



CLASS of 1890



CLASS of 1900



CLASS of 1910



CLASS of 1915



CLASS of 1920



CLASS of 1930

OLD OREGON

Eight Editors in 21 Years

By Hal Olney, '42

Millions of copies of OLD OREGON have rolled off the presses, eight editors have come and seven gone, and the Association's magazine has made some radical changes since E. H. "Ed" Sheely, its pressman, came to the University 21 years ago.

"Ed," who has run off every copy of OLD OREGON since the magazine began publication in 1919, has been an employee of the University Press longer than any other person save its superintendent, Robert C. Hall. In that time, the monthly has had eight editors and Sheely has known them all, from "Charlie" Fenton, '16, to the present one. "Charlie" is now the wife of Dudley Randolph Clarke, '10, and is manager of the Stephens Union for the associated students at the University of California.

Grace Edgington, '16, was the second editor. She is now married to Leonard B. Jordan, '23, is the mother of three children, and resides near Lewiston, Ida. She was followed by Jeanette Calkins, '18, who still lives in Eugene.

The first man to edit OLD OREGON was Alexander G. Brown, '22, who is Portland's deputy city attorney today. Robert K. Allen, ex-'32, was number five and is now assistant promotion manager of the Oregon Journal. Since Clair Johnson, '37, left the editorial post he has held important reporting posts through the midwest and south. Today he is city editor of a daily in Orlando, Fla.

Bill Pease, '38, completes the roster of former editors. He left in January of this year to become editor of the Oregon Motorist in Portland. His successor, incumbent, is Roy Vernstrom, the eighth in 21 years.

Sheely has worked with all of them during the double decade. He has watched the magazine grow from a minute, pamphlet-sized booklet with no pictures to its present format sprinkled liberally with pictures.

PICTORIAL BIBLE

With this Summer Edition issue, OLD OREGON presents a novel supplement: "Ye Shall Know the Truth." At frequent intervals the desire to redefine contemporary life on the campus to Alumni away from Eugene plagues one 'til pictures are found that will explain what words cannot.

This Pictorial Bible of Oregon at work and play, while prepared primarily for the Oregon Federation, has been included in OLD OREGON so that Alumni may possess something tangible in their homes representing their alma mater.

Any alumnus knowing of a high school graduate desiring to continue in education is asked to send that student's name and address to Oregon Federation, Box 487, Eugene, Oregon so that a copy of "Ye Shall Know the Truth" and other informative material may be furnished him.—Ed.



Formerly OLD OREGON editor, Robert K. Allen, ex-'32, is today assistant promotion manager of the Oregon Journal in Portland

Alumni Pick Bolton

Dr. Wilbur M. Bolton, '23, M.D. '26, was elected president of Oregon's Medical School Alumni Association at the closing session of its 28th annual convention in Portland, May 3. He is a prominent otolaryngologist, affiliated with Theta Chi, Alpha Kappa Kappa and Phi Beta Kappa.

President Bolton succeeds Dr. Thomas D. Robertson, '27, M.D. '30, who was given great praise before retiring on having conducted one of the most successful conventions in the Association's 28 years of existence. Chosen as first vice-president was Dr. Carl G. Ashley, '27, M.D. '31.

Other vice presidents picked: second, Dr. John W. Unis, M.D. '25; third, Dr. Clarence L. Gilstrap, M.D. '27; fourth, Dr. Norris R. Jones, '22, M.D. '24. Dr. Edmund H. Berger, M.D. '29, was elected secretary, and Dr. Richard B. Adams, M.D. '28, treasurer.

Following the business meeting and election of officers, the Association members closed their convention with a banquet and dance at the Multnomah hotel. Outstanding guest speakers appeared before the sessions. Dr. Harry Dietrich of Beverley Hills, Calif. spoke at the closing meeting on "Thymic Death—a Medical Waste Basket."

News Sheet Planned

Don McCormick, ex-'32, president of the Portland Alumni Association, made an appeal Commencement Weekend for inactive alumni living in the Rose City to take greater interest in "their University."

"Admittedly our main trouble in the past has been to keep up an active contact when once made," stated the executive. Plans for a trial edition of a Portland alumni paper are being made to develop a better understanding of the Association's work.

"Our Portland group is not being operated as a closed corporation. It is open to all alumni of that metropolis and they should become acquainted with it," advanced McCormick. He explained the or-

(Continued on page 2)

OLD OREGON

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OF THE
UNIVERSITY OF OREGON

VOL. XXI

JUNE, 1940

NO. 10

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Terms Expire Dec. 31, 1942

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OLD OREGON STAFF

Roy N. Vernstrom, '40.....Editor
Ruth Orrick Klonoff, '39.....Circulation Manager
Vivien Gertson Foley, ex-'40.....Assistant Editor
Ted Kenyon, '41.....Photographer

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OLD OREGON

ELMER FANSETT, Alumni Secretary

ROY VERNSTROM, Editor

Vol. XXI

June 1940

No. 10

Reunion Makes History By ELMER FANSETT, '28

From "Three Score Years" to "The Future of the Forties" glib Reunion Class orators recounted and prophesied before 400 Alumni celebrants in John Straub Memorial building Saturday noon, June 8. Assimilating the varied accounts while in the thick of activities, Alumni Secretary Elmer Fansett, '28, adds here a summary of Oregon's biggest Alumni Reunion and Commencement Weekend. Pictures printed on the format were taken by News Bureau Director George Godfrey, '29, will assume historical importance at their next reunion.—Ed.

The annual Commencement and Reunion Weekend just passed proved one of the most successful of its kind. All six of the regularly scheduled class reunions took place and were well attended.

The class of '80 was represented by Mrs. Agnes McCornack Geary of Portland who returned with her son, Arthur, who joined the members of his 1910 class. Mrs. Geary was the guest of honor at the annual breakfast of the state Association of University of Oregon Women. During the Alumni luncheon, Mrs. Geary gave a vivid account of the University "Three-Score Years" ago under such professors as Thomas Condon, John Straub, George H. Collier, Mark Bailey, Mrs. Mary P. Spiller, and President John W. Johnson.

FIFTY YEARS OUT

Highlight of the weekend was the 1890 reunion. This class was graduated from the University with 15 members, 10 of whom are now living. Eight returned to renew acquaintances and relive college days. Fletcher Linn, permanent secretary, spoke at the luncheon and recalled the "Gay Nineties." He has preserved through these fifty years such things as a catalog of the year 1889 in which were listed prohibitions imposed upon students.

Several of these prohibitions were: all students are forbidden to carry firearms on the campus or about the halls; students must not leave the town of Eugene without permission of the University president; all students must be in their rooms by 11:00 p.m. Another interesting souvenir displayed by Mr. Linn was a badge worn by the ushers at the graduation exercises on which were completely listed names of the University faculty and the board of regents. This badge obviously had been donated by the local ice-cream parlor whose advertisement appeared at the bottom. Mr. Linn has turned his elaborate collection over to the University library for documentary purposes. The class members met for dinner at the Osburn Hotel, spending a pleasant evening discussing the many things that had transpired during the past half century.

Five members, or 50 per cent of the living members of the class of 1900, returned to the campus. This class is unique since academic requirements were so changed that no students were scheduled for graduation that year. They doubled

up on their work, completing their academic requirements a year in advance of the scheduled time as proof of superiority. Homer Angell, representative in Congress and permanent secretary of the class, was in Washington, D. C. Walter Dillard and Mrs. Mary Gamber of Eugene made arrangements for the reunion. Moray L. Applegate spoke at the Alumni Luncheon on "Forty Years of Footprints in the Sands of Time."

The class of 1910 under the able leadership of Oliver Huston, had worked for some time to make their reunion an outstanding one. The picture on the cover shows the members of the class standing by the senior bench which they presented as their permanent gift to the University. Their reunion dinner was at the Anchorage on the Millrace. At the Alumni Luncheon, Arthur M. Geary spoke pledging a continuation of the loyalty and interest for the University always exemplified by the class members. He cited several facts to prove the title of his remarks, "The Era of Quality."

The class of 1915, guided by energetic

Sam Michael of Portland, turned out for a unique reunion. Dean Victor P. Morris spoke at the luncheon on "1915—Day Before Yesterday." Preceding his more serious remarks Dean Morris produced the green lid worn during his freshman days and placed it upon the head of Rex Putnam, state superintendent of public instruction. He then placed upon Sam Michael's head the dignified campaign hat symbolic of the mighty senior. The class and the University are both indebted to Ben Dorris of Springfield for his generosity in providing the dinner and old-time dance for all the class members and those of the other reunion classes.

A local committee composed of Mrs. Era Banks and Mrs. Pauline Spencer perfected the arrangements for the 1920 reunion. V. Lyle McCroskey of Portland spoke on "Anniversaries." The class met for dinner at the Eugene Hotel and elected Mrs. Banks permanent class secretary to succeed Mrs. Dorothy Duniway Ryan whose home is now in Ardsley, N. Y.

The 1930 class was represented at the luncheon by William Bartle of Eugene whose topic was "Transitions of the Thirties." He interestingly cited the present endeavors of the class members. Willis Warren took an active part in the arrangements for the reunion inasmuch as the permanent class secretary, Mrs. Eleanor Poorman Hamilton, now lives in New York City.

DEVEREAUX PROPHEESIES

Climaxing this luncheon in a fitting way, Charles Devereaux, '40, winner of the Failing-Beekman oratorical contest, seriously evaluated the problems facing his classmates under the title "The Future of the Forties."

Other highlights of the weekend included a meeting of the county directors of the Oregon Alumni Association, the first since the inception of the organization in January. The directors returning to the campus for the meeting were: Ben Dorris, Ray Williams, Earl Blackaby, Don McCormick, Chester Knowlton, Walter Durgan and Vice-President Hollis Johnston. President Del Stanard recounted the activities of the Association during the last six months, presenting important plans for the future. Football Coach Tex Oliver and Freshman Coach John Warren were invited to this meeting and informally discussed the athletic program under the new Atherton code.

Then the entire Association assembled for its semi-annual meeting, heard reports from the secretary, discussed ways and means to improve the effectiveness of the state Association.

