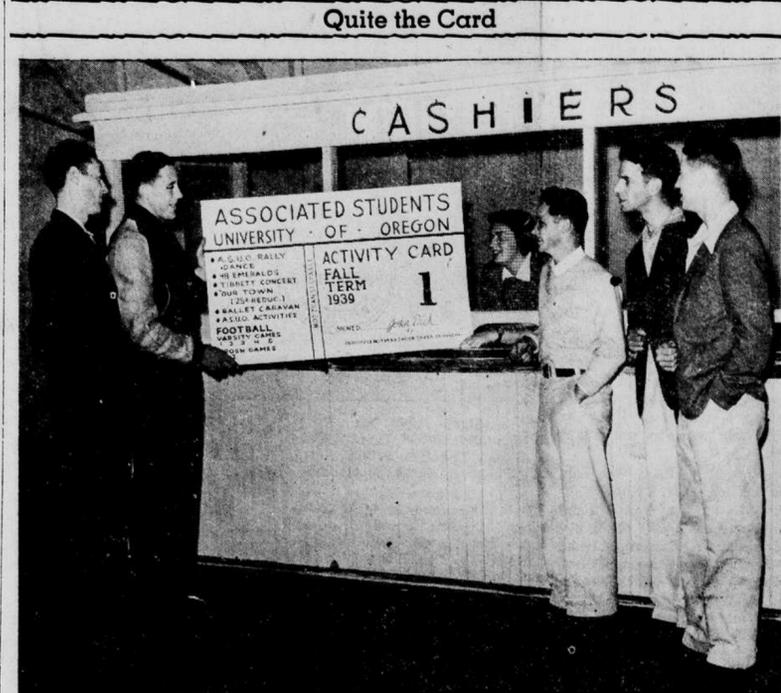
Vaughn Corley and Eric Waldorf, assistant coaches, were given the ritual of the high and mighty order of "second guessers" during the evening fest of fun and frolic.

Short talks were given by Donald Erb, University president; Dean Vincent, president of the Oregon Dads, and Bill Hayward, track coach.

Support of the University of the University of Oregon football team throughout the current season by the townspeople of Eugene was promised by Elisha Large, mayor of Eugene.

FOUR GAMES ON CARD

This year, in answer to student demand, a total of four football games, three here and one in Portland, will be included in ASUO cards.



John Dick, president of the associated students, buys the first ASUO card from Pat Taylor as Tiger Payne, Glen Eaton, Wally Rossman, and Ken Erickson look on. All are members of the drive committee. Eaton is general chairman of the drive and will be assisted by Miss Taylor, chairman for the girls' houses; Payne, chairman for the fraternities; Erickson, for the independents, and Rossman, publicity chief.

Frosh Receive Welcome Book

'Hello' Messages, Information Cram Pages of Booklet

Following a custom established several years ago, the University of Oregon again mailed all freshmen and new students the official Welcome book which is designed to aid newcomers in acquainting themselves with the campus, faculty and the various schools.

This year's book has an attractive cover done in pale lemon and green with a reproduction of the columns of Johnson hall as they appear at night under artificial lighting conditions. The back of the cover carries the conventional campus layout plan.

Short messages of welcome are extended by Dr. Donald Erb, University president, and other faculty members in the opening pages of the book. Following, in order, are pages of information concerning living at the University, costs and financial aids, student life, organizations and activities, studies and careers, courses, regulations and honors.

In the separate section titled "Your University," the outstanding features of the University of Oregon are listed.

Hot Dogs, Java Scheduled At Registration

Hot dogs and coffee dished out by 19 white-uniformed campus "queens" will be an extra attraction during registration tomorrow and Saturday.

Kwama, sophomore women's service honorary, announced last night that they will operate a hot dog stand in the lobby of McArthur Court all day Friday and Saturday. Coffee and candy bars will also be on the bill of fare.

The idea of serving food in the Igloo was originally submitted to the Kwamas by a faculty member, who declared that refreshments would do away with a great deal of the boredom of registration.

Frosh Need Receipt To Get Gym Basket

Freshmen undergoing the physical examination of Tuesday, Wednesday and Thursday of this week are receiving their gym baskets at the time of the examination.

Freshmen will have to present their receipt for payment of registration fees before they can claim their baskets for use next week.

Ninety-Three Win Awards

Junior Students Will Receive Honors Privileges

Ninety-three University of Oregon students will enter their Junior college year with honors privileges, according to information released yesterday by the Registrar's office. This number shows a substantial increase over last fall when 78 earned the award.

