

Country's Eye On West Coast Says Speaker

Oregon Advertising Confab 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 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 summed up in his words, "The advertiser has to be a profound scholar in the whole field of social science."

Prof. A. L. Lomax represented the school of business administration in a short talk at the banquet, while Dr. Ralph D. Casey, professor of journalism, told of the writing side of advertising in a newspaper. W. F. G. Thacher, professor of advertising, introduced the speakers. George Weber, general chairman of the conference, was toastmaster.

Peterson Wins Award
An interesting event of the banquet was the introducing by Professor Thacher of five of the members of Alpha Delta Sigma who have won the Portland Ad club award for the past few years. They were Jimmy Leake, Wayne Leland, Calvin Horn, Larry Thielen, and George Weber. Tony Peterson, junior in advertising, was presented with it for this year.

The breakfast on Sunday morning for active, alumni, and associate members of Alpha Delta Sigma was one of the largest gatherings of the honorary ever held in this state. The principal feature was the initiation to associate membership of Thomas I. Chapman, 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 mel-

ody was beautifully adapted to the organ and piano. Chopin, in the romantic spirit, seemed particularly fitted to the form. The two movements of the Chopin concerto (op. 11) were in a decidedly different mood. The romance was warmer, most interesting for its pure melody, while the rondo was in a quite vivacious, lively mood. It was surprising to discover that the lighter more sprightly forms suited so satisfactorily the combination.

Their second number was the Demarest Fantasia, not quite so magnificent as the MacDowell and Chopin but extremely appealing. In it the possibilities of developing a theme from one instrument to 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.

Fiji Nine Downs Kappa Sig Hopè In Close Fray 1-0

Betas Annex Two Victories Over Sherry Ross and Omega Halls

TODAY'S GAMES
3:15
Deltas-Sigma Pi Taus
Sigma Chi-Phi Kappa Psi.
4:15
Alpha Upsilon-Friendly hall.
Sherry Ross-S. P. E.
Wednesday's Games
S. A. E.-Chi Psi.
Zeta Psi-Theta Chi.
Thursday's Games
Gamma Hall-A. T. O.
A. B. C.-Bachelordan.
Phi Delt-Psi Kappa.
Sigma Nu-Phi Sig.

The Fijis received a genuine scare from the Kappa Sig yesterday but took advantage of a Kappa Sig boot to nose out a 1 to 0 victory. The Betas had the honor of winning two games, beating Sherry Ross 4 to 1 in the first encounter and receiving the Omega hall contest due to default.

Pitching Duel
Johnny Anderson and Hal Hatton hooked up in an airtight pitching duel in the Fiji-Kappa Sig tilt, Hal easing the Fijis down with two bingles and Anderson escaping unscathed. Two bobbles by the Kappa Sig infield in the third spelled defeat for Hatton. White was safe at first, Hughes sacrificed him to second, and he scored when Cress let Brock's smash trickle through. Hatton walked two, cluttering the sacks, but Wilson fanned for the final out.

Jack Burke Fans
Kappa Sig made a desperate effort to tie the score in the final frame. Mays was safe on first when Brock threw wildly to White and he gained on an attempted steal. Dale and Burke struck out before Eberhart punched a grounder past the pitcher's box. With runners on first and third and Chuck Wirth at bat a hit and run play failed, Mays being run down between third and home.

Varsity Barber Shop
Next to the Oregona.

U. OF O. SHOE SHINE PARLOR
Alder & 13th
"Just around the corner from the 'Lemon O.'"

VERY NEW . . . SHOWN EXCLUSIVELY BY GRAHAM'S
New Very New



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.

\$10.00 the pair



828—Willamette Street—828

Society By DOROTHY THOMAS

Panels of silver wheels and cogs were used to carry out the decorative motif for the Chi Delta formal at the Craftsman club Saturday, arrangements for which were placed under the direction of Harriet Duer and Elvira Jensen. Patrons and patronesses included Miss Margaret L. Daigh, Dr. Roy Bowen, Mr. and Mrs. Edwin Knapp, Mr. and Mrs. Eyer Brown and Mr. and Mrs. Wayne Morse.

