

SENIOR DANCE  
TO-NIGHT  
IN THE  
GYMNASIUM

# The Campus

A WEEKLY JOURNAL

THE COLLEGE OF THE CITY OF NEW YORK

THANKSGIVING  
ASSEMBLY  
TODAY 12 M.

VOL. XVII. No. 10

NOVEMBER 24, 1915

PRICE TWO CENTS

## Advertising as a Career

By WILLIAM H. JOHNS, '87  
Interviewed by DAVID ROSENSTEIN, '16

Think you can become an advertising man by wishing it? Well, Mr. William H. Jones doesn't think so, and certainly the Vice-President of the George Batten Company, advertising experts and business engineers, ought to know. Mr. Jones calls advertising a profession, and you may take his word for it, there's no easy road to success in advertising; there are no 100 to 1 racers you can mount, any more than that equine favorite is to be found in the learned profession of medicine, law, or the ministry. It's hard work you must expect to do as each new rung of that popular success ladder is attained. You'll have to concentrate, continue studying, cultivate the live-wire air, be up-to-the-minute, coruscate with the latest thing going. You'll have to be broad in sympathies, and understand how the human mind works. You'll have to get your fair share of hard knocks—maybe, more than your due. You'll have to forego delving in the antiques. You'll have to slough off indifference to your fellows. If you've the penchant to startle with the unusual, for example, to coin a new phrase, and if your memory does not long to loiter midst the old and seared, your chances of winning are pretty good. If you haven't been a plodding memorizer, if you haven't played the 'sedulous ape to your instructor too long, your college education will stand you in good stead.

For the uninitiated but prying mind of the layman, advertising strategy has an odd fascination. It is mystery-enveloped. Advertising is thought out for adventure.

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Do you want to be admitted into a little family secret? Draw up your chair. Listen. Are you interested in discovering a business youth-elixir? Seriously, do you care to be on the 'go' most, if not all of the time, to keep young because your interests are ever new and changing, then again take for granted what a friend of the college and the students says: "No two days of work are alike. Each day brings new

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Colonel Lydecker said in part: "I am aware of the philanthropic purpose of the socialistic movement. The way to get things reformed is to first obtain a true concept of what is to be reformed and then work clearly for it." The speaker then traced the grievances of the Socialist Party as they are set forth in the platform. "If these grievances were entirely true the great body of workers would join and put the plans of the Socialist Party into operation. I believe the general purpose of the Party good, but their extreme plans are what I do not agree with. Think of anyone, to-day, complaining about the freedom of press or assembly. You can print and circulate anything you want if it be true and comply with the common laws of morality."

In closing, Chairman Lydecker said, "What is the wisest thing for you to study while in College? First, avail yourself of the courses the College gives before attempting to solve the world problems. I urge you, as students to lay strong the foundation of your culture, grasp the practical points before you decide the great points of life."

## STADIUM COMMITTEE APPOINTED.

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## FITZ GERALD TISDALL

### "TRUE TO HIS CONVICTIONS"

By the death of Professor Fitz Gerald Tisdall, the Faculty of The College of the City of New York has lost a colleague who, by length of service, honesty of purpose and devotion to his Alma Mater has left an impression that will long endure. Both in his College work and in his other activities, he showed a strong sense of duty, and he was scrupulously exact in the performance of every task laid upon him, either in the daily course of his teaching or in Faculty meetings and committees. He would never evade one jot or tittle of the prescription. In the discussion of matters of College policy, he displayed the utmost seriousness, taking pains to assure himself of the justness of his position and to fortify his judgment with reasons. Believing himself to be right, he would not yield or retreat, even when he found himself in a minority, for he was exceedingly tenacious of his convictions and untiring in his efforts to make them prevail. The traditions and spirit of the Free Academy found in him an example and a constant advocate, and he always stood for accuracy and thorough training as the essentials in the education of youth. Not only on larger questions, but in more trifling things as well, such as sports and games, he exhibited the exactness and tenacity of his disposition and his rigid application of rules and principles. Though he was not without humor and geniality, the dominant impression he has left is that unswervingness, of proceeding directly in the straight line he had marked out for himself.

The Faculty expresses its deep sympathy with his family and enters this note upon its minutes.

(Extract from the Minutes of the Faculty, November 18, 1915.)

FREDERICK G. REYNOLDS  
Secretary.

## College Should Long Remember His Labors.—Prof. Brownson

At a meeting of the Faculty on Thursday, November 11, but a few hours after the report of Professor Tisdall's death reached the College, Professor Johnston described in most fitting and appreciative words what he regarded as the deepest, strongest traits of Professor Tisdall's character: his devotion to the right as he saw it, his faithfulness to duty, and his loyalty to the College.

To all these things every one who knew Professor Tisdall can bear witness, and I think it is just these traits which all of us would have chosen to emphasize. He was always not only ready, but eager to champion a cause which he deemed right, whether "alone or with many," as our Ephebic Oath puts it. Temporizing or opportunism was impossible to his nature. He sought always to find the principle which was involved in any question, and, once convinced that a principle was at stake, he was resolute and fearless in speech and action. He cared little for majorities, for tendencies or currents of popular feeling; nothing less than well considered reasons would satisfy him.

A kindred characteristic was his scrupulous care in the performance of every duty which devolved upon him. Such devotion was a part of the fine creed of the old Free Acad-

(Continued on page 2)

## NOTICE.

To officers and members of the Sophomore and Freshman classes:

The Joint Committee on Discipline has voted to forbid any hazing, pledging or interclass disorder of any kind within or without the College grounds.

Violations of the above order, by any member or members, organized or unorganized, of the Freshman or Sophomore classes will result in the punishment of the President, Vice-President, and Student Councilor of the offending class or classes by whatever discipline the Committee deems meet.

The above named class officers 6The above-mentioned class officers whether actually present and directly responsible, or not, will be held strictly accountable for the members of their classes.

CARLETON L. BROWNSON,  
Chairman.  
HERBERT B. BENJAMIN,  
Secretary.

## BIG THANKSGIVING DAY ASSEMBLY TODAY AT 12

By request of the Joint Faculty and Student Assembly Committee, the twelve o'clock hour to-day will be given over to a general assembly in the Great Hall. A suitable Thanksgiving Day program will be presented.

All College sessions will be suspended during that hour but will be resumed as usual after the exercises.

## FACULTY JOIN WITH ALUMNI IN WEBB AND LIBRARY MOVEMENTS.

At the last meeting, the Faculty resolved to co-operate with the Alumni Association in the matter of securing a replica of the Webb Memorial Monument, which was unveiled at Gettysburg on Oct. 12. As the expediency of the project has been thoroughly investigated, the cost being still intact and the cost of the pedestal estimated, an effort will now be made to obtain subscriptions for the monument fund.

The Faculty Library Committee at the same meeting was requested to keep in close touch with the alumni movement to raise adequate funds for the extension of the Library's facilities.

## PROF. ROBINSON, DIRECTOR

Professor Robinson, who is now the Director of the Evening Session of the College has been appointed Director of all courses given in the Municipal Building for Civil Service Employees.

There are now 984 students enrolled in the Evening Session proper, which is the largest registration in the history of the Session. Every announced course has been well filled and classes are proceeding successfully.

## CITY COLLEGE PROMINENT IN INDUSTRIAL WORK

"About forty City College men are engaged in the industrial work of the Y. M. C. A.," reports the Committee of the Association appointed to look after the College's part in social service activity. Of these the majority are teachers of English to foreigners. All of the work is voluntary.

There are still a number of opportunities for leaders of boys' clubs in the University Settlement. Applicants should call at Room 16-A.

In industrial work, C. C. N. Y. led all the colleges of the city. This year a like precedence is anticipated.

## Student Council Meets

### Restores Pledging and Hazing by 9-6 Vote

What promised to be an ordinary and uneventful meeting of the Student Council last Friday developed into a parliamentary battle that lasted for more than two hours. Routine business of hearing committee reports had just been finished when the trouble began.

