

Spring 5-23-1916

Maine Campus May 23 1916

Maine Campus Staff

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The Maine Campus

Vol. XVII.

ORONO, MAINE, MAY 23, 1916.

No. 30

A. G. Staples Gives Fine Talk in Chapel

"Making a Newspaper" of Interest to Students

Periods were cut ten minutes short last Friday in order that the students of the University might have the benefit of hearing Mr. Arthur G. Staples of the Lewiston Journal speak on "The Making of a Newspaper." Mr. Staples was fully qualified to speak upon his subject because of his broad knowledge and experience in this line.

He divided the making of a newspaper into three parts, first, the mechanical end, which includes the printing of a paper; second, the financial end, which is upheld by the advertising department, and third, the editorial end, which consists of the editor, his assistants and reporters.

Mr. Staples said that printing probably began in China in the 6th century, with figures carved in wood and stamped and that this is probably the beginning of playing cards used today. He also told a quaint little love story of the origin of printing in the Gutenberg family. The son and a young lady were in love. The son carved the girl's name on the garden seat. The girl sat on the letters and because of the juice of some cherries which had fallen, the name was printed upon her dress. Thus old man Gutenberg possibly discovered the process of printing.

Gutenberg then began to print the Bible by a slow and tedious engraving method. He later found it to be better and easier to make the separate letters, which he could use over and over again. In this way, five hundred years ago, type was formed.

Mr. Staples said: "The first newspaper was made 300 years ago, the last this noon with all the news up to five o'clock tonight. The first newspaper was made by Addison and Steele. The first American newspaper was the Boston News Setter.

"Between 1800 and 1860 there were few papers which were composed of over six pages. Now we have trouble in trying to find room for our news. The first power press was established in Germany in 1849. The machine was slow and offered many chances for improvement. Today presses have been so perfected that 1,000,000 sheets can be turned out each hour and is worth \$1,000,000 per annum, and we are still dreaming of many more improvements."

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Speaking Contest Held Sat. Evening

Hebron and Coburn Speakers Take First Prizes

Much interest was shown at the Interscholastic Prize Speaking Contest Friday evening in Chapel, which was won by a representative of Coburn Classical Institute and of Hebron Academy before an audience of approximately two hundred. A prize of \$20 was awarded to the boy giving the best oration and one of the same amount to the girl presenting the best recitation. Miss Ruth Gott Pearce of Hebron and Forrest E. Williams of Coburn were the prize winners.

Those who were selected in the trials were:

Toussaint L' Overture by Wendell Phillips, Don Merrill Pillsbury of Rangeley.

Selection, Audrey Jones of Harrington High.

The Dreamers by Bryan, F. E. Williams of Coburn Classical Institute.

A Christmas Present for a Lady, Ruth Gott Pearce of Hebron Academy.

Toussaint L' Overture, Merle Turner Gammon of Buckfield.

Miss Mehitabel's Housecleaning by Myrtle Reed Stafford of Bar Harbor.

Scum O' the Earth by Robert Haven Schaffer, Elvina Whitten of Maine Central Institute.

Dean James S. Stevens was chairman of the occasion and the judges were:

Professor Wallace Craig, Reverend Albert C. White, Mrs. Grace D. Clark, Professor H. M. Conser and Miss Mary Phillips. Music was directed by Miss Gladys H. Merrill.

Maine Takes Second In Big N. E. Meet

Green Team Has Many Men in Final Events

University of Maine failed to menace Dartmouth's supremacy in the 30th annual New England intercollegiate meet on Pratt Field here this afternoon and took second with a score of 32½ points to 50½ for the Hanover College. Bowdoin College tied for third with Holy Cross, each winning 18 points. Colby College got three points, the other colleges securing points in the meet scored as follows:

Massachusetts Institute of Technology 10, Williams 8, Middlebury and Trinity 3 each, Brown University, Tufts and Wesleyan, 2 each, and Worcester Polytechnic Institute 1.

Of the three new records made during the afternoon Bowdoin took one, when W. A. Savage ran the finals of the low hurdles in 24 2-5 seconds, beating by a fifth of a second the record made by Gutterson of Vermont in 1911.

The surprise of the afternoon was the defeat of Charley Rice of Maine in both the 100 and 220 yard dashes by A. B. Kelley of Holy Cross. To do it Kelley had to run fast enough to set up new records in both events. After years during which the record of the New Englanders for the 100 yard dash stood at 10 seconds, the mark having been first made by A. Curtenius of Amherst in 1898 and equalled by Harry Cloudman of Bowdoin in 1901, G. L. Swasey of Dartmouth in 1905, Charley Rice of Maine in 1914 and Irving Howe of Colby in 1915, the speedy little sprinter from Holy Cross pulled it down to 9 4-5. Rice, who had been booked to win the event, could not do better than a 10 seconds and was beaten by about two yards.

The same condition prevailed in the 220 yard dash, although here something was looked for because of Kelley's new mark of 22 3-5 seconds yesterday. He ran through the 220 today in 21 2-5, breaking his own mark of yesterday and bettering by 3-5 of a second the record held jointly by C. W. Cram of M. I. T., and Charley Rice. In the first 100 yards of the final heat Rice had a shade the better of Kelley, but Kelley passed him at about 140 yards and beat him by two yards. Rice was unfortunate in drawing the outside lane next the grand stand.

Ziegler of Maine got into the finals of the hundred, but finished fifth, while in the furlong he was worsted for qualification by D. W. Oakley of Dartmouth in a 22 second heat.

