

The M.S.C. Record

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for the Alumni and
former Students of
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-East Lansing.

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ROBERT J. McCARTHY, '14, Editor.

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Why is An Alumnus?

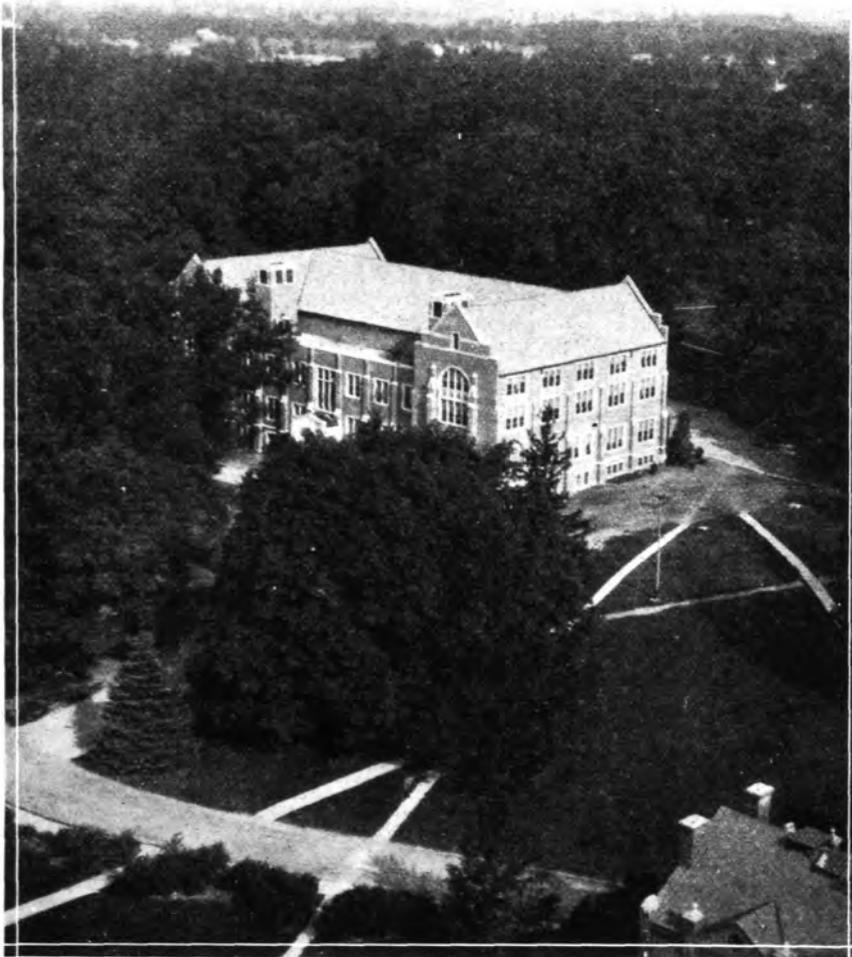
It might be more to the point to ask, where do these theorists get the idea that in the life of an individual there is such a factor as college spirit.

An Alumnus is a person (either masculine or feminine, according to the most recent interpretation) who has received a degree from an institution of higher learning. It may be one of the various academic appendages conferred by the faculty or it may be an individual appellation presented by his classmates before the College made up its mind that he was eligible for the regulation honor. In any case *An Alumnus* is one who has extracted something from the atmosphere of a college which is not absorbed by the one who merely lives in a college town. One entitled to this distinction has qualifications other than those necessary to win the approval of the faculty and outstanding among these is college spirit.

This prolongs the argument, for college spirit is a much abused term. The true nature of the ailment has never been definitely decided, it is an infection which causes the heart to palpitate, an irresistible force which brings the victim to his feet when Alma Mater is played or sung, a chronic inflammation which had its inception when the *alumnus* was yet an undergrad and walked across the Campus on a bright spring day or waded through the snowdrifts after a January storm. More than this it exerts a mysterious influence which in later years draws the important events of college days into focus, sorting out individuals and occasions but blending the whole into a tapestry woven from fondest memories. It constitutes—and draws to itself strength—the bonds which draw the graduate to his alma mater.

