

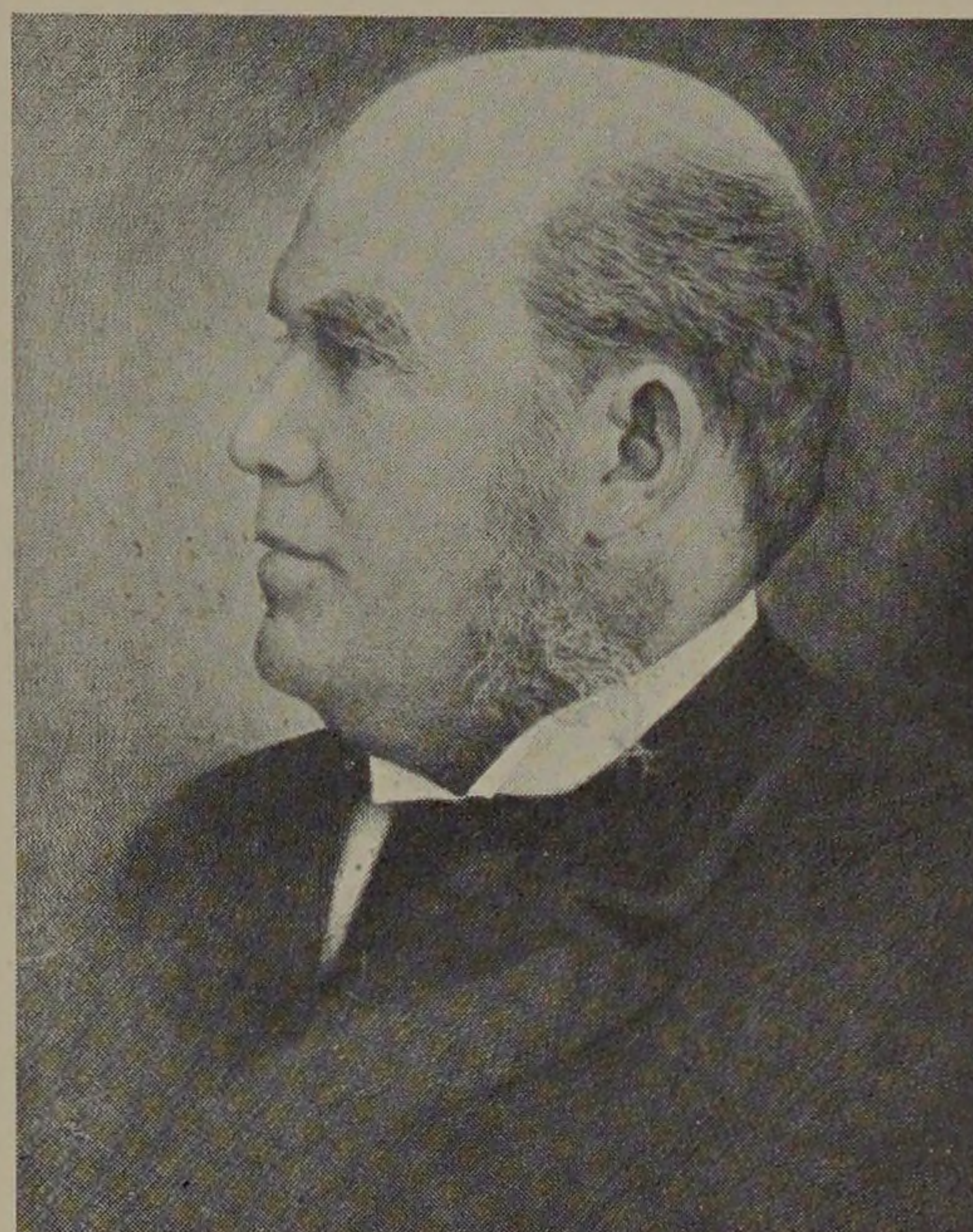
Station WJJD, Chicago. The programs aim rather to create a wider general understanding of engineering work and its importance to society than to advertise the school specifically. Inquiries to WJJD indicate that these talks have stimulated considerable interest, particularly among high school students throughout the middle western states, and that in these programs Armour is making a substantial contribution toward a fuller appreciation of engineering.

The faculty lecture bureau, which was organized last spring for a series of talks in Chicago and suburban high schools, has carried on a full program during the entire school year. This work, undoubtedly, was an important factor in making this year's enrollment the largest in Armour history, at a time when many institutions are handicapped by small enrollments.

In their efforts to gain financial support with which to carry on the broad program for future development, members of the Committee have worked tirelessly in the face of trying circumstances. Until quite recently, uncertainty has prevailed in the economic scene, and the release of any considerable funds from individuals or corporations has been impossible. The Committee's success in this direction, therefore, has been surprising. Loyal alumni contributed generously to the promotional fund with which the Development Committee's work was inaugurated. Many outside interests have indicated their desire to assist in carrying forward the Institute's program.

"The resumption of business activity seems to be definitely here," said Mr. James D. Cunningham, commenting on the position of the college, "and we are sure to find that many advantages arise from the very tardiness of this recovery. Few executives will permit a re-occurrence of the too-rapid expansion and the oversized schedules of production which prevailed a few years ago. Business activity generally is increasing, but on a sounder, more considered basis.

"We are confident that as this activity grows, Armour Institute of Technology will gain the support which is merited by its forty years of service to Chicago's industries, and by its present determination to broaden the scope of that service."



*Philip D. Armour*

IN 1893—IN 1933

In the first public announcement issued by Armour Institute of Technology, in September of 1893, the ideals of Philip Danforth Armour, founder of the college, were set forth as follows: "The Founder has conditioned his benefactors in such a way as to emphasize both their value and the student's self-respect. The Institute is not a free school, but its charges for instruction are in harmony with the spirit which moves alike the Founder, the Trustees, and the Faculty; namely the desire to help those who help themselves."

It is this same desire which has motivated the Development Committee in its work of the last two years. Realizing that the engineering and industrial science has changed considerably, and that expressions of service in that scene must change also, the Committee is endeavoring to keep following the course which was charted forty years ago by the Founder, and to keep correcting that course by consideration of shifting social winds.