In the afternoon President and Mrs. Erb received alumni, graduates, seniors, parents and friends in Alumni Hall at the annual President's Reception. Baccalau-

(Continued on page 2)



Alumni Secretary Elmer Fansett, '28, recounts incidents of Reunion Weekend to Association

Ducks on the Big Pond

By CLIFFORD CONSTANCE, '25, M.A. '29

Supervised by Dr. Howard R. Taylor, Psychology Department head, an interesting comparative study of Oregon's Alumni with those of the entire United States has been made in recent years. Assisting Dr. Taylor with the statistical work on the study was Clifford L. Constance, '25, M.A. '29, Assistant Registrar, who prepared Ducks on the Big Pond. Keen in observing the value of such information, Mr. Constance has since worked out other applications of the data such as correlating the success of Alumni after graduation to their undergraduate record. The author claims distinction as a member of both Phi Beta Kappa and Sigma Xi.—Ed.

Each University of Oregon graduating class is a new flock of ducks, just out of the academic shell and looking for places on the big pond of life. Other newly-hatched alumni are coming out all over the country and also looking for places. The results of this competition can be told in general terms from the experience of previous classes, and that is what is summarized here.

Eight Oregon classes (1928 thru 1935) reported in 1936 to a questionnaire sponsored by the U. S. Office of Education and the University, and we have compared the 1500 replies from our own Alumni with the 45,000 replies from 30 institutions all over the United States. When we say that Oregon Alumni compare in certain ways with the national average, we are basing the statement on these data only—the class of '40 may be unusually successful but we shall have to wait a few years to be sure. And now here are the comparisons, thick with figures.

AGE AT GRADUATION

On the whole these Oregon graduates were a little older than the national average. Men graduated from Oregon averaged 23.4 years of age, nationally they averaged 22.9 years. There was no difference for women, 22.5 years being the average for both groups.

SUBSEQUENT EMPLOYMENT

Just over one-third of both Oregon men and women graduates reported their first employment was in the same field as their undergraduate major; slightly less than one-fourth stated there was no connection between the two. The national figures are almost the same. Readjustments during the eight years after graduation did not increase the number of men in jobs the same as their major, but it did decrease by one-half the number in jobs with no relationship to their major.

Oregon graduates who had majored in education found that it led most directly to their first employment, about three-fourths of them securing first employment which was the same as their undergraduate major. Men graduates who were teaching received about the same salaries as they would have elsewhere in the nation: for the class of 1935 (the first year after graduation), the Oregon median was \$1225 and the national median \$1262; for the class of 1928, the Oregon median was \$2075 and the national median was \$2043. The men in teaching were recruited mostly from majors in education, physical education and music, and also from the general liberal arts fields. As for the Oregon women, teaching drew at least one-fifth of those graduating in all majors except law, journalism, and business administration.

Teaching for women, however, seemed to be a quick-pay and little-future proposition: for the class of 1935, the Oregon median salary was \$1375 and the national median \$1236; for the class of 1928, the Oregon median was only \$1425 and the national median \$1783.

LAW, MUSIC AND P.E.

Law, music and physical education also had more than one-half of their Oregon majors finding first employment which was the same as their undergraduate major. The Oregon men employed in business came mostly from business administration, of course, but rather generously from social science also; business administration majors definitely tended away from employment in the professions. Law and medicine paid Oregon graduates better salaries than the national average, other professions paid about the same as for the entire nation. Business jobs were relatively poorly paid for Oregon men, but about the same as the national average for Oregon women; men's medians for the class of 1935 were \$1240 for Oregon and \$1397 nationally, for the class of 1928 they were \$2050 for Oregon and \$2455 nationally.

The grand totals for these Oregon men showed that 23 per cent were employed in teaching (compared to 17 per cent nationally), 40 per cent in other professions (compared to 46 per cent nationally), 22 per cent in business (compared to 17 per cent nationally), 15 per cent in all other fields (compared to 20 per cent nationally). The grand totals for these Oregon women showed 35 per cent employed in teaching (compared to 48 per cent nationally), 15 per cent in other professions (compared to 19 per cent nationally), 4 per cent in business (nationally the same), 46 per cent in all other fields including marriage (compared to 29 per cent nationally).

FIRST JOB AT GRADUATION

Oregon men graduates reported on the following methods of obtaining their first jobs: 36 per cent by personal initiative or advertisement, 25 per cent by experience prior to graduation, 16 per cent through placement by the University, 12 per cent through family influence, 2 per cent through fraternity relationships, 2 per cent through employment agencies, 1 per cent by Alumni assistance, and 6 per cent by other miscellaneous means. Figures for Oregon women and also for the nation as a whole closely paralleled these.

Some rather striking differences appeared in the reasons for choosing the first job, these implying vastly more freedom of choice as to jobs for Oregon graduates than was true for the entire nation, and

indicating too the versatility of their Oregon training.

As to the time of securing the first job, 64 per cent of these Oregon graduates (men and women) had a job within the first four months after graduation, 8 per cent had to wait from five to twelve months, and 28 per cent had over one year's delay.

HOME

Over 70 per cent of Oregon graduates of all these classes still lived in Oregon, and over 90 per cent of them lived somewhere in the west. These percentages decreased as graduates were longer out of school: the class of 1935 had 80 per cent of its members in Oregon and 96 per cent somewhere in the west, while the class of 1928 had only 56 per cent in Oregon and 84 per cent in the west. This showed, too, that migrations within the first eight years after graduation were about one-half into the other western states, and one-half into all the rest of the nation.

FAMILY

Oregon graduates married in greater numbers, and particularly more shortly after graduation, than the national average. Probably one-half of the Oregon graduates who would marry had done so by the second year after graduation; for the nation as a whole it was about the fourth year before this one-half had married. Oregon graduates were about typical in the proportionate number of marriages which ended in divorce.

Less than one-fourth of Oregon graduates had more than one child by the eighth year after graduation, but the nation as a whole was a little slower than Oregon in producing a family.

News Sheet Planned

(Continued from inside front cover)

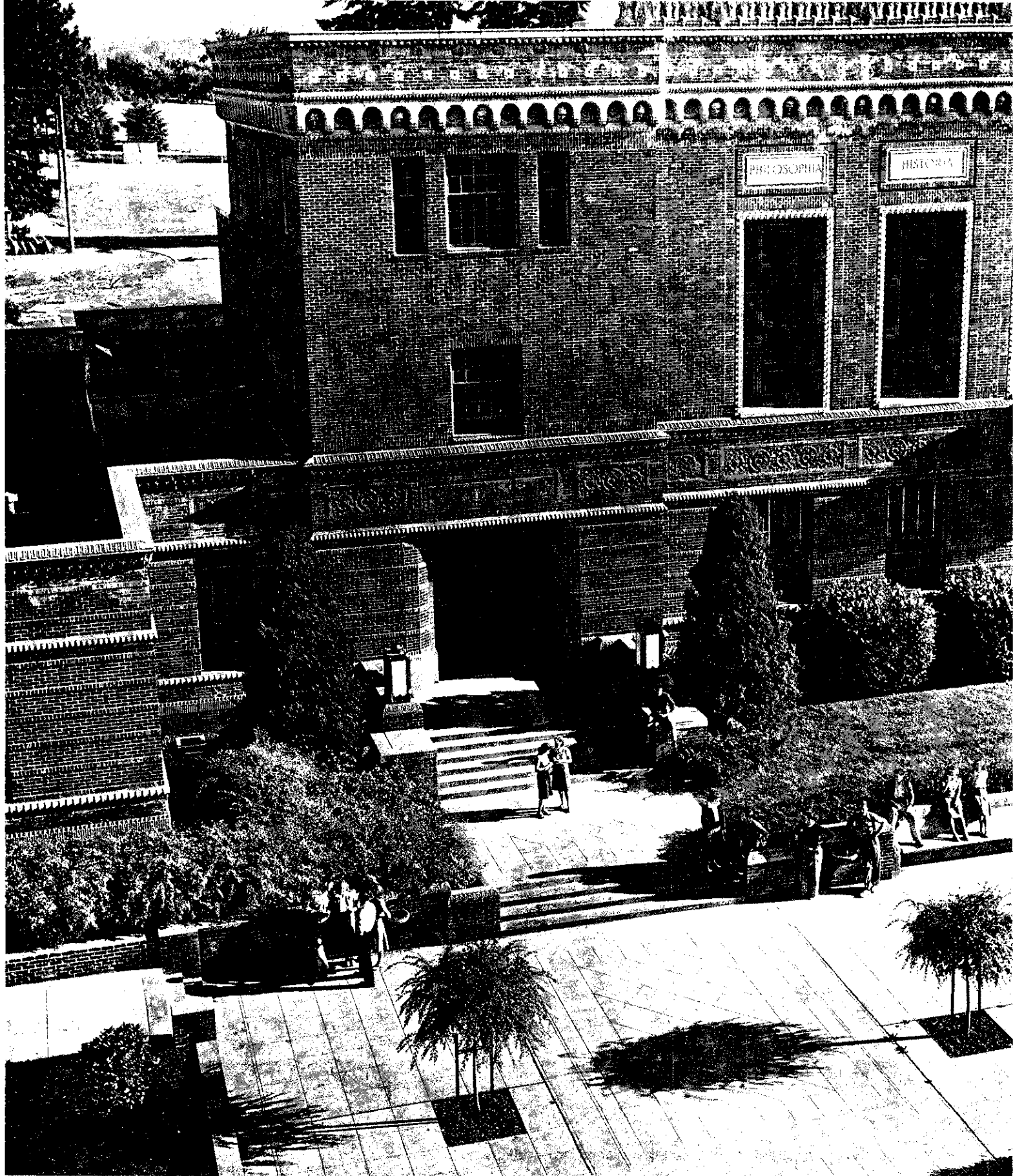
ganization was set up with a board of governors chosen by himself. "I have not filled these positions as yet with hope that more may express their interest in this activity." Portland alumni are asked to contact President McCormick by calling East 9113 this month so that he may learn of their desire to develop their equity in the University.

"We sincerely wish to cooperate with Dr. Erb in his plans for the future development of the University," concluded McCormick.

Reunion Makes History

(Continued from page 1)

reate services were at 11:00 a.m. Sunday in McArthur Court. Professor of Religion James R. Branton spoke on "Education and Social Responsibility." At 5:00 p.m. the traditional Flower and Fern Procession took place at the site of the Pioneer Mother. President Donald M. Erb delivered the Commencement address at 8:00 p.m. His topic was "The Price of Freedom." Degrees were presented to 759, the largest class ever to leave the University campus.

