# The M.A.C. RECORD.

Published by the MICHIGAN AGRICULTURAL COLLEGE ASSOCIATION.

EAST LANSING, MICHIGAN, TUESDAY, NOVEMBER 25, 1913.

# BLANKET TAX SOLVES M. A. C.'S ATHLETIC FINANCIAL DIFFICULTIES

# Annual Treasury Deficit No Longer Worries Those in Charge of the Athletic Program at Our Alma Mater. Comfortable Surplus Now on Hand.

With small stacks of coin occupying a place formerly bare in the vault of the Secretary's office at M. A. C., a football team as good as they make them, and unusually brilliant prospects for the future, it is no longer out of the question for M. A. C. to compete with all comers, to select their opponent from any part of the country, and, if necessary, to journey long distances to secure suitable competition. We are now in the act of taking a prominent position in Western athletics.

The appearance of the eleven representing the University of South Dakota on the College field last Saturday was the culmination of a long series of events, the outcome of which has depended on several things. The event in itself was unique. The past, except for a very few occasions contains no record of our competing with a major, or even a minor college from so great a distance as that covered in the trip of the South Dakota men.

Previous to this season, the longest jaunt made by one of our teams in recent years was that to Columbus, Ohio, last fall.

All things considered, nothing has done more to bring about the present enjoyable situation than the successful working out of the blanket tax, whereby each regular student, at the beginning of each term, is assessed a fee of two dollars as a regular part of his enrollment. This money is divided between the athletic association and the Liberal Arts Union, the former receiving 83% of the money, while 17% goes to the latter. With the increasing enrollment of each year, the success of this method is assured.

The proposition is not wholly one of giving, on the part of the students, for in return for his two dollars each student receives a little slip of pastboard which entitles him or her to admission to all contests arranged to take place during the ensuing term. A good, round money's worth in the way of athletic events and lectures is always furnished, and everybody is happy. The only wonder in the minds of most of the older students is that the plan was not thought of long before.

This year the value of student tickets was enhanced to an even greater degree by the courtesy of athletic officials at Ann Arbor and Madison. At these games our student tickets were accepted at face value, and made it possible for many more to attend the games. It is possible that the large number of rooters on the sidelines at both games may have had much to do with the final scores.

At home the importance of season tickets is brought out in a forceful way. Before the blanket tax came into vogue a great number of students stayed away from minor games, cutting the receipts for such contests to a very small figure. The rooting at such games was naturally weak, and, to the few visitors who usually accompanied their teams to East Lansing, conveyed a mighty poor impression of the loyalty of our students. Now matters are indeed changed. The crowds, as far as our own students were concerned, were just as large at the minor games this year as at the big ones, and the rooting was correspondingly strong. Having paid for his ticket, each student wanted to use it; when he did not have to pay anyway he often stayed at home. That's the answer.

To go back a few years, to the days which some of us, most of us, in fact remember very well. Who is there that does not remember the old carnivals and circuses held the first Saturday of the spring term? Remember how we worked from early morning until late at night, running our shows, selling all manner of things, doing various stunts to accumulate a little balance for the athletic treasury? And even then it was necessary for the management to scrimp, play small teams who would come for small guarantees, and often fail to secure suitable competition for our good teams simply because we couldn't pay the money the big fellows were able to demand. Those days are all past now.

Compare a few figures. When Coach Brewer left M. A. C., he turned over to Macklin some \$300 -all the cash there was on hand. Some bills were yet to be paid, a big basket ball schedule was beginning, and this was to be followed by track and baseball. The carnival was held, but it had been necessary to borrow outside money to carry on the sports. In July the borrowed money had been paid back, but there was an enormous deficit in the treasury, with a football schedule coming on. Somehow or other the next year was gotten through. Macklin having advanced some of his own money to tide over. Then came the tax.

Now, in place of the former aching void in the treasury, there is real money, good anywhere. Last year there was turned over to the athletic association, from all sources, \$6154.99, most of it coming from the blanket tax. During the first term of the blanket tax, the fall of last year, the receipts were \$2161. 67. For the same period this year they were approximately \$2573-35, a gain of about \$400.00. A comfortable balance is accumulating, and, if nothing hinders, there will be visions of a big gymnasium in the future.

