



# THE TEMPE COLLEGIAN



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No. 2

## Campus Life Now Well Organized

### Election of Student Body Club And Class Officers Clears Way For Year of Profitable Work

**Caywood Heads Student Body Council, With Ione Hodges as Vice-President; Committees Chosen To Arrange Assembly Programs**

With the election of officers of the student body and of the various classes, campus life at the Arizona State Teachers College at Tempe is becoming well organized for the year's activities. Elections have taken place throughout the week, and campus leaders for the season are now nearly all selected.

Wallace Caywood has been chosen president of the student body council. Caywood is also president of the Junior class, of the Lettermen's Club and the Cactus Walking Club, besides being a prominent athlete. Ione Hodges is vice-president of the council, Lapreel Davis is secretary, and Francis Vihel holds the office of treasurer.

#### Committee Chosen

A student committee has been chosen to arrange for assembly programs during the year. Epes Williams is chairman of this committee, while other members are Gracabel Swift and Registrar Frederick M. Irish as faculty advisor. Williams was president of the student body council last year, and this year also holds the offices of president of Lambda Phi Sigma fraternity and editor of the college annual, The Sahuaro.

Albert Huber was elected president of the Senior class. Huber is one of the best known students on the campus. Merrill Hatch holds the position of Senior vice-president, and Ione Hodges is secretary-treasurer. Officers of the Junior class are Wallace Caywood, president; Francis Vihel, vice-president; Wylie Wentworth, secretary, and Florence McCarty, treasurer.

The Sophomores have chosen as president Norman Clements. Other Sophomore class officers are: Lapreel Davis, vice-president; Elizabeth Hightower, secretary, and Horace Chesley, treasurer.

Gerald Caplinger heads the Freshmen class as president, while other officers are Kate Vandy, vice-president; Josephine Martin, secretary, and Norman Michea, treasurer.

Among other student officers on the campus this fall are Helen Kin-said, president of the Hiking Club,

### Murdock Urges Need of Teaching Constitution

(From Arizona Republican)

Speaking before a meeting of Phi Delta Kappa recently, Prof. John R. Murdock of the Political Science department of the State Teachers College at Tempe, stressed the need of reorganizing the required teaching of the constitution of Arizona throughout the school system of the state.

The law, enacted by the seventh legislature, requiring the teaching of the constitution of the state, as well as the constitution of the United States, found many teachers of Arizona unprepared to give such instruction, declared Professor Murdock.

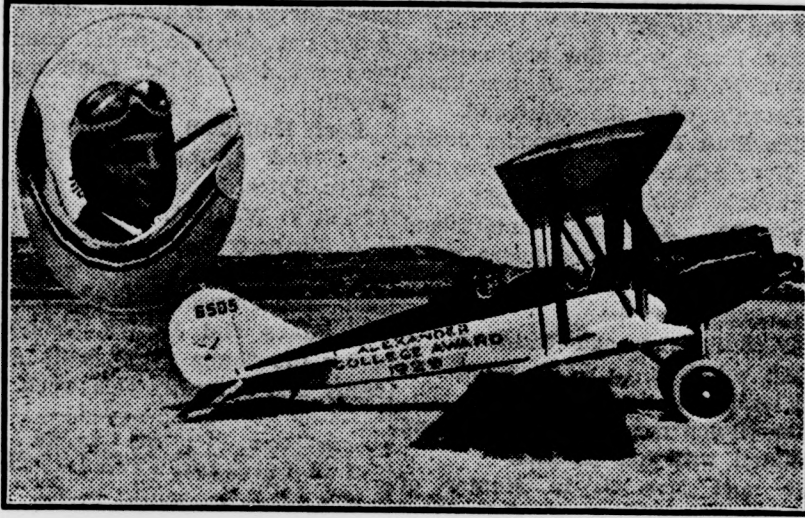
Superintendent C. O. Case has furnished copies of the state constitution and suggestive outlines and other aids to teachers, but even so, there has been a dearth of materials for teachers and pupils to use. Since this teaching is required in the eighth grade, in the high school and also in the colleges, there has been necessarily considerable overlapping.

#### Reviews Grade Work

"It is only when this instruction has been reorganized," said Professor Murdock, "so that there will be a definite and suitable amount of this work offered in the eighth grade; a greater amount of suitable subject matter, without duplication, offered in the high school; and a constitutional government course, above and beyond what has already been taught, offered in the colleges that

(Continued on Page 3)

and "campus queen" attendant of last year; Ruth Nichols, president of East Hall dormitory, and Cleo Caywood, president of the Wallflower Club, general social organization of the college.



PERCY WARNER

Winner of an Eaglerock airplane in a national aviation essay contest, Percy DeF. Warner, law student of New York University, and an organizer of the school flying club, hopes to popularize flying among college students by the formation of non-profit collegian aero groups.

Drawing from his business experience in organizing the New York club, Warner prepared a series of four articles giving detailed data on

the costs of plane and instruction. He outlines methods of financing college clubs, and gives valuable information on conduction of an undergraduate club so as to minimize risks and ease faculty apprehension.

Warner, a student aviator in the Naval Air Reserve, is 22 years of age. He recently flew his plane from the Alexander Aircraft factory at Colorado Springs, Colo., sponsor of the national contest, to his home at Nantucket, Mass.

### Bull Pups Play Mesa to Scoreless Tie; Murdock and DeMill Star

The Tempe Bullpups and Mesa Jackrabbits fought through four 10-minute scoreless quarters in a practice game last Friday afternoon on Irish field.

Although both teams looked ragged at times, it was a pre-season contest in which both coaches were looking upon their handiwork in action for the first time. And this handiwork has all the promise of becoming, before the season's end, two well balanced, smooth functioning machines. The Bullpups have some excellent material in their team which should develop as the season progresses.

Eleven fumbles, five for Mesa and six for Tempe marred the clash. The strong defensive play of both lines, however, helped to erase some of the glaring blots. Only three first downs were made, one for Mesa and two for Tempe.

One of the features of the game was the punting duel between Murdock of Tempe and Stapley of Mesa, with Murdock coming out with the honors. He booted five times for an average of 37 yards, while Stapley punted five times to average 33 yards.

Both teams used the passing attack, which for the most part proved ineffective. Mesa passed five times without a completion. Tempe completed two passes in seven tries.

The outstanding stars of the Bullpups were Murdock and DeMille, both backfield men. The punting, passing and line plunging of Murdock against the Jackrabbits shows promise of him becoming varsity material before the season ends. DeMille made some good line smashes for substantial gains. Since a schedule is being arranged for the Bullpups where they will meet some stiff competition but it should prepare them for the varsity next year.

#### The starting lineups:

Mesa High	Tempe Bullpups—
McDowell	McNeil
Harvey	Revello
Anderson	Palmer
Babbitt	Frazier
Kleinman	Chatam
Dudding	Alexander
Nelson	Peters
Stapley	DeMille
Webb	Hinton
Arnett	Murdock
Johnson	Eisenhart

Summary: Substitutions—Tempe—Kempton for Eisenhart; Capling for Hinton; Watson for ePters; Adams for McNeil; Mitchum for Frazier; R. Willard for Chatam; Chatam for Alexander; Buehman for Jones. Mesa—Williams for Dudding; Enloe for Nelson; Rogers for Arnett; DeRosier for Babbitt; Alecantar for Anderson; Crismon for Webb. Officials—H. Anderson, referee; Griffith, umpire; Casey, head linesman.

