

The Barnard Bulletin

VOL. XVIII. No. 14

NEW YORK, MONDAY, JANUARY 12th, 1914,

PRICE 5 CENT

The Opera Benefit

Six thousand, forty-six dollars and thirty-five cents cleared. The joyous news has been rapidly spreading, and even the people who were ready to say, "I told you so," in case the benefit proved a financial failure, have had to smile and own that it was a great deal more of a success than any one could have foreseen. As a matter of fact, the success of such an undertaking as the benefit performance of "Madame Butterfly," cannot be measured in terms of dollars and cents—for something far more important than mere money was involved—Barnard spirit and Barnard loyalty. They stood the test bravely. The house was sold out and a large majority of the audience was composed of Barnard alumnae and undergraduates. From the boxes up to the topmost gallery there were familiar faces everywhere and the foyer between the acts might have been Brinckerhoff theatre during an alumnae reunion. Even the dignified ushers, in caps and gowns, forgot themselves and were seen walking about arm in arm, while outsiders looked on with a good-natured smile. But these are mere incidents, and formed no part of the real performance.

When we say that Miss Farrar sang the part of "Madame Butterfly," and that Scotti and Martinelli were in the cast, there is no need of adding that the opera was beautifully sung and beautifully acted. But even so, every one agreed that the performance was unusually good. Evidently the audience thought so, for the singers were encored again and again. The general excitement rose to its height when, during the first entre acte, the curtain parted and two people—quite evidently not the performers—appeared on the stage: Dean Gildersleeve and Mayor Mitchel. The Dean made a short speech, introducing the mayor, and expressing our gratitude to him for his kindness in addressing the audience at our benefit, and then Mayor Mitchel stepped forward and made a brief but forceful appeal to the people of New York to support one of the state's greatest educational institutions. He had not, he added, the pleasure of being an "alumnus" of Barnard, but he came from its sister college across the way, and during the years that he spent at Columbia he had gained a considerable knowledge of Barnard College. This statement was greeted with applause by all those who had watched Columbia gazing at our campus from the windows of the School of Mines. The mayor closed his speech by saying that although he believed that the Mayor of the City of New York could not and should not make appeals for private institutions, still he had consented to address the audience because Barnard College had rendered so many services to the city that it must be regarded as a public, not a private, institution; one in which New York should take pride, and which the people of New York should assist to carry on its work.

(Continued on Page 8 Column 2)

Anthropologists Convene

Discuss Difficult Problems

Prof. Franz Boas, Prof. Marshall Saxe, Dr. A. A. Goldenweiser, and a number of other Columbia men interested in anthropology attended the joint meeting of the American Anthropological Association and the American Folk-lore Society, which took place from December 29th to 31st at the American Museum of Natural History.

A number of important problems which have been puzzling the students of this subject for some time were discussed and much headway made in clearing them up. Prof. Boas was one of the principal speakers at the convention. He chose for his subject the relation of exogamy and totemism. Dr. Goldenweiser spoke on "The Clan and the Maternal Family of the Iroquois League," a study of the social organizations of some of the Five Nations. Among those present at the convention were Prof. Charles Peabody, of Harvard; Prof. George Grant MacCurdy, of Yale, and Prof. Hiram Bingham, of Yale, the discoverer of Machu Picchu, the "lost" city of the Incas.—*Spectator*.

Prof. Whicher Lectures Before Classical Club

Professor Whicher, of Normal College, gave a very interesting lecture on December 18th to the members of the Barnard Classical Club and their friends (including the Wadleigh Hellenic Club). "The Building Marbles of Rome" was the subject. The lecture was illustrated with many beautiful specimens, which Prof. Whicher collected on a recent trip to Rome. After the lecture tea was served in the Undergraduate Study. Many of our distinguished members of the faculty and their wives honored the club by their presence.

Wigs and Cues Announcement

Wigs and Cues announces that contestants for the One-Act Play Competition must have their material in by Monday, February 16th.

Professor Baldwin has kindly offered to help any student competing. He will be in his office, Room 138, Tuesday, January 13th, from 2 to 3 to arrange for appointments.

