

Baker to Celebrate Business Success At Spring Opening

Carl Baker, owner of the Carl Baker film shop, will celebrate 19 years of business success next Wednesday when he holds his formal spring opening at his shop at Seventh and Willamette streets. Baker, who was a student of the University before the war, has been in business in Eugene for the

past 19 years. He left school to serve with the troops in France and after returning to Eugene he opened his film shop, which he has been running ever since.

Baker announced that he will have two photography experts at his spring opening who will lecture on various phases of photography.

In 22 years, Oklahoma A. & M.'s wrestling teams have won 125 of 130 wrestling meets.

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For Perfect Grooming try...

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Elgin, Waltham, Hamilton, and Illinois Cabinets, all genuine materials.

BRISTOW'S JEWELRY STORE

Medo-Land Creamery

Exclusive Eugene Distributors for HERSHEY'S FROSTED FOODS

Congratulates

the University of Oregon and its basketball team on your splendid wins over "Cal" for the Pacific Coast Championship.

AND we wish to add our warm welcome to students returning for Spring Term.

Phone 393

Carl Baker invites you to his



Wednesday, March 22

WE HAVE REMODELED OUR STORE . . .

With larger and more modern and spacious quarters, we will be better able to serve our ever-growing body of customers.

OUR 19th ANNIVERSARY . . .

Wednesday marks our 19th anniversary of business in Eugene—19 years of excellent and painstaking service.

IF YOU HAVE PROBLEMS . . .

Two men from our factory will be with us Wednesday, will meet with our customers and bring to them new and better methods of photography.

Carl Baker Film Shop

7th and Willamette

Signed Up



Smokey Whitfield . . . star of the recent campus production of "Emperor Jones" has been signed to a movie contract by M-G-M.

'Smoke' Whitfield Gets Movie Contract

Bob (Smoke) Whitfield, versatile Negro student who took campus dramatic honors with his performance of "Emperor Jones," has signed a contract to start work in motion pictures next fall, it was learned last week.

Whitfield will go to work for Metro-Goldwyn-Mayer on September 17 after attending the film company's training school for a six-week period.

CAR SERVICE

- Motor Tune Up
- Valve Service
- Brake Service
- Battery Recharging
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Clark Battery & Electric Co.

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Oregon has won another Championship

As You Like Them—Milk Shakes Sodas Sundaes Any flavor you desire

Lemon-O

Cor. 13th and Alder

Advertising Age Sponsors Contest

Cash, Trip to N. Y. World's Fair Given For Best Essay

CHICAGO, ILL.—(ACP)—Cash prizes of \$1,000 and two all-expense trips to the New York World's Fair are being offered to U. S. college and high school students in a nation-wide essay contest being sponsored here by Advertising Age, the national newspaper of advertising.

Thousand-word essays on "How Advertising Benefits the Consumer" are to be submitted in the contest whose aim is to encourage a more careful consideration of the economic functions of advertising in our business and social life.

Important are these contest rules announced by Advertising Age:

1. This contest is open to anyone enrolled as an undergraduate student in any high school, college or university in the United States or the Dominion of Canada during the period from February 1 to April 23, 1939. Evening, extension, correspondence school or post-graduate students are not eligible.
2. Essays must not exceed 1,000 words and must be written, or typewritten, on one side of the paper.
3. Contestant's full name, school or college, course, class year, and complete home address must be given on a separate sheet, attached securely to the manuscript. This information must not appear on the manuscript itself.
4. Manuscripts must be mailed to Contest Secretary, Advertising Age, 100 East Ohio Street, Chicago, and must bear on their envelope the notation "High School" or "College," designating the proper division to which the essay is eligible. To be considered, manuscripts must bear a postmark not later than midnight, April 23, 1939.

Oregon Mermen

(Continued from page three) In one of the meet's most thrilling races Oregon's varsity stroker, Tom Starbuck, swam from behind to get a dead heat with Oregon State's peerless Bob Brown in the 60-yard distance. Dick Smith won individual honors in the yearling meet with firsts in the 100 and 200-yard free-style events and a second in the 440-yard race.

Results: 300-yard medley relay—Won by Oregon (Wetmore, Dallas, Marnie). Time, 3:20.7.

220-yard free style—Won by Ebling, Oregon State; Levy, Oregon, second; Brugger, Oregon State, third. Time, 2:27.2.

60-yard dash—Dead heat between Brownell, Oregon State, and Starbuck, Oregon; P. Mallory, Oregon, third. Time, :30.5.

Diving—Won by Gaffney, Oregon; Cathey, Oregon, second; Olsen, Oregon State, third.

100-yard free style—Won by Brownell, Oregon State; Starbuck, Oregon, second; P. Mallory, Oregon, third. Time, :54.4 (mark ties Oregon tank record).

