

It's All-American Now



Editor Leonard Jermain (right) and Managing Editor Lyle Nelson look over a copy of the Daily Emerald which was awarded All-American rating yesterday in a nationwide contest sponsored by the Associated Collegiate Press. Under Jermain, a senior in journalism, several new ideas, designed to modernize the Emerald, have been instituted.

Survey Rates Pictures, Eight Ball, Features Most Read in Emerald

How thoroughly does the Oregon undergraduate read his daily Emerald?

Well, at least 99 per cent of the people who get hold of a copy of the paper look at the pictures on the front page, and nearly as many read the cut lines. Coming in for a close second is Jack Bryant's "Eight Ball" column on an inside page.

Random interviews with 118 students, divided into class and sex groups, taken by senior editing students in the journalism school this month, indicate the comparative reader interest of each feature of the daily.

The issue used for the survey was that of Friday, April 5, 1940. The pictures of Glenn Hasselrooth and Jerry Lakefish were seen by 99 and 97 per cent of the readers respectively.

Eighty-one per cent of the students read the gossip column of Bryant's.

'Spring Varieties' Most Read
Most-read news story in the April 5 edition was the review of the Spring Varieties show presented under a two-column head at the bottom of the page. Seventy-eight per cent of all readers read this story, and 35 per cent went on to finish it on page 6.

The second most-read story was a feature on "apple polishers" who honored Dean of Journalism Eric W. Allen on his birthday. It was read by 72 per cent of the Emerald's public.

Played as the top story on the front page by the Emerald management was one concerning a meeting of the ASUO executive committee. But only 64 per cent of the readers read it.

Indication of reader interest in dance publicity stories came from the survey, which showed that 63 per cent read the "Harlem Hop" story on a dance scheduled a week away. Another feature of the survey gave actual statements that students like plenty of publicity material on campus affairs.

Editorial Attracts 32 Per Cent
Editor Bud Jermain's editorial attracted 32 per cent of the readers April 5. It dealt with the possible student body membership that would exist with the compulsory \$2 fee plan.

Although the "Eight-Ball" was leading in popularity, its brother, the "Band Box" column, attracted 28 per cent. The Emerald's third column, "Duck Tracks," attracted 44 per cent of the readers.

(Please turn to page seven)

IN TODAY'S EMERALD

Campus Calendar	3
AWS Program	6
Social Calendar	8
Edits	2
Sports	4, 5
Once Over Lightly	2

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Frosh Class To Choose New Officers

Polls to Be Open All Day Tomorrow At YMCA Hut

Oregon first-year students will go to the polls tomorrow and from a field of eight candidates choose four officers who will handle class destinies for the 1941 school year.

Voting will be in the YMCA hut, it was announced yesterday by the educational activities office, and will last all day. Only students possessing class cards will be allowed the voting privilege.

Cards cost 50 cents and include a 50-cent reduction on the Frosh Glee dance which is scheduled for May 25. They will be sold until 5 o'clock today at the activities office in the Igloo, but there will be no sale tomorrow, the day of elections.

Candidates for frosh offices were announced last week at a class meeting and include two nominees for each position. Len Ballif and Bud Vandenevnde will oppose each other for the presidency. Other candidates are Peggy Rakestraw and Marge Dibble, vice-president; Ruth Hartley and Mary McAdams, secretary; and Mac Dietrich and Reid Farrell, treasurer.

UO Orchestra To Give Concert

Emerald Sponsors Free Symphony Tuesday at 8

Fresh from their glowing triumph as the 70 strong accompanists in the music school's production of Mendelssohn's "Elijah," the University of Oregon symphony orchestra and Conductor Rex Underwood will return to the stage in the music auditorium next Tuesday night at 8 o'clock to play a free concert of their best-liked numbers expressly for the entertainment of University students.

The concert, which is under the sponsorship of the Emerald and is an expression of the "All-American" daily's wish to bring good symphonic music within the reach of all, was suggested to Mr. Underwood some weeks ago by Editor Bud Jermain.

Further details, and the complete program will be found on Page 6

Scenes from Fete May Appear in Roto

Yesterday Junior Weekend heads announced that the University had been offered an opportunity to reproduce scenes from the fete in a newspaper rotogravure section.

The pictures must be taken this morning, John Cavanagh, promotion chairman, said, and any student wishing to appear in the picture should contact Rex Roberts, this morning. Roberts will have charge of taking the photos, which, he said, by a series of shots will depict the history of Junior Weekend.

Governor Is Guest at AWS Banquet



Photo by Ted Kenyon, Emerald staff photographer
Charles A. Sprague, governor of Oregon, shown as he greeted visiting AWS delegates on behalf of the state at a banquet held last night in John Straub Memorial hall.

Governor Sprague Talks To Convention Delegates At AWS Formal Banquet

The state of Oregon was laid at the feet of AWS leaders and deans of women of the 11 western states by Governor Charles A. Sprague at the formal banquet last evening in John Straub Memorial hall.

The governor and Mrs. Sprague were special guests at the "Oregonized" dinner which also honored Mrs. Sheldon Sackett, vice president of the state board of higher education.

As guest speaker, Mrs. Sheldon declared that the qualities, zeal, devotion, and intelligence were needed to keep and perfect a democracy. She pointed out the difference between the cry of former generations for "more leadership" had been changed to a modern plea for people "who could evaluate leadership."

Hal Young, professor of voice, entertained the 200 representatives with several vocal selections and to complete the musical program the Alpha Tau Omega fraternity presented several chorus arrangements of popular campus songs.

Among the University dignitaries introduced by Toastmistress Hazel P. Schwering, dean
(Please turn to page seven)

Law School Fete Committees Named

David Rementeria, second-year law student from Ontario, Oregon, was appointed general chairman of the law school "Junior Weekend" yesterday by Denton Burdick, president.

At the same time, the law school prexy appointed committees which will start work immediately in preparation for the event which will take place May 3, 4, and 5.

Parade committee members are David Silver, John Luvaas, and Bob Reckon.

John Hay is in charge of contacting and signing a band for the spring dance scheduled for the fourth. Bob Havens and Leon Olmstead are on the hall committee.

Kenneth Abraham and Wendell Wyatt are to invite patrons and patronesses. The ticket and finance committee includes Bill Robert, Floyd Hamilton, Bob Goodwin, and Bob Tongue.

Publicity men will be Hugh Collins and William Lubersky.

Caustic Comment

O'er the coming frosh election, All the campus is a'twitter But I think the politicians Could stand a little close inspection.

The system has me muddled The present setup can't be true, Where scholars must perform The way a bloc head tells them to.

—J. W. S.

Aquatic Show to End Tonight



These seven girls, all members of Amphibians, will appear in "Pleasure Island," water show, for the last time tonight. The final performance will be given in the men's pool at 8 o'clock.

Tonight will be the last night of "Pleasure Island," Oregon's annual aqua event, being performed by mermaids and mermen straight from the campus who are members of Amphibian and the men's varsity swimming teams.

Monday night's show was put on exclusively for the delegates here this week for the Associated Women Students convention. Tonight will be open to everyone.

Several formations will be attempted in tonight's performance, one built on triangles, a waterwheel of four girls, and one on the plan of a wheel with four boys making the hub and four girls the spokes. Two boys also do a tandem of butterfly and breast strokes.

(Continued from page seven)