

# History of Oregana Reveals Webfoot, Beaver Used as Former Cover Names

By Bob Ford

How would you like to receive your yearbook this spring with the "Beaver" printed across the cover?

Such would have been the case if you had been attending the University in 1909. The name of "Beaver" was described as "an especially good one" in the former of the 1910 book, which officially launched the college annual as the Oregana.

"However," the 1910 book stated, "since our friends at Corvallis have chosen to adopt the sobriquet wholesale, we will let them have the term and move ahead to one we think better."

The difficulty of selecting a name for the yearbook which would stick is apparent. The name of Webfoot graced the cover of the 1902 book, the Bulletin came into prominence in 1907, the Beaver in 1909, and finally, the Oregana in 1910.

**Name Causes Controversy**  
The name of Webfoot caused a great deal of controversy, owing to the rise of violent opposition in different quarters to its use in any connection with the state, the claim being advanced that Webfoot was a poor advertisement for Oregon because it inferred that we have a much larger rainfall than is really the case (?????).

With the birth of the name Oregana (which is the Spanish name for a flower which grows on the coast) the hope was expressed by the 1910 staff that "we have found a name that will carry a more satisfactory connotation with it than would any of the old ones."

Not only the name of the yearbook marked the difference between the annual publications. The 1902 Webfoot was a far cry from the present day Oreganas. The Webfoot, which had 180 pages, was seven and one-half inches by nine and one-half inches in size, and carried this apologetic forward, "We have done the best under the circumstances."

**Formal Articles**  
Formal articles, such as the history of Deady hall, and "The Future of the University," by Charles Chapman, University president, were given front positions in the Webfoot.

Pages of poetry, minute snapshots re-photographed against sprays of Oregon grape, and "out of the classroom" candid photos of coeds in straw hats filled up the space in the pages further back in the Webfoot.

Twenty-four members of the track team, posed in sagging shorts, are pictured in the Webfoot. Sixteen of the 24 track team members attested to the "varsity" vogue, with their hair parted in the middle.

It was "anybody's campus" then, with only one fraternity in existence and 31 students in the graduating class.

**An 'Awful' Word**  
One student stated in the 1910 Oregana that he hoped the editor did not intend to use the word "pigging" in the book because it is such an "awful word." The editor explained that the complainer's suggestion of using twingo or tooing in the yearbook would not sound quite right. Who would want to call a pig a tootsie or a pigger a tutor?

In the fall of 1915, the "financial strain" of the yearbook passed from the juniors, who had financed the book previously, to the "strongly organized student body." This was a welcome relief from such financial difficulties as the debt of \$266 on the annual in 1909.

With money to burn, the annual started developing into the book that it is today. Color plates appeared for the first time in the 1910 yearbook, and in 1916, 335 students promised to give subscriptions to the Oregana.

**No More Whiskers**  
When volume 32 of the yearbook was in the process of publication, the editorial staff promised that no more "whiskered gents dourly facing the reader" would appear in the book. The staff was proud to announce that two full pages would be devoted to organizations.

The 1936 Oregana made a real step forward with the introduction of "offset" lithography, which made it possible for the Oregana to have the first photographic cover of any college yearbook, and a much more complete photographic coverage of the school year.

The 1937 Oregana claimed popular rating, with the annual winning the esteem of coast readers in a survey. Since this time, the Oregana has consistently been winning All-American honors.

Another Oregana will be distributed to University students this spring, and will undoubtedly take its place with the best ones. Ruth Landry, senior in sociology, has edited this year's book, and is enjoying spring term immensely, now that the Oregana has gone to press.

**Facilities, Davidson, Staff**  
Miss Landry claims that the facilities on the third floor of the Student Union have been wonderful, and that Larry Davidson, night manager of the SU, who is adviser to the publication, and Miss Landry's efficient staff, have all combined to make the book possible.

Irwin-Hodson of Portland is doing all the printing for the book. Kennell-Ellis, Eugene photography studio, has done all the living organizations' pictures, and Bushong and Company of Portland has

done the color inserts and cover. Now that the Oregana has gone to press, Miss Landry plans to have a roof party, something she has been looking forward to all year.

"We may cook some hot dogs over the Browsing Room fireplace," the editor joked.

## OREGON DAILY EMERALD

### TODAY'S STAFF

Asst. Managing Editor: Eugene A. Rose  
Copydesk: Bob Talhofer, Jim Haycox, Adeline Garbarino, Al Karr, and Judy McLoughlin

### NIGHT STAFF

Night Editors: Bill Holman and Sarah Turnbull

### 12 Acts Survive Vodvil Eliminations

Twelve acts were selected to appear in the All-Campus Vodvil Saturday night at eliminations Tuesday and Wednesday nights.

The acts:  
Delta Gamma, "Let Me In;" Delta Zeta, "The Face Upon the Floor;" Sigma Kappa, "Black Magic;" Alpha Chi Omega, "Anchors A Wait;" Alpha Phi, "Sneak Preview;" Alpha Delta Pi, "Reminiscences of School Days;" Delta

Upsilon, "Senator Keyholder Committee on the Campus."

Lambda Chi Alpha, "Variations on a Theme by Mozart;" Tau Kappa Epsilon, "Gussie Get Your Gat;" Campbell Club, "Closing Hours;" Delta Tau Delta, "Start the Music;" and Theta Chi, "Old-Fashioned Pantomime."

Tickets for the Vodvil will be on sale today and Friday morning in the Co-op and Student Union.

Spring Fever

*already?*

WE CAN REMEDY THAT—

- SUNDAES
- SODAS
- SHAKES
- CONES

**THE LEMON 'O'**

13th and Alder

## Campus Interviews on Cigarette Tests

### Number 17... THE OWL

"So I'm a wise guy —so what?"



"Speotyto cunicularia" — Speo, for short, majors

in the classics. But in this case, he's dropped his Latin leanings and slings American slang with the best of them. He comes right out "cum loudly" whenever he voices his opinion on these quick-trick, one-puff cigarette tests. They're a snub to his high I.Q. He knows from smoking experience there's just one intelligent way to judge the mildness of a cigarette.

*It's the sensible test . . .* the 30-Day Camel Mildness Test, which simply asks you to try Camels as a steady smoke — on a pack-after-pack, day-after-day basis. No snap judgments needed. After you've enjoyed Camels — and only Camels — for 30 days in your "T-Zone" (T for Throat, T for Taste), we believe you'll know why . . .

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"The Store of a Thousand Bargains"