





SEP 20 1922

# The Weekly Almanian

THE STUDENT PUBLICATION OF ALMA COLLEGE

VOLUME SIXTEEN

ALMA, MICHIGAN, TUESDAY, SEPTEMBER 19, 1922

NUMBER ONE

## SOCIAL SEASON IS USHERED IN

ANNUAL OPENING RECEPTION IS GIVEN BY Y. M. AND Y. W. SATURDAY NIGHT.

The gala event of the week proved to be the opening reception held in Wright Hall on Saturday night last. This was the official forerunner of social events for the year. Never was Wright Hall so crowded before. The lure of becoming acquainted with the fair damsels of Wright Hall proved irresistible to the male population of the college so they turned out in full force.

As usual the first one there was Mr. Howard Henever Ainsworth who deemed it advisable to be on the job at the earliest possible moment. He was in full possession of the buzzer board when the rest arrived. "Buff" Munger and Marge McLaren were the efficient dispensers of smiles and get-acquainted booklets. Their cordial welcome put everyone immediately at ease.

When everyone had been provided with booklets there was a rush for signatures. The next few minutes were busy with the hasty scribbling of names, a "glad to meet you," and then on to the next. Many a young man's sturdy back was used as a prop by the fair one that she might write more legibly in the fast-filling booklets. What a mass of names to learn, what a sea of elusive faces to imprison in one's mind.

But then the lusty voice of "Sid" Foster announced that lines must be formed in order that everyone might meet the faculty. This ancient and honorable ceremony being attended to there began a search for partners for the grand march. This was ably led by Mr. Sharrar and Miss Lanier.

Then who should bob up again but Sid, who seemed to be all over at once that night. However, he was in his proper element as the official declaimer of the program that was to follow. A whistling solo, by Margaret Holmes accompanied by Mabel Bradford on the piano, drew a great deal of applause. Mr. Edgar next

(Continued on page three)

## Y. W. C. A. Holds First Meeting

The Freshmen girls in Wright Hall were introduced to the spirit of the Y. W. C. A. Thursday night, at an impressive meeting. Candle and fire light were used for the pleasure of the group, Beatrice Cottle sang "I'll Sing Thee Songs of Araby." Avis Lane, president of the organization was the leader on this occasion, and read portions from the book of Ephesians as a basis for the talk which followed. The theme was the explanation of what the Y. triangle stands for namely, the development of the physical, intellectual and spiritual in us. Elizabeth Munger amplified the first angle, that is the physical. "The basis of all, is a strong live body. Our physical condition is the foundation for everything, it is the starting point. Remember that the body houses you, and it is the temple of God," she said.

The intellectual, was stressed by Ellen Laman, who showed that the mind is all important in true development. She called attention to the fact that no matter how the fortune changes, a well-stored mind can never be taken away, or intellectual associations forgotten.

Helen Brien was called upon to develop the spiritual part. In an able manner she showed the possibilities for character building, and concluded with the creed:

After the meeting had been adjourned, at a request from the new girls, the college songs were introduced. "Willie" Ritter, with her inexhaustible supply of pep led the songs and cheers, and after a rousing warming up, the new girls undertook to sing and cheer alone. They are a promising group of people and much is expected of them in the future.

## Sophs Vanquish Exhausted Frosh

For the first time in years, or it may be the only time in the history of Alma College, the annual flag-rush between the Freshman and Sophomore classes did not mature. What a sad blow it was to some, and what a saviour it was to others! That mad fight over a bit of cheese cloth which changes meek Freshmen into man-killers, that struggle which makes and breaks men will in all probability be no more.

Following chapel services Wednesday morning, the seemingly wise Freshmen deemed it necessary to have a class meeting. This they did, and discussed their plans so openly that had the whole Sophomore class been hiding behind a picture on the wall, the Sophs couldn't have had better information as to their plans. The Freshmen decided to do a stunt that according to all records had never been done before. It was something new that was billed to save the day. They would stock up with Campbell's Soup, and Pork and Beans, and move to the country, taking bedding, and so forth, then live in a fortified house, as it were, until the time came to strike. But alas for the wonderful plan. It didn't work out in actual practice as it did on paper.

Wednesday night the Freshmen began to gather on the road before the cemetery. Trucks and cars were waiting for them. It was a most laughable sight to the onlooking Sophomores to see the Frosh sneaking away when there was in reality no one to get away from. Anyway, it proved to be a big get-away. Out in the country, in an old brick house, the freshmen suffered thru the night, for it was dreadfully cold. All next day passed and nothing happened. Some began to wonder what it was all about.

On Thursday night, however, things began to happen that the Frosh are not likely to forget.