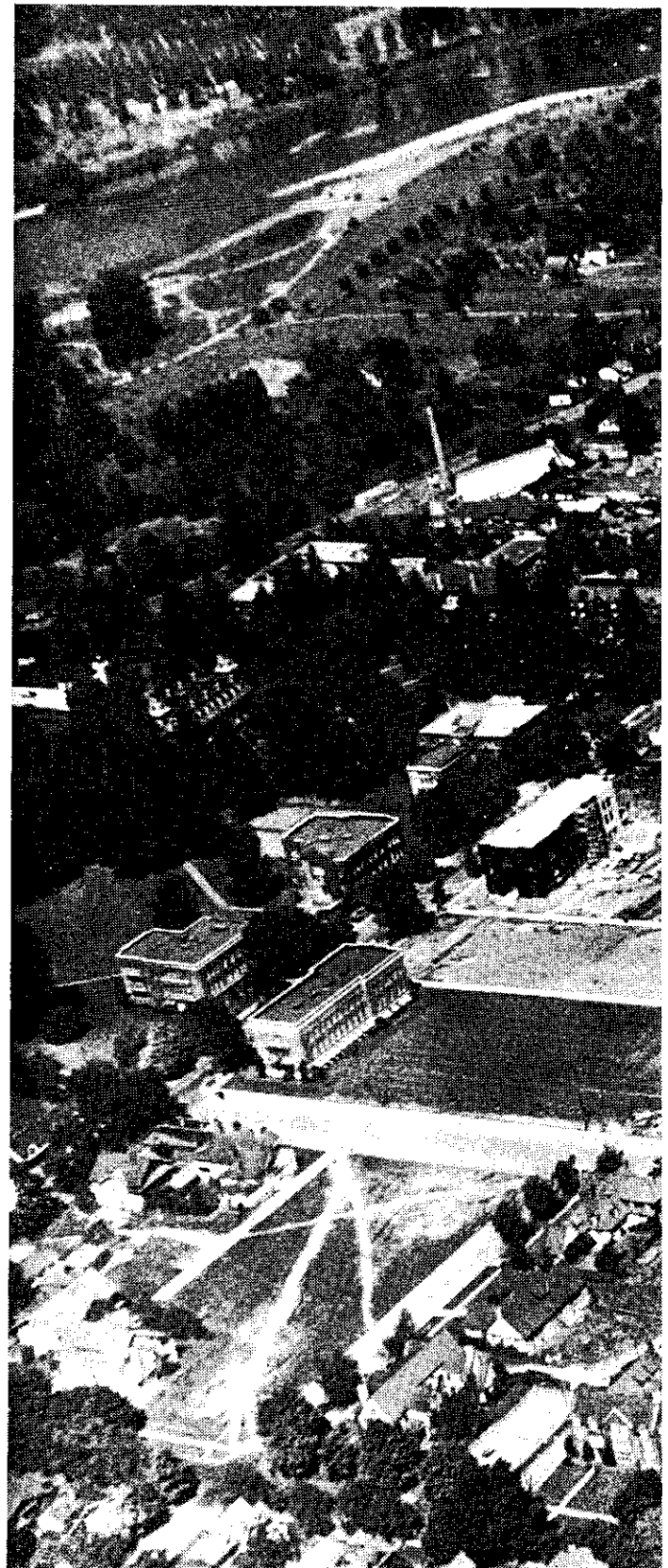


"Ye Shall Know the Truth"
University of Oregon's Pictorial Bible of Student Life

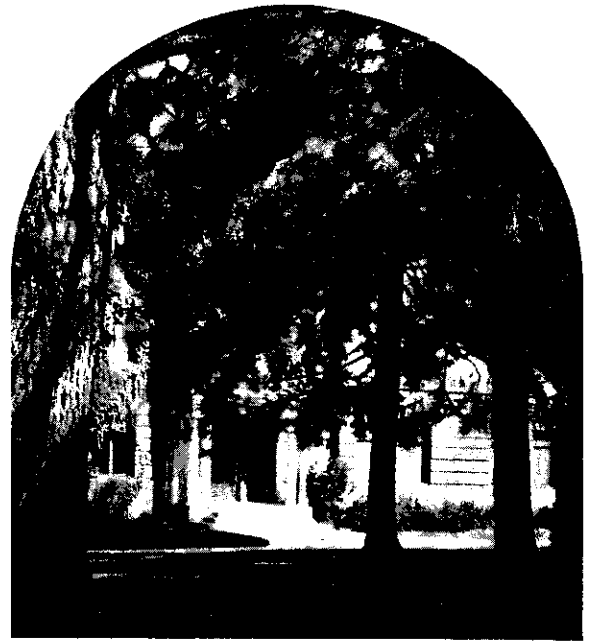
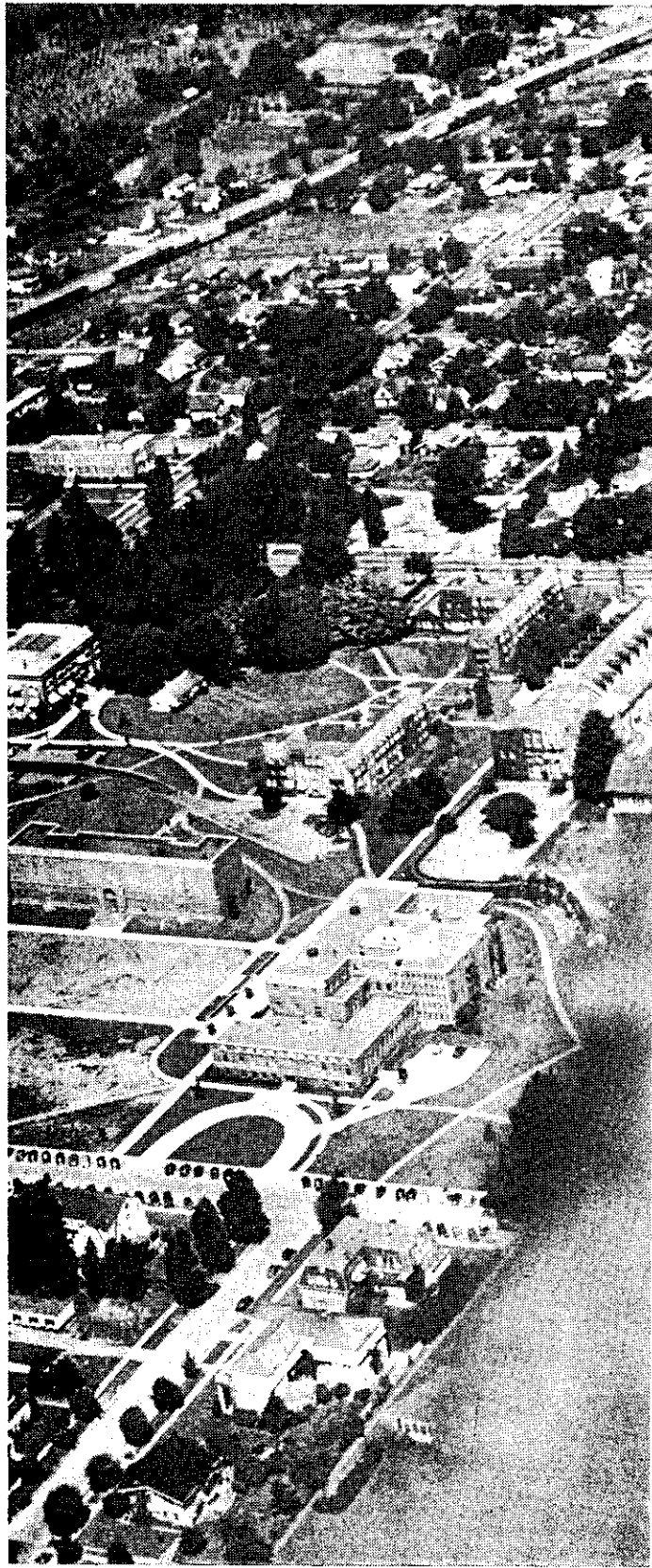
Eugene

is the Lane county seat, the western terminus of famous McKenzie Pass, a scenic point on the Pacific highway running from Canada to Mexico, and our University of Oregon home. On the main line for transportation by rail and road, it is 80 miles from the Pacific ocean, 125 miles south of Portland, near fishing, skiing, hunting, hiking and boating areas.

The third largest city in Oregon, Eugene has a population of 22,000, provides students with advantages of both city and small town. Its "in between" size encourages much part-time employment. Both morning and evening newspapers serve the city as do two hospitals, a large public library, five motion picture theaters, a radio station and three golf courses—two public, one private.



Oregon Federation's cameraman went up in the air to click a pictorial commentary of our University. Aged by a history as ancient as the firs that stand sentry beside Friendly Hall, this 100-acre campus of expansive lawns and 38 buildings yearly yearns for the return of almost 4000 of us, the undergrads. Our student popula-

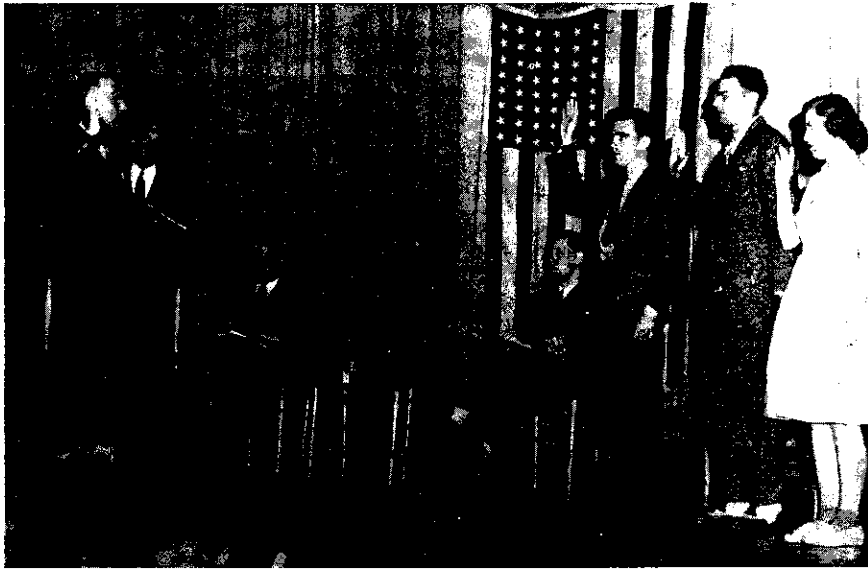


Oregon

came into its own as our University in 1876, four years after the state legislature stamped an approval in Salem. Its first two structures, Deady and Villard halls, today are part of a physical plant including 38 buildings spread over 100 acres of fir tree-filled land. Since 1932, the University has been part of the Oregon State System of Higher Education.

