

The Backseat Driver

By MARTHA STEWART

Today I shall sing a song of praise. The subject of my song is hats. The objects of my song are those young ladies who blossom forth to local show-houses in towering creations of millinery genius and ease themselves complacently into the seat in front of some misguided ticket-holder who was stupid enough to get himself hidden behind the exquisite monument of feather and felt.

Such was I but a few nights ago. The hat was lovely. One of those utterly too too charming numbers that look like an inverted funnel attached firmly to a platter garnished with a froth of veil. A delightful hat!

The show sounded nice, too. There were moments when I almost thought I would have liked to have seen what was going on up there on the screen. There was even one brief second when I wished wistfully that the lady in front of me had left that beautiful creation at home.

Wasn't that awful of me! We had such a jolly time playing hide and seek back and forth around her bonnet. I'd lurch far over to the left and then just as I would catch a fleeting glimpse of the screen the gorgeous bonnet would loom up in front of me. Back I'd swing to the right and then the froth of veil would swish coyly over and obstruct my view once more. Of course the swinging motion made me a trifle seasick, but we had such fun.

Next time I am going to carry my umbrella with me to the show. I shall search the dimly lighted theater diligently for the delightfully lady with the charming hat. I shall seat myself in front of her, and then very deliberately I shall open my umbrella and swing it nonchalantly over my shoulder.

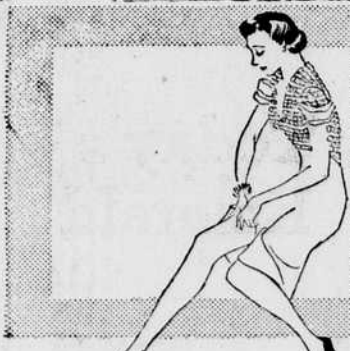
Then won't we have fun! Far be it from me to gossip (my dears, I never heard of such a thing, I think it's awful!), but I understand that Betty Cowan, Alpha Chi Omega, is proudly sporting the Sigma Chi pin of one Elmer Hanson. Which, on the surface is nothing startling since coeds have been wearing fraternity pins for quite some time.

However, the thing takes on a very mysterious hue when it is revealed that the pin found its way to Betty's sweater front while its owner was confined in the infirmary's isolation ward. Frankly, I don't get it!

Some place I read not long ago (Please turn to page four)

Attention! Campus Women

Have you ever stopped to think how much time and energy you would save if you bought your hosiery right here on the campus, rather than go down town? The Dudley Field Shop offers that special service . . . so don't fail to take advantage of it! Artcraft, Van Raalte, Archer, and Berkshire . . . excellent quality . . . 2 and 3 thread hose.



Sheer Beauty

It's just like treading on air to walk in Artcraft Silk Stockings. Magic Twist, a special way of knitting and treating the silk, gives them the sheer frothy beauty, the sleek trim line that makes ankles and legs alluring.

Artcraft

Magic Fit SILK STOCKINGS \$1.00 to \$1.65

Dudley Field Shop

Vern Pomeroy Clay Pomeroy

Annual Military Ball, Five House Dances Planned for Weekend

This weekend will be the scene of the first all campus formal, the Military Ball which is sponsored by Scabbard and Blade, along with the house dances of Alpha Tau Omega, Delta Upsilon, Sigma Alpha Epsilon, Alpha Gamma Delta, and Gamma Phi Beta.

Military Decorations Adorn Gerlinger

Opening the winter formal season on the Oregon campus, the Military Ball will be held February 5 in Gerlinger. As an intermission number, an honorary "Little Colonel" will be picked from a group of fifteen popular campus coeds who are vying for the position and are to be selected upon an electoral basis.

To make up the "Little Colonel's" escort, four other girls are also to be made honorary officers and Governor Charles H. Martin will escort her when she assumes her reign at the ball.

Carrying out the military theme, flags will be abundant with the band platform decorated with silver drapes and flags. Huge paintings of wooden soldiers will be placed between the wall drapes. All appearances of a gymnasium will be disguised as a blue canopy will cover the ceiling.

Lighting effects are also a feature as hanging chandeliers will be brought down from Portland for the occasion.

The dance is sponsored by Scabbard and Blade, military honorary on the campus.

