

Oregon Emerald

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Opportunity Wears No Pledge Button

THE conclusion of rush week, with the consequent announcement that more than five hundred men and women, the majority freshmen, had been pledged to campus Greek-letter houses, brings out a story as old as the Greek system—somebody, several somebodies, got left out of the bidding. No pledge pin or ribbon fell to their lot.

ALTHOUGH there may have been other reasons for their non-inclusion, the most obvious is that there could not be room for everyone. Almost seven hundred hopefuls went through rush week, but only five hundred of these achieved their end, pledging as per schedule. The quota system, which limits membership totals, kept out many. There are only a limited number of houses, and in each of these there are only a certain number of rooms, beds, and the other necessary facilities to proper living. The demand far exceeds the supply.

WHATEVER may have been the cause of non-pledging, non-pledgers need not feel that whatever has happened is either calamitous or final. Many fine University careers have been carved out by individuals who never wore any Greek emblems, as in the case of Barney Hall, student body prexy two years ago. After all, the University itself is the main attraction, and this is open to all, whether Greeks or otherwise. Newcomers will soon find that there is almost unlimited room for all their efforts, that they will be able to go in any direction they desire. Out of these things may come the greatest satisfaction of all, that of success through honest endeavor.

AS for the finality, freshmen will have other opportunities, with four full years ahead of them. Others also will have other chances. And in all probability many a mind will be changed drastically before many weeks have rolled by.

Much more could be said along these lines, but it would all amount to the same thing—the world does not come to an end with the end of rush week. All of college lies ahead. It's the same old story.

'Oregonize,' or, Watch It Grow

WHEN it comes to slogans which are catchy and yet hold a world of meaning it would seem that those who are planning the current ASUO membership drive have really picked a winner. "Oregonize," they say, and much as defenders of fine English may protest, "Oregonize" may be looked at in the light of inspiration.

WHAT the "Oregonizers" are out for is a student body membership to include the greater percentage of eligibles. Frankly, they want to sell student body cards. But in casting about for the best means of doing this they have hit upon something which will live when the membership drive has signed its last ASUO subscriber.

THE University of Oregon stands poised ready to plunge into another great year, as usual the greatest ever; for as the University grows it accomplishes more and more, and it cannot be denied that it is growing. All anyone has to do is watch enrollment figures, as well as other indicators.

NEWCOMERS to the campus especially might find much for their own futures in this simple slogan. As long as they remember always to "Oregonize" they will be "on their toes" and attentive to the good of the school.

THERE is a spark here, a spark which is always active. It is a spark which makes one feel that there are things to be done for the University, that there is more to it than only the using of the school as an instrument toward getting an education. The closer to the heart and pulse of the school the individual can get the more he will get out of a career there. One of the best and quickest ways to get that feeling of "belonging" is by student body membership. With ASUO membership the road is open to a multitude of events and activities not otherwise available.

"OREGONIZE" should be lifted bodily from the ASUO sellers when their campaign is concluded, and it should be expanded upon and permanently retained. Strongly reminiscent of days when "Greater Oregon" was the University's rallying-ery, this new idea is good. It provokes the imagination. It is good. There will be "Oregonizing" going on this year and from now on.

YOUR EYES ARE PRICELESS . . .



They should be guarded constantly through your college years for the sake of the years ahead. Remember that one person in every five needs glasses.

ELLA C. MEADE, Optometrist
Phone 330 14 W. 8th

The SHOW OFF

By **NORMAN FOSTER**

Note of explanation . . . Comes now the time when perhaps we should explain the whys and wherefores of this column. Napoleon had Josephine, Caesar had Cleopatra, and the Duke had Wally—but our inspiration was a song. We liked it, she liked it, and it was fun to watch the tune we eulogized—"And the Angels Sing"—climb to first place on the Hit Parade. And so the idea for this literary masterpiece was created. We attempted to predict what wax-works should be on the exchange-deserters "must" list. And also what tunes would, ten years hence, remind the energetic piggers of the night, the girl, the place, and the song. The idea grew, and we tried to give the chance reader a backstage glimpse of the entertainment world. We liked that, as "entertainment" can be defined as anything from the view from Skinner's Butte to night life in Hollywood. We are fairly familiar with the latter, being as how we grew up amid the bright lights of the film capitol. About the only phase of entertainment we haven't set in printer's ink is that of campus politics, and we may stoop to that yet.

