

## Advertising Men Elect Manning New President

**Alpha Delta Sigma Picks  
1927-28 Officers;  
Horn Talks**

James W. Manning, manager of the 1926-27 Oregonian, was elected president of W. F. G. Thacher chapter, Alpha Delta Sigma, men's professional advertising fraternity, at a meeting at the Anchorage yesterday noon. Others elected were: vice-president, Milton George, a junior in the school of journalism, next year's business manager of the Oregon Daily Emerald, and associate editor of it this year; and Joe Neil, secretary and treasurer, who will be associate manager of the Emerald next year. He held the position of advertising manager this year and is a junior in the school of journalism.

Retiring officers of the organization are: president, Calvin Horn; vice-president, Paul Sletton; secretary and treasurer, James Manning. Horn also gave an official report of the national convention of the organization held at the University of Missouri, Columbia, Mo., May 9 and 10. The W. F. G. Thacher chapter, it will be remembered, was the one given the highest rating of the twenty-one groups in the United States at this convention.

The next meeting of all groups will be at the University of Illinois, Champaign, Ill. The Oregon chapter will be host at the regional convention of Pacific coast chapters, including the Universities of Washington, California, Washington State College, Oregon Agricultural College, and all alumni on the coast, to be held in conjunction with the Pacific coast advertising convention in Portland, June 19 to 22.

## Assembly

(Continued from page one)  
as it already has southern China this winter, he continued.

**States too Aggressive**  
There is a reaction in the Philippine Islands against America. "I asked the government officials why they didn't let the matter rest. They replied that they would like to but, 'How can we when the United States is reactionary—when all of the acts of Congress in regard to the Philippine government have meant lessening Philippine freedom? Our government is in direct

violation to the principles of the American constitution. We are subject to the whims of Congress. We can't let the matter drop.' As long as the Philippines are producing rubber the Americans are not going to give up control of them, and if oils should be discovered there, it is goodby to Philippine independence forever," Mr. Hall repeated.

He says that the French are the most sympathetic rulers in Asia. In Siam every white advisor to the Siamese throne is dismissed.

The crime of England in India is the protection of the tyrants who are rolling in wealth, keeping their subjects, who constitute one-fifth of the population, in poverty and subjection.

One of the Indian leaders said, "Our fight isn't against the Britishers. They are all right if they have to be. We are working against organization, against caste. What we need is co-operation. Why, if we would all spit in unison we would make a puddle big enough to drown all the Britishers! The British and you are ruining our culture. You demand that we give it up; and if we don't resist you, you will succeed. Your schools are turning our Indian boys into second-hand Britishers. You teach them to forget their own literature and to read

Shakespeare in a poor fashion. They abandon their spiritual foundation and become westerners chasing the mad will o' the wisp that ends in nothing. I would be a traitor not to preserve the Indian culture."

**Disillusionment is Evil**  
Mr. Hall said he saw on the desk of this Indian a copy of "The Decline of the West," by Spengler as well as books of H. G. Wells. The official, referring to them, said, "Isn't it strange that in your society the books of the authors who are the greatest pessimists are the best sellers? How can anything but disillusionment come from a civilization which thinks nothing of product, but only of process. You will crash and will want a new way of life and I will be ready to give it to you."

The Asiatic peoples are "fed up" on our way of living, said the speaker. "They have discovered that they are strong enough to resist us."

"One of the greatest effects of the World War was to change the balance of races. Russia has gone in with the people of Asia. We face an era when no race, nation or group, can dominate the other without the destruction of both. We can meet this situation with peace, sympathy, and with patience. The result will be the enrichment of both civilizations and the launching of an era of the Pacific, and of a program of culture, which will have a spiritual and cultural benefit, not seen since the Renaissance. We can take that path or follow our present one of arrogance and force."

**War Would Mean Destruction**  
Mr. Hall closed with a Chinese fable illustrative of what he believes will be the result of a continuation of the present policy of the nations of the western hemisphere. A tiger and a crocodile were

fighting along the river. Neither was strong enough to defeat the other. Finally both gave up, exhausted. Each drew into his own element where he was safe. They slowly rotted from the wounds received. That would be the result of a war between the white and Oriental races today, continued the speaker. Neither one is big enough to win a decisive victory over the other.

It would mean the ultimate rot of the two races—the destruction of 5,000 years of civilization.

The speaker was introduced by Dr. James Gilbert, acting dean of the school of literature, science and the arts, who characterized Mr. Hall, as traveller, writer, lecturer, and student of human affairs. Dr. John Straub, dean emeritus of men, presided at the assembly.



