

Oregon Emerald

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Oregonizing Should Need No Urging

ONCE again the ASUO is in its most trying period, a drive to sign up members, by the term or by the year. Every fall, winter, and spring it's the same old story. At the start of the term a complicated machinery must be set up and put in motion to do intensive missionary work necessary in order to convert the potential student body into membership. And conversion it is, for even though they intend to buy anyway they love to be convinced.

This fall the campaign is no different. Glenn Eaton, one of the best men who could be found anywhere for such a job, heads the ASUO missionaries. Each day his boys and girls go out and bring a few more "Oregonizers" into the fold by selling them student body tickets. Last night's figures showed almost a ten per cent jump over those of the day before, due no doubt to the proximity of the Stanford football game, prime utilitarian consideration never to be overlooked by canny late-buyers of ASUO membership.

EACH time all this drive machinery is set up, Carlyle-ist tendencies crop up in some of the more flexible minds here and there. Hold the thing off at arm's length and it is not exactly soundly explainable. Consider that on the ASUO card, in addition to football, which should be enough by itself, there is as strong a cultural program as could be assembled for three times the money. Consider that the educational activities board did a good job, using methods tried and proven over a number of years, in lining up the best program a student body membership of this size could afford.

Consider also that this year 20 cents out of every ASUO dollar goes into a building fund, which will in the near future add a student union to the campus physical plant. It is evident, then, that there can be no large margin of profit in a program which sells at \$15 a year. The board specializes in educational activities, and all these things are educational.

College happens but once in a lifetime, for most of us. It is the only time these things will appear in the same light. All these things being admitted, why then is it necessary that conversion must be accomplished each term? The article for sale can stand on its own legs as to value and depth, and most students would rather be inside looking out than vice versa. It must be that the student, like the rest of the American public, wants to be coaxed into something he wants to do anyway.

Oregonizing should need no urging.

Crumbaker's First Book Out

Professor Calvin Crumbaker of the department of economics has recently published his first full-length book, entitled, "Organizing and Financing Modern Business."

According to Professor Crumbaker, the book is planned, not to take the place of lectures, but to help the student in his interpretation of them.

Besides this 644 page textbook, Professor Crumbaker has written and published many articles and pamphlets and at present has a monograph in the process of publication.

Coed of the Week

(Continued from page three) of friends. And her beliefs are many. For in addition to her belief

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The SHOW OFF

By NORMAN FOSTER

Dorothy Hix Attention! . . . For those erstwhile piggers who would work all the angles to impress the lady love, may we offer a few suggestions for musical angles. Dedicating a significant recording to her on the KORE all-request program serves to constantly remind her of you. If the band was playing a certain tune the night you planted your pin, giving her a waxing of that number will make her feel sorry that she gave your pin back. Then, too, if your vocal qualities are such, you may croon the words of some popular tune in her ear whilst you wheel her under the dance floor. It's a lot easier than trying to think up something intelligent to say. And if anyone should achieve success by following the before-mentioned suggestions, we would like to know about it—counta cause they didn't seem to do us much good . . .

The KORE afternoon request program now comes on the air at a new time, 4:45 to 5:45 p.m. This should give more student music lovers the opportunity to listen to the latest and best in recorded music. Also gives a better chance that the girl friend will be listening to your request. Jack McCarty, the announcer of said program, claims that Glen Miller's waxing of "Blue Moonlight" is the number most requested by listeners. And all along we thought that "The Little Shirt Me Mother Made for Me" was the most popular request.

Up and Coming! . . .

Bing Crosby's version of "What's New" is a good example of what an entertainer like Crosby can do for a tune. About a year ago, "I'm Free" was written by Bobby Hackett for Bob Crosby's orchestra. Somehow, the number didn't quite click. So recently, they wrote new words for the "I'm Free" melody and titled it "What's New." Now that Bing has recorded the number it looks like a definite bid for the Hit Parade.

Taking advantage of interest in the current European war, MGM rushed production on "Thunder Afloat," a world war melodrama set back in 1918 when sub chasers were raiding German U-boats off the Atlantic coast.

Wallace Beery as the lead, turns in an excellent performance as a rough, gruff captain of a tugboat. The tugboat incidentally is the same boat used in "Tugboat Annie" co-starring Wally Beery and the late Marie Dressler, some years back. Virginia Grey, as Beery's daughter, and Chester Morris, as a rival tugboat captain, provide the love interest.

