

Advertisers Rally At Portland Meet

Twenty Members to Attend Conclave on April 19

Approximately 20 regular members and an indeterminate number of alumni and associate members of Alpha Delta Sigma, advertising honorary, will leave here Friday, April 9, for a two-day conclave in Portland.

The meet will be attended by delegates from Seattle and San Francisco, according to Bill Lubersky, president of the local chapter.

At the banquet, which will be Friday night, April 9, awards will be made for the various honors of the organization, including a \$30 scholarship, and the Robert Byington cup for the non-student member who has done the greatest service to the chapter during the year.

Another annual award which will be made at the banquet is the W. F. G. Thacher plaque, which will go to the alumnus who has done the most for the chapter during the year.

The conference, an annual affair, is the forerunner of a national convention to be held in Los Angeles June 23, 24, and 25. A delegation from here will attend.

English Professor Leads Discussion At YW Bungalow

Professor Ernest G. Moll, associate professor of English, poet, and literary critic, led a discussion and read a paper on "The Place of the Artist in Society," before a meeting of the Alpha Kappa Delta, national sociological honorary, around the fireplace of the YWCA bungalow last night.

"Art is not the blues and greens coming from the artist's brush but his emotions translated into poetry and beauty," said Professor Moll. Artists go in for unhappiness. It is essential to them, and their unhappiness is the motivating power responsible for the quality of their art."

OLIVER FETED YESTERDAY

Yesterday for the first time this year McArthur court was free from the busy hum of typewriters, from the calls of coaches, and from the puns of salesmen. The silence, it was afterwards learned, was explained by the fact that all the coaches were away to the Portland alumni luncheon for "Tex" Oliver.

GRAD INDIA EDITOR

Mohan V. Raj, graduate of the University of Oregon in 1936, is at present publisher of India's first home magazine, "The Indian Home."

The monthly magazine is printed in English, and is in many ways comparable to American housewife magazines.

Swing Music

(Continued from page one) the first half resumes its labors. Psychologists of the university say that this helps to increase the efficiency of the staff during the hours when most mistakes are made.

Oregon Is Host

(Continued from page two) nic style and each group will present a stunt. The program outlined for Sunday is a discussion by Dr. Braisted at 9:30 a.m. on "Teach Us to Play," a 12 o'clock luncheon at the Anchorage to be followed by another discussion. At 4:45 the group will visit the University museum.

Some New Hardware



W. F. G. Thacher . . . advisor to Alpha Delta Sigma holding plaque won by this national advertising fraternity recently.

BA Seniors to Visit, Study Meier and Frank Co. April 5

Retailing classes of Dr. N. H. Comish, professor of business administration, will visit Meier and Frank company, Portland, Tuesday, April 5. The students, 30 of them, all seniors, will spend the day observing the Portland company's methods of retailing and listening to talks by several company officials on specific retailing problems met by the company.

Fifteen of the students in the group are making applications for scholarships in retailing at New York university, Northwestern university, Ohio State, and Columbia University. The remainder of the group are other seniors interested primarily in retailing as a life occupation.

Scholarship Grad Leaves for Europe

Recently named 1938 winner of the Ion Lewis traveling art fellowship, Edward Hicks, '34 graduate of the school of architecture and allied arts, will leave soon to study in Europe.

The Ion Lewis fellowship awards between \$1000 and \$2000 annually to an outstanding architecture student.

A letter came recently from Arthur Riehl, winner for 1937, telling of his arrest in Venice on suspicion of being a communist. He has been studying in Germany and Austria.

Mrs. Ware's Cellists In Concert Tonight

Cellists will be featured in a concert to be presented in the school of music auditorium Thursday, March 31, at 8 p.m. by students of Mrs. Lora Ware, professor of cello.

Featured soloists will be Charlotte Cherry, Mary Booth, Howard Jones, and Madge Conaway. They will be accompanied by organist William McKinney and Robert Garretson, pianist. The public is invited to attend the concert.

PE PROFS PLAN TRIP

The physical education department will send three men to the National Convention for Health and Physical Education in Atlanta, Georgia, the latter part of April, it was announced today.

The members representing Oregon will be Dr. R. W. Leighton, Earl Boushey and Paul Washke.

University Band To Play in Spring Concert Sunday

Selections of modern classicism will predominate in the spring concert of the University concert band, to be held in the University music auditorium April 3.