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Women's Club Shows Further Activity

Fanchon The Cricket to be Played Saturday

"Fanchon, the Cricket," is to be presented in the gymnasium next Saturday evening by the Women's Club of the University. The admission is thirty-five cents, and the proceeds from the entertainment will be given to the Y. W. C. A. Silver Bay fund. The cast for the play has been carefully selected and the girls have been working hard at rehearsals. Professor W. P. Daggett is coaching the play, which is a further indication that it will be well worth seeing. The cast is as follows: Fanchon.....Joyce Cheney Father Barbeaud.....Ruth Brown Landry, twin brother.....Marie Foster Didier, twin brother.....Madeline Gould Old Padet, a witch.....Ruth Crosby Mother Barbeaud.....Maria Mooney Madelon Caillard.....Mona MacWilliams Martineau.....Elizabeth Bright Father Caillard.....Zella Colvin Manon, Fanchon's grandmother.....

.....Grace Clapp Etienne.....Lucille Clark Pierre.....Katherine Hitchings Colin.....Mary Beckett Marlette.....Ruth Chalmers Susette.....Edith Ingraham Annette.....

At a women's chapel held in Aubert Hall last Thursday morning, it was announced that the election of officers for the coming year will be held next Tuesday afternoon from one to three. A song, written by Miss Vaughn of the English Department, which is to be sung by the girls at the tree planting ceremony during Commencement Week, was rehearsed several times, Ruth Brown, '17, acting as leader. It was also announced that the freshmen wishing to try out for the tennis tournament to be held June 10, should report to Clara Haskell; the sophomores to Dorothy Folsom; the juniors to Flora Howard, and the seniors to Zella Colvin.

Second Annual Newspaper Institute Provides Series of Fine Talks

Don Seitz the Principal Speaker. Banquet to Visiting Editors a Great Success. General Sentiment Favors Courses in Journalism at Maine

FRIDAY SESSION

E. M. Blanding of Bangor was the presiding officer at the Friday afternoon session of the Maine Newspaper Institute and after expressing his feelings toward Maine, being a graduate of the University, introduced President Robert J. Ale, to welcome the newspaper men. Dr. Ale extended the welcome of the University to the visiting newspaper men and told how glad he was that so many men were able to be in attendance at this second session of the institute. He spoke in part as follows:

"Ladies and Gentlemen: I am always more than pleased to welcome the newspaper men to this University. Journalism represents a great fraternity. It requires the best that is in one. A profession that can enlist so much loyalty as this one does, must surely have some qualities that are worth while. The press of the country exerts marvelous strength. I have seen a great change in the newspaper work in this country. In the last quarter of a century there has been a marked development in a line of integrity. A development of loyalty to truth and I believe that today, without a single exception, one has come to look for those people connected with newspapers to be seekers of the real truth."

Dr. Ale then introduced several personal experiences with men whom he knew to show the great need of care and accuracy in doing newspaper work. As a result of these things the people are coming to place more confidence in the newspaper.

"The only issue that no one takes real seriously is the Sunday issue. Why the issue put out on the Sabbath should be the last to get into line, I am not able to say. I believe that the men in the newspaper work are the men that you can tie yourself to. I have plenty of experience with newspaper men and find that they are ready to honor a request; and men that are willing to hold back for a day a bit of news that might be embarrassing if printed immediately, and whose news value may be all the more beneficial when ready to be given to the public."

Next the speaker spoke of the style of the different newspapers and told of what aid the newspaper was in causing an appreciation of good English. "The place of the newspaper in reform," continued the speaker, "is so great that I will not undertake to speak on it, but in this line there is a great opportunity for the paper. Men in the newspaper field are beginning to feel that there is no longer the partisanship idea. The newspaper can make or break practically anything it may undertake to do. We depend as laymen very greatly indeed upon the newspaper. We perhaps reason more than a former generation did, and perhaps we ought to, but we still get our

(Continued on Page Three.)

MANDOLIN ELECTION.

Last Thursday noon the Mandolin Club elected S. C. Page as its leader. Everett Hurd was elected leader of the Glee Club.

The latest organization at the University of Minnesota is a "Bald Head Club." Membership is open to anyone with "three square inches of cleared forest on his block."

At a recent chapel exercise at Syracuse University only ten men attended. Those ten included one freshman, four sophomores, five juniors and no seniors. The average chapel attendance is said to be only twenty-five.

SATURDAY SESSION

In the clubroom of the Library on Saturday morning Mr. A. H. Brown of the Old Town Enterprise presided. This session of the Newspaper Institute was the windup, and the only regret is that there was not a larger attendance at this session. The first speaker was J. Newall Stephenson, a member of the Department of Paper and Pulp Chemistry of the College of Technology at the University. He presented a very interesting paper on the manufacture of the paper for newspaper printing with reference to the different grades and textures.

D. Gideon, of the Simplified Spelling Board of New York City, gave a most interesting and illustrative talk under the title, "The Progress of Simplified Spelling in Newspapers." For many years there have been many startling accounts about the radical change of our present spelling of the English language, but Dr. Gideon gave the visiting newspaper men the true facts with reference to the simplified spelling movement.

It was thought that the advocate of simplified spelling was only a cloak of illiteracy, a fadist, or specialist who was not in touch with the doings of the outside world. The National Educational Association, which is made up of the leading figures in literature, English, publishers, journalists and scholars, originated the idea of simplification of certain words in our language. It is not a list of words, but an attitude which is the result of practice. The spelling of yesterday is unlike the spelling of today, and it will change tomorrow. The aim is a campaign of education, and the plan of action is to get results. In the newspaper and publishing business there is an enormous waste of spelling by which the simplified spelling will, regulate and make less wasteful. There are no plans to make sweeping changes but to dust age long clutter of useless baggage. A list of twelve words are given that at the present time over 100 publishers of magazines and newspapers have adopted, proving that there is substantial evidence for a change in some of our words.

