

Arx News

Greetings to the Freshman Architects:

In recognition of the special conditions of work encountered by the young architectural student at Armour, the Armour News has asked me to write this word of greeting and suggestion. You are entering upon studies which, if successfully pursued, will eventually lead you into a profession requiring not only the great qualities of the engineer, but in addition the more sensitive perceptions of the artist. But a great career is impossible without the cultivation of the virtues of idealism, honesty, industry, enthusiasm and fair dealing, requirements of true success no matter what the chosen line.

Your engineering work will be given one half the day at Armour. Seize well upon the fine opportunities offered you there to know the nature and strength of materials, the marvels of natural science, and the miracles of mathematics, so akin to art itself, through which we have learned to use materials safely and economically. Learn in your English courses to express yourselves simply and correctly and acquaint yourself too with good literature, a sister art to Architecture. Read the lore of the past and build up good healthy bodies so that you come to us at the Art Institute well rounded mentally and physically.

Your daily passage thru the magnificent galleries of the Art Institute should be of immense value in your artistic education. Make it so by pleasantly and profitably pausing on your way before its many treasures whenever time permits; for Sculpture and Painting too, are sister arts to Architecture. The spirit of the Department itself you will come to know and value deeply. Its romantic location, hidden away for so many years above the galleries of the Art Institute, offers an ideal seclusion for artistic study. There you will labor and mightily—if you succeed. We welcome you most heartily, faculty and upper classmen as well, promising to "set aflame the faggots you bring." You do your part, we will do ours, and you will enter into and understand our fine traditions.

Earl H. Reed, Jr.

Head of the Department of Architecture, Armour Institute of Technology.

In our absence from the Art Institute during the summer months, an Architectural Course was held for the Illuminating Engineers. It was conducted by members of the faculty of the schools of Architecture of Illinois and Armour.

In the course of the weekly lectures Mr. Ralph Hammet spoke on "The Architectural Vocabulary," and Mr. Earl Reed on, "Modern Architecture."

Two illustrated lectures by Mr. Frank Lloyd Wright have been arranged by the Art Institute, the first to be on Wednesday, October 1st, at 2:30 in the Fullerton Hall. The subject will be, "The New Architecture." The second lecture, which is open to the public, will be held in the Goodman Theater, Thursday evening, October 8th, at 8:00 o'clock, the subject being, "In the Realm of Ideas." Tickets for the second lecture may be obtained at the desk in the main lobby of the Art Institute without charge. The first lecture is free to architectural and art students.

We regret the loss of Mr. Deam, senior critic to the department. The University of Illinois, where we understand Mr. Deam is going, is indeed fortunate in obtaining him. We welcome, however, into our midst, Mr. Charles Beersman, who was the chief designer for Graham, Anderson, Probst and White.

