

FEMININE FANCIES

Blue-White Popular In New Spring Shoes

"Her complexion may be radiant, with sparkling eyes and a firm throat—all is naught, however, unless her allure is enhanced by the swing of a well-poised step." And this year dame fashion is making woman to step with ease and beauty combined.

For sports wear, there are many practical as well as attractive styles—the saddle oxford still reigns as queen of the "rough and ready" shoes for all-round seasonal wear, on and off the campus. Then

the moccasin toe and plain seamless oxford in either white or calf skin is always good. The low, but still apparent heel, is popular with the coeds, too—pigskin and buck in snowy white, adorned with ties, buckles, buttons and clips, either in the same or contrasting colors.

In afternoon and street wear, there is every conceivable combination—in leathers and colors. Although navy blue is one of the leading colors in wearing apparel, it will never be outdone by the re-

freshing, stimulating, gaiety of white—however, the season's most popular combination is navy and white. Sandals, white buck and navy kid; plain navy in linen or linen in a natural shade; plain kid strip pumps and T-straps; in leathers and brown, blue and black with white.

The spectator pump has returned, with its usual combinations of fabrics. Reptile hasn't lost its popularity either—for it is to be seen in sleek pumps and sandals, and always does justice to that tailored suit.

Evening slippers are prettier than ever this year—and the taller of the feminine sex will be glad to learn that the low heel is extremely popular. This style in varicolored satin with tiny sparkling stones will add the finishing touch to any new spring formal. Linens in pastel or brilliant colors are being used with the cotton formals—both in the low-heeled sandal or the tall, slender-heeled T-strap. Silver and gold always have their place in formal wear—either combined with satin or a delicate suede; but are used exclusively with the silks and satins in gowns.

Anything Goes In Spring Hats

It has been said that women's hair is her crowning glory—but when it is necessary for woman to wear a hat, this then must become her crowning glory. Taking a peep at the season's most popular headgear, we see hats that are becoming to all types of faces and personalities. This versatility in styles makes it possible for every woman to look her best in a stunning new bonnet.

This season rough and smooth straws, brimmed both narrow and wide, off-the-face and the old-fashioned polk bonnet are being featured. Dainty spigils of flowers and pastel ribbons are being used as decorations and are arranged in fetching ways on the brims and crowns of the hats. Floppy picture hats of cellophane and light-weight straw are to be seen accompanying the fluffy-ruffle type of gown at the garden party.

In sports wear, the nautical atmosphere is still prevalent—and we see the breton sailor hat in either straw or a soft felt. Speaking of felt, it is one of the leading for sports wear; and is obtainable in all shades—soft yellow with brown, greys with blue or red, and white with any color combination.

And of course, it seems that the good old beret will never lose its popularity with the athletic girl. In a bright alluring color it adds charm to the sport outfit, and gives a youthful appearance to the face.

Hair Styles Change With New Season

Three cheers for a pig-shave! It's practically the only fashion that isn't being worn at present . . . Nearly every other coiffure is okayed by the censor board.

Probably the most frequent style to be passed enthusiastically by the censors is the highly piled hairdress—hair waving upwards from the ear and ending in tiny curls from the neckline to the crown of the head.

Bangs—Whoopie
Bangs, bangs, bangs! Their permissibility is still questionable, but even though the censors disapprove, their popularity is shooting to a new high.

And while the curl trend is higher, even higher, HADLEY'S BEAUTY SALON doesn't scorn the other extreme. Bangs, cut low down on the forehead, are THE thing for high-foreheads, says HADLEY'S—Eugene's new and only modernistic beauty parlor.

But for the low-foreheaded coeds, hair combed back is the best background for the face. And for this, as well as for those tiny curls in the back, a permanent wave from LOVE'S is the answer. Their prices range from \$1.75 to \$5, with good permanents all the way along.

Merchants

Campus women, more conscious this year than ever before of the exceptionally smart clothes which are being offered for occasions all "around the clock," will be delighted with the new spring clothes which Eugene merchants forecast as part of their merchandise during the coming months.

