

THE SOU'WESTER

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Editorial room, Alumni Office of Science Hall.

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1935 Member 1936 Associated Collegiate Press Distributor of Collegiate Digest

PARAGRAPHS—

NEW DEPARTMENTS From all appearances it seems that the administration of the college has been very busy for the past few months. Not only have new professors been secured, buildings and grounds put in order, a large freshman class attracted, but two new departments have been established for the coming academic year.

DINING HALL To you Freshmen and new students—the dining hall is a place that has to be run efficiently, promptly, and with as little friction as possible.

HONOR SYSTEM Every year about this time someone reminds the new students of the importance of the Honor System. Such action is not out of order.

FOOTBALL TONIGHT Tonight, this 20th night of September, 1935, it is not at all improbable that the Lynx will embark upon a new football era.

BY LINES Members of The Sou'wester staff will be given throughout the year by-lines on stories of merit, whether they be news, sport, or feature, accounts.

SIEFKIN STAYS

Professor C. G. Siefkin, who has for the past two years been an instructor here, will not study at Princeton this fall as was formerly thought.

SOU'WESTER GOES TO FIELD HOUSE

Will Be Moved Near Parking Space

The offices of The Sou'wester will be moved from the tower room, where they have been for the past several years, to the remodeled field house, announced the publications board this week.

At present, temporary offices are in the Alumni office in the Science Building.

Plans are to move the field house from its present location to a site near the gas pump, situated beside the parking lot. Remodeling, both inside and out, will take place there.

BIBLE CLASS TO HOLD FIRST MEETING SUN.

The Southwestern Bible Class will hold its first meeting of the year Sunday at 6:30 p.m. in the social room of Calvin Hall.

Music will be given by Charles Hamilton, and Edward Atkinson, president of the group, asks that all students with the ability to sing be present.

MEETINGS

The YMCA will hold its first meeting of the year Sept. 25, in the Lynx Lair.

The Christian Union Cabinet will meet at 6 p.m., Oct. 4, to choose freshmen representatives for the year.

PICTURE SECTION FOR SOU'WESTER

Lynx Students Are Urged To Send Photos

A regular pictorial review of the news of the college world will be featured each week in the Collegiate Digest section of The Sou'wester, the first issue of which appears with this edition of The Sou'wester.

Featuring exclusive lively features written especially for its wide collegiate audience, in addition to the regular news of the week "in picture and paragraph," Collegiate Digest brings to the readers of The Sou'wester the most complete pictorial review of college news available.

A new and outstanding feature of the issues this year will be the unusual Speed Graph photos taken with the "Magic Eye" camera and depicting the continuous motions of athletes in action.

Then, too, Collegiate Digest will continue in The Spotlight its bright and lively stories of the great and near great who graduated from or attended college.

Students of Southwestern are urged to send photos to the editor of Collegiate Digest at P. O. Box 472, Madison, Wis.

CALENDAR

Friday 8:00—Southwestern-Arkansas State Football Game, Hodges Field. Saturday 6:15—Fraternity Pledging. 7:00—Sorority Pledging, followed by open houses. Sunday 6:00—Men's Bible Class, Calvin Hall. Monday Fraternity and Sorority Meetings.

ROBB HALL

Dear old Robb, so fat and over-stuffed with good new students after a rather lean summer. The scramble for rooms has been terrific so that some of the "goons" had to room in Calvin and Stewart—rather a backyard situation.

Shed a tear for the telephone without Joe Bell's "every two minutes" voice, and give a cheer for Goodlett and Mills who brought the cotton they put in their ears to prove to unbelieving ground huggers that they are kings of the air lanes.

THE FLOWER BOX

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JUST FOUR FRESHETTES NOW



Helen Ensley Sally Harding, front; Christine Hauser and Virginia Morrow, back, were snapped by a Commercial Appeal photographer Monday morning when they appeared according to Sanhedrin rules.

