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ENDOWMENT CAMPAIGN Some Facts About the Big Drive Which the College Is Conducting.

In order that Alma may be put on a more firm financial basis, the college has been conducting one of the biggest endowment campaigns ever put on by the smaller colleges Downed by the Maroon and of Michigan. The genral fact is well

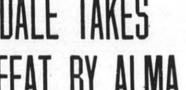
known to the student body, but some of the specific facts are not as well

Friday night for the long heralded first stage in a big campaign, which, lege five in Saturday night's Michi-All College Dance. In the soft glow when completed, will give the col- gan Intercollegiate game for over and Cream, the merrymakers danced been set as the time when the goal tie and Kirker, kept her M. I. A. A. cellent.

persistently rumored, "a dress suit Board of Education and the Rocke- coupled with the one given the Blue affair," the dance was a semi-formal feller General Education Board have and White previously, puts the Free one, a fact which gave a certain made pledges totaling \$125,000.00 Will Baptists out of the race for the feeling of dignity to those who took contingent on the raising of the rest M. I. A. A. title, but they still must occasion. Graced by the august to be raised. Financial agents are Ypsi, Alma and Kalamazoo before las, substituted for Marks in the last The need for men and women to presence of Dean Mitchell, Miss Pol- now busily engaged in getting the season is over. lock. Professor and Mrs. Hamilton, pledges and contributions to put us hardest fought that has been seen than one Mt. Pleasant play.

Bebbs and the inseparable social as- When the present goal is at- saw the Hillsdale cagers going at sets, Coach Steele and Professor tained, a new drive will be put on their best, splendid defensive work Beausang, the dance attained a cer- which will give us a million dollar and fine passing marking the Hills-

From the time when the strains of and will make possible the building tenaciously to the small lead until the first one-step floated out from program which as been laid out for well past the midlle of the final half. for a lack in caging ability. It was shows that we have those in our

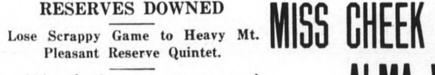


Cream Tossers in Fast Game.

After trailing the Hillsdale Colshall be reached. As has already slate clean with a 20 to 17 victory

dale play throughout the game.

the entrancingly gowned girls who Alma will be one of the strongest as the Blue and White tied the count mal bunch. floor in their successful search after state and that we will be able to and, while the score wasc at all times that both teams had a superabund- college activities which she has seen



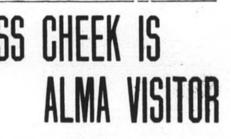
Although they put up a good game, the Alma Reserves found the scrappy Mt. Pleasant Normal second team too much for them and were

forced to take the small end of a Addresses Joint Meeting of Y. 12 to 8 score. Though defeated by a narrow margin, the Alma boys must be given credit for putting up a . good stiff fight, and making their opponents do double work for every point they gained.

of electric light bulbs concealed in lege an endowment fund totaling three-quarters of the fray, Alma ever played by the Reserves, for the meeting held in Wright Hall Sunday Japanese lanterns, and surrounded by one million dollars. Our immediate jumped into the lead by virtue of play of both teams was quick and afternoon. decorations in the college Maroon objective is \$700,000 and March has sensational baskets rung up by Beat- snappy, and the passing was also ex-

their hearts' delight. shall be reached. As has already over the Blue and White. Although it was not, as had been announced, the Presbyterian Although it was not, as had been defermined of Education and the Bocker. The defeat of the Hillsdale team, showing the big Lansing guard made conditions in this country, especialpart in it which was soon dissapated of the \$300,000.00. Further pledges be reckoned with by the leaders as and fight, playing all over the floor store of anecdotes concerning her by the lively music of the Republic of about \$65,000.00 have been prom- it is a team of such strength that it at once. Scott at center, and Handorchestra, hired especially for the ised, leaving about \$110,000.00 still may prove a stumbling block for ley, both put up good games. Doug- her work as Y. W. secretary.

by excellent passing work and a the opportunities were never so free. strong five man defense, which the As Robert Spear said, "The gates of Alma men had great difficulty in the world are open and nothing can Alma took the lead at tht start of penetrating. They also showed the close them." attempts. It was made charming result of the success of this tremend- the game with a field basket by ability at long basket shots which The message was compelling in its too, by the slickly attired men and ous undertaking. It will mean that Kirker, but it was only for a moment always marks the work of the Nor- earnestness, and presented a propo-