Hadley's shop for women will be showing some very good looking two and three piece string suits by Miriam Gross and Bradley. Hadley's announced yesterday that the east has forecast the popularity of natural colored string suits, although the white will also be good. The suits in natural color with carved wooden buttons, are expected to captivate the campus women.

Frocks Dainty

Femininity will be one of the leading characteristics of the spring afternoon and Sunday night dresses. Gordon's are featuring Patricia Perkins prints, one of them being in peppermint striped taffeta. Simplicity is the key-note of this gown, making it particularly striking. A very attractive Sunday night dress, unusual in design is being shown in brown chiffon, with trimmings of pink grograin ribbon and pink glass buttons. Smocked sleeves, puffed at the wrist, are a charming detail.

Cotton Formals

Short women as well as those who are tall and somewhat slender, will find the spring cotton formals a great boon to the shopper's heart. Dotted swiss in light and dark blue checks, trimmed with navy blue velvet, are featured at Beard's at amazingly low prices, while gowns more rich in



New Spring Bags. Courtesy Broadway, Inc.

material and style may also be had at reasonable rates. A lovely evening frock of flowered taffeta is one of the most appealing numbers, with perky trummings of pleating around the skirt and sleeves. The women who love beautiful formals will be delighted with a gown of mouseline de soie, distinct in its lines, and colorfully designed with stripes in pastel shades.

Scandalous Sandals

Sandals are again featured for evening wear. Burch's will be showing the very smartest in both formal and campus wear. Very smart spectator pumps are already in stock, while all kinds of white oxfords may be had. Ac-

ording to latest "shoe news," evening shoes will be cut out, with some featuring tea straps and open toes. Heels for all occasions are definitely lower.

Tiny brimmed turbans in taffeta, giving a pillbox effect, are now being shown at McMorran and Washburne for all occasions. These hats go all the right places, from the cocktail hour through dining and dancing. Most of the turbans are of stitched taffeta, shirred and quilted. Finished off with a veil, they are just the thing for the sophisticated college woman. But for those, however, whose features demand a wider brim, handsome straws are being shown in black, navy blue, and natural colors.

And to finish off the Easter outfit, smart gloves are to be had at the Broadway department store. Dainty hankies to match the new outfit, sheer hosiery and other details which can't be overlooked are also to be found here. And for those who can't afford a new Easter frock, there is neckwear to freshen up the old dress.

Indian Ties for Heap Smart Man

You will be one neap smart man this season, hints the propheciers of fashion, if the tie you have donned is one of the bold, colorful plaid patterned ties woven by our North American Indians.

Dyed and woven by hand the Indian ties are things of rare beauty and gaiety. You will find these ties effective in their warm earth brown shades, the deep blue night colors and a handsome dark red.

FASHION PREVIEW

OF THE EASTER PARADE

Virginia Wellington Patsy Neal

HEAR YE, HEAR YE!!!

The FROSH GLEE—PRIZES—JIM DIERICKX and his orchestra—SPECIAL FEATURES—in fact everything that makes an OREGON dance BIGGER and BETTER—we will see you SATURDAY NIGHT at McARTHUR COURT . . .

EXCEPTIONAL—

Going on a picnic? Going swimming? It's Spring. You simply can't make the OLD bathing suit do another year. Be INDIVIDUAL in one of the latest style suits now featured at H. GORDON & CO. You must see them now. They are destined to be the hit of the season.

SHAPELY AND SMART

Every EASTER outfit must have its matching or contrasting accessories. What CO-ED wouldn't feel and be stylish when wearing the modish hats sold exclusively at E. HEIDEL—HATS, next to H. GORDON & CO. Look for their ad on this page.

INDIVIDUAL!!!

They simply make a costume complete. The new SPRING selection of shoes at BURCH SHOE CO. are the answer to your latest problem—what will add the smart touch to my EASTER outfit? Today's advertisement will give you the particulars.

EASTER SPELLS FLOWERS . . .

EASTER time is the one time of the year when flowers mean so much to your mother, relatives, or the one and only . . . IF they don't live in Eugene take advantage of the TELEGRAPH SERVICE. The University Florist gives complete details in the advertisement in today's EMERALD.