The fireworks started when Schattman, reporting for the Fresh-Soph Committee, made the surprising announcement that the Carnival plan of hazing Freshmen had been abandoned, and the old system of lawless pledging had been reinstated. The Chairman pointed out that the Committee had transgressed its rights in legislating in as much as his duties consisted in regulating.

The motion to adopt the report as presented was lost by an overwhelming vote. The Chairman ruled that inasmuch as the Council had rejected the report, all pledges of Freshmen obtained by Sophomores were null and void and the 1918 officers were instructed to see that the ruling was obeyed.

Under new business, Levy, '18, moved that the old system of pledging be restored. In explaining his motion he declared that the '18 class was being deprived of its just rights, and that the Sophomore's fun should not be spoiled.

Arguments against the motion tendered to show that the old form of pledging and hazing would bring unpleasant notoriety to the College. Faculty interference in student government and severe punishment for the offenders. An appeal to the College spirit of the Councilors fell on dumb ears. In order to place every man on record in this very important matter, Samuelson demanded the roll-call vote. The Ayes—Tabor, '16; Lightcap, Tannenbaum and Pisik, '17; Lifschitz, Lasky, Levy and Blutreich, '18—total 9. Nays—Salt, Guinness and Samuelson, '16; Schacter, Schattman and Friedman, '17—total 6. By this vote the Council, as one member expressed it, Daced Student Self-government in a precarious position. The old method of capturing Freshman Anywhere off the Campus and compelling them to sign pledge-cards will undoubtedly bring Faculty interference.

## Revolutionary Relic Found

Irving W. Stark, '16, has presented the History Museum with a bar-shot. This shot is a Revolutionary War relic and is an unusual find. The specimen was found by some children, who, under the influence of the European War, were digging trenches near Fort Independence, one mile east of Kings Bridge.

When placed in the cannon the knob-like ends of the bar are close together. It is made so that these knob-like ends separate when the shot is fired. The entire bar continually twirls around. It is rudely cast and is evidently of American patent, made for the purpose of attacking English shipping in the North River. The object of the shot was to tear the sails and entangle the rigging of the ships.

(Continued from page 1)  
for the purchase of a large Poulsen Arc Equipment secured from the Brooklyn Navy Yard where it lay unused, and had it placed in the College where it has proved of great service. Through this act of generosity the students have been enabled to carry on the work in radio-engineering.

Last year he again contributed largely to the erection of a wireless aerial plant whereby the Physics Department can send and receive long distance messages. At all times has he displayed eagerness to cooperate with the scientific work of the College.

"What do you regard as the proper field for college activity?" I asked, opening the discussion. Frankly, the answer was surprising, because it came from a man whose work is essentially technical and specialized. From men of such training, one anticipates a slant of view in a particular direction. In these quarters, fault-finding with the current type of college graduate is a favorite pastime. Lack of business sense, and inability to take hold at once of the practical problems of the commercial office are two of the deficiencies scornfully referred to. Regretably, such adverse judgements have all too frequently a basis in fact. But they were not Mr. Dunn's and his hopeful outlook and optimistic views were reassuring.

"The main function of a College is not technical, vocationalized training, nor even mastery of details—but intellectual discipline, and on the moral side, character development. And for this intellectual discipline, coupled with the lessons of personality which my teachers imparted, I am under everlasting obligation.

"The ability to think is of paramount importance; the information acquired is a secondary consideration.

"I prefer the man whose mind is disciplined and whose imaginative powers are developed, to the man whose specialized knowledge is superior. In the long run, the former will prove more useful. His contribution to his profession will be more substantial.

"My company, in normal times, takes on a large number of college men every year. It sends a representative to the various engineering colleges during the winter to look into the class records of the men, to make their acquaintance, to discuss their capabilities with their instructors, and, in every way to take such steps and precautions as will lead us to get the ablest graduates. My experience convinces me that a man grounded in the fundamentals and pure theory, can be adapted to any department of work that fortune sends him to, and will quickly make his place there. An engineer whose training has been too narrowly specialized is helpless if he misses the exact niche he expected, and in general is not as serviceable and valuable as the man of broader outlook.

"It is often thought that a short college course, because it helps a man to begin earning his living earlier and because it gives him the advantage of an early start, has compensations which outweigh the complete training that a longer course necessarily yields. But in my opinion this view is fallacious for all but mediocre men. The investment of time and money on the part of a good man in extending his course to give him a thorough fundamental grounding, plus a thorough preliminary training in his profession yields handsome returns, although these returns may not come for five or ten years after college.

"The tendency to teach men trades too soon is to be deplored. In some circles, the belief is current that the college fulfills its function best when it has turned out—readymade—men who can step into specialized positions without further apprentice-

ship. I believe this to be a mistaken view. The object of a college is to develop intelligence—the ability to grapple with and solve problems as they arise. The college graduate soon finds that life is not what at college he imagined it to be. Should the narrowly trained man fail to connect at once with the kind of position he expected to find, he is helpless. The man whose training is broad and fundamental, when thrown on his own resources, may flounder for a while, but soon gets his bearings and swims to success."

"You do not, then," I remarked, "join with those who assert that the college, instead of fitting men for the serious business of life, really unfits them; that college turns men out at graduation as helpless as when they entered, as far as ability to take their place in the outside world is concerned."

"I believe that such men would be still less fitted, if they had not been to college and that college can never be any more than a help and assistance to any man. Other things being equal, the college man is indeed at a disadvantage the first two or three years after he is out, and sees the man without college training pass him by; but once this incubating period is past, the college man almost invariably forges ahead. While the man in college is acquainting himself with the humanities, the man in business is learning the details of work; naturally there is a marked difference between the two men at the outset, but the difference is soon obliterated. In the long and often in the shorter run, the college trained man overcomes this handicap, and with his flexibility of mind, and his broader understanding of men and things, he not only has an advantage over the other man, but his life is infinitely richer and fuller, and his business activity is packed with significance."

I approached the subject from another angle. "Do you believe that college work in the junior and senior years ought to be correlated with actual business? In other words, do you approve of the modern tendency to introduce specialized training into college as the men grow maturer?" Mr. Dunn held firmly to his original contention.

"Speaking in the broadest sense, I do not approve of the policy of giving specific business training at College. Such work takes away from the time that should be devoted to fundamental studies, and as a rule leaves the student insufficiently grounded in the fundamentals, a deficiency that it may take many years to supply, if at all possible. What one loses at this period of growth, one can hardly expect to replace in after-college life. Either we are too busy, or else the means are not at our disposal. On the other hand, with solid grounding in the fundamentals, business experience is very quickly acquired by the earnest worker in the post-graduate school of real life.

"It is unreasonable to expect an academic college to turn out a finished product. Direct preparation in college for work in government service or in the professions is, I am inclined to think, an impossible ideal.

"I am not an educational expert, but I believe a man will go farther in banking, bacteriology or as an office holder in the city government if the college lays stress upon the fundamental subjects of English, physics and mathematics, coupled with a liberal acquaintance with the humanities, than if it gives a specialized training in specific subjects at the expense of the studies I have mentioned."

Asked specifically to apportion values in the preparation the City College gives to men intending to take up engineering as a profession, Mr. Dunn said:

"The most important part of an engineer's education is his funda-

mental training in English, mathematics and physics. He can far better afford to slight his technical training than to neglect these fundamentals which the City College gives with thorough efficiency. Eating the pudding is still, I believe, an accepted method of testing. The Dean of the Columbia Engineering Schools asserts that many of their best men are City College graduates. The reason for this is not difficult. The City College insists on essential fundamentals."

"What are the college man's opportunities in the engineering profession to-day?" I ventured.