These students, 48 women and 45 men, have received Junior certificates for completion of two years' course of study with grade averages of at least 2.75 and are privileged to work for graduation honors in their respective fields.

Following is a list of students who earned this award: Earle Watt Curtis, Harry Alan Davidson, Daniel Briggs England, Clyde Wilbur Everett, Marial Y. Patterson, Ruth E. Solberg, Aida Adelaide Brun, Genevieve Helen Casey, Donald Garner Castanien, Lauretta Esther Crocker, Suzanne Cunningham, Jane Dachtelberg, Eleanor Elizabeth Entler, Janet Goresky, Jean Elizabeth Groves, Rosemary Hobbs, Grace Irvin, Joan E. Murphy, Helene Parsons, Mildred M. G. Peterson, Perry John Powers, Clair

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Dick Set To Buy Ticket

Harger Will Be Chairman of ASUO Meeting Thursday

Webfoot President John Dick will show freshmen just what they should do to be loyal Oregonians tonight when he buys the first 1939-40 student body ticket at ASUO's assembly for freshmen at 7:30 in the music building.

Les Harger, Oregon's drum major, will be master of ceremonies at the meeting, which will contrast with President Erb's assembly last night in that it will show the lighter side of college life. Joe Gurlay and Pat Taylor will provide the comedy element.

Leaders of chief campus activities will be introduced to the new freshmen—John Dick, ASUO head; Leonard Jermain, editor of the Emerald; Dick Williams, Oregana business manager; George Luoma, Emerald business manager; Frank McKinney, president of YMCA; Bettylou Swart, YWCA president; Marge Van Matre, WAA head, and George Knight, Oregana editor. Each will speak briefly about his duties, and will coach freshmen on methods of getting into that activity.

Kwama members will take charge of seating the capacity crowd expected for the meeting.

U. of O. ROTC Squad Will Inaugurate New System Next Week

In accordance with new army regulations concerning the formation of the squad, officers of the University of Oregon ROTC will start instructions under the new system next week.

Purpose of the revision is to facilitate the handling of the squad and at the same time to speed up the learning process of the basic drill movement. Under the new plan, a squad is composed of from seven to twelve men under the direct command of a corporal. Each platoon is composed of three such squads.

In the place of the famous "squads right" or "squads left," officers will now command "By the left flank" or vice versa. Pieces will now be carried to port and shoulder arms instead of being thrown as was the former custom.

All students having cars at the University must register them with authorities, O. L. Rhinesmith warned last night.

A special desk will be provided at registration for this, he said.

Big Values Offered On Fall Term Card

Three Home Football Games, Concerts, Dances Head Attractions Of This Year's Ducat

Organizational details complete, attractions summarized showing the strongest cards in the last three years, drive heads for the ASUO membership campaign were yesterday counting the hours to the time their work will begin to get every undergraduate into ASUO ranks, which will begin at registration Friday and Saturday.

The football games, concerts, dances, and other strong points have been summarized and itemized, showing figures to prove that anyone who embarks on the good ship ASUO will have strong economic considerations for so doing. These figures have been transferred to cards, posters, and other mediums for popular consumption, to show exactly what the ASUO subscriber is paying for. The figures do not miss a single bet.

Tibbett Scheduled

Lawrence Tibbett, scheduled for October 20, is the number one item on the list, in the concert line. But before that there are two numbers: the Stanford football game in Portland and Horace Robinson's latest opus, "Our Town," as effective as anything to happen on a Guild theatre stage in many a moon. In "Our Town" Horace Robinson dispenses with scenery, creates illusion, makes the whole utterly convincing, gripping.

All in all, the ASUO card adds up to \$16.20, a saving of \$9.20. Four home football games, two frosh home games, the ballet caravan, Lawrence Tibbett, 48 issues of the Emerald, and Horace Robinson's 25-cent reduction on "Our Town," which will be a champ. This does not mention the "fall frolic," a dance featuring Art Holman's orchestra, October 21, a student body function. This event is set for McArthur court. In addition to all this is a reduction to the Washington football game at Seattle November 23, Thanksgiving.

