

University Adds Service School Of Advertising

W. F. G. Thacher Named Head of Department For Next Year

President Arnold Bennett Hall recently announced the organization of a service department in advertising, with W. F. G. Thacher as head. Mr. Thacher has been teaching advertising and short story writing in the University for ten years.

"Only 25 or 30 students will be allowed in the new unit," said Mr. Thacher in speaking of the new department. "The advertising field will not accommodate a large number of men. It is crowded already. The service courses will accommodate three or four times that number."

Several Portland firms have offered scholarships during the summer to the students who have shown themselves capable of doing the best work during the school year. They are: Oregon Journal, Telegram, Oregonian, Meier and Frank, Olds, Wortman and King, Lipman olfe, Botsford-Constantine Co., Hon-

ig-Cooper Co., Crossely and Failing, Inc., Foster and Kleiser.

Students of the department will also be eligible to compete for the Advertising Club Scholarship of \$50 and the Botsford-Constantine prize of \$50 for the working out of the best advertising campaign. The students in Mr. Thacher's advertising class are working on the campaign now as a problem for the term's work.

Irving C. Huntington To Sail for Singapore

Irving C. Huntington, 1923, will sail for Singapore, Straits Settlements, May 17, where he intends to enter business, according to Professor Harry Hawkins of the school of business administration. Following his graduation Mr. Huntington was employed in San Francisco for a time, and until recently was an import broker in Portland.

Fete

(Continued from page one)
"O" and Frank Riggs will be in charge of the "burning of the green."

Representatives Named
Junior class representatives who

are in charge of the Junior Revue ticket sale and will meet in Johnson hall this afternoon are: Alpha Chi Omega, Alice Southwick; Alpha Gamma Delta, Pauline Stewart; Alpha Delta Pi, Julia Wilson; Alpha Omicron Pi, Marion Barnes; Alpha Phi, Edna Ellen Bell; Alpha Xi Delta, Frances Bolton; Chi Omega, Mary Clark; Tri Deltas, Avis Langmae; Delta Gamma, Edith Bain; Delta Zeta, Nina Kitts; Gamma Phi Beta, Lyle Veazie; Kappa Alpha Theta, Esther Hardey; Kappa Kappa Gamma, Betty Shields; Pi Beta Phi, Alice Douglas; Kappa Omicron, Virginia Priaulx; Sigma Beta Phi, Margaret Blackman, Kappa Delta, Ethel Montgomery; Susan Campbell hall, Nellie Johns; Hendricks hall, Vena Gaskill; Oregon club, Mary Benson.

Alpha Beta Chi, Curtis Hambo;

Alpha Tau Omega, Edwin Henry; Beta Theta Pi, Harold Socolofsky; Chi Psi, Jack Renshaw; Delta Tau Delta, Dick Gordon; Sigma Phi Epsilon, Dick Syring; Kappa Sigma, Bill Powell; Phi Sigma Kappa, Ronald Robinette; Phi Delta Theta, Bill McGregor; Phi Gamma Delta, Ed Crawley; Phi Kappa Psi, Bill Brown; Psi Kappa, John Tobin; Sigma Alpha Epsilon, Bob Benjamin; Sigma Chi, Mack McAllister; Sigma Nu, Don Beelar; Sigma Pi Tau, Eugene Gray; Theta Chi, LeRoy Draper; Friendly hall, Marvin Cone.

Pledging Announcement
Delta Zeta announces the pledging of Esther Winn, of Pendleton, Oregon.

Theaters



McDONALD: Last day: Clara Bow in Elinor Glyn's "It," a comedy drama romance royal, bubbling with pep, punch and personality, a delectable depiction of modern maidens and ultra modern manners, with Antonio Moreno, and a great cast of favorites, supporting the vivacious star; Neal Burns, comedy, "Cash and Carry;" Sharkey Moore and the Merry-Macks in "Hits and Bits," a musical comedy presentation, nightly at nine; Frank Alexander in musical settings su-

preme; International news events. Coming (Thursday)—Milton Sills and Doris Kenyon in "Men of Steel," a gigantic production that will go down as one of the greatest epic dramas ever screened; scenes that defy description, drama that holds one with a vice-like grip and romance as fiery as its background.

REX: First day: Buster Keaton in "The General," the comedy special of the year, and which has taken the East by storm, brings the frozen faces funster in his biggest mirthquake, which was filmed at Cottage Grove last summer; more fun—a MacDougal Alley comedy, "The Racers," with those inimitable

kids; John Clifton Emmel at the organ.

Coming (Friday)—Marie Prevost in "Getting Gertie's Garter," the funniest farce the stage has known in years and years, brought to the screen in a gale of spontaneous laughter, with Charles Ray and a big cast of stars.

A double attraction is offered for Thursday and Friday, May 4 and 5.

George O'Hara in "California or Bust," eighty thrills a minute in this first O'Hara. All the dash and zip of an auto comedy; Dorothy Devore in "The Gilded Highway,"—So delightful, so real, so humanly true, you cannot afford to miss it. And don't forget—Aesop's Fables.

Today Thursday Is The Second Double Program of 2 for 1 Week

Monday and Tuesday we had a double program—for today and Thursday we have another—and again Friday and Saturday.

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|---|---|
| 1. Dorothy Devore in "The Gilded Highway" | 2. Wednesday Night Only at 9 P. M. Uncle Izzy (Himself) And His Country Store |
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3. And—
O'Hara's Best—
A zip of an auto comedy.
Matinee Wed. 2 P. M.
Aesop's Fables

GEORGE O'HARA
IN
California or Bust
Colonial THEATRE

Crashing, Smashing Through to Success as The Comedy Triumph of The Year

It's a Riot!

Ninth Inning Score Tied!

---and "No Hit Kelly" at the bat!



TODAY, FRIDAY AND SATURDAY

You'll just stand up and yell at the greatest climax the screen has ever witnessed! Just one of a thousand laughs and punches in this mile-a-minute fun-fest! William Haines even better than in "Brown of Harvard" and "Tell It To the Marines" as the rookie who found baseball triumphs easy compared with the ways of a girl!

WILLIAM HAINES
SALLY O'NEIL
HARRY CAREY

HEILIG



Aesop Fable Bruce Scenic Fox News

Hear Them—See Them—

Music and fun for all, the Guard's Boys' and Girls'

HARMONICA CONTEST

Many Prizes Now open to boys and girls Nightly At 8:50

Prices:

Matinee	35c
Nights	50c
Children	10c

Note: "Slide Kelly Slide" is a Metro-Goldwyn picture bought by the Heilig on exclusive contract, and will never be shown in Eugene at any other theatre.

CLOTHES

Ready-made
And Cut to Order

ESTABLISHED ENGLISH UNIVERSITY STYLES, TAILORED OVER YOUTHFUL CHARTS SOLELY FOR DISTINGUISHED SERVICE IN THE UNITED STATES.

Charter House

Suits and Topcoats

\$40, \$45, \$50



BY SPECIAL APPOINTMENT
OUR STORE IS THE

Charter House

Of Eugene

The character of the suits and topcoats tailored by Charter House will earn your most sincere liking.

Ragan & Bunnman
825 Willamette St.