

# Stanford Man Urges Change For Colleges

### Dr. Wm. Martin Proctor Advocates Junior College Plan

### Educator Addresses Meeting of Faculty

### Upper Division School For Stanford

One of the strongest exponents of the upper and lower division colleges and a man who is an authority on vocational education was a campus visitor yesterday and spoke before several groups on the topics in which he was vitally interested.

He was Dr. William Martin Proctor, professor of vocational education at Stanford University, who spoke at a meeting of the faculty in the administration building yesterday evening and also at a banquet given in his honor by Phi Delta Kappa men's honorary educational fraternity.

Stanford, he told the faculty, has developed the junior college idea considerably. There students do not major in any subject their first two years. When they are juniors they choose a major which must be approved by an advisory board.

Stanford is looking forward to the elimination of its lower division and becoming entirely an upper division and graduate university. Each year the number of entering underclassmen is reduced, until in 1934 none will be admitted, he said.

One of the first researches to be made, is the relation between vocational objective and school success. It is popularly supposed that persons who know what life work they are going to follow do better work in school than ones who have not yet decided upon a career, explained Dr. Proctor at the Phi Delta Kappa banquet in his honor.

"Another research is on the relation between emotional interests and vocational success. Dr. E. K. Strong of Stanford has been making extensive studies in this field and he finds that the interest pattern of the engineer differs almost completely from the interest pattern of the lawyer. A third research involves the effect of college admission requirements upon educational and vocational guidance. A recent survey of American colleges shows that 70% of them refuse to accept high school transcripts where the student has taken as many as five out of fifteen units in specialized and vocational subjects."

Guests at last night's banquet, which was held at the Anchorage, included Dr. O. F. Stafford; Superintendent J. O. McLaughlin of Corvallis; Dean J. F. Bovard; Dean Elmer Shirrell; Dr. C. L. Huffaker; Dr. H. R. Taylor and father; H. A. Nottter, principal of Roosevelt Junior High, of Eugene.

Dr. Proctor was formerly an Oregon man, having been professor of education and dean at Pacific University before going to Stanford. His interest in the University of Oregon campus is doubly keen because it was his brother who did the sculpture work on the Pioneer. Mr. Proctor had looked the country over trying to find a suitable model and finally found a trapper in eastern Oregon who was quite perfect for the part. He was to go to Palo Alto so that Mr. Proctor could do his work at home, but when the trapper arrived in California, he had shaved his beard and had acquired a tailored suit.

## Matrimonial

(Continued from page one)  
I am. I don't mind if she's a little bit dumb, if she is versed in household arts and is quiet and not over-spoken.

"Smart and charming" were the first requisites which Merrill Swenson, junior in pre-law, demanded of

an ideal wife. "I should like her to be apt of speech, well informed, but not brilliant or scholarly. She need not look like a picture but she must be trim and of the right type. I insist that she be broadminded but discreet. Either blondes or brunettes are acceptable but blondes are generally more petite. She must like home life but need have no affinity for household drudgery. Cigarettes are not necessary but not objectionable. Above all else she must be adoring and adorable. Her loquacity must be curbed by good judgment and a furious temper is very desirable as it adds to the interest of living."

Glenn Godfrey, freshman in journalism, refused to commit himself on size, age or complexion for the ideal. "Maximum work in minimum time," was his only demand.

"My wife doesn't need to be beautiful," said Bill Crawford, junior in business administration, "and she can be a blonde, red-headed or a brunette, but she can't be dumb! And I'd like to have her do the unexpected. . . . Keep me interested. There's nothing worse than being bored. Of course, compatibility is a good thing."

The co-eds are just as emphatic in their views.

Ruth Creager, freshman in journalism, says: "I should like a good-looking man, but if he isn't good-looking it won't make any difference. I don't care if he is a blonde or brunette, but he must be taller than I. I hope he doesn't know how to cook because he won't be telling me what is wrong with the meals. He must be a good dancer and like to swim and play tennis, and if he appreciates good music, so much the better. I want him to notice the sort of clothes I wear and to tell me if he likes them."

Mary Benton, editor of the Oregonian and a senior in journalism, wrote from the leap year point of view: "Of course," she said, "if one must have a husband he should be an ideal. And now that this is leap year I suppose we should be taking this problem quite seriously. . . . Wig Fletcher tells me he would make an ideal husband, but the catch is, he didn't say for whom. Then there is Ron Hubbs, but he contends that his wife must be shorter than he is. Course, Will Rogers would do, but I guess I am not international enough for him. So what's the use of having an ideal. . . they have opinions on the subject too."

"My husband must be tall, dark and good-looking," insists Irene Ufer, junior in journalism. "Also must be in ideal dancer and one who will take me out a lot. I don't want him to be domestic. . . I'd rather like him to play golf and be a mediocre bridge player. His interest must be centralized in me. I'd rather he was reasonably rich because I couldn't stand to help support a family."

"A well-read man," believes Etha Jeanne Clark, junior in written English, "would be the most ideal husband, but I wouldn't like a brilliant one. He should be domestic by nature and not want to go out to dances or shows more than two or three times a week. He must be tall and not necessarily good-looking. However, none of these requirements count if he is in love with me and I with him."

## RED RIDERS of CANADA



Last Day  
A Red Blooded Epic of the Northwest Mounted  
—with—  
Patsy Ruth Miller  
and All Star Cast

Comedy News  
—  
Continuous Today 1 to 11  
Doors Open 12:45  
REX PRICES

## Dean Allen Gets Unusual Volume Of Fine Printing

### Hicks-Chatten, Portland, Send Costly Work For Present

### Limited Edition Displays Superiority

A notable book on the progress of photo-engraving and letter press printing in 1927, printed in a limited edition estimated to have cost well above \$100,000, and to have required the services of over 8000 men and women to produce, was presented to Eric W. Allen, dean of the school of journalism, recently by the Hicks-Chatten Engraving company, of Portland.

