

Eugene Public Library
Eugene, Oregon

Old Oregon



March 1949

"—The real essence of work is concentrated energy"—WALTER BAGEHOT



Why construction gets better all the time

WHERE ROADS were once built a shovelful at a time . . . today mammoth earth-movers handle a ton of earth at a time. Mobile cranes swing 20 tons at the flick of a switch. Giant crushers grind 150 tons of rock an hour. Traveling concrete mixers place entire batches as they go.

These are just a few of our improved powered tools of today that do a better job of construction *faster* and *easier*. They help provide us with critically needed new housing and business buildings . . . with super-highways and air-fields for safer, smoother travel. And these tools are ours today because of *better materials* . . . and continuing research.

Alloy steels, for example, give them greater strength to resist shock and abrasive action . . . stamina to overcome the strain of day-by-day speed-up demands. And modern oxy-acetylene processes for welding and flame-cutting speed production of these better products of better steel.

Carbon is in the picture, too. In the form of electrodes, it's essential both to the production of alloy steels and the

making of calcium carbide . . . from which comes acetylene gas for welding. Also, a chemical known as an *amine* provides a wetting agent for asphalt . . . speeding construction by making the asphalt stick more easily and firmly to its crushed rock base.

The people of Union Carbide produce these and many other materials essential to today's better building and construction. They also produce hundreds of other materials for the use of science and industry, to help meet the needs of mankind.

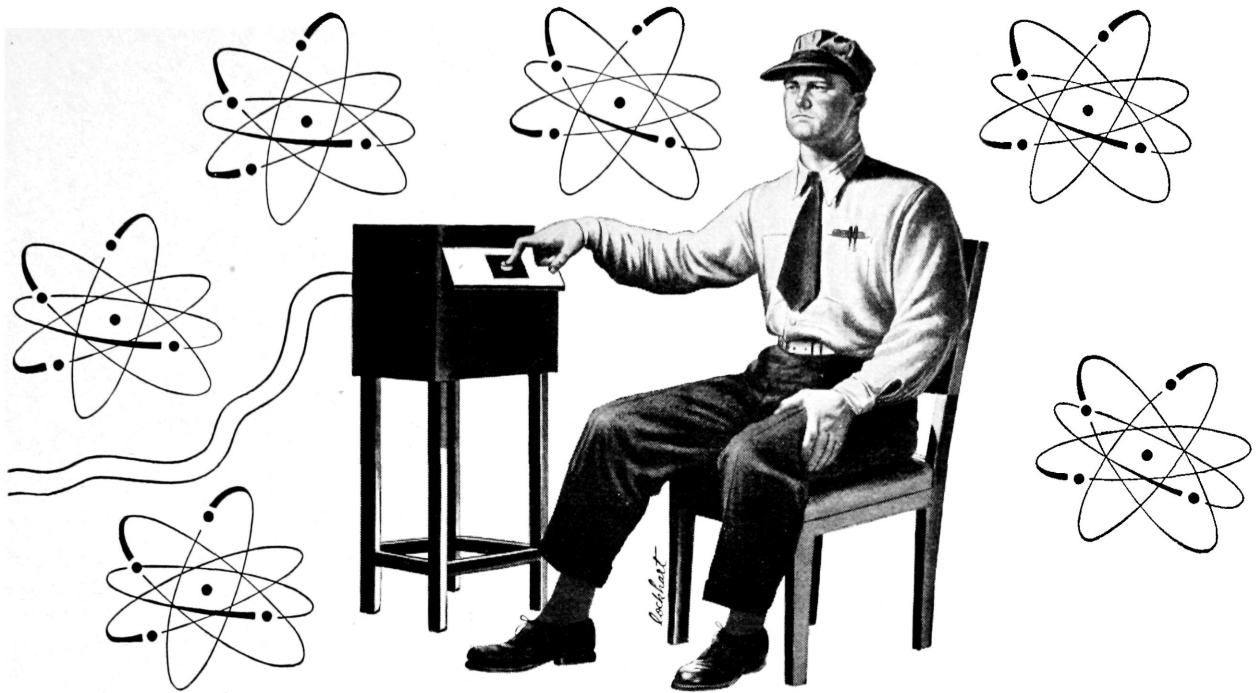
FREE: You are invited to send for the new illustrated booklet, "Products and Processes," which describes the ways in which industry uses U.C.C.'s Alloys, Chemicals, Carbons, Gases, and Plastics.



UNION CARBIDE
AND CARBON CORPORATION
30 EAST 42ND STREET  NEW YORK 17, N. Y.

Trade-marked Products of Divisions and Units include

ELECTROMET Alloys and Metals • HAYNES STELLITE Alloys • PREST-O-LITE Acetylene • LINDE Oxygen
BAKELITE, KRENE, VINYON, and VINYLITE Plastics • SYNTHETIC ORGANIC CHEMICALS • PYROFAX Gas
ACHESON Electrodes • NATIONAL Carbons • PRESTONE and TREK Anti-Freezes • EVEREADY Flashlights and Batteries



What happens to your job—if we get atomic energy to drive our machines?

SUPPOSE, in the next year or two, some of the wizards in the atom-splitting business discover how to put atomic power to work in industry.

Would that be good or bad?

If you're a coal miner or an oil field worker, for instance, it may sound like a pretty grim prospect. If all they need to run a train or an auto is a pinch of uranium, they don't need coal or oil. And, obviously, they don't need *you*.

So what do you do? To save your job, do you buck the development of atomic power?

Well, your common sense tells you that would be silly. What's more, so does American history.

History shows that when we first put the steam engine to work, it threw some people out of a job—temporarily. But it made jobs for many times those people. When the gasoline engine came in, it raised Cain with the blacksmiths. But there are more jobs today in one department of one auto plant than there ever were blacksmith jobs in the whole country.

But that's only part of it. Naturally,

a man can turn out a lot more goods in a day's work with the help of power than he can without it. So, he becomes more valuable and his wages go up—as history shows they have.

Not only that—but over a period of years the goods he makes are produced more cheaply, so prices can go down—as history shows they have. And the result is that all of us can have *more* goods—more cars, more clothes, more food—by working more efficiently for shorter hours.

That's why it's just common sense to welcome any new source of power, any more efficient way of doing things, any laborsaving machinery or better collective bargaining.

That's always been the free, dynamic American system of doing business. The system still has its faults. We still have sharp ups and downs of prices and jobs. But even as our system stands today, it has brought more benefits to more people than any other system yet devised.

**THE BETTER WE PRODUCE
THE BETTER WE LIVE**

Approved for the **PUBLIC POLICY COMMITTEE** of The Advertising Council by:

EVANS CLARK, Executive Director, Twentieth Century Fund.

PAUL G. HOFFMAN, Formerly President, Studebaker Corporation.

BORIS SHISHKIN, Economist, American Federation of Labor.

Published in the Public Interest by:

The B.F. Goodrich Co.

FREE
Send for this
interesting
booklet today!



Approved by
representatives of Management,
Labor and the Public

In words and picture, it tells you
—How our U. S. Economic System started
—Why Americans enjoy the world's highest standard of living
—Why we take progress for granted
—How mass production began
—How we have been able to raise wages and shorten working hours
—Why more Americans have jobs than ever before
—Why the mainspring of our system is productivity
—How a still better living can be had for all

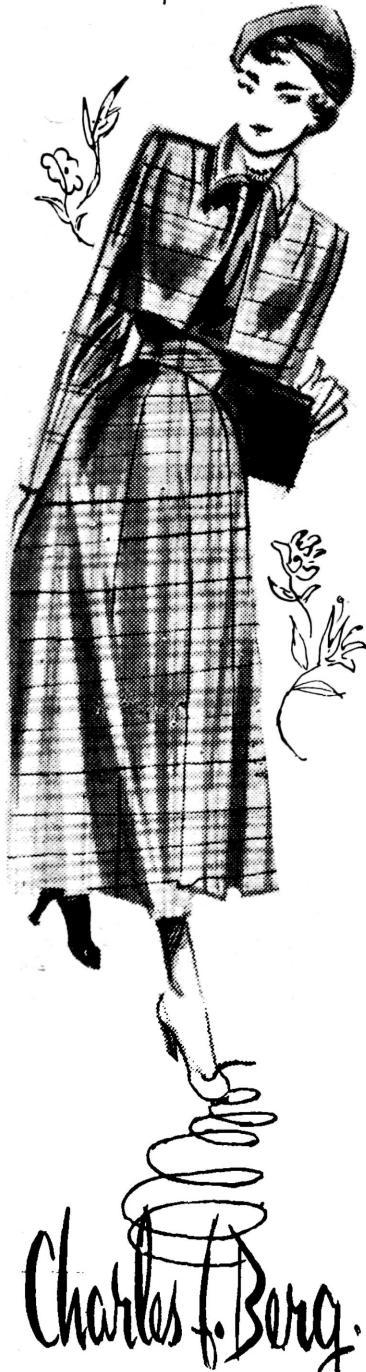
MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., 25 West 45th Street, New York 19, N. Y.

NAME _____

ADDRESS _____

OCCUPATION _____

its a
chumley
spring!



Old Oregon

VOLUME XXX

FEBRUARY 1949

No. 6

Editor, JIM WALLACE '50
Associate Editor, ANITA HOLMES '51

Business Manager, MARILYN TURNER '50
Managing Editor, BILL WASMANN '49

Contents

DEAN VIRGIL D. EARL '06	5
WHEN WORLD WAR I WAS OVER, by Anita Holmes	6
LIBRARY PLANS EXPANDED SERVICE	8
TICKET OFFICE TROUBLES, by Barbara Heywood	9
SCHOOL STUDIES OREGON STORES	10
OREGON ATHLETES GO OUTDOORS, by Fred Taylor	12
BILL HAYWARD'S WORK CONTINUES, by Bill Stratton	13
TOWARD UNDERSTANDING RUSSIA, by Professor Victor Strash	14
SOUTH CAMPUS BUILDING PROGRAM, by Dean Sidney W. Little	15
NEWS OF THE CLASSES by Ruth Landry	16

Alumni Officers

ROBERT S. MILLER '35, President
FRANCIS HEITKEMPER '31, Vice-President
LES ANDERSON '43, Director

EXECUTIVE COMMITTEE

ORVAL N. THOMPSON '35
CHARLES R. HOLLOWAY '35
WILLIAM N. RUSSELL '35
GORDON WILSON '25

EDITORIAL BOARD

ALENE MARGARET PHILLIPS '19 LYLE M. NELSON '40 ALYCE ROGERS SHEETZ '40 EDWARD H. MILLER '26
ERNEST HAYCOX '23 ROY VERNSTROM '40 JOHN MACGREGOR '23

COUNTY DIRECTORS

(Term ending December 31, 1949)

Baker—JAMES T. DONALD '15, Baker
Benton—WALTER DURGAN '28, Corvallis
Clackamas—PETER LAURS '37, Oregon City
Clatsop—ROBERT S. LOVELL '42, Astoria
Columbia—JAMES MASON DILLARD '24, St. Helens
Coos—GEORGE HUGGINS '16, Coos Bay
Crook—REMEY COX '22, Prineville
Curry—VERNON F. HANSCAM '38, Harbor
Douglas—GEORGE LUOMA '41, Roseburg
Deschutes—ELBERT H. NIELSEN '36, Bend
Gilliam—ROBERT STRANIX '35, Condon
Grant—ORVAL D. YOKUM '27, John Day

(Term ending December 31, 1950)

Morrow—EDWIN DICK '40, Heppner
Multnomah—HOLLIS JOHNSTON '21, Portland
Polk—JOHN KITZMILLER '31, Dallas
Sherman—COLLIS P. MOORE '25, Moro
Tillamook—JOHN HATHAWAY '44, Tillamook
Umatilla—GEORGE COREY '38, Pendleton
Union—RAYMOND O. WILLIAMS '12, La Grande
Wallowa—ASA EGGLESON '22, Enterprise
Washington—PAUL PATTERSON '23, Hillsboro
Wasco—RUSS HUDSON '43, The Dalles
Wheeler—HOWARD S. ZACHARY '25, Fossil
Yamhill—RAND E. POTTS '44, McMinnville

(Term ending December 31, 1951)

Harney—DOUGLAS MULLARKEY '20, Burns
Hood River—DAVID BROWNING '43
Jackson—HARRY SKERRY '43, Ashland
Jefferson—BOYD OVERHULSE '33, Madras
Josephine—JOSEPHINE R. JOHNSON '29, Grants Pass
Klamath—JOHN HOUSTON '21, Klamath Falls
Lake—RICHARD PROEBSTEL '36, Lakeview
Lane—OTTO VONDERHEIT '34, Eugene
Lincoln—LAWRENCE HULL '23, Newport
Linn—RALPH CRONISE '11, Albany
Malheur—EARL BLACKBAY '15, Ontario
Marion—REYNOLDS ALLEN '35, Salem

ALUMNI CLUBS

BOISE—Lloyd Tupling '39, president; Betty Blaine Parish '38, secretary.
HONOLULU—William B. Sievers '32, president; Louis Torgeson '42, vice-president; Mildred Bailey Mack '28, secretary.
KELSO-LONGVIEW—Dan Welch '23, president; Virginia Harris '47, secretary.
LONG BEACH—James P. Harris '45, president.
LOS ANGELES—Robert Byington '30, president; Gleeson Payne '41, vice-president; Margaret Jackson '23, secretary; Roy Herndon '29, treasurer.
NEW YORK—Owen Callaway '23, bellringer.
DALLAS, TEXAS—James B. Bursleson '23, president.
SACRAMENTO—Allan P. Rouse '46, president.
SAN DIEGO—Alfred Edwards '33, president; Steve Fletcher '32, secretary; treasurer.
PORTLAND—Herbert J. Darby '23, president; Roy N. Vernstrom '40, vice-president; Dorothy B. Rice '31, secretary; Edward J. Kolar '35, treasurer.
SEATTLE—Forest C. Watson '21, president.
SAN FRANCISCO—Walt Hempy '23, president; Henry C. Heerdt '25, vice-president; Frances Carter '27, secretary.
SPOKANE—Robert Crommelin '45, president.
WASHINGTON, D. C.—Donald C. Beeler '27, president.

The University of Oregon Alumni Association is a member of the American Alumni Council.

Published monthly except July, August, and September by the Alumni Association of the University of Oregon, and entered as second-class matter at the post office at Eugene, Oregon, under act of March 3, 1879. Subscription: \$3.00 a year.

Dean Virgil D. Earl '06

VIRGIL D. EARL '06, who for 16 years had been dean of men at the University of Oregon, died Tuesday morning, March 8, in Sacred Heart hospital, Eugene, following a prolonged illness.

The Oregon dean was born near Albany, April 26, 1880. His death ended a span of nearly a half century of service to scholastic institutions of the state, service that will continue for another generation in the work of men guided by Dean Earl.

His long career as a teacher began in 1906, as a high school instructor at Lewiston, Idaho, where he taught for one year. In 1907 he returned to Oregon to serve as superintendent of schools at Jefferson until 1908.

In 1908 he went to Portland to teach mathematics at Washington high school, a position he held until 1912 when he was made head of the department of mathematics. He became principal of Astoria high school in 1919, and remained there until 1923, when he joined the University faculty of physical education. In 1931 he was appointed dean of men.

His career at the University was something more than outstanding, both as a student and later as a teacher and adviser. He was a member of Oregon football and baseball teams, and he also managed a baseball team at the University.

It was Dean Earl, who as student manager of the University track team, hired the late great Bill Hayward. In his senior year at Oregon, Dean Earl coached the Chemawa Indian school team for a game with the highly favored Sherman Indians from Southern California. Chemawa won that game.

IN his 26 years with the faculty, Dean Earl held many positions, but it was as dean of men that he will be best remembered. Thousands of college men passed his desk in Johnson hall—Dean Earl never forgot them, and he never failed them. To him, the greatest tribute would be the title of "Virgil Earl, Students' Friend."

A member of Kappa Sigma fraternity in his undergraduate days, Dean Earl was a recognized "best friend" to Oregon's fraternities. He was also a member of Phi Beta Kappa honorary and the Oregon State Teachers' association.

In tribute, Dr. Harry K. Newburn said, "The University of Oregon has had few friends with the long and loyal record of support given by Virgil D. Earl. Throughout his 26 years as a member of the faculty, he maintained deep devotion to duty and a willingness at all times to give his time and

energies to the service of the University. He will be deeply missed by three decades of Oregon students over whose lives he exercised a profound influence and who respected him as a friend and adviser."

Surviving are his wife, the former Florence B. Messer, whom he married in 1917, and a daughter, Mrs. William Maltman; a granddaughter, Anne Elizabeth Maltman; a sister, Mrs. Ella Isham, Los Angeles; four brothers, Elmer, Eugene; Robert W., Hugh S. and Victor, all of Portland.