THE PROMENADE . . .

Introducing the weekly leader of FASHION on the Oregon campus . . . Sophisticated and charming BETTY HAMM leads the procession. Appearing at Willamette Park Saturday night, this petite Delta Gamma looked especially attractive in a white sleeveless dress fastened at the neck with a white cord tied at the shoulder. A red wool by-swing jacket completed the ensemble . . . Spring certainly has arrived. The Phi Psi's appeared outstanding at the PARK Saturday night in white palm beach suits. They seemed to be right in the tune with fashion and the weather . . . CARLINE SCOTT, charming blond ALPHA PHI, has been noticed wearing a lovely Spring outfit in gray. Gray suit with smart gray accessories is Carline's motif and is particularly attractive . . . PEGGY CHESSMAN was a symphony in blue . . . a navy blue suit with a trim sailor hat made her outstanding in this week's PROMENADE. WATCH FOR YOUR APPEARANCE.

SENTIMENT . . .

It's the sentiment of the thing that counts . . . and what can express sentiment more appropriately than flowers. See the "Chase Garden's" ad in this paper for ideas. It's Easter time you know . . . wouldn't it be nice to wire flowers home to your family and friends.

FRILLY—

To look dainty and cool these warm spring days you will have to have some of these refreshing new blouses that Beard's are showing . . . also those individual looking sweaters to brighten up the old suit.

EASTER GREETINGS!!!

If you must say it just the right way you will not go wrong with these attractive Easter cards that are being shown at the Oriental Art Shop this week . . . they really are the cleverest we've seen in a long time.

GOOD TIDINGS—

Springtime means new shoes—and—new shoes mean GRAHAM'S—swing into the Easter Parade with the smartest footwear on the campus . . . See GRAHAM'S ad in this paper for details concerning their exceptional stock.

WHERE???

—to go for the latest frocks for Easter??? THE BROADWAY, INC., have the smartest costumes of the season with all the correct accessories to complete your ensemble. Don't forget to stop in THE BROADWAY, INC., the very next time you are down town.

CHIC!!!

It takes more than clothes to enhance your beauty for Easter—in order to complete a lady's dress she must have the most exquisite coiffure of the season—and that means you must call BERT KOEPP at MILLS BEAUTY SALON for an appointment right away.

PORTRAITS—

Easter is the time for pictures . . . have you had yours taken??? Its never too late and the ROMANE STUDIOS will satisfy you with their artistic work . . . Don't forget, they are located above SEYMOURS.

SERVICE!!!

—When you are in a hurry the place to go is McMORRAN AND WASHBURNE—You will find just what you want in one of their departments without the bother of shopping around at several stores. McMORRAN AND WASHBURNE is conveniently situated on the corner of Willamette and Broadway.

CLEVER!!!

You don't want to be the only one left on the campus without a new Easter costume. THE ANGELINE DRESS SHOP has new frocks that are so inviting you'll want to dive right into one—perfect for wear right now, and for every informal and sport occasion of a spring day.

LOOK FOR THE ABOVE ADS IN THIS EMERALD.



Clever New EASTER SUITS

Foremost in style—a double breasted traveling suit, manishly tailored, pleated or shirred backs. We have what you are looking for in checks, plaids, tweeds or plain woolsens.

For dress or sports, fingertip or swagger length coats. Priced from \$14.75 to \$22.75.

Angeline Dress Shop



LILIES for EASTER

The best ever grown right here. Dwarf sturdy plants priced right. Many other popular priced plants, all appropriately decorated in Easter colors. Cut flowers in great variety at popular prices.

Corsages de luxe of gardenias, roses, violets, pansies, or valley orchids.

Phone 654

University Florist



\$5.00 IN WHITE KID

Graham's NEW Spring Shoes

Uniformly Graham's footwear styles express perfectly the smarter mode.

For campus, sport or formal you will be better pleased with shoes you buy at Graham's.

GRAHAM'S FOOTWEAR

828 WILLAMETTE STREET 828

ALADDIN GIFTS

Something Different for Easter. Imported Pottery, Unique Ashtrays, Wall Plaques, Incense, Cakes and Liquid Lamp.

