

Work Nearly Finished On Straub Bust

Clay Model Will Be Cast in Bronze in Chicago

Oregon Sandstone Will Be Used Entirely for Stand, Says Rex Sorensen

Work on the Dean John Straub bust is progressing rapidly. Rex Sorensen, who was commissioned by the senior class to make the bust as their gift to the school, stated that it would be finished by the middle of this term. The clay model will then be sent to Chicago to be cast in bronze.

Sorensen is working from photographs, and has already formed the clay into a striking resemblance of the late dean. When finished, the bust will be 24 inches high, and tower approximately seven feet with the stand. Six hundred dollars was allotted by the senior class for the bust, the greater part of which will be used for the bronze cast.

Sorensen, a graduate student in the art department, is planning to take his master's degree in sculpture some time this month. He recently finished the Daly bust which was dedicated in Lakeview during the Christmas holidays.

A feature of this bust was the stand which was made entirely from sandstone taken from the Brownsville region in Oregon. This is the first time that the local product has been used for bases. Oliver Barrett, assistant professor of sculpture, discovered the usability of the sandstone last year and inaugurated it into the sculpture department. Western sandstone is famous for its flexible and durable nature.

W.S.C. QUINTET TO HAVE FIRST CHANCE TONIGHT

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lack of height. Miller and Simons, the other guards, are both big and able to take care of themselves in any mix-up.

Robertson has played his usual inconsistent game this year, but Reinhart hopes that some day he will snap out of it and play the basketball of which he is capable. In several games in California and in the final Ashland encounter Robertson showed flashes of brilliance. Watts, Robertson's running mate at forward, is one of the not consistent players on the squad. He is a good defensive player and can be counted on for his share of the scoring.

Both tonight's and Saturday night's contests will start at 7:30.



Cadet Rush B. Lincoln, Jr., son of Col. Rush B. Lincoln, who graduated from West Point at the head of his class. During his four years in the academy he had a standing of 2799.65 out of a possible 2970.

Superstition To Feature Affair On Friday, 13th

Get out your rabbit's foot and cross your fingers for tonight at 8:30 is your date at the Super Stititious Social sponsored by the Wesley club of the Methodist church.

There will be a program featuring singers from Portland, among whom will be Everett Craven, baritone, and the Reverend P. M. Blenkinsop of the Central Methodist church of Portland.

Rest assured that the superstition motif will be authentic throughout, for it is based on a study of the superstition of college students made by Dr. E. C. Conklin, head of the psychology department of the University. Members of the Westminster house will be the special guests of the evening. Eula Loomis, chairman, assisted by Violet Adams and Frances Sale, are in charge of the plans for this affair.

Courses in Recreation Offered at Gerlinger

Recreation extension courses are being offered by the physical education department Tuesday nights at 7:30 in Gerlinger hall. Tap dancing and social dancing classes are offered from 7:30 to 9:30, while the swimming classes are held continuously from 7:30 to 9:45.

Graduate Tells How Advertising Plans Often Fail

"You can't sell the public what it doesn't want, no matter how much advertising you do"—at least that is the opinion of Morris 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 with Mrs. Hyde, proceeded to expound a few of his ideas on a new theory of advertising he is developing.

"Many advertisers seem to think that anything can be sold to the public if it is advertised enough. Well, it can't be done. Comparatively few people will buy something they had no use for before they saw the advertising," he declared.

"Advertising is not so potent as many think it is. In many cases 75 to 85 per cent of the money spent for advertising is wasted by over-advertising a product, or advertising one the public does not want.

"The idea is to advertise what the people want, and you are less apt to lose money. This can be overdone too. Too many advertisers fail to see this."

With a wide range of experience behind him, Mr. Hyde is well qualified to discuss the subject. After graduating, he worked five years on various newspapers. Since then, he has worked for the Looser-Bouck store in New York, with Lipman Wolfe in Portland, and was eight years with the Emporium in San Francisco. While on the campus, Hyde worked on the Emerald, and was editor of the Oregonian in 1916. He is a member of Sigma Delta Chi and Delta Tau Delta.