### Officers Are Elected By Wallflower Club

During the Wednesday recreational hour last week, the election of the Wallflower Club officers took place. Cleo Haywood was chosen president by a large majority; Horace Chesley was elected vice-president unanimously, and Caroline Contreras won the office of secretary-treasurer by a small vote over Irvine Watts. The Wallflower Club stages all formal dances of the college, and this year's officers have already made plans for many elaborate functions.

Selma—Do you ever quarrel with your husband?  
Vilma—Why should I? I get my alimony on time every month.

### Miss Lange Secretary Of College Y. W. C. A.

The Y. W. C. A. is fortunate in having this year as its secretary Miss Lange, who comes from her home in Cedarburg, Wis. Miss Lange has her B. A. degree from the University of Wisconsin and her M. A. degree in religious education from the University of Chicago. She has spent five years in India as an educational missionary sent out by the Foreign Mission Board of the United Lutheran church of America. She was located at Rajahmundry in the Madras Presidency, 300 miles north of Madras on the east coast of Indian on the delta of the Godaverri river. This river is one of the five sacred rivers of India. While there, Miss Lange

### New Dramatic Club Is Organized To Promote Interest in Drama And Unearth Talent of Students

Try-outs for Initial Performance Expected to be Held October 15; All Students in College Eligible To Try for Places in Coming Plays

### New Rule Calls For Filing of Activity Dates

Pursuant to a recent action of the joint session of the Faculty Executive Council and the Student Body Council, it devolves upon the Student Body Council to fix the dates of all the general events which are to occur this year, thereby avoiding conflicts. You are therefore requested to file a list of events proposed by your organization and their dates by Friday, October 4, 1929, with Ione Hodges, East Hall, or in Room 2, Science building.

The following are suggestions as to the annual events which might be incorporated in this calendar:

- College Events
  - Examinations.
  - Registration.
  - Receptions.
  - Vacations.
  - Commencement events.
- Student Body
  - Home-coming.
  - College Day.
  - Co-ed Prom.
  - Lyceum Numbers.
  - Music Department.
  - Training School Programs
  - 4-H Club.
  - Play Day.
  - Thanksgiving exercises.
  - Christmas exercises.
  - Graduation or closing.
  - Physical Education Department Programs.
  - Athletic events.
- Class Events
  - Plays.
  - Picnics.
  - Parties.
- Societies and Clubs
  - Camping trips.
  - Major public programs.
  - Y. W. C. A.
  - Special programs.
  - Plays.
  - Teas.

WHAT WOULD YOU DO?  
Cap—"What would you say if I asked you to marry me?"  
Sweet Thing—"Nothing—I can't talk and laugh at the same time."

### 'An Evening With the Stars' To Subject of Unusual Illustrated Lecture at Phoenix High School

was supervisor of the Hindu Caste Girls' Schools, and was also missionary in charge of the Zenana work in Rajahmundry. All of the work was carried on in the Telugu language, which is the native tongue in that part of India.

Before coming here, Miss Lange was educational secretary at the city Y. W. C. A. in Fort Wayne, Indiana, where she had charge of the religious and general education.

Impatient: A woman who has not had an operation. Patient: the same woman after she's had it.

To promote interest in dramatics at the college, a dramatics club has been organized. There are 35 members and many more are expected. Officers are vitally interested in making it one of the most active organizations on the campus. Officers are as follows: Martha Jane Boggs, president; Epes Williams, vice-president; La Rue Ensign, secretary-treasurer. Extensive plans are under way for renewing the stage accessories and scenery of the college auditorium. Through the generosity of the board, and of the Senior class of last year, the organization is able to buy a new cyclorama, additions to the curtain and flood-lights, while the purchase of a motion picture camera is contemplated.

If plans materialize, the club will begin its try-outs for the initial performance about October 15, under the direction of Miss Barbara Reavis, instructor in French and dramatics. Every student in college is eligible to try out, whether he be a club member or not. Upon receiving a role or staff position, he will become a member automatically. It is felt that in dramatics there is a place for everyone—not only those who are actors, but those who are interested in costume and stage design, stage lighting and carpentry, advertising and business management. The successful production of a play depends as much upon those who are behind the scenes as it does on the actors. Since drama has for a purpose "to hold a mirror up to nature," it requires almost every phase of ability for its performance. It is hoped that a large number of students will show an interest in this activity on the campus.

### Clonians Have Swim At Tempe Beach Pool

The Clonian Society closed the swimming season with a dip down at Tempe Beach Tuesday. A few water stunts, performed by Rachael Clark and Ruby Bawser, were the feature of the evening.

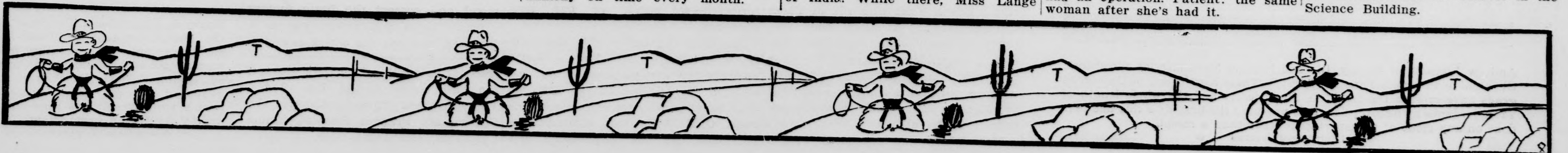
After a delightful swim, the society adjourned to Lauer's Plantation where they were served a delicious dinner, with the special Clonian favors.

### President Matthews First Speaker For Geographic Society at Session Held in Science Building Sept. 26

Dr. A. J. Matthews was the speaker for the Geographic Society last Thursday evening, September 26. The meeting was held in the lecture room of the Science Building. The members of the society invited a number of guests including students and members of the faculty, so the meeting was well attended. Following the program, refreshments were served and the evening ended with pleasant sociability.

Dr. Matthews spoke of some of the more interesting features of his trip to Europe during the past summer. Everyone was greatly interested in the pictures he presented and the personal experiences he related all of which were sprinkled with delightful bits of humor. Of especial interest

was the information he gave concerning the dote system of England as it reflects England's serious economic problems. The economic trend in England and other European countries was discussed and illustrated by the speaker's personal observations. The audience gathered that perhaps Dr. Matthews' most thrilling experiences were his trip by air from London to Paris and his informal visit to Westminster Abbey. He was also near enough to the queen to touch her, but withheld that courtesy. Many expressed the wish that they might hear Dr. Matthews develop the subject further, and so the Geographic Society plans to have Dr. Matthews appear on their program again ere long.







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**GANG! BACK THE TEAM!**

Just what do we mean by success? The great majority of students of A. S. T. C. have a very special goal in view, and if we reach this particular goal we feel the arms of success about us. The success may be in a small way, but nevertheless, it is our very own to have and to hold. Success is altogether like a game. There are many trials and blocks in the pathway to overcome—the happy road and the dark and dreary road—often failure and disappointment. All of these barriers must be surpassed. But the greatest result of these is the way we play the game. Are we willing to go on?