That evening, a Freshman who was still staying at the hall, and who evidently didn't know what a flag-rush was, fell into the hands of the terrible Sophomores as the first victim. In fact he walked, rather than fell, into their hands. The young man was promptly taken to the Paris Cafe where he amused his audience very much with excellent speeches and bits of advice. He also met there many of the distinguished notables of Alma College: one, Professor Goozenheimer, Coach Shaver, Assistant Coach Patton, and the widely known Dr. Sawbones of the campus. Having exhausted himself by the great speeches a small guard was set over him, and the entire Sophomore class with the exception of the guard, secured cars and proceeded to the country.

The Sophomores were riding thru the country, enjoying the pleasant country air and having a splendid ride when suddenly they were waylaid by bandits. More than half a hundred Freshmen assailed the valiant Sophs who were out numbered

(Continued on page two)

## STUDENT COUNCIL MEETING.

On Tuesday, Sept. 12 at 4 P. M. the Student Council held its first meeting of the school year. The order of business taken up was as follows:

The flag rush discussed. The original rules were read by Prof. Hamilton, and stood approved as read.

Dick Waggoner was unanimously elected as marshal.

The president was empowered to appoint a committee of two from the Council to confer with the three society presidents in regard to pledging new men. Dick Boyd and Harold McNaughton were appointed as that committee.

It was next voted that the marshal present to the Freshmen the college rules, including that of the wearing of the green caps, and to explain the Student Council and its function to the new men.

The president and marshal were appointed to organize the freshman class on the following day, Wednesday, after chapel service.

The treasurer was asked to submit a report after he had consulted with the former treasurer.

The marshal was empowered to order the freshman caps, the duty to be acted upon at once.

Adjournment.

## HOPES HIGH FOR GRIDIRON SQUAD

SEVEN LETTER MEN ARE AUGMENTED WITH GOOD FROSH MATERIAL.

Football practice has already been started by Coach Campbell, who now has less than two weeks in which to prepare his football squad for the Michigan-Aggie game at East Lansing on September 30, and it is certain that the Alma Mentor will spare no pains to have his squad in the best possible shape for the contest with the Farmers, who evidently have the promise of an exceptionally strong outfit this season.

The Alma team should be stronger than it was a year ago—considerably stronger. There is a possibility that the Maroon and Cream may be a title contender, but that is something that only the coming weeks can show as the aggregation develops through the work of the coming contests.

Several old men are back for the team this year giving Campbell a better start than he had last year when only three old men were available. He has this year from the old eleven, Tarrant, McNaughton, Shaver and Waggoner, linemen; and Catherman, Beam and Wright from the backfield, seven letter winners who should be better than ever this season.

There is a possibility that one or two more veterans may be available, but as there is no certainty of this they cannot be counted upon at the present time.

Among the new men Alma has some classy looking material that should aid in rebuilding the team and giving the Maroon and Cream a fighting gridiron machine, such as Alma must have. Among these men are Johnson of Newberry, a former star on the Michigan All Fresh, and who made a record at Alma in the final semester last year in basketball, track and baseball. Another man from the U. P. who is highly rated is McDonald of Newberry, who has sometimes been called the "ram of the north." McDonald, a fullback from Bay City, is another good looker. Then Campbell has a little fellow from the line in Foss, a 226 pound tackle, who hails from Romeo. Orr of Royal Oak, a quarterback, comes with a good record and will make a fight with Catherman for his job. "Rus" Catherman brought back to Alma two fighters in his brother and a back field man by the name of Harley, both from Farmington. There are a number of others in the list of men who are after places, notably a 200 pound lineman from Greenville.

The schedule calls for ten contests this year, five of them M. I. A. A. affairs. For the first time in nearly a decade the team will leave the state, having a game booked with Toledo University at Toledo. Grand Rapids

(Continued on page three)

## New Manager for Maroon & Cream

Due to the failure of Fay Hunter to return this year, the Maroon & Cream was left without a business manager. Mr. Hunter plans to attend the Houghton College of Mines for the coming year.

However the Junior Class immediately got busy and elected Hugh Tarrant to fill the position. Mr. Tarrant steps into a responsible position and one that requires a good deal of business sagacity. The Junior Class felt that he was the only one of the class who could capably fill the job. Mr. Tarrant's sound practical judgment will undoubtedly keep the Annual within bounds, and not swamp the class at the end of the year with a large deficit.

The combination of Mr. Fry as Editor, and Mr. Tarrant as Business Manager should go far to produce an Annual that will be artistic and also prove to be a paying proposition.

