

Iceland to Get New Site Option

Rink Corporation Granted Property Rights by Havens

By Wallace Aron '41 Bringing to an end the bitter Berkeley ice rink controversy, a Berkeley citizen, Weston Havens, yesterday granted the East Bay Iceland corporation an option on his property at Milvia and Derby streets.

Havens' action brought to a close the question of building the rink at a proposed Berkeley civic center location over which a city election was being planned.

The new site is two blocks west and eight blocks south of campus limits. Discussion of necessary rezoning of a part of the property will take place at a special meeting of the City Planning commission next Tuesday.

Havens' property was mentioned in the original rink plans. He once refused to negotiate for its sale, but after learning of the growing dispute, he hurried by plane to Berkeley from Los Angeles Tuesday with his surprise offer.

The property is approximately the same size as the lots at Grove street and Dwight way which were disputed because they are in the residential district. Most of the new site has already been zoned for commercial purposes, having been used for years by circuses and travelling shows.

Luther A. Nichols, University comptroller and Iceland corporation president, yesterday asserted that the site is in the "most-favorable location" and that it provides the "maximum of accessibility for the greatest numbers."

"It is convenient for the University students and will best serve two of the East Bay's largest high schools, Berkeley and University," Nichols said. "Its location, on the main thoroughfare at a junction of an arterial to Oakland and Piedmont, means much to the convenience and enjoyment of the vast skating public of the East Bay."

Mixer Dance Today Lists Student Talent

All registered students are invited to attend the Mixer dance from 9 p. m. to 1 a. m. today in the Men's Clubrooms, Stephens Union, after the Cal-USC basketball game.

Student talent will provide entertainment and a second dance contest will be held with prizes awarded from the Co-op store.

Bear Cagers Set to Meet USC; Nine Beats Kenny Park

Baseballers Ready For Games Today, Tomorrow

By Gordon Fleming '41 California's Varsity baseballers, doing their best to imitate the proverbial busy bee, yesterday banded out a 10-4 win over Kenny Park, will meet the Kenedy Seals at 3:15 p. m. today on Edwards field and will conclude the present torrid pace by tangling with the Athens club at 2:30 p. m. tomorrow.

Twenty Varsity players saw action in yesterday's slugfest in which the Bears connected for eight singles, two doubles, and two triples. Dick Heber opened on the mound and pitched three scoreless innings whence he was relieved by Dick David. David pitched five innings, the first four of which were runless and hitless. Reg Valencia did the chucking in the ninth inning.

California opened the scoring in second inning. Stan Griffith, lead off man, reached second on an error and scored on a single by Jack Martin. Martin came home when second baseman Segura made a wild throw on Heber's infield tap.

In the sixth stanza the Bears really fattened up their batting averages. Mel Ducezabu opened the proceedings with a triple. Griffith singled. Stu Lewis singled, David walked. Cliff Perry doubled, Eddie Ongerth walked, and Paul Pugh tripled. The net result of this outburst was six runs.

The last two Bear runs were tallied in the eighth inning. Ray Amling's double, Ducezabu's walk, Buzz (Continued on Page 3, Col. 5)

Students Must Show ASUC Cards at Games

Students will need only their ASUC cards for admission to the California-Athens club baseball game at 2:30 p. m. tomorrow in Edwards field. General admission is 25 cents.

There are still a few tickets left for the California-USC basketball game tomorrow night in the Gymnasium for Men. None are available for tonight's game.

Fencers to Hold Open House Today in Gym

Advanced WAA fencing class will hold open house from 4 to 6 p. m. today in room 230 Hearst Gymnasium. Elizabeth Hankey '40, WAA fencing manager, announced yesterday.

Trojan Varsity Out to Keep Conference Lead

By Bruce Lee '41 Spurring their war horse towards a conference championship, Southern California's highriding basketball team hit Berkeley today, set for their series against the California Golden Bear cagers.

The two games are scheduled to begin at 8 p. m. today and tomorrow in the Gymnasium for Men.

Preliminary games starting at 6:30 p. m. between the California frosh and Lowell High school and the Modesto prepsters will start the fireworks today and tomorrow respectively.

If the Californians have anything to say about the matter—and Coach Nibs Price is quite sure they will say plenty—the rampaging Trojans are due for a rude surprise this weekend.

Even Coach Sam Barry of USC isn't any too sure but what the Trojans will drop one or maybe two games. After watching the Bears in action against his squad in Los Angeles, Barry predicted that California would take one of the games.

And that was just after the Bears had finished their 8000 mile barnstorming grind.

Price has been working Bill Biggerstaff, first a guard and then a forward, back at his old position at guard, and will start him there. Roy Tamm will take the vacated forward spot.

Thus, except for one man, Tamm, the entire team has had experience against the Trojans.

John Biles, sophomore Bear forward, returned to practice yesterday after a seige of flu, but left his teammate, Freeman Dill, still in Cowell Memorial hospital fighting off the bug. The rest of the team is in excellent physical and mental condition, according to Coach Price.

Picked nearly unanimously as the best forward in the nation, Trojan Ralph Vaughn is expected to do most of the scoring for the visitors. Teamed with Tommy McCarvin, one of the best guards on the Coast, and who is quite a marksman himself, the Trojans will present a lineup that has yet to taste defeat.

Table with columns: California, Pos., USC. Lists players like Tamm, McGee, Ogilvie, Bickerton, Biggerstaff and their positions.

University Physician States Hours for Services to Students

In response to student complaints that no treatment is given at Cowell hospital during the lunch hour and University meetings, Dr. William G. Donald, University physician pointed out that emergencies receive 24-hour attention.

"Classes are dismissed for the purpose of allowing students to attend University meetings, but not to give them an opportunity to come to the infirmary," Dr. Donald said.

For the convenience of students, consulting hours have been extended within 18 months from four hours to eight hours a day, he stated. The hours, which have been published, are from 8 a. m. to 11:30 a. m., and from 1 p. m. to 5:30 p. m. for both men and women.

Patients who do not require emergency treatment are requested to come during these hours.

Three to Make Debuts At Symphony Sunday

Three students will make their debuts with the University Symphony orchestra at a public concert to be given at 3:15 p. m. Sunday in the Gymnasium for Men.

The soloists will be Frank Young '33, orchestra member and chemistry teaching instructor, and Elizabeth Wilton and Esther Williamson, pupils of Albert I. Elkus, music professor and University orchestra conductor.

University's Expansion Considered

Plan to Increase Total Campuses in California Told

By Bill Bolce '41 The State committee for Educational Planning and Coordination yesterday was investigating a proposal to increase the University from seven to fourteen campuses by vesting control of the seven state colleges with the University Board of Regents.

The committee will present its recommendations at the regular session of the state legislature in 1941.

The plan under investigation is the outgrowth of a bill introduced into the legislature last year proposing to change Fresno State college into a University of Central California.

The bill later was amended to make both Fresno and Santa Barbara State colleges part of the University, and finally, when the bill failed to pass the legislature, the whole question of higher education in California was referred to the State committee for Educational Planning and Coordination.

The state investigating committee was set up over six years ago to study whether the state colleges should be made four-year institutions, after several surveys had been made to settle the question.

Members of the committee, in addition to President Sproul, are the state superintendent of public instruction, a member of the board of education, a member of the University Board of Regents, and five members representing the public.

The seven other committee members are appointed by joint recommendation of President Sproul and the state superintendent of education.

The first of the two surveys made in recent years on the state's higher education system, conducted by Leonard V. Koo, formerly of the University of Minnesota, reported against changing the then state teachers' colleges to liberal arts colleges.

Another survey, which also concluded against the change, was conducted by former president Suzzallo of the University of Washington, under a grant of more than \$30,000 from the Carnegie foundation for educational advancement. The legislature appropriated an additional \$10,000.

The issue lay dormant until the Fresno State college bill was introduced into the legislature, which resulted in the subsequent action.

Impetus to the educational committee's investigation was given in December by a recommendation adopted by the California Conference of Higher Education, which urged that control of the seven state colleges be placed in the hands of the University Board of Regents.

The seven prospective new campuses of the University are at Arcata, Chico, Fresno, San Diego, San Francisco, San Jose and Santa Barbara.

Officials Assure Continuance of Junior Informal 'King' Contest

In last-minute preparations for the "Leap Year" Junior Informal tonight at the Hotel Claremont, class officials yesterday assured continuance of the "king" contest.

Angered because they were not notified of their candidacy, the seven "king" candidates at first threatened to withdraw when hailed by the selection committee into Eshleman court to face the student body. Five of them did appear, however, and the other two agreed to "carry on."

The guessing contest will also continue, class officials decided. Today the jar in Eshleman court will hold jelly beans.

James Miller '41 won a hotel "comp" yesterday with his guess of 186, there being only four less, candied hearts in the container. Bids are selling for \$1.50 a couple in Eshleman court.

Seizure of U. S. Mails Denounced in Both Houses of Congress

'Germany Can't Be Beaten Militarily, Economically, or Morally'--Hermann Goering

BERLIN, Feb. 15.—(UP)—Field Marshal Hermann Wilhelm Goering, No. 2 Nazi and economic dictator of Germany, in a broadcast speech to German farmers tonight announced sweeping measures to "assure the German people's food and fat supply, no matter how long the war lasts."

He declared Germany cannot be beaten "militarily, economically or morally" and England "now is feeling insecure."

He said 1,000,000 Poles would be imported to work Reich farms and thousands of soldiers would be released from the colors to do farm work. Hitler youth also will be called up to do spring work on the land, he said.

Goering announced the price of full milk and of butter would be increased—the first departure from rigidly fixed foodstuff prices in several years. The field marshal said Germany has 7,000,000 tons of grain stored. Therefore, he said, Germany must turn with all her energy to counter the British blockade on fats—credited by many with bringing about Germany's defeat in the last war—as the most important single agricultural factor in German economy.

Goering spoke for an hour and seven minutes to farm men and women in his capacity as chairman of the ministerial council for Reich defense. The place from which he spoke was kept secret—a precautionary war measure accorded all German leaders—but it was considered probable he spoke from his office here.

Pleading to German farmers to do all possible despite difficulties to increase agricultural production, Goering promised rewards for plowing up meadowlands and for planting strategic oleaginous plants.

The price of butter will be increased 20 pfennigs per pound effective March 1 and the price of full milk will be increased slightly. He said the reason for the rise was to "open new possibilities for dairymen."

He boasted Germany's fat ration was larger than Britain's. "The watchword for this production campaign is: Every hectare must be planted," he told the farmers.

"German farm men and women," Goering said, "before every great battle a watchword has been given."

"The time may be here when the United States will be forced to take some positive steps to prevent illegal discrimination against us," he told his colleagues.

"It's absurd for the British government to say that American vessels, limited in their course and limited in their transactions, are carrying contraband to belligerents," he continued. "We have to use common sense in these matters. We know that there is not a single country on the Mediterranean that would voluntarily ship goods to Germany."

Deadline for Grizzly Contributions Set; Three Prizes Offered

Entries for the first issue of Grizzly student publication, must be submitted to room 111 Eshleman Hall by Monday, February 26. In order to qualify for the semi-annual prize contest.

Three prizes will be offered \$10 for the best short story, a three-dollar book order from the Twentieth Century Book store for the best verse, and a three-dollar book order from the Sather Gate Book store for the best lineoleum cut.

Any undergraduate whose story appears in Grizzly will automatically become eligible for a \$500 prize which is to be awarded by Red Book Magazine. Only stories appearing in college publications will be eligible for this award.

Hillel Foundation to Discuss Marx, Freud

"A Synthesis of Marx and Freud" will be discussed by Shlomo Bergmann at the regular Hillel Foundation Friday night fireside discussion group at 7:30 p. m. tonight at the foundation house on Bancroft.

Income Tax Levied On ASUC Salaries

Employees of the ASUC, including heads of activities, were yesterday informed that a one per cent tax, imposed by the Federal Insurance Contributions Act, would be deducted from all their future salaries.

Torpedoing Of Ships Assailed

WASHINGTON, Feb. 15.—(UP)—Bitter denunciation of Great Britain's seizure of U.S. mails broke out in both houses of congress today, concurrent with a warning to Germany by Sen. Key Pittman, D., Nev., that the torpedoing of American ships might drive this nation to an "extreme point" short of actual war.

Secretary of State Cordell Hull emphasized at a press conference American vessels still are under strict orders to refuse convoys such as Great Britain reportedly is prepared to offer U.S. ships forced to submit to contraband inspection in belligerent waters.

British inspection and censorship of American mails came under fire during Senate debate on the treasury-postoffice appropriation bill and during House consideration of the record-breaking naval supply bill for the fiscal year 1941.

Sen. Bennett C. Clark, D., Mo., isolationist leader and frequent critic of British policies, accused the London government of "rifling" American mails on the high seas and on trans-Atlantic clipper planes which stop at Bermuda, British-owned island.

He introduced an amendment to the appropriation bill to prohibit stops at Bermuda, but it lost, 46 to 25. Pittman's warning to Germany—in which he also castigated the British contraband control system—was the outgrowth of a German announcement the Nazi government believes it has a "theoretical right" to sink American ships en route to a British control port for inspection.

Speaking from the Senate floor, Pittman, chairman of the Foreign Relations committee, said "It would be brutal" for Germany to torpedo unarmed U.S. merchantmen. Yesterday he described the implied Nazi threat as "unjustifiable and inhuman."

"The time may be here when the United States will be forced to take some positive steps to prevent illegal discrimination against us," he told his colleagues.

"It's absurd for the British government to say that American vessels, limited in their course and limited in their transactions, are carrying contraband to belligerents," he continued. "We have to use common sense in these matters. We know that there is not a single country on the Mediterranean that would voluntarily ship goods to Germany."

ASUC Committee Set For Beecroft Probe

Jim Keene '40, ASUC president, yesterday announced the appointed members of the Executive committee sub-committee which will seek information concerning the faculty status of Dr. Eric C. Beecroft, assistant professor of political science.

Members of the committee are: Douglas Badt '40, Publications council chairman; Mary Ellen Street '40, Musical council representative; Peter Vukasin '41, Junior class president, and Joe Ralston '41, ASUC secretary.

'Room Service' Presents...



BILL BITHER '42, who appears as Leo Davis in the Little Theatre play "Room Service" tonight and tomorrow night, is forced to play sick with measles in order to prevent eviction.

'Room Service'—Today, Tomorrow in Wheeler Aud

Advertisements for JUNIORS! IT'S INFORMAL TONIGHT, CASTLEROCK AND MANHATTAN SHIRTS, FOULARD TIES, and ROOS BROS. California Shop.

Vertical advertisements on the left margin including 'Notes on the News', 'Hollywood Here We Come is New', 'Dies Committee Chant', 'Mixer Dance Today', 'Times Today', and 'Joe REICHMAN AND HIS ORCHESTRA'.

Spring Fashions, 1940

Founder of Early Store Continues As President

Establishment of Seventy-Year-Old Specialty Shop By Three Brothers Told

Of all the great specialty shops on the coast, Livingston Bros. is the only one that can boast that its founder and president is still its active head.

In 1876 David Livingston established a store at Polk and Pine streets in San Francisco, where he was joined soon after by his two brothers, Samuel and Edward. The latter is still active.

Samuel Livingston is survived by his two sons, Brunn and Carl, prominent in the merchandizing end of the firm, with John, Edward's son.

In 1897 the store moved to Grant and Kearney, only to move again to Grant and Fillmore streets in 1906, 60 days after the great fire. In 1911 Livingston Bros. moved back to the center of the new shopping district, Geary at Grant avenue, which has since been their home after a series of renovations.

For 70 years Livingston Bros. has been a part of San Francisco, considered one of the greatest as well as the oldest of the larger specialty shops.

Fashion Trends Set by West

"What Californians are wearing today, New Yorkers will be wearing six weeks from now," the buyer for college clothes at Livingston's said yesterday.

Western sales are used as a barometer for the New York buyers, she said, adding that what the stores on the coast re-order, the eastern stores will stock.

Although the leading style center is New York, the Pacific coast is used as a testing ground for the popularity of the designers' new creations.

San Francisco and New York women are equally style conscious and well dressed, although the New York clientele is perhaps a little more daring and extreme.

In the latter half of the 17th century women wore three underskirts to which names were given: the outer "Modesty," the inner "Secret," and between "The Cheat."

Fabrics Tested By Wise Girls

Layman Can Now Tell Difference Between Synthetic, True Cloths

Seams that split and back skirts that "sit out" can be avoided. But the collegienne in her search for sleek lines and lovely colors too often neglects durability of fabrics. Here are some sure-fire ways to distinguish between cotton and linen, silk and rayon.

Cotton is smooth, and when held in the palm is rather cool to touch. Linens are cool too, but they have a leathery feeling, the weave is usually coarse and the fabric creases easily.

Silk and rayon are harder to distinguish without reverting to chemical experimentation but they often can be told apart by feeling the respective materials.

Silk is pliable, smooth and quite warm feeling. Rayon is usually heavier. It is often used to weight silks, however, and it might be noted that pure silk is very light weight. Rayon is less springy than silk and is much cooler.

Wools too, often deceive the shopper. To wear well they must be of a firm and even weave. If held up to the light a cheaper material with a high percentage of cotton will look cloudy and uneven.

Another test, especially for wools, is to stretch a piece of cloth between the hands and press upon it firmly with the thumbs. If it gives noticeably the garment will stretch out in no time. This tip may save a lot of extra work in making over last year's wardrobe.

Baggy Sweaters, Hair Curlers Worn to Class by Wellesleyans

Dubbed the "faddiest" of women's colleges, Wellesley can rightfully be called a "week-end college."

A typical school costume consists of a baggy sweater, a baggier skirt, and tennis shoes worn without stockings. To top this off, the Wellesleyans go to class with their hair still up and without make-up.

Some of their fashion contributions include the knee-length wool socks (that have appeared here sparingly) and a little Tyrolean derby with a feather that droops to the waist.

Red, White, Blue Dominate New Fashion Frontier

Scarlett O'Hara Revives Old Southern Style Necks, Sleeves in Cottons

Waves of nationalism sweeping over the fashion frontier have made red, white and blue the dominant color combination for the Spring of '40 at Livingston's.

Side by side with the fitted lines of the Americana influence, Scarlett O'Hara, never one to be ignored, will revive the atmosphere of the Old South in the square necks and puffed sleeves of the formals and cottons this year.

Both influences can be detected in a blue and white sharkskin formal topped with a spun rayon jacket in pimento red, and a paper taffeta gown patterned in minute black and white checks set off with black velvet bows.

Intelligence departments report that muslin petticoats will be revived to wear with the Scarlett formals.

The lily will be gilded with the flesh color chiffon formals topped with spider web lace bodice to a new long waistline.

Spring rains find Livingston's prepared to fill the needs of a college wardrobe.

Pastels for the Berkeley mat can be found in the military reversibles, whose dusty rose, turquoise and gold gabardine will ban the drab gray and beige tones from the Spring scene.

Although navy blue is still classic, pastels will predominate both day and night.

Feather-sheer woolen suits with sleek fitted jackets are fashioned in a woven jersey guaranteed not to sag or stretch. Among these is found a costume whose cardigan jacket has panels of mat suede in the front, and suede trimming on the buttons and belt.

Wash dresses for Spring are made like silks, with spun rayon, chambray and fine piques falling into the front fullnesses which will be worn this year.

Beach Combination Features Purse, Cane

"Hand me down my walking cane" may replace mother's call for Junior to bring her her purse if she has one of the new beach combination purse and cane.

For the Sun



The printed dirndl skirt, shown above, will reach new heights of popularity with Easter week and summer coming on. The hooded jacket has proven its worth in protecting finger waves from stray zephyrs.

In the 1820's in France men wore corsets in an endeavor to make their waists as small as possible.