Our team is what we make it. Coach McCreary is putting forth his best efforts to produce the best football squad this year that A. S. T. C. has ever known throughout its entire history. The team is always willing to go on, but it needs each and every one of you to back it personally. It needs your support and loyal backing. Let's every one show the old spirit and put some pep into it, and back the '29-'30 team like they have never been backed before. That's the old spirit, gang!

**SUPPORT THEM!**

Do you students ever stop to realize what makes The Collegian possible? Do you ever stop to think of one of the most important ways it is financed? The merchants who advertise in our paper usually expect a return on their investment, and it is with the hope of doing that that the business staff contracts them for ads. Therefore the staff only approaches such firms as have goods which can be sold to the students.

Students! Look over the advertising section of your paper. You will find that the firms whose names appear carry the best in their line. They are all reliable and worthy of your patronage. They have placed their faith in you by advertising in your paper, and now you have to show them what you are made of. Patronize them! An interest between you and these merchants assures them of a return on their investment and aids The Tempe Collegian as a publication.

**PUT 'EM OVER BIG!**

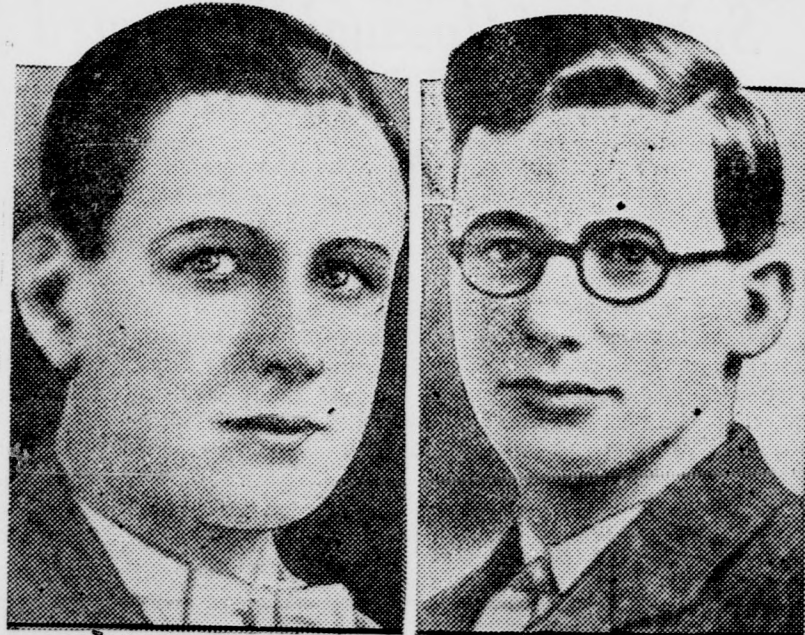
Students! Let's see the old Bulldog spirit! Let's each and every one of us do all we can to help the Student Council put these student assemblies over big. We have to make them successful! The power to put on the assemblies was entrusted to the students with the hope that they would be successful, and now we can't break that trust by not putting on the best assemblies that the school has ever known.

There is ability of all sorts in this school. Many talented students have been found to live on the campus. But all they need is the chance to bring out their ability.

Why not make these assemblies interesting and peppy? If they are dry and "long and drawn out," so to speak, they won't be a success.

Gang! We can't fall down on the job. Everyone get busy and back that Student Council so we'll have the best results. We can't let the faculty put one over on us by not putting on as good assemblies as they do! Let's see the spirit!

**Illinois Youths Brave Desert Wastes**



Andrew Juvinall, of Quincy, Ill., and Newton Newsmith, of Woodstock, Ill., seem to have pulled another "first." These Northwestern University grads have crossed the trackless Sinai desert and the whole length of Transjordan by motorcycle. It is probably the first time this has been done on any mode of transportation other than a camel.

International Newsreel

**Dormitories**

**North Hall Notoriety**

Freshmen initiation seemed to reign with many colorful and outstanding exhibitions last week over the numerous other activities of the North Hall girls. Since "Hell Week" seems to have quieted down to an extent, hall rules have been observed to the fullest extent. However, since "Hell Week" is one of the most prominent activities of the school year, many other interesting events have happened throughout the week. Mr. and Mrs. R. G. Richards of Nogales accompanied by their daughter, Miss Monty, enroute from Salt Lake City, Utah, visited their daughter Miss Jeanne Sunday, September 22.

Mr. Earl Wells, Mr. Earl Jones and Mr. Wilson Thompson of Ajo, visited Mr. Wells' sister, Lola Wells, over the week-end.

Mary Hand was the house guest of Mrs. F. B. Baptist at her home in Phoenix over the week-end.

Miss Ruth Roberts, Emoma Joslin and Nora Adams spent the week-end in Phoenix with their parents.

Adrienne Archauer entertained Jeanne Richards as her house guest at her home in Phoenix Saturday night, September 4.

Fay Billingsley and Grace Miller visited relatives in Wickenburg the past week-end.

Mary Robertson spent the week-end in Miami with her parents.

Mr. and Mrs. J. L. Hunter of Phoenix and Mrs. W. C. Colcord of Roosevelt were guests of Elizabeth Hunter Sunday, September 22.

Mr. R. J. Billingsley was a visitor of his daughter, Fay, Monday, September 23.

Martha Knowles of Phoenix visited her sister, Lillian, the past week-end.

Mrs. Drohman and Miss Alma Lowery of Phoenix visited Mary Hand Sunday evening, September 22.

Dorothy Arnold of Phoenix was a visitor of Nora Adams Monday, September 23.

Florence McCarty spent the week-end with her parents in Phoenix.

A short house meeting was held Monday, September 23, in which various hall rules were discussed. The girls are to be complimented on the hearty co-operation they are giving in the observance of these rules.

**Freshmen Entertain Seniors**  
 Freshman girls in North Hall felt not quite so insignificant Thursday evening, September 26, as they did the previous evening. They presented to the senior girls a very interesting program. After the program, refreshments were served to the upper classmen by the Freshmen.

The program consisted of songs composed by the Freshmen. Jeanne Richards, Ruth Roberts and Lola Wells gave very impressive readings. "The Apache Dance" was presented by Vivian Crowe and Innes Russell. A short skit was produced by Ruth Roberts, Fay Billingsley, Edna Sertic and Elizabeth Hunter, after which the Freshman girls sang songs of their own composition. They were accompanied by Mary Hand at the piano and Elizabeth Hunter, violinist.

As a result of the splendid program given, Freshman girls were barred from all hall initiation on Friday, September 27.

Eloise Leppa entertained Roline Sikes, Betty Love Woodward and Lillian Morris at a Chinese festival Monday evening, September 23.

The room was dimly lighted and the old Chinese custom of eating off the floor was observed. A Chinese luncheon cloth and other Chinese trinkets adorned the floor. The favors and place cards were Chinese hands and tallies. Refreshments followed the Chinese menu very closely. After eating, several games of fan tan were played.

