

Buy Now

Buy your A.S.U.O. card on registration day. By waiting until later in the term you will miss some of the available privileges.

Oregon Daily Emerald

\$5 Worth

More than the usual quota of privileges have been provided for student body members this year. Your \$5 will never buy more.

SPECIAL A.S.U.O. EDITION

UNIVERSITY OF OREGON, EUGENE, WEDNESDAY, SEPTEMBER 26, 1934

SPECIAL A.S.U.O. EDITION

A.S.U.O. DRIVE OPENS

Excellent Value Offered for Free Entire Student Body To Assemble Today At 1:30 in Gerlinger

\$10.55 Cash Saved By \$5 Membership In Student Body

All Student Activities, Free Admissions To All Athletic Contests Provided Without Charge to Members

By HUGH E. ROSSON Graduate Manager

To Oregon Students:

Student self-government and the sponsorship of many of the extra-curricular activities of college life are conducted under the Associated Students type of organization in the majority of Pacific Coast colleges and universities.

At the University the sponsorship and financing of the following activities is borne in whole or in part by the associated students: baseball, basketball, football, track, tennis, golf, swimming, Oregon Daily Emerald, the Oregon student directory, football programs, forensics, student administration, associated women students, women's athletic association, concerts, University band, and University orchestra.

In addition, the organization expends funds in the maintenance of athletic fields, membership in the Pacific Coast conference, and various other intercollegiate associations, assists in the management and staging of the canoe fete, aids the class organizations in their various activities, and has built McArthur court and the grandstands at Hayward field.

The student, upon paying his membership fee, not only becomes entitled to the privileges of voting, holding office, and participating in these various activities, but there is returned to him in actual monetary value far in excess of the amount of \$5.00 per term, which is the fee set by the executive council. During the coming term the actual money value of the membership may be listed as follows:

Table listing various sports and events with their respective costs, such as Gonzaga vs. Oregon football for \$1.50, U.C.L.A. vs. Oregon football for 1.65, etc.

Total \$15.55

At our home games and those in Portland the students sit in a special section on the 50-yard line, the general public being barred

Free Game Admissions Will Be Given A.S.U.O. Members

Members of the A.S.U.O. will be admitted without cost to all football games played by the University of Oregon in Eugene, Portland and in San Francisco.

Students had already been assured of admission to the annual Oregon State "civil war" in Multnomah stadium, Portland, and Eugene games, but the new arrangement adds to this gratis admission to three other traditional contests,

two of them Pacific Coast conference games. The first game on this list is the University of California at Los Angeles Bruins, which will be played Saturday. Oregon has had several victories at the expense of the Westwood eleven, but during the past few years the Bruins have become a conference opponent not to be considered lightly.

Large Activity List Provided For This Year

Student Body President Points Out Value

Football Promising

A.S.U.O. Program Able to Stand Alone Under Optional Plan

"We have long felt that this year was one of the most critical the A.S.U.O. has faced in recent years, but with the promise of a freshman class outstanding both as to quality and numbers our fears are rapidly disappearing.

"The student body has planned a year of exceptional extra-curricular activities the major portion of which will be football games. From the showing of our under-rated team, made up of a handful of veterans and many sophomores made against Gonzaga, I think we can look forward to a repetition of last year's success on the grid-iron. Concerts are being planned and the band and orchestra are being sponsored as they have been in years past.

"Program Attractive "The optional fee caught us unaware last spring and after learning on compulsory membership so long we had some doubts as to the future. However I feel that the program that has been arranged for fall term is so varied in its appeal that no student can find a logical reason for not becoming a member of the student body. Too often students have been told that all college education doesn't come from books, but there is an educational value to be found in the participation in the various activities that almost outweigh the dollars and cents value in entertainment.

"I welcome the freshman class and congratulate the upperclassmen on being hosts to such an exceptional group. I also urge all the new and old students to buy student body membership cards so that they may take advantage of the opportunities offered by our student organization.

JOE RENNER, President, A.S.U.O. —Join the A.S.U.O. Now—

A.S.U.O. Publisher Of Daily Emerald

One of the main features of the A.S.U.O. membership offer is found in the Oregon Daily Emerald. This newspaper is issued daily except Sunday and Monday during the college year. It is the official student publication of the University of Oregon.

Membership in the Associated Students not only entitles a student to receive the paper, but makes him eligible to participate in publishing the Emerald.

Last year more than a hundred students were included on the staff of the Emerald. These students occupied various of the following positions: editorial board, upper news staff, day editor, executive reporter, feature writer, reporter, sports writer, copyeditor, women's page writer, night editors, secretaries, business managers and advertising assistants.

This year's staff is headed by Douglas Polivka, editor, Grant Thuemmel, manager, and Newton Stearns, managing editor.

Leader of Membership Drive



Marshall Harrison, chairman of the A.S.U.O. membership drive, who is directly responsible for showing the students the value of membership in the student organization.

Onthank Welcomes Frosh Of 58th Class To Enter U. O.

"The University welcomes you. It offers you privileges inaccessible to many. Here you have those opportunities for study and intellectual growth, for mental and spiritual development, which only a university can offer. Naturally you desire deeply to take advantage of the opportunities and to direct yourself toward becoming the intelligent, well-poised and capable person, master of himself in any situation, that you have set as your goal. This program calls naturally for the use of all your own intelligence and judgment and as much of that of others as you can enlist. By that I mean that you will find it advantageous to seek information from authentic sources as a basis for intelligent decisions on the important points which are before you,—on choice of vocation, of major field of study, of activities and interests in student affairs—each of which affects your life and prospects.

