

Oregon Daily Emerald

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RITA WRIGHT'S

Summer Slander

Don Casciato and Ralph Schomp sailed August 19 for Rio de Janeiro. A rumor has started to the effect that the South American pageant of 1940 will be promoted. Kenneth Battleson left August 12 for New York for the Sigma Nu convention at the Waldorf-Astoria and returned September 1. In Chicago he was the guest of the Curtis Candy company for two days.

Atlanta, Georgia, was the vacation spot picked by Jeanne Sherrard when she left August 14 to stay until the opening of school.

Felker Morris has spent the summer touring in Europe.

Students vacationing in Hawaii have been Carole Scott, Kay Pasquill and Betty Pownall.

Randolph Field, the training schools for the army flying corps, has been the destination of Bob Chilton, Dale Hardisty, and Chuck Reed.

Embarking in a 40-foot boat, Ed Averill and Marsh Hoffman sailed up the coast to Alaska and back.

As a member of the A.A.U.'s track team, George Varoe toured in foreign lands.

and is at present in Sweden.

Mackie Cornwall spent the summer touring the United States with three weeks in New York.

Going down the coast, through the Panama Canal, and then up the Atlantic coast has been the itinerary of the trip followed by Carol Pape.

Carmen Curry and Betty Coon have spent a part of the summer visiting in California and Nevada.

Jean Rawson and Margaret Carleton have been in Vancouver, B. C., as leaders at the Gamma Phi Beta camp which is maintained for under-privileged children.

Dick Pierce left August 19 for the Sigma Chi convention in Boston.

To the new recruits that the army has claimed so two former Oregon students, Jay Scruggs, and Bill Summers.

Jerry Denlow is back from Hawaii and will enter the Massachusetts Institute of Technology this coming fall.

Doris Russi and Jane Greenwood spent the summer in Europe.

Zollie Volchok and George Godfrey went to Alaska on a fishing trip. Zollie aspires to catch a fish in every country.

Elisabeth Steson went east for the summer.

To Yellowstone national park went Marian DeKoning, Jean Kendall, Gladys Battleson, and Virein-McCorkle for the Alpha Omicron Pi convention.

Shipping to the Far East and China was Fred Miller.

George Hale went to Alaska.

Geraldine May and Bill Savles were married the last part of the summer.

Pat Frew is to go to the Firestone training school at Akron, Ohio.

Ken Miller is going to the University of California to get his master's degree in physical education.

Harry McCall is leaving for New York.

Tom Tongue will enter Yale.

Those students who have been among the number of the actively employed have had a wide range of occupations.

Brock Miller, Jimmy Wells, Al Bertz, Kenny Bowers, Gordon Kelty Ray, and Jay Haskett, Ben Salter, Bill Pengra, and Bill Frew have been working at the dog races in Portland.

Jack Leach has done the ferry between the mainland and Gales Island.

A Wise and Profitable Investment

NO PRIVATE firm could do it. It's against all the canons of business.

Yet the Associated Students face another year with a balanced budget and can offer an extended, not curtailed, program at a less-than-cost price.

THIS school year the ASUO will bring to McArthur court seven attractions (three of them this term) in concerts which, when artist's fees and production expenses are totalled, will cost well over \$1,000 each—a \$7,000 aggregate.

Any private firm fortunate enough to engage the services of such artists as Amelita Galli-Curci, Lanny Ross, Angna Enters, Helen Jepson, Nathan Milstein, the Hall-Johnson negro choir, and the Shan-Kar ballet would expect to receive in the return a handsome profit. And with that array of talent, such a return would undoubtedly be realized.

The associated student organization is not a private business. It is the largest and most successful co-operative organization directly connected with the Oregon student body. And, although it is, in a sense, "in business," it can offer admittance to its membership at a sum less than the expenses of presenting the series.

PRIMARILY this is made possible because, just as in the case of its other activities, the ASUO is in business for its own pleasure. Its motive is to entertain and educate card holders and not to make a profit.

The patronage of hundreds of townspeople who snap up the opportunity to witness the greater-artist concerts permits the association to offer it to the student body at a figure below cost. Tickets sold off the campus defray in part the expenses. Revenue from student tickets is budgeted to, except for a rel-

tively small surplus, to cover the remainder of the expenses.

ALTHOUGH these facts can be seen most readily in the case of the concerts where the expenditures are easily visualized, they are also applicable to all other student-presented activities.

Oregon athletics as far as student income is concerned are not budgeted to show a profit but to limit the loss to a balanceable amount. If the firm were scheduling the games to make money, it could more profitably retail the choice seats reserved for students to fans who would be glad to pay a premium for them. Student publications and the host of activities which return not a cent to ASUO coffers are likewise offered for the benefit and pleasure of members and with no thought of profit.

THE ASUO makes no appeal for members on the basis of "school spirit" or in any other nebulous, intangible way. It offers its wares in the role of a non-profit taking student service. Through it every Oregon man or coed can inexpensively become a member of his or her student body, and the student body is the active, functioning unit that makes Oregon a university.

Entering its second year under the new "divided" setup, with athletics controlled by one board and educational activities under another unit, the ASUO already has its program underway. The membership drive will begin later this week, when the student group is already functioning efficiently.