"Let me answer your question from a negative approach. For the non-college man the opportunities are greatly limited. In our company, for instance, we never employ engineers who are not college men.

"In general, the field is not overcrowded. Just now, many engineers are without positions, but this is due to the temporary depression in the engineering and construction trades that has covered the last two years. In general, there is a larger demand for first-class engineers than supply. A proof of this is the salaries paid to competent men. The two highest salaried men in the employ of the City of New York are engineers, their salaries being higher than that of the Mayor.

"Furthermore, I consider the earning of money while still at the professional school as easier in my profession than in any other, because trained engineering students are wanted during vacation time, and at other times on construction jobs and in engineering factories, in a way not found in other professions. And conversely, the experience of vacation work, or part-time employment during his course at College is of inestimable benefit to a student. The students that have worked during some part of their course show it by increased proficiency; also, they sooner reach responsible positions after leaving college. It has greatly increased the value to them of their college studies."

NEWS OF THE CLUBS

James Goold, Charles X. Mantinband, Milton E. Schattman, and, as alternate H. Bismark Benjamin, were chosen to represent the Clionian Literary Society in the next Clion-Phreno debate. The proposition for debate will be:

**Resolved: That the incorporation of the small states of Europe within the larger states, on principles of territorial contiguity and racial kinship, would be to the advantage of Europe.**

Individual medals are offered to the members of the winning team and a silver cup to the victorious Society by the Alumni Organization of the class of '94. The date of the debate will be announced later.

The Cercle Jusserand announces that its meetings will hereafter take place on Wednesdays at 1.15 P. M.

To-day's meeting will have the following program:

H. Reiman—"Correspondence de Prosper Merimee."

J. Viscardi—"Bouddha"

At the last meeting of the Mathematical Society, Prof. Saurel addressed an enthusiastic body of prospective scientists on the "Theory of Groups and Classification of Crystals." This is one of the many sciences to which Math. has been very hospitable.

On December 2, Prof. Cohen of the Department of Philosophy will speak on "Usefulness and Uselessness of Mathematics."

NOTICE: Will all students intending to elect courses in Math beyond Math 4 meet tomorrow, at 1 P. M. in Room 123. This innovation on the part of the Math. Society will prove beneficial to all for it will eliminate troublesome changes which are bound to occur if group co-operation does not exist.



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No such patterns among our Fall suits  
They're nothing if not neat!  
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102 Fulton Street New York

Irving Levey, '18 College Rep.

At the meeting of the Herbermann Classical Society last Friday a resolution was drawn up expressing the society's regret at the death of Professor Tisdall.

Charles Goldstein spoke on "The

Roman Banquet of Caesar's Time," and he was followed by Lucian Lamm who spoke on "Comparing Homer to Shakespeare." Both papers were followed by interesting discussions.

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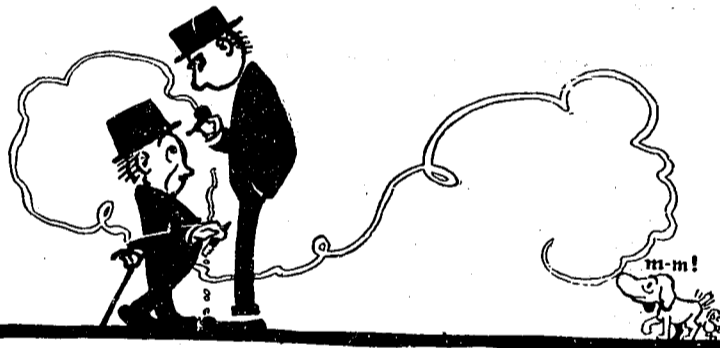
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Bet. 140th & 141st Sts.

For Good ICE CREAM  
and Fresh CANDIES go to

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CONFECTIONERY and  
ICE CREAM PARLOR

3385 BROADWAY  
At 137th Street Subway Station



No, Philburt, I am not a-arguing with you.  
I'm just a-telling you

—when you want a real smoke, get behind a pipeful of Tuxedo and watch all the big and little Worries that have been a-besieging you, evacuate their trenches and make a rushin' advance to the rear. Those fragrant whiffs of "Tux" make them feel too joyful—no self-respecting Worry can stand for that.

Tuxedo  
The Perfect Tobacco for Pipe and Cigarette

The combination of the best smoking-tobacco leaf in the world and the best method ever discovered for refining and mellowing tobacco puts Tuxedo in a class by itself.

Kentucky's ripest, mildest Burley leaf, when treated by the original "Tuxedo Process" loses every trace of bite—develops a wonderfully pleasing fragrance and flavor that are not found in any other tobacco.

No other manufacturer knows the "Tuxedo Process"; that's why no imitator ever equals Tuxedo!

YOU CAN BUY TUXEDO EVERYWHERE

Convenient, glassine wrapped, moisture-proof pouch . . . 5c

Famous green tin with gold lettering, curved to fit pocket . . . 10c

In Tin Humidors, 40c and 80c  
In Glass Humidors, 50c and 90c

THE AMERICAN TOBACCO COMPANY





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## FITZ GERALD TISDALL

### "TRUE TO HIS CONVICTIONS"

By the death of Professor Fitz Gerald Tisdall, the Faculty of The College of the City of New York has lost a colleague who, by length of service, honesty of purpose and devotion to his Alma Mater has left an impression that will long endure. Both in his College work and in his other activities, he showed a strong sense of duty, and he was scrupulously exact in the performance of every task laid upon him, either in the daily course of his teaching or in Faculty meetings and committees. He would never evade one jot or tittle of the prescription. In the discussion of matters of College policy, he displayed the utmost seriousness, taking pains to assure himself of the justness of his position and to fortify his judgment with reasons. Believing himself to be right, he would not yield or retreat, even when he found himself in a minority, for he was exceedingly tenacious of his convictions and untiring in his efforts to make them prevail. The traditions and spirit of the Free Academy found in him an example and a constant advocate, and he always stood for accuracy and thorough training as the essentials in the education of youth. Not only on larger questions, but in more trifling things, as well, such as sports and games, he exhibited the exactness and tenacity of his disposition and the rigid application of rules and principles. Though he was not without humor and geniality, the dominant impression he has left is that undeviatingness, of proceeding directly in the straight line he had marked out for himself.

The Faculty expresses its deep sympathy with his family and enters this note upon its minutes.

(Extract from the Minutes of the Faculty, November 18, 1915.)

FREDERICK G. REYNOLDS  
Secretary.

## College Should Long Remember His Labors.—Prof. Brownson

At a meeting of the Faculty on Thursday, November 11, but a few hours after the report of Professor Tisdall's death reached the College, Professor Johnston described in most fitting and appreciative words what he regarded as the deepest, strongest traits of Professor Tisdall's character: his devotion to the right as he saw it, his faithfulness to duty, and his loyalty to the College.

To all these things every one who knew Professor Tisdall can bear witness, and I think it is just these traits which all of us would have chosen to emphasize. He was always not only ready, but eager to champion a cause which he deemed right, whether "alone or with many," as our Epebic Oath puts it. Temporalizing or opportunism was impossible to his nature. He sought always to find the principle which was involved in any question, and, once convinced that a principle was at stake, he was resolute and fearless in speech and action. He cared little for majorities, for tendencies or currents of popular feeling; nothing less than well considered reasons would satisfy him.

A kindred characteristic was his scrupulous care in the performance of every duty which devolved upon him. Such devotion was a part of the fine creed of the old Free Acad-

(Continued on page 2)

## NOTICE.

To officers and members of the Sophomore and Freshman classes:  
The Joint Committee on Discipline has voted to forbid any hazing, pledging or interclass disorder of any kind within or without the College grounds.

Violations of the above order, by any member or members, organized or unorganized, of the Freshman or Sophomore classes will result in the punishment of the President, Vice-President, and Student Councillor of the offending class or classes by whatever discipline the Committee deems meet.

