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CORNELL ALUMNI NEWS

VOL. XVII., No. 27

ITHACA, N. Y., APRIL 1, 1915

PRICE 10 CENTS

THE Department of Music has announced its plans for the tenth Music Festival, which will take place on May 6, 7, and 8, in Bailey Hall. The Chicago Symphony Orchestra, Frederick Stock, conductor, which was here for last year's Festival, has been engaged, and Professor Dann's thoroughly trained chorus of two hundred voices will be heard. The University organist, Mr. Quarles, will take part in some of the music.

AMONG THE SOLOISTS are several who are favorites in Ithaca. Others of high reputation have been heard here less often. Signor Pasquale Amato will sing at the first concert, with chorus and orchestra. Clarence Whitehill, basso of the Metropolitan Opera Company, will be here. The engagement of Mr. Whitehill was made possible only through the cancellation because of the war of his contract to sing at Covent Garden in London during the coming season. On the list of singers are also Olive Kline, Margaret Keyes, Lambert Murphy, Florence Hinkle, and Evan Williams. An announcement of the program and the arrangements for the sale of seats will be published next week.

ABOUT thirty upperclassmen in Sibley College will avail themselves of the opportunity to inspect industrial methods in the college's annual spring vacation trip. Under the direction of Professors W. S. Ford and W. N. Barnard the undergraduates will visit electrical and mechanical engineering plants in and around the city of Pittsburgh. The men will travel in a private car.

A PLAY will be given by undergraduate actors in Bailey Hall on May 14, under the auspices of the Department of English, chiefly for the benefit of the interscholastic track meet. The expenses of the interscholastic meets have been met by student subscription. Four-fifths of the proceeds from the play will be given to that fund. One-fifth will be contributed to the Belgian Relief Fund through the local committee. Seats will be sold at moderate prices. The play to be presented is "Twelfth Night." The aim of the Department of English is to produce the play somewhat after the manner of the Elizabethan theatre,

with simple scenery, and the feminine rôles will be played by men. Competition for the cast is open to all undergraduate men of the University. Trials will be held on April 10. The English department has twice undertaken the production of Shakespearean drama, and the stage of Bailey Hall offers a favorable opportunity to do so again.

A COLLECTION of etchings by George T. Plowman is on exhibition at the College of Architecture. The exhibition was opened last Monday, March 29, and will continue through the spring recess till April 19. Plowman was trained as an architect and had reached middle life before he attempted to use the etching needle. He studied in Paris and under Sir Frank Short in London. Now he is ranked high among draftsmen and etchers. He is the author of a book entitled "Etching and Other Graphic Arts." The exhibition at White Hall includes some plates which illustrate the etcher's method.

BIDS were to be received at the Treasurer's office on March 31 for the construction of three new barns for the College of Agriculture. An appropriation for these buildings was made in 1913, divided as follows: \$3,000 for a pig barn, \$5,000 for a sheep barn, and \$6,000 for a tool barn. The buildings will be in the neighborhood of the other college barns.

IRVING G. HUBBS, LL.B., '91, of Pulaski, N. Y., a justice of the State Supreme Court, lectured before the students of the law school last Friday. The subject of his talk was "Jury trial and the preparation for it." The law students listened to his advice with much interest, and the three short yells—their customary salute to Cornell graduate lecturers—were given with great volume.

THE *Era* BOARD has decided to make the position of managing editor a senior office. In recent years the managing editor has been elected at the end of his sophomore year, to hold that position throughout his junior year and automatically to assume the office of editor-in-chief in his senior year. That method was found to discourage all the members

of the editorial staff except that one man before the junior year was reached, as they had nothing more to hope for after one of their number had assured himself the editorial chair. Henceforth both the managing editor and the editor-in-chief will be seniors. Raymond Turner Kelsey '16, of Cleveland, has been elected managing editor for 1915-16. He is registered in the College of Law.

A DEBATE between teams representing Syracuse and Cornell Universities will be held on April 22, on the proposition that the United States should take immediate steps to increase its army and navy. In the triangular league contest (Columbia, Pennsylvania, Cornell) every team which had the affirmative side of that proposition was defeated. For the coming contest Syracuse had the choice of sides and has elected the negative side. The Cornell debaters will be W. D. Smith '15, L. Y. Gaberman '15, and H. A. Wichelns '16. Smith, the leader, was a varsity debater last year. The other two men were the leaders of Cornell's two teams this winter, Wichelns on the affirmative and Gaberman on the negative.

THE BOARD OF EDITORS of *The Cornell Countryman* last Monday night entertained the upperclassmen of other editorial boards at their new office, formerly the rural schoolhouse. Talks were given by Dr. L. H. Bailey and Professor Bristow Adams. The *Countryman* announces the election of the following officers for next year: Editor-in-chief, J. A. Vanderslice, Phoenixville, Pa.; business manager, B. W. Kinne, Ovid; circulation manager, C. W. Moore, West Henrietta; managing editor, Stuart Wilson, Ithaca.

THE VALUABLE LIBRARY of three thousand volumes which the late Professor John Craig bequeathed to the College of Agriculture is to be moved during the spring recess to the new college library quarters in the basement of the west wing of the administration building. The books have been in Professor E. A. White's office. They will be more accessible to students in the new quarters, where the college library has much more room than it formerly had.

Organization versus Personality

AT the Senior Banquet at the Armory on Saturday night, March 27, Dr. L. H. Bailey developed the theme of personality in a somewhat unusual direction. As a starting point, he complimented the listeners on being students in Cornell University. They might be too young and too much immersed in the affairs of the institution to realize it, but they were enjoying the privileges of a remarkable educational situation. Cornell University was the first of the great institutions of learning to establish itself on the idea that all subjects are of equal importance and value when they are equally well organized and taught.

"It rests," he said, "on the foundation of a complete educational democracy. The engineer is as good as the historian and the historian is as good as the engineer; the lawyer is as good as the philosopher and the philosopher as good as the lawyer; the veterinarian is as good as the chemist and the agriculturist as good as the veterinarian. If the students carry with them the Cornell idea, they carry the motive to give themselves to the world on the merits of the case rather than to attempt any progress on extraneous, traditional or factitious circumstances. It is a great privilege to represent this educational view of life and also an important responsibility. It is a remarkable progress in educational freedom that Cornell University has made in less than fifty years and one of which every student should be glad and proud.