## Endowment Drive A Total Success

On May 1st, 1916, Alma College started an appeal for funds that was to last for a period of years. The institution was growing and needed money for deficit, new professorships, and expenses, such as all colleges enjoy. That the college was in need was made apparent when a noted man once visited the campus in the early days of the drive. He said, "Why do you ask for \$500,000? You need a million, ask for it." But the final amount asked for was \$685,000.

The long drawn out campaign may be said to be divided into four periods. During the first period from May 1, 1916 until September 1, 1920, Mr. Albert B. Sheldon, later campaign director, and Dr. James M. Barkley worked in the field under President Crooks. Mr. Sheldon confined himself mainly to the task of securing information and delivering occasional addresses while Dr. Barkley took the load of delivering addresses and once in a while soliciting gifts. Finally, however, war led to the suspension of the campaign.

The second period of the campaign was from September 1, 1920 until February 15, 1921. Many banquets were given, and it was at these banquets that funds were solicited.

The third period lasted during the six and one half months following the end of the second period. Ward, Hill, Pierce and Wells of New York City took charge, introducing a system of solicitation which the college accepted and used throughout the remainder of the campaign.

The final period found Mr. Albert B. Sheldon in charge as campaign director. With an efficient corps of field men, assistants, and President Crooks, the work was carried on until June 31, 1922. While the set goal of \$685,000 was not reached the gifts and pledges amounting to \$648,620.72 were made, and the campaign was considered far from being a failure. Mr. H. O. Abernethy, an exceedingly efficient field man was retained for follow-up work and in this year considered, and is, a member of the faculty. He will be working continually for the interests of the college.

Included in the campaign was the drive made throughout Gratiot county for funds so that a \$100,000.00 Gym might be constructed on the campus as a fitting memorial for the county's heroes who gave their lives in the World War. This summer, work was commenced and that appropriate memorial is now being erected.

Not forgetting the large gifts of the General Education Board and the Carnegie Corporation it is well to mention that a few magnificent gifts were made just before the close of the campaign. Mrs. Sarah H. Lancashire of New York City, daughter of that great benefactor of Alma College, Ammi W. Wright, contributed \$50,000. Mrs. John R. Dodge of Detroit increased her \$5,000 pledge to \$15,000, and Mrs. Horace E. Dodge of Detroit pledged \$55,000, laying the foundation for a Dodge professorship in business and economics.

Much credit is also given to the people who pledged smaller amounts. Over six thousand pledges were made in all.

## Y. M. C. A. MEETING

The annual "Y" treat was held in Pioneer Hall on Sunday last. It was encouraging to note the large number of men present and it is to be hoped that the attendance will always be as good.

Sidney Foster the "Y" president opened the meeting with a few brief remarks. Several old favorites were sung with a good deal of gusto, if not with much harmony.

Mr. Russell Wilson gave a very thoughtful and forceful talk. His paramount idea was to bring out the concepts that the college stands for.

A "get and take" lunch was served next. The hot coffee proved to be just right and the sandwiches and the cookies went like hot cakes. But there was plenty for all and no one found himself left out in the cold. The first meeting was thoroughly enjoyable. May there be many more.

Pay up your subscription.

## PROSPECTS POINT TO GREATER ALMA

LARGE ENROLLMENT; BUILDING PROGRAM PROCEEDS RAPIDLY AS POSSIBLE.

Alma College opens its doors with the largest enrollment in the history of the institution. The figures obtainable before the Almanian went to press were that the total number of students enrolled had reached the number of 250. This total was due to be increased as several who had signified their intentions of coming had not as yet registered. It is quite possible that with more students coming in next semester, and also counting special students the enrollment for 1922-23 will reach the banner mark of 300.

The Freshmen as usual outnumber all other classes, but it is also gratifying to note the larger percentage of old students back as compared with former years. The Seniors will have one of the largest classes graduated from the institution in some time.

Expecting a greater number of scholars this year the college had made well-laid plans to take care of the increase. It was planned to have the new chemistry building in full swing when college opened, to have the new accommodations in Wright Hall ready and to have the Memorial Gymnasium well under way. But work throughout the summer was continually hampered due to the coal strike, the rail strike, and various other obstacles which prevented materials from arriving here. Naturally the student body must have been rather disappointed on arriving to find the work still unfinished. However it is through no fault of the college, for it has expended every known resource in order to have the work go steadily forward. The additional rooms being made in the east wing of Wright Hall are expected to be ready for occupancy soon. Those

(Continued on page two)

## Dean Mitchell Gives Address

The opening chapel service on Wednesday morning marked the formal beginning of the college year. The chapel was well filled with new and old students to hear President Crook's words of welcome, "Prexy" however, was not the main speaker of the morning. Through the desire of the student body to hear Dean Mitchell after his return from Europe, "Jimmy" had been designated to give the principal address.