This book, "Achievement in Photo-Engraving and Letter-press Printing," is the result of a year's endeavor by the American Photo-Engravers' association to fittingly mark a period of epochal work in the field of graphic illustration.

Many Concerns Contribute  
Included in the volume are inserts from over 350 photo-engraving concerns and printing establishments. This demonstrates in a myriad array of brilliant illustrations the nearly perfect state to which the art of illustrating in color by mechanical means has achieved by the photo-engraving process.

The specimens of color printing and engraving processes are reproductions of illustrations in books, advertisements and special brochures that had special sale during 1927. They were gratuitously furnished by the engraving companies composing the American association of photo-engravers to further the record of achievement in the art work of the craft.

Photo-engraving is a mechanical art that is second in importance only

to the printed word. A comparison of the illustrations of current books and magazines of today with the type of art work in use in commercial advertising ten years ago, will at once convince even the uninformed of the tremendous advance made in the use of color printing in advertising and illustrating, as well as the vast improvement in technical excellence of the plates used. A number of articles clearly explaining the intricate processes in the manufacture of printing plates by the photo-engraving process, accompany the illustrations.

The value of color printing to the advertising world is attested in a score of brief eulogies by the biggest buyers of color work for advertising purposes in America. It was the consensus of opinion of these dignitaries that without the recent advances in the methods of art printing that advertising results would lag far behind its present degree of efficiency, and that art work in commercial printing had done much to improve the public standards of art appreciation in America.

The frontispiece of the volume is a reproduction of a water color painting of old Santa Barbara Mission, printed for John Henry Nash, of San Francisco. Mr. Nash is well known to Oregon newspaper men for his outstanding work as one of the nation's great artist-printers, and for his work in encouraging and personally supervising the production of fine books by students of typography at the University of Oregon Press.

## State's Schools May Have Single Regents Board

### 'Fee Jumpers' Attacked By Body in Move To Save Money

(By United Press)  
PORTLAND, Ore., Feb. 3.—Feasibility of "a single board of regents for all state institutions of higher learning" will be given a critical study, the sub-committee of the state tax investigating committee that is charged to find some way to reduce state taxes decided here today.

The motion to delve into the question of a single board of regents was made by Lee Barnum of The Dalles and was seconded by E. E. Brodie of Oregon City. The resolution also included a provision for a study into comparative costs as between the different institutions,

the number of students actually resident in other states, and the practicability of increasing foreign students' tuition charges.  
Brodie said he was confident that some day all the institutions would be under one board of regents and that when that time came there would be a very material reduction in cost of maintenance.

STANFORD UNIVERSITY, Feb. 3.—P. I. P.—The poliomyelitis (infantile paralysis) situation on the campus is improving, it is believed by Dr. Thomas A. Storey, according to a letter issued from his office on January 31 which said:  
"There are now eight cases in the Isolation hospital; the last case was admitted Monday evening. All these cases are now without fever; no one is uncomfortable; and not one has suffered paralysis."

Subscribe for the Emerald

### Don't Get Caught Redhanded

—washing your own laundry. It's bad for you and worse for your clothes. Keep both clothes and hands white by calling Newt.

Phone 252

## The Domestic Laundry

## From LARAWAY'S

## To My Valentine



MR. MAN, this is just a little reminder that Valentine Day will soon be here! If you're thinking of giving a gift, think of Jewelry. Our selection of Diamonds, Watches, Pearls, Toilet Sets are priced specially low for this occasion! Won't you come in and let us assist you in choosing!

Give Her a Laraway Diamond

## SETH LARAWAY

Diamond Merchant and Jeweler

### You Know

there are many folks who don't come into our little "shoppe" just because they don't like our old-fashioned table cloths. Oh, gee! Wish we could please everyone!

BUSTER LOVE'S

832 Will St.  
The first student to present this ad at Buster's today gets a free meal.

### See Me for Better Vision



Dr. Royal Gick  
OPTOMETRIST - OPTICIAN  
Next to First Nat'l. Bank

## McDONALD

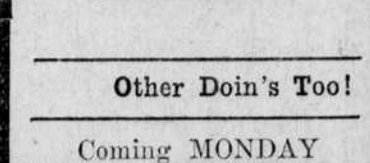
Tonight!  
Tonight!  
Tonight!  
COLLEEN MOORE



HER WILD OAT  
It's Colleen's Cleverest Comedy and That's Going Some!

And—  
Geo. McMurfhey and his KOLLEGE KNIGHTS and the CHORINES

Other Doin's Too!  
Coming MONDAY  
THE ANSWER TO  
BEAU SABREUR



BEAU SABREUR  
A Paramount Picture

## That practical joke about looking upward

You can't help yourself. If you see someone standing still in the street, looking upward, you bend your neck backward. You want to see too. You want to know what's going on.

That instinct is perhaps the main reason for newspapers. So you can know what's going on. Going on among your neighbors, among the people in the next state, in other lands. You want to know the news.

And that's what advertising is for, too. So you can know what's going on. So you can know the news about styles in clothing, about theories in foods, about the latest improvements in radio amplifiers or automobile engines or face creams. News! You want to know the news.

The advertising in this newspaper is here to tell you things. It is here to keep you in touch with the things that are going on. Advertisements are interesting. They are useful. They are news.

### Don't miss news

## Tires for that Collegiate Ford

Good Used Tires that will make the old Ford go rollin' along the rest of the school year—cheaply. We repair tires, too.

## B & M Tire Co.

845 Olive