

Holiday Given For Naming Fairgrounds

Winner Receives
Yachats Vacation

A free, three-day vacation at Sherwood Lodge on the Oregon coast will go to the family of the Lane County resident who submits the winning entry in the contest to re-name the Lane County Fairgrounds.

Any resident of Lane County may enter the contest, which will close at midnight, Feb. 10, members of the Lane County Fair Board announced this week. Fair board members and fairgrounds employees and families may not enter. An impartial group of judges will select the best entry.

UNTIL FEB. 10

Entries should be mailed to the Lane County Fair Office, Lane County Fairgrounds, Eugene. Each entrant should submit the new name for the fairgrounds, and be sure to include his name, address, and telephone number if he has a telephone. Entries will be received from now until the Feb. 10 deadline, Mrs. Hallie Huntington, fair manager, said.

The prize of a three-day stay at Sherwood Lodge, located at Yachats on the coast, was offered by the lodge management, Mrs. Huntington said. The prize will include accommodations and meals at the lodge, which is on the beach at Yachats. The parents and any number of children in the family of the winner will be accommodated, but the prize is limited to one immediate family, Mrs. Huntington said.

The vacation may be used on a weekend or during the week any time up to June 1, the Sherwood Lodge management has stipulated.

The new name selected for the fairgrounds will be announced right after close of the contest Feb. 10.

The fairboard decided to change the name of the grounds because the area is used so extensively on a year round basis, and not just during Lane County Fair time as the present name suggests.

LARGER SCOPE

"Through careful planning and spending we have been able to enlarge the scope of activities at the fairgrounds to a great degree over the past few years," Gus DeVos, fair board chairman said.

"All improvements and additions to the ground have been made with an eye to making the grounds more attractive to the community. The facilities are now used all year by a tremendous number of organizations. Our aim is to add to and improve these facilities as fast as we can find the money, and thereby enlarge the use of the area even more," DeVos added.

Work on another improvement at the fairgrounds will start soon. The Lane County Park Board has allocated more than \$500 for additional park, picnic and recreational facilities. The work will be done by fairgrounds employees, in order to make the money stretch as far as possible.

U. O. Relaxes Living Rule For Fraternity

An exception to the University of Oregon's freshman living program requiring all freshmen to live in dormitories until their sophomore year was made recently when Sigma Alpha Mu, national social fraternity on the campus, received permission from college officials to move eight of their freshman pledges into the house.

According to Ray Hawk, director of men's affairs, the move, the first of its kind since the program went into effect in 1950, was made to bring the fraternity up to operating strength both financially and socially.

One of the reasons affecting the decision was the fact that Sigma Alpha Mu is the only Jewish fraternity at Oregon and, because of the low Jewish population in the state, the group has only a limited number of men from which to draw its membership. The largest pledge class in years, a total of 14 men, was pledged by the house last fall term. Eight pledges are now scholastically eligible to move into the fraternity, and with this move it is hoped that the house will become financially equal to other fraternities on campus, who draw on the entire manpower of the university for their membership.

The only other relaxation of the university housing regulations was made last spring term when several small fraternities needed financial assistance. It was then that Eugene and Springfield students who were pledged to campus fraternities were allowed to move into their houses if they could qualify scholastically. University regulations hold that no pledge with a grade point average less than 2.00 may be initiated into the organization nor live in the house.