TECHNOCRACY UNIVERSAL, SAYS CRUMBAKER

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become a household word, only the most fragmentary information concerning the basis theories of the cult are available. Already commentators have begun to inject reactions of their own into their discussions. Until the official, detailed exposition of the system has been made by the research group sponsoring it, it will be difficult and unsafe to pass judgment upon the validity of the general theory.

It appears now that the term is used in two, perhaps three senses. Officially, it appears to be the title applied to the research organization which originated the term. Recent articles by Mr. Scott, reputed founder of the organization, are copyrighted by "Technocracy." This title then is applied to a group of several hundred research workers, though it is not indicated whether the title is applied to a corporate body, or to an unchartered association.

A second meaning has been suggested by members of the group as a title to be applied to a sort of energy state, governed by technology. Technology would thus be a sort of successor to other types of control, feudal aristocracy, absolute monarchy, constitutional monarchy, and finally democracy. Those who follow the theory of social evolution may fancy they see in this sequence a natural evolution.

A third meaning, if it be a third, appears to be government by technicians, a sort of dictatorship by technologist and expert. This concept has been disavowed by spokesmen of technocracy, but this is really the idea which has captivated the imagination of most persons who believe that "planless" systems must give way to "planned."

This interpretation of the term grows out of the second. If there is to be an energy state, as opposed to a geographical, or a political state, it would naturally have to be controlled and administered by those with adequate technical training. Only a democracy can entrust its technical problems to the ignorant and untrained under the theory that the voice of the people is the voice of God. If, as its advocates prophesy, technocracy is raised upon the ruins of democracy, surely it will not fall into the fatal error of entrusting its decisions to any but an aristocracy of technical training.

The appeal of technocracy is largely to those suffering from economic readjustment. What they wish is a system of control which can 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 contract, 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 relatively stable condition of comfort, and such toil and labor as may be exacted by those in authority.

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 system is with the controls is indicated by the use of a simile in which oxcart drivers, specialists,

Ratings Show Progressive Improvement

Seniors Have GPA of 1.43, And Fresh Only 0.43

Registrar's Office Compilation Proves Grades Improve With Seniority

That grades of students improve steadily as they progress through their college years is shown by the table of individual ratings recently compiled by the registrar's office.

During the fall term, freshmen had a GPA of 0.87 points per hour. Sophomores had 1.13, juniors had 1.40, and seniors had 1.43.

The story of the survival of the fittest is shown in the averages of the declines in which students have been placed by their psychological tests. The freshman decile averaged 5.8, the sophomores averaged 6.0, juniors averaged 6.9, and the seniors 6.4. The slight decline of the senior average is attributed to the fact that not all third year students are officially classified as juniors, not having fulfilled the requirements for the junior certificate, and passing directly to senior standing on receipt of it in the last year. This makes those whose J. C. requirements have been attained in two years the only official juniors.

In the averaging of the deciles by schools, it is found that arts and letters students have the high average of 7.3. Law follows next with 7.0, science third with 6.8, journalism fourth with 6.7, and the other schools ranging downward to as low as 4.3.

Apparently the men are gaining on the women as to comparative deciles of prep and college. The women lead the men 6.7 to 4.7 in prep school ratings, but in the psychology ratings they overhaul them to some extent, trailing only 5.9 to 6.4.

But, for consolation to the men: in the psychology deciles of 10, there are 147 men to 110 women; in decile 9, there are 141 men to 115 women; in 8 there are 153 to 109. But men lose their averages when it comes to the lower deciles. Men again must give way to the feminine when it comes to getting grades. The all-men average was 1.13, whereas the all-women average was 1.40. In the computation of these tables the grades and ratings of 942 women were used, as well as those of 1,352 men, practically the only figure at which men excelled.

and experts in transportation in their day, are put in charge of modern airplanes, because airplanes are devices for transportation. In general it is implied that dictatorship by the technician will supply the proper controls. It is definitely stated that political, social, and economic institutions which were evolved under handicraft conditions, although hopelessly outgrown, have been retained as controls of an entirely different system. The modern system is no longer an oxcart muddling its way to its destination, but an airplane with an oxcart driver at the controls hurtling its way toward destruction.