# M. and Y. W. C. A. Sunday.

Miss Cheek, traveling secretary for the Y. W. C. A. in this country, The game was one of the fastest spoke to those gathered in the joint

The speaker told of the wonderful possibilities in the home and foreign The game saw Arbaugh in action Christian work, and related a numwas very good. Hudson at forward ly in the Indian Territory and among played an excellent game, and Jerry the Southern mountaineers. Her Marks exhibited his old time speed talk gained much interest from the personal experience received during

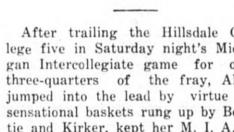
few minutes of play, proved to be a engage in Christian social service, The game was without a doubt the scrappy fighter, and broke up more both here and in foreign lands, was never so great as it is now, the on the local floor this season, and it The Teacher's game was marked speaker informed her hearers, and

sition to Alma to students for a field by a pretty basket by Reece. A foul Though a little loose in parts, the of wider usefulness. As Miss Cheek whirled hither and thither across the small colleges, financially, in the by Reece put Hillsdale in the front game was well played, and showed said, the fellowship and support of have better educational facilities, close Hillsdale continued to hold ance of fighting spirt to make up here places us with the best, and

# Big Social Affair Held in Gym Was Great Success.

About thirty-five merry couples known as they should be. gathered in the college gymnasium The drive which is now on' is the to their hearts' delight.

Miss Conyne, Miss Roberts, Mrs. over the top. tain splendor of faculty attendance endowment. which far overshadowed all previous A bigger, better, Alma will be the pleasure.



the corner where the orchestra was the college. stationed until the soft sweet strains Every student should be vitally points when the first session ended, the Hillsdale tilt which followed it. work which presents itself. of the "moonlight" revelers danced his own community. and danced in unalloyed pleasure.

And to refresh the weary and give aid to the thirsty there was a convenient bowl of spicy punch where one might drink all one wished, for there was no sly and deceitful "kick" in the mixture to bring on the grey dawn of the morning after.

But all things must end, and at last the fatal hour was approached and the last dance was danced, and one by one or two by two the lads and lassies slipped away, with pleasant memories of an evening delightfully spent.

#### WHAT IS WORN ON CAMPUS?

calls them golashes.

weather was with us for so long. pose and power for humanity." even rubbers were unnecessary.

For the past few months unbuckled forget his inspiring words. golashes have met our eyes. What a humorous sight to see someone come flopping along with the clanking wise dainty feet.

When you patronize the Almanian advertisers you are boosting your college paper.

every problem."

fox-trots, one-steps, and the delight as he may have the opportunity in

### CHAPEL TALK

last Friday morning in chapel. His ing gave Alma a lead that Hillsdale his. theme was "Master Motives" and his could not pull down in spite of the earnest words on this subject were great work of Reece, visiting forvery inspirnig to all who heard him. ward, who garnered three field basdeclared the Bishop. "Christ had one foul line. dominant motive-He didn't preach

sermons with one motive and go to classes with another." Bishop Henderson pointed out that the same China should pervade the teacher in had. Michigan. The purpose of our lives To the entire team must go great

so that these shoes can be worn for that "We are living in order to ina purpose. What a pity that nice vest our spirit of redemptive pur- Hi Golashes, because they were fashion- It was a privilege to hear Bishop Ch able, had to be worn on days when Henderson, and we are sure that all Ki those who heard him will not soon Ge

