

## Armour Tech News

Student Publication of the  
ARMOUR INSTITUTE OF TECHNOLOGY  
CHICAGO, ILLINOIS  
Published Weekly During the College Year



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### Armour's (?) Yearbook

In the news columns of this issue can be found an article announcing the staff appointments of the *Cycle*, Armour's yearbook. This information, while interesting, was not altogether in the nature of a surprise.

The past record shows that for the last four years, the two key posts of this publication have not been allowed to wander about on the loose but have been kept in rather restricted company. During this time, few without the right fraternity affiliations made the staff, fewer persisted to gain the reward of appointive positions, and none reached the rank of business manager or editor-in-chief.

It is much more pleasant to say nice nothings about people and brother publications, but at times these sweet sounding phrases are hard to reconcile with one's conscience. As an example of the bookmakers' and the engravers' arts, last year's publication was superb. It is only to be regretted that, considering the amount of money expended and the effort put forward by the engravers and printers, that the student staff did not exercise a little extra care in the editing of copy, reading of proof, and selection of pictures.

As we see it, the defects of last year's yearbook are due in main to the method of staff selection. If the *Cycle* is to continue to have on its flyleaf "published by the students of Armour Institute", candidacy for its staff positions should be open to each and every student of Armour Institute and selection based on ability and effort put forward, not on which fraternity is due to have which position.

We believe that the present editor is capable and that he might very conceivably have achieved his position regardless of the method of selection. This is not a bit of sugar to sweeten an otherwise sour editorial but is our sincere belief. However, it is also our sincere belief that this method of selection is a severe handicap to any editor, good or bad.

The faculty members of the Board of Publications are to be commended for their willingness to give student government a trial. However, they should be censured for not intervening when student government fails.

Each Armour student, through his payment of his student activity fee, has two definite rights. One is the receipt of a satisfactory yearbook, and the other is the chance to show his qualifications for work on the *Cycle* staff. If those responsible for the continuation of present conditions do not take immediate steps to remedy it, the faculty control group should justify its existence by intervening.

## "The Slipstick"

Cleave to "The Slipstick"; let  
the Slapstick fly where it may.

### COLLEGE

as it appears to the - - -

Hi School Senior  
HATLESS COLLEGIATES  
FOOTBALL HEROES  
BEAUTIFUL CO-EDS  
FORMAL BALLS  
SNAP COURSES  
FULL-TUITION SCHOLARSHIPS  
SUMMER RUSHING  
BEER PARTIES

College Freshman  
GREEN CAPS  
SCRUB TEAMS  
LEFT-OVER WET-SMACKS  
NAVY BRAWLS  
"F" NOTICES  
NIGHT-WATCHMAN  
HOT-BOX PLEDGING  
HELL WEEK

College Senior  
DERBIES  
ALL-AMERICAN SIXTH TEAM  
FRESHMAN WOMEN  
SENIOR HOPS  
SUMMER SCHOOL MAKE-UPS  
RACKETS  
INITIATION  
BULL SESSIONS

College Grad  
TOPPERS  
PRO BALL  
WIFE AND SIX KIDS  
ALUMNI FLOPS  
SHEEPSKINS

\$15 PER TO START  
HOMECOMING  
BROTHERS IN THE BOND!

"Now," said the professor, "pass all your papers to the end of the row; have a carbon sheet under each one, and I can correct all the mistakes at once."

First Street Cleaner: "I hear you made a big killing in the stock market."

Second Street Cleaner: "Not exactly. I just cleaned up a little along the curb."

A grand piano is a man's best friend, when you touch it you can always get a note.

All contris in the form of poetry and humor are gladly accepted by yours truly. The contrib box is by the elevator in the main hall. So long.

R. H.

### Letter Box

Editor's note: This column is open for communications on any subject of interest to Armour students.

September 20, 1934.

To the editor of the Armour Tech News:

Sir:

At Armour an antiquated custom of addressing faculty members is in vogue in our conversation. We, the students, and quite a few of the faculty, have endured it long enough. The faculty has been "professored" and "doctored" to an irksome boredom. Do not misunderstand me. The importance of rank and title is not to be minimized. In writing it is proper to so address a man; but nothing is gained by the continual prefixing of a title to a man's name in a conversation.