W. W. Sherman, the publisher of the Bar Harbor Times, gave an intimate talk to the men on his personal experience with a monotype. This was valuable information to the Maine paper men, especially to the small weekly paper publisher. Mr. Sherman has been very interested in the progress of the course in journalism at the University, and he gave some very interesting experiences he had had while a correspondent for some of the large city dailies at Bar Harbor. After the program was finished, a discussion was held. The visitors expressed the assistance that the second annual Newspaper Institute had given to them.

Tau Beta Pi Has Annual Initiation

The spring initiation of Tau Beta Pi was held in Stewart Hall, Bangor, on Thursday evening, May 18, and the following men from the class of 1917 were admitted to membership: C. L. Smith, M. O. Smith, G. K. Wadlin and H. C. Waugh.

At nine o'clock the annual banquet was served at the Colonial. Prof. C. P. Weston acted as toastmaster, and the following toasts were given: Welcome to Initiates.....

A. A. Packard.

THE BANQUET

Doc Carlos Seitz, business manager of the New York World, was the principal speaker at the banquet held in the gymnasium Friday evening in conjunction with the second annual Newspaper Institute and attended by 75 newspaper men and their wives. President Ale served as toastmaster, and the speakers and their subjects were: Arthur G. Staples of the Lewiston Journal, who spoke on "Some Forgotten Anniversaries"; Professor Roland P. Gray, of the Department of English, whose subject was "Maine Ballads"; Associate Professor Burnett O. McAnney, teacher of all journalism courses, who took for his topic "The Journalism Student"; and Mr. Seitz, who spoke along lines of reminiscences of his Maine town, Norway, and the opportunity the state has to beautify itself and thereby increase its popularity to outsiders. Several speakers were called upon after the formal list, including President Emerson of the Bangor Chamber of Commerce, F. C. Robbins of Old Town, Hon. J. P. Bass of Bangor, and Prof. J. H. Huddleston.

The banquet was served in the gymnasium proper under the skillful direction of Professor Frances Freeman and Miss Dorothea Beach of the Department of Home Economics, who were assisted by a bevy of waitresses who served the dinner. The tables were formed in hollow square fashion with the toastmaster and principal speaker in the middle of the long arm. At 6.15 the banqueters took their places and the second annual newspaper banquet was on.

Following the banquet the speeches took up the time until about 8 o'clock, when the banquet adjourned, many going to the chapel to listen to the interscholastic speaking contest.

Mr. Seitz, while he gave his most important talk in the afternoon, was not lacking in humor and was very pleasing to those who had opportunity to hear him. He talked a good deal about Norway, where he first took up the newspaper trade; now, through stubbornness on the part of a few blind citizens, the town never improved its condition. Also he pointed out that if the state of Maine, which glorified in its natural resources, its beautiful lakes and forests, wished to make itself better liked, improvements to its roads and highways should be taken care of, and he appealed to the newspaper men to do their share through the organs which they handled. Prof. Gray was full of his subject and presented some very pleasing ballads of Maine origin. Prof. McAnney pointed out the importance in the coming generation of newspaper men, the journalism student appears to be, and encouraged the men of the state in the newspaper profession to give them all a chance.

Response..... H. C. Waugh. Tau Beta Pi Opportunities..... Samuel Rudman. Tau Beta Pi Responsibilities..... H. W. Coffin.

All members present were also called upon, including Prof. A. T. Childs, E. L. Partridge, K. M. Currier, '16; O. F. Tarr, '16; A. G. Smith, '16; E. V. Grimm, '16, and W. D. Emerson, '16.

At the Agricultural College of the University of California a Bald Headed Club has been formed. All the money that would be used for necessary haircuts is deposited in the treasury of the organization.

THE MAINE CAMPUS

Published weekly by the Campus Board of the University of Maine, with the assistance of the Class in Practical Journalism.

Editorial Office—Estabrooke Hall.
Telephone Number of Editorial Office—106-13.

University Press—Coburn Hall.

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Alumni Editor

Linwood T. Pitman, 1917.

Athletic Editor

Weston B. Haskell, 1917.

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Entered at Orono Maine, Post Office as second class matter.

Terms \$2.00 per year. Single copies may be obtained from the business manager at five cents each.

The Editor-in-Chief is responsible for the editorial columns and the general policy of the paper.

The Managing Editors have charge of the news columns and general make-up of the paper.

The Business Manager with his assistants, is directly responsible for all the business and finances of the paper.

EDITORIALS

HAVE WE A FLAG?

Of late there has been quite a bit of talk and criticism about the fact that, while this is an institution requiring military instruction, no attention is paid to some of the practices so closely connected with military procedure. For instance, we have a very good flag-pole on the campus, placed in a commanding position, but the only time it is made use of is when some prominent man who has had connection with the University passes away, or when some ambitious lower classman wants to start a riot, and places his class numerals aloft.

The occasions for a special display of the flag are observed to a certain extent, but these occasions are infrequent. When such an occasion does occur, and the flag is seen waving in the breeze, it is a source of wonder to all, and the question is immediately asked as to the cause for such a demonstration.

Either there is a question of where a flag is coming from, or there is lack of initiative and pride, we won't say patriotism, in the minds and actions of those in whose hands this matter should properly rest.

Why not a detail of men to fling "Old Glory" aloft each morning, and to haul her down each evening? Surely no harm would be done, no expense incurred, and the result would be far-reaching, to say the least.

HOW SHALL WE VOTE.

In several of the large eastern colleges certain organizations have arranged for straw votes to be taken by students and faculty, partly for the purpose of stimulating interest in the coming presidential conventions, and to get a rough estimation of how certain large groups of men line up in political thought.

