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THE URGE FOR ADVERTISING

An editorial writer on the Columbia Spectator gives the problem of intercollegiate athletics a treatment which is refreshing in its frankness. In an editorial, entitled "Our Advertising Department," he points out that intercollegiate athletics has ceased to have anything directly to do with education. Its original purpose was two-fold—the giving of physical training, and the inculcation of certain principles of sportsmanship. The first of these functions has been taken over by the departments of physical education. The training in sportsmanship is given to so few under the present system that its effect on education is negligible. As a result of this change, intercollegiate athletics has become a means of advertising. Colleges and universities want winning football teams because these teams are given space in the newspapers. They give the college a national reputation; they attract students; they arouse the interest of the alumni.

It is unfortunate that the writer should have dropped his theme at the very point where it was beginning to grow warm. What lies behind this desire for advertising? When one answers this question and it will be easy to understand why intercollegiate athletics have so strong a hold on the institutions of higher learning in America.

Part of the answer, at least, lies in the fact that American colleges have become infected with the bacteria of bigness. They have come to worship size and quantity. The idea is prevalent that the best university is the university with the largest enrollment, the largest endowment fund, the largest campus, the most buildings. To be successful, a college must grow. Its effectiveness as an institution of learning is measured by the size of its graduating class—the number of degrees it gives annually. From this morass of misconceptions and misunderstandings, the two ideas of quantity and quality have emerged as one. The two words have come to be regarded as synonymous.

Here, then, is an urge for advertising. The college must be well-known so that high-school students will be attracted to its gates, for that assures a large enrollment. The alumni must be stirred to enthusiasm so that campaigns for endowment funds will succeed, for that makes a larger campus and more buildings possible. Without these, the institution is not great. The quality of its work may be unquestioned, it may even be excellent, but if it does not have a large enrollment and ample physical equipment, it lacks those things which have come to indicate prestige among universities of the country.

This indicates the importance of intercollegiate athletic competitions. As a means of advertising, the championship athletic team has no superior. It blazons the name of the college on sport pages of newspapers from one end of the country to another. It captures the imagination of prospective college students. It kindles the love and enthusiasm of the hitherto indifferent alumnus. For the college, the value of the athletic teams has ceased to lie in the field of education or sentiment. It has become a "solid business proposition" and as such holds a position of ascendancy. How long it will continue to hold this position depends on how long American education continues to worship the God of Size.

Three plays of one act each, written and directed by students at Notre Dame University, are to be given in southern Michigan and northern Indiana before the Easter holidays. With the organization of a new dramatic club, interest in the work has increased.

Spring training has started for students of Purdue University who desire to qualify as members of the national life saving corps. The course runs under the direction of the swimming coach.

The College Press

BUDDHA'S REMEDY.

Like most Americans, the average college student on this side of the ocean is supposed not to know the meaning of the word "leisure." Foreigners who visit our educational institutions marvel at the grind of studies, the mad whirl of undergraduate activities, and at the fact that we are all seemingly happy and contented. Yet most of us, whether we are activity hounds or Phi Beta Kappa men or just average students, often complain that we have not the time to do all we would like to do—that the days and nights are all too short; and often it makes us genuinely unhappy. Can it be that the college man is ignorant of real leisure—that he does not know how to enjoy that unhurried existence, that serene contemplation which was so characteristic of learning in the olden days and which is still said to be so typical of the great European universities today?

Those who take part in undergraduate activities and who are swept away in the whirl which surrounds East Hall and Baker Field do not, of course, expect to know leisure in college. They have voluntarily renounced it. Deliberately they have chosen a breakneck and somewhat hectic career to supplement the classroom—a career in which they find genuine enjoyment. It is likewise with those who set out to be "grind"; and there is no leisure, either, for those who for financial or other reasons are forced to use their spare time for other purposes. Even so, our colleges have a great majority of do-nothings who do not know how to use their abundant leisure hours. It seems, sometimes, that they have not the faintest conception of how much pleasure the world can bring them. Movies and tea dances, the bridge table and the phonograph at the fraternity houses—these are often made the sole means of pleasure, the only instruments of enjoyment. The product of a second-rate Hollywood studio or the blaring of a second-rate jazz band is contentedly absorbed—a process which a magazine writer has recently called "pleasure by suction," a lazy and unproductive form of pleasure which kills time and achieves nothing.

