

Inspecting Latest Equipment at New Co-op Store



George Knight, in charge of the newly installed camera department at the Co-op, is shown demonstrating a camera to a couple of coeds. The girls are (left to right) Jane Meek and Carolyn Holmes.

ASUO Cards Go on Sale Today As 'Oregonize' Drive Begins

OREGANA ON SALE TODAY

Theme of 1940 Yearbook Will Follow Annual Of Last Year

The 1940 Oregana, Oregon's official yearbook and successor to the 1939 All-American edition, will go on sale to the students today at registration.

Although George Knight, editor, has not released his ideas for the 1940 Oregana, it is known that he will stay with the same theme that proved to be so popular last year. He did say that he will attempt to use the criticisms that the National Collegiate Press made to the best advantage of the book. The N. C. P. is the association that yearly makes the ratings of the various yearbooks.

The price of the book is \$5 with a reduction of \$1 with every purchase of a \$15 ASUO card. Students may use the term payment plan to buy their copy, a dollar each term and the remaining two dollars will be deducted from their general deposit fee. The dollar credit received with the purchase of a \$15 ASUO card may be used as the initial payment.

Dick Williams, business manager, has advised that any student not understanding the term payment plan should contact him. Last year during the first day of registration over 1000 students purchased yearbooks.

ASUO Meet 'Oregonizes' Freshmen

Activity Fields Opened to Rooks By Student Heads

New University freshmen got their first taste of "Oregonizing" last night, when the "powers that be" in campus activities surveyed for them the highlights of college in its lighter vein at a music building assembly.

Les Harger, Webfoot drum major, was master of ceremonies for the orientation assembly, with Joe Gurley acting as "stooge" for gag lines.

Highlight of the meeting was the sale of a giant-sized first student body card of the year to John Dick, ASUO prexy, by Gurley.

Bud Jernain, Emerald editor; George Luoma, Emerald business manager; George Knight, Oregana editor; Dick Williams, Oregana business manager; Frank McKinney, YMCA prexy, and Howard Hobson, basketball coach, representing the athletic department, each gave hints on how to get into work in their field.

Bob Elliot, University yell king, was transported onto the stage on a large yellow duck, and led the new frosh in Webfoot yells. Woody Slater and Art Wiggins, assistant leaders, were introduced.

President Erb to Be Speaker at House

Speaking on "Student Responsibility," Dr. Donald M. Erb, University president, will be first speaker of the fall term at Westminster house Sunday evening at 8:30.

Social hour and tea will be held at 6 o'clock, Mrs. J. D. Brayant, hostess-director, announced.

New Housing Setup Designed to Lessen Registration Worry

In an attempt to eliminate confusion at its housing desk at registration, a new setup has been put into operation, Mrs. Marcella B. King, secretary, announced last night.

Instead of the old system where students were checked by alphabetical order, the desk will now be divided into four main parts: fraternities, sororities, halls and co-op, and town addresses.

14 Named As Rally Leaders

Group Expects Big Year for Oregon Teams; Prepares For Stanford Game

The names of eight men and six women were released yesterday for rally committee appointments with ASUO Prexy John Dick making the announcement.

Those named were Helen Bruggman, senior woman; Walt Keller, Bill Ehrman, Martin Rieg, junior men; Sue Cunningham and Betty Buchanan, junior women; Bill Bernard, Pat Lynch, Jim Carney, Pete Lamb, Emerson Paige, sophomore men; and June Justice, Ann Bossinger, and Maxine Hansen, sophomore women. Bob Hochuli, whose appointment was made last spring, is senior man and rally committee chairman.

The appointments were worked out by the executive council in collaboration with Hochuli. The greater percentage of those named were passed on at the end of spring term.

Constitutionally four months late, the announcement is not exactly a surprise. Prexy Dick, however, (Please turn to page three)

Colorful Assemblage Lined Up for 1939 Ducat Sale Campaign

Seven Dollar Ticket Gives Over Sixteen Dollar Value

Backed by a campaign based on a platform of "value to be received," the new ASUO cards represent as lustrous a purchase as could be found in any college lineup.