All manuscripts should either be handed into E. Louria, 1915, or dropped in Locker 317, Junior Study.

Bulletin Notice

The BULLETIN will not appear January 26th or February 2nd, owing to examinations.

Psychology of Advertising

Dr. Hollingworth Lectures Before Institute of Arts and Sciences

The first of a series of six lectures on the psychology of advertising was given by Dr. H. L. Hollingworth at the Institute of Arts and Sciences on Wednesday evening, January 7th. In applied psychology there are two points of view, either we take the laws of mental life and apply them to advertising or we use the methods of the laboratory for testing the effectiveness of certain types of advertisements.

The application of psychology to advertisements began in 1900, when Gale made some experiments to determine what advertisements were most interesting, held one's attention or were most legible. Eight years later Professor Scott, of Northwestern University, tried to show the influence of instinct, emotion and memory as applied to advertising and selling. At Columbia psychology has been applied chiefly by the use of laboratory methods.

To illustrate the first point of view, Dr. Hollingworth showed how the "Forward Law" holds. When two experiences occur successively the first tends to call up the second, the second does not call up the first. "What letter follows 'J' in the alphabet?" One immediately answers 'K,' but when asked "What precedes 'G'?" one has difficulty in responding without going back and repeating, D, E, F, G. One may be able to whistle a tune forward and be unable to do so backwards. The business man should also recognize the law of forgetting. Almost half of the amount of any given material is forgotten after one day. The advertiser will find this useful in planning a letter campaign.

Methods are applied to advertising when experiments are performed to determine the "pulling power" of advertisements or the relative value of trade-marks.

In daily life we are continually appealing and responding to different circumstances. The same is true in business, for the customer responds to the appeal of the advertiser. One may respond in one of three different ways. The first is a reflex response. This we cannot control. When a light is flashed into the eye the pupil becomes smaller. It is by this reflex action that the old Dutch Cleanser gets our attention as she beats her stick. Animals of the lowest order respond in this way; animals higher up have instinctive responses. In the third type there is deliberation on the part of the individual. Advertisements which have instinctive responses are called "short circuit," and those requiring deliberation are "long circuit." Several lantern slides were presented showing weak and strong points in the current advertisements, also tables giving the results by actual experience and by laboratory experiments, which showed a striking agreement.

The remaining five lectures will be given on Wednesday evenings at 8:15. On January 14, 1914, the subject will be "Mental Processes of the Reader and Consumer"

Chapel Notice

Monday, January 19th.—Dr. John Haynes Holmes, Church of the Messiah.

BARNARD BULLETIN

Published Weekly throughout the College Year, except the last two weeks in January, by the Students of Barnard College

Editor-in-Chief

LOUISE H. FOX, 1914.

Business Manager

LUCY R. MORGENTHAU, 1915.

Assistant Business Manager

EDITH F. MULHALL, 1914.

Ex-Officio

MARGARET PECK.

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Entered as second-class matter October 21st, 1908, at the Post Office, New York, N. Y., under the Act of March 3rd, 1897.

Address all communications to
BARNARD BULLETIN
Barnard College, Columbia University,
N. Y., Broadway and 119th Street

NEW YORK, MONDAY, JAN. 12th, 1914

Editorials

The letter in regard to fire which appears in this week's columns, seems to us of great importance. Whether or not further precautions against fire are taken by our Committee of Buildings and Grounds, forethought by the students would greatly minimize the danger of a panic in case of fire. We suggest that, for the next week, every student in Barnard look around her in each different class, and decide what staircase, exit, etc., she would use to get out of the building if it were on fire.

* * *

"Barnard, our hearts to thee,
Ever shall loyal be."

"Remember you represent Barnard on every occasion."

These sentiments are frequently reiterated both by and at us, to increase our college loyalty. We are inclined to believe, however, that undergraduate loyalty needs to be increased less than it needs to be improved. We all talk and sing (occasionally, when we happen to come to song practice!) enthusiastically about our deep devotion to Alma Mater, but most of us have never stopped to think just what we mean.