Our teams are good enough to deserve major competition. We had it this fall. We will have it next spring, and next fall, and in following seasons. The name of M. A. C. has become known all over the country this fall, and it is not going to slip into obscurity again. Long live the blanket tax, and the man who was largely responsible for it J. F. Macklin.

# ALUMNI

#### 281.

A. B. Turner, of the Singer Mfg. Co., of Cairo, Ill., dropped into the office to say "Hello." Mr. Turner doesn't get back to College very often, but enjoys the times when he can.

### '96.

F. W. Herbert, formerly with the above class, now occupies the office of city engineer at Streator, Ill.

# 710.

Thomas Burt was a campus visitor last week. Burt is connected with the West Point and Chemical company, of Springport, Mich. He was calling on Professors Petiti and Giltner regarding the requirements for a new disinfectant which will shortly be brought out. Mr. West, head of the company, is also an M. A. C. man.

Howard II. Douglas, also of 'to, is in dairy work at Berkeley, Calif. The line of city dairy work is the one which receives his attention.

# 711.

W. J. Sproat, formerly of Grand Rapids, called on the secretary this week. Since graduation "Bill" has been in the forest service at Bend, Oregon. He expects to return west after the holidays.

#### 12.

Since leaving college, Geo. G. Cover has held responsible positions with the Oliver Chilled Plow Co., both in the Hamilton, Canada, and South Bend, Ind., plants. He writes that, besides himself, there are two other M. A. C. men in the employ of the same company. J. E. Bates, '97, is head electrician, and N. A. Snyder, '04, is warehouse foreman.

The new uniforms for the freshmen and sub-freshmen arrived last week, and were issued at once. They were made by the M. C. Lilley Co., of Columbus, Ohio, and are up to the usual standard of work turned out by this company. The military department is well satisfied with the new clothes, and reports that the style and quality of goods is excellent, while the number of alterations is far below that usually encountered.'

# DETROIT ASSOCIATION TO BANQUET THE TEAM

### Big Affair to be Given in Honor of Footballers and Band

Thrilled by an unbroken chain of victories of the M. A. C. football team this season, which they regard as the best advertisement the college has ever had, the Detroit M. A. C. Alumni Association has decided to tender the team, Coach J. F. Macklin and the M. A. C. band a complimentary smoker on the night of Dec. 6. The eleven, coach and band will be brought to Detroit and entertained at the expense of the local organization.

Seventy-five of the 500 members of the association were present at a luncheon at the Edelweiss cafe yesterday and formulated plans for the unique affair. It was decided unanimously that the Lansing men will be the guests of the association from the time they board the train until they leave. An elaborate program, fully glorifying the valiant deeds of the season just concluded is in course of preparation. It is expected that there will be 400 at the banque', including 100 invited guests. The place of holding the affair will be decided on later.

Judge William L. Carpenter, Coach Macklin, John W. Beaumont, of the state board of agriculture, T. G. Phillips and several newspaper men addressed the meeting. In his remarks Mr. Macklin said that much of the credit for the unbroken line of victories this year is due to hearty co-operation of the alumni. The coach ventured the prediction ' even though this year's macl humbled Michigan and Wiscon-, next year's eleven will be fully ; great, if not greater.

The addresses awakened much enthusiasm and there was no delay in indorsing the smoker idea. A general committee to look after all the details of the affair has been appointed, consisting of Dr. C. B. Lundy, chairman; Hal Reed and L. H. Taylor, with a finance committee consisting of Frank Ainger, chairman; T. G. Phillips, Edward Patterson, Carl Chapman and Harry Walker.

Henry A. Haigh presided yesterday and appointed the following committees: Entertainment, John W. Beaumont, William L. Carpenter, T. G. Phillips, Evan H. Benoy, B. J. Monahan, Lawrence Clark, Mr. Brandeis; transportation, Dr. C. B. Lundy, Silas E. Champe, Elmer H. Gunnison, M. G. Hillman, and C. D. Butterfield.

A meeting will be held Tuesday at the Edelweiss at noon to hear reports of committees and to complete arrangements. — Detroit Tribune.

#### '86

The many friends of S. Bartlett Wiley, will be saddened to hear of his untimely death, which occurred at Evansville, Ind., November 23.