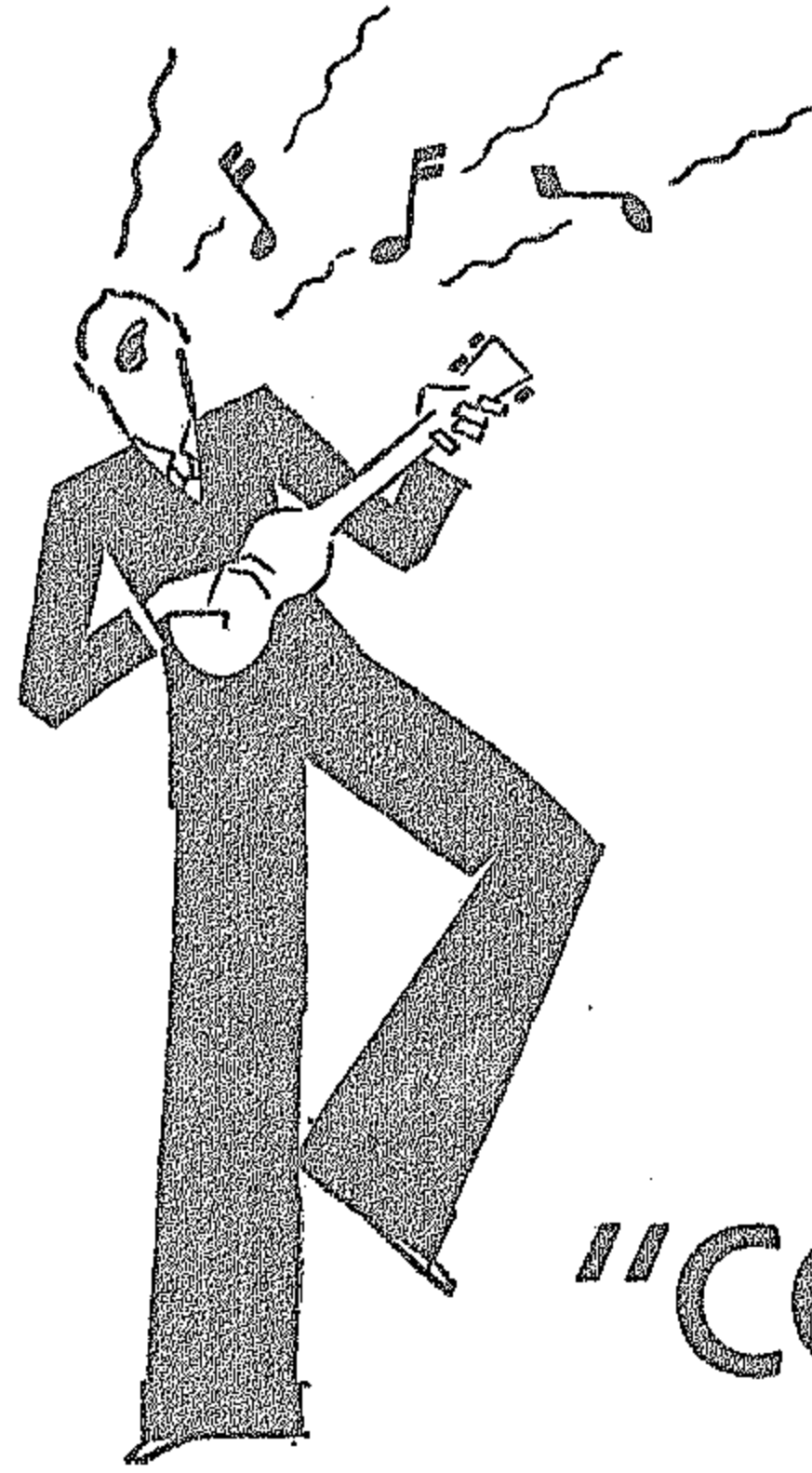
In our issue of May 6th, we announced the engagement of Don Hougou, '30, to Miss Yolanda Bacci, sister of Hugo Bacci, '26. Now it is our pleasure to announce their marriage, which took place September 10th. At the present they are living at Wisconsin Rapids, Wisconsin.

We close with one remark. Don't forget to subscribe for the News.