Eaton Heads Drive

Heading the drive committee is Glenn Eaton, diminutive appointee, who has as captains Ken Erickson, "Tiger" Payne, and Pat Taylor. Eaton, one of the cleverest boys to come out of the University and ROTC Scabbard and Blade captain at camp, has cooked up innumerable slogans for the ASUO, with the help of his staff. Among these slogans is "Oregonize," a catchphrase which is destined to "take"

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Stanford 'Mums' Will Go on Sale on Campus Monday

Campus sales of "mums" for the Stanford football game in Portland, will begin Monday in all Webfoot living organizations, it was announced yesterday by Helen Angell, Kwama president.

In charge of "mum" sales will be Elizabeth Steed. Each men's and women's house will be visited by Kwamas in their sale drive, and campus stands will also take orders for the football-famous yellow chrysanthemums.

All students having cars at the University must register them with authorities, O. L. Rhinesmith warned last night.

A special desk will be provided at registration for this, he said.

Newest Man



Les Harger . . . recently appointed assistant educational activities director.

Old, New Students Get Faculty Aid

Course Selection To be Considered Throughout Day

The campus will swing into the second day of freshman week today with faculty advisors in every school holding "open house" for "old students" to discuss course line-ups before registration tomorrow.

The new arrangement, by which returning students line up their term hours before the actual day of registration, is used this fall to make sure that advisors can give most of their attention to freshmen Friday and Saturday, C. L. Constance, assistant registrar, explained last night.

While other students today will make preliminary arrangements for classes, freshmen and new students will finish their placement and physical exams in accordance with their individual schedules.

Tomorrow and Saturday all new students will meet their advisors by appointment in McArthur Court, where the actual registration setup is to be handled. Old students will pay their fees and return material then, too.

"All new students should come for registration Friday or Saturday only when they have been instructed to do so," Constance declared, "for if students do not adhere to their schedule, they will be sent away until their time comes in order to do away with confusion."

New students who are not freshmen are to obtain their schedules for the rest of the week on the second floor of Johnson Hall from the offices of the registrar.

McArthur Court will be arranged for registration purposes by eight o'clock Friday morning, and will be open to students until five o'clock. The same schedule will be followed Saturday.

AWS Carnival Scheduled

One of the first fall term events to find listing on the campus social slate is the annual AWS carnival, which is slated for October 28 in McArthur court. Sally Mitchell and Barbara Stallcup will be chairmen of the affair.

The AWS event, official Oregon "let-down-your-hair" night for campus week-enders, is set for fall term this year rather than the traditional April date.

Main reason for the change, according to Anne Fredriksen, Associated Women's prexy, is because Oregon women will spend most of spring term getting preparations underway for the northwest AWS conference, which is on their April slate this year.

Fraternities, Sororities Announce Pledge Lists

Rush week on the campus officially closed Tuesday with fraternities and sororities pledging a total of 405 students. The fraternities led with 274 while sororities pledged 231 women.

Delta Gamma led the list of sororities with 25, followed by Kappa Alpha Theta with 22. The fraternity group was led by the Sigma Chi who pledged 29. Alpha Tau Omega followed with 25 and the Delta Upsilon were next with 23.

The pledges follow:

WOMEN
Alpha Chi Omega
Emily Tyree, Shirley Steele, Lorraine Lewis, Betty Hill, Miiodene Goss, Nancy Ann Johnson, La Vene McCollum, Peggy Jane Rakestraw, Alice Betty Coulthard, Carolyn Holmes, Dorothy Horn.

Alpha Delta Pi
Joan Chrystall, Beatrice Schum, Ann Gardner, Virginia Ruth Michaels, Ruth E. Rodda, Lucille Urey, Sue Lake, Mary Ellen Smith,

John S. Sanborn, Maxine Knight, Orabelle Vulgamore, Ruth E. Hartley, Jane Rose Wageman, Audrey Brugger, Deborah Tummy, Gloria Wadsworth, Marily Marshall, Genevieve Clair Adams, Shirley Ralph, Marilyn Miller.

Alpha Gamma Delta
Hildur M. Hegstrom, Jane Godlove, Grace Evelyn Hemmingsen, E. Irene Bailor, Joyce Coffee, Gwendolyn Kremmel, Marilyn Jones, Wilma Marie Stien, Edith Bruckhart, Margaret Betts, Lois Bechtold, Dorothy Walworth, Mary Louise McElchoe, Margery Ann Phillips, Bonnie Jean Hunter, Phyllis Orimston, Virginia Yost.

Alpha Omicron Pi
Betty Lou Jaraine, Margaret Ann Brown, Ruth Graham, Jonelle Melvin, Betty Jane Biggs, Jean Marie Cassidy, Barbara Littleton, Florence Chuyler, Pauline Evans, Maryjane Noonan, Catherine Cutler.