No. 9

# The M. A. C. RECORD

PUBLISHED EVERY TUESDAY DURING THE COL-LEGE YEAR BY THE MICHIGAN AGRICUL-TURAL COLLEGE ASSOCIATION.

GEORGE C. SHEFFIELD. MANAGING EDITOR.

Entered as second-class mail matter at the Post Office in Lansing, Mich.

the Post Office in Lansing, Mich. Address all subscriptions and advertising matter to the M. A C. RECORD, East Lansing, Mich. Address all contributions to the Managing Editor, East Lansing, Mich. Subscriptions may be paid for by P. O. Money Order, Draft, or Registered Letter. Stamps will not be accepted. Business Office with Lawrence & Van Buren Printing Co., 210-212 Grand Ave. No., Lansing, Mich.

TUESDAY, NOVEMBER 25, 1913.

## A SMALL IMPROVEMENT

Since the RECORD came under the management of the new M. A. C. Association, it has been felt that one detail which could be improved upon was the paper used. This feeling has been emphasized by the receipt of letters asking if it were not possible to use a more substantial paper for printing the RECORD. The answer appears in this issue.

Many times there are articles or notes in the RECORD which one would like to preserve. Perhaps this is especially true of cuts of campus notables, pictures of various events, such as that of the class of '93, a picture of whose reunion appears at this time. On the old paper, which was soft, rotted quickly, and was often torn and crumpled in the mails, the saving of such items was a hard matter.

The management found that the additional cost would be slight, much less than the additional worth to our readers, and it was decided to make the change. We hope it will meet with your approval.

## ALUMNI SECRETARIES MEET AT WINDY CITY

On Friday and Saturday of last week the alumni secretaries of some forty-eight colleges and universities from all parts of the country met in conference at Chicago. Beneficial is the word which most nearly describes the meeting, every man present being able to take away something in the form of helpful suggestions made by other men who had had experience in the alumni work.

The extent to which interest in this form of activity has grown in the past year may be seen in the fact that at last year's meeting there were eighteen representatives present, the number being little more than one-third as many as were present this year. From the amount of enthusiasm displayed by those present, there is reason to believe that one year from now will see nearly one hundred colleges allied with the alumni organization movement.

The M. A. C. Association, on account of its recent developments, was in a position to derive great benefits from the timely suggestions offered by men of several years' experience. Many hints along the lines of organization were given, which, with a fair amount of enthusiasm among our own members, should produce great results in our own association.

Circulation for the RECORD is not meant to be the primary aim of this (Continued on page 8.)



AN ECHO OF THE TRIENNIAL. '93 HAD A GOOD TIME.

I regret that I am not able to give much of a sketch of any of the members of the class of 1893, as we are all so widely scattered and have seen so little of one another in the past twenty years. I have hopes, however, that we will hear from each other more in the future.

The names of the class members appearing in the picture, and also of the additions since 1893, so far as I am able to name, are as follows :

Rear row, standing, from left to right: — Luther H. Baker, East Lansing, Mich., Secy. Miller's Mutual Fire Insurance Co.; J. W. Perrigo, engineer with Jno. S. Metcalf Co., Ltd., Montreal, Canada, 54 St. Francoix St.; Wendell Paddock, Prof. of Horticulture, Ohio State University, Columbus, Ohio; U. P.

HORT. CLUB

BY RALPH 1 CORYELL

The students who attended last

week's meeting of the Hort. Club

discovered that much useful inform-

ation is present about the campus,

though not plainly labeled as such.

Mr. Robinson, of the experiment

station, gave some interesting facts

the analysis of fertilizer samples

collected in the open market. Avail-

able nitrogen, phosphoric acid, and

the amount of potash soluble in

water are the elements to be deter-

mined. Getting an absolute test on

the amount of nitrogen available is

a very difficult matter, varying from

100% in the case of dried blood to

3% or 4% in leather. The difficulty

often led the manufacturer to label

his total nitrogen as entirely avail-

able, an act which, at 20c a pound

for nitrogen, cost the farmer dear.

In determining the amount of phos-

phoric acid available, ammonium

citrate is used to create conditions

resembling those actually found in

soil. An electric current is also used at times, it being conducted

through a phosphoric solution, the

conductivity of the solution being

Part of Mr. Robinson's work is

regarding analytical chemistry.

