Maroon and Gold

Bloomsburg State Normal School

Vol. 3. No. 7.

Friday, December 18, 1925.

Price Five Cents.

SOCIAL WORKER SPEAKS TONIGHT

Lecture Of Great Value

The speaker here this evening is an internationally known author, lecturer and social worker. He is a graduate of Cornell College, Iowa, where he received his A. B. and A. M. degrees. He was made a Ph. D. at the University of Pennsylvania and is a fellow of that institution. He received his LL. D. degree at Cornell College in 1904.

Dr. Devine has been most active in all kinds of social work, not only from the scientific aspect, but from the practical as well. He was chief of the bureau of refugees and home relief under the Red Cross Commission to France 1917-1918. He was a member of the Internation Congress on Tuberculosis at Washington, D. C. in 1908. In San Francisco, at the time of the Great Fire, Dr. Devine was in charge of all relief work. He was special representative of the American Red Cross in charge of flood and storm relief at Dayton, Ohio in 1913. There are a great many works besides those mentioned, in which he has taken part.

Some of the books he has written on social improvement are:

Economics; The Practice of Charity; The Family and Social Work; Disabled Soldiers and Sailors and The Normal Life.

We may expect to hear something of value from him.

BACK TO DAYS OF CHILDHOOD

Mu Phi Sigma Girls **Hold Party**

Fourteen members of the Mu Phi Sigma went back to their childhood pranks and games last Saturday evening, when they held a Kids' Party

in the Recreation Room.

These "children" spent the evening in playing various games, which included Tidley Winks, Auto Race, Checkers, Jack Straws and many oth-

At the party we found boys from the "Little Lord Fauntleroy" type to the real rough and ready boy of today who caused many of the girls to cry because of the rough treatment he gave their dolls.

with the occasion. Popcorn balls, suckers and lemonade were served to the kiddies, after which they returned home very tired and sleepy.

The little tots who attended were:
Misses Nell Maupin, Blanche Herring, Margaret Emmitt, Helen Kellam, Grace Harlos, Millicent Van Zandt, Helen Dickenson, Ethel Fowler, Nellie Sweppenheiser, Inez Wintersteen, Myrtle Trembly, Alice Yoder and Betty Brooks.

PREPARATIONS FOR GALA TIME

The Senior and Junior girls are preparing for a box social on Satof Junior Customs.

FROSH AND SENIORS SPLIT TWIN BILL

Spectacular Shots And Hard Playing Featured

A great class spirit was shown in the annual Freshman-Senior basketball games held on Wednesday night. A great crowd witnessed the fray. The ancient gym was packed to the doors with a cheering seething mob, divided in its allegiance. The women of the school showed their devotion to the men folks by continuous cheers which raised the roof. No wonder the men strained every nerve and muscle to gain victory.

The Senior first team defeated the Frosh first team by a score of 22 to 19. It was the first appearance of the prospective members of the Normal Varsity Five. Although neither team has as yet developed any systematic plan of battle, skillful and experienced playing was most evident.

As an added attraction the Seniors put a second team on the floor to oppose a similar club from the first year men. Altho less skill was apparent, these teams lacked nothing in spirit and in fight, the makings of a winning team. The crowd became excited and roared encouragement to its favorites. The Freshmen won this game to the tune of 18 to 10. It could have been worse.

SENIORS WIN

Captain Jenkyns of the Seniors started the fireworks for the Freshmen by a long, pretty shot.

Thus it started and things grew

hotter every minute.

The first field goal was pitched into the basket by Austin's unerring hands. That boy is big for his size! The Freshmen defense was in good working order and it took everything score. The Seniors were always ahead but never very far.

Sack was himself, a foxy guard. N. ly. Van Buskirk is some fast boy. Stokent he gave their dolls.

The refreshments were in keeping true to form. No one is as cool as Van Buskirk go down as casualties. Stoker. Garrity, Freshman captain, and star forward is playing well, while Hawkins is a trusty guard. Davis sure can slip in the long ones.

Lineup and summary: Seniors Davis Jenkins . Van Buskirk ... LF ... Garrity Austin ... C ... McGrath Sack RG. ... Hawkins Walsh (sub) Swinehart LG Burnozzi Stoker (sub) Sutliff (sub)

Score: Seniors—22; Frosh—19.

sees were present.

