

Barnard College
The Arts and Sciences Library

The Barnard Bulletin

VOL. XVIII. No. 16

NEW YORK, MONDAY, FEBRUARY 9th, 1914

PRICE 5 CENTS

Academic Chapel

Regular Academic Chapel was held on Thursday and Dean Gildersleeve spoke on courtesy in college. This subject had been again forced upon her, she said, by the comments that had come to her ears. We often give outsiders an erroneous impression of our natures, forgetting the necessity of cultivating outward graces as well as inward spirit.

College most certainly aids in the development of manners; one gains poise and the ability to meet many kinds of conditions and people sympathetically and with understanding. But we must be careful that in the process of gaining these our manners do not get rather rubbed in places. Of course under the crowded conditions here at Barnard it is a little hard to be altogether polite, and "mob psychology" enters into this, too. One does with a crowd what one would never think of doing as an individual. Then, too, there is a sophomoric idea—not referring to the present Sophomores, but in general—that it is smart to be brusque and abrupt, and another that it is democratic to be rude and brusque and to scorn the refinements of good manners. Nothing could be less so, for in true democracy one is considerate of the feelings of one's fellows, and rudeness is not compatible with consideration.

Aside from these general lines of conduct there are some particular instances where our bad manners show. In class, during lectures, we occasionally conduct ourselves very rudely, by making a noise and disturbing others, stupidly forgetting that a lecture is given to be listened to. During examinations under the Honor System some are rude enough to talk and laugh, much disturbing the chances of others who wish to write. Our conduct in crowds in the halls is not good. The noise sometimes is rather appalling to the administrative officers, who have to work through it. We ought not to call wildly to each other up and down the stairs, especially during classes. A recent development is dancing through the halls. Although it has unfortunately been necessary to take away the use of the theatre at noon, it is not seemly to dance along the main corridors when officers and instructors are passing and classes are going on. At entertainments we often push and crowd, or inconsiderately get off in a corner with a congenial friend. Although we would scarcely think of turning our back squarely upon someone who politely addressed us, we frequently fail to answer polite letters, and it amounts to the same thing.

Bad manners are unlovely esthetically and they are also stupid. They generally show a lack of imagination—an inability to put yourself in the place of someone else. Bad manners are also bad policy. If you wish to be liked in this world, you must have pleasant manners. And if you wish to get a position bad manners will tell against you.

College women show great stupidity in neglecting these outward things which are generally taken to be signs of the inner attitude. There is the matter of our voices, and of the English that we use. We could easily improve these by

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University Chapel

Dr. Talcott Williams delivered the address at University Chapel services held on Wednesday, February 4th, to mark the opening of the new term. Dr. Williams compared the student at the beginning of new midyear work with a pilot; the latter stops his course and turns to the sun for aid in determining his position, and we, too, must stop and orient our purpose, our plan, our life and our place on the great expanse of time.

Even in the hour set apart for services in the chapel, we are apt to overlook the great purpose and power that resulted in the erection of such buildings as the chapel of the University. A system of ethics cannot be regarded as the controlling factor, for Judaism, with other religions, possessed this. Christianity found its great power in its "openness," as opposed to the mystery of other religions. Secret rites and ceremonies known only to a few, were rejected by Christ, who chose the open places as His shrine; He sought the open road for His way, and the light for his precept.

The mysteries and secret rites were to give way to the open life in all relations. Christianity opened the way for women; it brought about the open way for the law, in knowledge and application; the light was given to society and to religion.

Christianity thus made the way safe for the individual man and woman. The desire to become more perfect, the desire for universal knowledge and a share in the experience of the past were all made the heritage of man. Faith, conduct, inspiration, government and the desire for communion with God, were all made common. The wish to have others share our knowledge and advantages is part of the Gospel of the Open Road.

Thus in orienting our lives, the only open vision is through the open life and the open road, leading to the light of the Divine.