Poem . . .
I've loved and lost
And wooed and won
In either case
I call it fun.
(NOT original.)
Whew! . . .
Eugene theatre advertisement—"Unexpected Father" with "The Five Peppers."
What? With all five?
Packed! . . .

According to reports, the so-called pledge ball at the Eugene hotel night before last was quite a success, at least as far as the attendance went. The nearest we came to the dance floor was the cloak room and that was even a little crowded. Kaldor's orchestra was fair, for those that got near enough to hear him. However, he, like many of the other orchestra leaders who have played the campus, was inclined to "swing" too many tunes, all of which makes dancing practically impossible in such a limited space.

Busy Signal! . . .
While delving into the field of

entertainment, we might make mention of Sunny Stanke's private phone. For those hopefuls who would be interested, the number is 3820. Should you, by chance, find the line busy, just call the Sigma Kappa house.

Phoebe to you! . . .
When Ernest Haycox was in Hollywood this summer, Sammy Goldwyn wanted him to go to Tahiti to work up a story. Haycox, an Oregon alum, wrote "Stagecoach" and "Southern Pacific." Anyhow, Goldwyn offered to pay all expenses of the trip and a huge salary besides. Said Ernest Haycox, "But Sammy, the wife and I don't like Tahiti." And with that, he packed up and left for Portland.

Unusual California Weather—"The Rains Came."
The age-old mysticism of India with its suffering millions, behind a modern India with its enlightened scholars and maharajahs—such are the dramatic contrasts in "The Rains Came," Louis Bromfield's best-seller, which will appear at the McDonald soon. The picture closely follows the book which is an oddity in itself for Hollywood and after a slow start the film is crammed with actions and you leave the theater tingling with excitement after viewing earthquake, fire, flood, plague, and famine sequences.

Tyrone Power, Myrna Loy, George Brent and Brenda Joyce head the cast and all turn in competent performances. Myrna Loy, who plays Lady Esketh, the woman without morals, has her first part in years that does not type her as the "model wife or sweet heart." Brenda Joyce, a UCLA coed, was chosen from 58 girls for her part and she leaves a good impression although she had never faced a movie camera before. Maria Ouspenskaya, the old-time Russian stage actress, often comes to the rescue with her histrionic ability when the picture lags.

Special effects and trick photography are well handled in earthquake and flood scenes. The shooting schedule for "The Rains Came" which lasted for 100 days, including filming of mob scenes, called for 47 days in rain or water. During rain and flood scenes as much as 10,000 gallons of water were spilled on the players each shooting minute, which necessitated the studio to build a reservoir holding 100,000 gallons. For exciting and dramatic screenplay, put "The Rains Came" on your "must see" list, for it is a swellie.

Goddard college is believed to be the only institution of higher education in the U. S. that does not use academic regalia at commencement exercises.

Onceover Lightly

By **SALLY MITCHELL, PAT TAYLOR**

Just like a mailman taking a walk on his day off, we saw Peggy Farris drinking a coke in the Side 'other day. Peggy Farris is a waitress in the Side.

For female consumption only: "Breathes there a freshman with soul so dead, Who never to herself has said, While in Booth 8 at her physical exam, 'I'd sell my soul to take it on the lam.'" (Shelley and Onceover Lightly had a falling out years ago.)

Beta pledge Warren Finke is one of the best looking pieces of masculine protoplasm of this year's crop.

Campus Comment: We saw Babs Read, Alpha Primale, yesterday with an orchid and Don Turner, either one being all right. . . . One of these days we're going to give up trying to walk through the new building where the old walk used to be. . . . it's harder than heck. . . . Pat Shea took a Beta pin this summer, which is all very peachy, only he is in the medical school in the city. . . . Never saw so many beige cardigans and new saddle shoes. . . . speaking of footnotes, those Gypsy Tan oxfords with the large perforations for fellows are downright ummy. . . . Ummy is Spanish for It Looks Like a Good Deal.

Crack of the week: Some disgruntled rushee in one of the dorms had a "spiritous liquors" at its annual banquets.

this; I'm Greek enough; I don't need to be a letterman."

The Hal Kemp recording of Raymond Scott's "In an 18th Century Drawing Room" is good.

The Phi Thetas aim to please. They promised to entertain the freshman girls and they did. They took a truckful of girls for a picnic. And just to keep things going they wrecked the truck.

Bonnie Uhl, a freshman from California—aren't they all—was in France when wah was declared and they sent her home so chop chop that she had to leave all her clothes, including 11 Brooks sweaters she "picked up" over there. The French soldiers are going to look elegant in the Uhl cashmeres.