Strong on every side, the cards offer two high-class concert-type numbers, led off by headline Lawrence Tibbett. Then there is Horace Robinson's tried and proven version of the Pulitzer prizewinner, "Our Town," said to be as moving a piece as was ever devised. Then there is at least one ASUO dance in sight, with no telling how many more will come with victories.

And football—everyone knows about football, with its three home varsity games (Gonzaga, Washington and Oregon State), plus Stanford in Portland, and two available frosh grid struggles. Add to this the Emerald throughout the term. And add furthermore the all-important appointments for the various student body plums which come up from time to time.

Sixteen dollars and twenty cents for seven dollars, is the way it figures out. This is counting every attraction at reserved seat prices. Even with general admission prices the \$9.20 saved under the first figure would not shrink more than a shade. These figures are air-tight.

Tibbett himself is one of the most outstanding artists to come to Eugene in the last year or two, as well as the best known. He is (Please turn to page two)

Concert Headlined



Lawrence Tibbett... one of the major attractions on the fall term ASUO artist series. He will appear here October 20.

Ticket Price To Remain Same as Last Year

ASUO cards, offering participation and admission in a wide variety of student activities, athletic and educational events, will go on sale in McArthur Court today, opening the "Oregonize" drive with registration.

With as strong a lineup of attractions as has ever been seen in an ASUO card, and with a well-organized, clever drive staff poised and ready to start selling, the 1939 fall edition ASUO membership tickets look like the well-known (by now) "nuggets" in a typical nugget year.

ASUO card prices will remain the same as for the last three years, which is \$15 for the year, or \$7 the first term, \$5 for winter term, and \$3 for spring term. Also to be repeated is last year's arrangement whereby purchasers of the \$15 cards will get a \$1 reduction on the price of their Oregana.

When registration-bound undergraduates start flowing into the spacious Igloo floor one of the first things they will see is a display of some very fine furniture, which is being offered as a special bonus to the first living organization to go 100 per cent ASUO. Included in the group are a \$75 davenport and a \$35 chair for first and second 100 per cent houses respectively.

Pint-sized Glenn Eaton, drive chairman for this campaign, already has things going like a termite picnic, with the entire staff straining at the proverbial leash to get moving. Their "Oregonizing" bids fair to capture the public fancy.

As usual, the drive captains have arranged for representatives in all living organizations. These, too, are to reap benefits from their participation in the drive, with daily awards of various kinds, from cash to free cokes.

Banners, posters, streamers, cards, window stencils, and signs will cover the campus like wallpaper, featuring the catchy slogans Chief Eaton and Pat Taylor have cooked up between them. Largest of these will be in McArthur Court, which is under the watchful decorative eye of Bob Swan, successor to Dale Mallicoat.

Eaton has announced a meeting of all drive participants, to be held at 5 today at the Igloo.

Freshman Sections Added to ROTC Enlarge Schedule

Oregon's ROTC will be increased by two additional freshman sections this year, to take care of an expected large registration, it was announced by Colonel Robert M. Lyon. This brings the freshman ROTC schedule places five of these sections to meet on Monday, Wednesday, and Friday at nine, ten, and eleven o'clock. The other two sections will meet on Tuesday, Wednesday, and Thursday at one and two p.m.

This year will see forty more students taking advanced war by reason of an increased allotment from the war department.

Hello Mix Tomorrow Evening

Dance Is Prexy Erb's Own Party; Dick Urges Spirit Of Friendship

Oregon piggers will get their first real workout of the fall social season Saturday night, when Webfoots officially say "welcome" to their new freshman class at the annual "hello dance" in McArthur Court.

Free and informal, the dance is President Donald M. Erb's "own party" for the biggest of all Oregon freshman classes and their elders, according to John Dick, ASUO prexy. Preceding the affair, a reception for the president will be held in the lobby of the Igloo. All students are urged to meet Dr. Erb at that time, Dick said.

Beginning at 8:30, the receiving line, made up of leading University faculty members, will form to greet dancers. Kwama and Skull and Dagger will assist with arrangements.

Art Holman's dance band, well-known to campus piggers, will furnish the music, Dick announced. Campus clothes are in order.

"No decorations will be used to transform the Igloo," the prexy said, "except a lot of friendly smiles to let people know that we really mean this 'hello' business."