Annual Reports

The annual reports of Columbia University have recently been published. Referring to Barnard College, President Butler says: "Barnard College remains in pressing need of funds. The Faculty of the college is one of the strongest to be found anywhere. The program of studies offered is, on the whole, excellent and well administered. The student body is large in numbers, representative in character, and drawn from a wide extent of territory. But the college lacks adequate provision for much of its present needs, to say nothing of the future. It needs an endowment to enable it to increase the salaries of officers of professional rank. The movement now under way to raise a fund of two million dollars is to be devoted to endowment and to the erection of needed buildings. The celebration of the twenty-fifth anniversary of the foundation of the college is being met with generous and widespread support. In no part of the University is more devoted service being ren-

(Continued on Page 2 Column 3)

Great Expectations

Joyously we thronged to the theatre, smilingly we took our seats and cheerfully we awaited—what? That is what we have been asking ourselves ever since. Our prolonged wait was broken only by feeble, fitful and spasmodic attempts at college singing under the able and athletic leadership of Margaret Reid, assisted by the chapel accompanist, who, being unaccustomed to the frivolities of ragtime, occasionally omitted a few feet for the sake of variety.

At last the curtain oscillated suspiciously, and from its copious folds there emerged a figure familiar to the eyes of Barnard's older undergraduates, Chrystene Tryphosa Straiton. Her performance was marked by a manly stride and a gruff voice, which effectually disguised all her remarks from the audience. Next the blackened faces of two prominent members of our revered Senior class, appeared like those of Blue Beard's wives, absolutely unattached (the heads not the wives). When their facetious conversation was over the curtain rose in earnest (owing to the manly efforts of Jeannette Unger, whose anxious face could be discerned in the wings) and disclosed to the astonished eyes of the audience a "bevy of Blacktown beauties." Just what the purpose of this little meeting, held under the friendly auspices of Lilian Walton (B.A. embryonic), was, we never succeeded in discovering. By the wildest flights of imagination we were unable to unearth anything resembling humor in their dialogues. After a prolonged exchange of puns, the afore-mentioned Chrystene Tryphosa Straiton, ably aided and abetted by Amy Vorhaus, arose and honored the assembled multitude with the time-honored ditty, "Baffin's Bay." From the feebleness of its rendering and the regularity with which the singers swallowed all the important words we judge that this may be called its positively last appearance. Finally the curtain fell, and our hopes rose at the happy announcement of food in the lunch room.

Notice

Dr. William M. Grover, Dean of the Cathedral of St. John the Divine, will speak at 8 o'clock on Monday, February 9th.

Dean Grover of Teachers' College, will speak on Thursday on "Some Aspects of the Teaching Profession," in view of the changes in admission to the School of Education, Teachers' College.

On Monday, February 16th, the chapel speaker will be Chaplain Knox.

Y. W. C. Forum

The Y. W. C. A. Forum will be held at 7 o'clock on Wednesday. Louise Adams will speak. Everyone is invited to be present.

Suffrage Club Wakes Up

Good-morning! The Suffrage Club has at last decided to do something. And it is "going to it" so thoroughly that it has to reorganize. Come to the meeting this afternoon at four o'clock and see what's doing.

BARNARD BULLETIN

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BARNARD BULLETIN
Barnard College, Columbia University,
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NEW YORK, MONDAY, FEB. 9th, 1914

Editorial

"The goops, they talk while eating,
And loud and fast they chew,
—And that is why I'm glad that I
—Am not a goop—are you?"

The above lilting snatch of poetry is quoted from that charming book, "The Goops—A Manual of Manners for Polite Infants," by Gelett Burgess. If we had anything to say about this year's senior gift to the college we would suggest that it might be one hundred copies of the inestimable work to be placed on the Ella Weed book shelves for constant reference. Yes, "the goops, they talk while eating" from this alone it may be judged that Barnard girls are not goops—for they do not talk. They only eat—and snatch—and eat again. This is all very well as a mode of behavior at our own undergraduate teas. It does not much hurt anyone if we choose to be pigs all together. But it is quite a different matter when we are invited guests. Certainly a hostess usually expects more of her guests than an appreciation of the refreshments, manifested by snatching them and in silence indulging in enthusiastic mastication, yet several of the most gracious and charming members of the Alumnae Association have taken it upon themselves to act as our hostess for the Association every Monday in "order to get to know the girls better," with the result that every week they devote an afternoon

to the edifying pursuit of helping cram food down the silent deeps of the equally silent undergraduates.