In his inimitable manner Dean Mitchell told the history of Oxford University from its inception to the present day. He related the legend concerning the birth of Oxford and from whence it derived the name of Oxford. The many battles between the students and the townspeople, the siding in of the church and king with the students, were all related in "Jimmy's" fascinating manner.

Then he mentioned conditions as they exist today in Oxford and how our American colleges and universities differ from Oxford. One does not enroll in Oxford University proper for there is no such thing, but one enrolls in one of the twenty-five or odd colleges that compose the University of Oxford. The students are under tutors who assign weekly lessons to the scholars. The tutors gauge the ability of the student and then increase or decrease the lessons accordingly. At Oxford the student has perfect freedom, far more than there is here at Alma. He is not required to attend classes or lectures unless he feels disposed to do so. The wealth of knowledge is placed at the student's feet to do with as he pleases.

The interesting and instructive talk which Dean Mitchell gave adds further zest on the part of the student body to hear more of his experiences abroad. He has undoubtedly a wealth of material which will eventually enrich our knowledge.

The Weekly Almanian  
A Student Publication

Published by  
ALMANIAN PUBLISHING CO.  
ALMA, MICHIGAN

Subscription \$2.00 the year

Entered as second class matter, Sept. 24, 1907,  
Act of 1879, Alma, Mich.

ALMANIAN STAFF  
Editor-in-chief.....ROY A. GUSTAFSON  
Business Manager.....ELNO D. McGLONE  
Associate Editor.....KENNETH SHRIER  
Campus Editor.....BERKELEY S. VAUGHAN  
Athletic Editor.....HOMER DUNHAM  
Wright Hall.....GRETA MUIR

WELCOME

The Almanian on its initial bow of the year extends to the faculty and to the students a hearty welcome. It is a real pleasure to become acquainted with the new members of the faculty and to greet the old ones once more.

The host of new faces on the campus, together with the return of the upper classes, bring to the mind of the staff the part that they are expected to play in the life of the college.

It is the earnest wish of the Staff that they may so conduct the paper that it will be a potent factor in the life of the Alma student and that its presence will be felt as a faithful reflector of Alma tradition, spirit, and deeds.

START RIGHT

The fundamental element in the construction of anything is a good foundation. It is imperative that the bottom structure be so built or planned that the finished product will withstand the trials and not totter before the construction is more than half under way. The writer plans every part of his book before actual writing begins. The playwright visualizes the scenes of his drama beforehand, planning a sequence of scenes which will ultimately lead up to a dramatic climax. The painter, as he views the scene before him which he is to imprison on his canvas, mentally conjures up the most effective color scheme which will bring out the reality of the scene. This he does before making one initial stroke on the canvas.

These illustrations are not meant to be complete, but they are sufficient in themselves to bring out the idea which the writer had in mind. The novelist, playwright, and painter realize the basic importance of having a concrete plan before attempting actual work. They are keen enough to see that success is more likely to be theirs if they have a sound structure to build on.

The opening of the college year should bring to every student the thought of what he is going to build his year on. A definite plan for the school year should be formulated, also adhered to. No one should let things take their course, thinking that there is plenty of time to adjust matters later.

With the invigorating days of September, there is a keen temptation to take things easy and let class work bother as little as possible. There are so many things to do, new acquaintances, old friends to talk over the summer with, to go canoeing before the weather gets too cold, and so on, that it seems a shame to settle down to real work.

But the student with wisdom will bustle in from the very first and get a good start. He will draw up a schedule of study hours, endeavor to make the most of his class recitations and thus get a running start for the semester. He knows that getting down to brass tacks now, will save him much harder work later on in the year. While the first few lessons may seem trivial and unimportant, they are not to be so carelessly disregarded, for they will undoubtedly contain primary and vital facts, upon which the succeeding work is based.

It is advisable, then, to turn to serious work at once, in order to save trouble later on. Most of the older students have learned that value, commencing early, so they will need no incentive to put them on the right path. But, it is the Freshman, who must decide whether he will get down to earnest work, or learn by bitter experience, the futility of trying to base the semester upon a foundation of unlearned lessons.

FRESHMAN STUNT

Short and snappy. That was the Frosh stunt put on Thursday night at nine o'clock. A bell summoned the occupants from their rooms and in a short interval the rows of chairs had been filled. Juanita Eastman announced the stunt, which was in the form of a pantomime. The episode of Jonah and the Whale was acted by six girls, Mary Campbell, Katherine Jenkins, LoReta Neely, Margaret Young, Mildred Young, and Juanita Eastman.

The Highland Fling was danced in costume by Ernestine DesJardins, as a conclusion to the program.