CHRISTIAN UNION FETES FRESHMEN

Sigma Alpha Epsilon Lodge Used For Party

The Christian Union Cabinet entertained all new students Friday night with an annual party. The entertainment was held in the SAE Lodge under the direction of Tommy Fuller, president of the Cabinet.

Refreshments were served after which Dan Wingo introduced prominent students and members of the faculty who endeavored to instill into the new students the Southwestern spirit.

NEW STRAND

FRIDAY—SATURDAY

WILL ROGERS

"STEAMBOAT 'ROUND THE BEND"

STARTS SUNDAY

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LYNX SPORT SLANTS

Has anyone a left-handed typewriter? After experiencing the cataclysm of returning to school five digits of the right wing are somewhat mutilated from the profound hand pumping of Frat brothers and others who intend to profit by our presence here.

But regardless of the handicap, the quicker we get down to business, the quicker this space will be filled—which, after all, is the idea.

Invariably this summer, as well now, we heard the question voiced: "What kind of football team will Southwestern have this year?" Some know-alls may have tried to answer it, but even Coach Propst himself declined to comment when asked said question. One must simply wait until after tonight's game for some indication. And this will not be very accurate as Arkansas State is not supposed to have much in the way of a football machine. The Lynx should be familiar with the Notre Dame system, which State uses because Sewanee uses a similar system.

The game next week with Tennessee will give a better approximation of the Lynx's claw power.

Contrary to last year's reasons for grey hair under the coaching staff's hat (a line that was twice as good as the backfield) the Lynx, this year, are weak in the line, especially in the center. Southwestern has no guards with real game after game, experience. The Lynx have only two centers, one a sophomore, the other, a Junior College man who makes his debut with the Lynx. The tackle positions look better than any other in the line, especially since big Red Davis holds down one tackle post. The ends will hold up OK on defense, but when offense rolls around it will be another story as there is no speed demon nor any really good pass receiver playing the end position.

The backfield, as stated before, can well take care of itself. With the passing and punting of Morton, the blocking of Tapp and Owens and the team handling of Mays, Jones and Prewitt, not much trouble can be expected from there. It simply boils down to this: the backfield will be more than able to follow anywhere the line can lead.

