

## MINUTES

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appointed to consider this matter and bring in recommendations at the next meeting of the Committee.

It was also agreed that the senior representatives on the Committee take up with the Captains of the companies in their respective battalions the matter of assisting and encouraging the freshmen in their organizations to study more consistently.

7. The attention of the Committee was called to the fact that no monitor was provided for the laundry of the casuals and the Chairman was requested to bring this to the attention of the proper authorities.

## FOOTBALL IN THE '90's.

It's bursting no bombshell of a new thought to make the comment that football should be added to the list of growing American infant industries.

Perhaps it's a fine thing that

football has become a sure source of hard cash revenue to American colleges. Rolling swards of athletic fields and mammoth athletic stadiums throw into pitiful contrast the old weed bordered athletic fields and the modest frame grandstand and bleachers of as short a while as fifteen years ago, and are a crushing answer to the sentimentalizing old grad who moans for the college days that were.

Try and get a ticket at the last minute to any big football game, today. The seats are all filled by those whose college experience is limited to bawling "The Sweetheart of Sigma Chi" in tune with some night club orchestra. Maybe they are detracting from the pure collegiate atmosphere of football games but they are building stadiums and lifting college debts.

And as short a while as ten years ago colleges made sure of full student support of athletics by adding the cost of a season athletic ticket to the matriculation fee. Now football tickets have gone into the hands of scalpers and are as hard to se-

cure as those for a fashionable "first night."

Stanford University paints an illuminating picture of the progress made by this new business of football—and you can draw your own moral. In 1894 the football deficit was such a burning issue that it precipitated a bitter political battle in the university. That was when Herbert Hoover, who is now candidate for the presidency of the United States, was a senior in engineering. He won the election as treasurer of the student body because he promised to make football pay its own bills.

When he took office he inherited a deficit of \$1,500 piled up against the Stanford football team during the season of 1893. That was when Walter Camp was coach, too. Hoover closed his administration with glory and honor because he left \$3,500 in the bank to the credit of the Stanford Athletic Association. As a master financial stroke for Stanford Hoover closed a deal with Alonzo Stagg, coach for the University of Chicago, for a post season game in

1894 on a \$1,000 guarantee or seventy per cent of the gate, a handful of dimes according to present day standards but a lot of money then and a record breaking crowd of 4,500 made both teams happy and gave Stanford a cool profit of \$500.

## VISITOR FROM CENTENARY EXPRESSES APPRECIATION

Eldorado, Arkansas,  
October 15, 1928.

President and Head Coach,  
Texas A. and M. College,  
College Station, Texas.

Dear Sirs:—

As a member of the body of rooters who went down on the "Centenary Special from Shreveport, please allow me the privilege of complimenting and thanking you and the student body for the unexcelled sportsmanship and courtesies shown us before, during and after the game.

I have seen many football games in my time, being an alumnus of Alabama where Football has always been popular, but never have

*"Such popularity must be deserved!"*



Down deep in the Kongo the native sons believe that anybody who has an explorer for dinner will absorb all the brains, courage and other success-assuring virtues of the unfortunate victim.

We wish we could say the same of Chesterfields—that all their popularity is conferred upon whosoever smokes them. Frankly, however, this is not invariably true. Several Chesterfield

smokers have recently been discovered who are *not* ambassadors, steel kings, or even bank presidents.

But—since Chesterfields are so satisfying, mild and different—we'll all of us continue to enjoy them for these sound smoke-virtues alone.

Popularity? Six million smokers are enjoying 'em today. Such popularity *must* be deserved. Make it six million and one?

**CHESTERFIELD**  
MILD enough for anybody...and yet...THEY SATISFY