Work Nearly

Finished On

Bronze in Chicago

Entirely for Stand, Says

Rex Sorensen

Chicago to be cast in bronze.

of sculpture. discovered the usa-

bility of the sandstone last year

and inaugurated it into the sculp-

ture department. Western sand-

W.S.C. QUINTET TO HAVE

(Continued from Page One)

Robertson has played his usual

inconsistent game this year, but

Reinhart hopes that some day he

basketball of which he is capable.

In several games in California and

in the final Ashland encounter

Robertson showed flashes of bril-

liance. Watts, Robertson's running

He is a good defensive player and

can be counted on for his share of

durable nature.

any mix-up.

the scoring.

for the bronze cast.

¢ 7

71

Straub Bust

OREGON DAILY EMERALD

TONGUE ASSUMES

press in a few weeks.

first opportunity."

"Despite the cut made in the

are urged to aid in the undelayed

publishing of this year's edition by

Those new students, or those not

as yet contacted, who wish sub-

scriptions to the book may obtain

them from the various house

OFFICIAL DUTIES

ON '33 YEAR BOOK

Page 3

Air Program Will Star **Two Graduate Students**

Rolla Reedy and Wallace Campbell, two graduate students in so-ciology, will feature a new radio program entitled "The Road Ahead" which will have its initial release this coming Sunday over

This feature will be broadcast every Sunday between the hours thought playing basketball on Fri- happen to me." But she spoiled of 2:30 and 3:09 p. m. and will consist of information which is not "in the headlines." Music and appropriate short bits will be given by Bob Hall had no opinion either prominent students on the campus. This week's artist will be Ted Pur-Bill Bowerman, student body more about it tomorrow night," representatives Tongue urged the cooperation of the students in col-football players take great joy and he laughed. "I'll have to wait till sley, who will play a medley of Spanish and Hawaiian numbers.

On 'Organizing Myself'

Prof. W. G. Beattie of the extension division will present the second in a series of lectures under all." "Cap" Roberts, leader of Ore-con's hoop aggregation (see sports proved at Co-ed Capers—she's The title of this Sunday's topic

meeting of the group.

Les Dunton, president of the Plans Sunday Session Westminster organizations, will open the forum at 6:30 in the eve-ning with a consideration of the question, "Is There a Personal God?" Alma Herman will lead the

worship service. book on "The Prophets and the S. S. SMITH AND ISOTOFF STUDY DATA ON NOVEL

(Continued from Page One) second of a series of visits being | Richardson; and an index of psyportant novels of this type since made to study the different meth- chological phenomena as illustratof worship in Eugene's ed in this fiction.

Kenneth West

Expert Now at

KRAMERS

churches. Mrs. George P. Winchell will speak to the Wesley club Sunday evening on "Competition in the Economic World." Miss Goldie Finger and Perm. Wave Bears will lead the meeting. A social half-hour beginning at 6:30 p. m. precedes the regular meet-Phone 1880 853 13th E. ing.



Unsuperstitious Oregonians

day the 13th," he remarked, "so Marguerite Tarbell, A. S. U. O. secretary, declared, "You can say Station KORE. I plan to stay in bed all day tomorrow so nothing can possibly

scriptions to the book and in add-ing more names to the list of nearly 900 who have signed for plays for Southern Cal, always "I'm not a bit superstitious," she wears number 13. In the Pitts- stated solemnly, "but I'm not tak-Next week-end, according to burgh Rose Bowl game his sweat- ing any chances. They make so

Tongue, will be absolutely the last er was torn off, and he was imme- much noise about it, there must be chance students or townspeople diately issued another number 13 something to it." She claimed that will have to buy copies of the sweater. Johnnie Kitzmiller wore she has never walked under a ladbook, as the publication will go to number 13 in professional foot- der in her life. And if a black cat der in her life. And if a black cat should cross her path! . . . But, Myself," at the Westminster house Oregana budget this year," stated gon's hoop aggregation (see sports proved at Co-ed Capers-she's

Tongue, "the book will be up to its page), has very definite ideas on usual size and quality. Students the subject. "I was born on Fri-it in out of the cold. in preparation for which question naires were distributed at the last

University M. E. Class

The University class of the **Specialist on Soils** Methodist church will meet at 9:45 a. m. Sunday. The class is

The Oriental disposition of the now studying Sydney Weston's Russian peasants as regards time, and their diet of black bread made Problems of Life." After this of poppy seed, sun flower seed, and meeting the students will visit the a little flour, account to a large

extent for their utterly weak pro-Episcopal church, which will be the Concert Schedule ductivity, Dr. W. L. Powers of Oregon State college, said in an illustrated lecture at the geology lecture room of Condon hall Wedods

Friday 13th Is O.K., Assert

Oregon students seem pretty think it's lucky for me."