GUIDES TO FASHION

New Clothes, Owners Greet Spring

The University has, among its other attractions, a large group of style-conscious women students. In the past two weeks these fashion-setters were seen about in the following clothes:

Terry Babcock '40 dashing through the rain between the Pi Phi house and classes in high black rubber boots, with matching sou'wester hat to ward off the elements.

Elleo Hittell '43, Alpha Phi, welcoming Spring on Wheeler steps in a pastel plaid jacket of blue, pink, green, yellow, and white, with a matching blue flared skirt.

Patty Poe Cooper '43, Theta, at the basketball game in a gored skirt with a British tan belt and white fluffy angora sweater.

Nancy Leland '42, Kappa, outstanding among the black dresses at the crew dance in light blue with a very full skirt.

Marilyn Mastick '41, Theta, coking in the Co-op in a long fitted, collarless coat of bright red plaid.

Libby Mallory '43, Gamma Phi, the center of a group on Eschleman steps, garbed in a light blue silk wool dress with white angora trimming on the neck and sleeves.

Gwen Swanberg '41, Alpha Phi, chatting in the Terrace lounge at the crew dance in a black dress with a dusty rose gathered panel down the front and below-the-elbow sleeves, with a hat to match of dusty rose flowers.

Alberta Hill '40, Pi Phi glamour girl, busily taking lecture notes in a classic beige jersey long-sleeved shirtwaist dress with a string of pearls at the neck.

Jean McHenry '40, Kappa, dashing into Stephens Union last week in a flared and pleated light blue skirt, with a fuzzy angora sweater to match.

Marge McKee '42, Gamma Phi, wafting through the Pally office in a bright cerise jacket with a brown plaid skirt.

Terry Williams '41, DeeGee, on Wheeler steps in a brown skirt with a long-sleeved white silk blouse.

McDonald Explains Style T Of California, Stanford Wo

By Sarita Henderson '41

"You can place a girl by the clothes she chooses," said the college consultant at Livingston's.

"California, Stanford and Mills girls all have their own campus fashions," she stated.

Miss McDonald, past ASUC vice-president, called the the "bobby-sock type," whose mainstay is the classic sweater and skirt.

Comfort comes first on the campus, but she noticed they dress with an eye to the men.

Stanford girls choose spectator sports, she said, and wear stockings with their flats.

Bizarre outfits, rubber boots in the rain, and comfortable sloppiness is the prerogative of the Mills girls, who claim they dress for themselves alone.

To which we will make no comment.

In Elizabethan time the toothpick was a fashionable accessory.

Red Shoes Promise Popularity This Sea

Tourists who spend Europe returned that Parisians are universally spotted in red shoes.

Among the fashions which features a red reptile with a blue and inset of red with blue and three reptiles blue.

Livingston Bros.

GRANT AVENUE AT GEARY STREET

Your Date Dress

FROM LIVINGSTON'S

For your most thrilling formal. Drifts of Blue Haze chiffon belted with wine ribbon. The gay young and new print in springtime blues and pinks to wear to teas or informal dates, reveals the new peg-top pockets. Sizes 9, 11, 13, 15.

YOUNG WORLD SHOP • FIFTH FLOOR

The Formal is 19.95

The Print is 19.95



Livingston Bros.

GRANT AVENUE AT GEARY STREET



Your New Coat

FROM LIVINGSTON'S

Pick pockets on your new wool coat. Large, exciting cash-and carry pockets put on your coat in a new way...buttons march down the front in the newest military manner. The coat is Blue Haze...the style to wear on campus and to town. Sizes 9, 11, 13, 15. 29.95

YOUNG WORLD SHOP • FIFTH FLOOR

Livingston Bros.

GRANT AVENUE AT GEARY STREET



Your Sports Clothes

FROM LIVINGSTON'S

Livingston's puts fashion in your sports clothes in exciting new ways. This gay plaid suit has jacket and skirt to match, and you'll wear any number of colored sweaters with it. This one in "Yippeel" Yellow and we have others in many variations. 22.95

The matching hat is 3.95
Matching bag . . . 3.95

SPORTS SHOP • SECOND FLOOR



Said to Be Continuing Activities in Spite of War

SPOTS GO With These Cures

Recipes for removing certain stains from fresh Spring wardrobes: Perspiration: sponge with soapy water if the fabric permits, or apply a little hydrogen peroxide to which a few drops of ammonia have been added.

Fresh ink stains: apply corn meal, salt, French chalk, magnesia or talcum powder. If that doesn't work soak in milk, changing the milk as it becomes colored. Remove milk stains with solvent.

Water rings: sponge the garment evenly with water and press while still damp, or steam garment by hanging it in the bath room over a tub-full of very hot water.

Gasoline, benzine and cleaner's naphtha are highly explosive and should not be used in the home. Carbon tetrachloride, the main constituent of commercial cleaners, is non-inflammable when first purchased but reverts back to its original inflammable state upon exposure.

Appealing Hats Going Madder

Roos Bros. predict that hats will be madder than ever this year, but in such an appealing way that men will love them.

A sky blue straw consisting only of brim with a huge black bow where the crown should have been catches the roving eye. Completely covering the entire hat are masses of sheer black veiling.

Equally unusual was the hat of shirred pink crepe with a tremendous blue ostrich feather forming the back crown.

Massive flower clusters or bows tied on with ribbons will also serve as chapeaus this season. One hat combined pink flowers with eight tiny black velvet bows.

Straws for Spring are already prevalent, the most popular being in immaculate white or glistening black. Flowers, feathers and bows are used profusely in trimmings.

For informal occasions, the classic Dobbs hats are consistently fine. They are being shown in favorite pastels.

For campus wear, the crew hats in gabardine have taken the coeds by storm. These are adaptable for both sunny and showery weather.

Plaid Suit for Spring



MARY LEE SUTHERLAND '40 is shown above modeling a new brown and white Glen-Plaid worsted suit currently being shown at Roos Bros. The suit has a high notched collar, four patched pockets and center pleat in both front and back. To complete the ensemble she wears an off-the-face beret, and a yellow Angora sweater.

Photo by John Black, Staff Photographer.

LEADERS IN FASHION

Do's - - - - - Don'ts - - - - -

DO...step trying to look like Aunt Hetty. Run your hands through those sculptured curls which Antoine considers simply dee-vine and be the gay young thing type.

DO...be sure that your up and coming wardrobe has bits of white lace scattered here and there. Even if the rag was \$4.98, add white lace collar and pockets and the secret will be yours.

DO...take it easy when applying rouge. College kiddies shouldn't resort to such artifices but, if you must, don't look as though you ought to be at the infirmary sporting a thermometer.

DO...be a conservative, at least when it comes to campus clothes. Trick jewelry, shoes and blouses are fine in their place but skirt and sweater combinations haven't been met by raised eyebrows.

DON'T...let your imagination run away with you. If you're five feet two, with eyes of blue, etc. etc., exotic clothes and a slinking gait should comprise your pet hate.

DON'T...wear knee-length socks unless you've won leg contests all up and down the coast. They may be sensible, warm and the result of grandmother's knitting needles, but informal polls reveal united opposition.

DON'T...be afraid to be different. Clothes are individual matters and the outfit in which your sorority sister literally knocks them dead, may bring your social life to a standstill.

DON'T...ignore the existence of a brush. The better heads refuse to call it quits after a mere washing and combing. It's gleam you desire, try the old prescription of 50 strokes per night.

An Open Letter To All Dads

Dear Dad:

Spring is coming, and knowing that you would like me to be both economical and "well-dressed," I thought I'd tell you that a very low cheque will cover these sport clothes I've looked at in Roos Bros.

There is a very good looking blue, long-sleeved shirtwaist which matches beautifully with a pastel Shetland skirt. A new long coated jacket with four big pockets would top it off making the outfit practical for many occasions.

I could use the green-figured jersey dress I saw for sports wear and semi-dressy occasions. Also it's washable. For the beach this summer I'd love the red with white polka dot sun suit that had a separate skirt.

Hopefully yours, Daughter.

Pastel, Grey Mistone

Students Staff Campus Store

Roos Bros. California Shop is a store for University people staffed by University people.

It has become a definite policy for the California Shop to hire only women who are students or graduates of the University.

Manager of the shop, Jean Jacobs Gross, graduated with the class of 1935. She is the sister of tennis star, Helen Jacobs. Jean Sperry '36 is the assistant manager of the California Shop where she has worked for five years.

Spring Demands Silk Jerseys for Formal Wear; Chiffon Popular

It's silk jersey for formals, Roos Bros. decree.

This extremely popular fabric has proved especially adaptable for draped and shirred evening and dinner dresses.

In several interesting models, silk jersey has been combined with other fabrics. A white dress obviously designed for a special evening has a gleaming bodice of lace and a full jersey skirt. This dress may also be had in pink.

For less formal occasions, a green jersey dress with the much favored

low waistline has its own shirred jacket.

Novel peg top pockets are featured in a grey dinner dress which boasts of a gold and silver kid belt. Paisley prints are used in many of the new dinner dresses as well as appliqued dot patterns.

Second most popular fabric is sheer chiffon which is being draped as never before. An exquisite dress in grey has a shirred bodice caught with a rhinestone pin. Grey is incidentally an extremely important color for evening wear this season.

LOOK

SMART AS A FASHION PLATE WITHOUT STRAINING YOUR

POCKET-BOOK... IN THIS NEW THREE-PIECE ENSEMBLE



NAVY BLUE COAT with TWO DRESSES

...all for \$29.95



Here's your whole daytime wardrobe at one fell swoop... a navy blue costume coat with two completely different dresses. It's a trio planned for versatility, and so that you never need say you've "nothing to wear."

WEAR THE NAVY COAT (wool and fully lined) and love its briskly fitted silhouette. You can make it run the gamut of moods, from tailored to purely feminine, depending on your fancy.

WITH A NAVY DRESS made of sheer acetate rayon crepe. Accurately matched to the blue of the coat, it's simple as a "basic" so it can serve, too, as a backdrop for varied accessories.

OR BURST INTO PRINT to prove your flare for fashion. The abstract flower pattern is mostly red (man's favorite color) on rayon crepe. From neck to hem it's charged with flattery.

Sizes 9-11-13-15-17

Roos Bros



TAILORED for SUITS

Three exclusive Roos shoes planned to add the neatest possible footnote to your suits, to give you that "tailored look" right down to your toes. Pump, gaiter shoe and oxford... they're all illustrating the new young simplicity of Spring. They come in black, brown or navy alligator-grained calf.

\$8.95

Roos Bros

TELEGRAPH AVE. NEAR SATHER GATE

CALIFORNIA SHOP... TELEGRAPH AVENUE Near SATHER GATE

es Budget Year Told... can climb... representative for... beyond all... dress on an... and still... best-dressed... budget kept a... spent for... college career... together a... take care of... occasions... bought her... hardest:... \$19.95... 19.95... 13.95... 2.95... 1.95... 6.95... 4.00... 19.95... 13.95... 5.95... 6.95... 16.95... 13.95... 11.55... Later:... 29.95... 13.95... 4.00... 13.95... 16.95... 4.30... 1.10... Later:... 13.95... 7.90... 3.20... Sweaters Tops... evening... most im... same... are the... trims... down the... there are soft... sequin trims... draped treat-... immediately after... wearing mini-... earrings became

Fashion Supplement

Date Dresses Hand-Picked for Students by Oakland Store

With their policy of "clothes for college women at sensible prices," Earl R. Lindberg's store in Oakland has taken special care in selecting a hand-picked stock of the college woman's standby—the informal date dress.

Designed for use in any situation, from the movie-and-coke date to dinner-dancing in the city, these dresses range in style from light Spring prints to navy blue and black frocks with white touches for decoration. Most of the dresses are modeled on the flared-skirt, short-sleeved and nipped-in-waist idea, with variations in the design of the neckline and the cut.

The fact that the European war has caused most of the buyers to cancel their Paris trips this year has given an impetus to development of American designs and fabrics. Much thought has been given to new rayon and rayon wool fabrics.

The "romantic" trend in date dresses is shown in Lindberg's "Sweetheart" dress—made with a flared skirt and sunburst tucks at the waist, in a silk print of red sprinkled with tiny white hearts. The same dress comes in other colors and patterns.

Jacket and skirt combinations for informal wear may be had in faille, either plain or printed in darker hues.

Exclusive with Lindberg's in the East Bay is next month's "Highlight of Fashion" suit, featured in the March 1 issues of Vogue and Harper's Bazaar. The outfit consists of a matching dressy suit and topcoat in navy sheer wool, with detachable lingerie trim. Lines of long tucks form a double accent up the front.

Grey Dominates Color Parade

Election year is with us and so are the new Spring colors. Leading candidate on the fashion ballot is gray—to be combined with almost any hearty color for any occasion.

One of gray's favorite partners is red: red alligator shoes, red gloves and purses.

Newest combination with gray is the intense new pink, almost the color of watermelon, which goes by the sultry term "Hot Pink."

Beige is an extra good candidate for suits, dresses and coats this Spring. Coats to be really chic, must be in black, navy blue, gray, or sandy beige.

American women are going patriotic in a great big way. Navy-blue, the pee-pul's choice for Spring costumes, and red, the favorite-son, combined with white-pique, the old standby, draw in the votes.

Of course, as in other Springs, navy with white, and black with white will be favorites. Navy blue and black reminiscently pre-war make a very new, very suave team.

And speaking of war a military influence sweeps through the color scene. Here are some of Schiaparelli's interpretations of color in the military scene—Legion Red (vivid), Plane Gray, Trench Browns (clay tones) and Maginot Blue which is a deep shade.

The U. S. A. is working for better relations between the Americas, and visible on the fashion scene is that hot-headed Spanish team—red and yellow. This appears discreetly in town, less discreetly at resorts.

Some of the most interesting prints are a splash of color against a Chinese tea background: gray and copper plus tea; deep green and white on tea; and a red brown or deep henna with a dash of light yellow on tea.

When it comes to your silk wardrobe the array of colors is overpowering. Chief among these is a group known as Mistones (pastels) including Dusty Coral, Greenmist, Frosty Blue, Powder Green, Cloudgold, and Opal Beige.

The one-tone costume will be a fashion favorite—and here are some intriguing colors—dulcet blue (with a hint of violet), burnished straw, foliage green (yellow cast), pressed rose, honeygold and Indian spice. This will be a colorful Spring.

New Gadget Trend Toward Imitation Floral Designs Seen

Congo women wear rings in their noses, others gold darts through their ears, and women in general take pride in their gadgets.

Outside of the jungles, a gadget is something to dangle at the wrist, neck or lapel. This year the lapel frivolities displayed at Earl R. Lindberg Co. are floral flights of imagination executed in leather, felt or pique.

Modernistic flowers include: white pique with vari-colored felt applique, two-tone felt and patent leather, harmonizing leatherette buds and leaves, and a flowing spray of rose felt.

Careful Selection Of Dyes Leads To Exact Match

There are a lot of nice words one can use to describe sports clothes, but "matchless" isn't one of them.

Not when eulogizing Earl R. Lindberg Co. campus wear at least. Because of careful selection of dyes, there isn't a skirt without a jacket or a jacket without a sweater of the same hue.

Typical of the extent to which the matching principle is followed in that store is one plaid skirt with a jacket to match each of its numerous shades.

Another example: the two pieces of a tie-silk sports dress, interchangeable with plain-colored botony jackets and skirts, which, in turn, can be mixed up with harmonizing plaids.

"Kittens' ear" and silk jersey are the smartest fabrics for casual wear. A mixture of Australian wool, "kittens' ear" is a little heavier and warmer than flannel.

Linen and striped and check seersuckers lead the tubable Spring frocks. Because the fabric of Lindberg's McBrayton linens will be much finer, their hue will be noticeably softer than in previous seasons.

We Nominate for Oblivion FOR WOMEN FOR MEN

Those knee-length socks, darlings of the women's colleges, but tabooed here by popular masculine opinion.

Too-short skirts. Anything above the knees is definitely trying to all but the most Crawford of legs, and pretty risky in a sitting position.

Heels worn with short socks. Strangely enough, this nefarious practice does continue.

The half-mast slip. Charlie still dies, in spite of the efforts of slip manufacturers and popular warnings to keep him up.

Badly-matched or gaudily-combined colors. Vivid color is a fine thing, but not when it makes everybody's teeth curl up.

Rolled stockings. Absolutely out in this era of short skirts.

Hair ribbons with long trailing ends. A much-too-childish holdover from high school days.

Snoods. Especially on campus these have outworn themselves.

Hoods. Very practical for rainy weather, but getting a mite trite.

Muddy Shoes Vie With Dirty Cords

Men may take pride in cords so dirty they "stand alone," but they have nothing on the women at the University of Michigan.

According to the Michigan Daily, women at Ann Arbor are sporting oxfords that have never been cleaned.

Sweaters worn without shirts. This has absolutely gone too far. A semblance of neatness should be sought on campus, if just to get in practice for business life.

Too-filthy cords. We admit that a little dirt does add character, but when pants get to the standing-by-themselves stage it is high time for a cleaning job.

Bright colors and conflicting tweed patterns in coats and pants. Either the coat or the pants should be comparatively neutral, or both will lose their identity.

T-shirts. Fine for tennis, but slightly informal for campus wear. Huaraches or any other "character" shoes. Classic brown leather shoes or white Spauldings are the only ones that can be worn with good taste on the campus. Save the sandals for next summer on the beach, or for Carmel at Easter.

Bow-ties. These are appropriate only with tuxedos, in a minstrel show, or if you are editor of the Palican.

Any faddish or unusual clothes. Men are supposed to be a stabilizing influence on flighty women's fashions, and as such should stick to completely classical, conventional attire.

In the fifteenth and sixteenth centuries there was a cult that wore furs in summer and thin clothes in winter, to prove that love made them strong enough to risk the elements!

Spring Coat Fashion



DOROTHY EATON '42, Alpha Omicron Pi, models a new spring fashion plaid coat from Earl R. Lindberg Co. The coat has currently been featured in Vogue. —Photo by John Black, Staff Photographer.

Oriental M In Spring t Design For

Oriental motif of exotic new... burg Co. Gaudy color... Javanese turban... theater wear... rising sun color... the chignon... and white dots... head and nape... streamers down... With lighter... moods Lindberg... es which white... than whole ones... colored straw... veils. To be an... tain a remain... sport snood to... intact. Of wool... snood covers all... and ties on top... ribbon. A fleet of sail... sufficient varie... sweetheart. For... tion only is a sa... a stalk of stock... In casual hats... el line goes... hat. Russia are revived... ribbon it is relat... ing paper cup and... believed.



