

The Barnard Bulletin

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Junior Ball

Trains are tremendously becoming to Juniors, and Seniors and Alumnae are exceedingly decorative when "dressed up." This was well shown at the wonderful 1915 Junior Ball. Of course it was raining—mean, windy raining—the kind of rain that makes curls rebel, even if you do take a taxi, but we didn't mind. We translated our lovely Greek motto into "Be a sport if you have to sleep in the gutter," and dared the rain to do its worst. There were so many of us that the Waldorf had to station barkers to move the crowd into the reception room, and even after the crowd began to move it took actually a whole hour to get down the line. Of course it was a very attractive line, and one with which one liked to linger. Helen MacDonald, the moving spirit of the event; Dean Gildersleeve, Mrs. MacDonald, Miss Hirst, Miss Weeks, Edith Stiles and Freda Kirchwerg were, collectively, the line. It was long after ten when the orchestra stopped its slow musical dreaming and swung into the first one-step. Then the old-timers gathered up their trains with the skill of long practice, and the first-timers gathered up theirs with the care of inexperience, and the ball began in earnest. Two one-steps to one waltz was the way the program was arranged. The three-cornered hunt between numbers wasn't on the program, but it was fun anyway; only who can measure the agony of hearing that wonderful music go on while you and your partner vainly searched the throng "for a pink dress and a train." It really was wonderful music, too. We didn't use that adjective just for rhetorical effect, and the floor was wonderful, too, and the punch (how many of the twenty gallons did you consume?) was good enough. The next morning, after the first and only tango, there was a pause for supper. Then the dancing went on again, and on and on, and we encored just as often as the heartless Herr Mueller would let us. And then we, in the little room, forgot to notice that the music had stopped at all, and after awhile—all of a sudden the number was 56 (they meant 26, we suppose), and the tune was, "Good night, ladies." There were still lots of us to stamp the last joyous step of the Junior Ball. Then there was the excited melée in the dressing room, the rush through the lighted streets and then—why, then, we were home again, creeping in very quietly, and Saturday morning was well begun, and our slippers hurt and our flowers were faded—but had anybody in the world ever had such a better time?

In the cold-gray dawn of a week later we can think up a few criticisms as, for instance, that the floor was somewhat overcrowded, and the supper not quite hearty enough for our voracious appetites, but at the time we were having too much fun to be really bothered by these things. Even the oldest and most blasé alumna must admit that the Junior Ball is a great institution.

Suffrage Club Revives

The Suffrage Club has attended its own funeral, but it shed no tears, as it expects to arise rejuvenated from its ashes and astonish the college. At the meeting on Monday afternoon it was unanimously decided that the club is not filling as useful a part in college life as it might. Miss Poyntz roused great enthusiasm by a talk on the larger aspects of the woman's movement.

Miss Poyntz said that people are coming to realize more and more that suffrage is not important in itself. Political power is sought only as one means of improving social and economic conditions. This was recognized at the International Woman's Suffrage Congress at Budapest last year. The demand for the vote is a part of a much larger movement—for the expansion of women's life and work. Many women today feel that they can have a career, can express themselves and serve society through their work. This involves social and economic readjustment and presents new problems.

A club has been started in the University to stimulate interest in this question. Certainly Barnard, as the woman's department of the University, ought to take especial interest in it. Miss Poyntz said that as a Barnard graduate and as former president of the Suffrage Club, she knew how hard it was to get Barnard girls to take an active interest in anything. Still, they are part of this movement themselves. College education for women was the first step in advance, and fifty years ago it was looked on with horror as an ultra-radical movement. Now that we take college education for granted, the question comes up: "What shall we do with it?" Shall we keep it simply as a personal advantage to ourselves, or shall we use it in the service of society? This is a vital question that comes home to every one of us, and each one should be made to feel her responsibility, and take an active part in studying the new movement. It seems natural that the Suffrage Club should undertake to promote an interest in the subject by enlarging its scope.

Every one agreed with Miss Poyntz, and as there was really nothing more to add to the discussion, it was decided at once to change the basis of the Suffrage Club. The aim is to enlarge it to include all aspects of the problems which confront women today—social, economic and political. There are to be no qualifications for membership, but every one who is interested, whatever her opinions, is urgently invited to join. A committee was appointed to alter the constitution, find a new name for the club, and report as soon as possible.

As Rose Marie Wise has had to resign the presidency, it was necessary to choose a new one. Margaret Pollitzer was elected, and Gertrude Livingston was made secretary-treasurer in her place.

Y. W. C. A. Student Forum

There was a Student Forum of the Y. W. C. A. on Wednesday, at which Louise Adams spoke. All her life, she said, she'd had two ambitions—one to own a soda fountain, the other to preach a sermon. The latter was being gratified now, for she was going to preach a real sermon from a real text, "In thy radiance we see light." This is beginning to lose its meaning for us, as things often do by repetition. We must think what this motto meant to the founders of our university. What is the radiance, and what are we meant to see by it? Education is probably the best word for this radiance, and to get this we must give something of ourselves to the world. What we are meant to see is ourselves in relation to the rest of the world, as parts of society, not as individuals.

Our life in college here is like a rehearsal. We all know rehearsals, and how, if we do not do the right things at the rehearsals we forget to do them in the show. If we do not do the right thing here, when it comes to doing them in life we will forget—and there is no second performance.

