

RADER'S BEAUTY SHOP
Smart hair dressing.
EUGENE HOTEL
Phone 2890

Sunday May 12
Mothers' Day

Corsages 75c to \$3.00
Roses \$1.50, \$2.00, \$2.50
Box Spring Flowers \$2.00 to \$3.00
Azaleas 75c to \$3.00

"Say it with flowers."

CHASE GARDENS
642 Broadway Phone 195

Spring House Dances Dominate Weekend Social Activities

Delta Delta Delta Holds Formal

With colored floodlights playing on palms and baskets of flowers, couples danced to the music of Maxwell Morse and his orchestra at the spring formal of Delta Delta Delta given Saturday evening at the chapter house.

Those invited to chaperone the dance were Mr. and Mrs. John J. Rogers, Mr. and Mrs. L. F. Schulz, Mr. and Mrs. Carlton Spencer, and Mrs. J. Emery Snyder.

Guests Dance in Japanese Garden

Soft lights flickering through blossomed covered trellises formed a Japanese atmosphere for the Alpha Gamma Delta spring informal dance held last Saturday evening at the chapter house. In the stillness of the garden, refresh-

Shampoo and Fingerwave 50c
Distinctive Permanents \$1.00 and up
LOVE'S BEAUTY SALON

ments were served from a flowered arbor. Music was furnished by Sherwood Burr's orchestra.

Patrons and patronesses for the affair were Miss Maude Kerns, Mrs. Elizabeth Ramsby, Mr. and Mrs. L. A. Wood, Mr. and Mrs. W. P. Riddleberger, Mr. and Mrs. C. L. Kelly. Out of town guests were Miss Margaret Brown of San Diego, California; and Miss Kay Watson of Portland.

Sigma Kappas Entertain With Southern Night

With colored lights playing on pickaninny silhouettes and small picket fences, the Sigma Kappa house was transformed into a southern plantation scene Friday, when they gave their spring informal. Sherwood Burr and his orchestra played for the dance.

Acting as patrons and patronesses for the affair were Mr. and Mrs. H. V. Hoyt, Mrs. Lewis C. Bean, Mr. and Mrs. Raymond Walsh, Mr. and Mrs. A. C. Roberts, and Mrs. Jennie Burrows.

Entertain With Sport Dance

Members of Zeta Tau Alpha were hostesses Saturday evening at a sport dance held at the chapter house. Emblems of various sports such as golf, croquet and tennis decorated the walls. Sherwood Burr's orchestra played during the evening.

Dr. and Mrs. H. W. Titus, Dr.

and Mrs. R. R. Huestis, Mr. and Mrs. V. D. Scobert, Mrs. Mary K. Wiggins, and Miss C. de la Fontaine were chaperones for the dance.

Eugene Hotel Scene of Informal

The ballroom of the Eugene hotel was the scene of an informal dance given Saturday evening by members of Alpha Tau Omega. Palms and floodlights decorated the room, while Art Holman and his Ten Commanders furnished the music for the dance.

Mr. and Mrs. George Hopkins, Dr. and Mrs. Fred Miller, Mr. and Mrs. Arne Rae, Mr. and Mrs. James Baker, and Dr. and Mrs. Meredith Heddorffer were invited as patrons and patronesses for the dance.

Kappas Give "Toyland" Dance

Amid the colorful gaiety of a toyland idea members of Kappa Kappa Gamma entertained with a spring informal dance given at the chapter house. Myriads of balloons and brightly painted pictures formed the decorations; while the Ten Commanders orchestra furnished the music.

Those asked as patrons and patronesses were Dr. and Mrs. E. C. Lesch, Mrs. M. P. Barbour, Dr. and Mrs. C. L. Schwering, Mrs. Alice Macduff, Miss Mary Jean Warner, Mr. Joseph Angell, and Mrs. Elizabeth Talbert.

Sigma Nu Holds Informal Dance

A profusion of blossoms, boughs, and potted plants created a festive air for the Sigma Nu informal dance held Saturday evening at the chapter house. Colored floodlights reflecting on the mill race and a giant weeping willow tree transformed the back yard into a veritable fairyland.