The following excerpts are from the *Eugene Register-Guard* editorial following Dean Earl's death:

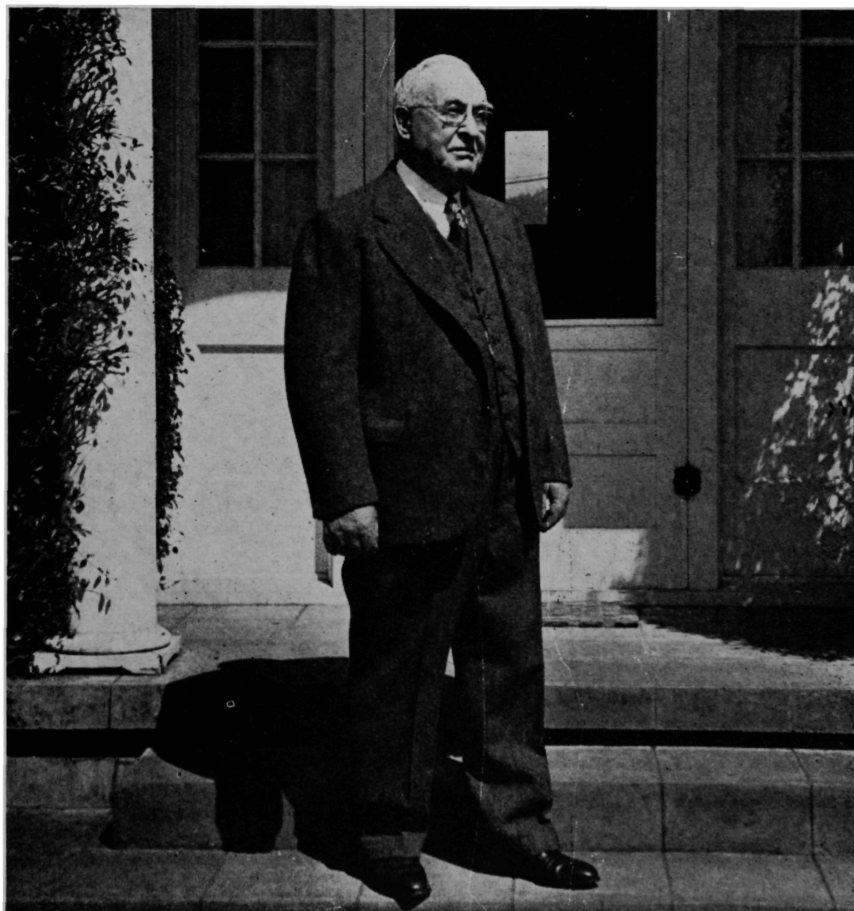
"No teacher is ever uniformly successful, but we think it safe to say that Virgil Earl exercised an unusual influence over many generation of students. He could be stern, but he was not always "on faculty side," and on more than one occasion he was known to go to bat for some youngster who might have been judged unfairly. Fair play! No

Cheap Victories! Decency! A few simple precepts but no long speeches.

"Strange to say we never knew Virgil Earl to complain about 'the hard lot of the teacher.' On teacher's pay, he managed very well, but he didn't claim any superiority on that score. He did not pretend to be a great scholar, although he had a profound respect for scholarship and scholars. Nor did we ever hear him declaim on the nobility of the teaching profession, although it was something which he obviously felt very deeply. Asked why he chose to teach, he would say:

"I guess I like young people, and I have found it very satisfying."

"The neighbors and the campus and the town remember a man who knew better than most of us how to select the important from the unimportant, how to spend the allotted years, how to work and how to save enough of the essentials, including fun and friendships."



After World War I Was Over

Peace Brought Oversize Classes; Undersize School

By Anita Holmes

A BATTLEFIELD-to-campus trend followed World War I just as closely as it did after World War II. Enrollment at Oregon climbed from 961 in the 1917-18 school year to 1294 the following term. Veterans, whose living expenses were paid by the state, made up the bulk of this increase.

When the boys came back, they found a student body and faculty that had been intensely interested in war a short time before. No spectacular Pearl Harbor opened the first world conflict, but the University had responded, practically to a man. Many college men wanted to enlist as soon as the declaration of war was out of President Wilson's mouth. Most, however, decided to wait for an officers' training program at the University.

An Irish-born officer from the British army answered President Campbell's invitation to teach military in Eugene. He was Colonel John Leader, who had been retired after an injury suffered in the Battle of the Somme.

With his sense of humor and line of blarney, the Colonel gave Eugene its first picture of the European war. He even aroused enough interest to form a faculty drill battalion.

University mobilization included an ambulance company which was organized in 1917. The company moved to France in 1918 after service at Camp Lewis, Washington.

ALMOST 2000 students and alumni of the University enlisted in the armed services in World War I. Thirty-nine of them never returned to the United States. Captain Eberle Kuykendall, former Oregon athlete who organized the ambulance unit, was one of the casualties.

The war current, with its resultant spy hysteria, soon hit the campus. Suspicious radicals looked eagerly for German sympathizers on the Faculty. Allen H. Eaton was tabbed "pro-German." Outside pressure forced the University to accept the resignation of Eaton, whose only sin was in attending a meeting of the Peoples' Council for Democracy and Peace. Eaton, however, was far from disloyal and he held a responsible government position after leaving Eugene.

Herman Swartz of the German department and librarian Margaret Upleger were both requested to leave the University because they expressed German sympathies. Oregon never had a German element, so sentiment leaned strongly in one direction.

President Prince Lucien Campbell had little time for this witch-hunting among his faculty members. He spent many months in Washington, D. C., helping to organize an Emergency Council on Education. A group of college presidents wanted to mobilize educational forces of America for the war effort. They finally convinced Washington that the reservoir of officer material in the colleges should be protected. The American Council on Education is the modern counterpart of the council President Campbell helped establish.

WHEN news of the Armistice reached the campus, Webfoots gathered in front of the administration building. Amid sirens and celebration, they moved to the bleachers to hear Colonel Leader read the official announcement of the war's end.

"Mr." again became a familiar word in the classrooms. But the returning veteran brought more than increased enrollment to America's colleges. With him came the problems of inadequate facilities. Oregon was built for 1000 students. Nearly twice that many registered in 1920.

Overcrowded classes became the rule

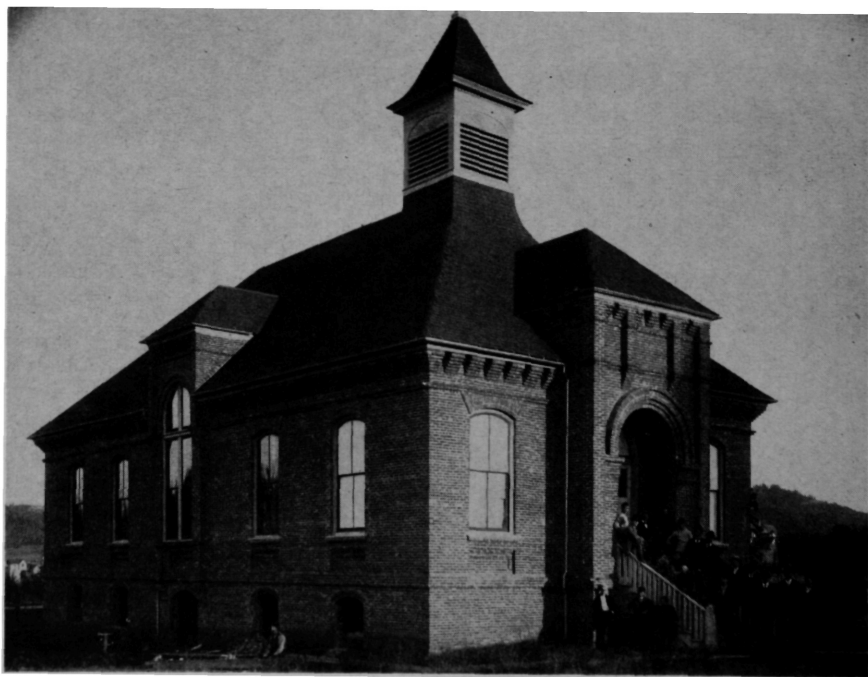
rather than the exception. Sixty students enrolled in a beginning language class, 160 in an accounting section and 220 in an economics class. Although their classes were ridiculously large, professors still did not receive salary increases from the University. Promising newcomers in the teaching field bypassed Oregon for better paying positions. Voters of the state finally hoisted salaries with increased appropriations in 1920.

Public attitude had changed during the war. Oregonians followed a national trend and thought of education in terms of big money. They even decided it was time for the University to add a building or two.

COMMERCE, Susan Campbell and Hendricks halls were being finished in 1920 and '21. The campus was next expansion building. What was left of the appropriations went for the heating plant, journalism building, art quadrangle and Condon hall, which was built as the first wing of a science building.

A fifty-fifty proposition between one of the regents and the legislature brought the women's building named for Mrs. Gerlinger, who had begun to collect money for the building when she was on the board of regents. In 1920 the legislature matched her funds and later increased them when building costs began rising.

A neat bit of administrative work by



The replacement of this old gymnasium during Oregon's post World War I building boom did much to increase the popularity of basketball and gave the school a more adequate athletic plant.

President Campbell brought the next new building.

The University was experiencing friction over athletic management, a new problem child for most major schools. Some faculty members thought athletics took time and effort from the genuine purpose of higher education. On the other hand, most undergraduates and alumni thought athletic triumphs brought prestige to the school.

The split facing President Campbell was not an uncommon one. He acted wisely, as usual, and moved the athletic staff closer to the University. A school of physical education was set up in 1920 with John F. Bovard in the dean's office. His plan was to bring in coaches who were interested in intellectual as well as athletic prowess.

THE new physical education school was a complex unit. It included a health service and men's and women's education courses. But complexity didn't hinder growth. It soon became one of the country's outstanding physical education schools.

Athletics really ruled the campus in the first post-war years. Major sports were king. Minor sport athletics only received small "O"s about the size of an orange, while the major sport men boasted the big block of today. One of the minors, baseball, came into its own with a Northern division title in 1921 but it still held a lower notch than football or basketball.

A Rose Bowl team trained on the University of Oregon turf in 1919. Basketball came up the ladder with its first coast title in 1919, followed by repeats in 1924 and 1926. Winning teams and the building of McArthur court greatly stimulated interest in basketball in the Eugene area.

Law and medicine were not to be slighted in these University boom years. The law school, which had been moved from Portland in 1916, grew up rapidly after 1920 when a new dean took over. He was William G. Hale from Harvard.

1923 saw completion of the medical school building on Marquam hill in Portland. The old medical school had burned only a short time before.

ALL this expansion wasn't possible without a dollar or so more behind it than the state could supply. President Campbell aimed at five million dollars. Gifts were now essentials. The school couldn't exist at its level of development and still expand physically on appropriations.

The President devised another scheme to finance a day when the entire tax income would be needed to run his school. A sort of "liberty bond" of the University of Oregon was sold to alumni and friends of higher education. Campbell's well-managed plan was to be the crowning achievement of his administration. He hoped it would eventually finance a student union and auditorium.

An all-campus assembly was planned to launch the fund drive. At this meeting Presi-



World War I gave the University a picture that was to be repeated a generation later—all women's activities. This picture of the school's all women band was made in the winter of 1917-19.

dent Campbell remained seated, instead of standing when he spoke. He looked strained and talked with difficulty. The president collapsed after his speech and had to be taken to a hospital, much to the surprise of even his close associates.

The campaign for raising funds bogged down without Campbell's leadership and personality. Several followers tried to carry on his work, and they managed to collect three million dollars in pledges for gifts and bonds.

PRESIDENT Campbell guided the University through a changing era. He saw active alumni become a part of their old school. They formed an Alumni Association and began publication of OLD OREGON, the alumni magazine. Charles Fenton Clark, the first alumni secretary, worked with Dean Eric Allen of the journalism school to put out this magazine.

The Western president watched other publications grow on the ever-expanding campus. The *Oregon Emerald* became a daily newspaper in 1920.

There was no literary magazine, but the *Emerald* sometimes carried a weekend literary supplement.

A magazine with a different theme was the *Lemon Punch*, introduced in 1917 under the editorship of Adrienne Epping. After several uncertain years, it was refounded in 1921 with a subscription list of 250.

Shady humor in the *Punch* soon provoked the ill favor of the faculty. They suggested that it cease publication completely. It popped up again several years later as *The Green Goose*, a magazine that has long since been banned by administrative order.

Student scholarship and discipline suffered in the immediate post-war years. It took the leadership of Dean Colin V. Dyment of

the liberal arts school to give morale a boost. Student government became less formalized and more intimate in those days of a comparatively small school. Dyment championed a personal sort of supervision by the faculty.

HE was also considered one of the few members of the athletic board able to satisfy both students and faculty. But that wasn't strange because this journalist and educator was noted for his manner of pleasing everyone.

One of the results of increased enrollment was an academic overhaul in 1919 that divided classes into four groups. Language and literature, natural sciences, social science and practical and fine arts served as the basis of a new elective system. Schools

(Continued on page 30)

Eugene Paper Wants Millrace Information

A special Millrace supplement in the *Eugene Register-Guard* is being planned by Editor William Tugman. The supplement will include stories, Millrace history, pictures and Millrace anecdotes.

The *Register-Guard* has requested OLD OREGON's help on this project and OLD OREGON is turning to Oregon alumni. Anyone knowing stories, anecdotes or Millrace history is urged to forward the material to OLD OREGON, Friendly Hall, University of Oregon, Eugene.

Tugman is especially interested in learning the details about the old ducking stool, a Millrace tradition he's heard rumors about but which he can't pin down.

Library Plans Expanded Service

'Libe' Addition To Meet Needs Of Bigger School

WHEN the \$735,000 addition to the University of Oregon library is completed, the University will become the second largest institution of its kind in the nation to open book stacks to undergraduate readers. Princeton university initiated the plan and put it into operation last September.

Under the new system, Oregon students will be free to browse among the books in the stacks, make their own selections directly from the stacks and then check out books. The complexity of administration procedures in conventional university systems has been a barrier to easy utilization of library resources, according to Librarian Carl W. Hintz.

To withdraw a book under the present method of operation, the reader must first consult a card catalog, then make out a slip listing author's name and the title of the book. The slip is then given to an attendant, who brings the book out of the stacks for the reader.

Frequently students wish to use a book for only a few minutes. Under the present system, the time spent in checking out a book could easily consume more time than that taken in using the book.

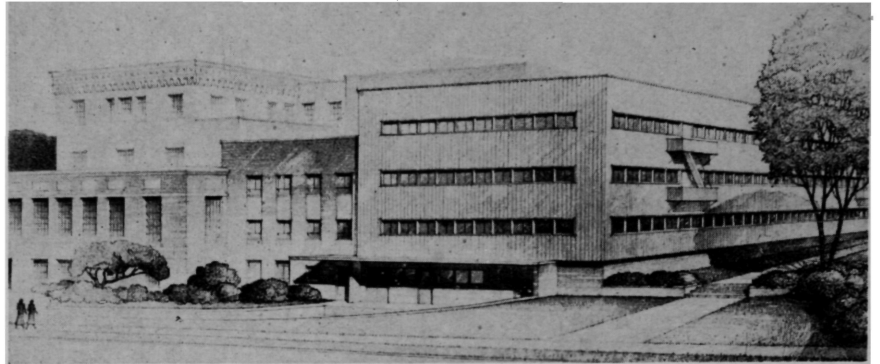
Formerly the privilege of free access to the stacks was limited to seniors, graduate students or students working on special research projects.

With the new addition, the library will be divided into a number of reader service departments, each staffed by librarians trained in special subject fields. When the addition is completed, about 20 per cent of the University's 6,200 students could be seated simultaneously, and there will be room for 100,000 more books. This will make possible the housing of over half a million volumes.

Students, books, faculty and librarians will be brought together in an "informal, stimulating association," Hintz believes. The library services, modeled on a laboratory plan, will bring reading areas close to book shelves. The library will have conference room, individual and group study areas and typing rooms for student use. Under the proposed plan, specialized guidance for individual students will be possible to a greater degree than at present.

The State Board of Higher Education approved final plans for the project which will add some 35,000 square feet of floor space to the south side of the present library building. The additional space will be distributed over three floors.

Architects are Lawrence, Tucker and Wallman of Portland. Lawrence and Lawrence designed the present structure, which was built in 1937 and which replaced what is now Fenton hall.



Workmen broke ground this month for the \$735,000 addition to the library, shown here in an architect's sketch. When the wing is finished, the library's book capacity will be raised by 100,000 volumes and its services can be expanded considerably.

'Flying Circus' in Southland

Football Coach Jim Aiken and Alumni Director Les Anderson kept Oregon's "flying circus" moving with a five-day speaking trip through Southern California late in February. Their schedule included San Diego, Los Angeles, Long Beach, Pasadena, San Francisco and Sacramento.

In San Diego they helped organize the new Duck club. Al Penrose '31 was elected president of the new group.

A dinner meeting was held that evening at Imig Manor, where Al Edwards served as master of ceremonies. More than 40 alumni attended the dinner.

Another dinner meeting was held in Long Beach the following day with Jim Harris '45, president of the Long Beach Alumni club was master of ceremonies. More than 40 alumni attended the dinner.

Aiken and Anderson next traveled to Pasadena where an alumni lunch was held at the Athletic club. Gleeson L. (Tiger) Payne '45 was toastmaster.

A well-attended stag party was held that evening at the Beverly Hills club where "Oregon Football Highlights" and Cotton Bowl films were shown.

Arrangements for the stag party were made by Robert Byington '30, president of the Los Angeles alumni, A. L. (Bud) Pozzo '34 and Douglas Farrell '24.

On the following day a buffet supper was held in Sacramento at the University club. Fred Beckwith '46, handled arrangements. More than 50 alumni were present.

Aiken and Anderson concluded their tour on the 25th with a dinner party at the Bellevue hotel in San Francisco. President Harry K. Newburn was the featured speaker. New-

burn was in San Francisco that day to attend a meeting of the American Association of Junior Colleges.

Walter Hempy '23 was master of ceremonies at the dinner which was attended by 80 alumni.