Syllabus in How To Turn a Young Man's Fancy

STRIDE CAMPUS AND STREET IN A PLAID JACKET AND SKIRT, AND YOU'LL PUT A LIGHT IN THE EYE OF ANY DISCRIMINATING MAN. JACKET 12" SKIRT 10" OTHER JACKETS 7" UP OTHER SKIRTS 5" UP

WHEN GOING OUT MEANS OUT, YOU'LL BE YOUR DATE PROUD IN A FITTED COAT, BUTTONED WITH KNOTS OF SILVER CORD. 30⁰⁰

WEAR YOUR HEART ON YOUR SLEEVE AND ELSEWHERE IN THIS HEART-SPRINKLED PRINT, AND YOU MAY SHARE A REAL LIVEDOME. RED OR NAVY CREPE, EMBROIDERED. 15⁹⁵

WHEN HE SUGGESTS DANCING, EMERGE IN NAVY CREPE IRRESISTIBLY FILLED IN WHITE PIQUE. THAT'S ALL IT TAKES. 20⁰⁰

TURN FRAGILE AND FEMINE IN EMBROIDERED WHITE PIQUE, AND HE'LL JUST YEARN TO PROTECT YOU. 20⁰⁰

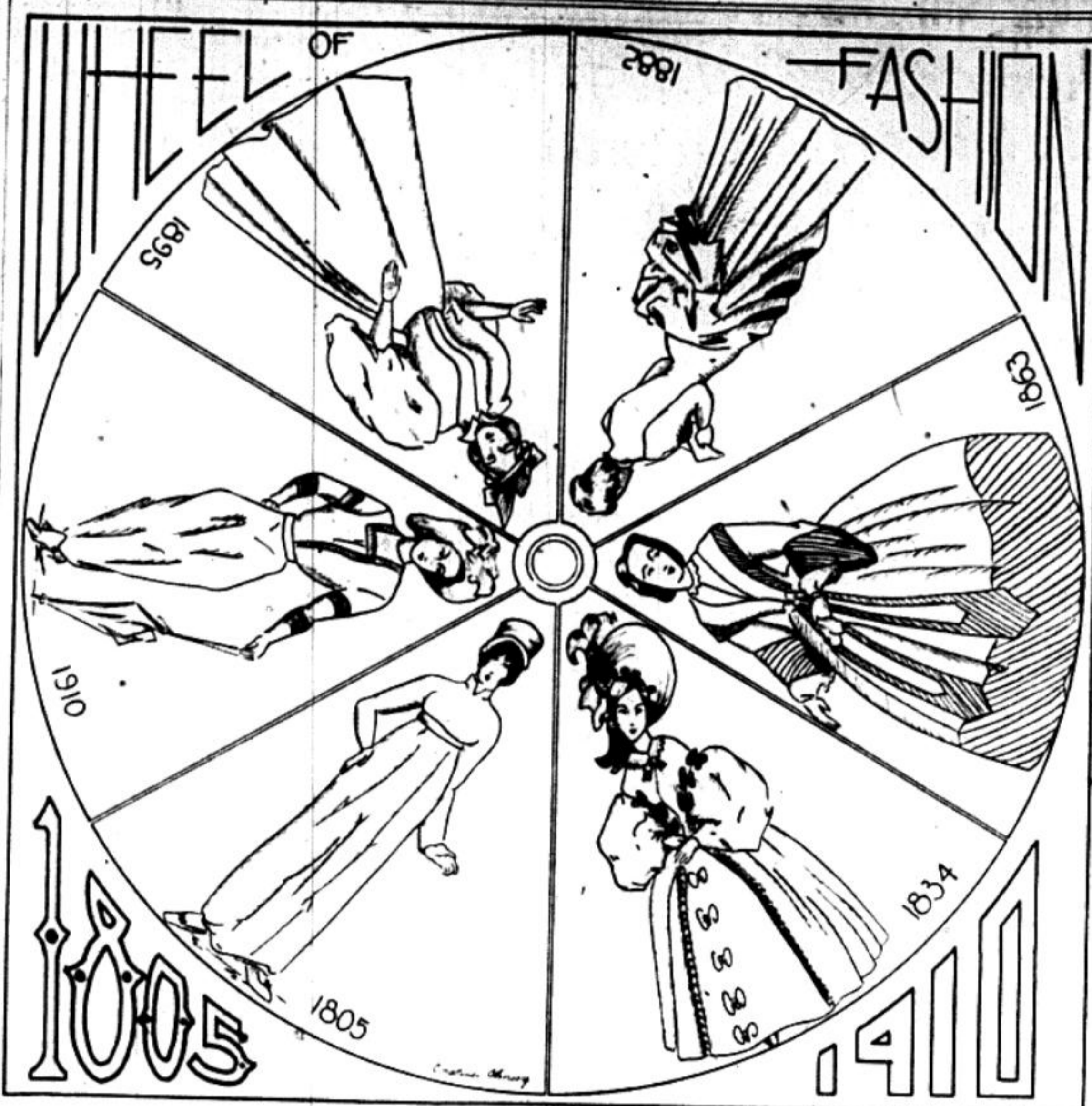
BOUNCE INTO CLASS IN THIS TWO-PIECE WOOL, AND THE BOY IN THE NEXT SEAT WILL BE FOREVER BORROWING YOUR NOTES. BLUE, PINK, BEIGE, YELLOW. 16⁹⁵

WILL TURN INTO DANCING SATURDAY NIGHT. 16⁹⁵

TRWIRL ABOUT YOUR CO-OP IN A DUSTY PINK OR BABY BLUE BUTTONED-UP WOOL, AND EVERY COKE DATE WILL TURN INTO DANCING SATURDAY NIGHT. 16⁹⁵

Female Dress Discloses Hate

Blows the lid off the... Everything... like hermit... saw the other... She roughly... that the water... we have... conducted by... editor... which reveals... neatly into... Plus Ultra... all kinds of ec... (understatement)... like pampas... Corsets are ab... and women... don't deserve... of course, by... craving... The survey... Pres... in violets... and finally rear... themselves... Sapphiric tiaras... One young man... the questionnaire... pastel lettuce... concerns itself with... Generally decided... hats, swish, frill... Concern... admonition... nuncio; "Re... all unavailing friv... effect adornment... and misty... and ill-starred... clean the hoop... embroidered petti... like an unassum... flower in the hair... we take up the... the forbidding busi... and gray as the New... line. An utter nega... pleasant and femi... into the neuter... The Body Beauti... List... like fingernails, by... archaeologist will... related to the osprey... looks like shoe-polish... an atrociously conceived... dresses... the bearded toe... eyebrow... items mentioned in... bracelets, short... jewelry, gummy lip... fellow put himself... against the Ubangi lip... believe that he is an... University women... take to using... But then, as... there's no harm in... on record.



Feminine Styles Traced Back Through History

Constant Repetition of Women's Fashions Illustrated in Successive Periods

By Mary Gribble '42
Hand cut, stuffed and stitched, the Animalettes are different and not so plentiful as to flood the market. They have just hit the stores in small quantities. There will be more in stock eventually, but your local-born bit of classic dash will not wear out its individuality soon.

There's nothing new in the world of fashion. Fads may come and fads may go, but fashion goes on in a clearly perceptible cycle.

When typical dress illustrations of each year for the last two hundred years are collected, a cycle based on the type of skirt is noticeable—each cycle lasting a little over one-third of a century.

Skirts moved from a period of back fullness, to a period of the bell type of skirt, then to the tubular type, and back again to back fullness, to tubular, and there it ends with the present day.

The first tubular cycle, at its height during the Napoleonic era, paralleled that of today. It marked a dress reform which many writers then considered permanent. There was a feeling that clothes would never again revert to the hampering, voluminous garments of a former day, that the slender lines and sensible cut were symbols of a sophisticated modernism.

But before our present return to simplicity other modes intervened.

Horsehair-stuffed skirts, ruffled starched petticoats, hoops of wood, whalebone, and steel made the feminine silhouette what it was in the mid-Nineteenth century. Hoops reached such proportions that women could not fit their own shoes.

After the huge skirt came the bustle. Muslin bags stuffed with horsehair and tied about the waist did the trick. Bustles were occasionally used as week-end suitcases, being very handy for carrying nightgowns.

With Napoleon III and Empress Eugenie came the crinoline. It is said that Eugenie copied the fashion from a "lampshade." Six or seven skirts 10 yards wide gave the desired effect. The manufacture of steel springs for the crinolines became a big industry.

The leg-a-mutton sleeve marked a new fad in clothes in the Eighties. It was repeated a few years ago but the exaggerated shoulder lines did not last long in the Twentieth century.

Possibly one of the most impractical fashions was the hobble skirt of 1910. Drawn in about the feet by an elastic band, the skirt measured less than a yard around. Woman walked with difficulty, and her attempts to board a street-car were the signal for all eyes to be turned her way.

The present tubular cycle has lasted longer than any previous one. In another hundred years we too may

look back at a cycle that paralleled ours.

Indications are that the fundamental, durable changes embodied in fashion cycles are independent of historic events, of epochs of thought, and of artistic periods, though some of these may occasionally leave a trace on dress.

Diversity of Housecoat Styles Told

Housecoats for everyone from the sophisticate to the ingenu are shown at Kahn's in Oakland.

One taffeta number comes in white with royal blue diagonal stripes ready to flatter any figure. For the more demure type Kahn's shows a cotton print zipper housecoat with a low square-cut neckline. The puffed sleeves and the neck are trimmed in lace through which a narrow black velvet ribbon is threaded.

Pajamas for the college girl combine a feminine slant with all their practical features. Made of fade-proof sturdy cotton material they also sport lace trimming on pockets and neckline. Most of them come beltless and some zip shut, thus eliminating the ever-lost button item.

Novel Trims On Sweaters

Sweaters for the coming season are shown with the new square tightly-fitting neckline at Kahn's in Oakland.

Besides the classical cardigan and pullover a newcomer enters the field. This latest edition buttons snugly up the front and is trimmed with a tiny linen collar and stitched pocket flaps. Plain sweaters in a mixture of weaves are also very popular.

For evening the winter favorite of trim-trimmed sweaters gives way to elaborately braided styles, reminiscent of an army sergeant's uniform. Gilt zippers are a novel innovation.

Included in the new versions of old shoes are the Persian toed spectator pumps proposed by Paramount. The usual kid toe squares up to a point resembling a Persian slipper. Large perforations outline the white suede

Pin-Striped Jersey

Unique System At Chain Store

By Selma Nahama '41
Following a policy of catering to each individual locality, Penney's has gotten away from the usual conception of chain store department goods.

Instead of the usual procedure of having each store of a chain carrying the same line of goods, Penney's first determines the type of residents in each locality and then gives them what they want.

In the case of Berkeley, Penney's finds that it is the University student which present the dominant portion of the population, and as a result cater specifically to the campus trade.

They employ a number of University students believing that student would rather shop where they are waited upon by those who best know their specific problem.

Knowing that students desire the most for their money, Penney's prices their artcles at economy rates, believing that they can best make their profit by selling a greater number at lower prices.

Buying their articles through a central purchasing office, Penney's is in a position to buy them at far lower prices than smaller establishments, thus giving consumers the benefit of this saving.

Founded in 1902, Penney's has grown in 33 years from a small eastern establishment to 1550 stores with as many partners. For Penney's follows a policy of making each individual manager in the concern a partner who shares in the profits.

DON'T forget to skip mascara and eyeshadow until the stars come out.

Peasant Trend Caused by War

Pure Linen Blouses In Bright Colors Height of Fashion

Europe's war has brought with it fervor, feeling and imported peasant smocks to Lillian's Dress shop. Pure linen hand embroidered blouses are smart for this war year, and the bright colors complete the rainbow of new pottery shades.

The supply is limited, now that Russia, Rumania, Hungary and Czechoslovakia are not able to export any of these luxuries.

Cotton formals are also taking the spotlight with the price of cotton going up. They will be fluffy, girlish, and very very springy—trimmed in lace, full circular skirts, making the college girl look younger than ever.

Don't With the Wind, Sweetheart and Waltz dresses will appear in the heavier materials and richer colors.

Pinafore Ends Teatime Woe

Setting an example for others to follow, Penney's Berkeley department store is introducing the old-time pinafore as the ideal apron for serving tea.

In times past, the sorority girl has been placed in the predicament of choosing between the possibility of ruining that lovely new dress or wearing an apron which made her look like the typical household drudge when serving tea.

The pinafore presents the logical solution to this difficulty. Originating from the old English custom of wearing a pinafore over one's Sunday best, the garment covers both the back and front of the wearer.

A flattering high waist line and ruffles about the armholes complete the touch of femininity.

DO stick to your type when selecting a formal. No matter the color, fabric or fashion, but be sure it's YOU.

IT PAYS TO SHOP AT PENNEY'S BERKELEY STORE

PENNEY'S

J. C. PENNEY COMPANY, Incorporated



COTTON CAMPUS FROCKS

\$1.98

Youthfully Styled for you!!

Never have you seen such careful, delicate workmanship! You'll thrill to the dainty little lingerie touches and dashing ric-rac and braid trimmings! They'll keep you looking fresh all day. Sizes 14 to 52. \$1.98.

LET'S GO TO Kahn's

Broadway, San Pablo, Sixteenth GLencourt 4321

American fashions discovered for American Women

1940... history's still being made! There's a new bill of rights being signed, new stars appearing in the fashion sky! New styles made in America... by America... for America today!

1-PC. BASIC DRESS

All-day-long, all-year-round fashion that's a just-what-you-need background for changes of neckwear, accessories!

Dresses, Second Floor 16.95

DRESSMAKER SUIT

Salute to American designers for making a practical fashion beautiful! Exquisitely detailed navy wool suit; silk pique trim.

Suits, Second Floor 29.95



INFORMALLY SPEAKING

The Junior Informal is Friday night—and you'll want a new leap year street dress—flattering and pert—perfect for informal dancing or jaunts to town—not for years have Spring fashions been so becoming and attractive—

16.95 to 19.95

LILLIAN'S
DISTINCTIVE APPAREL
2283 TELEGRAPH AVE.
JUST BELOW SATHER GATE

KAHN'S CREDIT COUPON BOOKS

Use like cash in every department! Take 6 months to pay! Credit Office, 3rd Fl.



With the Wind' es Featured in Sport Attire

Lillian's Dress new high pockets, pockets, high waist and Gone With... beige, will pre- water and skirt en- and shetland wool

with leather belts long—also in plaits and pin stripe weight flannel ravens Silk will be the fact that we are of the real thing

Jersey Wins Style Honors

The latest shades of colors are shown This material as well as practical for spring. coming season on a dark back- by a wide wool belt. Boleros of the material as the bell in the print ma-

Antations Council Dinner Series

new transfer stu- chance for "fun, at the first of Council's new series of which will be held from Sunday at the Alpha by invitation. A will be made for which will be held at and fraternity houses

Formal Pill-Box Hats

Rebel Flees From Dictatorship To Bring Fashions Westward

Dating from the gold rush days in California, the City of Paris boasts a heritage of adventure and French tradition.

Its founder, Felix Verdier, rebelling against the dictatorship established by Napoleon III, was drawn by the lure of the new El Dorado.

Instead of a pick and shovel, he brought with him from France a cargo of wines and fine fabrics.

After crossing the Isthmus of Panama by mule pack, Verdier chartered a brig whose masthead bore the flag with the name "Ville de Paris" and the motto "Floats but never sinks."

At first sales were made from the decks of the vessel to the traders and gold miners of the West. Encouraged by success, both the name and motto of the ship were incorporated into the store which brought a nucleus of French luxuries into the rough, hard-bitten existence of the 49ers.

The fire which swept over San Francisco in 1906 left the City of Paris owners undismayed by the destruction of their store. First to reopen, the Verdiers commenced business at the large Hobart mansion on Van Ness avenue at Washington street.

Linens were sold in the dining-room, silks and laces in the drawing-room, books in the library and fluffy French lingerie in the bedrooms.

Now in its 90th year of service the City of Paris retains its cosmopolitan flavor under the leadership of Paul Verdier, grandson of its founder.

Celebration of Anniversary

Fifty-two years of service in beauty parlors all over the United States are being celebrated in 1940 by the Harper Method Beauty shop on Bancroft way.

A special course of training for one year must be taken by every operator using the Harper method. The school is situated in Rochester, New York, although current plans of the national manager include the establishment of a second school on the Pacific coast.

A special feature of the beauty shop is dry shampoos. These are given with results as thoroughly cleansing as any oil-processed hair wash. Manicures given in the Harper method are given with a thorough scientific knowledge of the nail structure.

Wide-famed is their reputation for hair treatments and rinses. The Harper method in acne treatment has been frequently copied with favorable results.

With every shampoo, regular treatments are given of great benefit to nervous or exhausted customers. These include massage of the neck and shoulders and a muscular relaxation of the muscles across the top of the spinal column.

During the World War the factory where Harper products were manufactured in London was taken over by the British government. It was used as a munitions storehouse for a long time and finally bombed by the enemy government.

Following that the factory was moved out into the country where Harper products are still being manufactured and exported to America.

Sport Togs Fill Deauville Shop

The recently opened Deauville Shop in the City of Paris is bright and shiny in its new paint with the nautical theme in decoration carried throughout.

A complete line of sportswear from trimly tailored riding togs to the smartest thing in classic sports is shown. Coats, dresses, suits, jackets and skirts are all to be found in the confines of this one department.

One corner of the shop is entitled "Scramblettes." It is here that the ever popular jackets and skirts are matched and contrasted to the delight of the college woman.

An exclusive feature with the City of Paris and the Deauville Shop is the "Town Twins," advertised extensively in leading fashion magazines. Each month the manufacturers introduce two surprise outfits which combine the newest in fabric, style and color.

Manufacturers Will Use American Motifs

American manufacturers are aiding designers in the nationalism trend and are using strictly American motifs in materials.

Latest of these are a series of trade mark prints being marketed by a rayon house. Included in the series are Mr. Peanut, a boy in a yellow slicker, for a biscuit company, a Pontiac Indian head, Life Savers, and a red Gargoyles and a Flying Red Horse for oil companies.

Dress Suit



A dressmaker suit in lightweight wool is shown above with short, fitted jacket and flared skirt to match.

Scotch, Soda Invade Styles

Teetotalers or no, girls this Spring are going to take their scotch and soda with them to BYOL affairs and also to strictly tea parties.

"Scotch and soda" is a new washable sports dress. It is one of a collection of Jeanne d'Arc dresses, made especially for college girls, and featured by City of Paris.

"Scotch and soda" gives a kick with its bright gold top and black and white checked skirt. The plain shirt waist with long full sleeves buttons up the front. A wide black belt fastens in front with a bow of the light material.

A blue silk and wool mixed gabardine makes a smart dress with a simple neckline that can be worn either open or buttoned. Boxed sleeves with cuffs and narrow kid belt add interest. The skirt has knife-edge pleats.

Frills and flares call attention to another model, also an acetate, with a huge circular skirt. White silk cording is appliqued in wide spirals around its entire width. Puff sleeves also carry the spiraling which is repeated around the collarless high neck. Tricky double slot pockets fitting into darts make the waist fit snugly.

A hint of the patriotic is shown in a spun rayon of powder blue with a red and white sash and a flared skirt.

Manufacture of Leather Animal Pins Defrays Educational Expenses

You're going to get a zebra—a white kid one, with black stripes—to make your simple black dress dynamic.

And the chances are Audine Bennett '40 will make it for you, though you'll buy it at one of the leading Bay region stores.

Audine, however, doesn't limit herself to zebra pins. The striped Animalette (trade name) emerged from a long line of suede horses, dogs, elephants and other zoological pins designed to complement leather accessories of all colors. And, incidentally, to defray the cost of a student's education.



RANSOHOFFS

pandemonium over
HOT PINK
Germaine Montell's
new lipstick color
exclusive-with-us



Once again Montell, with her ingenious color-sense - flashes a devastating new lipstick shade across the spring scene. It's Hot Pink - the pulse-stirring tone of a ripe water-melon, a vivid, vital, luscious color becoming to every one. Magnificent with greys, blues, black and white - glorious by day or night - Hot Pink is certain to steal the spring lime-light. 2.00

Two Shops For Coeds Open Today

City of Paris Dedicates New Departments to College Girls' Wardrobe

Dedicated to the college girl are the two new shops which City of Paris will open up today on the third floor. Serving as additions to their former Collegiate department, one will specialize in youthful underwear while the other will present all types of sportswear in sizes from 9 to 15.

All types of negligees, housecoats, robes, gowns, pajamas, and panties will be carried in the new lingerie department.

A special feature of the sports wear department, which will include camouflage wool dresses, jackets, sweaters and skirts, is a new two-skirt suit with fancy jacket. The jacket, which is in a plaid with inch and a half squares, is of grey beige and aqua, and has a plain high round neck. Sleeves are boxed out at the top and two breast pockets break the fitted front. The skirts are gored and flared and are in the aqua and the beige.

Another novelty is a sweater of knob chenille made in a rib knit. The sweater has a high neck and short puff sleeves which gather at the top. Pearl buttons are used down the front. Resembling the "bug-me-tight" sweaters of last season in its fit, the sweater comes in all pastel shades and may be used for evening wear.