By ELINOR HENRY

well agreed that Friday the 13th

Gib Olinger, flashy guard,

By Dr. W. Powers,

isn't unlucky.

scriptions to the book and in add- pride in wearing the number 13. I then to find out."

nesday night. A schedule for the University

ball."

placing their subscriptions at the Russia Explained

The ordinary American laborer, band which will include music at every basketball game, two cam- according to Dr. Powers, could do pus concerts, and the possibility what two Russians can do under of one or two out-of-town con- the same conditions. As regards certs, was announced yesterday by the handling of agricultural ma-John Stehn, director of the band. chinery an American can do what The dates of February 12 and six or eight Russians are capable March 7 have been definitely set of doing.

for the campus concerts, while ar-Dr. Powers is a soil scientist who rangements for the out-of-town spent the summer of 1931 in Rusperformances have not as yet been sia studying the soil and agriculompleted. ture of that country. He was also

All band concerts will be held there to represent the United in McArthur court this term and States in a convention of soil exthe band is to alternate with the perts. orchestra, each organization giv-

Above the 60th parallel, he statng two programs during the term. ed, the soil is frozen, but there is In spite of the reduced attenmore acreage in wheat land in dance this year, the band has been Russia than in the United States able to maintain its customary and Canada. However, less wheat size of about 72 pieces. is produced there mainly because of the inability of the Russians to

DR. MOORE IS OFFERED. handle machinery as good as the JAPAN PROFESSORSHIP Canadians or Americans.

Hyde, graduate of the school of journalism in 1917, who was a visitor on the campus yesterday. Mr. Hyde, who has recently been employed by the O'Connor-Moffatt agency in San Francisco and is now touring the country 'Many advertisers seem to think fice. that anything can be sold to the During the fall term, freshmen public if it is advertised enough, had a GPA of 0.87 points per hour, Well, it can't be done. Compara- Sophomores had 1.13, juniors had tively few people will buy some- 1.40, and seniors had 1.43.

many think it is. In many cases logical tests. The freshman decile 75 to 85 per cent of the money averaged 5.8. The sophomores avspent for advertising is wasted by eraged 6.0, juniors averaged 6.9, over-advertising a product, or ad- and the seniors 6.4. The slight devertising one the public does not cline of the senior average is at-

"The idea is to advertise what third year students are officially the people want, and you are less classed as juniors, not having fulapt to lose money. This can be filled the requirements for the overdone too. Too many adver- junior certificate, and passing directly to senior standing on receipt

With a wide range of experi- of it in the last year. This makes ence behind him, Mr. Hyde is well those whose J. C. requirements cross your fingers for tonight at qualified to discuss the subject, have been attained in two years

per Stitious Social sponsored by years on various newspapers. In the averaging of the deciles the Wesley club of the Methodist Since then, he has worked for the by schools, it is found that arts Since then, he has worked for the by schools, it is found that arts Loeser-Bouck store in New York, and letters students have the high with Lipman Wolfe in Portland, average of 7.3. Law follows next journalism fourth with 6.7, and the

deciles of prep and college. The women lead the men 6.7 to 4.7 in

them to some extent, trailing only

concerning the basis theories of there are 147 men to 110 women; man, assisted by Violet Adams the cult are available. Already in decile 9, there are 141 men to and Frances Sale, are in charge of commentators have begun to in- 115 women; in 8 there are 153 to ject reactions of their own into 109. But men lose their averages their discussions. Until the offi- when it comes to the lower deciles. cial, detailed exposition of the sys- Men again must give way to the tem has been made by the re- feminine when it comes to getting Offered at Gerlinger search group sponsoring it, it will grades. The all-men average was be difficult and unsafe to pass 1.13, whereas the all-women av-

> tion of these tables the grades and used in two, perhaps three senses. as well as those of 1,352 men,

puted founder of the organization, are copyrighted by "Technocracy." This title then is applied to a group of several hundred research tion. In general it is implied that concerning his appointment, Dr. When asked for a statement workers, though it is not indicated dictatorship by the technician will Moore said, "It is a very interestwhether the title is applied to a supply the proper controls. It is ing opportunity to see the life of

Improvement New Manager Urges Cooperation Of Representatives, Students In Subscription Drive much advertising you do"-at Seniors Have GPA of 1.43, Tom Tongue, newly appointed And Frosh Only 0.43 business manager of the Oregana, officially took over his new position last night when he launched day the 13th should bring Oregon the effect by adding, "I'm not su-**Registrar's Office Compilation** the final drive for subscriptions to the 1933 edition of the student thinks it's so unlucky that it day the 13th." **Proves** Grades Improve With Seniority year book. At a meeting of house should bring somebody good luck!"