The above named class officers of the above-mentioned class officers whether actually present and directly responsible, or not, will be held strictly accountable for the members of their classes.

CARLETON L. BROWNSON,  
Chairman.  
HERBERT B. BENJAMIN,  
Secretary.

## BIG THANKSGIVING DAY ASSEMBLY TODAY AT 12

By request of the Joint Faculty and Student Assembly Committee, the twelve o'clock hour to-day will be given over to a general assembly in the Great Hall. A suitable Thanksgiving Day program will be presented.

All College sessions will be suspended during that hour but will be resumed as usual after the exercises.

## FACULTY JOIN WITH ALUMNI IN WEBB AND LIBRARY MOVEMENTS.

At the last meeting, the Faculty resolved to co-operate with the Alumni Association in the matter of securing a replica of the Webb Memorial Monument, which was unveiled at Gettysburg on Oct. 12. As the expediency of the project has been thoroughly investigated, the cast being still intact and the cost of the pedestal estimated, an effort will now be made to obtain subscriptions for the monument fund.

The Faculty Library Committee at the same meeting was requested to keep in close touch with the alumni movement to raise adequate funds for the extension of the Library's facilities.

## PROF. ROBINSON, DIRECTOR

Professor Robinson, who is now the Director of the Evening Session of the College has been appointed Director of all courses given in the Municipal Building for Civil Service Employees.

There are now 984 students enrolled in the Evening Session proper, which is the largest registration in the history of the Session. Every announced course has been well filled and classes are proceeding successfully.

## CITY COLLEGE PROMINENT IN INDUSTRIAL WORK

"About forty City College men are engaged in the industrial work of the Y. M. C. A.," reports the Committee of the Association appointed to look after the College's part in social service activity. Of these the majority are teachers of English to foreigners. All of the work is voluntary.

There are still a number of opportunities for leaders of boys' clubs in the University Settlement. Applicants should call at Room 16-A.

In industrial work, C. C. N. Y. led all the colleges of the city. This year a like precedence is anticipated.

## Student Council Meets

Restores Pledging and Hazing by 9-6 Vote

What promised to be an ordinary and uneventful meeting of the Student Council last Friday developed into a parliamentary battle that lasted for more than two hours. Routine business of hearing committee reports had just been finished when the trouble began.

The fireworks started when Schattman, reporting for the Freshman Sophomore Committee, made the surprising announcement that the Carnival plan of hazing Freshmen had been abandoned, and the old system of lawless pledging had been reinstated. The Chairman pointed out that the Committee had transgressed its rights in legislating in as much as his duties consisted in regulating.

The motion to adopt the report as presented was lost by an overwhelming vote. The Chairman ruled that inasmuch as the Council had rejected the report, all pledges of Freshmen obtained by Sophomores were null and void and the 1918 officers were instructed to see that the ruling was obeyed.

Under new business, Levy, '18, moved that the old system of pledging be restored. In explaining his motion he declared that the '18 class was being deprived of its just rights, and that the Sophomores' fun should not be spoiled.

Arguments against the motion tendered to show that the old form of pledging and hazing would bring unpleasant notoriety to the College. Faculty interference in student government and severe punishment for the offenders. An appeal to the College spirit of the Councillors fell on dumb ears. In order to place every man on record in this very important matter, Samuelson demanded the roll-call vote. The Ayes—Tabor, '16; Lightcap, Tannenbaum and Pisk, '17; Lifschitz, Lasky, Levy and Blutreich, '18—total 9. Nays—Salit, Guinness and Samuelson, '16; Schacter, Schattman and Friedman, '17—total 6. By this vote the Council, as one member expressed it, Daced Student Self-government in a precarious position. The old method of capturing Freshman Anywhere off the Campus and compelling them to sign pledge-cards will undoubtedly bring Faculty interference.

## Revolutionary Relic Found

Irving W. Stark, '16, has presented the History Museum with a bar-shot. This shot is a Revolutionary War relic and is an unusual find. The specimen was found by some children, who, under the influence of the European War, were digging trenches near Fort Independence, one mile east of Kings Bridge.

"When placed in the cannon the knob-like ends of the bar are close together. It is made so that these knobs separate when the shot is fired, the entire bar continually twirling around. It is rudely cast and is evidently of American patent, made for the purpose of attacking English shipping in the North River. The object of the shot was to tear the sails and entangle the rigging of the ships.

THE CAMPUS  
A Weekly Journal of News and Comment

Vol. XVII. November 24, 1915 Number Ten

Published weekly, on Wednesdays during the College year, from the third week in September until the fourth week in May, excepting the fourth week in December, the second, third, and fourth weeks in January, the first week in February and the third week in April, by the CAMPUS ASSOCIATION, Incorporated, at the College of the City of New York, 139th Street and St. Nicholas Terrace.

College Office, Room 410, Main Building  
The accumulation of a fund from the profits which fund shall be used to aid, foster, maintain, promote, realize or encourage any aim which shall go towards the betterment of College and student activities. This corporation is not organized for profit.

- Article of Incorporation of The Campus Association.
- Sidney E. Samuelson ..... Editor
- William F. Reich, Jr ..... Business Manager
- David Rosenstein ..... Contributing Editor
- Egbert M. Turner ..... Assistant Editor
- Harry Mayer ..... Sporting Editor
- William O'Brien ..... News Editor
- Harry Nirenberg ..... Assistant Business Manager
- James Mendelson ..... " " "
- Bennington P. Gill ..... " " "
- Joel Lifflander ..... Reporter
- Isidore Gluckstein ..... " " "

THE ETHICS OF NEWS.

THE CAMPUS is surprised, in fact, deeply grieved to note the peculiarities of vision that seem to afflict our contemporary. It is not our purpose to enter into a petty conflict with MERCURY or to waste valuable space in a useless and foolish bicker. But since MERCURY reserves "its right to enter any field of news demanded by the interests of its readers" we are forced to carefully examine MERCURY'S plaintive wail. Of course, we will do what MERCURY, in splendid haste, neglected to do—examine the facts. Through the medium of a city newspaper, the swimming schedule was obtained the last week in October. We informed the manager of that fact and he requested CAMPUS not to publish news until he had submitted his schedule to the Faculty Committee, assigning as his excuse a desire not to get "in bad." He further assured us that as soon as the schedule was released THE CAMPUS would get it. So much for the swimming.

The Freshman Basketball Schedule was supposed to have been released to both publications at the same time, but the Varsity Manager who is Athletic Editor of MERCURY confused his two positions and surreptitiously (so his assistant claims) procured the 1919 schedule and was prepared to print it in MERCURY.

All these pleasant breaches of faith on the part of A. A. Managers and the Athletic Editor of the MERCURY came to our attention and we express our determination to duplicate our actions of three weeks before. This naturally worried the gentlemen next door who, while claiming that THE CAMPUS and MERCURY are not competitors, nevertheless did not take kindly to the idea of THE CAMPUS and MERCURY being sold the same day. They held out the olive branch of peace and in a sincere desire to adjust matters and to make it absolutely plain to all except blind persons that THE CAMPUS had no quarrel with the MERCURY as such, we decided to compromise. We thought we had made it absolutely clear that we were changing our announced plan, only because we did not feel any animosity towards MERCURY, but on the contrary felt that the Editor of MERCURY had been placed in an unfortunate position through the pernicious and unauthorized acts of his subordinates.

Must we now reconstruct our viewpoint or does MERCURY desire to convey the impression that it approves the acts mentioned above? By deliberately omitting the facts there was undoubtedly an attempt to convey the wrong impression to the student body.