Queen Started Silk Industry

While Washing Hands Si-Ling Shi Dropped Cocoon in Hot Water

The fact that Si-Ling-Shi liked to wash her hands with very hot water was not out of the ordinary. But, it is due to this habit of hers that the great possibilities of silk were visualized.

In 2700 B.C. the Chinese queen happened to drop a cocoon in her finger bowl. When she went to retrieve it she noticed an outer gum washing off the cocoon and small fibres floating on the surface of the water.

As she picked at one of the threads it continued to unravel and pull other strands with it. Because of this a ban was placed on the transporting of silk worms or cocoons anywhere out of China and a great silk manufacturing industry was developed under the queen's own direction. Today the process is essentially the same as that of Si-Ling-Shi.

Silk worms are cultivated on special farms where they are laid out on large paper trays to eat choice mulberry leaves. After this the worm encases himself in a cocoon which takes him from 24 to 36 hours to spin.

Thirty-five days after the worm has hatched from the egg and formed a cocoon, the farmer dips him in hot water to unwind the cocoon which contains about 1200 yards of silk.

The fragile strands of the silk are put in skeins and then bales to be shipped to mills where they are warped to prepare for the weaving of the final product.

Wragge Line Featured At Ransahoffs

Coats, Jackets, Skirts, Blouses Stocked in Inter-Changeable Shades

A complete line of H. B. Wragge clothes is included in Ransahoffs' outstanding specialties for college women.

The designer was formerly one of the country's most outstanding men's shirtmakers. The tailoring and design of his shirts was so suitable for casual sports wear that women began literally wearing their husband's shirts.

Today B. H. Wragge offers to women customers, a complete color-matched wardrobe. Stressing the "all-together" look, Wragge has designed skirts, blouses and jackets in color harmonies that can be interchanged. Jackets, skirts and topcoats are fashioned of imported and domestic wools, the blouses of silk crepe.

It is possible for the college girl to obtain a complete summer, winter and fall wardrobe from the B. H. Wragge line. Shorts, shirt and slacks combinations are a summer specialty while casual formality in evening wear can be achieved with an evening skirt topped by a tailored blouse.

As in the case of Ransahoffs' other young fashions, B. H. Wragge clothes are styled and priced within the scope of the college allowance.



Beauty...

from every angle

As pretty as a spring morning and right season. Try something new in a hair styling thing casual and easy to care for.

Spring Special on Permanent

Croquinoile permanent . . . \$3.45
Spiral permanent . . . 6.00
Machineless permanent . . . 6.00

Shampoo, Fingerwave and Rinse

HARPER METH BEAUTY SHOP

2522 Bancroft



CLARY AT GRANT

Steer your course to Our new Deauville Shop FOR SMART SPORTSWEAR

Where you'll find an inspiring collection of outdoor apparel. Slacks suits both practical and flattering... dresses that are casual... playclothes clean cut... and clever matching combinations that go in for stripes in a big way. Plenty of dazzling white or colors to flatter your skin. A shop full of smart fashions to lend charm for ship or shore.

a - 2-piece slacks suit of spun rayon rep. Colors rose, blue mist, aqua, natural 12.95

b - Sharkskin lastex bathing suit. Colors white, blue, aqua. Sizes 32 to 38 8.95

c - Lovely sheer wool flannel dress of blue and grey plaid or yellow and grey plaid 29.95

d - Wrap-around coat, wide shoulder line, inverted back pleat in diagonals and checks 25.00

e - 2-piece dressmaker suit with 4 novelty pockets and all-around pleated skirt 16.95

f - 2-piece play suit of striped flannel, button front, all-around pleated skirt. Colors dusty pink with white stripe, soft blue with white stripe 25.00

Deauville Shop—First Floor

Bramley Exclusives Stress Importance of Classic Clothes

Maximum Style at Minimum Cost Assured Customers

When aspirations are larger than purses, the buyer is in a difficult position. The Bramley label is the answer. It is the only label that offers the buyer the best of both worlds. It is the only label that offers the buyer the best of both worlds. It is the only label that offers the buyer the best of both worlds.

Soigne



The above costume, suitable for all informal dates, includes several of the most important style trends of the spring season. Especially noteworthy are the bracelet length sleeves, the high neckline, the short flaring skirt and the tiny dress hat.

Dame Fashion Goes Modest This Spring

High Neck Lines To Predominate in New Formal Styles

Dame Fashion is going modest and featuring the high-necked form this season.

Several of the new spring formals shown at Davis Schonwasser's utilize a new high neck that bears a remarkable resemblance to a dog collar. Others seem to be merely horizontal slits just wide enough to allow the head to get through.

One dress striking in its simplicity is a sheer chartreuse crepe featuring the new high neckline with darts radiating from it. A small square mow at the neck and boxed out sleeves completes the very plain top.

A heaven blue cotton lace and chiffon dress features lace for big patch pockets on the circular skirt. With simple sleeves and the horizontal slit neckline, the top of the lace ends at the beltless waist following the line of the lace's scallops. Champagne is definitely the new color being used in formals this spring.

Another innovation this season is the use of patent leather to trim formals. Red patent leather is employed on a navy blue marquisette with an extremely full tucked skirt. It has a shirred waist piped with the red patent leather and a wide crushed patent leather belt.

Harking back to "Gone With the Wind" days, a floral striped net features a tight bodice and a gathered skirt. The top is shirred and held up by straps of velvet which come together at center front where they tie in a bow to which is pinned an old-fashioned bonquet.

Acetates Made Of Evergreens

There'll be a wearing 'o the green when women get their new spring prints this year, and not because of any Irish favoritism either. Dame Fashion has decreed washable silks will reign and these are synthetics made from spruce trees.

In making the synthetics, cellulose is derived from spruce trees and converted into sheets under pressure. These sheets are in turn shredded into alkali crumbs and mixed with carbon bisulfide, which turns them to an orange color. These crumbs, called xanthate crumbs, are dissolved in caustic soda, a dark honey-colored spinning solution from which threads for the material can be spun.

The state motto for California is "Eureka" meaning "I have found it."

ABOUT The Women?

Did you know that: In the heart of New York city, unknown to many of its residents, there is a manufacturing plant run solely by women. Existing as probably the only non-profit making organization in the American metropolis, the factory has for 20 years been the central point of supply for the export of relief materials to the strife-torn peoples of Palestine, both Jewish and Arab.

Success story: When Carolyn Clifton '38, one-time University Kappa Kappa Gamma, decided as a sophomore that she was tired of University enlightenment, no one suspected that she would walk into one of the "toughest" jobs for a woman to obtain—a reporter on the editorial side of a metropolitan paper.

It seems that Miss Clifton, though completely lacking in newspaper experience, had her mind set on a reporter's job. So, she tried the Call-Bulletin first. After a full hour she finally talked the city editor into giving her a chance. He assigned her to a murder story which she covered extraordinarily well and thereby "cinched" her job.

Buyers' Rules Advanced By Graduate

Potential Career Women Given Advice on Employment in This Line

"The game of buying is like a game of concentration—you've got to keep your cards on the table and at the same time know what everyone else has."

This description of his field was offered by a former University student, (anonymous by choice), who has been buyer for a college shop for the past five years.

Advice to potential career women hoping to secure a position of this type, included the following:

Stock work or salesmanship is an essential pre-requisite to a buying career.

Never feel that you know everything about styles. An open mind is essential to the reception of new trends no matter how ridiculous they may seem at first.

At all times KNOW your stock. Learn to recognize rapidly the things which are best-sellers and those which remain on the racks.

Don't become a prima-donna in the fashion world and expect the clothes you are selecting to conform to your own mental patterns. Learn

Star-Spangled Styles

Schonwasser's History Given

Eighty Years' Progress From Children's to Department Store Told

As little children grow up so do stores. So Davis Schonwasser's in San Francisco, which started originally as a children's store exclusively, now carries clothes for the college age group and for matrons.

The store was started eighty years ago in 1860 with only infants' wear. Gradually the concern has expanded until now it has complete departments in all lines of women's and children's clothes.

The store was remodeled and completely modernized last year when a new modern front and different display cases were added. Modern fixtures were added to the interior, which was rearranged. At that time the shoe department, specializing in sports shoes, was added.

A complete line of children's clothes is still carried by the store.

"You must go into college life body first and drag your head in afterwards"—Stephen Leacock.

Picnic Described
"A family picnic usually consists of a Buick, a father, a mother, a daughter, a small son, lettuce sandwiches, beef loaf, a young man, two blowouts, one spare tire, and Aunt Florence."—Donald Ogden Stewart.

Whiskey Dangerous
"Several domestic brands of whiskey if held in the mouth for more than three seconds are apt to eat away the tongue or dissolve several of the more important teeth—so swallow it."—Donald Ogden Stewart.

SPECIALS! ★
FOR ONE WEEK ONLY

Our Eu-Col oil permanent wave (regularly \$3.95) for \$1.95.

Hot oil shampoo and fingerwave for \$1.00
3 manicures for \$1.00

Beginning Feb. 23, we will carry a complete line of Merle Norman cosmetics. Make appointments NOW for your courtesy demonstration.

★ **Shade Eaton Beauty Shop**

2359 TELEGRAPH • • • PHONE TH. 2053
• directly opposite post office •

Background of Buying Given

Buy you know? The background of buying is given. The background of buying is given. The background of buying is given. The background of buying is given. The background of buying is given.

Demonstration Offer at Shops

Courtesy demonstrations of Merle Norman cosmetics will be given on appointment beginning February 23, at the Shade-Eaton Beauty shop. As a special introductory offer, Merle Norman dealers give free facials and other beauty aids to those who wish to try their cosmetics.

The Declaration of Independence was first published on July 6, 1776, in the Pennsylvania Evening Post.

DAVIS SCHONWASSER
GRANT AVENUE AT SUTTER STREET COLLEGE SHOP

Whispering . . .

. . . about the rustle of spring in crisp paper taffeta prints. Featured in our new College Shop in navy with tiny green and white flowers or black with gold and white . . . Stick-out Schiaparelli pockets edged with ruching on very full skirts add extra gaiety and freshness to these clever little dresses. Grand for all informal occasions!! And to fit this month's budget—

Only 13.95

H. LIEBES & CO
GRANT AVENUE AT POST

Bramley

an American fashion tradition carries on!

For months we've been marshalling our forces to do honor to a grand old fashion tradition. THE BRAMLEY! Bramley was the first to bring smartly simple clothes to the women of America. This Spring sees H. Liebes & Co. hoisting the Bramley banner with renewed vigor over fashions more irresistible than ever!

Sketched left: Softly tailored suit, flared skirt. Black, navy. 10 to 20. **29.95**
Upper left: Rayon crepe jacket dress, stripe trim. Navy, black. 9 to 17. **19.95**
Center: White coin-dots on faille. Black, navy. figured on color. 9 to 17. **19.95**
Upper right: Rayon crepe, navy, black. Also polka dot on colors. 10 to 20. **19.95**
Lower right: Flared, fitted classic wool coat in black or navy. 10 to 20. **39.95**

• Exclusive with H. Liebes & Co.

Pump of White Buck Spring Attire

The pump of white buck is shown by being presented in a type of specimen white buck with guards of considerable tab aids in . . .

Black Sun Suits Style for Spring

The first sunshiny of these advance sun suits is shown by Davis . . . and white dirdle . . . combined with a . . . more striking is . . . which is a . . .

Shoes: Bulldog Joes

Fashions That 'Grandma' Wore Pictured

Description Given of Horsehair Petticoats, Hats, Bathing Suits

When Grandpa was courtin' Grandma, when "Ta-ra-ra-boom-de-ay" was the hottest song hit in years, and when people were scoffing at the idea that horses would ever be displaced, clothes were really coverings.

One of the styles of the day was the huge balloon sleeve stiffened lined and made in the entire costume. When turned side by side in street cars, each trying to thrust her own sleeve in front of her neighbor's in a mad effort to keep it from being crushed.

It was an age of hooks and eyes. Gowns and shirt waists made with full elbow length sleeves were fastened up the back. Hats were enormous, turned up at either the back or front and much be attached.

At conditioning was unknown. Houses depended on heating methods not as effective as those today. "Heavy underwear" took the place of central furnace systems in the winter months. Almost as a rule at the first nip of frost women got into these heavy silk, all wool, or wool and cotton mixed garments, long sleeved and ankle length. Horsehair petticoats were very much in vogue.

High buttoned boots with tops of kid or cloth were worn on the street. Fifty years ago this month black velvet ribbons attached to stockings were the last word in chic, though somewhat frowned upon. Silk stockings were selling at \$3.50 a pair.

Although a new period was coming, grandma was still under the influence of the old. Fifty years ago in the journal's new department, "Side Talks With Girls," young ladies were warned against indiscriminate dancing: "It will teach you to forget how to blush, my dears, and with that departs one of your greatest charms."

The bicycle hit the fancy of the populace. Men sallied forth in thousands into the country, accompanied by sisters, sweethearts, and wives dressed in the most inelegant costumes imaginable. They consisted, generally, of a very wide pair of knickerbockers not unlike bloomers in shape, stockings, high boots or shoes, and a simple shirt-waist with a collar and tie.

Grandmother, when she went down to the beach, couldn't swim; she could only paddle. Correct beach attire had large sleeves, high collars and small waist lines, with full, short skirts and bloomers.

When that terrible mechanical contraption, "the horseless carriage," got past the four-mile per hour stage, the law stated a red flag had to be carried before it. And when riding for young ladies was not considered risqué, a new costume came into being. Long clusters of linen or silk and large veils protected the dress and hat of the open car's fair passenger from the dust of the road. Hats, caps, motor veils, coats, capes, costumes, gauntlet gloves, goggles, and what not made their appearance everywhere.

Toward the end of the century, English eyelet embroidery became fashionable and shirt waists were made of it. This was considered scandalous—that the neck and arms of women, her very flesh itself, should be exposed through the tiny opening in the goods.

Those days are no more. Average Woman Uses More Than 12 Pair Of Stockings Per Year

According to statistics the average woman uses more than a dozen pairs of stockings a year. But bills need not be so large if Nylon, a new synthetic to be used in hosiery, proves a success, for it is said to be rain resistant.

The synthetic, which will be placed on trial sale in May, is very sheer, yet strong and elastic. Articles manufactured in the synthetic textile are made of high twist Nylon in yarn form. To date Dupont de Nemours are the only ones to experiment with the product which they are manufacturing under a patent in a new plant, in Wilmington, Delaware.

The material is water repellent, causing moisture to collect on the surface. However, the hosiery is woven in a loose mesh to allow the water to soak in and prevent clamminess. If the hosiery, which will retail at \$1.25 a pair, is a success, plans have been made to substitute the material for all rayon articles on sale now, and to market the new products.

New Chic Coiffure

New hair dress worn by INGRID BERGMAN, movie actress, featured at Charles Art Hairdressers.



College Women Purchase Without Regard to Expense

By Wilma Hansen '31
College women of today are buying more expensive things and not caring for the White House, said yesterday.

Wolff explained that the desire for something that "will last" has, in recent years, far outweighed price considerations and infinite variety.

Another recent innovation which has been noticed in college shop purchases, is an increasing manifestation of individuality. Whereas, formerly college fashion tastes were completely standardized, the women of today prefer to startle their friends rather than imitate them, Wolff continued.

The buyer explained however, that this originality applied only to formal and street wear. Purchases of the college classic, skirt and sweater combinations, have remained standardized.

'What to Wear, and When to Wear it?'—A Perpetual Problem

The perpetual problem of "what to wear when," has been aptly recognized and adequately solved by the College shop of the White House.

Starting the day off with an eight-o'clock won't seem nearly so depressing if the academic aspirant selects one of the College shop's classics, say for instance, a powder blue gored skirt topped by pigskin belt and contrasting shirt of soft pink flannel.

Possibly an afternoon shopping date looms on the lady's horizon, and if so, what could be more appropriate than an all-in-one dress.

Every Type of Shoe Stocked In Local Store

Spring Styles Bring New Colors, Styles For Men, Women

From baby's first soft white kid shoes to Dad's hiking boots is the selection at Huston's on Shattuck avenue in Berkeley. Huston's is really a family store and has been in business for more than 30 years.

A new color that swings from the toes when you see it is Turf Tan, that sort of earthly alligator-skin color. It is demonstrated mostly in combination with black or brown, in both men's and women's shoes.

The pliable new women's sports shoes that have only just come out of the packing boxes are called Romeos. They have the general appearance of the Dutch wooden shoe, with walled toes and absolutely no embellishments whatsoever. Colors are white and beige.

Spring shipments seem to feature high-riding tops to all the women's shoes. Gabardine, patent, the old standby suede, and calfskin are all used to advantage. Among the nationally-known makes that can be found at Huston's are Rice-O'Neils, Enna Jetticks, Florshems, and Red Goose children's shoes.

Midterm-crazed college men will find solace in Huston's extensive collection of white buckos (with Turf Tan wing tips), two-tone perforated sports oxfords, and in cordovan oxfords with heavy tip wings. Incidentally, your Hink's charge account may be used with perfect ease at this versatile store. In the men's division can also be found hand-stained tans and browns, and the new custom last.

Slippers enjoy a wide diversity at Huston's. The most frivolous female would be satisfied with their white fur and ostrich leather specimens. At the other extreme is a handsome pair of masculine foot-coverers done in maroon and blue.

And finally there's no problem of 'feet being too big at Huston's. They can fit anybody, within reason, and even if you think your feet are beyond reason, come in and try them anyway.

For rainy day walks to school shearing mittens are stuffed with wool to resemble boxing gloves. Seams are laced up all around with leather thongs of a contrasting color.

"Calling cards should be clean, as the name on it is generally sufficient for identification purposes without the addition of a thumbprint."—Donald Ogden Stewart.

Lowering of Waistline Predicted

Silhouette news for Spring fashions will feature the new "long torso" effect, achieved by extending fitting several inches below the waistline.

This is the style forecast of Arthur C. Kennedy, owner and manager of the Gray Shop. From the increasing popularity of the new silhouette a general lowering of the waistline similar to that of the late 20's can be expected.

Buttons and pockets for utility or trimming will be emphasized in both sport and dress models. In one formal of pastel organdy ruffled pockets large enough to hold overnight equipment hang loose from the waistline. Bolero jackets entirely covered with small buttons are worn over simple street dresses.

Direct from Tara come the "Gone With the Wind" formals—hooped models of silk flowered organza with heart-shaped necklines trimmed in velvet ribbon. Non-period styles, a boon to modest maidens, have covered shoulders and back. Fabrics are net, marquisette, paper and faille taffeta, crepe, and acetate jersey in soft shades. Style features are puffed sleeves, emphasized waistlines, extremely full skirts, and bolero jackets.

Especially designed for the tall, slender girl is the Gray Shop's complete collection of imported and domestic tweed jackets. Extremely full circular skirts come in large plaids and checks of pink, green, grey and yellow.

Synthetic Sea Foam Forms New Necklace

Among the new bits of costume jewelry at the Sather Gate Apparel shop are sea foam necklaces, composed of two or three strands of blue, green and yellow glass spheres. Although the necklaces blend with almost any color scheme, they look best on soft pastel-colored sweaters.

To carry cigarettes, loose change, or just odds and ends, tiny models of trunks and suitcases have been designed to fit inside binders. Made of leather and zippered, these "purses" are covered with traveling stickers.

Isabelle of Bavaria in the fifteenth century wore such high head-dresses that the doorways of her castle were raised to accommodate her.

No college ever manages a system of registration that works—but each system is a marvel of theory."—Stephen Leacock

Hats, Dresses Will Use Pottery Colors

'A Hint From Old Mexico' Seen in New Spring Styles

Taking a hint from Old Mexico, pastel date dresses and new hats in the H. C. Capwell collection will feature a profusion of gay pottery colors this Spring.

