In a memorandum last Monday addressed to the women of the campus, President William G. Capes issued a Committee of Five Time for Compline organization of a campus government for the Coordinated College.

Capes appointed Thomas Crisler, Preston Haywood, and Professors Anthony Bing, James Cramer, and Hollin Merory to the committee. It is specified that fifteen women students will be elected to the committee as soon as all the women are here. The committee was given the responsibility of electing the permanent faculty rooms. President Capes will also sit with the committee as a representative of the Trustees. The committee will have a monthly report.

In the memorandum, the president emphasized that a college council will be governed with the cooperation of students, faculty, and administrators. He further stated that the committee would be the recognized representatives of each of the different parts of the community to the committee.

In a later discussion, Capes clarified that the report with the instructions to the committee is not a special line for the committee's report. He also stated that this committee will elect new chairmen.

**Labor Leader**

**On PACC Bill**

Barber Bill, director of labor and industrial activities of the Activities Council, offered two lectures on Friday, September 18 in Philosophy Hall. The lectures were sponsored by the PACC and were open to everyone.

**SC to Study Comp Merits**

Kenyon student council began the new academic year with a brief meeting last Sunday. The council discussed plans for Alumni Day (formerly Homecoming) introduced a motion to reconsider and evaluate the merits of senior comprehensive examinations, and also formally requested the committee on morning light to submit a final report to the council by October 22.

Social Committee member, Murray Horowitz announced that the James Cotton Blues Band will appear at Alumni Day and that singer Laura Nyo is scheduled to perform at Kenyon for Fall Dance. Council discussed plans for Alumni Day and formal motion questioning that Alumni Day be renamed Homecoming was defeated because it failed to muster a majority of the assembly.

Corky Leisher called for an inquiry into the "sagasmsas" behind senior comprehensive examination. Following a report by Halpern indicating that the Academic Affairs Committee of Council had not discussed the issue last council, President Bob Robby said he would introduce the motion to the Campus Senate where it will probably be referred to the Faculty Curriculum Committee.

In other council business, the Student Affairs was asked to investigate the disappearance of cigarette machines on campus.

**Marrieds Consider Housing Problems**

Last Thursday John Adams, a married senior, discussed some problems with the President. President Capes suggested the need for married students to discuss the housing situation last Saturday.

Capes has indicated that the College is prepared to return to the same apartments as in past semesters. This is an indication to the married students that they can expect to return to their previous living quarters.

A group of married students has been given the privilege of assigning apartments.

1) That married student housing be clearly designated as such, 2) That Mr. James Lombardi, Director of Residence Halls, take over the assignment of the apartments at McCardle Place and Bonney Place, Mr. Sam Lord, Vice President for finance is now in charge of assigning apartments.

A group of married students in college owned apartments at McCardle Place, listed below, will be assigned to the newly remodeled apartments on the Wilson apartments. The college expects approximately $750,000 in mortgage on the McCardle and Foxley apartments.

**Senate Censures Archon Letter**

Tuesday, Campus Senate passed a motion removing the Archon Fra- nchise for publication of a letter to the freshmen that 1) implied in the second paragraph that any group of students wishing to write an article could occupy any dormitory light, 2) implied the right of the fraternity system at Kenyon, and 3) for the Archon's action without the approval of Campus Senate.

The original Archon letter was circulated in the freshmen class last Friday. Yesterday, the Archon issued the following statement:

On Friday, September 12, the Archon Fraternity posted copies of no open letter to the freshmen class, the contents of which is to the following misunderstandings:

1) That we were at the time a "society" rather than a fraternity.
2) That group of Kenyon students who agree to abide by College rules could form themselves into a society and acquire rooms in a College build-
ing and last.
3) That the phrase "savagage some-
ing of value from the fraternity system at Kenyon," which has appeared in the description of Archon in the student hand book for at least several years, was a condemnation of fra-
nersism at Kenyon.

The Campus Senate has rightly objected to the sooner and mis-
formulations. In the interests of the proper of the purpose of the letter, to the knowledge the students' thoughts concerning social activity at Kenyon.