Alpha Phi
Marge Adams, Janet Baker, Shirley Sullivan, Elsie Franz, Priscilla Norton, Patricia Ann Stanard, Janet Farnham, Gloria Difford, Catherine Ann Kinch, Doris Klein, Janet Welch, Jayne Tennant, Judy Sherman, Joan Sim.

Alpha Xi Delta
Wanda L. Lloyd, Norma Sarpelli, Jane R. Williams, Allace Duthie, Carmen Williams.

Chi Omega
Nancy Lewis, Janet Piper, Frances McCarthy, Dorothy Wheeler, Florence Jackson, Ruhamah Jackson, Beth Rowan, Margaret Barrett, Mary Anne Owen, Phyllis Ash, Alice Trullinger, Dorothy Greer, Helen Ann Huggins, Mary Nelson, Kathleen Williamson, Helen Eugenia Burrows, Margaret McDowell, Susan West, Lorabelle Wraith, Jane Kaarboe, Mary Jane Webb.

Delta Delta Delta
Dorothy Dunham, Betsy Jane

Steffen, Joyce Beechtell, Dorothy Koschmider, Analee Murray, Dawn A. Carney, Dorothea Kresky, Joan Morrison, Dora Olinger, Betty Mason, Mary Rose Ryberg, Jane Rae Warner, Marilyn Shepard, Ruth Whitmore, Mary Elizabeth Swearingen.

Delta Gamma
Jeannette Christenson, Frances Delaney, Margaret Ann Jackson, Ellen C. Wenger, Miriam Wood, Bette Lois Crabbell, Jacqueline Laraway, Enid Moore, Virginia Lee Heven, Marge Turner, Anita Simmons, Sue Brooks, Helene Wilmont, Margaret Dodge, Jane Barlow, Edith L. Bush, Jane McCurdy, Edith Barde, Judy Anne Soames, Marilyn Cox, Jeanne Filcher, Anabel Hibbitt, Alice Hobson, Constance Ryals, Mary Jean McMorris.

Gamma Phi Beta
Constance Averill, Dotty Lou Crooks, Jane Gould, Ann Howard, Virginia Lees, Margaret Rawson, Marilyn Blanchard, Susan Huffa-

ker, Mary E. Earl, Abbie Jean White, Caroline Collier, Eleanor Engdahl, Anne Halderman, Peggy Ann Myll, Barbara Trimm, Milo Daniels, Sally Lou Bubb, Jane Spann.

Kappa Alpha Theta
Mary E. Horstkotte, Marjorie Dibble, Nelda Christenson, Grace Williams, Margaret Hall, Janice Gifford, Nancy Ann Wilson, Nancy Latourette, Marjorie McKinley, Carol Nelson, Nancy Lee Stratton, Frances Anne Mott, Helen Jane Kerr, Patricia Nickell, Joan Romo, Ellen Ann Evans, Betsy Feasley, Corinne Preisker, Virginia Langstroth, Elizabeth Eades, Anna Margaret Watts, Shirley Gillett.

Kappa Kappa Gamma
Elaine Clark, N. Jane Doyle, Betty Wheeler, Kathryn Thompson, Norma Poland, Janet Rieg, Virginia James, Mary Word, Mary Jane Rotegard, Gloria Prouty, Donna Ray, Majorie Sawyer, Barbara Grain, Marylee Pry, Helen

Moore, Barbara Johnson, Patricia Woodruff, Evelyn LeMasters, Laura Jeanne Maurice, Alma Pak-sis, Victoria Sander.

Phi Beta Phi
Phyllis Dube, Alice Gregory, Doris Jean Mihalick, Mary Louise Vincent, Patricia Nelson, Nancy Riesch, Mary Ann Fox, Billie Hearne, Dolores Tobler, Maxine Cummings, Lisbeth Ann Daggett, Phyllis Foster, Natalie Tengwald, Virginia L. Young, Jeanne Wilcox, Peggy Forney, Eileen Millard.

Sigma Kappa
Lorraine Jones, Virginia Rose Furst, Marie L. Gabel, Maxine Tripp, Helen Jorgenson, Helen Louise Wirtenberger, Bette E. Reames, Virgine Mary Wade, Peggy Ruth Carnie, Mary Belcher.

Zeta Tau Alpha
Peggy Sue, Evelyn Lake.

Alpha Tau Omega
Albert Allen, Dick Allen, Frank

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