President Announces New County Directors

Alumni Association President Robert S. Miller '35 recently announced the appointment of eleven county directors. Their terms, effective immediately, will expire December 31, 1951.

Those appointed were: Harney county, Douglas Mullarkey '20; Hood River, David Browning '43; Jackson, Harry Skerry '43; Josephine, Josephine R. Johnson '29; Klamath, John Houston '21; Lake, Richard Proebstel '35; Lincoln, Lawrence Hull '23; Linn, Ralph Cronise '11; Malheur, Earl Blackaby '15; Lane, Otto Vonderheit '34; Marion Reynolds Allen '35; and Jefferson, Boyd Overhulse '33.

County directors are the sole officers of the Alumni Association in their respective counties. The only exception is Multnomah county where the Portland Alumni club maintains a separate organization.

All county directors, along with members of the executive committee and club presidents, will assemble on the campus in May for the annual Alumni Leader's conference.

This conference, originally scheduled for March, was postponed until the spring date.

Would-Be Ticket Buyers Moan Seats, Lost Stubs

By Barbara Heywood

FOR every happy rooter at an Oregon athletic event, there are two unhappy persons—one who couldn't secure a ticket, and the other who might as well not have because he sat behind a post.

The ideal of Howard Lemons, athletic business manager, is to squeeze everyone into the happy class. But it's a near-impossible job. There are more buyers than tickets, and every seat can't be on the 50 yard line—despite opinions of ticket-buyers.

Therefore, the outgoing mail of the athletic business office carries a liberal sprinkling of gentle replies to dissatisfied and would-be customers as well as remitted tickets for the fortunate.

But, regardless of remarks of the dissatisfied, the University does have a well organized seat allotment plan. Grants-in-aid donors, paid alumni, faculty, other alumni and general public are given ticket preference in that order.

Methods to beat this plan, or to obtain a

ticket in a different category, are ingenious, but Lemons says they're mainly variations on a few well-known ideas. Most common method is to write that "my wife lost my alumni application blank. Will you please send another?"

A flip through the files will tell how many of these persons are really paid up alumni.

According to Lemons, sportswriters, high school coaches, in fact anyone in the field of athletics is constantly prevailed upon by friends to "throw a little weight around" with the University to secure tickets.

These efforts rarely succeed.

NOW and then less scrupulous sportsfans write that they have received no reply to their letter containing a check for four tickets. Will Mr. Lemons kindly dispatch the tickets or refund the money?

Such demands are trouble makers. A tracer must be sent through the post office. If it is found that the writer's check rests in his imagination and not the dead letter office, a subtle reprimand—and no tickets—is sent him.

Many moves for admission to games are



"Gimme two on the fifty!"

completely above aboard, but circuitous.

For example, when the secretary of the state of Pennsylvania wanted a ticket to the Cotton Bowl game, he wrote a friend in Texas asking if he knew anyone in Oregon who could get the ducat. The Texas friend wrote to Oregon's secretary of state whose messenger bought the ticket from Lemons.

Appeal letters exhaust all approaches: pathos, humor, directness, craft and "old friends."

A Portland attorney used the wry angle "Dear Howard . . . Please bear in mind that I am an exceedingly myopic person and would certainly appreciate it if you could get me some seats as close as possible to the playing field.

"P. S.—At the OSC game I sat behind three posts, but was fortunate enough to see VanBrocklin fumble twice in succession and get his uniform dirty."

Many letters extend best wishes to the Oregon team—sometimes just the conventional "I sure hope Oregon will take this one."—and occasionally fervent outbursts such as the one from a doctor in Colorado:

"I have paid my alumni dues. I have contributed to the Erb Memorial fund. In 1920 I listened to the reports of Oregon playing Harvard in the Rose Bowl. For 28 years I have waited. If perfidy denies us the Rose Bowl, I want to see them in the Cotton Bowl!"

THE "gripe" file isn't as weighty as the seat request file, but it is well filled.

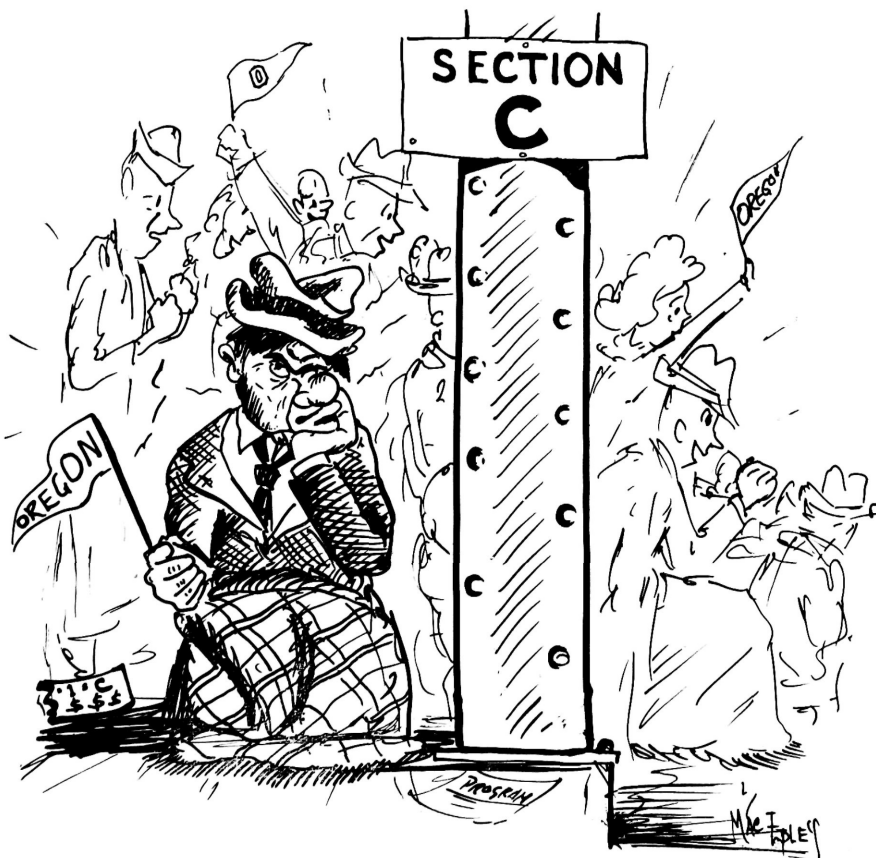
People who believe that politics prompted ticket refusals write in, as well as others who think a conspiracy exists to seat them in the end zone.

One man was disgusted because "the boys" in the press box poured Cokes down on him and his wife during the game.

By far the most complaints are directed not against the personnel or the team, but against the posts in stadiums.

"The architects left out the aisles of Section C and re-routed them over my seats. In addition thereto, one of the largest posts I

(Continued on page 19)



School Studies Oregon Stores

'Why People Quit Trading' Theme of Business Survey

GREASY steaks are losing patrons for a southern Oregon restaurant. A service station in Salem is going out of business because of delays in service. Customers have stopped trading at a Portland grocery store because prices are out of line.

The owners of these retail establishments don't realize that their food is poor or service slow. That's because they aren't aware of exhaustive surveys made by a University professor and his research students in 1948.

Dr. N. H. Comish, genial professor of business administration, wanted to know why customers quit buying from certain retailers. So he compiled a detailed questionnaire and sent it to 21,755 Oregonians. They lived in communities of all sizes from Junction City to Portland.

High prices ranked first in the complaints of this cross-section. It was at the top when reasons from 26 different types of retail businesses were totalled. However, different objections were voiced for every type of business establishments. To get more specific buying habit facts, Dr. Comish broke his over-all survey into 26 divisions:

One of these segments appeared in *Dun's Review* last month. Other articles came out in October and November in specialized publications. Dr. Comish has had bylined stories explaining "why customers quit trading" in six magazines since he finished counting the questionnaires.

THE November issue of *Hotel Management* printed his discoveries that "poor quality of food ranks first among all the reasons given for customers discontinuing their patronage at eating places. Another significant, but secondary, cause is high prices. In the third place, nearly as important as the second, is slow service.

"While these are most prominent, there are other reasons causing customers to quit restaurants. Indifferent service personnel, poor atmosphere of the establishment and the haughtiness of waitresses are high on the list made by displeased customers."

Dr. Comish did more than find faults with Oregon's eating places. He offered five prescriptions for reviving droopy sales. The leading solutions were:

- training service personnel to use an approach that is favorable to customers.
- give greater consideration to the innumerable patrons that demand better quality foods.
- lower prices with a view to making profits through a larger volume of business.

Restaurant owners who read the professor's article in *Hotel Management* must have pondered over such questions as, "Is it possible that you have been basing your quality of food on your own tastes rather than on those of your

patrons? Do you invite criticisms and comments from your customers? Is your kitchen, by any chance, cutting corners to maintain a low food cost?"

These remedies for lagging business weren't chosen at random by Dr. Comish. Nor are they the advice of a "theory" professor. He is an acting adviser for many retail executives today. His "know what" has been applied in practically every phase of retail store management.

IN 1946 a Portland publishing company introduced a book on *Small Scale Retailing* written by the business administration professor. Readers soon demanded a second edition of this book which has been commended as "the only complete book to-date on small scale retailing."

He has written almost 200 scientific and business articles. The "why customers quit trading" series was Dr. Comish's latest project.

High prices and slow service peaked the com-

plaint graph for auto service industries. Garage and service station owners were told that "tricky methods are the third reason set down by patrons for stopping trade at garages. For service stations, however, it is relatively insignificant on the percentage scale. Errors are quite significant as a cause for discontinuing trade. This reason stands fourth among those listed by patrons of garages and fifth by customers of service stations."

After a closer analysis of the figures in his survey, Dr. Comish pointed out that "inefficient salesmanship probably plays a greater role among the causes for driving patrons away from garages and service stations than high prices do."

"Inefficient salesmanship is partly reflected in delay in services, tricky methods, errors, indifferent salespeople and attempted substitution of goods. When the percentages of the frequencies for these reasons is added, the total figures outweigh those for high prices."

INEFFICIENCY posed the problem answered by Dr. Comish in this specific survey. Although service stations seem far removed from restaurants, similar solutions were given for slow sales in both of them. The author suggested that garage men also train salespeople, give them adequate knowledge of their goods and teach them to close sales effectively without offense.

Oregon Food Merchants magazine published a condensation of Doctor Comish's survey in October. *Dun's Review* featured the same type of summary, entitled "Why Retailers Lose Customers," in its January issue.

Nearly one-fourth of the Oregonians interviewed stopped trading at all types of stores because of high prices, according to graphs in both magazines. Poor quality stood second in criticisms of retail stores as a whole. Delay in store services was third, with indifference of salespeople very high on the scale.

Added percentages again proved that the all-inclusive "inefficient salesmanship" plays a greater role than either high prices or poor quality merchandise. Dr. Comish emphasized that "the figures stand at 51.72 per cent for inefficient salesmanship as against 23.59 and 12.31 per cent for high prices and poor quality merchandise in all kinds of retail institutions taken together."

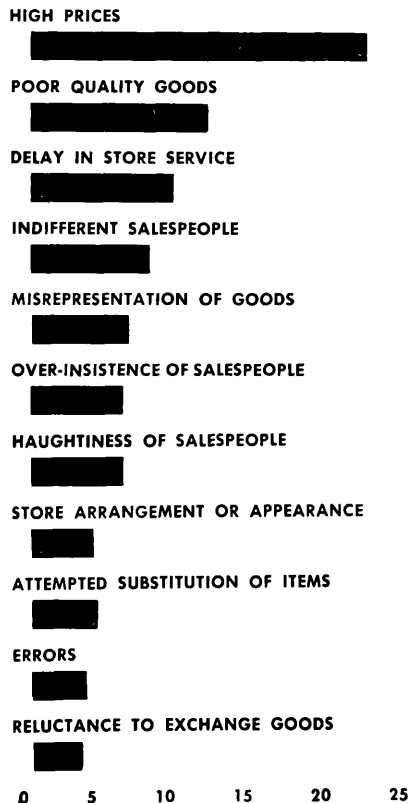
Seven of the items on his questionnaire fell into the inefficient salesmanship bracket. These included errors, tricky methods and ignorance of merchandise. When their percentages are totalled against the single items of high prices or poor quality, the seven naturally win.

Poor advertising only claimed votes from .81 per cent of the customers interviewed. Other excuses were also relatively minor. Some of them were store arrangement or appearance, reluctance to exchange goods and wrong policies of management.

Every reason why even the most fastidious customers stop trading at Oregon's retail stores was uncovered by Dr. Comish and his research students. He also offered a list of antidotes for retailers' profit problems. One of them he guaranteed as the businessman's cure-all, if the businessman can do it. "Sell goods that won't come back to customers who will."

WHY CUSTOMERS STOP TRADING

PERCENTAGE OF ALL REASONS



Drama Conference Draws Theater Leaders to Campus

THE Oregon campus was the theatrical center of six Western states for a weekend in mid-February. More than 300 leaders from all phases of the theater responded to invitations to the Northwest Drama conference and regional meet of the American Educational Theater association.

Delegates came from colleges, high schools, civic theaters and children's theaters. Many of them were here last year when the conference was first sponsored by the speech department of the University.

Robert Edmond Jones, one of the world's outstanding theatrical designers, came from New York to headline the conference. He spoke on "The Theater of the Future" to a capacity crowd in the music school auditorium.

The designer predicted a "theater out of the sub-conscious mind." Dali, Picasso and James Joyce have introduced the sub-conscious element in other art forms, Jones explained, and the theater is next in line.

A traveling Shakespearian actor, who liked to be called "of the American stage" shared the main program with Jones. He was Louis Lytton, a veteran of the footlights for more than 50 years.

"A Journey Through Shakespeare Land" was Lytton's contribution to the conference. He read lines from the most famous Shakespearian roles, mixed with his own stories of the American stage. Lytton performed at the University once before this year.

Speeches were not the only fare of the

three-day conference. Three plays of completely different types entertained delegates in the evenings and afternoons. "The Glass Menagerie" was the University production scheduled through the week end.

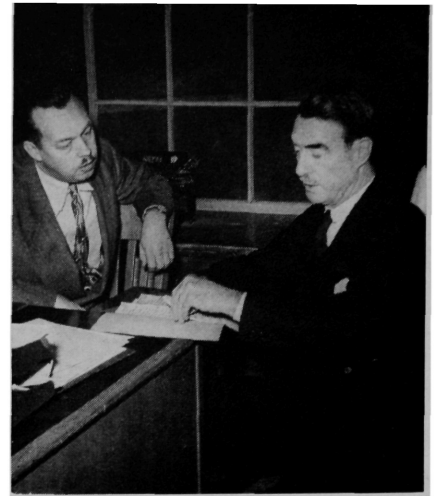
This play was named the Ethel Sawyer Memorial production for the year. Horace W. Robinson directed the four-character cast of Tennessee Williams' non-realistic memory play. This was the first amateur performance of the show in Oregon.

Eugene's Very Little theater offered "Laura." The third production was "The Wizard of Oz" by the Stage Door Children's theater. Both Russian and French versions of the movie, "The Lower Depths," rounded out shows for the visitors.

Remaining conference time was filled with sectional and divisional meetings on all branches of the theater. Everything from playwriting or directing to "Arena Theater" was touched by the meetings. Discussions were led by prominent theatrical figures from California, Washington, Nevada, Montana, Idaho and Oregon.

The long list of Oregonians who took part included Arlington Crum and Donald Marye of the Portland Civic theater; Arthur C. Gray, Lewis and Clark college; Angus Bowmer, Southern Oregon College of Education; Larry Barsness, Sweet Home high school; Marvin Krenk and Mrs. Gerda Brown of the Eugene Very Little theater.

Dean E. L. Johnson of the college of liberal arts presided over the opening session



Stage designer Robert Edmond Jones (right) and Horace W. Robinson of the University Theatre look over the program for the Northwest Drama conference.

of the conference. An official welcome was extended by President H. K. Newburn. Other faculty members who took part included Robert D. Clark and Glenn Starlin of the speech department and Robert Horn, professor of English.

The committee behind the conference was Horace W. Robinson of the University theater; Angus Bowmer, SOCE; Marvin Krenk, Eugene Very Little theater; and Esther Hettinger, Eugene high school.

All committees and accommodations for the conference were handled by the University chapter of National Collegiate Players. They helped arrange exhibits on lighting, costume fabrics and blueprints or sketches of theaters.

Oregon SU Said 'One of Best'

"The student union building we have under construction probably is going to be one of the finest in the country, and certainly the nation's largest when compared to the size of the school," said Student Union Director Dick Williams when he returned from a tour of six other student union buildings.

He visited the campuses of Minnesota, Wisconsin, Cornell, Iowa, Purdue and Illinois.

Williams said that the Erb Memorial union is not only one of the country's most beautiful, but is also one of the best-designed student unions from the functional standpoint.

A tentative contract with Dan Cooper, nationally known interior decorator, for decorating the public areas of the building was drawn up by Williams when he was in New York.

Main purpose of the trip, said Williams, was to study other student union buildings already in operation. "We can profit by their experience and avoid some of their mistakes," he added.

"The other union directors and staffs were most generous with their time and talent," he said. "They opened their books; whatever I wanted to know, they told me. Oregon will be in a better position to operate because of their help."

Oregon's Erb Memorial union will compare favorably in size with the ideal specification laid down by the Association of College Unions. That body recommends 17 square feet of floor space per student. The Erb union will have 105,000 square feet of floor space. With an average enrollment of 6000, Oregon will slightly exceed the recommended ideal unit size per student.