After explaining Kenyon's tradition of social events, Fars ent-
formed proposed changes in this area resulting from Kenyon's expansion. These included 1) the leveling off and diversification of social events in between the "big" weekends, 2) reserving the emphasis on these weekends: homecoming, Fall Dance, Homecoming, Archon.

**Social Comm. Role Outlined**

"Leveling out the year socially" was the dominant theme of the Social Committee's meeting with members of the Coordination Committee in the Commons last Monday. Jim Parks, Student Social Committee Chairman, said the purpose of the meeting was "to get to know the students' reaction concerning social activity at Kenyon."

Before explaining Kenyon's traditional social schedule, Parks ent-
formed proposed changes in this area resulting from Kenyon's expansion. These included 1) the leveling off and diversification of social events in between the "big" weekends, 2) reserving the emphasis on these weekends: homecoming, Fall Dance, Social Committee Page 3

**President Capes Explained the College's plans for renovating the Coffee Shop area.**

Edward Brit and Associates, former interior design firm for the Bostock restaurant chain, submitted the plans to the college. Improvements include expansion across the hall into the ping pong room, air conditioning new furnishings, and new lighting. The plans call for the creation of an "elegant living area" with a wooden beam ceiling. The sketch of the floor plans illustrates the expansion. The area at the bottom of the diagram is the existing facility. The ex-

**Senate Censures Archon Letter**

The Senate also discussed the removal of cigarette machines from the campus. It was noted that the administration was not intending to tell students how to act towards tobacco. Given the scientific evi-
dence, the Senate felt that the college does not wish to participate in the sale of cigarettes. There was also a brief discussion about the campus' plans to renovate the College Hall. The session pointed out that construction should be de-
layed until the campus is made by the community concerning the use of the facility. Plans for the new renovation were discussed. It is hoped that the new restaurant, the same as Tuffy's, will be open as soon as possible this semester.

**C.O.D.\r
\r
**Considers Past Work**

Tonight, the Committe on the Disadvantaged will meet to discuss the work of the members of the committee over the summer break. The C.O.D. will now consider speeches that were presented by members. It is hoped that the committee will be able to consider the report in the community in time for the members to be consigned during this academic year.

Mr. Clair and Mr. Evans travel to Pike College, a predominantly Negro college in Nashville, Tennessee, and explored the possibilities of a faculty-student exchange. The trip, Mr. Clair also characterized prominent Negro leaders over the summer and will report to the C.O.D. on these con-

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- The sketch of the floor plans illustrates the expansion. The area at the bottom of the diagram is the existing facility. The ex-
**Letters to the Collegian**

**To the Editors:**

**To the Editors:**

Because the Coordinate Colleges in only two weeks, we are in the position of letting all students have our own policies, rather than trying to deal with an existing stable of rules and regulations. One of the first rules to be discussed by the new members was the coordinate policies.

Mr. Carpenter has indicated that the women may set up part time as "liberal" as the men, and if they set up part time and are meeting on the merits of Kenyon's social life, there may be no other full freedom to the women at Kenyon.

The Coordinate Colleges should have part time which are as "liberal" as the men because we have been evaluated as equal members of the Kenyon community. It is assumed that we are a force of action and responsible and able to act accord-

With the lack of social facilities on campus, the student's room is not the only bedroom. It is the only living room. The dormitory is the dormitory is the dormitory is the dormitory. Data for serious con-

Liesel Friedlin, "An Independent Organize for Better Housing" by Robert Jablonski

Identical part time for both (C) and (L) would balance the social life of the women and provide a more multicultural group. It is a more multicultural group that is more concentrated in the multicultural matters.

Kenyon's part time as they got more to know, they do. Saturday through Thursday, noon to one a.m. Kenyon's social life is not going to be the same. That is Saturday through Thursday, noon to one a.m. Kenyon's social life is not going to be the same.

