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**Big Business Looks At Education.**

BEING a college editor has many amusing angles. For instance it is quite an experience to open the mail in the morning and note the amount of propaganda which is received from various agencies for use in the editorial or news columns.

Of course this material is not labelled propaganda nor is a request made that it be used. Instead we are informed that here is an interesting opinion by famous Mr. So-and-so or here are some startling facts and statistics concerning some vital problem. Now these may possibly be of interest to the paper or its readers and if so, we are at liberty to use them as we see fit.

Such was the offer made concerning a letter written by W. S. Farish, chairman of the Standard Oil board of directors, which appeared in "The Lamp," official publication of the Standard Oil company of New Jersey, copies of which evidently were sent to college editors throughout the nation.

Mr. Farish's article is "Education—A Foundation for Business," in which he sets forth his ideas of what American educational principles should be. It is ostensibly a reply to an inquiry by a Standard Oil stockholder concerning the objects of education today.

Says Mr. Farish in opening: "You raise an interesting and important question when you ask what aims or objectives should be emphasized in the schools and colleges of the United States."

This, of course, is true from almost any point of view. But from that of "big business" of which the Standard Oil company is but one representative and one mouthpiece, the statement implies much more than the mere words indicate, for in the process of education big business sees a fertile field in which to sow its seeds of propaganda.

It is therefore very interesting to note that many of Mr. Farish's fundamental concepts of education coincide remarkably well with those ideas which big business would have implanted upon the young and pliable student mind. And it is still more interesting to observe the paradoxes existing in the set of principles he sets forth.

Foremost among these aims set down by Mr. Farish is that of individual initiative stimulated by the profit motive and free from regimentation. In other words "go to it but make sure you get plenty in return, and everybody hands off while you're getting yours."

Then a little later he says, "I believe that the Ten Commandments and the Golden Rule are changeless as truth itself—that they and the other fundamentals of living I have attempted to describe are just as true today as they were nineteen centuries ago and will be centuries hence."

Here is a strange combination! Imagine, if you can, the profit motive, the Golden Rule, and the Commandments brothers in the same set of ideals. It appears somewhat inconsistent.

The profit motive originally was all right. But big business, after choosing it for its cornerstone, allowed the profit motive to expand far beyond limits of reason, so that it became the way and the light which stifled individual enterprise, swept the small and independent concern largely from existence, and created a society of hired men.

Somewhat inimical this appears to the Golden Rule of brotherly love and share-the-wealth which is our Biblical and Sunday school heritage. Of course it is quite possible that Mr. Farish in speaking of the Golden Rule was referring to the Golden Rule of big business which stated briefly is "Do the other fellow before he doeth you."

As the Daily Texan remarks, "Mr. Farish's article brings to mind the old saying about strange bedfellows. It is typical that there should be strange ideas thrown together in propaganda articles—the teachings of the Bible on the one hand, and the law of the Survival of the Fittest on the other. They are not the same law, but parts of both are included so the teachings of the latter will seem holy."

War has been declared on big business by the present administration. This of course is not very agreeable to such organizations as Mr. Farish's Standard Oil company because the conflict reveals some very astounding facts which make people wonder if they are not being deceived. Now this unpleasant situation might be checked if the rising generation could be reached in some manner and the hallowed principles of individual initiative and the profit motive, free from regimentation, instilled in their eager minds. Therefore a message is prepared for youth and with its ulterior purposes supposedly concealed, it is placed in the hands of the collegiate press.

Mr. Farish does make some good points in his article but he makes the mistake of letting his object outshine his message. Whatever it was the Standard Oil company intended to set college students thinking about through Mr. Farish's letter, would appear to require a different vehicle for dissemination. The college press has no intention of becoming a transmitter of propaganda.

**RAMBLINGS**

and  
**PAUSES**  
by  
Rob Laurens

This is not primarily a movie column, nor is it intended to be a movie guide, but the temptation to comment on the Stuart's current offering, "Anna Karenina," is too great to be resisted. Without making any attempt to compare it with Tolstoy's novel, one can only say that this is one of the pictures that steps out and away from the mass of film-and productions and utilizes to a promising extent the potentialities of the medium.

From a directorial standpoint it is certainly a triumph, its faults fading before its achievements. There is a detailed thoroughness, a genuineness all too rare in most attractions. Strikingly realistic in portrayal and effects, it still is not offensive in its realism. The greatest objection would be that perhaps it is a little too smooth, verging on the mechanistic. From the acting standpoint it seems best to pass lightly over the performance of Frederic March, hoping that he will redeem himself in the future, but fearing that possibly the surplus accumulating around his waistline has also taken into its embrace that bit of burning torment that makes a characterization live and breath rather than merely move thru apparently meaningless lines and situations. His performance lacks sincerity, sensitiveness, and depth, and when these things are noticeable only by their absence we must pause and weep. But are there, perhaps, "wheels within wheels"?

Greta Garbo is excellent. The power, the minute details of her interpretation, they all give the impression of being unconscious, of coming naturally from a living person. Her silences speak, her smallest gestures carry with them the thoughts of the person. And this is very seldom science, being usually attributed to the little known quantity, art.

