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Tradition—

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wanted to burn the structure before the official lighting on the eve of the homecoming game. When freshmen finally lit it, the fire burned for three nights and two days.

The Fire Department outlawed the fires several years later for safety reasons.

During Homecoming Week, freshmen also carried shoe-shine kits on them at all times, just in case an upperclassman asked to have his shoes shined during freshmen initiation.

And until the 1950s, students never brought their dates — or "pigs" as they used to call them — to the homecoming game because they would have been harassed by other students. "The Pigger's Guide" was renamed the Student Directory in the 1960s because of the term's sexist nature, Richard says.

Yet not all traditions have changed. Even during the Prohibition Era of the 1920s, students were smuggling alcohol into the homecoming game, not unlike their 1980s counterparts.

Political Activism wasn't invented by the anti-establishment 1960's students, either. In the early 1950's, students created a five-foot tall, paper mache' model of Hitler's head which was ridiculed during their annual "Noise Parade" around campus and Eugene.

But despite a few leftover traditions from by-gone days, most have been left at the wayside. Alumni returning to their stomping grounds this week will see a different place than the one they knew, Richard says. The once small student body population has blossomed to nearly 15,000. Greeks, whose past involvement in Homecoming Week kept most traditions alive, once comprised nearly half the student population. Now that figure is about 15 percent.

But not only the campus is different, Richard says. Today's students live in a different world than yesterday's, he says. In the 1930s and 1940s, many freshmen had never driven a car. Few had listened to the radio many times. Now those activities are commonplace.

Mass communication has matured today's students, w "are too exposed," Richard says. "Your generation is not as innocent as previous generations.

"The idea that you are jerked into an era in which death may happen instantaneously changes you," he says. Perhaps this is why traditions are less important to today's students.

Yet, as Richard says, "You're going to be an adult most of your life, and you only get to be a student for a few years."

Alumni can come home

They're coming home.

All the planning, work and hoopla are for the alumni — those honored graduates of a great institution who will return to renew their faith in the University, higher education, and Duck football.

Homecoming gives alumni a chance to see their old friends and professors, says Phil Super, executive director of the Alumni Association. He says the association helps to organize Homecoming as a service to alumni.

And it's a service that may yield big bucks later.

"A good Homecoming program supercedes a good fundraising program," says Super.

The effect is indirect. But alumni who have a positive experience at Homecoming may be more likely to give a donation when the Foundation calls later in the year. Or they might be willing to help recruit students.