

Wave of Enthusiasm Hits Frosh Customs

By LIANNE CORDERO
Editorial on Page 4

"Customs are better than ever!"

So said one astonished senior to another as they viewed a crowd of cheering frosh on the steps of Schwab Auditorium yesterday.

The swelling wave of Customs enthusiasm will receive another boost today from Joint Customs. Freshman men will be asked to "Button" to both upperclassmen and women; freshman coeds must answer to the call of "Curtsy, Frosh" from both sexes.

The unusual spirit of both upperclassmen and frosh this year has drawn attention from all corners of the campus.

Anyone within 500 yards of Schwab at 4 p.m. yesterday would have heard the crowd of hundreds of freshman Air Force ROTC students yelling, "Go home, Sophs!"

The object of their attention was an equal number of sophomores descending, or trying to descend, the steps of Schwab after a ROTC common hour.

The blue-dinked frosh swarmed over the steps and Mall (carefully avoiding the forbidden sidewalk cracks) with a real spirit of rebellion. A small tussle occurred, but common sense prevailed and the commotion ceased.

Upperclassmen were requested by the Freshman Customs Board Co-chairmen Helen Skade and John Nagy to "toe down their vindictive attitude. We don't want the freshmen to fear Customs."

At the same time, however, the board commended the majority of upperclassmen "who have entered into the real spirit of Customs—one of education and fun."

Miss Skade asked that the friendly "Hello Spirit" of Customs be continued.

Walker Given Navy Award For Research

Dr. Eric A. Walker, president of the University, was cited at Washington last week by the Department of the Navy for his "outstanding contributions . . . in the fields of scientific research and development."

The department's Distinguished Public Service Award was conferred on Walker by Adm. Arleigh Burke, Chief of Naval Operations, in the name of the Secretary of the Navy. The ceremony formally closed Walker's 2-year term as chairman of the Committee on Undersea Warfare of the National Academy of Sciences-National Research Council.

Walker, who will continue to serve as a member of the committee, was praised in the citation for his "leadership . . . inspiration . . . keen insight . . . and advice" on highly complex long-range research and warfare.

The award is the highest of three conferred on civilians by the Department of the Navy.

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251 Coeds Register For Fall Rushing

A total of 251 coeds had registered for informal rushing by 3 p.m. Wednesday.

Sigma Delta Tau, Phi Sigma Sigma and Alpha Epsilon Phi will hold open houses from 2 to 5 p.m. today. Other sororities held open houses last weekend.

Informal chatter dates will be held from 2 to 5 and 6:30 to 8 p.m. Monday through Friday this week and next.

Coeds and sororities will list their preferences Oct. 9 and bids will be given out the next day. Replies must be returned to the dean of women's office by 1 p.m. Oct. 11.

Tri-Opus, newly established local sorority, will hold open house at 3 p.m. Sunday in Hoyt lounge.

Panhellenic Council last night awarded the scholarship trophy to Kappa Alpha Theta. The Sigma Sigma Sigma scholastic improvement trophy was awarded to Delta Zeta.

The sororities may keep the trophies one semester.

There are 1755 daily newspapers in the U.S., serving virtually every city, town and hamlet on the map, and offering community impact no other medium can match.

Prexy, Dennis To Discuss TV

President Eric A. Walker and Lawrence E. Dennis, vice president for academic affairs, will discuss the use of television in teaching at an upcoming education conference in Chicago, Ill. The occasion will be the 41st annual meeting of the American Council on Education, Oct. 9-10.

Walker will be a member of a panel which will discuss "Improved Technical Aids to Teaching."

Chairman of the panel will be Dr. John C. Richards, former University faculty member and now chancellor of the Oregon State System of Higher Education.

"Education Accepts New Challenges" will be the theme of the meetings.

Class of 1898 To Give Pulpit To Proposed All-Faith Chapel

Members of the class of 1898 will purchase a pulpit for the proposed all-faith chapel.

On the 60th anniversary of their graduation, nine of the 13 living members of the class met and agreed to undertake the project. It was decided that the class of 1898 loan fund should be discontinued and that the amount of the fund should be combined with free gifts from the members of the class to provide the pulpit. Donkin McKay, treasurer of the University, will invest the gifts so that the interest on the amount can be added to the fund until the chapel is built. The meditation chapel was completed in 1956, and the large chapel will be constructed when funds become available.



ONCE MORE UNTO THE BREACH

Today begins my fifth year of writing this column, and what an eventful five years it has been! What things have these old eyes not seen! What great discoveries have rocked the world—the anti-proton, for instance, and the anti-neutron, and high-low split, and Brigitte Bardot!

In these five years it has also been discovered that American smokers like two kinds of cigarettes—filter and non-filter. The Philip Morris Company makes both kinds. I mention the Philip Morris Company because they pay me to mention the Philip Morris Company. They sponsor this column. I write it and then they give me money. Then I take the money and pay my grocer, my butcher, my gardener, and my four madrigal singers. In this way full employment is maintained and we avoid a repetition of the Panic of 1873 when bread riots killed over 98 million people in Muncie, Indiana, and millions of others were reduced to ghost-writing Ph. D. theses to keep body and soul together.

But enough of gloom. Let us get back to cheerful subjects, like the products of the Philip Morris Company. For those of you who wish filter cigarettes there is Marlboro, which now, more than ever, gives you a lot to like—a brand new improved filter and a wonderful flavor that comes breezing right through. For those of you who wish non-filter cigarettes, there is Philip Morris, a mild natural blend, flavorful, fresh, and thoroughly agreeable. For those of you who can't decide between filters or non-filters but have an affinity for packages, I should like to point out that both Marlboro and Philip Morris come in both the crushproof Flip-Top Box and the good old-fashioned Soft Pack, and you will surely want several of each for your collection.

Speaking for myself, I smoke both Marlboro and Philip Morris in both packs. What I do is make kind of a fun thing out of it. In my bedroom I have four signs, one on each wall, which say in turn: "PHILIP MORRIS—SOFT PACK", "PHILIP MORRIS—FLIP-TOP", "MARLBORO—SOFT PACK" and "MARLBORO—FLIP-TOP". When I get up in the morning I put on a blindfold and then my faithful cat Rover spins me around six times and then, with many a laugh and cheer, I walk forward with my finger outstretched and the first sign I touch is the cigarette I smoke that day!



This little game has been a great source of merriment . . .

As you can imagine, this little game has been a great source of merriment to Rover and me, except for one untoward incident one morning. I was stumbling around in my blindfold and fell out the window right on top of a man named Fred R. Timken, a census taker, and broke all his lead pencils. He was cross as a bear, and though I offered him both Philip Morris and Marlboro in both the Flip-Top Box and Soft Pack, he refused to be mollified. In fact, he refused to put my name down in the census, so when you read population figures of the United States, will you please add one?

But I digress. We were speaking of Philip Morris and Marlboro who will bring you this column throughout the school year. In this space I will take up vital aspects of undergraduate life, like high-low split and Brigitte Bardot, and it is my fondest hope that the column will be half as much fun for you as it is for me.

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The makers of Marlboro and Philip Morris welcome you to another year of fun and games from Old Max, and another year of good smoking from us. Filter or non-filter, pick what you please—and what you pick will please you.

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