

Joe and Betty Get Ready

Betty Coed



No wonder Betty Coed is dancing on air. Tonight's the night that her boy friend, Joe College, is taking to the defense bond-conscious Senior Ball. No wonder she feels like a junior weekend queen. She is the match to any royal highness in her new frock from the VOGUE. Yep, it's a taffeta formal from the VOGUE with bolt after bolt of

luscious material in the skirt and a pastel band for contrast — and to catch HIS eye.

The VOGUE

991 Willamette
Phone 3070

THE WELL-DRESSED COED

can't forget her feet, Betty knew, and down to POWELL & EDBLOM'S she trotted to look over their bountiful assortment of evening sandals.

Gold or silver, black or white satin, low heels or high heels. Suddenly Betty had an idea. White sandals dyed by POWELL & EDBLOM in contrasting colors to match her formal and high heels to raise her 5 feet 4 inches to Joe's 6 feet.

POWELL & EDBLOM

828 Willamette
Phone 3428



"What'll I do with my hair," wailed Betty. "Put it back in the sofa," suggested one sorority sister. But another was more helpful, "Do what I did. Make an appointment now at the PENTHOUSE BEAUTY SALON." "That's it," exclaimed Betty, "I'll shoot the works. I'll get it washed, waved, have a

manicure 'n everything." "The PENTHOUSE BEAUTY SALON does a swell job of dyeing your eyelashes," another sister hinted practically.

PENTHOUSE BEAUTY SALON

Miner Bldg.
Phone 78

Oops — Betty remembers that Joe's house dance is coming off next week but she's all prepared, thanks to HADLEY'S. Joe's fraternity sacrificed their usual formal house dance to national defense. They substituted instead a radio dance and Betty knew that her flowery print South American date dress from HADLEY'S was a sure cinch to the title of Belle of the Ball.



Hadley INC.

1004 Willamette

Joe College

FLOWERS FOR BETTY, thought Joe College as he dreamed about his date for the Senior Ball tonight, the first all-campus formal of the year. And it'll be a corsage from EDDIE'S too, he added mentally. Joe "had been around" a lot and knew that EDDIE would offer him the best assortment of flowers as well as moderately priced corsages.

Joe was a steady customer for he liked their originality and taste in designing flowers for his gal friend, Betty.



EDDIE'S FLOWER SHOP

Phone 265



On the campus Joe had an enviable reputation among the women for knowing how to do the "right things for a girl." He proved this to Betty, starting the evening of the Senior Ball by taking her to the EUGENE HOTEL. There in the dim lighted dining room he ordered the chef's specialties from a menu crowded with oodle of yummie dishes. As Betty chatted and praised the meal, Joe reminded himself, it always starts the evening right to dine at the EUGENE HOTEL.

Phone 2000

Over their after-meal cigarette, talk between Betty and Joe turned to the idea behind the

SENIOR BALL

Both of them praised the seniors for donating the dance to the student body and only requiring in turn that a dollar be paid for a dance program filled with United States DEFENSE STAMPS. They agreed they wouldn't let their purchase of DEFENSE STAMPS stop there, and then they joined the throng headed . . .



for the Senior Ball