

Class of '35 Dance Slated for Saturday in Gerlinger Hall at 9:00

Plantation Set-up to Lend Southern Atmosphere For Annual Senior Ball

By MARY GRAHAM (Emerald Society Editor)

A perfect southern evening on an old plantation with the scent of magnolias in the air and a large yellow moon hanging lazily in a star-studded sky will form the background for the annual Senior Ball to be held Saturday evening. Cutouts and silhouettes softened by indirect lights will add to the effectiveness of the scene.

Clad in steel-blue tuxedos set off by polka-dot ties, the members of Bart Woodyard's 10-piece NBC orchestra will send soft strains of melody floating down from the deck of a gaily beribboned show-boat.

Preceding the ball, which is to be held in Gerlinger hall, patrons and patronesses of the dance will be honored with a dinner given in the dining hall of the men's dormitory.

Governor to Receive

A formal reception for the patrons and patronesses will be held at 8:45 o'clock in the main lounge of Gerlinger hall.

Those in the receiving line will be Governor Charles H. Martin, Mr. B. F. Irvine, Dr. C. V. Boyer, Chancellor W. J. Kerr, Dean James H. Gilbert, Mrs. C. L. Schwering, Mrs. O. F. Stafford, Edward Merve, and Althea Peterson.

During the evening between 10 and 11 o'clock, coffee and cake will be served. Those presiding at the coffee urns will be Mrs. Josephine Stewart, Mrs. Lucy Perkins, Miss Fannie McCamant, Mrs. Elizabeth Ramsby, Mrs. Jennie Burrows, Mrs. James Blair, Mrs. Elizabeth Talbert, and Mrs. A. L. Wall.

New Tux Features Style and Comfort

Men need no longer look forward to a formal evening with the old dread of the uncomfortable tuxedo. The latest fashions found at DeNeffe's are comfortable and fashioned in the latest mode. What could be more enjoyable than to attend the Senior Ball knowing that you are smartly dressed and yet can feel as free and easy as you would at the most informal affair. Get one tomorrow and have the time of your life at the greatest dance of the season.

Newest Creations Hint of Gay '90's

Proof that Dame Fashion is turning back the clock is brought to us directly from Beards. The newest creation in formal gowns is the dainty shirtwaist style which gives a faint suggestion of the romantic days when mother was a girl, and yet—will keep your partner guessing. Look slightly reserved and sophisticated against the background of the Old South. Beards are waiting to help you.

Subscription rates \$2.50 a year.

Gardenia Corsages

If you want good looking corsages at attractive prices, come in or phone 147.

KIRKLAND'S FLORAL SHOP
Rex Theatre Building Prompt Delivery

Going Places? In Good Company?

Whether out for the evening or clear out, good company is the essential part of your pleasure.

After you have whiled away the hours of dancing at the Senior Ball a time will come for a midnite lunch. (That's where we come into the picture.)

CAFE DEL REY

brings special food suggestion for that time after the special occasion.

HAVE A GOOD TIME AND REMEMBER

Smartest Coiffures Have Tailored Style

You'll want your curls high and massed at the back of your head to look smart at the Senior Ball. The R. C. Hadley BEAUTY SALON can keep you exquisitely, and startlingly beautiful all through the year.

The opening next week of the R. C. Hadley hair style shop, brings to Eugene perhaps the finest shop of this sort this side of Portland, and modern too — ne wfeatures that you'd never think of—Gadgets that will make Betty-Coed "so lovely and so sweet." Their trained operators under Miss Helen Sauer, are fashion experts.

The prediction for milady's hair-dress decrees that it will be less fussy. The hairlines are to be without the little forehead ringlets. In fact a very tailored hair style is the correct thing for the Senior Ball!

Send the Emerald to your friends. Subscription rates \$2.50 a year.

Evening Wraps Will Be Quilted, Says Fashion

Shades of night, and guess what? The latest fashion decree says that the evening wrap is to be quilted. When you see them there will be no doubt that they are quite the most wearable and appropriate wrap for the senior ball. The belle's of the South would be awed by these teasing little shoulder drapes, for that is what they are. Of course, if you expect to be cold we have the evening coat that is also of the quilted variety. Crinkly taffeta that will not be cumbersome.