JUNIORS WIN

It was exciting. The Freshmen led his valiant warriors to a hard took the lead in the very beginning fought victory over the fighting when Metcalf tossed in a field goal. Freshmen team. He himself started The Freshmen's forwards led the Freshmen team. He himself started the scoring by dropping in three field in scoring. They were Sutliff fouls clean as a whistle. Tacks Davis and Yarschefski. Sutliff delighted the crowd by numerous overhead, hook and otherwise spectacular shots. By his performance he won himself a place on the Frosh first team.

The Seniors were kept mostly on the defense. Each member of the team played a hard and lasting game. They kept the Freshmen to a low score in the second half. For the the Seniors had to get thru it for a Freshmen, Bradshaw played a steady game at center while the mighty Sorber succeeded in making one tal-

red for the Seniors. Rowlands and 10,000 children.

Lineup and summary: Seniors Yozviak RF Yarshefski aries combined amount to about K. Van Buskirk LF Sutliff \$200,000.00 for the year. Kane (sub) Vitol On going over the report one is Bradshaw struck by the grand opportunities Smith (sub)
Dugan RG Metcalf graduates. And one can truly say
Riemer LG Sorber that it does pay to prepare to teach. Score: Seniors—10; Freshmen—18.

B. D. C. DANCE

The B. D. C. dance held on Satpreparing for a box social on Saturday evening in the gymnasium.
Committees have been appointed from both classes to arrange for the entertainment and refreshments. The party is to celebrate the taking off Junior Customs.

TEA PARTY

TEA PARTY

A delightful tea was served at the Misses Anderson apartment of the Misses Anderson by those who attended. It was a pleathe by those who attended. It was a pleathe privilege of going to church in Syncopators". A large crowd did not attend the dance but those who had a fine did reported that they had a fine time.

Tuesday—Last time you will have by those who attended. It was a pleathe privilege of going to church in Monday—Basket ball game. Alumnated the dance but those who did reported that they had a fine time.

Tuesday—Christmas Dinner and Dance. urday night was declared a success time.

DR. PAUL F. PECK PASSES AWAY

Former Professor Here

Those who recall Dr. Paul F. Peck, who was the teacher of Social Studies at the Normal School from 1902 to 1905, will regret to learn of his death at his home in Grinell. Iowa. Dr. Peck was recognized as being a teacher of unusual ability. A call came to him while here to become the Professor of History in his Alma Mater, Grinnel College. His depth of scholarship was recognized later by the College sending him as the first Harvard Exchange lecturer from Grinell. At the time of his death he was in similar service at Northwest-ern University. During the World War his signal achievements in Red Cross work in France won him wide recognition and a captain's rank. For years he has been the faculty representative of Grinnell College in the Missouri Valley Athletic Conference. He will be remembered by his Bloomsburg friends as an enthusiastic tennis player, as well as being greatly interested in all the ath-

letic events of the school.

For a number of years Dr. Peck had been conducting tourists' excursions to Europe for college students and teachers. He has been unusually successful in making these trips of great educational value to those fortunate enough to join his groups. For some years previous to his death he was a Trustee and Deacon in the First Congregational Church at Grinnell, Iowa. Memorial services were held for Prof. Peck in the College Chapel, November 23, 1925. The services were conducted by President Main and Prof. Steiner of the College, and by the Reverend E. M. Vittum, of the Congregational Church.

REPORT ACTIVITIES OF CLASS OF 1925

Interesting Information Professor Rhodes has just prepared a report on the members of the

class of 1925.

There were 267 in the class. All but 57 of them are teaching school. 24 of the 57 are attending college. That leaves only 33 who are not lo-

The members of the class are now teaching classes which average 38 pupils. The primary and intermediate classes run as high as 41 on the average. The class is teaching almost

The salaries which these young teachers are interesting. They aver-Freshmen age \$105.80 per month. All the sal-

SOCIAL CALENDAR

Friday-Lecture by Dr. Devine. Saturday—Senior and Junior Girls "Gym" Party.

Dange.

MAROON AND GOLD

Friday, December 18, 1925.

Published weekly during school year by the students of the Bloomsburg State Normal School in the interests of the students, the alumni and the school in general.

EDITORIAL BOARD

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Offices: 113 Main Building, B. S. N. S., Bloomsburg, Pa.

"The News about you, of you, written for you."