150-yard back stroke—Won by Wetmore, Oregon; Levy, Oregon, second; Brugger, Oregon State, third. Time, 1:41.1.

200-yard breast stroke—Won by Dallas, Oregon; Lafferty, Oregon, second; Hoffstad, Oregon State, third. Time, 2:27.3 (betters coast record of 2:36.7).

440-yard free style—Won by Wetmore, Oregon; Ebling, Oregon State, second; Levy, Oregon, third. Time, 5:21.9.

440-yard free-style relay—Won by Oregon (P. Mallory, Dallas,

You will enjoy shopping at Elliott's with its large assortment of fine foods.

GROCERIES

We have high class, dependable groceries at exceptionally reasonable prices.

COFFEE

Manning's Coffee, freshly roasted, freshly ground.

PUNCHES

We specialize in punches—any amount.

COME IN TODAY plenty of room to park near our store.

ELLIOTT'S GROCERY

Cor. 13th and Patterson St. We give S&H Green Stamps

Marnie, Starbuck). Time, 3:47.7 (new Oregon tank record).

Freshman meet results:

300-yard medley relay—Won by Frosh (McAuliffe, Huestis, Carney). Time, 3:27.9.

220-yard free style—Won by Smith, Frosh; Blakely, Rooks, second; Fletcher, Rooks, third. Time, 2:24.9.

60-yard dash—Won by Stark, Rooks; McAuliffe, Frosh, second; Green, Rooks, third. Time, :32 flat

Diving—Won by Range, Frosh; gonWhite, Rooks, second.

100-yard free style—Won by Smith, Frosh; Stark, Rooks, second; Green, Rooks, third. Time, :57 flat.

150-yard back stroke—Won by Huestis, Frosh; Eymann, Rooks, second; Campbell, Rooks, third. Time, 1:59.

200-yard breast stroke—Won by McAuliffe, Frosh; Kotschik, Rooks, second; Sedwell, Rooks, third. Time, 2:48.6.

440-yard free style—Won by Blakely, Rooks; Smith, Frosh, second; Huestis, Frosh, third. Time, 5:22.8.

400-yard relay—Won by Rooks (King, McGovern, Blakely, Stark). Time, 4:07.5.



ATOs Win Wrestling

(Continued From Page Two) the day before, Jim Dimit, the tournament "Iron-man," defaulted the heavyweight title to Sigma Chi's Bill Hawke, who won the 175-pound title last year.

Team points earned in intramural wrestling that will be added to team totals thus far this year were as follows:

Alpha Tau Omega, 100; Sigma Chi, 96; Phi Delta Theta, 75; Kappa Sigma, Fizzed's, and Campbell Co-p, 67; Theta Chi, and Phi Kappa Psi, 63; Gamma hall, 58; Sigma Phi Epsilon and Beta Theta Pi, 51; Eigma Alpha Epsilon, 43; Phi Sigma Kappa, Canard club, Phi Kappa Alpha, and Phi Gamma Delta, 39; Zeta Hall, 35.



MAY WE JOIN IN THE CONGRATULATIONS of OREGON'S PACIFIC COAST CHAMPIONSHIP TEAM

We're gacking you to take another championship down south.

OFFICE MACHINERY & SUPPLY CO.

Typewriters — All Makes
1047 Willamette St. Phone 148

Welcome and Congratulations OREGON

Remember—for an appearance of spring freshness your laundry bag will receive better service at the

EUGENE STEAM LAUNDRY and DRY CLEANERS

Phone 123

The Eugene Fruit Growers Association

Packers of Oregon's Choicest Fruits, Vegetables, Nuts

Extends their heartiest Congratulations to the University, and its Pacific Coast Championship Basketball team.

Since 1919 we have been Backing your team and University to win. Again—Congratulations.

DON'T Be Allergic to Yourself!

SWING INTO SPRING—AND A GREAT, ACTIVITY-PACKED PROGRAM—BY YOUR "LITTLE CARD WITH THE BIG PERSONALITY."

DIVIDENDS INCLUDE:

- 43 Issues of the Emerald---
- Spring Variety Show and Dance---
- Igor Gorin Concert with University Symphony---
- 12 Varsity Baseball Games---
- 4 Track Meets---
- 50c Reduction on Tickets to the Campus Musical, "With Fear and Trembling"---
- 5 Tennis Matches---
- 5 Golf Matches
- Frosh Baseball---
- Voting Privileges---
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ONLY \$3 SWING INTO SPRING—AND A SAVINGS FOR YOURSELF! ONLY \$3

GO ASUO

(* "Allergic" means something too horrible to tell you here. Please look it up yourself!)