Oregon's building will also follow the recommended pattern in that it will offer a consolidated location for student offices as well as facilities for student activities.

Plans Underway For 1949 Reunions

Plans are underway for June reunions for the classes of 1899, 1903, 1904, 1905, 1909, 1919, 1920 and 1924. Reunion weekend this year will be June 18 and 19.

This year's reunions will be the first held under the new plan of scheduling contemporary classes for contemporary reunion, thus enabling returning alumni to renew acquaintances with more former college friends.

Programs designed especially for individual classes, as well as a general program for the weekend, are now being planned. Further information concerning reunion activities will be sent to reunion classes through special bulletins and OLD OREGON.



Pacific Coast conference, Northern division and Oregon basketball records fell in all direction as the University hoop team completed its season against Oregon State March 4 and 5, despite the fact that the Webfoots finished the year deadlocked for third place with Idaho in the conference. The Ducks and the Oregon State Beavers broke a Northern Division mark for total points scored in a single game when the Corvallis quintet nipped Oregon 79 to 72, after two overtime periods. The old high mark was set two years ago when Oregon State crushed the Washington Huskies, 84 to 63. Captain Roger Wiley, (left) Oregon's great center who completed his fourth year of varsity action, captured the Northern Division scoring crown Saturday night, pouring 235 points through the hoop in 16 league games. Wiley also smashed the all-time Pacific Coast Conference scoring record for points scored in a four-year collegiate career, by collecting 12 points in the Oregon State finale. This boosted his total to 644 points, one more than the high established by Oregon's Dick Wilkins in 1948. Another veteran completed his collegiate basketball career against Oregon State. Forward Jim Bartelt (right) hung up his court clothes for good, along with Roger Wiley, after cerving with the Duck hoop forces for four varsity seasons. Despite the Ducks' losing status they outscored their opponents, 848 to 812, with a game average of 53.0, to their opponents' 50.8.

Oregon Athletes Go Outdoors

By Fred Taylor

MORE than 40 enthusiasts greeted Don Kirsch's call for varsity baseball players this month. But other than the record number of candidates, early practices were normal—they had to be sandwiched in between showers.

Last season the Oregon baseball team was plagued by wet grounds right up to the opening conference game, and managed to play only one pre-season game. Kirsch has high hopes for an improvement this season, and has scheduled an even dozen practice tilts, beginning March 30 with Linfield and ending April 9 with Salem. Conference action starts April 13, when Idaho invades Eugene for a pair of games.

Fifteen lettermen returned to the fold this spring, but Kirsch still faces many building problems, as the vital 15 are not well distributed. Only three of the veterans are pitchers. None of them will be returning to the catcher's berth. This means weakness down the middle of the club, the strong point of most successful baseball teams.

Lefthander DeWayne Johnson is the leading letterman moundsman. "Swede" won three games and lost one last season. Backing up Johnson, who will divide his time with spring football, is Homer Brobst, who won two and lost none last spring, and Dick DeBernardi, with a two and one record. Jim Hanns and Lefty Lyle Rogers, up from the frosh, will act in relief roles until they gain needed pitching wisdom.

The catching spot, vacated by Bill Burgher who turned professional after last season, will probably be filled by basketball player Dale Warberg, or Harold Torkelson, a transfer from Marin Junior college.

THE rest of the team is in good condition, with veterans at every position. In the outfield, lettermen John Kovenz, Hal Zurcher, Don Dibble, Pat Wohlers, Ray Stratton and Norm Henwood will battle among themselves for regular berths. All of these players have earned two letters playing either regularly or in a reserve position the past two seasons.

Infield positions are nearly settled, although practice has been under way only a few days. Dick Bartle at first, Walt Kirsch on second and Captain Al Cohen at short-stop are virtually imposible to move out of the regular lineup. Bartle led the team in hitting last season, Kirsch has been nominated all-Northern Division for the past two years, and Cohen is firmly entrenched at short.

Don Kimball was a letter-winner at third base, but he may face stiff competition from Chuck Strader, a transfer from Vanport. Strader was all-city at Washington high in Portland, but hasn't played any college baseball.

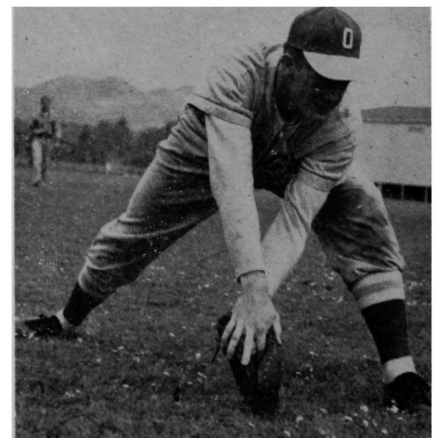
If Don Kirsch can come up with a competent hurling staff and a strong-armed catcher, the Oregon diamond men have a good chance for the pennant. But strong teams will be fielded by Washington State, who narrowly edged the Ducks for the title last

season, and Washington. The slightest weakness in the Oregon lineup could be fatal as far as title hopes go.

A WEEK before the baseball players took the field, Oregon's new track coach, Bill Bowerman, began issuing uniforms to men anxious to take advantage of an early spring—that soon turned winter again.

"It's too early to make predictions," Bowerman said after looking over his roster, "but we'll have a good team."

The biggest turnout since the war responded to Bowerman's urgings, with 100 men reporting for tryouts. Cold weather has
(Continued on page 25)



Dick Bartle, Webfoot first baseman

Hayward's Work Continues

By Bill Stratton

WHENEVER I get stuck, I just think how Bill Hayward would do it, and everything seems to work out all right."

That is one of the cardinal rules of coaching for Bill Bowerman '35, University of Oregon track coach who also has the responsibility of directing the 12th annual Hayward Relays and preserving the reputation of the foremost high school track and field meet in the Northwest.

Although Bill Hayward is gone, his name is a legend to all sportsmen, and Bowerman is one of his most devout students. Bill Bowerman has proved in his 12 years of coaching that he knows a lot about track, and he proudly admits that he learned everything from Hayward, the most memorable of all Oregon coaches.

Bowerman plans only one change in the Relays, which will be staged April 22 and 23 at Hayward field. And it is a change that the founder of the relays would have made with the annually expanding field of entries.

Bowerman plans to streamline the meet.

By running only single heats for the long distance events and limiting the field events to fewer and better entries, the new director believes he can cut the running time by an hour and fifteen minutes. He will take the word of the coaches for qualification in the field events.

It seems that Bowerman is a fitting successor to the grand old man of Oregon athletics, who directed Webfoot track teams for 44 years. Bill Hayward founded the Hayward Relays 12 years ago because he loved kids, and Bill Bowerman molds into the pattern because he professes his principal business to be the development of "the kids."

The new Oregon coach has earned the respect of virtually every boy and man he has trained since he was graduated from Oregon in the class of 1935. Bowerman claims that only in two or three remote cases have his athletes turned against him in training; and they came back in later years to agree that Bowerman was right.

Bowerman made good use of his ability to handle men when he entered the Army in 1942. Bill joined the 10th Mountain Division, "because I wanted to be with the fighting men." According to Don Brown, another Oregonian who served in Bowerman's outfit during his four years with his ski troopers, Bowerman was highly respected.

Although Bowerman is reluctant to admit it, Brown has related how Bowerman as a major in charge of supply, organized patrols on an extra-curricular basis during the

Italian campaign and almost always came back with a goodly share of prisoners.

After Bowerman was graduated in '35 with his head full of Hayward's theories, he compiled one of the best high school coaching records in the state. He started by coaching one year at Franklin high school in Portland and then shifted to the coaching staff at Medford, where he stayed until he accepted the track coaching position at Oregon in the summer of 1948.

His record at Medford put him head and shoulders above other applicants for the track and freshman football job at Oregon.

While at Medford his Black Tornado football teams won 64 games, lost eight and tied three in the seven seasons he was at the helm. His football teams were undefeated in three seasons and were unofficial state champions three times.

But his track teams made even better marks.

Bowerman brought seven Medford teams to the Hayward Relays, and each time the Black Tornado went home with the first place hardware. It will be many years before this record is paralleled. In winning the classic seven times, the Bowerman-coached teams permanently retired two trophies.

Medford track teams under Bowerman were also impressive in the official state championship meets. They were always in contention, and three times Bowerman coached the state champion.

Was Bowerman always blessed with outstanding material? No.

HE simply knows how to get the most out of men. The basic formula is simple, and again Bowerman has applied his training from Hayward.

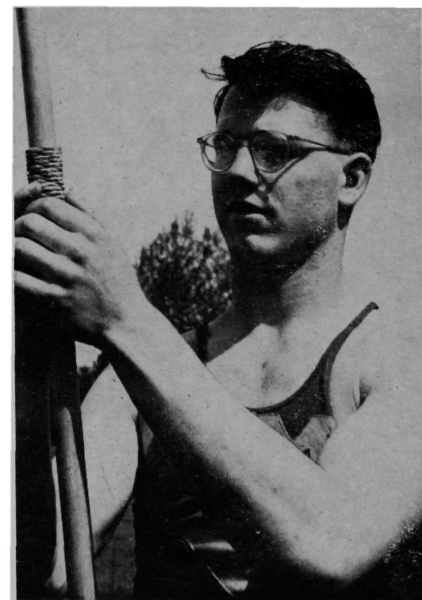
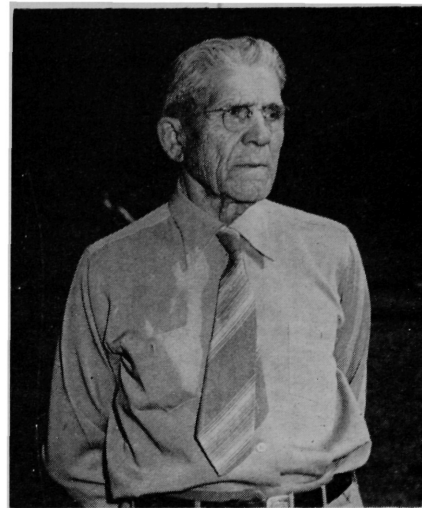
Hayward once told Bowerman that he considered track and field to be one of the few remaining truly sporting events, because the emphasis is on individual performance and victory is a genuine personal triumph.

Bowerman reasoned that a person cannot put forth his best effort unless he enjoys what he is doing. And he believes that a person cannot enjoy a sport if it becomes a task.

Thus, he follows this training thesis: an athlete should be under-worked before he is over-worked. If the athlete is over-trained, he loses interest and doesn't put forth his best effort.

Yet, this rather unorthodox formula has proved successful. Bowerman's record

(Continued on page 24)



It was for "the kids" like Chuck Missfeldt, (below) that Bill Hayward, (top), started and Bill Bowerman (center) continues the Hayward relays.

Toward Knowing Russia

Professor Reviews Russian Literature

By Professor V. C. Strash

IF we can't understand Russia's political theories, we should at least try to understand her language and literature." This is the theory of D. M. Dougherty, head of Oregon's foreign language department and chief organizer of Russian-area study in Eugene.

Popular interest in the field is reflected in the success summary of the Slavic language department.

Only two students registered for a course in Russian literature a year ago. Sixteen are studying Dostoyevsky and Tolstoy this year. Oregon's first Russian Arts club is one of the most active language groups on the campus. First and second year Russian will be offered in Portland this summer through the extension division of the University.

The foreign language department has touched off a field that was hardly smoldering several years ago. Russian language courses were unheard of in Eugene before 1943 when they came in with an Army specializing training program. Not until 1945 did they become part of the regular program.

A total of 33 students are now studying first and second year language and Russian literature in translation. If the fourth subject is added, it will concentrate on Russian literature of the 19th century in the language of the authors.

Three of the beginning language students are faculty members, including two from

such an unrelated field as mathematics.

They may well have enrolled because of a Soviet ruling that took effect in January, 1949. Scientific publications from the USSR are now printed exclusively in Russian. French, German and occasionally English were used before the January ruling.

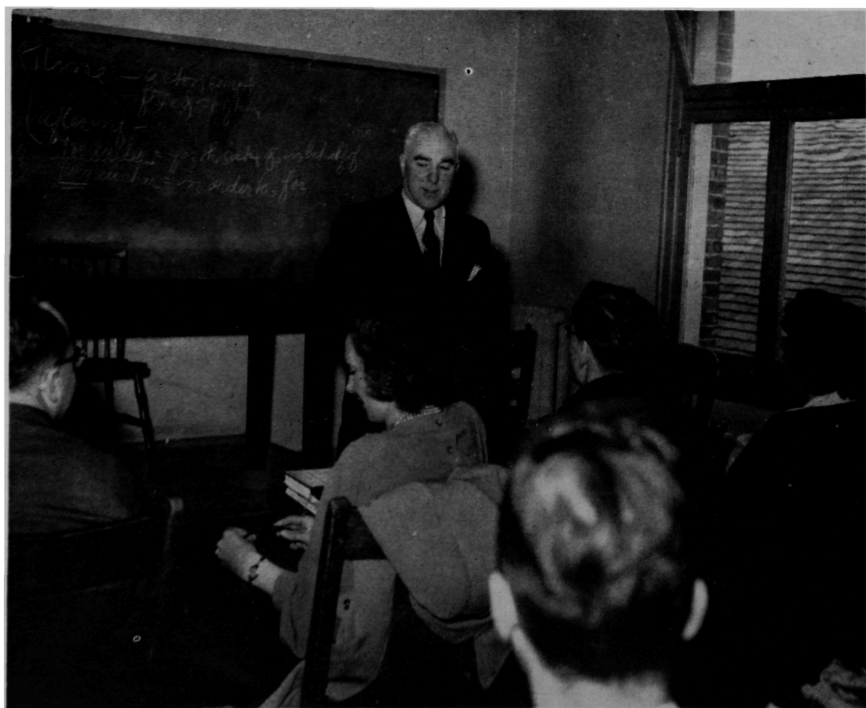
FACULTY members and other language students practice their assignments as charter members of a Russian Arts club. Russian lyrics loosely attached to familiar melodies liven up their meetings, "The Old Grey Mare" and "Dark Eyes" are current favorites. The club has sponsored an all-campus movie, joined in a Christmas party for language clubs and sampled Russian food in Portland.

A chunky white-haired gentleman provides most of the energy behind the club and the three classes. He's Victor C. Strash, who is now completing his first year as assistant professor of Russian at the University.

A thick accent remains with Strash although he has been in the United States since 1922. Before that, he taught his native language in Manchuria. The Revolution drove him from Russia in 1918.

"I joined the U S Army immediately after arriving in this country. In that way I became a citizen in three years," he explained. He also served in another army—the Imperial Russian army after graduating from the University of Moscow.

(Continued on page 22)



Tackling Russian literature means working through a difficult language, but Professor Strash (above) feels that that is one basis for a better understanding of the Soviets.

LAYMEN who come in touch with Russian literature of the 19th century generally have one feeling—Russian writers didn't write anything for entertainment purposes alone. The writings will strike our imagination because of the pronounced absence of the slightest trace of commercialism.

If we did not have any 19th century historical documents, we could, with some limitation, reconstruct Russian history entirely from the novels of the period. The literature became a real outgrowth of Russian life.

This is a living literature in a true sense. We have to understand that during this period there was practically no freedom of the press and freedom of speech. Writers had to entertain their utmost skill to describe the Russian realities.

Most of the writers belonged to the class of Russian nobility. By this is meant the nobility by right of intellect, although a few did belong to the nobility by birth.

It is interesting to observe that Russian classical writers almost all died prematurely. It is difficult to guess the amount and quality of work they might have produced had they lived a normal life span.

Let us evaluate briefly the accomplishments of some writers whose contributions we might consider outstanding in this period. There is no doubt that the first place chronologically we give to A. S. Pushkin (1799-1837), who is credited with creating foundations for future accomplishments in the field of Russian letters.

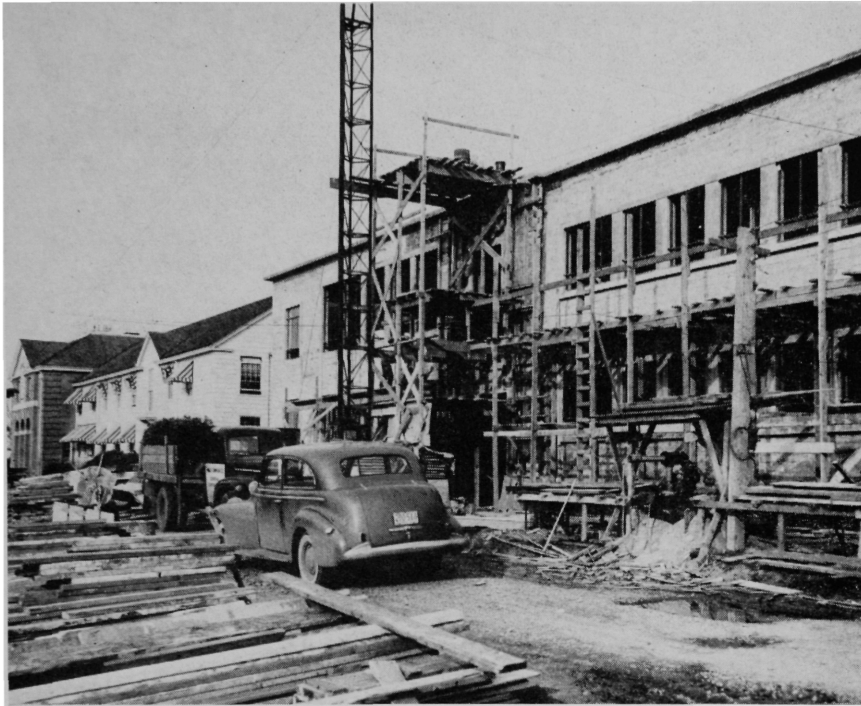
GOGOL (1809-1852) was hailed as the first novelist par excellence. His works inaugurated a new era—the era of prosaic works in which the Russians excel all others. Gogol's DEAD SOULS is a real and honest picture of the serfs under dominating land-owning nobility.