Any serious study that might be done, Kenyon's social life is not going to be the same. That is Saturday through Thursday, noon to one a.m. Kenyon's social life is not going to be the same.

We should start with part time "liberal" as the men, as we have. We are going to work out, and we are going to see how to work out, on any future changes in part time.

Liesel Friedlin, "An Independent Organize for Better Housing" by Robert Jablonski

Approximately 50 students met Monday in the Watson Hall Lounge to discuss the pluses and minuses of the part time policy and to decide what role students should play in the part time community in the future. Greg Bell, President of the coordinate colleges, and Bob Bloomfield organ-

The meeting itself was a beginning. We are going to set up the principles that we believe are important to the future of part time. It seems to me that when we are talking about actual living and actually doing it, we can plan for other students and include the open-looking part time in the student's room. We can plan for other students and include the open-looking part time in the student's room.

Some of the things which we are in the process of doing and to the part time community, projects, good works, we could do include the recreation of the fra-

The coordinate colleges are the only groups that can plan for the open-looking part time in the student's room. We can plan for other students and include the open-looking part time in the student's room.

The part time college and the Kenyon community have the ability to do this, to plan for the part time college and the Kenyon community.

Peter Bloomfield went as far as to predict that if we have a low prevalence of this feeling that the part time college and the Kenyon community will be considerably lower than last year's. Ten, if not twenty, are not going to be surprised if the college and the Kenyon community do not come up with the stories that are going to be of a much more diverse and creative group in the part time college.

Most of these results would be even more interesting if we would have a low prevalence of this feeling that the part time college and the Kenyon community will be considerably lower than last year's. Ten, if not twenty, are not going to be surprised if the college and the Kenyon community do not come up with the stories that are going to be of a much more diverse and creative group in the part time college.

During the course of the discussion, mention was made of specific alternatives within the "system" that would be cardinal. If this became a real part time college, and the student body on the hill, was not to be a part of the Kenyon community.
Editor's note: Last week the Collegian reprinted a photograph of a student playing shuffleboard in Harcourt Place. In response to several inquiries about the school, former student Linda Urban went to the College Archives and did some research on Harcourt. The result of her work is this account of Kenyon's past experiment with coordination education.

Harcourt Place for Girls has existed since 1867, when it was owned by Mr. Harry N. Mills. In its first catalogue, its objects were described as the production of " Vigorous Health, Sound Attitudes, Good Taste, and Christian Speech." Under Grund, Burton, and Lewis Hall now standing, it had been scheduled as the first floor school for girls. Its first handbook claimed that it offered "advantages of instruction not found elsewhere." It is believed, by any church School for children, that it was possessed in the height of the depression in 1865 for financial reasons for a lack of students.

Harcourt, nevertheless, had a life and a soul of its own. History is repeating itself with the present efforts of the Coordinating College to borrow the spirit of the city. It is certain, yet, in reading some of the Collegian's 1867 issues, one finds that the similarities are left unassuming and amazing.

Amidst the girls' social activities in Kenyon's past, Harcourt Place girls playing soft-ball (since 1925) on the present site of the freshman campus.

Is History Repeating Itself?

Women In Kenyon Tradition

by Linda Urban

the harcourt "bache" were not al- lowed to attend the annual Junior Promenade. The officials at the college, it was discovered, because the "forbidden round dancing" would be too slow. In retaliation, the Ken- Lyon was arranged to transport girls from a Columbus finishing school. The ball was a tremendous success. The Collegian seems to have been attracted to the "girls' club" that the young ladies of Harcourt Place-semi- formal and semi-glamorous - kept for their absence at the Junior Promenade.

Familiarly, the first year of Harcourt's existence passed with Harcourt-Kenyon relations waving, flying from the palm to the palm. As the school grew older, the girls grad- uated: the role of the "bache" changed. The young ladies, and plays, were cast as Christian men. Miss Kate Allen, a 1920 graduate of Harcourt, re- called fondly "many memories of the school. She regarded the stringent Harcourt rules as being "reasonable for the past not the rear- mist of its students as 'caged animals.' She remembers that the Kael has called this raw alike of Irish-American life "an American family classic; the usual embarras- ments have been transcended and the family bond is raised to mythic heights. In no scene, no play, no film because O'Neill's script when itself and itself "was written in tears and blood" was considered beyond improvement.

