

HAVERFORD HEAD FORESEES UNREST

Outlook Full of Doubt, Dr. Comfort Tells Students on Main Line at Opening

88TH SESSION IS BEGUN

The outlook in this country is full of doubt, Haverford College students were told today by Dr. William W. Comfort, president of the institution. The college began its eighty-eighth session today with a roster of 297 students.

The largest number ever on the rolls there. There are fifty-eight members of the freshman class. "The world is upset and standing on the wrong end," Dr. Comfort declared after he had turned aside from the rosy future apparent for the college and swung to attention on affairs of the world at large. "The outlook for the future is full of doubt for the United States," he continued. "No man can safely prophesy six months ahead on political and economic questions." The outlook for Haverford College, he added, was never brighter. The sum of \$500,000 is about to be added to its endowment fund of \$5,000,000. This financial solidity, he said, will be reflected in the degree of service the college can render the student body and in the type of men attracted to the college by that service. Sixteen corporation scholarships, four in each class, were announced. Howard Comfort, a son of the president, won a freshman scholarship. The scholarship winners follow:

Senior year—C. Roberts, A. W. Hastings, S. A. Noek and R. T. Ohl. Junior year—K. B. Walton, H. S. Fraser, H. W. Pfund and R. M. Sutton. Sophomore year—E. K. Haviland, N. E. Rutt, W. R. Jones and D. M. Truitt. Freshman year—M. Comfort, H. J. Hoennauer, G. W. Howgate and W. M. Pitzer.

The present year marks the establishment of the Francis B. Gummere chair in English literature. This chair was given to the college as part of the endowment fund of \$500,000 which has been almost completed. The first holder of the chair is Walter S. Hinchman, who took up his work at the college today. Mr. Hinchman was graduated from Haverford in 1900 and after study at Harvard and abroad, took charge of the English department at the Groton School, where he has been for the last eighteen years. For several years he has been the president of the English Teachers' Association. Another faculty addition is John A. Kelly, instructor in German. Having been abolished by the student body last year and in place of the usual opening eight-freshmen-stunts, tonight a reception will be given to the faculty and the entire student body by Doctor Comfort.

Cane Rush on Friday
On Friday afternoon at 4:30 will occur the annual cane rush between the freshmen and sophomore classes, and on Friday night a student mass-meeting will be held for the purpose of instructing and acquainting the freshmen in the traditions of the college and advising them what is expected of the incoming class. This year will mark the inauguration of the new athletic system at Haverford, which requires participation in sports by every freshman and every sophomore during the entire year. This requirement will not consist of the usual quota of calisthenic drills and gymnastic exercises, but will consist of actual participation of recognized college sports, and the gain in skill and physical improvement will be regularly graded and credited, as in the usual college course. As Haverford is the first college which has undertaken such a definite and comprehensive physical educational policy, the physical department of all the eastern colleges are watching with great interest the results which this new system is expected to achieve. Football practice started on Wednesday afternoon, and soccer practice will be begun on Monday. During the summer the college has been repainted and a number of the buildings renovated. The interior of

Founders' Hall has been remodeled to furnish quarters for the additional students. Barclay Hall, which is the largest dormitory on the campus, has been divided into three parts. The long corridor on the first floor of this historic structure, which has been the scene of many winter fights and other irrelevant happenings, will no longer furnish the temptation of the olden days. None of the three sections of Barclay Hall is long enough to give the commotion of the olden days a good start.

ADVERTISMENT



Seen in the Chestnut St. Shops

The Chestnut Street Shops are prepared to meet the needs of vacationists, who are returning to town with a much greater appreciation of the value of these shops. Many have returned with a realization that one may travel far before one finds reliable articles as economically priced as those in the Chestnut Street Shops.

Delorah Squam

FASHION decrees that suit coats shall be long this season and very many of us are rejoicing for the long lines have a slenderizing effect that is vastly becoming. This morning, at the Blum Store, 1310 Chestnut Street, I saw one of the new duvetine suits, trimmed most effectively with heavy embroidery and narrow bands of squirrel. These narrow fur bands are, by the way, among the newest trimming suggestions from Paris. A tailored model of brown marvella was very smart-looking, and a navy velour de laine, with just a touch of rich embroidery, was simply stunning. Characteristic of the material, was used in a good-looking suit, whose trimming of Australian opossum contrasted most effectively with the old blue shade of the cloth.