C. E. SOCIAL

"All aboard for Gelston's" seemed to be the dominant sentiment Tuesday night when the Christian Endeavor society held the first "get acquainted" party at the manse. A general feeling of buoyancy was evident among the Frosh. There was the usual suppressed excitement and there were various queries on the part of the Frosh as to the nature of the social. Not long after dinner there was a general movement in the direction of State street, the girls an excited group and the boys appropriately bashful.

Mrs. Gelston made a fine hostess and her genial greeting for old and new people moved the hearts. Having divested themselves of wraps, the merry-makers descended into the living rooms which were gay with banners and pillows. There they were labelled with their own, and a name of a notable person. The others were supposed to make some fitting remark and the person addressed had to guess the name to which the reference applied. The Freshmen were not the only mystified folks. Dick Boyd's head, too, was awlir because of the mystifying remarks directed at him. Partners were chosen for a grand march, and after many winding in and out of rooms, the line came to a stop in the three living rooms. Miss Doris Odle, our new prima donna, accompanied by Claire Vreeland favored the assembly with two songs, "Laddie Mine" and "Wake, Dear Heart," and graciously responded to an encore, "I dunno." "Brother, I'm Bobbed," was in charge of McGlone, who left nothing to be desired in the fervor with which he delivered the blows on the martyred Freshman's head. Then Freeman, president of the Christian Endeavor introduced the faculty, and also the members of the executive cabinet of the society to the Freshmen. The singing part was a "howling success. A new way to sing "Smiles" was introduced, that is, instead of saying the word "smiles," the company was to smile instead. The result was almost disastrous, as Hendershot forgot himself and was nearly forced to sing a solo.

In due time, the refreshments were served by McGlone, and his white coated efficient assistant, and after the college song was sung, the party adjourned, all voting a "peach of a time" and Mrs. Gelston a fine hostess.

PROSPECTS POINT TO GREATER ALMA

(Continued from page one)

who are somewhat inconvenienced now should take consolation in the fact that they will appreciate their rooms all the more when they are ready. On completion of the east wing the Kappa Iota Literary Society will be able to have a society room of its own.

The construction of the gymnasium will proceed as rapidly as possible and it is still hoped that it may be ready for the opening of basket-ball season. There are but a few finishing touches to be made in the chemistry building, so it will soon be in first class shape. The greatest setback had been the delay of the stone tablets for the tables to make an appearance. The heating plant being uncompleted the students will have to get along without heat for a week or so, but as "Prexy" stated that weather reports said "fair and warmer," this should be but a minor trouble for everyone concerned.

Pioneer Hall has been thoroughly renovated, so that it presents a rather "nifty" appearance. The walls and ceiling of every room have been re-kalsomined, making them fit for a king to live in. Pioneer Hall inhabitants are not used to such niceties, but it is to be hoped that they will refrain from uselessly marring the rooms.

Although to forecast the future is a hazardous task at best, still predictions are made every year as to the possible outcome. This year looms up as a new era in the history of the college. With a greater number of students, with the new buildings and equipment, there is no reason why this should not be an epoch-making year. 1922-23 will undoubtedly be the first milestone in the making of "The Greater Alma."

Patronize Almanian Advertisers—it pays!

The College Store

Nifty Styles in  
Footwear  
for  
Men and Women

Economy Shoe Store

SOPHS VANQUISH EXHAUSTED FROSH

(Continued from page one)

two to one. Such a terrible fight that it was. Both classes fought like demons. The ground before the fortified house looked like a battle ground in France as the subtle moonlight of the morning bathed the scene with glory. Finally the tide of the battle began to turn in favor of the Frosh. But who should save the day but that redoubtable little general of the north, Wallace. Finding three freshmen on him, he yelled with all his might, "Run, Frosh, run!" And the Frosh scattered like chaff in the air. The Sophs were in control, then, and the Frosh were beaten down like wheat before the reaper. Everything was taken from the house that could be taken and at 3 a. m. thirty-five Freshmen were brought to Pioneer Hall.

The next day at noon the official count of Frosh was forty-three. They were a sorry looking bunch with chains around their necks and their clothes torn from their backs. The rush was to be at 6 a. m. Saturday morning. Twenty men were to be chosen from each side. But twenty free Frosh were not to be found. It was a complete victory for the Sophs. At noon, Friday, Coach Campbell came out to the place where the camp was located, north of town, and held council. He stated that Frosh mothers were calling on him to do something. The conquered Freshmen acknowledged defeat and bowed to the grace of the Sophs. So they were turned loose from the binding chains and those who were able went out for football practice in the afternoon.

That terrible battle is still being fought in conversations. But all is over. So be it.