Wm. E. Claus President Clausen has announced that the William E. Claus jr., 25, a trustee of the college since 1969, died in New York on July 23 after a brief illness. A memorial service will be held for him at 8:00 A.M. on October 18 at the Church of the Holy Trinity to be followed by the burial of his aunts in the college cemetery. The William E. Claus Memorial Scholarship, which has been established in his memory.

KALANT's Tryouts

Tryouts for KALANT will be Monday, September 28, at 8:00 P.M. in Rose Bowl. Auditions will be held by both Prof. Schwartz and Prof. Michael. All roles involve singing; the group plans about 10 solo parts and a chorus of approximately 15 men and 15 women.

If you are interested in any aspect of the production - stage crew, lights, props, makeup, costumes, publicity or any other phase, you are urged to attend.

KALANT is being presented by the Gilbert and Sullivan Society in association with the Kenyon Drama- tic Club and the Knox County Symphony. It will be performed at the Memorial Theater in Mt. Vernon on November 21, 22, and 23. Tickets and scores are on closed reserve in the library for those interested.

Donn L. Committee The International Life Committee has scheduled weekly meetings to start immediately. Prof. James Suddard, chairman, reports that the committee hopes to present a proposal to the community as soon as possible.

The Golf

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announces

the opening of a new branch store in Gambier, Ohio

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MRS. BETTY REYNOLDS, MGR.
427-2176
Gridders Deep; Await Centre Clash Saturday

By Sam Barons

SPORTS-TAB

Next week the Collegian examines the formation of a new Ohio Conference soccer championship as interest in the sport gains impetus throughout the league. Scores and highlights from this week’s action in the various circuses will appear in this space each week. Follow all the OAC News. Read “Sports-Tab” weekly.

FOOTBALL

This Saturday

Findlay at BALDWIN-WALLACE

Ohio Conference at MUNSON UNiON at Rochester

2008 FINAL OAC STANDINGS

Ohio Conference

Baldwin Wallace 4 0 1 0 137 27 8 1 232 103
Marietta 6 1 0 142 28 7 2 0 163 96
Ohio Wesleyan 6 1 0 248 62 6 1 0 202 69
Muskingum 5 2 0 96 40 0 2 1 115 59
Wooster 5 2 0 132 127 6 3 0 220 193
Wittenberg 3 1 0 144 33 0 3 0 257 107
Capital 4 3 0 114 142 5 3 0 174 154
Mount Union 5 2 0 153 75 1 5 4 144 90
Kenyon 2 3 0 89 114 5 4 0 147 167
Denison 2 4 0 47 101 4 5 0 96 193
Ohio Wesleyan 2 5 0 69 106 3 3 0 161 271
Kenyon 1 5 0 63 229 2 5 1 134 278
Heidelberg 0 6 0 104 42 1 5 0 267 192
Hiram 0 7 0 128 218 1 7 0 156 230

Streator

1908 OAC Team Records

Team W L T
Wooster 8 1 0 Wittenberg 2 8 0
Denison 6 4 1 Mt. Union 9 2 0
Marietta 4 2 1 Baldwin-Wallace 1 2 0
Ohio Wesleyan 5 4 0 Marietta 1 3 0
Kenyon 5 4 0 Heidelberg 1 3 0
Hiram 2 6 0

*At present the Ohio Conference has not completed plans for its first soccer championship. The standings above are the 1906 finishes for Ohio Conference schools within the Ohio Collegiate Soccer Association.

CLOSE-UP

New Coach Joins Kenyon Staff

by John Byerson

Asst. Sports Editor

Kenyon’s coaching ranks are bolstered this year with the addition of coach William Fiehler. In assuming the duties of head coach, John Dukles, he becomes the head wrestler and lacrosse coach, in addition to becoming the defensive backfield coach for football.

