Dr. Robert Hutchins, keynote speaker at freshman orientation, spoke Wednesday evening, before 1500 entering students, staff members and the general public.

Hutchins is the chancellor of the University of Chicago where he was responsible for the withdrawal of Chicago from major college football. Chicago was previously a big ten football college.

In his speech Hutchins criticized the production of consumers, job-holders, objects of propaganda and statistical units, "who will be in the industrial machine going."

Hutchins said that the aim of mass education is, "to provide the kind of people that industry is thought to require hence the popularly excepted object of education in America is to adjust the young to the group. Adjustment is the process by which one becomes an interchangeable man. This is why the demonstrations and protests of a minority of students have been so alarming to the establishment. Students are supposed to be working away at becoming interchangeable parts in the industrial machine."

Today, he noted, "education is on every tongue and in every newspaper... in forty years, we have rushed incontinently from one extreme to the other."

Because it is folly to attempt to train students for jobs which may not even exist when they are ready to take them, Hutchins believes the great challenge to American education today is "To begin construction of an educational system devoted to the development of intellectual power."

"What automation requires, what the international situation demands, what the new world and new society call for," Hutchins said, "is an enormous increase in the intellectual power of the nation... We must commit ourselves to the idea of continuing education throughout our lives."

"The real aim of your education here is to prepare yourselves all your lives. Education is not like the mumps, chicken pox, measles, or whooping cough, a misfortune endured in childhood which you need not, indeed cannot, have again... In the United States we have the resources, we shall have the time and we should be able to muster the intelligence to build a civilization as brilliant as the Greeks, and far more lasting."

In our present state of mind, Hutchins said he thinks two new laws might be helpful. "The first would forbid any person to offer education as the 'solution' for anything. The second would prohibit anybody from using the word 'education' without saying what he meant by it."

Hutchins does not regard education as a cure all for society's ills. Rather he says, "An educational system succeeds, by meeting the immediate needs of a country or by getting it gold and glory, but by making rational animals more rational and less animal.

The university's role, Hutchins believes, is to penetrate the cliche curtain of the culture, exposing sacred cows and identifying and promoting a discussion of issues."

"Our alarm about the apathy of university students of the 50's," Hutchins said, "was insincere. Now that the students have stopped being apathetic, we have become genuinely alarmed."

Positions on the SPECTRUM staff are now open in all categories. Typists, reporters, advertising salesmen, copy readers, photographers and clerks are needed. Regardless of experience call or come to the SPECTRUM office on the second floor of the Memorial Union. Jobs offer pay and benefits not to mention the possibility of advancement in one of the most exciting facets of University life.
**Editorial**

**Freshmen apathy already prevalent**

The University is starting another year but somehow it does not seem to be much different from last year, the year before or any other of school's recent years.

A record number of new students are arriving and most are awed by the big University and the big city, but as in years before, apathy towards higher education.

The only life on campus remains the football squad who are pursuing their beanie sates with their usual zeal and the upperclassmen who are pursuing the attractive girls with equal pep. The freshmen themselves for whom this week was designed remains unphased. The dances and other social events are outright, Thomas the cultural and educational programs by the customary large marquis. Somehow only discussion leaders found C. P. Snow worth reading and the ever controversial Hutchins' speech attracted limited comments from newcomers.

Though the freshmen orientation program lacks the zip it had last year, so do the freshmen. Even the Madison Avenue bonus approach to distributing free tickets at the book discussions is expected to net with only half hearted response.

This is not a bright outlook. In the past, the few interested students tried to provide enough momentum to keep the campus alive. Regardless, the telephones failed, the dances and special weekends fizzled and even the football games did not attract a large percentage of students.

Without student involvement what will happen. All the extra-curricular activities which make college an experience rather than a way you look at it, the upperclassmen will be even less involved than today's seniors. You are going to have to live here for the next four years so get used to the idea that no one else is going to make this place an education, cultural and social success. If you want to make anything out of this place and consequently out of your higher education unroll your bags completely and show a little more interest and intelligence than you have this week.

**Campus s ore spots spotted quickly**

It's the person who has been around a few years who knows all the weaknesses and the strengths of an institution, or is it?

What would a new freshman have to say about the campus? Find out he snapped them from the sidewalks and cornered them in the halls for comments.

I've filtered out all of the pretty flowers friendly people and classy lounge comments. Other veterans of a day and a half of campus life made the following replies:

- "I think they have rotten food up there (food complex)." Dianne Malinski, South Weible Hall.
- "Why go to the dances, there aren't enough girls." Bob Mortenson, Reed Hall.
- "The long lines bug me." Jim Krise, Reed Hall.
- "It's better than Grand Forks. All that they have is a river." Paul Odegard, Weible Hall.
- "Registration sounds like a mess." John Larson, Reed Hall.
- "The dorm rooms are small." Fred Wettenprem, Churchill Hall.
- "I think you all are so sweet you are going to make this place even less apathetic towards higher education."
- "I don't like wearing beanies you can take all the girls too." Tim Davis, Stockbridge Hall.
- "There shouldn't be any dorm hours for co-eds." Gary Hegland, Johnson Hall.
- "The dorm rooms are small." Fred Wettenprem, Churchill Hall.
- "I think the students on the staff to see in matters of taste and in matters of standards of journalism it becomes fair to say that "registration is the column it is relevant."

