



THE CURTIS STRING QUARTET concluded its summer concert program last night in Schwab. Playing, from left, are Jascha Brodsky, Mehli Mehta, Max Aronoff and Orlando Cole.

In addition to presenting chamber music recitals, the four men have taught high school musicians enrolled here for summer orchestra training.

## Aronoff Predicts Vast Growth Of Summer Music Program

Development of a "real music festival, the same as Tanglewood has," is foreseen for the University by Max Aronoff, director of the New School of Music in Philadelphia and a member of the Curtis String Quartet.

Aronoff said Tuesday he could visualize vast growth in the summer music program here. The University, he said, has "marvelous facilities" for a summer festival featuring opera, orchestra and chamber music.

**THE CURTIS** String Quartet ends five weeks in residence at the University tomorrow. Aronoff, violinist, Jascha Brodsky and Mehli Mehta, violinists, and Orlando Cole, cellist, have taught and given concerts on campus under the sponsorship of the Artists' Series, the School of the Arts and the summer Band, Orchestra and Chorus School.

The "BOC," as the Band, Orchestra and Chorus School is popularly known, provides five weeks of instruction for promising students of high school age.

This concentrated study for the high school orchestra members has alerted many to what they have to learn and has created a great curiosity about chamber music among them, Aronoff said.

A FEW YEARS ago, he said, the United States got scared about Russian advances in scientific fields and emphasized studying physics and mathematics.

"We need the same tightening in music," he added, because there has been "a lot of fooling around" by students and not enough serious work.

This feeling led Aronoff to

found the New School of Music in 1942. He was concerned then that so few music students were being trained especially to play in symphony orchestras. The New School was established to emphasize orchestra instruction.

Aronoff is still concerned over the "dearth of string players." Thirty years ago, he said, there were only about 20 orchestras; today there are 1,150. He attributes the increase to school music programs, the "hi-fi bug" and FM radio concerts.

"Now every city wants its own orchestra," he added.

A "TREMENDOUS growth" in the number of orchestras is coming as well, Aronoff said, as the country becomes more music conscious in its "cultural explosion." People have largely completed the stage where they wanted to buy things, he said. Now they want to do things — to hear music and to see plays, he added.

The resulting boom has often left orchestras at a loss for qualified personnel, he said. The New

School strives to fill the need for first class music preparatory schools and was established to aid students anxious to learn.

"If they want help, we want to help them."

ANOTHER FACTOR in the shortage of competent musicians, Aronoff said, is the growing demand made by modern music. A decade ago, he added, "a program might consist of an overture, solo concerto and standard symphonic work. Today's player must be able to perform not only the traditional works but must possess a playing knowledge of a rapidly expanding literature."

All members of the quartet are members of the faculty at both the Curtis Institute and the New School. Aronoff, Brodsky and Cole have played together for 35 years. The group has conducted many institutes similar to the one here this summer and has toured the United States and Europe several times.

There are only two kinds of parking nowadays—illegal and no.

## Saving Stamp Boom Marked by Changes

The "lick 'em and stick 'em" business of trading stamps is booming and still growing as recent surveys show that women are flocking to the stores, which give the trading stamps they are currently saving.

WITH DOZENS of brands of trading stamps now being given by thousands of stores across the country, the "saturation" of the field will lead to changes in the trend of the trade, Harold Neigh, extension specialist in consumer economics, said recently.

Some of the proposals for helping the situation of the mounting number of brands of trading stamps now in use include setting up local "stamp swap shops," Neigh said.

Customers could take in the trading stamps which they have received but are not saving and trade them for others they want.

Another new idea in the field is the current offer now being made by some companies to give free movie tickets, admissions to sports events, vacations or other entertainment for filled stamp books instead of the standard merchandise offered by most stamp companies, Neigh said.

While trading stamps are usually worth only about 2 per cent of the total dollars spent by the

consumer, they are nevertheless important savings, Neigh said. IF HOUSEWIVES and others are indifferent to saving trading stamps, this can amount to tremendous profits for the stamp company because the stamps and indirectly, the premiums have already been paid for by the store which gives them, he said.

### Alumnus Named Supervisor at Inn

Luther R. Walbridge, a University alumnus, was recently appointed food supervisor of the Holiday Inn in State College.

Walbridge, 31, received his bachelor of science in hotel administration in 1958 and completed work recently on his master's degree in business administration, majoring in marketing, at Syracuse University.

Walbridge's most recent professional position was as manager of the inplant food service facility of Brock and Co., Inc., of Philadelphia.

From its inception, the Holiday Inn has been owned, organized, designed, constructed and now managed by University graduates, according to Alex Gregory, secretary-treasurer.

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