"The expression of personality means more than mere formal co-operation in an organization, a corporation, or a social group. We are now in the epoch of great organization not only in industrial developments but also in educational and social enterprises, in religious work, and in governmental activities. So completely is the organization proceeding in every direction that one habitually and properly desires to identify oneself with some form of associated work. Almost in spite of oneself, one is caught up into the plan of things, and becomes part of a social, economic or educational mechanism. No longer do we seek our institutions so much for the purpose of attaching ourselves to a master as to pursue a course of study. No longer do we sit at the feet of Gamaliel. In government, the organization has recently taken the form of mechanism for efficiency. We all want government and all kinds of organ-

izations to be efficient and effective; but administrative efficiency may easily proceed at the expense of personality. Much of our public organization for efficiency is essentially monarchic in its tendency. It is likely to eliminate the most precious resource in human society, which is the freedom of expression of the competent individual. We are piling organization on organization, one supervising and watching the other, as we build torpedo-boats to destroy the battleships and then build destroyers to destroy the torpedo-boats. The greater the number of the commissions, investigating committees and the interlocking groups, the more complex does the whole process become and the more difficult it is for the person to express himself. We are more in need of personality than of executive efficiency.

"A few days ago I had a letter from a public man saying that his work had been so efficiently organized that he lost thirty per cent of his time. He had retired temporarily for the purpose of saving his time. It is a great advantage to our democracy that our educational institutions are so completely organized, for by that means we are able to educate many more persons and to prepare them for the world with a clear and direct purpose in life. But this is not the whole of the public educational process. Some of the most useful persons can not express themselves in institutions. This is not the fault of the institutions. In the nature of their character, these persons are separate. For the most part, they do not now have adequate means of self expression or of contributing themselves to the public welfare. When we shall have passed the present epoch of consolidation, centralization, and organization, society will begin to be conscious of the separate souls who in the nature of the case must stand by themselves, and it will make use of them for the public good. Society will endow personalities, and enable them thereby to teach in their own way and their own time. This will represent the highest type of endowment by government and society. Never have we needed the separate soul so much as now."

Mr. Bailey referred to John Muir, who has recently passed away, as an example of the separate man who stood for a definite contribution to his generation. He could not have made this contribution if he had been attached to any of the great institutions or organizations. He has left a personal impression and a



FRANKLIN HALL
Photograph by J. P. Tracy

remarkable literature that has come out of his personality and that has been very little influenced by group psychology. Many of our reformers fail because they express only a group psychology and do not have a living personal message. Undoubtedly many persons who might have had a message of their own have lost it and have also lost the opportunity to express it by belonging to too many clubs and by too continuous association with so-called kindred spirits. It is a great temptation to join many clubs, but if one feels any stir of originality in himself, he should be very cautious how he joins.

Mr. Bailey cited the great example of Agassiz at Penikese:

"In his last year, broken in health, feeling the message he still had for the people, he opened the school on the little island off the coast of Massachusetts. It was a short school in one summer only, but it has made an indelible impression on American education. It stimulates one to know that the person who met the incoming students on the wharf was Agassiz himself, not an assistant or an instructor. Out of the great number of applicants, he chose fifty whom he would teach. He wanted to send forth these chosen persons with his message, apostles to carry the methods and the way of approach. Some time there will be many great unattached teachers, who will choose their own pupils because they want them and not merely because



BARNES HALL
Photograph by J. P. Troy

the applicants have satisfied certain arbitrary tests. The students may be graduates of colleges or they may be others. They will pursue their work not for credit or for any other reward. We shall yet come back to the masters, and there will be teaching in the market-places.

"Just now we worship at the shrine of organization, perfectness of administration, vast schemes and plans of efficiency, but all these methods tend to become indirect and impersonal. We can never successfully substitute book-keeping for men and women.

"All this may seem far away from the situation of a Senior Banquet. Most persons must express themselves in the formalized and conventional ways, but in a class of college students we look for the outstanding spirits. Nobody knows how many master personalities are in the young company here assembled. Only time will determine this. But every person has a right to lead his own life and to develop it to the full. John Jones may have dreams of great scientific conquests or of political or commercial success; there is probably more than one person in the world who can discover the new star, or solve the formula in abstract calculations, or organize the great concerns; but there is only one man who can live the life of John Jones; and to contribute this life to the world at its best and in the full is the greatest contribution that John Jones can pos-

sibly make. The members of this class will naturally become parts in great institutions or organizations or corporations; but always the person should keep before himself the thought that he has a contribution to make beyond these organizations. He should never subordinate his soul. He should hope for the time when he may find the means to express himself. He should beware of the group mind, which tends to formalize his ideas and to lead him to seek first the approval of the circle to which he belongs. The highest expression of the Cornell spirit ought to be to develop the man and woman of independent judgment and action, democratic in his relations with the world, and able to approximate some sort of intellectual detachment from the group or set in which he moves. Much useful advice is given to those who are about to graduate, but it is worth while to say that the responsibility of every graduate is to make his best effort to rise above his circumstances."

KUNO MEYER TO LECTURE

A LECTURE by Professor Kuno Meyer, of the University of Berlin, has been arranged for Friday, April 9, on the subject of "Ancient Irish Poetry." Professor Meyer was at first a lecturer and then a professor at the University of Liverpool from 1884 till 1911. He has published a large number of books dealing for the most part with the literary remains of Celtic Ireland. Most of his works are written in English and he lectures in English. He is the brother of Eduard Meyer, the historian, who has twice visited Cornell. Professor Kuno Meyer has been in this country since last fall. He has lectured at Columbia, Johns Hopkins, Wisconsin and other universities and will visit Cornell on his way back to the East after a residence for several weeks at the University of Illinois.

JANUS, the debating society, will have a contest on April 16, at New York, with the Barnard Literary Society of Columbia.

THE RAILROADS were planning early this week to run many special trains out of Ithaca on Wednesday because a large exodus of students was expected for the spring recess.

DR. SEPTIMUS SISSON, professor of anatomy in the college of veterinary medicine, Ohio State University, lectured at the Veterinary College on March 26 on "Some applications of anatomy in diagnosis and surgery."

To Head a State Department Prof. C. S. Wilson Nominated for Commissioner of Agriculture

Charles S. Wilson '04, professor of pomology in the College of Agriculture at Cornell, has been nominated by Governor Whitman for the office of State Commissioner of Agriculture to succeed Calvin J. Huson. The Governor sent the nomination to the Senate last Monday.

Professor Wilson is thirty-five years old. He is the son of Thomas B. Wilson, of Hall, N. Y., who is a member of the state senate and also a member of the Board of Trustees of Cornell University, appointed by Governor Hughes in 1909 and reappointed by Governor Dix in 1912. The son studied in the Canandaigua Academy, entered Cornell in 1900, and graduated in 1904 with the A.B. degree. In his undergraduate course he did a good deal of work in science, especially zoology, entomology, horticulture and agriculture. He entered the graduate school and specialized in horticulture, and in 1905 the degree of Master of Science in Agriculture was conferred upon him. He was appointed instructor in horticulture in the College of Agriculture in 1905, promoted to an assistant professorship of pomology in 1907, and advanced to a full professorship in 1910.