**East Hall News**

Girls of East Hall enjoyed a radio program broadcast by station FROSH after their regular house meeting last Monday evening, September 23. The program was presented by Kate Vandy who announced each musical feature through an improvised "mike" and the dancing numbers were seen on a television. The program was as follows: Paul Whitman's orchestra, consisting of Beth Cochran as director and Thelma Beck, Isabelle Paxton, Marjorie Regan and Kate Vandy, played a number of popular songs. Minna Parker and Mary Thatcher gave a "Dance of the Seven Veils with Six of Them in the Wash." A camp duet was rendered by Thelma Beck and Isabelle Paxton. Margie Regan played a uke solo entitled "Dies Dem and Das." A vaudeville act was presented by Marian Paul which was enjoyed immensely by all.

Mrs. Waite was presented with a

copper paper knife and each Sophomore was given a souvenir of the occasion. The girls were granted a 15-minute shore leave and every one hot-footed it down to the Varsity and bought sodas.

What with these black cotton socks, straight hair placed neatly behind the ears and unpainted faces running loose on the campus one would think a whole colony of Elsie Dinsmores broke out just this Monday. Even some Frosh seem to have developed an inferiority complex for one never sees a Frosh enter any building by the front door and they timidly follow the noble Sophs into the dining hall.

Sophs ye better get yer fill of this here bowing and scraping business cuz next week yer liable to be surprised with a violent kick upon crowning at any Frosh.

The terrifying E. C. gathered again Wednesday night and said things and did things and saw people and wrote letters and called a track meet for noon Thursday—more petrifying yet the traditional committee was called together. Look out you Frosh.

East Hall had with them a distinguished visitor last week. Miss Helen Price, the sectional secretary of the Y. W. C. A.

A birthday party was celebrated with candles and cake 'nervything just last Thursday—that's why Velma Fakes and Evelyn Tanner are doing the "lame duck" walk so perfectly and naturally this week.

**Matthews Hall News**

Genevieve Cronkite, Vivian Anderson, Pauline Robertson, Josephine Tinker, Alice Stover, Alice Stinson, Peggy Eneyart, Dorothy Brown, Elizabeth Hightower, Ruth Broady, Alice Bowman, Marguerite Parker, Melba Ward and Herione Gerrish spent the week-end in Phoenix visiting friends and relatives.

Irene Reed visited her home in Peoria last Sunday.

Mary Margaret Hockett spent the week-end in Glendale with her aunt. Erma Lanford visited in Buckeye over the week-end.

Gladys Clanton spent the week-end at her home in Tolleson.

Miss Brenda Gilpin conducted the first meeting of Matthews Hall. Miss Ruth Broady was elected secretary. Miss Nettie Murdock, who was to have held this position did not return on account of wedding plans. The rules and regulations were explained in detail for the benefit of Freshmen and new members. After adjournment the members retired to the recreation room for a dance.

Initiation at Matthews Hall started in good form. Monday morning the 12 Freshmen went to breakfast and as usual took the short cut, thereby committing the terrible crime of walking on the grass. As a direct result of their sins, girls with mops, waste baskets, laundry bags and other objects of peculiar interest decorated the campus. The Freshies wore their hair in pigtails. No exceptions made on account of curly or short hair. It is impossible to find a trace of cosmetics on their faces. They never considered the thought of speaking to a person of the opposite sex. It is rumored that one person, who didn't seem to read the rules or maybe forgot her station received a gentle reminder in the form of a ducking.

**South Hall**

"We have a newcomer in South Hall. She is one whom we think is worthy of a special article in the Collegian. She is an unusual type for a college. In fact she is so prominent in world affairs that we are very much flattered that she should be with us.

"She is noted throughout the nation—we might say she is well known throughout the world—as an entertainer. As for her beauty, it will be noticed at first glance. She has a beautifully melodious voice and she plays any instrument. As for polish, we can't say enough about it.

She is popular with the boys as well as with the girls. We've never seen men so willing to sit and listen heretofore. And the girls spend as much time with her as they possibly can. She is one of the most sought after entertainers on the campus. She is going to help us to enjoy this year in the hall a great deal. More than we did before she arrived.

You may not know of whom we speak, as she didn't arrive at the very beginning of the term, but came in almost three weeks late. In case you don't recognize her by our description—we speak of our new phonograph."

Monday, September 23, the students of South Hall had a house meeting for the purpose of electing officers to fill the offices left vacant by girls who did not return this year. Opal Wills was elected vice-president. As the Sophomore rep-

**Some Problems of Childhood**

By Rolleta Jolly-Fritz, M. D., and Ralph A. Fritz, M. D.

There is at present a rapidly growing interest in child health and child welfare. From all the studies that have been made we are convinced that the personality of any individual has been determined largely by his experiences during the very early years of his life. It is because of our belief in the correctness of this idea that mental hygiene in childhood is gaining such a foothold in this country. Many persons are interested in the welfare of children, by psychiatrists and teachers (in fact everyone dealing with a number of children) are especially interested in the so-called "problem child."

Just what do we mean when we say "problem child"? It is well to define this term by stating that it means "children whose behavior is out of the ordinary, either because they do unusual or queer things, or because they are overactive or 'nervous' or underactive or seclusive, or show other disorders of behavior such as antisocial acts." Common examples of unusual behavior are temper tantrums, nervousness, cruelty, extreme sensitiveness, lying, stealing, seclusiveness, or difficulties in adjusting in school.

Whenever a psychiatrist or a teacher mentions children's problems, he can usually sense a decided feeling of helplessness, and frequently hopelessness, among the relatives concerned, toward anything that pertains to mental abnormality. Either the parent comes forward to defend his child or he pushes aside the real issue, thus making it impossible to help him to gain a better understanding of the problems of childhood. This attitude is not surprising, for it has grown out of the old idea that it is highly disgraceful to have anyone in your immediate family who displays unusual behavior. People will talk freely about the physical disorders of members of their families, but any evidence of mental disorders is often carefully hidden away.

Probably the best way to change this attitude on the part of the parents is to place literature on child guidance within their reach, and to arrange lectures and discussions which will bring them a better understanding of their children. When these people realize that other parents are having to meet situations similar to their own and yet are often gaining desirable results, they immediately take notice.

Children present many different behavior problems with many component factors in each problem. Effective treatment is therefore very complicated. The tendency ten years ago was to stress the intellectual side,—that is, the belief that the degree of intelligence determined a child's activity. So for several years unusual behavior was investigated by means of intelligence testing. Most workers then thought that feeble-mindedness was the explanation of all behavior problems. Gradually they have come to recognize that problem children are usually not feeble-minded, but fit into an entirely different classification.

If these problem children are of good intelligence, why do they behave much like the feeble-minded? Why are they unable to adapt themselves to their environments? Further study has revealed that these children differ from the normal child either because of a lack of certain qualities found in the usual child or because of an excess of certain qualities or traits. It is because of this lack or excess of certain characteristics that they are problems. With this newer theory of the causes of problem behavior, there appeared to be more promise of really helping these children make better adjustments to their environment instead of accepting their condition as inherent and permanent.