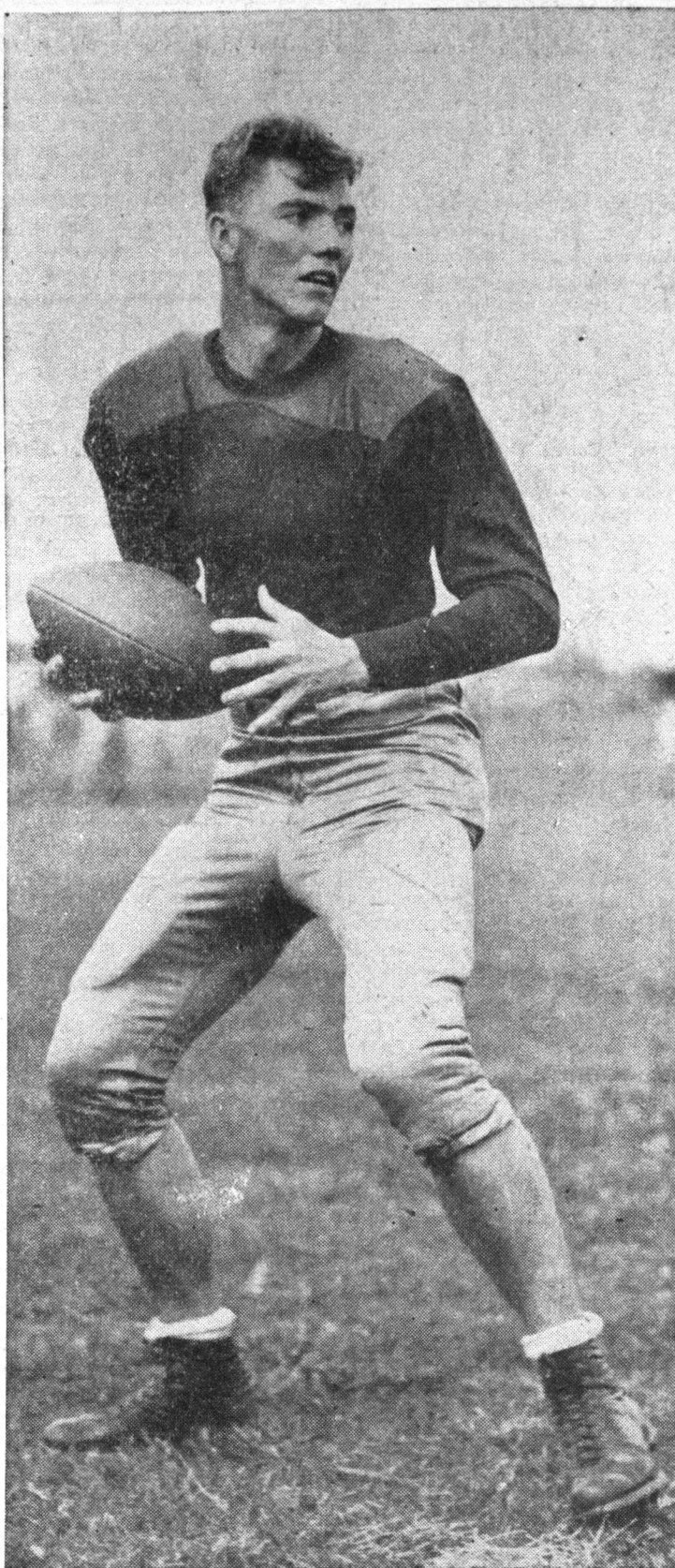
* * *

Talking to Coach Miller the other day, and he reminded us to get our Intra-mural squabbles over now. Last year, you remember each fraternity during the last few days of competition tried to prevail upon Coach Miller to make rules that would suit them individually. Coach Miller has demonstrated his willingness to cooperate fully with the Fraternity Committee, but he suggests and wisely too, that rules be made now, before competition begins so as to eliminate any squawk about "throat-cutting."

* * *

Those bringing about the new athletic set-up are to be congratulated. They did a job that Southwestern should have done in the first place; and in the second place, the selection of Chicken High as business manager of athletics, was a good move. Chicken is the kind of fellow that can drive a bargain until it stays driven, popularly speaking; which means that the business of the Lynx athletics will be run in a real business-like way.

BACK



Hartwell Morton, although a sophomore and light, will probably get a chance to use his passing ability tonight against Arkansas State at Hodges Field.

STEWART HALL

What with this, the MEN'S dorm, already full, and more and more of Coach Propst's charges arriving by the ton, the place has begun to reek of the riotous atmosphere of an Emancipation Day celebration on Beale Street, or some such.

Among the intelligentsia who formerly resided in Robb or Calvin Halls and who have very manfully decided to change from a Blue to a Red-Blooded environment—voluntarily or otherwise—thereby proving the truth of the old adage about college men striving ever toward self-improvement—we find, of all people (?), Gauchet and Fiederling in the first floor corner. Since their neighbor across the way is the genial Dr. Baine, we've a sneaking hunch that there'll be narry a dull moment. There is a rumor that the social tribe cursed with the "Shadow" as a brother has decided to pay his room rent and all incidental expenses at a certain downtown hostelry of his own choosing and ill-reputation (if any) till after pledges have been made. Stroke of genius, that idea, but why not just lock him up in his own room out of sight? The man Razzberry is back, the luckless cell-mate of Bone-crusher Scott, who, 'tis said, will execute a flying-mare, apply an all-too-effective strangle hold on anyone unfortunate enough to be within arm's reach and, until discouraged by a referee-like slap on the back, begin a process of gradual but guaranteed disfiguration every time he hears a bell. S'funny. Bubble-eye Houts (To-To to you) is again dividing his time between Stewart and Evergreen, but sighs that there are none like his Al-lenconnuh usta wuz. In the upper regions Wingo and McInnes, who, by the way, was an honor graduate back in N'England, share the quarters formerly occupied by White & Wright. McGivens, Pitts (the Punk from Paris), Robt. E. Lee (that's his sho-nuff name), and scores of Frosh and other animals less simply classified all indicate a lively time for one and all. O'mmup 'n seeszumtime, frenz.