It is amazing and disgusting to see how utterly rude we "educated" women can be to our hostesses. They want to get acquainted with us so that when we join the ranks of the alumnae we may not feel friendless and strange. It seems to us that this is a very kindly and hospitable wish and that we ought at least to meet it half way and really try to make friends with our hostesses, instead of snatching their food and running. Surely we all appreciate the efforts of our alumnae sisters. Then can we not (even if we have not been taught as a matter of social usage that grabbing and gobbling food is bad form), as a matter of kindness and sociability, attempt to prove to the alumnae our appreciation?

N. B.—It may interest the reader to know that this editorial was not prompted solely by personal or even by student observation. It was prompted by our having heard some exceedingly scathing remarks from certain outsiders who happened to drop in at one of these teas. We vaguely remember some saying about "representing Barnard" that might be quoted here, if we could only recall it.

Firelight Club

Mrs. Annie Nathan Meyer will entertain the Firelight Club at her home Monday, February 9th.

Women in Journalism

The Editor's Office,
The "Evening Sun,"
Nassau St., New York.

To the Editor of the BARNARD BULLETIN,
Dear Madam: It is so seldom that one is asked to "talk shop" that this request from you to write a column on Journalism comes as a veritable temptation.

No play, no short story, no "movie" has ever given a true picture of newspaper life. The impression one gets from them is that we exist in a continuous state of excitement and chaos; the truth is, that during the greatest stress, there reigns the greatest order and quiet. It is concentration, not confusion, that makes the paper go to press on time.

Journalism may be likened to home-making (I use the term in its fullest sense) in a number of ways. In the first place, it is a never-ending occupation. Each day is a new beginning. Each week a seeming repetition of the last, and yet you, yourself, are always going forward. It makes incessant demands upon time, energy and thought; everything you see, hear, read or experience may have bearing upon it; may help you to enrich it. When you are happy in the environment, when you feel that you are spending your efforts in the right direction, when what you do is interesting and worth while to you, then it repays you bountifully for any sacrifices you may make for it; but, when you do not fit into it, it stifles and crushes you.

What qualities are essential for "fitness" in journalism? Infinite vitality, to begin with, I should say; innate curiosity, persistence and a certain ease of expression. Since the journalist is the medium between the authorities, who are supposed to know everything and the public, which is supposed to know nothing, her mind must be always receptive and eager for knowledge, and equally willing to give information. She must have an open mind so that she can acquire the point of view of the person she is sent to interview, whose opinions she is to reproduce for publication.

And finally, a good "social sense"—in a broad and a narrow interpretation of the term—for she must meet many people of all sorts and have a ready sympathy and understanding for their needs, their standards, their ambitions.

A college education should give her the other equipment she needs—ground work in history, literature, languages and science, which will have taught her, at least, how to get facts, how to interpret and correlate them and how to use them to the best advantage of the subject under discussion. A degree ought to be a requirement of every beginner in newspaperdom. When the School of Journalism begins to supply enough workers to satisfy the demand, one can prophesy with assurance that it will be. To a large extent it is already. This institution will give any one of you the "trade" instruction which we have to learn, slowly, through actual experience, as best we can. I am hoping that its establishment will tend to encourage women to take up this profession for that would be good both for the profession and for the women.

When women first entered journalism—some twenty years ago—they were limited, practically, to three occupations—reviewing fiction (they would trust little else to her intelligence!); writing advice to mothers, lovers and beauty seekers and thirdly—"sobbing"—i.e., writing tear-wringing, soul-piercing stories about the latest scandals.

