

Admen Will Hold Job Discussion

'How to Get a Job and Keep It' Panel To Star at ADS Conclave in Portland; Bob Smith Will Lead Conference Group

By BOB FRAZIER

"How to Get a Job and Keep It" will be discussed by a panel group led by Bob Smith, advertising manager of Lipman & Wolf, Saturday afternoon in Portland at a northwest conclave of members of Alpha Delta Sigma, national advertising honorary.

Between 20 and 25 Eugene students, teachers, alums, and associate members, will drive to Portland Saturday for the conclave, according to W. F. G. Thacher, adviser of the University ADS chapter.

"Mr. Smith's talk should be of vital interest to every advertising man or student of advertising," Professor Thacher said in telling of the "all-star cast" of Portland business men who will be featured at the conclave.

The program will start at 2:30 Saturday afternoon with advertising exhibits. The job panel will follow at 3:30.

Saturday evening will see a banquet at the Multnomah hotel. Leith Abbott, ADS alumnus, and advertising manager for the Southern Pacific railroad, will be toastmaster.

The banquet will mark the formal installation of the Portland alumni ADS chapter. Clyde Robinson, regional vice-president from the University of Washington, will install officers.

Principal address of the evening will be delivered by Don

Belding, president of the Pacific Advertising Clubs association, and University alum. He is the father of Don Belding Jr., freshman at the University, who will be present as a pledge.

Announcement of the winner of the W. F. G. Thacher scholarship will also be announced at the banquet. The scholarship, valued at \$100, will be given to the best all-around junior man in advertising at the University. George Luoma won the scholarship last year.

Old Oregon Ready

May issue of Old Oregon featuring Junior Weekend will be set up today, stated its editor, Roy Vernstrom.

Many of the articles will be sent to the printers on Monday and Tuesday. Wednesday it will be in the mail to Oregon alumni.

Germ Stricken Test Evaders Plan Campaign

Optimistic bed-ridden fellows in the mental hashish chamber are dreaming up new and more innocuous ways of dating germ-stricken fems via the demented telepathy method. Occupation now in the midnight minutes is the drawing up of an "ideal" desert list for future reference for the dessert they will never have.

Those occupied in this somewhat simple pastime and others interestedly watching the growing data on comparative heights and so forth are: Nancy Riesch, Margaret Barrett, James Kurt, Bob Brokaw, Tom Oxman, Beverly Goetz, Orville Marcellres, Ruth Hartley, Otilie Hofstetter, Paul Livesay, Robert Lovell, James Pollard, Mary Rotegard, Billy Frank, Jean Harper, Dorretta Smith, Redmond Rudolph, Robert Long.

Juniors Schedule Nominating Session

A junior class nominating assembly will be held Thursday, May 1, at 7 p.m. in Villard hall, according to Lou Torgeson, president.

Officers for next year's senior class will be considered at the combination executive and business meeting, Torgeson said last night.

'Jalna' Roles Feature Twelve UO Members

VLT to Present 13-Character Play At Fairgrounds

When members of Eugene's Very Little Theater present their latest play, "Whiteoaks of Jalna," at the fairgrounds playhouse Thursday through Saturday, May 1, 2, and 3, 12 University of Oregon students, faculty and staff members will be the leading players.

The comedy drama, inspired by Mazo de la Roche's \$10,000 Atlantic Monthly fiction winner, "Jalna," will have in the leading roles, Mrs. Sally Allen, wife of Dean Eric W. Allen of the school of journalism, and Gene Edwards, senior in English who was recently named one of the canoe fete announcers. Mrs. Allen will interpret the role of Adeline "Gran" Whiteoak, 101-year-old matriarch of the Whiteoak clan, and Edwards will play Finch, her misunderstood grandson and heir.

More Webfoots

Dr. Robert D. Horn, associate professor of English, and Ethan Newman, University graduate, will alternate in the role of Nicholas, aged 74, while Adrian Martin, secretary in the drama division, will play his younger brother by two years, Ernest. The

Department Okays New ROTC Insignia

The new institutional insignia, adopted by Scabbard and Blade, military honorary, has been approved by the war department and will soon be available for members to wear during ROTC maneuvers here, it was announced by Colonel R. M. Lyon. Final action has been taken and word was received today from the war department that the order has gone to the manufacturer.

role of Aunt Augusta will be portrayed by Mrs. Clara Fitch, secretary in the graduate division.

The part of Renny, master of Jalna, will be taken by Fred Cuthbert, associate professor in landscape design, and Mrs. Cuthbert will take the part of Pheasant. Pheasant's husband, Piers, will be done by Dick Igl, and Mr. Patton, the lawyer, will be played by Bill Wood. Both are freshmen at the University. Mrs. Florence Shumaker, wife of Professor L. K. Shumaker, will play the part of Meg. The only member of the cast not connected with the University will be Dale Frederick, Eugene high student, who has the part of Wakefield.

Daisy Hamlin, Director

"Whiteoaks of Jalna" is being directed by Mrs. Daisy Hamlin, library at the Co-op store, and the set is being designed and constructed under the direction of Art Pulos, instructor in three-dimensional design.

Reservations may be made by calling Mrs. Wilbur Dutton at 3936-W. Tickets are 45 cents.



"YOU SAVVY QUICK, SOLDIER!"

DAD ought to know. Look at the wall behind him—his personal military history. Photo of the troop. Dad by himself, very proud in his old-style choker-collar blouse. And his decorations—the Order of the Purple Heart, Victory Medal, Croix de Guerre with palm.

"You savvy quick, soldier," he says to his son as that chip off the old block in the new uniform proffers Camels. "These were practically 'regulation' cigarettes with the army men I knew. Lots of other things have changed, but not a soldier's 'smokin's.'"

Right! Today, and for more than 20 years, reports from Army Post Exchanges show that Camels are the favorite. And in Navy canteens, too, Camels are preferred.

Just seems that Camels click with more people than any other cigarette—whether they're wearing O.D., blues, or civvies. You'll savvy, too—and quick—with your first puff of a slower-burning Camel with its extra mildness, extra coolness, and extra flavor, why it's the "front-line" cigarette!

The Smoke of Slower-Burning Camels gives you EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR and

28% Less Nicotine

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

What cigarette are you smoking now? The odds are that it's one of those included in the famous "nicotine-in-the-smoke" laboratory test. Camels, and four other largest-selling brands, were analyzed and compared...

over and over again... for nicotine content in the smoke itself! And when all is said and done, the thing that interests you in a cigarette is the smoke. YES, SIR, THE SMOKE'S THE THING! SMOKE CAMELS!



R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

BUY CAMELS BY THE CARTON — FOR CONVENIENCE, FOR ECONOMY

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to

5 EXTRA SMOKES PER PACK!

CAMEL—THE CIGARETTE OF COSTLIER TOBACCOS