Dr. Frederick M. Hunter is Chancellor of the State System, and Dr. Donald M. Erb is president of the University. To simplify administration, the University is divided into colleges, schools and departments with deans in general charge of the first two. To qualify students, the University encourages us to pioneer in the social professions of economic planning, statesmanship, education, journalism, and in the allied fields of arts, literature and music.

on provides a panorama of dynamic life as representative as the
ynd's would want for their "Middletown." Here we as youth play
ie major part; here progress and education are bed-fellows; here
ie University of Oregon sprang up from a legislative act 100
ears after the Declaration of Independence became a document.



Secretary of State Earl Snell inducts our new ASUO officers (standing) into office. From left to right: The Secretary of State, Secretary Harrison Bergtholdt, President Donald M. Erb, outgoing ASUO President John Dick, First Vice-President John Cavanagh, President Tiger Payne and Second Vice-President Marge McLean.

Government

of, by and for the students encourages responsibilities and experiences of leadership, blazes the way to careers of citizenship and public service. With each of us undergraduates entitled to voting privileges, attendance at concerts, subscription to the Daily Emerald, and numerous other rights, we feel an equity in life about us. Our thinking is broadened with activity and extra-curricular affairs.



Emerald Editor Lyle Nelson and Business Manager Jim Frost will guide the destiny of Oregon's All-American daily this coming year. Lyle won the Koyl Cup as outstanding Junior man last spring.



President of our Associated Women Students for 1940-41 is Junior Weekend Queen Betty Buchanan who balances scholarship and activities to acquire Mortar Board honors.



Wilbur Bishop, editor elect, and Dick Williams, reappointed business manager, have already made plans to repeat the Oregana year-book's nationally high rating.

In between classes, we gather in groups on steps and sidewalks, swap ideas on the last lectures, always benefiting by healthy social interaction.

Bull Sessions

in a class or on the campus, we still find time to defend our own opinions, and by defending them, strengthen them or search for new ones. Ambitious young high school graduates will find life at Oregon varied enough to pick friends, activities and fields of study to fit their interests. Our desire for knowledge shouldn't end with the acquiring of it, and so we become active in debate, newspaper reporting, politics, dramatics, oratory, photography, athletics and countless other fields.



Gerlinger Cup Winner Grace Irvin is Oregon's outstanding junior woman.



When classes let out ten minutes to the hour and we find time free for fellowship, it is possible we'll stroll to the Library, sink into the soft Browsing Room chairs, listen to a prof interpret dramatic prose or poetry.



Reading

takes up a lot of time when we're planning our assignments. When one's interested in a major field of study he finds the Library, shown above, a conducive spot for drawing the best out of text and reference books. Quite often, when stumped, a few of us will corner a prof in his office, as below, and have him interpret confusing issues, that's when we're making the greatest use of our University.

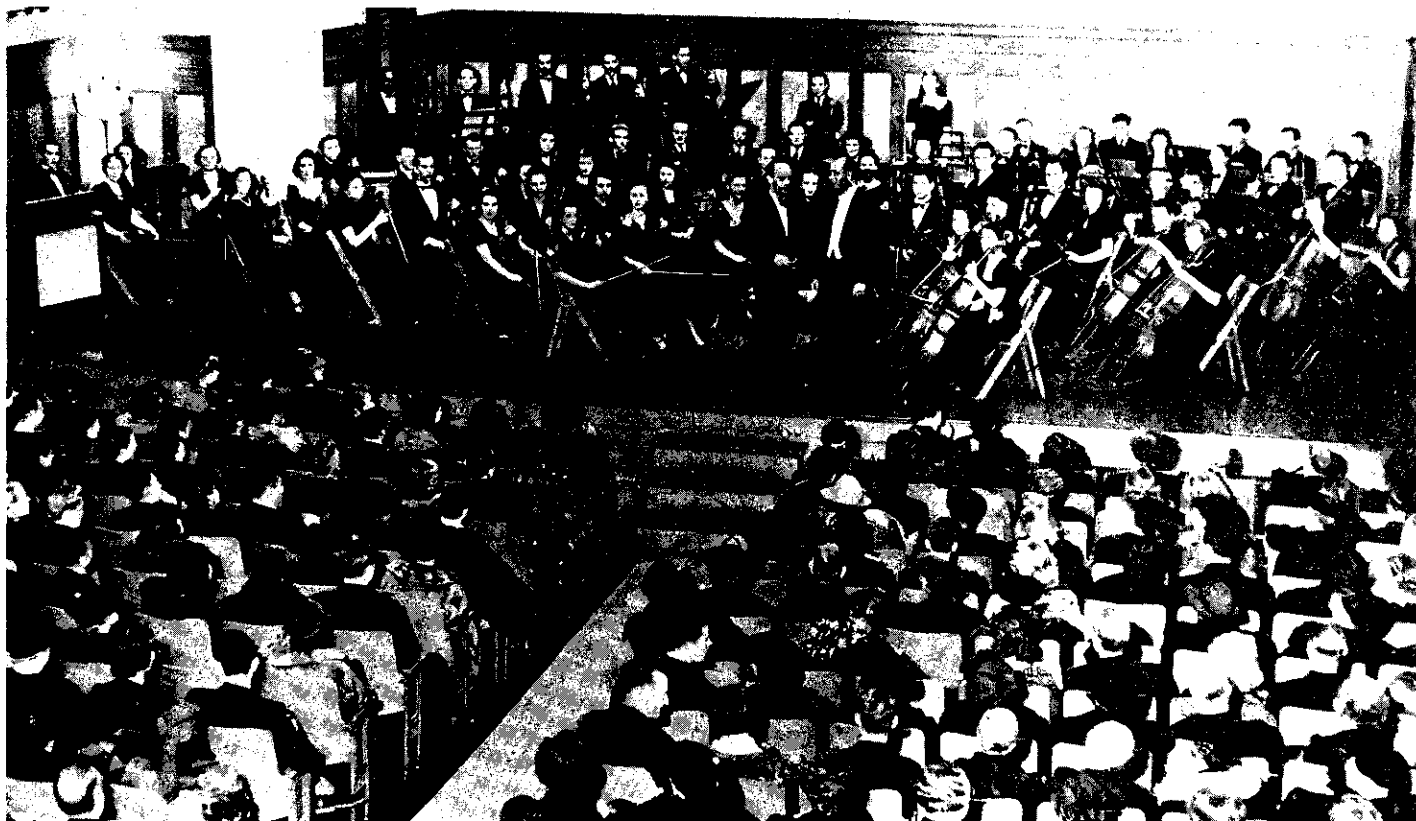




Classes

are quite often conducted as lecture periods, such as above, and then we're encouraged to visit the lecturer in his office, as shown below. The usual results are an increasing desire to utilize our \$500,000 Library which was finished in 1937. It houses over 300,000 volumes, besides keeping up 226 current periodicals and 150 newspapers. The reading rooms will seat nearly 900. A recent survey shows our Library to be one of the most used in the country, a good indication. Many of our textbooks are on reserve shelves here to lessen the cost of getting books for our varied courses.

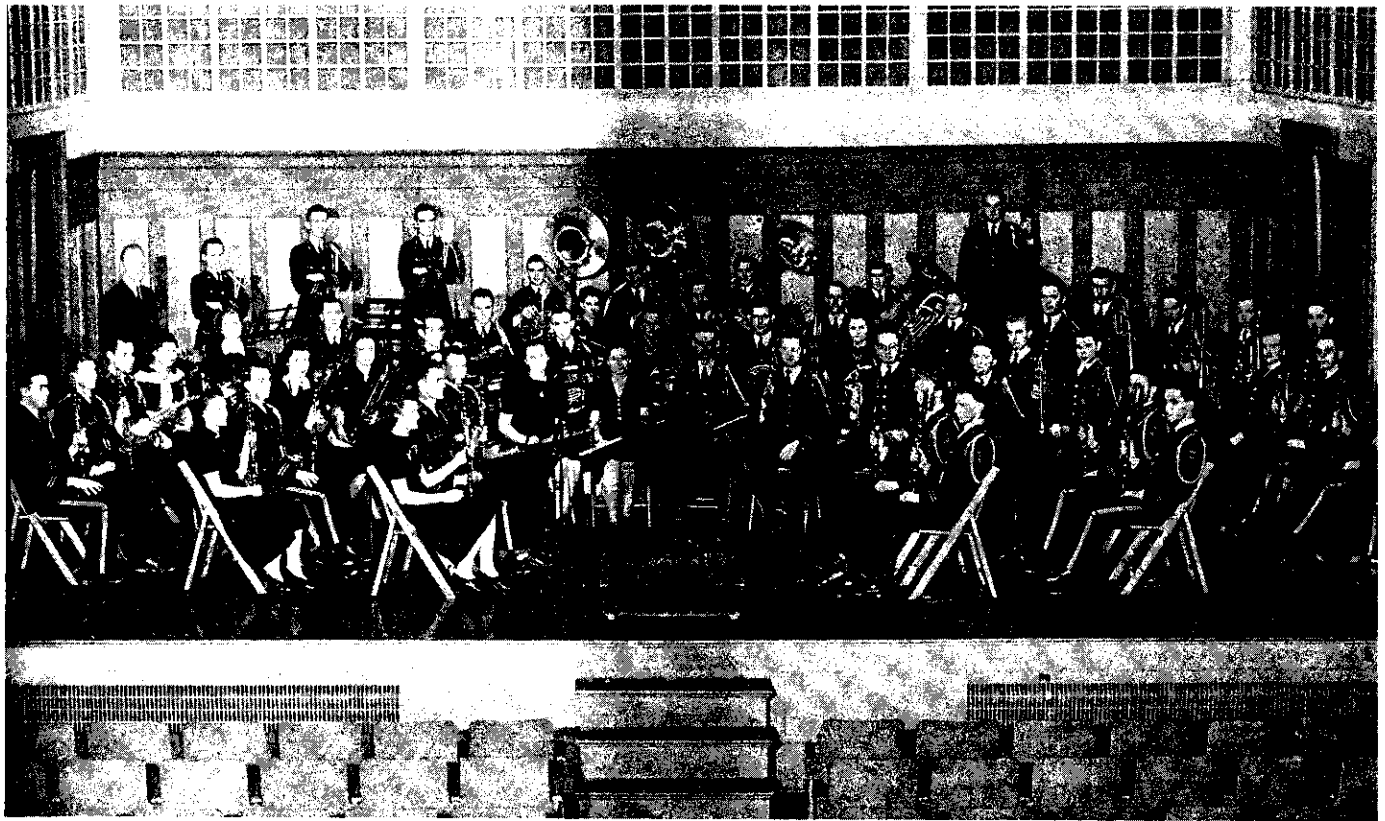




Concerts

play an important part in our undergraduate lives. Creating our own art is encouraged. So we have our symphony orchestra which has achieved fame over NBC and on appearances in other cities. We have the band which spends much of its time pepping up athletic events and drilling with ROTC units, but plays numerous fine concerts. Our latest addition is a carefully rehearsed choral union of student voices, shown in the center.