But today the field has broadened, just as woman's sphere has broadened. Women are becoming so interesting, so active, so productive of news that the men can't keep up with them. Moreover, they want a woman to report about women's activities, for they want them to be handled and represented with sympathy and understanding. No metropolitan newspaper can exist today without a "specialist" in "women's news."

Today, there are many interesting, lively, healthy, wholesome and beautiful things to write about which stimulate and absorb you, as they increase your knowledge.

There are comparatively few "staff positions," but there is infinite opportunity for "free-lance" work which, when it pays, pays better! On the whole, there is no opportunity for the fortune-maker in this writing business, unless you are successful with fiction—but that does not, strictly speaking, belong to newspaper work. Salaries range from \$15 to \$75 a week; a successful "free lance" can make about \$100 to \$250 a month (but the months vary in their fat and leanness). Hours? They depend upon your agility with the person, your facility with the pen.

Editorships are even rarer than reporting positions, of course. To some, this specialized work may make no appeal, as it entails more office work and more responsibility, while it offers fewer opportunities for writing. I find it varied enough, however, as my duties include almost anything you can imagine, from giving out assignments, reading "copy," and writing headlines, to answering letters of inquiry about onion soup, day nurseries, the etiquette of introductions in the subway, to the whereabouts of one Stephen Dooley.

The life to you is a huge kaleidoscope, if you like excitement and can stand hard work at high tension. If you must have change and variety and can bring your enthusiasm into each new thing you see, to each new person you meet, and if you like to tell others what you have seen and found, and heard, then I commend you to this work, of which I have been able to give you but a patch-quilt impression.

It need not be a daily grind, it can be a daily adventure.

If any of your readers want to know more, let them come and ask me about it. I may be able to tell them; I know I shall be glad to try.

Very sincerely,
Eva Elise vom Bauer, 1909.

Dr. Holmes in Chapel

The speaker in chapel Monday, January 19th, was Dr. John H. Holmes. He said that the summing up of the whole duty of man in Ecclesiastes 12-13 is very comprehensive. Man's whole duty consists of three things. The first is to know the truth. This idea is comparatively new; it came with the Renaissance. We should not accept a thing as true because it is on the authority of our parents, or of the church. We should have the attitude of a scientist who investigates and registers facts and draws conclusions. Then we must stand by the truth revealed to us. Charles Kingsley, when the son of his friend, Thomas Huxley, died, wrote him a letter pleading with him that under this great grief he be converted to belief in the immortality of the soul. Huxley replied that he had stood by his son's grave and tried and tried, but the light had not broken—he could not believe until he had experienced it.

The second part of man's whole duty is do the right. We are not to do things because they are advantageous to ourselves, or expedient. Probably the right thing will be neither to our advantage nor expedient, nor will it win the applause of men, so far are we from the standards of right given by Jesus.

The third part is to love the right. The man who does the right does what the law commands or the church says and stops right there. The man who loves the right, when he looks upon society and sees the ills and iniquities, even though they are not connected with himself, feels their very presence a command to try to do away with them. The Pharisee kept the laws and did the right for himself; Jesus loved the good for all the sons of men and so inevitably died on the cross.

Professor Braun to Travel in Europe

Professor Braun, of the German department, has been granted leave of absence for the second term, and sailed with Mrs. Braun and his little daughter, Gertrude, on January 31st, on the *Caronia's* mid-winter Mediterranean cruise. Mrs. Braun's sister and her niece are also in the party. After spending a month or six weeks in Italy, they will go to Munich for a stay of about four months, where Dr. Braun will give his time to investigation, study and recreation.

After that, Switzerland, the Italian Lakes, the old family home in the Black Forest, the Rhine County, Holland, France and England, will be visited. On the return voyage from Havre, sailing September 5th, there is to be quite a large contingent from Columbia and Barnard, among them Mr. and Mrs. Haskell, Miss Sophie Andrews, Professor and Mrs. F. W. J. Heuser and daughter, Professor and Mrs. Clarence Young, and possibly Professor Kasper.