Dearest Anne—

Junior Week-end and rain. What could sound more disgusting but 'tis not so for once we put one over on old man Jupe because all the brightly colored sport things—sweaters, skirts, blouses etc., purchased at **Densmore Leonard's** especially for this event will act as veritable sun, dazzling away clouds and somberness.

And the prom-ecstical music, glimmering, swaying forms swathed in the delicious scent of romance. Big excitement preparing, too bad the **Co-ed Barber Shop** can't give their hair cuts to men too.—Stop them casting envious glances at our coiffures and eternally asking where we got them.

Corsages, dainty ethereal bits of wonder land—just all of us have set our hearts on some of Raup's flowers and have just more than scattered hints. To offset one's formal they provide a lovely touch of color.

Jewelry too is a supreme accessory for formal wear and in the **Aladdin Gift Shop** is found truly the answer to the modern maiden's quest for the beautiful and unusual. Rare pieces representative of the art of every nation in the world are present in their exceptional collection. Earrings, pendants, bracelets, subtle reminders of the warm mystic Orient. Chains, rings, brie-bracs, adequate expression of the century old art of France and Germany.

Guests, of course, just every old alum imaginable is a necessary element to the success of this weekend, and treated royally they surely shall be. **Underwood and Elliotts**, per usual, forms the basic supply of our house menus and while always their good furnishings are remarkable in their variety and quality, this weekend they will be really superfine.

Private luncheons for chosen sets are much in vogue. Hardly needful to mention that the **Anchorage Campus Tea** house is the recipient of all such trade. No wonder all old grads hit it off for the **Anchorage** immediately upon their arrival for its reputation for good food is one of Oregon's proudest oral traditions.

Problem of clever table favors arrives often—easily solved when one considers that **McKillops** (next to M. E. church) fills and arranges all manner of novelty candy displays, appealing to the finer esthetic sense and to the more plebeian sense of taste.

Hats daintly patterned, attractively decorated with hand painted designs are nothing else but incentives to insanity for when one sees **Letitia Abram's** marvelous assortment, to possess one becomes a burning desire which just has to be satisfied—beg borrow, or steal—they are essential to one's peace of mind.

Love,

CAROL.

## The College Men Know

# IRVIN & IRVIN

Will clean and press their "Tux" the best for the "Junior Prom." Just give us a ring, and we do the rest.

Phone 317

643 East 13th St.

## Classified Ads

**LOST**—On Hayward field a fountain pen with the name Jerry Denslow engraved on it. Finder please call 1652R. m21-21

**LOST**—At Washington-Oregon game a Bill Doake baseball glove with initials R. S. R. It was left on the running board of a Ford. Return to Bob Robinson, 825 E. 13th. Reward. m18-19



**McLean Auto  
Rental Co.**  
Phone 1721-R



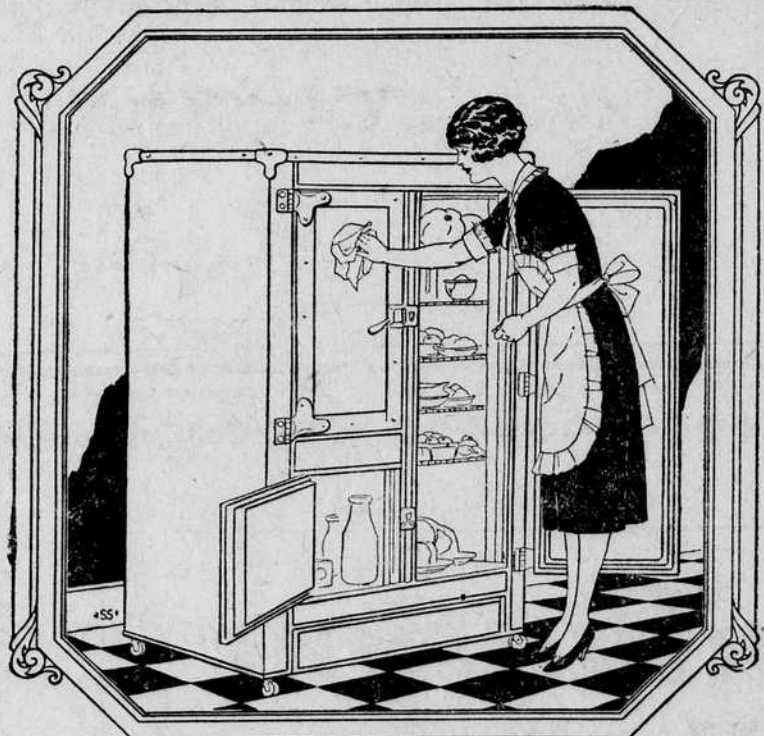
## When collegians answer the call to swim!