When we talk about children with "unacceptable" behavior we are merely naming the symptoms and the outward manifestations of some serious underlying disturbance. Therefore we can gain nothing by treating the symptoms without first knowing and removing the causes. On final analysis it may be found that the cause lies in the psychological realm rather than the physical—and again it may be a combination of mental, physical and social factors. In all events something important is destroying the harmonious adjustment of the child to his environment. To understand and correct the basic factors causing these maladjustments is a big task and one for which few people are prepared. The Executive Council of the girls chose Martha Jane Boggs. The Freshmen representatives to the Council are Frances Stewart, Emma Coscart, and Doris Olds.

Many people deceive themselves by saying that they understand children and their problems because they were once children themselves. Most adults are shocked when they discover what the child actually thinks and feels. They then find a discrepancy, if not an actual opposition, between his needs and "our" approved methods for meeting them.

It is well to mention here some of the things that may cause children to acquire unusual behavior. These causes may be divided into two groups, the probable and the organic. The probable causes include those problems produced by over-indulgent or too strict parents, "too much grandmother," frequent family comparisons, neurotic parents, complications arising because the child is "word-blind" or "left-handed," sensitiveness over physical disorders, and many others. A few of the many organic causes are encephalitis, definite brain cell destruction, epilepsy, and endocrine gland disorders.

In this paper we have dealt more or less in generalizations regarding mental hygiene and its relations to the problems of childhood. However, it cannot be too frequently emphasized that every problem case is an individual one, and that we cannot generalize as to the causes of the difficulties in any particular case. On the contrary, we must work out the etiology in each case; then upon this particular etiology we can prescribe treatment.

Mental hygiene is important in the life of everyone. It begins, or should begin, with one's own mental attitudes toward his relations with others. A knowledge of it is of especial value to those who deal with the problem children. Since every community has its problem children, there is great need for professionally trained persons who can give assistance in dealing with them.

Old Lady (in tobacco store)—I want a package of cigarettes for my daughter. Please give me a brand endorsed by quiet, respectable people who are not stage or movie stars.

**Honored by India**



The Honorable Khan Bahadur Sir Mahommed Habbullah, member of the Viceroy's Executive Council, is expected to be appointed as India's High Commissioner in London, succeeding Sir Atul Chatterjee.

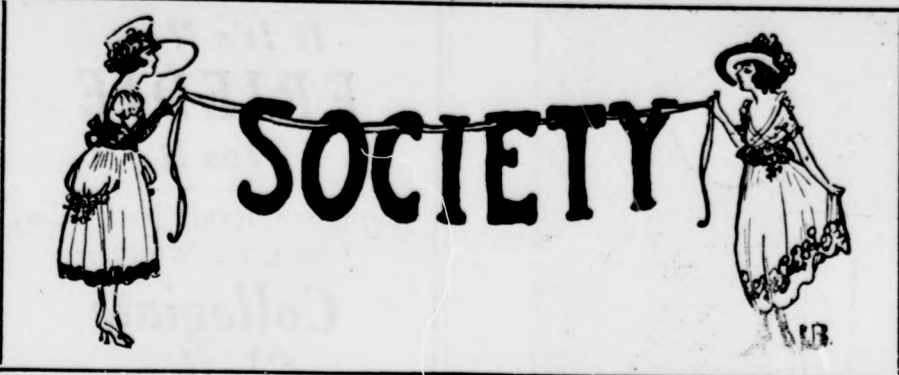
**Guggenheim Named**



Harry A. Guggenheim, President of the Daniel Guggenheim Fund for the Promotion of Aeronautics, has been named as Ambassador to Cuba succeeding Colonel Noble Brandon Judah of Chicago. Mr. Guggenheim's appointment has been ratified by the Cuban government.

International Newsreel





**Y Activities Start With Big Reception**

The Y. W. C. A. began its usual round of activities this year with a reception given Friday evening, September 6 on the president's lawn in honor of the incoming Freshmen of the college. An enjoyable time was had by all in playing games, after which the Arizonan thirst acquired by everyone who stays in Arizona, was quenched with delicious punch served by members of the entertainment committee.

On Monday evening, September 9, a joint meeting of the Y. W. C. A. cabinet and the advisory board was held at which time a permanent chairman of the advisory board was elected. He is Mr. W. B. Christy, head of the Department of Commerce. Mr. Christy is also in charge of the Y. W. C. A. book store, which is situated in the bastment of the Industrial Arts Building on the north side. The "Y" rooms are also situated in this part of the building.

The Y. W. C. A. officers for this year are:

- President—Lorraine Lyon.
- Vice-president—Martha Jane Boggs.
- Secretary—Lillian Morris.
- Treasurer—Irene Reed.
- Rooms—Margaret Colvin.
- Publicity—Marguerite Ellis.
- Under Grad. Rep.—Evelyn Furry.
- Program—Gracabel Swift.
- Social Service—Florence Wallin.
- World Fellowship—Irene Phillips.
- Book Store—Mabel May Corn.
- Social—Adelaid Kargar.

The first meeting of the "Y" was held Thursday evening, September 19, at 6:45 in the "Y" rooms. The meeting was opened with the Y. W. C. A. ritual which was adopted last year, after which the president, Miss Lorraine Lyon, welcomed the old girls back, and invited the new girls into the "Y" with a delightful speech. Miss Lange, the new secretary, was introduced to the group, and in a few minutes she outlined a few things which she had planned for the work this year.

A very delightful reading by Miss Emma Joslin was enjoyed by everyone. Miss Gracabel Swift, the program chairman, introduced the committee chairmen to the group and urged that the new members become acquainted with them so that they might join in the work of the "Y." Later, everyone enjoyed singing some of the old familiar songs and the meeting was dismissed.

Miss Helen Price, who is the regional secretary for the Asilomar division, visited the college Y. W. C. A. last Thursday and Friday and on Thursday afternoon she was entertained at a tea given in her honor to which all the girls of the college were cordially invited. The meeting on Thursday evening was in charge of Miss Price; she is very much interested in the Tempe "Y," and always glad to visit with us, giving the "Y" many helpful suggestions while she is here.

**Geographic Society Opens Activities With Outdoor Program**

The Geographic Society of the College held its opening meeting as usual on the Hoover lawn on Normal avenue. The president of the society, Miss Gracabel Swift, in her opening address stressed worthy objectives of the society and suggested some promising lines of activity. Miss Ruby Laird, secretary-treasurer, outlined the financial condition of the society and the prospects for the year as well as the duties of the individual members. Adolph Spanghel, vice-president, eloquently emphasized the educational character of the organization and what was to be learned through it. Other members were then given an opportunity to state briefly what geographical lore they had acquired during the summer vacation. Several of them made observations which will be developed in later programs. Miss Marion Silverthorne varied the program with a pleasing piano selection.

The society decided not to have an evening meeting this week in order to give members an opportunity to attend the lecture on "An Evening with the Stars," to be given this evening in the auditorium of the Phoenix Union High School.

**Caroline Contreras Phi Beta President**

Phi Betas held a very interesting business meeting Tuesday evening, September 17. The president who was elected last year asked that she might resign because she was unable to attend all meetings. Caroline Contreras was voted to take her place. Other officers are: Elizabeth Roach, vice-president; Sue Adair, secretary; Alice Stover, treasurer.

The plan and work of the year was discussed. Modern plays was the subject decided upon and a committee was appointed to look after this.

