

# '54 Oregana Faces Advertising Slash

The student Publications board Thursday cut advertising out of the Oregana—effective next year and appointed Ron Brown, senior in journalism, business manager of the Oregon Daily Emerald for spring term.

The removal of advertising, according to R. C. Williams, Student Union director and board secretary, will decrease Oregana income by approximately \$1500. Other changes for 1954-55 decreed by the board, he explained, would more than make up for the loss. These will include:

1. Reducing the size of the book

from 10 by 13 inches to 9 by 12;

2. Reducing the complimentary copy list from 100 to 35—with 25 of these for Oregana staff members; and

3. Raising full page rates \$2.50 (from \$37.50 to \$40). Space rates for less than a full page remain unchanged.

The abolishment of yearbook advertising, according to Williams, was made because a majority of the board felt that "it just wasn't advertising." He described it as "sandbagging" and "a gift" which is of no value to the advertiser.

The changes in size, however, will cut production expenses by \$1900, he said, and allow for an additional eight pages of display. Cost of the book will remain the same—\$6.75.

Another cost-cutting feature made by the board entailed reducing the salary of the Oregana business manager by one-third, down to about \$425 for a year. This action was taken in view of that staffer's reduced work load as a result of the removal of advertising.

## Beardsley Ruml Speaks Tuesday

Beardsley Ruml, former chairman of the board of Macy's store in New York City and chairman of the finance committee of the Democratic national campaign, will address a special assembly at 1 p.m. Tuesday, in the Student Union ballroom.

Ruml, one of the big names in American industry, will be the main speaker at a one-day industry meet to be held on campus that day.

The meet, sponsored by the University, the Lane County development committee and the Oregon Chamber Executives, will be attended by industrial and business leaders from all over the state.

All the other meetings of the conference featuring the economist will be held in Commonwealth hall.

## Neutra to Utilize Slides in Discussion

"Contemporary Architecture" will be discussed by Richard Neutra, internationally-known modern architect, in a lecture illustrated with slides today at 8 p.m. in the Science amphitheater in conjunction with the University's Festival of Contemporary Arts.

A symposium has been planned for Neutra Saturday at 10 a.m. in the Student Union Dad's Lounge where he will discuss regional planning and his work in Guam and Mexico.

Neutra earned his reputation as a leading modern architect in 1927 with his design of the Lovell house in Los Angeles. His Ring school project of 1926 is sometimes considered the first really modern design for a public school in this country.

Pageant magazine, in its March, 1953, issue, devoted a full 12-page section to a biographical sketch of Neutra along with a presentation of pictures and comments of his designs in houses.

## MODERNISM

# Dancers Perform Today

A modern dance symposium featuring Jose Limon, one of America's foremost modern dancers and choreographers, and Alice Gates, Washington State college, as instructors, will be held on campus today and Saturday.

The symposium is a meeting of the dance section under the Northwest district of the American association of Health, Physical Education and Recreation, according to Bettie Owen, instructor in physical education and chairman of the dance section.

Three of the ten schools attending the meet, Oregon, Idaho, and Washington State, will show original dance compositions.

Oregon students who will participate in the symposium include: Gloria Lee, sophomore in liberal

arts; Virginia Binham, graduate in history; Judith Ellefson, sophomore in speech; Frederick Sausville, graduate in architecture and allied arts; Beverly Kreick, junior in business administration; Audrey

Mistretta, sophomore in music; Emory Hermans, junior in liberal arts; Monnie Gutchow, senior in physical education; Robert McClain, sophomore in liberal arts; Shirley Boner, junior in English.

## Social Calendar

- Friday—Firesides
- Orides
- Saturday—House Dances
- Phi Kappa Psi
- Inter-dorm council
- Saturday—Firesides
- Alpha Tau Omega
- Phi Gamma Delta
- Sigma Alpha Epsilon
- Sigma Phi Epsilon

## Jr. Weekend Chairmen Told

Committee chairmen for Junior Weekend have been announced by Junior Class Pres. Bob Brittain, general chairman for the event to be held May 8 to 10.

In charge of the all-campus sing are Jean Mauro and Sally Palmer. Cathy Tribe will chairmen the luncheon, Sally Haseltine the float parade, Barney Holland the traditions in connection with the weekend, Joyce Jones queen selection and coronation, Paul Lasker the terrace dance, Judy McLoughlin and Ann Dielschneider the Junior Prom, Janet Bell the sunlight serenade, Carol Lee Tate promotion, Kitty Fraser publicity, and Mary Bennette the all-campus clean-up.

Pat Ruan will serve as general secretary for the event. Junior class officers Joan Marie Miller, Tom Shepherd and Bob Simpson are assisting Brittain in work for the weekend.

A kick-off luncheon for class officers and the chairmen will be held at noon Wednesday in the Student Union. Budgets and meeting schedules will be distributed at that time.

An additional number of people are needed to work on all the committees and petitions for the committee and petitions, the Brittain said. The petitions may be turned in to 303 SU, Brittain or any of the committee chairmen. Those students who petitioned for the chairmanships are now on the committees.

## Getting Tired OF CAMPUS FOOD?

Everyone does about this time of year. The remedy is to... try a new eating place.

### WE'RE NEWLY DECORATED

at Seymour's and have made a lot of improvements to serve better food. Come on down and enjoy a good meal at a reasonable price, in a new atmosphere. Seymour's have long been known for its good fried chicken and tender steaks as well as a host of other food choices. Complete dinners start at \$1.35.



**Seymour's**  
CAFE and COFFEE SHOP  
*known for good food*

## TO GRADUATES IN

- ENGINEERING
- PHYSICAL SCIENCES
- ARTS, SOCIAL SCIENCES
- BUSINESS ADMINISTRATION

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The telephone operating companies and Long Lines provide local and Long Distance telephone service that makes it possible to reach most everyone in this country and many people in foreign countries. Bell Telephone Laboratories invents and

designs and Western Electric manufactures and distributes the equipment that makes service better year after year.

The Sandia Corporation, a subsidiary of Western Electric, is concerned with the military application of atomic energy.

The chart below may help you in considering how your education has prepared you for a starting job with one of the Bell Companies.

COLLEGE MAJOR	TELEPHONE COMPANIES & LONG LINES	WESTERN ELECTRIC COMPANY	BELL TELEPHONE LABORATORIES	SANDIA CORPORATION
<b>Engineering</b>				
Aeronautical . . . . .				X
Chemical . . . . .		X		
Civil . . . . .	X	X		
Electrical . . . . .	X	X	X	X
Industrial . . . . .	X	X		
Mechanical . . . . .	X	X	X	X
Metallurgical . . . . .		X		
Other degrees . . . . .	X	X		
<b>Physical Sciences</b>				
Chemistry . . . . .		X	X	
Mathematics . . . . .	X		X	X
Metallurgy . . . . .		X	X	
Physics . . . . .	X	X	X	X
<b>Arts and Social Sciences</b>				
Economics . . . . .	X	X	X	
Humanities . . . . .	X	X		
Other degrees . . . . .	X	X		
<b>Business Administration</b>				
Accounting . . . . .	X	X		X
Industrial Management . . . . .	X	X		
Marketing . . . . .	X			
Statistics . . . . .	X	X		

If you would like to know more about Bell System employment, your Placement Officer will be glad to help you.



BELL TELEPHONE SYSTEM



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## New Low Price Northmont Nylons

Join our Hosiery Club. Buy 12 Pairs. — Get the 13th Pair FREE and Save Money on these Beautiful Durable Nylons. All lengths.

Were \$1.50 Now **\$1.35**