Professor Braun's European address is in care of American Express Co., Rue Scribe, Paris.

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Psychology of Advertising

Dr. Hollingworth lectured on psychology as applied to business, at the Institute of Arts and Sciences, on Wednesday, January 21st, 28th, and February 4th.

The important task of a successful advertisement is to interest the reader. The copy must not be too simple or it will not hold one's attention, nor should it be too complicated to be easily grasped. Our span of attention is about five. The advertiser should remember this and not present more than five units. One of the devices with greatest appeal is the human body in motion. The law of the resting point must be observed. The picture should show the person at the beginning or end of an act, not in the middle of it; to portray motion, picture rest.

Is a full-page advertisement four times as good as a quarter-page one? We know from experiments that the psycho-physical law holds—i.e., a full-page ad. brings twice as many replies as a quarter-page ad. The increases vary as the square root of the area. When profits are small it will be best to use small space, but when profits are large, one will gain by the use of full-page advertisements. Advertisers often buy space to keep others off and isolate their ad. Experiments show that 20 per cent. white space is most economical. More than 10 per cent. margin on each side will be wasteful, less will not be so effective.

The advertisement must not only gain the attention and hold it, but should persuade and lead to the response. The feeling tone of a copy influences the reader greatly. If the background is unpleasant we do not like the article, for the law of fusion holds. Excitement, strain, calm, relaxation, etc., caused by one thing spreads and affects everything in the mind. Elements of design affect the feeling tone of a picture. Diagonal lines make us feel active and are therefore not so successful as horizontal or restful lines, for advertising such things as beds. Lines of reading matter should not be too long or too short; the best length is three and a half inches. Too frequent readjustment from one length to another or from one style of type to another is unpleasant. Various areas are more pleasing than others. Experiments show that the most agreeable shape is the "golden section," where the ratio of one side to the other is 3 to 5.

Individuals differ in their ability to draw up mental images of things which are not present. Sight and sound images are easy for most people to picture. Few persons can call up odors, taste, or feeling. Since images of the lower senses are more difficult to draw up, it is necessary to use pictures in the copy when the advertiser wishes the consumer to imagine the odor, taste, or feeling of any article. This is why we find the advertisements of food products containing pictures.

The lectures were illustrated with lantern slides of current advertisements. The last lecture of the series will be given next Wednesday evening, February 11th.

Academic Chapel

(Continued from Page 1, Column 1)
using a little common sense. We ought to use this, too, to keep us from extremes and carelessness in dress. The hand writing of Barnard graduates—on blank of application for positions—shows an immense stupidity and carelessness. If they want the positions, why could they not take pains with the details?

Though all these things are important, the more significant kinds of courtesy, of course, depend upon the inward spirit.

English Club

The English Club will meet at Brooks Hall, in room 603, on Monday evening, February 16th.



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Humorous Department

Post-Mortem Number.

Old Mother Hubbard,
Went to the cupboard,
And brought out an awful exam.
The students all tried it,
And forthwith decided,
That it never could help them to cram.

One Freshman—Have you a "Human Anatomy?"

The Other Freshman—Sorry, but I've never had one.

Announcement.

The enthusiasm in the limerick contest was such that the staff feel justified in appropriating the prize, to wit, that lunch room dessert check. We got a dish of prunes. They were fine.

We expect that shiver which accompanies a visit to the registrar these days to develop into a modern dance. Nothing like evolution, you know.

Well, we'll repeat it for you:
Ashes to ashes,
And dust to dust,
If cramming don't kill us,
Then worrying must!

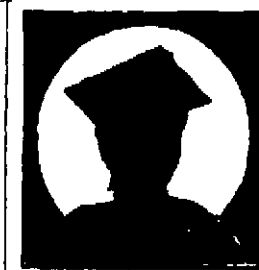
T. C.—tardy college, torturing college and, well, Teachers' College. If they wait long enough, they may as well send June marks at the same time, and then they may as well wait for summer school marks, and then—what's the use?