. That grades of students improve with Mrs. Hyde, proceeded to ex- steadily as they progress through pound a few of his ideas on a new their college years is shown by the theory of advertising he is devel- table of individual ratings recently compiled by the registrar's of-

Ratings Show

Progressive

thing they had no use for before The story of the survival of the they saw the advertising," he de- fittest is shown in the averages of the deciles in which students

"Advertising is not so potent as have been placed by their psychotributed to the fact that not all

isers fail to see this."

representatives or at the A. S. U.

worked on the Emerald, and was to as low as 4.3.

tion motif will be authentic and Delta Tau Delta. TECHNOCRACY UNIVER. prep school ratings, but in the psy-SAL, SAYS CRUMBAKER chology ratings they overhaul

clared

want.

Graduate Tells

How Advertising

Plans Often Fail

"You can't sell the public what

it doesn't want, no matter how

(Continued from Page One)

will snap out of it and play the Courses in Recreation

general theory. consistent players on the squad. nights at 7:30 in Gerlinger hall.

night's contests will start at 7:30. 9:45.

CINEMA



Lincoln

the clay into a striking resem-Cadet Rush B. Lincoln, Jr., son blance of the late dean. When finof Col. Rush B. Lincoln, who gradished, the bust will be 24 inches uated from West Point at the head high, and tower approximately of his class." During his four years seven feet with the stand. Six in the academy he had a standing of 2790.65 out of a possible 2970. hundred dollars was allotted by the senior class for the bust, the greater part of which will be used

Sorensen, a graduate student in Superstition To the art department, is planning to **Feature** Affair take his master's degree in sculpture some time this month. He On Friday, 13th recently finished the Daly bust which was dedicated in Lakeview

during the Christmas holidays. Get out your rabbit's foot and A feature of this bust was the stand which was made entirely 8:30 is your date at the Super Sufrom sandstone taken from the Brownsville region in Oregon. This is the first time that the local church. product has been used for bases.

There will be a program featur-Oliver Barrett, assistant professor ing singers from Portland, among whom will be Everett Craven, baritone, and the Reverend P. M. Blenkinsop of the Central Methodist church of Portland. stone is famous for its flexible and Rest assured that the supersti-

throughout, for it is based on a study of the superstition of col-FIRST CHANCE TONIGHT lege students made by Dr. E. C. Conklin, head of the psychology

department of the University. Members of the Westminster lack of height. Miller and Simons, house will be the special guests of the other guards, are both big and the evening. Eula Loomis, chairable to take care of themselves in

the plans for this affair.

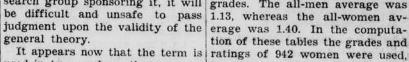
Recreation extension courses are being offered by the physical mate at forward, is one of the not education department Tuesday

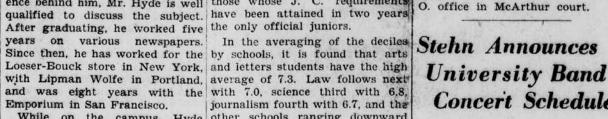
Tap dancing and social dancing Officially, it appears to be the ti- practically the only figure at classes are offered from 7:30 to the applied to the research organi- which men excelled. 9:30, while the swimming classes zation which originated the term. Both tonight's and Saturday are held continuously from 7:30 to Recent articles by Mr. Scott, re-and experts in transportation in

and was eight years with the with 7.0, science third with 6.8, Emporium in San Francisco. While on the campus, Hyde other schools ranging downward editor of the Oregana in 1916. He Apparently the men are gaining is a member of Sigma Delta Chi on the women as to comparative

5.9 to 6.4.

become a household word, only the But, for consolation to the men: most fragmentary information in the psychology deciles of 10,

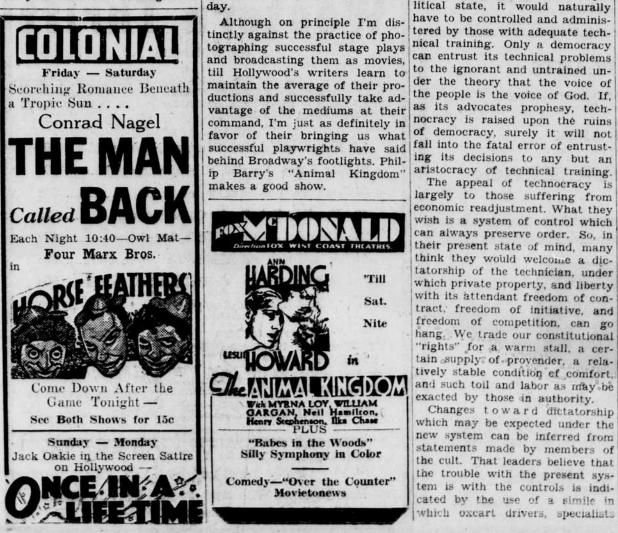




McDONALD - "Animal Kingdom. COLONIAL - "Man Called Back.