#### CLASSICAL CLUB

noise of the unbuckled overshoes. An meeting of this year Wednesday first half-Alma 7, Hillsdale 9. onlooker expects to see the wearer evening, January 26. The meeting step out of these contrivances at any was opened by the singing of moment. Perhaps the style of wear- "Gaudeamus." Roll call was reing them this way began when a sponded to by brief reports of a few Will Be Held at Presbyterian Church college Miss, late for a class, stepped of the interesting buildings in Rome. into her golashes and, not having These reports were made the more time to fasten them, hurried to her interesting by slides which Dr. Ew- The Christian Endeavor Society of which have entrapped us formerly, was for several years athletic directclass. Other girls noticed her and, ing put on the screen later. After a the Presbyterian Church will hold a and to make new and shining records or at Mt. Pleasant Normal, turning as she was considered quite fashion- short business meeting the program social and get-together party in the in the coming semester. Glorious, out winning base ball and basket ball able they left theirs unfastened. was taken up. Leone Brown gave a church basement next Friday even- oh, how glorious is the feeling that teams at that school. For some few Thus the fashion spread and thus was taken up. Leone Brown ing. The social committee has been it is over, but only to begin again. years past Helmer has been regarded the very fashionable college woman teresting paper entitled "Roman Mar- working hard to make this affair a goes tripping over the campus with riage" was given by Gladys Fryxell. success, and it is hoped that many the flip flop, clinkety, clank, swish Ulilla Belfry gave a concluding pa- will take advantage of the Friday swash of her golashes on her other- per on "The Position of Women in evening privileges and will be pres- O. U. (Society of Offspring Under-Roman Life." The next meeting ent at the affair. Christian Endeav- growns) it was voted to buy Jackie The Monday evening meeting of

> Student Associations of the Y. M. to the rule. C. A. are organized in 764 colleges

R. Stewart: "Do you like Trig?" and universities in the country. The tions.

of Home Sweet Home announced the interested in the endowment cam- and with a spurt at the start of the parting hour, mirth and laughter paign, and should do all that he second half increased the lead slightreigned supreme. Through waltzes, could to further its work, especially ly at the expense of Steele's fighting

motive which pervades the teacher in was the defense that the Alma team we say minds. To be concise, we brought to them.

The girls of yesterday called them should be Service for the Master. credit for the victory, every man doovershoes or arctics but now Milady "Why are we living?" asked the ing his best to give the Maroon and only through, but we are finished. Helmer Expected to Be New Coach Bishop. Then he proceeded to an- Cream the victory, which was well Are we so happy? Most of us, The general public is glad that cold swer that question in a very skillful won by superior work shown by the perhaps, but pity those poor souls Line-up and summary:

llsdale		Alma
ece	lf	Kirker
ase		Beattie
rk		Waggoner
ttings	lg	VanPage
hell		Dahlgren
	to Vinkon S	Ponttin 2

Referee-Morrison, M. A. C.

## C. E. PARTY

# Friday Evening.

will not be until Wednesday, Feb. 16. orer socials have always been worth while, and this will be no exception

L. Mergard: "Yes, I am stuck on Y. W. C. A. has 750 college organiza- went to Egypt and married his fath- will put to great use in his habitual completed, and the affair promises er-in-law's daughter.

### AIN'T IT THE TRUTH

When it seemed to the crowd that sigh of relief as he mops his sweat she addressed a meeting of the Y. W. tie broke loose, each caging two in his fingers, and beams with an building. At about four o'clock a

It is interesting to note that Kirk, Exams are over. The long hours her speak. Hillsdale's all M. I. A. A. center, who of cramming, and the long nights of The visit of this traveled and cul-

> are through, for this semester at least; some of us, in fact, are not

weather and snow have come at last and thoughtful manner. He declared Alma team in penetrating the five who, in their hour of sluggish ease, reckoned not with impending doom, athletic director at Alma College two but in unknowing bliss awaited that years ago, is being regarded as the sad fate which, in spite of "ponies," probable successor to Walter Ken-"inside information" and al lother ar- nedy, Albion College coach, who has box on the dreary morning after. It with the Methodist institution. receives them.

> has gone. With a clean slate we for one basket ball championship. Oh well, such is life.

At the last meeting of the S. O.

The visitors were leading by two made an excellent preliminary for number who can make good in the

Monday Miss Cheek spent her time in conference with the girls of The wearied student heaves a Wright Hall, and in the afternoon the game was lost, Kirker and Beat- covered brow, shakes out the cramps C. A. in the reception room of that wonderful field baskets, one of Kirk- effulgent smile on all he sees. With tea was held in honor of the visitor. Bishop Henderson of the Methodist er's going three-fourths the length unalloyed pleasure he strolls on the Miss Cheek has traveled extensiveof the floor to the basket. This streets of our beautiful little city; ly in this and other countries making church, delivered a splendid lecture wonderful exhibition of basket shoot- nothing can change the joy that is a study of social conditions for the Y. W. C. A. Her work brought her (And here we insert a little apol- in contact with all classes of perogy for not saying "she" and "her," sons and with all sorts of conditions, "Life must have a master motive," kets and had a perfect night on the but then, the masculine, so they say, and she was therefore able to give

> is highly touted as a dangerous bas- current consumption have passed, tured young lady has been of great Fet shooter, was unable to score a their overpowering burden has been value to Alma, and the students point against the Alma clan, so stout taken from our shoulders, or should have profited greatly by what she

## NEW COACH

at Albion College.