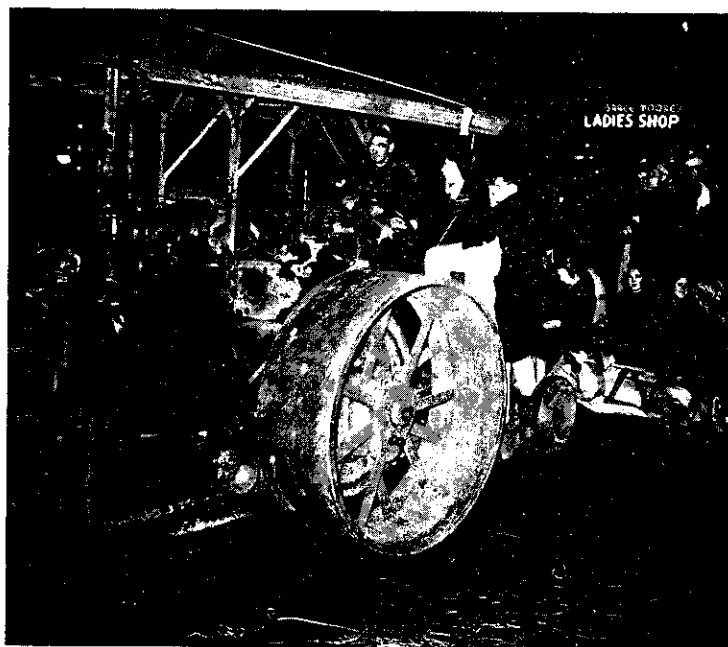




Artists

appear on our McArthur Court stage several times during each year. Paul Robeson, Fritz Kreisler, Helen Jepson, the Trudi Schoop Ballet, the Don Cossacks, Lanny Ross, Igor Gorin—these are just part of the top-notch artists our Educational Activities board has secured in recent years. Although we learn to do artful things for ourselves by putting on Master Dance recitals, shown below, and dramatic productions, we appreciate the opportunity to hear the world's best as part of our broad training.

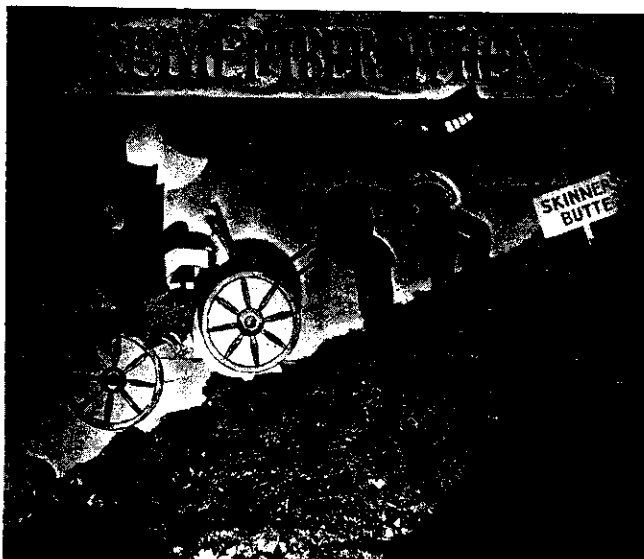


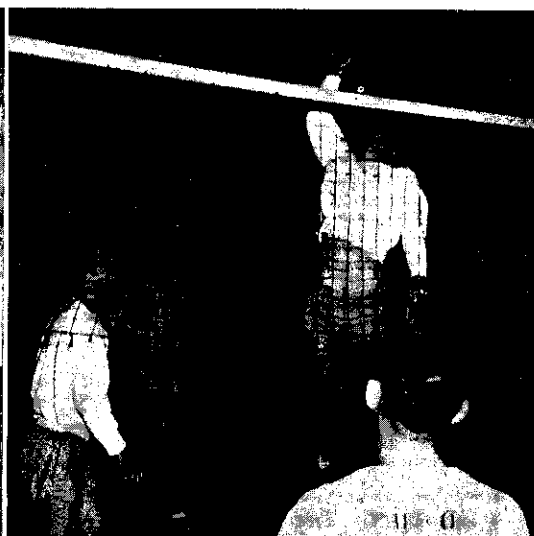
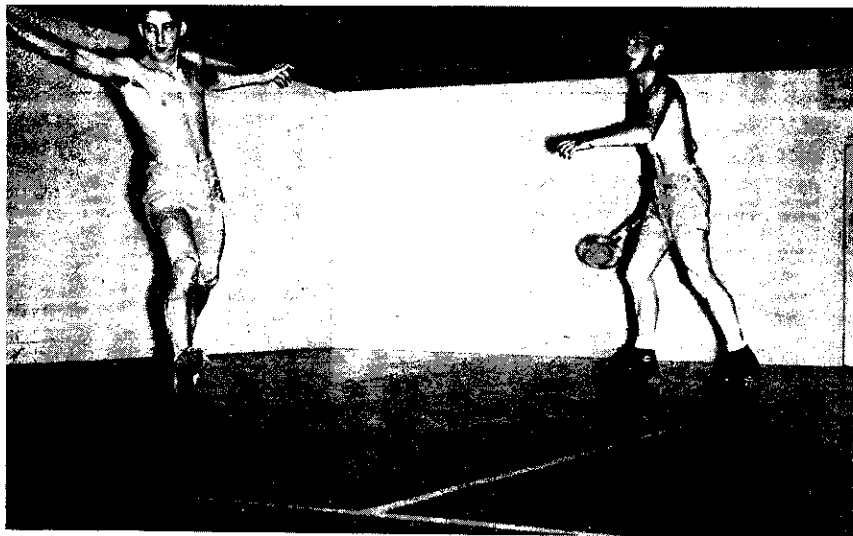


Playing

is not a forgotten feature at the University. At Homecoming we plan our Noise Parade with the loudest steam roller in Lane County. We go to carnivals and watch celebrities in the coaching world like Hobby Hobson and John Warren try their skill at dart games. We dress up for a formal Scabbard and Blade ball, or go to the Soph Whiskerino in sports clothes to watch the heaviest beard shaved by a Thirteenth Street tonsorial artist. We put up signs like "Remember When" or Donald Duck in academic attire when we want to greet the grads. During spring term, our hard-working Law School student body plays for a day, parades to the athletic field for a ball game with the Business Ad majors. Later in the term, Junior Weekend arrives with dunkings in the senior fountain, tug-o'-wars, and the traditional Frosh painting of the "O."







Athletics

remains an integral part of student life whether it involves intercollegiate competition, intramural rivalry or individual work-outs. On our campus physical education buildings are provided for both men and women. In Gerlinger Hall (the women's building) is a large gym with the swimming pool in the basement. Adjacent to the structure is a large playfield for outdoor sports and archery. A more elaborate set-up is provided for the men with a three-year-old gym including every modern facility for indoor recreation and several outdoor fields for large games. A swimming pavilion houses a men's tank and seating arrangements for 500 spectators. It is open every afternoon for recreational swimming. During the year, intramural competition is highly popular. Living organizations compete in a dozen different sports. We might say, too, that tuition fees cover the use of gymnasium uniforms which the University furnishes.





Military

training is given to freshmen and sophomores at Oregon. Advanced study for commissions as reserve officers is given to a selected group of applicants. Discipline and coordination play an important part in this field of study.





A Year at the "U"

FALL TERM

October 3: President Donald M. Erb welcomes largest freshman class in Oregon history. . . . All-University enrollment boosted to 3615. . . . October 20: State high school editors meet on campus for high School Press association conference. . . . November 3: First school pajama rally with serpentines of students in natty night attire. . . . November 10: Noise parade, frosh bonfire and one of largest rallies for Homecoming Weekend. Next day Oregon State won civil war by 19-14 score. . . . December 5: University is dealt blow with death of History Head Robert C. Clark.

WINTER TERM

January 3: Registration again hits high mark. . . . January 23: Jack "Cue Ball" Bryant makes national news when Kappa Sigs shave his pate to better represent his Emerald "Eight-ball" column. . . . February 14: Professor H. C. Howe resigns as Pacific Coast conference athletic representative for Oregon after 23 years of service. Professor Orlando Hollis succeeds the veteran. . . . February 23: Betty Buchanan becomes head of AWS; Jean Crites assumes presidency of YWCA.