There are some three thousand of these peculiar individuals who read The M. S. C. RECORD thirty-five times each year and the cost to them is but \$2.50 each twelve months, for which they are also given the privileges accorded members of the M. S. C. Association. Of course the office of this publication is on the Campus at East Lansing.

*Unusual View of the New
Library*



Central structure on the Campus and one of the recent additions to the equipment of the College, as seen from the water tower. Reprinted from the 1925 Wolverine.

THE M. S. C. RECORD

Vol. XXXI. No. 11

EAST LANSING, MICHIGAN

November 30, 1925

FRANCISCO DISCUSSES ADVERTISING

Alumnus, An Authority In Co-operative Work, Tells How It Can Aid An Industry, and Essentials for Success In a Program; Finds Need for Organized Effort to Insure Good Markets for Products.

"Agricultural thought has passed through two stages and entered a third. As the first period was marked by the focusing of science upon production, and the second by a stimulated study of marketing, so the third is distinguished by an awakened interest in the market itself—the public, its habits of buying and consuming and how those habits may be influenced". This is the characterization of the present situation in the discussion by Don Francisco, '14, of "The Co-operative Advertising of Farm Products" in a booklet recently issued under that title. He finds the two major problems confronted by agriculture, which are not shared by other industries, to be "agriculture cannot be placed on a cost plus basis" and the amount of production cannot be controlled so his reasoning is developed along the lines that through proper methods of education of the buying public the demand can be influenced as it has been in many cases he cites.

"The prices of farm products is not quickly or directly affected by the cost of production, but is determined chiefly by supply and demand and the impact of world wholesale prices." He traces the effect of unsatisfactory prices on agricultural production and shows that while other industries react quickly to a poor market, there are so many factors to be considered in connection with the growers' position that it takes a long period to reduce the output and then it is not certain because of the supply being made up of the products of so many individual efforts. "No arbitrary price can be placed upon a perishable farm product. The producer must sell at the existing price or allow his crop to

spoil." With the expansion of producing agencies to meet war demands he sounds the warning that some of California's agricultural industries" are going to feel many years of low prices until the people of this country consume more of our products. We may expect to be obliged to develop by-products that will yield a lower net return, extend our export business with its many uncertainties, and spend more money for stimulating demand and expanding our home market."

Instead of legislative panaceas to aid the agriculturist he finds that "we are badly in need of what might be called 'marketing eugenics' or 'agricultural birth control'. Many more millions of dollars would flow back to our ranches if new crops and orchards were not planted on lands patently unsuited to them. Still other millions would remain here if the lower grades of many products now produced were never shipped." He favors governmental aid in disseminating information of value to the grower and interpreting the facts about production as to whether production should be encouraged or decreased.

While there is no way to consistently influence supply he states that the individual can increase the demand through teaching people to use more of his products in a greater variety of ways than those to which they are accustomed. For this purpose he urges advertising in publications as the cheapest and most effective means. In summing up he says "thus with time and money agriculture can do these things:

1. Increase the demand for a product by stimulating consumption.
2. Develop a consumer and trade

preference for the product of a certain country, state or locality.

3. Develop a consumer and trade preference for a certain brand or brands of a commodity.

4. Prolong the consuming season or build up demand during low consuming periods.

5. Stimulate the demand for particular sizes, grades or varieties.

"This influence may be focussed on a single market, a selected list of markets or on the entire country. If other factors are constant, the result of any one may be:

- a. Increased prices;
- b. Increased sales; or
- c. Increased prices and increased sales."

From the experience of the co-operative organizations in California he cites the effectiveness of advertising as an aid in enlarging the basic market for farm products. Further he finds a field in competitive advertising for enlarging the scope of the market thus sending Washington apples into the markets of the east where they will meet with the competition of the eastern growers. He demonstrates how the latter was worked out in the lemon industry where there was strong competition from Europe. Along the same lines is the possibility for "strengthening the weak spots in demand". This means education of the public to buy at times of the year when crops are in the least demand and has been successfully worked out in several instances, and, as well, increasing the volume of sales when production is at its height in order that the crop may be sold advantageously without leaving a portion which must be sold at a sacrifice.