Jimmy Dierick's orchestra from Corvallis played for the dance. Patrons and patronesses at the dance were Major and Mrs. R. H. Back, Mr. and Mrs. Weir McDonald, Mr. and Mrs. Iver Ross, Mr. and Mrs. Whit Arey, Dr. and Mrs. B. W. DeBusk, and Dr. P. A. Parsons.

Modernistic Design Forms Decorative Motif

Black and white silhouettes formed the back ground for the spring formal of Alpha Phi given Friday evening at the chapter house. Palms, baskets of iris and tulips, and tables were scattered about the terrace, drenched in color by a blue floodlight. Music for the evening was furnished by Jimmy Dierick's orchestra.

Those invited as patrons and patronesses were Dr. and Mrs. C. L. Schwering, Mr. and Mrs. George Hopkins, Mr. and Mrs. W. F. G. Thacher, Mrs. M. P. Barbour, and Mrs. John Wall.

Masculine Summer Fashions Set By Campus Leaders

With sunshine and warm weather generally prevailing the campus leaders in masculine fashions are already appearing in the latest and most advanced summer styles.

As one wanders along the mill race any warm afternoon in the vicinity of the Chi Psi house he will be apt to see TOM BLANCHARD reclining on the river bank, attired in an outfit so advanced that even Esquire hasn't announced it. Tom uses a brown and white color scheme—brown khaki trunks and brogues with a white, turtle-neck sweater and white half socks.

About this time one may see BUD JONES, handsome Beta basketball player, promenading along Hilyard. For such occasions Bud usually dons a pair of greyish-white cords and a white silk polo shirt with the new length of short sleeve. Completing his costume is a white painter's cap perched on the back of his head at a decidedly tilted angle. Red letters on the cap give the necessary, dashing, finishing touch to the whole outfit.

Fashion experts disagree, for the most part, as to what is the proper garb for picnics, hikes, and other outings. CHARLES HELTZEL of the Phi Delta house has followed the dictates of his own originality in the matter. He always wears a purple sweater made from the finest wool in Scotland. Two unique features of this sweater that distinguish it from all others are a certain baggy effect at the elbows and waist and a streaked coloring. Another advantage of the garment is that people never want to borrow it.

Men are finally coming into their own. No longer are they compelled to wear drab browns, greys, and blacks. Colors dominate this season. Leading this movement is LINN LATOURETTE of the Kappa Sigma house, whose taste runs to gay shirts and ties. For special occasions Linn favors a rainbow-colored shirt accompanied by a buttercup yellow tie. The effect has aroused much comment in the fashion world.

That everything match is one of the essential requirements of the season. With this in mind, BOB TITHERINGTON, dashing man about town of the Sigma Chi house, has been wearing a light yellow sweater to harmonize with a certain car in which he is frequently seen.

Wild Flowers Attract Coeds In Spring Time

In the spring a young man's fancy may turn to love, but a young lady's fancy turns to wild flowers. There is something about the atmosphere that arouses a general desire in coeds to tramp over meadow, wood, and hillside in search of tiny blossoms.

Like as not the result of an afternoon's search is apt to be half a dozen insignificant spring beauties and a trillium or two perhaps. These are wilted before they are ever brought home, but nevertheless they are proudly displayed.

EUGENE'S OWN STORE
McMorran & Washburne
Merchandise of Merit Only
PHONE 2700

As a token of your regard present your mother with a

Gifts for Mother's Day

MARGARET BURNHAM'S COTTAGE CHOCOLATES
As fine quality candy as is made in America—attractively packed for Mother's Day gifts 85c to \$2.00

WORLD FAMOUS APLETS
A rare and delicious confection made from Northwest aples and walnuts 60c to \$1.50

LENERIC 'TWEED' PERFUME
A delightful new perfume in attractive flacons to carry in the purse \$1.25

LUCIEN LE LONG COLOGNE
A fine fragrant lavender cologne in attractive bottles \$2.50

NO MEND HOSIERY
Both chiffon and service weights in short and long lengths \$1.00

VAN RAALTE GLOVES
Lovely rayon gloves guaranteed washable and suitable colors \$1.00 and \$1.50

FABRIC BAGS
Brighten up her spring outfit with gayly colored bags \$1.25 to \$2.95

LACE TABLE CLOTHS
A beautiful lasting gift, size 72 x 90 \$2.25

MOORE'S LADIES' SHOP
829 Willamette
SPRING CLEARANCE SALE
Spring and Summer Dresses
On sale in 4 great price groups.
\$3 \$4 \$5 \$6
Coats \$5 \$10 \$15
Wool Suits \$5.95 up
75 Spring Hats 50c
100 Spring Hats \$1.00
We give S. & H. Green Stamps. Teachers' Warrants Accepted.