Harry Helmer, who resigned as tificial aid, came to them in the mail resigned after a number of years

was blue, that dreadful letter, blue Helmer has had plenty of success-Field baskets-Kirker 3, Beattie 3, as the skies of June or October, but ful coaching experience, that prom-Waggoner 2, Dahlgren-9; Reece 3, inside it carried news as dark as the ises to stand him in hand if he se-Gettings 2, Chase-6. Fouls-Beattie Stygian night. And the howls it cures the Albion job. For two and The Classical Club held its first 2 out of 8. Reece 5 out of 5. Score produced were like the howls of Cer- one-half years Helmer was at Alma ebus. Oh, those flunks, those insid- College, during which time he had uous, Satanic, flunks. Pity him who some unusual successes with athletic teams of every kind, winning two But then, they're over; exams, base ball, and one football championflunks, over-cut classes, everything ship for his Alma Mater, and tieing

> start in again to avoid the pitfalls Before coming to Alma Helmer as one of the leading coaches of the state in all branches of sport.

### PHI PHI ALPHA

able, rattle box. The measure passed tirely to the discussion of business, the council unanimously. We con- on account of the extra work of exgratulate Mr. MacFadyn on this amination week. Plans for the Lin-Millett (in Bible class)-Jacob benificent grant which we hope he coln Banquet, have been practically



ceases to observe and think, who materially and spiritually succeeds. Any "plain ordinary fellow" can force himself away from, and distinguish himself from the crowd, but his ability to succeed lies in his ability to "stay on the job" and keep thinking.

Mr. B. C. Forbes says: "In your imagination just picture this wonderful string of men sitting in the grandstand at a baseball game: Pulitzer (who could see more than most people see with their eyes), Wrigley, Edison, John Rockfeller (in his prime), and David Belasco; all enjoying themselves; all apparently at play. Yet after the game each going back to his job with something for his business—."

And there you are. Most people see only with the eye: Others see with the mind.

"The closing of saloons is sending many young people to college." Thus declared William Jennings Bryan in a recent interview with a reporter for the Ohio State University Lantern. "Five years ago we spent three times as much money on intoxicating liquors as we did on education. A part of that money at least has been diverted to educational channels. Five years ago less than ten per cent of all the pupils in the common grades entered high school, and token of love and devotion.

Flowers are silent messengers of love. So evident is this sentiment in Flowers one cannot help but feel that they were sent to this world on that very mission.

Sometimes even words fail to tell a story or give complete understanding but your message will never fail if you

# "Say It With Flowers"

If she is in another city, remember you can send Flowers by wire in a few hours' time.

Kleinhans Floral Co. 323 Woodworth Ave. Phone 58



# NOTICE, ALUMNI

## YOU WANT THE ALMANIAN? GOOD!

WE WANT YOUR MONEY, and we're going to get it too! No; we are not going to hold you up with a "sixshooter" and demand your money or your life! We won't have to! You are going to pay for your Almanian subsription voluntarily and cheerfully.

(This notice is only for the "black sheep" and not for you who have so thoughtfully remitted your \$2).

Remember—excuses don't go! The general depression hits us as hard as it does you, and maybe harder.

PAY UP AND YOU WILL FEEL BETTER!

(Signed) W. D. Beshgetoor, Business Manager.

# Message Received?

E VERY incandescent lamp has a filament. Mount a metal plate on a wire in the lamp near the filament. A current leaps the space between the filament and the plate when the filament glows.

Edison first observed this phenomenon in 1883. Hence it was called the "Edison effect."

Scientists long studied the "effect" but they could not explaie it satisfactorily. Now, after years of experimenting with Crookes tubes, X-ray tubes and radium, it is known that the current that leaps across is a stream of "electrons"— exceedingly minute particles negatively charged with electricity.

These electrons play an important part in wireless communication. When a wire grid is interposed between the filament and the plate and charged positively, the plate is aided in drawing electrons across; but when the grid is charged negatively it drives back the electrons. A very small charge applied to the grid, as small as that received from a feeble wireless wave, is enough to vary the electron stream.