In general he finds from his experience and quotes statistics to prove that the cost of such advertising as is necessary to accomplish the desired end is but a small item since it has already saved one of the largest of the California fruit industries.

The effect of the advertising has been to sustain quality and increase land values.

In reply to an inquiry involving the question as to whether or not the extending of the market would promote greater planting activity and thus make an over supply, he states that the principles underlying that matter make it necessary for the industry to keep demand at its highest possible point since a slackening of effort on advertising and education would surely result in loss to the growers.

In conclusion Francisco says: "If advertising is to be fully effective the following conditions should exist:

1. Satisfactory Product—
 - a. Standard grades and packs.
 - b. System of inspection to enforce rules.
 - d. Goods unfit for consumption kept off market.
2. Orderly Distribution—
 - a. Widest possible distribution in territory where advertising is done.
 - b. Regulate distribution to all markets to avoid either local or national gluts or famines.
 - c. Fair price.
3. Aggressive Sales Organization—
 - a. Co-ordinated with advertising plan.
 - b. Products pushed and displayed at fair margins by trade.

"Advertising is no panacea. It cannot properly function when the system of marketing or the distribution of a product is wrong. It cannot save an industry that has been undermined by land speculation.

"Farm product advertising can change habits but it cannot change human nature. It can stimulate demand but it can not abrogate the law of supply and demand. And it must never bow to the inevitable whims and climatic restrictions imposed upon all fruits of nature."

COLLEGE REPRESENTED AT HORT MEETING

The College will be represented by six people on the program of the 55th annual meeting of the Michigan State Horticultural society in its three-day conference, held in Grand Rapids December 1, 2 and 3. The Coliseum will be the headquarters for the meetings. In addition, the horticultural students of the college will participate in an apple judging contest and in a speaking contest on horticultural problems and questions.

L. G. Gentner, assistant in entomology at the College, will speak upon the subject "Side Worm or Sting" in the morning session of the first day. Wednesday morning will be featured by the student contests and an address by Grace H. Hitchcock, '15, of Ludington, who will discuss the subject of horticultural advertising. In the afternoon conference of the same day F. L. Granger, '14, of Benton Harbor, will talk on Michigan's marketing problems.

R. E. Loree, '13, associate professor of horticulture at the College will address the convention on "Strawberries" at the Thursday forenoon meeting. H. A. Cardinell of the horticultural extension department will lead the discussion group at this meeting. In the afternoon M. J. Dorsey, '06, chief pomologist of the University of Illinois, will talk on "Some Factors Influencing the Set of Fruit."

In addition to the regular speakers, 91 questions will be brought up for discussion during the conference, including problems confronting all phases of fruit growing and marketing, gardening and greenhouse operation.

The State Horticultural society is one of the best organized and best functioning agricultural organizations of the state. During the coming Farmers' Week the society will stage an exceptional horticultural exhibit and conference with the new

horticultural building as its headquarters. On January 19, The Record will publish a special horticultural number which will contain the details of this feature of Farmers' Week.

JEWELL, '15, HONORED BY HEALTH SOCIETY

According to the Kansas City Post for November 21, A. H. Jewell, '15, the first engineering graduate of the College to specialize in public health work has been appointed to the board of directors of the American Child Health association. The article follows:

Albert H. Jewell, executive secretary of the Kansas City Health Conservation association, has been elected a member of the board of directors of the American Child Health association. Eighty national directors were named at the annual meeting of the association which was held in New York last week. Herbert Hoover is president of the association.

Mr. Hoover was instrumental in founding the association soon after he returned to America from the World war.

"There are many factors which influence the child's health," said Mr. Jewell. "The city water supply, garbage disposal, street conditions, control of disease and school and home sanitation are among the major influences."

Mr. Jewell came to Kansas City a year ago to take the position of executive secretary of the Health Conservation association. He has been engaged in public health work for ten years, first in Michigan and later as the chief engineer for the Kansas state board of health.

General convocations for the College have proved more successful this year than in the past due, so students believe, to the high calibre of speakers. President Little of the University was to address the meeting on December 2.



