Merry Christmas

Remember Holly Hop

Vol. XXXII No. 13
South Hadley, Mass., Friday, December 13, 1916
Single Copy Ten Cents

Reswell G. Ham, Gertrude Bruyn And Boardman Bump Discuss "Family" Finances At College Mass Meeting

Functions And Aims Of The Development Program Are Described By Miss Bruyn

$2,000,000 FUND IS AIM

Miss Gertrude V. Bruyn, first Secretary, described the functions and aims of the Development Program yesterday morning at the Mass Meeting in Chapel.

This program, which is under the First Secretary's Office and the Central Fundraising Committee, calls for the raising of two million dollars in the immediate future.

1. A one-million dollar endowment, the income of which is to be devoted to the increase of faculty salaries.

2. $1,000,000 for a Visiting Professorship in honor of Miss Florence Farrington, dean-emeritus.

3. $500,000 for a Chemistry Building to be built as a wing to the Physics Building in a college design surpassing Stanford, after which Stanford will be torn down.

4. At least $20,000,000 for the completion of the Physical Education building. If the endowment income is more than expected after the building is completed, it will cover the difference.

The only instance of the solicitation for this amount was to be made by Miss Bruyn.

The campus police, which was always a point of contention, was abolished on the proposition of a committee, and Miss Bruyn and Dr. Allen announced that the college was now on probation.

The college is greatly indebted to Miss Bruyn, and to the student body, for the fact that all the paintings obtained were in better condition than expected. Dr. Robert A. Johnson, who has been a student at Mount Holyoke for the past few years, has donated $1,000,000 to the college. The amount is to be divided among the various departments.

Miss Bruyn extended her thanks to the student body, saying that if there are any objections to the final plan, the college will be forced to withdraw from the project. She said that if there are objections to the final plan, the college will be forced to withdraw from the project.

I.R.C. Sends Four Girls To Clark University

Kristina Stevens, Rhoda Kaplan, Lois Avery, and Dorothy Wliford will represent Mount Holyoke at the Intercollegiate I.R.C. Conference be held at Clark University in Worcester in the week of February 13th and 14th.

Miss Mary Jane Heil, head of the I.R.C. Department, will be present. All faculty and students are requested to be present.

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New Professorship Is In Oppening For Holyoke

The alumnae of Mount Holyoke, supported by the alumnae fund and the alumnae association, have been able to establish a new professorship in honor of Florence Farrington, dean emeritus, who was one of the founders of the College and who has been a member of the faculty for over forty years.

The professorship, which was established by the alumnae association, is to be filled by a distinguished scholar in the field of education, and the first holder of the professorship will be Dr. Florence Farrington, dean emeritus.

The position of professor is a new one for the college, and the announcement of the appointment has been hailed with enthusiasm by the alumnae association and the students.

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Public Opinion
The issue is an important one for students appearing in this section, it is reserved for students appearing in this section, and meant for alert before they can be used. The issue will keep the identity of the student body, prompted by Andrew.

TIME AND THE BELL
There is a certain time of day when a bell tolls that concerns a small matter of six events. The six events this story is about is a little one, but it is concerned in a big way with the beginning of what amounts to Mount Holyoke Seminary, and likewise with the concept of time. This year, it was the smallest contribution received in the school's first endowment; for years it was carefully placed in the same green velvet bag she had used to hold the collection, and housed in the same drawer.

In the college museum are many more of the Student Alumni Hall, in company with other more ordinary significant memorials of the great woman. Mount Holyoke, it is evident, through the years, has added a lot of little six cents and the effort it represented.

And speaking thus of effort, we arrive at the subject of this week's Time and the bell. A student the only one to do so. It didn't give up effort in the past for financial campaigns such as the one that the new hall was dedicated and because so much additional help had been found in advance, the students were kept supplied.

For those who doubt the importance of financial matters, there are examples of how we can contribute ourselves.