Some time ago we were in a gathering where there were a number of girls

from other colleges. The conversation was general and of interest to all until a Barnard girl joined the group, and began vociferously to "represent Barnard on every occasion." She talked about our wonderful manners, customs and students, and "ran down" every other college in a way that made us heartily ashamed. When she left the group it was necessary to explain to the others that all Barnard girls were not like that. In a later conversation with the same fellow student, it came out that she had not been to the Greek Games (and she was an under classman), or to the County Fair last year, or to Undergrad Play this year. This is one type of "loyalty."

There is another way of exhibiting one's love for Alma Mater, which, although it is more attractive than that just described, is yet equally irrational. We mean the sentimental way. Some among us talk of "owing all to Barnard," "giving themselves to their college," etc. It is all very well to feel this way at times, when we are all in that state of exhilaration that comes when doing something altogether, as, say, the County Fair, or the Sing-Song, but if we seriously think we feel this way all the time we are deceiving ourselves. No one is really so conceited or so sentimental as to feel that she came to Barnard for Barnard's good. Each of us came here for our own good. She came here that she might become a bigger and more useful person. Moreover, Barnard exists for the purpose of making her students bigger and more useful people, and in so far as any of us pass from her doors without having made the very most we can of these advantages which Barnard offers us, in just so far as we are frustrating Barnard's aim, and therefore are we disloyal.

From this it is clear that to sacrifice health or even creditable scholarship "for Barnard" is not only folly from the point of view of the individual, but it is a sacrifice which, in the long run, hurts Barnard more than it helps her, because it defeats her purpose.

On the other hand, if we are not all willing to sacrifice something—nay, every interest possible to us, without injuring our own future usefulness—we are not really loyal. If, for instance, playing in a varsity hockey game means giving up a theatre party, it is only decently loyal to give up the party. On the other hand, if it means risking permanent injury to a strained muscle, it would be absurd to play, even though your absence meant the defeat of the team. The same principle holds true in regard to taking part in college dramatics, or to holding office, or to any other of our activities. We should be willing to forego any amount of pleasure, or even comfort, for the good of our college, but only as long as it does not permanently injure ourselves. This is not selfishness, it is common sense; it is simply the firm determination to accomplish the purpose for which we all came to Barnard.

Loyalty of the kind that has just been described is not merely a matter of choice with us all; it is a matter of debt. We are all comrades working together for our enlightenment and uplift, and therefore our *esprit de corps*, as well as our love for the institution, which affords us enlightenment and uplift, is natural and fitting.

However, there is another, less romantic, but more obligatory claim upon our loyalty. All of us are benefiting by the gift of generous and public-spirited people. Our tuition fees pay only a small part of the cost of our education, and unless we pay Barnard, in our service to her and to the world, for the full cost of our education, we are not merely ungenial, we are also debtors.

Calendar of Events

Monday, January 12.—12 M. Chapel. Dr. Holmes will speak. 4-5 P. M., Room 139: Suffrage Club Lecture. 8-10.30 P. M., Library: Firelight Frivol.

Tuesday, January 13.—4-5 P. M., Room 134, Y. W. C. A.: Lecture by Professor Cole.

Wednesday, January 14.—12 M., Room 139: Meeting of Wigs and Cues. 4-6 P. M., Room 339, Societe Francaise: Lecture by Prof. Loiseaux.

Fire at Barnard

To the Editor-in-Chief of the BULLETIN:

Dear Madam—The Committee on Buildings and Grounds has begun to take action about the poor ventilation of our class-rooms. I should like to suggest another little job for them, since "one good turn deserves another." I have often thought that if Barnard were to get on fire a terrible disaster would be almost inevitable. Our overcrowding makes a panic peculiarly liable to occur. This overcrowding alone is enough to make the fire danger great, even if every other condition were ideal. But the other conditions in our buildings are not ideal. There are only two doors leading to the street, which are kept unlocked, and both of these open inwards! Many of the class-room doors likewise open inwards. Anyone who knows the first thing about precautions against fatal fire accidents knows that this alone is a grave defect. If there are any fire exits besides the main stairs, I am sure I don't know where they are, and I doubt if anyone else does. This is a second defect.