Members of Z. T. A. Entertain Faculty

Members of the faculty were entertained with a dinner Sunday, at the Zeta Tau Alpha chapter house. The table was decorated with pink roses and tapers. Nadine Gilkerson was in charge of the dinner. The guests were: Dr. and Mrs. R. C. Clark; Dr. and Mrs. J. M. Reinhardt; Mr. and Mrs. Arthur Hicks; Mr. and Mrs. Kurt Reinhardt; Mr. and Mrs. F. S. Dunn; Mr. Robert Faner, and Mr. Carl Furr.

Phi Delt-Kappa Sig

The annual Phi Delta Theta-Kappa Sigma upper-class dance was held at the Cloverleaf dairy, Friday night, with a barn motif. Bob Miller and Jack Edliefson were in charge of the dance. Patrons and patronesses were: Mr. and Mrs. Carlton Spencer; Mr. and Mrs. A. A. Rogers, and Roy Bryson.

Taking advantage of the absence of upper-classmen, the Phi Delta Theta and Kappa Sigma underclassmen held an informal dance at the Kappa Sig house with Frank Bryant and Jack Card in charge.

Hanson-Tilton

The engagement of Lois Joy 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 and Mr. Tilton are from Ashland.

Kappa Alpha Theta

The Kappa Alpha Theta spring dance was held Saturday night at the home of Mr. and Mrs. Camp-

NEGLECT

of small details of dress is the cause of faulty grooming. In order to do justice to your clothes the details must be perfect. Shoes, of course, must be perfectly shined, and the only place to get a "lasting" shine is at the

U. OF O. SHOE SHINE PARLOR
Alder & 13th
"Just around the corner from the 'Lemon O.'"

bell Church on Fairmont boulevard. The house was decorated with spring flowers. Anne Kistner was in charge of the affair. Patrons and patronesses were: Mr. and Mrs. Dean Walker; Mr. and Mrs. Robert Neighbor; Mr. and Mrs. Campbell Church; Mrs. Grace Russell, and Mr. and Mrs. David Graham.

Delta Tau Delta

Saturday morning Delta Tau Delta entertained with a breakfast dance from 9 to 12. The house was decorated with flowers and small fountains and wells. Bob Holmes was in charge of the dance. Patrons and patronesses were: Mr. and Mrs. Prink Callison; Mr. and Mrs. Carlton Spencer; Mr. C. K. DeNeffe, and Mr. Verne Blue.

Franks-Wood

The marriage of Fritz Franks, of Palo Alto, California, to Timothy Wood, Portland, was solemnized in Portland, Saturday night. Both were students at the University, the bride being affiliated with Kappa Kappa Gamma, and the groom with Delta Tau Delta.

Delta Gamma

A spring dance with a Japanese motif was held at the Delta Gamma chapter house on Saturday night. Elizabeth Keene was in charge of the affair. Patrons and patronesses were: Mrs. Katherine Yerex, Mr. and Mrs. S. S. Dunn, Dr. and Mrs. R. C. Romig, Mr. and Mrs. L. S. Wade, and Mr. and Mrs. George Wilhelm.

Sigma Kappa

Members of Alpha Phi of Sigma Kappa entertained with a barn dance Saturday night. The dance was held in one of the barns outside of the city. Stacks of hay, refreshments of doughnuts and

Enthrancing Enrapturing Maurice Chevalier



with an engaging and exciting cast including JEANETTE MAC DONALD

COLONIAL
OPENS TODAY
For 3 Days of Glorious Entertainment

WEDNESDAY COMES

HILLIG
Perfect Vitaphone Recording

Richard Barthelmess
East is East! West is West! The Twain Meet



SON of the Gods

with CONSTANCE BENNETT
Greater Than His Greatest! Better Than His Best! The Outstanding Vitaphone Drama of All Times!

See and hear an Oriental stealing kisses from a white girl's lips!

Your heart will tingle to a new thrill when you see the rapturous love scenes; society at play; thrilling polo match; all the big moments of Rex Beach's best-selling novel woven into a masterpiece by the genius of Frank Lloyd.

"When a white girl loves a man and finds him to be an Oriental—"

LAST TIMES TONIGHT FOR "LUMMOX"
That great novel by Fannie Hurst—now in the Talking Picture presentation!

soda pop, and appropriate programs carried out the idea. Miriam Shepard was an alumna guest. Patrons and patronesses for the affair were: Mrs. Jennie Burrows; Mr. and Mrs. W. G. Beattie; Captain and Mrs. G. F. Herbert; and Mr. and Mrs. George York.

