

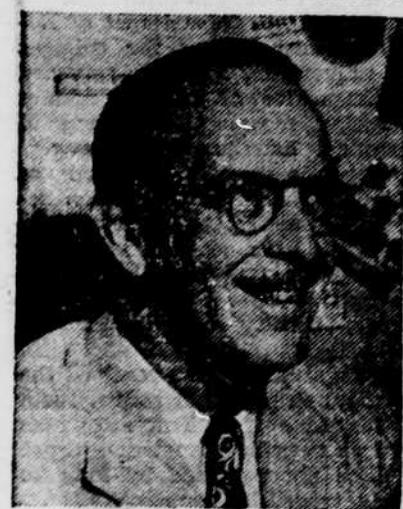
More Rain...

... and continued mild temperatures are forecast for today by the United States weather bureau. The weathermen predict intermittent showers and a high of 65 degrees.

Advertising Expert Will Speak Tonight

"Mr. Advertising of the West Coast," Arthur E. House, president of the Advertising Association of the West, will speak to the Oregon ad club tonight at 7:30 in the Student Union. His topic will be "Hitching Up Our Advertising Girdle."

House is with the Portland advertising firm of House and Leland. He is particularly known for his work in fostering education



ARTHUR E. HOUSE
"Mr. Advertising"

of consumers and students in advertising. He also is the originator of the famed "flying squadron," a team of advertising executives who travel around the state helping retailers with their advertising problems.

Returned From Salt Lake

A graduate of Reed college, House is a professional member of the Oregon chapter of Alpha Delta Sigma and an honorary

member of Gamma Alpha Chi. He recently returned from a series of talks in Salt Lake City to the Salt Lake Ad club and to retail advertisers.

This will be the final meeting of the year for the Oregon ad club. Sponsored jointly by Gamma Alpha Chi and Alpha Delta Sigma, national professional advertising fraternities for women and men, respectively, the ad club has presented such speakers as George Griffis, vice-president of the Advertising Association of the West; Milton K. Bell, of Abbott, Kern and Bell; Don Whitman, program director of KGW, and Carroll O'Rourke, of MacWilkins, Cole and Weber.

Banquet Precedes

Preceding the meeting, Alpha Delta Sigma will hold a banquet and initiation of new members. Students to be initiated are Richard Carter, junior in journalism; John Shepherd, senior in business; and Ronald Sherman, junior in business. To be eligible for membership, the three to be initiated sold space on a sandwich board sign to merchants of Eugene, designed the ad, and paraded around the campus during Junior Weekend wearing the signs.

Usual procedure is also to wear the signs during a special occasion, especially the Homecoming football game. The new initiates wore theirs in the Junior Weekend parade.

The program for the meeting includes planning of the first annual Oregon ad club picnic. Any students interested in joining the ad club are urged to attend, by W. L. Thompson, advisor.

Idea Session



CHECKING NEW IDEAS for the traditional Mortar Board Ball, which will be held May 23, are (above) the committee chairmen and two Mortar Board representatives. From left to right, front row: Janet Woods, general co-chairman; June Browning, decorations; Jean Sandine, entertainment; Tina Fisk, general co-chairman; Sharon Anderson, Mortar Board adviser; and Mary Ellen Burrell, Mortar Board president. Back row: Becky Fortt, promotion; Phyllis Pearson, traditions; Sally Ryan, publicity; and Lloydine Hurt, tickets.

Air Awards Scheduled At ROTC Review Today

The posthumous awarding of the distinguished flying cross and air medal will highlight the annual Air Force ROTC awards and decorations parade today.

The posthumous awards will be accepted by Mrs. Dean Fredericks, Eugene, widow of Lt. Dean Fredericks who was killed in action in Korea while piloting an F-86

Saberjet. Mrs. Fredericks is majoring in education here.

The parade will be held on Howe field at 1 p.m. In case of rain, the review will be held in McArthur court, AFROTC headquarters said. It is open to the public at no charge.

Awards are to be given to Air Force cadets who have achieved outstanding performance in classroom work and in military leadership. Ribbons and medals will be presented to the top Air Force students enrolled in freshman, sophomore, junior and senior courses and to the four best rifle shots on the AFROTC rifle team.

Lt. Col. William E. Hanes, assistant professor air science, will present the awards.

Columnist Bob Funk...

... has returned to his typewriter after his recent venture into politics. A strictly non-political allegory by Funk appears on Page Two of today's Emerald.

United Nations Leader to Speak At SU Assembly

Lester B. Pearson, president of the United Nations General Assembly, will speak to University of Oregon students and faculty next Tuesday in a special program sponsored by the University assembly and lecture committee.

His talk is scheduled for 1 p.m. May 26, in the Student Union ballroom. He will also speak at a coffee hour forum at 3 p.m. the same day.

In addition to his UN post, Pearson holds the Canadian cabinet rank of Secretary of State for External Affairs. He has been in the Canadian government since 1928 when he became Canada's first external affairs secretary. Other positions he has held include counselor to the Canadian High Commissioner in London and Canadian ambassador in Washington.