In an article appearing elsewhere in this paper the plan is outlined. We have two active representative clubs on the campus, each of which has shown itself willing to take an active part in local political activities. Each can do much toward making the vote a success by helping get men out, and by talking the matter up among those students who have not shown a lively interest in politics. Out of the student body here at Maine, there ought to be at least seven hundred votes cast, and with that number, the scheme will be a success.

While the two clubs have existed and met now and then, neither can be credited with having accomplished a great deal. Here is a chance for real effort, so placed that results will be evident.

The "Campus" is heartily in favor of the idea, and is behind it actively. Let each student take this opportunity of

expressing his ideas on one of the big issues.

COMMENCEMENT.

With the 1916 Commencement only a short four weeks away, the Campus feels that the time is ripe for every Maine man and woman to begin taking an active, energetic interest in the success of that occasion. There are several very important ways of going about it. First, let every one here, as far as possible, plan to stay through until June 15th. Nothing detracts more from the strength of an argument that is to be put to alumni urging them to come back than the fact that only a small representation of the active student body is to be here.

Formerly there was a military drill held during commencement week. This helped very much in keeping the majority of lower classmen here. The intention this year, however, is to have the military activities cease with inspection, which comes the week before Commencement. Not only will one of the attractions of the week be removed, but the exodus of students will take great numbers away before any of the visiting alumni and guests arrive.

It should not be considered a punishment to stay through the closing exercises of a college year. There are duties which are pleasant, and those which are not so pleasant. Granted that our presence here is a duty, it should be considered a pleasant one. By staying we may show respect for the friends who are leaving college halls, college friends, college environment. By staying we help keep everlastingly in the minds of returning alumni that their Alma Mater is a growing institution.

By leaving, we are in many cases only satisfying a certain fostered uneasiness to get away from things. In a week this uneasiness wears away, and without exception we wish ourselves back, back among the friends and associates who mean so much.

As we see it, it is a small matter, individually, if we stay, but the effect is far-reaching. If we go, we are decreasing the numbers, which in all justice ought to remain.

Let us have a large representation of Maine men and women here to take whatever part we may in the parting exercises of the graduating class. By making up our minds to stay we are planning a service for which there is reward in the doing.

On next Wednesday afternoon the "Campus" will take a straw vote for the President of the United States, and every one interested is requested to see that he is provided with a ballot, and that he casts it for the man of his choice.

The University will be divided up into districts, and a polling place will be opened in each district. Each fraternity house, each dormitory, the off-campus students, and faculty, will comprise separate districts, and each will have a separate headquarters for voting. The polls will probably be closed about three o'clock, and announcements as fast as they come from each district will be posted on the Bulletin board in front of Alumni Hall. The women can vote. What will they do with the ballot? Will they use it when they have it? We shall see.

The ballot will be so arranged that parties will not be indicated. The ballot will contain a list of the leading candidates now in the field, arranged in alphabetical order, with a space marked for first and second choice. Voters are especially cautioned to avoid the tendency of voting for the first name on the ballot, and are urged to take the matter seriously, voting for the man whom they really think is the best man for the position at the present time.

Some of the names that are to appear on the ballot follow, as before mentioned, in alphabetical order: FORD, HUGHES, ROOSEVELT, ROOT and WILSON.

Everyone out, now. Are you a good citizen? If so, you are interested.

PROHIBITION CLUB ELECTION.

At a recent meeting of the Prohibition Club of the University, officers for the coming year were elected. Vice President Seidlinger presided. The following men will fill the vacancies left by the retiring officers: President, Henry A. Peterson, '17; Vice President, Russell C. Chapman, '18; Secretary, Forrest A. Barbour, '19; Treasurer, Fred L. Webster, '18; and Reporter, Harvey C. Waugh, '17.

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"M" Club Notice

Here is a chance for all Maine Men who realize the amount of good the "M" Club is doing for Maine to aid them. Owing to arrangements with Mr. O. B. Fernandez, manager of the New Central and Bijou Theatres of Oldtown, the "M" Club will furnish tickets for the above mentioned theatres at the regular price of 10c. On all tickets sold on the Campus Mr. Fernandez is giving the "M" Club a percentage. Tickets may be secured from the following men

E. G. Frost	Kappa Sigma House
O. C. Lawry	Beta Theta Pi House
R. G. Hutton	Theta Chi House
P. N. Moulton	Sigma Alpha Epsilon
J. C. Green	Delta Tau Delta
F. P. Preti	Phi Eta Kappa
S. G. Phillips	Phi Gamma Delta
R. G. Pendleton	Phi Kappa Sigma
A. S. Packard	Lambda Chi Alpha
E. J. Dempsey	Sigma Chi House
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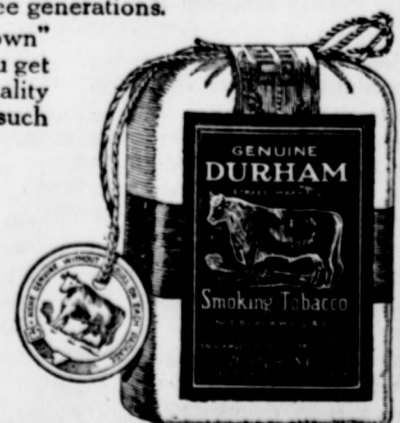
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THE AMERICAN TOBACCO COMPANY



(Continued from Page One.)
FRIDAY SESSION

arguments from the press. It is intensely interesting to watch the development of the newspaper today. I believe that the newspaper today is more powerful than ever before.