Governor Whitman made public a letter of indorsement which he had received from President Schurman. In that letter the President said of Professor Wilson:

"In the first place he is a man of perfect integrity, clean, honest, straightforward and capable of the highest trust, as he is animated by the highest purposes. He is the type of character which the public would enthusiastically approve for the office of commissioner of agriculture, on the understanding that the office was to be administered solely for the benefit of the public. In the second place, Professor Wilson has another qualification of great practical importance. By his work, his interests, and his associations he is in close touch with the farmers of the State. He was born on a farm and brought up on a farm and has kept in touch with farming all his life. If I am not mistaken, he continues to spend his holidays regularly working on a farm."

The salary of the Commissioner of Agriculture is \$8,000 and expenses.

ITHACA STREET CARS have just adopted the "near side stop."

Lecture on Child Labor

By Owen R. Lovejoy in the Course on Citizenship

"The Citizen and Child Labor" was the subject discussed by Owen R. Lovejoy, of New York, in this week's lecture in the Course in Citizenship. Mr. Lovejoy has been general secretary of the National Child Labor Committee since 1907.

The speaker first showed that the conditions which we are accustomed to associate with the England of the early nineteenth century and with the names of Lord Ashley and Charles Dickens are at present confronting us in the United States. He said that in 1900 there were 1,750,000 children between the ages of 10 and 15 in the army of wage earners. In spite of the continued agitation against child labor, this number had increased to 1,990,000 in 1910. The increase, however, had occurred exclusively in agricultural occupations. The amount of child labor in other industries had diminished somewhat, showing that some progress had been made.

Mr. Lovejoy exploded effectually the accusations of muckraking journalists who persist in representing the employer of child labor as a heartless fiend, exploiting helpless children for purely mercenary reasons. He believed that class of employer to be a negligible number. He said that numerous employers had been among the aggressive fighters for reform. The average employer of children found himself in a rut. The circumstances and customs of the trade, the demands exacted by keen competition—all these things often compelled a man to employ children when he would be glad to be relieved of their labor. Nothing but rigid legislation would reform these conditions.

Mr. Lovejoy gave three reasons why child labor exists in the United States, a nation in which nearly every person is opposed to it. First, the United States was a big country. People saw only little parts of the child labor problem. A view of the whole problem in perspective would arouse many. Secondly, many persons thought that most of the child laborers were employed on farms. More than half of them were, and the skeptical thought that no harm was ever done by healthy work in the open air. Many of the children on farms were, however, working under bad conditions which deprived them of health and opportunity for education. Thirdly, every person who favored the abolition of child labor favored laws restricting the

labor of children in every industry except that in which he was engaged.

Mr. Lovejoy described the organization and accomplishments of the National Child Labor Committee, an institution of eleven years standing. He gave the following reasons why the committee is fighting child labor: 1. It is detrimental to health. 2. It is a menace to education. 3. It interferes with the development of morals. 4. It breaks down the standard of living. 5. It makes children unfit for good situations after they reach maturity.

He outlined the work of the committee under the following headings: 1. Investigation. 2. Publicity. 3. Drafting legislative enactments. 4. Lobbying bills through the legislatures. 5. Improving factory inspection and regulation.

Lectures on Cancer

A Special Course Offered by the Medical College

The Faculty of the Cornell University Medical College has announced a course of instruction on cancer, for senior students and graduates in medicine, consisting of eighteen lectures to be given at the Medical College, Twenty-eighth Street and First Avenue, at 4 p. m. on Tuesdays and Thursdays, March 30 to May 27. The alumni of Cornell University Medical College are especially invited to attend these lectures. The course is elective to senior students in the Medical College.

Coincident with the lectures there will be a series of clinics in two sections, at the General Memorial Hospital, 106th Street and Central Park West, on Mondays and Wednesdays, 9 a. m. to 12 m. Because of the necessity of having small sections in the hospital, the clinics are offered to a limited number. Registration for the clinics closed on March 27.

Among the lecturers will be Doctors Richard Weil, Stanley R. Benedict, James Ewing, Lewis G. Cole, Arthur Holding, William B. Coley, Charles L. Gibson, E. L. Keyes, jr., H. C. Bailey, J. A. Hartwell, Burton J. Lee, H. H. Janeway, S. P. Beebe, and A. F. Coca. The lectures will be illustrated as far as possible with specimens, charts, and lantern slides, and the rich material at the General Memorial Hospital will serve to demonstrate the various methods of diagnosis and treatment now in practice.

LOUISE FARGO BROWN '03, of the faculty of Wellesley College, has been acting as matron at Sage College during a short absence of Mrs. Barbour.

Elections to Tau Beta Pi

Honorary Technical Society Adds Fifteen to Its Membership

Fourteen juniors and one alumnus were elected to membership in Tau Beta Pi at the annual spring elections of the honorary technical society last week. The full number of men allowed was taken from the Department of Chemistry and the College of Architecture, but the number fell one short in Sibley College and in the College of Civil Engineering. The men elected are:

Alumnus

Professor William Nichols Barnard, M.E., '97.

College of Mechanical Engineering

Robert Sturtevant Bassett, Buffalo.

Russell Higbee Cleminshaw, Cleveland, Ohio.

Leonard Foote, Jersey City, N. J.

George Nash Losee, Elnora.

Frank Willis Pierce, Dunkirk.

Daniel Frederic Potter, jr., Buffalo.

George Boulton Thorp, Pittsburgh.

College of Civil Engineering

Clement Earl Crook, Wheeling, W. Va.

Haw Shen Lee, Chekiang, China.

Albert Bowman Sanderson, jr., Springfield, Mass.

Theodore Levi Smith, Forty Fort, Pa.

Department of Chemistry

Frederick Baxter Downing, Woodhaven.

Charles Gasner Stupp, Auburn.

College of Architecture

Ellis William Beck, Jamestown.

Proposed Periodical Union

Progress of the Plan to Unite Cornell Engineering Journals

A plan to form a union in a single publication of two or more of the Cornell technical journals is still under consideration. A joint meeting of the editorial boards of the *Sibley Journal* and the *Cornell Civil Engineer* was held last week to discuss the project. The plan seemed to meet with their approval, and the two boards decided to make an announcement of it in their May numbers and to ask for the opinions of the engineering alumni on the subject.

The idea is to combine the two engineering monthlies in a single periodical which would be about twice as large as either of the existing publications. It would be known by some such name as "Cornell Journal of Technology," and its editors would be chosen equally from Sibley College and the College of Civil Engineering. Advocates of the project say that the principal gain from the union would be in economy. It would

Cost much less to print in one publication all the matter which is now contained in the separate magazines. Estimates of the cost have been obtained which indicate that there would be a considerable saving of expense. It is also argued that because the professions of civil and mechanical engineering have many overlapping and common interests the alumni and students of the two colleges would be served better by a publication which represented both of them.

