

Oregon Emerald

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Flashy? No---Consistent? Yes

THE coming of a new year, bringing with it the resulting tendency to take a good look at the old, gives rise to the realization that in the course of the year just past, any year, many outstanding events occurred. Writers everywhere add up the score, selecting the "ten best" news stories of the year, and much of this sort of thing goes on.

Not spectacular enough ever to rate an honorable mention as an event, it would seem nevertheless that the ASUO ought to take unto itself some kind of leather medal for consistently getting "in there" with cold figures when it comes to offering inducements toward the sale of student body cards.

Time after time, term after term, it is the same story—the actual cash figures, which are neither padded nor hot air, add up to such a total that nobody even bothers to take them seriously, unless they try paying cash piece by piece.

THE lineup which goes on the block at McArthur court at registration this morning is typical of the ASUO success story. The total figure is so big that it almost amounts just what it says.

Take basketball, for instance. Basketball, increasingly popular everywhere, is undoubtedly the red-letter, double-barreled, capital-to-a-whole-year's ASUO fee—and it means letter attraction of winter term. Everyone

goes to the games; and Oregon is playing winning basketball these years.

Add up the Igloo games alone and it beats the price of the card. But still there is more. There is culture, and a student body dance—and even the Emerald.

THE ASUO, in business for itself, has grown cagy in its old age. It must cover much ground with scant funds. It takes no chances on sentiment, although sentiment and spirit are perhaps more important than canny shoppers would be willing to admit. The prime pressure focuses upon reason, in the shape of actual, down-to-the-nickel, irrefutable, money's worth.

It was not always this way, both here and at the state college. It used to be that part of the inflexible fees at registration was the student body tax. They were not always sure about whether they were getting their money's worth in those days. They paid anyway, because they had to. It cost money in large figures when the non-optional fee was abandoned, but at least it made logicians out of the powers who arrange student body card lineups.

Another term, another add-it-up job of card underwriting, and the ASUO, not a "ten-best" in flashiness, rates the inner circle for steady plugging away.

Behind the 8 BALL

With JACK BRYANT

Happy New Year didja have a good time? . . . What'd ya do?

The campus was certainly dead after everyone left Thursday . . . the Saturday before Christmas everyone was down on the main floor of M. & F. . . . Two Oregons were working in the store that we saw . . .

Mary McCormack and Muriel Patterson . . . just stand in one place and watch the people go by . . . lots of people and lots of Oregons . . . the Storli brothers were obvious . . . Glenn Povander helped take in Gulliver . . . Saturday night, Wally's dance uptown . . . good show though . . . For Sundays Clatskanie is a good place . . . kinda had having the holidays come with Sunday on account on the repressed celebration . . . Monday is a good day though . . . it begins the preparation for New Years . . . never could figure out what the big idea of two big nights so close together is for . . . Christmas is celebrating Christ's birthday and New Years evidently the beginning of our AD stuff . . . seems as though they should be on the same day . . .

Stranger things happened though . . . take for instance, our pal, Larry Hilair's establishment . . . He has that cute original "the best people in the world are our customers" sign and motto . . . but he sure missed his cue when the Oregon mob moved in . . . It's still a good place to pay high prices for poor service and worse stuff . . . Paid Ad . . . Sluther Sluth is reported watching Barbara Trim after after she revealed confidences during the holidays . . . BRAWL: the Miami Triad deal in town Sunday night . . . mostly not present Oregon's . . . not everyone was in that condition either but it was tip-sy . . . not only that but the guys that went forked over \$1.50 per couple . . . most of 'em outside are wondering how they got by John Law as the town was not supposed to have had public dances on Sunday . . . GOOD DEAL: the Chi Psi's party on the Lake Bonneville . . . dancing on the river can be fun, if you have a boat under you . . . SOITOLDHIMOFF: Jo Stinette . . . says she isn't going to date this term . . . She is through with men . . . Joe G must have run out of Christmas cards . . . Betcha: few, if any resolu-

tions will remain very long to be one the safe side, at least one person didn't make some . . . Interview

Oregon has a good team and should do very well in the conference, Wally Jo and Bob . . . OSC has a little guard named Valenti that is good, but other than that the Beavers just look "big and rough."

THEY WENT TO MT. HOOD TO SKI, but it rained all the time so they played bridge . . . Rocky, Delores, Mary, and Johnny . . .

Anticipated . . . a couple of rings to be planted soon . . . Ellen Baldwin, a Phi, got Hal Haemer's ring the other day . . .

Sutley Returns From National Meeting

Paul Sutley, executive secretary of the YMCA, returned to the campus Tuesday after attending a national Youth Committee Against War meeting in Chicago during vacation.

Chairman of the nomination and personnel committee at the conference, Sutley was appointed to the national council, between-conference governing body, by Franklin Littell, national president.

Plans are being made, Sutley said, to re-form the campus Youth Committee Against War started last year. With the local chapter of the Fellowship of Reconciliation as organizer, the group will probably include high school as well as college students, Sutley said.

Few in Infirmary During Christmas, New Year Holidays

"Meddy Grismus (sniff) add a Habby Dew Year—phooey," emphatically state the remaining inmates of the campus infirmary who were passed up by the holiday fever only to catch one of a more serious nature.

Hospital routine continued as usual over both Christmas and New York. Even Santa Claus couldn't deliver his presents after visiting hours.

