EDITOR Margaret Finnegan SOCIETY Mary Kay Riordan

# Emerald Women's Page

Jean Adams, Helen Ann Hug-gins, Jane Meek, Sally Mitchell, Doris Murphy, Peggy Robbins, Betty Jane Thompson, Jacqueline

### Plans for Football Weekend Made

It's an Oregon weekend in Portland with the second football game of the season being played Saturday afternoon at the stadium and a rousing rally Friday night in front of the Broadway theater. A large victory dance, is scheduled at present, for Jantzen Beach Saturday evening, planned by the newly appointed rally committee. Famed Sweetheart

Say what you will, Eugene shops

citing things. Shop around and see

Exclusive at one downtown shop

are suede blouses, skirts, jackets,

the most lethargic of us to study,

and for more frivolous gabfests

and firesides are just the thing,

especially when your pajamas

Compact Umbrellas

A boon to all who detest carry-

into a compact 12-inch cylinder.

down its front. A demure white

collar fits right under your chin

and the V-shaped pockets are

Styled for Health

men) for being inadequate for

health reasons. Now we can strike

right back showing how this fall's

clothes are smart yet warm.

Shown this year are full-length

gabardine evening wraps that are

the best looking things we've seen.

Too long have we shivered to and

(Please turn to page four)

Kappa Gamma; Theta Chi-Pi Beta

PHOENIX Custom Fit

Proportioned HOSIERY

How glorious to slip into hosiery made to give you perfect fit! Not only as to length . . . but in ankle, calf, and thigh as well. Tall, Average, or Small—we have a Phoenix stocking proportioned to fit your own leg requirements. In 2-, 3-, 4-, and 6-thread weights.

NEW PERSONALITY COLORS

FLIRT . . . a new warm pink.
ELATION . . . delightful golden copper.
PRUDENCE . . . subtle deep brownish beige.

\$1 ... \$1.15

Wearing Apparel and Dry Goods

20-30 East Broadway

Chi informal get-together.

no-date sport dance.

white trimmed.

Will Be Chosen

Fraternities and sororities, have Mist Is Boon ing completed formal pledging, are turning their attention to coming house dances and desserts. Sigma Chi is announcing its annual sweetheart contest in which every women's living organization has two freshman candidates who are voted upon by members of the fraif you don't get a "I must have" ternity. The winner of the sweetheart title will be announced the week of homecoming this year, it is announced.

Sorority Honors Guests at Banquet

A formal banquet Tuesday evening was given by the Oregon chapter of Alpha Phi in honor of their international president, Dororthy Stewart Kernohan. Among the prominent guests present were Dean Hazel P. Schwering, President Donald Erb, and other executives of the board of higher edu-

University of Oregon President Donald Erb was host at a reception for the faculty group Wed-

In honor of Dean Hazel P. Schwering, the Delta Delta Delta sorority invited Delta Tau Deltas over for an informal tea Wednesday evening.

Tennis Court Dances Planned for Today

The first tennis court dance sponsored by Skull and Dagger and Kwama honoraries is scheduled to be held on the Sigma Alpha Epsilon tennis court from 4 to 6 o'clock this afternoon.

Eleusian Banquet Is Fall Celebration

Chi Omega will hold their annual Eleusian banquet Thursday evening in the chapter house. All local alumni have been invited to from formals. They have squared blue with darker outline stripes.



4501 — "Personal"—Dear Mamie, ain't it a babe? It's jersey, and 2-piece! A yodeler's dream in Alpine Rose, divine in Danish and simply gorgeous in Henna Rust. Comes in sizes 9 to 17. "Gay Gibsons for YOUth!"

\$5.95

1004 Willamette St.

### Classic Campus Toppers Ideal for Fall



Oregon coeds seldom wear hats at all, but a topper such as one of these appeals even to the hard-to- fairly normal pace, with upperand skirts in those new fall shades please lassies. Easy to wear, yet stylish enough to be smart, they may be worn with suits, dresses, or re-classmen now telling freshmen with such stimulating names. versibles. Moss green, soft tans, brilliant clays, and reds are the most common colors seen this fall in what's what after all the sweetdawn blue, mulberry, sagebrush green, and dusty pink. Quilted hats. One gentle pull and these hats are on to stay. Feathers, suede tassels, and special stitching are added ness and sentiment oozed forth robes and housecoats in cotton trim. prints and polka dots will stir even

#### Variety of Ingenious Themes for Rooms Sighted

The well-dressed room of the ing umbrellas is one which folds fall semester is as well clad as its ewner. One theme predominates It can be slipped under your arm. whatever suit it chooses to wear Should put an end to stockings each day, and as the result is a spotted by a dangling wet umbrel- restful yet stimulating feeling for the occupant. Style for rooms, as "Gay Gibson" frocks are carried for persons, does not mean expense in silk, wool, and jersey. An eye- for the owner, but instead, requires snatching morsel is a two-piece ingenuity and careful choice on the stone blue wool with a striped vest part of the designer. top. Flat silver buttons march

Noah's Ark?

Peggy Lou Smith, ADPi, has cosily combined animals and boats, which suggests an ark theme. Scattered through the room are red and white calico cats, huskies, been criticized (mostly by the and giraffes created by their ambitious owner of red and white cloth. The curtains have a red background with white sailboats. All-white furniture gives the room the appearance of extra space needed to house this zoo. Parchment print lampshades hold marching animals. The rug is a powder

In Ancient Egypt

In contrast to this light-hearted brated each fall by chapters and Kendall has an astonishing Egyp- in your house next! alumni all over the United States. tion room. With five purple bordered cloth mats which she picked A Co-op mix sponsored by both up in San Francisco this summer, men and women co-ops will be she has created a unique room. held in Gerlinger hall Saturday These mats illustrate one symbolic night after the game. It will be a action each and, as yet, have not been translated by their present owner. The couch cover is a tan, Wednesday desserts include Del- the pillows hold the same colors ta Upsilon-Alpha Chi Omega; Al- as are in the mats. The furniture pha Phi freshmen-Chi Psi fresh- is cream. In one corner a large men; Sigma Chi-Kappa Alpha rectangular bowl holds stately Theta; Alpha Tau Omega-Kappa gladiolas.