The project was advanced and has been advocated by the *Sibley Journal*, the oldest of all the Cornell technical publications. The *Civil Engineer* is the only other one which has responded favorably. *The Cornell Chemist* and *The Cornell Architect* have been asked to join the proposed merger, and have been represented at some of the meetings, but the present indications are that they will decide not to give up their separate identity. The *Chemist* is now in its fifth year. It was started as a mimeographed bulletin and is now a printed magazine of forty or more pages published quarterly. The *Architect* was founded only this year. The *Sibley Journal* is in its twenty-ninth year and the *Civil Engineer* is in its twenty-third. Both Dean Smith and Dean Haskell have been quoted in favor of an amalgamation of the two engineering magazines.

To Address Lawyers

President Schurman Will Speak in Buffalo on April 10

President Schurman will be the guest of honor and a speaker at a dinner of the Lawyers' Club of Buffalo on April 10. The Cornell Alumni Association of Western New York is co-operating with the Lawyers' Club in the arrangements for the meeting. The association has been asked to invite all Cornell lawyers of the Eighth Judicial District to attend the dinner, whether or not they are resident or non-resident members of the alumni association. The dinner will be held at the Genesee Hotel.

The address to be given by President Schurman will deal with the work to be done by the coming constitutional convention, to which he is one of the delegates-at-large. Many of the western New York delegates to the convention will be present at this dinner. Among others who will attend are Sir George Gibbons, honorary president, and W. J. McWhinney, president of the bar of the Province of Ontario; Justice William Renwick Riddell, of Toronto; Judge Watson T. Dunmore, of Utica, a dele-

gate to the constitutional convention, and A. T. Clearwater, of Kingston, a delegate-at-large.

Society of Civil Engineers

A Graduate Compares To-day's Curriculum with That of 25 Years Ago

There was a large attendance at the regular spring meeting of the Cornell Society of Civil Engineers on March 25 at the Cornell University Club, New York. Short talks by several Cornell engineers made up the program.

James B. French '85 gave an account of the recent meeting of the American Society of Civil Engineers. A committee will represent that society at the New York State constitutional convention to be held beginning next month. Mr. French read and explained several suggestions which that committee has prepared in anticipation of the convention. He urged the members of the Cornell Society to take an interest, as good citizens, in the convention's work.

A comparison of the required courses in civil engineering at Cornell now with those of twenty-five years ago was made by John A. Knighton '91. He spoke of the present high requirements and of the many optional courses open to upperclassmen, and said that the college now had a splendid curriculum and that graduates should be proud of the advances which it had made.

A. B. Lueder '99, who has been building ship piers in South America and who returned two weeks ago by way of the Panama Canal, told an interesting story of his recent experiences. Other speakers were Arturo Rodriguez '91, J. C. Hilton '96, Weston Fuller '00, and Howard E. Hyde '00.

The next meeting of the society probably will not be held until fall.

Rifle Team in Sixth Place

Has a Percentage of 96.2 in the Season's Indoor Matches

At the end of the indoor rifle competition the Cornell team ranks sixth in Class A of the intercollegiate league. In the eleventh and final round Cornell defeated the University of Illinois last week by a score of 970 to 943. Cornell won five of the eleven matches and lost six. Washington State College won the trophy in Class A, with an aggregate score of 10,850 points out of a possible 11,000, and a percentage of 98.64. Cornell, in sixth place, had 10,582 points, and a percentage of 96.20.

In Class B there are three teams (North Georgia Agricultural, Pennsyl-

vania, and Vermont) which have higher percentages than some Class A teams, and those three are likely to be in Class A next year. North Georgia won the trophy in Class B with a percentage of 96.68, a fraction better than Cornell's. The trophy in Class C was won by Yale, whose percentage was 91.69.

Following are the aggregate scores made by the twelve teams of Class A:

Team	Aggregate Score
Washington State.....	10,850
Michigan Agricultural.....	10,749
Massachusetts Agricultural.....	10,731
Iowa State.....	10,716
West Virginia.....	10,662
Cornell.....	10,582
Naval Academy.....	10,502
California.....	10,378
Norwich.....	10,361
Minnesota.....	10,343
Illinois.....	10,329
Purdue.....	10,252

The minor sports council has voted to award insignia to members of the rifle teams. The device will be a C enclosing the initials RT.

BANQUET OF CIVIL ENGINEERS

Two hundred and eighty undergraduates and members of the Faculty of the College of Civil Engineering gathered in the Cascadilla cafeteria last Saturday night for their annual banquet. The affair was given in honor of Professor C. L. Crandall. Dean Haskell spoke on the work Professor Crandall has done for the college. Professor I. P. Church related incidents of the early days of the college, and Professor Crandall traced its development. J. N. Ostrom '77 gave a talk which was devoted chiefly to a description of the solution of certain problems of engineering in the construction of the St. Louis arch bridge.

VACATION INSPECTION TRIP

SEVENTY STUDENTS of the College of Agriculture will make the annual spring trip to New York for a study of market methods in the poultry business. They will be conducted by instructors in the department of poultry husbandry, will make their headquarters at the Hotel Martinique, and will spend three days—April 8, 9, and 10—in the markets. They will have conferences with experts of the Board of Health and with men in charge of the inspection of markets. The purchasing agent of the Waldorf-Astoria Hotel will give them a practical talk. Marketmen have assisted in arranging the itinerary so that the students may gather as much practical knowledge as possible in the three-day inspection. All channels of marketing will be studied, including methods of refrigeration, storage and carriage of products.



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THERE was an exact precedent for Governor Whitman's selection of a Cornell professor for the office of State Commissioner of Agriculture. Seven years ago this month Governor Hughes appointed Professor R. A. Pearson '94, now president of Iowa State College, to the commissionership, and he served in the office for four years, under three successive governors. Those who know Professor Charles S. Wilson are sure that the present appointment is an admirable one. His character and training both fit him for the highest service in his new office.

THE editor of the NEWS persuaded Professor Bailey to write out for this issue of the paper what he could remember of his talk at the senior banquet last Saturday. Some of our readers will recognize the topic, for it is one which Mr. Bailey has used now and then for a good many years in his talks to students. But the things he says in this talk about personality are worth repeating.