So the grid in the tube enables a faint wireless impulse to control the very much greater amount of energy in the flow of electrons, and so radio signals too weak to be perceived by other means become perceptible by the effects that they produce. Just as the movement of a throttle controls a great locomotive in motion, so a wireless wave, by means of the grid, affects the powerful electron stream.

All this followed from studying the mysterious "Edison effect"-

No one can foresee what results will follow from research in pure science. Sooner or later the world must benefit practically from the discovery of new facts.

For this reason the Research Laboratories of the General Electric Company are concerned as much with investigations in pure soience as they are with the improvement of industrial processes and products. They, too, have studied the "Edison effect" scientifically. The result has been a new form of electron tube, known as the "pliotron", a cype of X-ray tube free from the vagaries of the old tube; and the "kenetron", which is called by electrical engineers a "rectifier" because it has the property of changing an alternating into a direct current.

All these improvements followed because the Research Laboratories try to discover the "how" of things. Pure science always justifies itself.



05-377 1)



#### THE WEEKLY ALMANIAN LETTERS OF A FRESHMAN Dear Dad: Alma State Savings Bank **Electrical Supplies** Exams is done and I got through Capital \$50,000.00-Surplus \$30,000.00 all right, which is lucky considering Auto Tires and Accessories the fellows that didn't, me not being WE PAY 4% on SAFETY BOXES TIME DEPOSITS FOR RENT one of the unlucky ones which got a FULLER TIRE AND ELECTRIC CO. blue letter, that being the symble that you have faled. I know one fellow which recieved two, being flunks in two subjekts. **Recreation Place** THE QUALITY GROCERY Wel, as I was sayeing, Dad, I am The Little Store with a Big Business only worryieng about two things, "BOWL A GAME A DAY\_ they being my skedule and my fi-W. J. SMITH, Prop. nancial status. The latter worries NO DOCTOR'S BILLS TO PAY." 130 W. Superior St.—Phone 142 me worst, being the most pressing, and if I should receive a check from home it would be a happy surprise and greatly appreciated, as well as C. POWELL Davis Barber Shop helping me out inthe money line, I needing to pay my bill at the office. STAPLE AND FANCY GROCERIES AND BATH ROOMS Now about the skedule. I will Everything for your spreads take English of course, and History, 121 W. Superior St. **Corner Superior and Woodworth Streets** Phone 466 they being required and benig taught by the Dean, which is two persons, the first being Miss Pollock, Dean of Wimmen and the other Proffessorr Mithchell, he is Dean too, of some-STUDENTS FIRST STATE BANK thing, I dont' quite know which. Now I believe I will continew Chemisetry It is our business to make good things to eat Capital \$100,000.00 Surplus \$100,000.00 takeing Qalatativ Analises, which is SMITH'S BAKERY A Good Bank in a Good Town the second semester and consists of finding out what something you dont' know is made of if you can and if you cant you can gess. Which will all make ten hours and I want Connor's Ice Cream Fortino Fruit Store six more so I will take Astronemey Plain and 3-Flavored Bricks for three being mostly star-gazing so they say and there are lots of **Brook's Chocolates—Fancy Fruits** WINSLOW BROS. DRUG STORE girls in the class espeshially one **Opposite Strand Theatre OPPOSITE STRAND THEATER** which I buz quite reglarly. That will be three more to take and I would keep on Fransais (that's how they spell it) only it is four hours and Sanitary Barber Shop Brewer's Meat Market real hard so what would you advise instead. And I might take Shakespeare it being really for Sophomors **BRADT & KOONTZ Opposite Strand Theatre** but I think I know enough for it be-First Class Toilet Waters **Opposite Strand Theater** ing onley about one man and what Students do well who purchase their eats from us he rote annyway which should be easy. Or I could take English speach which is where you learn to talk LADIES' AND GENTS' City and Country Service and two hours and Applied Physics PHONE SHOES SHINED which I am not sure what it is but it is an hour and would make three. 18 Now Dad please write and tell me PUTNAM BROS. TAXI CO. ALMA SHOE SHINE PARLOR which I should take, and do so soon 330 State St. s oI can regiscter which comes right away and which may be over when this reaches you but I hope not. And don't forget the money which I need Davis Beauty Shop being all I will write this time and

