

YALE ALUMNI WEEKLY

SUBSCRIPTION, - \$2.50 PER YEAR.

Foreign Postage, 40 cents per year.

PAYABLE IN ADVANCE.

Checks, drafts and orders should be made payable to the Yale Alumni Weekly.

All correspondence should be addressed,—
Yale Alumni Weekly, New Haven, Conn.

The office is at Room 6, White Hall.

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Entered as second class matter at New Haven P. O.

NEW HAVEN, CONN., MARCH 24, 1898.

COLLEGE ADVERTISING AGAIN.

We have been asked what the associations are going to do for the revenue usually received from this source, if the present method of handling the souvenir program is abolished. It is doubtful whether it is necessary or wise to indicate just what we may consider the proper substitute. There are practical means at hand whereby an association may take advantage of all proper sources of revenues in connection with its sports. It need not summarily leave this field and allow some irresponsible person to preempt it in a manner probably entailing even worse abuses than before. The sales of the program or score card, by the association itself, at a reasonable figure, will bring a great deal of revenue, easily earned, and it is to be supposed that common business enterprise will see to it, that sufficient notice is given to the public, before they enter the grounds, that an absolutely accurate card can be secured within at a moderate figure, and so prevent the competition of outsiders.

It is also not impossible that some space on that score card or program may be available for profitable advertising. If it shall be decided, that a space may be devoted to advertising without producing an ungainly, undignified, or too commercial publication, then let the opportunity to take that advertising be placed before advertisers in a way consistent with decent business honor and courtesy. To carry on such transactions requires brains and character, and the enterprise should be in the hands of one who is just as sensitive to the good name of Yale and is in as clear a position of responsibility to the University for maintaining it, as is the athlete for maintaining the Yale ideas of honorable, amateur sport.

This is where we make our stand. On this point every Yale man should be insistent. It is as unfair for an association to allow the name of Yale to be dragged in the mud of obnoxious business methods, as it is for an individual to use the name of Yale to advertise an irresponsible collection of individual athletes. In our opinion the first offense is the worse one. Athletic managers have undoubtedly been generally unconscious of the harm they were doing, and there have at

times been men who have taken these contracts and performed them in an honorable way. But the facts are in evidence now, and it will certainly hereafter be matter of criminal negligence on the part of any Association, if it sells for a large sum, an authority never vested in its officers for commercial reasons, and not negotiable, and urges some outside party, whether a non-resident advertising agent or a worthy college student, to resort to all extremes in order to cover the heavy tall laid upon him and secure an adequate compensation.

Rather than continue some methods that have obtained it were better, if an association actually needed the money, to ask for direct contributions. To print the list of contributors would give much more nearly a return for the money than is now often afforded.

But these are *obiter dicta*. We do not presume to tell any association how to run its finances. And we beg to differ most emphatically with the *News* in its objection to the present souvenir programs because they may hurt the advertising receipts of regular College publications. Every publication must stand in its own merits. It must sell its advertising space because it is a profitable commodity for some one. Any individual or publication has the right to compete for all the advertising that is now carried by the College journals, by offering to the advertisers a better return for their money. But no publication, whether of an individual or Association, or editorial board, has any right to "hold up" an advertiser in the name of the students of Yale University. An advertiser might as well know that when a man uses any other argument for an advertisement than the value of the space offered for advertising purposes, he is taking a position in which he will surely fail of support from Yale people, and which is quite apt to bring down upon him their indignation and contempt.

It is a pleasure to know that two at least of the associations have been considering plans for reforming the souvenir program nuisance, and that the Baseball Association, as announced elsewhere, has put a new plan in operation. One thing it has certainly done well. It has chosen the right kind of a man. It has also avoided placing the burden of heavy bonus upon him, to drive him to extreme measures of soliciting. If the same care is shown in the choice of any other men, who may be associated in the work,—an exceedingly important point—and a card of reasonable dimensions at a moderate price is offered to the public, a long step will have been taken in advance.

The Football Association last year abolished the bonus idea, and the Yale men in charge of the work left, according to reports received by us, a very excellent record. There was, however, a lingering air of the old regime about the publication, and the advertiser still felt, the excellent efforts of the management to the contrary notwithstanding, the strong pressure of a powerful Association's request for large appropriations, and that too in a book whose size knocked out four-fifths of the value of the advertising, and whose price made the great crowds at the game groan and snarl. We have heard unofficially that the retiring and incoming Football Managers, encouraged by the success of their efforts last year, are already planning the establishment of a system which will bring this thing still better under control.

We commend most warmly these independent and voluntary efforts of these managements toward reform and begin to feel hopeful that the Yale

student athletic managements will as usual do their own reforming. But heroic measures must be used and constant vigilance exercised. Let every act in the name of Yale be keyed to the highest, business ideals, rather than leveled to the lowest conceptions of getting money out of people.