With a new bolero to match, a wool or crepe dress with a flared skirt will add a definitely "Spanish" trend to any outfit.

But the importance of the ever-popular navy blue with white date dresses should not be overlooked. This year these dresses are further enhanced by gored skirts, which flatter the figure by minimizing the waistline. To add a colorful touch, colored raffia or corded belts as well as a variety of novelty buttons are recommended.

Most unusual color which the dancing coed would dare to include in her wardrobe is the new "hot pink" shown at Capwell's in striped and solid jersey.

No ensemble is complete without a hat to match or add a contrasting note. Most outstanding of the colors shown by Capwell's is "banner red," while white, as ever, remains extremely popular among college girls.

As to shape, this season anything goes. Small flowered turbans or large cartwheels with enormous brims are equally popular. Hat silhouettes are varied and both high and low crowns are being shown.

The Gray Shop
2000 BROADWAY
OAKLAND



Soft rose-clay crepe with self shirred trim.

STOP! Here they are!
In Our Debutante Shop

Infallibly "right" dresses to wear to exciting noon parties or intimate little dinners. They're streamlined bright charmers in heavenly pastel designed to flatter from neck to hem.

SPRING-CRISP VERSIONS OF OUR EXCLUSIVE YOUNG

Casuals

- Bamboo
- Bonnet
- Pixie
- Bitters



Shirt, 4.95
Skirt, 4.95

New Spring versions of our famed young "Casuals"! Shirt and skirt classics of fine Lorraine flannel—simply styled, superbly tailored with the clean-cut crispness cherished by Youth. The belt-tabs of the in-and-out gored skirt echo the pocket-flaps of the shirt. The colors are so luscious, you'll want all of them to mix or match as you choose. 12 to 20. At the White House and nowhere else in San Francisco

4.95 each

SPORTS SHOP • THE WHITE HOUSE • SECOND FLOOR

THE WHITE HOUSE

RAPHAEL WEILL & COMPANY
SAN FRANCISCO

Headline News Made By Revival of Mode Of 'Peg Top' Skirts

Headline fashion news in the H. C. Capwell, collegienne department is the new "peg top" skirt which will give its owner the slimmest of waistlines. In this type of skirt the fullness is concentrated at the hipline and flares slightly downward towards the hem.

Pockets of all sizes and shapes on spring skirts will signal out the wearer as having good style sense, with big, practical, "cash and carry" pockets especially popular.

Also emphasized this season are gored skirts which can be found in numerous pastel shades.

H. C. CAPWELL'S

Broadway, 20th, Telegraph • Shop 9:45 to 5:25 • TE. 1-1-1 • Oakland



"Campus Cookie"

Styles may come and styles may go, but rollers go on forever! We were just about to have one made up especially for "Cal" co-eds, and along came this inspired "Campus Cookie" and solved the biggest problem you have—where to find your roller! Answer: H. C. Capwell's—in every conceivable shade with contrasting or matching gros-grain trim. Get yours right away!

1.95

Street Floor Hat Box—Second Floor Millinery—Basement Store

PATRONIZE DAILY CALIFORNIAN ADVERTISERS

HUSTON'S HOTEL WHITECOTTON BLDG.

Early Spring Presentation

of Advance Spring Shoes

Accept our invitation to come in and look at the lovely new spring styles—we're sure you'll be thrilled. New fabrics, new colors at moderate cost. Away with winter styles, start new!

'DORENE'

Trim, tailored step-in of lustrized gabardine, open toe. Navy blue or black.

\$6.50

'SADDLES'

All White White and Tan Beige and Brown

\$3.95

HUSTON'S HOTEL WHITECOTTON BLDG.

New Sports Shop for Women



Some of the features of the modernization and expansion program of Capwell, Sullivan & Furth is the new Sports Shop for Women. —Courtesy of Capwell, Sullivan & Furth

Expansion of Shop Related

As a young fellow was about to go to college. His father told him to go, too, but he was confronted by a solution was the establishment of the new Apparel shop for business and the boy went to college. The business came under the name of a woman who had been all desirous of a University solution so she expanded her store to take its original form in Household Arts. She became a noted buyer, and the store's growing reputation in the University's opportunities stimulated the store, and a clothing problem was established its reputation.

Oakland Department Store Opens Three New Clothing Shops

In keeping with its policy of expansion, Capwell, Sullivan and Furth announces the opening of the College shop, Sports shop and Junior Miss shop. The three new departments will cover almost the entire third floor of the Oakland establishment. The College shop will include all the essentials for a smart coed's wardrobe. It will specialize in wool dresses for campus wear and dressy clothes for informal dates. Suits, sweaters and skirts will be found in the Sports shop as well as clothes for snow and sun activity. The Junior Miss shop will concentrate on small sizes and dresses for younger girls. A fourth new department now open at Capwell, Sullivan and Furth is the French room where the entire stock of dinner and evening gowns will be shown. During the time of Edward II and Edward III of England men dressed half the body in one color, the other half in another; frequently both colors appeared in stripes on one leg.

Women Ban Wasp Waists

Scarlett O'Hara may have had an 18 inch circumference but for the modern girl the snug "wasp waist" is out. Smooth control is essential but no uncomfortably-laced straight jackets. Last year's attempt to relevel the tiny waist to its previous high position has failed, according to Kathryn Allan of the Sather Gate Apparel shop. Since girls now-a-days are built for activity and not for the gentle exercise of sewing circles. Fashioned like silk hosiery of light luxurious fabrics, the correct assortment at Sather Gate promises to mould all types of figures into graceful lines. Comfortable, practical Vassarette pantie-girdles end the "absolute essential" problem of every college girl's wardrobe. They are comfortable because they are made of soft rayon and cotton with plenty of lastex to accomplish any girdle's purpose. They are practical because they can be washed and dried nightly. Girdles and corsets as well as brassieres are fitted to the individual by Kathryn Allan.

Process From Sheep to Sweater Told

"Baa, baa, baa," sheep, have you any wool? Soon the domestic sheep will be answering "plenty." For while the United States is third in the world's supply of wool and fourth in the number of sheep, more and more foreign wool is being imported.

At present one-third of the nation's wool supply is being imported in the finished product and the raw state. This is due in part to the cheaper cost of growing wool in other countries and the fact that certain fancy varieties can't be raised here due to climatic conditions.

Finer grades of all wools are taken to London and then sold to world markets. This accounts for the theory that imported wools are better than American.

After the wool has been taken from the sheep and carded and combed, it is woven. As the sheet of material comes from the loom women hurl it by removing flaws and filling in the hole with bits of other wool. To further improve the texture, the material is "fulled" by a shrinking process, which draws the material down to the desired width and fluffs it up. Brushes are used to raise the nap which is partially sheared off again to leave a fuzzy surface.

In a wool the strands are woven crosswise and are intermingled, while in a worsted, where the beauty depends on the weave, a definite weaving pattern is employed.

Many interesting mixtures are gained by using several different wools in a piece. For some novelties, cashmere or angora threads are woven in to give a hair shadow through the goods.

These same wools are used in cardigan sweaters. Cashmere is a fine, soft, short-haired yarn obtained from Australian cashmere goats. Angora is also taken from Australian goats. Shetland floss is a smooth two strand yard obtained from ordinary sheep. It is similar to four-ply Germantown yarn.

Hammer & Dimmer Will Hold Party

Members of Hammer and Dimmer, dramatic arts society, will be hosts at a Little Theatre party after the final performance of "Room Service" Saturday. The party, to which all members of Little Theatre are invited, will be held at Wilkins hall, 2414 Haste street. Admission will be 30 cents per person.

Body by VASSARETTE



Feel free, comfortable! Look slim, lithe, tiny-waisted. Wear a Vassarette! No other foundation does so much for your figure so pleasantly. No other foundation wears so well—washes so easily.

Pictured—our famous No. 5 Vassarette Girdle . . . \$5
New Vassarette Bandeau with full-fashioned, perfect-fitting uplift . . . \$2.50

KATHRYN ALLAN

Sather Gate Apparel Shop

2511 Bancroft Way Berkeley
Just Around the Corner.

Suits Practical For Spring

Black, Navy Blue, Rich Wine Colors Will Be Featured

Spring and suits will become practically synonymous this year as three-piece twill ensembles take the limelight.

For the most practical wear, Sather Gate Apparel shop advises the dark smart colors of black, navy blue or rich wine. But the campus-conscious woman will inevitably turn her eye to the newer and perhaps more interesting color combinations of beige and misty blue or pale shades of pink.

Feminism in spring suits is accentuated by lingerie touches on accompanying blouses, whose frills and bows will peek out from underneath sport jackets.

A novel touch is red or bright blue stitching, running from the collar to the hem of black or navy coats. As in suits, twill is extensively repeated in coats.

Some of the black coats look almost like dresses with soft clinging lines.

Corsets Discard Pinch

Seniors Confronted With Big Clothes Problem Women Must Buy New Wardrobe to Attend Pre-Graduation Activities

Clothes are a problem. Especially for women who have to get practically a whole new wardrobe to go through Senior week. A solution to this perplexity is to buy a spring wardrobe with the eventful month of May in mind.

Baccalaureate, May 19. Whatever is worn to church will do—light-weight suits, dress and coat ensembles and silk pastels in prints or plain.

Neptune Beach, May 20. The beach requires sport sweaters, skirts and wool classics. Swimming clothes will also be in order.

Women's Banquet, May 21. There will be no need to look alluring . . . no men around. The perfect dress will be a plain, smartly but conservatively cut long dinner dress. Shoulders will be covered and bare backs are arbitrary.

Barbecue, May 22. Seniors will dance as well as eat charcoal-broiled steaks. Sporty wools with huge pocket.

Reveria, May 23. Plans for this leap year affair, which is scheduled to take the place of the Kid's party, are still tentative. Indications are that the backwards party will be definitely informal, however.

Pilgrimage, May 24. White dresses or palm beach suits will be worn when the class of '40 visits the campus high spots. The May sun will not disturb the procession, either, as traditional parasols will be carried as a part of the annual ritual.

Extravaganza, May 24. After wandering over the campus all day seniors will attend the Extravaganza the same evening. Hilarious comedy and a parade of all the best collegiate talent will be presented to an audience dressed as if the affair were a weekly movie. Casual evening things will be worn.

Ball, May 25. The climax of four college years will be the biggest dance of all. Glamour and allure are in order . . . in other words, formal. This will be the one time during the week you should be smooth as possible.

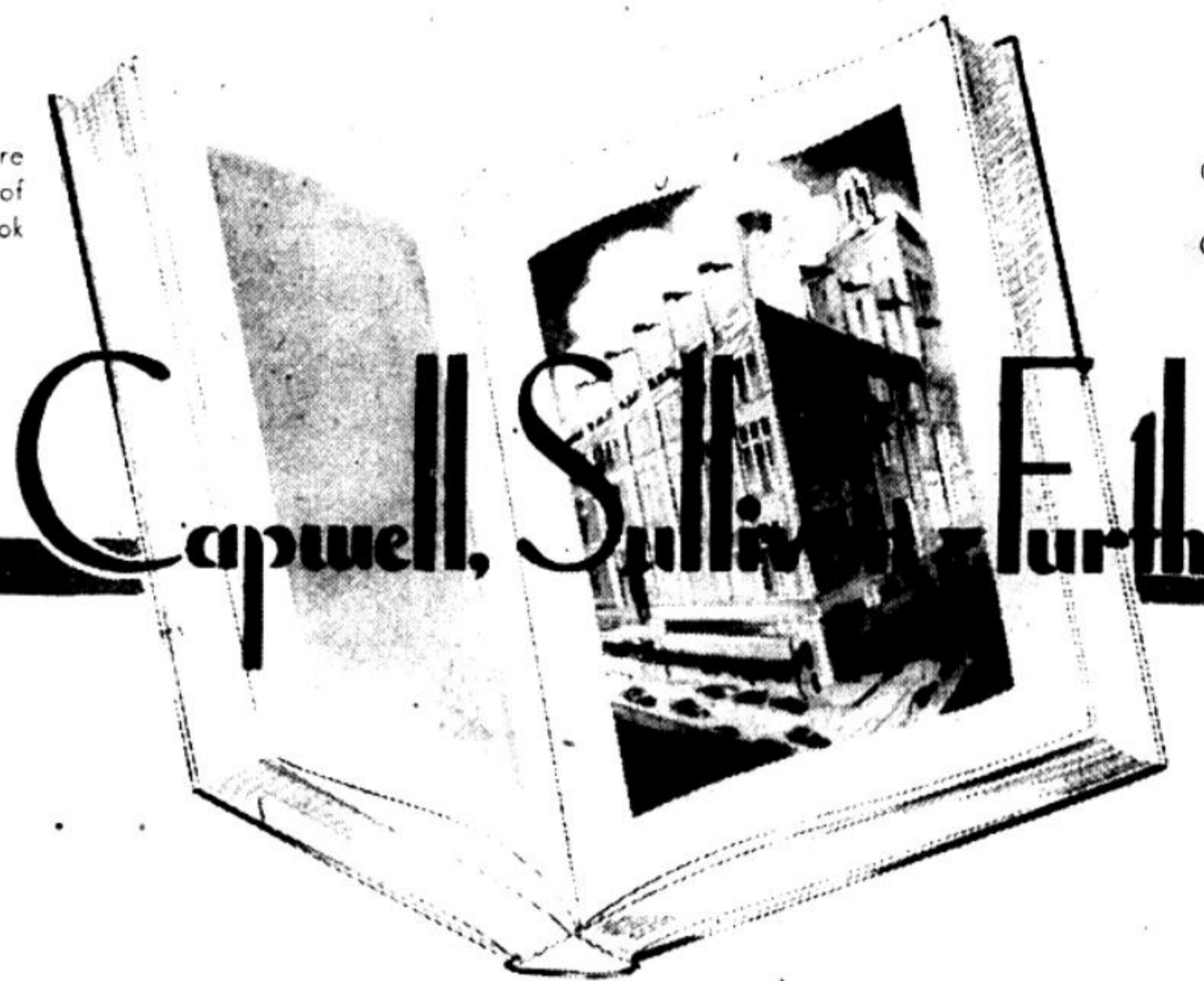
Sammy Kaye Will Play University Song

The University will be honored tomorrow over a nation-wide radio hookup by orchestra leader Sammy Kaye, according to a telegram received yesterday from Kaye.

Following is the telegram: "Will dedicate California University alma mater song Saturday afternoon, February 17, from 4:45 to 5:45, eastern standard time, via Mutual network. Kindly advise graduates and undergraduates."—Signed Sammy Kaye.

6 Months and More to Pay with Letter of Credit Coupon Book

Clay, 14th and 15th Telephone GLencourt 3131



WELCOMING YOUth TO A NEWER CAPWELL, SULLIVAN & FURTH



TODAY we are opening a new college shop! Why not visit us and see what grand clothing we have at low

YOU will look dashing on a modest budget in this

SOFT SUIT 14.95

Spring colors in the 6-button cardigan suit—original with 1940. Right morning to night—and smart! Second Floor

You will find our new College Shop just crammed for any course you'd like your wardrobe to take this season. All as young and modern as the moment, as right as spring sunshine on a holiday—campus-approved by Cal coeds themselves. Best of all, these smart, new wearables don't call for any special budget-permit—they're priced to make them easy to have. Street Floor Men's Shop, too, filled with young ideas in clothing. See us, won't you?

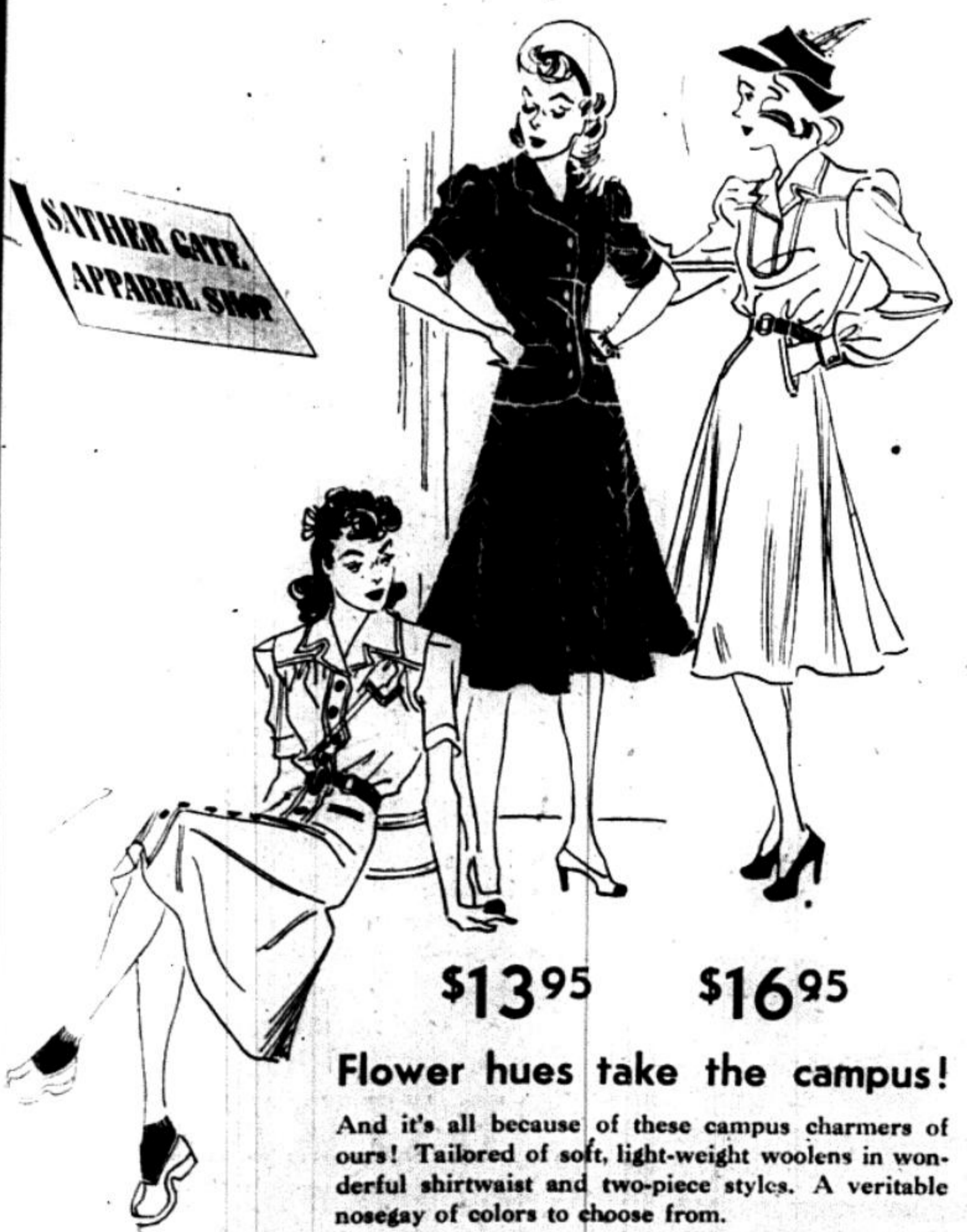
YOU will go places on little money in this

MEN'S SUIT 24.50

New worsteds and shetlands in a 3-button lounge model. 90-day payment plan—1/3 March, 1/3 April, 1/3 May. First Floor

Capwell, Sullivan & Furth College Clothing in a Class by Itself!

SATHER GATE APPAREL SHOP



\$13.95 \$16.95

Flower hues take the campus!

And it's all because of these campus charmers of ours! Tailored of soft, light-weight wools in wonderful shirtwaist and two-piece styles. A veritable nose-ay of colors to choose from.

2511 Bancroft Way

Berkeley

Materials Created

Synthetic Fabrics New for Spring Fashion Parade

By Helen Cronbach '42

Get-ups of vegetables and other miscellaneous foods worn at costume parties are old stuff, but the synthetic fabrics being perfected from food by foreign countries are new on the science horizon.