How are we going to find the light? We may feel that we have strong college loyalty within us, but if we do not give some outward and visible signs the inward and spiritual grace is apt to shrivel up. Some of these outward signs are going to song practice, attending meetings that we ought to, and supporting games. Every one in the college has felt that it is different this year, but no one knows what has gotten into us. We should try to do more of these little outward things which, when added together mean a great deal.

Is there not something we can do directly, however, to foster a better spirit among us? When Miss Holmquist was Student President of Vassar, the undergraduate body was like lead, could not be stirred up, until a group of religious girls got together and livened up things. We are going to try something of this sort the first week in March, when John R. Mott is coming to Columbia for a week of religious meetings. These are in no sense "revivals," but are for the presentation of religion in a live, modern way—on the idea of, "Come out and help some one else, and your own salvation will take care of itself." We have for these meetings a committee of fifty at Barnard, and hope to reach the whole student body, and perhaps infuse into it a new spirit.

Chapel Notice

Chaplain Knox will speak in chapel Monday, February 16th.

Miss Lillian Wald will address the college at chapel on Thursday, February 19th.

BARNARD BULLETIN

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Margaret Pollitzer, '15—Social Movements.

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NEW YORK, MONDAY, FEB. 16th, 1914

Editorial

We constantly hear that "college is a preparation for life." It goes without saying that this is true. Every year of life is a preparation for the years which succeed it; moreover, in our four years of college life, we are consciously engaged in preparing for after years. However, those who are wont to refer to our undergraduate days as "preparatory," usually assume also that they are not life itself, but are rather a kind of model or practice life. We always feel like starting a debate when we hear people talk this way. Why should college be considered "a little world within the great world," any more than is John Wanamaker's store or the Metropolitan Life a separate world for those who work within their walls? This attitude about college life, no doubt, first arose among those whose sons and daughters have gone to some of the more isolated colleges, and come back feeling that their

college, i. e., their especial section of the world—was the *whole* world. We of the city colleges seldom fall into this particular sort of provincialism. We usually realize perfectly clearly that college is only a part of the world—and not by any means the most important part. But do let's grant to college that it is a part of real life, not merely a preparatory stage. Are not we college students real "working girls"? Of course we are, and our "jobs" are just as legitimate and serious as any jobs—even though ours may be more interesting and less difficult or taxing. Further, do we not make friends here as in any other kind of life? Nay, we even go so far as to say that many people make in college the only friends, or at least the majority of the friends of their whole life. If the formation of warm and vital friendships; if the employment in interesting and sincere work, is not life, we are at a loss to know what is. Surely we are all (except those who happen to be the kind of people who get only listless sensation and half-hearted employment of energy from their college life), in the midst of a real and important "aliveness" of mind, body and emotion in college.

Phoebe Birds

To the Editor-in-Chief,
BARNARD BULLETIN.

Dear Madam:

The "Phoebe Birds" are some girls who like to sing college songs—Barnard or other national ones. They are forming a little club so that they can indulge often in this pastime. We have no lofty aims whatsoever—being a distinctly modest species. We sing simply and solely because we like to get together and make a noise.

This club in no way conflicts with the Glee Club, as those belonging to both understand that if both meet at the same time, they shall go Glee Clubbing—not Phoebe-chirping.

The club has no dues and membership is open to the entire college. There are three kinds of membership.

1. Honorary members among the Faculty and alumnae.
2. Very active members, those who want to sing any old time and at games, and college song practice.
3. Dormant members, those who can not attend all fetes, owing to lack of larynx or lack of time, but who approve of the club and do not want to feel out of it.

CHARTER MEMBERS.

1914—Laura M. Jeffrey.
1915—Sarah S. Butler, May Coats, Freda Kirchwey, Ruth McKelvey, Louise Walker.

1916—Dorothy M. Blondel, Margaret King, Dorothy M. Myers, Gladys Pearson, Louise Talbot, Edna Thompson, Harriet Wishnieff.

1917—Kathleen Fischer, Cornelia Geer, Agnes M. Kloss, Dorothy Leet, Helen Leet, Sabina Rogers, Amanda Schulte, Christina Thompson.

Faculty and Alumnae Members—Miss Virginia C. Gildersleeve, Miss Mary P. Beegle, Mrs. N. W. Liggett, Miss Bertha L. Rockwell, Miss Mabel F. Weeks, Miss Christine Straiton, '12, Miss Eleanor Myers, '12.

(Signed) Louise Walker.

Note: This letter was handed in several weeks ago, but owing to lack of space in the BULLETIN, has been "stalled" among our papers.—Editor.

Are We Loyal!

Editor of the Barnard "Bulletin."

Dear Madam: To visitors who come to Millbank Quad, and who, as is the way of visitors, inquire casually, "And do you like your Dean?" we have a habit of answering loyally, "Here we call her 'Decana Amata.'" And then the visitors, especially if they are sentimentally inclined, murmur: "How beautiful," and we thrill all over again as we realize just how much we do mean it. And, then—well, then perhaps the Dean, the very next day, talks in chapel, and a hundred and ten people and rows and rows of empty seats listen. Any Barnard girl will tell you how wonderful the Dean is; for long, long minutes she will "burble" on and glow and expand and really mean it. But why can't Barnard girls show that they are genuine and prove that they do mean it?