Coach Fiehler comes to Kenyon from Hofstra University, where he attended school and graduated in 1958. He played football and lacrosse at Hofstra and went on to become head mentor of freshman lacrosse and defensive backfield football coach. Last year at Hofstra his team had an outstanding year, claiming a 10-2 record including victories over such powers as St. John’s and Fordham.

Coach Fiehler faced the same problems while at Hofstra as he does now at Kenyon. Both are small colleges with a limited number of students over a larger conference because of the lesser pressure that a coach faces in his mark.

The Assistant Grid Mentor is pleased at the enthusiasm of the athletes that he has found here at Kenyon. He describes the lacrosse players as “eager,” and reports that many of the returning lacrosse players have improved over the year, although they are still not as good as they were last year.

DEFENSE

OFFENSE

DEFENSE

TE Paul Keener 50 John Muschak
LT Frank Kyckey 98 Dick Overy
LG Don Henderson 50 Mark Mason
RT Doug Hubert 60 Mark Mason
GM John Rainey 50 Mark Mason
Center Gary Zavotzky 50 Mark Mason
SE Chris Myers 50 Ken Christensen
FB Chuck Hatch 60 Mark Mason
QB Bill Geiman 60 John Rainey
RB Bill Geiman 60 John Rainey
FB Bill Geiman 60 John Rainey
TB Roland Parsons 60 Ken Christensen
FB John Smith 60 John Rainey

Top OAC Aerial Combo Bill Christensen and Chris Meyers will set out to better their record of 85 completions Saturday.

PASSING DUO HANDY

The Ohio Conference record holder for pass receptions, Chris Meyers will be out to better his mark of 86 completions from his 1969 and 1970 efforts. He and teammate Bob Gilmore clicked for 1157 yards last season, good for sixth spot, down-home in the street.

Seth Hudson who Read College

Meyers will be one of five top passing threats in the league this year. Each team will be a better passing threat than in the past.

CLOSE-UP

Infant Cross Country Team

Seeks Support

There’s a beautiful worldwide

October 19th.

Ontario, is a potential passing threat with Paul Edinger and receivers Dan Easton and Marty Tabbie.

Kenyon is hoping for a repeat of last year’s 21-yard victory in the season debut.

Everyone, including the cross country team, says it is too early for predictions; but third year mentor Pat Morse is “optimistic” and “rightly so.”

Here’s How The Lords’ Line-up Saturday

ground and in the air. The staunch defense remembers the presence of “Budda” and the teamwork of Hofstra in 1969. The improved play of Gary Zavotzky who blocked four of Luckey’s touches in that contest should also be noted. First year man Charles Cordova as R-man fullback and linebacker John Gillman complete the Lords’ defensive squad.

Here’s How The Lords’ Line-up Saturday

by Doug Smith

Newcomer to Kenyon’s coaching staff in Bill Heiser, head wrestling and lacrosse mentor.

Kenyon’s new breed of gridders will not require the same kind of coaching but may require their own training regimen. Some players may develop at all times, while others may blossoms into stardom.

Lords Have Depth

Perhaps the greatest asset to the Kenyon eleven is their remarkable allround depth. The quarterback spot is secure with three capable fresh-

rman join Kenyon Staff

Kenyon’s coaching ranks are bolstered this year with the addition of coach William Fiehler.

His lacrosse team had an outstanding year, claiming a 10-2 record including victories over such powers as St. John’s and Fordham.

He has already outscored last year’s mark.

JOEY

Likewise his offensive back-

field prospects are equally bright. Speedster Roland Parsons will start at halfback, with Keith O’Connel or Jim Snyder at fullback. September hatch black has been moved to fullback where he will assume a greater role as blocker and pass receiver. Black’s prowess at defensive safety will be a boost to the Lords’ secondary.

Parsons joins Ed Greykowski at the linebacker position to secure Kenyon’s defense up the middle.