VIEWS AND COMMENT



The Michigan State News finds "Democracy a Failure" in an editorial under that heading in a recent issue. The discussion is filled with epigrams of undergraduate manufacture and proves something to the satisfaction of the writer. Excerpts are reprinted herewith.

"Where there is no vision, students perish.

"Democracy without leadership is a puddle of protoplasm without a nucleus.

"Leadership without vision is a bellwether process of luring so many head of mutton to the edge of a cliff, and then down.

"Vision without horizon is the authorized base for the belief that the sun and the wheeling systems turn round the earth, that your nation is superior to all other nations, that your college is the duke institution, that your fraternity is the ne plus ultra, and that you yourself are the elected center of all that is.

"Without horizon, without vision, without leadership democracy is not only the best form of bad government, it is the worst form of the perversion of the best.

"Democracy with leadership is a nest of eagle eggs fertile with cosmic heat.

"Leadership with vision is a strong flight of eagles toward the sun.

"Vision with horizon is the eagles' discovery of the infinite systems beyond the sun.

"With horizon, with vision, with leadership democracy is that perdurable and unpervertible best toward which the great bi-ped has, in the slow centuries been bringing himself more and more erect.

"Hello does not spell democracy. You need but to drop the last letter of it and it spells something quite other. Our practice of speaking to each other may lead to friendliness and on into fellowship, but democracy is the result of something more than exercising the vocal organs in saying hello.

"That our democratic spirit is shifting and weakening all along the surface should not make us run up the Valspar flag: Save the surface and you save all! We have had too much of that here. We have never had a fellowship in deep, creative things. We have never experienced the zest of working out great issues together."



As a matter of recording Thanksgiving officially it might be well to refer to the financial condition of The Record which is now the best it has been in several years due, largely, to the ready response found among advertisers to appeals for space sales. The subscription list is also in better shape than it has been for some time which may be ascribed to a variety of reasons, each of which might be as valuable as the next. Without a doubt there are reasons for rejoicing in the offices of the Association but it is largely a matter of contrast with other occasions instead of being a marked improvement. Please note that bills are sent out quarterly covering subscriptions due during the succeeding three months. It is proposed to change all subscription dates to July 1 so that much of the detail now involved will be obviated. In that case an adjustment of accounts must be made, a task which will probably be undertaken some time during the current year. Whether The Record becomes a monthly or stays on its present schedule depends upon the returns on subscriptions this year. With full support it can retain its scheme of publishing thirty-five times annually, without that it must curtail the expense of publication.

Paul Miller, extension specialist in farm crops, is the state representative at the International Hay and Grain show at Chicago, November 28 to December 5 and has charge of the competitive exhibits from Michigan.

"Close Beside The Winding Cedar"

Early winter weather interfered somewhat with the play-off of the women's soccer championships which have become an annual fall event.

The Detroit alumnae of the Themian society gave a bridge team at the College club, Peterboro street, on November 7. There were thirty tables of bridge. Several of the active members attended.

Total figures on the football season reveal, among other things, that the varsity made a better showing in yards gained against the Michigan team than did any of the others on the Wolverine schedule.

Professor G. H. Coons, who has been in Europe for several months doing research work in botany for the federal government, has returned to Washington, D. C. He expects to be in East Lansing at an early date.

The Union is also arranging a chess and checker competition and plans on having a noted player give an exhibition during the early part of the winter term. Both student and faculty players have signed for the tournament.

H. J. Gallagher, '15, of the agricultural engineering department will speak at the forenoon session of the annual meeting of the Horse Association of America at the Blackstone hotel in Chicago on December 2. His topic will be the pulling test that the College has staged throughout the summer.

C. D. Curtis, '11, assistant chief of the bureau of public roads, U. S. department of agriculture, was one of the representatives of the bureau at the convention of the American Association of State Highway Officials in Detroit late in November. Frank F. Rogers, '83, president of the M. S. C. Association concluded his term as president of the highway association at that meeting.

