

## PNA Manager Joins Ad Frat

Mrs. Ruth S. Foland, manager of the Pacific National Advertising agency in Portland, will be initiated into Zeta chapter of Gamma Alpha Chi, national advertising honorary for women, November 7.

Active members of university chapters of Gamma Alpha Chi strive to find women who are outstanding in the advertising field and elect them to honorary membership, Annamae Winship, president, stated. Miss Olive Keller, advertising manager of Charles F. Berg Co., in Portland, is also an honorary member of the local chapter.

Initiation ceremonies will be held at the home of Mrs. Eva B. Collins, sponsor of Zeta chapter and national secretary-treasurer, at 5 p. m. and a banquet will follow in the Mirror room of the Eugene hotel at 6:30. Professors of the journalism and business administration schools will be invited to the banquet.

At 8 p. m. the same evening, a meeting will be held in 105 journalism for the general advertising class, the retail advertising class, the space selling class, members of the business staff of the Emerald and all other students, faculty members, and townspeople who are interested in advertising. Mrs. Foland will be the speaker at this meeting. Her topic has not yet been chosen but it will pertain to some of the points of advertising.

Gloria Hawley, secretary of the organization, is in charge of the banquet, and Patsy Maloney is in charge of guests, Miss Winship announced Friday.

## Support the Church Ad

(Continued from page one)  
press for the support of the church.

"If newspaper advertising will sell merchandise, if through its power new brands of merchandise become household words, if it will build goodwill for big corporations when they have nothing to sell, then surely it can convince the public of the value of the Church to the individual and the community and point up the need for Church support."

### Sponsors Listed

The following business firms are sponsoring the "Support the Church" page this week: The Bu-Tik, Hart Larsen's, Valley Printing and Stationery Co., The Jewel Box, Lamb Photo Studio, Johnson's Super Creamed Ice Cream, Johnson Furniture Co., Willamette Street Market, First National Bank, Howell, Herbert and Winandy, real estate; Paul D. Green, Miller's, The Bible Store, U. S. National Bank, Sigwart Electric Co., Chase Gardens, and Mountjoy and Carmichael.

Throughout the year the "Support the Church" page will feature timely ads for different seasons.

People, like boats, toot loudest when they're in a fog.

## Greeks Notice

All athletically-inclined Greeks are issued a call to report to Howe field today at 1 p. m. for a practice touch football fray with men from Omega hall. The undefeated Greek seven is whetting a scoring edge for a crucial clash next week with once-beaten Emory hall.

A charming Delta Zeta, travelling incognito, put the sports staff in the know yesterday. Erroneous volleyball listings showed the Delta Zeta's in the games lost column. But no, the lasses trimmed girls from Gamma Phi Beta 28 to 27 with a super-splendiferous scoring streak in the last few minutes of play.

## Women Cost More, Class Poll Shows

Did you ever stop to think how much money you spend while attending the University? As a project, the space selling class, under the direction of R. D. Milligan, assistant professor of advertising, set out to find the potential buying power of the freshman class.

The freshman class alone will spend \$770,608 this school year, the results showed. Of this amount, the women will spend \$491,633 or about \$650.31 a person, and the men will spend \$278,975 or \$622.73 a person. These amounts were broken down and it was discovered that girls will spend over twice as much for their clothes as the men spend. The girls spending \$88,595, or \$117.01 per person, and the men, \$40,569 or \$90.06 per man.

Men spend more per capita for clothing upkeep, since they average \$33.48 a man while the coed average is \$23.44. When it comes to shows and entertainment the men outdo the coeds again by spending \$71.44 a man while the girls average \$42.30.

Women will probably spend only \$1.50 each for gasoline and upkeep whereas the men plan to spend \$35 each, the survey shows.

The survey was made in the freshman journalism classes, social science quiz sections, speech, and accounting classes. Students who conducted the survey and tabulated the results were: Roseann Hill and Annamae Winship, seniors in journalism, Bob Brisacher, sophomore in business administration, and George Pegg, junior in journalism.

## Coeds Warned Against Walking Alone at Night

University women are warned again that walking alone on the campus at night will be at their own risk, and the dean of women suggests that all coeds be escorted after dark.

This repeat warning was issued when two girls reported Thursday evening that they had been chased for several blocks by a man. Eugene police were called but no further information is available.

## Ralph Briggs To Give Recital

An event much anticipated by University students and Eugene townspeople is the piano recital to be given by Ralph Briggs, new assistant professor of piano in the University music school. The recital, the first to be presented to a Eugene audience by Briggs, will be held in the music school auditorium, Thursday evening, November 1.

Studying first in Cincinnati under the guidance of Karol Leszniewski, a pupil of Mikuli and an intimate associate of Leschetizky in Vienna, Briggs did extensive studying in Europe with Alfred Cortot and Mme. Henri Dumenil, outstanding composition teachers, and Mme. Nadia Boulanger and Paul Dukas, all of L'Ecole Normale de Musique de Paris.

Compositions by Scarlatti, Chopin, Debussy and Liszt will be featured in the Thursday evening recital.

The new professor came to the Oregon campus this fall from Ohio Wesleyan university, Delaware, Ohio, and has had extensive concert and teaching experience in the United States.

## Forum to Discuss Greek Controversy

Scheduled for Sunday night from 6:30 to 7:30 at Westminster house is a forum to discuss the relative merits of living in Greek and independent organizations. Headed by Jack Cummings and Lewis Vogler, the forum will feature Signe Eklund and Ed Allen, presidents of AWS and ASUO respectively, representing the Greeks, and Dorothy Godknecht representing the independents. Another independent has not yet been named.