Perhaps none of us ever stop to realize just how big a job the Dean is doing; perhaps none of us know how much the actual proof of our appreciation means; probably none of us ever think about it at all. But it is really the little things that make the big difference. The Dean needs Barnard behind her every minute. She needs to know that all of us are behind her. When Dean Gildersleeve talks in chapel let us be there, and not only get for ourselves something of strength and inspiration, but give to the Dean the strength and inspiration of knowing how much she and all that she stands for mean to Barnard.

A SENIOR.

Changes in Bulletin Staff

Three members of the Managing Board—Edith Mulhall, Elizabeth Macaulay and Jean Möhle—presented their resignations at the Bulletin meeting, held last Friday.

Edna Astruck, Agnes Conklin and Isabel Totten were promoted to the Managing Board to fill the vacancies. Isabel Totten was elected assistant business manager in Edith Mulhall's place. The new managing editors then elected three new associate editors to fill the places of those who had been promoted. Rhoda Erskine, '15; Dorette Fezandie, '16, and Eleanor Hubbard, '16, were those elected. Florence Schwarzwaelder, '14, was also elected in token of the board's appreciation of the work she has done for the "Bulletin." There was a good deal of discussion of changes and readjustments to be made in the various departments. These are indicated in the list of editors on the editorial page.

EXTRA !!

Don't fail to notice the innovation in this issue. It is the first of occasional interviews to appear in the Bulletin, known as "Side-lights on Those Among Us," or, "Talks With the Great and the Near Great."

This Week's "Heart-to-Heart"

Miss Florence Harris on "The Downfall of Literature at Barnard."

After repeated knocking at the door of her sanctum in Brooks Hall, a weary "Come in!" floated to the interviewer's expectant ears in the voice of one who communeth with the spirits. It was the silvery strains of Miss Florence Harris, editor-in-chief of the Barnard "Bear," our esteemed contemporary and the vehicle of the enrapturing outbursts of America's younger authors. Surrounded on all sides by heaps of manuscript, she was engaged in the attempt to make the "Bear" bearable. Miss Harris' filmy, clinging gown accentuated the temperamental impression produced by the dimly lit room, an enormous, lofty space in the remote corners of which pale blossoms and ghostly statues gleamed mysteriously through the stygian darkness. The flowers were the gift of worshippers of the muses—mostly Freshmen interested in Greek games. Our representative was somewhat nonplussed by these evidences of genius, for geniuses are often as difficult to handle as hedge hogs. But a sprightly little woolen skating cap, carelessly flung over the huge gold ink well evinced plainly that Miss Harris is not the recluse one might imagine, but enjoys the genial exercises of the body as of the mind.

Lightly climbing over the mountains of manuscript as the chamois scales the Alps, Miss Harris made a final desperate leap, then extended her hand and cordially gave her caller the English-club grip. She then sank gracefully into the depths of a rich, easy chair and gazed dreamily into a distant corner, where stood a heavily embroidered screen, which no doubt surrounded some Mystical shrine. When asked for her opinion concerning the decline of literature at Barnard, a gleam of animation lit up her face.

"Decline!" said she, in her well-modulated voice; "why, so much literature is sent in that I should like to issue the 'Bear,' weekly instead of only monthly" (Miss Harris in pronouncing the name of her pet, rolled her r's in a most delightful Montclairian manner). "One can't imagine the enthusiasm up here for literature," she continued dreamily; "it is really overwhelming. Just see the mountains of manuscripts sent in from every class!" The interviewer gazed in awe at the lofty piles. "I am thinking of requesting Student Council to apply the point system to the carrying of manuscript—say, one point for each manuscript carried to Brooks Hall per day, as this way my overworked staff will be prevented from impairing their health by the fatigue due to carrying more than a hundred points of manuscript across our long and weary stretch of campus. So much material is there that I scarcely know how to discriminate. I do so like to keep the "Bear" a slender volume of some half-dozen pages, rather than the bulky size these contributions would warrant." Overcome by the sense of her responsibility, she absently stretched out her hand to finger lovingly a dainty yel-

(Continued on Page 5 Column 3)

Opportunities for College Women

(Conferences to be held at the New York School of Applied Design for Women, 160 Lexington Avenue (at 30th Street), by the Intercollegiate Bureau of Occupations of New York.)

The purpose of these conferences is to secure, through candid and informal discussion, the opinions of employers and experienced workers as to the present demand for educated women in business and professional life.

A further aim is the acquisition and useful application of such data as may aid in illuminating the whole problem of the education and equipment of women for self-support in expert and efficient service.

The following questions indicate the trend the discussion will take at each conference:

What technical or professional training is needed? Approximate time and cost of such training?

What experience or apprenticeship is most essential?

How may this be obtained by the beginner?

What are the chief obstacles in the way of advancement?

How do positions open to women compare as to salaries, chance for promotion and general desirability with those open to men in the same business or profession?

What determines whether a man or woman is appointed to a given position?

What departments of the work are distinctly limited in scope and in monetary reward? What positions lead to opportunities limited only by the ambition and capacity of the workers?

How may new lines of work be developed and more and better opportunities be opened to women?

February 17, 1914, at 8 p. m. Conference on Literary Work, including positions with publishing houses, magazines and newspapers. The speakers will be:

Miss Ida M. Tarbell, of the American Magazine.

Mr. George A. Plimpton, of Ginn & Co
Miss Rose Young, of Good Housekeeping.

March 3, 1914, at 8 p. m. Conference on Professions, particularly those which contribute in a large sense to the beauty and efficiency of homes, interior decorating, architecture, engineering, landscape gardening, chemistry and bacteriology in relation to health, pure foods, fabrics, etc. The speakers will be:

Mr. Charles A. Voetsch, Representative of Miss Swift, Interior Decorator.