P. A. Herbert, of the College forestry department, has recently had an article on "Collegiate Forestry Teaching" published in the Journal of Forestry, official publication of the Society of American Foresters.

Students and faculty will compete for honors at billiards in a tournament to be held in the billiard room of the Union. Teams have been selected by both groups and the championship will be decided before the fall term closes. During the winter term another tournament will be scheduled in which there will be a greater list of entries.

In recognition of the opening of the new horticultural building and the special convention of the Michigan State horticultural society to be held at the College during Farmers' week a special number of THE RECORD will be issued January 16, devoted to the program of the meeting, the details of the building and the work of the alumni of the College in the field of horticulture.

Students from Lenawee county have organized the Lenawee County Club. The club, organized for social purposes, will hold regular literary meetings as well as informal parties. Officers of the club are: L. G. Morse, '28, Adrian, president; H. M. Avery, '29, Hudson, vice president; Geraldine Gillespie, '28, Tecumseh, secretary; Theodore Knopf, '27, Blissfield, treasurer.

Officials of the Hay and Grain show at Chicago have announced that corn from Michigan, Ohio and Ontario will be barred from the show due to the European corn borer scourge that is infesting this district. In former years Michigan growers have won a generous share of corn prizes at the International and many farmers had planned on exhibiting this year also. The quarantine will not affect other grain or hay exhibits, however.

Alumni Opinion

Editor of The Record:

A football season with three victories and five defeats is certainly terrible—to those alumni who expect 100 per cent of victories in 100 per cent of seasons. Being endowed with a certain amount of reasoning power, I don't believe in expecting the impossible and so I wish to congratulate our coaches on their 1925 record.

There were 280 colleges playing football this fall. They played in approximately 2,300 games. Of these at least 1150 were lost or tied. And we lost only five games!

I have been looking up the records of Penn State, Indiana, Purdue, Butler and Iowa State and I find that in games from Oct. 3 to Nov. 14, these institutions fared as follows:

Penn State defeated Franklin & Marshall, Marietta and Michigan State, tied Notre Dame and lost to Georgia Tech, Syracuse and West Virginia.

Indiana defeated Indiana Normal, Miami and Rose Poly and lost to Michigan (63-0), Syracuse, Northwestern and Ohio State.

Purdue defeated De Pauw, Rose Poly and Franklin and lost to Wabash, Wisconsin, Chicago and Northwestern.

Butler defeated Franklin, Rose Poly and Dayton, tied De Pauw and Wabash and lost to Illinois and Minnesota (33-7)

Iowa State, in the only five games I can find recorded, defeated Kansas and Washington (not the Pacific champion), tied Grinnell and lost to Wisconsin (30-0) and Missouri (23-3).

Enrollments at Penn State, Purdue, Indiana and Iowa range from 3,500 upward. Butler is coached by the redoubtable Pat Paige.

Reflecting on the conditions under which our two-man coaching staff was working, I am impressed with three

things—that the players they had at their disposal came mostly from within the borders of Michigan, that these players were persuaded to enter Michigan State College by considerations other than financial and that few of these players were experienced in intercollegiate football at the beginning of the season.

Playing the hardest schedule a Michigan State team ever faced, the team turned in only one bad game (and the Lake Forest defeat might have been avoided if some of our alumni had taken the Michigan result more sanely) and extended Penn State, Colgate and Wisconsin to the limit.

Several of the new men, notably Grim, Smith, Ross, Van Buren and Mc Cosh showed remarkable development during the season.

I am forced to the conclusion that we are surpassing our best previous records in football. The much-vaunted pre-war teams made their records before the College had adopted conference rules; a prominent Lansing business man subsidized the teams in various questionable ways; football had not then become as popular nor as highly competitive as it is today; these teams played only two or three hard games a year; and they lost at least one game in every season except 1913.

The adoption of conference rules and the purified methods of obtaining material brought years of painful reconstruction. We are only now reaching stability under the new system. In 1923, Mr. Young's first year as athletic director and head coach, we surprised the University of Detroit with a 2-0 victory. In 1924, our veteran team held Michigan to 7-0, Northwestern to 13-9 and gave South Dakota State its only beating of the year. The record of our green team of 1925 is about on a par with that of our veteran eleven of 1924. Are we not justified in looking forward with expectation to the future? Are we not warranted in congratulating our coaches on doing all that was humanly possible, against tremendous odds? Could

Yost, Zuppke, Wilce, Little, Rockne or Spears have done more?