Preceding the forum, from 6:00 to 6:30, tea will be served and hymns will be sung.

Sunday morning Dr. Norman K. Tully, pastor of the Central Presbyterian church will conduct a class in "How the Bible Grew."

The regular fireside sing will be held Monday night from 9:30 to 10:15 at Westminster house with Jon Kok as the leader.

Saturday night is the regular night for listening to classical music. Students are invited to bring their own records or to use those belonging to Westminster house.

## YWCA Doughnut Sale Scheduled for Oct. 30-31

Booths for the YWCA Doughnut Sale, scheduled for October 30 and 31, will be located at the library, Co-op, and Friendly Hall where doughnuts will sell for 5c apiece. They will be sold only during the afternoon at the Art school and in the music building.

Beryle Howard, who is in charge of house sales will contact each house while the booths will be supervised by Jordis Benke and Kay Becker.

Joyce Gordon has planned booths that will be attractively decorated and Mollie Muir is directing the making and placing of posters over the campus.

Roxie Sears has planned short publicity skits to be presented in the houses during the noon hour.

Try Our—

- FOUNTAIN
- MAGAZINES
- CANDY
- NEWSPAPERS

**MAGAZINE EXCHANGE**  
128 E. 11th

## WSSF Collections

All living organizations who have not given their final report on the WSSF drive are asked to contact Dorothy Rasmussen at the YMCA today between 10 and 12 noon. If unable to turn in all contributions, they should indicate how much has been collected.

## Today's World

GENERALISSIMO STALIN, it can be authoritatively stated, is in good health and received U.S. Ambassador W. Averill Harriman and discussed with him at length current American-Russian questions.

CIO PRESIDENT PHILIP MURRAY announces that U. S. steel workers will ask for Smith-Connally strike votes of more than 700,000 workers in the nation's steel, aluminum and iron ore industries to back its demand for a \$2 a day wage increase.

IN WASHINGTON, war department officials said they assumed that General Douglas MacArthur, Pacific theater commander, would come home for a visit in "the near future."

PRESIDENT TRUMAN departed from Washington by special train at 8 (PST) Friday night for New York where he will highlight navy day observances with an important foreign policy address.

THE NAVY disclosed officially that it intended to test the atomic bomb power against fleet units as soon as arrangements can be completed.

## Catholic Students To Have Luncheon

Next Wednesday, October 31, the Newman Club—Catholic student group on the campus—will inaugurate a new time, place, and type of meeting. This will be a noon meeting at the College Side inn, in the upstairs room, where lunch will be served at a nominal cost.

At this initial noon meeting, Rev. Anthony Peterman, S.J. will give a brief talk on the first of a series of related subjects. This will be followed by a short discussion among those present.

Plans for this year's activities are under way now; so anyone who would like to find out what they are, or who would like to give suggestions on the matter, is most welcome.

It is hoped that students who have not found the times of meetings convenient for them before, will come Wednesday and will continue to come throughout the term to these luncheon meetings.

To clean oiled silk or pliofilm raincoats spread them on a flat surface and rub gently with a sponge or soft brush dipped frequently in warm water and mild soap, rinse. Then wipe dry as possible with a soft cloth. Shake and let dry in room of moderate temperature away from direct heat.

LET US CHECK YOUR CAR



FOR WINTER WEATHER

**WALDER'S**  
ASSOCIATED SERVICE  
"On the Campus"  
11th and Hilyard

## Dr. Jessup to Talk On Valve Theory

Selected from the nation's philosophers, Dr. Bertram E. Jessup, assistant professor of English and aesthetics, has been invited to participate in a philosophical symposium on general theory of value.

Method of choosing members was by a national poll of philosophers in this field. Also included in the symposium are Dr. John Dewey, Columbia university; Dr. DeWitt H. Parker and Dr. Sidney Hook, contributors to contemporary philosophical literature; Dr. S. C. Pepper, chairman of the University of California art school; and Dr. Eliseo Vivas, University of Wisconsin.

## Gamma Phi's Hold Party Wednesday

The Gamma Phi Beta house was the scene of a Mu Phi Epsilon dessert from 6:30-7:30 Wednesday evening.

A most enjoyable time was had by the 100 people who attended for they were musically entertained by several girls.

Dorothy Shuller, accompanied by Wilma Jeanne Wilson, sang "Roses of Picardy" by Hayden Wood, and "Morning Wing" by Gene Granscombe.

Marie Pierce played the piano solos "Lazunita" by El Merco, and "Clog Dance" by Howard Hansen.

On the humorous side were Gloria Fick and Maxine Cady's takeoffs in a skit which demonstrated how various piano-students act when giving their first recital.

## Bronze Star Awarded To Lieut. Col. Beistel

UNITED STATES FORCES, CHINA—Award of the Bronze Star medal to Lt. Col. Henry F. Beistel, son of Dr. and Mrs. Frank S. Beistel, 2200 Willamette St., Eugene, was announced by Lt. Gen. A. C. Wedemeyer, Commanding General, U. S. Forces, China.

Col. Beistel, who has been in the service four and one-half years, spent the past 18 months overseas. He is a graduate of the University of Oregon in Eugene and was later employed by the Bureau of Municipal Research at the same University.

**Forester**  
JEWELERS

756 - 760 Willamette  
EUGENE, OREGON  
Telephone 3131

**REX**

"SON OF LASSIE"

"LAKE PLACID SERENADE"

**McDONALD**

"CHRISTMAS IN CONNECTICUT"

Barbara Stanwyck

Dennis Morgan



For The People Who Enjoy "REALLY GOOD SEA FOOD"

**George's Grotto**

764 WILLAMETTE

Ph. 4527

Open 10 to 10