College men—keen for athletics—leaders, thinkers, doers... they know the worth of a suit that "lets you swim." Jantzen was hailed first choice at Dartmouth, Brown, Chicago and 29 other universities in a survey of college men in 24 states.

This store is showing Jantzens now in plains, bright tones and stripes.

## Wade Bros.

Hart Schaffner & Marx Clothes



## Come and See the New Ideas in Home Refrigeration

New efficiencies and economies. New beauties and refinements. Each year women welcome these new Leonard features. The latest Leonard Cleanable is best of all. Come and see it. Let us show you how, in the new models, food is better protected, ice lasts longer, refrigeration costs less.

Come and see the famous Leonard food chamber: feel the smoothness of the snow-white porcelain; feel the round corners, so easy to clean. Learn about the super-insulation. How fine to have this protection for your family's food—and to know you have it!

The Leonard Cleanable is made by the world's largest makers of refrigerators. Over 45 years a leader. Over two million Leonards in use today.

We carry a large line. A size, style and price to meet every need. Come and see our display.

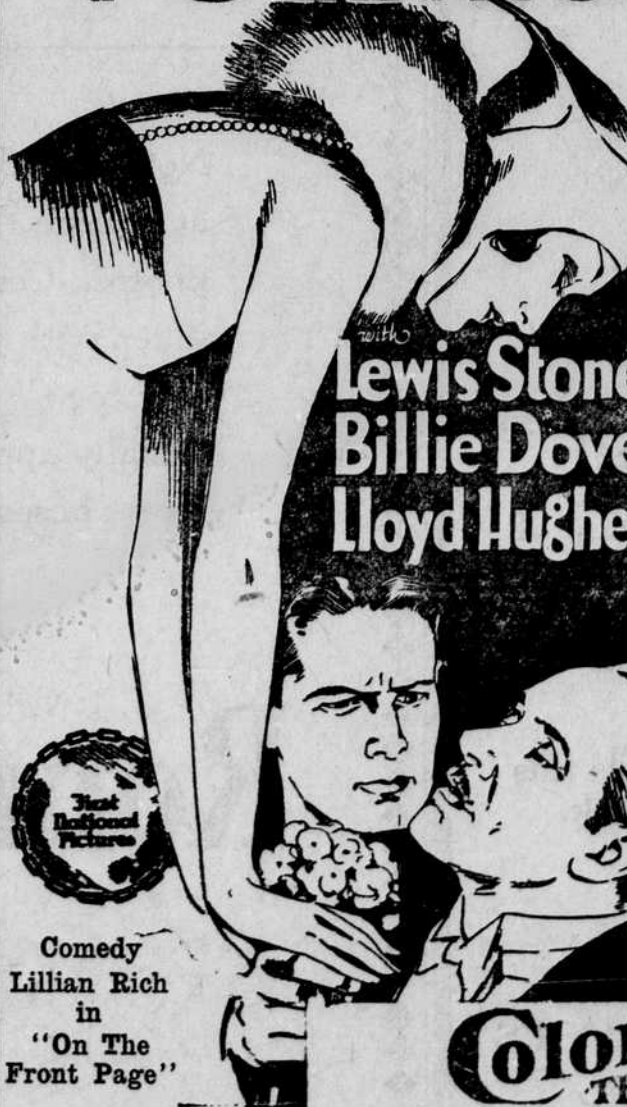
**LEONARD**  
Cleanable Refrigerator  
"Like a Clean China Dish"

**WETHERBEE  
-POWERS**

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Today  
Saturday

Matinee  
2 P. M.



**Lewis Stone  
Billie Dove  
Lloyd Hughes**

Pathe  
News

Showing  
First  
Pictures  
of the  
Kentucky  
Derby

Comedy  
Lillian Rich  
in  
"On The  
Front Page"

**Colonial  
THEATRE**

## "The Blue Boy"



with  
**JOHN ROCHE and  
PHILIPPE DE LACY**  
In Natural Colors

A gripping story of Seventeenth Century England, suggested by Sir Thomas Gainsborough's famous painting.

**ROMANCE  
PRODUCTIONS**  
(Educational Pictures)

The first of a series of three Romance productions to be seen at the Heilig.

The most beautiful of all short film classics.

## —ON THE STAGE—

Tonight  
Only at 8:45

Tonight  
Only at 8:45

Hits from the Musical Comedy Success

## "Creole Moon"

George McMurphy's Band

THE PONY CHORUS

ED. CHENEY

CAVITA CAMPBELL

RODNEY BANKS

RUTH GRIFFITH

Staged under the direction of Benoit McCroskey

Matinee, 35c; Night, 50c