

Your Co-op

One of the biggest improvements made on the Oregon campus during the last year, which will be instantly noticed by the returning alumni, is the University's new classroom building, Chapman hall.

One of the biggest problems solved by the new building is the little matter of suitable housing for the University Co-op. The first floor of Chapman provides a roomy, well-lighted, well-ventilated, attractive store space for the Co-op.

Another contributing factor which makes the Co-op a pleasant place to go into is the perfect control of the heating. Largely responsible for this improvement is the Asbestos Co., which installed the insulation materials in the new building.

Due to the increased floor space the University Co-op has been able to carry a greatly increased stock. The Co-op carries the finest quality school supplies available. On their shelves the students will find the Trussell memorandum books and note books.

The Trussell people are the ones who originated the idea of making notebook covers of single ply, solid leather, which is only one example of their leadership in their field.

Another company, which is just as much a leader in its field, is undoubtedly already well known to students and faculty members of the art school. The Permanent Pigments firm of Cincinnati, Ohio, produces goods of top-notch quality.

The Co-op carries a complete line of hood products, including basketball and tennis shoes.

The Schwabacher Frey Company, a California firm, boasts a fine store building and a widely diversified stock. Their excellent line of stationery is carried by the University Co-op.

A company which turns out a high class of stationery, which is very popular with college students, at a very reasonable price is the Montag Brothers firm of Atlanta, Georgia.

Now to get back onto the Oregon campus again with another remark on the Co-op. One of the biggest reasons for the attractiveness of the new store is the excellent cabinet supplies, counters, etc.,

Weekend Planners Through

Group Wills Future Problems to 1940 Program Heads

Today marks the farewell to arms for Burt Barr and his efforts as 1939 Homecoming chairman.

With the approaching finale of this year's Homecoming festivities in the McArthur court dance to-night, Barr and his committee will leave the now infamous campus civil war in which the coeds were up in arms over an informal vs. formal style question, as a matter of record for future Homecoming planners to wrangle over.

But even though the fashion war is more or less over and the once brilliant frosh bonfire is now but a few dying embers on the Amazon, there still remains a number of items on the Homecoming committee's unfinished business list.

First of all, all incoming trains today are to be met by members of Skull and Dagger who will not only extend a cordial greeting to returning alumni, but will also provide transportation in banner bedecked automobiles.

Plans for half time alum welcoming activities are yet to be completed. The Homecoming committee is still considering preparations for a proper welcome of members of the northern branch who will trek toward Webfoot land to join with their older brothers in attending this afternoon's football tussle.

which were installed there when the store opened in its new location. The cabinet work in the Co-op was done by the Grand Rapids Store Equipment company, an Oregon firm. The company combines the finest in materials and workmanship, turning out very very artistic cabinet work.

In closing it is fitting that we should mention a local firm. Certainly they have a claim to distinction since their product has met with such approval from the campus males. The company is the Potter Manufacturing Co., of Eugene, makers of the popular "T" shirts.

Old Predictions for Campus Told; Future Forecasted?

By HAL OLNEY

What will the Oregon campus look like in 10 or 15 years? Well, of course, there will be a new student union building somewhere on the campus and, of course, there will be a mall extending from Eleventh street to the library with a huge "Gateway to the University" on the Eleventh street end. Maybe.

Recently, an April 23, 1921, copy of the Emerald which had been carefully filed away and forgotten, was found in which a story with the following head was prominently displayed—"Strange Sights to Be Seen in 1935 by Mr. and Mrs. U. O. Alumni When They Return."

Story Told

With this promising beginning the story went on as follows: "University of Oregon, November 15, 1935.—Among the visitors to the campus to attend the U. of O.-O. A. C. football game this week were Mr. and Mrs. U. O. Alumnus, of Portland, whose son, Bob, is the well known captain of the varsity, Mr. and Mrs. Alumnus were prominent in the University in the days when Johnson hall was the center of the campus and the young medical student: were still struggling along in dear old, cramped old Deady.