Wanted: New Faces
Last year saw the beginning of Student Action Committee, whose final constitution is now being considered by the faculty. Just the other day the first organizational meeting for a chapter of the Student Action Committee was held and it is still going strong. This is a lengthening list of student groups which prepare their members with the understanding and capabilities necessary for them to be the active and intelligent members of their community. This is what Mount Holyoke is designed to supplement your knowledge. Take this copy of the News home with you and give it to your parents and others who are interested in Mount Holyoke. Most of all, however, the task of explaining Mount Holyoke's financial set-up and representing her needs to the outside world lies with you.

I.R.C. Presents
Two important inter-collegiate I.R.C. conferences are in the offing. The first, today and tomorrow, will be at Clark University in Worcester, sponsored by the New England Inter-collegiate Relations Club. The second, to be held February 28th to March 2nd, will be sponsored by the Inter-collegiate Federal Defense Association. The conference will be open to all students of the colleges who are members of the I.R.C. and to students of the colleges who are not members of the I.R.C. For this reason, the conference will be open to "under-cut" students as well.

If you want to pay thirty-five cents to get something eleven cents cheaper in Walgreen's, go right ahead, but when you're at it, why not consider the exorbitant rate charged by the holyoke Railway for the service?

We always knew that prices in a small community are generally a lot lower in other and well-to-do districts are higher than those in a large manufacturing city. The fact remains that prices are all over the map, and we can and must judiciously cut down on our buying, but let's not get vengeful about it.

Our view is that there is a large store of money, and we can use it wisely and make the best of our financial situation.

Is there a "clique" running some of our most important activities? Or are we allowing a few "good" people who, because of their time and energy, are able to sacrifice much, do a wonderful job, instead spread themselves thinly over too wide an area and thereby cut down on the efficiency of all the group?

The answer to the first question is "No". The answer to the second is "Yes". But through the ability of a large percentage of the student body that this condition seems to exist, and these questions arise.

Let's remember that these organizations do not exist for the ec and polo and the social whirl; even for them primarily. They are equally important to the scientist and artist and writer. Let's see some new faces and some new interest!
Join in... have a Coke

Coca Cola Bottling Co. of Northampton

SPALDING
IN BIG-TIME BASKETBALL

THE FAMOUS SPALDING LAST BUT BASKETBALL

THE ONLY AMERICAN-MADE MAJOR SPORT IT WAS PLAYED IN 73 COUNTRIES BEFORE THE WAR

SPALDING TOP-FLITE

SPALDING

... AND THE RECORD CROWD TO SEE A GAME IS 23,000... IN PEKING, CHINA, IN 1939

SPALDING

SET THE Pace IN SPORTS

THE MOUNT HOLYOKE NEWS, FRIDAY, DECEMBER 13, 1946

COMMITTEE HEADS

W. H. HUBBARD, TRUSTEE
Chairman Building and Grounds

ROGER W. HOLMES, CHAIRMAN CENTRAL FUND RAISING

MARY ANN WORK
Chairmen Student Fund

NEWS INVESTIGATES THE ELECTRICITY PROBLEM
by Helen Perrone

You've being readied. Did you know that in each dorm there is a
recorder which accounts for the
amount of electricity used within a
particular twenty-four hour period?
In looking at such a report one can
readily see, by the highs and lows of
costage used at different times of the
day, what time the majority of girls
get up, when most of them are at
class, the Lab, or at meetings—in
fact, it even indicates whether the
dessert for that evening was very
well. In the latter case the lights
may go on at dinner time remain
熄灭ed for an extra long period of
time.

Several buildings on campus are
deriving as much voltage as their elec
trical capacity will permit. Mary E.
Wetherby Hall, for instance, suffered
a blown fuse the night of Junior
Shovel, when the demand for electrical
power was greater than the supply.
Gradually, the weakening, although it
did not show immediately, was initia
ted the night before at dress rehearsal.
This is an example of what may
occur in any dorm if a number of in
deficiencies use more than the set wattage
limit.