We wish to thank all flunkies. If someone didn't get poor marks how could a poor professor know that others ought to get better marks?

We have a "pull" at the back door of Barnard, anyway.

The Provost will testify that many have already changed their courses, so maybe we'll improve.

We surmise that the Bulletin boards are made of pine wood. They're so pathetic.



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To Barnard College and Teachers College

News From Other Colleges

Few colleges have weekly or bi-weekly papers in addition to their monthly magazines. Vassar is planning to issue a weekly paper next year, Smith has an excellent one from which the BULLETIN often quotes. We are glad to welcome this week Vol. I, No. 1, of the "Radcliffe Fortnightly." We fear, if it continues to be as interesting as the first issue, it will soon change its name to the "Radcliffe Weekly."

Radcliffe has installed a new fire protection system. Fire gongs have been placed in the college buildings and there are to be several fire drills. One of the Seniors has been appointed fire chief, assisted by a brigade of nine other undergraduates.

Miss Mary Benton, of Smith College, has been appointed Professor of Latin and Dean of Women of Carleton College, Minnesota.

February 23, 1914, will be Alumni Day at Yale.

Harvard and the Mass. Institute of Technology have combined for engineering courses. These courses will be given at Technology. The President of Harvard will hereafter sit with the council when a President of the Institute is chosen.

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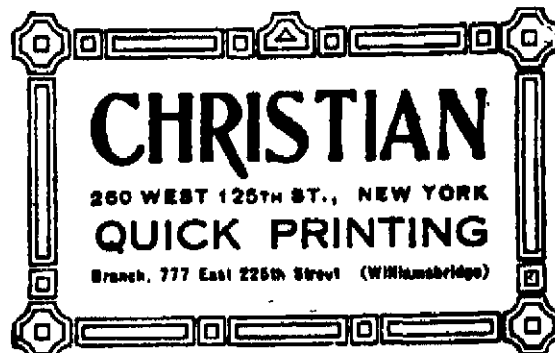
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Annual Reports

(Continued from Page 1 Column 2)

dered or more effective work done than in the undergraduate teaching of women at Barnard College. The early lightening of the heavy burdens under which it is laboring ought to be made certain."

The report of Dean Gildersleeve, June 30, 1913), states during 1912-13, there were 589 students enrolled in Barnard College. Gifts which the college received amounted to \$161,876.51.

Frederick A. Goetze, Consulting Engineer, closes his report with the following statement:

"During the year we have, at the request of the Treasurer of Barnard College, prepared floor plans for a building to include a gymnasium and exercise rooms, swimming pool, reading rooms, class studies, adequate dining and lunch rooms and a power plant, all of which are much needed at Barnard."

The report of the Advisor to Women Graduate Students, Miss Virginia C. Gildersleeve, states there were 612 women graduate students. Miss Gildersleeve feels the University should consider "the possibility of securing some woman of scholarly distinction and strong personality, who could give one or two graduate courses and devote the rest of her time to acting as a kind of 'Dean of Women' of the Graduate Faculties."

The report of the Registrar of the University gives some interesting statistics. In 1912-13 the total enrollment exclusive of Summer Session, was 6,884, of which 2,453 were women. Total number of undergraduates was 1,495; non-professional graduate students, 1,570; professional graduate students, 3,822. The total, including 1913 summer session, was 9,379 students.

Caroline Phelps Stokes Prize

The attention of students enrolled for at least a year in Columbia College, Barnard College or Teachers' College, is called to the Caroline Phelps Stokes Prize of \$40 for the best essay on the "Rights of Man." The subject for the 1914 competition is as follows: "The Rights of Man as they appear in the policy of the English Liberals of the Twentieth Century." Use may be made of L. T. Hobhouse's "Liberalism," and C. H. Hayes' "British Social Politics." The essay should be filed on or before the 1st of May.



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