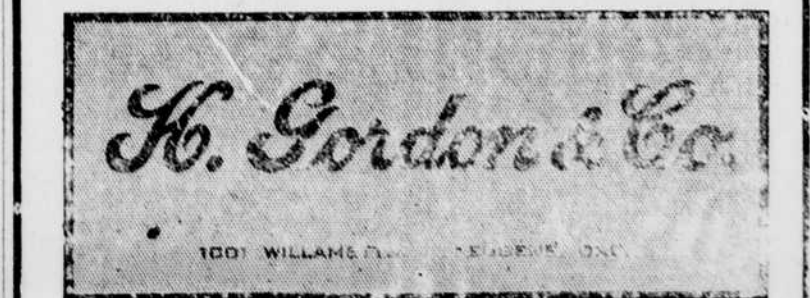
LOCATED WITH WHITE ELECTRIC CO. 55 West Broadway

Powder Blended just for you . . .

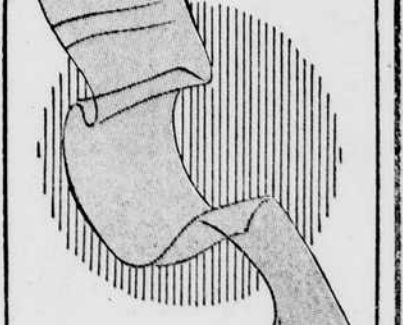
To Highlight Your Loveliness . . . A generous packet with the compliments of

Charles OF THE RITZ

awaits you in our Toilet Goods Department Be sure to ask for yours!



Strutwear HOSIERY



THRILLINGLY BEAUTIFUL and CLEAR See these "famous-for-wear" stockings in their smart new shades. Chiffon or service weight.

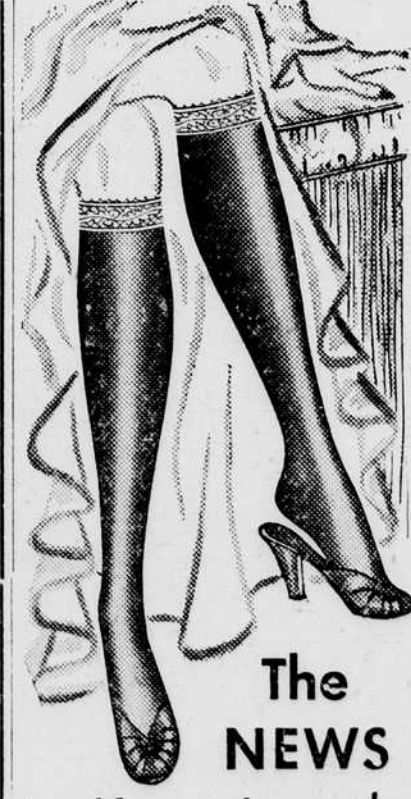
EUGENE'S OWN STORE

McMorran & Washburne Merchandise of Merit Only PHONE 2700



This low price and largest assortment in popular numbers in

- SILK HOSE SEVEN THREAD
 - No Mend\$1.00
 - Van Raalte\$1.00
 - Nolde & Horste\$1.00
- FOUR THREAD
 - No Mend\$1.00
 - Van Raalte\$1.00
 - Holeproof\$1.00
 - Munsingwear\$1.00
- THREE THREAD
 - Monde & Horste\$1.00
 - Archer Hosiery\$1.00
- KNEE HIGHS \$1.00 FIRST FLOOR



The NEWS in Knee-Lengths

. . . the new Belle-Sharmeer Knee-Length Stockings with a Lastex Lace garter! Just as pretty as it's pictured and so efficient. The elasticity won't wear or wash out and never bothers your circulation. Knee-lengths are made-to-fit your legs and streamline your ankles. Wear them for sports, street and dancing. Swank colors . . . All weights and no rings.

\$1.00 to \$1.50 per pair

Belle-Sharmeer KNEE-LENGTH STOCKINGS with the Lastex Lace Garter

BEARD'S 927 Willamette Phone 1936