A small wattage increase along the
line may not be dangerous, but if too
many girls in one wing of a building
are careless in the use of electricity, inev
itability, a fuse will blow. And lights are
not the only wattage consumers. Small
bathroom lights and electric phonos
(Continued on page four)

PARENTS IN NEW YORK AND NEW JERSEY SOLICIT FUNDS

While the Central Fund Raising Committee delved toward a $250,000
fund, increase, the parents of
twenty-one Mount Holyoke undergrad
uates, residents of southern New York and
northern New Jersey, have been
organized into a group called the
New York Development Program Committee.
In hopes of reaching a
$150,000 goal by late January, com
mittee members, headed by Miss Ger
trude Br ay, Field Secretary, have been
working since early October,
raising no less than ten of the
five-hundred potential donors to
be canvassed in the New York area.
The $100,000 to be raised by the
New York committee will be used
to aid higher faculty salaries. Each of the
parent-associates, it is hoped, will
secure individual gifts totaling
$1,000, or on average of about $50
from the residents of New
York and vicinity who are to be ap
proached. Meeting once a month,
for luncheon at the New York Mount
Holyoke Club, committee members report
on whatever progress has been
made, and discuss their individual
problems.

Among those New Yorkers inter
viewed by the committee, in hopes of
obtaining donations, are people
from youth who may or may not have
Mount Holyoke and its programs.
Through the explicit use of the cam
paign is the increase of funds. It is
hoped that, through education about
and public relations for the college,
(Continued on page four)

WILSON D. CLARK, JR.
Chairman Trustee Finance

Fund Committee Has $35,300
TOWARDS NEW SWIMMING POOL

"The purposes of the Student Fund
Committee are adaptable to the needs
of the student body, and as their
needs change, so does the purpose
of the organization," stated Mary Ann
Work, chairman of the group.
At the present time the goal which
the Student Fund Committee is try
ing to reach is the construction of a
swimming pool. The amount now on
hand exceeds $35,300, and various
functions have been planned for the
remainder of the year to raise this
figure. On February 23 there will be a
hobby dance, and as in the past three
years the group will again sponsor a
combination bridge party and fash
tion show which it is to be held on March
(Continued on page four)

College Inn
Howard E. Keynes — A. L. Lawrence
FELLOWSHIP INCREASES COMMUNITY ACTIVITIES

Have you ever tried being a recreation leader to seventy energetic young people? If so, why not tell us about it? We’re interested in hearing your experiences, and we want to know what you think about the activities and equipment that make your role so pleasurable or so frustrating.

The members of the history department attended the annual Four-Centennial conference at Ann Arbor, Michigan, last month. They discussed the role of historians in society, focusing on the relationship between historical research and public policy. The conference was well attended, with over one hundred participants, and the discussions were lively and informative.

VARIED WIDESPREAD ALUMNAE PROJECTS MAKE M. E. WOOLEY SCENE OF ENERGETIC ACTIVITY

In the main rooms of Mary E. Woolley's house, the Alumnae Office is carried on. Formerly the office of the Alumnae Association, it was reorganized in 1949 to serve as a central point for alumni affairs. The office is staffed by a full-time secretary, three part-time secretaries, and a volunteer chairman. The office is open from 9:00 to 5:00 Monday through Friday.

The office is open to accept calls and correspondence from former students of Mary E. Woolley. It is also open to the general public for information about the college and its programs.

FIELD SECRETARY SEEKS "NO RACE, STEADY PASS"

"Not a race but a steady pace," the slogan of the office of the Field Secretary, according to Miss Gertrude K. Gage, Field Secretary for the class of 1946, means that the office's goal is to encourage all alumni to contribute to the college and its programs.

"We believe that the office of the Field Secretary is not just a place to receive contributions," says Miss Gage. "It is also a place to encourage alumni to take an active role in the life of the college and to support its programs."
by Ellen Palford

For the fall quarter, which began Thursday, the Mount Holyoke College faculty was busier than usual preparing for the new academic term. Several new courses were added, and there were changes in the curriculum, so that students found themselves with a new array of courses to choose from.

**PRESENT MEMBERS OF THE BOARD OF TRUSTEES**

Arthur M. Collell—President, Phoenix Mutual Life Insurance Co.

Richardson Cress, A.M.—Bradwolden, Baldwin,阻止

William P. Farnon—President, New England Branch of A. & P.

