

'QUALITY' EDUCATION, NOT 'QUANTITY', REQUEST OF DR. ERB

Guaranteed Silk Hosiery



Nationally known hosiery that has a positive guarantee of satisfaction. (2-thread silk hose excepted.)

- * ROLLINS
- * HOLEPROOF
- * HUMMING BIRD
- * LARKWOOD

79c to \$1.25

per pair

WILLIAM'S

Join our Hosiery Club
13th pair Free

Prexy Erb Stresses Oregon's Need for 'Studios' Students

Portland and Alumni Welcome Administrator At Banquet; Says 'University Will Be No Country Club'

Announcing his policy as one working toward "quality" not "quantity," Dr. Donald M. Erb, new president of the University of Oregon, received the welcome of Portland alumni, at a banquet held March 17 in the Portland hotel.

Maintaining that "there can be no mediocrity," Dr. Erb explained his distaste for the "intellectual loafer or unappreciative student." "The University," he added, "shall be no 'country club,' where persons can go to polish their social attributes."

However, Dr. Erb contemplates no "dull grind" for Oregon students. He indicates a like for sports activities, and said that the versatile student makes the best citizen.

Governor Charles H. Martin also spoke at the banquet, deploring the number of cultural leaders who

failed to take part in public life and declaring that education was the necessary means to combat ignorance and slips in democracy.

Small Schools Represented

Bruce Baxter, president of Willamette university, welcomed Dr. Erb for the independent colleges of the state. Roland Davis, president of the Portland alumni, served as toastmaster.

On March 15, President Erb and G. A. (Tex) Oliver, new football coach, were similarly welcomed at a banquet held in the Osburn hotel of Eugene.

Dr. Erb lauded the excellent relationships that have existed between the University and the town, and the state. He also asserted that his aim would be to continue the progress of the institution so that the highest quality of students may be attracted here.

Coach Oliver spoke briefly, promising a new, interesting type of football, that would also win games. He also invited Eugeneans to attend the football "clinics" which he will hold in the near future.

Musicians' Ball Tonight Features 4 College Bands

Three local campus dance groups have been notified of their selection by the Musicians' Mutual association of Eugene to participate in a "battle of bands," feature of the annual musicians' ball to be held tonight at the Winter Garden.

Along with Carl Rocceen's orchestra, well-known town dance band, Maurie Binford, Earl Scott, and Art Holman will each furnish the music for one of four hours dancing, starting at 8 o'clock.

Tonight's dance is the first of an annual series, and the first sponsored by Eugene and Lane county musicians to be open to the public.

Room and Board, \$27.50. Clean room, superior meals. Excellent location across from new infirmary. 1315 E. 13th. 2 VACANCIES.

COMMERCIAL PRINTING . . .
ALLENBAUGH
PRINTING CO.
Phone 76366 East Broadway

THE BROADWAY

is especially pleased to
Welcome Oregon
Coeds back for a
gay Spring Term

and to be able to offer you
for your new shopping
center a new and enlarged
Broadway.

Make our new store
your headquarters for
spring clothes. Just
arrived

- * New Dresses
- * Spring Coats
- * Man Tailored Suits

THE
BROADWAY
INC
29 & 30 East Broadway

Spanish Class Has Film Here Tuesday

Movie of Old Mexico, 'La Paloma,' to Be Told by Wright

Dr. Leavitt O. Wright's first-year Spanish class is bringing "La Paloma," a Mexican-made film, to the Mayflower Tuesday, March 22, at 4 p.m. James Wells is head of the committee bringing the film, while Richard Williams, Margaret Earl, Margaret Robbins and Don Castanien are helping him.

For those who do not understand Spanish, yet want to enjoy the atmosphere of the film, a loud-speaker hookup, with Dr. Wright at the microphone, will give explanation of the action in English. Dr. Wright, who saw "La Paloma" in Mexico City last summer, states the movie shows superb Mexican scenery and local color, while a number of currently popular Latin songs are set in this background. Tickets may be obtained from students in Spanish classes and at the door Tuesday afternoon.