And isn't it going to be a miracle if Michigan State, with a student body only a little more than half as big as the smallest conference school, with players who are amateurs in the strictest sense of the word, with facilities which permit practice only outdoors in the spring and fall, and with a two-man coaching staff—isn't it going to be a miracle when we demonstrate we can hold our own with institutions several times as large, which scour the country from coast to coast to obtain material, no matter how, which have field houses permitting practice the year round and which can afford a coach for every position? Let us look facts in the face.

But the miracle is possible, if we follow the excellent advice of Major Ireland. All we need is faith in the men at the helm and 100 per cent loyalty. Their brains and our morale will make an unbeatable combination.

Fred W. Henshaw, '23

FINAL FIGURES SHOW STANDING OF SQUAD

Statistics on the football season, as compiled by Director Young, show several surprising totals which would not be noticeable to the spectator. For the entire season the varsity gained some four hundred yards from scrimmage above the total registered by its opponents, in the matter of first downs the Green and White registered seventy-two against fifty-five for the opposition and, in points scored the other teams had a margin of one point on the season. In the Penn State and Colgate games only did the opposition register more first downs than the varsity.

Against the University Captain Haskins and his men made more first downs than the Wolverines but were outdistanced in yards gained. In this game Fouts' run of seventy-five yards doubtless set a record for gains made against the Maize and Blue during the season. The passing attack develop-

ed by Coach Young also functioned to best advantage during this game when sixteen out of thirty-four tries were completed. For the season the varsity completed 44 passes out of 166 attempts, average considered better than ordinary.

Rain and wet grounds caused a large crop of fumbles in the course of the fall. The varsity committed thirty-six errors of this sort and recovered one less than it dropped. Opponents let the ball slip thirty-one times and took the extra fumble not acquired by State. Figuring from the middle of the field penalties cost seven touchdowns for the varsity was set back a total of 349 yards for rule violations; opponents, on the other hand, lost five touchdowns, being penalized 244 yards.

Only one punt was blocked by the varsity while the opposition stopped the Green and White kicks on seven occasions. Smith and McCosh kicked from scrimmage for an average of 34.7 yards while the average made by their opponents was 33.3.

The following statistics show some of the details:

| FIRST DOWNS | | |
|-----------------------------|-------|--------|
| Game | State | Oppon. |
| Adrian | 6 | 4 |
| Lake Forest | 2 | 2 |
| Michigan | 10 | 8 |
| Centre | 8 | 6 |
| Colgate | 8 | 12 |
| Penn State .. | 6 | 9 |
| Toledo | 21 | 4 |
| Wisconsin | 11 | 10 |
| Totals | 72 | 55 |
| YARDS GAINED FROM SCRIMMAGE | | |
| Game | State | Oppno. |
| Adrian | 311 | 108 |
| Lake Forest | 77 | 139 |
| Michigan | 238 | 327 |
| Centre | 248 | 108 |
| Penn State | 144 | 246 |
| Colgate | 170 | 202 |
| Toledo | 474 | 85 |
| Wisconsin | 220 | 251 |
| Totals | 1882 | 1466 |

BASKETBALL SQUAD TO PLAY IN DETROIT

For the first time in a long period the varsity basketball squad will play a game in Detroit. Coach Kobs has scheduled a meeting with the University of Detroit in that city for Tuesday, January 26, and it will probably be played at the Light Guard armory. Four games have been scheduled to be played before January 1. These include Olivet and Adrian on the home floor before the fall term ends and Chicago and Northwestern at their respective gymnasiums during the holiday vacation. Michigan will be met at Ann Arbor on January 16 but will not play at East Lansing. The entire list, with the exception of four games, is made up of strong competition. The feud with Notre Dame is renewed on a two game basis, Western Normal will likewise try two and Carnegie Tech and Marquette are among the newcomers. Ten of the games will be played at East Lansing and six on out-of-town courts.

