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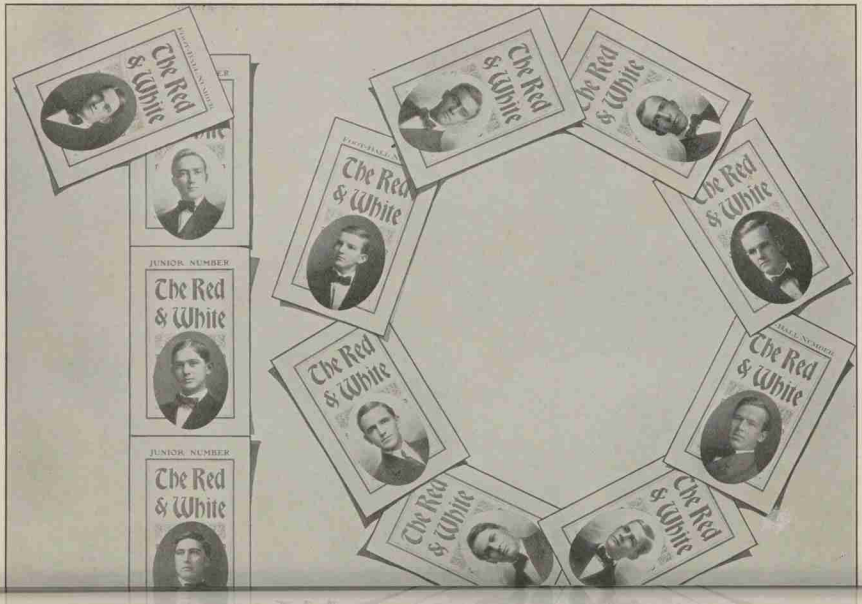
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THE PSYCHOLOGY OF ADVERTISING.

In this day and generation we are not afraid of theories, systems, ideals and imagination. What we avoid is chance, luck and haphazard undertakings. We may be willing to decide upon unimportant things but by instinct or by the flipping of a coin, but when it comes to the serious things of life we want to know that we are trusting to something more than mere chance.

Advertising is a serious thing with the business man of to-day. Ordinarily the business man does not realize that he means psychology when he says that he must know his customers' wants, what will catch their attention, what will impress them and lead them to buy. In all these expressions he is saying that he must be a psychologist.

The advertising writer and teacher should have one great common object—to influence the human mind. Human nature is a great factor in advertising success, and he who writes advertisements without reference to it is apt to find that he has made a great mistake.

The time is not far away when the advertising writer will find out the great benefits of a knowledge of psychology. In the past advertising has largely been done with the hope that the hit or miss ratio could be made as favorable as possible. But the future must needs be full of better methods than these to make advertising what it ought to be, and this will come through a closer knowledge of the psychological composition of the mind.

The mere mention of the psychological terms—habit, self, conception, discrimination, association, memory, imagination and perception, reason, emotion, instinct and will—should create a flood of new thought along the line of advertising.

In taking up the study of advertising from a psychological standpoint we may ask the following question, What does the advertiser seek to accomplish by his advertising? First, he wants to attract attention and create a favorable impression, and the question naturally arises, What must be the characteristics of an advertisement to force it into the attention of a possible customer?

Before answering this question let us consider the conditions under which attention may be given. The first is that the power of any object to force itself into our attention depends upon the absence of counter attractions. The second is that the power of any object to attract our attention depends on the intensity of the sensation aroused. The third principle is that the attention value of an object depends upon the contrast it forms to the object presented with it, preceding or following it. The fourth principle is that the power which any object has to attract our attention depends on the ease with which we are able to comprehend it. The fifth principle—the attention value of any object depends on the number of times it comes before us or on repetition. The sixth and last principle is that the attention value of an object depends on the intensity of the feeling aroused.

Such is in brief the discussion of the six fundamental principles underlying the psychology of involuntary attention in general, and the psychology of involuntary attention as applied to advertising in particular. With these principles before us let us consider the following questions: What is the comparative attention value of different sized advertisements, for instance, a quarter and a full page advertisement? Is the additional attention value secured by tinted paper, colored type and colored cuts sufficient to warrant their increased introduction? What size and style of type is the most valuable for attracting

attention? What part of the page and which pages are the most valuable for attracting attention? What is the comparative attention value of commercial advertisements? How does repetition affect the attention value of an advertisement? How complete should the repetition be, and how often and how rapidly should the advertisement be repeated to secure the best results? Is a small advertisement appearing one hundred times a year as good as the one ten times as large and appearing ten times a year? What are the respective attention values of cuts? Is a line of display type extending entirely across the page as valuable as the common display in two lines extending half across the page? What is the relative attention value of representations of the pathetic, humorous, pleasing and displeasing?

It is quite plain that investigation on these questions would be of the greatest practical value to the advertiser.

We shall next consider the principles of association of ideas in special reference to advertising. Wherever there is in consciousness one element of a previous experience this one element tends to bring back the entire experience. Things thought together or in immediate succession become associated or welded together so that when one idea returns it tends to call the others. If my present thought has been associated with a thousand different objects that one will be suggested with which it has been most closely associated. The application of all this to advertising is direct, *e. g.*, we have learned that the association of ideas should be considered in the psychology of advertising, now let us note the element of suggestion which enters into it also.

By some thought we can see that our actions are largely the result of suggestion which comes to our mind. Now let us see if ideas are not also suggested. Actions and ideas are suggested when they are forthcoming independent of any conscious effort or volition on our part, *e. g.*, gaping, hypnotism, animals stampeded, "run on a bank," etc. Man has been called the reasoning animal, but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater

extent suggestible. The advertiser must deal with man as he is and not with some ideal being. If man is subject to reason and also to suggestion, we recognize the fact and adapt our argument to each side of his nature as to that side which will best suit our purposes. If we are reasonable and are induced to act after careful consideration of arguments then we must give attention to the formation of cogent arguments. If men are suggestious, we must give the suggestions to action by illustrations, affirmations, repetitions and direct commands or by any other means which wisdom and experience may discover.

We must not overlook the element of command as it may be related to advertising. In a direct command one person originates the thought and suggests it to another. One advantage of the direct command is that it suggests a thought in such a way that it will bring forth that action suggested unless hindered by previous suggestion or by an action originated by the person himself. It is of course true that many actions are suggested which are not carried out because the impelling power of the thought is not sufficiently strong. The command relieves the one commanded from the trouble of making up his mind. It made up his mind for him, and so makes his action easy. A command is a direct suggestion, and as such has inherent value. It is the shortest and simplest form of language and is the easiest to be understood. It bears with it authority and weight by expressing action explicitly and distinctly. It calls for immediate action and meets with ready response.

Mankind as a whole is influenced more by commands than by logical processes of thought for, as previously stated, we are suggestive rather than reasonable. The command is of such a nature that it has its legitimate use in advertising, and should be used.

Let us consider the principles of fusion as of use in advertising. It is a general law of psychology that all things tend to fuse, and only those things are analyzed that must be analyzed. A point to be emphasized is that we do not first perceive the part and unite them to form the greater wholes, but that we

may first perceive the wholes, and only after the process of analysis has been completed do we perceive the parts. We know of no object which is independent of all other things. In fact the value of all objects depends upon the relationships which they have to the other things. We think of things only in their relations, and these relationships fuse and constitute the object as we know it.

The principles of fusion is a subject which should be carefully considered in placing an advertisement. The medium gives a tone of its own to all the advertisements contained in it.

It is well to have a large number of persons read your advertisement; it is better to have those read it who are interested in it and have the means to purchase the goods advertised, but it is still better to have a large number of the right kind of persons see your advertisement in a publication which adds confidence and recommends it favorably to your prospective customers.

Your advertisement will, to a greater or less extent, fuse with the publication in which it appears, and the product will not be your advertisement as it was prepared by you but as it comes out of the mold into which you inserted it. Because of this principle of fusion it is imperative that the advertiser should see that the make-up of the publication is not detrimental to his particular advertisement.

Most successful advertisement writers have discovered after costly experience that there are certain things which it is unwise to attempt. Of these things one is to attempt to move the mind of the public suddenly; another is to attempt to crowd many things into a single advertisement, and another is to describe things in technical terms or terms that are not understood by many who might become interested.

In influencing the mind of another it is of importance to know in what terms he is thinking, so that the construction of the argument may be best adapted to the particular mental processes, for in this way he can be most easily influenced.

The understanding of the minds of those whom you want to interest as well as discovering the best methods of presenting your subject, preparing your copy and placing the advertisement to influence most effectively the minds of these same persons—all this practical ability is conditioned by a practical working knowledge of psychology. The successful advertiser must be a psychologist.

J. HARLEY WILLIAMS, Class '06.

CHARACTER PROCLAIMS THE MAN.

Man in his elemental nature possesses character. The fundamental elements of creation vie together to make him a master among his kind. His organic growth and development endow him with form and material symmetry. He is brought forth into the world where his slumbering senses are awakened to the calls of duty in the various casts and conditions of society around him. This is beyond his choice or control. In this respect all men have their genesis, and begin life from the same humble experience. The germinate life within, in its ever restless throb, expands amid its complex environments, lays its own foundation and builds some form of character.

Along the boundary line of rigid form and constant growth there are two necessary stages in character-building. These are the stages of actual and ideal character. The first is that sort of character that in part will exist whether we will it to or not, but it can be fostered and directed by the power of the will into channels that after this stage is passed lead on into the realm of ideal character. Just here in the actual character stage men ofttimes halt and their heroism is lured away by luxury, or lose themselves in meditative groping in the search for ideal character. The first deals with the present, where the battles of life are fought. This is the conquest that actual character makes. The second is the one that must struggle for existence and find expression above the actual and realize itself in the ideal character. The first is the temporary tribute that time prays to the permanent, impelled mainly by the force of instinct. The second is inspired by prophecy and stimulated by hope, and is led on from victory to triumph, but is here unsatisfied and rushes on to embrace new ideals with greater manifestations.

These two stages form the setting and the range of possibility for the highest status of character to flourish and enter competition with itself. Here is the place of opportunity, where the peasant and the man of eloquence and letters knit their

native wits and divers deeds into characters that distinguish the one from the other.

Character is not momentary or spasmodic. What we are and what we aspire to be traces the heights and depths of the cycle of human history. Character is an organic growth, whose every fiber is composed of an infinite number of mental and physical acts. The actual character is first and fundamental. The ideal is attained through noble aspiration and ceaseless endeavor. The ideal everywhere and at all times must work through the actual. It must find a lodgment and be propagated along the tragic pathway of the ascent of man. Without the actual character given to the ideal by nature there can be no ideal character. But so long as the actual exists man will set new standards; some one will see through the mystery of dreams and visions like Jacob of old. A Joseph will sacrifice his place in the king's presence for a cell behind the bars because virtue, the soul of character, must plead for its life. However frail or strong the fabric may be it is but the rude scaffolding to a loftier and more perfect structure. Temporary character is the time-serving means to nobler ends. However grand or fertile character may be, it must stand or fall just as it was built. Character cannot be rebuilt. Every voluntary act of the body, every impulse of the mind, every feeling of the sensibilities, every volition or passion or emotion, positive or negative, active or passive, reacts and records its eternal impress upon the mysterious mechanism of man. There is no dismemberment of character. Neither is there any retreat from it. It is either a joy or a reproach to him who lives and touches other lives with this character. It is constructive even in deformity.

