

BEARDS

Welcome All Coeds

870 Willamette St.

to their Modern New Shop



The College fashions you want (and many as featured in Mademoiselle and Vogue) are at Beard's—Clothes with the flair and absolute "rightness" you'll recognize at a glance—



* Charge and budget accounts arranged.



HOURGLASS SILHOUETTE evening gown with corselette bodice and detachable bolero jacket. The petal trimming is of self-fabric. \$13.95

From Dither & Yawn
Flattery is soft soap, and soft soap is 90 per cent lye.

To laugh is to be free from worry. He who doesn't worry lives a long time. To live a long time is to last. Therefore he who laughs, lasts.

That women live longer than men is because paint is a great preservative.

Silence isn't always golden—sometimes it's just plain yellow.

Any woman would rather be two-faced than double-chinned.

A ghost writer never works unless the spirit moves him.

Most men require a polish after a girl has taken a shine to them.

We call her Marigold because that's what she's trying to do.

If wives don't have beauty secrets their husbands will have secret beauties.

When kisses speak volumes, it means they go in diaries.

Typographical error? -- Gone to his last roasting place.

Conjugation of the verb "to drink" -- drink, drink, drink, -- pickled to the gills.

Sweet Disillusionment
One little kiss, my love, said he; His voice was low and tender. So down he bent his manly brow And bang went his suspender. —Daily Trojan.

STARTS FRIDAY

MANLESS... Matchless

CAST of 135!

Norma SHEARER Joan CRAWFORD and ROSALIND RUSSELL "The Women" M-G-M PICTURE

Mary BOLAND * Paulette GODDARD Phyllis POVAH * Joan FONTAINE

McDonald

Welcome . . . Webfoots . . .

We've been waiting to greet you back to the U. of O. And FRESHMEN, here's a message for you! You will find flowers of your choice at Chase Gardens. Giant chrysanthemums as corsages will please your "date."

Chase Gardens

58 East Broadway Phone 1950

The Welcome Sign

is out at

DeNeffe's

COME DOWN, FRESHMEN, where you'll meet the fellows you want to know.

Get acquainted with the store that has supplied the needs of Oregon Men for 14 years.

Always the Newest Things Moderately Priced. A big crew of Oregon men to take care of your wants.

DeNeffe's

McDonald Theatre Bldg.

"Your Downtown Campus Store"

We have completely



REMODELED

Now Furnished with the

LATEST EQUIPMENT

- Automatic Setters
- Newest ball returns.
- New platform.
- Finest Re-Surfaced alley beds.
- Aid conditioned.

NEW DEAL ALLEYS
962 Willamette Phone 1027

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Circulation Manager
Oregon Daily Emerald
Eugene, Oregon
Dear Sir:

Please enter my subscription to THE OREGON DAILY EMERALD for one term () for which I enclose \$1.25 for one year () for which I enclose \$3.00 ().

Sincerely,

Name

Address

Welcome Webfeet

to

BURN'S

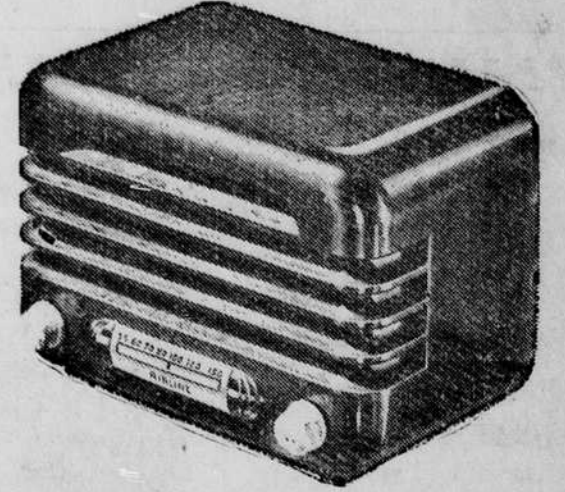
Super Creamed Ice Cream

Next to Mayflower Theatre Building
708 East 11th

Formerly under the name of Pope's

hear ye! College Gals and Boys

Wards offer you the RADIO SENSATION of the year



4 tube

MANTEL RADIO

- 4-in. Permanent Speaker
 - Full Vision Dial
 - Built-in Loop Aerial
- \$6.98** in Brown

Yes Sir! Here's the radio that you've been asking for. So light and compact you can hold it in your hand! A genuine super-heterodyne circuit where most comparably priced models have a less-selective TRF! AC-DC! Automatic volume control! Don't wait—drop in today and see and hear this Radio Sensation perform. And just look at that price on \$6.98 in Brown.

IN IVORY \$7.98

SPECIAL PURCHASE OF

STUDENT LAMPS

It's the spotlight type and will clamp on anywhere. Our quantity is limited. They'll go fast, so you'd better hurry for yours.

59c

MONTGOMERY WARD

1059 WILLAMETTE

PHONE 3220

SCRAMS

THE CAMPUS SHOE FOR BUSY FEET.



GENUINE ALLIGATOR IN BLACK OR BROWN—SEE THIS SMART STITCH-DOWN BY SELBY AT

Burch Shoe Co.

McDONALD THEATRE BLDG. + 1032 Willamette



LISTEN!

Beauty on the Penthouse

Atop The Miner Building

OUR NEW SALON IS COMPLETELY EQUIPPED TO HANDLE YOUR BEAUTY NEEDS

- | | |
|---|--------------------------|
| PERMANENT WAVES | to suit your personality |
| HAIR STYLING | individualized |
| HAIR CUTTING | in the latest methods |
| COCKTAIL MANICURE | while hair is drying |
| COCKTAIL FACIALS | introduced by the Coeds |
| COSMETOLOGY --- TURKISH BATHS --- MASSAGE | |

MEN . . Turkish baths and massages . . evenings by appointment.

BLECHSCHMIDT'S PENTHOUSE BEAUTY SALON

Come here for beauty. Phone 78

Top of Miner Building at 140 East Broadway Operated by Uphama Blechschmidt

UNIVERSITY TAILOR WELCOMES STUDENTS

We will continue to serve you as your tailor and for cleaning and pressing. We accept clothing as a deposit for your new suit or for an exchange on a new suit. The address: Alder Street between 11th and 12th.

"We've Been With the Students for 31 Years"