

S. H. FRIENDLY & CO.
Leading Store



Society Brand Clothes
Copyright 1911, Alfred Decker & Co.

Such Generous Stocks
as we show, make Spring
outfitting a pleasure.

Never Before
have we shown so many
styles, nor so much quality
and style.

The College Mens' Shop

**WOMEN'S EMERALD IS
ESPECIALLY GOOD ISSUE**

Contains Many Features of General
Interest Besides Much Live
News

Miss Birdie Wise and her corps of able assistants last Saturday took complete possession of the elaborate Emerald plant and put out what is undoubtedly the best and most interesting number of the Emerald ever issued.

Besides an artistic cover, the number comprised fourteen pages, including two pages of pink sporting news edited by Nell Hemenway. Contrary to custom, this women's number was published without the worry, rush and confusion usually incident to putting out the paper, due to the excellent organization and foresight of the staff.

Miss Hemenway's sporting sheet was probably the most popular feature, as it contained all the gossip and many cuts of the athletic profession. There was a complete and interesting page about the doings of those in high society, and an unusually strong collection of editorials from the pen of Editor Wise.

The various activities participated in by the Varsity women were treated in full with appreciations of Dean Pennell and Dr. Stuart. Besides these special features the issue contained the news and set a mark for succeeding Emeralds that will be hard to surpass or even to equal.

**HIGH JINKS ARE PLANNED
FOR COMMENCEMENT DAY**

Though the details of meetings such as speakers, etc., are not yet known the Commencement week program in general is as follows:

Sunday, June 18, Baccalaureate sermon, 11 a. m.

Monday, June 19, Field Day, 2 p. m. Recital of School of Music by Jila Prosser, 8 p. m.

Tuesday, June 20, Alumni Business meeting, 10 a. m. President's reception, 3 p. m. Fern and Flower Procession and Fancy Dances, 7 p. m. Failing and Beekman Oratorical Contest, 8 p. m.

Tuesday, June 20, regular meeting of the Board of Regents, President's office, Villard Hall.

Wednesday, June 21, Commencement exercises, Villard Hall, 10 a. m. Alumni Banquet, 1 p. m. Alumni Ball 9 p. m.

Within a week or two the speakers for Baccalaureate Sunday and Commencement Day will be known and announced.

**VARSITY ELEVEN WILL MEET
FIVE CONFERENCE TEAMS 1911**

The football schedule for next fall, with the exception of one or two practice games, has been completed by Manager Johns. It includes games with all the Northwest conference colleges except Oregon Agricultural College.

Two contests will be held in Portland, two or more in Eugene, and one at Pullman. The alumni game will probably be omitted if an early season game can be arranged with one of the smaller colleges of the state. An attempt is still being made to give Willamette a chance to show championship class.

The schedule follows:

Oct. 28—W. S. C. at Pullman.

Nov. 4—Whitman at Eugene.

Nov. 18—U. of W. at Portland.

Nov. 25—U. of I. at Eugene.

Nov. 30—M. A. A. C. at Portland.

The Laorean banquet which was to have been held tomorrow night has been postponed until six o'clock of the evening of Thursday, May 25. Those wishing tickets should see Walter Huntington.

President-elect Ray says "I do not attribute my election to antifraternity feeling." He is correct. It was not antifraternity but fraternity feeling that elected him.

Here are the
masterpieces of
the weaver's art
for Spring and
for Summer

We Make them up RIGHT

Men buy at

**THE
Haberdasher**

505 Willamette Street

Blue Bell Ice Cream

Just as good as "Blue Bell" butter. Made in the same clean, sanitary place. Any kind or flavor. . . . Call

EUGENE CREAMERY
PHONE 638

**Alfred Benjamin
AND
Sophomore
Clothes**

Regal and Stetson Shoes
Mallory and Stetson Hats
Star and Cluett Shirts

**Roberts Bros.
"Toggery"**

554 Willamette Street.

Broders Bros.

Wholesale and Retail
Dealers in

Fresh, Corned and Smoked
MEATS

**New Styles
in
Ladies'
and
Men's
Low Cuts**

WILCOX BROS.

ROYAL BLUE STORE
Across from Hampton's

KOH-I-NOOR

The "Quality" Shop

Confectionery and Ice Cream
that is superior

Hot and Cold Lunches

Call up 578

**McMorran &
Washburne**

EUGENE'S FOREMOST AND BEST STORE
538-540 WILLAMETTE STREET



**We are Prepared With Everything
You need for Commencement Week**

Long before you started your busy preparations for commencement exercises we were searching the markets for the pretty and useful things you would need to look your best during this important event.

These new, up-to-date and stylish goods are all here ready for your selections and no matter how fastidious you may be you will surely find among our splendid stocks of white goods, gloves, hosiery, neckwear, and other necessary things just that which best suits your individual taste or requirements.

SOMETHING FOR THE MEN, TOO.

Smart dress suits and other things the men need in great variety. Our men's department is the Home of Original Styles in men's wear. Exclusive patterns in men's suits, special models for business and college men, complete stocks of dress suits and accessories.

All the new that's good
All the good that's new
From the cheapest that
is good to the best that's
made.