Thebes was thrice destroyed, and as often rebuilt; but that was done by the cunning art of Egyptian architecture. The fossil remains of the Egyptian mummies can no more be reproduced and their grinding oppression be kept intact than the eternal law of creation can be outlived. Just as the seashell that the beating surf casts upon the sands of the seashore, or one brought to light as a rare trophy from the rayless dungeon

of midocean, if either be carried to the topmost peak where nature has piled mountain upon mountain, and in the breathless silence where sea and land are most remote, still the shell will sing of the sea, because the living creature that once produced it and was its tenant, being fashioned by creation's hand, stamped there, as each fiber grew and hardened into ossified form, the very soul of character.

To-day is not only what we are but determines what we will be to-morrow. These stages of character are the columns that must support the arch of loftier living. To-day is the survival of the fittest of all the fossil and living characters of the past. The past can boast of none but the achievements of individual and concentrated endeavor. With us yesterday was the stage of swaddling clothes and helpless infant anxiety; to-day is opportunity for heroic valor in embracing virtue and rejecting vice, where discretion molds character from the dismantled ruins of a complexity and bewildering variety of human types and of human growth and decay. To-morrow will be the stage of maturity, where all lines of growth must concentrate to form the image of ideal character.

No foreign element or place of magic need to be sought in character-building; no oracle need be consulted; no unction can be applied to hide the defects of character.

The body is like the weaver's loom and life the busy shuttle, where the fabric of character must be woven with many labored strokes. This process is lifelong and lasts from the cradle to the grave; and this fabric of character, whether stained crimson with the blood of Abel or pale with the self-sacrifice of a martyr's agony, must run its course, directed in a large measure by voluntary choice.

The lovers of treason and murder and all the other inhuman customs make it necessary for the strong arm of death-administering law to be called from the temples of justice; but while the world waits in breathless awe to witness the tragedy of the executioner's axe to fall on the neck of a victim, a Socrates

stands above the mob, not to rebuke, but to teach by philosophy individuals and nations the folly of headless passion.

Just as a man's character so will be his influence and reward. When Christ and the wicked thieves were nailed to the timbers of Roman crosses the ideal and the base characters hung out on Golgotha's mount in that awful hour in pathetic contrast and despair; but when the mutterings of thunder from heaven and rending of the rocks in the earth, and the wailing of a helpless world was multiplying terror about the crucifixion the ideal character of Christ calmed the universe when he prayed, "Father, forgive them for they know not what they do."

Character may be covered and hidden away in the lives of men for a time until deception seems to get the mastery and dominate individuals and nations, but you cannot blot out the past: pretense can never be given in exchange for character. What is hidden will some time be disclosed. The falling drops of rain are thought of as mere drops when the heavens are overcast with clouds and gloom lowers and hovers about the sweeping tempest, but when the rays of sunshine break through the clouds and shine through millions of raindrop prisms, the beautiful rainbow flashes its arch of promise and hope upon the sky, revealing that hidden character and property of light in magnificent colors so wonderful and mysterious to thought.

Character clings around and permeates all nature, making us morally strong or cowardly weak. We must taste of life and choose for ourselves. The way to the gallows is open and the thrones of the earth lack for men without reproach. The time is ever at hand to decide whom to serve, which choice means ascent or descent; joy or sorrow; honor or shame; righteousness and upright living, which is a foretaste of life, or sin, which breeds decay and death.

Character yields to no law where sacrifice is eliminated. If actual character is being built, either towards or away from the ideal standard—if towards, folly must suffer sacrifice for virtue, but if away from the standard, all those things that make for ideal character must be sacrificed for things of less

reward. The one is expansion and growth into an unfolding fullness of power, the other is debauchery and a gradual shrinking into nihilism, culminating in anguish and remorse of conscience.

Character is a calmly thing, not moved by impulse. If it were, David would have killed the sleeping Saul at the door of his tent; Hamlet would have thrust Claudius through with his dagger when he came upon him in Denmark's bloody palace and found him praying. But these were just men whose characters were at stake for the sake of character alone. Mark Anthony tells us that Brutus was an honorable man; but the character of Brutus was not strong enough in the hour of sore necessity to withstand the bloodthirsty plea of the Roman rabble. By his rash deed in the conspiracy and murder of Cæsar in the capitol, the Seven-hilled city quaked and groaned for want of a character like that of Augustus to quell the mob and stop the carnage of royal bloodshed. Anthony could only stir the rabble to relentless revenge.

Character, like reason, judgment, and all the other high attributes and cardinal virtues, must be held sacred and be jealously guarded. It must not be shorn of its majesty nor compromised in the sorest necessity. It must be honored for its own sake and fostered and shielded from the ceaseless storm of human follies that beat upon it.

W. F. Eller.

WHEN THE MOON PLAYS PEEK-A-BOO.

"Margaret, I will not hang on and on until the day of your marriage and be the laughing stock and jest of our friends. Tell me now, will you or will you not write him that you cannot marry him. He does not know and appreciate you as I do. He is not capable of loving you as I do. Speak! will you give me my answer now?"

"Why hurry, Lee? Give me more time; let me know my own heart. I love you; you must realize this, but I've given him my promise; how can I break it?"

"What is breaking a promise compared to breaking my heart? No, I will not wait any longer; tell me to-night; tell me now. This is the last of April and your wedding day is set for June. Better despair for a certainty than this hope against hope and the anguish of seeing you every day, and that ring forever mocking me."

"Honestly, Lee, I can't make up my mind. I am as worried and sick as you are over it all, but see how I am placed. My promise given before I ever saw you, my mother urging it on, and his letters breathing such implicit faith and love. How can I disappoint a man like that? How can I turn all his love, trust and reverence to loathing, distrust and anguish. He too loves me, dear; loves me with all the strength of a first but tardy love. All his life he has been buried in books and work, too busy to have thoughts of love, until his first vacation. Then he met and loved me, and I know the depth and sincerity of his love, and I know what it would cost him to renounce it."

"But, Margaret, would he care for your respect, your admiration and companionship if he knew that you loved me? Now promise me that you will write this very night and tell him, and trust to his honor to release you from your promise. You aren't treating either of us fairly. Will you promise, little girl? I love you; I'll work my fingers off for you; do anything for you. Will you write to-night, sweetheart?"

"You are right, Lee, it isn't treating either of you fairly. I'll write to-night. Now do not think any more of it for the time being. Come, enjoy this beautiful moonlight night. Get your guitar, row me out on the lake. Let the boat drift and play something softly while I compose an ode to the moon. Indeed I am not frivolous, I simply wish to put away headachy questions and enjoy this lovely night."

Settling herself among the cushions Margaret Murray gave herself up to thought. She felt comfortable and happy. The moonbeams danced like fairy spirits on the water, the guitar tinkled a soft melody that soothed and softened her mood, and Lee loved her—she felt it in his very playing. Why not give up her engagement with William Bogle. Lee Morrison would always pet and humor her, and she knew that William would not; yet down in her heart she knew she respected William far more for his firmness. Then, too, William could afford to give her the solid comforts of life and Lee could not. Altogether, she thought, looking into the future, it would be better for her to keep her promise and marry William in June. She would put off writing the letter a little longer.

"Rouse thyself, my love, chase those serious wrinkles from thy brow. Truly do I believe thou hast been indulging in serious thoughts, little one. It is late, shall we row ashore?"

"Yes, yes, I'm weary. I wish to be alone. Lee, I don't care to bother about writing that letter to-night; wait a little bit longer, please, dear."

"Of course I will, you fair, sweet pleader. Margaret, you are lovely in that white dress. I'll wager the moon thinks you are some fair water nymph."

"No, the moon is a cold, heartless creature; it would take more than earthly things to charm him. He has floated in the heavens for ages and doubtless seen many strange and beautiful sights, and nothing yet has tempted him to swerve from his beaten path. Do look at the wicked grin on his face. I do believe he is laughing at we silly mortals."

Two weeks passed by, in which Lee pleaded for a definite answer and Margaret continued to put him off. One night he urged her all the way home from the theater for an answer, and Margaret, white and silent, would not talk on the subject. When he bid her good-night she bursted into a passion of tears. "Why little girl, what is wrong?" he said, as he gathered the sobbing Margaret up in his arms and kissed her forehead.

"I wrote William to-day the particulars for our wedding in June. It is settled; I am going to marry him and I love you." Then began sobbing anew.

"Margaret, Margaret, sweetheart! you did not do it, did you?"

"Yes I did," she wailed miserably. "Mother talked and talked to me, and he wrote a long letter urging me to let him know my plans so he could arrange his accordingly, and I'm to be—married—the sixth—of June."

"You poor, little girl; odds were overwhelming, I suppose, and you gave in. You have broken my heart. There is such an ache there, such an ache; such as I pray you will never know. I wish you all happiness. I love you too well not to wish your happiness above everything in the world. You think you have decided for the best. God grant you have. William is a noble man and will make you a good husband, but it isn't right. Darling, you love me and I love you, won't you give him up? I know others have influenced you and you consider your promise as unrevokable. Give me a chance, dear; just one little chance? I can make you happy. Why not marry me to-morrow? Margaret, don't say me nay; I can't, I won't give you up. Listen to me, Margaret."

"I will not listen to another word, for does not my heart plead for you in spite of my promise and the letter written to-day? No, Lee, I shall marry him for weal or for woe, and do my best to be contented."

"Contented you will never be, dear. You love me, and to marry another you do yourself an injustice. Some time you will think of me, wish for me, and in such a time don't hesitate

to write me. I shall wait and watch for one little word, and if I can ever be of any service to you you have but to bid me come. And now we must say 'good-bye.' I can't see you again; it is asking too much of human nature. Good-bye, my sweetheart, I love you—love you."

He clasped Margaret in a last embrace, kissed her one long, lingering kiss, seated her gently on the porch rocker, and ere she could move her still, white lips to even say good-bye he was gone. Hour after hour a still, white figure she sat there, neither moving or thinking save the refrain, "He is gone," which ran like redhot coals through her brain.

As the sun sent its first quivering rays over the horizon she wearily dragged herself to her room, and throwing herself across the bed slept as only the exhausted can sleep.

The sixth of June came, and Margaret was made Mrs. William Bogle. They went to their home in a distant State. William was kind, thoughtful and patient, and Margaret grew to adore his many good qualities, and lived in peace save when memory turned back to the page that pictured Lee's white, despairing face as he said good-bye. Then it was that she hastily turned to some task that would change the current of thought.