Miss Fay Kellogg, Architect.

Dr. William H. Park, Director of Research Laboratory, Dept. of Health.

Mrs. Nora Blatch de Forest, Civil Engineer.

Especial attention is called to the following:

March 30, 1914, at 2:30 p. m. Summary of the facts gleaned from the three preceding conferences, especially for the undergraduates of the nine co-operating colleges. The speakers will be:

(Continued on Next Column)

Great Religious Meetings At Columbia

Attention of the Alumni is called to the latest honor which has fallen to Columbia. The United States Christian Association of New York City, an organization which embraces the Christian Associations of nearly a dozen New York Colleges, has selected Columbia as the scene of its first monster Student Campaign for Modern Religion. The great meetings will be held, four at Columbia and one in Carnegie Hall, at which Dr. John L. Mott, organizer and secretary of the World's Student Christian Federation, will address the Students of New York.

These meetings will undoubtedly prove to be the most notable gatherings students ever held in the city of New York. They will serve to unite the religious interests at work among the students of the city and in each local institution, particularly at Columbia. They will also acquaint the local students with what the students of the world are doing for Christianity and what share they are taking in the work of christianizing the world.

Columbia's selection as the scene of these meetings, which will undoubtedly be some of the biggest events of the year, is a great compliment to the university.

The colleges which will participate in the city-wide meetings are Columbia College of the City of New York, New York University, Union Theological Seminary, Teachers' College, Barnard College, Cornell Medical College, University and Bellevue Hospital Medical College, and the College of Physicians and Surgeons.

The program of the meetings is as follows:

March 3.—Carnegie Hall, 8 p. m.

March 4.—Columbia Gym., 8 p. m.

March 5.—Horace Mann Auditorium, 4 p. m.

March 5.—Columbia Gym., 8 p. m.

March 6.—Columbia Gym., 8 p. m.

—Spectator.

Sing Song

To be Held Wednesday, March 11th

1.—Each class is to compete in the singing of one non-serious song which has already been accepted as a Barnard song.

2.—Each class is to compete in the words and singing of an original non-serious song—music original or not, as desired.

3.—Each class is to compete in the composition and execution of a singing cheer.

(Signed) LOUISE WALKER, '15,

Assistant College Cheer Leader.

Miss Mary S. Snow, Research Secretary of the Bureau.

Mrs. Gertrude S. Martin, Adviser of Women, Cornell University.

President Kerr Duncan MacMillan, of Wells College.

In addition to the speakers named, others also eminent in the occupations under consideration have been asked to discuss informally the particular line of work in which each is most interested.

Everyone interested in the topics to be discussed, whether from the point of view of the beginner, the experienced worker, or the employer, is invited to attend any or all of these conferences.

Psychology of Advertising

The last of the series of lectures by Dr. Hollingworth on the Psychology of Advertising was given Wednesday evening, February 11th.

One of the most important tasks of an advertisement is to provoke the desired response. Some advertisements are "short-circuit" appeals to feelings and instincts. The method can be used for articles, such as food, clothes, etc., for which people have developed a taste or liking. Other products, including wheelbarrows, tools, etc., make no emotional appeal to an individual. To advertise them one must use the reason why or "long-circuit" argument. For the short-circuit appeal suggestion is helpful, if used correctly. The consumer will not violate his instincts or habits, but will respond if the commodity is presented in such a way as to appeal to these instincts. Certain laws of suggestion apply to advertising. The short-circuit "ad" fails when it asks the consumer to "avoid substitutes"; it then invites comparison and demands reason why arguments. There must be no competition in suggestion. Then, too, the more a suggestion appears to be our own the better we like it. Wanamaker presents an advertisement in the form of a newspaper column or sheet, and it is read for the information it gives. Violation of the law of spontaneous suggestion is often made by advertisers who sign "short-circuit" appeals. In the "long-circuit" ones a signature gives us an authority for the "reason why," but in the "short-circuit" appeal it violates an important law of suggestion. A suggestion should be as definite and pointed as possible, and still be spontaneous. Only positive suggestions are successful. When a child is told not to play with matches he receives the suggestion "play with matches." If we ask any one to compare the size of New York City with Newark he will say, "New York is larger," not "Newark is smaller." Suggestion is helped by prestige, and the man who states "Est. 1835" uses this principle. Prestige may be borrowed; Yale College, with its football team cheers, etc., have established within us an idea of strength. This prestige may be carried over to Yale locks, bicycles etc.

In the "long-circuit" advertisements we must present arguments setting forth the qualities which appeal to strongest instincts. Dr. Hollingworth conducted an elaborate experiment, testing the relative strength of selling points. (See "Advertising and Selling," page 277). The following table gives the appeals in order of their relative value for persuasiveness:

(1) Health, Cleanliness, Scientific Structure, Time-saved, Appetizing, Efficiency, Safety, Durability, Quality, Modesty, Family Affection.

(2) Reputation, Guarantee, Sympathy Medicinal, Imitation, Elegance, Courtesy Economy, Affirmation, Sport, Hospitality.

(3) Substitutes, Clan Feeling, Nobby Recommendation, Social Superiority, Imported, Beautifying. The appeals fell into three groups: In the first (1) are those which refer to the individual; in the second (2) they are more social; in the third (3) the statement is semi-irrelevant, the feeling appealed to is indeterminate and general. The data of the experiment show certain sex differences. Men have definite preferences and fewer determinate dislikes, while women have definite aversions and fewer common preferences.