With but two men left from the regulars of last year Coach Kobs has a difficult task ahead of him in trying to meet the sort of opposition he has lined up. There is material of value from last year's freshman team and several reserves will make strong bids for places on the five but Captain Hackett and Frederick are the only letter men to return to the squad. The lineup is impossible to forecast but should be fairly well fixed by the beginning of the winter term.

Don Francisco, '14, formerly advertising manager for the California Fruit Growers' Exchange and who is now connected with the advertising firm of Lord & Thomas, will be one of the speakers at the National Horticultural Conference and annual meeting of the American Pomological Society in Kansas City December 8, it was announced yesterday.

BASKETBALL SCHEDULE

Tuesday, December 8—Olivet college at East Lansing.

Saturday, December 12—Adrian college at East Lansing.

Saturday, December 19—University of Chicago at Chicago.

Monday, December 21—Northwestern university at Evanston.

Saturday, January 9—St. Viators college at East Lansing.

Saturday, January 16—University of Michigan at Ann Arbor.

Saturday, January 23—University of Notre Dame at South Bend.

Tuesday, January 26—University of Detroit at Detroit.

Friday, January 29—Michigan State Normal at East Lansing.

Tuesday, February 2—University of Detroit at East Lansing.

Saturday, February 6—Western State Normal at Kalamazoo.

Thursday, February 11—Marquette university at East Lansing.

Saturday, February 13—Earlham college at East Lansing.

Tuesday, February 16—University of Notre Dame at East Lansing.

Friday, February 19—Carnegie Tech at East Lansing.

Friday, February 26—Western State Normal at East Lansing.

Upon the punctuality of the students in returning to class on Monday depended the success of the Thanksgiving recess allowed this year for the first time in fifteen years. The College authorities decreed that unless classes were well attended on the Monday following the vacation it would be again discontinued.

CROPS JUDGING TEAM COMPETES AT CHICAGO

The College was represented in the third annual intercollegiate crops judging contest to be staged in conjunction with the Grain and Hay show, a feature of the International Live Stock show, held in Chicago on November 28 to December 5.

Twelve state colleges were entered in the event. Last year the College team placed fifth and two years ago third. A \$250 scholarship is awarded to the team placing first. The first five men placing receive individual prizes.

The College team, composed of B. K. Ruch, Coldwater, E. J. Wheeler, Hammonds Port, N. Y., W. G. Winemiller, Coldwater, S. E. Wolff, Manchester, all seniors in the agricultural division, left Friday for Chicago. They competed with the other teams on Saturday. C. E. Cormany, of the department of farm crops, coached the team.

RUMMEL ELECTED FOOTBALL CAPTAIN

Martin Rummel, '27, Saginaw, will captain the football team next fall. During the past season he won the name of the "iron man" of the squad, playing a total of 439 minutes out of the possible 480 which comprised the 1925 schedule of eight games.

In his sophomore year Rummel played at guard while this year he was placed at tackle when Haskins was moved to an end position. Rummel is a junior in the division of applied science and a member of the Delta Sigma Phi fraternity. During his high school days at Saginaw he played tackle four years. In the Wisconsin game this fall Rummel starred, being the bulwark of State's defense as well as being the cause of the team's greatest gains through the line.

Richard Lyman, East Lansing, and Alfred Vogel, Evanston, Illinois, both seniors, have records of not missing a practice during the entire season. In addition, Lyman was second in scoring with

18 points to his credit. Paul Smith, '28, Saginaw, led the scorers with 26 points, including touchdowns, points after touchdown and field goals. One of the latter was in the Centre game, which won the game in the closing minutes of play.

Earl VanBuren, '28, Jackson, receives the vote as best defensive back, playing his best games against the stronger opposition. It was VanBuren who effectually stopped Tryon of Colgate.

Don Haskins, Saginaw, comes in for attention also. In the seven games in which he participated, he played a total of 409 minutes out of a possible 420. Haskins missed the Toledo game, scouting Wisconsin on that day.

