## Grie Weekly Almanian <br> THE STUDENT PUBLICATION OF alma COLLEGE




## CRANDELL \& SCOTT CFURNITURE <br> $\qquad$

HARDWARE, STOVES, PAINTS AND OILS
EARL C. CLAPP ALMA, MICH.

## Say It With Flowers!

EAST SIDE GREENHOUSE
Alma, Michigan
J. C. Pardee, Florist

## GERHARDT \& SMITH

The place to buy Ladies' Up-to-the-Minute Ready-to-Wear at the Right Price. Groceries and Dry Goods
DRY CLEANING

| We will dry clean your suit and remodel to your satisfaction |
| :---: |
| ALMA CITY DRY CLEANING \& TALLORING Co. |
| Cor. Superior and Woodworth |

OPERATING 297 STORES
The J. C. Penney Co., Inc.
Outfitting for the Whole Family
ALMA, MICH.

## Che European Cafe

The Place of Quality
Delicious Candies and Ice Cream
N. BARDAVILL \& Co. Proprietors

## The New <br> ARROW COLLAR "MARCY"

IS HERE
AT
G. J. Maier \& Co.

INTERESTING TALK
Hart Lectures To Psychology Clas On "Advertising."
Friday afternoon the members of Dr. Randal's psychology class and
several visitors listened to interesting discussion of to a very
in the principles discussion of some of the tail selling and advertising. The speaker was Mr. H. C. Hart of the Merchant's Nat'l Service Company
of Chicago, who is now of Chicago, who is now conducting
the sale at Robinson's Store the sale at Robinson's Store. Mr.
Hart told some of his experiences in Hart solling and advertising "gase in and the class listened with "game terest.
"Learn the policies of the merchant and co-operate with him." In this
local saie he pointed Robinso:1 suggested that the Barnum Circus aiways drew a big crowd in if he when Mr. Hart asked Robinson cus Advertising" him to use "CirThe merchant in the present sale vertised and consented, Hart ad ma were rushing the people of Al

## son store.

Flash beadlines and prices standing out marked this sale. He dechandise is half sold" and a mer ological point that is quite amusing is the fact that he talks to the crowds $m$ the store like an auction eer and tries to get them confused because they will buy faster when confused than when in their right minds.
Mr. Hart has worked for Marshal Field \& Co. and told the class some
very interesting very interesting experiences he had
with that greatest with that greatest merchandising
house in the world. When house in the world. When the hour
was over we all felt was over we all felt like going out
and "painting the town red." It was certain!y a treat to listen It was lecture and we hope we may about "Advertising" in the nea future.

RESULTS ANNOUNCED In Army Intelligence Tests Given to Freshmen Recently.
The Army Intelligence tests recently taken by the Freshmen of the
college produced college produced some rather excep-
tional results. tional results. Out of a possible
grading of 185 the highest record re ceived was 148. Forty-eight reand thirty women took the tests. The seven highest rankings among the men were as follows: Hileman, 148; Ingersoll, 141; Dancer, 140, Vliet 136; and VonderHyde and VanPage 136; and VonDerHyde and VanPage, each 134. Among the women, Miss Strick took first place with a rating of 147 . The others in order were.
Miss Evans, 143 ; Miss Scott, 141 . Miss Evans, 143; Miss Scott, 141; Miss Young, 140; Miss Shankel, 136; Miss Field, 134; Miss Wicksall, 131; and Miss Grierson, Miss Bradley, and
Miss Ritter 127. Miss Ritter 127.
department that the results English tests, in a large number of instancese tally with the class ability of the various students as shown by their records. Therefore, this method of examination gives the department a method of determining the respective ability of students and of indicating their weaknesses, whether in observation, general knowledge, etc. A large number of amusing answers were given to some of the questions in the tests. The oboe was medicine, John Hoy, article used in brilliant student, was a great on er; while another described a subpoena as an article used in war Reubens suffered a great fall when the information was given that he gained fame as a cartoonist. Many other similarly ridiculous answers were given, but they are only single instances. On the whole, the tests were very good.