(Continued on Page 5 Column 8)

Dean Russell in Chapel

The chapel speaker Thursday, February 12, was Dean Russell, of Teachers' College. He spoke upon teaching as a profession. There are three essential factors involved in the making of a successful teacher, besides the question of personality and charm. First, there is the necessity for breadth of knowledge. The general education of the teacher must surpass that of the pupil. Here in New York State the custom of employing only college graduates in the high schools is being established, so that there is always the difference of four years' training between the teacher and pupil. One of the things that college does is to make one realize how little that four years stands for in true intellectual attainment. The teacher must be constantly alert and receptive, continually increasing her field of knowledge.

But beside her general knowledge, as the second requisite she must have professional knowledge. She should not be limited to three or four slim books, but should have a feeling for the general meaning of her subject. If it is Latin, she should have covered intensively a large part of the field of Roman literature; have studied the life and manner of the time; have become familiar with the architecture—in a word, have a great fund of information from which to draw. The difficulty will be, then to pick out the salient features from the vast store and to present them properly before the class. For this last one must have the third factor in successful teaching, namely, technical skill in carrying on class work.

Dean Russell said he had thought at one time that these three factors were all important and comprehensive; now he thinks of them only as a beginning. There are numbers of teachers that have all of these, and yet are only routine, plodding workers. What they lack is professional enthusiasm, a love and zest for the subject that carries it into the hearts and lives of the pupils and gives a responsive co-ordinating spirit to the entire class. Yet as essential as such a spirit is to the true teacher, Dean Russell said that in his whole experience he had met but three such people. So then if one is preparing to teach, she must decide whether she wishes to be merely an artisan doing set work in routine fashion, or whether she is to be a master, bringing to her work comprehensive preparation and a fine enthusiasm.

The chapel service concluded by Dean Gildersleeve reading aloud Lincoln's Gettysburg address: "Fourscore and seven years ago," in memory of Lincoln's birthday.

College Settlements' Meeting

Florence Schwarzwaelder, formally resigned the presidency of the C. S. A. last Friday at the regular monthly meeting. Florence Palmer and Eleanor Hubbard were then nominated for president. The former was elected. Reports of the Association were then given out to all members of the chapter.

Press Club Competition

The Press Club wishes to announce the opening of a competition to determine eligibility for membership in that body. The trials are open to Freshmen-Sophomores and Juniors, and must be put in Agnes Conklin's locker, Junior Study, not later than 4 o'clock on Friday, February 27th.

Do not write your name on articles submitted. Number them instead and put name and class in a sealed envelope, bearing your manuscript number on the outside.

Each competitor must send in two articles, as nearly as possible like the style of any respectable New York newspaper. The first is to be a write-up of any Barnard basketball game either past, present or imaginary. The second must be any news item (imaginary or fact), showing Barnard's need of a new dormitory. (Do not confuse this with new students' building.)

Participants are to use their own judgment as to length. They are cautioned to turn their copy in legibly, neatly and on one side of the paper.

The winners of this competition will be eligible for the places of Barnard correspondent for New York papers as fast as they may become vacant. It is the wish of Student Council that the places on the Press Club be filled by this system of a waiting list of eligible candidates and that the list be added to whenever necessary by further competition.

Press Club Elections

The new president of the Press Club, elected at the meeting of February 9th, is Isabel Randolph, '14, who will fill the place left vacant by the resignation of Jean Earl Möhle, '14. The office of Secretary-Treasurer is still in the hands of Agnes Conklin, '15, to whom trials in the new competition should be handed before 4 P. M. on February 27th. (See this week's Bulletin.)

"Religion and Law" Lectures Under Prof. Terry

A petition of 135 law men drawn up and signed in the short space of twenty-four hours, has resulted in the arrangement of a course of four lectures on "Religion and Law," by Professor Charles T. Terry, of Law School. The petition was prepared by Law School students last October, but it was not until the present time that the Dean could be prevailed upon to give the requested course.

Prof. Terry will deliver the first of these lectures on Wednesday, Feb. 18th, in the Earl Hall auditorium. The session will take the form of a discussion which the speaker will lead. Three other similar lectures are also scheduled on Sunday, Feb. 22nd, on Wednesday, Feb. 25th, and on Sunday, March 1st.—Spectator.

Humorous Department

Junior Ball Number.

The sign was tacked upon the door,
In everybody's sight;
It drew attention to the fact,
'Twas not considered right,
To dance in manner unrefined
And hold your partner tight.

Did Juniors heed this warning sign
And dance as they were bid?
Did they refrain from clutching tight
From too much dip and skid?
We are compelled by Truth herself
To say, you bet they did.

It was a kind of a sort of a fish ball.
How the flowers "smelt"!

Or an India rubber ball—everybody
"stretching" their necks to see everybody
else.

Arrived home at 6 A. M.—not *in* but
with the milk wagons.

The receiving line received torture
chiefly.

The heavens wept to see such joy!
And we've been all "bawled up" ever
since!

Miscellany.

Sweet maid, looking for economics book:
"Have you any 'principles'?"
Librarian, sadly: "No; they're all
gone."

There was a Columbia tea;
At least 'twas supposed to be;
And Barnard was there,
Surpassing fair,
But never a man saw we.