Because war times which make importing of great quantities of raw materials from which to manufacture cloth, undesirable, Germany and Italy have been developing substitutes until now almost every material has a double.

Meat has been used in Germany to fill the need for wool. All juices and soft edible portions of the animal are removed for human consumption or by-products. The tough outer parts left are then placed near heat to dry. Excess liquid is again removed, and the now hardened meat is beat with the metal paddles until it becomes an airy fibrous mass.

The individual fibers are separated by another beating and then woven as the wool would be. Because of the continuous beating the meat scrapes full out to form a thick mat and fill in the pores of the

goods like wool. Meat has long been recognized as a source of body heat internally. Now that applies externally also.

Casein, a plastic which is formed from milk by the addition of an acid, has been used for some time in costume jewelry, but it wasn't until this fall that the idea of spinning threads from it was developed in Italy.

The threads are spun from the milk-acid solution much the same as rayon, for which it substitutes, and then are woven as regular material.

Corn and wheat have been experimented with, and while not made public, it is said that an artificial velvet, that is not detectable from the real stuff, has been perfected.

Even the elements have been braved in the attempt to create new materials, water, air and coal, which has been used as dye in clothes, are now being converted into cloth.

Old stuff now besides these new products, is glass which has been spun into a fine material, and is on the market for the first time this spring.

Speed Record Made by Electric Razor

Shaving in 90 seconds is now an actuality with the new electric razor selling at Burke's Jewelry Store on Shattuck avenue. The latest razor has a double electric blade which makes shaving twice as fast.

And ladies' compacts come in various shapes; some are flat and fit into a pocket or handbag easily; others are heart-shaped or have a deep compartment for powder and puff.

Identification bracelets, selling for as little as \$1, are shown in gold or silver with the first name engraved on an oval tag.

Alarm clocks vary from the loud shrill "You've-got-an-eight-o'clock" to the more subtle style which purrs insistently until shut off. Some are small and fit into suitcases for traveling purposes.

New combination lighters and cigarette cases are currently favored by students with some roomy enough for two packages of cigarettes.

DO... tack the black, brown and purple remnants back in the cedar chest. It's SPRING and high time to go hog wild over pastels.

Announcements Of Betrothals Hit New High

Candy, Cigars Passed Around in Campus Sororities, Fraternities

Stogies and five-pound candy boxes have circulated far and wide this week.

Jean Franklin '40, Theta, started the week by passing the candy at dinner Monday to announce her engagement to Kenny Hartman of Davis. According to present plans the wedding will take place in the late summer.

Following her lead, Nancy Jenkins '40, passed the five pounds telling of her engagement to Robert Heiser '37 at Tri Delta meeting Monday night. They plan to be married in the early summer.

Susan A. Lester, Delta Gamma, will be married to Donn Smart, ex-'40, Sigma Phi, in the fall. They announced their plans at a party given at the bride-to-be's home in Alameda recently.

A coffee at "I" House this week told of the engagement of Harriet Allis Knudson, graduate student from Iowa State College, and Wayne Plinn '33, KA, who was active in Little Theatre.

Reversing the usual procedure, cigars were the first indication of several engagements announced this week. Donald Donovan '42 told his Theta Delta Chi brothers of his plans to marry Jane Burns of Santa Maria J.C. in June. Zeta Psi's learned of the engagement of Sam Abbott '39 to Myra Mae Hull, Mills graduate, in the same manner.

Graduates joined their studious sisters in telling of their marriage plans. Dorothy Anne Miller '36 will marry Frederick Shaffer Markey, Jr., who graduated in electrical engineering last June. She was a Zeta Tau Alpha.

Hilda Kessler '36 and former debate manager, is engaged to Nathan Gilbert, '36, Kappa, who was married from Wisconsin where they are both doing graduate work at the University of Wisconsin.

Among the "married class" is Betty Head, ex-'41, Kappa, who was married last Saturday to Harry Elnk-Schurman of Baltimore.

Others joining the parade to the altar soon will be Barbara Watkins '40, who is engaged to Bill Doble, Stanford '40, and Phi Gamma Delta; Marjorie Calbert Fruits, who is engaged to John Erbes '40, and Phyllis Smith '42, who announced her plans to marry Douglas Johnson '40.

Another gown with a wicked look combines black lace over flesh colored chiffon.

Another black chiffon is distinguished by a gold thread and rhinestone waistband.

For Campus Wear



CAROL MCGINCHY '42, Tri-Delta, wears a typical California campus apparel of slip-on sweater and skirt while FRED REA '41, Delta Upsilon wears a single-breasted tweed suit.—Photo by John Black.

Style Editor Cites World As Chief Influence on Fashion

Greeks Plan Big Weekend

Determine to Forget Midterms, Threats Of Cinch Notices

Determined to forget midterms, oncoming cinches and such, the Greeks have planned a week-end of frivolity and fun.

ISAE's will honor their pledges at the Mark with Nick Stuart's band as musical background. Other pledge dances will be given over the week-end by Alpha Chi Sigma, Sigma Kappa, Alpha Gamma Delta, Sigma Phi Sigma and Phi Kappa Sigma.

The Zetas plan an Informal Junior Jump, with Joe College as the theme hero. Alpha Chi Omega and the Sigma Nu's will give an exchange dinner Sunday night. An initiation banquet will be held by Lambda Chi Alpha Sunday evening at the Sir Francis Drake.

ZTA's will dance to Milton Frank's music at the chapter house Saturday night while Phi Kappa Sigma gives an informal pledge dance the same evening.

With a wartime theme of gas masks and black-outs the Theta Chi's will play tonight to the tune of Hal Struble's orchestra.

Radio dances will be given over the week-end by Phi Kappa Alpha, Theta Xi, Kappa Sigma, Delta Upsilon, Del Rey, Delta Kappa Epsilon, Abacadabra and the Chi Phi's.

The alumnae of Delta Zeta will entertain at a program tonight showing movies of the South Seas and war-torn Europe.

Spring styles will be shown at the Kappa benefit fashion show Wednesday at the Palace hotel. Phi Mu's will give a Sunday night supper and the Theta Upsilon pledges will be honored at a dinner the same evening.

Personally, I prefer to take the initiative and besides my family is being too much amused by the whole thing.

Answer: I'm sure that if your family can be persuaded to answer the phone in relays, and quietly announce that you are not in for a week or so, this feminine die-hard who seems to think that it actually IS Leap Year, will get the idea.

World events... paper headlines... influence in... where, according... editor for the... icle.

Ninon cited... the immediate... following the... Mussolini, the... after the mar... and the Duke... emphasis on... present war... "American... ion theme to... there is also... that we can... Maintaining... ers, manufact... vastly overrat... fect on wome... leaves that w... own minds be... think".

"Once women... they will fore... to them," Ninon... She declared... fashion editors... trends in clothes... editors take spe... able to predict... Ninon, who also... duties of a fash... her main functi...

1. Reporting the... 2. Breaking down... an analysis of... suit what wome... 3. Giving an ab... the styles.

Necklaces of M... Fruit Being Sho...

New necklaces... lic oranges, grapes... are now being show... ry stores.

The colorful de... of a new trend to... istic adornments... copies of the fruit...

The first amendm... States constitution... shall make no law... establishment of relig... the free exerci... abridging the freedo... the press, or the r... peacefully to assemb... tion the government... grievances."

Location Helps Reduce Costs

Foreman and Clark's upstairs location, which lowers operating costs, enables the duo to sell their merchandise at extremely moderate rates.

This, in addition to their practice of volume buying, enables them to pass the saving on to their customers. Many thousands of yards of clothing are bought by the general purchasing agent periodically.

With the aid of Foreman and Clark's popular credit system, many persons are able to outfit their wardrobes and pay on time without an increase in price. For accounts running over 30 days, a small carrying charge is added.

Particularly outstanding in the new spring stock at all Foreman and Clark stores are slacks in every style, pattern and material imaginable. Gabardines, cavalry twills and Bedford cords in the newest colors, are available at prices ranging from \$4 to \$7.50.

All-wool worsted coat models for \$12.50, as contrasted to \$35 in other stores, are being shown now. The single-breasted Madison models and the "Boulevard" styles, with double-breasted fronts, are the leading sellers for college men.

"Floors of the social ocean are watered with tears of those who seek to walk on their own hook."—Donald Ogden Stewart.

"Conversation is largely the art of 'playing up' to the other person's favorite subject."—Donald Ogden Stewart.

Pens, Pencils for Long Use, Efficiency Sold In Local Jewelry Shop

Designed for long use and efficiency, many popular makes of fountain pen and pencil sets are being sold at Burke's Jewelry store on Shattuck avenue.

For the feminine portion of the student body, lockets come in square, round and heart shapes and are frequently adorned with cameos or flower designs.

Sets of accessories are arranged for the well-dressed male including tie clips, cuff links, belt buckles, and key chains made by a well-known national manufacturer.

Pearls, classic favorite with sweaters and bask dresses, are selling in single, double or graduated types, and many are twisted to fit tightly about the neck.

One tip for a gift, shown at Burke's, is the compact, lipstick and comb combination. It comes in different colors and is priced reasonably.

Buttons Hold Fashion Spotlight for Season

"Rich man, poor man, beggar man, thief"—everyone will have ample opportunity to play games, for buttons are making their fortune with this season's outfits.

Reversing the accepted idea of buttons down the front of dresses, active sportswear is being shown buttoning down the back. From her never ending bag of tricks, Schaperelli has pulled "corset hook buttons."

Lipstick Brings Mouth Lesions

Coeds can develop lesions on the mouth and lips from wearing lipstick if they are allergic to such beauty aids, Dr. Albert H. Rowe, allergy authority of the University medical school, warned yesterday.

He explained that cosmetics and perfumes applied to the lips and even nail polishes deposited on the lips by casual contact, may produce acute inflammation.

"Fifty per cent of the population has some sort of allergy to food, drugs or other things," Dr. Rowe noted. "But most of this group shows only minor manifestations not serious enough to require medical attention."

"However, 10 to 15 per cent of allergic people need diagnosis and treatment," he added.

Dr. Rowe declared also that the extraction by dentists of too many teeth at one time can cause lesions. He suggested that it would be wise for dentists to confer with allergists before proceeding with dental work.

"Elimination of suspected foods, dentifrices, mouth washes, lipsticks and other substances may be sufficient to relieve allergic manifestations in the mouth," Dr. Rowe concluded.

Rome, Italy, is farther north than Chicago.



FASHION SAYS

"This season—it's grey." But your evening will surely be gay If you go to the Claremont To swing and to sway.

DANCE TO THE MUSIC OF

Don Kaye and His Orchestra

• FRIDAY

Dancing50
Dinner Dancing1.50
College Special1.00
dancing, finger sandwiches and punch

• SATURDAY

Dancing75
Dinner Dancing1.75
College Special1.00
dancing, finger sandwiches and punch

• Hotel Claremont •

What's Your Trouble?

You Ask the Questions; We Give the Answers

By Wilma Hansen '41

Admiration from afar in this intriguing era bears an old world stigma which, though noble, is slightly silly. Polite interest doesn't offend even the most sensitive of souls, so why not show it? Deposit future questions in the Ice Box.

Question: There is a young lady in one of my classes whom I have been wanting to meet for a couple of weeks, and if conditions permit, I should like to ask her to one of the University dances. Would this be considered "fresh"; is such a meeting possible, and if so, how?

Answer: Questions about assignments, cigarette lighting or match borrowing and casual strolls from the classroom commenting all the while about the lecture, are the open sesame. Before dating the girl how-

ever, it might be advisable to buy her a coke or two so that the way to your well-intentioned invitation will be paved with a slight friendship.

Question: Having just received a Valentine pointing out what I gather are my shortcomings, I'm slightly offended. Part of the offense is due to the fact that the sender is a girl whom I've gone with for some time. So I laugh off the Valentine or the girl?

Answer: If you are quite sure it wasn't all in fun, I'd ask the girl to justify her action. A joke is a joke but this particular variety seems to be nothing more than bad taste.

Question: Just what can be done to discourage a feminine acquaintance who persists in phoning almost nightly during dinner hour.

HUSTON'S PRESENT... ADVANCE SPRING SHOES



FLORSHEIM

Hand-Stained Calfskin

If there's anything smarter than brown shoes for Spring, it's Hand-stained brown shoes by Florsheim. The vogue of staining fine calfskin to a rich antique shade was originated by Florsheim, and overnight set the most important shoe style since low oxfords made front-page news in the nineties.

Hand-Stained Styles, \$10 to \$11.50

Most Regular Styles, \$8.95

HUSTON'S HOTEL WHITECOTTON BLDG



with jewelry

You'll want to give that gay Spring touch your wardrobe with jewelry...



- lockets
- bracelets
- cigarette cases
- rings—stone & signet
- charms
- watch chains
- necklaces
- electric shavers

Get in tune with spring!

BURKE'S JEWELERS

2199 Shattuck, Corner Allston
Generous Credit Terms

for your best looking, best liked suit we prescribe "THE UNIVERSITY" because it's a campus hit and the tax is only \$20. Note: It's a 3-piece, 3-button, single-breasted model in fabrics, patterns and shades favored by university men. See it now! "Change it" SELECT YOUR SUIT AND PAY FOR IT IN 10 WEEKS OR 90 DAYS (1/3 EACH MONTH) OAKLAND 12TH & WASHINGTON SAN FRANCISCO STOCKTON & ELLIS AT MARKET

Tails Favored by Clothes Conscious Men

Full Dress Wins New Favor Over Tuxedo For Formal Evenings

Long recognized as the only correct dress for formal occasions, the tuxedo has at last become unpopular on campus. University students are more and more turning to the full dress, which must be worn after the fashioning of the tailcoat. The emphasis on the tailcoat is a result of the manager of Roos Brothers' opinion that the tuxedo is too formal, for use at parties and dancing, stag parties, and too sedate an affair for formal occasions. But at formal occasions, such as weddings and dinners, the tailcoat is still in vogue.

Both formal and informal dress have run into macrocosmic changes. Base prices at Roos Brothers are necessary accessories as follows:

- White shirt—\$3.50
- Black necktie—\$1.50
- Black socks—\$1.00
- Black shoes—\$12.50
- Black hat—\$5.50
- Black gloves—\$4.00

Spring Sports Wear



FRANK GRAY '41 is shown above wearing one of the three-way complete spring sports suits currently being shown at Roos Bros. The outfit consists of a sports coat with slacks to match, and a pair of contrasting slacks.—Photo by John Black.

Insurance Against Female Nags Will Pay Popularity Dividends

Men, there's no sense kidding yourself, there's no way to tell why a girl suddenly grows warm for you; maybe it's because of your new car, but probably not.

Similarly, a man can rarely tell why a girl suddenly grows cold to him; maybe it's because he lost his car, but probably not.

However, there are a few pointers, which if generally observed, may partially insure a man against continual feminine rebuke.

Personal Habits: Be neat, well-dressed (not fancy) and clean at all times. Girls like conservativeness in clothes. Keep the beard down by frequent applications of the razor, clean the fingernails and don't forget that dry cleaners have to eat, too.

Manner: Don't be shy; let them know you're a man (if you are one).

Avoid rowdiness; men have come a long way since the cave man days; civilization is a great institution. Be natural, amicable, polite and considerate. Learn how to perform routine introductions to your friends.

About Dates: Come to the point in asking for dates. Try to avoid last minute calls. Plan your evening, make arrangements for a car in plenty of time, and if you find you're going to be late, phone the little darling. Educate your dates to your pocket-book and then, when you're short, you won't have so much explaining to do. Be quiet on the dance floor.

With these few, simple suggestions, rolled up with your own time-tried and time-tested experience, you'll manage with any woman, brother. Maybe.

Non-Crushable Ties Return With Spring

As the spring returns, so do the non-crushable neckties—in Botany woods and Palm Beach cloth at Roos Brothers. Newnesses are narrow bar bow ties, with colorful regimental stripes.

Still another Eastern idea becoming felt is the combination of Oxford cloth shirt and knit tie. A campus favorite on the Atlantic Seaboard, the idea is gradually taking hold out here.

Conventional Shirts for Men Retain Popularity

One common notion which appears to be unfounded—conventional shirts are exactly as widely sold as sport shirts. In this field, the old reliable, Tab and Kent collars hold their own against the newcomer Dike—a high fairly long point, which can be worn with celluloid tabs for sport, or with a collar bar for dressier occasions.

Shirt-color-of-the-spring is Heather-mist, but solid colors in broadcloth, poplin, with comfortable wide collars are worn.

Invasion by Tailcoats

Campus Men Object to Esquire Hats

Conservative Headwear Revealed as Most Popular Style in Colleges

To blast another nauseating rumor about University students, Roos reveals that college men do not wear Esquire hats.

The most popular model is very conservative, and a survey reveals that this particular type of head gear is a nationwide favorite. The question arises, who does wear these other hats? A matter which we will not develop.

Speaking of conservatism, we of course are not including the so-called "rain-hat," which Roos Brothers claim has been an instant sensation on the campus. Gabardine, it can be used for any purpose, in sun, wind or rain. The brim is soft and, on evenings up on the Peak, will not need to be removed. The rain hat quite definitely lays the notion that Western people are not style conscious, because the rain hat is entirely a western style.

Other hat features for the spring are the wide brim, low crowns with raw edges. A variation is the Pork Pie, a style much seen in the East.

Rules for Full Dress Occasions Listed; Tie Controversy Cited

Tailcoat tactics: Never wear white tie with tuxedo.

Never use anything but white accessories with full dress. Colored accessories are permissible with tuxedos. Maroon ties, studs and carnation being occasionally worn with good effect.

Never wear a wristwatch with a tailcoat—only pocket watches. Wear only high wing-tip collars with tail coat. Tuxedos admit more leeway.

Controversial at the moment is the matter of square and pointed end ties. At the moment narrower square end ties, with turned down collars are being worn.

Look in Moth Balls for New Sport Styles

Hard Finished Fabrics Last for Lifetime, Remain in Fashion

Every year about this time the style leaders begin combing the moth balls from their sport clothes. They visit some style center like, well say Roos Brothers, and look over the stock.

They see that fabrics are about the same, with hard-finished twills and herringbone tweeds predominating. These hard finished affairs are like steel plate—can't wear 'em out!

Light weight cloth for summer wear is on its way back. Palm Beach fabric being used even in formal evening kits. Formal clothes, incidentally, are enjoying a tremendous renaissance here in the west.

Suits are almost unanimously styled in the British lounge model, a mode overwhelmingly popular on the Eastern campuses, single-breasted, with long graceful drape.

To don the skin-tight black satin breeches of George III, men were obliged to climb upon something and then step down.

Gabardine in Demand For Men's Sport Shirts

As a class, sport shirts very strongly emphasize gabardine. Cotton gabardine, wool gabardine, rayon gabardine—all the same tight hard weave which will not be wrinkled.

But the last word in spring sport features at Roos' is a three-way outfit—a complete sports wardrobe, consisting of sport coat, matching slacks and contrasting slacks.

Men Come in Two Types

A 'Top to Bottom' Variety, and Vice Versa

By Barbara Fleming '42

There are two kinds of men—those who start from the bottom and those who start from the top. This applies to women and jobs in general but to the task of undressing in particular.

The male who disrobes from top to bottom is definitely a conformist. A Philistine with Republican leanings, he goes to church even on nice Sundays and removes his hat before his shoes.

Nothing really constructive can be done with this type. He can possibly be lured away from dreams of a scalloped-edged, three-quarter length nightshirt to consideration of pajamas. Under pressure he may streamline to the extent of replacing buttons with zippers (no em-

barrassing questions or delays. Do friends take you aside and whisper?)

The bottom to top male has more imagination. He takes off shoes before hat, pants before coat, shorts before shirt. If in an advanced stage this type leaves the hat on until the very last.