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FOOTBALL SCHEDULE, 1935

Varsity		
*Sept. 20—Arkansas State	Here
Sept. 28—University of Tennessee	Knoxville
Oct. 5—University of Mississippi	Here
*Oct. 11—Millsaps	Here
*Oct. 18—Mississippi College	Jackson, Miss.
Oct. 26—Open date:		
Nov. 2—Howard College	Here
Nov. 7—Birmingham-Southern	Birmingham
Nov. 14—University of Chattanooga	Here
*Nov. 21—Union	Jackson, Tenn.
Nov. 28—Spring Hill	Mobile
*—Night Games.		

THE SOU'WESTER

Week Sat., Sept. 21st

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TUTWILER AND McLEAN

FOOTBALL TEAM BOBCAT GRIDMEN GUEST AT PICTURE DEVELOPING FAST

Propst Gives Short Talk To Audience Prep Hard For Five Game Schedule

The entire football team and coaching staff were the guests last Saturday evening of the Palace Theater. The occasion, which was provided through the courtesy of Mr. Fred Ford, manager of the house, was a gesture of friendship by the theater staff to the student body.

To quote Mr. Ford, "We of the theater wish to take this means of presenting to the public the splendid group of athletes and coaches that comprise the Southwestern football team this year. As their host, and a Lynx enthusiast, I wish the team and the school the best of luck for the coming school year."

A short talk was made by Coach Propst, in which he expressed optimism for the team, after which the players were introduced to the audience. Arrangements for the affair were made by Mr. Ford and Dan Wingo, cheer leader for the school.

Southwestern's thirty-seven freshman footballers are, under the direction of Coaches High and Miller, fast developing into a team that should give their five opponents for the year a hard fight. The local boys have been putting in day after day of scrimmaging against a larger and stronger varsity.

Many capable players are coming to light under the watchful eyes of the coaches. Winfrey, Scott, and Smith are probably showing up better than the average, but many others are pushing them for the honors. The Frosh schedule is:

- Sept. 27—Holmes Junior College, Cleveland, Miss.
- Oct. 25—Union Frosh, here.
- Nov. 1—U. T. Junior College, Martin, Tenn.
- Nov. 22—Senatobia, here.
- Dec. 7—All-Memphis, Crump Stadium.

LOOK!!

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THE SOU'WESTER

—IG—
 Hail to thee, our Alma Mater, and all you gals and boys
 Listen to me and learn a lot, now not a bit of noise.
 You who are so very new to our beloved college
 Must learn a lot of campistry to complete your knowledge.
 Important that you all know the call, "Sewanee's right,"
 Rankles the heart of each true Southwesternite.
 Of observatory hills and flirtation walks we know not a thing,
 But it is those bride paths whose praises we can sing.
 We have our many campus couples so full of loyalty
 And if you all just look around you will surely see;
 Curtis and Hunt are going around just the same again.
 Lucy Woods is being trailed by her usual bunch of men.
 And here is something each new co-ed surely ought to know—
 Harry Webb still likes a gal who's a Chi O.
 Marion Spencer is bidding here, of course lonesome for Gene,
 But by her side Charley Taylor muchly has been seen.
 Jeter is here and Leon is here and two and two make four,
 Harvey the Prince returned at last.
 Who could ask for More?
 Rebecca Laughlin keeps the title pride of A. O. Pi's,
 For as she passes down the hall every gentleman sighs.
 And if you see a lonely figure roaming high and low
 You'll know beyond a single doubt it's our "Lone Wolf"—J. O.
 Dan Wingo returns to our folds as the joy of every gal.
 The store has lost its greatest draw by replacing Joseph Bell.
 Frank Oliver is back once more and every day is found
 Pacing up and down the floor because Braxton's not around.
 Our Kappa Kappa Gam, as we have heard them say,
 Has quickly stolen the heart of our fickle Louis Gauchet.
 Betty Foley is quite the stuff and feels muchly merry
 Because she has conquered the heart of one Jim Carey.
 And then Virginia Cunningham is still doing the best
 With her S. A. E. heart beat, Samuel Prest.
 Billy Lapsley, Billy Kalker, and the gal they call "Tuffy"
 Try to make a threesome of it. Now, Alice, ain't that luffly?
 I'm sure you'll want to know of each and every pair—
 Just watch the paper every week and you will see them there.