Hedrick, Horticulturist, New York Agricultural Experiment Station, Geneva, N. Y.; Hon. L. Whitney Watkins, Manchester, Mich.; B. F. Bain, Pres. Wolverine Supply & Mfg. Co., 917 Irwin Ave., N. S., Pittsburgh, Pa.; R. C. Bristol, Gen. Sales Mgr. and Superintendent of the Alamo Mfg. Co., Hillsdale, Mich.; H. F. Palmer, 202 N. 50th St., Philadelphia, Pa.; Dwight Sipperley Cole, Consulting Mechanical Engineer, 623 Ashton Bldg., Grand Rapids, Mich.; W. G. Smith, Farmer, Howell, Mich.; Edwin C. Peters, printer and publisher, Saginaw, Mich.; Hon. A. B. Cook, farmer, Owosso, Mich.

Front row, seated from left to right:-Alton C. Burham, B. S., L. L. B., Pres. American Extension University, 1550 Curran St., Los

proportional to the solubility of the phosphoric salt.

The analysis of soils is also of importance, and great progress has been made, although it is still difficult to tell much about fertility by a chemical analysis. The soil in question is divided into mineral and organic constituents. The former is subdivided into potash, nitrogen and phosphoric acid, and the latter into humus. Humus may be a composition of any of the 100,000 known plant foods, with a greater number of unknowns, and so may or may not be valuable as a plant food. Now that the work of the experiment station with soils is being noised abroad, the department is deluged with inquiries from all over the state concerning the soil in each locality.

J. W. Fisher, '14 Hort., gave a short talk on the operation of the California Raisin Exchange, of Fresno. During the panic in the '90's, the exchange bought up most of the good grape lands, and afterwards disposed of them at a profit to foreigners on a time payment proposition. Eventually the outside packers came in and overbid the exchange, thereby putting it out of business for a time. By now the exchange has learned its lesson, and instead of trying to get its members Angeles, Cal.; Mrs. J. W. Perrigo; Mrs. R. C. Bristol; Mrs. P. B. Woodworth (nee Lucy M. Clute; Mrs. J. V. Palmer (nee Cora D. Champion', 1345 Geddes Ave. Ann Arbor, Mich.

Not able to supply the names of the next two ladies. Mrs. Luther H. Baker; Dr. O. B. Hall, physician, 417 W. Gay St., Warrenburg, Mo.

I would like very much if all of the members of the class of 1893 could be impressed with the pleasure derived from these re-unions, so that the succeding years will show a still larger attendance.

A. C. Burnham made it a point to come all the way from Los Angeles, Cal., and I can certify that it is worth coming a long way to participate in. B. F. BAIN,

to agree, and stick by the agreement, to sell all their crops to the organization, it guarantees a certain price for grapes at any time of the year. In this way the packers cannot pay any less than this amount, and as soon as a large persentage of the growers have joined the exchange the price is increased. If the exchange cannot dispose of the crop at its price, it keeps the grapes in storage until the price is satisfactory, and just now it has an almost complete control of the market in that section. \$10.00 is charged as an admission fee to the organization, and it is not designed as a money making scheme but as a means of holding the growers together. In this it is becoming successful, fully 90% of the growers having joined the exchange. The extent of grape culture around Fresno is quite large, and there are 100,000 acres of vineyards practically in one piece, as far as the eye can reach.

'11.

O. H. Johnson, who has been teaching manual training at River Falls, Wis, was at Lansing for a day on his way home. "Ole" is going to eat turkey with the home folks before going to Waterloo, Iowa, where he will soon take a position at Ames College.

# THE OLDEST AGRICULTURAL COLLEGE APPEARS DUE FOR BIG INCREASE

Several Things Point to Phenomenal Growth in Work and Attendance at M. A. C. During the Next Ten Years

It is very likely that if a question regarding the future of M. A. C. were to be put to anyone familiar with the institution, the reply would be that the next decade will see a wonderful change in almost every feature that is now regarded as normal. It is equally probable that if the forecaster were asked to give his reasons, not more than one or two absolute, concrete facts could be advanced. But the feeling is present; it is an intangible something in the atmosphere of the College, subtle and vague, but none the less discernible.