This kind has to be watched. It has high aspirations, also delusions of grandeur. It thinks the little blonde sitting two aisles over would like to see more of it when as a matter of act she really has got a cinder in her eye.

On the whole, men are different from women. Especially regarding clothes. For instance, they don't wear slips, girdles, et cetera, to make Nature seem not what it is. This is possibly un-American and should be investigated.

Many Different Meanings Attached to Color Names

Anger makes people see red, envy turns them green, and fear, white. Colors through the ages have evolved names and meanings.

At first colors apparently were named for certain objects. A list of color names, such as apple red, orange, and lemon yellow arose. With common usage, the association of the name with the original object became confused or lost.

Meanings which have attached themselves to a color in different parts of the world are often contradictory since they have been accumulating since the beginning of time under all possible kinds of social and geographical conditions. Colors and what they commonly signify are as follows:

RED derives much of its import from life itself—bright red is the color of blood and associated with action and vigor. Red, from its association with fire, has come to mean heat and warmth, cheer and gaiety. In China red stands for royalty, and all important documents are signed by the emperor with a red pencil. The political connotation of red is well established for this century at least.

YELLOW was attributed to the sun, which signified wisdom and

light, and was a masculine color. It is the color of gold and signifies purity, glory, and wealth. In India, yellow is the marriage color.

GREEN is the color of plant life—the color of life, faith and hope. Green is the color of youth and vigor, of solitude, peace and rest. There seems to be fewer evil associations with this color than with any other.

BLUE is the retreating color and occurs at the cool end of the spectrum. It is associated with peace, honor, love. Princesses in fairy tales always have blue eyes.

PURPLE is usually calming and soothing. It has come to represent wisdom. The color has come to mean royalty, pomp, and wealth because in the Roman Empire purple was worn only by emperors.

WHITE for us means purity, femininity, innocence, and joy. White may mean fidelity and excellence of character and then again it may mean cowardice and recognition of defeat.

BLACK is the color of mystery and wisdom, and also indicates silence and thought. Black, due to the fact that the color corresponds to the absence of light, is a color representative of death.

Sloppy Dressers Save Interesting Valuable Asset

There has always been a place for the sloppy dresser—in the world of each state in the United States. The University of California has been the scene of the sloppy dresser's cardinal purview since time. He reacts to so much time dressing in sloppy things? He is a bit eccentric of eccentricity.

The valuable asset of a sloppy dresser is his interesting face. A magnetic smile is most desirable, drawing the public's eye off the sloppy dresser's attire.

His persistent persistence is any sensitive outfit.

He wears T-shirts, all vaunted, unshined shoes, and the best item of apparel is a shirt.

His business had a goiter to cover it she wore a scarf about her throat—and lo,

Crime Survey Reveals Men's Despicable Traits Including Bad Date Mannerisms, Face Wrinkles

- 1—Their happy confidence in their conversational ability which often is not a lusty rendition of whatever they're majoring in.
- 2—Their assumption of savior faire (this, for freshmen) and lugging you about on a gay round of fun when you suspect all along it's father's tux.
- 3—Their shocked glances at spectacular fingernails, cigarettes and anything with slightly more stamina than pink lemonade.
- 4—Their phone calls at weird hours when you're either immersed in suds, battling your brains out over a midterm, or dressing for a date—with someone else.
- 5—The expression w'p' on their faces when meeting your parents for the first time—faintly suggestive of a victim on the way to the gallows.
- 6—Their happy faculty for forgetting birthdays, the dates which you've been waiting all semester to attend, anniversaries and various other MOMENTS in your life.
- 7—Their stammering confusion when you accidentally meet and they have the awful little wench from Econ B hanging on their arm.
- 8—Their ill-concealed disapproval when you regard their roommate with anything other than motherly affection.
- 9—Their presence.

Proudly, **Roos Bros** presents the superb clothes of Thos. Heath ★



HOW TO KNOW IF THOS. HEATH CLOTHES ARE MADE FOR YOU



IF YOU are one of those rare men who knows good things from "pretty good," instinctively, who orders his life as he inevitably orders dinner—a la carte, and if you feel that your appearance is a matter where no detail is too small for your concern, we think you will appreciate the virtues in these clothes by Thos. Heath.

To add to their notable fabrics and their deft, superb design, much handwork, personal supervision and everlasting fussing with details give the clothes by Thos. Heath a character that never has been copied.

Thos. Heath suits and overcoats are available at Roos Bros in a variety of styles—all of the same exclusive quality, **\$50** and mostly priced at

★ Thos Heath clothing is sold exclusively in California by Roos Bros



Roos Bros
Outfitters since 1865

Comfort Sans Vest

History of Fashion for Men Told

Changes in Male Attire Traced From Early 1900's

By Frank Ballachev '42
Fashions change as time goes on and looking back we sometimes wonder—

In 1911 with collars three inches high and selling for two for twenty-five cents, several collars in an evening was the rule. When men went to dances they took changes of collars with them and the collar case was as important as the ladies handbag.

"A gigantic clearance sale of flannel night shirts," ran the head of an ad in a 1915 Californian. The well dressed male of this period also had three hats, the indispensable bowler and two soft felts.

In this period caps were worn on campus. An ad in The Californian in 1913 offers a cap free with every purchase of a suit with two pairs of pants.

And what suits—long with belts halfway around and heavy seams. Checks and salt and pepper cloths were popular and four buttons held the "sacks," as they were called, together.

In 1917, the current war fever affected men's styles as well as everything else. Military top coats and full-belted suit coats were here to stay—or so they thought.

By 1921 belts on suits were going out and controversy raged over double or single breasted suits, a subject still in dispute.

Button front sweater, in heavy wool with large pockets, which were so popular on campus before 1921, fell back that year under the onrush of "lumberjacks." Bright checks and plaids adorned the campus stylist.

Cords and jeans have long been seen at the University, one of the few traditions that seem to be here to stay. Jackets, leather and cloth, have always vied with sweaters for first place in popularity.

Evening wear, too, has changed, though not as noticeably. Tails are once more gaining the popularity they held before the war and tuxedos now are vestless.

Blues Hold Favored Place in Colors for Men's Spring Suits

Blues are the colors for spring apparently, although Californians as a group have tended to stick pretty closely to the traditional shades of dark blue and gray tones for all but the most informal events.

Slacks also have become crystallized into a basic design, although a trend toward shortening and narrowing at the ankles exists. Fabrics are about as last year—cavalry twills, covert cloth, the old standby gabardine allhand surface fabrics which hold their shape and wear like the absolute devil. Naturally all in lighter colors for summer, tans, browns and blues most popular.

Sport coats are evolving into softer tweeds, of Shetland types, although the rougher Donegal fabrics are much liked. A new material, rayon pile, is used to build the new loafer jackets, very swashbuckling garments.

Natural Color Sports Coat



Tops in new spring fashion for men are the natural color coats with slacks being shown at Herman's. ROBERT McCLURE '40 is shown wearing gray flannel slacks with one of the coats.—Photo by John Black.

A Guy Has to Be Cagey He's Gotta Know His Ropes to Win in This Game

By Bosworth
If a guy wants to really be well dressed on a small income, he has to be cagey about the matter.

He can't make any mistakes, because, if he does, he can't remedy them by adding to his wardrobe to cover them up. The gent with dough, for instance, can taper off a loud sport coat with some not-so-corny slacks or perhaps a set of mild shirts.

Starting from the ground, he should have at least two pairs of presentable shoes. One should be definitely sport, especially in the spring, although California weather almost approximates spring the year round. (Oh, yeah?)

The other pair may be either brown or black brogues, suitable to be worn with a suit for afternoons and evenings.

At this point it may be well to warn the gent with the slim pocketbook about loud socks. Loud socks are a temptation, because they are extremely serviceable and can be purchased at low prices.

But this, chum, is a snare and a delusion. Loud socks are definitely NOT for college wear. As for the advantage of the low price, don't let that fool you, either.

You can get a DECENT layout of socks at pleasing prices, if you care to take the trouble to look. Most men's stores have them, but prefer the sale of the higher priced woolsens, and do not "play them up," so to speak.

Getting on to the trousers, the best advice you can get is to buy at least one pair of the better grades. You then have a foundation to build on. Twills, gabardines, Bedford cords, all fit into this category. You can wear them long and often, and with al-

Local Store Backs New Natural Color

Herman's backs "natural" as this year's color favorite for men.

"Natural" is tops for all kinds of spring and summer sports clothes. "Natural" can be worn almost any place and with anything. It blends with everything. Coats, slacks, jackets, socks and sweaters are smartest when "natural."

Chukkar jackets, Herman's own idea, look best when fashioned from all wool polo cloth in natural shades. "Style news" this spring is "natural" with "English gray." A "natural" coat, English gray trousers with one of Herman's new "Nor-East" uncrushable ties can't be beaten.

Brown and white Saddle oxfords go well with this and other combinations. They're a current campus favorite. Short socks in plain bold weaves are replacing full length type of men's hose. Any quiet colors are good, but socks in "natural" are excellent.

New, Practical Slacks Stocked

Hitting a new high in conservatism and practicability, Herman's Style Shop for men carries a complete line of slacks for campus, active sports and informal wear.

For a touch of color, there are knitted suspenders in bright plaids which add to the comfort of the outfit.

With natural the favorite color of the season, slacks in that color and also in the blues, browns, greens and greys are being made with a harder finish to add durability. Most popular cloths are gabardine, doe-skin, elastique and cable cord.

That seems to take care of the casual outfit. For the many campus functions and for general evening wear, you should have some kind of a dark suit. And I do mean dark.

It's all right to go in for the light stuff if you can afford an extra one, but you had better let your sport coat do your "flashing."

And, although many people can get away without a hat, maybe you aren't the type. But that's for you to decide. If you decide you are more suited to the sport type of suit, in perhaps a brashy tweed or some other type of lounge model, you may not need that hat.

But you simply can't do without one when your suit is a blue pin-stripe, or a double-breasted type. The hat is essential to set the job off.

Get an inexpensive pipe and an equally inexpensive key or watch chain, pal, and you're all set.

Even Males Wear Jewelry

Men have jewelry as well as women and what is more, some of it is essential.

With vests disappearing in the new casual suits the tie holder takes on added importance. Plain gold or silver bars or novelty riding crop, golf club and polo stick designs are favored.

Chains or initials, unless in an expensive holder, should be avoided. Jeweled tie pins, although fashionable, are mainly for older men.

Signet rings, with family crests, club emblems or just initials are always popular. Diamond and other precious stones are often found in large settings on the male finger.

Fraternity pins, of course, are always worn by members of Greek societies. Belt buckles of ornate design and watch fobs and chains help give the male an outlet for his inner desire to wear jewelry.

Shirts Planned for Inside, Outside Wear

Full-cut sports shirts, worn in or out, are what Herman's recommends for Spring. Plain shades are featured this year and white and natural are tops. Buttons are still favored over zippers, and broad flat collars are best.

Bright prints and checks for sports wear are definitely on the out. Shark bone buttons are the latest for sports shirts.

Necktie Invented to Stand All Punishment

At last, Herman's is featuring a tie that can stand all the abuse given it.

This is the new uncrushable "Nor-East" tie for sport occasions. It is made of English wool in fast colors. Another new tie at Herman's is the "Foulards" silk style. This is hand-blocked and very neat with its all-over patterns.

Pipes WOMEN PIPE UP

Women think it's extremely ridiculous about men and pipes.

It would be much less silly and exasperating to watch if some system could be devised to keep pipes lighted. Surely, men have been smoking them long enough to have accomplished some improvement along this line.

Another thing women object to about pipe smokers is the desperate teeth grip they employ. No man has yet been able to carry on a normal conversation with a pipe in his mouth, but all men try. Moreover, it's rude.

And in conclusion, it's a much better idea for men to smoke cigarettes because it makes everything easier all the way around when women run out of their own.

New 'Charter House' Lounge Suits Look Smart at All Times

"Charter House" is where fashions begin.

The new Charter house lounge suit, exclusive at Herman's Style Shop for men, looks smart at any occasion, especially strictly sport affairs.

Styled with the combination of a broad, loose cut coat and wide draping shoulders, the suit is one of the most comfortable cuts possible. The wide shoulders and straight back add to that strictly masculine touch.

'Puggree' Hats Styled for Campus Wear

"Puggree" hats for men are Herman's latest in campus headwear. Styled by Mallory, these broader brimmed telescope hats have everything.

The well dressed man can't go wrong in these soft felt hats with folded bands in contrasting shades. They're smart and they're comfortable.

Store Remains At Present Site

Telegraph Shop Will Be Unaffected By University Expansion

Herman's Style Shop, which has served campus men for the past 23 years, will remain at the present site for several years.

University plans for building the new Telegraph avenue administration building do not affect Herman's. Because of this the store management is going ahead with plans to modernize and enlarge this summer.

Pull stocks are ordered and Herman's will continue to serve in the "California manner."

Collars Must Fit Neckline

"The right collar for the right neck," is the aim of the Manhattan shirt collar clinic in session at Herman's.

Designed to fit the contours of the collar to the contours of each neck, the clinic has a wide range of shirt styles from which to prescribe.

Manhattan shirts have always stood for fineness of tailoring detail and they have been awarded the seal of approval of the American Institute of Laundering for outstanding washability.

This means that Manhattan can guarantee the shirts against shrinkage and the colors and the buttons will last with the shirt.

If I should be allowed to choose one out of all the books published a hundred years after my death, I would take the fashion magazine to see how women were dressing. Their fripperies would tell me more about the society of that future day than all the philosophers and preachers.—Anatole France.

Prediction Becomes Reality

In the Californian of September 29, 1919, it predicted the following: men would be...

The loose, full-cutting in popularity. Bootmaker outfits in popular men's...

Casual suits and the tops in campus. The Chukker jacket first sold by Herman's...

Realizing that in California are... doesn't depend on the Campus representatives, the management...

Wear Looser Coats With Tighter Trousers

Looser body-line coats, backs and tapered lap with narrower bottoms...

Herman's key word is "comfort" and "casual manner" for sports coats this year, massive, and in-trend...

Bright Colors Enter Correct Formal Attire

Precedents for all things finished as brightly colored comes the thing for the year.

Latest of these incoming maroon dinner jackets for dinners and other occasions.

An interest has been the past few months in the tails. Originally popular in eastern colleges, the trend is being taken up here.

Style says

"MAKE IT STRIPES"



The Manfair Collar

MEN SAY: Make mine

Manhattan SHIRTS

Style has dictated stripes for Spring and Summer... cluster stripes... wide, prominent stripes on white and solid tone backgrounds... in preferred patterns by Manhattan. You'll notice, whatever style says, Manhattan says... that is why well dressed men say: "Make Mine a Manhattan."

HERMAN'S Smart Shop FOR MEN

2219 Telegraph Ave. Berkeley, California 8 doors from Sather Gate



Charter House A Division of Fashion Park

TYPIFYING THE TREND

toward the new manner of dress

The Charter House Lounge Suit

STYLED AND TAILORED AT

Charter House

Men, our enthusiasm knows no bounds! And neither will yours, once you see this advanced Charter House styling for Spring. It's a new thought in Men's Clothes... a broad loose coat with wide shoulders and full, straight back. Specially tailored for us at Charter House, in fine Tweeds, Cheviots, and Donegals. For honest style, service and comfort, you can't beat them.

\$35.00 and \$39.50

HERMAN'S Smart Shop FOR MEN

2219 TELEGRAPH AVENUE Eight Doors from Sather Gate

In LAST SEMESTER'S Fashion Edition . . .

Herman's advised

CHUKKER JACKETS . . . now nationally famous . . . a Herman's Original.

BOOTMAKER OXFORDS . . . now the season's most popular shoe.

CASUAL SUITS (just coat and pants) . . . now the accepted all around suit.

LOOSE BACK COATS . . . now the style note for Spring.

We NOW Suggest

. . . that you, too, depend on Herman's for authentic, advanced style in the California manner.

HERMAN'S Smart Shop FOR MEN 2219 TELEGRAPH AVE Eight Doors From Sather Gate

Grin and Bear It By Lichty 'YW' Performs Her Prophecies Astonish World Services for Campus Coeds



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ASUC PEACE COMMITTEE will hold a business meeting at 4 p.m. today in the Alumni room, Stephens Union.

ANTHROPOLOGY DISCUSSION GROUP will meet at 4 p.m. today in room 2 of the Anthropology building. Dr. T. D. McCown, instructor in anthropology, will present a report on the Christmas meeting of the American Anthropological association at Chicago.

U.C. BIBLE CLUB will broadcast from 7 to 7:30 p.m. Sunday, February 18, from station KROW, 930 kilocycles. The program will include songs and talks by University of California students.

AMERICAN STUDENT UNION will meet at 9 p.m. Saturday at 3038 Grove for dancing and games. Admission will be 10 cents.

WAA POLICY COMMITTEE will meet at 12 m. today in Hearst gymnasium, to select a delegate to attend the Athletic Federation of College Women conference, to be held at Stanford University during the Easter vacation.

YWCA INTERNATIONAL LUNCHEON GROUP will meet at 12 m. today in the "Y" cottage to discuss the Russian-Finnish situation. A. A. Malozemoff '33, history section leader, will be guest speaker.

SENIOR INFORMAL PUBLICITY COMMITTEE will meet at 4 p.m. today in the Council room of Stephens Union.

Theater Guide

Now Playing

Fox United Artists: "Geronimo"—Preston Foster. "Night of Nights"—Roland Young.

Fox California: "Judge Hardy and Son"—Mickey Rooney. "Charlie Chan in the City of Darkness"—Sydney Toler.

Fox U. C.: "Intermezzo"—Leslie Howard. "On Your Toes"—Vera Zornina.

Berkeley: "Charley McCarthy Detective"—Edgar Bergen. "Two Bright Boys"—Jackie Cooper. Freddie Bartholomew.

Campus: "Jezebel"—Bette Davis. "Amphitryon".

THUMBWAGGERS, U.C. hitch-hikers organization, will meet at 3 p.m. today in room 105, Eshleman hall. Plans for the Big "C" Sirkus will be discussed.

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Churches

Saint John's Presbyterian Church
2640 College Ave.
11 a.m.
Dr. Stanley Armstrong Hunter
"RECEIVING AND GIVING"
5 p.m.
Dr. Joseph Conard
"REFLECTIONS AT THE END OF AN ERA"

MARKS OF A GROWING CHRISTIAN PERSONALITY
2. He Has a Yardstick for Virtue
Lenten Sermon Series by
VERE V. LOPER, D.D.
11 o'clock Sunday morning

CULTIVATING PERSONAL SPIRITUAL RESOURCES
Sunday Evening Radio Service, 7:15
REV. G. ARTHUR CASADY
First Congregational Church
Dana Durant Channing

Sunday 11 a. m.
Dr. Samuel A. Eliot
of Boston, Mass. speaks on
TURNING THINGS UPSIDE DOWN
For 27 years Dr. Eliot was the distinguished head of the American Unitarian Assn., and the beloved leader of our Liberal Religious Fellowship.
FIRST UNITARIAN CHURCH
Bancroft Way at Dana

DAVIS SCHONWASSER
GRAND AVENUE AT SUTTER STREET

We've Been Told . . .

. . . that Davis Schonwasser has a superb new College Shop. Designed to give the greatest comfort to the "always in a hurry" coed, they have arranged all departments on one floor. From top to toe expert sales-girls will help you select a new Spring wardrobe with a minimum of time and effort and a maximum of style.

Note Page 14 of Fashion Supplement

HINK'S BERKELEY

Value Scoop!

"BARBIZON" TAILORED SLIPS

Special Purchase—exclusive with HINK'S in the entire Bay area!

\$145 Spec.

Brand-new! Just purchased in New York!

No need to use superlatives to describe the merits of "Barbizon" slips. But we will say that this is one of the most exciting slip values ever offered — and it's exclusive with Hink's in the entire San Francisco Bay area! Buy a good supply!