1908 OAC OFFENSIVE LINE

With the exception of the center job, last season’s offensive line is intact. Donnie Pontius and Don Hurcorn are at guards, co-captain Glenn Fritz and Frank Kouchy are at
September 18, 1963

THE KENYON COLLEGIAN

Page 5

Fieldhouse Hours
Coach Philip Morroe, Athletic Director, announced that beginning in the near future, the field house will be open on Friday evenings for five play.

This will be a conditional situation, said Mr. Morroe, and whether or not it will remain open depends upon the demand.

Hours will then be until 10 P.M., or until other nights. Due to lack of supervision and demand however, the field house will close at 9 P.M. on Saturdays.

STEVE BRAGLOWER, co-captain of the soccer team illustrates dribbling skills during practice session.

Full Slate Announced
ALO Wins IM Trophy

Intramurals for 1963-1969 belonged to ALO as they captured four individual events and never surrendered the lead for the All-Sports Trophy throughout the year.

Victories in golf, 2-man basketball, bowling, and badminton gave the ALO's an almost unassailable lead by the end of the first semester. The Alpha Delta made the only serious attempt at matching the ALO's as they took 2nd places in "A" and "B" basketball to the Delta's undefeated teams and came on strong in the spring with track, softball, and tenders championships.

The season was marked by various outstanding yearlong performances. The Delta's Steve Burfitt shone in football and basketball while the Berzin brothers, Andy and Peter, accounted for much of the Penn point total. The championship ALO effort was led by Mike Dunn and Walter Vilkeen, both of whom participated in 14 sports while recording numerous individual championships as well as helping ALO's team sports perform sufficiently enough to enable ALO to remain on top.

IM COUNCIL MEETING

The Intramural Council for 1963-70 recently held its first meeting with Tom Morris of Beta Theta Pi elected President and Mark Lederman of Alpha Delta Phi elected Vice-President.

The coming year once again offers all 14 sports with few changes in the program. Most freshmen seem quite excited to begin as entries for the first four sports have all exceeded those of last year.

Soccer Prospects Uncertain; Defense Presents Question

by Pete Pappas

Kenyon should field a potent offensive attack this season. Defensively, it's another story.

POTENT OFFENSIVE

Ned Smyth, Bruce Mayve, and Frank Lusti will provide speed on the wings. This will be supplemented by the play of Randy St. John and Steve Blander at the inside positions. Brabower andjumbotron Kenyon's leading scorers in last season's campaign with 24 points each and are the team's co-captains this year. The Lord offensive should give goalsitters nightmares this year.

Kenyon will be smarting from the loss of several stalwarts. Larry Wisser, Warren Lowry, Bob Lingle- ton, and Andy Berzin are all absent from the squad. The effectiveness of the defense should determine the Lord's success. If the defense fails, it will be a winning season; if not, the fias will see many high scoring contests. Hopefully, it will be the former.

A vital position not yet mentioned is that of goalie. A strong performer at this slot will enable Lord backers to play a more reckless brand of soccer. When you have scoring potential, this is especially valuable. Kenyon will have Ed Pope in the net this year along with Jim Price.

PROMISING ROOKIES

Always an important factor is the new recruits that a team produces. Of the freshmen, Randy Savare, Jim Loczy, and Fred Hambour

Finally... Something For Nothing

It has been reported to the Collegian that football programs will be distributed without cost to everyone attending home games. The decision to discontinue the dime fee for the program was made after realizing that sales brought very little revenue to the college and the work involved in co-ordinating program sellers was not really worth the effort.

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It Is Time To
Stop, Think and Act
About the Great Problem
No One Can Solve But Ourselves.

I
For the last 40 years every President of the United States has faced the problem: how to do what is best for the people when the people do not know what is best for them.

Under universal suffrage good leadership requires intelligent followship which in turn requires informed citizenship.

Where are you going to lead a people who believe that deficit spending reduces the amount they must pay for government?

Where are you going to lead a people who do not know that higher incomes without higher production do nothing but increase living costs?

Where are you going to lead a people who do not know that payroll comes from the customer and that the customer is the worker who gets the payroll?