NEW SPRING Blouses

in taffetas.
Also twin sweater sets this week only \$1.00.

SPRING COATS
selling regularly \$12.90 now \$6.90

C.J. Breier Co
968 Willamette St.

TURQUOISE POTTERY

A NEW SHIPMENT JUST RECEIVED.

A delightful gift for Mother on

MOTHER'S DAY

We also stock a complete line of gifts and cards for your selection.

Oriental Art Shop
Annex to the Miner building.
122 E. Broadway

LICENSED NESTLE SHOP.

Shampoo and Fingerwave 75c for a summer special.

All work guaranteed to be satisfactory.

R.C. Hadley
BEAUTY SALON
1004 Willamette Street

Sleek and Lovely—the Thing for a Mother-Daughter Gift

Daniel Green Comfy Slippers
Black, blue, aqua green, peach, flame, fur trim instep. Corduroy comfy D'Orsay lamb's wool collar, sateen lining and soft-padded elko sole with special soil-proof finish. Covered heel. Modeled counter.

Burch Shoe Co
McDONALD THEATRE BLDG - 1032 Willamette

Junior Prom

To rate with your date send her a corsage from
UNIVERSITY FLORISTS
Gardenias Orchids
Roses Valley Sweet Peas
Violas

MOTHER'S DAY
Sunday May 12th
Say it with flowers and say it with ours—nothing else will so express your sentiments.

University Florists
598 East 13th Phone 654
Member Florist Telegraph Delivery Association.

FASHION PREVIEWS

Virginia Wellington Patsy Neal

FASHION PREVIEWS takes this opportunity to extend greetings to ALL OREGON MOTHERS and wish them a happy week-end. JUNIOR WEEK-END brings the JUNIOR PROM which ultimately brings to view the latest in SPRING formals and accessories. Watch this column for the latest tips in current fashions.

WISE—Every new outfit should have the proper hat to set it off. The E. HEIDEL HATS have a complete stock of the latest CHAPEAUX. You will find a fine assortment of new spring shades. If you want to knock the new B. F. for a loop you MUST drop in and pick yours out. Look for their ad on this page.

ELEGANT!!! Be outstanding!! Why be just one of the crowd when you can take advantage of the excellent work that is done at RADER'S BEAUTY SALON. You will be thoroughly satisfied, for expert operators and modern equipment are there to insure perfect results.

LOVELY—these accessories which the BROADWAY, INC. is showing especially for mother. Bags, scarfs, gloves, handkerchiefs—anything that she might want. Come in before it is too late and find that exclusive gift. We assure you that she will be pleased.

COMPLIMENTARY This is the weekend for flowers. The COLLEGE FLORIST SHOP is noted for its unique arrangements of corsages and bouquets. Mother will be surprised by these unusual floral displays. It will make her weekend one to remember for years to come.

OPPORTUNITY While you are shopping for those much needed accessories, one of the first places to go is C. J. BREIER'S. They have everything that is absolutely essential and at a price that is within the reach of every purse. Make it one of your first stops and your shopping tour will be over. Look for their ad.

MUDDLED??? There is no reason to be. Once that you are inside you will understand, for BEARD'S will show you the latest in style. Does MOTHER need a new dress, blouse, or accessory? She will have no trouble to be fitted, for BEARD'S carries her size. What's more, she will always feel at ease as they carry only what fashion decrees.

ENTICING When you want something that is dainty and just to your liking, tear down to MOORE'S DRESS SHOP. They carry styles that will make you stand out in the crowd. There are many dresses for those Sunday tea dates or important informal occasions.

MODERN If you want things that are new, dainty, and exclusive wander down to the ORIENTAL ART SHOP and let MRS. WHEELER show you exactly what you want. Take your MOTHER in with you. She will enjoy it, for every article is artistic and whatever you want is sure to be found.