EAT AT THE COLLEGE CLUB

Just West of Zeta Sigma House

PEARL HUTCHISON  
401 West Superior

FRESHMEN RULES FOR MEN

1. Do not forget that you are only Freshmen.
2. Pay great attention to notices from the Student Council.
3. Wear green caps without excuse or fail when ordered.
4. Tip your green caps to the Faculty and the Upper Classmen.
5. Do not smoke on the campus or in public places.
6. When asked by an Upper Classman to help, do so without fail.
7. Be moderate in your fussing. Absolutely do not fuss during class hours.
8. Appear at all football games, but without co-eds.
9. Greet old students upon meeting them.
10. Keep your seats in chapel until Faculty, Women and old students have left.

CARS RENTED

To Reliable,  
Experienced Drivers.  
Reasonable Rates.

PUTNAM BROS.  
TAXI CO.

PHONE 18

Think of  
W. E. BAKER

College  
Photographer  
For Pictures

See our line of  
Patent Leather Oxfords  
and One-Strap Pumps

THE STRAND THEATER

WEDNESDAY

WILL ROGERS

—in—  
"One Glorious Day"

Burton Holmes Travelog and  
Hy Mayer Travelaugh

THURSDAY and FRIDAY

KATHERINE MacDONALD

—in—  
"Stranger Than Fiction"  
Fox News and Pathe Review

SATURDAY

CHARLIE CHAPLIN

—in—  
"Shoulder Arms"

—also—  
GARETH HUGHES

—in—  
"Don't Write Letters"

The  
Blackaller Players  
EVERY TUESDAY



Which Type of Research is of Greatest Value?

A stove burns too much coal. A man familiar with the principles of combustion and heat radiation makes experiments which indicate desirable changes in design. That is research.

You want to make a ruby in a factory, a real ruby, indistinguishable by any test from the natural stone. You begin by analyzing rubies chemically and physically. Then you make rubies just as nature did. Your rubies are the result of research—another type of research.

While melting up your chemicals and experimenting with high temperatures, you begin to wonder how hot the earth must have been millions of years ago, and what were the forces at play that made this planet what it is. Your investigation leads you far from rubies and causes you to formulate theories to explain how the earth, how the whole solar system was created. That would be research of a still different type.

Research of all three types is conducted in the laboratories of the General Electric Company. But it is the third type—pioneering into the unknown—that means most in the long run, even though undertaken with no practical benefit in view.

For example, the Research Laboratories of the General Electric Company are exploring matter with X-rays in order to discover not only how the atoms in different substances are arranged but how the atoms themselves are built up. The more you know about a substance, the more you can do with it. This work may enable scientists to answer more definitely the question: Why is iron magnetic? Then the electrical industry will take a greater step forward than can be made in a century of experimenting with existing electrical apparatus.

You can add wings and stories to an old house. But to build a new house, you must begin with the foundation.

General Electric Company  
General Office Schenectady, N. Y.  
95-60511D

**Central Michigan Light & Power Co.**

ALMA, MICHIGAN

**FIRST STATE BANK**

Capital \$100,000.00

Surplus \$100,000.00

A GOOD BANK  
IN A GOOD TOWN

Rugs Pictures Traveling Goods

**CRANDELL & SCOTT**

FURNITURE DEALERS

FUNERAL DIRECTORS

SATISFACTION GUARANTEED  
AT

**HOLE'S PRIVATE LAUNDRY**

WE WASH ALL GOODS THAT  
ARE WASHABLE

Your laundry will be called for and delivered at Wright Hall, Pioneer Hall and Zeta Sigma House. All laundry is delivered not later than two days after being received. Make delivery arrangements with the driver.

MRS. D. P. HOLE, Manager  
ALMA, MICH.

I AM AGENT FOR

Dayton Bicycles National Bicycles

I Repair

Guns  
Phonographs  
Bicycles

KEYS  
FITTED

**ALMA CYCLE COMPANY**

A. Dalrymple, Proprietor Located opposite the Presbyterian Church

**The Toggery Shop**

**COLLEGE  
MEN!**

We have a new and complete line of the latest shapes and colors in Hats and Caps.

TOM NYE  
SWEATERS  
Complete Line of  
GLOVES



Authorized Dealer  
for Royal Tailors  
and  
Kahn Tailors

Everything for the College Man

**RALPH D. WHEATON & CO.**  
106 E. SUPERIOR ST.

**FACULTY CHANGES.**

There are five new instructors on the faculty this year. They will fill the places left vacant by the departure of Professors Notestein and Dayison, Mrs. Roberts, Miss Burns, and Madeiroiselle Boissot.

Miss Alinda E. Montgomery is the new Dean of Women. She was graduated from the University of Colorado and Wellesley College and has her master's degree from Dadeliffe. Dean Montgomery has taught for a number of years in the western states.