AN interesting comparison is made by Mr. Donald Grant Herring, in the current *Princeton Alumni Weekly*, between graduate and undergraduate control of sports. His article contains one statement which calls for a disclaimer from Cornell. Mr. Herring's comment is on the results of the recent meetings of the intercollegiate swimming and basketball associations respectively. The representatives of the various colleges at the basketball meeting, so he points out, were graduates. "In one session," he says, "they *discussed and passed* a series of resolutions which cannot help but affect the game for the better, both in general and at each individual college which is a member of the association. The changes were unanimous, yet the results must radically lessen the chances of victory for every college in the league save Princeton. We are not affected, because every rule adopted, though new to Yale, Cornell, Pennsylvania, Dartmouth, and Columbia, has been in force at Princeton since 1906. In other words a body of gentlemen paid some attention to their consciences in adopting rules for the good of sport. At the swimming association meeting the representatives were undergraduates. They *wrangled and postponed a decision* on a matter where the evidence was plenty and clear." Mr. Herring's comparison is sound. What we have to say will not weaken his argument. It is simply this: He gives Cornell a credit for self-sacrifice which Cornell does not wholly deserve. In only one respect will the new eligibility rules of the basketball association affect Cornell, and the change in that respect is negligible. In our own minor sports we have allowed men to play for four years, but in almost all cases our rule barring freshmen from varsity teams (a rule in force since 1906) has operated to limit the player's term to three years, the same term as the new basketball association rules prescribe. So the new rules do not, in Cornell's case, radically lessen the chances of victory.

COLLEGE JOURNALISTS

The Association of Eastern College Newspapers will hold its third annual convention on April 8 and 9 at the Pulitzer School of Journalism, Columbia University. The association now comprises twenty-one daily, semi-weekly, and weekly newspapers. Among those who are to address the editors in convention are Timothy S. Williams '84, president of the Brooklyn Rapid Transit Company, and Franklin Matthews '83, professor of journalism in the Pulitzer

School. The president of the association during the last year has been William L. Kleitz of the *Cornell Sun*.

BOOKS BY CORNELLIANS

Alsace and Lorraine: From Caesar to Kaiser; 58 B. C.—1871 A. D. By Ruth Putnam (B.Lit., '78). 208 pp., seven maps. G. P. Putnam's Sons, New York. \$1.25.

Miss Putnam has compressed into a handy volume the story of the two provinces. Their history has always been a part of that of successive states on one or another side of them, and for that reason the sources of knowledge about it have been too scattered to be accessible to the ordinary reader. In this book the story which begins with Caesar's conquest is woven into a connected narrative. It does not pretend to be more than a sketch, but the author gives suggestions for wider reading on the subject.

Handbook of Medical Entomology. By Wm. A. Riley (Ph.D., '03), professor of insect morphology and parasitology, Cornell University, and O. A. Johannsen (A.M., '02; Ph.D., '04), professor of biology, Cornell University. 348 pp., many text illustrations. The Comstock Publishing Company, Ithaca, N. Y. Postpaid \$2.20.

Discoveries made within recent years have enormously widened the subject of insect relations to human health. A new science of medical entomology has arisen. Since Professor Theobald Smith, while working in the bureau of animal industry at Washington about 1890, showed that the Texas fever in cattle was incited by a parasite which was conveyed from animal to animal through the intervention of a cattle tick, and—what was still more astonishing—that a whole cycle of the parasite's development takes place in the body of the tick, study of insect life has yielded many other secrets of disease transmission. Some of these discoveries are already matter of common knowledge, such as the mosquito's sole agency in the propagation of yellow fever and malaria, and the flea's relation to the plague. There is an enormous literature of the subject, but it is to be found principally in foreign periodicals. Professors Riley and Johannsen have undertaken, in this book, to give a summary of the more important advances. The book is an outgrowth of a course of lectures which Professor Riley has given at Cornell during the last six years. It does not neglect the older part of the subject—

Reunion Headquarters

for several of the classes, at least, will be near the main entrance to the Campus.

'90 and 1900 will be quartered in Cascadilla Place, while '95 will room in Sheldon Court.

All three classes will eat together in the Cascadilla dining hall and this neighborhood will undoubtedly be the scene of many reunion events not on the printed schedule.

Friday and Saturday
June 11 and 12.

consideration of poisonous and parasitic insects—but it is devoted chiefly to newer facts which underlie a great part of the modern practice of preventive medicine. As a handbook of the newer science of medical entomology it is a pioneer in that field.

OBITUARY

Joseph R. Oakden, jr., '11

Joseph Robert Oakden, jr., who was for three years a member of the class of 1911 in the College of Arts and Sciences, died suddenly on March 23 at St. Vincent's Hospital, New York, of pneumonia. His home was at Lawrenceville, Pennsylvania. He had been living at 110 West Thirty-ninth Street, New York, with J. I. Clarke '12 and Henry C. Bate '12. He was a composer and arranger of music and had a promising future; several songs and lyrics which he wrote had been successful. While he was in the University he composed some of the music for one of The Masque's plays. His parents and a sister survive him. The funeral was held at Lawrenceville.

James K. Donoghue

Dr. James K. Donoghue, of Rochester, N. Y., died in that city on February 14, of pneumonia. He was a student in the Cornell Medical College from 1905 till 1907, but completed his studies at Georgetown University, where he graduated in 1909.

ALUMNI CALENDAR

Friday, April 16.

Brooklyn.—Get-together for the Cornell men of Brooklyn and Long Island, at the University Club of Brooklyn, Lafayette Avenue and South Oxford Street, Friday evening, April 16. Information may be obtained from the treasurer of the Cornell Association of Brooklyn, Oscar V. Vatet, 15 East Fortieth Street, New York City.

THE SCIENCE OF EFFICIENCY

(From the New York Evening Post)

However opinions may differ as to the scope of the methods with which the name of F. W. Taylor is associated, his place as one of the men who have profoundly influenced the history of industrial development is not open to question. In Europe quite as much as in America—probably more so—his name is inseparably attached to that method of directing industrial work which is indicated by the term "scientific management." In France and Germany it is customary to speak of it as the Taylor system. * * *

Of the grotesque misapplication of the scientific-management idea to universities and colleges we have more than once had occasion to express our opinion in the past. But when one has in mind the real nature of Mr. Taylor's work, one can but be struck with the fact that in this foolish move the offence against the university idea is hardly greater than the offence against the Taylor idea. The very essence of the Taylor idea is to probe to its depths the thing under consideration; to study it from every side, to find in the simplest operation unsuspected elements. But our mechanical probers of universities have done precisely the opposite; what has always been the subject of serious and at least in some degree competent thought is suddenly discovered to be capable of complete measurement and estimation through the simple process of totting up figures of hours and pages and the like. What these university efficiency "experts" have been doing reminds one of children playing with a machine that they don't understand.

PURPOSE OF A UNIVERSITY

(From the Founder's Day Address at Stanford University, by Chancellor Jordan, March 9, 1915.)