Lee turned to work and shunned all company. He wanted something to take up every moment of his time and shut out all thoughts of the past. Memory also turned back a few pages for him and showed him a white, rigid figure sitting so cold and still on the porch where he left her, for he had crept back and watched her until she went into the house. Would he never forget those hours of watching and waiting? He knew she must have shared a bit of his agony and he could not go to her and comfort her, for she was promised to another. That was past now, and he must live in the future and make a fortune for himself. Margaret had loved and enjoyed the good things of life, and for the sake of her memory he would work and get the wherewith for such, even though he could not give it to her.

. . . . . .

On a fair day in June, two years after Margaret's marriage, she was alarmed by a violent ring at the door. The maid, pale

and trembling, came running back and told her they were bringing in Mr. Bogle.

Margaret fainted, and was revived only to be told that she was a widow. William had been found in his office dead. His death was due to heart failure. She first thought of wiring Lee to come, not as a lover, but as a friend, for she felt in her dire distress as if she needed a friend whom she could depend upon.

Margaret grieved sincerely for William, for he was always good and kind to her, yet her thoughts sometimes strayed to Lee. And Lee felt his hopes rise. He knew that Margaret would not say him nay a second time. He had made the most of the time and had done well in business.

It was April again. The same old Southern moon that had seen unmoved many strange and beautiful sights looked down on a scene similar to the one he had seen three years before. The same man, the same white-clad maid, and he sent the moonbeams dancing and shimmering as before over the rippling waters.

This time Lee wastes no time playing the guitar, but has possessed himself of one little slim hand, and is repeating the same question:

"Give me your answer to-night, sweetheart; tell me now?" And the moon laughed as he did before, only this time it was with them and not at them.

E. W. G. '04.

A DIGEST OF TELEPHONY.

Telephony, at least, is one subject of which the old phase "much said and little done" will not apply. In fact the opposite might be declared true in this case, for indeed tremendous obstacles and difficulties in the telephone field have been met with and overcome since Bell first put his patent on the market, and yet but little fuss has been made over the subject, and the public is but little acquainted with the facts. When the small party line system of telephones grew into the enormous system of single, private circuits, requiring hundreds of square feet of switchboard operating surface; problems were encountered which in solving were found as difficult, perhaps, as the first cardinal problem of transmitting the human voice waves by electricity. Subscribers must have means of calling the attention of the operator; the operator must be able to talk to the subscriber and disconnect him at will; also the operator must have means of signaling the called subscriber and of telling when the parties have finished their conversation; and, again, means must be devised for connecting a subscriber not only with another subscriber of his own office, but also with any other subscriber in any office of the system as a whole. These operating requirements apply to both the common battery and the local battery systems.

In the local battery or magneto system of telephone service the current for talking is supplied from a small battery placed in the telephone, and the means the subscriber has of letting the operator know he desires a connection is by cranking the old style magneto. All other requirements noted above are fulfilled. A large magneto mounted in the switchboard, or a separate alternator of required frequency, voltage and current, driven by a special motor, enables the operator to signal any party desired by the calling subscriber. A ring-off drop cut in on the connecting cord circuit enables the operator to tell that the conversation has ceased when the subscribers hang up their

receivers and ring off. By a system of trunk lines, subscribers are enabled to talk from their telephones to any one in a distant town or to a telephone connecting with a different switchboard.

The station apparatus of a subscriber to a local battery telephone exchange may be either of the series or bridging type, that is, the bells and generator may be in series with each other and the line, or they may be in parallel with the line. In either case the station apparatus is essentially the same, the series instrument having a far lower resistance in its bell and ringing circuit.

The essentials of the simple local battery telephone are as follows: *Calling devices,* consisting of a small hand generator giving an alternating current and electro-motive force, and a polarized bell for responding to these alternating electro-motive forces. *A receiver,* made up of two small coils wound on a permanent magnet for a core; these coils taking up the fluctuating currents coming in over the line vary the normal pull of the magnet on a thin metal diaphragm used as an armature. The whole is enclosed in a hard rubber shell. *An induction coil,* usually made by winding two or three layers of comparatively coarse, silk-insulated wire (No. 18 to No. 26 B and S guage) on a straight core of a bundle of soft annealed iron wire; and over this the secondary coil is wound, and consists of a number of turns of silk-insulated wire of smaller guage than that of the primary, generally ranging from Nos. 26 to 36. *Batteries,* generally of the dry cell type, furnish the current used for the local circuit work. *A transmitter,* of which there are many and various types, but all very similar in their working features. The essential feature of all transmitters is this: A diaphragm under vibration from the voice changes the relative position of two carbons (buttons or granular) in the circuit, causing a corresponding change in the resistance of the circuit, which, with the constant electro-motive force from the battery by Ohm's law, cause a corresponding change of current, vibrating exactly in accordance with the voice. These undulatory

currents pass through the primary circuit of the induction coil and are taken off at the secondary terminals at a much higher voltage, and in this way at a better transmission value. Last, but not least, is the *switch-hook*, which is a device worked automatically by the taking off or putting up of the receiver, and serves to open the battery circuit when no conversation is taking place, and to close it when one desires to talk.

Of central office equipment for local battery exchanges nothing much need be said, as a description of the same equipment for common battery systems will embody essentially all of the cardinal features of the magneto exchange. Drops or annunciators, consisting merely in electro-magnets adapted by their action to release a shutter for display, are employed to attract the attention of the operator to indicate the subscriber's desire for a connection when he rings.

Without spring-jacks no doubt telephony would be impossible. These necessary little adjuncts of a switchboard are of many different sizes and of many different designs. They are small switch sockets adapted to accomplish certain changes in circuit when a plug attached to a flexible cord is inserted in them. A spring-jack usually forms the terminal of a line, thus making it possible to connect with that line by inserting a plug in the jack. Drops are used only in local battery work, jacks, however, are used in all switchboards.

In the discussion of the operation and transmission features of the local battery system one discovers in the operation the biggest objection to the system. The drawback is slowness in operation; the subscriber *must* lift the receiver from the hook, and if he must stop to crank his telephone before doing so, which is not necessary with the common battery, he merely loses time. One advantage of the central energy or common battery is the fact that the bulk of the apparatus is in the central office. The local battery telephone has much more operating necessities in its make-up, and for this reason has more parts to get out of order, and the operating expense would be more. The transmission by this system is excellent in the case of the bridging

telephone, but is poor in the series telephones. If a number of series telephones are on a line the talking circuit finds so much resistance in the ringing circuits in series in the line that the transmission is not nearly so good.

With the main object of reducing the cost of maintenance of the substation instruments in connection with exchanges many devices were, from time to time, suggested whereby the local batteries and generators could be done away with. Until 1892, however, none proved of great commercial value. In this year an American, H. V. Haynes, appears to have suggested the first practical use of the common battery for both signaling and speaking. The common battery system provides all the desirable features of the local battery system in addition to many others distinctly its own. In this system the arrangement is such that the mere lifting of the subscriber's receiver from its hook will energize the line signal, current being supplied from a central office battery to do this. Line signals in common battery switchboards are usually miniature lamps placed in front of the operator and controlled by a relay whose coil is in the line circuit. When the subscriber's receiver is on the hook the circuit of the line is open to direct current at the substation, and there is no current from the battery through the relay which is therefore not energized. As soon as the receiver is removed from the hook there is set up current from the line through the transmitter and receiver at the substation and through the relay coil, thus closing the local circuit and allowing current to be established from the battery through the lamps.

In common battery switchboards the arrangements are sometimes such that when the operator plugs into the jack in answer to the call the inserted plug springs open the contacts in the jack, and in this way the battery current is cut off from the line relay and the lamp extinguished. In order to accomplish the changes of circuit by which the operator is enabled to connect her telephone with the line of any subscriber, and to send calling current to ring the bells at any subscriber's station, many forms of circuit-changing switches have been devised. Though varied

in form the principles involved are the same. A good form of key would consist of six different contact springs, so mounted and formed that they might be acted upon by a wedge of insulating material adapted to slide vertically among them. This wedge is mounted upon a rod, carrying on its upper end a button, by which it may be raised or lowered by the operator. A switch of this kind is provided for each cord circuit on the switchboard. When a subscriber's lamp is lighted the operator inserts the answering plug and shifts the button of the switch or key, which corresponds to the pair of cords used, to the position in which her head telephone is thrown in connection with the subscriber. After getting the number desired the calling plug is inserted in the proper jack, and by again changing the position of her switch button the talking circuit is thrown out, and two other contact springs under potential of the ringing generator are bridged on the circuit of the called subscriber. Two small lamps, called supervisory lamps, are so connected in each cord circuit that as long as one of the plugs of the circuit is inserted in a jack, and the corresponding subscriber has his receiver removed from the hook, the lamp will not be energized. As soon as either subscriber hangs up his receiver the corresponding lamp will be illuminated, thus calling the attention of the operator to the fact that a disconnection is desired.

In small exchanges it is easy to place the line terminals of all the subscribers within easy reach of a single operator. This is true even though as many as three operators may be required at the board, since each can reach within the territory of the others. Where a greater number of lines is required the multiple board is used, which has for its object the placing of a line terminal or jack for every line in direct reach of every operator, no matter how large the exchange may be. To accomplish this each line is provided with a plurality of jacks, the jack appearing in similar positions on each section of the board.

Such jacks, which are practically always used for the purpose of making a connection with a called subscriber, are termed multiple jacks. In addition to this there are on each section

of the board a number of answering jacks and line signals. These are not duplicated on the board, there being only one for each line, and these are distributed along in front of the operators in accordance with the ability of the operators to handle the incoming service over them.

Three operators sit at each section of the switchboard, and each operator answers those lines which have answering jacks or signals immediately in front of her, but in order to make the connection with any called subscriber she reaches not only the multiple jacks immediately in front of her, but also those in front of the operators at her right and left. In this way each operator is enabled to reach a jack for every line in the exchange.

In the multiple system an enormous number of jacks must be used in order that the operator may reach a terminal of each line; and as the system increases it often becomes necessary to install more than one exchange in the same city. In this case a system of trunk lines and of intercommunication must be arranged in order that a subscriber of one exchange should desire a connection with a subscriber in another. Systems depending for their operation on the transfer of a connection from one portion of a board to another more distant one are termed transfer systems.

Since one of the main objects of the common battery telephone system is to reduce the amount of apparatus necessary at the subscriber's station we find that a receiver and transmitter in series with the line is all of the talking circuit, while the bells bridged across the line with a condenser in series form the ringing circuit. Twenty-four volts potential, direct current, is always on the line, and when the receiver is removed from the hook for use the circuit is closed, and the same current which energizes the transmitter for talking also energizes a signal at the central office, and thereby attracts the attention of the operator. A subscriber's set then consists of transmitter and receiver, bells, condenser and switch-hook. Induction coils are used generally, but not positively essential. The substation

set is cheaper by the cost of a generator, if common battery set is preferred to the magneto set.