IF YOU play tennis you realize what it means to have the right equipment—a good racket, good balls, a well-made net. Yesterday, at the store of A. G. Spalding & Bros., 1210 Chestnut Street, I was looking at rackets and discovered the Spalding Gold Medal racket, strung with black and white gut. It is really worth owning. The department devoted to the restringing of rackets does remarkably good work, so, if your racket has spent a too-strenuous vacation, I'd advise you to turn it over to Spalding's for restringing. The post, with ratchet for tightening the net, is a great convenience, and the new idea for marking the court by the use of galvanized markers, with pointed teeth, which sink into the ground, is a great improvement over old methods.

HOTHOUSE Grapes from Belgium—immense, black grapes, deliciously sweet, hanging in perfectly shaped clusters from their heavy stems—have arrived at Henry R. Hallowell & Son's, Broad Street below Chestnut Street. A large bunch of these grapes with a red bow on the cross-stem, contrasting with their dark coloring, makes a delightful gift. They are much in demand for dinner parties and luncheons, and look most attractive, too, in the Gift Baskets of Fruit. Among other delicious fruits now at Hallowell's are Bartlett Pears, Elberta Peaches, Honey Dew Melons from California, Seckel Pears, Tokay Grapes and Cantaloupes from Rocky Ford, Colorado. Perfect delivery is guaranteed to points within 1000 miles of Philadelphia.

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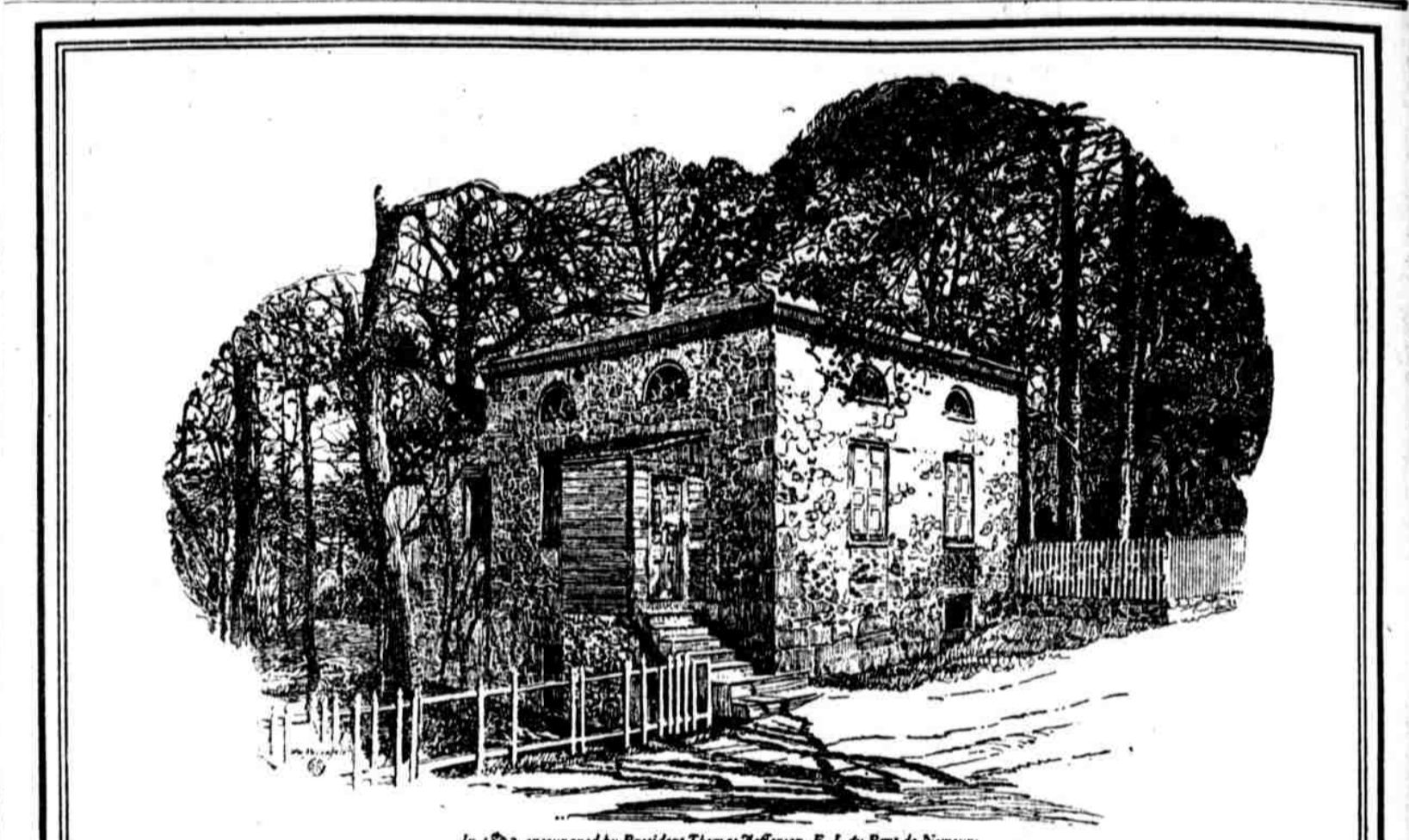
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One of the big men in one of the biggest businesses in the world says it's a mistake to build for monopoly.