Here is another tip that may be worthwhile to you who think that the formal you have will do. It will if you find yourself wearing the smart featured new evening jacket that is exclusively shown at McMorran and Washburne. You just slip it on over the evening gown, and PRESTO—you look at

New Tux Headlines Men's Spring Styles

They are not only talking about it, but it is decidedly the thing being worn—the new double-breasted tux. Up-to-the-minute fashions advocate this type of tuxedo, as presented by Wade Bros. Keep up with the style, and consequently watch your "one and only" fall for it.

No longer can a man borrow here and there and expect to find himself the best-dressed person present. Break away from the old mode. Society demands it.

yourself in the mirror and there you are dressed for that formal affair.

Colors that will leave you breathless. Pastel shades and tints to the stunning and flattering back is what you will find in these jackets. McMorran and Washburne are ready to dress you in the finest for the Old Plantation Day Senior ball.

Emerald Offers New Art Service To Advertisers

The Oregon Daily Emerald today inaugurates a new service to the advertisers!

Taking the lead in a field which has always been reserved for metropolitan newspapers, the Emerald becomes the first newspaper in Oregon outside of Portland and the first college paper on the Pacific coast to offer the services of staff artists for local advertisers.

Distinctive and individual illustrations by Dorothy McPherson and Kay Larson, both sophomores in the Oregon art school, appear in the advertising layout on this page in presenting this exclusive Emerald service for the first time. Virginia Wellington is in charge of promotion.

The artwork was done especially for the enterprising Eugene advertisers whose names appear in the advertisement.

Dance to Hot Rhythm in Soft, Cool, Chiffon

Needless to say, there will be hot rhythm at the SENIOR BALL. Plantation Days of the old South will find you dancing to the mad strains of the sweet music of Bart Woodyard and his NBC orchestra. Swishing and swirling about you as you glide around the floor,—your cool chiffon gown, whether starched or soft, will make you feel heavenly. Chiffon set to the tune of sweet music. You'll find them at the fine shop of R. C. Hadley.

The engraving for the new service is done in Eugene for the Emerald by Herbert Wiltshire of the Modern Engraving company.

Cotton for Evening Is Spring Feature

A bird of paradise has no more claim to beauty than the dainty plaid gingham gown shown at Barnhart's, the only gown for the "GRAND OCCASION." Breathing-taking is the only word that describes this Jean Carol model. The bodice fits tightly to the figure, while the skirt flares gracefully to the floor from the knees. Grace and glamour is added to the evening of evenings, the Senior Ball. The mecca of sheer fashion.

Gordon and Company brought forth a novel creation known as the "Floradora." It will make just the desired impression on the new date as you glide through the evening to Bart Woodyard's enchanting music. You will agree with us when you have seen the assortment of unique dresses which will seem to be for you and no-one else.

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"N.B.C. will be here tomorrow!"

"Plantation Nights"

"Bart Woodyard and his famous orchestra"

"Senior Ball!"

DeNEFFE'S
Colonels... a tuxedo with the features that will make you the well dressed man.
\$25 and 50¢

BEARDS
The new shirt, waist version of what the young sophisticate will wear.
\$16.75

WADE BROTHERS
Double breasted dinner jacket is a big credit to your good taste. It adds comfort to formality.
\$22.50

McMORRAN & WASHBURN
A black quilted taffeta evening jacket adds that certain something to this new printed silk evening gown!
\$22.50

BARNHART'S
Men like color... just think how much color you'll add to the picture in this new Jean Carol formal.
\$19.95

H. GORDON & COMPANY
it's naughty but you'll love it... the NEW FLORADORA formal.
\$19.75

BEARDS
aquamarine chiffon in a new pastel shade will make you a vision of loveliness.
\$16.75

McPherson & Larson

Remember with late permission your date would like something in five foods to make a perfect evening.

Seymour's