The bitterness between two literary camps, Slavophiles and Westernizers, found expression in the works of this period. And particularly so in writings of two prominent men, Turgenev and Dostoyevsky.

In his MEMOIRS OF A SPORTSMAN, Turgenev continued the work begun by Gogol in his DEAD SOULS. He brought to us in broad daylight, the soul of the serf. We know now that these memoirs were directly instrumental in the abolition of serfdom in 1861.

FATHERS AND SONS is probably the most misunderstood novel by Turgenev. The character of Bazarov, the fanatical leader of nihilism, is a predecessor of the Communistic Bolshevik. Turgenev's intentions were to warn the reading classes of Russia

(Continued on page 22)



Though not much for looks right now, a slightly addition to the school of music will emerge from under the scaffolding. The grounds surrounding the music school will soon be landscaped to give the campus another major entrance.

Building Program Leaves Drawing Board Status

By Sidney W. Little
Dean of Art and Architecture

SINCE the beginning of this series of articles on the University's building program, much progress has been made in actual construction, especially on the south half of the campus, the area to be treated in this piece. As with Villard hall on the north campus, these south campus units are all integral parts of the long-range program to provide the school with a physical plant suited to its expanded needs.

The Erb Memorial union is taking definite shape. Concrete and steel are replacing blueprints for the building that will soon become the focal point of the campus. Although the student union is still a hollow shell, it is becoming a source of pride for students, faculty and visiting alumni.

The new women's dormitory, east of the Erb memorial on Thirteenth avenue, should be ready for occupancy next fall. Although the section of the dormitory now under construction is but half of the proposed building, it will do much to relieve the problem of inadequate housing for women students. When this woman's building is finished,

some of the men now living in temporary dormitories can move back into John Straub hall, half of which has been used for women since the war.

Another major project on the south campus is the music addition. Music instructors are getting ready to move into this nearly-finished annex to their building. The wing, extending to the east of the present structure, will be primarily used for practice rooms, the school's most pressing need.

An extensive landscaping program will begin in the music school area as soon as the contractors move out. This will give the campus another major entrance from the south and east.

JUST north of the music school are the prefabricated veterans' dormitories. These buildings are temporary and the maintenance costs are, consequently, abnormally high, but they will have to be used until truly permanent dormitories can be built on the campus fringe. When these wooden units are torn down, it is planned to use the space for a landscaped transition to the old campus. An open air theater is being considered for possible construction in this vicinity.

In the center of the south campus lies the cemetery, remembered by all as a campus

short-cut and a convenient parking place on date nights. This four square block area, which splits the south campus in two, poses a difficult problem for campus planners.

Several partial solutions for this problem are now being considered. One plan would leave the cemetery intact, but would make it an attractive adjunct to the campus by grading, landscaping and fencing. Another proposal is to acquire the south half of the cemetery for a future auditorium site. The other half would remain a cemetery, but would be landscaped.

Moving cemeteries is an expensive and time-consuming process, and could be justified only after careful investigation of other solutions. Such an investigation is now being made, and the findings will be used to determine the future of this campus landmark.

THE athletic department has already announced its plan to increase the seating capacity of McArthur court. The court was originally built with an idea to future enlargement, so work on this can begin as soon as the cost of steel construction goes down.

Athletic officials are also preparing to enclose the open end of Hayward field, thus increasing the seating capacity by 7000. But this, like the Mac court remodeling, will have to be paid for with funds from outside sources because state funds are not available for development of non-academic units of the University.

Between the football field and the physical education plant stands the wooden ROTC building—one of the "temporary" structures that became permanent when building budgets were slashed. But the site has been designated as a permanent ROTC unit, so federal funds will be requested for a suitable military building.

On the Hayward field side of the new military headquarters is the site that has been chosen for a new men's pool. The present pool, which is both inadequate and obsolete, will someday be torn down to make room for an enlarged student health service on Thirteenth and Onyx.

The new location of the pool will concentrate men's athletic activities on the south-east section of the campus.

BIDS have been approved for the library addition and work is already underway. The wing, designed to add 35,000 feet of floor space, will extend back and to the west of the present library.

This addition will indicate more than ever the necessity of extending Kincaid street through to Eighteenth avenue. Such an extension is, of course, impossible until the veterans' dormitories can be replaced and the Eugene school system provides new quarters for the University high school.

When that is done, the school of education will be remodeled to take in all of the present education area. If this is done in the near future, the two existing buildings

(Continued on page 27)

News of the Classes

With this issue, OLD OREGON is beginning a new system for the publication of News of the Classes. News notes will be alternated each month between odd and even class years. While this will make some of the news items a little older, it will have the advantage of presenting more news of each class in any two-month period. Next month's News of the Classes section will carry items from classes graduating in odd-numbered years. Any backlog of unpublished notes will be taken care of through an expanded class news section in the June issue of the magazine.

By Ruth Landry

1898

(Class secretary: Charles W. Wester, 710 Lawrence St., Eugene; class president: Mrs. Blanche Taylor Thurston, 2645 Chula Vista, Eugene.)

H. G. Rice is a merchandise broker in Portland. His hobby is color photography.

Joel C. Booth is a practicing physician in Lebanon. All of his three children attended the University of Oregon. His main hobby is attending athletic games.

1900

(Class secretary: Homer D. Angell, 1212 Failing Bldg., Portland.)

George C. Root is secretary of the Standard Supply company in Portland.

851 West 19th street in Eugene is the home of Walter A. Park, who is now 76 years old and retired. After his graduation from the Uni-

versity, Mr. Park taught school for several years and then lived on a farm in Washington. He is the father of six children, four of whom are still living. During his days at Oregon, Mr. Park recalls such teachers as President Johnson, Edgar McClure and Professor John Straub.

1904

(Class secretary: James O. Russell, Hubbard.)

CLASS REUNION IN JUNE

A card from secretary of the class of 1904, James O. Russell, tells that he is now retired from his job as school superintendent, but that he manages to keep busy in the insurance business and in civic activities. Mr. Russell urges the members of the class to keep in touch with him. He says "We had a most successful gathering five year ago and we can rally once again to our Alma Mater for a most pleasant event. What say you '04's?"

1908

Class secretary: Mozelle Hair, Extension Office, Campus.)

Dr. Harry Hendershott is a physician and surgeon in Portland. Fishing hunting, and golf are his hobbies.

Dr. Luzana E. Graves has a general practice in Portland and enjoys oil painting as a hobby. She has two grown children, a daughter and son.

Dr. William B. Neal and his wife (Sadie West '09) live in Eugene. The Neals have two daughters, both of whom attend the University of Oregon and both of whom are now married.

William C. Reimer practices law in Elkader, Iowa. He has two children.

1910

(Class secretary: Dr. Ralph M. Dodson, 222 NW Maywood Dr., Portland.)

Mrs. Ruth Duniway lives at 7 Mitchell Place, New York, N. Y.

1912

(Class secretary: Mrs. Mildred Bagley Graham, 897 E. 18th, Eugene, Oregon.)

Daniel B. Bump practices law in Forest Grove, Oregon.

1914

(Class secretary: Frederic H. Young, 7709 SE 31st Ave., Portland.)

Robert M. Wray is a branch manager for the Cornell Tractor company in Eugene.

Colton Meek is completing his sixth year as principal of Grant high school in Portland.

1916

(Class secretary: Mrs. Beatrice M. Locke Hogan, 6423 Montgomery Pike, Cincinnati 13, Ohio.)

William G. Keller, practicing attorney in Portland, just returned from Washington, D. C. where his younger son, William, is attending Georgetown university law school. His older son, Keith, is a graduate of Washington State college and is now a practicing veterinarian at Camas, Washington. Besides his law practice, Mr. Keller is owner and operator of a farm in Clark county, Washington.

Mary Anne Smith Gerber is associate editor of the *Ramapo Valley Independent* in Suffern, New York.

Elton C. Loucks is president of the largest accounting firm in Nebraska. His offices are located at 837 Omaha National Bank building in Omaha.

Donald T. Orput is state manager for the American Asbestos Products company with offices at 214 Corbett building in Portland.

1918

(Class secretary: Mrs. Helen J. McDonald McNab, 815 Spruce St., Berkeley, Cal.)

Charles H. Tisdale is office manager for an insurance agency in Portland.

Donald C. Roberts is president of the Capital Ice & Cold Storage company in Salem.

Lillie Miller Nutt is a substitute teacher in the Portland high schools.

Charles H. Croner owns a retail drug store in Oakridge.

Elmer J. Howard is manager of the sales order department of the Iron Firemen Manufacturing company in Portland.

Mrs. Louise Leiter Newell is living at 833 N. E. Schuyler in Portland. One of her two sons, John, is attending the University and the other, Thomas, is attending Vanport college.

1920

(Class secretary: Mrs. Dorothy S. Duniway Ryan, 20 Overlook Rd., Hastings-on-Hudson, New York.)

CLASS REUNION IN JUNE

The new address of Helene Reed Welch is 5125 Inadale avenue, Los Angeles, 43, California.

Morris H. Morgan is associated with the Motors Insurance corporation in Dallas, Texas. He is married to Georgine Geisler '20, and his home is 4516 Bordeaux street in Dallas.

Herman L. Lind was recently in Eugene attending the 30th reunion of the 1919 Pacific Coast championship basketball team. He is now associated with Camp and Company, bond dealers in Portland.



Directing the first annual Oregon alumni get-together in Sacramento last month were, (right panel, seated) Allen P. Rouse, Mrs. Hubert H. Marks; standing, Mrs. Thomas J. MacBride, L. D. Harger and Mrs. Harger. Knox Parker, left, points out the sign of an old campus landmark for his wife and Sue Ennis. The dinner-dance meeting was held at the University club in Sacramento.

Dr. Andrew Fish is in his second year as a professor of history at the University of Washington. He retired from the Oregon faculty in 1947.

Grace Hammarstrom is teaching at Green Fields Preparatory school at Tuscon, Arizona.

1922

(Class secretary: Mrs. Helen V. Carson Plumb, 3312 Hunter Blvd., Seattle 44, Wash.)

Dr. Martin Howard, Portland, recently visited Mr. and Mrs. Howard Hobson '27 in New Haven, Connecticut. Dr. Howard's son, Martin, Jr., is at school in South Byfield, Massachusetts.

Donald R. Van Boskirk retired in January as chairman of Multnomah county Republican central committee after serving for six years. Recently he was appointed chairman of the regional center chapter blood program committee of the Red Cross. The purpose of this service is to provide blood and plasma for all doctors and hospitals in the region.

1924

(Class secretary: Frank G. Carter, 1530 Willard, San Francisco, California.)

660 Main Street, Milwaukie, is the address for Irwin Adams, who has been with Jantzen Knitting mills for many years.

Hollis S. Smith owns and operates a DeSoto-Plymouth agency in Dallas, Oregon.

Bert D. Campbell is lumber sales manager for the Columbia River Paper mills in Vancouver, Washington.

Earl Y. Dickensheets is production manager for Clossett and Devers in Portland.

Mr. and Mrs. Beatrice Towers Pierson are now living at 1020 Cherry street in Missoula, Montana. Mrs. Pierson is teaching art at Missoula county high school.

1926

(Class secretary: Mrs. Anna DeWitt Crawford, 1022 Corbett Bldg., Portland.)

Waldon F. Byers is associated with the Texas company in Pendleton.

Ronald H. Beattie, chief of the bureau of statistics of the California state department of justice, is conducting a class in the administration of criminal law at Sacramento State college during the spring quarter.

A letter from Earl Burton Ward from Saudi Arabia tells of his work there on the Trans Arabian pipeline being laid between Dahren and the Transjordan border. Mr. Ward has taken time to see quite a bit of the country and has enjoyed his experiences visiting "cities of the biblical times."

Early in February Dr. Emil D. Furrer, vice-president of the Oregon Trail council, Boy Scouts of America, was presented with a Silver Beaver award for distinguished service to boyhood. Dr. Furrer has been active in scouting since 1938 and has also served in many other civic organizations.

1928

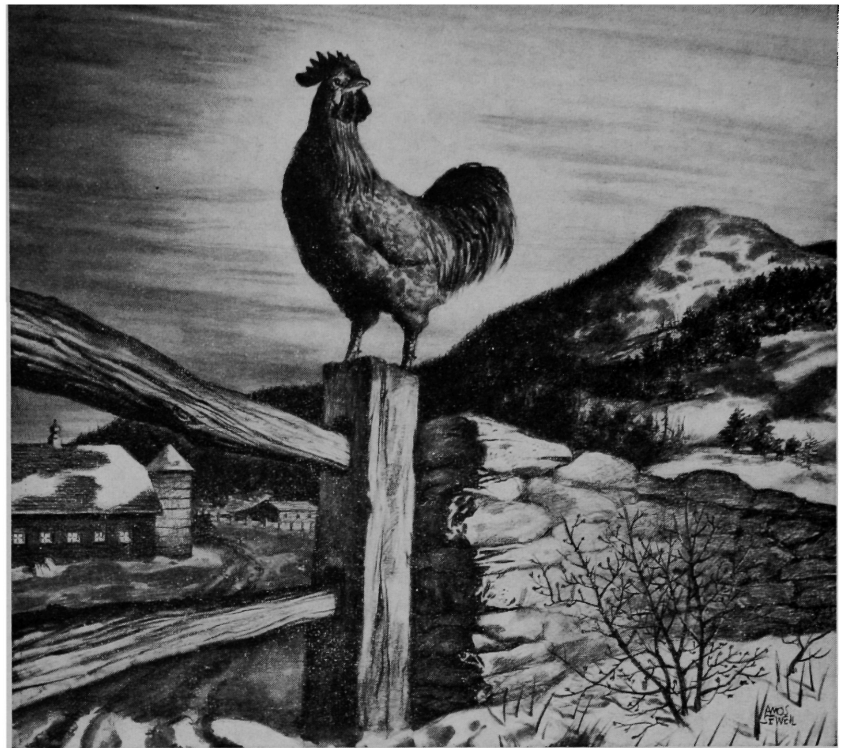
(Class secretary: Mrs. Alice Douglas Burns, 2235 NE 28th, Portland 12.)

Orrin D. Byers is superintendent of schools in Milwaukie, Oregon.

Gladys Lawther is on the national staff of YMCA, and is now located in the Pacific Northwest with headquarters in Portland.

Burns McGowan is a garage owner and director of the Napa Valley Investment company in St. Helens, California.

"PROTECTING THE AMERICAN HOME"



Cock-a-doodle don't!

WHEN you pass a milestone in your career, there's always the temptation to do a little crowing.

For instance, National Life insurance in force now totals over a billion dollars. That's a lot of life insurance. As a matter of fact, out of the more than 500 life companies in United States, only 28 have topped this billion-dollar mark. So probably we could be forgiven for making quite a fuss about it. But actually, what's behind this billion?

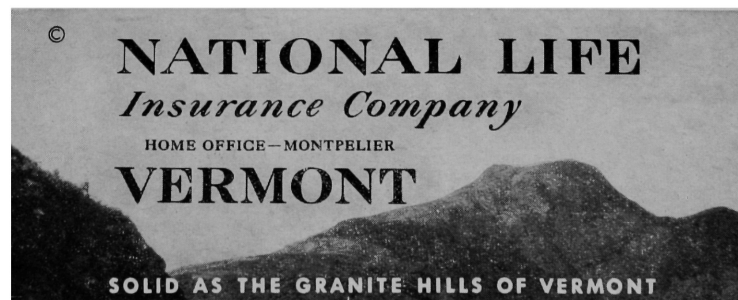
The real point, it seems to us, is that almost 200,000 people all over the country have chosen our mutual company to help them become financially independent. Families and individuals — they have hopes and plans for the future which they value at one billion dollars — and they have placed them in our hands.

This makes us feel proud . . . and humble at the same time. That's why we're not doing much crowing . . .

But when we mail out those monthly checks and stop to think what each one means — a deserving student sent to college . . . a fatherless family held together under its own roof . . . a widow maintained in decent comfort . . . an elderly couple retired to well-earned leisure . . .

That's when we really feel like crowing!

"See your National Life underwriter at least once a year"



FOUNDED 1850 • A MUTUAL COMPANY • OWNED BY ITS POLICYHOLDERS
COPYRIGHT 1949 BY NATIONAL LIFE INSURANCE COMPANY

OLD OREGON

Dr. Herbert K. McClain is a senior chemist with Proctor and Gamble in Cincinnati, Ohio.

Dr. Max A. Levine is practicing orthopedic surgery in Los Angeles.

Glenn W. Howard is a teacher at Queens college in Flushing, N. Y. He has three children.

Alan Christensen is teaching English and coaching wrestling at La Grande high school. He is a partner in a fur farm enterprise.

1930

(Class secretary: Mrs. Eleanor Poorman Hamilton, 6 E 82d St., New York.)

Mrs. W. E. Troy Jr., her husband and

family visited her father, Willard A. Elkins, last fall on the occasion of his retirement from the ministry of the Christian church. He had been a minister of the church for 45 years.