In common battery switchboards the arrangement is such that the mere lifting of the subscriber's receiver from its hook will energize the line signal, current being supplied from a central office battery to do this. Line signals in common battery switchboards are usually miniature lamps placed in front of the operator, and controlled by a relay in the line circuit. When the subscriber's receiver is on the hook the circuit of the line is open to direct current at the substation, and there is no current from the battery through the relay, which, therefore, is not energized. As soon as the subscriber removes his receiver from the hook there is set up current from the line through the transmitter and receiver, and through the relay coil, thus closing the local circuit and allowing current to be established from the battery through the lamp. The arrangement is usually such that when the operator plugs into the jack in answer to the call the battery current will be cut off from the line relay, and thus extinguish the lamp. This is accomplished by means of spring contacts in the jack, which open when the plug is inserted.

When in response to a signal a connection is made with a line by inserting an answering plug in the jack of the line, the line lamp is put out and the battery supply to the line through the line relay is cut off at the jack. Another battery supply is afforded from the same battery through two strands of the cord circuit. The battery is connected so as to supply this circuit through the two windings of a repeating coil connected across the cord circuit and also through the shunted winding of a supervisory relay. When two lines are connected by inserting the answering and calling plugs in the jacks of the calling and called subscribers, respectively, the two subscribers are enabled to converse, the fluctuating current set up in the line of one by the action of the transmitter being transmitted to the line of the other through the action of the repeating coil windings.

When speaking must be carried on over long lines, the conditions of the circuit must be good in all respects if good results

in transmission are to be obtained. All points which affect the electrical condition of the line must be carefully considered. The essential difference between the transmission of speech over short lines and over lines hundreds of miles of length, according to Poole, is that in the latter "the electrical speech impulses are transmitted in the form of elastic undulations of electro-magnetic waves, while the short lines do not allow these waves to form, the reflections of the impulse at the terminal instruments interfering with the advance of the wave crest." The character of circuit is dependent upon its four electrical constants—Resistance, Capacity, Inductance, and Leakage, or Insulation. The efficiency of transmission depends on the magnitude and relation of these constants. The resistance of any line is, of course, directly proportional to the length of the line. The mutual capacity of a circuit, however, is not so proportional with the length. A circuit of No. 10 copper strung between two cities would not have near so much capacity in micro-farads as would one enclosed in a cable. The inductance is variable, as is also the insulation resistance. As an electro-magnetic impulse progresses along the line, it is subjected to two deteriorating influences—attenuation and distortion. The former is simply a gradual falling-away of the amplitude of the vibration. This is due to the ohmic resistance in the conductor, inductance, and shunting effect of leakage from the line. The latter influence, that of distortion, is caused by the fact that waves of different periods of length or different vibration are unequally affected. If the relative proportions or positions of the waves are altered in telephonic transmission, "distortion" results, the special quality of sound is lost, and the words may become indistinguishable, even though the volume of the sound may be large.

Certain standards of telephonic transmission set by comparison with the transmission results obtained with standard telephone instruments through certain lengths of standard-test cable have been adopted; a certain mile loop resistance and a certain capacity in micro-farads being required. A test cable means a telephone dry core cable, the wires of which have a loop resist-

ance of 88 ohms per mile and an average mutual electrostatic capacity of 0.054 micro-farads per mile between wire and wire of each pair, and an average insulation of not less than 200 meghoms per mile. The British standard has a capacity of 0.06 m. f. The range of aerial cable has been found from experiment to vary from twenty-six to one hundred and twenty-seven miles, according to the size of conductors used, the capacity of the cable, etc.

The effect upon transmission of apparatus in line circuit is very often a perplexing question. The prime object in view in telephony is to carry on conversation, but so many other operations must also be carried on at the same time and over the same identical wires that the effect of many other parts of apparatus must be considered, and hindrances to successful speech transmission eliminated. For example, the line relay of the common battery system, if bridged across the line, or, in fact, any coil bridged across a circuit, should have an impedance as high as could be obtained, but still to leave the coil of service. This would then form a path for the direct current signalling, but, being of high impedance, the bad effect would be small on the voice waves. On the other hand, a coil in series with the line should have an impedance as low as would be compatible with the performance of its required service, so that talking currents which might go through it would suffer the least amount from distortion, or attenuation. Condensers generally of two micro-farad capacity are very successfully used in a number of cases to eliminate undesirable effects of apparatus in circuit. The common battery telephone makes an excellent use of the condenser. In order that the open circuit at the substation, while the telephone is not in use, may not interfere with the receiving of signals by that station, the bells are bridged across the circuit in series with a condenser, the condenser being opaque to direct current, but readily transmitting the alternating currents, such as are used in ringing the bells.

After the doing away of single-grounded lines, it has been found that there are many disturbances—distant, far-away talk-

ing, noises, and the like, induced in the metallic circuits now used. All of these induced noises are put together under the head of "cross talk," and are known under this caption. The chief cure of cross talk lies in transposition. The wires are transposed so that each side of each circuit will be subject to like and opposite inductive influences. Of course this is done only in open bare wire construction, and is generally confined to toll lines only. Local circuits of cities, several blocks in length, require no transposing. Transpositions are always made on the pole; the wires in each direction are dead-ended, either on separate insulators or on double-groove transposition insulators, and a cross-over made between them. The latest transposition, and one which is now being extensively used, is the "rolling" or "one-pin" transposition, and has the advantage that it can usually be made without cutting the wire, and is also cheaper than the ordinary double-pin transposition.

The cause of cross talk may properly be charged to the account of electrostatic induction. In the old grounded telephone circuits, running side by side, cross talk became so bad, especially when in the neighborhood of high potential lines, that the metallic circuit was adopted as the standard. Cross talk phenomena are explained in some text books and articles on the supposition that it is chiefly if not entirely due to electro-magnetic induction. In 1889, however, Mr. J. J. Carty, in a paper before the New York Electric Club, and again in 1891, in a paper read before the American Institute of Electrical Engineers, described a series of experiments, which show conclusively that cross talk between lines is due almost entirely to electrostatic induction, electro-magnetic induction playing so small a part that it is not noticeable. There is no doubt, however, but that induction from wires carrying heavy currents, such as are used in power and lighting work, is largely due to electro-magnetic effects and can be proven by experiment.

The remedy for all the troubles due to disturbing noises from any cause, as has just been noted, is to make the line a complete metallic circuit, and then, as this will not completely stop the

noises from most of the causes, additional precaution must be taken by making the two sides of the circuit alike in all respects, and properly transposing them at frequent intervals, in order that they may be as nearly symmetrical as possible with respect to the disturbing source or sources.

Tests of telephone lines, whether of bare wire on poles or of overhead or underground cables, may be divided into two general classes: First, those which are for the determination of the existence of certain conditions, without the necessity of measuring quantitatively the extent to which these conditions exist; in other words, rough tests for the determination of grounds, crosses or breaks, usually made with instruments such as the magneto bell, telephone receiver and such like simple but effective devices. Second, those tests for not only determining the existence of certain conditions, but also for their quantitative measurements. These require intricate instruments and a certain amount of mathematical skill for solving.

R. K. BABINGTON.

Ernest Albert Haynes.

Died May 4th, 1910.

Senior private; Y. M. C. A.; Censor Leazer Literary Society, '08-'09; Leazer Literary Society, '08-'09, '09-'10; President Civil Engineering Society, '09-'10; Class football team, '08-'09; All Class football team, '08-'09; Scrub football team, '08-'09; Varsity football team, '09-'10. Day student Freshman, Sophomore and Junior years.

RESOLUTIONS OF RESPECT.

The Leazer Literary Society.

Whereas, God, in the ever-wise ordering of Divine Providence, has removed from this life our friend and fellow-member, E. A. Haynes; and

Whereas, The members of the Leazer Literary Society desire to manifest the love and esteem and admiration in which we held him; be it therefore

Resolved, That in his death at Rex Hospital, Raleigh, N. C., May 4, 1910, this Society lost a devoted, efficient and honored member, and this College one whose scholarship, mental attainments and admirable traits of character gave promise of a useful and brilliant future.

Resolved, That his uniform kindness, gentleness, yet manliness, will ever be fresh in our memories, and that his life is worthy of our emulation.

Resolved, That a copy of these resolutions be inserted upon a page of the minutes dedicated to his memory, and that a copy be sent to his bereaved family, and for publication to the Red and White.

W. F. Eller,
T. B. Summerlin,
J. M. Gray,
Committee.

RESOLUTIONS OF RESPECT.

SINCE our Father and our God, the love of whom causes all things to work together for good, has taken from this life our fellow-member, E. A. Haynes; and

WHEREAS, we are in sorrow on account of the loss of him from among our number; be it

Resolved, That the Young Men's Christian Association of the A. and M. College laments the removal of such a manly, good-natured, friendly, cheerful and intellectual young man, who, if it had been His will, we would have liked much to have remained here on earth. Be it further

Resolved, That the Young Men's Christian Association have a copy of these resolutions inserted in the minutes, a copy printed in THE RED AND WHITE, and a copy sent to the young man's bereaved parents, with the assurance that we mourn with them in their great loss, and extend them our love. May they remember always, "His will, not ours, be done."

T. B. STANSEL,
G. R. ROSS,
Committee.

THE CHARLOTTE MEETING OF THE AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS.

Owing to the delay of Southern train No. 37, which was to bring to Charlotte more than one hundred guests, the formal opening of the American Institute of Electrical Engineers was delayed from 11 o'clock A. M. until 2 P. M., March 30th.

At 2 P. M. the institute was called to order by President Stillwell in the assembly hall of the Selwyn Hotel. Mayor T. W. Hawkins, in a few happily chosen words, welcomed the engineers on behalf of the live, progressive people of Charlotte. He said that he would not open the gates of the city, because there were no gates for those who come, typifying progress, achievement and growth.

President Stillwell's response on behalf of the engineers was well chosen and to the point. He said, in part, that the reason for the meeting in Charlotte was the increased electrical activity in the Piedmont section of the Carolinas. The great bulk of the institute membership having been in New York, Schenectady and Pittsburg, was responsible for the few meetings held in the South, but that the institute would meet at any place where papers of institute grade are produced. Reference was also made to the achievement of engineers in the South.

When President Stillwell sat down, Secretary Pope arose to make several announcements. Invitations were read from the Manufacturers' and Colonial clubs, tendering the courtesies to the visiting engineers. The Western Union Telegraph Company, Southern Bell and American Telephone and Telegraph Companies offered to transmit free of charge all social messages when endorsed by the secretary.

President Stillwell then announced that the first paper of the day would be that of Mr. Albert Milmow, of the Southern Power Company, on "Electric Drive in Cotton Mills." Mr. Milmow's topic is one that deals with a problem which has come to the front recently, and one to which the Southern Power

Company has devoted a great deal of time and attention. He showed that the first cost of electric driving equipment for a 25,000-spindle mill was less than half of the cost of a mechanical driving equipment. Mr. Milmow showed very conclusively how, by the employment of electric drive, a saving of 15 per cent was obtained over the ordinary steam drive. One of the most interesting features of the paper was an elaborate series of diagrams, showing the effect of balancing on the speed, and the decided advantage of the electric drive over the mechanical drive. A much better initial and transmitted speed was obtained by the electric drive.