EDITORIAL

The Chapel period is becoming more socialized. The Administration wants us to check our own attendance and wants us to run our own programs. This sounds fine. Let us respond to the call for volunteers. It will give us a great experience.

It would be great to see a student lead chapel and a student on the program. Such things are desirable. We need them. They are ours for the taking. Let's take.

Can we not develop a sense of honor so that we can be responsible for our own attendance and do away with high school checking up or roll call? We anxiously await the day when such a spirit will be found.

DISTRIBUTION OF JUNIORS

The Juniors have now made their choice of groups. The distribution over the four groups is interesting: 115 in Group 1; 167 in Group 11; 47 in Group 3; 17 in Group 4.

for the class has an enrollment of they sing Christmas carols, have a 351.

During the second semester Group will recite in two sections; Group 2 in four sections and Group 3 in invitation to all girls to come Wed. two sections. Group 4 will recite Dec. 23rd, at 6:30 a. m. to Room R. with Group 2.

PHYSICAL EDUCATION ASS'N

The Pennsylvania State Physical Education Association, of which Professor Nelson was president, closed its 5th annual convention at Williamsport on Saturday, Dec. 12th. Next year the convention will be held at Wilkes-Barre. Mr. Rummer, of Wilkes-Barre was elected president for the coming year.

JUNIOR NOTES

A committee has been selected to go ahead with the matter of a Junior play. The class is at present debating whether to have a costume play or a modern play.

ENTERTAINS AT

FRIDAY CHAPEL

An all star cast consisting of Daisy Aleman, Mildred Honsch and Charlotte Deible gave a one act play in Chapel on Friday. That the audience was very much pleased with this type of entertainment cannot be doubted.

The play centered about a poor kitchen maid with a good deal of ro-mance in her heart but none in her life. Suffering from the slights of the parlor maid and cook, she tells of a fictitious lover and offers proof. How she finally told the truth to the cook furnished much amusement. The kitchen maid in the person of Miss Aleman especially delighted and pleased the audience.

ALUMNI NOTES

Word has come from Columbia University that Evelyn Robbins, '25, is doing excellent work in the De-

partment of Fine Arts.

Harry Barton, '96, is President of the local Rotary Club.

At a recent faculty meeting Professor Sutliff, '91, was chosen treasurer of the Faculty. He now has the task of collecting dues.

the 17th Pennsylvania District. He as the dues. still remembers his Alma Mater.

Mr. R. Bruce Albert, '06, has been nominated Vice President of the Bloomsburg section of the Boy Scout District of Montour and Columbia Counties. This means election since there is but one nominee. Mr. Albert will, therefore, preside over the Scout affairs of Bloomsburg during 1926.

MISS CONWAY AT NANTICOKE

On Tuesday evening, December 15. Miss Conway met the parents of students who have come from Nanticoke. Twenty-six Nanticoke families are represented here. Twentyseven fathers and mothers were at the meeting. Among them were ministers, lawyers, miners and business

The purpose of the meeting was to form a closer bond of relationship and friendship between the parents of students and the authorities of the Normal School. Problems common to the parents and the School, were discussed, all helping to assure the making of successful teachers and useful citizens.

Miss Conway will visit other communities from which our students come,

Y. W. SUNRISE MEETING

For several years the Y. W. C. A. has been having a Sunrise Meeting, Group 3; 17 in Group 4. the last morning before we leave for five of the class are yet to report our Christmas Vacation. At this time

Christmas story and music.

This year we expect to continue this beautiful service and extend an and join in the Christmas carols.

ENTHUSIASM

In view of the fact that Miss Johnston has been drilling her Junior oral expression classes in parliamentary work, the Junior meetings should be much snappier and the members should be more enthusiastic.

LOUIS BERNHARD, SR. 66 years of service WATCHES, DIAMONDS AND **JEWELRY** First National Bank Bldg.

SENIORS IMPROVE

Some improvement was shown in meeting held on Monday. Still it was necessary for the president to define "a motion" before anyone awoke to the fact that he had asked for a motion. There is still much chance for improvement, so Seniors let's keep on working.

A chart has been posted on the bulletin board at the foot of the library stairs. On this chart, the Seniors who wish to act as custodians at the art exhibit, should sign their names and the periods at which they will be available. Each Senior should endeavor to devote at least one period to this work. The Art exhibit is a Senior class project and not the project of one or two people. The work of custodian is not strenuous for all that is necessary is to see that things run smoothly. Two persons are desired for each period. It is hoped that all Seniors will feel their responsibility in this work and give at least one period during the week.