In addition to these defects, which the above-mentioned committee might correct, is it not a matter for reform that we have no attempt at fire drill or even at instructions about what to do in case of fire? If our college, which we all know badly needs money, cannot afford to alter the buildings so that they shall be more safe, can it not at least give us fire drill of some sort so that we could in case of fire make the best of our present facilities?

ALARMED.

Church Club Play

During the Bishops' Convention this fall the Church Club gave a mystery play, "The Gift of Self," at the Cathedral. The performance was so successful that the club has repeated it several times at the request of clergymen in New York.

The last performances were on November 20th, at St. Thomas' Parish House, and on December 16th, at St. Matthew's. The cast was as follows:

Boy, Louise Talbot, '16; Girl, Isabel Randolph, '14; History, Cornelia Geer, '17; Selfish Self, Ruth Guernsey, '14; Shrinking Self, Ruth Talmage, '14; Labor Child, Sophie Andrews, '14; Factory Child, Mary Ross, '14; Child of the Gutter, Louise Walker, '15; Immigrant, Lois Martin, '15; Eskimo, Lucy Upton, '15; Mexican Peon, Grace Coffin, '14; Chinese, Anna Kong, '15; Mohammedan, Grace Banker, '15.

Firelight Club Party

The Firelight Club invites the college to a Book Party, to be given Monday evening, January 12th, in the Ella Weed Reading Room. Every one is asked to come dressed to represent some book.

Humorous Department

POULTRY SHOW OF BARNYARD

Sing a song of Glee Clubs,
Chirping Phoebe-birds,
Four-and-forty songsters
Exchanging angry words:
Such a controversy
Over how to sing,
When it ain't religion,
It's any old d--- thing!

* * *

Have you seen the sad sign on the door?
Of the BULLETIN room, second floor?
It says: "Pay your dues."
Or else we'll refuse
To deliver to you any more.

—Trista.

* * *

A slangy young lady at Barnard
Declares that our college is darn hard,
So for mid-year exams,
Two weeks long she crams
This prudent young person at Barnard.

—Elgy.

* * *

JUST BEFORE

(Apologies to Kipling.)

You may talk of all the fun,
And the glorious things you've done
In the dear old Christmas week that just
is over,
But now that it is past
And vacation's done at last,
You'll find that you're no longer deep
in clover,
For exams. are at the door,
And the tango lures no more,
Frivolity must cease and pleasure wait;
With a heavy heart and sore,
You start in to plug once more,
And you wish you hadn't waited quite so
late;
Now it's work, work, work,
And way down the dreadful thoughts of
failure lurk;
The day of reckoning's here,
You are filled with dread and fear,
While you solemnly resolve no more to
shirk.

* * *

TO EXPLAIN THE ABSENCE OF 1916's DRAGON

All you here at college must note
What last year's Student Council did vote;
Soph. joys are now laggin',
Instead of a dragon
Our mascot has changed to a goat.
(“Odd” comment: It always was.)

Buzzings of the B

We're just having this “poultry” number
so that you'll feel a little more henpecked.
You needn't say it's fowl; we had an awful
“scratch” getting it together. Be consoled
when we tell you these particular ones
have gone to roost forever.

* * *

The recent twittering of those Phoebe-
birds afforded some folks vocal exercise,
anyhow.

* * *

The new “Chirpa Ditty” Society an-
nounces a funeral dirge to be inflicted daily
for the next ten days. We suggest that
they do not choose, “Requiescat in pace.”

* * *

After that open meeting of “Wigs and
Cues” we tremble to think of a closed one
—all that chatter confined.

1914 Class Meeting

Senior class meeting suffered from read-
ing of reports. It was finally decided that
the minstrel show to the Freshmen be
given on Wednesday, February 4th. Seniors
were told to be thinking about chairman
for Senior week, who is to be elected next
meeting. Marion Barber and Julia Pierpont
were elected associate members of the
class.

1915 Class Meeting

At the regular meeting of 1915, Wednes-
day, January 7, many reports and an-
nouncements were made. Eleanor Louria,
the treasurer, announced that, owing to un-
paid back dues, the class treasury was \$50
out.