Miss Eva Hudson and Miss Barbara Reavis have been made honorary members to the Phi Beta Society. Miss Hudson is a critic teacher at Eighth Street School and Miss Reavis is the French teacher at the college.

Two new members were taken into the society at this meeting. They are Alice Bowman and La Rue Ensign.

The last meeting of the society was in the form of a picnic. After a swim the society ate their picnic lunch down by the river. Those who attended were: Dr. and Mrs. McCall, Dr. McDaniel, Misses Vera Chase, Mildred Blair, Barbara Reavis, Caroline Contreras, Ruth Clifford, Margie Costey, Sue Adair, Dorothy Brown, Peggy Wright, Alice Stover, Elizabeth Roach, La Rue Ensign and Bernice Chadwick.

Miss Chase invited the group to her house for the next meeting.

**Kalkagathians Enjoy Picnic and Swim**

On Tuesday evening, September 17, a swimming party was held at Tempe Beach by members of the Kalkagathian Society, after which a picnic supper was served at the home of Miss Anderson, the society's monitor.

Several plays, one of which will probably be chosen by the Kalkagathians to be presented in assembly the latter part of October, were read and discussed at the last meeting, which was held in the South Hall Parlor.

The members returning this year are Theoda Johnson, president; Mildred Olden, vice-president; Mae Haverty, secretary-treasurer; Rosetta Holton, Marguerite Packer and Dorothy Cantonwine.

**Delta Thetas Hold First Get-Together**

Among the old members of Delta Theta who are back ready to keep the old spirit alive are: Ruby Laird, Margaret and Alice Calvin, Evelyn Curry, Marguerite Ellis, Luella Busby, Irene Reed, Lorraine Lyons, Irene Phelps, Ellen Keebler, Melba Frozier, Miss Still and Mrs. Empey.

The first get together was held Tuesday after school opened. One would think they had all returned "home" to the "family" if they had seen them meet that evening in our old "hang-out."

The Delta Thetas have a big calendar of events filled out ready for the weekly meetings and along with the good times they expect to gain some knowledge.

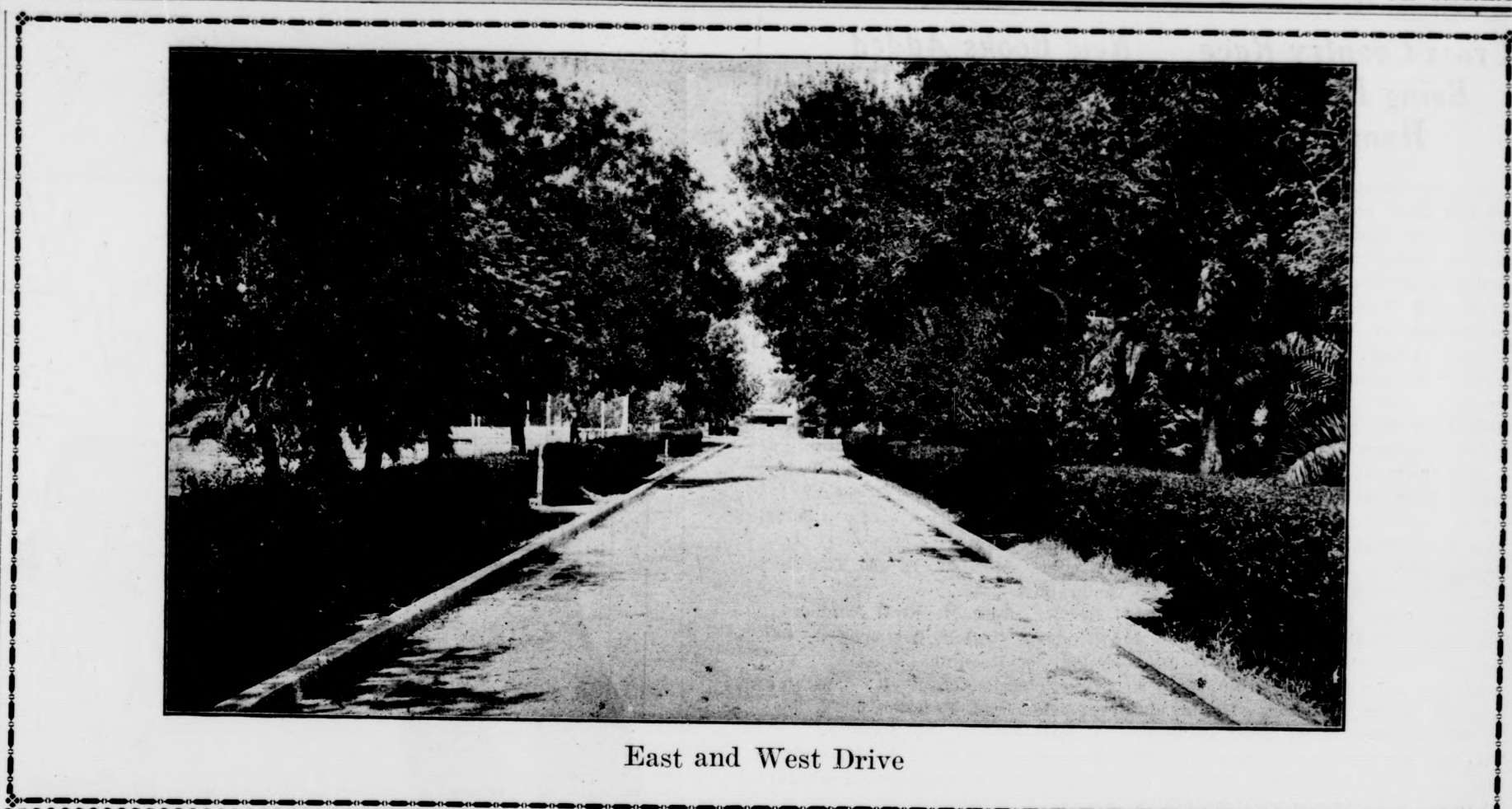
**Pierians Hear Talk on Japanese Stage, Plays**

Pierians met at Miss Wilson's room last Tuesday to hear a talk on the Japanese stage and plays by Miss Wilson. After an interesting description of the stage, refreshments were served.

The girls sat on cushions on the floor and drank frosted ginger ale in lieu of tea and sugar wafers made a good substitute for rice.

Miss Wilson read a play called "Horns" which is translated from the Japanese. "Horns" has the "wicked stepmother" theme which is found in many of our fairy tales. The wicked old mother got her just punishments when a pair of horns grew on her forehead, thus giving the play its name.

Advice to seashore visitors: Never hit a man when he's brown.



East and West Drive

**Delta Sigma Society Enjoy Dinner Party**

The Delta Sigma Society of A. S. T. C. met Monday evening, September 23, at 6 o'clock in the Home Economics department of the Industrial Arts Building for a dinner given by the sponsors. This society is an organization of the girls of the college who are not living in their own homes or in the dormitories. Home betterment is the purpose of the society, and if it is taken in the right spirit by the girls, it will accomplish the aim. The sponsor of this organization for home betterment are very able leaders and assure the girls a good time as well as the impartations of much useful knowledge. They are: Miss Stewart of the Home Economics department, Miss Wilson of the Foreign Language department and Mrs. O'Connor of the Training School.