Mr. Kane, the treasurer, will appoint collectors for dues on the different floors in the girls' dorm. The dues will not be collected however until after Christmas. The money Mr. Fred W. Magrady, '90, is a for the pictures for the appointment member of Congress, representing bureau may be paid at the same time

OBITER NOTES

The associate editors of the Obiter have not received the individeual write-ups as promptly as they have desired. All Seniors who are doing this work are asked to get them in as soon as possible, Positively Before Christmas. This is an important part of the Obiter so let's "speed up" Seniors and make that department a success.

The editor, also, made a call for snap-shots. This department may be made extremely interesting with the co-operation of the students. A fine collection of snap-shots ought to be had by the Seniors, so co-operate with the staff and turn them in soon.



GRUEN WATCHES At

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SNEIDMAN'S JEWELERY STORE

When you think of SHOES Think of **BUCKALEW'S**

WATCH YOUR POINTS!

Points scored for Junior Soccer the attitude of the Seniors at their by Section F. toward the point sys-

> Three points were scored by: Beatrice Englehart, Mary Krzywicki, Lena Van Horn, Mary Hartman, Edna Brown, Emily Goldsmith, Genevieve Chumard, Ruth Crumb, Helen Andrews, Elsie Welliver, Kathryn Ab-

> 5 Points scored by pupils in Section A. Alberta Gasewicz, Stasia Zimolzak, Helen Garvey, Mary Kutz, Clara Zydanowicz, Ruth Anthony, Pauline Forsythe, Regine Weltman, Margaret J. Williams.

> Points scored by the Seniors for Hockey: 5 Points: Helen Kellam, Ley tha Jones, Millicent Van Zandt, Mildred Hausch, Margaret Lenahan, Martha Lingertot, Alice Yoder.

> 4 Points: Laura Stevens, Audrey Ramble, Margaret Matthews, Mary Caffrey, Margaret Smith, Helen Dickinson, Hazel Smith.

> 3 Points: Vera Baer, Beryl Ikeler. Mary Kutcha, Catherine Strine, Louise Lesser.

WEEK END VISITORS

Miss Katherine Jury, class of '25, who is teaching in Bethlehem, spent the week end with her parents, Mr. and Mrs. Aaron Jury, of Market street.

Miss Laura Brace, who is teaching in Bethlehem, spent the week-end with her parents, Mr. and Mrs. J. S. Brace of Light Street Road, Miss Brace was a member of the class of

Miss Arlie Leister, class of '25, was the guest of Betty Brooks, Sunday afternoon. Arlie is teaching in her home town, Dalmatia, Pa.

> You Can Get It At RITTERS

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THE ART LEAGUE

What It Stands For

The Art League is sponsored each year by the Senior Class. All students of the school should join. In order that they may know why they should join we will give the purpose

of the league, which is:

1. To adorn our walls with the best procurable copies of the mas-

terpieces of the ages.

2. To develop interest in Art, a discriminating judgement and appreciation in our students for the finest and best in all fields.

3. To give the out-going teachers a knowledge of the correct principles of school-room decoration, and to educate them in the methods of advancing the cause of class-room adornment.

4. To unite in the enjoyment of everything beautiful.

LIST OF WORTH WHILE PICTURES

Everyone Should Know Them

1. Raphael-Madonna of Grand Duke St. Paul.

2. Titian—Man with the Glove. 3. Andrea Del Sarto-The Last Supper; St. John; The Madonna Delle Arpsie.

4. Michelangelo—Moses.
5. Correggio—The Mystic Marriage of St. Catharine.
6. Rubens—The Descent from the

Cross; The Crucifixion.

7. Traus Hals—The Jester. 8: Rembrant—The Night Watch; Rembrant as an Officer.

9. Ruisdael—The Milî. 10. Israels—A Bashful Suitor;

The Convalescent. 11. Corot—Crossing the Ford; Edge of the Wood.

12. Corot—Morning on the Luke.
13. Millet—The Sower, The Glean-

ers, The Angelus.
14. Reynolds—Master Hare, Angel Face, Innocence.