A well known member of the State Board recently gave an interview to a newspaper in which he gave it as his belief that in another ten years M. A. C. would rival the State University in size. For such a statement he was both criticized and laughed at. What he should have said, and what he doubtless really meant, was that in the period mentioned the Agricultural College would be as large as the University is at the present time. Any other comparison is idle and devoid of meaning when it is remembered that the State University now enrolls more than 6,000 students, and is growing as fast proportionally as is M. A. C.

In expressing his views on the matter, Dr. W. J. Beal, a close observer of everything pertaining to the College for more than forty years, has the following to say:

" The prospects for the increase of

**Money Easily Earned** 

In your spare time, writing for the movies.

An Ordinary School Education

Is all you need; literary experience unnecessary. Our course of 10 simplified lessons is the **BEST** in the world, regardless of price, and we can **PROVE** it.; Book of testimonials on request.

NEW YORK'S SCHOOL OF PHOTOPLAY WRITING 605\_Astor Theatre Bldg. Broadway New York students at M. A. C. to 4,000 in the next ten years, all things considered, look to me to be much brighter than they did for the enrollment of 170 in 1870 to reach 500 by 1880."

Dr. Beal's long connection with M. A. C. gives considerable weight to the above statement.

Then, too, it is interesting to compare present conditions with those existing about the year 1866 or 1867. Those who read the article concerning Dr. W. W. Tracy will remem-ber that President Abbot advised him not to return west, as there was a probability that the College would not continue. Imagination refuses to conjure up such a situation at the present time. With the freshman class of this year almost 25% larger than any other entering class, and indications of an even greater increase next fall, it is hard to appreciate what the conditions must have been like when there was a doubt as to the college being continued.

As to what will cause the expansion of the college, the definite reasons are few, and the undefined but "feelable" ones are many. Among the former should be listed, first, the great football team of 1913. Though devotees of higher education may be offended at what they term a departure from the real purpose of a college, there is no denying the allround value of a successful athletic team. Then there is an increasing broad-minded and liberal policy developing in the faculty. Add to this the progressive spirit of the State Board, and the combination becomes impressive. Finally, every student in college may be cited as reason, for it may be accepted as a fact that each one has some friend at home whom he or she can, and probably will, persuade to enter M. A. C.

Regarding the value of our football team, it is an admitted fact that the American people are the most enthusiastic followers of athletics in the world. A successful team like that of this year gets columns of space, not alone in local and state papers but in every part of the country. People get used to the name M. A. C., and if they never heard of it before they usually take the trouble to find out where it is and what sort of a college it may be. Should the college buy an equal a-

# Mackinaws, Sweaters, Raincoats and Overcoats

# Are in demand now.

We specialize in the above, and are in position to show you the most complete stock in the city. May we have the pleasure of your inspection?

ELGIN MIFFLIN.

mount of space in the same papers and devote it to regular advertising not one-tenth as many people would read it, and they would not be greatly interested if they did. The cost, on the other hand, would run to thousands of dollars.

The liberal policy of the faculty is another thing to be noted. The time has arrived when many old methods are being discarded for modern ideas. Their attitude toward the student body at the present time is more liberal than it has been before. The students deserve part of the credit for this, for, under capable leaders, they have conducted their various meetings and celebrations in a manner to be highly commended. It is a good sign when practically every member of the faculty can get up before a student gathering and give a really intelligent talk about the team. The time was not so far back when a faculty man speaking to a mass meeting offered a neat little apology for his lack of knowledge of student matters.

The present State Board is both progressive and aggressive. The members have been, perhaps, the first to foresee future conditions, and during the last legislature made a stubborn fight for what they believed they had a right to get. Their fight is just begun; it will not stop until the college is in a position to give its very best to every student in the classes, and to every farmer who looks to it for the aid that he can secure nowhere else.

The intangible reasons will develop as time goes on. One must be in close touch with the College to feel them. The main thing is that a new epoch of growth is beginning for M. A. C. Where it will end no one knows; they just know that it is going to take place. That is sufficient—it satisfies.

# CORRESPONDENCE.

Letters are continually being received which carry a great deal of interest and information which the former residents of the college will be glad to get. From time to time, under the head of correspondence, these letters and extracts from them will be given.

## Dear Editor : -

I have intended for two months or more to drop you a few lines, and incidentally to enclose remittance for a subscription to our dear old friend that brings us so much comfort and enjoyment every week, the RECORD. News from M. A. C. furnishes new life and energy to our tired minds, and sets us back a few paces in youthfulness.