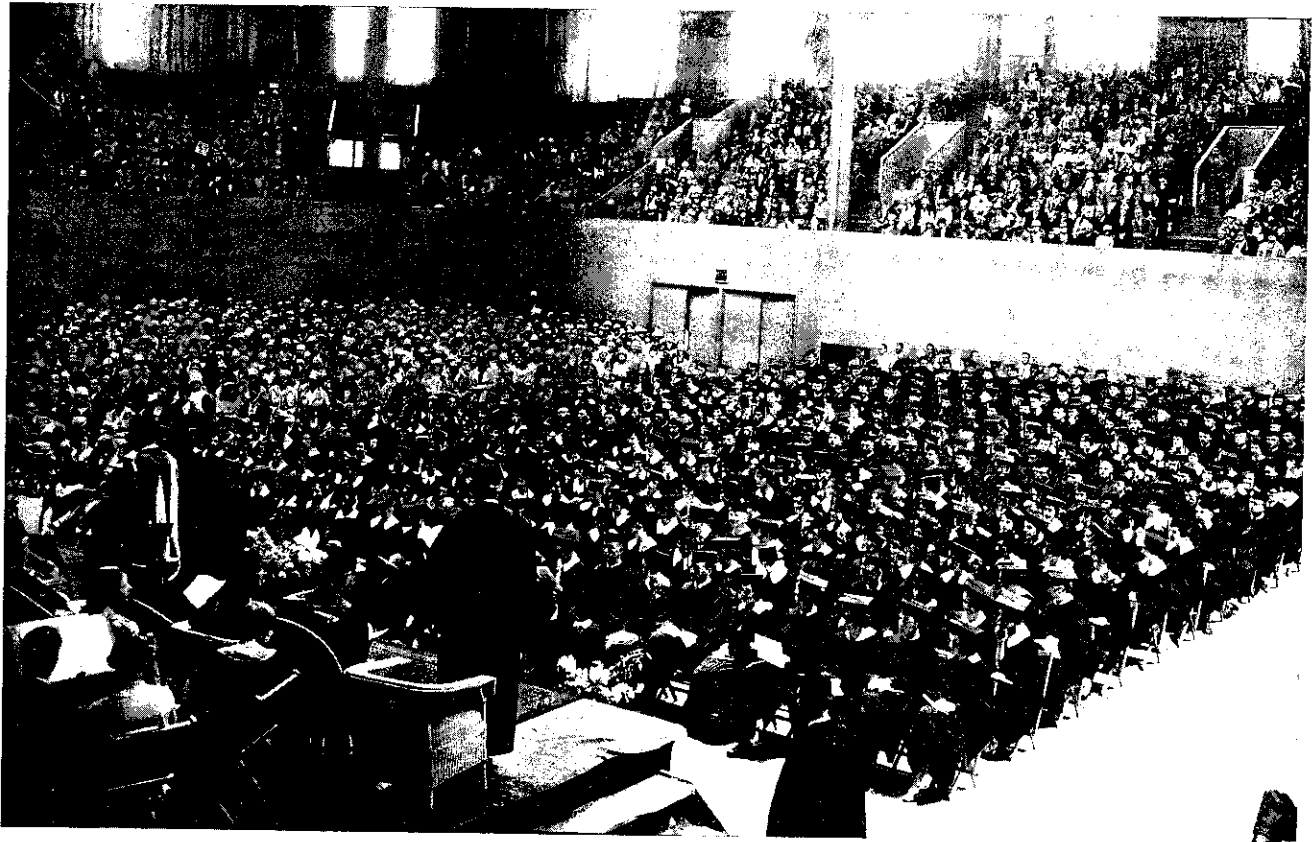
SPRING TERM

March 25: Another record on registration. . . . April 10: Betty Buchanan chosen to reign as Junior Weekend queen with Princesses Eleanor Collier, Suzanne Cunningham, Janet Foster and Laura Jean Maurice. . . . May 8: New ASUO officers installed by Secretary of State Earl Snell. The officials are Tiger Payne, John Cavanagh, Marge McLean and Harrison Bergholdt. . . . May 10, 11, 12: Biggest weekend of year with Canoe Fete float contest won by Alpha Phi and Delta Tau Delta. Gerlinger Cup to Grace Irvin, Koyl Cup to Lyle Nelson. . . . May 25: Benny Goodman ekes out swing for Frosh Glee as biggest big-name dance of year.



Three top-notch graduating seniors include Leonard "Bud" Jermain, (upper left), Phil Lowry (lower left), and Bill Rosson (below). Exacting editor of this year's Emerald, Jermain will continue his editorial practise in the newspaper world of the Northwest. Senior Six member Lowry, who was recently elected permanent president of his Class of '40, will return to Oregon's Law School next fall. Versatile Bill Rosson will pack his Phi Bete Key, his General Pershing medal and the honor sword to some army post when he becomes Lieutenant Rosson, U.S.A., next July





Commencement Day in June makes us realize how we will miss the University once we've left. Our stay at Oregon is over before we know it, but we're proud to talk of its traditions and requirements. So we send our ASUO President Tiger Payne (below in driver's seat) and Federation Director Roy Vernstrom (shaking hands with Alumni Secretary Elmer Fansett) for ten thousand miles of summer travel talk of Oregon.

Federation

at Oregon means more than Webster implies. The Oregon Federation is an organization of active undergraduate students who believe the institutions of higher learning in this state offer the greatest benefits and compensations to Oregon students. In every section of the state our Federation members are trying to explain what this University can offer prospective students.

During the summer, you will undoubtedly read of ASUO President Tiger Payne and Federation Director Roy Vernstrom visiting your home town to meet with those who may have questions about higher education. Drop into this meeting if you want to relive or experience a University bull-session, see some good colored movies of our campus activities, and clear up questions of both academic and extra-curricular natures.



Write

OREGON FEDERATION

Box 487

Eugene, Oregon

for further information

NEWS OF THE CLASSES

1881

Perm. Class Sec'y: Rev. Claiborne M. Hill, 2509 Hillegass Ave., Berkeley, California.

1884

Perm. Class Sec'y: Dr. Caspar W. Sharples, 700 Stimson Bldg., Seattle, Washington.

1886

Perm. Class Sec'y: Ida Patterson, 751 East 11th Ave., Eugene, Oregon.

1887

Perm. Class Sec'y: Dr. Herbert Spencer Johnson, 59 Windsor Road, Brookline, Massachusetts.

1889

Perm. Class Sec'y: Lewis J. Davis, 2605 N. E. 40th Ave., Portland, Oregon.

1890

Perm. Class Sec'y: Fletcher Linn, 1830 S. W. Laurel, Portland, Oregon.

1891

Perm. Class Sec'y: J. C. Veazie, 3021 N. W. Greenbriar Terrace, Portland, Oregon.

1893

Perm. Class Sec'y: Mrs. Myra Norris Johnson, 613 E. 12th St., Eugene, Oregon.

1894

Perm. Class Sec'y: Miss Melissa E. Hill, 1007 Hull St., Hood River, Oregon.

1895

Perm. Class Sec'y: Mrs. Edith Kerns Chambers (Mrs. Frank L. Chambers), 1059 Hilyard St., Eugene, Oregon.

1896

Perm. Class Sec'y: Mrs. Louise Yoran Whitton (Mrs. C. A. E. Whitton), R. F. D. 3, Eugene, Oregon.

1897

Perm. Class Sec'y: Mrs. Edith Veazie Bryson (Mrs. Edwin R. Bryson), 2066 University St., Eugene, Oregon.

Mrs. Cora A. Garber Gregory, ex-'97, is retired and living in La Mesa, Calif. A former research worker in physiology, she is author of "Man's Dynamic Equilibrium," printed by the Christopher Publishing Co. of Boston.

1898

Perm. Class Sec'y: Mrs. Lillian Ackerman Carleton (Mrs. Edmund F. Carleton), 43 N.E. Meekle Place, Portland, Oregon.

1899

Perm. Class Sec'y: Dr. Charles L. Templeton, 2501 Cascadia Ave., Seattle, Washington.

1900

Perm. Class Sec'y: Homer D. Angell, 2953 S. E. Hawthorne Blvd., Portland, Oregon.

1901

Perm. Class Sec'y: Richard Shore Smith, Box 553, Eugene, Oregon.

W. G. Beattie, '01, was recently appointed assistant director of the General Extension Division in charge of the central office on the Eugene campus. His wife is the former Willametta Hanna, '95. Their son, Ronald H. Beattie, '26, J.D. '28, M.A. '31, is now head statistician of the administrative office of the United States courts, an appointment given him by the Supreme

Court. He and his family live in Arlington, Va.

Fred C. Dunham, L.L.B. '01, died May 1 in Portland. He collapsed while driving his car and was pronounced dead upon being taken to the emergency hospital. Aged 58, he was president of the Dunham Printing Co. in Portland.

1902

Perm. Class Sec'y: Amy M. Holmes.

1903

Perm. Class Sec'y: Dr. James H. Gilbert, Commerce Bldg., Campus.

Chester C. Fisher, '03, C.E. '12, is now assigned to the bureau of reclamation offices in Salem. He was formerly in Bend as an irrigation engineer charged with the construction of the Wikiup dam for Central Oregon.

1904

Perm. Class Sec'y: James O. Russell, P. O. Box 362, Salem, Oregon.

1905

Perm. Class Sec'y: Albert R. Tiffany, 2045 Potter St., Eugene, Oregon.

1906

Perm. Class Sec'y: Mrs. Camille Carroll Bovard (Mrs. John F. Bovard), 10457 Ashton Ave., Los Angeles, California.

Porter T. Frizzell, Sr., ex-'06, is living in Rickreall. His son and namesake, "Pat," '40, received the Turnbull-Hall award this spring as the senior contributing most to the daily Emerald in service.

1907

Perm. Class Sec'y: Mrs. Mary Rothrock Culbertson (Mrs. John M. Culbertson), 1980 Alameda Terrace, San Diego, California.

1908

Perm. Class Sec'y: Mozelle Hair, Extension Division, Campus.

Dr. Miriam Van Waters, '08, M.A. '10, is a member of the American Youth commission, a national board of extraordinary importance. She is superintendent of the Sherborn reformatory, has taught at Columbia university, was president of the National Council of Social Work, and director of the department of juvenile delinquency for the Harvard law school crime survey in 1927. She is a member of Phi Beta Kappa and received her Ph.D. from Clark university in '13.

1909

Perm. Class Sec'y: Merle Rowland Chessman, c/o The Astorian-Budget, Astoria, Oregon.

1910

Perm. Class Sec'y: Dr. Ralph M. Dodson, 222 N. W. Maywood Drive, Portland, Oregon.

1911

Perm. Class Sec'y: Mrs. Jessie Calkins Morgan (Mrs. Frank T. Morgan), Nyssa, Oregon.