Frederick P. Harris, D.D.S., L.L.D.—President, American Unitarian Association.

Albert P. Kervin—Senior partner, Fain, Weller, Jackson and Curtis Co.

Joel E. Leddy—Professor of Economics, Bell Telephone Co. of Pennsylvania

Edward D. Gardner, A.M., Ph.D.—President, Princeton Yung Ching Foundation

Richard Gregory, Ph.D.—Associate Dean, Bard College

Samuel B. Hall, Jr.—Financial Vice-President, New England Mutual Life Insurance Co.

Marvin H. Aronson, Ph.D.—Professor of Economics, Yale University

Marvin Aronson, Ph.B.—Vice-President, Hartford National Bank and Trust Co.

Joseph W. Mitchell, Ph.D.—Professor of English and Master of Berkeley College

William N. Utz—Professor of Commerce and General Manager, Holyoke Mills of William Skinner and Sons

William A. Lawrence, L.H.D., S.T.D.—Bishop of Western Massachusetts

Jane Lomax McNeil, Ph.D., L.L.D.—Dean of Simmons College

Alice E. Ransom—Director, American Business College, National Training Union

Sunnymay Frayne—Vice-President, Mount Holyoke College


**Alumnae Activities—**

Which group of alumnae organized the most activity during the fall quarter at Mount Holyoke College?

The purpose of the Alumnae Association is "The purpose of the Alumnae Association is to foster the welfare of Mount Holyoke College— the Association is a group of alumnae who are interested in the welfare of the college and work through its officers to promote the interests of the alumnae and the college. It meets regularly to discuss problems and issues that affect the college and the alumnae. The Association is divided into several sections, each representing a different constituency. The sections are the Alumnae Council, the Alumnae Association of the 1940s, and the Alumnae Association of the 1950s.

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**Modern Design**

Modern Design will be the keynote of the new Mount Holyoke dormitory, which is currently under construction. The dormitory will be a modern, functional building, with large windows that allow for ample natural light. The design will feature a mix of materials, including steel and concrete, to create a strong, durable structure.

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IN ANSWER TO INQUIRY

It is altogether encouraging that you as undergraduates, on your own initiative, have sought to know more of the present economic state of Mount Holyoke, its problems and its plans for future development. Like many another college, particularly those for women, we have been exposed to inflationary forces beyond our control. This unbalance is the result of deficit financing. Meanwhile and under many handicaps we have endeavored to maintain the same high quality, the same loyalty to our objectives as in the past, with due observance to the needs of the students, a variety of problems. More difficult is the isolation of the faculty and the staff. Now and again we have been unable to pay members who touch you, for inflation understanding. Loyalty is no mandate; it is likewise an issue with them. If our situation were hopeless, a family council would perhaps be too late. But there are great elements of strength in our tradition and in the present that make us feel confident together we can solve our problems. We are a family, we have weathered storms before. It is good, therefore, that we should proceed with common and full understanding. Loyalty is no mandate; it is likewise an issue with them.

Here are the graphic pictures of some of our problems.

Respectfully submitted,

[Signature]

December 12, 1946

THE TREASURER'S BOOKS

WHERE IT CAME FROM

ENDOWMENT INCOME

INCOME FROM STUDENTS

GIFTS TO INCOME

OTHER INCOME


data12 $216,000 14%
data12 $109,000 7.5%
data12 $3,000 2%
data12 $228,000 14%

MOUNT HOLYOKE COLLEGE

EXPERDIENCES 1945-1946

(TOTAL $1,638,000)

INSTRUCTION $510,000 31%
ADMINISTRATIVE $155,000 9%
FOOD & RESIDENCE $398,000 24%
OTHER EXPENSE $194,000 12%
BUILDINGS & GROUNDS $386,000 24%

THE STAFF OF MOUNT HOLYOKE COLLEGE LIFE OR WHAT EACH DOLLAR BUYS IN 1946

SALARIES & WAGES $928,000 57%
SERVICES & SUPPLIES $710,000 43%

LYDIA BARTON

OFF BALANCE IN 1946-1947

WHAT'S THE TROUBLE?