THE CAMPUS is not going to be fooled any longer. We are going to print everything and anything when we get it because we do not feel that the gentlemen releasing athletic news are playing square with us. We have earnestly desired to do our best for the A. A. but since it desires to play favorites between the two college publications we'll have to take care of ourselves and we think we know how to do that. THE CAMPUS is a newspaper. Its sole claim to existence is the fact that it publishes news FIRST. We are going to do that from now on and should MERCURY inadvertently be hurt in the pursuance of our policy—we are very sorry, but we are not responsible. There is no desire to injure MERCURY. There is a desire to break up the Divine Right of Managers to do as they please with their schedules and their news. You are paying A. A. Dues for the College teams. You are buying THE CAMPUS to know what the teams are doing. The editorial board of THE CAMPUS will take care of the rest.

OUR REASONS.

The new form of THE CAMPUS is the natural result of the growth of the paper and the desire to report completely and accurately the various happenings of news interest in the College. The present size was carefully considered before it was adopted as the final form for THE CAMPUS. The most important points were (1) the new size is the standard size for all College newspapers. (2) The new form enables the Editorial Board to get later news into the paper. (3) Advertising is more easily secured. (4) The cost of producing the paper is less and (5) the new form is the direct basis for a daily college newspaper. During the last few weeks, the Editor of THE CAMPUS found the paper cramped for space. We had arrived at the point where to get more advertisements was to exclude news, and to exclude "ads" was to lose money in running the paper. True, the old form of THE CAMPUS was neater, compact, better suited for class-room use and for filing, but the new form places THE CAMPUS among the leading college weeklies, where the old form was a handicap that could never have been overcome. The college is the largest under-graduate institution in the country. THE CAMPUS will eventually be one of the foremost college papers.

Gargoyl: Gargles

(BUSINESS OF BOWING.)

To a Young Lady Sitting Beside Me At The Prize Speak Contest.

Dear unknown lady:  
Every new and then, I sneak at you Sidewisely a glance.  
And, Oh Lady! how I admire Your coiffured hair, and flashing eye.

And best  
Your sweet, dimpled, winning smile,  
In all I think your pulchritude is of an order superlatively high.

But Lady;

Each and every time a  
Speaker waxes enthusiastically oratorical,  
Reaches his transcendent dramatic effect,

Holds the huge audience breathlessly attentive,

—At that very same momentous moment—

Dear lady

Must you blow your nose?

Maybe the janitors pull strong with student Council. Maybe they dont—who knows?

It's queer tho: very queer!

No sooner do the chairs in the Great Hall need dusting;—Presto! a mass meeting is called.

Rondeau.

Some usher bo! that blondy who is standing up there near row "U." Each time she shows you in your seat

And smiles at you so nice and sweet,

You get the shivers thru and thru,  
Her little self arrayed in blue;  
Her graceful little movements too;  
Her figure neat, and form petite—  
Some Usher Bo!

When like a fay she passes you,  
Your eyes endeavor to pursue  
Her form. And then your glances meet

You feel your temples loudly beat  
And then she winks at you—and  
oh!

Some Musher Bo!

WORDSWORTH UP-TO-DATE

"My heart leaps up when I behold a Zepplin in the sky."

..... SCALLY WAGS. ....  
"An apple a day keeps the doctor away."

An onion a day keeps everyone away.

Attention! in the math room varies inversely as the distance from the desk.

ROSEY.

Rosie smiles at me so queer,

Can it be—my Rosie knows?

Every time I call for beer

Rosie smiles at me so queer

Something must be wrong I fear

—What it is I can't suppose?—

Rosie smiles at me so queer,

Can it be my rosey nose?

Editor of the Col:—

Freshmen Number

Hunter Number

Alumni Number.

Can you inform me when we'll have a College Number of the Mercury?

B. V. D.

So that our readers may think none the less of our wit, what's the snappy comeback for us, when an Admirer says—"Say stuff is great!"?

The Student Council Collected \$140 on Dime Day. Surly C. C. N. Y. is fast becoming famous for its great hauls.

In Mercury's last issue Teddy G.—speaking of the last line—pulls out four pounds of hair (some hair!) and laments:

"There ain't no such animal,"

And we, without depriving ourselves of even one ounce of our precious poetic, Goldberglally remark—  
What d'ya mean "there ain't no such animal?"

Yip & Gersh.

(continued from page 1)  
emy; and the College would be the poorer if it should pass away with Professor Tisdall, the last member of the active Faculty who was graduated before the Academy became the College. In him it was a life habit, extending to small things as well as great, covering both the spirit and the letter. I do not believe, for example, that he was ever absent from a Faculty meeting, a recitation, or a committee session when it was physically possible for him to be present. During the week before his death friends at the college who noticed his failure in strength urged him to drop work for a while, but he carried it through to the end. His affection for the College, his conception of its dignity and worth, his confidence in its future, all alike grew fuller and stronger with his years. While his other interests were not few, none of them could divert more than a small part of his attention from the institution in which and for which he lived. He had seen its growth from small beginnings to the College which we know to-day; and in times when it seem threatened, he never failed to be completely, confidently optimistic; he was sure of its strength and sure of its future. The College in its turn should long remember his labors, through a period of sixty years, in its behalf.  
CARLETON L. BROWNSON.

"Interested in Athletics and Devoted to Traditions of the College"—  
Prof. Rupp, '84

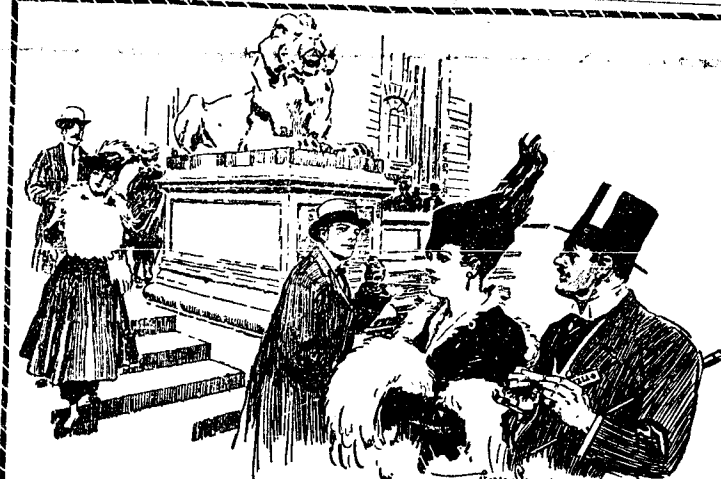
In the death of Prof. Tisdall the City has lost a faithful servant and the College a distinguished scholar and successful teacher. For more than half a century, first as instructor in Latin and Greek and later as head of the Department of Greek, he did his utmost to inspire in his pupils a love of the literature of Greece

and Rome. Even at this day, though it is more than thirty years since I sat, an attentive listener—on the benches—we had no chairs in those primitive times—I can recall his presentation of the Homeric question and his informal lectures on Greek literature. His knowledge of the authors read in class and especially of the Homeric poems seemed to include the smallest details, and it was this evident mastery of his subject that won for him the respect of the students. Though naturally of a serious disposition he could relax on occasions, and, what particularly endeared him to many, he took an active interest in athletics, officiating at the annual games or, as commodore, taking part in the annual spring regatta, an institution that has long since gone out of vogue. It was to give evidence of this respect and affection that a large number of former pupils on the occasion of the fiftieth anniversary of his appointment to the teaching staff presented a portrait of the professor that is no doubt familiar to all.

A man of scholarly tastes he was an able and vigorous champion of the classics, never missing an opportunity to break a lance in this defence; a man of strong convictions he bitterly fought every measure that he thought might impair the usefulness of his Alma Mater; for he was an ardent believer in the free higher education of people and devoted to the college and its traditions.  
AUGUST RUPP.

BIO FUND INCREASES

Last week was "Bio Week" in the Natural History Department. Collections were made in the various classes to establish a fund which will enable the Department to send a few students to some Biological station during the summer.