What's Wrong About College?

For the best answer to this question
the Humorous Department will award a
valuable prize, namely, an "unused" copy
of the Columbia "Jester." Here's your
chance for fault-finding. Show that you
are true women! Address 202 Junior
Street.

See notices about the coming num-
bers!

Notices

On February 23d the Humorous De-
partment will issue the Lunchroom Num-
ber. Send in your thoughts about this
topic to the staff. The latter is hardened
to indigestion.

On March 2d the Bulletin will also imi-
tate a lion by issuing the Faculty Num-
ber. Now is your chance for mid-year
revenge! We don't know all the faculty,
and you know some that we don't know,
so we need your help. If you know some-
thing nice about them, say so; if you
know otherwise, say so with vengeance.
We want the faculty to know how much
we love them.

EDITOR H. D.

202 Junior Street.

1916 Class Meeting

The latest thing in Greek costumes was
exhibited on living models before those
present at 1916's class meeting last Tues-
day. The president made an impassioned
appeal for the payment of dues and fines.
After the business of the meeting was con-
cluded, Miss Poyntz gave a short address
on the aims of the re-organized suffrage
club.

Joy in Religion

Dean Grosvener spoke in chapel Mon-
day. Religion is viewed in many lights,
he said, but its purpose, to bring joy into
life, is often overlooked. The question is,
How does it bring joy? If asked what
they must possess to have joy, most peo-
ple would answer three things. First,
physical health, for the spiritual condi-
tion is intimately connected with the
bodily. They would say, also, that one
cannot have joy in poverty. There is al-
ways a "minimum income" below which
poverty becomes misery and squalor.
Reasonable wealth is, then, the second
requisite. The third is pleasant compan-
ionship and friendship. We are not
happy at home, if there are wranglings
and quarrels going on; we need also a
congenial friend.

But of what use then is religion? These
three things can be had without it. What
did Christ mean when he said, "My joy,"
in St. John 17:13. It was on the eve
of the Crucifixion; He was a man of sor-
row, in a crisis of physical depression;
He knew not where to lay His head.

He was absolutely alone—soon every
disciple, even the dearest, was to forsake
him and flee—and yet he said, "My joy."
If you have the three things—health,
wealth and friends—you may perhaps be
able to get along without religion. But
the appeal of religion is that it gives
comfort in crises of sorrow and doubt.

How, then, does a Christian get his
joy? First by absolute trust in the good-
ness of God. In this twentieth century
contentment is counted lack of progress.
We do not wish to be sluggish, but there
are many unpleasant things in life that
we cannot alter, things that must be.
How shall we deal with these? We
must believe that they are God's thought
for us; that back of life's strange ex-
periences is the everlasting love. In this
faith is joy.

Second, we must have a conscience
void of offense toward God and man.
How happy most of us would feel if
there were nothing on our consciences
On the cross Jesus cried: "Father, into
thy hands I commend my spirit," be-
cause he had done nothing worthy of
death.

Lastly, we must have an absolute sense
of the fulfillment of some purpose—a
service to render, a life to be perfect.
All other things will become trivial be-
side this purpose. Because He endured
the cross and despised shame in the ful-
ness of His joy, Christ was set on the
right hand of God.

Junior Tea Big Success

The Columbia Junior Week Tea was held
last week, and in all of its phases was
an immense success. A large number of
Barnard Juniors, who were the guests of
the Columbia Juniors were present, and
added much toward the success of the tea.

Mrs. J. F. Kemp, of the University Tea
Association, was in charge of the arrange-
ments for the Tea, and Mildred S. Red-
field was the hostess of the afternoon. She
was assisted by Mrs. Burdick, Mrs. Brown,
Mrs. Canfield, Mrs. Cunliffe, Mrs. Doir,
Mrs. Fiske, Mrs. Finch, Mrs. Giddings,
Mrs. Gurnsey, Mrs. Jacoby, Mrs. Nelson,
Mrs. Shornaitre and Mrs. Williams.—*Spec-
tator.*

Barnard Poems

In the past issue of the *Columbia Month-
ly* there appeared two poems by Barnard
students.

Calendar of Events

Tuesday, Feb. 17. — Undergraduate
meeting, theatre at 12.

Wednesday, February 18. — Regular
Undergraduate Tea at 4. Deutscher
Kreis Entertainment. Song Recital by
Mrs. Osburn, accompanied by Mr. Lam-
bord. College invited. Theatre at 4. At
8.30 Faculty Reception at Brooks Hall.

Friday, February 20.—1917 party to
February Freshmen. Theatre at 4.

Eastern Club Dance

There will be an Eastern Club Recep-
tion and Dance at Earl Hall on Thursday
evening, February 19th, at 8.15 o'clock,
promptly, to which all Eastern students are
cordially invited. This affair will be
strictly informal, and Wilsen's five-piece
orchestra will furnish the music.

Inasmuch as the committee, whose duty
it will be to arrange for partners, has not
been selected yet, it will be advisable to
come accompanied.

The club is spending a large sum in an
endeavor to make this dance the best one
held on the campus this year. It will be
necessary to charge 75c a couple to cover
expenses.

Psychology of Advertising

(Continued from Page 4 Column 1)

In the series of lectures given at the
Institute of Arts and Science, Dr. Hol-
lingworth showed how the advertiser
uses the results obtained by the psy-
chologist or the laboratory methods of
psychology, when applying the science to
business.

