

Homecoming

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feature, when grads of other universities were adopted during the half as sons and daughters of Oregon.

Homecoming week-end has been given all kinds of publicity, from some 15,000 stickers used on "anything and everything" to advertise it, to personal letters and invitations sent out to old students and alumni groups. In the old days, extension lecturers announced it, but in 1938 radio took over with broadcasts over KORE, KGW, and KOIN. High-g geared promotion distributed 1000 3-color posters in addition to the customary letters. First put out in 1919 was the

annual Homecoming publication put out by the journalism editing class, "Winnegan." It included news of personal interest to every old grad and special items such as snappy exposes of faculty members. In 1923, 5000 copies were mailed out to grads all over the world.

Another frequent program feature of the week-end has been dedication of a campus building. In 1915 Johnson hall was officially given to the University, and in 1926, fifty years after it began to be used, Deady hall was dedicated. The new library was the center of the dedicatory functions in 1927.

Friday Classes Cut
In 1937 the ASUO and rally committee petitioned to have the Friday afternoon classes excused

for Homecoming festivities—and got it! Law school classes were the only exception.

Second only to the game in importance to the students is the big homecoming dance Saturday night. Sometimes original stunts are pulled, such as the time the program offered "the first fan dance to be presented on this campus." The big attraction, of course, is the orchestra, and Paul White-man and Harry "Cocoanut Grove" Barris have played to really packed dance floors.

Latest tradition of all, the Hello Girl, was started in 1941. The first Homecoming hostess in the history of the alumni fete, Hope Hughes, was chosen by the football team. The Hello Girl works with the hospitality committee in meeting the special trains and registering alums in Johnson hall. She represents the University of Oregon students and typifies the friendly Oregon spirit and hospitable attitude of Oregon to visitors.

Burnt Fields

Burning of letters by rival schools in the grass of the football field is nothing new, as is seen by a bulletin in a 1937 issue of the Emerald. "A carload of OSC student pulled a fast one on the freshmen last night. Drawing the attention of the freshman guards to one end of the stadium, the OSC fellows proceeded to burn three-foot letters OSC on the turf on Hayward field. These will be covered over by cut grass today."

After Oregon's 14 to 0 defeat that year, OSC students drove over Monday for a victory parade which ended up with at least 50 of them getting first hand acquaintance with the mill race. Still dripping, they were herded into cars and driven up on Skinner's butte, where they were given paint-ap- plenty and made to give the de- filed "O" a bath, this time with yellow paint. Painting began with brushes but soon the UO men began to slide the Staters down the 50-foot sides of the letter. Be- fore the job was done the hapless Beavers were yellow from head to toe.

Although the 1914 rally leaders did not sloganize, the second Homecoming gathering in 1915 portrayed a football-minded Ore- gon with the theme, "Home to Meet 'Em. Back to Beat 'Em." In 1922 the winning phrase was "Home Again, Fight Again, Win Again." The next year "old grads" poured back onto the campus to "Unite to Fight for Oregon."

Trek Home to Oregon

"Back—To Back Our Oregon" was used in 1925, and a reincarn- ation of the "Old Oregon Fight" theme was found next year in the slogan "Home to Honor Oregon." Its magnetic attraction was con- sidered so great that for many years it was adopted for perman- ent use. In 1937 they used "The Biggest Week-End Ever" to get student and alumni support. An- other year "Your Alma Mater Is Calling You" was used.

Symbolic of the real spirit shown by students at Homecoming in 1938 was the determined slogan, "Oregon Is Going Places." Picked for special appropriateness when Dads' Day and Homecoming were combined was "Unite For Oregon —Dads and Grads." More recent weekend slogans were "Trek the Oregon Trail," 1940, and the 1941 winner, "Blitz the Beavers."

Oregon students, for this first Homecoming since 1942, have chosen as their slogan "Ducks Re- vive in '45," and are hard at work to show Homecoming grads and visitors that they mean what they say.

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