## **TUESDAY, MAY 6, 1930**

# **Country'sEye OnWest Coast** Says Speaker (op. 11) were in a decidedly differ-ent mood. The romance was warm-

Oregon Advertising Confab a quite vivacious, lively mood. It Sponsored by Alpha **Delta Sigma** 

# Breakfast, Banquet Are **Outstanding Events**

By ROY SHEEDY

The Oregon Advertising conference, sponsored by Alpha Delta Sigma, national honorary advertising fraternity, came successfully to a close last Sunday. The principal features of the conference were the banquet held at the new men's dormitory Saturday evening, and the reunion breakfast of Alpha Fiji Nine Downs Delta Sigma, Sunday morning at the same place.

"The eyes of the country are on the west coast today," said John F. Cuddy, managing director of Californians, Inc., who gave the main address at the banquet. "Here people see a fine vacation land, and a homeland with expanding opportunities. Proper advertising of our advantages may be used to convert this general interest into an ever increasing tide of tourist travel, from which our states can derive a very considerable immediate economic advantage and also draw new population elements."

## **Research** Interests

Prof. Robert W. Jones, of the University of Washington, national president of Alpha Delta Sigma, said in part, "The business world is interested in research and survey as a basis for policies."

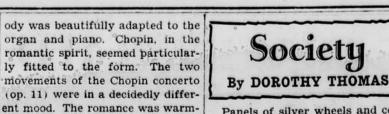
Dr. Arnold Bennett Hall, president of the University, welcomed the delegates. His talk can be

science." Prof. A. L. Lomax represented victory. The Betas had the honthe school of business administra- or of winning two games, beating tion in a short talk at the ban- Sherry Ross 4 to 1 in the first quet, while Dr. Ralph D. Casey, encounter and receiving the Omeprofessor of journalism, told of the ga hall contest due to default. writing side of advertising in a newspaper. W. F. G. Thacher,

professor of advertising, introduced the speakers. George Weber, general chairman of the confer- Hal easing the Fijis down with two ence, was toastmaster.

# **Peterson Wins Award**

An interesting event of the ban-They were Jimmy Leake, Wayne two, cluttering the sacks, but Wil-Leland, Calvin Horn, Larry Thie- son fanned for the final out.



er, most interesting for its pure melody, while the rondo was in was suprising to discover that the lighter more sprightly forms suited so satisfactorfly the combina-Patrons and patronesses included

Their second number was the Demarest Fantasie, not quite so Bowen, Mr. and Mrs. Edwin Chopin but extremely appealing. and Mr. and Mrs. Wayne Morse. In it the possibilities of developing

the other were shown. The concert, one of the few remaining Sunday programs of the term, drew one of the largest audiences of the year.

tion.

**Kappa Sig Hopes** 

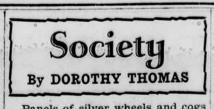
**Betas Annex Two Victories Over Sherry Ross and Omega Halls** 

TODAY'S GAMES 3:15 Delts-Sigma Pi Taus Sigma Chi-Phi Kappa Psi. 4:15 Alpha Upsilon-Friendly hall

S. A. E.-Chi Psi. Zeta hall-Theta Chl. Thursday's Games Gamma hall-A. T. O. A. B. C.-Bachelordon. Phi Delt-Psi Kappa.

summed up in his words, "The ad- The Fijis received a genuine vertiser has to be a profound scare from the Kappa Sigs yesterscholar in the whole field of social day but took advantage of a Kap-

scathed. Two bobbles by the Kappa Sig infield in the third spelled quet was the introducing by Pro- defeat for Hatton. White was fessor Thacher of five of the mem- safe at first, Hughes sacrificed bers of Alpha Delta Sigma who him to second, and he scored have won the Portland Ad club when Cress let Brock's smash award for the past few years. trickle through. Hatton walked



formal at the Craftsman club Sat- David Graham. urday, arrangements for which were placed under the direction of Harriet Duer and Elvira Jensen.

\* \* \*

Phi Delt-Kappa Sig

The annual Phi Delta Theta-

sence of upper-classmen, the Phi

Delta Theta and Kappa Sigma un-

Hanson-Tilton

and Mr. Tilton are from Ashland.