Centuries ago, in a land far removed from Morningside, Buddha was confronted with a similar problem. He came, perplexed and troubled, to a great Bo-Tree on the banks of the Ganges; and there he sat for a day and a night in quiet contemplation. And that is how Buddha achieved the perfect peace of mind. None of us are Buddhas and none of us have any desire to spend our college days in dreamy Duddhist contemplation; but once in a while we need to put a check upon an unnecessarily breakneck existence. Sometimes in the midst of this college turmoil, even the most sophisticated among us have a vague yearning to lie and dream on the cool grass of a New England hilltop—or to stroll along a lonely stretch of ocean beach, with whitecaps on the water, and the sea gulls crying overhead. We would like to come, like Buddha, to a Bo-Tree with leafy, spreading branches—a tree of leisure under which we can rest for a while in quiet contemplation.—Columbia Spectator.

A free lance journal of campus opinion will appear on the campus of the University of Kansas. This journal is to be written by a staff of student writers who desire to express their opinions.

An egg show will be held at Purdue University during the first week of May, at which time an entry of duck eggs from the Volendam experiment farm in Holland will be made.

Some 736 women were graduated from the University of Wisconsin at the 1924 commencement.

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Notices

All notices for this column must be written out and handed in at the editorial office, U Hall 10, by 4:00 the afternoon previous to their publication

Want Presidents at Cornhusker Office

Will the presidents of the following organizations and clubs call at the Cornhusker office, U. Hall 10, before Thursday: Sigma Gamma Epsilon, Sem-Bot, Phi Beta Kappa, Sigma Xi, Sigma Delta Chi, Theta Sigma Phi, Delta Omicron, Alpha Zeta, Gamma Sigma Delta, Ag. Y. W. C. A., Kindergarten Club, Pi Lambda Theta, N. E. S., Sigma Tau, A. S. M. E., C. E. S., Phi Delta Chi, Girls' Commercial Club, Gamma Epsilon Pi, Valkyrie, Glee Club, University Quartet, Orchestra, Wesley Guild, Scabbard and Blade, and Rifle Team.

Tassels
Meeting of the Tassels to be held Tuesday at 7:15 in Ellen Smith Hall.

Green Goblins
There will be a meeting of the Green Goblins Tuesday at 7 o'clock at the Pi Kappa Phi house, 1548 R Streets.

Iota Sigma Pi
Meeting of the Iota Sigma Pi Wednesday at 7 o'clock in Chemistry Hall.

Lutherans
The Lutheran Bible League will meet for Bible study Wednesday at 7 o'clock in Faculty Hall.

Freshman Commission
There will be a meeting of the Freshman Commission Tuesday at 7 o'clock in Ellen Smith Hall.

Sophomores
It is not too late to file for Sophomore baseball manager if you call at the Athletic office at once.

Iron Sphinx
Meeting Tuesday at the Phi Sigma Kappa house 348 North 14 Street at 7:15.

Sigma Tau
Sigma Tau meeting Thursday at 7:30 in M. E. 206.

Union
Business meeting of Union at 7 o'clock Tuesday.

Silver Serpents
Silver Serpents will meet Tuesday at 7:15 in Ellen Smith Hall.

Because of scholastic deficiency, 257 students were dropped from Cornell University at the end of last semester. Most of these were dropped from the Engineering School. The average number dropped in the last five years at the end of the first term is 255.

Twenty Years Ago

A large crowd witnessed the first gymnastic exhibition given at the Armory since Dr. Clapp became the head of the department three years before. The men in each event were all in the same kind of a suit which was a marked and most favorable contrast with the non-descript costumes worn by the men in gymnastic exhibitions of earlier days. The program consisted of ten exhibitions and races.

The long-expected Senior Annual lived up to advance notices of being the best senior publication ever put out in the University. The book was dedicated to Professor Lawrence Fossler.

A mysterious organization known as "Koppa Caps," presumably composed of sophomores, posted warnings to the freshmen to refrain from wearing class caps. The attempt of the freshmen of the year before met with ignominious failure but caps were again ordered in spite of the opposition.

Students at Princeton University are putting up a fight to make chapel attendance optional. They assert that the exercises are dry and uninteresting. Others contend that quizzes should be conducted on chapel exercises.

A girl topped the honor roll in every class in Earlham College during the first semester this year, according to the records of the registrar. There are ten honor students in the college at present.

--the College Gossip-- says --

SCARFS are the thing when just a few frocks make a wardrobe. For scarfs transform, you know. Simple little dresses born demure become lively when wedded to gay scarfs; just as sporty, carefree dresses settle into dignity when formal scarfs pay them attention. Scarfs are magicians so be sure to have Three or Four. You'll choose correctly if you choose your scarfs from Rudge & Guenzel's.

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