15. J. M. W. Turner-Approach to Venice.

16. Millais-Portia.

17. Benjamin West-King Lear. 18. Gilbert Stuart-Martha Wash-

19. Copley-Samuel Adams. John Hancock.

20. Inness—Landscape.

21. Whistler-Head of a Blacksmith; Portrait of the Artist's Moth-

22. Sargent-Frieze of the Pro-

23. Tryon—Oxen Going to Work. 24. Murillo—St. John The Baptist. 25. Landseer-King Charles' Spa-

26. La Farge—The Wolf Charmer. 27. Greuze-Broken Pitcher.

28. Guido Rem—Aurora.

29. Jules Bastien Lepage-Joan of Arc.

SENIORS DURING SECOND SEMESTER

During the second semester there will be one section of the teaching Seniors of Group 1, two sections of the teaching Seniors of Group2, one section of the teaching Seniors of Group 4.

There will be two divisions of non teaching Seniors of Group 1 and two

of Group 2.

The Middlers will have their required courses by themselves, and combine in their elective courses

with the Seniors of Group 8.
The Seniors of Group 8 will recite by themselves in their required courstudent teaching.

LOCAL HAPPENINGS

Brief Mention Of People You Know

Martha Laird, '29, led' Epworth League on Sunday.

Miss Ohl, Miss Andrews and Miss Eves are copying schedules for next semester.

On Monday evening, Dr. Riemer spoke to the Kiwanis Club of Berwick, on the work of the modern high school.

Mr. Jos. L. Townsend, Secretary of our Board of Trustees, was called to New York City on business last

Everett Jameison, '26, has gone home on account of illness. He intends to return, as soon as he recovers, to complete his course.

-000-Mary Kuchta, '26, gave a very interesting presentation of the Sterling-Reed Bill during the chapel hour on Monday.

Mr. H. G. Teel, formerly a professor at the Normal School, is president of the local Kiwanis Club. He is now practicing law at Bloomsburg.

On Monday the auditorium exercises threatened to become interestiing when Dr. Riemer, Miss Maupin and Mr. Rhodes were all three anxious for the floor.

Mr. Nelson, Miss Drummond and Miss Anderson attended a meeting of the teachers of health and physical education at Williamsport on Friday and Saturday of last week. --oOo-

It was evident on Friday evening that a large majority of the audience had developed a taste for fine music. This is possible for all of us. It requires patience and close attention. Mr. Britt, the Cellist, delighted the entire house.

CHESS

At a meeting of the chess players from North Hall last Monday evening, officers for the coming season were elected and plans made for inter-club tournaments and inter-club matches. George Sach, of Glen Lion, was elected President and James Coursen, of Larksville, secretary. A consultation team managed by James Coursen, and captained by August-us N Towsen of Harrisburg, will be picked from the best players, and overtures for matches made to teams representing Bucknell, Nanticoke, Berwick and others.

The tournament being played now is a "knock out" and is being held for the purpose of getting the players into practice before the matches, and before the round robin tournament that will decide the individual championship of the school,

The drawings for the first round are: George Sach--Bernard Gallagher; John Kanyak--Francis Garrity; Theodore Vittle--William Stoker; George Janell-Louis Alimenti; Gordon Johns-Theodore Keen; James Coursen-Gilbert Morgans; A. N. Towsen (blindfolded)-Theodore Da-

ESSENTIALS OF LEADERSHIP

The students at Bloomsburg want to be known for their good behavior. Proper conduct is essential to men and women aspiring to a place in the body politic of modern society. Much more is this true of those who aspire ses. As a part of their required and to leadership, and then to the lead-elective work these Seniors will do ership of the young among whom are student teaching.

EXCHANGE NOTES

THE DICKINSON UNION, Dickinson Seminary—This is a very clever monthly from the front to the back cover. Your stories are inter-

THE GREEN STONE. West Chester Normal—You have a large number of exchanges. All your articles are cleverly written. The "Colyum" and Editorials are big items.

SLIPPERY ROCKET, Slippery Rock Normal-A variety of kinds of articles. Your limericks are catching.

FRIENDSHIP

Time weaves a mysterious pattern. In this queer old thing called Life, A pattern of love and worship, Of sorrow, joy and strife.

But through this mystic pattern, In and out from foot to head, He winds and twines most strangely One single golden thread.