Basil Rathbone gives a very convincing portrayal, without the usual impression of indifference that the word often conveys. The suggestion of the man concealed behind the outward shell is something effective and convincing in his hands, but in the hands of a lesser actor would evoke the cry of that portion of the pig usually hung in meathouses to cure. Freddie Bartholomew is good, but not equalling his performance in the recent Dickens adaptation.

The dialogue was only fair, probably the weakest part of the whole, lacking as it was in restraint and smiling slightly toward "ye burning melodrama." But perhaps the writers had just written a vehicle. The ending was somewhat unsatisfactory but excusable in view of the questions evoked and the existing limitations.

Greta Garbo, no matter what various opinions may be, is still one of the screen's greatest actresses. Even above the rather too scientific planning of the production, her performance was that of a dramatic artist. She has received more than her share of ridicule, unfavorable publicity and adverse public criticism but still sets her personal life aside as her own. Often the nature of the ridicule reflected more on those ridiculing her than on her, but this consolation seems a bit lacking in

**COUNCIL GRANTS RALLY POWERS TO STUDENT GROUPS**

(Continued from Page 1.)  
student union building were not very bright since no more government loans were being granted at the present time.

Hill Reads Letter.

President Hill read a letter from the National Student federation which invited the Nebraska council to become a member and to have representatives present at the organization conference in December.

Frank Landis moved that the council adopt a resolution condemning the Lincoln Journal for recent publication of pledge lists before release by the Interfraternity council. After discussion it was decided to refer the matter to a committee before taking any ac-

tion. Hill appointed Faith Arnold, Marylu Petersen, and Bill Marsia to look into the matter.

President Hill announced that two vacancies are open in the council by Franklin Meyer and Lawrence Beckman. Since the council ruled last spring that vacancies are to be filled by the faction the replaced member belonged to, Hill urged that the Progressive faction make the replacements immediately and warned that it must be done before the next council meeting.

Permanent committees which have been appointed to serve for the following year were announced. They are as follows: Migrations committee: Mary Yoder, chairman, Sancha Kilbourn, Walter Blum, and T. E. Schoeni. Organizations: Eleanor Clizbe, chairman, Elizabeth Bushee, Bill Newcomer, and Eleanor McFadden. Judiciary committee: Sancha Kilbourn. Book-

store: Virginia Selleck, chairman, Frank Landis, Jean Walt, and Vance Leininger. Big Six conference committee: Marylu Petersen, chairman, Mary Yoder, Jack Fischer. Publicity committee: Arnold Levin, Bob Bulger, Marjorie Baumister, Margaret Phillips. Athletic board: Burr Ross. Rally committee member: Arnold Levin.

Forums and convocations: Bill Marsh, chairman, Jean Doty, Jack Fischer, Kathleen Hassler. Eligibility: Jean Walt, chairman, Vincent Jacobsen, Elizabeth Moomaw, Melvin Heins. Senior class committee: Arnold Levin, chairman; Lorraine Hitchcock, Jim Heldt, Burr Ross. Junior class committee: Jane Keefer, Bill Newcomer, co-chairmen; Marylu Petersen, Vance Leininger.

Because it drove the grouse from the long Mynd hills of England, gliding from there has been stopped by the courts.

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full-bodied flavor when a sincere performance is drowned out in derisive laughter. In a community where the majority devotes itself to losing the person in the artistic efflorescence of pseudo-individuality, she still remains a person and a very definite one.

The theater in Germany, once famous for its superior achievements, under the loving care of the Hitler has become a woebegone shadow of its former self. Reasons, of course, are many and varied and can be considered better as contributing factors. Race discrimination, delineation of Aryans and non-Aryans, are undoubtedly influential. The one really efficient producer left in Berlin now, Gustaf Gruendgens, would be excluded were it not for a divorce some years ago from a 50 percent Aryan wife.

The polite voice of the government also aids in the selection of actors, being very regretful when war veterans or party members are still unemployed after production schedules are completely arranged. This may be very moderate, but the people of the theater at times show an annoying lack of fine discrimination in their choice of race, creeds, and their very beings, also in their refusal to be more numerous. There is a quaint idea current among such circles that one should accept them for what they are and thank God for them.

The results in Germany of departure from this are rather striking. Of those who maintain that the aims of present Germany are "of the future" are correct, then I fear that those poor individuals who find themselves completely engrossed in a such impractical things as the interpretation of life will be treated with an indulgent smile, as one would heed a wayward child.

**OFFICIAL BULLETIN**

Barb Mass Meeting.

Barb men will meet en masse in Social Science auditorium Thursday, Sept. 26, at 7:30. All unaffiliated men please be present.

Corn Cob, Tassels.

All Corn Cobs and Tassels are requested to be at Freshman convocation at 10:50, Thursday morning in the coliseum.

Phi Chi Theta.

There will be a meeting of Phi Chi Theta, Thursday evening at 7 o'clock in Ellen Smith hall.

Gamma Alpha Chi.

Gamma Alpha Chi will meet Thursday night at 7 o'clock at Ellen Smith hall. All members must be present.

Dumb-bell: Did the game of chess originate in England or

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China? Answer: The first authentic literature about chess comes from the Arabs and Hebrews about the eleventh century. It was also known to the Mohammedan nations but the game probably originated in India. From there it spread to Persia and was carried by the Arab conquerors into Europe.

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