Made in the famous "Bryn Mawr" alternating bias design — the same cut used in the \$3.50 slips . . . of lovely rayon "Creme Legere"—a fabric that will wash beautifully and stand an unusual amount of hard wear. Sizes 34 to 44 in medium length; 29 1/2 to 39 1/2 in short length . . . white and blush.

Slightly Irregular! "HOLEPROOF" HOSIERY

Values to \$1.35 pair! Slight irregularities in no way impair wearing qualities! Buy with confidence! 2, 3 and 4-thread all silk chiffon. (3 pr. for \$2.25)

79c

Sorry! We cannot accept phone orders for these specials!

J. F. HINK & SON
Shattuck at Kittredge, Berkeley

SAFEWAY

* Safeway Savings for Saturday...Feb. 11

MACARONI DINNER
DELMONICO . . . Semolina Macaroni & Grated cheese . . . Makes a dinner for 4 in 10 minutes! 4 7 1/2 oz. pkgs. **25c**

White Star Tuna Light meat NO. 3 15c
Booth Sardines of Del Monte. Oval 9c
Burgess Shrimp Wet pack 2 cans **23c**
Brick Codfish San Juan Boneless 2 1-lb. Bricks **35c**

Preserves or JELLIES . . . 7-oz. Valmont assorted. Glass **9c**
Ripe Olives Borealello large size . . . 1-lb. can **10c**
Fig Bars Wheat or Vanilla . . . 2-lb. your choice: . . . Pkg. **23c**
Peanut Butter Real Roast 2-lb. Jar **21c**
Baby Limas Dried cello pack 2 lbs. **9c**
Fancy Rice Blue Rose or California 3 lbs. **15c**
Cream Cheese Kraft's Philadelphia 2-oz. pkgs. **17c**
Cheddar Cheese Mild cure 1 lb. **19c**

PABST-ETT
The cheese-like Food, Plain or pimiento 2 pkgs. **29c**

Canned Fruits—
Pineapple No. 3 1/2 can **15c**
LIBBY'S SLICED.
Peaches 2 No. 1 can **15c**
Taste Tells . . . Cing Halves.
Pears 2 No. 2 1/2 can **35c**
Del Monte Bartlett's . . . can halves.
Pears No. 2 1/2 can **15c**
Harper House Bartlett's . . . halves.

Grapefruit No. 2 9c
STOKELY'S FINEST.
Cherries No. 1 can **10c**
Hill Parade . . . Royal Anne Cherry.

Canned Vegetables—
String Beans 2 11-oz. cans **19c**
Del Luxe Vertical pack.
Stokely's Peas No. 2 can **10c**
Fender Honey-Pods.
S & W Peas No. 2 can **14c**
Telephone Varieties.
Tomatoes 3 No. 2 1/2 cans **25c**
Highway . . . standard puree.
Peas & Carrots No. 2 can **10c**
STOKELY'S FINEST.
Stokely's Beets 2 No. 2 cans **19c**
SLICED OF WHOLE.
Pumpkin 3 No. 2 1/2 cans **25c**
Libby or Del Monte.

RHUBAR
FANCY HOT-HOUSE VARIETY . . . CRISP, TENDER STALKS FOR PIES, SAUCES AND SALADS. **2 lbs. 1**

Carrots 1c
Fresh-pulled. Large bunch.

Onions 5 lbs. 10c
Dry Yellow Oregon.

Artichokes
Fresh, ten-3 for 10c
der, med. size 3 for 10c

Avocados
Calavos, Med. size 2 for 15c

Potatoes
U.S. No. 1 Klamath 10 lbs. 19c

Oranges
Extra large, Juley Navels, doz. **19c**

Grapefruit
Large and Juley . . . 5 for 10c

FRESH FROZEN SWEET, TENDER 12-oz. Pkg. Equal to 2 1/2 lbs. of FRESH PEAS!
Serve With **NEW RE POTATO**
FANCY U.S. No. 1 GRADE . . . **3**

APPLI
Pippins Watsonville . . . 5 lb.
Winesaps Extra Fancy . . . 4 lb.

APPLE SAUCE CAKE EACH **29c**
2 square Apple Sauce layers; white walnut-creme filling and frosting.

NUT KUCHEN Fruit and Nut filled Coffee Bread. Special this week! Each **10**

GOLDEN GLOW ICE CREAM LUCERNE . . . A special, fruit-flavor combination of real taste appeal! Quart **24**

LEG O' LAMB
Try this for a menu change. We handle only fancy, young lambs of sweet flavor and juicy tenderness. Per lb. **24c**

Loin of Lamb full cuts **lb. 22c**
Yoke of Lamb 2-rib cuts **lb. 12c**
Rack of Lamb including breast **lb. 19c**

Fancy Beef POT ROAST Boneless; no waste, lb. easy to slice **22c**
CROSS RIB Roast, no bone, oven or pot roast, lb. **28c**
RUMP POT ROAST. Lean for slicing, lb. **24c**
SIRLOIN STEAKS or TENDERLOINS Fancy, grain-fed beef, lb. **25c**

Fancy Pork Values—
CORNEED, Sugar-Cured PICNICS . . . Per lb. Our own fancy cure . . . ball or bake. **9c**
LOIN OF PORK or LEGS (whole or half) or Fresh Pork Butts, lb. **16c**
SLICED BACON Merrill's Palace Brand, per lb. **10c**
PORK CHOPS Large Loin or Large Rib End Cuts, lb. (CENTER CUTS) . . . lb. 21c **16c**
SAUSAGE IN BULK. Our own make. It's delicious! . . . lb. **10c**
FIGNICS Cudahy's Gold Coin. SMOKED . . . lb. **17c**

EGGS BREAKFAST GRADE A
MEDIUM SIZE EXTRAS. DOZ. **17c**
LARGE SIZE EXTRAS. DOZ. **17c**
NULAI D EGGS LARGE SIZE GRADE AA. DOZ. **17c**

HERSHEY BAR
LARGE MILK or ALMOND BARS . . . 3
Regular Size Milk or Nut Bars . . . 3

SNOWDRIFT
VEGETABLE SHORTENING
1-lb. 3-lb. **17c** **4**

COMFORT TISSUE Improve Texture **4** Rolls **1**

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WESLEY FOUNDATION will continue a discussion of "Right and Wrong" at 6:30 p.m. Sunday at the student center, 2302 Dana street. All students are invited.

SENIOR WOMEN will meet for a pre-basketball supper at 6 p.m. today in Senior Women's hall. Singing of California songs will precede and follow the supper.

ASUC PEACE COMMITTEE will hold a business meeting at 4 p.m. today in the Alumni room, Stephens Union.

ANTHROPOLOGY DISCUSSION GROUP

will meet at 4 p.m. today in room 2 of the Anthropology building. Dr. T. D. McCown, instructor in anthropology, will present a report on the Christmas meeting of the American Anthropological association at Chicago.

U.C. BIBLE CLUB will broadcast from 7 to 7:30 p.m., Sunday, February 18, from station KROW, 930 kilocycles. The program will include songs and talks by University of California students.

AMERICAN STUDENT UNION will meet at 9 p.m. Saturday at 3038 Grove for dancing and games. Admission will be 10 cents.

WAA POLICY COMMITTEE will meet at 12 m. today in Hearst gymnasium, to select a delegate to attend the Athletic Federation of College Women conference, to be held at Stanford University during the Easter vacation.

YWCA INTERNATIONAL LUNCHEON GROUP will meet at 12 m. today in the "Y" cottage to discuss the Russian-Finnish situation. A. A. Malozemoff '33, history section leader, will be guest speaker.

SENIOR INFORMAL PUBLICITY COMMITTEE will meet at 4 p.m. today in the Council room of Stephens Union.

DAVIS SCHONWASSER

GRANT AVENUE AT SUTTER STREET

We've Been Told . . .

. . . that Davis Schonwasser has a superb new College Shop. Designed to give the greatest comfort to the "always in a hurry" coed, they have arranged all departments on one floor. From top-toe expert sales-girls will help you select a new Spring wardrobe with a minimum of time and effort and a maximum of style.

Note Page 14 of Fashion Supplement

Churches

Saint John's Presbyterian Church
2640 College Ave.
11 a.m.
Dr. Stanley Armstrong Hunter
"RECEIVING AND GIVING"

5 p.m.
Dr. Joseph Conrad
"REFLECTIONS AT THE END OF AN ERA"

MARKS OF A GROWING CHRISTIAN PERSONALITY
2. He Has a Yardstick for Virtue
Lenten Sermon Series by
VERE V. LOPER, D.D.
11 o'clock Sunday morning

CULTIVATING PERSONAL SPIRITUAL RESOURCES
Sunday Evening Radio Service, 7-15
REV. G. ARTHUR CASADAY
First Congregational Church
Dana Durant Channing

Sunday 11 a.m.
Dr. Samuel A. Eliot
of Boston, Mass. speaks on
TURNING THINGS UPSIDE DOWN
For 27 years Dr. Eliot was the distinguished head of the American Unitarian Assn., and the beloved leader of our Liberal Religious Fellowship.
FIRST UNITARIAN CHURCH
Bancroft Way at Dana

SAFEWAY

* Safeway Savings for Friday
Saturday...Feb. 10

MACARONI DINNER

4 7/8 oz. 25c

White Star Tuna 15c
Booth Sardines 9c
Burgess Shrimp 23c
Brick Codfish 35c
Preserves 9c
Ripe Olives 10c
Fig Bars 23c
Peanut Butter 21c
Baby Limas 9c
Fancy Rice 15c
Cream Cheese 17c
Cheddar Cheese 19c

PABST-ETT

The cheese-like Food, Plain or pimiento 2 pkgs. 29c

Canned Fruits—

Pineapple 15c
Peaches 15c
Pears 35c
Grapefruit 9c
Cherries 10c

Canned Vegetables—

String Beans 19c
Stokely's Peas 10c
S & W Peas 14c
Tomatoes 25c
Peas & Carrots 10c
Stokely's Beets 19c
Pumpkin 25c

APPLE SAUCE CAKE

2 square Apple Sauce layers; white walnut-creme filling and frosting. EACH 29c

NUT KUCHEN

Fruit and Nut filled Coffee Bread. Special this week! Each 10c

GOLDEN GLOW ICE CREAM

LUCERNE . . . A special, fruit-flavor combination of real taste appeal! Quart 24c

LEG O' LAMB

Try this for a menu change. We handle only fancy, young lambs of sweet flavor and juicy tenderness.

Loin of Lamb 22c
Yoke of Lamb 12c
Rack of Lamb 19c

FANCY BEEF POT ROAST

22c

CROSS RIB

28c

RUMP POT

24c

SIRLOIN STEAKS

25c

FANCY PORK VALUES—

CORNEB, Sugar-Cured 9c
LOIN OF PORK 10c
SLICED BACON 10c
PORK CHOPS 15c
SAUSAGE 10c
FIGNICS 17c

EGGS

MEDIUM SIZE EXTRAS. DOZ. 2
LARGE SIZE EXTRAS. DOZ. 2
NULAD EGGs LARGE SIZE GRADE AA. DOZ. 2
HERSHEY BARS 3
SNOWDRIFT VEGETABLE SHORTENING 17c
COMFORT TISSUE 4

FINE FOODS FOR LESS SAFEWAY

On Ice

The heat is over and now perhaps we can settle down to enjoy the ice which will be made available in Berkeley to University students and the ASUC hockey team.

Wise selection of the present location and the prompt action of the owner, who flew from Los Angeles to make his offer, kept plans for increasing Berkeley's recreational facilities from being a bitter farce.

Students who come from Los Angeles know the Westwood Ice Gardens as a fun center. Dates on skates, exciting ice hockey games and rhythmic workouts will be available within a few blocks of the campus.

Susceptibility

"Truth is irrelevant at any particular time," says the political scientist in viewing the factors that influence national policies.

Perhaps nowhere does the futility of truth in forming public opinion strike with such force as in the attempt to combat the fallacies, as we see them, of the blind patriotism of modern Nazis.

Information which we believe to be well-founded, and the perhaps idealistic emphasis on civil rights carry no weight against the bland and confident acceptance of the predigested doctrines held by our Nazi friends on the crew of the Columbus.

In them the feeling of encirclement, of being discriminated against in economic opportunities is too strongly imbedded even to admit of argument.

One cannot help understanding the desire of a people to gain economic security and opportunity. In appealing to these sentiments for support, Hitler has betrayed his followers by the methods which he has used in attempting to gain their ends.

In reply to our objections, we hear the calm reply, "In five years, you will know both Hitler and the German people better."

That that knowledge should some day reflect to the discredit of Germans whose principal fault lies in their susceptibility to the appeals of loyalty and patriotism, will be one of the darkest blotches against the Hitler regime.—S. H. '41.

Editorials and features in The Californian reflect the opinions of the writer. They make no claim to represent student or University opinion. All unsigned editorials are by the editor.

In Tune With the Times

By Edmund Tackle '41

EARLY this week The Californian printed an Ice Box letter signed "Hasher '40" in which the individual concerned, whose name we have on file, informed the ASUC Labor board and the campus in general of an unfair job situation in the boarding house where he is employed.

At that, it was exceptional. The majority of complaints—and from all indications, there should be quite a few—are never filed. The hashers just grit their teeth and continue working at "Unfair Bear" standards. They are confronted with the usual "You can quit if you don't like working here;" and so for their own job protection they think, they file no complaints.

This is illustrative of a general attitude among working students which handicaps Labor board and works at cross-purposes with their own interests. The Board, as we said, is now investigating all the boarding houses on campus. In instances where it finds unfair working conditions to exist—after interviewing both the hashers and boarding house operators—it will take definite, and if necessary, vigorous steps to correct them.

For this reason, it is more than desirable that hashers turn in their complaints to the Board — it's clearly requisite to the complete maintenance of "Fair Bear" standards. Certainly, the Board realizes full well the simultaneous crushing effectiveness and flaunted irrationality of the

policy is a complete and total contradiction of the relations man, reporter, editor and managing editor of newspapers, and ASUC for him. In any case, the act contrary to the hasher's wishes or his judgment—he is the governing factor.

So one can see that it is essential for the hasher's immediate welfare and for the security of all student workers that they report unfair job conditions immediately and frankly to the Labor board. For this purpose the Board holds office hours every week day from 9 to 11 a. m. and from 1 to 3 p. m. If you student workers can't make an office hour, write a letter; but PLEASE do not make it anonymous or without concrete application. The Board guarantees your security.

What Goes On Here?



The Californian

By Tom Barbour '40

The ASUC is such a colossal organization that it takes good men to run it properly.

It is a student organization, and the permanent officials of the ASUC have, at times, a trying task keeping things from flying apart.

Especially when you get a doughhead in some ASUC office or a screwball as the head of some activity. This happens every so often.

By its very nature, the sources of its income, the business in which it engages, and the work it necessarily has to do, the ASUC is a pretty volatile and fluid sort of organization.

So, to repeat, it takes a good skeleton crew of permanent officials to keep it from getting out of control.

The fact that it does manage to get along very nicely indeed ought to indicate something.

It does. It indicates very pointedly that our ASUC has a splendid crew of permanent officials.

Priestley, in the top position, is the Daily Cal managing editor. He is a relations man, reporter, editor and managing editor of newspapers, and ASUC for him.

When he has been re-elected "Kagey Ken" from the ASUC, he has been re-elected "Kagey Ken" from the ASUC, he has been re-elected "Kagey Ken" from the ASUC, he has been re-elected "Kagey Ken" from the ASUC.

The other day, for instance, when the story about the revocation of tax exemption broke, he was on the job.

Pre-Easter SPECIAL! 1-8x10 Hand Tinted \$1.00 PHOTOGRAPH For a Limited Time Only ALLYN STUDIO 2449 Bancroft Ash. 3787

Every Friday Campus Mixer Dance JOE LUKE and his orchestra Berkeley City Club 8:45 2315 Durant Only 40c

Edgewise Words

(Contributed)

THE Progressive Students Forum was undoubtedly organized at the outset to defeat the Enfranchisement amendment that was proposed during the fall semester. Some of those who originally were members of the PSF under these conditions were intelligent and conscientious objectors to the proposal and others were merely "anti" in sentiment.

Those of us that attempted to be constructive in our criticism did not believe that the amendment was the proper way to spread democracy in student government at the University. We are now working on a plan that will bring to the campus the ultimate in democratic student government.

Because of the original purpose of the organization, there are those on campus who thought the outcome of the election on the amendment would see the dissolution of the PSF as an active thinking group.

These two objectives can not be successfully gained by either a handful of elected officers or any organization that has national complica-

UNITY Attention Unity Readers Kansas City Headquarters of Unity, has authorized Susanna H. Scott to start a Unity Center at 2401 DWIGHT WAY. Mrs. Scott has been in the Unity work for many years and comes to Berkeley highly recommended. Each Sunday morning at 11 o'clock Mrs. Scott will speak on Unity and Jesus Christ teachings. Thursdays 2:30—Healing Meeting Thursdays 8:30—Work and Supply The Public is invited

Letters to the Ice Box

Letters to the Ice Box are not to exceed 150 words and must be signed, although use of the name is optional. The Ice Box is located just inside the door of Eschman hall.

THAT RED SLIPPER

TO THE EDITOR: Dear Miss Siegel: I feel that it would be negligence on my part to allow your inspirational feature story—"the short of it"—pass without some explanatory comment. But it does appear that if your imaginative mind was inspired more often your column would probably prove more interesting.

I dislike disillusioning you with all your wonderful ideas, but really, it was only part of a costume. Thanks again for your kindly aid, and I would like to take this opportunity to thank the Kappa's for their broad-mindedness and assistance. However, I would still like to recover one red

slip but must be constantly advanced and safeguarded by a campus organization working solely on campus problems. It is this purpose that justifies the continuation of the PSF as an active and we hope an effective University group.

Again may I extend the invitation to all who are interested in the attainment of the aims of the organization to become an active member and help us become the campus expression of Progressivism in student affairs.

Sydney Calhah, Chairman Progressive Students Forum

Wilson J. Scott FIRST MIDTERM SEMINARS in SCIENCE and MATHEMATICS Private and group instruction may be arranged by appointment. Satisfaction Guaranteed 2610 Bancroft Way BE. 3402

AYH INVITATION

To the Editor: My '43 might be interesting to California. The National Youth Hostels The AYH five years ago in Massachusetts by Isabel Saratoga and Santa Clara. Since that time it has been the United States and here in Berkeley and San Francisco. The AYH is a group of young people who are interested in the United States and here in Berkeley and San Francisco. The AYH is a group of young people who are interested in the United States and here in Berkeley and San Francisco.

COMPLAINT FILED

To the Editor: These students on the campus of both time to study work. Any one who is to get a job as ASUC men's clubrooms where his studying and has done simultaneously. In itself, that is able; they are to be congratulated. But something is done when they refuse a student turn on the radio for a gram, on the ground that it will disturb their study.

I. E. S. Lc Approved I.E.S. Study Lamps— Complete With Glass Diffusing Bowl— ONLY \$3.95 PIN-UPS .95-3.75 U.C. ELEC. and R. 2429 Telegraph

Definitions of Liberty Adopting an extremely intelligent attitude, the YMCA-YWCA committee on civil liberties has decided that it must first define its terms to acquire a complete background on its controversial subject. Questions presented to the members were: 1—Can you define civil rights, democracy, and criminal syndicalism? 2—Do you believe that the right of free speech should be extended to a group which admittedly would curtail that right if it came into power? 3—Would you advocate the suppression of meetings that may incite to riot or violence? 4—Do you believe the Dies committee is helping to preserve civil rights? With answers to these questions as a basis, the committee will be a most effective means of maintaining civil liberties on the campus. If the individual student will accept the answers and carry them to their logical conclusions, a long step will have been made in preventing possible encroachment on democratic principles.—W. X. A. '41, J. H. '41.

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