OUTSTANDING Come on CO-EDS, SHE never forgets, so let's be a credit to MOTHER this week end. Make an appointment at the R. C. HADLEY BEAUTY SALON. It is THE place to go, for the equipment is MODERN and the operators are experienced and waiting to please you. Look for their ad.

TRIUMPH!!! GIRLS! and boys too, let us give you a tip. Of course you want MOTHER to have the BEST of everything. Call THE UNIVERSITY FLORIST to order one of their beautiful corsages. Words are hard to find at times, so say IT with WLOWERS. If she isn't here, wire them home. It will make the day a happier one.

HARMONIZE Nothing can ruin a perfect spring outfit quicker than shoes that are not in harmony with the ensemble. Trek your way to BURCH SHOE CO. for the latest and best in SPRING footwear. And don't forget those tricky linen sandals. Just right to go with your new cotton formal.

EXPRESSIVE Make the evening complete. Send the ONE and ONLY a dainty corsage from CHASE GARDENS. You know when you order it that your worries are over, for they will send nothing but the best.

ROMANTIC!!! Hunting for that new formal? Let us help you. Rush down to H. GORDON & CO. and let them show you a dress that you would swear was made only for you. The new cotton formals are perfect, and what's more they are exclusive models.

STRIKING New SPRING styles are now displayed everywhere, but have you visited the second floor of McMorran and Washburne? You will find everything that is new or different, from tricky sport dresses and tailored suits to dainty afternoon dresses and perfect styles for evening. Take MOTHER in, she MUST see them.

Mother will enjoy a good place to eat with you while she's visiting you this week-end. Bring her to the Eugene Hotel Coffee shop for a tasty meal or a mid-afternoon snack—The Eugene Hotel Coffee shop is a pleasant place to eat pleasant food.

We Suggest Flowers

FOR THE GIRL THE PROM
FOR MOTHER FOR HER ROOM
FOR PROM FOR BANQUET
FOR SUNDAY DINNER

College Flower Shop
Across from Sigma Chi Phone 3018

WHITE ELK



\$3.50
Unlined and perforated with striping of white, blue or brown with heels of same color.

GRAHAM'S FOOTWEAR
828 WILLAMETTE STREET 828
Where College Folk Buy Footwear.

MOTHER'S DAY GIFTS at the BROADWAY, Inc.

are of the quality and kinds that express the loving sentiments of the giver on this important occasion—Mother's Day.

Handkerchiefs of linen—lace trimmed—hand embroidered novelties—exquisite and dainty at 25c to 50c

Theme or Kayser silk hose—sheer—lovely—flawless—in the fashionable colors of the day. \$1.00 pair

Handbags in popular white—navy or black. A great variety to choose from at \$1.00 to \$2.95

Imported linsens from Europe—hand made—lace trimmed linsens sets from China—Madierra linsens—make acceptable gifts at 50c to \$5.00

A pair of kid gloves at \$1.95—in navy—white—black or brown. There is a variety of styles from which to choose. All gifts put up in gift boxes. Shop at

BROADWAY, Inc.
30 East Broadway

Oriental Art Shop
Annex to the Miner building.
122 E. Broadway

LICENSED NESTLE SHOP.

Shampoo and Fingerwave 75c for a summer special.

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Burch Shoe Co
McDONALD THEATRE BLDG - 1032 Willamette

BEARD'S
Women's Wear — 957 Willamette

Gift Hints for **Mothers' Day**

Give her useful gifts and you'll be assured of her joy! We've endless gift suggestions—these are only a few!

"Belle - sharmeer" silk hosiery, sheer and beautiful. All new shades. \$1.00 to \$1.50 pair.

The very newest styles in bags. Fabrics and popular leathers in pouch, zipper and envelope shapes. All colors and white. \$1.00 up.

Fowen's imported kid gloves in many new styles. Navy, grey, white and all wanted shades. Priced \$2.95 pair.

Washable gloves in fine fabrics. Waffle weave, string or net in white, navy, beige and grey. Priced at \$1.00 pair.

All silk crepe slips with or without shadow panel. Bias cut, beautifully tailored, adjustable straps, rip proof seams. All sizes to 44. \$1.98.

All gifts boxed and wrapped for mailing free of charge.