ATO Formal At Osborne Hotel

Alpha Tau Omega will hold their winter formal at the Osborne hotel Friday night with formal invitations being sent out to 100 guests.

Attached to each program will be a favor consisting of a wooden plaque with their crest placed upon it. Maury Binford's orchestra will play for the dance.

Patrons and patronesses for the formal are Mr. and Mrs. W. A. Dahlberg, Mr. and Mrs. John Warren, and Mr. and Mrs. D. D. Gage.

Bank Night Novel Theme
"Bank night, tonight" will be the hue and cry of all guests of Alpha Gamma Delta Friday night when they hold their house formal.

Decorating the chapter house with huge, colorful bill boards of actors and actresses, participants will be met at the door with ushers who will present them with little theater books in the form of programs.

There will be a drawing at intermission and two theater tickets will be given away to the lucky couple. Paul Roen's orchestra will play.

Patrons and patronesses are Mr. and Mrs. Louie A. Wood, Mr. and Mrs. Wm. P. Riddlesbarger, Mr. and Mrs. C. L. Kelly, Miss Maude Kerns, and Mrs. Josephine Parrish Stewart.

Girls Receive Coveted Favors
Delta Upsilon will hold a dinner-dance for their annual winter formal at the Eugene hotel this Friday night.

With Earl Scott's orchestra officiating, dancers will be given gold crested programs upon entering the door. Favors consisting of

Silk Braid



Always popular for evening is the simple black velvet gown. This one is made interesting by its trimming of fine stitched silk braid. Crystal and rhinestone clips fasten at the belt and throat.

gold powder boxes which are crested also will be given the girls.

Patrons and patronesses will be Mr. and Mrs. Wm. P. Riddlesbarger, Mr. and Mrs. Arne Rae, Mr. and Mrs. Marlet, and Mr. and Mrs. Glassman.

Frosh Keep Theme A Secret
Gamma Phi Beta's winter formal is being put on by the freshmen and is being kept a secret from the rest of the members.

The orchestra selected is Art Holman. Patrons and patronesses are Dr. and Mrs. C. L. Schwering, Mrs. Alice Macduff, Dr. and Mrs. Stafford, Dr. and Mrs. Huffaker, Mrs. George Hopkins, and Miss Mary Louise Hohn.

DU's to Hold Conference Here

Delta Upsilon is holding their provincial conference this week with delegates coming from Oregon State, Washington, Washington State, and British Columbia.

They are to be entertained at various functions this weekend and are honored guests at the Delta Upsilon winter formal this Friday night.

Former Students To Be Married
Miss Myra Hulser, of Boise, Idaho, a former University of Oregon student, and a member of Alpha Chi Omega sorority, will be mar-

Facial Change New Trick of News Bureau

Would you like to look like Garbo, Taylor, or Groucho Marx? Would you like to have the face of a Cleopatra, the eyes of a Cantor? Drop over to the University news bureau, second floor of Friendly hall some afternoon about picture taking time and maybe you can get them to fix you up.

The secret lies in several little black boxes containing magic potions for turning a face that would commonly be termed a "map" into a thing of beauty. Hollywood make-up wielded by the ingenious fingers of Miss Marge Olson, lip-stick artist of the bureau, works strange wonders for the glamor seeker.

Hollywood Hits Campus
Until recently news pictures which were taken by the University news bureau were snapped of students completely devoid of make-up or else painted with ordinary rouge and powder which was not adapted to the requirements of photography. The results, in spite of the expert hand of Camera-man George Godfrey, were honest but frequently unflattering.

A short time ago Mr. Godfrey equipped his office with genuine Hollywood make-up boxes, including in small quantity the concoctions which have been used successfully for screen photography.

A number of "before and after" pictures taken by Mr. Godfrey showing a University coed both with ordinary make-up and with the Hollywood brand proved the superiority of the new cosmetics so convincingly that many of the pictures sent out from the bureau are being made according to cinematic methods.

Men Love It
Doubts that masculine subjects would be willing to have their faces powdered and rouged were soon put to rest when it was discovered by the bureau's make-up artists that men, perhaps because of the novelty of beautification, were even more anxious than women subjects to undergo the transformation.