In SYSTEM for October, John J. Raskob, vice-president, E. I. du Pont de Nemours & Co., tells why businesses ought to grow big. And he gives the principles on which the du Pont business has been growing safely to its tremendous size from its beginning in the little stone building pictured above.

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YOU'LL want to read, also, the remarkable statement by George Eastman, president, Eastman Kodak Co., in SYSTEM for October. The great kodak business is not just the result of popular demand, nor of inventive genius, he declares. It's the big idea he found in his business in its early days that has really made it a world wide institution. Whether or not you have found the "big idea" in your business, you'll get a lot of value out of comparing your views with Eastman's.

If you employ salesmen read "Commission, salary or bonus; which is the best way to pay?" by a sales manager of broad experience. You'll enjoy the next chapter of A. B. Farquhar's "My 64 years in business," describing Civil War business conditions and his interview with Abraham Lincoln. Get October SYSTEM and read the articles on finance, exporting, opening up new trade, building goodwill at home, letters, office management.

October SYSTEM on the news-stands today, 25 cents; or \$3 for a year.

SYSTEM
The Magazine of Business

Published by A. W. SHAW COMPANY, Chicago, New York, London. Publishers also of FACTORY and of SYSTEM ON THE FARM

As to expansion, Mr. John J. Raskob says in October SYSTEM:

"Expanding is not merely a matter of growing bigger. One can grow big and become unwieldy. One may have to expand to make more valuable that which one already has.

"These problems might seem to hold nothing at all for the small business . . . but the method of approach to problems, or considerations which influence us, are those which even the very small man has with him . . ."

The danger of monopoly:

"It has been brought home very powerfully to me that a great business must diligently guard itself against becoming anything in the nature of a monopoly and that it is of the very highest importance to preserve not only competition in the general market but also within the parts of a corporation itself.

"Take, for example, the General Motors Corporation . . . instead of erecting a great unwieldy single unit, which stands or falls upon a turn of the market, . . . we have a number of competing and interlocking units, all of which are unlikely at the same time to be affected adversely and none of which, as units, are either too large or too small to be efficient . . ."

Competition in labor:

"Just as a corporation is not at its best with a monopoly, so is labor not at its best if it has a monopoly. Therefore, I should like to see a strong, independent competitor to the American Federation of Labor . . . for if he (the workman) should achieve the position of monopolizing all the work there is to do, he will do less and less work, and prices of work will be so high that consumption will be limited and the standard of living will fall . . ."

—See October SYSTEM, pages 610-613, "How big should a business grow?"

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