Upon receipt of a card which was written immediately after the Michigan-M. A. C. football game, I felt like giving three good cheers for old M. A. C. and her noble football warriors. I certainly felt at least a year younger, and gave vent to my feelings when our own team, the Warrensburg Normal, wiped up the field with a visiting football aggregation a few days later. The RECORD is to be congratulated upon its success; long may it live to sound the praises of M. A. C. and her good works.

O. B. HALL, M. D., '93, Warrensburg, Mo.

# ALUMNI SECRETARIES MEET AT WINDY CITY

(Continued from page 2.)

talk, but the larger the circulation of our official paper the larger, naturally will be its sphere of influence, and the closer will the various nembers be drawn to each other. One of the best things you, who are already subscribers to The RECORD, can do is to see that two or three of your friends and classmates get in touch with the paper, and what is going on at alma mater. That is merely a suggestion, but it will be interesting to see how it works out. Nearly every man and woman, especially those in the larger cities, where our alumni and ex-students are numerous, probably knows of a number of his personal friends. members of the association by virtue of the act of the last triennial, who possibly have not been reached by the secretary, or who have been busy and failed to reply. A word of personal solicitation from someone they know would go a long way.

Homecomings are another feature which other institutions have found successful. Not in the sense of the hig reunions at commencement time, but on the occasion of a big game, either baseball or football. The M. A. C. Association, it may be said, will take this matter up in the near future-as soon, in fact, as the schedule for the next football season begins to take shape. Can anyone suggest a better time for such an event than at the Michigan-M. A. C. game next year? Many of our members are also graduates of the state university, so they will have a double incentive to draw them back.

The time to begin work on such a proposition is now. Plan for that event. Losing but two of this year's team, Coach Macklin can promise the loyal rooters fully as good an eleven as the one which swept the boards clean during the season just past. Would it not be worth a day or two, and a journey of even a few hundred miles, to see your team, one of the greatest in the country, in action against a worthy foe, to meet great numbers of old time friends, to see the old college again and refresh the memories of former days ?

We don't know the date, but we know there will be such a game. We realize that it is a long way ahead, but we also realize the need for making our plans early. Talk this proposition over at your local meetings this winter, and let everybody make up his mind now that, short of sickness or death in the family, he will be back for one of the biggest informal "homecomings" that M. A. C. or any other college ever saw. It can be done. Let's have a discussion on the matter.

## ALPHA ZETA INITIATES

On Monday of last week the three men elected to membership in the Alpha Zeta fraternity appeared on the campus wearing the colors of the society. During the day the men performed various stunts, according to the established custom.

The men to be honored this term were I. Kirschman, '14, G. Karl Fisher, '15, editor in chief of the 1914 Wolverine, and Vern T. Pickford, '14.

# M. A. C. COMPARES WELL WITH CONFERENCE TEAMS

The game between Chicago and Wisconsin, at Chicago last Saturday, was productive of at least one conviction, namely, that M. A. C. would have provided a much better brand of the college pastime than was afforded by either of the teams playing. This statement is not biased, nor the result of a prejudice. It was our good fortune to see the M. A. C.-Badger game, and, comparing the Wisconsin showing at that time with the game they put up at Marshall field, the odds are all in favor of Macklin's warriors. M. A. C. was given credit by

practically every critic who saw the clash with the Badgers for outplaying Juneau's men. Our passes worked, we ran their ends, and Julian and Blacklock gained through the big red line almost at will. On the other hand, Wisconsin could not pierce our line except at intervals, the end runs were nil, and except for a few occasions, one of which nearly proved disastrous, our men had their passes stopped.

Against Chicago, the Badgers put up a pitiful defense. It little resembled the game struggle which M. A. C. overcame. And yet, except for a flash now and then, the Maroons were not the powerful machine one might suppose from reading the Chicago papers.

Chicago gained through Wisconsin's line, a line, much weaker than the one sent against M. A. C., but they couldn't do it consistently. Chicago must be given credit for some fine forward passes. On theory, however, and what we have seen of M. A. C breaking up passes, we do not believe they would have worked against the Green and White. Chicago absolutely could not have circled our ends for gains as they did last Saturday.