THE STORE FOR MEN

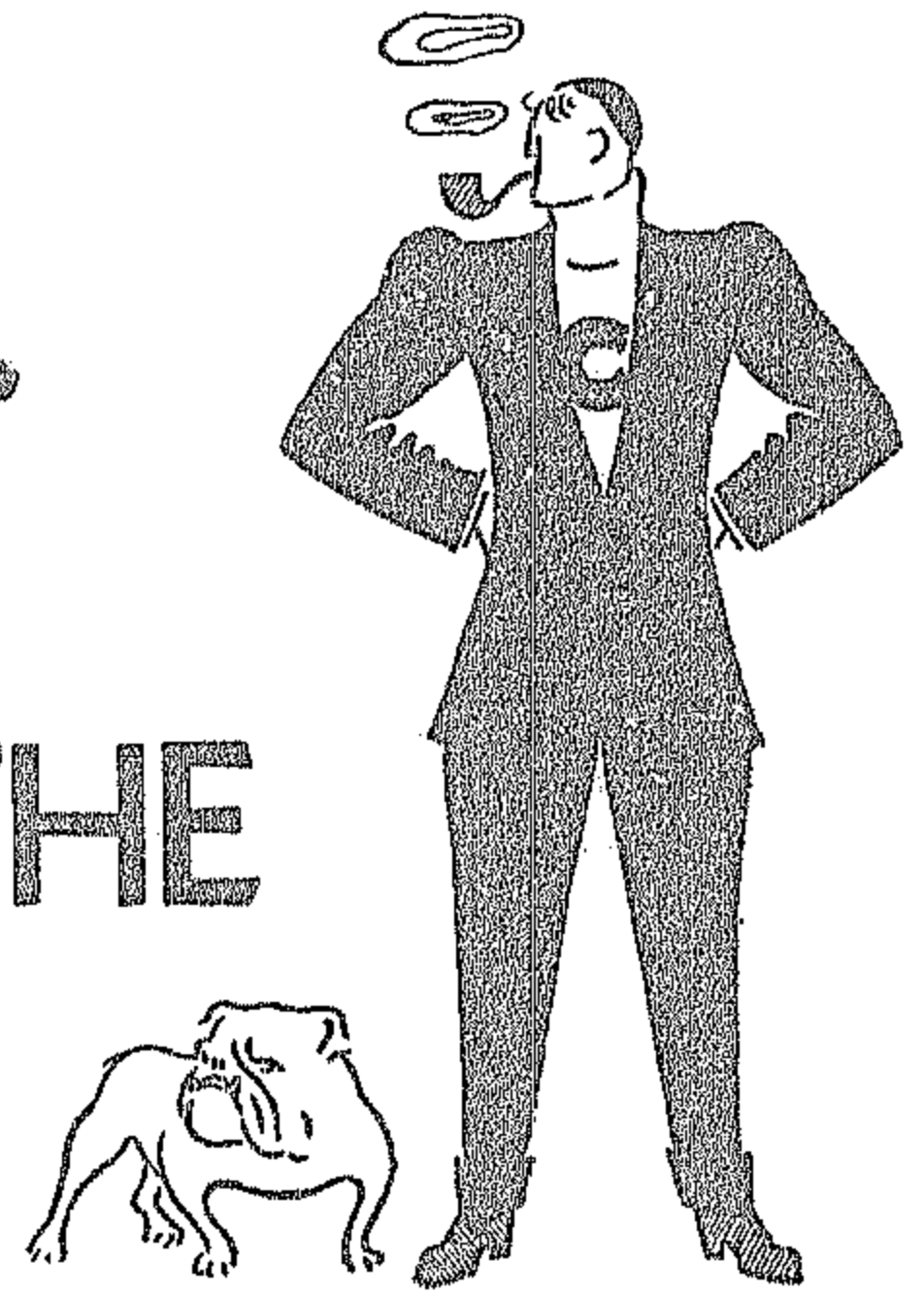
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WHAT...

HAS BECOME OF THE



"COLLEGIATE" COLLEGE MAN?

Data for Men Assembling a School Wardrobe

SUITS —will be smoke blue. This blue-gray combination will be tailored in double and single breasted models—although indications forecast a heavy double-breasted season. Notch lapels will also be widely worn. \$50 is a price which will be more popular than ever. We also have a good selection at \$45

TOPCOATS Tweed and camel's hair will be the dominant fabrics. Fifty inches will be about the correct length. Single-breasted is the model. Prices from \$40

TIES Solid colors and small figures have the call. The traditional stripe may see some service but the tendency runs heavily toward the more conservative patterns. At \$1.35

SHIRTS College men seem to put their faith in solid color or white broadcloth. Collar is attached. Price \$3.50

SHOES Rich nut browns and black, preferably in the French toe or wing-tip style tell the story. Priced in the Young Men's Room, \$7.50 up.

INITIAL Your handkerchiefs! Fine linen hemstitched handkerchiefs with your initials in colors or white will be executed to your order and sent to you at school. \$5.50 doz.

Hats, hose, shorts and shirts and other accessories follow the ideas of former seasons. You'll find a complete selection here.

Gone are the peg-tops. Gone are the bell-bottoms. Gone even are "choker style" three-button coats. In their place the college man of the 1930 era indicates as his preference the styles of younger alumni in business. Realizing the trend which has been taking place The Store for Men introduces today its new university styles for autumn. You'll find a certain trimness, a definite swagger, in these campus clothes. They simulate business-like lines—yet they have an individuality all their own!