Helen MacDonald, chairman of Junior
Ball Committee, announced that she
wanted every one to pay up in January.
She will be in the Bulletin Room, 12:30 to
2 P. M., on Friday, January 16th; Mon-
day, January 19th, and Tuesday, January
20th. Expenses are piling up. You might
as well pay right now as to wait. Don't
wait.

1916 Class Meeting

1916's class meeting was exceedingly
dull. Report after report was read and
approved, the only break in the monotony
being occasioned by the hoarseness of the
chairman of Soph Show, whose list was
read by a more mellow-voiced member.
She also was able to extract \$6.00 from the
exhausted treasury to pay for Soph. Show
pictures.

Intercollegiate Code of Academic Costumes

The color of the hood denotes the de-
gree conferred, that of the lining the in-
stitution:

Theology—Scarlet.
Philosophy—Blue.
Law—Purple.
Medicine—Green.
Pharmacy—Olive.
Science—Golden Yellow.
Arts—White.

Opera Benefit

Continued from Page 1 Column 1

Such an undertaking as the opera ben-
efit was indeed a difficult—and it may
seem to many a rash—one, but its suc-
cess has more than justified it, and we,
the students of Barnard, must offer our
most hearty thanks to the devoted alum-
nae, whose untiring effort and great loy-
alty made the benefit possible. Six thou-
sand dollars may not seem to be a very
large addition to our fund, but the spirit
which obtained that amount in spite of
so many difficulties, will, we are sure,
be able to raise the whole of our much-
needed and much-longed-for \$2,000,000
endowment fund.

Classical Exhibition

The trustees of Columbia University
announce an exhibition of Manuscripts
and Text-books Illustrating the History
of the Teaching of the Classics, 12th to
19th Centuries, from the library of
George A. Plimpton, in the University
Library Exhibition Room, December 18,
1913, to January 15, 1914.



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News from Other Colleges

Princeton—A new undergraduate paper
has been established this fall, *The Prince-
ton Pictorial Review*.

Johns Hopkins—Professor Karl Rathgen,
of Hamburg, Kaiser Wilhelm, Professor of
Political Economy in Columbia Univer-
sity, is delivering lectures at Johns Hop-
kins.

University of Michigan—The women of
the university are developing plans for
self-government.

Smith—Dr. Marion LeRoy Burton, presi-
dent of Smith, has just published (Pilgrim
Press) “Our Intellectual Attitude in an
Age of Criticism.”

Union College—The Ichabod Spencer
lectures in psychology will be given by
Professor John Dewey, of Columbia, on
the subject, “Psychology of Social Be-
havior.”

Tulane University—Professor Alcée For-
tier will teach romance languages in the
Columbia Summer Session, 1914.

Randolph Macon—New fraternity rules
have been adopted. Pledge day will not
be until Sophomore year. During Fresh-
man year no one can enter a fraternity
house, nor can fraternity members spend
any money on the Freshmen. The college
hopes to correct the faults of college fra-
ternities by these rules.

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12 of our \$12 Buff Tint Art Proofs \$6.00

To Barnard College and Teachers College

Alumnae Teas

For several years the Associate Alumnae have entertained the Senior Class at luncheon on Commencement Day. This year the association has decided to give a series of informal teas to all the college once a week instead of one formal affair to one class. The first of these teas was given on Monday, January 5th, and it was a great success.

The Alumnae Tea of Monday, January 12th, will be in honor of the Class of 1914, and will be held in the Undergraduate Study from 4 to 6 o'clock. The teas are all to be very informal, as it is the desire of the Alumnae to have as large attendances as possible. The Alumnae hostesses for the twelfth are to be Adeline C. Wheelock, '97, Clerk of the Board of Directors; Charlotte Morgan, '04, Chairman of the Publicity Committee; Clara Berg, '08, Chairman of the Committee on Alumnae Information, and Doris Long, '10, Chairman of Membership Committee.

The tea on the nineteenth will be given for the Class of 1915. The hostesses will be Elsie Clews Parsons, '96, Alumnae Trustee; Mabel Parsons, '95, Chairman of Students' Aid Committee; Clare Howard, '03, Director; Lillian Schoedler, '11, Chairman of Alumnae Committee on Athletics; Lillian Egleston, '10, Director.