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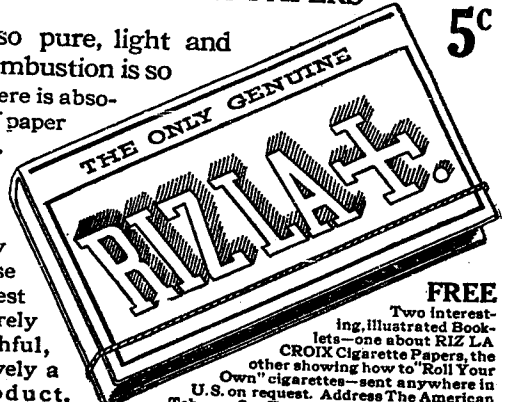
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# Athletics—Yale vs. Varsity, December 24

## GREAT MYSTERY EXPLAINED

There is a matter relating to season tickets which must be cleared up. Holders of the tickets will be admitted, without extra charge to the following events.

(Those events printed in bold are basketball games—the others are swimming meets.)

1. Dec. 3: Columbia
2. Dec. 4: Brooklyn Poly.  
Brooklyn Poly 1919 vs. C. C. N. Y. 1919.
3. Dec. 11: Princeton.
4. Dec. 18: Rennselaer.  
Newtown High vs. 1919.
5. Jan. 1: Dartmouth.  
Commerce vs. 1919.
6. Jan. 7: Yale.
7. Jan. 8: Manhattan.  
Manhattan 1919 vs. C. C. N. Y. 1919.
8. Jan. 15: St. Lawrence.  
Fordham 1919 vs. C. C. N. Y. 1919.
9. Feb. 6: Rochester.  
Clinton vs. 1919.
10. Feb. 18: Penn.
11. Feb. 26: Washington and Lee.
12. March 4: Open.  
Stevens' 1919 vs. C. C. N. Y. 1919.

In addition to the above we are authorized to state that there may be a Yale game to which—this is also authorized—season ticket holders will be admitted FREE.

An extra tax will be laid for the N. Y. U. and Princeton game. It has been found that it will be impossible to admit A. A. members to this game free, since the finances of the A. A. do not warrant it.

There will be an extra charge for the Harvard Swimming Meet. Those who desire it, may obtain a ticket admitting them to all three events for fifty cents.

Before you start to kick and growl, consider the things you are getting. Remember that if you go to all these games, the average admission to those who have A. A. Season and extra tickets, will be somewhat less than fifteen cents. Fifteen cents is a lot of money to pay to see Yale, Princeton, Penn., Harvard, Columbia, Dartmouth, N. Y. U., St. Lawrence, Rochester and a host of other teams in action against our boys, isn't it? If the finances of the A. A. were not in the depressed state in which the A. A. Board found them, there wouldn't be all these charges. As it is, you're getting your money's worth.

## EXECUTIVE BOARD MEETS

The eleventh regular meeting of the Executive Board was held on November 15th. The Freshman Basketball Schedule was accepted as presented. At the twelfth regular meeting, Nov. 17th Sanction was granted for the organization of a Freshman Soccer Team. The following Junior Assistants were elected. Aranstand Bergoffen, Brillstein, Friedman, Liebowitz, Singer, Tucker. Several other Junior Assistants will be elected in the near future.

## NOTES

Donaldson and Jeff Healy, both ex-'16, are doing well on the Columbia Football Team. Healy plays regularly and is one of their most valuable men. Donaldson is shaping up well.

The many friends of Mr. Morris Blodnick, '15, who for so many years was a member of our Varsity Basketball Squad, will be pleased to learn that he is now occupied in instructing—for \$720 per—the barbarian of Brooklyn in the ways of the civilized.

Harold McGrath, '14, former captain of the Varsity Swimming Team, is doing great work in that line. "Hank" recently won the 50-yd. Swimming Championship of Michigan.

## VARSIITY RESTS UP.

Our basketball team has worked so conscientiously of late that coach Palmer called "time out" for a week. Heretofore, practice games have been played with semi-professional teams. Mr. Palmer is now negotiating with colleges for practice games in order that our boys may be better acquainted with inter-collegiate rules and playing.

Last Saturday, our men battled with the fast Manhattan quintet and proved that they were "there with the punch" The Manhattan team rolled up eight points before our men were started. When our bunch did get started, it couldn't be stopped and took part in the shooting festival which followed. The Manhattan five took the short end of a score of 19 to 15 at the end of the first half.

In the second period both teams co-operated and practiced plays and passes.

Mr. Palmer considers Lefkowitz, one of the best guards we've ever had and bases his statement on the fine showing "Lefty" has made in practice. He plays a fast and steady game and is hence a great asset to our team. All the other men are showing up very favorably and are bound to "make good".

## FRESHMEN PLAY VARSITY

Mr. Palmer considers Lefkowitz, Freshmen Basketball Team, is pitting his "Cubs" against the Varsity in practice.

As may be expected, they are defeated quite regularly but they always put up a bear of a fight. They show they have sand and can stand up against a heavier team.

Friedman, who has been out of the game on account of a dislocated arm, will be back again next week. He plays a strong guard game and we are glad to see him in the lineup.

Mr. Hansen gave the Campus corresponding the following lineup: guards, Miller, Friedman; Center, Lunney; utility man, Cohen; Substitutes, Grossman, Drescher, A. Schwartz.

## IT'S HEAR AT LAST!

The Varsity-Alumni, and Freshman-T. H. H. Games and the Fresh-Soph Cane Spree will be held in the Gym this Saturday evening. Admission to A. A. members is ten cents. Those men who paid their admission to the relay carnival will be admitted free, if they have held on to their tickets.

Lou Corrigan tells that he has added a Bayonne game to his Freshman Schedule. The game takes place at Bayonne, Feb. 11th.

## ERASMUS TRIMS ST. MARK'S IN FOOTBALL.

The Erasmus Club Football Team defeated the St. Mark's Church Team on Sunday, Nov. 14th, by the score of 13-7. George Harrington, playing fullback scored the first touchdown. He also kicked the goal. The second touchdown was made by Dan Schmidt on a forward pass.

In the line-up of the Erasmians were Cairns, Crawford, Millman, Bonani and Kennedy.

## CAN THIS BE?

City College "grad" Pulver macher, by name, is coaching the Flushing High Football Team which threatens to trim all in this vicinity.

## LARGER FOOL NECESSARY

Bill Jones is doing great work at the plunge. The coaches refuse to let him go more than sixty-feet. He can do that easily enough when he goes straight. Bill ought to clean up the Inter-Collegiate teams in this event.

## ENTER SOCCER

The Soccer season is in full swing. Through the influence of various people, the A. A. has been able to secure the Stadium for the games. The following is the schedule of the games still to be played.

Monday, November 29th, '17 vs. '15 Wednesday, Dec. 1st, .... '19 vs. '16 Friday, Dec. 3rd, ..... '18 vs. '19

All games will be called at 3:00 in the Stadium. Halves are thirty minutes each. Admission to A. A. members will be free to non A. A. Members admission is ten cents.

The referees for the games are to be chosen by the athletic managers from the following: Manz, Drake, Hoffman, Wolk, Cairo, Schattman, Rosenberg, Horowitz, John Lehman.

The Inter-Class Soccer Series will start shortly, it is to be hoped that it will be more successful than last year's tournament. City College has—or had—a wealth of material for a Varsity soccer team.

We might venture to say that had our A. A. instituted a Varsity team in this line of endeavor, City College might now be the proud possessor of an Inter-Collegiate Championship Football—of the Soccer variety—Team.

1912 was the year Soccer arrived. When the Seniors were Freshmen, Soccer was taken seriously for the first time.

What with H. H. Shanholdt, now captain of the Columbia Team, and the best player in the East or West, the late-lamented Duke Ray Farrel, and Johnny Donovan, besides a host of lesser lights, 1916 had some Soccer team.

And when the Juniors came in—Milt Schattman, "Red" Berman, Stemple, Steve Weill et al. The 1917 Freshman Soccer team actually trimmed the Manual Team which had been undefeated for three years.