In the Northern Pacific Railway Co. land department Verner A. Gilles, '11, was appointed chief geologist May 1. He was formerly assistant chief geologist and is stationed in St. Paul, Minn.

1912

Perm. Class Sec'y: Mrs. Mildred Graham, 1157 High St., Eugene, Oregon.

1913

Perm. Class Sec'y: Carlton E. Spencer, Law School, Campus.

Dr. Ruth Matilda Stone, B.A., '13, was recently married to Albin Busek. They are living at 810 Merwin street, Los Angeles. She was formerly a teacher of English and German at Franklin high school, Portland.

1914

Perm. Class Sec'y: Frederic Harold Young, 7709 S. E. 31st Ave., Portland, Oregon.

1915

Perm. Class Sec'y: Bertrand S. Jerard, 739 Main St., Pendleton, Oregon.

1916

Perm. Class Sec'y: Beatrice Locke Hogan, 709 S.W. 16th Ave., Portland, Oregon.

1917

Perm. Class Sec'y: Mrs. Martha Beer Roscoe (Mrs. Stanley B. Roscoe), 1236 "J" St., Eureka, California.

Frank Beach, '17, is personnel manager of the Citizens Bank of Los Angeles. He and Don Belding, '19, vice president of Lord and Thomas, were programmed on a vocational conference at the University of Southern California recently.

1918

Perm. Class Sec'y: Dr. Edward Gray, Miner Bldg., Eugene, Oregon.

Edward Gordon Clark, ex-'18, is living at 2305 S. E. Taylor St. in Portland and is employed by the General Electric Co. He is a member of Phi Gamma Delta.

Herbert Heywood, ex-'18, is director of art at the University of Portland in the Rose City. He is also affiliated with Phi Gamma Delta.

Mr. and Mrs. John W. Crews (Juanita Wilkins, ex-'18) live in Columbia, S. C., with their son and daughter. He is a practicing attorney. Mrs. Wilkins is a member of Delta Delta Delta.

1919

Perm. Class Sec'y: Mrs. Helen Jean McDonald McNab (Mrs. Wm. H. McNab), 815 Spruce St., Berkeley, California.

Miss Goldie Ruth Wells, ex-'19, is now a missionary in Africa, according to Mrs. R. M. Day (Ella A. Alley, ex-'93) a resident of Eugene. In early spring she landed at Dakar, Africa, then transferred to a French freighter for a 2000-mile trip to the mouth of the Congo. Her address is Institut Chretien Congolais, Bolonge, Coq., Congo Belge, Africa. On her way in she stopped at Kribi, Cameroun, West Africa, for a visit with Mrs. Ernest H. Moser (Edna Emily Dunbar, '30) who is a member of Alpha Delta Pi, Phi Beta Kappa, and Phi Theta Upsilon.

Mr. and Mrs. Clarence Dempster Cannon, ex-'22, (Frances Wiles, '19) are living in LaGrande where he is assigned as an engineer with the state highway department.

1920

Perm. Class Sec'y: Mrs. Era Godfrey Banks, 2231 McMillan St., Eugene, Oregon.

1921

Perm. Class Sec'y: Jack Benefiel, National Youth Administration, Bedell Bldg., Portland, Oregon.

Old Oregon

Norman Terrell Byrne, '21, M.A. '24, is a professor at Los Angeles City college. Recently his students were suggesting him as the logical candidate for the state of California governorship. He is a member of Phi Beta Kappa.

Dr. and Mrs. Charles Glenn Pugh, M.D. '24, (Esther Warner, ex-'21) live in Laramie, Wyo. with their two sons. The practicing physician is a member of Kappa Sigma and Phi Chi.

Mr. and Mrs. Vinton S. Malcolm (Catherine Williams, ex-'21) live with their daughter at 3244 Sheffield Ave., Oakland, Calif. The mother is affiliated with Delta Gamma sorority.

1922

Perm. Class Sec'y: Mrs. Helen Carson Plumb (Mrs. Herbert L. Plumb), 3312 Hunter Blvd., Seattle, Washington.

Mr. and Mrs. Lincoln K. Sartwell (Hazel Young, ex-'22) live at 6537 40th St., S. W., in Seattle. They have one daughter, Jean Elizabeth. The mother is affiliated with Kappa Kappa Gamma.

Mrs. Alice Wherity Wood, ex-'22, is located at 4065 N. E. 29th Ave., Portland. She is a member of Gamma Phi Beta.

1923

Perm. Class Sec'y: Mrs. Aulis Anderson Callaway (Mrs. Owen M. Callaway), 63 Crescent Drive, Glencoe, Illinois.

1924

Perm. Class Sec'y: Frank G. Carter, 1139 Taylor St., San Francisco, California.

Mr. and Mrs. Paul Patterson, '23, J.D. '26, (Georgia S. Benson, '24) are living in Hillsboro where he is practising law and serving as deputy district attorney of

Washington county. Mrs. Patterson was formerly assistant dean of women at Oregon.

1925

Perm. Class Sec'y: Mrs. Marie Myers Bosworth (Mrs. Harlan P. Bosworth), 544 Conger Ave., Klamath Falls, Oregon.

Miss Esther C. Walker, '25, M.A. '38, is secretary to the dean of Columbia university law school in New York City. She is a member of Delta Zeta.

Clayton Earl Hughes, '25, is an officer in the U. S. Army Air corps stationed at Selfridge Field, Mich. He was graduated from the U. S. Military Academy in '29.

1926

Perm. Class Sec'y: Mrs. Anna DeWitt Crawford, (Anna DeWitt) Yeon Building, Portland, Oregon.

Mrs. Lela Wade Ravenscroft, '26, was married to William T. Lambert in Portland April 18. The couple now live at 1972 S. W. 11th Ave. in the Rose City.

Dr. Genevieve Case, '26, was recently appointed dean of women at Adelphi college in New York. She is a member of Alpha Delta Pi, Phi Beta Kappa, and Pi Lambda Theta.

James G. Harding, '27, is the new agency supervisor for Provident Mutual Life Insurance Co. for its Oregon department. His wife is the former Lylah Lou McMurfhey, '26, who is a member of Alpha Phi. He is affiliated with Phi Kappa Psi.

1927

Perm. Class Sec'y: Anne Runes, 3203 E. Burnside, Portland, Oregon.

Mr. and Mrs. Raymond T. Bolger, ex-'27, are the parents of a son, William Carmichael, born April 23. The father, a member of Phi Gamma Delta, is owner of Ray Bolger Men's Wear in Portland.

A son was born to Mr. and Mrs. Hedley Hill (Pauline Bondurant, '27) in Portland April 20. The mother is a member of Theta Sigma Phi and Delta Gamma.

Walter E. Kidd, '26, M.A. '35, is editor-in-chief of the Portland high school teachers' magazine. His wife is the former Nancy Pendleton, ex-'27. He is a member of Delta Upsilon and Phi Beta Kappa.

Mr. and Mrs. Arthur W. Priaulx, ex-'28, (Dealtry Bean, '27) have a son, Arthur Allen, born May 13. The father is editor and publisher of the Eugene Morning News.

1928

Perm. Class Sec'y: Mrs. Alice Douglas Burns (Mrs. E. Murray Burns), 1450 S.W. Myrtle St., Portland, Oregon.

Mr. and Mrs. Alva W. Blackerby, '37 (Hazel Kirk, '28, M.S. '38) are living in Juneau, Alaska where he is stationed as personnel training officer for the territorial CCC. She has taken a leave of absence from the Oregon College of Education as professor of physical education to join her husband in the northland.

George Melvin Simerville, '28, is the newly appointed city recorder for Bend. He accepted this position concluding the teaching year as a member of the Bend high school faculty. His wife is the former Clara Louise Jasper, M.A. '30.

1929

Perm. Class Sec'y: Mrs. Luola Bengtson (Mrs. O. Hilding Bengtson), 702 Palm St., Medford, Oregon.

Cecil D. Emmons, ex-'29, visited Eugene recently on vacation from his work as a designer for the Arizona Studios in Tucson. He specializes in period furnishings.

Robert H. Galloway, ex-'29, formerly engaged in newspaper work in Oregon, died at West Plains, Mo., April 10. He was managing editor of the Emerald in 1928, then managing editor of a Klamath Falls newspaper, later a publisher in that city, following as publicity manager for General Charles H. Martin in 1935. For three years he free-lanced in the northwest, mid-west and east, also in South America. A year ago he joined the Journal at West Plains, his last job in an interesting career. One of his sisters is Mrs. Margaret Galloway Dresser, ex-'28, of North Bend.

1930

Perm. Class Sec'y: Mrs. Eleanor Poorman Hamilton, 6 E. 82nd St., New York City.

Carl Nelson, '30, is aeronautical inspector for the CAA with offices in Kansas City, Mo. A member of Delta Tau Delta and president of his class, he visited Eugene recently on an inspection tour.

1931

Perm. Class Sec'y: William B. Pittman, Jr., Box 187, Exeter, California.

During April, William H. Dashney, '31, L.L.B. '34, was married to Miss Caroyl Braden in Salem where they now make their home. He is a member of Sigma Chi.

Mr. and Mrs. Arthur Kiesz, '33, (Elizabeth Plummer, '31) of Ontario are the parents of a daughter, born April 25. He is a junior high school principal. The mother is a member of Alpha Omicron Pi.

Mr. and Mrs. Roy G. Bryson, '26, B.M. '27, (Marguerite Spath, '31) have a six-month-old son living with them in Longview, Wash. A former professor of voice at Oregon, the father is now supervisor of music for the Longview school system. He is a member of Phi Mu Alpha and Phi Delta Theta, she of Alpha Gamma Delta.

1932

Perm. Class Sec'y: Mrs. Hope Shelley Miller (Mrs. Robert T. Miller), 9 E. 40th, New York City.

Mr. and Mrs. Eston B. Humphrey, '26, (Roma Gross, '32) became the parents of a son, Walton Eston, April 3. They live at 104 Newton, Medford where the father, a member of Sigma Alpha Epsilon, is employed by the United States National bank. The mother is affiliated with Alpha Xi Delta.

Robert W. Earl

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S. C. "Mike" Carter, ex-'32, is now living in Los Angeles where he is sales executive for the Silkin Paper Co. He was married to Miss Frances Mosher last September when he was assigned to the San Francisco Bay district.