The grease paint and powder when applied turns the victim into a coppery oriental hue, which is changed by the photographic process in turn into a creamy complexioned cast which is extremely flattering.

In spite of the strange coloring of the made-up skin to the naked eye subjects clamor to wear it.

"We've yet to find one who wanted to wash it off after the picture was taken," Mr. Godfrey revealed. "They all want to wear it home."

ried to David N. Johnson, also a former Oregon student, February 18 at the bride's home.

The couple will live in Boise after a honeymoon at Sun Valley. Mr. Johnson is state manager of United Press and Miss Hulser, society editor of the Boise Capital News.

SAE Formal At Eugene Hotel
Holding this term's formal at the Eugene hotel, Sigma Alpha Epsilon will swing to the music of Maury Binford's orchestra this Saturday night.

Decorations will be carried out in the fraternity's colors, purple and gold. Programs are an enlargement of the SAE pin and are also festooned with the fraternal colors.

Patrons and patronesses are Mr. (Please turn to page four)

Rose Bud Bakery Goods are as Dainty, Fresh and Pure as their name implies.
Rose & Bud BAKERY
Phone 245 62 W. Broadway



Valentines for Everyone Children - Grownups Relatives - Sweethearts

- Sentimental
- Dainty
- Humorous
- Colorful
- and
- Slam Valentines

The ORIENTAL Shop

122 E. Broadway

Wool and Fur



With winter sports taking the front, nothing could be more effective than this royal blue skating costume trimmed with bands of grey squirrel fur. The skirt is full and warm. The top is set off with a clever Peter Pan collar.

People We've Seen The Girl Who Wrote Things

She was such a talented girl. You've no idea how talented she was. She wrote! When she was in high school she had been assistant to the assistant society editor on the D. H. Daily Blast, and all her family said she was good.

"Did you read what Genevieve wrote today?" they would ask each other breathlessly. "Isn't she just the too-cleverest thing you ever saw."

As a matter of fact she was terribly clever. She was so clever that she just couldn't help but realize it herself. She used to lie awake nights thinking up terribly amusing things that she wrote down the next morning. Sometimes they were so good that she just had to hop right out of bed and write them down while they were fresh in her mind.

Very Satirical Gal
She was a very satirical person. She used to tell her family:

"You know sometimes I am almost afraid of myself. The things I think up to write have the sting of a wasp. If I ever let myself go . . ."

And her family would shake its respective heads and agree that she must never, never let herself go, all the time thinking smugly of the great day when Genevieve would let go. They had visions of people acclaiming their child as a feminine Voltaire, and somehow they felt that they could bear the shame of Jenny's sharp tongue.

She was awfully original, too. She used to say such terribly screaming things about her art . . . things that were sometimes rather well-shocking. Like the way she always called the things she wrote her brain children. "Well," she used to say smartly,

"I'm just about to give birth to another brain child." Everybody would simply howl.

"Genevieve is a true satirist," they would say to themselves.

Hard to Hold Back
It was hard for Genevieve to hold back some times. Especially after she got to writing clever little satires for the paper in college. She satirized the student, she satirized the play-girl, she satirized the artist. There wasn't a person on the campus whom she didn't hit somehow by her satires.

But always she was careful. She didn't want to let forth her terrible power. Why if she really exerted her full eloquence there simply wouldn't be a person left on the campus speaking to her, and . . . well, that would be too dreadful!

And then one night Genevieve was tired and her will-power wasn't quite as strong as usual. Before she knew it she was pouring forth her soul in one great awe-inspiring burst of genius . . . so all-enveloping that it snatched up every single little fault of everyone she knew and enlarged it until it became a thing of tremendous proportions. Not one of her acquaintances went unscathed.

Art Powerful Staff
She was spent on by the power of the thing. It was so stupendous that it made her tremble with the wonder of it. She fell into her bed exhausted, and filled with the realization that it would be in print in the daily paper next day.

Came the dawn and Genevieve was still trembling with what she had done. This time her tremors came from another thought.

"What will people say of me," she thought. "None will ever speak to me again."

She went forward that day, head hanging, eyes downcast. She shrank from meeting her friends. What would they do? Would they cut her dead? Would they say bitter things to her?