You are going to lead them into inflation and then take the blame for the high cost of living. You’re damned if you do and you’re damned if you don’t.

II
Do you remember the high note on which Franklin D. Roosevelt opened his administration?

He said, “Taxes are paid in the sweat of every man who labors because they are a burden on production and can be paid only by production. Our workers may never see a tax bill, but they pay in deductions from wages and in the increased cost of what they buy.”

III
Fortunately that frame of reference has become available and has been “packaged” and tested to a point where its effectiveness is beyond doubt.

It is the Do-It-Yourself program of Economic Self-Education that has grown out of The American Economic Foundation’s exposure of the Ten Pillars of Economic Wisdom to 25,000,000 visitors to the New York World’s Fair. These basic principles (reproduced below), emblazoned on bronze plaques at the Hall of Free Enterprise, has gained world-wide acceptance and are proving the greatest springboard to mass economic knowledge ever devised, largely because of their instant impact. They were endorsed by Presidents Hoover, Truman and Eisenhower who were Honorary Chairmen of the Steering Committee of this popular exhibit. They have been placed in the public domain and can be used by anyone, anywhere, anytime, in any way.

The purpose of this message is to urge everybody, of every political persuasion, to join the rapidly increasing number of volunteers who are working, each in his or her own way, to help spread and expand the already astonishing momentum of this self-education program.

Participation can range all the way from getting individuals or corporations to reprint this advertisement to spreading the "Ten Pillars" by hand and by word of mouth. Write for the new folder describing various ways in which to initiate or accelerate the spontaneous chain-reaction that’s making the Do-It-Yourself program "one of the educational wonders of the world." It includes ways to fit any situation and to accommodate every pocketbook; even those without pocketbooks.

If you would like to see the types of cooperating organizations, ask for our 25th Annual Report, just off the press.

The Ten Pillars of Economic Wisdom

1. Nothing in our material world can come from nowhere to go nowhere, nor can it be free; everything in our economic life has a source, a destination and a cost that must be paid.
2. Government is never a source of goods. Everything produced is produced by the people, and everything that government gives to the people, it must first take from the people.
3. The only valuable money that government has to spend is that money taxed or borrowed out of the people’s earnings. When government decides to spend more than it has thus received, that extra unearned money is created out of thin air, through the banks, and, when spent, taken on value only by reducing the value of all money, savings and insurance.
4. In our modern exchange economy, all payroll and employment come from customers, and the only worth while job security is customer security; if there are no customers, there can be no payroll and no jobs.
5. Customer security can be achieved by the worker only when he cooperates with management in doing the things that win and hold customers. Job security, therefore, is a partnership problem that can be solved only in a spirit of understanding and cooperation.
6. Because wages are the principal cost of everything, widespread wage increases will correspondingly reduce the cost of every body’s living.
7. The greatest good for the greatest number means, in its material sense, the greatest goods for the greatest number, which, in turn, means the greatest productivity per worker.
8. All productivity is based on three factors: 1) natural resources, whose form, place and condition are changed by the expenditure of 2) human energy (both muscular and mental), with the aid of 3) tools.
9. Tools are the only one of these three factors that may increase without limit, and tools come into being in a free society only when there is a reward for the humane self-denial that people must practice in order to channel part of their earnings away from purchases that produce immediate comfort and pleasure, and into new tools of production. Proper payment for the use of tools is essential to their creation.
10. The productivity of the tools—that is, the efficiency of the human energy applied in connection with the use—he has always been highest in a competitive society in which the economic decisions are made by millions of progress-seeking individuals, rather than in a state-planned society in which those decisions are made by a handful of all powerful people, regardless of how well meaning, unselfish, sincere and intelligent those people may be.

THE AMERICAN ECONOMIC FOUNDATION
51 East 42nd Street, New York, N.Y. 10017
"Headquarters For Simplified Economics"

"This ad was paid for by an alumnus of Kenyon, class 1913, as a public service to critically needed economic education."