COLLEGES BUY NEW STUDENTS

(Continued from Page 1)
 theirs." The more financial aid the principal can extort for his charges, the better he stands with the parents and the board. As a general rule the principal says, "I'll give you one paying student for one scholarship." Now and then he is more generous. A certain Eastern principal offered two paying students to one scholarship, which he wanted for his son.
 Whatever the final terms, the unwitting chattel of a student thinks he's being cared for by the ravens or else he's something special. Athletes, of course, still come at a premium. Last summer one husky had offers from 40 institutions and finally accepted free room, board, a job, and a \$35 weekly "allowment for his parents." As a matter of fact, you don't need any special talent as an athlete or a scholar to be courted by the colleges these days. The home office is backing up the sales force in the field and it keeps vigil for any prospect who rears his head.
 If you doubt this, send out today ten requests for catalogues. Pick colleges in the South and Middle West, where education is hardest hit. The chances are that you will find a scholarship in your mail box one day, and a check for \$250 from another temple of learning (the same to be applied on your tuition the second term you go there), and offers of reduced railroad fare, not to mention some high-powered sales literature. Quite possibly, some alert alumnus will get your name and come around to see you; alumni draw as high as \$25 a head for the students they rope in.
 Presidents, deans, registrars, alumni—even students are pressed into this service of filling the colleges. The Turck committee found some colleges paying undergraduates \$10 each for friends rightly persuaded. These fees, though, are not paid until the new student has shown his intention to stay. Colleges find it no longer possible to count on advance enrollment. Even after definite arrangements have been concluded during the summer, the cut-rate colleges step in with offers of reduced fare. The school that

keeps its prices as advertised often discovers when it opens in the fall that it has been mulcted out of a good part of its enrollment by a college preying upon students pledged to other institutions.
 More outrageous are the numerous cases of shanghaiing students even after they arrive on the campus. There they are likely to fall under the spell of a wily salesman of another college, who pulls them confidentially aside and ups the bid enough to send them packing to the rival campus. This practice has become so common that college presidents everywhere are complaining bitterly about it.
 Competition for scholastic meets is fierce; such occasions enable colleges to play the big-hearted host and give high school students a foretaste of what college life is supposed to be. More spectacular is the fete day when the college parades for high school seniors. These style shows are held every spring on hundreds of campuses. Like a model, Alma Mater shows off for the fall trade. Elaborate plans are laid. One college buys the names of 30,000 high school seniors and sends invitations to them. In some cases transportation is provided free. Two rival colleges recently sent out rubber-neck buses to one town the same day. The buses drew up near the curb at the high school and the two professors from rival institutions hawked their wares like Coney Island barkers.
 Every device of showmanship is used. There is a laboratory exhibit which a few serious young strays attend and a sport show which draws a mob. There is lunch in the gym, duly decked, and the coach raises his grizzled countenance and speaks of character and college spirit. The family album of the school is brought out. There are side attractions in the fraternity houses, where bids are slyly offered and the sub-freshman is highly flattered. Finally comes the dotted line: an interview with the dean about enrollment—and scholarships.
 What this whole servile, obsequious approach does to young men and women who finally enter the portals is not hard to guess. They come with hands out and palms itching. Flattered by many proposals and at last bribed,

