

money." ahead, Mr. Armstrong says, "How- pearance until his death.

National Football Rules committee the things it has to offer him. In speaking of this desire to get from the time the group made its ap- We have often feit that too many loses much of what he has set out to people maintain a passive attitude to- gain. When one pauses to consider a finer for the home folks Christmas?

ever brutal the college man regards Football lovers have not failed to ward their education, that they ex- changing tree, all yellow and golden it, I believe the best bit of counsel mark the passing of one of America's pect to be able to sit back in their in the sun, against an autumn sky or Sit now and have it delivered in that can be given him is to forget for most loved football supporters. The classroom chairs and that by some stops to look upon the face of a December.-Adv.

o wear for a nice large Townsend other, taking no time to himself, he Portrait. Could there be anything

**Open Until Midnight** 

Published

for the

Communication

Industry

=by

his first five years in business that Yale-Harvard classic will be a Walter mystical process the professor will lighted city reflected in the shifting there is such a word in his vocabu- Camp Day game, and a part of the mutter words of incantation and in surface of a river by night-and lary as "executive". His failure to proceeds of the game will go to r the course of four years they will be feels the beauty in these, then he is use the terns will not defeat any fund to create a memorial for him, come what the world chooses to call approaching an attitude of mind secret hopes; and certainly in no The Missouri Valley Conference, The educated and cultured. Knowledge is which would go far in making posecutive position for himself, talks joined in the project. of it as a certainty, and to business him even in a minor capacity."

Being sure of themselves and of their abilities, they often take little note "Grand Old Man" of football. assignment, whose limit of thought is assignment, whose limit of thought is assignment, whose limit of thought is of the feelings of others and of the customs which prevail in the office.

College graduates, on the other hand, find much fault with Big Business. "The first jolt the college man receives is when he finds he is no longer in college. During his college career he has considered himself a rather free individual, standing on his own feet. The truth is, he has been tied to strong leading strings. Cut loose from them, he flounders I Expect College to Do for Me." Now around in this new element, the great chaotic world of business, as- very new nor very interesting, but sailing it for the lack of direction in it can be found expressed a defiit gives him."

The college man must find, sooner higher education. Everyone going to or later, that Big Business is unbusi-school expects an education to "do" nesslike, according to Mr. Armstrong something tangible for him usually He has been led to believe that great that expectation takes the form of

business organizations proceed almost invariably by well-thought out policies, by virtually error-proof methods, from triumph to triumph, instead of, as in fact, muddling along with one flash of insight and then another to carry them through their welter of waste-and costly, if wellcovered-up, mistakes.

The college graduate usually finds his work too easy for him. The starting business schedule is so light in comparison with the work previously expected of him that the college man often becomes restive. Another thing which often disturbs him is the disloyalty which he finds in business The talk of how little chance for advancement there is in that particular concern and in that business is usnally contrary to the ideals which he has had.

So Big Business finds fault with the college graduate just as the gradunte finds fault with Big Business. It is Mr. Armstrong's hope that the two will see the need of each other and will come in time to a more happy union. He says:

"To cry for bright high-school boys to meet the needs of Big Business for future leaders is to cry for the moon. Whether it wants him or not,-there in no alternative,-Big Business must content itself with the college man; and, whether half-heartedly or no, the college man in ever-increasing

other one way does he so prejudice Big Ten, The Southern Conference not an Aladdin's lamp to burn for- sible some of those things to which his case as when he talks, and often and hundreds of small colleges in ever without replenishment nor does a college education can only point with the utmost sang-foid, of an ex- nearly every state in the union are it have at its command any genii who. by a dint of rubbing, will appear and Nebraska will join in the Memoria' do whatever the owner may demand. superiors who may not yet have de- on November 6, the day of the Kan- All this may seem but a roundabout termined whether they wish to retain sas Aggie freshman-Husker freshman way of saying what was obvious to game in Nebraska Memorial Stadium, that ancient mathematician, but it is Big Business also finds fault with According to plans now, a part of the a truth which is easily lost sight of the manners of college graduates. Walter Camp Memorial Fund. This is many whose ideas of reading is an proceeds of the game will go to the in our modern system. There are too

ABOUT?"

(Minnesota Daily)

nandy

packs

There's a treat for you and

your children in the Pepper-

mint sugar jacket and another

in the Peppermint - flavored

WRIGLEY'S P.K.

utmost value in long

l-a-s-t-i-n-g delight.

I'M HERE

TO TELL YOU

THEY'RE GOOD

Wrigley's aids diges-

tion and makes the

next cigar taste betfer.

Try it

After Every Meal

G125

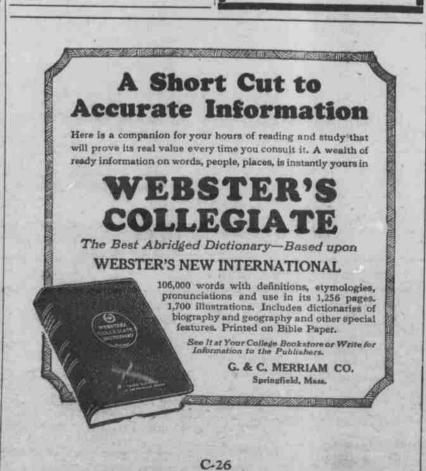
gum inside-that is

concept of beauty is more narrow than either of these.

As we hazarded our life in cross-College Press ing the rush of automotive traffic that roars along our University avenue we were turning over in our "WHAT IS ALL THE POTHER mind the things which a college would never do for a person unless he re-We were taiking to a freshman the alized what he was about himself

Chief among these we felt was intelother day who had been assigned to write a theme on the subject "What lectual independence, to learn to think for one's self-tempered all that is not, to say the least, a subject







Graves

Wear A



## Why nota vaudeville manager for "faculty adviser"?

LIGHT LUNCHES-FOUNTAIN SERVICE-

CONFECTIONERY

EAT A BUTTER KISTWICH

IT'S TOASTED

NOBODY understands the principle of a bal-anced program better than the manager of a vaudeville house.

That's a thought to you men now making out your study programs. Balance the chemistry with English literature; balance your calculus with economics.

It all gets down to the fact that in industry today, electrical communication included, you will find men well grounded in their specialty but. broad in human sympathies -- men of the "allaround" type who can shoulder big responsibility in a big organization.



Number 61 of a Series