

# OREGON DAILY EMERALD

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## A Streamlined Emerald

A SKELETON staff took the Emerald out of its summer moth balls last night. But the Emerald that greets first-of-the-year readers this morning is swept clean of all cobwebs and moth balls. It is definitely new in every department.

The very modern headline type used for the first time today was purchased during the summer months especially for the 1941-42 publication. One of the newest of the sans-serif types, it is called Medium Condensed Bernhardt Gothic, and comes from a famous old family of Gothic types. But the Emerald's face is in a condensed form more practical for headline writing. Variety is provided with the italic type which is used for features.

COMPLIMENTING the modernistic motif set by the new headline type is the heavy script used for striking relief from the straight Gothic lines in column heads and features. It is called Kaufman bold.

This morning's official introduction of the new face to Emerald readers marks the first time since long before the publication began five years ago to consistently mark up All-American ratings among college dailies, that a complete new dress has been given the paper.

Readers and type experts alike have been enthusiastic about the new type faces which greet the campus this morning. Readability, clearness, sparkle, and streamlining are the bases of staff and reader endorsement.

There is little fanfare connected with introduction of the campus to Volume XLIII of the Oregon Daily Emerald. But that new group of publications has every indication of being a volume of modern, streamlined portrayals of campus goings-on.

## No Vacancies

BY 4 o'clock today pledge ribbons and pledge pins will be proudly displayed on new fall sweaters of the University of Oregon's 1941 pledge class.

Although Greek houses expect to take in about 690 rushees, this is a minority of the population of the Webfoot campus. Dorms alone can almost outnumber the fraternity men and women.

Due to the democratic spirit at the University, the independents have an opportunity to find their place immediately in campus clubs, honoraries, and scholastic achievements.

Without the benefit of being "pushed" by their "house" unaffiliated students have built up a record in activities and scholarship that many fraternities and sororities cannot equal.

The organized men and women are feeling the pinch on their houses more and more each year. During rush week they struggle to put their "best foot forward" and plant their pins on as many as possible.

THEY are often stymied by lack of housing room—a bugbear that is a physical impossibility to improve. Women's houses, with the ever-increasing number of girls flocking to Oregon, are blocked by their "quotas" from taking all the "gems." This year 360 girls paid Pan-Hellenic dues. Sororities, because of lack of facilities, were only able to bid 290.

With Oregon's enrollment soaring, the unaffiliated students will undoubtedly find that their place on the campus will be headed skywards, too.

—B. J. B.

## At Second Glance

By TED HARMON

Now that the leaves are beginning to fall like last term's GPA, and good ol' rush-and-hush week is ending, there's just time to wind up a few reflections from vacationing Webfoots.

For instance, we visited amiable Prexy Lou Torgeson while he was a member of one of Portland's college boards, with a department store degree, and asked him "just what is the college male wearing this year?" Lou scowled just a little, answered, "clothes . . . definitely clothes."

It was one of those quiet summer evenings during post-session and we happened to pass the dormitory as another passerby, unconcerned as a sophomore, began to sing aloud that "It's a Long Way to Tipperary." He entered the second climatic chorus when from the hall came a voice sleepily asking, "Okeh, bud; we'll take your word for it."

WHISPERS IN THE DARK: That Kappaz pride and beauty, Dorothy Havens, has ATO George Van Pelt's brass, a result of summer rushing . . . that DU's Bob Lovell may contemplate diamonds next spring . . . Redhaired Margie Cole and Fiji Gil Geitner are still thinking of the Two-Can-Live-as-Cheaply plan . . . Tri Delt's Bev Tobin, remindful of one-eyer Veronica Lake, won't be back . . . that Delt's Lloyd Hecathorn has a beach named after him near Newport . . . that Paul Whiteman and orchestra may have an engagement here soon . . . that a new dance step called "Boogie Beat" which requires eight-to-the-bar footwork is on its way in . . . Sigma Nu's Don Campbell is leaving shortly for Boeing . . . that Marie Gable, Sigma Kappa, and Frank Albrecht are alone together . . . that Lois Fisher, Susie, still has her pin from a secret admirer . . . that Jonelle Melvin, AOPI, took The-taki Len Clark's pin just before leaving for school . . . that Eleanor Beck is now president of Tri-Delt with ex-prexy Mary Mc-Adam's marriage the reason why

. . . that Californians Dave Ryan and Jerry Staton are two good reasons why Oregon's coeds look twice . . . that rumor has it that there may be another campus musical show this year as from 1939's "With Fear and Trembling."

OVERHEARD DURING RUSH WEEK: "New tie?" "Naw, new roommate," at Taylor's. At the Side: "Don't forget the glances; we have to exchange them, you know!" At the Lemon O: "She may be as sweet as sugar, but that's no sign that she's refined." At the Oregana: "He dances like a sparrow; from limb to limb."

Something to gulp over during breakfast is this tidbit from the University of Wisconsin saying that the average coed uses enough lipstick in one year to paint two and one-half barns, while it takes nearly 15,000 whiskers to give an average sophomore a Whiskerino beard. And, of course, if you're out for a stroll, there's that tree on the promenade from Deady which was struck by lightning this last summer.

WAX DISKINGS: Promising is Larry Clinton's Bluebird disk of "Let Me Off Town," while there's a lot of comment about Erskine Hawkin's "Shipyard Ramble," with its "Hawkinized" rhythm and brass sections. Due soon are Victor disks with Artie Shaw's new 75-piece swing-symphony orchestra. Ziggy Elman's trumpet on T. Dorsey's "Loose Lid Special" . . . Ellington showing real blues in "I Got It Bad and That Ain't Good" . . . Glenn Miller's "Love Me as I Am" has terrific tune.

## Trade Last...

A good harvest can send more students to school than the army, navy, and defense works can take away. The University of Nebraska attributes the increased number of men pledging fraternities this year to the lack of drouth and the good crops the Middlewest had this season.

Note to rushees:

We who do  
Just because we like to do  
An we who coo  
Because we like to coo,  
WAHOO!  
But we who do  
And we who coo  
Just because it's the thing  
to do,  
FOO!  
—California Daily Bruin.

War or no—SPAB dictums must be disregarded the University of Nebraska social chairman ruled and coeds must wear silk stockings to dances. We bet the social chairman didn't co-operate with the aluminum drive, either.

The California Bear is borrowing a little of Hitler's tactics for mechanized warfare. They have petitioned Berkeley's "city dads" for permission to erect a siren near the big "C" to warn against raiders.

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