Kappa Alpha Theta

NEGLECT

of small details of

dress is the cause of

faulty grooming. In

order to do justice

Bryson.

charge.

Miss Margaret L. Daigh, Dr. Roy

Entertain Faculty Members of the faculty were en-

tertained with a dinner Sunday, at the Zeta Tau Alpha chapter house. The table was decorated with pink roses and tapers. Nadine Gilkeson was in charge of the dinner. The guests were: Dr. and Mrs. R.

hardt: Mr. and Mrs. Arthur Hicks; Mr. and Mrs. Kurt Reinhardt; Mr. and Mrs. F. S. Dunn; Mr. Robert Faner, and Mr. Carl Furr.

Sherry Ross-S. P. E. Wednesday's Games

Sigma Nu-Phi Sig.

The engagement of Lois Joy pa Sig boot to nose out a 1 to 0 Hanson to Charles Tilton was announced at dinner Saturday night at the Alpha Delta Pi house. Mr. Tilton attends Oregon State college where he is affiliated with Beta Theta Pi. Both Miss Hanson

**Pitching Duel** Johnny Anderson and Hal Hatton hooked up in an airtight pitching duel in the Fiji-Kappa Sig tilt, bingles and Anderson escaping un-

The Kappa Alpha Theta spring dance was held Saturday night at the home of Mr. and Mrs. Camp**OREGON DAILY EMERALD** 

Friday, May 30 Delta Sigma.

Saturday, May 31 Closed to dances. June 6 and 7

June 9 to 13 Examinations.

Commencement.

derclassmen held an informal dance at the Kappa Sig house with Members of Alpha Phi of Sig-Frank Bryant and Jack Card in ma Kappa entertained with a barn dance Saturday night. The dance was held in one of the barns outside of the city. Stacks of hay,

> Entrancing Enrapturing onalle THE LOVE PARA JEANETTE MAC DONALD



#### PAGE 3

len, and George Weber. Tony Peterson, junior in advertising, was presented with it for this year.

ciate members of Alpha Delta Sig- and he gained on an attempted ma was one of the largest gatherings of the honorary ever held in this state. The principal feamembership of Thomas I. Chap- and Chuck Wirth at bat a hit and ture was the initiation to associate man, of Koke-Chapman company, Portland, and Arlyn E. Cole, of Gerber and Crossley, Portland.

**Raymond** Jones Speaks

The official message was given by Raymond Jones, while John Cuddy gave the main address. ▼ Short talks were made by Prof. W. F. G. Thacher; Earl Bunting, representing the associate membership; Wayne Leland, representing the Portland alumni; Prof. S. H. Vance, of Oregon State college; Harris Ellsworth, editor of the Roseburg News-Review; Lauren Stone, president of the University of Washington chapter; Morris Little, president of the Oregon State chapter. George Weber presided as chairman.

Four men were given honorary or fourth degrees for having spent one year in professional advertising after graduating. They were: Randolph T. Kuhn, William Cruickshank, Laurence Thielen, and Ray Carr.

· Women's Group Entertains At the same time, Gamma Alpha Chi, women's national advertising honorary, was giving a breakfast at the Osburn hotel. Three women were initiated to honorary membership. They are: Eleanor Cannon, publicity director of Leibe's; Katherine Neill, account executive of Gerber and Crossley; Dorothy Henderson, advertising manager of Bedell's. All the concerns are in Portland. Ruth Street, national secretary of Gamma Alpha Chi, made an inspection of the local chapter while she was here.

## EVANS, HOPKINS GIVEN PRAISE FOR RECITAL

(Continued from Page One) warmth of the organ blends to most stirring music.

The MacDowell concerto, deeply impassioned and filled with climactic passages and glowing niel-

**Jack Burke Fans** Kappa Sig made a desperate effort to tie the score in the final The breakfast on Sunday morn- frame. Mays was safe on first ing for active, alumni, and asso- when Brock threw wildly to White steal. Dale and Burke struck out before Eberhart punched a grounder past the pitcher's box.

VARSITY

to your clothes the details must be perfect. Shoes, of course, must be perfectly shined, and the only place to get a "last-With runners on first and third ing" shine is at the





SPORT PUMPS and SPORT STRAPS

Basking in the sunlight of fashion these new white frock inspirations trimmed in black or tan . . . add freshness and youthful charm.