STUDENT COUNCIL The regular meeting of the Stu-
dent Council was held dent Council was held January 9,
1920. After roll call the minutes of the last meeting were read and approved.
A motion was made and seconded that a committee of three, Prof Hamilton to be one member, interview the Almanian Board and Staf in regard to the policy of the pape The P
The President appointed Mr. Wi son, Prof. Hamilton and Miss Fried richs.
Adjourned.
Gladys Edgar, Sec.
When you trade with Almanian college paper.
A. B. Scattergood

Jeweler and Optometrlst

## BIG SALE at PROUUD'S

Gratiot County Gas Co.<br>Alma, Michigan

Artistic Picture Framing G. V. WRIGHT

E. E. Jordan, Shoe Shop

Also buy and sell second-hand furniture
125 W. Superior St.

PARKER \& BUCHLER
FIRST CLASS BARBERS
Come once and you will want to come again. Superior Baking Co., Building.

Alma Electric \& Battery Co.
FOR TOASTERS, STUDENT LAMPS,
CANDLE STICK LAMPS AND ELECTRICAL APPLIANCES.
-Opposite City Hall-

## Don't Forget <br> DeLuxe Candy Co.

Your store for best Candies and Ice Cream,
Hot Drinks, Lunches, etc.
Cabaret Open all the Time 325 State St.

## ANNOUNCEMENT

Styleplus Clothes have come to town and this is the only store
Styleplus Clothes
$\$ 35, \$ 40, \$ 45$, Some at $\$ 50$ and $\$ 60$
You know their Real Style, All-Wool Fabrics and reasonable
price. We condially invite you to come in and get acquainted. C. G. FALOR \& SON

Opposite City Hall

## Basket Ball Shoes

The kind you want at
The Economy Shoe Store
The College Store

One of the Largest Sheet Music Centers in Michigan

## Right Here in Alma

Pathe, Sonora, Kimball and Paramount Phonographs
Pathe, Sonora, Kimball and Paramount Records.
All the big hits on time.
Kimball Pianos.
Smith Music Shop
The Community Music Center

## Electrical Supplies

Ant Tires ad Agedssortes


Davis Barber Shop
Corner Superior and Wioddoisth Siret

## STUDEnT ${ }^{2}$ ER

It is our business to make $\omega$ in $\%$ ． SMITHS ROWEL

Fortino Frats \＆s悬
 OPPoSite strand





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## STWDEWKS

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## Mndopen y

Mate
Oulu
Cigars
Novelties
Magazines
Newspapers
School Supplies
ALMA NEWH．CU
M．D．WILCOX

 Books of 1919－1920．＂This list will
be of interest to faculty members and to students for publications in their respective lines of study．Also
in this geriodied－are potreesting


Alma State Savings Bamlk
Capital $\$ 50,900: 30$－Surplus $\$ 30 ; 000.00$
WE PAY 4\％on
TIME DEPOSITS
SAFETY BOXES
FCA RENT

## Recreation Place

＂BOWL A GAME A DAY＝
NO DOCTOR＇S BILLS TO P
C．POMMEL
STAPLE AND FANCY GROCERIES－
Everything for your spreads
121 W．Sup 4 保

FIST STATE BANK Capital scouchomod

Thine Bank in a Good Town

## Connors＇s le Creamy Plain and 3－Flavored Bricks WINSLOW BRŌS．DRUG STORE Opposite Strand Theatre

## Sanitary Barber Shop

 BRAT \＆ $\mathrm{KO日NTZ}$ First Class Toilet Waters Opposite Strand Theater329 Suadmarte
Phone 031 Withal aractag

## Paris Cafe



NEATNESS－SERVICE－QUALITY
Specials Every Day
Rich Menus on Sunday

## ＂Say It eDith Flowers＂

Cut Flowerer，Boquets，Baskets and Plants

C－nsisses a Specialty

D．Kleinhans Floral Co．
323 Woodworth Avenue，Phone 58.

