

OREGON *Daily* EMERALD



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Daily Emerald Modernizes With Tabloid Form, New Nameplate



A few scenes in the Emerald's change to a more modern newspaper. Top left Betty Jane Biggs, reporter, holds the old eight column paper while Alyce Rogers, columnist, holds the new five column one. In the center are a group of outstanding college dailies also using the tabloid form. On the right is Bob Swan, artist, who designed the new name plate. Below at left Editor Bud Jermain (third from left) shakes hands with Manager George Luoma after the decision to stay tabloid form all term, while Advertising Manager Jim Frost (first on left) and Managing Editor Lyle Nelson look on.



Emerald Adopts New Tabloid Form Today

Nameplate of Campus Paper Now Modern

Logotype Changed For First Time In Four Years

A completely new and modernized nameplate takes its place at the top of the page and editorial pages of the Emerald with this issue.

The addition of the new nameplate, the "Oregon Daily Emerald" log, gives the Emerald as distinctive and advanced styling as can be found anywhere in the United States.

The new heading shows a complete abandonment of the old text letter, simplification of the lines and banners around the University of Oregon seal, and a modern script-letter "Daily" in contrast to the former oldstyle, formal capitals.

Designed by Swan

The nameplate which appears at the top of the page today was designed and drafted by Bob Swan, art school senior. Swan, working with Emerald Editor Bud Jermain, made a study of nameplates of most of the other college news-
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Oregana Positions

Petitions for the position of Oregana editor will be due April 8, the educational activities board ruled last night.

Petitions for Emerald editor will be due April 22, and for Emerald and Oregana business managers April 25.

Canard Clubmen Observe Annual Founder's Day

Founder's day or all fools' day—it's all the same to members of Canard club who yesterday celebrated the 200th anniversary of the organization of the club by Joseph P. Canard.

At least that's the story told by President John Cavanagh at the club's annual founder's day banquet. Cavanagh admitted that the records of the founding of the organization "are slightly veiled, but our historian claims that they are true."

Very much in prominence was the spirit of the founder whose skeleton occupied the honored spot at the feast. Also present were Professor Gordon Wright of the history department and several old members of the house.

Size Revision Gets Approval

Even the business staff of the Emerald sounded its approval yesterday of the all-term tabloid, declaring that a better newspaper means a better business enterprise.

"We welcome the change to a tabloid paper this spring," declared George Luoma, business manager. "We expect to do a better job for Emerald readers, the University of Oregon, and for our advertisers."

The Eugene chamber of commerce extended heartiest congratulations to the Emerald through Fred Brenne, secretary. "The Emerald is reaching new heights of effectiveness and service. The
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New Page Size Selected for Spring Term

Today Marks Start Of New Makeup For Regular Issues

This morning's Emerald differs from the last previous issues in at least two respects:

1. New status. With this, the first regular issue, appears the announcement that the Emerald will remain tabloid in size throughout spring term.

2. The new streamlined "Oregon Daily Emerald" nameplate makes its first public appearance today.

Although the Emerald has been tabloid for the last five issues, including two last term, these have been in the nature of special editions. Today marks the first assurance that the tabloid size, popular among the leading college news-
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Westminster Has Luncheon Today

Westminster house Tuesday luncheons again become a regular feature at noon today.

Reservations should be made early for the 25-cent luncheons, Mrs. J. D. Bryant, hostess of Westminster house, announced yesterday.

Today's discussion will center around the topic, "Why I came to the University, what I am getting." The north division of the ladies' aid of the central church is attending the luncheon.

Winter Term GPAs Mount to High Peak With 2.415 Average

Winter term house grades climbed to one of the highest points in Oregon history, C. L. Constance, assistant registrar, stated yesterday in announcing the standings for 47 campus living organizations.

Three girls' co-ops once again led the school list and Highland house is tops with a house average of 3.046. Hilyard and University houses are next. They have GPAs of 2.900 and 2.855 respectively.

Canard club, with 2.670, leads all Oregon men and is followed by Campbell co-op, 2.647, and Kirkwood co-op, 2.631. The all-University average climbed .112 last term and is now 2.415, Mr. Constance stated.

Kappa Kappa Gamma with 2.639 and Sigma Alpha Mu with 2.456 lead in the sorority and fraternity divisions.

A list of house standings appears on page six.

Ninth Corps Head To Inspect ROTC

Oregon's ROTC unit will be inspected today by Col. D. B. Crafton, officer in charge of reserve officers' training activities in the ninth corps area.

Colonel Crafton is up from the corps area headquarters, Presidio of San Francisco, on an inspection tour of the entire ninth corps area. He is accompanied by Warrant Officer A. J. Mack.

"Idiot's Delight," newest production of the drama department, is coming April 12, 13, and 16.

Page Coming For Conference

Kirby Page, author and lecturer, who has crossed the ocean 20 times and has visited 35 different foreign countries, will discuss problems affecting the framework of American foreign policy at 11 o'clock Friday morning when he addresses University students in Gerlinger hall on "What Should American Patriots Do About War?"

Mr. Page has written 18 volumes on international economic, social, and religious questions, and his works have been translated into 10 languages. He will come to Oregon for a special two-day peace conference during which he will address five campus groups.

Karl Onthank, dean of personnel, announced yesterday that to allow for the Friday lecture Thursday 11 o'clock classes will be moved ahead to the assembly day.
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