Of the 15 who made their letters this fall, eleven will be back next fall. Only Haskins, P. M. Hackett, R. P. Lyman and A. Vogel have played their last football for Michigan State. Of the eleven returning, seven have two years yet to play. Considering the material that composed the freshman squad this fall, prospects for another year are conceded to be good.

NECROLOGY

Mrs. George W. Davis

Addie E. Davis, wife of George W. Davis, '92, died at her home in Tekonsha, Michigan, on October 22, after a brief illness. She was born in Tekonsha and had lived there throughout her life except for a few years when she resided with her parents in Albion. She is survived by her husband, a daughter and two grandsons. She was active in the affairs of her home community being a member of the Eastern Star, the Research club and other organizations. Funeral services were held at the Union church on October 25.

MISS BERTHA E. THOMPSON
(Contributed)

Miss Bertha E. Thompson died at the home of her brother in Gladstone, Oregon, Wednesday, November 25. The funeral was held on the Saturday following.

Miss Thompson had been in ill-health for a number of months and on that account resigned from her position at Michigan State college.

About the first of August, accompanied by her sister she went to Oregon. Her health became much worse and she was confined to the house most of the time, but only a few days before her death she seemed to be considerably improved and hopeful of recovery.

Miss Thompson was born in Michigan not far from Battle Creek. She graduated from the State Normal school at Ypsilanti and taught in the grade schools for a number of years. She was always interested in plants and finally went to the University of Michigan where she specialized in botany, graduating in 1910. That fall she was appointed instructor in botany at M. S. C., coming here at the same time as Professor Bessey. She was an excellent teacher, exceedingly thorough, and well-liked by her students in whom she took great personal interest as well. She spent one summer in Woods Hole, Massachusetts and other summers at the University of Michigan, obtaining her master of arts degree there. Three or four years ago she was appointed assistant professor of botany. About three years ago she was given leave of absence and spent a year in Oregon, being connected with the Oregon State Agricultural college at Corvallis. She returned to Michigan State college but her health was not of the best, so that it was necessary for her to take a leave of absence for part of another year. Because of this continued ill

health she felt that it was her duty to resign in order that she might not put others to the trouble of having to take her classes on the occasional days when she was ill.

As a teacher Miss Thompson made a host of friends among the students taking botany. As a colleague she was well-loved by the members of the department. In addition to her teaching she carried on for awhile some Sunday school work until her health was such that she could not attend to that. She was also the benevolence treasurer for the People's church but had to relinquish that also on account of ill health.

CLASS NOTES

'03

Burr Wheeler is general manager of the Guggenheim and Anaconda mining interests in South America, operating ten mines, copper and nitrate, in the vicinity of Chuquibambilla, Chile.

'08

Robert Wallace can be reached at 909 Second National Bank building, Saginaw.

'10

R. G. Voorhorst teaches biology in the new senior high school at Flint. Mrs. Voorhorst, w'20, teaches in Kearsley school in Flint.

'11

Myndret C. Greenleaf, 818 California street, Columbus, Indiana, is with the Cummins Engine company of that city, in the testing and field department. He adds: "The latchstring is always out to Staters".

'13

G. C. Dillman reports the arrival of Helen Anne on November 19.

L. R. Servis, according to report, is the proud parent of twin boys, Bob and Jim, born on July 8. Address 408 South Macomb street, Monroe.

'16

Olaf Olson is living at 626 Wellington avenue, Chicago.

'17

Grover C. White is now superintendent of schools at Okemos.

'19

Del VanDervoort announces the arrival of a baby daughter, born November 21.

'20

Born to Mr. and Mrs. B. H. Bentley of Jef-

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A Real Christmas Present

one that will be serviceable and useful for many years to come? Then order one of those large, heavy, 100 % wool "STATE" blankets. These blankets are a beautiful green with the word "STATE" sewed on and need no introduction to the alumni of the past five years, since between four and five hundred have been sold on the Campus during this period.

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W. R. COLLINSON, '18

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P. S.—I have a few of the old "M. A. C." monogram blankets on hand which will sell for \$8.00. State which kind you wish. These are the same as the blankets awarded varsity men.

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