

## Senior Coed of Week: Advertising Enthusiast

Business manager of the Emerald is a big order for a coed in addition to activities and studying, but that is the position that Annamae Winship is fulfilling during her college life.

Answering the phone, talking to the several people in the office, and opening mail all at once seemed an ordinary past-time to her when I dropped in. So many need her advice on "How many editions next term?" or "How can I get it done on time?"; but she smilingly answers all questions and does her work efficiently.

This is Annamae's fourth term as the advertising executive; however, she has managed to engage in many other activities. During the last two years her activities have included: president of Gamma Alpha Chi, advertising honorary; member of Phi Theta, advertising manager of Oregana, Old Oregon, the Piggers' Guide, vice-president of the YWCA, chairman of first aid for Red Cross, and member of the Senior Ball committee.

Her list of activities shows that advertising is her main interest in

life. This has been one of the biggest years for Gamma Alpha Chi. Her ideas and leadership with the cooperation of the members have made it so.

The organization handled the advertising for the student directory and gave the all-campus Krazy Kopy Krawl with Alpha Delta Sigma, the men's advertising honorary.

The Gamma Alpha Chis are trying to promote interest in advertising on the campus as an activity. Also they are working with Eugene businessmen in trying to establish an advertising



ANNAMAE WINSHIP

club for the town people and students.

After graduation (Annamae is a senior now) she hopes to eventually work up to an advertising executive position in either a San Francisco or New York agency. She has gained much experience from the many positions she has held in campus activities and plans to start work in an agency soon after leaving school.

She enjoys her work so much that she wishes that the enthusiasm for advertising could grow on the campus. If the juniors and seniors in advertising would help with campus publications, they could supplement their class work, gain experience, and at the same time improve the work because they know so much more about making salable advertisements.

Annamae knows the Northwest very well because her father traveled most of the time when she was younger. During her school days she averaged a different school each year. She is a transfer from Whitman and is glad now that she moved so often because of the new friendships she has made.

Her likes include people, the University, and the Emerald. She enjoys playing golf and reading foreign novels, especially Russian, when she can manage any free time. She is also proud of her large collection of cats.

Her main adversity is for people who always complain that something is being done wrong without trying to do something about it.

### SPRING FASHIONS

(Continued from page twenty)

In your newly-cast role you will wear bustle shorts, the fashion designer's latest. Frankly hippy, flattering even to less-than-perfect contours, they are especially feminine. New little boy shorts with a side slit on the legs and a shaped waistband make you look like a little girl in play pants rather than a little boy in shorts. Shoulders are bare and browner for the new white ruffled top blouses.

#### Jewelry Added

To personify the fashion plates, make your ensemble of bright plaid gingham, dark soft gabardine, hand-woven Guatemalan cotton, or crisp white pique. A piece of heavy gold or silver jewelry, either a bracelet or choker, will add the extra touch needed.

Swim suits this year will be cut along classic lines with a straight shirred, low-cut bodice and soft flowing materials. Two-piece suits will still be worn with bustle shorts and strapless tops. The new Grecian drape will again put you at the head of the class.

#### Gala Costumes

To dress for that gala evening with your favorite beau, wear striking shades to show your new tan to full advantage. Try a formal of white rayon taffeta, with a swathed bodice draped elegantly to a lower waistline, to capture his heart.

#### Lower Shoes

Just a few extra hints. Low heeled play shoes and ballet slippers will be the last word in comfort. Makeup will be as scarce as possible on the face of our all-

### CLIPS and COMMENT

(Continued from page nineteen)  
organization of election system and constitutional amendments.

**University of Kentucky**—appointed committee of six veterans to investigate charges made by students that a certain dean was responsible for poorly-constructed campus buildings.

**New Dorms at Berkeley**  
Two hundred women students were moved into three new dormitories at the University of California-Berkeley.

In a series of articles dealing with veterans' opinions of life at

American coed. And one more word to the wise: complete natural charm and vitality on your part will make your new spring fashions completely feminine and appealing.

Stanford, veterans generally agreed with the "open house" or "jolly-up" as a good method of meeting new friends. They approved Stanford's social life, rapped name bands, and were divided on the fraternity issue.

#### Men and Morale

According to Sweet Sals of the University of Idaho, men on the campus and morale shooting sky-high. Typical comments were: "It sort of scared me at first but I'm getting used to it."

"They're going to start calling trains in the libe pretty soon—it's like Grand Central Station."

"Lots of lost traditions are brought back and spirits are generally lifted."

"It is harder to get around the halls but everyone is happy about it."

**University of Toronto**—approved the idea that university athletics be compulsory.

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## Spring showing

Spring Glory  
in Fashions...

This spring, show off your shape, show a hint of a sleeve, emphasize your tiny waist with a tie belt.

The latest in new fashions; a large selection



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When you think of Spring Think of



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TOPS IN FASHIONS

991 Willamette