The word "technocracy" is a gem of publicism. Its availability is probably one of its greatest drawbacks—too much will be expected of it. The individual American citizen is waiting with anxiety for the development of a plan which will solve each economic problem as affects him. It would be unsafe, at this time, to conclude that the theory, when announced in detail, will fall short of hopes based upon popular imagination. There is danger that too much will be expected.

Recruits Needed Now 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 play as positions on both the A and B teams are open.

TONGUE ASSUMES OFFICIAL DUTIES ON '33 YEAR BOOK

New Manager Urges Cooperation Of Representatives, Students In Subscription Drive

Tom Tongue, newly appointed business manager of the Oregonian, officially took over his new position last night when he launched the final drive for subscriptions to the 1933 edition of the student year book. At a meeting of house representatives Tongue urged the cooperation of the students in collecting back installments on subscriptions to the book and in adding new names to the list of nearly 900 who have signed for copies.

Next week-end, according to Tongue, will be absolutely the last chance students or townspeople will have to buy copies of the book, as the publication will go to press in a few weeks.

"Despite the cut made in the Oregonian budget this year," stated Tongue, "the book will be up to its usual size and quality. Students are urged to aid in the undelayed publishing of this year's edition by placing their subscriptions at the first opportunity."

Those new students, or those not as yet contacted, who wish subscriptions to the book may obtain them from the various house representatives or at the A. S. U. O. office in McArthur court.

Stehn Announces University Band Concert Schedule

A schedule for the University band which will include music at every basketball game, two campus concerts, and the possibility of one or two out-of-town concerts, was announced yesterday by John Stehn, director of the band. The dates of February 12 and March 7 have been definitely set for the campus concerts, while arrangements for the out-of-town performances have not as yet been completed.

All band concerts will be held in McArthur court this term and the band is to alternate with the orchestra, each organization giving two programs during the term. In spite of the reduced attendance this year, the band has been able to maintain its customary size of about 72 pieces.

DR. MOORE IS OFFERED JAPAN PROFESSORSHIP

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given to men who have been prominent in the fields of biology.

When asked for a statement concerning his appointment, Dr. Moore said, "It is a very interesting opportunity to see the life of a university in a land I have never visited. Also I have long wanted to work with the marine forms of the Japanese coast, and this does give me a splendid opportunity to do so, especially at the marine biological station of the Tohoku university."

And then, smiling, he added, "I'll know much better what to say after I get back. One doesn't know what to say before a thing happens."

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Friday 13th Is O.K., Assert Unsuperstitious Oregonians

By ELINOR HENRY

Oregon students seem pretty well agreed that Friday the 13th isn't unlucky.

Gib Olinger, flashy guard, thought playing basketball on Friday the 13th should bring Oregon a little luck, saying, "Everyone thinks it's so unlucky that it should bring somebody good luck!"

Bill Bowerman, student body vice-president, observed, "Some football players take great joy and pride in wearing the number 13. I used to wear 13 last spring in practice. 'Cotton' Warburton, who plays for Southern Cal, always wears number 13. In the Pittsburg Rose Bowl game his sweater was torn off, and he was immediately issued another number 13 sweater. Johnnie Kitzmiller wore number 13 in professional football."

"Cap" Roberts, leader of Oregon's hoop aggregation (see sports page), has very definite ideas on the subject. "I was born on Friday the 13th," he remarked, "so I think it's lucky for me."

Marguerite Tarbell, A. S. U. O. secretary, declared, "You can say I plan to stay in bed all day tomorrow so nothing can possibly happen to me." But she spoiled the effect by adding, "I'm not superstitious. I never think of Friday the 13th."

Bob Hall had no opinion either way. "Maybe I'll know a little more about it tomorrow night," he laughed. "I'll have to wait till then to find out."

Only Nancy Suomela, secretary of the junior class, had her doubts. "I'm not a bit superstitious," she stated solemnly, "but I'm not taking any chances. They make so much noise about it, there must be something to it." She claimed that she has never walked under a ladder in her life. And if a black cat should cross her path! . . . But, contrary to her assertion—as was proved at Co-ed Capers—she's more likely to pick it up and bring it in out of the cold.