In the address on the first day in the old quadrangle, I said: "If our work is successful, our ideals will appear in the daily life of the school. In a school, as in a fortress, it is not the form of the building, but the strength of the materials which determines its effectiveness. With a garrison of hearts of oak, it may not matter even whether there be a fortress. Whatever its form, or its organization, or its pretensions, the character of the university is fixed by the men who teach." "Have a university in shanties, nay in tents," Cardinal Newman has said, "but have great teachers in it." The university spirit flows out from these teachers, and its organization serves mainly to bring them together. "Colleges only serve us," says Emerson, "when their aim is not to drill, but to create; when they gather from afar every ray of various genius to their hospitable halls, and by their concentrated fires set the heart of their youth in flames." Strong men make universities strong. A great man never fails to leave a great mark on every youth with whom he comes in contact. Too much emphasis cannot be laid on this: that the real purpose of the university organization is to produce a university atmosphere—such an atmosphere as gathered itself around Arnold at Rugby, around Döllinger at Munich, around Linnaeus at Upsala, around Werner at Freiberg, around Agassiz at Cambridge, around Hopkins at Williamstown, around White at Ithaca, around all great teachers everywhere.

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ATHLETICS

Wrestling

Cornell Wins the Championship for the Fourth Year

Cornell, for the fourth successive year, won the intercollegiate wrestling title at South Bethlehem, Pa., last Friday and Saturday, scoring 24 points on three first places, two seconds, one third, and seven falls gained throughout the meet. Lehigh was second with 19 points, Pennsylvania third with 13 points, Princeton fourth with 11 points, and Columbia fifth with 4 points.

Cornell's first places were won by W. J. Culbertson '15 in the 115 pound class, by I. E. Post '15 in the 135 pound class, and by Captain E. J. Gallogly '15 in the 158 pound class. Second places were won by Hugh Mackenzie '16 in the 125 pound class, and by E. W. Kleinert '16 in the heavyweight class. Kleinert disposed of all comers except Pennsylvania's giant Greek, Dorizas. F. C. Sager '16 won third place in the 145 pound division. The only class in which Cornell did not score was the 175 pound. J. A. McKeage '16, after winning his preliminary bout in this class, twisted his leg in the semi-finals and was forced to default.

Culbertson scored the largest number of points in the meet. He won four points for finishing first in his class, and scored three more for winning all three of his bouts on falls. In the finals he defeated Kirkhuff, of Lehigh, with a half-nelson in 5 minutes 12 seconds. Kirkhuff had beaten him in the Cornell-Lehigh dual meet.

The intercollegiate champions produced by the meet are: 115 pounds, Culbertson, Cornell; 125 pounds, Martin, Lehigh; 135 pounds, Post, Cornell; 145 pounds, Thomas, Lehigh; 158 pounds, Gallogly, Cornell; 175 pounds, Pendleton, Columbia; heavyweight, Dorizas, Pennsylvania.

Baseball

Southern Trip to Be Taken by a Squad of Eighteen Men

Eighteen men have been selected to make the southern trip of the baseball team. They are: pitchers: S. P. Regan '15, T. V. Bryant '15, W. M. Johnson '15, and C. A. Russell '16; catchers: F. J. Clary '17, C. Burpee '17, and J. J. Regan '16; infielders: Captain J. R. Donovan '15, A. W. Mellen, jr., '17, F. P. Bills '15, and T. F. Keating, jr., '15; outfielders: J. R. Whitney '17, R. B.



VARSITY OARSMEN BREAKING ICE IN FRONT OF THE BOATHOUSE

Gordon '16, and W. H. Sutterby '16; substitutes—E. E. Ludwig '16, I. H. Budd '17, R. L. Strebel '17, and C. O. Wiegand '17.

The entire pitching staff is the same as that of last year. Behind the bat Clary seems to have the first call. He caught for the freshman team last year. Mellen is the only new man who has been able to break into the veteran infield. He played third base for the freshman last year. In the outfield Gordon and Sutterby are two substitutes of last year, and Whitney was captain of the 1917 freshman nine. He played short-stop last season, but has been shifted because of his batting ability. The substitutes are all new men with the exception of Ludwig, who acted as utility infielder last year.

The schedule follows:

- Southern Trip**
 April 1, Thursday—Maryland Ag. College.
 April 2, Friday—Maryland Ag. College.
 April 3, Saturday—Virginia Military Institute.
 April 5, Monday—Washington and Lee.
 April 6, Tuesday—University of Virginia.
 April 7, Wednesday—University of Virginia.
 April 8, Thursday—Navy.
 April 9, Friday—Pennsylvania.
Regular Schedule
 April 10, Saturday—Bucknell at Ithaca.
 April 12, Tuesday—Nagars at Ithaca.
 April 17, Saturday—Rochester at Ithaca.
 April 21, Wednesday—Lafayette at Ithaca.
 April 23, Friday—Columbia at New York.
 April 24, Saturday—Princeton at Princeton.
 April 27, Tuesday—Dartmouth at Ithaca.
 April 30, Friday—Dartmouth at Hanover.
 May 1, Saturday—Williams at Williamstown.
 May 5, Wed.—Washington and Lee, Ithaca.
 May 8, Saturday—Princeton at Ithaca.
 May 10, Monday—Notre Dame at Ithaca.
 May 12, Wednesday—Michigan at Ann Arbor.
 May 15, Saturday—Columbia at Ithaca.
 May 19, Wednesday—Michigan at Ithaca.
 May 22, Saturday—Yale at Ithaca.
 May 27, Thursday—F. and M. at Ithaca.
 May 29, Sat.—Pennsylvania at Ithaca.
 May 31, Monday—Yale at New Haven.
 June 12, Saturday—Columbia at Ithaca.
 June 16, Wednesday—Pennsylvania at Ithaca.

Wrestling—Leslie J. Rummell '16, of Newark, N. J., has been elected assistant manager of wrestling to fill a vacancy.

Rowing

Oarsmen Break Ice in Order to Row on the Inlet

On Wednesday, March 24, the varsity oarsmen began their spring water practice in earnest. With the exception of one day of rowing sandwiched in between two freezing spells, this was the first time the oarsmen had taken to the water. They were two days earlier than last year, when the ice had to be dynamited to clear the Inlet.

Last week Tuesday about fifty oarsmen and navy competitors gathered at the Inlet to help clear the space in front of the boathouse of ice. Armed with oars, they were sent out on the float, which had been loosed from its moorings, and proceeded to break up and poke away the softening field of ice. The next day five varsity gigs were sent out. On Friday slight snow flurries did not discourage the men, and the varsity boats were joined by the first two freshman combinations.

With the continuance of good weather almost assured, Mr. Courtney has closed up the crew room altogether. The first three varsity combinations and two freshman eights will remain in Ithaca during the spring recess.