"Did you ever wonder what Mr. and Mrs. Alumnus would see? At least two men on the campus now can tell you, and those men are President P. L. Campbell and W. K. Newell, superintendent of University buildings and grounds. Not only can they tell you, but they can show you pictures of the way the campus will look 'When Dreams Come True.'

First of all, Mr. and Mrs. Alumnus, of Portland, would not leave the train way down at the other end of Willamette street, but at "University Station." Oh, yes, indeed, there will be such a place.

Station Forecast

"Across Eleventh street, back of Villard, will be the artistic little station where all trains will stop at 'University of Oregon.' Crossing Eleventh street they would enter the real front door of the University. This front door will be in the form of an entrance archway opening onto the path leading up through the campus between the Oregon building and the Commerce building. Crossing thirteenth street, the path will lead through what is now Kincaid field, but it will not be a field then. It will be a beautiful quadrangle with buildings for classrooms and science laboratories. The second building on the right of this quadrangle, Bob will point out as 'The Library.'

"Continuing along the tree-lined path, they will enter the Memorial Court. This court, erected in honor of the University men who served in the world war, is one of the most beautiful and impressive spots on the campus. It will stand at the entrance of a massive auditorium which will no doubt be the center of the student life of the University. The wing of the auditorium to the right of the court is a sound-proof music building. It seems that the student of 1950 who aspires to literary fame will not be disturbed by those who dream of operatic triumph.

Auditorium, Museum Combined

"The left wing of the auditorium will be the University museum. Yes, a museum—that hope and dream of the days of 1921. Back of the auditorium is the building that was known in the days of '21 as the music building, but it is now used as one of a group of men's dormitories.

"Turning east from these, Bob will no doubt point out the residence halls for University women. Hendricks hall and Susan Campbell hall are as of old, only doubled. Yes, doubled. On each side of these halls, with a central dining room between, is another hall, practically a duplicate of the first two. Imagine, if you can, two buildings which together will house 450 girls.

"In the center of the women's quadrangle, directly behind Johnson hall, will be the household arts building. No, Mary Spiller hall is not here; its place has been taken by the addition to Hendricks hall.

Imagination Fails

"No doubt Mr. and Mrs. Alumnus will find many more changes, but our imagination fails us just now."

Well, at least the students of 1921 had ideas. Now, what were we talking about? Oh, sure! Of course we'll have a student union building within 10 or 15 years.

UO Religious Leader To Speak in Portland

Annually attracting several thousand Portland residents, the Thanksgiving day address in the Portland civic auditorium will be given this year by Dr. James R. Branton, head of the department of religion.

Speakers for this event traditionally have been drawn from outstanding state citizens. Previous speakers have included President Erb and Dean Duback of Oregon.

Recent graduates can easily remember the spring of 1935, when dogs were restricted on the campus as a result of the rabies epidemic. The lack of canines was not noticeable. Sophomore men immediately compensated for the scarcity of fuzzy dog faces with their beard-growing contest. Facial fur, though human instead of canine, was very much in evidence.

ALUMS!

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- * Richard Lee Strout: Maud
- * Louis Untermeyer: From Another World
- * Monica Dickens: One Pair of Hands

AND HUNDREDS OF OTHERS

UNIVERSITY OF OREGON COOPERATIVE STORE

UO Victory Bell Mystery Still Unsolved

By JACK BRYANT

Victory bell mystery solved? Two weeks ago it was solved but today the mystery is deeper than ever.

Two weeks ago Bill Kirtly solved the mystery by revealing that the victory bell came in the possession of the rally committee in 1933. Bill helped paint and mount it.

A short time afterwards Gib Schnitzer's story came out.

Frank Gives Bell

Gib, whose father owns Alaska Jung Company, said that Aaron M. Frank bought a bronze bell from the Alaska Junk Company to give to the winner of the Oregon-Oregon State football game in 1933. Oregon won the game and also the bell.

