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THE SENIOR ENDOWMENT FUND

TO the Class of 1923 is due the credit for the idea of a Senior Endowment Fund as a means of raising money for the Institute. Its efforts will be of little avail, however, unless the policy it originated is carried out by succeeding classes. One hundred and twenty-five thousand dollars is not such a colossal sum compared to the expenses of the Institute. But \$3,000,000 is not so insignificant a sum, and this is the goal which the originators of the Endowment Fund idea hoped would some day be attained.

There is no man at Technology who can say he does not owe the Institute something. The cost of tuition is less than half of expenses, and the value of the education obtained is not to be compared with the paltry sum parted with in obtaining it. Like other institutions of a similar nature, Technology must depend on endowments for its existence. If outsiders who only hear about the Institute can grant it a part of their fortunes, surely we who have shared in its benefits and who have received our educations here, can afford to support it. At least we can enable others to obtain such an education on terms similar to our own.

What man is there who cannot afford to spare ten dollars a year for his Alma Mater? Such a sum means little to him, but in the aggregate with hundreds of other like sums, it means everything to Technology and the future. The present Senior Class will voice their opinion on continuing the endowment idea at the elections for the Senior Week Committee Wednesday. The class officers last year gave a vote congratulating the Class of 1923 on establishing the new precedent. It is up to the members of the Class of 1924 to continue this precedent and prove that their interest in Technology is not merely one of material benefit but one embodying the spirit of love and loyalty of which every worthy Alma Mater is deserving.

LOOKING AHEAD

TECHNOLOGY does not stand alone in having a definite building scheme for the future. Yale University recently announced a building program for the next hundred years, which has taken seven years to prepare. In commenting on Yale's plans "The Boston Transcript" points out two important facts: "The program is as much an evidence of faith in our national stability and security as it is an evidence of the future growth of the institution. The program as a whole rests for its completion upon resources not now available. Here again the element of faith in the future is an all-important one."

Slowly the big universities of this country are beginning to realize the necessity of planning for future generations so that the growth of today will be in harmony with that of to-morrow. Technology's program for the future is so devised that it reaches out over several generations; indeed, it would be difficult to imagine the entire Institute plan completed within the next generation, or even the following generation. The acquisition of additional new land is only a part of a definite organized building scheme. To quote the Transcript again:

"The architects have made their plans, and can it be doubted that the means will be found to make the dream a reality? This was the spirit of the builders of cathedrals in the middle ages, and this has been the spirit of the builders of nations."

The Tech takes pleasure in announcing the following elections: W. A. Witham '27, G. A. Hall '27, and George Gerst '27 to the Treasury Staff; and W. H. Reed '27 to the Circulation Staff.

COMMUNICATION

On Wednesday the Senior Class will make its decision on the most important matter which has confronted that group during the four years of its existence. The referendum which is to be taken will decide whether or not we shall act as a class to help carry on the work of the Institute. On that day we shall determine whether we shall, on our 25th anniversary, express our appreciation of the college which has given us our start in life by empty words or by a very substantial gift; a gift which will help Tech to grow and to maintain the reputation which it now has. We are all proud of that reputation and will become more so as the years go by.

There is hardly one among us who has not railed at one feature or another of Institute life, there are few who have not got discouraged and disgusted at one time or another, but beneath it all there is not one of us but feels that he is getting a technical education here which cannot be equalled in the United States.

An education may seem to be a matter of bread and butter to us today, but as we grow older the feeling of sentiment will become stronger and stronger. Get any alumnus started on the subject and you will realize what a wealth of feeling and appreciation may be instilled in a man by a place as dry and impersonal as the Institute seems at times to be. This loyalty is not based upon the spirit of rivalry which causes all of the men of a col-

(Continued on Page 4)

THE COLLEGE ANSWERS

By Harry P. Wellman,

Professor of Marketing in the Tuck School, Dartmouth

Just the other day a perfectly fine woman, the mother of one of our students said to me, "Why are college men and women so different today? What in the world ails them?" It was an interesting question and since the question seems to fairly represent the honest opinion of a great many people, it is a question worth answering.

Strangely enough there is nothing fundamentally wrong with the colleges in general, nor with the young people who attend them. The fault lies deeper than that. It goes back to the homes from which these young people come and to the social conditions surrounding those homes.

After all, the college is just the gathering place of a large number of samples, a cross section, if you like, from the homes of rich men, poor men, social leaders, leaders of liberal thought, "Babitt" homes and real homes. But since these samples are gathered in one spot, their actions and reactions are more easily seen and misunderstood.

"Home" is rather a strange word to use in connection with the present stopping place of the usual family. There are homes left in America but they are mostly in the socially isolated regions where present day social civilization has not yet penetrated—the civilized outposts, as it were.

There is no sense in being bitter about this nor is there any sense in further temporizing. The average home from which men and women go to college today, is not the home of the parents of former college generations. Canned food, canned music, canned ideas, machine-made clothes and machine-made ideas broadcasted by radio. Movies, more movies and still more movies. The center table lamp no longer lights up the family circle reading, talking and working. Instead, the family has translated itself into the family circle of the newest, most garish movie house, to the newest, most garish picture. Home life as such is nearly extinct. Home influence has expired from the lack of real homes.