THE ANALYSIS OF YALE.

Professor Perrin's analysis of Yale in his Brooklyn speech, which was printed in full in the last issue of the WEEKLY, is a very notable addition to that body of literature whose central subject is that peculiar and ever interesting theme, the constitution and characteristics of this place called Yale. He said some things which many needed to see expressed in clear form in order to understand them thoroughly. And he expressed some almost universal Yale feelings that have not been cast into form. One was his estimate of the services of Dean Wright.

It was with gladness that Yale men read the declaration that the administration was committed to the combination of University and College; principally, we think, because it meant that the old College life was not to be further restricted or endangered. That College life is of paramount importance. Nothing needs such careful watching.

THE BASEBALL SCORE CARD.

Since opening up the subject of the abuses of program advertising, it has come to our knowledge that the University Baseball Association had already begun the publication of the season's score card on a very much improved plan. The officers have attached to the Association a season's manager or publisher, thoroughly worthy of their confidence as well as capable, who carries on his work under the direct supervision of the Management, and for all of whose acts the Management holds itself responsible.

We have every reason to believe that he is conducting this work in a manner thoroughly worthy of Yale and that he is using no means that are not honorable and courteous in the sale of advertising space. We are sincerely glad to hear of this, and take pleasure, without solicitation on the part of anyone, to make conspicuous record of the fact.

Columbia University has just been given more than \$1,000,000 to add to its Library Fund. This generous

LIBERALITY IN LIFE INSURANCE.

A case in point is the recent announcement of the New York Life Insurance Co., concerning the effect on policies in this company held by those who might enlist in the army or navy of the United States, in case of war. The company has sent out a notice that all those now holding its policies and all who may secure its policies between now and the actual outbreak of hostilities, if that time ever comes, would receive the full benefit therefrom, without the payment of any other than the regular rates now in force.

NEW YORK LIFE INSURANCE COMPANY.

JOHN A. MCCALL, Pres't.

"Thou strong seducer, Opportunity."

Dryden.

In making particular reference to the Sole-Leather Hat-Boxes now offered by them at \$5, \$7 and \$10, Messrs. Brooks & Company beg to emphasize the commercial value of an opportunity wherein an article of superior quality may be bought at a comparatively nominal figure.



BROOKS & COMPANY,

CHAPEL, COR. STATE ST.

Yale Law School.

For circulars and other information apply to

Prof. FRANCIS WAYLAND,

Dean.

donor gave wisely. With what joy would Yale men and Yale's friends see a rich stream of bi-centennial gold pour into the coffers of the library at Yale. This center of the University intellectual life is better provided for than it ever has been before, but it has nowhere near the funds which the library at Yale should have. Anyone who is contemplating making use of money in this University or knows of any gift forthcoming ought to seriously consider what tremendous and permanent advantage comes from the endowment of this part of the institution.

Here is one good fact. The competition for the Ten Eyck prizes, in the Class of Ninety-Nine, was of a high order of excellence. Thirty-six essays were submitted and of these only two, so one of the judges said, could be called bad. Half of them were up to the average standard of the Ten Eyck pieces.

A Yale Senior's Nomination.

To the Editor of YALE ALUMNI WEEKLY:

Sir: I beg leave to suggest as eminently qualified to fill the *Emily Sanford* chair in English, Mr. George W. Smalley, '53, who has recently returned to take up his residence in this country after an absence of many years. During this time he has been devoted to literature and has enjoyed great intimacy with the most distinguished literary authorities of England and Germany, and although his time has been thoroughly absorbed in his association with the daily press, his work has invariably been of the highest character.

Yours truly,
SIDNEY ROBINSON KENNEDY ('98).

The Ten Eyck Speakers.

Last Saturday the following successful competitors for the Henry James Ten Eyck Prize Speaking, to be held at the Junior Exhibition on Friday, April 1, with their subjects were announced: Robbins Battell Anderson, of Duluth, Minn., "The Abolitionist Orators"; Horace Jewell Fenton, of Willimantic, Conn., "The Abolitionist Orators"; George Dana Graves, of Manchester, N. H., "Popular American Feeling against England"; Alfred Bates Hall, of Chester, Conn., "The Trans-Siberian Railway"; Isham Henderson, of Louisville, Kentucky, "Victor Hugo"; John Pease Norton, of Los Angeles, Cal., "Victor Hugo"; Howard Chandler Robbins, of Springfield, Mass., "The Abolitionist Orators"; Henry Robinson Shipman, of Hartford, Conn., "The Jesuit Missionaries in Canada."