The next paper presented was by Mr. E. D. Latta, Jr., on "Gas Engines and City Railway and Light Service." Mr. Latta outlined the purpose of his paper in the following way:

1st. To give a description of the apparatus and equipment in a small but thoroughly appointed central station, viz., the Charlotte Electric Railway Company, using gas engines as prime movers, and supplying current for street railway purposes, electric lighting and motors in small units.

2d. To give from the daily operating reports some figures from which can be formed an idea of the reliability, efficiency and adaptability of the plant under conditions which are relatively as severe as can well be imposed upon any plant, whether large or small.

3d. To give some data on the subject of producer gas manufacture, which to the engineer versed in the principles of fuel combustion may seem obvious and crude, but which to operators and those investigating the operation of producer gas plants may be of value, in that it can be acquired only by experience and by tedious reference to works of many authors on the subject of fuel combustion.

Lastly, to offer a few remarks on the adaptability and advisability of gas engines for certain kinds of work.

Mr. Latta gave a detailed description of the plant, followed by a very interesting exposition of the chemical reaction which takes place in the producer generators.

After the adjournment of the afternoon session the visitors were escorted to the Chadwick-Hoskins and Highland Park cotton mills, which are using the electric drive, and proved of interest to the engineers.

After the visit to the mills the party was escorted to the gas producer plant of the Charlotte Consolidated Construction Company, where the working details were gone over in detail, much to the delight and satisfaction of the visitors.

EVENING SESSION.

There were three papers read at this session, the first by Mr. A. E. Kennerly, on "Modifications of Hering's Laws of Furnace Electrodes." Mr. Kennerly's paper was the product of much thought and research, and proved very interesting.

The second paper was by Mr. Carl Hering, on "Proportioning of Electrodes for Furnace Electrodes."

The third paper was by Mr. E. E. F. Creighton, on "Some Demonstrations of Lighting Phenomena," with experiments, illustrating the phenomena in question. The paper was very interesting, both from a technical and commercial standpoint.

This concluded the papers for the evening session, and the institute adjourned until Thursday morning at 10 o'clock.

Thursday morning's session was opened by Mr. W. S. Lee, Jr., who read a paper on "The Parallel Operation of Hydro-electric Plants." In this very able paper was given the conclusions and views of Mr. Lee's wide experience as general manager of the Southern Power Company. He took up, in the thorough way which characterizes all of his work, the advantages and disadvantages of parallel operation, under the following heads: Multiplicity of Plants on Same Stream; Plants Located on Different Streams; Effect of Low Water on a System of Plants; Effect of High Water on a System of Plants; Storage of Water; Breakdown Capacity; Auxiliary Plants; Variation of Load; Constructing and Operating Advantages.

The feature of the afternoon session was the presentation of a carefully prepared paper on "A Practical Method of Protect-

ing Insulators from Lightning, and Power Arc Effects," by Mr. L. C. Nicholson, of the Institute High-tension Transmission Committee. It gave the results of much careful experimenting over a long period on the lines of the Niagara, Lockport and Ontario Power Company. This paper being the last on the program, the institute was declared adjourned.

Friday morning the institute left Charlotte on a special train, as the guests of the Southern Power Company, for a visit to their Great Falls and Rocky Creek power stations. Arriving at Great Falls, the crowd walked down the river for a distance of about two miles to the Rocky Creek station; and after critically observing the station and site, we returned by the same route, until we reached the historic "Rock House" of the lock builders, where a sumptuous dinner of old-fashioned barbecue was served, together with plenty of cold water and lemonade. After every one had eaten and drunk their fill, we returned to the Great Falls plant and went over it, and from there we all assembled at the train, and at 3:30 o'clock we started back to Charlotte.

The Great Falls station contains eight 3,000-k.w. 2,200-volt Westinghouse alternators, directly connected to hydraulic turbines of the Escher-Wyso pattern, made by the Allis-Chalmers Company. The alternators are connected in parallel, through power-operated switches to a bank of three 2,000-k.w. 2,200 to 44,000 volt transformers, connected in delta. The transformers are of the oil-insulated water-cooled type. The high-tension switches are operated from the exciter circuits through relays.

The Rocky Creek plant is practically a duplicate of the Great Falls plant.

The visit was enjoyable as well as instructive. The stations, being almost model, as well as modern, show the rapid advance in hydro-electric development wrought through efficient engineering.

Y. M. C. A.

College Men in Training.

The greatest need of to-day is trained leadership in every department of life. Our law schools are trying to train men for leadership in the legal profession; our agricultural and mechanical colleges are training men for leadership in agricultural pursuits and industrial vocations; even the positions of leadership in the army and the navy have special academies established for training. The time is at hand when men who are to be leaders as laymen in the church must have a chance to acquire expert knowledge of religious-work methods. To neglect this training means to put the moral forces of the world below par in comparison with the so-called secular forces.

Places for this training.—In order to train men to be leaders in letters and arts, we found universities; and to train them in industrial pursuits, we found agricultural and mechanical colleges, each with endowments and equipments of thousands and even millions of dollars. To train laymen in religious work, we must have conferences where real training and study will be the fundamental objective.

Summer Conferences.—For a number of years the student Young Men's Christian Associations have been conducting ten-day conferences in different parts of America, where picked college men, to the number of 2,500, gather each summer to study and discuss the best methods of building up the moral life of the colleges and of reaching men for definite Christian work.

The Southern Conference.—The college men of the South have been meeting for years near Asheville, N. C. At these summer conferences three or four hundred men receive the training each summer that has made the religious work of the South the marvel of the religious world. *It is at these conferences that the leaders for the fifty thousand Bible students in*

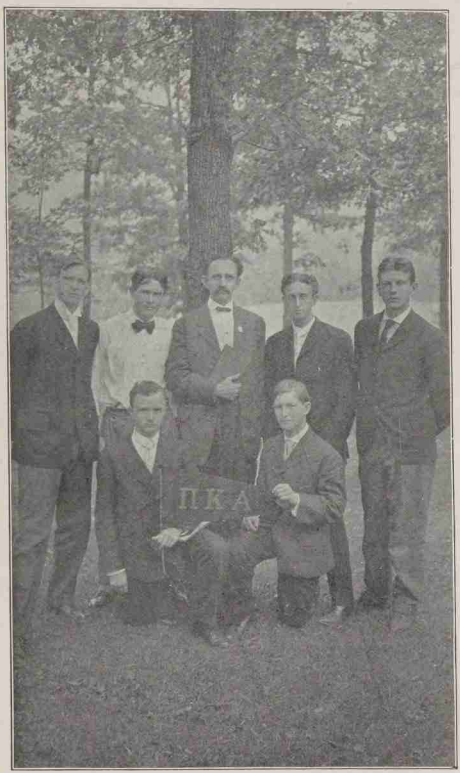
the colleges of America get their training. It is there that the leaders are trained who taught the mission classes last year, in which 19,000 students were enrolled; and it is there also that men have had their training in religious meetings and personal work, which resulted in leading 4,000 men into the Christian life during the past year.

Where and When.—Such a conference as this will be held for the college men of the South, June 17-26, 1910. No more appropriate place for this great conference could be found in the

South, perhaps, than at Montreat, N. C., in the mountains about Asheville, "The Land of the Sky." By means of its location, there can be combined with religious training the "outing" feature for the hard-worked student who comes up from his college examinations to spend ten days in delightful association. This conference has become, beyond question, the South's greatest gathering of college men. This is true, from several points of view.

(1) *Class of Men in Attendance.*—The conference now gathers together the choice men of the colleges and preparatory schools

of the South. Many of the leading athletes, the leaders of the social life and scholarship are among the delegates.



Π. K. A. FRATERNITY GROUP.

(2) *Scheme of Work.*—It is the purpose of the conference which gives to it its greatness. The one supreme purpose of this gathering is the training of college men for Christian service in their institutions and in the churches, both during vacation and after graduation. Ex-President Patton, of Princeton, recently said that the college Young Men's Christian Association has in most institutions a practical monopoly of the religious culture and Christian service of the students. These purposes of training are accomplished by several lines of study, as follows:

(a) By the scheme of Bible study. The entire conference is divided into small groups of from twelve to fifteen men, and placed in a selected course of Bible study, under expert leadership. These courses are those outlined by the International Committee of the Young Men's Christian Association for use in the colleges. Through this scheme two important results are expected: (1) the student will have his own spiritual life quickened, and (2) he will receive training in the courses of Bible study that he will teach in the college association next year.

(b) Men are trained by the daily study of the direct problems of the college Young Men's Christian Association. Through this study the best thought of the leading college associations is given to the others represented. New lines of activity are also suggested, and new resources are discovered and more adequate plans formed.

(c) The conference also realizes its purposes through training men in problems of their several life callings. This study takes the form of several institutes: (1) the institute on American problems, under leadership of men of national reputation, will study such problems as those presented by the cities, by immigration, etc.; (2) the ministerial institute, which will study the importance of the work of the ministry and the supply of strong men for this work; (3) personal evangelism; (4) a careful training in the problems of the foreign field, under the direction of returned missionaries.

(d) By a series of inspirational addresses from the greatest available platform men in North America. These addresses have made the conference in the past a really great epoch in the lives of many college men. No stronger series of platform addresses has ever been given than the series of the coming conference.

What the Conference Has Done.—This conference has helped hundreds of students to make real the Christian conceptions, to think through some of the questions of faith, and to settle the question of their life calling. It has given many a new conception of the manliness of Christianity and the strength of its leadership in the colleges. It has brought together each summer several hundred of the strongest Christian leaders, and has helped them to get a broader vision of the battles, needs and achievements of college men. One college man says: "It is equal to half a year in college, without any exams at the end."

What the Conference Will Do.—It will mark an epoch in the life of any genuine man.

An Appeal.—Every parent, pastor and teacher who can influence a college man to attend will be doing for him what will be inestimable blessing and strength in his life.

THE SOUTHERN STUDENT CONFERENCE OF YOUNG MEN'S CHRISTIAN ASSOCIATIONS.

Every Christian college man would like to have the following questions in his life answered:

1. How can the Christian religion become a vital reality in my life?

2. How can this vital reality be of practical use in my college life and in the life of the association?

3. Where must I put my life after college to make it of most use to the world?

The Southern Student Conference of the Young Men's Christian Association attempts to answer, and has for many men answered, these as well as many minor questions, and gives men

a broader outlook on college life than can be gotten in any other single gathering in the South. This conference is to be held in Montreat, N. C., June 17 to 26, 1910.

Attendance.—Men from all the colleges of all the Southeast who are prominent in the colleges as athletes, honor men, social leaders, fraternity men, religious leaders—in fact the very best class of men from these colleges will be in attendance at this conference.

Accommodations.—There are at Montreat two large hotels, Montreat and Alba, each with room for over 100 men, which are leased by the conference at this time, and are occupied by delegates only, during this time, and in addition a number of military tents will be erected to take care of the delegates. All will eat

TENT LIFE AT MONTREAT.

in the large dining-room of the Alba, which accommodates 400 persons at tables.

SOME OF THE MAIN FEATURES.

Athletics.—Every athletic sport (except football) will be engaged in. There are splendid tennis courts, basketball courts, a baseball diamond, a swimming pool, and one afternoon is given

over to a track meet. The entire afternoon of each day is devoted to recreation.