"La Paloma" is a product of Mexico's rapidly growing film industry which last year put out a dozen hits. It enjoyed a long run in Mexico and has proved so popular in the United States that Director Miguel Contreras Torres and his leading lady, Medea de Novara, are now in Hollywood filming milian is the setting for the film.

His empress, Carlota, intervenes to save the lives of two captured Mexican soldiers, and there starts the tangle of the story. Medea de Novara plays the part of the ro-"La Paloma" with the dialogue in English.

The disastrous empire of Maxi-

mantic Carlota, while Don Catarino, the Mexican version of Stan- Laurel, supplies the principal comedy interest.



HAWAII SUMMER SESSION

June 27-Aug. 5

New worlds to conquer... new ideas, new thrills in sports. Exhilarating courses in a fully accredited university... Distinguished faculty from the world's leading universities. Make this change this Summer. Plan to attend the International Conference of the New Education Fellowship (Progressive Education Ass'n) at the University, June 20-25. Steamer fares are low... frequent sailings.

For full information write
Director of Summer Session
UNIVERSITY OF HAWAII
Honolulu, T. H.

Eugene's Own Store WASHBURN'S

MORRAN & WASHBURN
PHONE 2700

Coeds! Caution!



Do not make a mistake—there is only one genuine

Spalding Saddle Oxford

sold in Eugene—and that is at Washburn's

Accept no substitute... look for the Spalding trademark... insist on Genuine Spaldings!

\$6.95

- * Saddle Brown and White
- * Black and White

WASHBURN'S ON THE CAMPUS IS THE DUDLEY FIELD SHOP

START RIGHT — END RIGHT

Good Resolution—"From the beginning of the term I will type all my papers."

RENT A TYPEWRITER—
PUT IT TO WORK

Remember—All money paid to us for rental may be applied on purchase.

Office Machinery and Supply Co.

1047 Willamette St. Phone 148



"MR. AND MRS. NEWT"

Send the Emerald to your parents and let them read UO news.

Who is

Jack Winston

He's on his way up! His music is danceable!

Advance Sale
Tickets \$1.25

Sigma Delta Chi is offering a limited advance sale of tickets at \$1.25 each. Tickets may be purchased from representatives at men's living organizations or at the Co-Op. The price at the door will be \$1.50. Hurry and get in on the saving at the advance sale.

Get Your Ticket Today

Advance Sale
\$1.25

His 9 months at the Bal Tabarin, San Francisco, cracked Kay Kyser's records for attendance and for length of engagement.

He was featured at the Texas Centennial at Dallas, earning his nickname "The Gentleman from the South."

He has played at the Hotel Mark Hopkins, San Francisco; Cafe Little Club, Shanghai, China; The Plaza, Dallas, Texas.

He broadcast nightly, coast-to-coast, over the NBC networks for 9 months. (Herb Caen, the San Francisco Chronicle's radio editor, gave him one of his hard-to-get "Radiorchids.")

He has recorded for Victor and for Brunswick.

He has Penny Parker, the blonde singer who has stopped many a show!

Get on your spring clothes and come to

McARTHUR COURT, Friday, March 25. It's Informal

Sigma Delta Chi Spring Informal

Dancing 8:30 to 12

In any case more pleasure

You carry Chesterfields in your own special case... or you may prefer the attractive all-white Chesterfield package. In any case you're supplied for a day of real smoking pleasure.

Fill your case with Chesterfields... for that refreshing mildness... that pleasing taste and aroma that so many smokers like.

Chesterfield's mild ripe tobaccos... home-grown and aromatic Turkish... and pure cigarette paper are the best ingredients a cigarette can have.

Chesterfield
...the pleasure cigarette

Weekly Radio Features
LAWRENCE TIBBETT
ANDRE KOSTELANETZ
PAUL WHITEMAN
DESS TAYLOR
PAUL DOUGLAS

Copyright 1938, LIGGETT & MYERS TOBACCO CO.