Miss Catherine Kane of San Francisco and Stewart W. Ralston were married in Redding, California, last December. Mr. Ralston is owner of the Cedar Stock ranch in Minersville, California.

Scott Warren is a ranch superintendent. His address is Route 3, Box 1230, Klamath Falls.

William A. Hanley's address is Box 1956, Boise, Idaho.

Dr. Russell L. Baker practices medicine at 603 Mayer building in Portland.

Viola A. Harrington is teaching in the Portland school system. She obtained a master's degree in education last June from the University.

1932

Class secretary: Mrs. Hope Shelley Miller, 191 Lawrence St., Eugene.)

Paul A. Grant is doing statistical work in the sales department of the Evans Products company with offices in the Public Service building in Portland.

A grant of \$2,000 to Whitman college for a research project by Glenn J. Woodward, assistant professor of chemistry, was announced recently. Research corporation of New York

City awarded the grant for Professor Woodward's work dealing with penicillin producing molds.

Mrs. Elizabeth Saurer Ross is a teacher in Woodlawn school in Portland. Mrs. Ross spent the Christmas holidays in Victoria, British Columbia, and she plans to travel to the east coast next summer.

Chief of social services in the department of medicine and surgery of the Veteran's Administration is Jack H. Stipe. He is located in Washington, D. C.

LeRoy M. James is manager of California Homes, Inc. in Sanger, California.

1934

(Class secretary: Mrs. Frances P. Johnston Dick, 411 E 8th St., The Dalles.)

Anastacio B. Bartolome is with the consular service of the Philippines and is presently located in Hilo, Hawaii.

Manager of the Salem and Title Abstract company in Dallas is Charles M. Thomas Jr. He has also been active in civic affairs in Dallas.

Aloha is the home of Gerald B. Gray, who is general manager of the outside offices of the Title and Trust company of Portland.

Vernon C. Johnson is again employed as a pilot by American Airlines in New York. Mr. Johnson served in the air corps in China and India during the war, and after that he spent two years in Great Falls, Montana, before returning to his pre-war job as pilot for American Airlines.

Dean Victor P. Morris of the University school of business administration received a letter this month from Mr. and Mrs. King Yat Chau (Pearl S. Tse '35) who are now living in China. The Chaus have two sons, one 13 and the other 15. Their older son is named Eugene Millrace Chau.

Miss Natalie Day of Los Angeles married William W. Jewett in that city on January 21. Mr. and Mrs. Jewett will live in Portland.

1936

(Class secretary: Ann Reed Burns, 2610 SW Vista, Portland.)

George Y. Teltoft is a bookkeeper in the First National bank in Seattle, Washington.

Ronald Rew practices law in Pendleton. He has four children.

Cosgrove C. LaBarre is personnel officer for the Bonneville Power administration in Portland.

William Johnson is teaching physical education at Colin Kelly junior high school in Eugene.

Reno attorney Clarence Benson Tapscott is legislative legal adviser to Governor Vail Pittman of Nevada at the present session of the state legislature.

1938

Class secretary: Mrs. Gayle Buchanan Karshner, 653 E 15th, Arcata, California.)

An article on home remodeling, written by Mrs. Phillip Brandt (Eunice Cottrell), route 1, Salem, was printed in the February issue of *Better Homes and Gardens*. The article, entitled "We Chose a Farmhouse," is the first magazine article written by Mrs. Brandt.

Alfred "Jimmy" Tingle is with Royal Canadian Mounted police in Kyle, Saskatchewan, Canada.

Wardlow W. Howell is logging superintendent for a lumber contracting firm. His address is Box 1033, Quincy, California.

(Continued on page 20)

claypool's

THE STUDENTS
DRUG STORE

886 East 13th

EASTER

Give your flowers wings...

FOR THOSE SO DEAR
SO FAR AWAY

* As personal as your signature!

Call 6290 now . . .

for flowers by air or wire from . . .

Flowers Unlimited

193 East Broadway (Phone 6290—say charge it)

The University's Pulsebeat

TWO rooms in the basement of Johnson hall measure the pulse beat of the University. These two rooms house the telephone exchange, which handles all the inter-building calls plus a few to outside lines.

Despite its volume of traffic, the exchange occupies only a small office with a switchboard and a desk. A larger room across the hall harbors the instruments, lines and other equipment that keeps the exchange functioning. From these two rooms comes the calm voice that lets you know that this is "University," when you call 3300. From these rooms goes the University's life-line, spreading like feelers to every campus corner.

The exchange carries 12 trunk lines to the city, 4 lines to campus dial phones and 22 extensions. These lines serve 410 telephones. The lines are handled with disarming ease by a group of five women and two men. That is, they are easily handled until Friday and Saturday nights. Then calls to the women's dormitories keep the operators reaching for plug-ins with both hands.

The athletic department gets the most calls during the day. But after business hours the 481 of Hendrick's hall moves into the top spot. All told, the exchange handles an average of 2,000 calls daily.

A few things antagonize the operators. One constant trouble-maker is the person who places a long distance call and then skips blithely off for the evening.

More amusing than annoying are the con-



Two or three girls in a tiny room in the basement of Johnson hall handle the vocal pulsebeat of the University.

stant questions put to the operators. One lady wanted to know where she could find Chinese food to take out. A man called in one day, gave an estimate of the footage on either side of his property, and asked the operator to figure the total yardage. She did. The prize question came from an Oregon co-ed. She wanted to find Charlie. She knew his description from the shade of his hair to the scar over his right eye, but she didn't know Charlie's last name. The operator was sorry, but she didn't know Charlie, either.

The 1947 telephone strike had little effect on the functions of the exchange, except to reduce outgoing calls and cut down the off-campus conversations. The exchange is connected with the city's telephone lines through the four outside lines. The University pays the city only for the use of these four lines. So, in spite of the 2,000 daily calls, the University's telephone bill is not much more than that of a small business firm.

Ticket Buyers Moan

(Continued from page 9)

have ever attempted to peer around is directly in front of the seats."

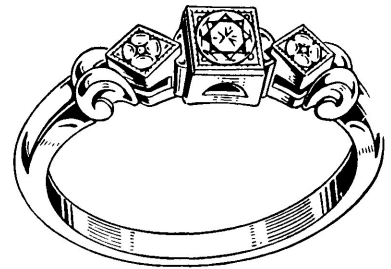
A very friendly letter communicated this tale:

"As you may see from the attached stubs, the seats were behind a large post. It was doubly disconcerting, because my wife's mother was here from Los Angeles.

"She is a fan because her husband wrote Mighty Oregon. She heard her favorite tune well enough, but from the seats you sent us for the next game, she will have to depend on her ears again. Can you help her?"

Lemons' only comment on the whole situation is that he doesn't know which is more trying—a seat behind a post or one behind a desk in the athletic business office.

FOR PERFECT DIAMONDS



Come in and consult
REX B. HAMAKER
Only registered gemologist
in Eugene.

BUDGET PLANS OR TERMS



The Suit Story..



... is charmingly told in this soft beige gabardine tailleur. Tucked from the waistline down . . . gently rounded lapels and slim skirt.

Kailes

Perfect Weekend



if you have dinner at the Osburn, in a quiet, comfortable atmosphere. Stop at the Osburn the next time you're in town.

Osburn Hotel

191 East 8th
Eugene, Oregon

THE
"CO-OP"
OFFERS
THE BEST
IN
Current Books

FICTION

- The Big Fisherman.....\$3.75
by Lloyd Douglas
- Remembrance Rock 6.00
by Carl Sandburg
- The Young Lions..... 3.95
by Irwin Shaw
- Point of No Return..... 3.50
by John P. Marquand
- The God-Seekers 3.50
by Sinclair Lewis

NON-FICTION

- Crusade In Europe.....\$5.00
Dwight D. Eisenhower
- Roosevelt and Hopkins..... 6.00
Robert E. Sherwood
- The Gathering Storm..... 6.00
Winston Churchill
- George Washington.....15.00
Douglas Southall Freeman
- Cheaper by the Dozen..... 3.00
Frank B. Gilbreth &
Ernestine Gilbreth Carey

Mail Orders
Promptly Filled

University of Oregon
Co-operative Store

School Plans Antique Exhibit

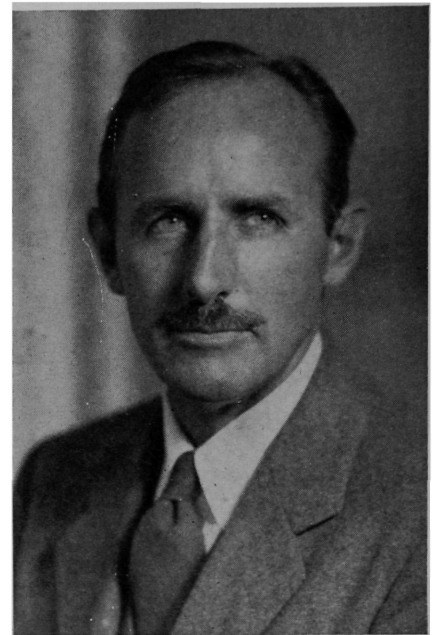
A collection of pre-1810 antiques gathered in the Eugene area will be displayed in the Little Art gallery of the school of art and architecture from April 6 to 24. The display will be supervised by Professor J. D. Hatch Jr., visiting professor of architectural history.

Materials for the exhibit are being collected by students in Professor Hatch's class in History of American Arts and Crafts. This pioneer American art-craft course is taught at only two other universities, Yale and California. Professor Hatch, an American art historian, resigned his museum directorship in the East last June, and will be teaching the parallel course offered at Berkeley, this summer.

The show is designed to show early American antiques which filtered across our country. These antiques, said Professor Hatch, differ widely from those found in the Victorian period.

The Schroff room in Gerlinger hall is providing the nucleus of the collection, although much local material is also being discovered. In addition to the antique furniture, silver, textiles, pottery and porcelain of the pre-1810 period will be on exhibit at the art school.

Art students are working on a mimeographed catalog of the display. This will



Professor J. D. Hatch Jr.

give permanence to the project and serve as a course work for future local studies of this type. The catalog will include a bibliography for each field in the exhibit.

News of the Classes

(Continued from page 18)

Russell W. Cole is a manufacturer of lighting fixtures. His business is located at 320 E. 12th Street in Los Angeles.

Bartlett F. Cole, Jr. is practicing law at 1124 Board of Trade building in Portland.

1940

(Class secretary: Roy N. Vernstrom, % Pacific Power & Light Co., Public Service Bldg., Portland.)

A change of address to Pearl Harbor is given for Lieut. Comdr. James E. Hatch, who is now director of athletics there. The address is LCDR James E. Hatch, Wel-Rec officer, Naval Base, Pearl Harbor.

David F. Knox is co-owner of the Valley Printing company in Eugene.

Robert G. Derr now lives at 1101 Forest avenue, Evanston, Illinois.

Fred R. Carlson is in business with his father at the firm of Carlson, Hatton & Hay, automotive parts dealers in Eugene.

A daughter, Pamela Jean, was born to Mr. and Mrs. Edward A. Murphy on January 16 in Portland. The Murphys have two other children, both boys.

Dr. and Mrs. Scott B. McKeown (Rachel Sittner) were married in Portland in January. They will live in Salem.

A son was born to Mr. and Mrs. Hubert E. Totman on February 18.

Milton M. Small is a high school teacher in Boise, Idaho.

Kenneth B. Brillhart received a master of science degree in surgery from the University of Minnesota in December.

Earle V. Maynard is office manager for the San Francisco office of the National Lead company.

1942

(Class secretary: Robert S. Lovell, 607 11th St., Astoria.)

After obtaining his law degree from the University last June, Alvin J. Gray has set up a law practice in Bend.

William H. Skade is a representative for the Massachusetts Life Insurance company in Eugene. He is married to Gloria Cloud '47. They have one son.

A daughter was born to Mr. and Mrs. James E. Cozzens on February 1 in Oakland. The child was named Kathleen.

On January 9 a son, Stephen Swearingen, was born to Mr. and Mrs. James M. Bull (Mary E. Swearingen) of 4932 Helen Way, Sacramento. Mr. and Mrs. Bull have another son, David James, who is now three years old.

According to word received from Jim Frost, Larry Celsi, 43 West 85th street, New York, is now singing on several television shows.

Twins were born to Dr. and Mrs. John S. Chambers in Hillsboro on January 27. The babies were named Linda Carol and David Ernest.

(Continued on page 25)

On the Campus ...

A University expedition into the Klamath river basin will be financed by \$1000 given the school by the Viking Fund, Inc., national research foundation.

The money was given the University anthropology department for archeological research in the basin. The expedition is planned for this summer. It will be the third annual trip of its type.

L. S. Cressman, head of the anthropology department, said the expedition will look for evidence of habitation previous to the volcanic explosion which formed Crater lake.

Approximately 25 University students will be included in the expedition, Cressman said.

* * *

The University was represented by five faculty members at a joint meeting of the American Association of School Administrators and the American Educational Research association in San Francisco late in February.

Dr. L. F. Beck, associate professor of psychology, was one of the dinner speakers of the conference. He discussed his film and book entitled "Human Growth."

A paper on "Implications of Nondirective Counsel for Classroom Teaching" was read by P. E. Eiserer, assistant professor of education and psychology.

Dean P. B. Jacobson of the school of education spoke at a school administrators' meeting on organizing the high school curriculum to serve the life problems of youth.

R. G. Langston, assistant professor of education, and P. E. Kambly, professor of education, also made the trip.

* * *

Three Oregon businesswomen gave advice to University students at a one-day conference late in February. This second annual women's business conference attracted more than 50 listeners.

Mrs. Clare Hart of Russell's store in Eugene opened the conference with a discussion of the buying field. She was followed by Dr. Caryl Croisant, Seaside optometrist, who explained "Why a Career" at the luncheon meeting.

The afternoon speaker was Miss Alene Phillips, secretary to the governor. She talked on "Your Future as a Secretary."

Phi Chi Theta, business women's honorary, and the school of business administration sponsored the conference. It was officially opened by Dean V. P. Morris of the business administration school.

FOOTBALL FILM AVAILABLE

A football season in film is now available for alumni group use. The film, "Oregon Football Highlights of 1948," covers the entire 1948 gridiron campaign.

Any group interested in showing the film should contact Alumni Director Les Anderson, Friendly Hall, University of Oregon, Eugene.

Hill and Dale

the name you trust in walking shoes.



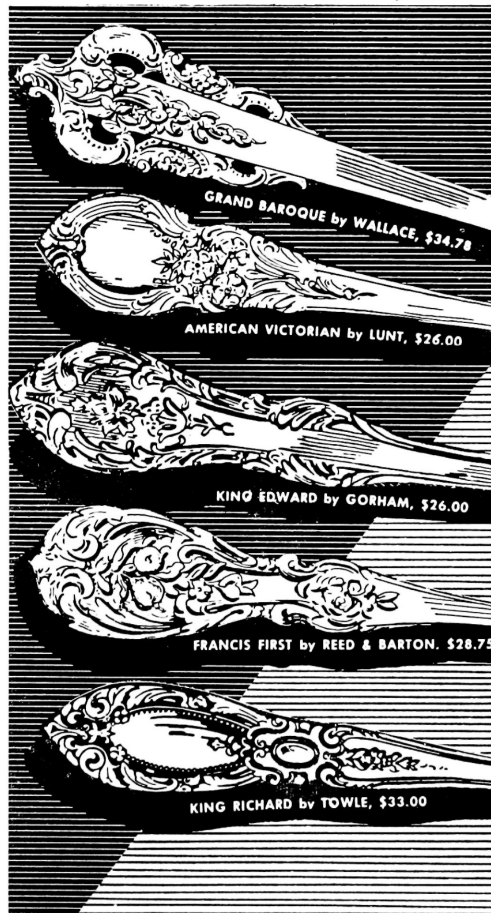
TANDEM

Sold Exclusively at . . .



Eugene • Albany

Yes, you'll be proud to say, "It came from Carl Greve"



GRAND BAROQUE by WALLACE, \$34.78
AMERICAN VICTORIAN by LUNT, \$26.00
KING EDWARD by GORHAM, \$26.00
FRANCIS FIRST by REED & BARTON, \$28.75
KING RICHARD by TOWLE, \$33.00

Have YOU started your STERLING service?

This is to remind you that Carl Greve has one of the largest collections of STERLING flatware on the Pacific Coast. You may choose from over 100 patterns, creations of all the leading silversmiths in America.

Prices quoted are for six-piece place settings. Prices Inc. Fed. Tax

CARL GREVE jeweler

731 S. W. MORRISON
Portland, Ore.

Professor Reviews

Russian Literature

(Continued from page 14)

about the forthcoming danger. Many voices indited Turgenev as being a preacher of nihilism.

In his immortal novels, Dostoyevsky was a prophet of Revolution, warning the public of extreme wasting of efforts and greatest sacrifices in life. He was the most beloved writer of Russia.

Leo Tolstoy was the most popular writer. A philosopher, a religious leader, a great artist, Tolstoy influenced his generation of thinkers and writers, in Western Europe as well as in Russia.

Chekov began as a writer of short stories. He ended as a playwright. His dramas re-

flect the new trend of thought which was to become the background of the revolution.

His diagnosis of Russian evils was "too much peasantry with its bored stupidity." "Back to city life" was a motto we may discern in his dramas.

Gorky, of whom no solid appreciation has yet appeared in English, went farther than Chekov in his resentment against over-idealization of peasantry. His preference is for the city worker—for a proletariat.