The talks at the University will be his only public appearances during the visit. In Eugene, Pearson and his wife will be special guests of President and Mrs. H. K. Newburn. The Pearsons will return to UN headquarters in New York City next Tuesday evening.

Petitions Asked For '53 Yell King

Petitions for Yell King are now being called for by Pat Dignan, ASUO president. Deadline for submitting the petitions is 5 p.m. May 28, said Dignan.

Any University student is eligible to fill the key rally position. Petitions may be obtained on the third floor of the Student Union and are to be turned in at the ASUO office, SU 304.

Candidates will be interviewed before the ASUO senate and may be asked to perform at that time, Dignan said. The senate will select the Yell King to serve for next year.

'SWORD AND BIBLE'

Federalist Addresses IRC

A double-barreled foreign policy consisting of the sword and Bible was advocated for the solution of the present world problems by Alan Cranston, nationally known world federalist, in a talk given to the International Relations club Monday in Dad's lounge.

He said that our present foreign policy of arms, armament and alliances is very inept and has produced only 168 years of peace in the last 3000 years.

According to Cranston this policy has all the seeds of our own destruction. The cost, loss of civil

liberties and neighbors spying on neighbors are things that will eventually destroy our nation.

To back up the idea of world federalism he recommends giving more power to the United Nations. Cranston thinks the UN has failed to accomplish its purpose for the following reasons:

1. The Assembly only has the power to recommend.
2. The Security Council is blocked by the veto.
3. The World Court lacks compulsory jurisdiction.

The leaders of Japan and India, according to Cranston, believe that if America would lift the banner of world law and say that it is our objective, many of the present neutral nations and some unfriendly to us now, would turn to us for leadership.

Cranston, recently returned from the Far East, says government leaders there are critical of our policy of containment of Communism. He is convinced that the problem of world peace lies right in our laps.

2 Lectures Scheduled By Peruvian Professor

Dean Carlo Cueto of the University of San Marcos, Lima, Peru, will be the special guest of the foreign language department this week. He will give two public lectures while on campus.

Both of the addresses will be presented Thursday. At 4 p.m. he will speak on "Education Compared: United States and Latin America." This lecture, which will be given in English, will be held in Education 4.

The second talk, to be delivered at 8:15 p.m., in the Student Union, will be delivered in Spanish. The title is "La leyenda de los Incas."

Currently a visiting professor at Columbia university, New York City, Cueto is dean of the faculty of education in San Marcos. He is currently visiting western universities and will speak at the Universities of Oregon, Washington and Kansas.

While on campus, Cueto will also speak informally to Spanish classes and confer with members of the foreign language faculty, according to D. M. Dougherty, head of the foreign language department at Oregon.

New \$1000 Scholarship Available in Chemistry

A fund establishing an annual \$1000 scholarship for a University chemical student has been announced by the Crown Zellerbach foundation of San Francisco.

The award will be known as the

Orin Fletcher Stafford scholarship in chemistry.

Named in honor of Stafford, a member of the chemistry department from 1902 until his death in 1941, the scholarship will be awarded to a student immediately following the completion of his second year of work in the University.

The award will be made on recommendations of the faculty of the chemistry department. The student will receive \$400 for his junior year and \$600 for his senior year.

Qualifications for candidacy include high scholastic records and aptitude for advanced work in chemistry. He must have attended Oregon for at least one year.

According to a Foundation announcement, the purpose of the grant is to encourage students "whose character, ability and interest in the field of chemistry indicate that he will make a contribution toward industrial and social progress in the Pacific Coast area."

Patching Crew Ready to Fix 'O'

"You get us \$10 and we'll rebuild it again," Lynn Jensen, sophomore in pre-law told an Emerald reporter Monday night.

Jensen, speaking of the "O" on Skinner's Butte, was one of the group of Delta Upsilon fraternity members who repaired the "O" during Junior Weekend.

"We estimate the cost is about \$10," said Jensen, "and we're perfectly willing to keep rebuilding the thing as often as they blow it up, providing we don't have to foot the cost every time."

Summer Session Opens June 22

The University's 1953 summer session will open for an eight week period on June 22, according to Paul B. Jacobson, dean of the education school and director of the summer session.

Planned around a central core of professional training for teachers, the session will offer a large selection of lower-division courses closely integrated with course sequences offered during the regular academic year.

This plan will enable those in the teaching profession to take summer work to improve their training and will enable students to progress toward completion of lower division requirements, Jacobson said.

The session will also offer courses planned for students intending to enter medical or dental schools or schools of nursing. Upper division courses are to be offered those nearing graduation who

wish to complete requirements for a degree.

Planned as a part of the summer program will be a series of evening lectures and forums by eminent visitors and prominent members of the University faculty, Jacobson added.

A recreational program is planned for the session. This will include active sports, outdoor activities, musical programs, movies and dances.