"Heart to Heart"

(Continued from Page 8, Column 1)

low-covered copy of "Dick Deadeye."
"This," said she, exhibiting the well-
thumbed volume, "is my chief form of
relaxation after a hard day's toil."

When asked about the beautiful statues
which adorned her room, Miss Harris
blushed modestly. "I made them my-
self," said she, "out of my favorite New
Jersey clay. I must have some hobby
to distract my mind from the deadening
grind of editorship, so I turn off a few
of these with my left hand in leisure mo-
ments, when my right is engaged in
brushing my teeth, for instance, or tidy-
ing my room" (Miss Harris is constantly
engaged in this latter pursuit, as she is
—like a few other Brooks Hall girls—al-
most finicky about neatness). The con-
versation naturally veered to the Me-
unier exhibit, which Miss Harris found
rather crude and orthodox. She tends
toward cubism, futurism, vegetarianism
and feminism in modelling. The cubist
model of an earth worm viewed in the
light of her recent zoological research on
the fascinating creature seemed to her
more interesting and emotional.

The interview was suddenly terminated
by the appearance of a maiden staggering
under a titanic bulk of manuscripts.

Basketball Problems

To the Editor of the "Bulletin."

Dear Madam: Basketball is deteriorating at Barnard, and something must be done about it. When the Sophomores defeat the Seniors by a score of 19-3, and the Freshmen the Juniors, by a score of 35-1. There is something wrong somewhere. Remember, that the two best jumping centers of the college are on the upper classmen's teams, and that a 'Varsity forward is on the Senior team. Merely in those two scores is involved the whole big problem of athletics in a city college, and of the college spirit at Barnard in particular. Some say that the girls want personal glory so earnestly that in Freshmen and Sophomore years they push themselves forward and do not consider the substitutes, faithfully sitting at the side lines. Then in the last two years, when gymnasium is not required, some girls drop out, the "subs" have been discouraged, and the teams are broken up. These self-centred girls are said to make for disintegration, too, by grumbling at rules which have been passed and favored by them openly at the time and by rousing general discontent.

On the other hand, the much more difficult question of practice and so-called "outside" interests enters in as a larger force. Unfortunately Barnard has not yet realized the dream of a large gymnasium of her own, and there are not enough hours offered at present to coach up beginners and train them in to be good players. Possibly after the \$2,000,000 have been obtained that problem will be eliminated. At present it stares us in the face—no time and no room.

When a girl is at an out-of-town college she lives in a college town and has no interests or duties outside of her college work and activities. Naturally she can come to basketball practice and work with might and main for her class and for the college. When a girl goes to a city college, however, she very often goes because she wants the education and has home duties which she cannot and will not shirk. The very best of basketball players, who loves the game, may find that after the compulsory gymnasium period is over her spirit can be most finely shown by helping her mother or taking care of her little sister, or even doing academic work so that she may be really fitted for her vocation when she graduates. As basketball is at present—a mad rush from class on to the floor, a mad rush for home right after—it can hardly be called very distinctly healthful or advantageous as a relaxation from work. Girls very often play at a great sacrifice to help out the class.

Some solution of the problem is necessary, whether it be to have two teams for each class so as to keep alive the spirit in the substitutes and work them up or to have only a 'Varsity, a scrub team and Freshman-Sophomore games.

Yours for reform,

ATHLETICS.

Double Disaster to Upper-classmen

It is useless to attempt to describe the basketball games which were played on Monday, February 9th. The Sophomores defeated the Seniors 19 to 3 and the Freshmen, the Juniors by a score of 35 to 1. Almost everyone giggled and slid all over the floor, instead of getting at the game seriously and realizing that at least they could have dignity, if not good playing. The Juniors and Freshmen were a trifle less wild and childish, especially the Freshmen, who played their usual game. The line-ups were as follows:

'14	Pos.	'16
E. Mayer	R. F.	R. Salom
I. Randolph	L. F.	E. Wallace
W. Boegehold	Center	E. Van Duyn
L. Petrie	R. G.	E. Haring
M. Ros	L. G.	G. Aaronson

Score by halves.—First half: Field goals, Salom (1), Wallace (4). Fouls: Wallace (1), Mayer (1). Second half: Field goals, Wallace (4), Mayer (1). Total: '14, 3; '16, 19.

'15	Pos.	'17
E. Fischer	R. F.	A. Pollitzer
C. Williams	L. F.	H. Alexander
C. Fries	Center	I. Hahn
A. Kuttner	Side Center	C. Arkins
L. Martin	R. G.	R. Lawrence
E. Astruck	L. G.	A. Bausch

Substitutes (Second Half): C. Williams for A. Kuttner, E. Astruck for C. Williams, A. Kuttner for E. Astruck, Z Lingo for A. Bausch, M. Talmage for R. Lawrence.

Score by halves.—First half: Field goals, Alexander (3), Pollitzer (2). Fouls: Pollitzer (1). Second half: Field goals, Alexander (7), Pollitzer (5). Fouls, Astruck (1). Total: '15, 1; '17, 35.

Referee—Miss Beegle. Timekeeper and Scorekeeper, M. E. Hillas.

1915 Class Meeting

The regular business of the meeting was set aside on Wednesday, February 11th, until Dr. Montague explained the character and aims of the reorganized Suffrage Club. 1915 was most heartily urged to join in the Feminist Movement. The only other business worthy of note was the fact that Junior Ball Committee came out with a deficit of only \$3.08, and that without assistance from any of our Barnard friends!