City College would have had some team if the Executive Board of the A. A. would have started a Varsity team.

Now all we can do is moan over the remains—and be satisfied with our Inter-Class soccer teams.

P. S. We forgot to mention among those who would have represented the College W. K. Murray, A. Wachs, soccer player and former A. U. Wrestling Champ.

## ALAS!

Talking of what might have been and what is, we might remind the public that City College once held the Inter-Collegiate Pole-Vault Record! Look at us now!

Also that one Dean Stratton in the year of our Lord 1889 ran the 220-yd. in the—then—record time of 22 2-5 seconds.

We might say that Mr. Stratton probably held the Inter-Collegiate Record. Look at us now! And they say that civilization is advancing!

The best we can do now is take a first place in a Class relay.

## SWIMMING NOTES

The Inter-Class Swimming Meet takes place this afternoon, in the pool. The events to be contested are as follows:

50yd. Swin, 100yd. Swin, 220yd. Swin, 800ft. relay, Dive, Plunge, 1 length Swin, Novice; 2 lengths Swin, Novice.

All men who have not as yet scored any points in Inter-Class and Inter-Collegiate Swimming Meets are Novices. Contestants must have yellow cards and A. A. Tickets.

## PRODIGAL RETURNS

Gil Schuman was around College the other day. Gil, who was formerly business manager of THE CAMPUS, and a member of the water-polo team, is now—in his own words—spending time raising money to join the A. A.

Jack Tanz informs us that up-to-date 35 A. A. Membership Tickets have been paid for.

## GENERAL TREMAIN HISTORY CONTEST TO CLOSE IN APRIL

Prizes Offered to Juniors and Seniors for Historical Essay.

Essays on "The Causes, Conduct and Conclusions of the Great Civil War in the United States" for the Annual General Tremain History Prizes must be handed to Professor Reynolds, Secretary of the Faculty, before April 8, 1916. Awards will be made not later than June 15th.

Competition is restricted to Juniors and Seniors; \$150 will be the first prize and \$50 the second. There will be two judges; one elected by the Faculty and one by a local military order of which General Tremain was once a member.

Essays should be typewritten and must contain from 5,000 to 8,000 words. References must be submitted. Candidates are to sign with a nom de plume. Any essays which show inferiority in general literary form or lack of research will be withheld from the competition.

Competitors in doubt on any point should consult Professor Johnson who will be able to give valuable information to the candidates.

In spite of the large prizes offered, competition of late years has not been sufficiently close. All able to qualify are urged to enter and start work, as a good essay requires months of preparation.

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2 for 25c COLLAR  
IT FITS THE CRAVAT

CLUETT, PEABODY & CO., INC., MAKERS

**GRUVER'S**  
Delicious Sandwiches  
Fresh Every Day  
RIGHT OPPOSITE THE COLLEGE

**"When Good Fellows Get Together"**

You will find fresh-rolled cigarettes of deliciously mellow "Bull" Durham in evidence at banquets, club smokers and other social gatherings of men of wealth, prominence and experienced tastes. In the fragrant smoke of this mild, delightful tobacco formality gives way to congenial good-fellowship. If you would be fashionable, expert in the company of connoisseurs, you "roll your own"—and your tobacco is "Bull" Durham.

**GENUINE**  
**"BULL" DURHAM**  
SMOKING TOBACCO

To millions of experienced smokers there is no other tobacco fragrance comparable to the wonderful, unique, mellow-sweet flavor of "Bull" Durham—no other cigarettes so fresh, tasty and satisfying as those they roll for themselves with this golden-brown, bright Virginia-North Carolina tobacco.

Roll a "Bull" Durham cigarette today—you will experience a distinctive form of tobacco enjoyment.

**FREE** An Illustrated Booklet, showing correct way to "Roll Your Own" Cigarettes, and a package of cigarette papers, will both be mailed, free, to any address in U. S. on request. Address "Bull" Durham, Durham, N. C. Room 1400.

THE AMERICAN TOBACCO CO.

(continued from page 1)

situations, new difficulties, new solutions. That is what is inspiring and what captivates the imagination in this work." You know, fellows, they all tell us that to men who have found comfortable berths and to whom the menace of no work holds forth no dire presagings, the great danger is the tendency to regard one's work with that self-indulgent, enervating complacency which makes for flabbiness of character.

Mr. Advertising Man,—you're a sure-enough chemist to-day; you may suddenly be called upon to pass as expert on the relative value of automobile tires, and a few hours later to determine the nutritive qualities of the latest health-biscuit. With the aid of the magic cap and the mystic wand, your changes are imperceptible. I can see your eyes twinkle in anticipation of the fun. That's because you are a romancer.

Obviously, and without further elucidation, we are human. Neitzsche is shrewd: "human, all too human," is the way he has it, and the advertising expert who is a psychologist profits by the philosopher's profound observation. The advertising psychologist has human weaknesses and strong points catalogued. He knows our loves and hates. He takes men's psychical reactions and sharp as the anatomist's. He arranges elements, analyzes perceptions, weighs motives. Open a volume on advertising. If you hadn't looked at the title, you might have thought it a book on psychological principles, or social psychology. Take a book just off the press. Here are some of the headings of chapters: Function of Sense Experience in Advertising; Instinct: Imagination; Principles of Memory; Attention; Color, in its Relation to Attention and its Value in Advertising; Desire; Habit; Inhibition; Getting the Will of the Crowd. With the data at hand supplied him by the scientist, the practical advertising expert proceeds to adapt the printed page and the bill-board—the media in which he works—to the facts. Sizes of type, color scheme, artistic composition, phraseology, nursery rhymes are made to conform to the laws of human action. If you can strike a responsive chord in the public heart, if you can appeal to people's imagination and give them the joy of perception, your work needs no other element for success.

Your interviewer hesitates to picture another side of advertising at this moment. It wouldn't be exactly fair to the interviewee. If you can get the last two issues of the Unpopular Review, you may be amused; surely, you'll not escape the mental stimulus. Here's a sample of what the Editor has to say of one type of advertising: "When I see a man pointing his finger at me from the middle of a sign board, with perhaps an impertinent question to boot, I feel that, if only he was standing there in propria persona, I would barter my soul for the privilege of giving him a shot from a Colt .44."

In Mr. Johns I discovered another of those graduates who loves to reminisce. Is it characteristic of maturity? I'll confess I had a preconceived picture of what an advertising man ought to be, and to my delight, I was not disappointed. Mr. Johns 'gets across' with good sense, good humor, straight facts, and animated conversation. Mr. Johns outflanked me. Before I knew it, he was interviewing the interviewer. He was eager for news of the "Old College." He told me that the days under Professor Werner's tutelage are to him one of the fondest of his memories. "I am proud of the picture of Professor Werner that hangs in my study," he added. In

spite of the adverse conditions under which the students used to do their college work, sociability and good fellowship held high place; Mr. Johns holds dearest the friends he made at College. He was one of those choice, cheerful spirits that wins friends without effort, for as the Concord seer says: "To have a friend you must be one." It is a reciprocal relation, the capacities for receiving and giving being great on both sides.

But, Mr. Johns has a right to be heard. I hope he'll forgive me for holding him off so long. Perhaps, I have exhausted the patience of more than one reader, in which case, penitently and remorsefully, I present Mr. Johns:

"College men—I have known some of them—seem to think that right after graduation they can enter the advertising field and win the higher salaries, because they have been students for four years, and have written copy for amateur periodicals," said Mr. Johns, features displaying suppressed amusement. Sparkling alertness was somewhat hidden between half-closed eyes. Mr. Johns is critical but cordial; he's not austere. Of large frame, Mr. Johns wheeled round slowly in his chair, and then he turned about again, facing me directly, for the desk arrangement is such that we sat at exactly opposite ends. "Advertising is not writing alone; it is selling. I am, of course, referring to that branch of business in which I am engaged—the advertising agency. To succeed in advertising, a man should ground himself in salesmanship. When that groundwork has been laid after apprenticeship and long experience, then the ability to command the English language, to apply oneself, to work assiduously, to grasp situations quickly and to understand their importance, and the other qualities which result from college training, become of the utmost value in advertising.