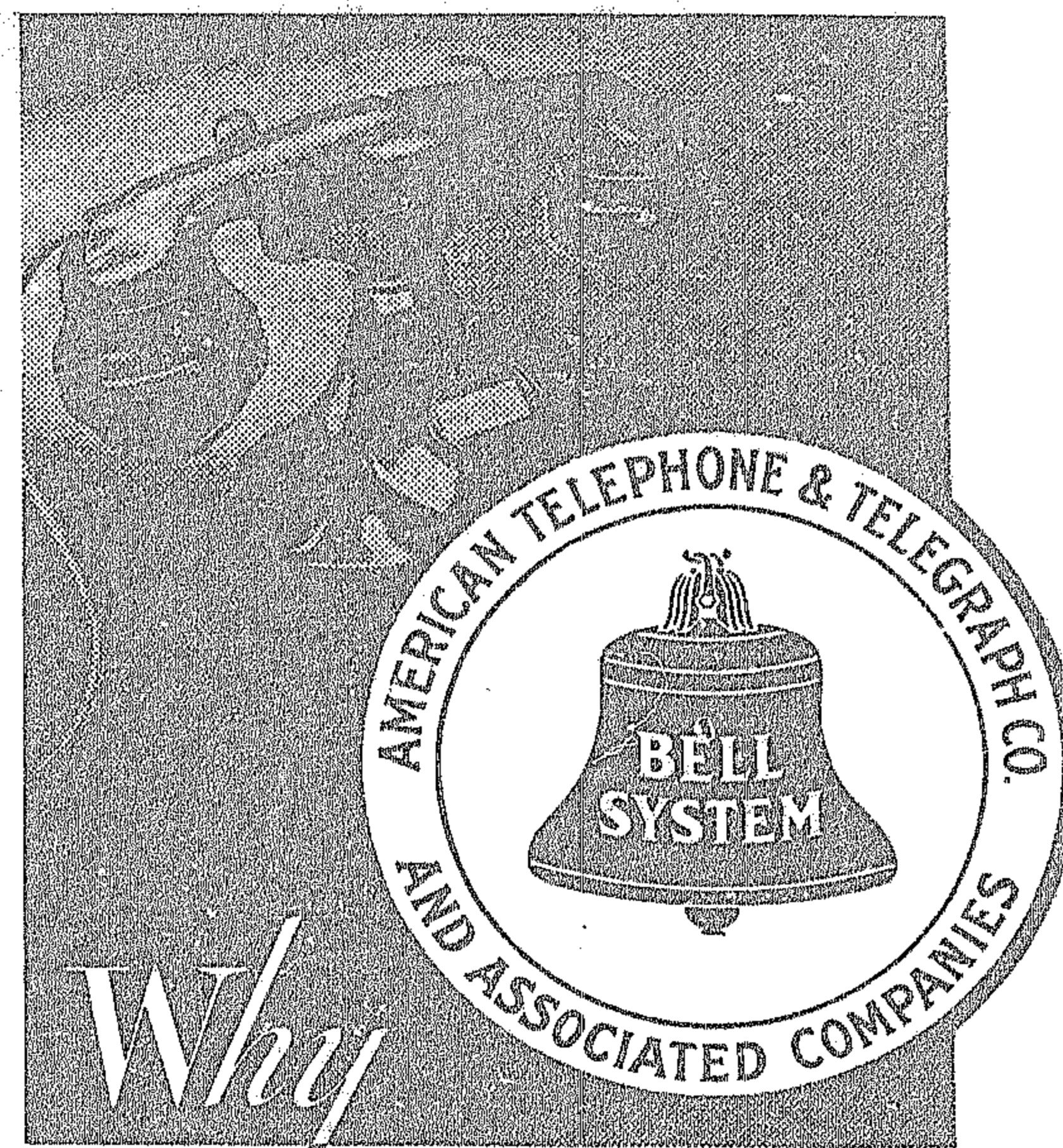
In addressing a faculty member it certainly is more natural, more human, dignified, and polite to say "Mr. Thompson" instead of "Professor Thompson" or "Doctor Thompson". In fact, I know that Mr. Thompson would much rather be called Mr. when students speak to him. Such a practice once instituted would make possible a better relationship between the faculty and students.

Consider how asinine it would be in the industrial world to call Mr. Hunt, Engineer Hunt, or Superintendent Hunt, or Manager Hunt each time you addressed him in a conversation. Then why must we at some of our institutions of learning, particularly Armour, maintain so artificial a habit? At Chicago's most famous university, it is the custom for all faculty members to be addressed as Mr. when they are spoken to. Let's start this at Armour.

Let's have action on this at once while the first semester is just getting started. This idea will be brought before the faculty by some of their own members for an expression of opinion. However, in the end it will be up to the student body to initiate the change. Let us have a reaction from the students and organize it into a campus opinion by discussing the matter with other Techawks and also with individual members of the faculty.

Think it over—which way is more natural, more democratic, and more American in spirit?

Sincerely,  
Howard P. Milleville.



## Why we advertise

We advertise in order that the public may better understand what the Bell System is doing, and why it does it. In this way we keep customers and prospective customers informed of our aims, policies and progress.

We advertise in order to aid the telephone customer in making the best possible use of his service. As our advertising influences one person after another to use the telephone more effectively, the service rendered every other user is correspondingly improved.

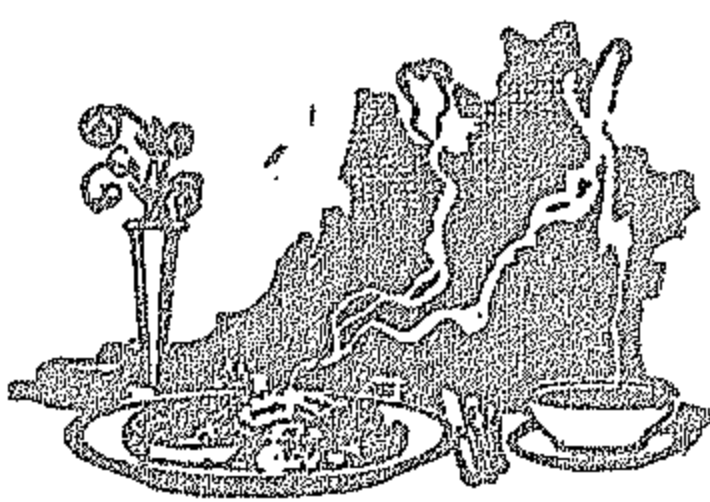
We advertise because we have a varied service to sell and by selling more of it we increase its value to each user. Because of the nature of the telephone business, it is our duty to inform the public continuously of the character and varied kind of service we provide.

In line with this broad plan, we find real opportunity in addressing messages to college and university people in their own publications, just as we also vary our advertising for women's magazines, farm papers and so on. 1934-35 is the fifteenth year during which the Bell System has published advertisements which take college men behind the scenes of Bell Telephone service.

## Students!

## get your warm lunch at the

## STUDENT UNION



## The Bookstore

carries books,  
pens, pencils and  
paper for your convenience