MOUNT HOLYOKE COLLEGE

INCOME 1945-1946

(TOTAL $1,574,000)
WAGE RATES HAVE INCREASED LIKE THIS

<table>
<thead>
<tr>
<th>1948 WAGE RATES</th>
<th>1944 WAGE RATES</th>
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<tr>
<td>EXPRESSED AS A</td>
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<td>PERCENTAGE OF 1944</td>
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<td>70</td>
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MAIDS
LAUNDRY WORKERS
GENERAL LABORERS
CLEANING WOMEN

HOW MOUNT HOLYOKE HAS MET THE HIGH COST OF LIVING - 1946

<table>
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<tr>
<th>MOUNT HOLYOKE WAGE RATES</th>
<th>60%</th>
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<tbody>
<tr>
<td>NATIONAL COST OF LIVING</td>
<td>33%</td>
</tr>
<tr>
<td>MOUNT HOLYOKE FACULTY SALARIES</td>
<td>13%</td>
</tr>
<tr>
<td>STUDENT FEES</td>
<td>9%</td>
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WAGES INCREASE 60% IN RECENT YEARS

In accordance with the universal rise in wages and prices in the past year, the comptroller’s office has announced that the wages of Mount Holyoke’s maintenance department have increased approximately 60%. The two hundred and sixty maintenance employees are divided into six smaller departments. The department which employs twenty workers, includes the central kitchen, where all the heavy food is cooked, the laundry, and the maids in all the dormitories. A staff of one hundred and thirty-five people form the department of maintenance concerned with dormitory workers other than the maids. A squad of twenty-five women form another department in charge of cleaning the academic buildings.

While wishing to commend the Dramatic Club for turning its attention in such direction as this choice of play indicates, the present reviewer does not consider this particular choice a happy one. Not only is "Hamlet" one of the most difficult of plays to produce, requiring the most experienced of actors, directors, and technicians; it is, for example, extremely hard to portray the mood and feeling of the character of the child, Hamlet, and of the teacher, Ophelia; or to bring out the shifting planes of emotion in the play. And to bridge the gap between them.

Melissa Lord played the extremely involved title role. Elizabeth Lyman played the equally demanding role of a young man torn between various feelings, and the part of this man was envied by Ophelia as Christ. Vera Kiekkas, Julia Lorenz, Molly Niederlander and Sylvia Duke were the chorus in their activities. Charlotte Painter portrayed the simple but well-meaning Gertrude. Nancy Buttswood the judge; Virginia Rooma the sympathetic nurse. Barbara Miller depicted the lovesick Ophelia; Julia Haas the village doctor. Mention should also be made of Ruth Levy, Leigh Rountree, and Betty Snyor, who, although appearing only briefly, contributed their share to the whole. The natty and cretinous wing village were played by Marcia Bradford, Marcel Aherentmich, Karl- len Slaughter, Charlotte Miller, and Joan Bixen. The angels who take Hamlet to heaven were portrayed by Patricia Willard, Jane Wells, Patricia Crosby, Phyllis Eastwood and Milda Bierhol. Special credit goes to Helen Murray, Kathleen Comer and Jean Levy for their lovely singing.

A MEASURE OF THE PER STUDENT COST OF EDUCATION AT MOUNT HOLYOKE COLLEGE 1946-1947

<table>
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<tr>
<th>COST PER STUDENT</th>
<th>$1,064</th>
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<tr>
<td>STUDENT FEES</td>
<td>$204</td>
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<tr>
<td>GYM and other income</td>
<td>$47</td>
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</tbody>
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IN SOUTH HADLEY

CONFIDENCE

KATHERINE GIBBS

ATOMIC ENERGY

IBC meeting on this vital question, Thursday, January 9, 1947, at 8 p.m. in the New York Room. Guest speaker to be announced. Credit goes to the listening committee, the results of whose work helped create the needed atmosphere; the switch between the dream world and the real world was well-managed, with perhaps a few exceptions. The costume and make-up committee also deserve credit, as do the stage manager, Barbara Beardsley, and her assistant, Janet Rose, for keeping things moving. The entire cast and staff owed cooperation and hard work in their treatment of this difficult dream.