As the picture opens, Beery and Morris are trying to get a towing contract, which Beery gets after he and his daughter shame Morris into joining the navy. Soon afterwards, however, Beery meet a submarine and loses his boat and barges. He joins up in the navy, taking the war as a personal issue, forgetting about orders. As captain of a sub chaser, he takes his boat away from the squadron and goes on a personal hunt which ends disastrously. Reduced to a seaman, Beery wants to quite the navy, but Morris as captain of a sub chaser that is decoyed as a fishing boat, for the "splinter fleet," makes him serve on his boat.

The ruse is discovered by the U-boat and Beery is taken captive aboard the submarine while the fleet rains depth bombs on all sides of the German craft. All ends happily however, as Beery gets a medal for his daring work, while Morris gets Beery's daughter, which is better than a medal any day.

In line with Hollywood's new policy of accuracy and realism in pictures, "Thunder Afloat" with the help of the U. S. navy is technically correct in all phases. Many of the guns, boats and instruments used in the picture were loaned to the studio by the navy. Filmland's hokus-pokus was used in several scenes, especially those taken of a wooden sub chaser that was actually floating inside of sound stage 15 on the Metro lot. These scenes are handled so cleverly, the audience can never tell whether the boats are floating near Catalina or inside the stage. The picture will show at the McDonald soon with "Dancing Coed" as the companion feature.

Louisiana State university has been placed on probation for six months as regards federal student aid.

Oregon Coeds Feature 1939 Fall Fashions

By DORIS MURPHY

A new crop of students means new ideas in clothes . . . in fact the two are practically synonymous . . . this year sloppy Joe sweaters and knee-high stockings are the most noticeable . . . big brass buttons and other metals are trimming everything from soup to nuts . . . and plaids are in every coed's wardrobe, be it a skirt, dress, or formal . . . the ever present, or so we thought, tan saddle shoe has bowed before its black mate . . . but our favorite footwear is the suede moccasin that flatters even the longest foot . . . hair ribbons are still here in all forms, especially worn tied high on the head with streamers down the back of that smooth bob . . . and speaking of hairdos, all the style shows this fall stressed that hair should be up off the collar line, but Oregon coeds for the most part still favor the long fluffy bob . . . and have you noticed, too, that hair piled high on the head is definitely outmoded . . . it was such a popular style last spring . . . pearl necklaces from single strand to six strand are on sweaters and peep from under collars . . . the newest costume jewelry doesn't jangle at each little move and is taking the place of kerchiefs at the necks of sweaters . . . new colors are a deep tuscan grape and a dull moss green . . . bustles adorn every date dress it seems . . . but are cleverly detachable, if you don't like them . . . prophecy for the first formal dance is that the very new sweaters embroidered with rhinestones and sequins will be worn over long velvet skirts . . . original coed is wearing a hair ribbon tied from a length of name tape . . . but these cute frosh can wear anything!

Women Only

(Continued from page three) was then that the bewildered freshman girl meekly stated that her name was Beverly.

The campus should be blessed with solitude this weekend, with all football enthusiasts and "good-time Charlies" bounding off to Portland for the only game there this season. The rally committee reports a big weekend for all students attending. (Hm! perhaps I should generously offer this page as an umbrella with which to protect new fall bonnets from the elements, should it be necessary Saturday.)

Well, dear reader, (please let me know whoever you may be and you shall be justly rewarded) thanks for sticking it out. "For Women Only" promises you more and better next week.

Mist Is Boon

(Continued from page three) shoulders, doorman gold braid trimming and the wasp waist, and can be had in black or vermilion red. An evening dress in black crepe with an unusual vermilion red silk jersey panel, and a matching red jacket would be a perfect mate to this wrap.

Faculty Bans

(Continued from page one) a bona fide interest in individual grades may inspect University records.

Action of the faculty will permit the publishing in the Emerald the grade point averages of the various living groups at the end of each term in the future.

At the same meeting, the faculty members voter Dr. James H. Gilbert, dean of the college of social science, to succeed S. Stephenson Smith, professor of English, as a member of the advisers' council.

All Aboard for Portland!

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