Gorky's best play, "The Lower Depths," brought for him a renown without precedent. If we credit Turgenev with discovering the soul in a serf, we may say that Maxim Gorky has shown us the soul in a dweller of the city's underworld.

James Quinn '38 is associated with the Swinnerton-Wallberg Construction company, a California firm.

Knowing Russia

(Continued from page 14)

During World War II, he was a welfare worker overseas. Teaching again became his job in 1944 when he was hired by the American university in England.

Strash especially likes to teach Russian literature of the 19th century. "In this period, the country emerged as a full-fledged empire. Social and political expansion transformed Russia—westernized it."

The Russian professor and his courses are pushing borders of the foreign language department in a new direction. Spanish has been taught at the University for many years. French and German are also old favorites. But the broad stretch west of Germany and France is just now opening for Oregon students.

Pretty Legs Cost Less Now!

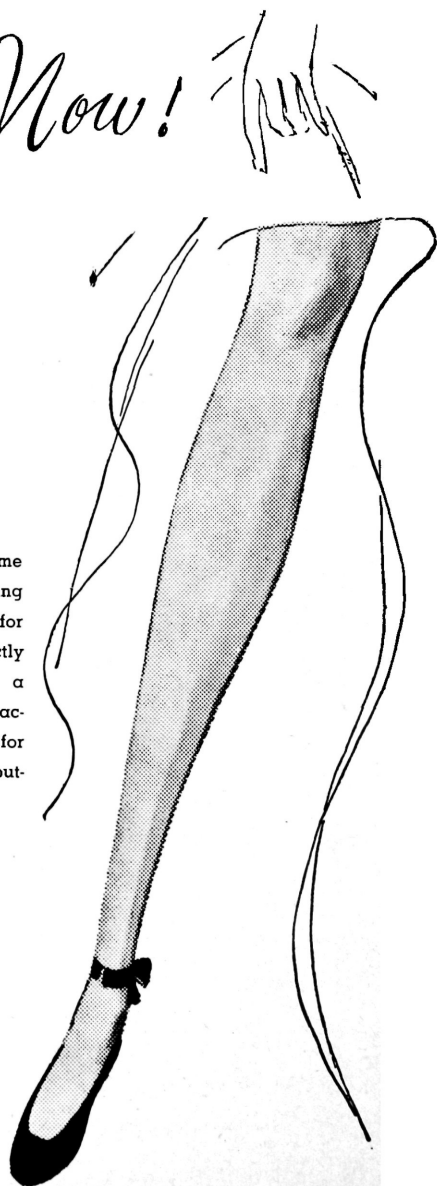
Humming Bird 51

15 Denier

51 Gauge



A new low price for the same fine quality that made Humming Bird 51 America's most called-for stockings! Beautiful, perfectly tailored, long wearing! Buy a Humming Bird wardrobe at a fraction of its former cost. Choose for all your smart new spring outfits!



HOSIERY DEPT.
MAIN FLOOR

MILLER'S

STORE HOURS: 9:40 to 5:20

Oregon Publishers' Meeting Features Colorado Newsman

OREGON journalists bucked rain and floods to attend the 30th Annual Oregon Press conference on the Oregon campus February 18 and 19.

Nearly 200 editors and publishers attended the conclave, which drew conferees not only from Oregon but also from several other western states. The event was sponsored jointly by the school of journalism and the Oregon Newspaper Publishers association.

Featured speaker of the two-day meet was Houston Waring, editor of the *Littleton (Colo.) Independent*. Waring, the third annual Eric W. Allen Memorial fund lecturer, spoke during the first day of the conference on "An Experiment to Improve Editorial Leadership."

A newspaper editor for 22 years, Waring has been a journalistic leader in his home state. He has won the Colorado state award for the greatest community service by a weekly newspaper eight out of the past fourteen years. Waring has also taken a prominent part in developing the journalism schools in the Rocky Mountain states.

Another out-of-state speaker was Adam Ooms, production editor of *Time* magazine's Los Angeles staff. Ooms talked about "Producing Editions Throughout the World." He spoke of journalism on an international plane, bringing in problems encountered in publishing abroad.

Loren Hays, another Californian, spoke on "The Value and Use of Readership Studies." Hays is general manager for the Los Angeles Hometown Daily Newspapers.

ALUMNUS IN ORIENT

Lieut. Col. Calvin M. Bryan '32, former Eugene city recorder, has been appointed assistant chief for the industrial planning section of Far East air forces headquarters.

Bryan has been in military service since 1941. During the war he served with the quartermaster corps in California and Texas, and later saw service in the Pacific.



Jack H. Travis of Hood River (right) and Carl Webb of the Journalism school will direct ONPA affairs in 1949.

THE annual ONPA banquet was held at the Eugene hotel, where Robert R. Gros discussed the current international political

situation—"Cold War, Berlin to Delhi." Gros is manager of the publicity and advertising department of the Pacific Gas and Electric company in San Francisco.

Gros had recently returned from a six-month trip which took him throughout the United States, Europe and the Near East. While traveling, he interviewed notables in many countries.

Pacific Printer and Publisher Editor Worth Hale was featured on the agenda of the second day of the conference. Editor Hale discussed "Good Typography Pays Dividends" with the conferees. Hale has had long experience in typography problems with the *Pacific Printer and Publisher*, a recognized leader in the business.

On Saturday noon, the University of Oregon faculty entertained the conference with a luncheon at John Straub hall. President Newburn discussed "Education for Tomorrow" at the luncheon.

Women in journalism met in the Bamboo room of the Osburn hotel to discuss various phases of their careers. Mrs. Josephine Moore, director of the University News bureau, arranged the meeting.

Final speaker on the program was E. C. Sammons, president of the United States National bank of Portland. He explained "The Necessity for a Conservative Financial Program."

The conference was adjourned Saturday noon.



Dine In Style

In the luxurious, comfortable Cafe Del Rey. Right in the heart of Eugene, the Cafe Del Rey is easy to reach . . . day or evening. Thick juicy steaks, rare chops, and seafoods will invite you to return again and again. Air-conditioning, excellent service, and a beautiful cocktail lounge in the rear add to your enjoyment. Try the Cafe Del Rey.

Open from 7 a.m. to 12 p.m. everyday.
Banquet room available upon request.

Cafe Del Rey

845 Willamette

Phone 830

COMPLETE BANKING SERVICE

At Any Branch

The
**UNITED STATES
NATIONAL BANK**
38 BRANCHES IN OREGON

An Oregon Bank Serving Oregon

We want you back for your

CLASS REUNIONS

We want you back for your reunion so you can see the University in its new greatness, with its expansion program on the road to completion with the largest student body in history. But most important, we want you back to renew old friendships, to make the 1949 reunion the best ever.

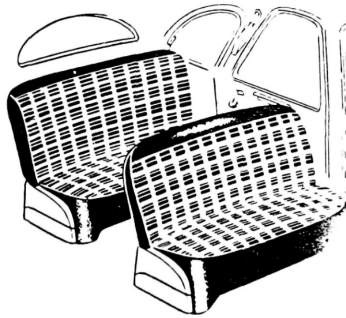
'99 - '04 - '09 - '19 - '24
June 18, 1949

AUTO ACCESSORIES



Come in to see our complete selection of automobile accessories—

- Seat Covers
 - Spinner Hub Caps
 - Fender Skirts
- to fit all models



Also . . .



- Rods
- Reels
- Lines

Flies tied to order and Rods repaired

Danner Bros. Auto Supply

Backfield, Line Coaches Resign

Oregon's line and backfield coaches, Dick Miller and Frank Zazula, resigned early this month to accept positions as head coach and assistant coach at the University of North Dakota. Both men will leave the University before the opening of spring football practice.

Athletic Director Leo Harris said that the selection of new assistant coaches would be made upon recommendation of Coach Jim Aiken.

Aiken said that he had several excellent prospects in mind but that he "intends to take his time" about selecting replacements for Miller and Zazula. He said, though, that the replacements would probably be chosen and in Eugene in ample time for spring practice.

Miller and Zazula both came to Oregon with Aiken in 1946. In addition to coaching the backs, Zazula was Oregon's chief scout.

"Both men have done a splendid coaching job while they were here, and we wish them all the luck in the world," said Athletic Director Harris. "We always have trouble retaining top flight assistants," he added.

Work Continues

(Continued from page 13)

shows that. He always has a flock of kids out running, and some of the unheralded youngsters often came through because Bowerman took the trouble to coach them and because they were participating for fun. It had not become a task.

The Relays this year are expected to draw the largest field in the 12-year history of the event. And Bowerman believes that Medford will do well under Bob Newland—one of his former students at Medford and an Oregon graduate in the class of 1944.

Newland is also a Hayward product. After his prep training under Bowerman, Newland became a top-notch high jumper under the watchful eye of Colonel Bill.

More than 600 young athletes from 53 Oregon high schools took part in the largest prep relay in the West last year, and Bowerman believes the field may include more than 700 in 1949.

The schools are divided into three classes, based on enrollment. Schools at which enrollment exceeds 500 are in Class A, Class B from 150 to 500 and Class C schools under 150.

Medford is the defending Class A champion. Ashland won last year in Class B and Henley will defend its Class C championship.

Weather Hobbles Thinclads

(Continued from page 12)

hobbled the runners this month, but the former Medford high school mentor was pleased with early practices.

With a large team available he plans to enter at least three men in every event, an unusual feat in recent Oregon track annals. Veterans are available for most of the events, which will give depth to the team.

Bowerman said "No pennant this year," but he left the way open for the near future.

George Rasmussen, who combined pole vaulting and high jumping last year, will stick to the pole vault this season, despite the fact that he copped the Northern division championship in the high jump last year.

"Rasmussen can become the greatest vaulter in the country this season," Bowerman said, "If he concentrates on that one sport. I intend to keep him at it."

LOU ROBINSON, Pacific coast javelin champion, is back this spring at his old sport. He'll be backed by Earl Stelle, former prep javelin champ. In the discus the Ducks have another champion, Ray Heidenrich, holder of the Northern division title. He will have support from Bob Anderson, football end who set the Oregon high school record while at Scappoose. Anderson has never competed in college track.

Bob Weber and Woodley Lewis will handle the broad jumping for the Ducks this spring. Weber is a sprint letterman who did some jumping last year. Lewis was left halfback on the Cotton Bowl team, and will split time with football practice.

Little Dave Henthorne, the youngster who captured the Northern division sprint



Ray Heidenrich, ND discus champ

championship as a freshman but who was injured all last season, is in good condition this spring, and Bowerman has high hopes for the speed merchant.

Letterman Jack Doyle will handle the number one hurdle position. Several likely prospects from last year's freshman team will give depth to the hurdles contingent.

The distance events will be Oregon's main problem. Pete Mundle is the only letterman, and he will be shifted from the mile to the two mile grind, to take advantage of his stamina. The quarter mile, half and mile, always Oregon's weak points, may again handicap the thinclads unless men up from the frosh team can carry the load successfully.

News of the Classes

(Continued from page 22)

Mr. and Mrs. Charles S. Putnam (Lois McConkey '46) became the parents of a son, Scott Jeffrey, on January 28.

1944

(Class secretary: Barbara J. Lamb, 40 E 63d St., New York 21.)

Glen P. Porter, Jr. is associated with the Spencer Collins accounting firm in Eugene. He is married to Dorothy Hayden '45.

Jerry A. O'Callaghan is working toward his doctor's degree at Stanford university.

John W. Hathaway, Jr. is district attorney for Tillamook county. He is married to Virginia Hammer and maintains an active practice in Tillamook.

Benny DiBenedetto acted as chairman for the Sigma Phi Epsilon mortgage burning celebration held on the campus last month.

Dr. James F. Blickle expects to return to the United States soon after having served more than a year with army occupation forces in Europe.

Joseph P. Amato is a practicing physician and surgeon in Portland.

A recent article in the *Oregon Journal* told of Miss Edith Onthank, who is now director of occupational therapy in Chestnut Lodge sanitarium in Maryland. Miss Onthank is a registered occupational therapist.

Mrs. James W. Needham (Lois Hoffman) was recently promoted to instructor of staff education at the Grace-New Haven community hospital in New Haven, Connecticut.

A daughter, Sharon, was born to Mr. and Mrs. William Gaddy (Aileen Eccles) on January 24 in Hood River.

Mr. and Mrs. Raymond S. Lay (Mary Jo Henderson, OSC) became the parents of a son on February 9.

1946

(Class secretary: Lois McConkey Putnam, 1144 Sonoma Ave., Santa Rosa, California.)

Fred Woods recently left for Washington, D. C. where he will take up duties with the state department. He just completed graduate work at the University of California.

For Your
Easter Flowers

Call 7172



- Corsages
- Cut Flowers
- Potted Plants

Free Delivery

Wayne's Flowers

849 East 13th

PURE COMFORT



... there's nothing like waking up after a night of soundless sleep . . . full of energy . . . fit for the day ahead. Every room at the Eugene hotel is equipped with a double spring mattress—soft and downy—assuring comfort.

EUGENE HOTEL

"Always at your service"

A son, John Michael, was born on January 4 to Dr. and Mrs. Alfred J. Grierson at St. Vincent's hospital in Portland. This is their fourth child.

Mary Corrigan is now employed as secretary at the National Broadcasting company office in Radio City, San Francisco.

D. Janet Douglas is now with the office of the dean of women as adviser to women at Colorado university. For the past two years she was an assistant in the office of the dean of women at Syracuse university in New York. In June, 1948, she completed work for a master of arts degree in education with a student personnel major.

Doris Trask is medical secretary for Dr. J. T. Fitzgerald at 450 Sutter street, San Francisco.

Washington, D. C. is the home of Major and Mrs. Harold V. Larson (Signe Ecklund). Major Larson is in the regular army and is working on problems concerning atomic warfare there. Some time ago Major and Mrs. Larson spent a year in Sweden as graduate students in the University of Upsala.

A new member of the army nurse reserve corps is S. Isabelle Jones. Miss Jones left for Fort Sam Houston, Texas, on March 1 for eight weeks basic training. She hopes to receive an assignment in Europe next year.

Two University of Oregon graduates, Dr. Donald E. Olson MD '47 and Dr. Robert L. Mueller MD '48, are interning at Wisconsin general hospital in Madison, Wisconsin.

Irene Jolivette Wernstedt now lives at 1312 E. Fayette street, Syracuse, N. Y.

Dr. Kerwin E. Thompson DMD '46, was recently discharged from the navy and is practicing dentistry in Yakima.

A son, Kenneth Erwin, was born to Dr. and Mrs. Erwin G. Blaha on January 25.

A daughter was born recently to Mrs. Mary Margaret Ellsworth Dittmann in Chicago.

1948

Serving with the army in Okinawa is Lieut. Frederick C. Dahlquist Jr. His address is 532nd AAA Gun Bn, APO 331, c-o Postmaster, San Francisco.

New address for Donald J. O'Neill is Lt. (j. g.) O. J. O'Neill, USS PCS 1423, US Fleet Sonar School, San Diego. Lieut. O'Neill reports that his school days aren't over yet, as he has spent most of his time in the navy attending school.

A card from Phyllis A. McMahon tells of the activities of several Oregon alumni. Miss McMahon reports that she is now employed in the administrative offices of the atomic energy project in Richland, Washington, and that Betty Ann Stevens is now office manager of the Kent News Journal in Kent, Washington. Jean Hayes is attending business school in San Francisco.

Oliver C. Larson is now circulation manager and sports editor of the Lebanon Express. Mr. Larson married Miss Vivian Weserlund of Portland in January.

On January 16 at St. Francis Catholic church in Portland Miss Ruthe E. Foreman married Robert L. Burns. Mr. and Mrs. Burns will live at 2935 S. E. Belmont street in Portland while Mr. Burns continues his work at law school.

Field director of the Sacramento Camp Fire girls is Florence A. Wood. Miss Wood attended an orientation course last summer at Lake Ozark, Missouri, which was given by the national headquarters of Camp Fire Girls.

CHECK YOUR CAR for SPRING

That's what we're here for! to keep
your car serviced year 'round!



"Get Associated" at
WALDER'S

Corner of 11th and Hillyard

SEND HER Flowers

What is Easter Sunday without flowers? Select her favorites and order them now. buy her a lovely plant of fresh, bountiful Easter lilies.

Eugene Flower Home
Phone 654 13th and Patterson



Cheryl Hill is now living in San Francisco where she is working for the J. Walter Thompson advertising agency.

Miss Marian Neuenfeldt married Virgil R. Butler in the Morehead Presbyterian church in Portland early in February. Mr. and Mrs. Butler are at home in Portland.

Miss Heide Sachse '50 and Bert Moore were married March 4 in Los Angeles. Mr. Moore, former OLD OREGON editor, is now assistant editor for the Jenkins Publishing company in Los Angeles.

A recent automobile accident south of Albany injured Mrs. Myron D. Spady (Lillie E. Kiste) of Eugene. Mr. Spady and their two small children were uninjured.

Harley H. Davis is employed in the actuarial department of California-Western States Life Insurance company in Sacramento.

On Valentines day a daughter, Suzanne Katharine, was born to Mr. and Mrs. Thomas Greer Wright (Marguerite Wittwer '47) of Salem.

1950

Miss Mary Ann Haycox announced her engagement to Jim Wallace in February. They plan to be married next August.

Building Program Gets Underway

(Continued from page 15)

might be suitable for the remodeling. If, however, the work is much delayed, these buildings will not be worth the expense to convert them to new uses.