The president, Mamie Trappan, shows great efficiency in the leadership of the society. She was a member last year. The other officers were well chosen also.

Those present at the meeting were: Mamie Trappan, president; Charlotte Roach, vice-president; Blanda Bushman, reporter; Wanda Clubb, Virginia Shearbourne, Virginia Allen, Fay Craig, Dyantha Barney, Delilah Barney, Floence Barney, Mrs. Mary Clark, Jenice Link, Kittie Mize, Patricia Anderson, Jewel Bales and Bernetta Clayton. There are a few other members who could not be present, among which is the secretary, Mrs. Joy Mercer.

The next meeting will be held on the third Monday in October in the Training School. A discussion of dietetics and a well balanced meal is the aim of the next meeting.

The girls as a whole, seem enthusiastic in the work. Munch good will probably come out of the society because it gives the girls who are away from home something to think about and it also gets them better acquainted with the other students.

**Philomathians Hold Regular Meeting**

A regular meeting of the Philomathian Society was held last Tuesday evening in the Y room. After a short business meeting, Miss Pilcher invited all the members to meet at her home on Tuesday, October 8. On Tuesday, October 2, Miss Pilcher and Betty Woodward represented the Philomathian Society at the Zeta Sigma Society banquet. This annual affair is, in the Philomathian opinion, very worth while in that it creates a more congenial atmosphere between the various societies on the campus.

**Hiking Club Takes First Jaunt of Year**

Wednesday evening, September 18, 135 girls met at the fountain at 5:30 and went for a five-mile jaunt. The hike ended at the gym where supper was served and the girls danced. LaPrele Davis entertained the group with two readings.

Saturday morning, October 5, there will be a 10-mile, breakfast hike. The hikers will meet at the fountain and be ready to start by 6:15. Let's have a big turnout for the first 10-mile hike and show Miss Murphy and Kincaid that we're behind them.

Don't forget that there is a five-mile hike every Wednesday evening at 4:30.

**Zetetic Society Talk Over Plans for Year**

The first regular meeting of the Zeta Sigma Society of A. S. T. C. was held Tuesday evening, September 10, in the kindergarten room of the Training School. The monitor, Mr. Felton met with the society for the first time since his return from abroad. During the business meeting plans for the coming year were discussed. Since the president was unable to return to school this year, Elizabeth Hancock was elected to take her place. The remaining officers are as follows: Vice-president, Marion Silverthorne; secretary, Brenda Gilpin; treasurer, Laprele Davis, and program chairman, Ruth Broady.

The other members of the society who returned this year are: Gracabel Swift, Elizabeth Hightower, Ruth Nichols, Martha Jane Boggs, Rachael Murdock, Laura Smith, Miss Nina Murphy and our honorary member, Miss Pearl Klosser.

Last Tuesday evening the Zeta Sigma Society enjoyed a swimming party at the Tempe Beach. Most of the evening was spent in swimming, after which a short business meeting was held to discuss plans for the Zeta Sigma monitors banquet which will be held October 1, at the Casa Loma.

Those who attended are: Elizabeth Hancock, Gracabel Swift, Martha Jane Boggs, Elizabeth Hightower, Ruth Broady, Ruth Nichols, Marian Silverthorne, Brenda Gilpin, Rachael Murdock, LaPrele Davis, Laura Smith, Miss Murphy and Miss Klosser.

The initiation of three of last year's pledges was held the first part of the week. Those who were initiated are Ruth Broady, Ruth Nichols and Marian Silverthorne.

**Pasteur Scientifics Hold Regular Meet**

Alolph Spanghel, president, gave an interesting talk on the "Detection of Carbohydrates" and demonstrated some of the tests used, at the regular meeting of the society. Mr. Casida of the agricultural department will lecture on "The Relation of Agriculture to Science," at the next regular meeting of the society, to be held Wednesday, October 2. This meeting will be open to anyone who wishes to attend.

Smile: As insignificant as the groom at a wedding.

**Timakeenas Plan Big Year's Work**

The Timakeena Society held the first meeting of the school year Tuesday evening, September 17, in the Art Building. Mr. Casida, who is filling Mr. Ostrander's position during his leave of absence, is also taking his place as monitor of the society.

During the business meeting many matters were attended to and many attractive plans were drawn up for the ensuing year. Among them: The annual banquet, week-end camping trip, a Halloween costume party, the annual Bum Party, desert picnic and other social functions.

The meeting of September 24 was greatly enjoyed by all of the members. After a short business meeting a program was given, games were played, and refreshments were served. A desert picnic was planned for the next time.

Officers resuming their duties for the coming year are: Marguerite Davis, President. Ruth Welch, Vice-President. Helen Lukin, Secretary and Treasurer.

Glenna White, Chairman of Program Committee. Ruth Standage, Reporter. Miss Smith, Honorary Member. Mr. Casida, Monitor.

**Lambda Kappas Are La Casa Vieja Guests**

Members of the Lambda Kappa Society were guests of Miss Hayden at Las Casa, Tuesday evening, September 24. The patio with soft glowing light, was a picturesque setting for the Spanish dinner.

A short business meeting followed the dinner. Many matters of importance were discussed, among them Home-Coming seemed to stand out.

After the meeting the group adjourned to the kitchen where they all tried a hand at making tortillas. Those present were: Mrs. Leslie Fairbanks, monitor; Mrs. Mary Waite, honorary member; Lillian Morris, Bud Anderson, Lois Benedict, Dorothy Corsen, Ethel Buck, Merle Hicks, Esther Randall and the hostess, who is also an honorary member of the society.

Judge Knott—What possible excuse did you jurymen have for acquitting that murderer?  
Jury Foreman—Insanity.  
Judge—What the whole 12 of you?

**Junior High Notes**

The Training School Camp Fire and Boy Scout troops were organized to begin work last week. There are 18 Girl Scouts this year under the guardianship of Miss Anderson and Miss Roll. The girls held a meeting at Tempe Beach to give the tests for swimming ranks. A picnic supper was served after the business of the evening was finished.

Tuesday, October 1, was the regular JHS class meeting day in which class officers were elected. The JHS is organized under a constitution written by the students. The next regular JHS assembly will be devoted to election of JHS officers. The student council will appoint the necessary committees for the coming quarter. The assemblies thus far have been devoted to pep meetings, to learn the JHS songs and to explaining the regulations of the JHS to the seventh grade. Formal initiation of the seventh grade will be held at the Halloween party. The eighth and ninth grades are eagerly awaiting the event.

The Training School faculty held its annual picnic Sunday at Oak Flat on the Miami-Superior highway.

The depositors of the Training School Savings Bank are making an effort to increase their number this year. The Training School Bank is managed through the Tempe National Bank which commissions one of the faculty members to receive deposits each week.

The ninth grade has enjoyed several interesting trips this year. The general science class went into Phoenix to see the whale that was on exhibition. The trip was voted interesting and educational by the class.

**Murdock Urges**

(Continued from Page 1)

such instruction will be most beneficial, and the law adequately carried into effect."

On the suggestion of leading educators, Professor Murdock and other actual classroom teachers are now engaged in the task of preparing for use in the grammar schools and high schools, outlines and text materials suitable for the various grades of instruction. It is planned that this material will be ready by the latter half of the year, at which time the instruction is usually given.