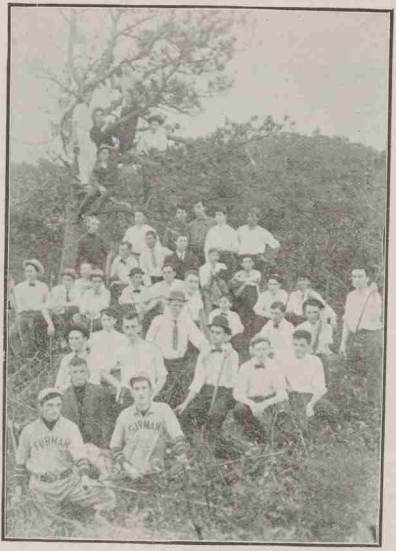
Mountain Climbing.—Western North Carolina has been justly called "The Switzerland of America." There are no prettier, more invigorating scenes than from the tops of some of the peaks surrounding Montreat. Mount Mitchell, the highest peak

WINNING BASEBALL TEAM.

east of the Rockies, is visited each summer by most of the delegates, who take the day following the conference to make this trip.

College Spirit.—One of the features throughout is the pervading good fellowship and college spirit. Every man carries his college pennant, and before and after meals, as well as on the athletic field, the songs and yells of all the colleges can be constantly heard. The conference is the only place where you can hear the songs and yells and see the pennants and flags of all the Southern colleges together.

The "Blow-out."—The manifestation of college spirit culminates in what is termed "the blow-out." An afternoon near the close of the conference is set aside for this demonstration. All



"THE TOP OF THE MOUNTAIN."

the delegates gather in the auditorium and each college and State is allowed a few minutes on the stage to "pull off" a "stunt"—some demonstration representative of the college—and to give its songs and yells.

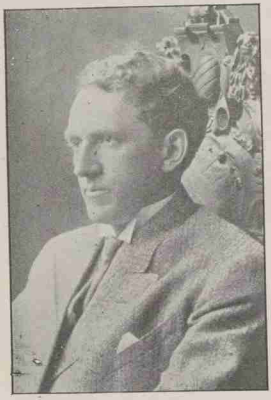
Who Should Go From A. and M.—Every officer of the Association and the chairman of each committee, every man who expects to lead a Bible study group next year, and every man

who would like the questions in the first part of this paper answered in his own life.

Our Delegation.—We have never had a large enough delegation to make a real showing for A. and M. It wasn't the

CLEMSON DELEGATION.

fault of the men who went, but of those who didn't go. We ought by all means to have ten men this summer. Many of our men live in the western part of the State, and their expense



C. S. COOPER.

would be almost nothing compared to that of the delegates from States as far off as Georgia, Mississippi or Western Tennessee.

WRITE HOME AND TELL THE FOLKS YOU WANT TO GO THIS YEAR.

Things to Take With You.—Overcoat, track suit, baseball suit, tennis racket, track shoes, kodak, fountain pen, note book, Bible-study book (in the course which you will lead next year). You will be utterly lost without your college pennant, songs and yells, and your college spirit.

W. D. WEATHERFORD.

What Men from Other Colleges Think.—Raise Your Ideals of Life.—"If you are looking for a place that will net the greatest returns in broadening and developing your spiritual and mental nature, raise your ideals of life and increase the efficiency of your body with the least outlay of time and money, then attend the Southern Student Conference."

College Spirit.—"It reveals the importance in one's own eyes of the Christian life, stimulates clean, pure athletic sentiment, and incites manly college spirit."

The Conference Spirit.—" . . . I also learned that a Christian's life should be an active one and that work is the keynote to growth. It was at this conference that I was able to decide upon my lifework. In a word, I caught the spirit of the conference, the spirit of Jesus Christ, the spirit of helpfulness to the other fellow."

A Professor's View.—"A Revelation of the aims and methods of the college Young Men's Christian Association work.

"An Inspiration to help forward this work by renewed consecration of self to God's service, and to personal effort.

"A Recreation from routine college work, giving an opportunity for social intercourse with college students, professors and Christian workers."

Y. M. C. A. BUILDING.

Fellows, you have been given a chance to aid in securing the erection at this college of a Y. M. C. A. building. You cannot afford not to be in sympathy with this movement. It is of too great importance to this college to justify indifference towards it by any member of the student body.

This building is to be one of the handsomest structures on the college campus, and is to be an aid towards the centralization of all the different phases of college life.

Some of the benefits to be derived from this building are:

(1) The providing of a decent and suitable college auditorium. As is well known our present one is little more than a huge box, most admirably unsuited for the uses of a college hall.

(2) It will give to this college a gymnasium. At present we are laboring along—a college without a gymnasium; our athletics without a mainspring. A condition which is almost inexcusable in the light of the present position of prestige which this college maintains.

(3) It will provide accommodations for our literary societies.

Some if not all the preparatory schools in the State have better accommodations for literary societies than has the A. and M. College. The present quarters of our literary societies are inconsistent with their growth and development. We need these individual homes for our literary societies in order to arouse a greater pride and a keener competition, thereby giving them more distinction as college organizations and increasing their scope of usefulness.

(4) It will furnish an excellent place for the holding of receptions.

Is everybody of the opinion that our reception accommodations now are all that could be wished for? Can we really do ourselves justice in the matter of a reception under existing circumstances? Yet we have occasion to give these things.

(5) It will enlarge the scope of our Y. M. C. A.

The Y. M. C. A., as standing for the development of the spiritual, mental and physical phases of a man's life, can then be put before the students in a better light.

Our little Y. M. C. A. room, which has done much good and has been a valuable asset to this college, will in that building be developed into a Y. M. C. A. room on a much larger scale. There to a better advantage can the restraining influences which are characteristic of home life be, to some extent, replaced in the students' lives. It will also provide a place for the passing away of leisure time in a pleasant and profitable manner and in an atmosphere of good influences.

The Y. M. C. A. can then be a more powerful factor in aiding the college to turn out manly Christian leaders which are so needed in the activities of this world to-day.

These are only some of the benefits the advent of the Y. M. C. A. building will mean to this college. There are others. On the whole it will provide a nucleus around which to center all college life and provide a place of common interest, where

each student can come in closer touch and a more friendly relationship with every "other fellow."

You have a chance to help the college to secure this building. What are you going to do about it? Will you not be willing to give only a little of your time towards the advancement of this, which means so much to A. and M.

Locals

Commencement is most here, and you can see around the college many happy boys, especially the "Seniors." This is the last issue of the RED AND WHITE, and it extends hearty congratulations to the graduating class, and wishes them a bright and prosperous future.

Work has begun on the first fire-proof building at the A. and M. College. It is the Engineering Building, and is to be of reinforced concrete. Mr. J. W. Sexton started the construction by throwing the first shovel full of earth for the foundation.

The last college entertainment for the season 1909-'10 was given Monday night, the 9th of May. This entertainment was given by the "Roney's Boys" Concert Company. It was very good, and was enjoyed by all who attended.

The "Senior Debate" between the Leazar and Pullen societies took place on Saturday night, May 7th. Mr. L. P. McLendon, of the Leazar Society, won the medal. The under classmen's declaimer's contest was held in April, Mr. Buchanan, of the Leazar Society and Freshman class, winning this medal.

Several days ago Mr. Bowen, our bursar, received a very interesting letter from Lieut. Jas. E. Latham, '09, now of the Philippine Constabulary. Latham seems to be well pleased with his work in the islands, although he says there is still no place like the old U. S. A.; however he adds that he would be willing to serve the two years in the islands, without any salary whatever, just for what he had seen and learned there and in Japan. His statement in regard to board in the constabulary was astounding—$60 per month! This, he stated, was due, perhaps, to the location of the school, which was in the mountains,

making it necessary to carry the food a long distance on the backs of carriers.

It seems that Latham, Shope and the other A. and M. graduates, who are now in the Philippines, will soon have more company from here, since several 1910 men have applied for recommendations to the Scouts and Constabulary services.

To "Straw" Jones and "Rufe" Hicks, chief and assistant chief rooters, respectively, the student body certainly owes its thanks. The service of these men toward the success of our teams on the home grounds has been of the gilt-edge variety, and the rooting under their leadership has been most effective. "Straw" has shown his ingenuity and originality in all parts of the rooting business from writing new songs and yells to gracefully leading a serpentine dance on the campuses of St. Mary's, Peace and Meredith.

The last celebration in honor of the victories of the baseball team while on their Northern trip was a most successful affair, and no doubt was the biggest A. and M. and Raleigh has ever seen. Banners, telling the scores, torches, autos for the team and wagons for the band, with practically every man in college, made up the main features of the parade. The young ladies at the different schools responded to our yells and songs; and, although tired and dusty on our return, we felt repaid by the hearty reception they gave us. Mr. Lasitter, in the Athletic Department, is publishing some of the songs by the young ladies.

Among those young men in college who pay their own expenses and who work their way through we are struck with the phenomenal success of Mr. Harry Murray, '12. Several of the students have made it a business to do tailoring work, that is, taking orders for reputable tailoring firms, and if any of them have made a bigger success than Murray we haven't heard

of it yet. Having had several years' experience before coming to A. and M. he probably couldn't entirely give up his love for his first vocation; so, with bushels of samples from his old firm, a typewriter, a devoted "old lady" and a liberal amount of advertising in the RED AND WHITE (*que vease*), he has, in addition to getting his name on the "star" list, also "suited" every fellow that has come his way. So great has been the volume of his business, and so well pleased his customers, that we would advise Harry to quit electrical engineering and incorporate into the tailoring business instead.

On the night of May 10th the editorial staff of the RED AND WHITE was elegantly banquetted by the Business Manager, Mr. Kirby. In addition to the members of the board there were present at the banquet Messrs. Eugene Lee and Captain J. W. Sexton, of the Varsity baseball team, who were honorary guests. The time was most pleasantly spent; speeches were made by all, including a joke from the comic editor. All joined in a toast to the efficient business manager, host of the bounteous spread. Among the toasts responded to were: "The RED AND WHITE for 1911," by Thorne; "The RED AND WHITE, with College Monthlies," by Babington," "Why Judas Held the Bag," by Gillette; "A. and M. in Athletics," by Mr. Sexton, and a joke from the Comic, "Why Mother Went Off With the Milkman."

A picture of last fall's Sophomore football team is given on opposite page. The officers of the team were: Bost, Capt.; Bowler, Mgr.; Hartsell and Seifert, coaches. The line-up was: P. Caldwell, c.; Spiers, r. g.; Ferebee, r. t.; Trotter, r. e.; Gunn, l. g.; Bost, l. t.; B. L. Caldwell, l. e.; Derby, q. b.; Holman, r. h. b.; Wilson, f. b.; Holding, l. h. b. Substitutes, Koonce, Lambeth, Sessoms, Newborn, Kellogg, Baldwin.