are going on a new basis today. have it, too, it's intensely moral, solute monarchy, constitutional with an oxcart driver at the conone show each day, attempting and the love of a pure woman, too. Those who follow the theory of so- struction. generally to give a fair announce- Playwright Barry disregards tech- cial evolution may fancy they see ment of dates impending. It is our nical purity, but invests Ann Hard- in this sequence a natural evolubelief that with this system a fair- ing with what amounts to more tion. er review can be made; and you than virtue, and a few lines which A third meaning, if it be a third. can tell that we're trying every-thing to make a movie review a plays her usual role, and is just as thing to make a movie review a plays her usual role, and is just as the plays her usual role, and is just as the plays her usual role and the p review, and not a slapped out dish feline as ever, though married. technologist and expert. This conof publicity.

The McDonald is showing "Ani- ard played on Broadway not too spokesmen of technocracy, but mal Kingdom," with Leslie How- long ago, and to the huzzahs of this is really the idea which has important thing in this so-sophis- cheer. For the ladies, we might persons who believe that "planticated comedy of Philip Barry's, say that Howard was born in Lon- less" systems must give way to to most movie goers, will be the don, started life as a bank clerk, "planned." discovery of William Gargan, in went to France with the Tommies, the part of a punch-drunk ex-pug, is known as the screen's gayest grows out of the second. If there who will buttle his way straight and most gallant lover, and that is to be an energy state, as opinto your affections. His ingenious he will be forty (40) next birth- posed to a geographical, or a po-



1 1

corporate body, or to an unchart- definitely stated that political, so and sometimes side-splitting aside A second meaning has been sug- which were evolved under handi-

reversed, somehow, and the "other a sort of successor to other types longer an oxcart muddling its way versity." Theatre reviews in the Emerald woman" gets to eat her cake and of control, feudal aristocracy, ab- to its destination, but an airplane

wish is a system of control which

an always preserve order. So, in

their present state of mind, many

think they would welcome a dictatorship of the technician, under

which private property, and liberty with its attendant freedom of con-

tract, freedom of initiative, and freedom of competition, can go

hang. We trade our constitutional "rights" for a warm stall, a certain supply of provender, a rela-

tively stable condition of comfort, and such toil and labor as may be

Changes toward dictatorship

which may be expected under the

new system can be inferred from

statements made by members of

the cult. That leaders believe that

the trouble with the present sys-

tem is with the controls is indi-

cated by the use of a simile in which oxcart drivers, specialists

exacted by those in authority.

"Till

Sat.

Nite

lika Chase

"Babes in the Woods"

Silly Symphony in Color

omedy-"Over the Counter"

Movietonews

are going on a new basis today. Into it, the there is the thing, monarchy, and finally democracy. It is hurtling its way toward de-ter I get back. One doesn't know

The word "technocracy" is a pens." . gem of publicism. Its availability is probably one of its greatest drawbacks-too much will be exfor the development of a plan This is the part that Leslie How- cept has been disavowed by which will solve each economic problem as affects him. It would ard and Ann Harding. The most the crowd. This column adds its captivated the imagination of most that the theory, when announced be unsafe, at this time, to conclude in detail, will fall short of hopes based upon popular imagination. There is danger that too much will This interpretation of the term be expected.

> **Recruits Needed Now** litical state, it would naturally For Yeoman Volleyball

> A call for Yeoman volleyball players was issued by Smiling Ed Goodnough, sports manager. The next practice will be Saturday at 4 in the men's gym and the following are requested to turn out: Ingram Kjosness, Howard Ohmart, Hubert Armstrong, Elton Stromberg, Gerald Morrison, Wallace Campbell, Fred Hoffstead, Jean Stromberg, George Harrington, and anyone else who wishes to The appeal of technocracy is largely to those suffering from play as positions on both the A economic readjustment. What they and B teams are open.

> > 8th and Ferry

cial, and economic institutions visited. Also I have long wanted from butler frockcoat are the spice gested by members of the group as craft conditions, although hopeless- the Japanese coast, and this does to work with the marine forms of a title to be applied to a sort of ly outgrown, have been retained as give me a splendid opportunity to Next important, the play. Out- energy state, governed by tech- controls of an entirely different do so, especially at the marine bioside of the fact that the roles are nology. Technology would thus be system. The modern system is no logical station of the Tohoku uni-

> And then, smiling, he added, "I'll what to say before a thing hap-

> > The New Spring Knitted Suits Dresses

university in a land I have neve

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Boston Cream

EUGENE FRUIT GROWERS ASS'N

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