Russia Explained By Dr. W. Powers, Specialist on Soils

The Oriental disposition of the Russian peasants as regards time, and their diet of black bread made of poppy seed, sun flower seed, and a little flour, account to a large extent for their utterly weak productivity, Dr. W. L. Powers of Oregon State college, said in an illustrated lecture at the geology lecture room of Condon hall Wednesday night.

The ordinary American laborer, according to Dr. Powers, could do what two Russians can do under the same conditions. As regards the handling of agricultural machinery an American can do what six or eight Russians are capable of doing.

Dr. Powers is a soil scientist who spent the summer of 1931 in Russia studying the soil and agriculture of that country. He was also there to represent the United States in a convention of soil experts.

Above the 60th parallel, he stated, the soil is frozen, but there is more acreage in wheat land in Russia than in the United States and Canada. However, less wheat is produced there mainly because of the inability of the Russians to handle machinery as good as the Canadians or Americans.

Air Program Will Star Two Graduate Students

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

This feature will be broadcast every Sunday between the hours of 2:30 and 3:00 p. m. and will consist of information which is not in the headlines. Music and appropriate short bits will be given by prominent students on the campus. This week's artist will be Ted Purseley, who will play a medley of Spanish and Hawaiian numbers.

Beattie To Lecture On 'Organizing Myself'

Prof. W. G. Beattie of the extension division will present the second in a series of lectures under the general heading "Organizing Myself," at the Westminster house at 9:45 Sunday morning.

The title of this Sunday's topic is "Writing My Own Biography," in preparation for which questionnaires were distributed at the last meeting of the group.

Les Dunton, president of the Westminster organizations, will open the forum at 6:30 in the evening with a consideration of the question, "Is There a Personal God?" Alma Herman will lead the worship service.

S. S. SMITH AND ISOTOFF STUDY DATA ON NOVEL

(Continued from Page One) portant novels of this type since Richardson; and an index of psychological phenomena as illustrated in this fiction.

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CINEMA

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

Theatre reviews in the Emerald are going on a new basis today. Henceforth this column will review one show each day, attempting generally to give a fair announcement of dates impending. It is our belief that with this system a fair review can be made; and you can tell that we're trying everything to make a movie review a review, and not a slapped out dish of publicity.

The McDonald is showing "Animal Kingdom," with Leslie Howard and Ann Harding. The most important thing in this so-sophisticated comedy of Philip Barry's, to most movie goers, will be the discovery of William Gargan, in the part of a punch-drunk ex-pug, who will buttle his way straight into your affections. His ingenious

and sometimes side-splitting aside from butter frockcoat are the spice of the picture.

Next important, the play. Outside of the fact that the roles are reversed, somehow, and the "other woman" gets to eat her cake and have it, too, it's intensely moral as pictures go. Love is the thing, and the love of a pure woman, too. Playwright Barry disregards technical purity, but invests Ann Harding with what amounts to more than virtue, and a few lines which just don't come off. Myrna Loy plays her usual role, and is just as feline as ever, though married.

This is the part that Leslie Howard played on Broadway not too long ago, and to the huzzahs of the crowd. This column adds its cheer. For the ladies, we might say that Howard was born in London, started life as a bank clerk, went to France with the Tommies, is known as the screen's gayest and most gallant lover, and that he will be forty (40) next birthday.

Although on principle I'm distinctly against the practice of photographing successful stage plays and broadcasting them as movies, till Hollywood's writers learn to maintain the average of their productions and successfully take advantage of the mediums at their command, I'm just as definitely in favor of their bringing us what successful playwrights have said behind Broadway's footlights. Philip Barry's "Animal Kingdom" makes a good show.

COLONIAL Friday - Saturday Searching Romance Beneath a Tropic Sun . . . Conrad Nagel THE MAN CALLED BACK Called BACK Each Night 10:40-Owl Mat-Four Marx Bros. HORSE FEATHERS Come Down After the Game Tonight - See Both Shows for 15c Sunday - Monday Jack Oakie in the Screen Satire on Hollywood - ONCE IN A LIFETIME

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