

## ADS Initiates Five New Men

Alpha Delta Sigma, national men's advertising fraternity, initiated Bob Clark, Ed Laydendorf, Bob Weber, Ken Hodge, and Jack Schnaidt last night in the reception room of Gerlinger, according to Tom McLaughlin, new president of the organization.

After the initiation, a banquet was held at the Anchorage where



**STANLEY C. SWANBERG**

Mr. Carl Swanberg, executive vice-president of the Botsford, Constantine, and Gardiner Advertising Agency of San Francisco talked on "New Horizons in Advertising."

The banquet was held in conjunction with Gamma Alpha Chi, the women's advertising group.

## Summer Term Lists Stromberg

Dr. Eleroy Stromberg, head of the psychology department at Cleveland college of Western Reserve university, will be on the summer session faculty here, it has been announced by department head, H. R. Taylor.

Dr. Stromberg will teach a course in industrial psychology and will conduct a seminar in personal methods. He received his master's degree at Oregon in 1934 and his doctor's degree at the University of Minnesota in 1937.

## Nichols Gets Post In Forensics League

E. Ray Nichols, assistant professor of speech, was elected executive secretary of the Pacific Forensic league at that group's recent tournament at Whitman college.

The University of Oregon will be host to next year's speech contest sponsored by the league.

The league includes all the major schools on the Pacific coast.

## Phi Theta President Calls for Petitions

All sophomore women are eligible to petition for membership in Phi Theta Upsilon, junior women's service honorary, President Margaret Johns said yesterday.

## Oregon Serenity Past; Industry Causes Unrest

Oregon is "the most civilized place to live in all the West," according to Portlandite Stewart H. Holbrook, in an article in the March American Mercury magazine.

But, he adds, after 100 years of serenity and the quiet way of life, Oregon is a scene of unrest. Industrialization, with its attendant hustle and bustle, is coming to the Beaver State, and "decent men who really love Oregon toss in their sleep with visions of a second New Jersey here among the tall firs and the cattle ranges."

Since 1940 the population has jumped 40 per cent, Holbrook says, with nearly one-third of the state's 1,545,000 people crowded in and around bursting-at-the-seams Portland. And more people are coming all the time.

With this population and industrial growth, Holbrook fears will come "the ills and harassments of commerce and industry." Yet he is proud that the growth has come without the blatant publicity campaigns of California and Washington, the southern and northern neighbors of Oregon, but is due rather to the natural advantages of the state.

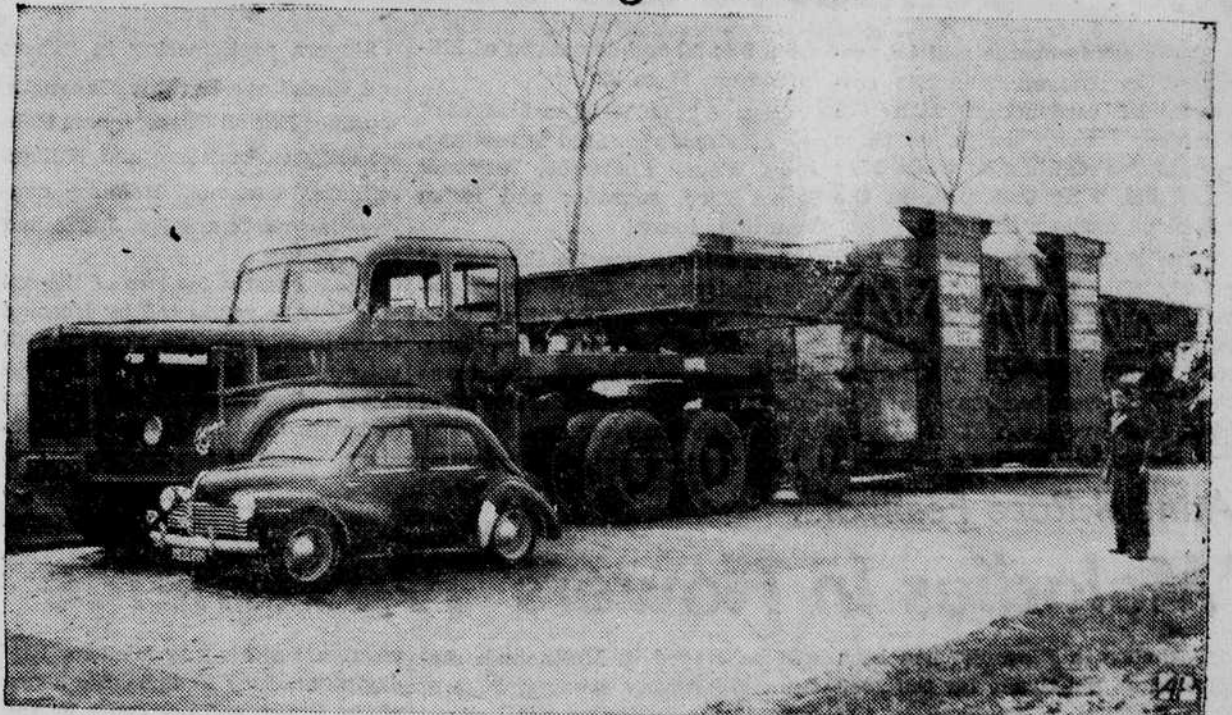
"At the century's turn it was considered the most radical state in the union because it pioneered in adopting the initiative and referendum, the Australian ballot, and other dangerous heresies that are now commonplace," writes Holbrook. But, he says, Oregon still tends to conservatism and has elected more Republicans than Democrats.

Culturally, Holbrook says, Oregon has some fine painters and writers who are making their names known in and out of their native state. There is an excellent art museum at Portland, and a fine old newspaper, the Oregonian.

Oregonians are not stand-offish to visitors and new citizens, Holbrook claims, but are mildly reticent and somewhat chary of new things and new acquaintances. This, he says, "puts Oregon in a high and distinguished position in the list of states."

A banker says he has never been able to find a hat that really suited him. Maybe he should change restaurants.

## World's Largest Truck



ONE OF the world's largest trucks has just been completed in France. It has a capacity of 130 tons, is 86½ feet long, 13 feet tall and 15 feet wide. (AP Wirephoto)

## KOAC Broadcasts UO Radio Programs

Three programs are scheduled for broadcast this week from the extension building radio studios. KOAC will carry the three shows.

The first, broadcast Monday night, had Bill Bowerman, Oregon track coach, as a Webfoot Huddle Time guest. With Bob Roberts and Norm Lamb, he discussed the dual meet against Washington State, that took place last weekend.

Mary Nash, presented a half hour of Ravel and Mozart, and J. V. Bermeman, associate professor of sociology spoke on race relations.

Doings of the personnel service of the office of student affairs was the subject for Tuesday's Campus Headlines show. The half-hour play was written by Joan Herron and Dale Tyler, both sophomores in liberal arts. The show, produced this week by Marge Truchon, explained various opportunities and goings-on about campus.

Moving up a day from its usual Friday spot, the University hours will conclude the events of the week. A half hour adaptation of "Pride and Prejudice," and 15 minutes of popular piano featuring

Jan Nielsen are scheduled. Tom Panages will direct the drama, and Marv Horenstein will produce the music session.

The adaptation of Charlotte Bronte's novel will provide the dramatic portion of the University Hour program of Thursday, May 4.

## House Heads Name Officers

Dorothy Orr, junior in business, was named president of the heads of Houses organization in an election held Monday.

Betty Haran was elected vice president and Marjory Griffith was named secretary. A tea was given Monday afternoon for Mrs. Golda Wickham, dean of women, by the organization.

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