

Oregon Daily  

**EMERALD**

The Oregon Daily Emerald is published five days a week during the school year except examination and vacation periods, by the Student Publications Board of the University of Oregon. Entered as second class matter at the post office, Eugene, Oregon. Subscription rates: \$5 per school year; \$2 a term.

Opinions expressed on the editorial pages are those of the writer and do not pretend to represent the opinions of the ASUO or of the University. Unsigned editorials are written by the editor; initialed editorials by the associate editors.

**JOE GARDNER**, Editor  
**DICK LEWIS, JACKIE WARDELL**, Associate Editors  
**PAUL KEEFE**, Managing Editor  
**JERRY HARRELL**, News Editor  
**JEAN SANDINE**, Business Manager  
**DONNA RUNBERG**, Advertising Manager  
**GORDON RICE**, Sports Editor  
 Office Manager: Bill Mainwaring  
 Nat'l. Adv. Mgr.: Mary Salazar  
 Circulation Mgr.: Rick Hayden  
 Ass't. Office Mgr.: Marge Harmon  
 Layout Manager: Dick Koe  
 Classified Adv.: Helen R. Johnson  
 Morgue Editor: Kathleen Morrison  
 Woman's Page Co-editors: Sally Jo Greig, Marcia Mauney

## Welcome Back

This is your day, all you alumni and friends of the University. Homecoming is a time specially set aside for your enjoyment.

Many of the Homecoming activities may seem to be designed more for students. The noise parade, if you were here Friday, may have permanently injured your ear drums; you probably missed the Vodvil show entirely; not many of you will be kicking up your heels at the dance tonight, although you are certainly welcome to attend.

But actually, this day is yours. You will be sitting beside us this afternoon at the game. You will be meeting old friends and renewing lapsed friendships.

The most important opportunity of Homecoming, for you, is the chance to look us over. Even if you graduated only last spring, you will find many changes on the campus. If you haven't been back for ten or fifteen years, you may not even recognize the campus.

The University is growing; it's going places. And it's growing largely through the interest you are willing to show in your Alma Mater. And we don't mean merely your donations, though they are certainly appreciated. Other kinds of help are equally valuable—recruiting future Ducks, talking up the University among your friends and business acquaintances, showing an interest in our graduates.

The very fact that you are on campus today is the greatest indication of your interest in the University. We are glad to have you back with us.

### Open House Planned

Open house will be observed in all campus living organizations after the Oregon Washington state college game today. Alumni and Homecoming weekend guests may visit any of the living organizations from approximately 4 p.m. until dinner time today. Special entertainment will be presented for guests in many of the houses.

Read Emerald Classifieds

**This is Dry Skin Season— BUT Not for You!**



Now is the time of year when so much of the natural oils are removed from your skin. You can help replenish them and overcome that awful dryness by the simple application of wonder-working Lanolin Plus; Use Lanolin Plus tonight; Your money back tomorrow if you don't find your skin softer and lovelier.

2 ounce, \$1.00\*  
 4 ounce, \$1.75\*

\*plus tax

**TIFFANY-DAVIS** 

# Homecoming Began in 1914

By **Cornelia Fogle**  
 Emerald Feature Writer

Forty years ago the University of Oregon held its first Homecoming. No one knows where the idea originated, but it has remained, and it is now a University tradition.

The 1914 Homecoming bears little resemblance to the present day version. It was held early in October, with the football team playing Whitman and winning, 29-3. Saturday evening a combined party and reception was held for the guests, and that was the Homecoming weekend.

The following year the first letters were sent out to alumni, and 300 responded. This year other features were added. A pajama party was held, as was a Saturday noon luncheon, with a dance being the big event on Saturday evening.

In 1916, vesper services were added to the weekend, and in 1919, after taking a year out for World War I and an influenza epidemic, new features added to the now traditional weekend were a parade, stunt show, and bonfire.

Frosh worked all night the night before the bonfire in 1921, until its height reached forty feet. Then they stood guard over it to make sure that no pranksters touched it off. This year a jazz parade was held which marched in downtown Eugene.

Oregon girls took yellow and

green balloons to the game in 1925 to add color to the rooting section, and freshmen tried their luck with a card trick or two.

The Kappa Sigs and Fijis won the cup in the 1929 noise parade with their manure spreader. Its caption read 'O.A.C. Bandwagon.' (O.A.C. is now Oregon state college.)

Campus coeds came into their own in 1931 when they were allowed to join the pep rally, marching and serpentine into downtown Eugene. Sparklers were distributed and a bonfire on Skinner's Butte was lighted as the noisy rooters marched down Willamette street.

In 1941 a Homecoming hostess was selected by the football team. After taking the next three years out for World War II, this was continued until 1951, when a Homecoming queen was selected by all-campus vote.

Our present noise parade has its antecedents also. It started out as a jazz parade, then was changed into a pajama parade with students marching downtown in their pajama tops and ending in a yell contest.

The "O," which has been on Skinner's Butte for 46 years, has received over 100 paint jobs from freshmen, who protect it from weather and wandering Beavers.

## Welcome Home GRADS



1280 Willamette Street

Phone 5-4023

# PENNEY'S

ALWAYS FIRST QUALITY!

popular, practical,  
 a complete . . .

## WASHABLE SANFORLAN wardrobe !!

### ● CASUAL JACKETS

truly distinctive casual jackets . . . fashioned for comfort, good looks and the utmost in easy care!! A soft but sturdy blend of 85% wool for warmth & 15% nylon for extra wear, THEY'RE WASHABLE! Sizes 10-18.

**11<sup>90</sup>**

### ● FLANNEL SKIRTS

soft, luxurious flannel in a beautiful blend of 85% wool, 15% nylon, . . . slim and trim in styling . . . perfect coordinates with your handsome plaid jackets . . . solid fall tones, sizes 10-18, THEY'RE WASHABLE!

**7<sup>90</sup>**

### ● FINE KNIT SWEATERS

**SLIPOVER**  
 they're famous because they combine beauty with easy-care-washability, a wide range of luscious shades, a fine gauge wool zephyr knit all at a low, low price! they're Penney's popular SANFORLAN sweaters, sizes 34-42.

**3<sup>98</sup>**

● Cardigan . . . . . 5.90

second floor • quality sportswear



**Hadley's**  
 WILLAMETTE AT TENTH

Nothing will add so much to your apparel pleasure for Homecoming Festivities as a

## Tobi

Jewelled or Metal Embroidered

## Blouse

- Ideal for Teas, Dinners — Semi-Formal Functions.

WHITE  
 BLACK  
 PINK

**10.95 to 14.95**

Willamette at Tenth