Emilie Dejeans succeeds Madeiroiselle Boissot as French instructor. Miss Dejeans is a graduate of Bordeaux. She has taught for two years at Lycee and also in Wisconsin.

Professor John M. Howie, who has his master's degree, is in charge of the mathematics department this year. He was graduated from the University of Nebraska, and has had two years of graduate work at the University of Wisconsin. He has taught in western institutions for about 20 years, and during the war was with the Army Y. M. C. A. He was one of the organizers of the Nebraska intercollegiate association.

Laura Elsie Lanier comes as an instructor in the English department. Miss Lanier was graduated from Vassar College, and has taught for a number of years in Philadelphia. For two years she has been doing graduate work at Oxford University. She also has a master's degree.

Lee M. Sharrar, who was a graduate of Alma College two years ago, returns to his Alma Mater as an assistant instructor in the department of economics and history. Mr. Sharrar made a brilliant and outstanding record while a student at Alma. Last year he taught at Manistique. This summer, he attended Columbia University, taking special courses in the newer applications of economics.

**SOCIAL SEASON IS USHERED IN**

(Continued from page one)  
favored the assembly with a well-rendered violin solo. The selection was Drdla's famous "Souvenir" which never fails to please. Miss Agnes Youngs provided a sympathetic accompaniment.

A program would never be complete without having Fromilda sing, so Miss "Nightingale" Young delighted all with two exceptionally fine numbers. The accompaniment was played by Miss Roberts in her usual sterling manner.

After this enjoyable program, refreshments were served by the sophomore co-eds. Ice cream and wafers were the tempting portions served. They proved to hit the right spot and under this influence, shy tongues gave forth voice and soon the room was a babel of voices. All previous restraint was thrown to the winds and all entered into hearty conversation with his new made friend. But Wright Hall time limits have not changed and soon the general exodus for departure began. Those who had made their first social attempt at storming Wright Hall solemnly vowed that it would not be their last.

**HOPES HIGH FOR  
GRIDIRON SQUAD**

(Continued from page one)  
Junior is also billed to meet Alma for the first time. The other foes are all enemies that are well known to Alma students, past and present.

The schedule:  
September 30—M. A. C. at East Lansing.

October 7—Grand Rapids Junior College at Alma.

October 14—Toledo University at Toledo.

October 21—Michigan State Normal at Alma.

October 28—Olivet College at Olivet.

November 4—Hillsdale College at Alma.

November 11—"Armistice Day"—Albion College at Alma.

November 18—Kalamazoo College at Kalamazoo.

November 25—Mt. Pleasant at Mt. Pleasant.

November 30—Detroit Junior College at Detroit.

Well, look who is back in his old haunts again. None other than "Did" Swanson. Mighty glad to see you back "Dib."

Patronize Almanian advertisers and you will boost your college paper.

**WE EXTEND**

A most cordial welcome to the students of service to you. Tell us your needs and service to you. Tell us your needs and we will do all possible to fill them.

**JOHN M. BURKHEISER**

CLOTHING -- FURNISHINGS -- SHOES  
103 West Superior St.

**CLEANING  
PRESSING  
REPAIRING**

are the  
stepping  
stones  
to

Appearance  
Satisfaction  
Success

WE LEAD IN ALMA

**Alma City Dry Cleaners & Tailors**

Phone 102

205 East Superior

*The College Restaurant*

**Paris Cafe**

We invite you to come in and enjoy our delicious meals.

We observe three things:

NEATNESS—SERVICE—QUALITY

Specials Every Day

Rich Menus no Sunday

Home-Made Cooking and Pastry

**Open Friday, September 22**

Have your Hat cleaned  
while you wait

Shoe Shines for Ladies and Gents

**UNITED HAT CLEANERS  
and SHOE SHINE PARLOR**

FOR THE BEST IN

**BARBER WORK**

SEE US.

We give you SERVICE with three chairs in a clean, healthy shop.

OPEN UNTIL 7:30 P. M.

**BUTLER & DUMAS**

Beneath the Wright House

**DeLuxe Candy Co.**

The College Store



Home Made Candy  
and Ice Cream  
Lunches, Pastry, etc.

We have the exclusive right of Morse's, Samoset's and Weber's Box goods. The best in the market. Satisfaction or money back.

**DELUXE**

Phone 89

325 State Street

**Boys!**

We have Snappy Shoes.  
Exclusive Dealers in Walkrite Shoes.

**Girls!**

We are the exclusive dealers for Dr. Sommer's Muscle Tonic Shoes.  
They automatically support your arches with every step.