"There is no longer that blind faith in the editor, but we do depend upon the newspaper because it covers the world as far as operations are concerned. We can take the editorials or not just as we please, or we can make our own editorials. Some deplore too much news, but I am a strong believer that publicity is the greatest cure for evil. I believe that the man, no matter how much he may desire to commit wrong, is afraid of publicity. This makes the newspaper the great light giver that prevents many wrongs from being done. A great many crimes are committed in elections in this country. There would be more if the public were not made aware of them by the newspapers. There are still many franchises given away, and there would be more if it were not for the newspaper. There is still much watered stock sold, and there would be more of this paper so sold if it were not for the newspaper."

The speaker then closed by again expressing his pleasure at being able to welcome the newspaper men to the University.

The next speaker on the program was Liston B. Evans of Dover. Mr. Evans spoke on the place of the country boy on the newspapers. He was very interesting and showed very clearly what he is trying to do for country newspaper work. He spoke of several things that he has done on his own newspaper and how important he considers accuracy. He explained the different ways in which the country editor may help the people and the community. The country paper is part of the farmers' home. It goes into his life and the editor should think of these things in getting his paper out.

Oliver L. Hall, editor of the Bangor Daily Commercial, was the next speaker and spoke on The Study of English and Newspaper Writing. Mr. Hall, in opening his remarks, praised Mr. Evans, the preceding speaker, for the great importance he places on accuracy in getting out his paper. The speaker's remarks were pertinent and instructive and showed very clearly the great importance of study of English literature to the students in journalism. Mr. Hall made a plea for reading along the best lines and the early and steady cultivation for the best books.

J. H. Ogier, of the Camden Herald, was the next speaker and told his audience many interesting things about the costs in a small shop. He dealt very fully with the business end of a small paper. He referred to several personal incidents in anticipating news, in collection of bills and in figuring costs. It is not necessary to have any particular kind of a cost system, but the important thing is to have a way of figuring out just what every job is going to cost. The two important points in Mr. Ogier's remarks were, first, put the paper and yourself on a good business basis, and secondly, you will then have maintained a self-respect that is absolutely necessary for a successful newspaper.

Mr. Seitz Spoke in Afternoon.

Mr. Seitz arrived at 3.20 o'clock Friday afternoon from New York and was met at the station by Hon. J. P. Bass and M. Robert Harrigan of the Commercial. He was taken to the University in Mr. Bass' automobile. At the University he was introduced to the newspaper publishers shortly after his arrival.

Mr. Seitz, speaking in an easily informal vein, touched upon the lateness of his train, and simply stepped into the hearts of his audience, without, as he expressed it, either text or subject.

"I am afraid," he said, in beginning, "that the show may not come up to the advertisement." From that last word, he seemed to take his first cue for speech and went on: "There is a great deal in advertising, as we in the newspaper business know, although few of us know how to use it. We go along on the line that you have to get the paper out anyway. Of course people are apt to think that if you work for a very large newspaper, the troubles are different. But they are precisely the same. The difference between the large newspaper and the small newspaper is that a large paper is farther away from its constituency. It can be served more impersonally than you can do it in the small community. The big newspaper goes its

way in high-handed fashion and this it is not possible to do in the case of the smaller town paper. And I must say what I really believe right here that the growth of the small town newspaper has had far greater growth in the last ten years than has the large newspaper. I actually believe," and here the speaker lowered his voice, with a droll little gesture, at once comic and expressive and characteristic, "I honestly believe that the large daily newspaper has retrograded, and that the small country daily has gone ahead, and is a far more capable institution in its field than is the large city paper. The city paper no longer reaches out, it has the limitations of its size. Now in a big daily like ours, 60 columns of news per day, and a population to draw on seven and a half million, it is not possible to deal intimately with ordinary affairs of a town.

"The newspaper is a mystery to the public, and truly the newspaper's enormous output is wonderful, 7,000 tons of white paper used per year for daily papers. In a moderate sized community an editor is not called upon to do more than his duty which lies in printing news intelligently and clearly. He does not have to enlarge on trifles any more than he wishes and he can check abuses simply by the act of printing them. Now how many highway commissioners are there who could stand to have a paragraph each day on a mud hole at the corner of Main and Center streets? Say the paper gives the measurements of the hole, and next week another paragraph states that the mud hole is but 17 feet across and that kindly nature and the sun have dried it up and a large percentage of the water is gone. If the commissioner could stand two like that he would be more than an ordinary man. Some editors have the idea that the paragraph must state that the highway commissioner draws such and such a sum per day and the editor cannot see why the commissioner cannot see the mud hole and that arouses the other's spirit. He won't see it and he considers it improper to yield. But if that paragraph doesn't fetch him nothing will. Again I have seen the method of having a man go out and count the vehicles passing through the mud hole and multiplied by four the wheels going through that mud would give a large number. 100 vehicles would mean 400 wheels to be washed after passing through that mud puddle. It's a way of educating the commissioner. I have in mind a similar instance, the same sort of idle paragraphing. It drove the street commissioner mad, that calling the attention of the public to the mud puddle without calling him names.

Reiteration Does It.

"My idea is that painstaking reiteration is a potential weapon and printing that reiteration over and over. It is like the able lawyer who considers the jury as 12 men of varying stages of intelligence. To think they comprehend a thing when first told would be a lawyer's greatest mistake. He simply repeats a thing until every man on the jury shows signs of intelligence. Then, without difficulty, he convinces them all.

The keynote of newspaper business in advertising is that you have to get some money out of the business. The history of newspaper shows that one is started for either a low or a high impulse. And only a very few were started to make money merely. The advertising column is an economical way of informing the public of what one has to sell. And sometimes in one's eagerness one belittles the value of the paper as an advertising medium and rates are lowered. It upsets one to see how another fellow gets the business. The newspaper man must have some confidence in the paper and in himself."

