

'Mighty Oregon' Rallies At Mid-Summer Jantzen Frolic

U. S. Postage
PAID
Eugene, Oregon
Permit No. 131

OREGON *Daily* EMERALD

VOLUME XLIII UNIVERSITY OF OREGON, EUGENE, SATURDAY, AUGUST 9, 1941 NUMBER 1

Daily to Have 'New Deal' For First Autumn Issue

Emerald Gets Complete Fall Face-Lifting

Swank Type and Makeup to Greet Webfeet Sept. 1

It will be an entirely new Emerald that greets Webfoot readers on the first day of September publication, with four progressive changes in "dress" promised by Editor Helen Angell.

1. Complete new head type of the very new medium condensed Bernhardt Gothic.
2. All new feature type of Kaufman bold, a heavy modern script type.
3. Tabloid size starting fall term.
4. New nameplate to harmonize with the modern type.

The Bernhardt Gothic type is a modern version of the old standby of printers, condensed to such a degree that it gives better readability, neater appearance, and greater facility in headline writing than any of the other Bernhardt productions. Italic type has also been purchased in this type face for page harmony.

In keeping with the modern appearance of the page is the Kaufman script, which offers sharp contrast to the straight lines of the Gothic type. It will be used for feature headlines and editorial page material.

The decision to use a tabloid, or half-size, form for the Emerald was made after a thorough investigation of the tabloid versus regular size problem had been made by the publication's editorial board, Miss Angell said.

The new nameplate has not yet been chosen, but will be created especially for the Emerald to fit in with the new head types.

Godfrey Accepts Defense Bond Post

Deputy administrator of the defense savings staff is the new title of George Godfrey, recently granted a year's leave of absence from the University. Mr. Godfrey resigned as director of the University news bureau to accept his new position.

Working with Ray Conway, Ed Gamble, and Palmer Hoyt, Godfrey's new job is in connection with the nation-wide defense bond campaign. He has been stationed in Portland since the middle of July.

ROYAL DUCKLING



Portland's 1941 Rose Festival queen, Her Majesty Betty Jane Harding (center), gets an official welcome to Oregon from Les Anderson and Nancy Riesch, Portland federation workers. Betty plans to enter the University in September.

OFFICIAL WORRIERS



It's up to these coke-drinking collegians to see that the Jantzen Beach rally is a success. Portland students of the University, they are directing Federation work there this summer. From left to right, the committee includes Marge Dibble, a prospective student, Mary Robinson, Ann Reynolds, Nancy Riesch, and Bill Rickman.

Campus Buildings Damaged by Fire

Two campus buildings, the College Side Inn and the Alpha Delta Pi sorority house were damaged by fire during the beginning week of the summer-session.

The College Side, a rendezvous for students and traditional landmark, was considerably damaged by a fire which originated with faulty wiring. Summer-session students were routed from the booths during the dinner hour

What's In The Paper Today	
News	1, 2, 3, 4, 7, 12, 15, 16
Editorials	6
Women's Page	13
Sports	10, 11

by smoke and fire hoses. The building, which includes the Campus Book shop, several offices and an apartment, was partially covered by insurance, and there are plans for remodeling.

Defective wiring was also the cause of the Alpha Delta Pi fire. Damage was not extensive, injuring only the back portions of the house. Reconstruction will be completed immediately.

August 19 Set as Date For Ninth Annual Duck Family Picnic

Prospective Students to Be Honored At Portland Dance, Program, Lunch; Johnny 'Scat' Davis Scheduled to Play

By ANN REYNOLDS

A pre-season glimpse of college rally spirit is on the fire for Oregon Ducks and prospective Ducklings Tuesday, August 19, when 4000-strong they flock to Jantzen beach park for their ninth annual picnic and dance.

Undergraduates, alumni, prospective students, dads, and mothers are expected to attend the free picnic dinner and rally dance. The picnic lunch, scheduled from 6:00 to 7:30 near the park lagoon, will be followed by a rally program at the bandstand and dance in the canopied ballroom of the park.

M.C.'d by Jim Davidson, veteran campus ad libber, the eight o'clock rally program at the bandstand will be headed by Bill Bishop, whose tricks of magic were a featured part of 1941 Junior Weekend. Of particular interest to parents and sport fans will be the appearance of Tex Oliver, Oregon football coach, and Hobby Hobson, basketball mentor.

Dr. Erb to Greet

Dr. Donald M. Erb, University president, will be on hand to greet the ralliers, and ASUO Prexy Lou Torgeson will welcome old and new to the picnic. Carrying out the musical tradition of any Oregon rally, campus trios from sorority and fraternity houses will sing classic campus songs. A surprise feature is on the intermission slate.

Johnny "Scat" Davis, leading coast orchestra director, will satisfy hep-cats and waltzers with music forecasting the coming fall tingle of college spirit.

Invitations to the picnic, sponsored by the Oregon Mothers, Dads, Alumni Association, ASUO, and the University Federation, have been issued to over 15,000 Oregon fans throughout the state.

Free Tickets

Ticket booths in Meier and Frank, Lipman Wolfe, Charles F. Berg's and Bedell's will distribute free tickets to students, alumni, and would-be students who have not received invitations by mail. Tickets are also available at the Portland branch office of the Oregon Federation, room 401, Oregon building.

Oregon Dads and Mothers clubs have been working for weeks to plan ways to feed the thousands of fans expected to attend. Working with the Dads and Mothers on the picnic dinner is Bette Morfitt. Food committee chairmen are Dean Vincent, president of Portland Dads; Joseph Riesch, Oregon Dads president; Mrs. Curtis Gardner, Portland Mothers president, and Clarence Coddling, president of Portland alumni.

Students working with the Oregon Federation on the picnic committee are Don Walker, general chairman; Ann Reynolds, publicity; Virginia James, registration; and Pete Lamb, decoration.

DR. MEANS . . .

Religion Head Is Oxford Man

Orient-Trained Rhodes Scholar To Teach Here

Dr. Paul Means, professor of English and director of public relations at the College of Puget Sound for the past two years, will replace Dr. James R. Branton as head of the religion department this fall.

A graduate of Yale in 1915, Dr. Means was named a Rhodes scholar from Nebraska. He received his degree at Oxford in 1923 and was awarded his doctor of philosophy degree at Columbia in 1934.

Dr. Means is a recognized authority on oriental religions having lived in the East 8 years. His training includes educational work in Medan, Sumatra, missionary experience in Singapore, and religious training in Marburg, Germany, and Oxford, England.

His doctor's thesis, "The Things That Are Caesar's", was published in 1934 by the Round Table Press and was awarded the honor of religious "book of the month".

The retiring head, Dr. Branton, resigned to accept another position.

Oriental Problems New Major Course

Growing American interest in the Orient is the basis of a new major course for University students dealing with "Pacific Basin Studies," slated to unify Oregon's various lower and upper division courses in Oriental problems.

Dr. Harold J. Noble, associate professor of history, has been named chairman of the faculty committee in charge of the new major field. Dr. Noble is a specialist in the field of Oriental history, having lived and studied most of his life in China and Japan.

The new major will weave into a unit present University courses in Far Eastern geography, anthropology, Professor Zane's art course in "Civilization and Art Epics," Oriental history, and a course in Japanese language.

Students who wish to work on the Emerald are asked to contact the Editor, offices on the ground floor, Journalism building.