

A Message to Oregon Mothers!

Dear Oregon Mothers:
 Do you save by having your children's washing sent home from school?

No, you do not! Too many tiresome washdays have taught you that you won't save in time and energy. Neither do you in money. After you have considered the transportation and packing costs in sending laundry home and back you'll find the low rates of **NEW SERVICE** cheaper.

Our newly inaugurated "Bachelor Bundle Service" saves up to twenty-five per cent on finished work. This service has been very popular with OREGON students. You too, can save. Plan now to economize the **NEW SERVICE** way.

CAMPUS DELIVERY TWICE DAILY

NEW SERVICE LAUNDRY

"Eugene's Finest Laundry Service"
 839 High Street Phone 825-826

UO Threshold Advice Given to '44 Wedfoots

While campus male clothing problems are not so perplexing as the wardrobe of coeds, nevertheless, they are just as important and should be considered carefully before spending too much money into wearables.

The new student steps into an entirely new atmosphere when he enters college from high school. There is a change, whether noticeable at first or not. Unlike prep school days, the best advice for new students to accept is to dress simply and plainly and leave minute-fads behind.

The college freshman usually finds that he can get along through his first year in the traditional "frosh" pants, slacks, and soft sweaters for daily classroom wear. Shirts are probably the biggest item and they are handy to have, but there is no apparent need to overstock on them. White shirts are acceptable anytime, anywhere.

Along with the staple menu of shirts, socks either in bold, gaudy stripes or plain are worn almost universally, with the exception of dress-up affairs. Then it is wise to dress conservatively. Brightly colored socks should never be worn with suits.

Most Oregon males find good use for a sport coat during the year as there are several social occasions when they are correct. The new student should also bring along a dark suit for house dances and University dances. However, he needn't worry about tuxedos. Freshmen, according to tradition, aren't supposed to wear them their first year anyway.

Fads are fun to wear, while they last, but the best advice is

to wait and see what fads originate on the Oregon campus rather than to stock up trunks with them. It is not always true that it is best to wait and buy clothes when you arrive at college, but it is sound advice here for clothing stores in Eugene strive to maintain clothing stocks to suit college students due to their large patronage.

But unlike most colleges, Oregon students don't over-emphasize clothes. One can get by easily by using common-sense. But a few tips might be wise: buy slacks and sport coats that keep their press easily; one can't go wrong with white shirts and a few good-looking ties; beware of junk and don't overstock on any one thing, unless the articles are staple; and buy what satisfies, don't necessarily listen to the dictates of fashion unless you have means to collect a large wardrobe. Dress simply, plainly and neatly.

ROTC Unit Honored

A rating of "excellent" with the privilege of designating as many "honor graduates" as desired was recently awarded to the University of Oregon ROTC unit. The rating was the result of the annual inspection of the unit here this spring.

JOE RICHARDS MEN'S STORE

For Campus Cords



A Personal Announcement to Oregon Students



A great University must have a brilliant faculty, a complete library, a well rounded list of courses, and a delightful and desirable place for leisure time entertainment. We, the major theatres in Eugene, are delighted to announce to the students of the University that this coming fall term the selection of pictures to be presented in Eugene's finer theatres are the best obtainable from Hollywood.