Touching upon the school of journalism Mr. Seitz spoke of Mr. Pulitzer and laughingly added that he was cut out of the will because he didn't agree with everything concerning the school but he heartily endorsed the school and its graduates. Speaking of the reunion of the World's graduates, he said that those who left for other lines of work had a reunion and not one of them was a failure and he believed that newspaper training was great training for the young man no matter what lines he might take up. Asked concerning the opportunities of women in the newspaper life he spoke of those on the World's staff, of their good salaries. "But," added Mr. Seitz, and here he showed his real opinion in his choice of verb, "marriage generally cures the average young woman of leading the newspaper life, though."

He went on, as if to counteract this, "I wrote a note of thanks to a young woman the other day because her report of a prize fight was the only intelligent one in the papers."

Sitting in the audience in the upper room in the library building at the University of Maine Friday afternoon one could have but one regret listening to and watching this wonderful newspaper worker of the great city daily, a Maine boy, he claims with pride though he came from another state when very young to Norway, and as he said, an old friend of whom he caught a glimpse in the audience, could remember when he was a kid sitting on top of a barrel in a little old printing office trying to learn type setting. And the one regret was that to listen to the simply phrased address with its shrewd business sense running through like a bracing of steel, its quaint touches of humor, keen wit and kindly irony, its boyish enthusiasm, its voicing of belief in the work of the speaker, a regret that to listen to all that there should not have been an audience which would crowd Bangor's biggest hall.

Mr. Seitz's remarks were followed by a round table discussion, in which Hon. J. P. Bass of Bangor gave an interesting talk on the possibilities of young newspaper men. After the discussion the meeting adjourned to attend the banquet in the gymnasium.

Sigma Chi 7-A. T. 0-1

Sigma Chi defeated Alpha Tau Omega Thursday with a score 7 to 1, thus dropping the Alphas out of the Sunset League. Hutchins' spitters with some remarkable fielding proved too much for Morris's team.

	ab.	bh.	po.	a.	e.
Melcher, ss	3	1	0	0	0
Johnson, 3b	3	0	0	0	0
Dempsey, 2b	3	1	3	2	0
Wylde, 1b	3	0	6	1	0
Hutchins, p	3	1	0	5	0
Kennett, rf	2	2	1	0	0
Phelps, cf	2	0	1	0	0
Russell, c	2	1	3	2	1
Libby, lf	2	0	1	0	0

	ab.	bh.	po.	a.	e.
Kritter, ss	2	0	0	0	1
McGrath, 3b	2	1	1	0	1
Rowley, 2b	2	2	0	1	1
Morrow, 1b	2	1	5	0	0
O'Rourke, c	2	1	4	0	1
Falvey, cf	2	0	1	1	0
Mathews, lf	2	0	1	0	0
McCobb, rf	2	0	0	0	0
Morris, p	1	0	0	4	1

	ab.	bh.	po.	a.	e.
Alpha Tau Omega	0	1	0	0	1
Sigma Chi	5	2	0	0	7

Two base hits, McGrath, Dempsey, Hutchins, Kennett. Three base hits, Russell, Kennett. Strike outs, by Morris 4, by Hutchins 2. Stolen bases, Melcher, Dempsey 2. Bases on balls, by Morris 1.

PRISM SALES.

The 1917 Prisms are going fast. Out of the original five hundred nearly four hundred have been sold, and the remainder are being sold every day.

These books make valuable souvenirs of the University, and are sold at a little over half cost. It is expected that quite a number will be sold to the Alumni as in previous years.

The co-eds of Northwestern University have opened a barber shop containing four chairs.

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Use 200 pounds of Nitrate of Soda broadcast per acre in late February or early March, or use at Blossom Time.

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Hats and Shoes

Custom Tailoring a Specialty

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We are at your service at any and all times.

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If the yield and quality are bad you must do better. If they are good it will pay you to make them better. A better fertilizer will do it. The usual wheat fertilizers do not contain enough

POTASH

Use 6 to 8 per cent. Potash, instead of 1 to 2, and balance the phosphoric acid of the bone or phosphate.

Tell Your Dealer about this Now before the fertilizer salesman arrives. Write us today for our free book, "Fall Fertilizers."

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M. C. I. Easily Takes Schoolboy Meet

Emery High Point Winner Taking Four Firsts

Maine Central Institute of Pittsfield easily won the annual interscholastic meet here Saturday. Ray Shepherd's team was well-rounded and had men in every event. M. C. I. totaled 51½ points, Bangor High was a good second with 26½, and Coburn third with 19. The other schools to score were: Brewer 14, Portland 11, Bar Harbor 2, Fort Fairfield and Orono one each.

The track was far from fast and this is in part responsible for the time and the fact that no records were broken. Two records were equaled however, when Emery of M. C. I. did the hundred in 10 2-5s, and Gray of Bangor ran the high hurdles in 18 seconds, flat.

Emery of M. C. I. was the high point-winner and particular star of the meet. He won the hundred, 220-yard hurdles, the shot and hammer besides taking second in the discus. He is a big fellow, weighing over 200 pounds and this versatility in so many events stamps him as being one of the coming track athletes of the state. He is but a second-year man at the Institute. His total of 23 points was enough to make the Institute team confident of winning and the enthusiastic cheering section which the winners had here was rejoicing over their victory before the meet was fairly under way.

The other athletes who showed up well were Herrick of Brewer, Gray of Bangor and Wyman of Coburn. Herrick is a brother of Maine's miler and by the way that he ran the mile yesterday

looks as though he would make his brother travel to be Maine's best man in the event in the years to come. He ran a very pretty race, laying back for the first two laps and a half. From then on he began to pick up and had enough left to run the last half lap at a good speed, winning easily. He later came back and took a second in the half.