This general area (Kincaid street between Thirteenth and Fifteenth avenues) will also be the location of the new science unit—another emergency building slated for immediate construction. Building plans are completed and construction can begin as soon as funds are made available by the legislature.

Except for those buildings now under construction, or whose plans have already been completed, much of the planning for the south campus is dependent upon time factors and future expediencies. It is in these instances that long-range plans become a point of departure rather than a rigid program. Then, decisions can be made to cover overall campus needs while retaining enough flexibility to adjust to changing conditions from year to year and from campus generation to generation.

Only when planners and administrators attempt to fix rigid solutions do long-range plans fail. As long as the program recognizes existing situations, confines detailed solutions to immediate problems and considers only broad inclusive estimates for the future, there is no need to fear that models and drawings will become obsolete or that there will be unnecessary sacrifices to tradition.

This overall campus plan, with its provisions for change, that we have been discussing is another indication that Oregon is truly on the march.

Your
Easter Silhouette
in Patent.

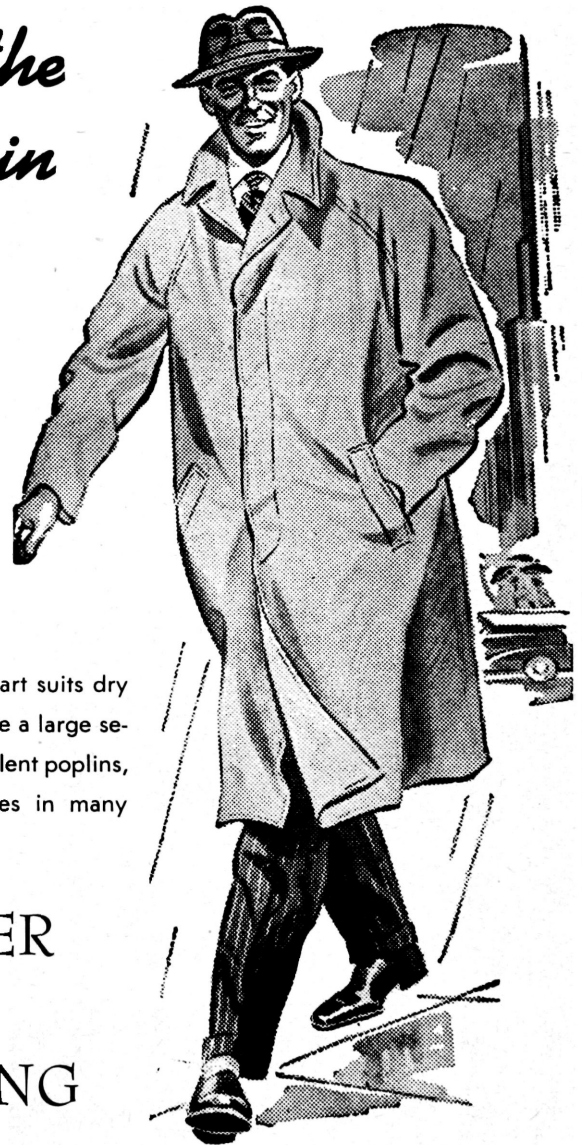


POWELL & EDBLUM...

828 Willamette

for the
Rain

Handsome
Sturdy
Alligator
Light-weight
Rain Coats



... to keep your smart suits dry and "in shape." We've a large selection of water-repellent poplins, twills, and gabardines in many styles.

BAXTER
and
HENNING

OLD OREGON

working for Liebes department store there.

In December Mr. and Mrs. Orlo D. Dahl (Donna Jean Casperson '51) were married in the First Baptist church in Eugene.

Dessie Dell Butler is a student nurse at Multnomah County hospital in Portland.

Cottage Grove Alumni Hold First Meeting

Another stop on the state-wide educational tour sponsored by the Alumni Association was made at Cottage Grove on February 16. Arrangements for the dinner meeting held in the high school cafeteria were made by Mrs. Ruth Stewart Caldwell '23, assisted by Norman Richards '42.

Toastmaster was Warren Edwards '19, newly elected mayor of Cottage Grove. Speakers from the University included Dean Paul B. Jacobson of the school of education, Dean Theodore Kratt of the music school, Dr. Raymond T. Ellickson of the graduate school, Lyle Nelson '41, director of information, and Les Anderson '43, alumni director.

More than 70 alumni and friends attended the meeting, the first of its kind ever held in Cottage Grove. Plans are being made to continue the affair at least once each year in the future.

New Type Chosen

There's a reason for the different type sizes you've probably noticed in the past two issues of OLD OREGON. The University Press has been changing from Ronaldson to Bodoni magazine type. In addition to the variety of a new type face, the Bodoni is a clearer, easier-to-read letter. For this reason, it was put into use as soon as received at the press.

Typefounders, however, are still trying to make up a war-time shortage, so not all of the new type came at the same time. A month ago the press had 8-point Bodoni, which we used.

It became evident that a slightly larger letter was needed, so 9-point Bodoni, the size of this type, was purchased.

From now on this size and face will be used in OLD OREGON, except for News of the Classes, which will remain smaller to allow the inclusion of more items.

CO-OP ALUMNAE ORGANIZE

Articles of incorporation were filed in January in Portland for the University of Oregon Co-op Housing Alumnae association. Miss Geneva Davis '48, of Gold Hill, is president of the association. Miss Marietta Probst '46, of Portland, is vice-president; Mrs. Buck Rogers (Nadaya Ramp '47) of Eugene, secretary-treasurer; and Mrs. Robert Blair (Sylvia Mitchell '48), of Portland, corresponding secretary.

Monthly meetings are now being held in Portland. It is planned for the Eugene and vicinity alumnae to meet regularly.

FLOWERS



... the most beautiful way to say **HAPPY EASTER.**

Share your Easter joy with family, friends, church, by sending the one gift that truly expresses the significance of the day. Make it a lovely corsage for her Easter suit, a tall, proud lily at the Easter services, a bouquet of crisp tulips for the family, a blooming plant for the shut-in. Never were our flowers more beautiful, or in greater variety, than they are right now. Drop in and see them.

Chase Flowers

58 East Broadway

Phone 4240

Net Fresh SEA FOODS

... fresh from Pacific and Eastern Markets.

Eastern Oysters—Fish and Chips Crab Louies—Lobsters

Open from 7 a.m. to 12 p.m. every day.

Banquet rooms available upon request.

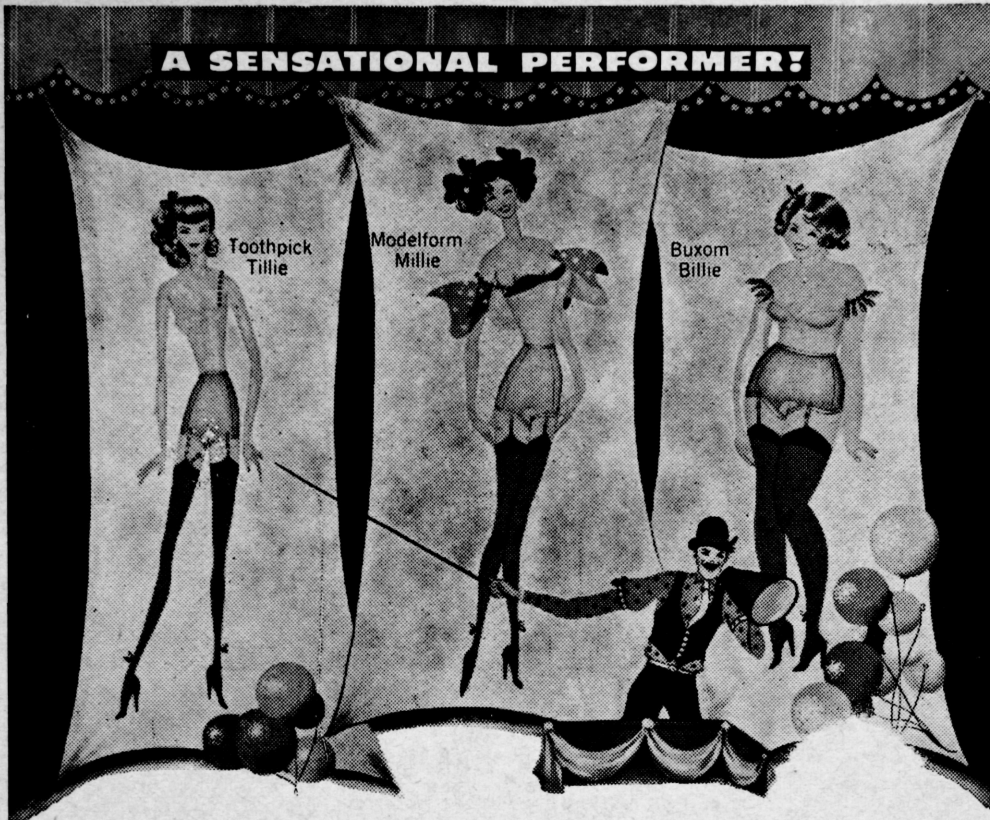
GEORGE'S GROTTTO

Special arrangements for banquets ... for reservations call 4527

Open 7 a.m. to 11 p.m.

Closed Sundays

A SENSATIONAL PERFORMER!

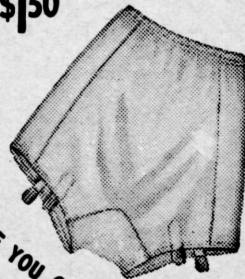


Suspants fits them all!

by
Blue & Swan

Whether your figure is toothpickian, slenderous or overly endowed, you can hurdle the girdle and look svelte without garter belt when you wear Suspants, the wonder undie. Wear it with garters to keep stockings up or without garters on stockingless occasions. The style illustrated is in run proof rayon . . . easy to wash . . . quick to dry. Other Suspants styles \$1.50 up.

\$1.50



THE UNDIE YOU CAN WEAR WITH GARTERS

THE Broadway
20-30 WEST BROADWAY

WILLAMETTE AT THIRTIETH
MORSE'S
Engineer Quality Corner for Women

The Way To A Man's Heart...



is through his eyes! Make sure you're always attractively attired. Let us clean your clothes... keep you looking like a heavenly angel to him. Call 6109

Charm Cleaners can add to your charm.

8 HOUR SPECIAL SERVICE

CHARM CLEANERS



Look for the Bunny!

He'll be coming your way pretty soon, and like as not—he'll be loaded with Easter favorites from Tiffany-Davis.

Easter candy—Imported greeting cards—French perfumes

TIFFANY
DAVIS
DRUG COMPANY

8th & Willamette Sts.



Thachers Honored

Professor and Mrs. W. F. G. Thacher were entertained recently at a dinner in New York given by John MacGregor. An after-dinner party was held in the home of Laura Kennon.

Others attending the dinner were Mr. and Mrs. Owen Callaway, Mr. and Mrs. Rolf Klep, Mr. and Mrs. Philip Berg, Allen Eaton, James Frost, Mary J. Bowles and Marie Roghdahl Peake.

After World War I

(Continued from page 7)

and departments were still recognized on an almost equal footing.

More reorganization in 1920 led to a revamped graduate school. At first it was only a "paper change," but long run results increased Oregon prestige in graduate work, the field by which a school is judged by other schools.

Another expansion grew from President Campbell's many war-time trips to the East. While visiting other campuses, he had investigated off-campus research programs. Oregon's academic calendar soon included statewide research on varied subjects, thus increasing the school's service to the state.

One more war baby was an advisory council set up in 1916 to quell discontent that had hampered administrators before the World War. It gave the faculty a voice in steering the school. Of course, the influence of the council depended on the president's attitude. But during the term of President Campbell, it had considerable influence.

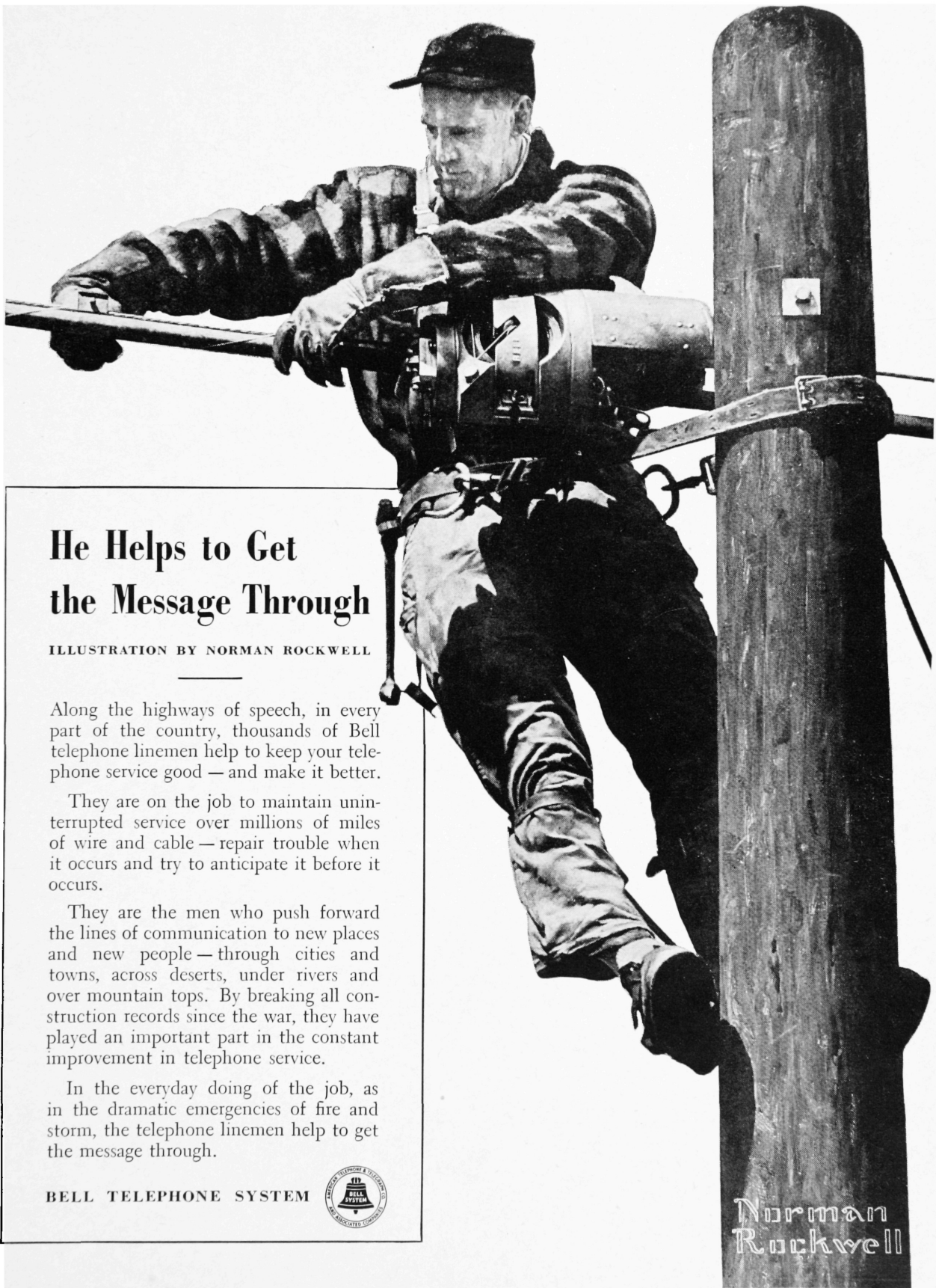
President Campbell had been confined to a hospital since his collapse after the fundraising assembly. He was soon moved to San Diego, but the sunnier weather failed to help his condition. By the fall of 1924 his recovery seemed dubious. He died August 14, 1925, ending the longest chapter in the University story.

An executive committee was selected to run the University. Again the school was faced with the problem of hiring a president. Many of the old guard educators preferred a man from the East who would bring back classic traditions. Others remembered the success of Campbell and wanted a Westener. Finally the regents and administrative committee joined forces to nominate Arnold Bennet Hall, a political science professor from Wisconsin.

HONOLULU ALUMNI MEET

Oregon alumni in Honolulu met February 8 to see movies of the 1948 Oregon football team. The meeting was organized by Bill Sievers '32, president of the Honolulu group.

Plans were made to assist the campus Hui-o-Kamaaina group in connection with their forthcoming Mayday festival. The Honolulu alumni group plans another meeting in the spring to entertain high school students planning to attend the University.



He Helps to Get the Message Through

ILLUSTRATION BY NORMAN ROCKWELL

Along the highways of speech, in every part of the country, thousands of Bell telephone linemen help to keep your telephone service good — and make it better.

They are on the job to maintain uninterrupted service over millions of miles of wire and cable — repair trouble when it occurs and try to anticipate it before it occurs.

They are the men who push forward the lines of communication to new places and new people — through cities and towns, across deserts, under rivers and over mountain tops. By breaking all construction records since the war, they have played an important part in the constant improvement in telephone service.

In the everyday doing of the job, as in the dramatic emergencies of fire and storm, the telephone linemen help to get the message through.

BELL TELEPHONE SYSTEM



Norman
Rockwell



Premier Fluff



"Eugene's Own Store"

Russell's

SPORTSWEAR DEPT. MAIN FLOOR

The wonderful Sweater with that expensive look . . . made of 75% wool and 25% rabbit hair, a new shipment has just arrived in these beautiful shades . . . Yellow, purple, green, light blue, light pink, white and cherry. Short Sleeve Slipon at.....4.95 — Long Sleeve Slipon at.....6.50 — Long Sleeve Cardigan at.....7.95