BROADCAST TO FEATURE APRIL FROLIC PROGRAM

(Continued from Page One)
The usual ten minutes of late Oregon Daily Emerald news. Scores of games, committee appointments, and late bulletins are given before the news appears in the Emerald or the downtown papers.

SPRING LIST OF SOCIAL AFFAIRS WELL FILLED

(Continued from Page One)

Friday, May 30
Track—P. C. C. at Pullman. Baseball—O. S. C. at Eugene. All-campus Carnival—Alpha Delta Sigma.

Memorial day—Holiday.
Saturday, May 31
Track—P. C. C. at Pullman. Baseball—O. S. C. at Corvallis. Closed to dances.

June 6 and 7
Closed to dances.
June 9 to 13
Examinations.

Monday, June 16
Commencement.

Mortar Board at the University of Iowa is sponsoring a dance similar to the one held on this campus during Senior Leap week. The affair is scheduled for next Friday, and will be the first of its kind on that campus.

CLASSIFIED ADS

PIANO JAZZ—Popular songs immediately; beginners or advanced; twelve-lesson course. Waterman System. Leonard J. Edgerton, manager. Call Studio 1672-W over Laraway's Music Store, 972 Willamette St. 1f

Movies By EVELYN SHANER

A WEEK WITH THE MOVIES
McDonald — Tuesday, "Locked Door"; Wednesday to Saturday, "Sarah and Son."

Rex — Tuesday, "The Golden Calf"; Wednesday and Thursday, "A Royal Romance"; Friday and Saturday, "Free and Easy." State—Tuesday, "They Had To See Paris"; Wednesday and Thurs-

day, "Wall Street"; Friday and Saturday, "South Sea Rose." Colonial—Tuesday to Thursday, "The Love Parade"; Friday and Saturday, "They Had To See Paris."

Heilig — Tuesday, "Lummox"; Wednesday to Saturday, "Son of the Gods."

DR. J. E. WETHERBEE
Eye, Ear, Nose and Throat Office Phone 1601
Residence 1230-M
801-2-3 Miner Bldg. Eugene, Oregon

COMING! COMING! COMING! FOX McDONALD

ALL TALKING
Coming Wednesday
Paramount PRESENTS



RUTH CHATTERTON
in A Powerful Drama of MOTHER LOVE!
A Girl's Rise from POVERTY to WEALTH... From Black DESPAIR to Great HAPPINESS!

SARAH AND SON
with FREDRIC MARCH

Last Times Today
"THE LOCKED DOOR"

WEDNESDAY COMES

A ROYAL ROMANCE
with WILLIAM COLLIER, Jr. PAULINE STARKE

LAST TIMES TODAY
"HER GOLDEN CALF"

Usual Prices

Fox Rex

Stationery in assorted colors . . . this week only.

99c

Chesterfields
Flat Tins of 50's
25c

University Pharmacy
"Student Drug Store"
11th & Alder Phone 114

Mother's Day Gifts

Our stock is replete with the appropriate remembrances for Mother on May 11th.

Beautiful Stationery
Attractive Italian Leather Goods

The new books on the Book Balcony and hundreds of other items to please you and her.

Mother's Day Cards

the "CO-OP"

Good tobacco in a pipe

That's what you want!

WHY do you hunt high and low and everywhere, when all the time here is good tobacco waiting to be smoked in your pipe? Why not discover Edgeworth and be done with your hunting?

Light a pipeful of Edgeworth. Roll on your tongue the full-bodied smoke that never bites and is always cool. Taste the Edgeworth flavor—the flavor that never changes. Learn for yourself why Edgeworth is the choice of so many critical smokers all around the world.

You simply must meet Edgeworth somehow. Buy a can of it, or borrow one, or let us send you several pipefuls, free, just to taste. Use first the coupon and then restraint until the postman comes with the Edgeworth. You'll bless the day, for good tobacco in a pipe is what you want.

Edgeworth is a careful blend of good tobaccos—selected especially for pipe-smoking. Its quality and flavor never change. Buy Edgeworth anywhere in two forms—"Ready Rubbed" and "Plug Slice"—its pocket package to pound humor tin.

EDGEWORTH SMOKING TOBACCO

LARUS & BRO. CO.
100 S. 22d St., Richmond, Va.
I'll try your Edgeworth. And I'll try it in a good pipe.

Name _____
Street _____
Town and State _____
Now let the Edgeworth come! V21

Stationery
in assorted colors . . . this week only.

99c

Chesterfields
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25c

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