Gray of Bangor was one of the busiest men in the meet. He qualified in both hurdles, the broad and high jumps in the morning; won a first in the high hurdles and a second in the lows in the afternoon, besides picking up a third in the broad jump and third in the 100-yard dash and winning first in the high jump. He tried for a record in the high jump, but was too tired to do more than his winning jump.

Wyman of Coburn showed excellent form in the quarter and led from the second turn and won easily. He came back later in the 220-yard dash and took second to his team-mate, Power.

The two-mile was an interesting event for one so long drawn out and was robbed of having a spectacular finish by the fall of Allen of M. C. I., when he was having a fast sprint with Lane of Brewer, who won the event. Both of these men started a fast sprint on the third turn and were having a grand fight when Allen fell as they were entering the straightaway.

The meet was run off exceptionally well in the afternoon and would have been over in but a little over an hour, had not the field events been slowed up because the same men were competing in all the events. The morning trials were rather slow as the men did not report quickly. No trials were necessary in the weight events.

In the morning trials the schools qualified as follows: M. C. I. 14, Bangor 11, Portland 6, Coburn 3, Bar Harbor 2, Brewer, Orono, and Fort Fairfield one each. The summary:

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New York

Maine Takes Third
Game With Colby

WATERVILLE, May 20.—University of Maine defeated Colby 6 to 3 today. The Maine runs came all in one frame, the eighth, and were the result of six hits off Cawley and the fruitless, but technically errorless, playing of the Colby fielders, whose attempt to throw out the fleet-footed Maine base runners failed. Driscoll, of Colby, gave no walks and Cawley, of Colby, had no strikeouts. The score:

MAINE									
ab.	r.	h.	po.	a.	e.	ab.	r.	h.	po.
Wentworth rf.	5	0	1	1	0				
Lawry 2b.	5	1	1	4	2				
Hackett 1b.	3	1	1	9	0				
Rowe 3b.	4	0	0	1	1				
Gorham cf.	4	1	1	4	0				
Phillips cf.	4	1	0	1	0				
Reardon c.	4	1	1	7	0				
Giles ss.	4	1	1	0	2				
M. Driscoll p.	2	0	1	0	5				

COLBY									
ab.	r.	h.	po.	a.	e.	ab.	r.	h.	po.
Simpson lf.	4	0	1	0	0				
Nye 2b.	3	1	1	2	4				
W. Driscoll 3b.	4	1	0	1	1				
Cawley p.	3	1	1	0	4				
Deasey rf.	4	0	2	0	0				
Ashworth c.	4	0	0	10	0				
Smith 1b.	4	0	0	12	0				
Schuster cf.	4	0	1	0	1				
Hayes ss.	3	0	1	2	2				

COLBY									
ab.	r.	h.	po.	a.	e.	ab.	r.	h.	po.
35	6	7	27	11	3				
33	3	7	27	12	2				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				
0	0	0	0	0	0				

Two base hit, Schuster. Three base hit, Cawley. Stolen bases, Gorham 2, Phillips, Nye. Sacrifice hits, Nye, Hayes. Double plays, Wentworth to Reardon. Left on base, Maine 9, Colby 5. First base on errors, Maine 1, Colby 3. Bases on balls, off Cawley 7. Hits and earned runs, off Driscoll, hits 7, runs 0 in 9 innings; off Cawley hits 7, runs, 6 in 9 innings. Struck out, by Driscoll 6. Passed balls, Ashworth. Umpire, Conway. Time 2:20.

GAMES THIS WEEK.

Wednesday, Bowdoin vs. Colby at Brunswick and Maine vs. Bates at Lewiston; Saturday, Bowdoin vs. Maine at Orono and Colby vs. Bates at Lewiston.

MAINE COLLEGE STANDING.

	Won	Lost	Tied	Pc.
Maine	3	1	2	.750
Bates	1	1	1	.500
Bowdoin	2	3	0	.400
Colby	1	2	1	.333

Military Companies
Work Out ProblemMethods of Attack and
Defense Shown Men

Lieut. Clark staged the first military problem of the year Saturday, on the rough ground between the campus and Stillwater. The primary purpose of the problem was to show the various methods of attack and of leadership, both in squad and company.

Companies D and E were assigned to the defense, while the remainder of the battalion took up the attack. Lieut. Clark served as umpire.

At 9:15 the companies were assembled in front of Alumni Hall. The two companies of the defense were marched by the road toward Stillwater about a mile, then crossed the Horn farm and were entrenched behind a stone wall at the brow of the hill running parallel to the road. Captain Coffin was in command.

The companies assigned to the offense were marched back of the Athletic Field and went through the woods to a position on the hillside opposite Spearin's Inn. From there companies B and F were sent forward as the advance firing line, followed by A and C companies as the reserve line. The advance went forward about 300 yards when the outposts of the defense were met.

The whole offensive line marched across an opening, when the defense opened fire, and the advance was stayed for a moment. But gradually they gained and then maintained fire superiority, and the defense was obliged to retire about one hundred yards to a position in the rear. This position was also lost, and another stand was taken some distance back with orders for a bayonet charge. The "assembly" was sounded before this movement was executed.

A flanking movement of the attackers failed on account of a misunderstanding on the part of Company F, and consequently a portion of Company E had no opportunity to take part in the contest.

The companies were assembled at the top of the hill and listened to a

THE 1917 PRISM

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History of the University. You

Can't Afford to be Without One

ON SALE AT COLLEGE
STORE

(Continued from Page One.)

STAPLES IN CHAPEL.

In regard to the financial end, Mr. Staples gave many interesting facts of interest to the public. He said that in 1900, 50,000 newspapers were printed and that 21,000 of these were United States newspapers; that the newspaper business employs 94,600 wage-earners at a cost of \$20,000,000 per day; that the 1 cent newspaper is run at 100 per cent. cost; that the creator of Mutt and Jeff draws a salary of \$75,000 for about 2 hours of work each day, and that the New York Times receives \$6,000,000 per year through its advertising.

