

Oregon Daily Emerald

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A Vote of Confidence

OREGON enrollees "went to the polls" in McArthur court yesterday and cast a strong vote for the ASUO.

Extension of the enrollment period from one- and one-half to two- and one-half days brought a low total of only 800 students completing registration Thursday, but about 76 per cent of that number, 600 students, became members of the associated students.

When the dust cleared in McArthur court last year and the annual drive had been completed, 69 per cent of the students boasted ASUO cards. This year's total is even more encouraging since all of the memberships sold were more or less "voluntarily" purchased because there has been no official drive by individuals or in houses.

Last year about 190 students bought \$15 all-year cards. Yesterday 230 joined the association for the entire year by this method. That makes, if this figure can be maintained in the remaining day-and-a-half, nearly one-fourth of the students members for spring term—nearly half as many as there were at the end of last spring's session.

A 75 per cent student body would be an increase of around 15 per cent over the number of student members on the campus for the average term of last year.

TODAY'S encouraging sales can probably be attributed to several factors. No matter what the reason or reasons, however, it is tremendously significant because it shows that a good majority of the people on the campus are members of and are solidly behind the student program. A poorly supported program not only fails in its essential purpose of interesting and educating students but soon finds the very existence of its activities threatened because of funds shortage.

In the years since optional fees went into effect, there has been a steady decrease in the percentages of the student body belonging to the ASUO. This year's increase is the first,

comparing fall term with fall term, since the new system was installed.

THE associated students and its two boards, educational activities and athletic activities, have learned lessons in showmanship and in salesmanship from optional fees. There has undoubtedly been a great deal of good derived from the new system, as can easily be seen by the almost incomparable improvement in the programs and activities. These improvements brought a fair return yesterday when such a high percentage of students enrolling lay down the money for their student body cards.

The fine program presented last year worked its effect on the confidence of the students. Because they received a square deal in every case last year, in spite of difficulties raised by weather, time, and expense, those who took part in activities and who saw the games and concerts confidently accepted this year's billing at its face value. And this series is undoubtedly the finest of them all.

MORE leisurely enrollment, better times financially, wiser efforts to push sales, and many other things played a part in the increase. Without a doubt, however, the major factor was the splendid program offered for 1937-38, for it is an offering almost phenomenal in its values.

Under optional membership the ASUO can probably never go above 90 per cent. Too many students work, take only a few hours, or have little interest other than academic in the University. It is entirely possible with the type of program being offered and strenuous efforts are being made to place it before reluctant card purchasers that a 100 per cent group of students really engaged in University life could be attained.

The ASUO program can be only as good as the support it receives. In the past few years it has been struggling for survival. Now it can commence to build.

Oregon Fattens the Proverbial Calf

THREE years ago a slender, blonde girl, Frances Brockman, completed her studies in music at the University of Oregon. Under the tutelage of Rex Underwood of the University music school Frances presented violin concerts here, and was featured several times with the University symphony orchestra. And the faculty of the music school, and her friends on the campus and in Eugene agreed, that in this young girl's playing there was more than a touch of genius.

After her course here was finished, Frances, with prospects of a brilliant future before her, went east to study. The promises of outstanding talent that she had displayed at Oregon became even more apparent as she continued with her studies under well-known teachers.

FOR the past few seasons she has been studying in Boston, and was presented in con-

cert with the Boston philharmonic orchestra—a triumph for a girl violinist as young as Frances.

This winter Frances, one of Oregon's most noteworthy students, will return to the campus, to thrill Eugene audiences again as featured soloist of the University symphony orchestra on December 5. Her playing—always brilliant—will be tempered by her further studies, and by her concert experiences before eastern audiences, so that Eugene, which knew the promise of her future, will have an opportunity to judge how that promise has been fulfilled.

Oregon will be proud to welcome Frances back. She has made an impressive niche for herself in the musical world, with promise of an even more impressive one to come—an Oregon "local girl who made good."

Light Opera To Be Given

"The Student Prince," internationally popular light opera, will be presented by the University of Oregon school of music this year, it was announced yesterday by Hal Young, instructor in voice at the school.

"Unless something drastic happens," Mr. Young stated, "the opera will be put on in Eugene by members of the student body, some time during the winter."

Tryouts for parts in the famous story of Karl Franz and his sweetheart Kathie, will be started as soon as possible. The play will require a chorus of about 40 boys, 25 to 30 girls, and 15 principals.

Working with the cast will be the University symphony orchestra, which last year was composed of approximately 70 pieces. The conductor, Rex Underwood, said yesterday that in addition to the work with "The Student Prince," the orchestra will present a series of five concerts, one ASUO concert, and an NBC broadcast now scheduled for December 5.

GO TO NEW YORK

Five students who graduated from the school of business administration last June have gone to New York City to accept graduate scholarships in retailing at New York university for this year, according to Dr. N. H. Comish, professor of business administration. The students are Edna Bates, Elaine Comish, George Economus, Ralf Finseth, and Ralph Miller.

Fort Innovates New Brainstorm, UO Rally Dance

Sam Fort and June Brown, newly appointed rally chairmen, announced today plans for a rally dance which will be held on the

library terrace. The idea of a rally dance is something new, and as an idea innovated by Sam Fort may take the place of the regular assembly meetings. Plans have been made to hold the dance on the Thursday preceding the Oregon-Stanford football game.

At the dance, a no-date affair with an ultra-informal atmosphere,

coaches, yell leaders, and the football team will be introduced to the student body. Popcorn and peanuts will be sold.

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