If there is any consolation in this article, make the most of it. When all is said and done, the fact remains that Chicago is without doubt the conference champion. The only assertion left to make is this, that a clash between Chicago and M. A. C, would furnish one of the greatest gridiron battles ever seen in the West.

## BASKETBALL SEASON WILL SOON BE OPEN

With football for the season cleaned up and out of the way, the season officially ended by the taking of the team picture-basketball, the premier indoor college sport, will shortly hold the boards for the next three or four months. M. A. C. will again be represented by what will probably be another championship five.

The position of our college was peculiar last year. An overabundance of varsity material seems to have actually weakened the record, for the proportion of games won was not as great as in other years. Some of these games, according to members of the team, should have been marked up in the "won" column, but went the wrong way through lax work of officials. The time for sobbing is past, however, and probably next week, at the latest, will see the local basketeers cavorting over the floor of our "model gymnasium." Model of '76. With the exception of Ralph

Chamberlain, practically every man of last year's squad will be in the game. Goss and Spencer, Gauthier and Vatz are four men who have had at least two season's experience in college basketball. Added to these are the Miller brothers, Dodge, Reynolds and Burt, as likely a looking bunch of substitutes as were ever compelled to grace the sidelines. The Miller boys were used in nearly every game last year, this fact being the cause attributed by some to the lack of team play. This doesn't mean at all that the Millers are mediocre players. It simply infers that the use of so many men during the season was bound to affect the unity and lessen the effectiveness of the team's work at critical times.

This year the same proposition will confront Coach Macklin. He has at least ten men, about equally fitted for 'varsity honors. The problem lies in figuring out how to use ten men successfully in a game where only five may play at one time, and where results depend not on the brilliance or supreme efforts of any individual, but on the clockwork action of every man with every other man.

The schedule is not complete yet, but may be looked for in the near furne. That it will be fully as strong, probably stronger than any ever tackled before is assured. Manager Gautheir is busy just at present trying to arrange for a series of games with eastern teams, on a trip to be made during the holi days. If successful in this, the team that M. A. C. will be sure to have should do fully as much to advertise the college as the recent work of our football men has done.

Under the able direction of Lieut. J. B. DeLancey, the members of the local rifle club are making rapid strides towards attaining a standard of marksmanship which will land them in the front rank of colleges in the Intercollegiate Rifle Matches. M. A. C. has been gaining in this line of work, and, with the assistance of a competent coach, will make the winners of previous years step some.

In a recent issue, the RECORD erroneously gave the date of F. C. Reimer's class as '04. It should have read 'oz.



# A TARIFF REDUCTION SALE OF ALL OUR IMPORTED DRESS GOODS.

When the new tariff act goes into effect, January 1st, all woolen dress when the new tarm act goes into energy standary ist, an woolen dress goods will be materially reduced in price. We are not going to wait until the first of the year, and so we an-nounce this safe of all our imported dress goods. This includes nearly every piece of dress goods in stock at a reduction of from

20% to 50% Write for samples, and be sure to make first, second, and even third choice, as the unusual nature of this sale is sure to make great inroads in the stock and we do not guarantee the assortments to last for any length of time.

REMEMBER. We Prepay all Charges on Mail Orders and Guarantee Satisfaction or Refund Your Money.



# ROBERT SMITH PRINTING CO. LANSING, MICHIGAN

OUR FACILITIES ARE COMPLETE FOR DESIGNING - ENCRAVING - PRINTING - BINDING CLASS PUBLICATIONS AND COLLECE ANNUALS

Announcements, Invitations, Programs. etc., given special attention.

# Meet me at the Sugar Bowl.

J. A. BISSINGER

FLORIST Our Cut Flowers are the best to be had.

Both Phones. 616-621 N. Capitol Ave.

# 67 New College Views Two for 5c

AT College Drug & Grocery Store. Full line of Everything.

Agents for Star Laundry. Electric Supplies

# DIRECTORY LANSING BUSINESS AND PROFESSIONAL MEN.

The names in this lurectory, as well as those of all our other advertisers, are of reliable parties. We hope that the faculty and students will take pains to patronize those who patronize us.

#### BARBERS.

COLLEGE BARBER SHOP. - In Bath House, Andy is still with M. A. C. A handy parlor, and good work done.