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Alumnae Personals

Married, on January 1, 1914, at Nyack, New York, Jean M. Shaw (1913) and Richard W. Horn, of Yonkers, N. Y.

Born to Mr. and Mrs. William Schildgen (Amalie Lowenthal, 1907), a son, William, on August 3, 1913 at Naugatuck, Conn.

Born to Mr. and Mrs. A. A. Zucker (Marion Oberndorfer, 1911), a daughter, Alice, November, 1913.

Mary Life 1907 is studying in Berlin.

Cecil Dorrian 1905, is abroad, engaged in writing a book.

Eva Vom Baur, 1909, editor of the Woman's page of the "Evening Sun," was guest of honor at a recent meeting of the Woman's Press Club of New York.

Dorothy Eltzner, 1908, is back in this country, teaching, after two years of foreign study.

Mrs. Edward M. Greene (Helen Carter, 1907), and her son, Robert, accompanied Professor Greene to France this fall. Prof. Greene is absent on leave from Butler College, Indianapolis, to spend the year studying at various French universities.

Mrs. William T. Webb (Mary Murtha) has sailed for Porto Rico, where her husband has accepted an engineering position.

Married, on December 22, 1913, at New Rochelle, New York, Esther E. Beers and Robert Garry Brackett.

The Columbia University Press Bookstore

(Journalism Building)

Will sell for the Benefit of the BARNARD COLLEGE FUND

Memoirs of Frederick A. P. Barnard

D. D., LL. D., L. H. D., D. C. L. Tenth President of Columbia College in the City of New York. By John Fulton. Cloth, 497 pages. Portraits. Regular price, \$4.00 net. Special Price, until further notice, \$2.50

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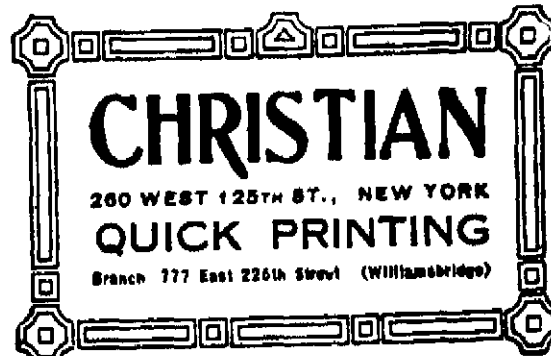
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Alumnae Notes

Evelyn Cameron (special student 1912) was married on December 27, 1913, to Mr. Malcolm Marsh McDowell. Mr. and Mrs. McDowell will reside at Easton, Pennsylvania.

Natalie Stewart, '11, has announced her engagement to Mr. Niles, Yale '08. Ruth Guy, '12, is studying medicine at Johns Hopkins.

Edna Booth, '12, is teaching physics and mathematics in one of the Long Island high schools.

Miss M. Olive Barrick, '01, is recording secretary of the College Club of Jersey City.

Mrs. Webb (Mary Murtha, '08), is secretary of the College Club at Newburgh.

Lillian Rosanoff, '09, is a Fellow in Clarke University, working in physical chemistry.

Mary Calhoun is teaching English in Wilson College.

Frances Latzke, '12, is an instructor in French at the Indiana State University.

The following marriages have taken place in the past year:

Jeannetta Studdiford, '01, to William M. Reed.

Bessie L. Lewis, '06, to Lloyd F. Cooper.

Jean Disbrow, '07, to Earl J. Hadley.

Katherine Rapp, '07, to Joseph O. Brown.

Helen Shoninger, '07, to Jerome Tanenbaum.

Maude Klein, '08, to Charles H. Van Nostrand.

Marguerite Newland, '08, to Albert Barron.

Gertrude Wells, '08, to Louis C. Marburg.

Florence Wyeth, '09, to Alan D. McLean.

Helen Phillips, '09, to Joseph J. Frank.

Beatrice Aron, '09, to George P. Coolidge.

Elsie Plaut, '10, to Ely J. Kahn.

The Alumnae will serve tea from four to six in the Undergraduate Study every Monday, beginning January 5, 1914. Those in charge are Misses Long, Miller, Morgan, assisted by other alumnae.

College Text Books

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