Years pass by, the other threads
May have fallen all away, But that golden thread of Friendship Still shines from day to day. -The Axis.

F-I-L-M-S

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TO PLAY CHESS?

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LETZ QUARTET WELL RECEIVED

Appreciative Audience

Last Friday, December 11th, the Letz Quartet played to an appreciative audience. Every number was very well received by the audience. Hans Letz was first violin player, Edwin Bachmann played second violin, William Shubert, viola and Horace Britt, cello. The program was as fol-

1. Quartet in C. minor, Op. 18, No. 4.—Beethoven

Allegro ma non tanto. Andante scherzoso quasi allegretto

Menuetto (Allegretto) Allegro. 2. Quartet, Op. 10 Debussy.

Anime at tres decide Assez vif et hien rhythme Andantino doucement espressive. Tres modere, tres mouvementi et aver passion.

3. Cello Solo (a) The Swan Saint-Saens.

(b) Spanish Dance by Granados

Mr. Britt.

4. Andante Cantabile. Tschaikowsky Molly on the Shore (Irish Reel) Grainger

Mr. Britt's playing was especially well received. He was obliged to respond to two encores.

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SOMETHING NEW

The Junior oral expression classes, under the direction of Miss Johnston, have organized into clubs, each section having a definite aim. The names of the clubs and the chairmen are as follows:

The Junior Class ... Bessie Gicking The Literary Society . Elizabeth Delaney.

The Civic Club Mildred Rehm The Literary Club ... Florence Reap Christmas Club Verna Medley Civic Improvement Club. Eleanor

Social Service Club . . Raymond Getz

Columbia Theatre

—TOMORROW— Saturday Continuous FRED THOMSON and his wonderful horse Silver King

"The Bandit's Baby"

MONDAY & TUESDAY Anna Q Nilsson & Lewis Stone

"The Talker"

WEDNESDAY "The Turmoil"

Thursday and Friday ---Christmas---"The Midshipman"

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Dry Cleaning and Repairing Our Hobby

SOME BOOKS ON ART

Bacon -Pictures Every Child Should Know.

Bell-Elementary History of Art. Carpenter-Stories Pictures Tell. Casey-Masterpieces in Art.

Coffin—How to Study Pictures. Conway—Children's Book of Art. Goodyear-Renaissance and Mod-

Goodyear-Roman and Medieval Arts.

Isham-History Painting.

Reinach—Apollo —an illustrated manual of the History of Art thru the Ages.

Tytler-Old Masters and their pictures. Van Dyke, J. C.—History of

Painting.

BIRTHDAY PARTY

Miss Helen Daniels delightfully entertained at a birthday party which was held Monday evening in Room 329. The room was very prettily decorated within keeping of the holiday season. The prize fortune was won by Betty Ohlman.

A chicken feast was served and

the party adjourned with the ringing of the ten o'clock bell.

Those present were: Mable Hilton, Edith Sweetman, Lenore Sterner, Betty Ohlman and Thelma Naylor.

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MISS ANDERSON AND MISS DRUMMOND ENTERTAIN

On Sunday afternoon, the athletic leaders enjoyed a very delightful tea given by Miss Anderson and Miss Drummond. A nice time was had by all and plans for the future were discussed.

On Monday afternoon, the Advisary group on Citizenship for the Junior class, who are to be Miss Anderson's private advisors, met at her apartment and had a fine time chat-American ting over the tea cups. Those present were:

Kathryn Abbett, Helen Andrews, Loie Bickert, Thelma Black, Pearl Brochey, Edna Brown, Grace Brown, Gladys Bundy, Anna Chicallo, Genevieve Churnard, Ruth Crumb, Mildred Crothamel, Ruth Dunkelberger, Beatrice Englehart, Eleanor R. Evans, Catherine Ferry, Emily Goldsmith, Mary Hartman, Mildred Hung-mel, Helen Kramer and Dorothy Newman.

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Poor, cheap leather and bad workmanship cannot produce good shoes, even though they look good and are advertised as such.

A raincoat that leaked the first time you wore it which you bought because it was cheap, was a costly investment, as you knew when you looked at your dam-

aged and stained dress. Milk is always white to the eye, but much of it has been skimmed and watered, so that your baby does not

thrive upon it. Save money by getting of a reliable store a good article at proper value rather than a paraded bargain.

"The Store with a Conscience."