"I have looked over our men here. A large percentage of them are college-bred. They represent Princeton, Amherst, Chicago University, Cornell, Bowdoin, Northwestern, in fact, college men from all over the country have been assembled on our staff. We believe absolutely in the ground work of college education as making a most successful type of advertising man, provided that these men, after leaving college, have had some of the hard knocks incident to salesmanship, and have then learnt how to translate actual, personal salesmanship, into salesmanship in print. Convincing people through the printed page is not the same as persuading them from the pulpit or platform. A wrong or unfavorable impression, an aversion at the start, cannot be corrected. The advertiser is not there to correct, to explain, to apologize. Advertising, under these conditions, does more harm than good, and the expense might as well be charged as so much waste. Judicious treatment of subject—originality, initiative, individuality—these count. The printed page must bring a living message. The sympathy of the masses must be won at the start, and their admiration retained.

"I have called advertising a business," Mr. Johns continued; "it seems to me it would be more accurate to refer to it as a profession. While our business is selling, still we are retained by manufacturing concerns for advice and assistance in organization and price-determination, just as much as we are for the actual preparation of advertising copy. We must know the advertising field, and give sound advice as to the media through which an article should be introduced to the public." And at this point, as if by chance to illustrate it, Mr. Johns' telephone bell rang. Large manufacturers were at the other end of

the wire, awaiting his bidding, and ready to put a figure on a new article for the market in accordance with his dictation.

#### Value of College Preparation.

"In answer to your question as to the direct value of college preparation for the man who expects to make advertising his career, I might say that I know of few trades or professions where wide knowledge, or ability to obtain it at short notice, is so constantly in demand. In this respect, advertising compares favorably with journalism. The habits of mind achieved through college training are of paramount importance to us here. Our men who are not college trained, regret that added to the qualifications that have brought them success, they have not enjoyed the advantages of college education. Let me go a step further. The actual book knowledge gained in the regular A. B. or B. S. course should be a part of every advertising man's equipment. We have to deal here with manufacturing processes as well as selling problems, and we are constantly in touch with chemistry, physics, history, law, political science, and even to some extent mathematics. We do not handle one product; everything comes within our province. It is apparent too, that the advertising man's forte must be acquaintance with current newspapers and magazines.

"The advertising man can't afford to dawdle; standing still is retrogression. He moves in an environment of kaleidoscopic changes. Advertising is restless, versatile, expanding.

"The popular notion of advertising is that it must be smart, frivolous or catchy. It must be designed to strike the public mind with sledge-hammer effect. That is a popular myth—one of those inexplicable popular obsessions. Advertising has grown up around a group of well established psychological principles, and I need but quote the names of such men as Hollingworth, Walter Dill Scott, Hotchkiss to prove this contention. I should certainly advise the young men still at college who contemplate advertising as a career, to look with eagerness to the practical side of psychology.

"The student might lay stress also on subjects like sociology, economics, literature, history and the physical sciences. In our own day, the comparatively new science of sociology, as far as its inclusion in the curriculum is concerned, was not taught, but today, it is an integral part of every curriculum.

"The courses in English should be designed with the large aim in view of perfecting a man's literary style. Such work can help him acquire the ability to present facts in logical, interesting, forceful, convincing fashion. Writing that is brutally strong is seldom interesting; it must be easy and graceful.

"For more technical preparation, such subjects as the history and growth of newspapers, magazines and advertising, markets, finance, credits, accounting, special business English, law of sales and agencies should be studied."

"What traits of character should the college man emphasize particularly with a view to entering into advertising?"

"Easy address, readiness of speech, sparkling personality—these are of great value to any salesman, advertising or otherwise. Of course, our specific type of salesmanship in this business is not of the personal type; rather personality enters into it. We sell goods through the written word. One of the ablest men in our company possesses almost no personality to which I have referred. He is reticent, easily abashed, modest, retiring in nature, yet he has the gift of conveying lasting impressions, because the personality expressed on paper is pronounced and individual."

Mr. Johns was led to discourse on what he regarded as the future of advertising.

"It is a comparatively new field of effort," as he waxed enthusiastic, "but advertising has already discarded its swaddling clothes. It is a vigorous infant, much alive and kicking. As an economic selling power, it is destined to have greater recognition and a greater future than it even begins to enjoy today.

"The business is getting grounded. Up to a few years ago, it had not settled down to a strictly commercial basis, and that is perhaps what discredited it in some quarters.

"Men are paid according to their actual merits, not because of spectacular abilities they may possess. The myth is extant that there is 'big and easy money' in advertising. There positively is not, any more than in any other profession or commercial pursuit."

Asked to state how advertising linked up with the new efficiency

movement, Mr. Johns asserted that the relationship between the two is a close one. "It is now pretty well known that the largest advertisers are those who have gone most carefully into the principles of the efficiency movement. It has been demonstrated through efficiency methods that advertising is the powerful economic force it is claimed to be." The healthy, optimistic face of the speaker had not clouded once throughout the hour.

As I wended my way through an intricate maze of doors and passages I had time to revolve these thoughts in my mind. The insistent metallic click-click of countless re-erecting typewriters arranged in long rows, filled the hall. What Walt Whitman have seen? Would he have taken of this, as of his "barbaric yawp"? I longed to linger, to listen, and to penetrate the secret of this strange business symphony, wild, yet so perfectly attuned. Organization and control seemed complete.

## CITY COLLEGE LUNCH ROOM

C. McCONNELL

Regular Dinner 20 Cts.

SOUP      ENTREE  
ROAST    DESSERT  
COFFEE    ETC.

Sandwiches

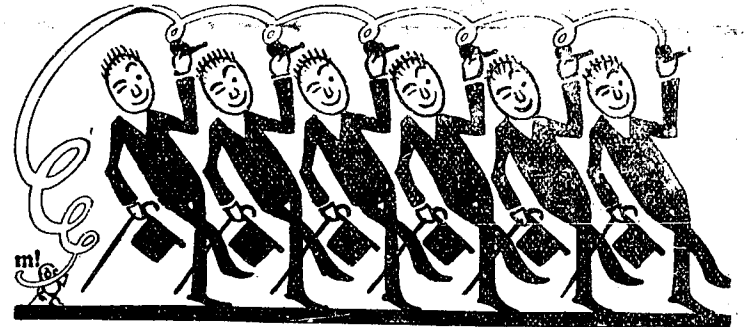
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MULLER'S  
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ICE CREAM PARLOR

3385 BROADWAY  
At 137th Street Subway Station

## Come on and Belong—

Fall in line with Tuxedo, and you and "Tux" will never fall out. Join the army of Smokers of the Sunny Smile, who have found the world's top-notch tobacco and are spreading the good news in puffs of pure pleasure.

# Tuxedo

The Perfect Tobacco for Pipe and Cigarette

The original "Tuxedo Process" turns out the finest finished product in the smoke-world. Tobacco without one particle of harshness or bite in it—so soothing and mild and pleasant you never want to stop smoking it, and never have to. It's all-day-long enjoyment with Tuxedo, from the first bracing smoke in the morning to the last restful pipe at night.

You try it for a week—in pipe or cigarette—early and often. Stack it up against the best you ever smoked—and you'll find something better in Tuxedo.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient, glassine wrapped,  
moisture-proof pouch . . . 5c

Famous green tin with gold  
lettering, curved to fit pocket 10c

In Tin Humidors, 40c and 80c  
In Glass Humidors, 50c and 90c

THE AMERICAN TOBACCO COMPANY