She slunk across the campus avoiding everyone, not looking from right to left. She felt miserable and hunted. Why had she done this thing?

And then suddenly a strange realization came to her. People were speaking to her. People were smiling just as usual and saying, "Hello Genevieve." And though she waited hopefully, never was there a change. They spoke to her every day with no chill in their voices.

At last she understood and her heart was heavy. Ah, the shame of it! The ignominy!

For she knew that had a single person read her masterpiece she would have been outcast from that day forth.

Next day an ad in the classified section read, "Typewriter for sale. Phone Genevieve—"

Social Calendar

By ANNE FREDERIKSEN (Campus Social Chairman)

SOCIAL CALENDAR Friday, February 4

Gamma Phi Beta dance. Formals in order.
Delta Upsilon dinner dance at the Eugene hotel.
Dormitory dance.
Alpha Gamma Delta dance. Formal.
Alpha Tau Omega dance. Formal.

Saturday, February 5

Military ball. Formal. Corsages optional.
Sigma Alpha Epsilon dance. Formal.
Campbell Cooperative dance. Long dresses in order.

Smarty Party Arranged by Mortar Board

Twelve mystic figures in black caps and gowns went about the campus Wednesday evening stopping at the various sorority houses to deliver invitations. The twelve figures were members of the Mortar Board giving out the invitations to their annual Smarty party, which is Wednesday, February 9, on Gerlinger sun porch. One hundred and fifty girls with averages of 3 point or above are expected to attend this party given in their honor.

The party will be a dessert at 6:30 p.m. to be followed by entertainment in Gerlinger lounge. Professor Quizz will conduct a spell down and campus knowledge test to find the smartest of the "smarties." Speaker for the evening will be Smarty Stephenson Smith who will reveal the best methods of (Please turn to page four)

Matrix Table Bids Sent Out To Journalists

With the advent of the annual Matrix Table banquet, 400 coveted invitations were mailed out Wednesday to distinguished women on the campus and throughout the state in the field of journalism and arts and letters, stated Clare Igoe, in general charge of the affair.

Mrs. H. L. Davis, wife of the Pulitzer prize winner who wrote "Honey in the Horn," has been secured as the guest speaker for the banquet which is sponsored by Theta Sigma Phi, women's journalism honorary and will be held Thursday, February 10.

Special guests who have been invited will be the most prominent freshman woman in journalism, the most prominent sophomore woman, and one girl from Eugene high and University high. Selection is based upon the merits of the work that they have accomplished.

The banquet will be held at John Straub Memorial hall.

'SALE!
BOSTONIAN
Shoes for Men
Regular \$6 value
Sale price \$3.95
Shoes for Men Brown and black grain leather. Very good sizes.
Burch Shoe Co
4032 Willamette



By VI STILLMAN

In spite of the fact that the groundhog saw his shadow yesterday, Eugene merchants are showing spring clothes and Oregon coeds are wearing them.

Step out for spring in Barnhart's new three-quarter length swagger coat. It's soft powder blue shade will do things for a blonde!



A neat looking girl is sure to be more successful in study and in romance. And since one of the first signs of neatness is well groomed hands—we'd suggest that you make an appointment at Rader's Beauty Salon.

The men of the campus may be happy at last. After all their tirades against our tailoring, let's see how they like this! DeNeff's now offer man tailored suits for the coed. She has her choice of slate blue or oxford gray; peaked or notched lapels, plain or belted backs; cheviot, tweed or gabardine, or any combination of these materials. See the DeNeff representative in your house.



Pussywills are budding and flowers are blooming—all over the newest spring dresses. The most interesting thing about 1938 prints is the fact that they're so widely spaced, so brilliant in color and so flattering in design—and the zippers give you that praise-Alah! figure. You can find them at Kaufman's for almost any price.



It's a nice thing to know that girls are exchanging Valentine gifts these days—as well as getting them from boy friends. Boy or girl can safely give a Valentine gift of fine hosiery—it's so useful and so inexpensive. Two of Gordon's new spring hosiery shades are "Yum," an odd yellow-orange shade, and "Red Clay" which is as bright as it sounds.

So, girls, you'd better truck on down and see for yourselves the advanced spring collections of Eugene shops.