Interscholastic Track Meet

The First Track Event to Be Held on Schoellkopf Field

The Cornell interscholastic track meet is only a month away. It will take place on May 1st, being the first meet of any kind to be held on the new track at Schoellkopf Field. The management is in correspondence with a large number of schools and is hoping for a good competition for the various trophies which alumni associations have provided. At

last year's meet forty-two schools were represented. Undergraduates who are returning to their homes for the spring recess have promised to advertise the meet among their local schools, and the management hopes for alumni co-operation as well. In one case, at least, this has been assured. The Scott High School of Toledo, Ohio, expects to send eight boys to the meet, and part of their expenses will be borne by the Cornell Club of Toledo.

Fencing.—Five men chosen to represent Cornell in the intercollegiate fencing championships on April 2 and 3 in New York are Captain C. T. Chapman '15, Vedder White '15, A. B. Aguilera '15, P. de Lima '16, and O. M. da Costa '15. The teams which will take part in the meet are Harvard, Yale, Pennsylvania, Columbia, Cornell, and the Navy. In the dual meets Cornell has defeated Columbia but has lost to Pennsylvania and the Navy.

Basketball Captain.—Leslie Brown, of Elmira, has been elected captain of the university basketball team for next year. He has played forward on the team for two years, and in the season just ended he was the highest scorer in the intercollegiate league. He is a junior in the

College of Agriculture and is a member of Alpha Zeta. At an earlier meeting of the squad J. C. Ashmead was elected to the captaincy, but he could not accept the office because he was on probation and therefore ineligible.

College Carnival.—Agriculture was leading Civil Engineering by a short margin in the annual indoor intercollegiate athletic carnival, held in the Armory last Saturday, when the affair was stopped because of the late hour. The tug-of-war and the spring-board jump remained to be contested, and were postponed until Tuesday afternoon. Sibley, Arts, Chemistry, and Veterinary followed the leaders in the order named.

Collegiate Basketball.—Civil Engineering won the collegiate basketball championship by defeating Agriculture, 16 to 10, in a post-season game played last Saturday.

Interfraternity Baseball.—Entries from thirty-two fraternities and two independent teams have been received by the committee in charge of the coming series. Each entry pays a fee of five dollars, three dollars of which is refunded at the end of the season if the team has not forfeited any of its games.

Track Schedule.—The Pennsylvania-Cornell dual track meet, scheduled for May 15, will be held in Ithaca. Determination of the place had been postponed till after the place of the intercollegiate meet was decided. The Harvard-Cornell dual meet will be held at Cambridge on May 8.

Freshman Schedules.—Two freshman schedules have been arranged by the athletic management—for the track and baseball teams. The track team will meet the team of the Hill School of Pottstown on May 8 and on May 15 will compete against the Pennsylvania freshmen in Ithaca. The freshman baseball schedule calls for games with the Princeton and Pennsylvania freshmen, as well as with a number of school teams. It follows: April 24, Jamestown High School in Ithaca; April 30, Princeton freshmen at Princeton; May 1, Hill School at Pottstown; May 8, Tome School in Ithaca; May 15, Wyoming Seminary in Ithaca; May 22, Pennsylvania freshmen in Philadelphia; May 29, Buffalo Technical School in Ithaca.

Freshman Baseball.—Seventy-seven men have been retained on the 1918 baseball squad.

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Senior Class Plans to Raise \$100,000 Endowment Fund

AFTER a five-minute campaign yesterday, University of Pennsylvania seniors pledged more than \$20,000 toward a class fund which is to be raised by means of endowment insurance policies. In 20 years the policies will mature and payments will be made to the general University endowment fund.

Fewer than half of the 250 active members of the fourth-year class have contributed to the fund. Led by James C. Patterson, their president, seniors will canvass the dormitories and try to get every man to subscribe. Before June the seniors plan to raise the fund to \$100,000.

A saving of 8½ cents a day by every member of the class, it was pointed out, will produce at the end of 20 years a fund larger than any ever raised by undergraduates as a gift to their Alma Mater.

Fifty men signed the subscription list yesterday, and the policies they plan to take out average more than \$400 each, on a 20-year endowment basis. Should the insured die before the 20 years expire, the principal will revert to the University.

Philadelphia Public Ledger, March 19, 1915

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ALUMNI NOTES

'80, B.S.—Professor William Trelease, of the department of botany of the University of Illinois, is employing a leave of absence from the university until May 1st for a botanical expedition to Guatemala, Central America.

'91, A.B.—Major E. L. Phillips, 13th Cavalry, U. S. A., has been transferred from Columbus, N. M., to brigade headquarters at Fort Riley, Kansas.

'93, B.S. in Arch.—Percy C. Adams is practicing architecture in Washington, D. C., with office at 719 Union Trust Building.

'95, Ph.D.—Dr. A. Ross Hill, president of the University of Missouri, was in Ithaca for several days last week.

'97, B. L.; '98, LL.B.—Frederick D. Colson has resigned the office of librarian of the state law library at Albany, which he has held for the last seven years, to accept appointment as clerk of the State Court of Claims. One of the three judges of the Court of Claims is Thomas F. Fennell (LL.B., '96), of Elmira.

'00, B.S.A.; '07, M.D.—Dr. William C. Thro, assistant professor in the Cornell University Medical College at New York, was married to Miss Alice Pendergast Simmons, daughter of Mr. and Mrs. William B. Simmons, of North Chelmsford, Mass., on March 27. The wedding ceremony took place in New York City and was performed by the Rev. A. S. Winslow, curate of the Chapel of the Intercession, Broadway and 155th Street. Mrs. Thro is a graduate of Cornell in the class of 1906.

'03, A.B.—Mr. and Mrs. Jerome

Babcock Chase, of 67 Woodward Avenue, Buffalo, N. Y., announce the birth of a daughter, Barbara Brownell Chase, on March 22.

'03, M.E.—Robert C. Fenner has left the Cutler-Hammer Manufacturing Company, with which he has been connected for about ten years, during the last four years as the manager of the company's Chicago office, and has engaged in business under his own name. He takes over the entire marketing of a manufactured product for the whole country, divorcing the selling from the manufacturing and establishing such sales policies and appointing such representatives as the line or lines may warrant and as the work may develop. His office is in the Peoples Gas Building, Chicago.

'03, LL.B.—Eugene H. McLachlen is practicing law with office in the McLachlen Building, Washington, D. C. He spent the first four years after leaving college in the West and Alaska. He was married in 1905 and has two children.

'04, B.S.A.—G. Arthur Bell is senior animal husbandman of the U. S. bureau of animal industry. His address is University Club, Washington, D. C.

'05, B.S.A.—Herbert R. Cox is in the U. S. Department of Agriculture. He is on the scientific staff in charge of tillage and weed investigation. He is secretary of the Cornell Club of Washington. His address is Y. M. C. A., Washington, D. C.

'06, Sp. Ag.—Ernest Kelly is married and lives at 1513 Oak Street, N. W., Washington, D. C. After leaving college he was employed as sanitarian by

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dairy companies and was deputy state dairy and food commissioner of the State of Washington. He is now milk specialist in the U. S. Department of Agriculture.