Mr. and Mrs. Robert T. Miller, '33, (Hope Shelley, '32) are living in New York City where he is engaged in the practice of law. She is affiliated with Alpha Chi Omega, he with Phi Delta Theta and Friars. Both are members of Phi Beta Kappa.

Dr. and Mrs. Edward C. A. Lesch (Jean Hart, '32) became parents of a boy, Hillebrand George, April 4. They live in Eugene where he is an English professor at the University.

1933

Perm. Class Sec'y: Mrs. Jessie Steele Robertson (Mrs. George H. Robertson), St. Francis Apts., 526 N. W. 21st, Portland, Oregon.

Willard D. Arrant, '33, is a recent addition to New York City. A member of Phi Beta Kappa, he spent his last two years at the Harvard school of business on a scholarship award.

Mr. and Mrs. J. Wilson Johnston, '33, are the parents of a daughter, Prudence Cathryn, born April 27. He is manager of the Washington building in Tacoma, member of Beta Theta Pi and Scabbard and Blade.

Dr. and Mrs. Gorham Babson, '33, M.D. '36, became the parents of a daughter, Ann Darby, born May 6. Dr. Babson is a resident physician at Stanford-Lane hospital in San Francisco, and a member of Nu Sigma Nu.

1934

Perm. Class Sec'y: Mrs. Frances R. Johnston Dick (Mrs. William G. Dick), Dept. of Education, Supreme Court Bldg., Salem, Oregon.

Mr. and Mrs. George F. Schaefer, ex-'27, (Mary Corbett, ex-'34) became the parents of a daughter, Susan, April 13 in Eugene. They also have a three-year-old son named Frank. The mother is affiliated with Kappa Alpha Theta, the father with Phi Delta Theta.

Richard E. Goebel, ex-'34, was recently added to the staff of Ruthrauff and Ryan, Inc., national advertising agency, according to its Pacific northwest manager, Francis G. Mullins, '32. Previously, Goebel was merchandising and sales promotion manager of Sunset magazine.

Mr. and Mrs. Harry Gevurtz (Pearl Baron, '34) are the parents of a daughter, Joanne Marcia, born April 22 in Portland.

1935

Perm. Class Sec'y: Pearl L. Base, 5732 North Interstate, Portland, Oregon.

Harold S. Hill, '35, was married to Miss Alice Darling, April 14. They are living at Central Valley, Calif., where he is with the Shasta Building Supply Co. He is a member of Phi Delta Theta.

Dr. William T. Starr, M.A. '32, Ph.D. '38, has been named assistant professor of French at Gettysburg college in Pennsylvania. His wife is the former Mega Ann Means, ex-'35. He taught at the University of Arizona and Phoenix junior college, then traveled a year in Europe before accepting this appointment. Starr is a member of Pi Delta Phi and Sigma Delta Pi.

1936

Perm. Class Sec'y: Ann-Reed Burns, care Berlitz School of Language, New York City.

Mr. and Mrs. Werner B. Brown, ex-'36,

are the parents of a son, John Chandler, born April 17. The family lives in Portland, and the father is a member of Sigma Nu.

Miss Katherine Ann Espy, ex-'36, was married to William S. Bush in Portland April 20. Lieutenant Cecil J. Espy, '33, brother of the bride, and his wife, the former Patricia Mahoney, ex-'33, attended the wedding before leaving for the Philippines. Father of the naval officer and the bride is Cecil J. Espy, ex-'11, who lives at 1735 S. E. 23rd Ave., Portland. His other children are Barbara, ex-'40, and John, '38, who live at the same address.

1937

Perm. Class Sec'y: David B. Lowry, Bear Creek Orchards, Medford, Oregon.

Miss Jean Corrine Olsen became the bride of Joseph T. Wilson, '37, March 16 in Portland. They are now making their home in Newberg. He is a member of Phi Delta Theta.

Mr. and Mrs. Hugh J. Rear, ex-'37, are the parents of a girl, Carolyn Elinor, born April 11. They live at Rt. 1, Eugene. He is with the Wade Irrigation Pump Co. of Portland.

Miss Helen W. Dodds, ex-'37, was married to Frank D. Cross, ex-'37, April 20 in Eugene. They are living in Salem where he is managing the Valley Packing Co. Before the marriage, she was secretary to the dean of women at Oregon. She is a member of Pi Beta Phi, he of Phi Delta Theta.

1938

Perm. Class Sec'y: Mrs. Gayle Buchanan Karshner, 1220 College Ave., Palo Alto, California.

Mr. and Mrs. G. Parks Hitchcock, '35, (Helen E. "Betty" Jeffers, '38) are living in San Francisco where he is a labor newspaperman with the Voice of the Federation. They were married last January. She is affiliated with Delta Gamma, he with Theta Chi.

Richard Lester Currin, '38, is a student

at the University of Oregon Medical School and married to Miss Alice Crossley. He is a member of Phi Kappa Psi and Nu Sigma Nu.

1939

Perm. Class Officers: President Harriet Sarazin, Nyssa, Ore.; Jean Holmes, Harry Weston, Mary Elizabeth Norville, Wally Johansen, Zane Kemler, Elizabeth Stetson, Hal Haener, Ruth Ketchum.

Thomas C. Yayashi, '39, is now employed by the Western Nursery Cactus Co. as its Oregon representative.

March 21 at Lewiston, Ida., William J. Jackson, '39, was married to Carolyn Kamm, a sophomore at the University. Both continued to attend Oregon during the spring term. She is a member of Alpha Gamma Delta. He is taking graduate work.

Miss Peggy Lee Reavis, '39, was married Memorial Day to Walter Gustav Eschebeck, '37, in Camas, Wash. They were attended by Miss Elsie Eschebeck, ex-'34, sister to the bridegroom, and Avery Combs, '37. The bride is a member of Delta Delta Delta, he of Phi Delta Kappa, Friars and Delta Phi Alpha.

1940

Perm. Class Officers: President Phil Lowry, Medford, Ore.; Secretary Roy Vernstrom, Rita Wright, Margo Van Matre, Verdi Sederstrom, Leonard Jermain, Ann Frederiksen, Scott Corbett, Alyce Rogers.

1941

Hughes J. Irwin, ex-'41 became the husband of Miss Janet Curtis Fenner, March 31 in Portland. He is a member of Phi Delta Theta.

Miss Dorothea M. Wray, ex-'41, married Lloyd D. Hemmingsen, March 24 in Eugene. They are now living at 1975 Emerald in the campus city.

Miss Virginia Dewey, ex-'41, and Jack R. Miller, ex-'41, were married April 27 in Portland. The couple live at 3747 S. E. Alder St., Portland. He is a member of Delta Tau Delta and is employed by the Steven's corporation in that city.



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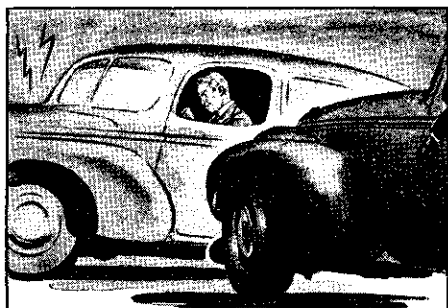
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POOR PICK-UP

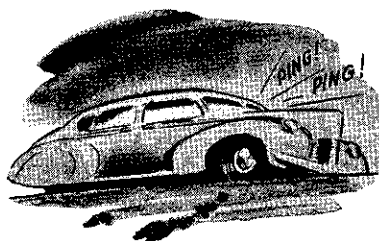


When your motor fails you in a tight spot — on the highway, or in traffic — the nervous shock may send your pulse as high as 50% above normal. This was proved in scientific tests. **NEW 76** gasoline will help you avoid these shocks because it is rich enough in power fractions to whip you out of tight spots when danger threatens.



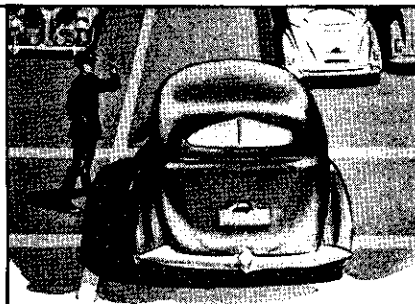
STALLING AND BUCKING

Tests show that stalling in traffic flusters the average driver so badly his pulse will jump to 35% above normal. Because **NEW 76** is *designed especially for traffic*, it gives you steady, even combustion — won't stall, won't falter.



PING

Ping contributes to your "Traffic Nerves" in two ways. It adds to the steady drip, drip, drip of tiny noise impacts upon your nervous system. It makes you shift gears far more often than is necessary. **NEW 76** is high enough in anti-knock to give you a s-m-o-o-t-h, quiet motor; eliminate unnecessary gear shifting.



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Slow get-away at signals makes you push forward in the seat. You want to *lift* the car along. You're tense. You don't relax. **NEW**, traffic-blended 76 is volatile enough to overcome this. It responds *right now* — makes your car *flexible*, easier to handle.



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Early this year Dr. George H. Mount made a series of "Traffic Nerves" tests. By checking drivers' physical reactions, he found that the causes of "Traffic Nerves" could be accurately measured. It was these tests that led to the development of **NEW** traffic-blended 76 gasoline. Picture shows test car and apparatus used.



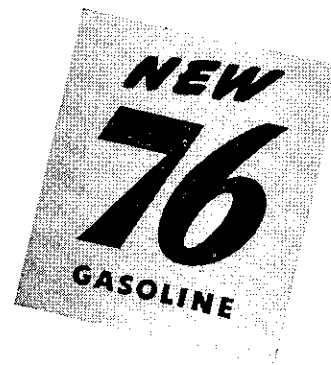
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The Union Oil Traffic Clinic, founded as a result of Dr. Mount's tests, has published a 32-page booklet, "How to Reduce Traffic Nerves," which you may obtain free at any Union Oil station. It is crammed full of facts and helpful suggestions — how to time signals, what to do about irritating noise, how to improve vision, how to sit at the wheel, and many other ingenious tips. Get your copy of this **FREE** book today.



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1940, STILL INDEPENDENT



Traffic Nerves Tests Showed Need for New-Type Gasoline

Dr. Mount's tests showed Union Oil engineers the need for a new-type gasoline. **NEW 76** is the result—a gasoline designed *especially for traffic*. Try it next time.