ONLY FOR LADIES OF EUGENE AREA! WIN A MAYTAG SUPERMATIC WASHER

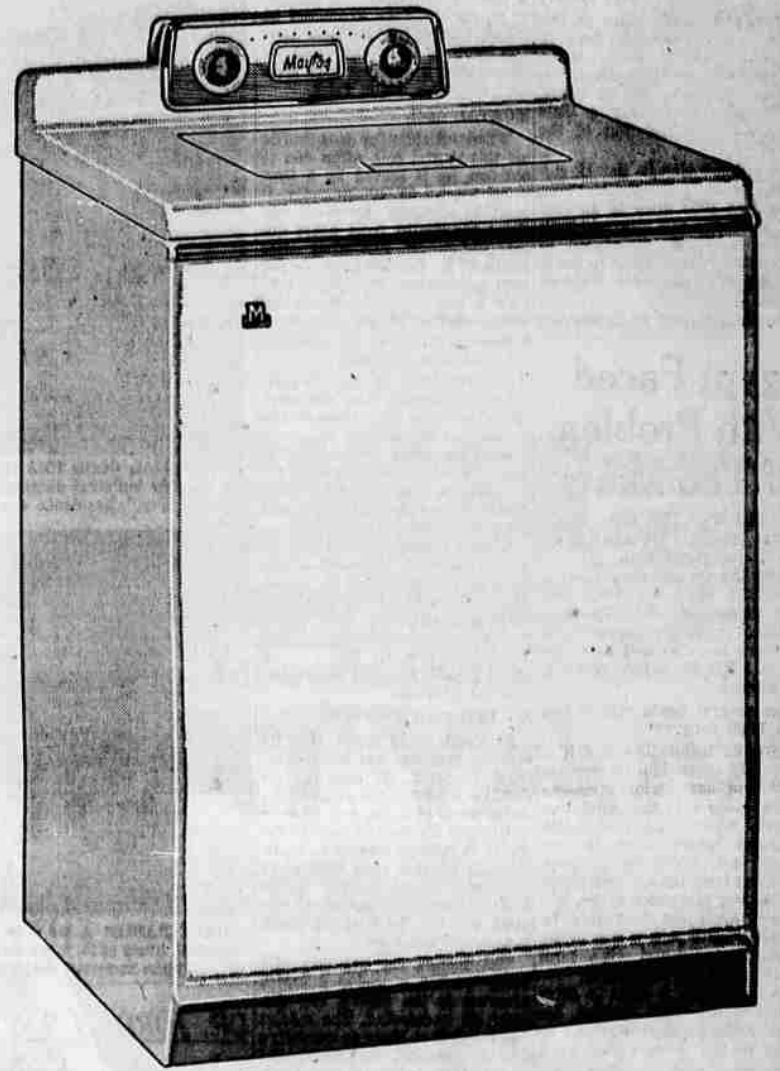
OR WIN GROCERIES IN YOUR LOCAL CONTEST
SPONSORED BY ALL-PURPOSE

BREEZE



The only detergent
with a real Cannon
dish towel or face
cloth inside every
package!

Send no box tops,
clip no coupons... just open
the package - IT'S THERE!



THE MAYTAG SUPERMATIC WASHER
A \$319.95 VALUE!

EVERY ENTRANT WINS... Here's all you do!

Buy either size of Breeze. The Money-Saver package comes with a big Cannon dish towel packed right inside. The Large package has a fluffy Cannon face cloth inside. Examine your fine-quality Cannon premium. Try the detergent itself for everything you wash. Then, in 25 words or less, complete the statement, "I use all-purpose Breeze for all my washing because _____." For example: "I save plenty on linen costs with the



Cannon premiums...this plus a wonderful product that washes everything so swell." Read complete rules on entry blanks. They're at your grocer's now.

Every entrant wins! Everyone gets new "Sew 'n' Save" instructions on how to make clothes, toys, household and baby things from the Cannon dish towels and face cloths packed inside Breeze. There's a grand prize of a \$319.95 Maytag Supermatic Washer, five more prizes of \$10 worth of groceries each and twenty more prizes of \$5 worth of groceries each!



You can't lose—you're ahead from the minute you buy Breeze! It's right for everything you wash, from dungarees to nylons to dishes. And there's the real Cannon dish towel or face cloth inside each box. Think of the wonderful supply you can build up. Or all the wonderful things you can make! Any way you look at it, Breeze is your best buy. It's unconditionally guaranteed by Lever Brothers—you've got to be completely satisfied or you get back every cent of your money. Buy Breeze today—get your contest entry blank at the same time. You may be a big winner!

CONTEST CLOSSES FEB. 12—
GET YOUR ENTRY IN SOON!

Get entry blanks from grocers listed below
(Remember—this is a local contest. You compete
with your neighbors only—not with the entire United States)

EUGENE
Amazon Market
Ash & Son Mkt.
Becraft & Nason Mkt.
Big Y Market
Blanton's Groc.
Dickson's 8 Ball Mkt.
Economy Grocery
Elliott's Grocery
Eugene Pack Grocery
Groceries
Hewitt's Mkt.
Hogan's Groc.
Holland Market

Ken's Cash & Carry
Irish Swartz Mkts.
L & L Market
Little Big Y Mkt.
Marketeria
McKay's Mkts.
Midway Market
19th St. Groc.
Nu-Way Mkt.
Pic 'N Pac Groc.
Palace Groc.
Pohl's Mkt.
River Road Mkt.
Shishler's Mkt.

Stein's Mkt.
29th St. Super Mkt.
Wick's Mkt.
Wilson's Cash Groc.

SPRINGFIELD
Courtright's Mkt.
5th & Broadway Mkt.
5th & Q Market
Offley's Mkt.
Paramount Mkt.
Pay 'N Save Mkt.
Ruttencutter's Mkt.

SAVE 10¢ Cut coupon below

TAKE THIS COUPON TO YOUR GROCER

SAVE 10¢ This coupon good for 10¢ toward purchase of 2 Large or 1 Money-Saver size BREEZE

TO DEALER: You are authorized to act as our agent in the redemption of this coupon. Our salesman will redeem this coupon from you for 10¢ plus 2¢ for handling provided you and the consumer have complied with the terms of the offer. Presentation for redemption without such compliance constitutes fraud. Invoices proving purchase of sufficient stock of our brands to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. This coupon is non-transferable, non-assignable and good only on brands specified. We will not honor redemption through outside agencies, brokers, or others who are not retail distributors of our merchandise, and coupons will be void when so presented. Any sales tax must be paid by customer. Void in any place where its use is prohibited, taxed or restricted by law. Cash value 1/20 of 1¢. Lever Brothers Company, 390 Park Ave., New York, N. Y.