"All the information you can get will not be too much, so take advantage of the presence of faculty counsellors, especially of your lower division advisers, of the deans of men and women and other members of the personnel staff, and of any other person who can help you base your decisions as to the use of your time and money upon real information and fully considered.

"Incidentally, one of the most valuable experiences of college life is found in the fine and often inspiring relationship which students have with university teachers, particularly those who act as their advisers.

"Yours is the fifty-eighth class that has been welcomed to the University of Oregon. Many of you are sons or daughters of grad-

Boyer Greet Both Old And New Students

Membership in A.S.U.O. Encouraged

Enrollment Large

President Urges All to Take Advantage of Opportunities

On behalf of the University I wish to extend to all students, those returning and those entering for the first time, a hearty welcome and the assurance of our sincere and lasting interest. The University is a high cooperative enterprise in which students help teachers and teachers help students to develop individuals into men and women of well-rounded capacity and a keen sense of social responsibility.

The depression has taken its toll of students in the past but the promise of increased enrollment this fall is making us once more look forward constructively. The citizens of the state need to be convinced that higher education justifies itself and is worth all its costs in taxation, and this justification can be manifested only through the character and attainments of the students and the kind of citizens they become. We are relying on you to prove to the people of this commonwealth that you are a sound investment.

Ally yourself with the A. S. U. O. Go in for those activities which will broaden you socially, enable you to know and cooperate with your fellows better, and develop your special aptitudes. Tackle your classroom work as though you knew it to be what it is, namely, an opportunity to understand the

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President



Dr. C. V. Boyer, president of the University, realizes the importance of a student organization and urges all students to avail themselves of all privileges of membership.

Fee Required for Yearbook Places

One of the privileges granted to members of the Associated Students of the University of Oregon is work on the Oregon, student yearbook. The Oregon, which is printed spring term, records the year's work covered by various student and faculty groups.

Some of the fields covered by the annual include sports, fraternities and sororities, publications, administration, classes, music, drama, and other student body activities.

Marshall Harrison Of Card Campaign

6 Teams Competing

Thermometer in College Side for Comparison With OSC Figures

With plans for an educational campaign to demonstrate to the campus the value and need of the campus activities supported by the associated students, a group of students headed by Marshall Harrison has undertaken the enormous task of obtaining 100 percent membership in the associated students of the University of Oregon.

Drive to Begin The drive will begin this afternoon at a general assembly for new and old students in Gerlinger hall at 1:30 p. m. Hugh E. Rosson, graduate manager of the associated students; "Pink" Callison, head football coach; Joe Renner, president of the associated students; and Dean James H. Gilbert of the college of social science will be the principal speakers.

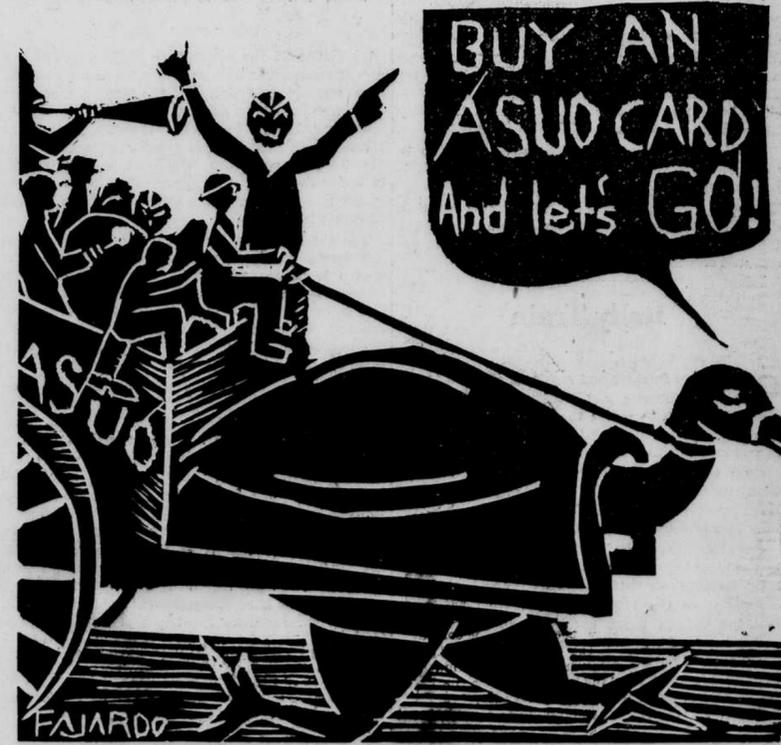
Under Harrison are six team captains who will contact the individual houses. Ray Mize and Ed Schlesler will be in charge of fraternities; Bob Thornton, independent men; Marygode Hardison and Adele Sheehy, sororities; and Reva Hems, independent women.

Progress to be Shown Beginning on registration day a thermometer in the College Side will show the difference in percentage of fees paid in the University and Oregon State College, which is also under the optional fee ruling of the state board of higher education. A graph will show the progress of each of the team captains.

"The membership drive will show (Continued on Page Two)

Climb On

By ALFREDO FAJARDO



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