Alumnae Personals

Ruth Carroll, 1911, is teaching in Dudley Hill, Mass.

Edna Still, 1906, was married February 5th, to Rev. M. L. Robinson, Secretary of the New York Society of the M. E. Church. The ceremony was in Grace Methodist Church, and the attendants included Sarah Rome and Helen Newbold of 1909.

Agnes Denike, 1911, was married February 5th, to Joseph N. Murray, in the North Presbyterian Church. The bridesmaids included Otilie Prochazka, of 1911 Penelope Girdner, 1911, and Irene Dalgleish, 1912.

On September 23, 1913, a second son was born to Mr. and Mrs. A. J. Harris (Emma Lay).

A son was also recently born to Mr. and Mrs. W. S. Thomson (Alice V. W. Smith, 1905).



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Barnard-Bryn Mawr Basketball Game

The first intercollegiate basketball game in which Barnard has taken part came off on the evening of Monday, February 9th, in Thompson Gym. A team of Barnard alumnae defeated a Bryn Mawr alumnae sextet by a score of 6 to 0.

A conspicuous lack of good shooting, quick passing and anything to make a game lively marked the playing throughout both halves. The players from both colleges made up for the absence of clever work by an unusual amount of enthusiasm. Few undergraduates ever seem to have a better spirit and to enjoy themselves with more vim than did their older college sisters. The audience, being strictly female, but the janitor, entered into the hilarity of the occasion and successfully convinced themselves that everyone was having a perfectly good time.

The reporter for the "Bulletin," who witnessed the game, came away with the conviction that Barnard and Bryn Mawr college spirit is singularly alike to the naked eye, and that "B." and "B.M." seemed to get on like a "house on fire"; or, to be less journalistic, like members of two sister classes falling on each other's necks.

The line-up follows:

Bryn Mawr.	Pos.	Barnard.
Winifred Scripture	R. F.	Sallie Pero
Dorothy Davis	L. G.	Lucile Weil
Kate Chambers	J. C.	Daphne Imbrie
Lucinda Menendez	S. C.	Hilda Boegehold
D. Wolff	R. G.	M. Van Duyn
Rene Christie	L. G.	Amy Weil

Goals from field: L. Weil (1), Pero (2).

Referee: Lillian Schoedler, Barnard 1911.

Timekeeper: Marjorie E. Hillas, Barnard, 1915.

Time of halves: 10 minutes.



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To Barnard College and Teachers College

Alumnae Luncheon

The annual luncheon of the Associate Alumnae of Barnard College will be held at the Hotel Savoy, on Saturday, Feb. 21st. In view of the fact that the college is this year celebrating the first quarter century of its being, this will be a gala re-union, and it is expected that it will be well attended by alumnae from near and far. The speakers will be the Hon. George B. McAneny, President of the Board of Aldermen, and Dr. Katherine B. Davis, Commissioner of Correction. Among the guests will be the Trustees and Dean of the college, Miss Mary Van Kleeck, Secretary on Women's Work, Russell Sage Foundation, and Mr. and Mrs. Paul M. Warburg.

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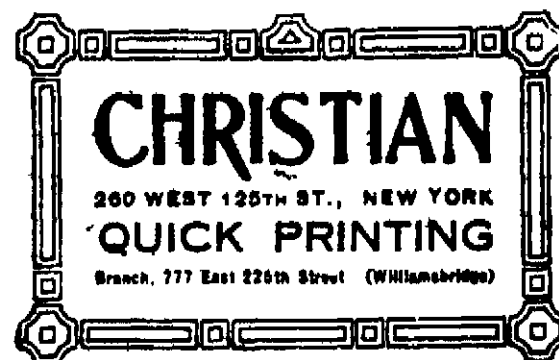
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The Attributes of Success*We quote from the "N.Y. Herald," of Feb. 4:*

College girls learned a few truths last night about why some women are not successful in business. They listened intently when they were told that among other things women must learn to think straight if they are to succeed in this field. For their benefit the Intercollegiate Bureau of Occupations of New York held the first of a series of weekly conferences in the School of Applied Design.

Miss Beatrice Carr, who is a member of the banking house of Fiske & Robinson, said there were just five places for girls in the business section below Canal street. These ranged from secretary to manager, but to fill any one of them successfully a young woman, whether or not a college graduate, should cultivate, if she does not possess them naturally, infinite tact, patience, adaptability and reliability.

"And to these qualifications you should add the art of dressing well," she said. "Good clothes, that is, clothes that are becoming and well chosen, are a great asset in the business world."

Salaries, she said, were not standardized. All other things being equal, men received more money than women for the same work.

Edward A. Filene, of Boston, advised the young women to preserve a sense of humor, as it is a most desirable thing in business.

"And if women would learn to think straight, they would advance faster," he told them. "By thinking straight, I mean from cause to effect and from effect to cause. Also cultivate personality. You don't know what it is, but cultivate it anyway. It is most important to an employer.

"The best business opportunity for a woman now is that of secretary to a successful business man. Make yourself so valuable to him that he cannot get on without you, and if you do not become a recognized partner in the business you will at least have the satisfaction of knowing that you are eligible to that partnership."

Miss Laura Drake Gill, an investigator of college girls' work, said that she had found their greatest handicap to be a lack of self-confidence and belief in their own judgment and an unwillingness to save enough money to turn about and better themselves when the opportunity offers.



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