The 50-piece group of musicians, directed by John Stehn, have included a few old favorites in their chosen selections, while the modern spirit is lent by another group of numbers.

The concert will be opened with Weber's "Overture to Oberon," and will close with Hadley's "Overture in Bohemia."

The public is invited to attend.

Ruth Tawney

(Continued from page three)

little sis' and little sis happens to answer the door when he comes, he is told that Ruth isn't in with the hopes that she will do as a substitute!

Wears Fraternity Pin

....Ruth plans on at least three years of actual work in the foreign trade field—in spite of a reference made to the Sigma Chi sweetheart pin she wears.

Lying on the desk where Ruth was doing some print work during the interview was a copy of Mademoiselle. She reads this in preference to Vogue because she thinks it more suited to a college girl's dress problems. And she is considered an authority on this subject by the girls in her living organization, of which she is the president.

In telling how old she was she said, "Thank goodness I'm of age." Remembering this was for publication she hastened to add that it wasn't so she could buy beer since she doesn't like it.

One ambition will be realized when she gets her powder blue skirt and sweater this spring. She designs most of her own clothes and makes them herself. Her formula for reviving last spring's dress is the addition of a bolero set or a new collar.

And so is given, in some 500 words, the thumbnail sketch of one of Oregon's own coeds—an ambitious young woman who will go forward in her work.

JAMESON TO CONFER

Dr. Samuel H. Jameson, of the sociology department, will be in Klamath Falls Friday to confer with the county juvenile officer there, Miss Helen McCarter, who took her M.A. degree in sociology at the University in 1936.

Radio Players Start 2 Weekly Releases

University radio players, in cooperation with the Lane county medical society, started a new series of weekly broadcasts Tuesday night. The program will be released every Tuesday night at 8 on KORE.

Dr. E. L. Zimmerman of Eugene, representing the medical society, introduced the program. A short talk will be given each week by various Lane county doctors.

The first act in a serial play, called "The Story of Sue," was presented, with Eleanor Pitts and Betty Fiksdal taking the parts.

Another new weekly broadcast will start next Tuesday, consisting of a variety of plays and short subjects. It will go on the air through KOAC each Tuesday at 8:45 p.m. These two programs replace those being broadcast last term.

AIKEN HERE SATURDAY

Modern developments in progressive education will be described to teachers of Oregon schools and to University faculty members, when Mr. W. W. Aiken, chairman of the National Progressive Education association's commission on relationships of high schools and colleges, speaks Saturday at 2:00 in the lecture room of the men's gym.

Campus Calendar

Regular 10 o'clock classes will be held at 11 today, because of the assembly at 10.

Both new and old house presidents will attend the interfraternity council meeting tonight at 6 o'clock at the SPE house.

Important Amphibian meeting tonite in Gerlinger pool, 7:15. All members please be present.

Skull and Dagger will meet tonight at 8 o'clock in the College Side.

AWS carnival directorate meeting at 5 p.m. in College Side.

YWCA Plans Junior Week Flower Sale

Flowers will be sold on the campus by the YWCA for Mother's day during junior weekend. Aida Macchi, Hendricks hall, is chairman. Carnations will be worn by the students, gardenias by the mothers. Orders will be taken at any time.



By VI STILLMAN

The Gibson girl has again come into her own in the fashion parade. The hat of the hour is the wide-brimmed straw, typical of her day, in the new pastel shades, blues, dusky pinks, and beige, trimmed in bright flowers of contrasting tones. Washburne's will find one just right for you.

The latest thing in formals, to be found in McMorran's new shop, is a turquoise shirt waist blouse with a black accordion pleated skirt, fashioned after the Gibson girl mode.

Also characteristic of the gay '90s' are the nose-gay boutonnières and colorful flower pin clips for your suit lapels. These and other new accessories will intrigue you at Kaufman's.

An attractive formal for Gamma Alpha Chi can be found at Scobert's Style Shop. You will sparkle at your best in this red chiffon dancing gown with its low V-neck, puff sleeves, and accordion pleated skirt.

The newest thing for campus footwear can be purchased at Burch's where they are showing leather-woven oxfords in white and tan as seen in Vogue.

Kaufman's unique scarfs will add much to your spring campus outfit. These brilliant new affairs will brighten up the dullest day. They all have outstanding themes: the Stradivarius, the pledge to the American flag, and A Midsummer Night's Dream.