The last Thalarian German Club dance of the season was given Saturday night, May 14th, in Pullen Hall. Mr. Springs and Miss Crews, leading. Those dancing were: Sader with

Miss Normie Rogers, Hicks with Miss Sallie Haywood Battle, Tull with Miss Irene Lacy, Councill with Miss Elizabeth Johnson, Poisson with Miss Margarett McKimmon, Scott with Miss Ethel Rogers, Gault with Miss Lizzie Rogers, Dr. Pegram with Miss Ruby Norris, W. Dixon with Miss Josephine Boylan, Holden with Miss Anne McKimmon, Roth with Miss Betsey John Haywood, Knight with Miss Fannie Johnson, Hedrick with Miss Annie Young, Cooper with Miss Fannie Young, Howard with Miss Daisy Haywood, Lee with Miss Frances Lacy, McDonald, with Miss Lucile Johns, Clark with Miss Patsey Smith, Rheinhart with Miss Phillips, McLendon with Miss Elizabeth Thompson, Sexton with Miss Lethia McGee.

The April dance of the Thalarian German Club was given Saturday night, April 23d. Mr. Springs led the dance. Those dancing were:

Lee with Miss Juliet Crews, Bowler with Miss Lily Taylor, of Wilmington, N. C.; Sadler with Miss Del. Burbank, of Wilmington, N. C.; Winslow with Miss Sallie Haywood Battle, Poisson with Miss Normie Rogers, Lachecotte with Miss Ethel Rogers, Ross with Miss Nannie Hay, McLendon with Miss Lethia McGee, McDowell with Miss Fannie Johnson, Councill with Miss Anne McKimmon, Smith with Miss Elizabeth Thompson, Thornton with Miss Griselle Hinton, Brown with Miss Betsey John Haywood, Hicks with Miss Willa Norris, Knight with Miss Elizabeth Johnson, Summerell with Miss Gray, of Winston; Stedman with Miss Lucy Moore, Scott with Miss Frances Lacy, Mott with Miss Margarette McKimmon, Tull with Miss Caro Grey, Sherman with Josephine Boylan, Holding with Miss Daisy Haywood, Howard with Miss Lucile Johns, W. L. Manning with Miss Jessie Harris, of Henderson, N. C.

Stags.—Taylor, Springs, Bond, Dawson, Hedrick, Stephens, Sexton, Freeman, Hartsell, Aycock, Moore Winder, Ben Dixon, Wright Dixon, Hutchens, Chatham, Crouse, Bundy, Smith.

Chaperones.—Mrs. Harris, Mrs. Johnson.

Athletics

CHAMPIONS OF THE STATE.

Here is to the champion baseball team of the State, and to the best team that A. and M. ever turned out.

This has been the most successful year in athletics in the history of the college. In the season of 1909-'10 A. and M. lost one football game, one baseball game, and won every track meet.

On the Southern trip A. and M. defeated the University of South Carolina, which has been the champion of the Palmetto State for the past several years, and on the way back stopped over in Charlotte and defeated our old rival, Davidson College.

The Northern trip was more than a success, A. and M. not losing a single game, but, instead, taking every team into camp that they met. On this trip they played V. P. I., Navy, Georgetown, Washington College, Richmond College and U. S. S. Franklin.

A. and M. is the undisputed champion of North Carolina, and by comparing the percentage we rank first as champions of the South.

The celebration after the return of the ball team from the Northern trip was the most enthusiastic and best planned that Raleigh has ever seen. The student body secured automobiles for the victorious team and band, and marched with them to St. Mary's, Peace Institute and Meredith College, then down Fayetteville street, and then back to the campus.

At the different colleges yells were given, the band played, and songs were rendered. Each time the girls would come back with a yell or a song, which was very appropriate for the occasion.

Below we give some of the songs which were excellently rendered by the young women of the different colleges:

ST. MARY'S.

"HERE'S TO A. AND M."

(To the Tune of Bingo.)

Here's to A. and M., drink it down, drink it down;
Here's to A. and M., drink it down, drink it down;
Here's to A. and M., for they know we are for them;
Drink it down, drink it down, drink it down, down down.

We knew they'd win the game, yes we did, yes we did;
We knew they'd win the game for last week they did the same;
Yes they did, yes they did, yes they did, did, did.

They will win the next one too, yes they will, yes they will;
They will win the next one too, yes they will, yes they will;
They will win the next one too, for we know that's what they'll do;
Yes they will, yes they will, yes they will, will, will.

And if they are defeated we'll believe, we'll believe,
And if they are defeated we'll believe the umpire cheated,
Yes we will, yes we will, yes we will, will, will.

A. AND M. HAS WON A VICTORY.

(To the Tune of "My Wife's Gone to the Country.)

"A. and M. has won a victory,
Hurray, hurray!
They thought it best to beat the rest
And so they went away:
They took the team with them,
Hurray, hurray!
Oh, they don't care what's become of them,
For they've won to-day!"

To A. and M. (By Peace).

Tune: Rufus Rastus Johnson Brown.

A. and M., A. and M., you're all right;
Beat every team that comes in sight;
What they going to say?
How they going to play?
They can't move an inch when you're in the way.
They know, we know, you're the best in the South;
They'd better leave and shut their mouth,
We all say, when we see a game;
There's nothing like old A. and M.

And to the tune of "I'm Afraid to Go Home" Peace sang:

Girlies, dear, now listen here,
And I'll tell you what A. and M.'s done:
Every day the papers say
A victory they have won;
So here's a song for old A. and M.:
They ought to have the big head some;
There's no place like A. and M.;
And the others are on the bum.

A. and M., 8; University S. C., 4.

This being the first game that A. and M. has played in South Carolina in four years, the A. and M. aggies were more than anxious to win, which they did. Stafford was on the firing line for A. and M. and pitched a good game.

A. and M., 8; Davidson College, 0.

A. and M. easily defeated Davidson College in Charlotte on April 2, before a large crowd. In the first two innings the cadets rolled up eight scores, which put the game in cold storage for A. and M.

After the game the A. and M. team was entertained at the lovely home of the Misses Mattie and Julia McNinch.

A. AND M., 6; RICHMOND COLLEGE, 0.

In a slow game A. and M. defeated Richmond (Virginia) College by a score of 6 to 0. The Virginians at no time of the game had a chance to score, and it was an easy victory for A. and M. Stafford was on the mound, striking out nine; Black and Burch got three hits each out of four times at bat.

A. AND M., 1; GUILFORD, 1.

This was one of the best games of the season and was interesting from beginning to end. The score was 1 to 0 till the last half of the ninth, in favor of Guilford, but something happened, and A. and M. tied the score. The game then went for four more innings, and neither team could complete the circuit. Umpire Upchurch called the game, as he was a union man and could not work overtime. Capt. Sexton did the twirling act and at all times had the Quakers at his mercy.

A. AND M., 4; HAMPDEN-SIDNEY, 0.

A. and M. defeated Hampden-Sidney in a very interesting game by a score of 4 to 0. The Virginians put up a good game, but the cadets were too much for them.

A. AND M., 5; WAKE FOREST, 1.

These games always draw crowds and are very interesting, especially to the Raleigh people, for Wake Forest has many supporters in this city. Wake Forest felt as though they would win, but there was nobody at home, and A. and M. took the game by a score of 5 to 1. Sexton (capt.) worked in this game and, as usual, let the Baptists down easy. The athletic editor admires their spirit — play everybody and not always kicking.

A. AND M., 6; DAVIDSON COLLEGE, 1.

A. and M. took Davidson in camp in the second game of the season by a score of 6 to 1. This was a very interesting game

and the Presbyterians put up a game fight but could not solve Stafford's delivery.

A. AND M., 0; WASHINGTON & LEE, 0.

This was the best game of the season and one of the best ever played in Raleigh. The game was advertised Giants v. Tigers, but a more appropriate advertisement would have been lightning against black-gum. This was a pitcher's battle from beginning to end. The game went for fifteen innings, and a total sum of ten hits were gotten, A. and M. getting 4, W. & L. 6.

This was (Capt.) Sexton's last game to pitch for A. and M., and was one of the greatest he ever pitched.

	Score.		
A. and M.	7	0	Trinity Park.
A. and M.	7	8	Amherst College.
A. and M.	4	2	LaFayette College.
A. and M.	8	2	Wake Forest.
A. and M.	2	0	Deleware College.
A. and M.	8	4	Uni. South Carolina.
A. and M.	8	0	Davidson College.
A. and M.	6	0	Richmond College.
A. and M.	1	1	Guilford College (13 innings).
A. and M.	4	0	Hampton-Sydney College.
A. and M.	5	1	Wake Forest College.
A. and M.	6	1	Davidson College.
A. and M.	5	3	State University Wentucky.
A. and M.	7	6	V. P. I.
A. and M.	1	1	Navy (15 innings).
A. and M.	11	2	Georgetown University.
A. and M.	15	2	U. S. S. Franklin.
A. and M.	1	0	Eastern College.
A. and M.	0	0	Washington Lee (15 innings).
	106	33	

TRACK.

This has been a very successful year for the track team at A. and M. C. We have had three meets, and have been victorious in all. First, we defeated Guilford by a large score. The next meet was with Wake Forest, who took third place ir the Southern meet this season and were also champions of the State last year, and were defeated by a small score by the A. and M. team. The third meet was with Davidson, which was also pulled off in Raleigh. The track was a little heavy, owing to rain, but it was one of the most interesting meets of the season. The first score was 77 to 38. A. and M. has beaten everybody in the State except Carolina, and would that we could have had a whack at the hill billies.

Sherman, captain and coach and a member of '11 Class, has gotten out one of the best track teams that ever wore the red and white. Below will be found the entries and the official score of the last two meets.

WAKE FOREST MEET.

100 Yards.—(1) Coughenour, W. F. C., 10 2-5; (2) Robertson, A. & M.; (3) Winslow, A. & M.

220 Yards.—(1) Coughenour, W. F. C., 23 1-2; (2) Murchison, W. F. C.; (3) Robertson, A. & M.

440 Yards.—(1) Murchison, W. F. C., 53 2-5; (2) Coughenour, W. F. C.; (3) Bowditch, A. & M.

880 Yards.—(1) Murchison, W. F. C., 2:06 1-5; (2) Davis, W. F. C.; (3) Bowditch, A. & M.

One Mile.—(1) Jones, W. F. C., 4:55 1-5; (2) Davis, W. F. C.; (3) Bruner, A. & M.

Two Miles.—(1) Trotter, A. & M., 11:02 1-5 (State record); (2) Eason, A. & M.; (3) Olive, W. F. C.

High Hurdle.—(1) Cooper, A. & M., .17 1-5; (2) Robertson, A. & M.; (3) Hutchins, W. F. C.

Low Hurdle.—(1) Gantt, A. & M., .27 3-5; (2) Sherman, A. & M.; (3) Hutchins.

High Jump.—(1) Robertson, A. & M., 5 ft. 4 in.; (2) Hutchins, W. F. C., 5 ft. 3 in.; (3) Cooper, A. & M., 5 ft. 2 in.

Broad Jump.—(1) Coughenour, W. F. C., 19 ft.; (2) Robertson, A. & M.; (3) Hutchins, A. & M.