*The College  
Shoe Store*

**SHOE-N-HAT SHOP**

*The Largest  
in Town*

**Shoe Rebuilding and Repairing**

**OUR SPECIALTIES**

**Hat Cleaning and Reblocking**

NEWS! ATTENTION ATHLETES!! The Shoe-N-Hat Shop offers to keep in repair all athletic shoes free of charge.

**RECREATION BARBER SHOP**

Quality and Service  
NIAL BRADFORD, Proprietor

**ARTISTIC PICTURE FRAMING**

G. V. WRIGHT

**GRATIOT COUNTY GAS CO.**

ALMA, MICHIGAN

**ALMA STATE SAVINGS BANK**

Capital \$50,000.00—Surplus \$30,000.00  
WE PAY 4% ON TIME DEPOSITS SAFETY BOXES FOR RENT

HOME MADE FRIED CAKES

Best Tea and Coffee

**Grand Union Tea Store**

Hot Meals at All Hours

Fresh Baked Goods Every Day

\*—\*

**HOME BAKERY**

328 South State Street

**Luchini's Confectionery Store**

CANDIES and ICE CREAM

FLOYD LUCHINI, Proprietor

**OUR KODAK FINISHING DEPARTMENT**

is at your service. We use all Eastman equipment in our shop

**C. R. MURPHY**  
THE COLLEGE DRUG AND BOOK STORE

COMPLETE LINE OF KODAK SUPPLIES



Authorized Sales and Service

NILES MOTOR SALES COMPANY



**Every Piece in the Box**

is a pleasure and a temptation if it is our superior confectionery. Whether the box contains chocolates, bon bons, or both, every piece in it will yield the utmost candy joy. Take a box with you when you call. Nothing like our candy to make life sweeter.

Strand Sweet Shop and European Cafe

**Campus Breezes**

The Sophomore weather-man said that the Freshmen might expect wet weather from now on—rainy and unsettled.

Uncle Charlie: "In the beginning the world was made of matter; and what matter is, no one knows."

Dud Johnston: "Then how in the deuce did He make the earth when he didn't know what He was making it out of?"

The absence of the Freshmen in chapel on Thursday and Friday was astounding. When a Freshman buys a season ticket to chapel he should be on hand to get his money's worth.

Soph Co-Ed: "Here comes Dick Bote up the walk—that fellow gives out the snipers."

Fresh Co-Ed: "Why don't you give him the shake?"

The other day a fellow put a sign on his coat in the L. A. building: "The owner of this coat is a member of the boxing team and can deliver a knock-out blow of 250 pounds. I shall return in five minutes."

When he came back the coat was gone but a sign said: "You're all wrong. The owner of this coat is a member of the track team, and can do the half mile in two minutes flat. I shall not return."—Penn State Froth

**A Good Suggestion**  
Sid has stated that in order to save trouble the Foster tribe should be numbered. Well—let's see—that would make:

Sid—number one  
Shadow—number two  
J. C.—number three

**Innocence is Bliss**  
Frosh after being deluged with water: "I wonder if they keep this up all week."

Patton: "Did you know that Burke talks in his sleep?"

Apsey: "No does he?"

Patton: "It's true—he recited in class this morning."

What's the matter with "Jerry" Marks. He is not going to return to Alma, but intends to enter the U. of M. Better come back where you belong "Jerry."

**J. E. CONVERSE**  
JEWELER

**G. B. PORTER**

JEWELER and OPTOMETRIST

DAILY PAPERS AND MAGAZINES

**"Say it with Flowers"**

Come in and see us about Floral decorations for your Parties, Bouquets, etc. ALWAYS SOMETHING ORIGINAL.

**D. KLEINHANS FLORAL CO.**

ALMA STORE 323 Woodworth Avenue GREENHOUSES St. Louis  
Member Florists' Telegraph Delivery

**Back on the CAMPUS**

YOU can pick the College youths from a crowd—clean-cut and well groomed. They typify the wholesome ideals of their Alma Mater. Our young men's department is devoted to Suits and Coats for the College man. They are designed in youthful models of the finest woolsens and hand-tailored throughout for their discriminating selection.

Some of our new arrivals are—

Tan and Gray Whipcord Sport Suits and Topcoats

Finest Quality Gabardine Topcoats

The town's biggest showing of 2-Pant Sport Suits.

At \$22.50 \$27.50 \$35.00



Here's Why the Quality You Want Is Lower Priced at Martin's:

It's because you buy from one of America's largest retail organizations whose original costs are less through quantity purchases—whose profit margin is smaller because volume is bigger—whose selling expense is less through operation of 41 stores as one.

**MARTIN CLOTHES**

—"most for your money"

OPP. POSTOFFICE—ALMA, MICH.