To permit the widest possible range of viewpoints, contributors will be limited to about 250 words. The Spectrum editors, course, reserve the right to edit in matters of taste and in matters which are covered by the various laws regarding publication. The opinions expressed in these articles are those of their authors and do not reflect other views of the University or of the editors of the Spectrum.

**Letters welcome**

Dear Students of Journalism:

The Spectrum is an effort on the part of the North Dakota State University community as an effort to promote the higher education. It also serves as a form of escape from the routine and monotony of college life. It provides a means for the students to express their views on various issues.

In this issue, we have included articles on apathy among freshmen, the need for increased involvement in campus activities, and the importance of maintaining a positive attitude towards education. We hope these articles will provide food for thought and encourage students to get involved and make the most of their college experience.

Please feel free to submit your own articles or comments on any topic. Your contributions are always welcome. We strive to publish articles that reflect the diverse perspectives of our student body.

The Spectrum is published every Wednesday during the school year by North Dakota State University Student Publications, State University Station, Fargo, N.D.

Subscription rate $1.00 per term.
Art and song are suab's first efforts

Student Union Activities Board activities begin this week with the Highwaymen concert on Saturday night at 8 p.m. in the Fieldhouse. In addition to the concert, SUAB is presenting several art exhibits in the Memorial Union beginning this week.

The Highwaymen are recognized as folk and pop singers. Their biggest hits include "Michael" and "Cottonfields." Tickets are available at the Memorial Union information desk.

Included in the art exhibits are the works of Miss Lily Shuff and Mrs. Harold J. Pfau. Miss Shuff's work is displayed in the Alumni Lounge until September 30 while Mrs. Pfau's work will be shown in Hultz Lounge until September 21.

A number of her works are in permanent collections in art museums.

Miss Shuff's exhibits include casein and woodcut abstractions.

New membership campaign plan is announced by panhellenic council

Flappers, German girls, South ern belles, Jamaicans, sailors and toyland characters will be floating around campers next week.

Why? It is sorority rush week!

Sorority rush will start off at the Panhellenic kickoff party on Saturday, Sept. 16 at 10 a.m. in the Memorial Union Ballroom.

Official registration will be held between 9:00-10:00 a.m. Outside the ballroom. At the program rushes will learn about sororities, be entertained by the Denny-Paul Trio and have an opportunity to have their questions answered informally in small discussion groups.

The rush parties start Saturday afternoon at 2 p.m. when the rubes will be entertained at the six sorority houses for one week.

The week will climax on Friday, Sept. 16 with pledging.

CAMPUS CUTIE for the Freshmen addition is Marilyn Poole.

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THE ALL NEW HIGHWAY HOST

Serving Better Food 24 Hours A Day

Carpeted Dining Room

Ample Free Parking

While you are here why not fill up with Apco Super Auto blend gasoline and save 2c per gallon.

HIGHWAY HOST

3001 Main Avenue
The Bison, defending national title holders of the North Central Conference, defeated the Wisconsin school 59-20 in their home opener last year.

North Dakota State University, spearheaded by 28 returning let-termen and a 16-game winning streak at stake in team grid opener Saturday, Sept. 10, at Dakota Field.

National championship and sixteen game win streak at stake in team grid opener

North Dakota State University, spearheaded by 28 returning let-termen and a 16-game winning streak at stake in team grid opener Saturday, Sept. 10, at Dakota Field.

The Bison, defending national NCAA College Division champions, won over highly touted Grambling in the Pecan Bowl and operate with 10 veterans and one sophomore.

The defensive unit includes:

- Left end: Kenneth Pott - 225 - Sr.
- Left tackle: Bob Hunter - 225 - So.
- Left guard: Bill Studer - 200 - Sr.
- Center: Andy Quinn - 200 - Sr.
- Right guard: Dick Sciacca - 190 - So.
- Right tackle: George Kallenbach - 220 - Sr.
- Linebacker: Jim Ferge - 220 - Jr.
- Fullback: Mike Hasbargen - 205 - Sr.
- Safety: Dave Olson - 210 - Jr.
- Right guard: Dick Sciacca - 190 - Jr.
- Linebacker: Mike Ahlman - 200 - Jr.
- Middle guard: Bob Heck - 210 - Sr.
- Fullback: Ken Rota - 200 - Jr.
- Right end: Bob Heck - 210 - Sr.
- Left guard: Bob Sciacca - 200 - Sr.
- Center: Andy Quinn - 200 - Sr.
- Right guard: Dick Sciacca - 190 - Sr.
- Linebacker: Mike Ahlman - 200 - Jr.
- Linebacker: Jim Ferge - 220 - So.
- Left corner: George Kallenbach - 180 - Jr.
- Right corner: Dan Loos - 115 - Jr.
- Strong safety: Dave Olson - 210 - Jr.
- Left guard: Bill Studer - 200 - Sr.
- Center: Andy Quinn - 200 - Sr.
- Right guard: Dick Sciacca - 190 - Sr.
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