Pole Vault.—(1) Settle, W. F. C., 9 ft.; (2) Carritt, W. F. C.; (3) ------, W. F. C.

Shot Put.—(1) Glenn, A. & M., 34 ft. 4 in.; (2) Floyd, A. & M.; (3) Horton, W. F. C.

Discus Throw.—(1) Hurtt, A. & M., 95 ft. 5 in.; (2) Glenn, A. & M.; (3) Pope, A. & M.

Hammer Throw.—(1) Dunn, A. & M., 118 ft. 7 in. (State record); (2) Floyd, A. & M.; (3) Hurtt, A. & M.

DAVIDSON MEET.

100 Yards.—(1) Robertson, A. & M., .10 3-5; (2) Hartsell, A. & M.; (3) Graham, D. C.

220 Yards.—(1) Hartsell, A. & M., .23 1-5; (2) Mann, D. C.

440 Yards.—(1) Bowditch, A. & M., .54 2-5; (2) Cooper, A. & M.; (3) Thomas, D. C.

880 Yards.—(1) Bowditch, A. & M., 2.08 3-5; (2) Small, A. & M.; (3) Thomas, D. C.

One Mile.—(1) Fetner, D. C., 4.54; (2) Trotter, A. & M.; (3) Eason, A. & M.

High Hurdle.—(1) Cooper, A. & M., .17 2-5; (2) Clark, D. C.

Low Hurdle.—(1) Gantt, A. & M., .27; (2) Williford, D. C.

High Jump.—(1) Robertson, A. & M., 5 ft. 6 in.; (2) Clark, D. C., 5 ft. 5 in.; (3) Cooper, A. & M., and Neal, D. C., 5 ft. 2 in.

Broad Jump.—(1) Robertson, A. & M., 19 ft. 1 in.; (2) Clark, D. C., 18 ft. 11 in.; (3) Neal, D. C., 18 ft. 9 in.

Shot Put.—(1) Neal, D. C., 35 ft. 6 in.; (2) Floyd, A. & M., 33 ft. 9 in.; (3) Glenn, A. & M., 33 ft. 9 in.

Hammer Throw.—(1) Dunn, A. & M., 115 ft. 4 in.; (2) Floyd, A. & M., 109 ft. 6 in.; (3) Neal, D. C., 92 ft.

Pole Vault.—(1) DuBose, D. C., 8 ft. 10 in.; (2) Hurtt, A. & M., 8 ft. 8 in.; (3) Cosby, D. C., 8 ft. 6 in.

Relay.—(1) A. & M., Winslow, Small, Sherman and Cooper, time 3 min. 52 sec.; (2) D. C., Fetner, Thompson, DuBose and Mann.

The Red and White

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OF THE
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Students, Professors, Alumni and friends of the college are each and all invited to contribute literary articles, personals and items. All contributions, accompanied by the writer's name, should be sent to the Editor-in-Chief; and all subscriptions to the Business Manager.

Advertising rates are furnished on application. Advertisers may feel sure that through the columns of this magazine they will reach many of the best people of Raleigh and a portion of those throughout the State.

Charges for advertising are payable after first insertion.

"WORDS, WORDS, WORDS."

If the limited circle of readers who honor this department with their attention will pardon some pessimistic thoughts—oh, well, you are certainly not forced to read them, anyway—we will "unburden" ourselves of a few stray ideas which have been wandering about in the editorial cranium for quite a time. There

is one redeeming feature about being boss—you always have the opportunity of unfreeing your brain of any sober-hued notions accidentally or otherwise lodged in it. Although theses, experiments, a week of final exams and other subjects of stupendous import are staring us in the face, we dare to bring forth a few "invertebrate" words, as Dr. Harrison pleases to call them, and to express our minds. Prepare yourselves. First of all, we want to criticise the editor-in-chief of *The Agromeck* for one point, and that is the absence in *The Agromeck* of a rejoinder to the "Foreword" placed just at the beginning of the write-up of the Greek Letter Fraternities. We have seen that in other college annuals the non-fraternity side is always given as well as the fraternity side, and it is only just and fair to the non-fraternity man that such an article be printed. Generally the fraternity article, which heaps praises and honors upon the fraternity men, leaves false ideas as to those college men who do not belong to fraternities. . . . We fail to find the name of William Ellroy Curtis in the rolls of any of the fraternities here at A. & M., yet his is the name which is signed to the above-mentioned article in *The Agromeck*. Mr. Curtis begins with the clear, concise statement that "A good fraternity is recognized as a good thing," and we heartily agree with him in this respect, for we believe the original idea of the fraternity as an institution is a good thing. This idea, having for its aim the association of college men for social purposes, naturally demands that men selected to enjoy these privileges should come up to a high standard of true and manly worth, and not to family, wealth or other qualifications. This idea has probably been abused here at A. & M., and it is against this abuse, and not against true fellowship, that we contend, for we are not "wild-cat frat fighters." We claim that the fraternity idea is abused here at A. & M.; at least, it seems so; for the ideas upheld and fostered by fraternity men are not conducive either to college spirit or to the establishment of moral, social or intellectual standards at A. & M. A freshman, unfamiliar with college life, untutored in college spirit, comes to A. & M., and before he is

aware of the distinction, he has bestowed on himself the privileges of a fraternity man. What is the result? With the newly acquired distinction, and without a previous realization of its value through effort, he becomes arrogant and unruly in matters relating to both his fellow-students and to the college; in short, a disagreeable, rebellious element in college. Is this true college spirit? No moral standards are set by the fraternities. Fraternity meetings on Sunday afternoons, with loud singing, accompanied by musical instruments, clog dancing and "rough house" in general, are to be considered desecrations of the Sabbath rather than uplifts to the moral tone of the college. Intellectual qualifications are *nil*. No doubt, the percentage of fraternity men who have conditions is as large, if not larger, than that of non-fraternity men. Few fraternity men take part in literary society work, and most of these do it merely for the honors, medals and distinctions they may win. Thus, in college such organizations as the literary societies are minimized, and the things pertaining to class and wealth are magnified. The college sport becomes the hero; and the idol of all eyes is not he who has commanding intellect, ability or character, but he who can meet the superficial and unnecessary standards of wealth and family, and who is the most graceful on the dance floor, the biggest "cain raiser" or the most careless about spending money. . . . Of course, it is out of the province of a mere college editor to criticise the actions of so august a body as the Greek letter men of our college; but, in a spirit of recklessness and daring, we have said our few words. And, beloved, it's a deucedly hard job to grind out editorials, even under the best of circumstances. But here goes for a few more "invertebrates." We want a talk now with the Athletic Association in regard to THE RED AND WHITE. As the matter stands, it seems that we are getting out a magazine merely because our business manager has certain advertising contracts to fulfill. Not a very worthy motive, is it, for the publication of a journal suspected of being literary? What the matter is, we are quite unable to determine, although a great part of the blame attaches itself to the present

occupant of the editor-in-chief's position. However, we are unwilling to shoulder all the blame. We have been forced to print stuff which was simply rotten, because we could do no better. There is a complete apathy on the part of the student body. Interest is only awakened when THE RED AND WHITE is put up in the post office. Every one then gets his copy, reads the "Comics," and then throws it in the hall, to be swept out by the janitor—not forgetting, though, to join in lustily with the anvil chorus and to work overtime, too. Stop, just a wee bit, and make up your mind that volume twelve, for 1910-'11, shall not perish, but that it shall be alive and interesting, as tradition says other volumes have been in the past. . . . There are numerous other subjects which we would be glad to discuss, and ought to be discussed, but, for lack of space and of time, we must refrain. . . . We are putting down our editorial pen for the last time. In the years to come, may hands more worthy and more gifted than ours be the wielder of this pen. On looking up, we see for to-morrow "Senior examination on 'Applied Mechanics for Engineers"; so that, the time for sighs of relief are not at hand, but we can at least say that "this is finished."

Grinds and Clippings

Private Floyd (after his room-mate, Thompson, had been especially careful in cleaning up the room)—"Old lady, what are you doing, cleaning up so clean? Don't you know we will have to keep this up the rest of the session now?"

Speer says Pennsylvania Avenue looks like Fayetteville Street on Saturday.

Spat Dawson, on being asked why his mouth was so large, replied: "When I was a baby all the spoons gave out and they had to feed me with a shovel."

"Robbie" wants to know if you have run around the bases when you knock a home run.

Get Babe Walton to tell you about the fight between Togo and Dr. Cat; also explain why the bumble bee backed upon him and then pushed!

A sallow man with dusky locks worn in musician style—
All brains—no man—who calculates Math. problems all the while—
He thinks like many other men, his light shines bright and fair,
While others know, and he soon finds, he only makes a glare.
Your computations of old Math., long as a comet's tail,
Time lost when mats stop stubborn doors, the men on "Ex" you fail—
All aid your reputation wide, as wizard of the art,
Who has the knowledge in his brain, but cannot it impart.
The men you fail at every term, when life's long tale is told,

With old Saint Peter at the gate, a better hand may hold.
Hear words of wisdom from a fool, whose brains to stars won't reach;
Cease computing wasted hours and help the boys you teach.

Jule Springs (to Dr. Lay, on street car)—"Had you heard that we beat Davidson in the track meet?"

Dr. Lay—"No. Were you in the meet?"

Jule—"No, sir."

Dr. Lay—"I might have known it. You are not a long-distance runner, but a rag-chewer, or long-distance talker, instead. But here is St. Mary's. I must get off."

"Babe"—"I'm getting mighty little pleasure out of living, these days."

"Bob"—"Why don't you commit suicide, then?"

"Babe"—"Don't have time. The darn book store keeps me too busy."

(P. S.—However, "Babe" does find time to try to catch mice on fly paper.)

Notice.—Owing to the financial stringency and the warm weather, we will close the doors to the popular winter resort, Hotel Sylva. (Signed) Pot & Oberleon, Proprietors.

Bids will be received till May 29th by H. W. Welles for the shining of three pairs of shoes, two black and one tan suede pair, for preparation of commencement exercises. Certified check of 75 cents must accompany each and all bids to insure good faith. Right to reject any and all bids.

One of Tommy Thorne's friends should suggest to him the getting of a hair cut.

Ask Jay Robinson about his package with 6 cents postage due.

The next time we have a real cloudy night you might get Mr. Loftin to be your alarm clock if you wish to get up to see the comet. He has some experience in this line.

Looks like our new editor-in-chief-elect for next year is trying to work a skin game.

No more mess-hall jokes will be published in this magazine, for it is no longer a joke. This thing of fooling your stomach has been carried to excess already; so that, our food question is getting to be as serious as the race problem.

Joel Brown said he did not know that Speaker Joe Cannon was Sexton's uncle.

"Howard, have the *Agromecks* come?"
"No; they will be out to-morrow; but I finished Traction."

Some of our owls have been asking which one was the tail to Halley's comet.

Just because God made him is no reason to let him pass for a man.

One of the Hillsboro Street car conductors, on passing St. Mary's Street, asked Jervey Gantt if he wanted to stop in front of home.