'07, M.E.—A. C. Blunt, jr., has been recovering from an operation for appendicitis. He and his wife were in Ithaca during last week and then returned to their home in Boston.

'08, Ph.D.—J. W. Turrentine is a chemist in the U. S. bureau of soils. His address is Cosmos Club, Washington, D. C.

'08, C.E.—John M. Lewis is superintendent of the Thacker Coal & Coke Company's No. 2 plant and the Thacker Fuel Company's No. 10 and No. 11 plants. His address is Thacker Mines, W. Va.

'08, M.E.—Albert M. Lamberton is export manager of the Jackson Manufacturing Co., makers of barrows, concrete carts, and coal wagons, with factory at Harrisburg, Pa., and office at 114 Liberty Street, New York. Bert is also export manager for three other factories besides that one.

'09, M.E.—A daughter, Lucy Ann Webb, was born on March 22 to Mr. and Mrs. James A. Webb, of Cleveland, Ohio.

'09—Announcement is made of the marriage of Elmer I. ("Tommy") Thompson to Miss Evelyn Eunice Renton at 608 East Seventeenth Street, Flatbush, Brooklyn, N. Y., on March 31. Mr. and Mrs. Thompson will be at home after April 11 at 243 Jefferson Avenue, Brooklyn, N. Y.

'09, C.E.—Mr. and Mrs. John R. Bergen of Ithaca have recently announced the engagement of their daughter, Ruth Bergen, to Hart Cummin, of Dayton, Ohio.

'10, B.Arch.—Horace W. Peaslee is practicing architecture in Washington, D. C. His address is 1311 M Street.

'10, A.M.—The address of George Burnap is 808 Seventeenth Street, N. W., Washington, D. C. He is landscape architect in the office of public buildings and grounds in the District of Columbia.

'11—Henry Halsey Miller was married to Miss Helen Margaret McGeary, daughter of Mrs. Margaret Floyd McGeary, at Sewickley, Pa., on March 6. They will be at home after April 25 at 510 Bird Avenue, Buffalo, N. Y.

'11, LL.B.—John Gourlay Turnbull is to be married to Miss Harriette Boden Hutchinson, daughter of Mr. and Mrs. David Wallace Hutchinson, on April 12.

I. Brooks Clarke '00, President

W. A. Shackleton, Sec'y & Treasurer

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The wedding ceremony will take place at St. Mark's Methodist Episcopal Church, Ocean Avenue and Beverly Road, Brooklyn, N. Y.

'11, M.E.—E. W. Ashmead is manager of the Fort Myers Ice & Electric Company, Fort Myers, Fla.

'12, B.S.A.—A. M. Goodman is employed at extension work in dairy farming in the U. S. bureau of animal industry. His address is in care of that bureau at Washington, D. C. Goodman wants to know where "Cy" Temple (B.S. '12) is and what he is doing.

'12, B.S.—C. E. Mitchell's address is 1787 Columbia Road, Washington, D. C. He is practicing landscape architecture.

'12, B.S.—Frank B. Cornell is a district sales manager of the Haynes Automobile Company, with headquarters at Birmingham, Ala. His territory embraces the states of Alabama, Louisiana, Mississippi, Kentucky, Tennessee, Georgia, and Florida, and the West Indies.

'12, M.E.—Lieutenant William Ayres Borden, Coast Artillery Corps, U. S. A., on duty in the Canal Zone, spent a recent leave of absence in Washington, D. C., where he took pains to learn all the new steps in the modern dances to take back to Panama.

'12—Walter S. Ott's address is 501 Lafayette Place, Milwaukee, Wis. He is with the Wm. Steinmeyer Co., wholesale and retail grocers and importers.

'12, A.B.—A. J. Saalfeld, jr., is now with the Superior Printing Company of Akron, Ohio.

'14, B.S.—Samuel M. Thomson is in the U. S. office of farm management. His address is Y. M. C. A., Washington, D. C. He wants to know what has become of "Larry" Benson '14.

'14, B.S.—F. H. Branch is in the U. S. office of farm management. His address is 617 C. Street, N. E., Washington, D. C.

'14, B.S.—L. G. Howell is a scientific assistant in the office of farm management at Washington.

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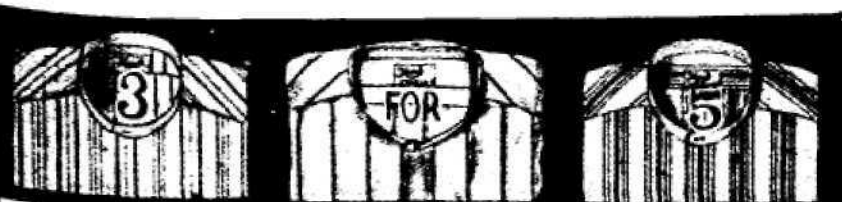
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Prize Winners' Names, listed by Countries, States and Cities, will be on display in the windows or stores of various merchants whom you see making window displays in the Window Display competition. Those lists will be mailed to merchants from our New York Association offices on August 14, 1915.

**HERE ARE THE SIMPLE CONTEST
CONDITIONS**

1st—You may submit one letter only for each Member of the Association.

2nd—Each letter may be written on any or all of the subjects as listed on this page.

3rd—Each letter must contain the respective Member's name at the top followed by your idea, expressed in not over 50 words. Sign your name and address at the bottom.

4th—Each letter must be on one sheet of paper, written on one side only.

5th—This contest closes on May 15, 1915, and all contest mail must bear postmark not later than that date. No questions can be answered in this contest. Do not send any of your suggestions direct to Members of the Association, but mail them in one package

Addressed to "Idea Letter Dept." where they will be officially stamped, entered in the contest, and forwarded to each of the respective Members, who will judge and pass upon the ideas submitted for their respective concerns.

6th—No contestant shall submit the same idea for more than one Member.

All ideas submitted will be judged upon their merit and value, and will become the property of the Association and its respective Members, and will not be returned.

The person having the largest number of idea letters accepted will receive the first prize, the second largest number second prize, etc.

In the event of a tie for any prize, such prize will be awarded in full to each of those tying.

Suggestions for Contest Ideas

Ideas upon new uses for Members' goods.
Ideas of new advertising phrases for products.

Ideas for selling.
Ideas for demonstrations.
Ideas for window displays.
Ideas for traveling salesmen.
Ideas for uses of Association Membership by Members.
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Chalmers Knitting Co., Amsterdam, N. Y.
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Coldwell Lawn Mower Co., Newburgh, New York
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Pillsbury Flour Mills Co., Minneapolis, Minn.

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White Enamel Refrigerator Co., St. Paul, Minn.

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Alabastine Co., Grand Rapids, Mich.
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Holeproof Hosiery Co., Milwaukee, Wis.
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