

Eustace Tells B A Students Of New Jobs

Air transportation and quick freezing are changing the whole pattern of marketing in the United States, said Harry J. Eustace, member of a western research bureau, speaking to marketing classes Friday morning.

These developments assure a prosperous future Oregon if marketing students of today seize the opportunities offered.

Eustace, now vice-president of Farm Market Relations, Inc., of San Francisco, studying marketing problems on the west coast for 25 years.

After 11 years as an instructor in marketing at Michigan State, he spent several years selling advertising for the Saturday Evening Post before coming to the West.

Air transportation is opening Eastern markets to an extent never before dreamed of by the western producer, he said. Flowers picked at San Francisco this morning will be worn as corsages in New York City tomorrow night, he explained. This business has already reached proportions of a 15-17 million dollar yearly return to the San Francisco flower trade, according to Eustace.

The research man was enthusiastic in the growth of the frozen goods industry, which he said has changed the thinking of western farmers. Although there are yet technical changes to be made, consumers need no longer expect seasonal foods only in their harvest season, Eustace explained.

Directory Needs New Addresses

Howard L. Ramey, Pigger's Guide editor, has announced that students may report changes of address or phone number which have occurred since registration at the educational activities office on the first floor of McArthur court on Thursday and Friday of this week. The office is open from 8:00 a. m. until noon and from 1:00 p. m. until 5:00 p. m.

To keep errors at a minimum no

changes may be phoned in. All information turned in should be typed or printed and should clearly indicate, preferably by quoting the old and new listing, exactly what change is to be made, Ramey said.

Spelling and listing of names of students is according to a record printed by an IBM machine from the official student registration cards in the registrar's office. A minimum of editing will be done to this list so students are requested not to ask for changes in name listing unless the official listing is known to be erroneous, in which case the registrar should also be notified.

Food, Textile Staff Adds 3 Members

The home-economics department has added three members to their staff this fall.

Miss Faith Johnston, assistant professor, teaches clothing and textiles. She previously taught at Mary-Washington college, Fredericksburg, Virginia.

Miss Margaret Wiese, instructor, will teach foods classes. She has been teaching at the University of Iowa.

Mrs. Ruth Nelson is a half-time instructor for foods classes.

Voters to Learn Proper Procedure

A guest speaker from the League of Women Voters will address the first meeting of the voters club at the YMCA at 7:30 p. m., public affairs chairman, Janet Beigal, announced.

All students on campus have been invited to attend, although the club is intended primarily for those of voting age.

Plans for the year include guest speakers and discussions of registration and proper voting procedures.

Judges to View 'Joes'

The finalists for the Joe College title will be chosen Thursday evening at 7 at the Alpha Chi Omega house, according to Whiskerino committee members.

The date was erroneously announced for Wednesday evening.

Party for Alumni Held Before Game

More than 250 University of Oregon alumni gathered at the Town House of Los Angeles Friday evening for a party prior to the UCLA-Oregon game. University representatives included Leo Harris, athletic director, Jim Aiken, head football coach, and John Warren, basketball coach.

Les Anderson, alumni secretary, reported that the special Oregon section of the stadium was completely filled Saturday afternoon by 1000 Duck alums and fans.

Emerald Classified

All classified is payable in advance at the rate of four cents a word the first insertion, two cents a word thereafter at the Emerald Business Office.

LOST: Oct. 3., blue rimmed glasses. Call Mary Knox, 3200 (23)

FOR SALE: 5 double bunks; 5 single-deck steel beds. Call Donna Rankin, 3209. (24)

LOST: Dark green Parker 51, gold cap, inscribed Ramona Staska. Reward. Ext. 283. (24)

FOR SALE: Attention pre medical students. Modern medico scientific books. Reasonable, contact campus YMCA. (23)

LOST: G. I. watch, black face

Hamilton—expansion band. Reward. Bob Wallace, SAE. (24)

LOST: Covert overcoat AXO Nickel Hop. Name inside pocket. Jim Snow. Phone 5500. (24)

LOST: Gray Faye Brockman top coat. Lost night of Nickel Hop at Alpha Phi house. Call Joe Caulfield, Kappa Sig house. (23)

LOST: Saturday, grey and white kitten. Reward. Holbrook, 1235 University. (23)

WANTED: Ride to Portland each Friday afternoon after 5:00 p.m.

Will share expenses. Bob Warner, 774 Mill Race Dr. (23)

LOST: Camelhair overcoat, Friday. DG house, 5762W. Reward. (23)

FOR SALE: Portable type electrical phonograph. Phone 3183R or see as 1182 Almaden. (24)

WILL the person who got the wrong blue overcoat at the Nickel Hop please contact Lynn Fritchman at Cherney hall. (23)

FOR SALE: 37 Ford convertible, r. and h., sealed beam hdts. W. W. Cox. East end of drafting room Arch. School. (25)

FEATURED IN MADEMOISELLE!

Long torso sweaters

Rolled collars, snug waistlines

Swinging coruroy skirts

Bright red, green, navy, gray

Hadley's

1004 Willamette
Phone 633

And in 20 great universities, too—
it's the pen preferred above all others!

Parker "51"

world's most wanted pen



● Recently, the seniors in leading universities voted Parker more wanted than the next 3 makes of pens combined. Here's added evidence of the tremendous Parker popularity which has already been proved in 77 surveys in 29 countries. ● The reason for such popularity is simple. In your hand, the "51" balances with eager, handsome poise. It starts instantly—and writes with light and pressureless touch. So smooth. Precision-made, only the "51" is designed for satisfactory use with new Parker Superchrome—the

super-brilliant, super-permanent ink that writes dry! ● See the "51" today. Choice of custom points and smart colors. \$12.50; \$15.00. Pencils, \$5.00; \$7.50. Sets, \$17.50 to \$80.00. Parker V-S Pens, \$8.75. Pencils, \$4.00. The Parker Pen Company, Janesville, Wisconsin, U. S. A. and Toronto, Canada.

\$25 CASH GIVEN AWAY—for interesting, true stories about Parker "51" Pens. Base it on your own G. I. experience—or relate what happened to some friend. \$25.00 for each story used. Just report the facts. Stories are judged on facts alone. All letters become our property—cannot be returned. Address: The Parker Pen Company, Dept. CN-47, Janesville, Wis.

(Copr. 1947 by The Parker Pen Company)

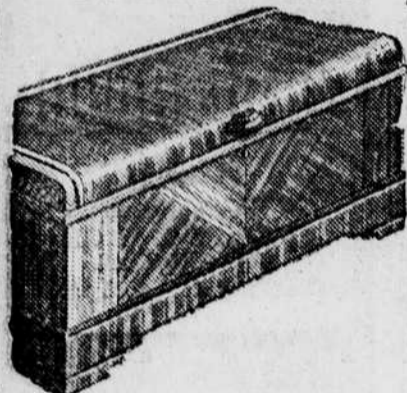
"51" writes dry with wet ink!

PUT A
STOP
TO DREAMING!



.... with

a cedar chest, a dream of a gift and an answer to her dreams.



Give her a beautiful cedar chest for one of those very special events — a birthday or Christmas. Her cedar chest will give maximum in protection for treasured woolen blankets and valuable linens.

We suggest early choosing for Christmas gift making.

JOHNSON'S FURNITURE CO.

649 Willamette

Phone 2693