

Clothes Problem Nil As Coeds Swell Roll

By JOE MILLER

Men will be able to wear less and less heavy clothing this year and still be socially prominent, as the University more and more becomes the Oregon Seminary for Young Girls and Indigent Females, but there are still certain clothes-wearing customs that will persist as usual.

Cords will still be worn by the upperclassmen; the sophs will hold out in moleskins, and the frosh will wear their traditionally-dirty tin pants. Outside of these taboos, male dress can be carried to a Mahatma Ghandi extreme. Now don't take us seriously.

The Oregon collegian is a notoriously casual dresser on the campus. But campus dress is designed for comfort primarily, and males are eminently practical about it. Starting from the bottom up saddle shoes, brown and white, are by far the most attractive and comfortable shoes for campus wear. Socks are best when they are big and woolly with plenty of color. Pants, outside of class ones, should be able to hold plenty of moisture and not too overly insistent about getting pressed constantly. Dress shirt and tie are less than seldom worn on campus, so a plentiful collection of T-shirts is a "must."

Sweaters deserve an entire paragraph in themselves because they are such an integral part of Joe Webfoot's attire. We doubt if there is a man on campus without a roomy hard-wool sweater. They are by far the most practical

piece of wearing apparel for any new students.

Coat sweaters often find favor with the Ducks and are nice "wrap-arounds" for the foggy trek to eight-o'clocks. When checking your wardrobe don't forget sweaters!

So much for campus wear. On dates it is a different thing. Coke dates are traditionally informal, but for house and school dances, slacks and a sport coat are generally the thing—increasingly on the conservative side, as we've noticed over the last few years. "Loud" clothes don't go over too well. Tweeds are very popular—a good single-breasted tweed suit is usually "convertible."—It can serve acceptably for business, sport, and date affairs.

Formal evenings at Oregon are quite numerous—especially during winter term—but tuxedos are not necessary (freshmen are not usually allowed to wear them), and a good dark suit is proper. If you have a tuxedo, bring it down, but don't feel that you have to have one, because they are definitely not required, fall term least of all, as most of the dances are informal affairs.

Summing up, I'd say that the best idea for an Oregon wardrobe is to make the most of your clothing practical—stuff that can take a beating. Let style be secondary, because there is no great emphasis on sartorial elegance at the U—we show as much as any school on the coast when it comes to dress, but there is no "Snob Set" that sets dress rule for the campus. Here at Oregon the slogan is "individually casual."

University Men Face 50-50 Fighting Chance

University men, for years fighting the most severe numerical handicaps, are at last coming into their own—but it is taking the war to do it.

Estimates released by Clifford Constance, assistant registrar, indicate that come fall registration, the campus will reach the interesting proportion of half men and half women.

Men have long outnumbered the "weaker sex," an extremely unfair advantage in dating they argued. As late as 1940-41, registration showed 61 per cent men, 39 per cent women. The 1941-42 year showed greater equality with 58 per cent men, 42 per cent women.

What the ultimate effect will be if the war lasts longer than three years, Mr. Constance refused to predict. At least campus males can say "It's an ill wind that doesn't blow some good."

Frazier Is City Ed

Bob Frazier, former Emerald news editor, is now city editor of the Aberdeen World, Aberdeen Washington. Frazier was city editor of the Eugene News from February, 1942, through May, when the paper folded. He started work on his new job in June. He does not expect to return to the campus.

JOE RICHARDS MEN'S STORES

SMART NECKWEAR

Welcome
to the Service Station
Closest to the Campus
VARSITY SERVICE
13th & Hilyard

Watch Those Curves

Get those bulges under control for rush week activities. We specialize in a styling that suits the co-eds doin's whether house dancing or tennis playing.



EUGENE

GOSSARD

SHOP

110 East Broadway

Phone 1710

As Seen in Vogue

Your Favorite Perfume

Ciro — LeLong — Corday

Your Favorite Make-up

Dorothy Gray in colors as
new as tomorrow

Your favorite Accessories

Chen Yu and Revlon

Tiffany-Davis

DRUG CO.

8th and Willamette



WELCOME TO OREGON, COEDS!

We specialize in College clothes . . . clothes that have the stamp of fashion authority . . . many as advertised in Mademoiselle, Glamour, Harpers and Vogue. Clothes that are the choice on the American Campus everywhere, from the most casual sport togs to sophisticated formals . . . suits, coats, date dresses, blouses, sweaters and all the accessories you can ask for.

Beard's are looking forward to renewing
old friendships and making new ones!

- * Charge and installment accounts
- * C.O.D.s and Lay-Aways

BEARD'S
DISTINCTIVE APPAREL AND ACCESSORIES