Student Drivers: Campus Cop Wants To Get Your Number

All students bringing automobiles to the campus are asked by the administration to register their cars with O. L. Rhinesmith during class registration hours in McArthur Court Friday and Saturday. "It is necessary that we know your license number," Rhinesmith cautioned.

It is a state board requirement that all cars driven by students of the University be registered with the automobile office. These regulations are applied to all cars driven by the students whether family or individually owned.

Rules governing the use of student automobiles have been placed in all schedule books. Additional information can be secured from the automobile office in room 13 of Friendly Hall.

The first college gymnasium in the United States was erected in 1860 at Amherst college,

Frosh Books For Vote Use

The 1,000 copies of a suggested frosh constitution which were handed out at the ASUO assembly last night, should be held in safe keeping until the first of next week, according to Roy Vernstrom, in charge of freshman organization.

The original idea was to vote on the document last night, but a mix-up occurred which necessitated waiting until the first of next week for a class meeting and vote, Vernstrom said.

"If frosh will keep their handbooks and look them over carefully before next week," the freshman organizer said, "it will be possible to move frosh organization along smoothly at that meeting."

AWS Assembly Grooms Girls

President Anne Fredriksen of the AWS gave the welcoming words to the freshmen women at the assembly yesterday in the music building and then introduced Hazel P. Schwering, Oregon's dean of women.

Mrs. Alice B. McDuff, assistant women's dean, added a few encouraging words.

Warrine Eastburn, advisor of WAA; Mrs. Frederick Hunter and Mrs. Marjorie G. Evans, executive secretary of YWCA, were introduced in turn.

A short explanation of the purpose of their organizations and an invitation to attend various functions sponsored by them throughout the year was given by Presidents Bette Lou Swart, YWCA; Margaret Van Metre, WAA; Marcia Judkins, Oxides; Helen Angell, Kwama; Majeane Glover, Phi Theta Upsilon; Jeanette Hafner, Mortar Board; Aurelia Wolcott, Pan-Hellenic; Bette Lou Kurtz, head of houses.

Mortar Board members and the AWS council members were also introduced.

Pat Taylor of Henricks Hall entertained the assembly with an amusing telephone monologue.

A. L. Lomax Returns From Year's Leave

A. L. Lomax, instructor in business administration, recently returned from a leave of absence after teaching for one year in the Hawaiian islands. Since his arrival in Eugene, Mr. Lomax has given several talks to service clubs telling of his trip and experiences on the islands.

One of his students, John Kahanani, was editor of an Hawaiian high school newspaper and has now registered at the University of Oregon.

Board Adopts New Plan

System Will Give Buyers Dividend On Purchases At End of Year

By DON GOODALL
Members of the University of Oregon co-operative students board swung into action Wednesday night by adopting a modified plan of the Rochdale cooperative movement system which will entitle all regularly enrolled students on this campus to share in a dividend payment at the close of the school year.

As though typifying the spirit of the new, modern and up-to-date University of Oregon co-op, the board voted in favor of the Rochdale plan, believing that it will be of benefit to the entire student body.

The original Rochdale movement provides for the payment of a membership fee by all students wishing to participate in the cooperative system. The local co-op has decided to abolish the payment of this fee, which will in no way deter the operation of the plan.

Amount of dividend to be paid at the end of the year will be decided by the co-op board at a later date. Amount to be paid to each individual will be determined by the total amount of purchases made throughout the school by the individual. At the time of each sale, the purchaser will receive a receipt showing the amount paid. In order that the student will have (Please turn to page two)

Journalism Grads Pioneer Alaskan Newspaper Field

Two of Oregon's alumni who are making a place for themselves in journalism where there was no place, are Homer and Jessie Heidler Graham, '39 graduates of the University.

The two were married in August at Sheridan, Oregon, and sailed for Alaska two days later. They now edit, write, and publish a minute eight page mimeographed paper in Sitka, Alaska.

The Sitka Sentinel, as their publication is called, is filled with news of all the world... from the international situation in Europe to city briefs. Mimeographing is necessary because there is no press in their Alaskan city.

Complimentary copies recently arrived at the University journalism school.