Really Oregon-ized

One of the cleverest is Betty Norwood's loyal Oregon room. Those scheduled for Thursday evening are Phi Gamma Delta-Al- This Tri-Delta has carried out pha Delta Pi; Delta Gamma-Delta green and yellow completely in her Upsilon; Gamma Phi Beta-Sigma room even to having a two-color Alpha Epsilon; Pi Beta Phi-Sigma radio. The dressing table has an accordian - pleated cover, half

#### **DRESS** of the week

There's nothing very dreary about a rainy day for Theta's Virginia Swearingen when she puts on her two-piece mustardtone campus outfit with its accordian pleated skirt. Then for contrast she wears a moss green jersey sweater which fits snugly under the jacket of mustardcolored whipcord. A peter pan collar, wooden buttons to the waist, and large patch pockets complete this campus classic. And Viriginia has ankle socks

yellow and half green. A large Oregon pennant drapes the wall. Scarfs are made in "O" shape. Even the rug is cheerfully in keeping with the color scheme.

This is the first in a series of arattend this banquet which is cele- theme, AOPi's art student Jean Watch for the snooping reporter line piped with gold, over which

of fall social affairs planned by 12.

# Style Show

Campus coeds were among the models at the Montgomery Ward fall fashion show held last evening. Everything attractive for university wear was shown beginning with sports clothes, ski outfits, street ensembles, afternoon dresses, dinner dresses, evening gowns, and ending with fur chubbies and fur coats. Thirty outfits

Especially attractive was Fontelle Mitchell in a two-piece wine wool suit, accenting the small waist line and full pleated skirt. With this she wore a wine velour hat. Joan Hunt modeled a dress coat in grape tone with mink-tail trim and matching dress. A hooded polo coat was worn by Lois Welborn showing the wrap-around belt and gathered back. This is a 1939 fashion, the hood is detachable, and it makes an excellent campus coat. A hyacinth formal with full skirt trimmed with wine velvet looked exceptionally well on Margaret Young. For tea dancing Isabel ticles to be written on rooms in Stanley was dressed in a grotto campus living organizations. blue crepe dress, the slim waistwas worn a red fox jacket.

living organizations. Social chair-The dean of women's office men are requested to sign immewishes to announce that the social diately, for the calendar must be calendar is now open for the dates completed by Thursday, October



WHAT MAKES A CAMPUS "QUEEN"?

> Perfection in make-up Perfection in dress Perfection in hair styles

On the campus

#### HAVE YOU HEARD?



Burch's famous saddle exfords are now selling at a new low price. Same shoes-same quality-same marvelous fit. For the best in saddle oxfords shop-



## Women

Only

I can't decide. As is the ambition of every journalist, I have always wanted to write a column of my own. Well, here it is, here am I, and now what? My indecision lies in the point of what to write. Shall I write a catty column panning all campus leaders, shall I discuss world politics, observe things through keyholes or just ramble and see what happens. For this week, I guess I'll try the rambling style, so bear with me, I might accidentally hit on something.

After three days now the campus seems to be settling down to a rush week. And speaking of rush week brings up the open house affair held by all the campus sorori-Coeds Model at fair held by all the campus sororities. After discussing the affair with members of various houses we find that it ran pretty much the same in every organization, Sorority girls met rushees and rushees met girls and housemothers until people began introducing others as themselves. Van Tingle became Van Tangle or Von Twissel, and even Smith and Jones turned into Smyth, Smaltz, Smither and Johns, Ginns and so on.

One fair junior coed, after three and a half of the four-hour event, had talked so long and so hard that upon an introduction to a rushee only managed to catch the name Frances out of the whole messand Frances being her own name she picked up on this as a topic of conversation. Well, she started it all by saying that she was so glad to meet the girl because she always enjoyed meeting others with the same name as her own, and so on. Feeling proud of herself for keeping up a good stream of casual conversation for several minutes she at last paused for breath.-it

Coed of the Week

"It all started," Betty Lou said, groups at the Y. They made me

By BETTY JANE THOMPSON | chairman and put me on the frosh Definitely living up to the old commission." Since that time three, maxim that the busiest people are years ago she has assumed more the ones who get the most done and more responsibilities in woand do it the best is Betty Lou men's affairs on the campus, and Kurtz, our first "Coed of the climaxes her senior year by serving Week," this fall, who always as president of the Chi Omega seems to have time to do every- house, president of heads of housthing that everyone wants her to es, secretary of the YWCA, and member of the AWS council.

Never without a smile, she is selwhen I was the only one who dom alone. One can nearly always signed up for one of the discussion find her in the center of a group (Please turn to page four)



\* You can be sure of STELLAR PERFORMANCE when you \* wear these cobwebby crepe chiffons! That's because the marvelous Kneelast feature of "Lastex" yarn g-i-v-e-s to protect the delicate threads from garter runs Stooping.

bending will not cause discomfort or expense. Three proportioned > lengths. Warm Fall shades,

Exclusive with

Mage

"Thoughts for your pennies" and practical ones for everyday college wear. You spend most of your time in campus clothes so be sure they make the grade. Our sportswear department is our college shop here and on the campus but we have a complete collection of date dresses and accessories.



New shipments on skirts and sweaters