And then there was the steamboat captain who ate his launch every day.

Well, we thought maybe one person hadn't heard it.

Goodby.

Frosh Receive

(Continued from page one)

Oregon are outlined. Included in this classification are the new buildings; museums, alumni and the athletic record of the school.

Part two of the book contains information concerning the place of the fraternity and sorority on the University campus, how to choose a living group and what to expect from such a group.

Mayor F. H. LaGuardia and all of his commissioners will give a lecture course this year at New York university on the city's government.

The Harvard University chapter of Phi Beta Kappa has voted to have "spiritous liquors" at its annual banquets.

We asked an authority on advertising

I can speak of the value of work in the advertising department of the Emerald without reservation. I believe in its importance, and, for many years, have urged every student of advertising in the University to supplement the classroom instruction by that training.

When a prospective employer inquires about the qualifications of a student for an advertising position, he almost invariably asks whether or not the applicant has worked on the college paper. It isn't only what the student learns that is important. It's the proof that the young person is actually willing to try himself out—to meet competition—to test himself by the only measuring rod that, in the long run—amounts to anything—that of experience.

W. F. G. THACHER,
Professor of Advertising

Professor Thacher's letter is so similar to word received from leaders in other fields of business . . . manufacturing, retailing, wholesaling, etc. . . . that we wish to let you know of it.

Students who wish an opportunity to participate in the business department of the Oregon Daily Emerald should see George Luoma, Emerald Manager, University of Oregon, Eugene.

Phone 3300 Local 354

ATTENTION STUDENTS, U. of O.

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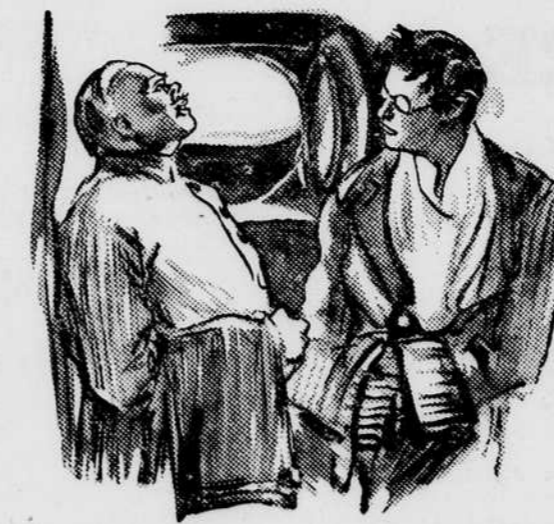
A. E. ROBERTS, President
Miner Bldg. Phone 666

This week a NEW novel begins in the Post

"DON'T ASK QUESTIONS"

by **J.P. MARQUAND**

AUTHOR OF "WICKFORD POINT"



A young American couple board a cruise boat for South America . . . and suddenly find themselves swept into a grim international intrigue. Why should someone try to murder these two innocent Americans? Why should secret agents for Germany and Japan attempt to prevent them from reaching the tropical country of Chica? Here's an exciting adventure in seven swift installments, another top-notch Post serial, by a Pulitzer Prize author whose last two novels have headed best-seller lists.

Also in this issue . . .

- WHEN STALIN COUNTERFEITED DOLLARS**
Uncovering a \$10,000,000 Soviet swindle
By **W. G. KRIVITSKY**, former General in the Red Army
- A WIFE FOR MR. MEECHAM**
And only a few hours to find one!
A short story by **DAVID LAMSON**
- NOW IN OCTOBER**
A short story of big-league baseball
By **HOLMES ALEXANDER**
- BETWEEN TWO FLAGS**
America's second-generation Japanese face a dilemma
By **MAGNER WHITE**
- THE CROSLY TOUCH—AND GO!**
Meet the man behind the midget car
By **FORREST DAVIS**
- COUNTRY STOREKEEPER**
But he does a business of \$240,000 a year
A success story by **JESSE RAINFORD SPRAGUE**
- CRAZY WITH THE HEAT**
A new story of Babe and Uncle Pete and Little Joe
By **R. ROSS ANNETT**
- THE ROSE**
About a picture they *didn't* want a Hollywood star for
A short story by **LOUISE KENNEDY MABIE**

AND . . . The concluding installment in Rex Stout's mystery thriller, *Double for Death* . . . editorials, cartoons . . . 92 pages of entertainment for your nickel.

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