Let us take up our indictments in order: "College men and women drink"; some of them do. Why shouldn't they? As long as our doctors, law makers, judges and first citizens spend their time accumulating hootch, and satisfy their social aspirations by meeting bootleggers, as long as a "breath" is a badge of distinction and being tight, a matter of grave congratulation and envy, why should the sons and daughters act differently? "Honor thy father and thy mother!"

"They smoke and gamble terribly"; As a matter of fact, they don't! But why shouldn't they? Can you think of a really smart party today that does not include cigarettes for the ladies? Or a card party playing for fancy pin-cushions or lamp shades? You can not. Father and mother now gamble because it's smart. Table stakes make it more interesting. Only recently one of the boys got in trouble with the administration because he gambled. His father was sent for and the following conversation occurred in the office of the president. Father: "George, how much a point do you play for?" George: "A cent a point, Father!" Father: "Good Lord, Boy, I only play for a half a cent myself!" And then you expect this college administration to police this boy and keep him from gambling. It isn't funny, it's pathetic.

"And those horrid dances"; Quite so, nothing since the earliest dawn of civilization can approach the sensual sordidness of these dances which are no longer Barbary Coast high spots, but danced right in the country clubs and in the homes from which these young men and women come to college. If things are too quiet around home, it is socially smart for mother and father to go out to some hotel, inn or road house—where father has thoughtfully established his drinking residence—and trot around until morning drives them home or the place closes up. "Well, if dad does it, why should you kick?" "When I was young the men might drink but they never would appear at a party under the influence of liquor, where women were present." They wouldn't now if the women were not under the influence of liquor too. The Crinoline Age was merely a reflection of the existing surrounding social conditions. This generation will continue to think this custom "smart" just as long as their parents think it "smart." Just a year ago I attended one of these smart functions at a great mid-western hotel. It was smart for each debutante to carry a gold flask. It was smart for each boy or man to be similarly equipped. The sounds of revelry could not have been duplicated in the time of Belshazzar!

And a number of you have the courage to blame this on the colleges. You have had your say; be patient and let us present the rest of the case for the defense. Have you ever stopped to think that because it is easier for you, because of the more complex life you lead, you are sending the youngsters away to summer camps, away to school, away to camp again and thence to college? They often know the janitor as well as they know their folks.

When they do come home for vacations they dash madly from one drunken party to the next, reaching home with the milkman. Oh, yes, it's smart and "well," everybody is doing it, you know, and we can't be old-fashioned. In heaven's name, why can't you? During a recent vacation I heard a girl—not in college—ask her father if he would serve cocktails at her party. He said he wouldn't and made a few remarks about the present generation. She said, "Oh, well, do as you like but they won't stay unless you do." And he, righteous man, shook up a synthetic cocktail for dinner and growled the rest of the evening.

You send us radiator boys and kitchenette girls. You send us your own flesh and blood and say in effect, "For heaven's sake take care of them; we can't." And then some of you lift your pious faces to heaven and groan about the present younger generation. Yes, you do. We've heard you repeatedly. Isn't it about time for you to do your part of the job? You parents seem to have come entirely under the sway of the great American fetish "They." You laugh at the savage and his primitive "taboo," yet you are more under the spell of what "they" say and what "they" do than the poor savage ever was. There are thousands of you—millions I hope—who hate this hootch ridden social system, but too few of you who dare say so, who dare accept the responsibility of bringing up your own children in your own way.

Probably you like this wholesale criticism just as well as the colleges have liked the criticism you have been giving them. Probably too, this criticism is just as true as was your criticism. Both sides have been calling a spade a steam shovel, not to be unfair, but to use sufficient emphasis to start some constructive thought and action. The new generation is worth all the thought and help we can give them. The young men and young women in college today are clean living, clean thinking youngsters forced into doing things that disgust them because the times decree that these are the things to do. The colleges do not originate these customs; they are the direct product of the home town smart set.

(To be continued in an early issue of The Tech)

The Wellesley College News points out that the college girls of today do not rush to the large cities, but recognize the value of country life as the newest field for professional work. It is in the opinion among college authorities that rural development is creating a greater demand for highly trained social workers.

WHO SAYS?

The following are the riddle quotations for today:

1. "Five Dollars, Please."
 2. "Now if you will just bare with me a minute."
 3. "Allow me to show you this."
- The answers to the quotations last time were:
1. Professor Franklin.
 2. Mr. Copithorne.
 3. Professor L. S. Smith.

Play Directory

ARLINGTON SQUARE: "Mary." Musical show by the Berkeley Comedians, opening tonight.

BOSTON OPERA HOUSE: Chicago Opera Company. Tonight, "Mefistofele." Tomorrow, "Louise." Wednesday, Matinee, "Traviata." Evening, "Carmen."

COLONIAL: "Vanities." Fair revue.

COPLEY: "Mlle. Modiste." First production by the Junior League.

HOLLIS: "The 1st Year." Comedy written and acted by Frank Craven.

MAJESTIC: "Polly Preferred." Comedy, with Genevieve Tobin.

PLYMOUTH: "Whispering Wires." Detective story.

SELWYN: Jane Cowl in "Romeo and Juliet." Here another week, by popular request.

ST. JAMES: "The Green Goddess." Boston Stock Co.

SHUBERT: "Greenwich Village Follies." Last week.

TREMONT: "The Clinging Vine." Musical comedy, opening tonight.

WILBUR: "Up She Goes." Musical show.

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