The two bells couldn't be the same because Bill Kirtly helped paint his bell before the game in Portland where Oregon beat OSC and won Frank's bell. Besides this, one was a bronze bell and one was an iron bell.

The rally committee has an iron bell now and has used it for some time. Where is the bronze bell that was won in Portland?

An-a-bell

Then the Sigma Chi's revealed

that they had a bell, but did they have the bronze bell? No, they had a bell that they stole from Oregon State in 1914. It was stolen by Chris Maddock and two freshmen after a football game between Oregon and Oregon State. This bell was on the campus until 1926, when the Sigma Chi's took it to Portland. After they got it up there they couldn't get it back so they hid it in Andy Cook's basement.

Cook gave the bell to Dick Peters, who went to Portland last

year and brought the bell to Eugene after Oregon's game with Washington.

Is-a-bell

Another clue was the Pi Kapp's bell, but they said they got it this

week from a logging camp in Coos county.

Now, in place of the one bell of two weeks ago, Oregon has three, and claims on a fourth. Where is the fourth?

Possibly some alum down for homecoming will reveal its hiding place and finally clear up the mystery of Oregon's victory bells.



TODAY

THE YEAR'S

GREATEST GAME

If you're sitting in the rooters' section you will need a

ROOTER LID 75c

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BEAT THE BEAVERS

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19 Years of Growth

Incorporated in 1920 by the executive committee of the A. S. U. O.

Is owned entirely by the students of the University.

Is governed by a board of five students and two faculty men. The board is elected at the spring student body election.

The 1939-40 Board had ideas: Charles Skinner, president; Gordon Benson, vice-president; Lloyd Sullivan, secretary; Tiger Payne, Bob Lovell, Dean J. H. Gilbert, Professor Orlando J. Hollis.

This year moved into new and larger quarters in Chapman Hall, Oregon's newest building. Here students get better service and better merchandise at greater savings.

This year introduced a new dividend plan which will refund extra savings based on volume of purchasing.

WE EXTEND TO ALL RETURNED ALUMNI AND EX-STUDENTS, AND TO ALL OTHER CAMPUS GUESTS A CORDIAL INVITATION TO VISIT OUR NEW STORE IN CHAPMAN HALL.

Open from 8:00 a.m. until 1:00 p.m. and again after the game

University 'CO-OP'

"ON THE CAMPUS—WEST OF THE ADMINISTRATION BUILDING"

Grads to Breeze Into Town, Reminisce on College Days

By Janet Piper

Today University of Oregon students witness the return of the grads. Old and young alike drift back for the annual Homecoming weekend. They'll be anxious to take a look at the 1939 crop of scholars, and they'll want to see some of the recent campus improvements, but most of all they'll enjoy reminiscing about their own college days.

Did the grads have as much fun as Oregon does today? From the evidence in past Emeralds, just as many amusing incidents occurred then as now.

Jitterbugging is occasionally frowned upon, but devotees of this form of recreation are usually allowed to perform where and when they wish. Compare their freedom with the restriction of 1914, when a ban was placed on "rag" dancing.

The president of a local house, supported by campus disciplinary authorities, announced that in the future members of her group would confine themselves to waltzes, two-steps and three-steps. No wonder modern mothers and

fathers think the "Big Apple," so popular a year or so ago, is a little strenuous.

Mumps vs. Football

Oregon's football team took one hard knock in 1914. It was not the result of defeat from an opposing team, though. The blow fell when Jake Risley, star player, developed a severe case of mumps only a few days before an important game. His absence from the game was not the only serious consequence. Quarantine of his fraternity was necessary.

Visits from famous personages always cause a stir on the campus. Unusual excitement was evident during the stay of Aimee Semple MacPherson in Eugene. Ten years ago this week, the female evangelist was taken for a tour of the University in a lively green jalopy belonging to one of the students.

Reporters Are Guides

Her guides were three Emerald reporters who took delight in showing off every inch of the campus. "I like this!" said Aimee. "This is really collegiate." She thought the College Slide looked

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