they act as if they owned the campus. Professors find them "critical, demanding, unsympathetic." Alma Mater's excessive ardor cultivates the egotism and laziness education ought to correct. Nor are the students alone harmed. Entrance requirements first, and later academic standards, are lowered to accommodate the new horde and the colleges suffer a disastrous loss of prestige. The student feels that a college which has gone to so much trouble to get him will not throw him out for poor work as long as he pays a few dollars to its shrunken treasury.
 Authorities see that the colleges are heading for financial ruin unless they stop their mad scramble for gyp students. Happily, the whole problem has been chased out into the open by the Turck report. The national educational press is taking up the cry of reform. A series of regional conferences designed to grapple with recruiting is recommended by the Turck committee. Pitiless publicity will help.
 It is possible, too, that the extension of government aid to students will tend to check the abuses. This fall over 220,000 college and high school students will share the \$50,000,000 allotted to the new government youth plan. Whether or not this direct aid will modify the activities of the go-getter schools appreciably, remains to be seen. Some believe that the problem goes far deeper, that the weak colleges must be absorbed by the strong ones or else shut their doors. The need is far too great to be met by such paltry help as government tuitions. If the government is going to act at all, it should aid far more generously in the matter of endowment and equipment.
 Until some fundamental scheme is

devised, the colleges will have to meet the problem on their own doorsteps. It is a question of ethics and taste. Authorities believe that the following principles ought to be observed at all costs:
 See that students are recruited by men capable of serving as educational counselors and not by irresponsible salesmen. Let the student's interest be kept above what is supposed to be the immediate interest of the college. Let field representatives refrain from discussing other institutions.
 Give no scholarships to freshmen, but reserve them for upperclassmen. A faculty committee can make a wiser distribution to students they know than the president can to incoming freshmen he doesn't know.
 Careful check should be made on the claims of students who say they need help. In all cases scholarships should be awarded strictly on merit and distinguished sharply from grants-in-aid for the needy.
 Never grant aid in any form to students who come from another college until they have been on the campus at least a year.
 In a word, recruiting must be put

on a higher educational and ethical level. Meanwhile, the picture is not without its brighter aspects for students who are serious, who are really determined to get an education. Such students will stand out from the crowd and get the special attention of professors if they take advantage of their opportunities without taking advantage of their college.

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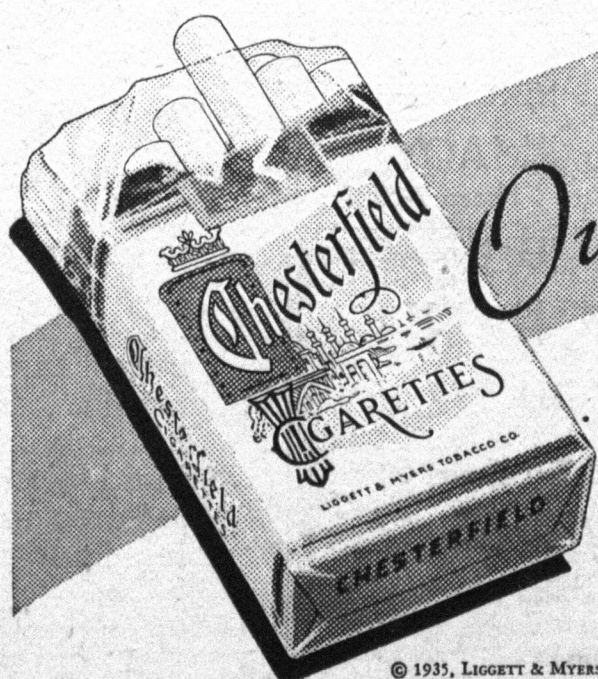
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