To assist the newspaper in spreading the knowledge of current events to the world a great many improvements are continually being made. Mr. Staples said that when he graduated from college in 1883, there were no street cars, no telephones, no telegraphs, and very few conveniences at all to aid the editor in receiving news. As regards the sporting editor, the society editor, and the news editor, Mr. Staples said that for his paper he was "he, it and 'em."

For a final thought the speaker said that the chief element of a newspaper is the conscience of editing. Horace Greeley was the great editor of the past. All the world would listen to what he had to say through his paper—The Tribune. It was the man himself who swayed the crowd. "The New York Herald is famous for getting news," said Mr. Staples. "It has led the world in this respect and it has laid cables across the seas. During the Civil war it stationed men everywhere. It carried out the motto, 'News at any price.'"

In closing Mr. Staples showed the indebtedness of the public to the newspaper and to the army of workers who stood behind the paper they love.

(Continued from Page One.)

MEET

SAVAGE FALLS

Savage of Bowdoin dashed hopes of the Bowdoin fans when in the first semi-final heat of the high hurdles he stumbled and fell over the seventh hurdle, ran around the eighth and failed to qualify. He was running neck and neck with Pat French of Maine when the accident occurred and French went through and won the heat and then the finals, beating Grady and Trenholm of Dartmouth. Polard of Brown actually finished third in the finals of the high hurdles but was disqualified for knocking down three hurdles. Trenholm getting his points and one-fourth being lost from the reckoning.

The mishap gave Savage a rest with the result that he won his semi-final heat in 24 3-5 seconds and then went through the final for the new mark without dislocating a hurdle. Here also French of Maine showed up among the leaders winning his semi-final and running a close second to Savage in the finals.

BELL TO THE FORE

Roger Bell of Maine, after running with the pack during the first half of the mile, put in his appearance at the head of the field at the end of the third period and was never again passed; R. G. Brown of Tech ran him a pretty race through the last quarter, and together they left the field wide open, but Brown had nowhere near the stamina of Bell. Bell did the mile in 4 minutes 29 1-5 seconds, with a 63-second first quarter, 2 minutes 16 seconds for half, and 1 minute 26 seconds for the first three quarters.

In the 880 yard run Bell pursued the same tactics, running well back through the first half and then coming from behind, but after running a mile and then the half he didn't have the sprint to pass Higgins of Holy Cross on the corner, where it had to be done if at all, and finished second.

He was boxed between six men at the beginning of the last quarter, but worked between them on the back stretch. The first quarter was run in 31 seconds, and the half in 2 minutes 3-5 seconds.

STAND AS RECORDS

Bell's mark for the mile and the other marks for races run around the track will stand as records, as the track is measured under the new rule 12 inches from the pole, instead of 15 inches.

Capt. Guy Leadbetter of the Bowdoin team was the individual high point winner of the meet, taking 11 points with firsts in the hammer and discus and fourth in the shot. His performance of 145 feet, 9 3/4 inches for a first in the hammer was expected, and his fourth place in the shot was no surprise, but he did spring a surprise when on his second throw he threw the discus 130 feet, 11 1/4 inches, less than five feet under the record and exceeding any previous marks this spring.

Moulton of Bowdoin expected to win the discus, made a good throw of 124 feet, 9 inches, better than anything done this spring by any of the contestants before today, but the way they were throwing today that was good for only fifth and no place.

Allen of Maine, like Bell, was one who did all that had been expected of him, and he won the shot with a put of 45 feet 2 inches. Stanley of Maine also came up to expectations with third in the hammer and Pierce of Maine took fourth in the broad jump with 21 feet 6 1/2 inches.

French of Maine did not try for place in the broad jump. Smith saving him for the hurdles. French made one jump of 23 feet 2 inches but fouled and did not try it again.

Wentworth of Dartmouth jumped 24 feet 3 inches, 4 3/4 inches over his own record of 1915, but owing to the wind at his back it was not allowed.

Palmer of Maine failed to come through with all that he was capable of in the high jump and tied with Reeder of Dartmouth for second at 5 feet 9 1/2 inches.

The women's dormitory at Stanford University has instituted a stringent plan for the collection of dues. Any girl who fails to pay her dues promptly is denied all telephone privileges. To make the penalty the more odious, any one who calls an offender up is informed of the reasons she cannot answer the call.

Prism Officers Elected

E. Hyland May of Hartford, Conn., was elected as editor of the 1918 Prism on Friday, May 19th. The choice of "Hy" May was a very popular one. May is a member of Phi Kappa Sigma fraternity, of the Sophomore Owls, and is president of the sophomore class. At the same election, Don B. Perry of Hallowell was elected as business manager of the next Prism. Perry is a member of the Phi Eta Kappa fraternity, of the Sophomore Owls, and is on the business staff of the "Campus." The outlook for the 1918 Prism is very bright. With such leadership, and a large amount of material for associates, the next Prism is due to set a standard for future Prisms.

short criticism and explanation by Lieut. Clark. All the companies formed and marched to the campus by way of the Stillwater road. The band met the battalion about a quarter-mile from the campus and escorted them back.

Col. John F. Rhodes, installing officer of Scabbard and Blade, the new military fraternity, was a spectator at the battle. Among other spectators was Professor Thompson of the English Department.

At Monmouth College an attempt is being made to abolish cutting at chapel by charging one dollar per cut above the four granted each semester. In the case of absence from other classes, immediately preceding or following vacation recesses, the student is liable to a special fine of one dollar and an examination in the course he has cut.