N EW BARBER SHOP, in Chase Build-ing, under Bauer's Drug and Grocery Store. If you wish a stylish hair cut give us a call. E. E. Reynolds, Prop.

## BOOKS AND STATIONERY.

A. M. EMERY, 116 Wash, Ave. N. Books, Gards, Fine Stationery, Engraved Calling Cards, Fountain Pens, Pictures, Frames, Fine Framing a Specialty, Calling Cards printed promptly, \$1.00 per 100.

C ROTTY BROS., 200 No. Washington Ave. -Stationery, Books, Bibles, Fountain Pens, Diarles for 1914, I. P. Note Books.

#### BOOK BINDERS.

BLUDEAU & SIEBERT.- Bookbinders. account book makers, paper ruling. Ibrary and fine art bindings, file boxes, map mountings, albums, pocket books, etc. Citizens' phone No. 480. In City National Bank Building. Geo. G. Bludeau and Henry H. Siebert.

#### CLOTHING.

ELGIN MIFFLIN,-Ladies and Gentle-men's Furnishing Goods. See ad

L OUIS BECK COMPANY, 112 No. Wash-ington Ave.—Correct Clothes. Up-to-date Hats and Caps. Classy Furnishings.

## CROCKERY AND GLASSWARE.

H. LARNED.-China, Glass & Lamps. 105 Washington Ave. S.

DENTISTS.

12

J. E. STOFFER, D. D. S. Office 208-5 City National Bank Bldg, Automatic phone 581; Bell phone 61, Former M. A. C. student

DRUGGISTS.

ROUSER'S CAPITAL DRUG STORE. Up to date, Corner store, Opposite Hollister Block.

COLLEGE DRUG AND GROCERY CO.-Express office, Agency Star Laundry,

DRY GOODS.

J. W. KNAPP CO.- Duy Goods and Fur-nishings. 220-221 Washington Ave So.

ELECTRICAL SUPPLIES.

CAPITOL ELECTRIC ENGINEERING CO.-Full line of Electrical Supplies, including students' shades and cords, car-bon, tantalum and mazda reading lamps. 17 E. Michigan Ave.

HARDWARE, STOVES & TINW'RE. N<sup>ORTON'S</sup> HARDWARE.-General Hardware, Tinware, Graniteware, Cut-lery, Stoves, etc. 10 Washington Ave. S. See ad.

MANUFACTURING & HAIR GOODS

M RS. O. T. CASE. – Manufacturing all styles of Hair Goods to order, and Hair Goods Shop Old switches enlarged, colored and renovated to lock as good as new. The Franco-Americal Hyzenie Tollet Requisites a specialty. Automatic phone. No.8661, 2102 Washington Ave. S.

#### MUSICAL INSTRUMENTS.

G RINNELL BROS.-"Michigan's Leading Music House." High Grade Planos and Player Planos. Easy Terms. Planos to Rent-Year's Reutal out on Purchase. Everything in the Realm of Music. LAN-SING STORE: 219 N. Washington Ave.

### PHYSICIANS.

DR. USCAR H. BRUEGEL.-Cor. Mich. Ave. and Grand River Ave., East Lan-sing. Hours, 7 to \$20 a, m.; 2 to 4 and 7 to 8 p.m. Sundays, 12 to 1 and 5 to 6 p.m. Clli-zens phone 1344; Bell 625.

D.R.H.W. LANDON, East Lansing, Mich. office hours: 7 to 820 a.m., 1:30 to 8 and 7 to 8 p.m. Sundays, 10 to 11:30 a.m. and 7 to 8 p.m. Citizens' phone 9228.

EYE, EAR. NOSE AND THROAT. Dr. J. S. Owen, 115 W. Allegan St., Lansing, Citizens phone 473.

#### PRINTING.

LAWRENCE & VAN BUREN PRINT-IN(I CO,-210-212 Grand Avenue North, Fine Printing, Both Phones.

A LLEN PRINTING CO.-128-130 Ionia St. west. Printing, Typewriters, Adding Machines. Office Supplies, Programs, En-gravéd Cards, Filing Cabinets, Sectional Book Cards, Bell 1094; Automatic 3436. Spe-cial care given to M. A. C. and its students.

ROBERT SMITH PTG. CO.-Cor. Wash-ington Ave. and Ionia St.