7 lines

When you’ve done your work faithfully each day, you can sip through fresh orange juice from a glass, and when you’ve completed your arduous task at Katherine Gibbs, you can sit back and feel that all is well in the world. Personal placement service in top grade. College Course Dean.
Students Carry ... 

(Continued from page five) 

by raising prices, have gone up this year, making their profit very small. Laura Olson, who receives the candy from Beene and distributes it while it lasts. The candy, coming from Sears and Company in Holyoke, is sold on a commission basis. There are regulations on the sale of the candy; limited hours and no charges; but since deliveries are now so irregular, not too much is being sold.

From food to clothing—Mary Cuschman and Elmer Colina, with Belle Hart, Nan Nossman, and Carol Patfield, have charge of selling sweaters on campus. The girls make a dollar commission on each sweater. Second hand books and furniture are two other enterprises which thrive, especially in the fall. Jayne Armstrong and Lottie Eichewald took charge of the books, many of which were sold, not here on campus. Bertrice Brandon heads the committee selling candy on campus, remitted after its dissemination during the war. With her are Missie Bobrow and Mrs. Bobrow, who work through an agency in the Ward.

On the thousand books sold, the girls made a profit of around $100. Margaret Walter and Jacqueline Schrutz handled the furniture, a job which begins the last week before commencement with the purchasing of all unwanted chairs etc. A week before college opens in the fall, the girls repair, paint or wash all the furniture, which is sold almost immediately to the incoming freshmen. Since this job is on a scholarship basis, the profit made by the girls goes toward their college expenses.

Christmas cards are another popular item, with Millie Scott and Dot B novels. Each day for the wholesale house of Wallace +Stevens. They are planning on the number of subscriptions sold, but also on the number of people who subscribe. This job will not end with the Christmas season, for the girls to pay for their cards. Frankie said that deliveries of the Review herald are going to start next semester.

Keep in the Christmas spirit, Joan Rooder heads a committee of eight, which calls itself the Blue and Gold club. People Magazine agency as offers of "The Christmas Annual" and other magazines. Fall subscriptions add to special college rates, and totaled about 30 subscriptions, but purchases also ran high in the Christmas season.

Last, but not least, are the representatives for the Herald Tribune and The N. Y. Times. Each company, writing up an agent to interview the candidates, appoints a girl to represent the paper on campus. The girls, Frances Hoffman for the Tribune and Ann Boldon for the Times, conduct their own sales campaigns. Each commission twenty helpers to get subscriptions, but the success or failure of the campaign depends not only on the number of subscriptions sold, but also on the number of people who subscribe. Each day for the wholesale house of Wallace Stevens. They are planning on the number of subscriptions sold, but also on the number of people who subscribe. This job will not end with the Christmas season, for the girls to pay for their cards. Frankie said that deliveries of the Review herald are going to start next semester.

SAVE THIS DATE
JANUARY 18
DARTMOUTH BAND
Start the New Year Right

EDDIE WITTSTEIN ORCHESTRAS
Famous at YALE Proms
Box 1373 New Haven, Ct.

LOOK AT YOUR SHOES
If they need fixing bring them to
FELICE'S

Leo J. Simard
Jeweler & Silversmith
Watch and Jewelry Repairing
54 Suffolk St.
Holyoke

SNOW BALL
FEBRUARY 8TH

TODD'S
South Hadley
Cottons are in —
Also bathing suits
For Southern Vacations
Merry Christmas to all

CAREY'S FLORISTS
South Hadley
Fresh Cut Flowers
and Corsages
Deliveries at 12 noon
and 5 P.M. daily
TEL. 4988

SMOKING PLEASURE
TRIPLE SMOKING PLEASURE

Osaa Master
CURRENTLY STARRING IN
"STRANGE JOURNEY"
A D & R Wurteil Production
Released by 20th Century-Fox

A BETTER TASTING
BETTER TASTING

ALWAYS MINDER

Chesterfields are 100% pure

ALWAYS BUY CHESTERFIELD
ALL OVER AMERICA—CHESTERFIELD IS TOPS!