The scarlet fever cases were dispensed with over the holidays while colds and flu predominated. For two days the infirmary had no patients whatsoever. The two inmates there yesterday were Imola Mitchell and James Lonergan.

Winter Term

(Continued from page one)

dean's office by 7:30 that morning, and rushees may get them between 8 and 9. Replies, also sent exclusively through the dean's office, must be in by 9:30.

Saturday evening will be preference dinner night on sorority row, with pledge dinners scheduled for Sunday noon.

Rushing in men's groups will not observe a special rush week, but open rushing will be in force for all fraternities who have not yet completed their quotas. Greeks must file their desire to pledge new men in the office of the dean of men before so doing.

We asked an authority on business . . .

Jan. 2, 1940

Work on the Emerald is excellent business training and is a valuable part of a student's experience. A newspaper is not merely a literary project; it is a business enterprise. It affords work in advertising, managerial experience and contact with business men in the community. Students in business administration will find time spent in promoting the Emerald's work an excellent investment.

VICTOR P. MORRIS,
Dean, School of Business Administration

Dean Morris' letter is so similar to word received from leaders in other fields of business . . . manufacturing, retailing, wholesaling, etc. . . . that we wish to let you know of it.

Students who wish an opportunity to participate in the business department of the Oregon Daily Emerald should see George Luoma, Emerald Manager. Phone 3300 local 354 or drop in at the Emerald business office in the Journalism building.

Oregon Emerald

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STONE'S CAMPUS STORE
1231 Alder St.
For All Student Supplies

HERE'S a merry toast to what 1940 holds in store for you, our patrons. Our best wishes to you for the very jolly New Year.

UNIVERSITY GROCERY
790 E. 11th
Opposite Kappa Sigma

For Rent
A LARGE, quiet room. 1665 Fairmount.

The BAND BOX

By BILL MONLEY

By BILL MONLEY

Miller-Manna
Old Kris Kringle brought many a royal gift to his public this Christmas but to swing fans the sweetest present of all was Glen Miller's first air show with Chesterfields. Boy, oh boy, talk about combinations . . . Uncle Glen and The Andrews on one program really tops all other dance bands menus on the air. And how the audience went for Glen on the first show! They yelled, whistled, and pounded the floor all through the num-

bers. When the band swung out on "Sunrise Serenade" we poor gloops sitting home by the radio could hardly hear the music, due to the uproar from the crowd.

A Pox on Sweet Sam!

Another change during the holidays was Sammy Kaye's replacing of Larry Clinton on Tuesday night broadcasts. How anybody can like Mr K's insipid dishings-out is beyond the belief of this music ear. He sounds like a combination of Kay Kyser and Blue Barron with the faults of both. However, if you like your dance music with several layers of sugar don't miss Sammy Kaye.

Tin-Pan Clinton

Most people don't know that Larry Clinton had written over 130 popular songs before he picked up a baton and started on his career as orchestra leader. Among his famous compositions are "A Study in Brown," "Satan Takes a Holiday,"

"Shades of Hades," and the famous "Dipsy Doodle."

Mirror for Musicians

Down Beat Mag has finally completed its poll of the professional musicians' opinions about each other.

Swing:

- 1. Goodman
- 2. Miller
- 3. Crosby
- 4. Shaw
- 5. Basie
- 6. Ellington
- 7. J. Dorsey
- 8. Krupa
- 9. Savitt
- 10. Barnett

Sweet:

- 1. T. Dorsey
- 2. Miller
- 3. Gray
- 4. Kemp
- 5. Kyser
- 6. Lombardo
- 7. S. Kaye
- 8. W. King
- 9. J. Dorsey
- 10. Heidt

Miller got more votes than any other band but they were split between sweet and swing. It's certainly an unusual feat for a band to be just about tops in two distinctly different types of music. Woody Herman, J. Dorsey, and Jan Savitt were voted the most underrated bands in the business.

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FOR YEARS AND YEARS

THE UNIVERSITY CO-OP has been recognized as the standard-bearer for students at Oregon in their battle for low prices combined with high quality merchandise. We have consistently followed this development until now our customers are able to purchase their needs more cheaply than in larger cities. This year we began our greatest year on the campus. A fine new building with new merchandise and better service at an even more ideal location brought Oregon students outstanding Co-op service. A 5 per cent dividend on all purchases made, declared at the end of fall term, was welcome news topping a successful new term. Again you are going to find the "Co-op" your best student store.

The University 'CO-OP'

"ON THE CAMPUS--WEST OF THE ADMINISTRATION BUILDING"

Another new term is starting and the "Co-op" is again ready and fully equipped to serve your every need . . . a full line of fountain pens, textbooks, notebooks, paper, portable typewriters, cameras and supplies, sport supplies, candies and tobaccos. Then there are the many little services we are always glad to render . . . cashing checks, ordering books, co-operating with campus organizations in many of their functions and so forth.

SAVE CASH REGISTER TICKETS THEY ARE WORTH MONEY

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Nineteen Years of Service on the Campus

One example of the "Co-op's" ability to give you better merchandise and service at lower prices is our "C.B.A." notebook and typing paper. Together with twenty-three college stores on the west coast we carry the high grade "C.B.A." notebook and typing paper. Look for the "C.B.A." watermark--it assures you the best grade of paper made on the Pacific Coast. It costs no more.

And remember our rental library. You may read as many books as you wish for \$1.00 a term. Or take books at daily rental, 1c and 5c.