This is typical of the spirit of the student association this year and of its leaders. It is moving ahead confidently, succeeding more and more in its program of service. Its business foundations are soundly driven and it seems headed for one of the best years in history. The \$15 for three-term membership ought to be a profitable business investment.

Oregon's Enrollment Swings Upward

ANNOUNCEMENT that enrollment may exceed 3,000, made earlier this summer and confirmed since freshmen have registered and the older students are returning to the campus, is at the very least encouraging.

Business office figures, based on the prediction of an increase or decrease caused by numerous and varying factors, are seldom over-optimistic. Enrollment this term should move well above the predicted figure.

OPTIMISTIC or pessimistic, the anticipated enrollment indicates that the University is not only holding its own but is advancing steadily and soundly from depression lows. The Census compares very favorably with a

similar and slightly higher one compiled at Oregon State college.

In depression and post-depression days, technical training seems a particularly inviting field. Professional course attendance is hit when students experience a "hard-times scare" and look toward a sure-thing mechanical employment upon graduation.

The experience of Oregon is typical of that of universities throughout the nation. Nearly all report or are predicting increases this year. Because University training is largely professional and educational, especially on this campus, the statistics indicate better times in the country as a whole.

Center table has been the home of Marjorie Decker, Marcia Steinbocker, John Debe, Claire Hofflake, Ellen Dickson and other Oregon students.

Life-guarding has been the chosen field of Cliff Troland at Seaside, Bert Mowens at Cannon Beach, and Dick Sleeter at Medford.

The Eugene Morning News has employed Wendell Hodgcock, LeRoy Mattingly, Fred Tupling, Gladys Battleson, and Pat Frizzell.

During the present which Ralph Schomp, former educational activi-

ties director had charge of, Don Casciato, Clare Igoe, Fred Beck, Mary Staten, Mary Graham, Brandon Young, and Constance Kletzer acted as his assistants.

Don Thomas is now employed by the American Can company in Portland.

Workshops during the license rush at the statehouse this summer were Dick Pierce, Joe Devers, Fred Hammond, Verdy Soderstrom, Ralph Emsath, Clinton Vincent, Bud Price, Margaret Keene, Ruth Ford, Mary Starbuck, Carmen Coon, Rita Weisheit, Mary Frances Henderson, Marian Holtenberg, Alice Swift, and Helen Wiedmer.

Gordon Benson and Bob Smith have spent the greater part of the summer seining in Astoria.

Bill Van Dusen has been working on a dredge in the lower Columbia.

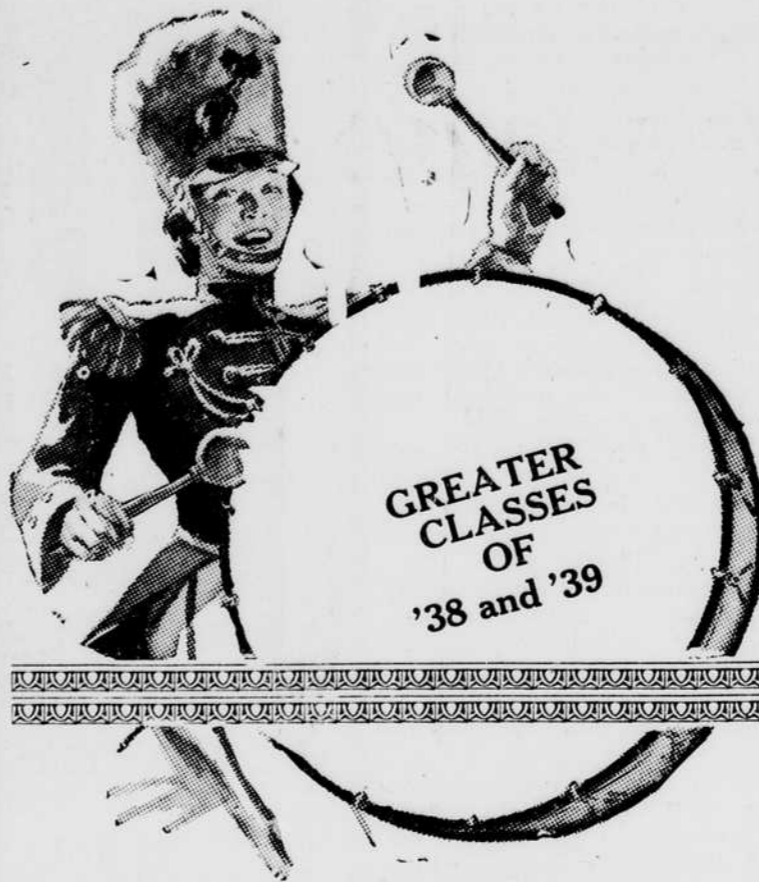
Frank Michok is working for the General Motors Insurance Corporation in Eugene.

Ted Olson worked for General Petroleum in Portland. (Next edition: Watch for Seaside Escapades.)

MEN'S PREFERENCE VOTING: Preference voting will be held in McArthur court this year at one o'clock, Saturday.

Join the Upperclass Parade

For revival of tradition and greater upper-class unity.



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This is just one of the many planned features for upperclass card holders offered by the classes of '38 and '39 this term

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