South Hall



### Cross-Country Race Being Planned for Homecoming Day

A cross-country run starring some of the best collegian distance men of Arizona has been planned as an added attraction to the Homecoming Day football game between Flagstaff and Tempe on November 16, according to Coach McCreary. If present plans go through, the University of Arizona and Flagstaff will send a team of picked men to compete with the best that the Bulldogs have to present, McCreary stated.

For the past two weeks five men have been taking daily workouts over a three-mile course south of the gymnasium. According to Coach Begg, who is grooming the squad, some real competition may be developed from these candidates. Led by Harry Culbert, veteran Bulldog runner, four other men are training also. The others are: Harold Windes, Leland Casey, William Keith and Carlos Jimenez. Many more answered the call for candidates for this event but seem to have lost interest as they are not training with the others.

McCreary believes such an event a fitting prologue to the Homecoming Day grid battle. Also the men who are working out daily are track fiends. This run will help to put them in shape for the coming track season and may help to make some good distance men of them which we need.

#### TICKET WINDOW ARITHMETIC

Girl: "We want to buy a ticket."  
Ticket Agent: "But there are two of you."  
Girl: "Well, ain't we half-sisters? Add that up."

She was only a postmaster's daughter, but she sure took in the mail.

#### Tempe Electric Co.

Wiring, Fixtures, Electrical Contractors, Radio and Radio Supplies  
Phone 19 611 Mill Avenue

#### FOR THE NEWEST

In Cords, Shirts, Underwear, Neckwear, Belts and Hosiery  
SEE

#### Kelly Hyder

#### Tarkington's Tire Shop

Vulcanizing, Tires, Tubes  
Phone 19 Tempe Arizona

#### Baber Mercantile Co.

Groceries, Hay, Grain, Wood, Coal, Fresh Meats, Hams, Bacon, Vegetables, Produce  
Phone 68 Tempe Arizona

#### The Journal Company

Mesa, Arizona  
COMMERCIAL PRINTING  
School Papers a Specialty

#### BUY A HOME IN TEMPE

The Home of the State Teachers College.  
The Town of Homes  
R. A. Windes  
Real Estate

### New Books Added To College Library

The following list of new books has been added to the library:

Atwood, Wallace W.—Teaching the New Geography.  
Bagley, William C.—An Introduction to Teaching.  
Baker, Horace C.—Contemporary American Poets.  
Baker, Sara Josephine—Child Hygiene.  
Barr, Avil S. and Burton—Supervision of Instruction.  
Beard, Chas. A.—Whither Mankind.  
Beck, James M.—Constitution of the United States Yesterday, Today, Tomorrow.  
Bogardus—History of Social Thought.  
Bronson, Mendell E.—A Teacher's Geography.  
Brewer, John M.—Oral English.  
Brooks, Fowler D.—Applied Psychology of Reading.  
Brubacher, Abram R.—Teaching: Profession and Practice.  
Cajori—History of Physics.  
Carroll—Drill Book in Methods of Computation in Educational Measurements.  
Carver—Sociology and Social Progress.  
Chamberlain—Textbook of Organic Chemistry.  
Chekhov—Wood Demon (play).  
Clapp—Better Teaching.  
Cook—High School Observation and Practice.  
Cooley—Social Organization.  
Dewey—Experience and Nature.  
Eddington—Nature of the Physical World.  
Ellis—White Collars (comedy).  
Elton—Survey of English Literature from 1780 to 1830.  
Erb—Music Appreciation for the Student.  
Erskine—Kinds of Poetry.  
Fowles—Ear, Eye and Hand in Harmony Study.  
Hamilton—Manual of the Art of Fiction.  
Hart—Kiplin, the Story Writer.  
Hobhouse—Social Evolution and Political Theory.  
Holley—Practical Teacher.  
James—Passionate Pilgrim.  
Kerr—Short Anthology of French-Canadian Prose.  
La Salle—Rhythms and Dances.  
McConathy—Music Hour.  
Maguire—Group Study Plan.  
Markwick—True Citizen.  
Marquis—Old Soak (comedy).  
Mayo Foundation—Biologic Aspects of Colloid and Physiologic Chemistry.  
Metfessel—Phonography in Music.  
Neat—Short Stories in the Making.  
Robinson—School Rhythms.  
Robinson—Contemporary Short Stories.  
Scholes—Miniature History of Music.  
Smith—Education and the Integration of Behavior.  
Vogelein—History of Educational Subject Headings.  
Wild—Text Book of Modern Physics.  
Whitnam—Matter and Change.

Mrs. Shopalot—You say this material is the very latest in fashion?  
Clerk—Yes, Madam, and its shrink proof.  
Mrs. Shopalot—But will it fade in the sun?  
Clerk—No, Madam—it's been in our window for two years.

Ham—How was business in Paris?  
Bone—Not so good, Jake.  
Ham—Any of the girls ask for me?  
Bone—Oh, business wasn't that bad.



### Bulldogs Have First Scrimmage of Season With Brophy College

Last Wednesday afternoon, McCreary sent his 1929 Bulldog eleven against Brophy in a practice scrimmage so as to pick a first team to represent A. S. T. C. this fall on the gridiron.

McCreary used all the material he had, to see how the different combinations worked in action. Brophy played well on the defensive but could not penetrate the Tempe line. W. Caywood called the signals for the first squad to go against Brophy. This squad made some large gains on line smashes and passes. The second squad led by DeMille did not do so well against their foe in penetrating the line by line plunges also they fumbled the ball to mar their good work on the offense.

At present the veterans seem to have cinched their places on the varsity are: Ends, Mose, O. Anderson; guards, McCullar, England; tackles, C. Caywood, Ashby; centers, M. Willard, Williams; quarterback, W. Caywood; halfbacks, McCarty, Cole, Smitheran, Finley, Steverson, Smith. There are others who will act as reserves and they are: Goddard, guard; Huber, guard; Clements, guard; Watts, end; E. Anderson, tackle.

The Bulldog eleven is fast rounding into shape after two weeks of hard practice and another week of training should put them in fine form for their first game of the season on October 5, with the Texas School of Mines at El Paso.

#### TOUGH LUCK

The most pitiful case of the month was the experience of a man who paid \$14 for a room at the Ritz and then dreamed he was sleeping in the park.

Bloofus—So you cured your son of his wildness by an operation?  
Obfucus—Yes. I cut off his allowance and made him go to work.

### Would Find Way to Eliminate Signboard

To find a workable plan to correct the signboard evil and to crystallize a public opinion concerning the defacement of the natural beauties of the Pacific Coast by objectionable advertising signs, the Standard Oil Company of California, under the slogan "Scenic or Signic?" has announced four public prize contests. Prizes of \$1000, \$500 and \$250 will be given for the three best 1500-word or less answers to the following question:

"How can the erection of objectionable advertising signs along highways and at scenic points be prevented and how can the removal of such existing signs be accomplished?"

Three other prizes of \$500, \$250 and \$125 will be given for the three best 500-word or less answers to this question:

"Why should objectionable signs which obscure or deface natural scenic beauties be eliminated?"

The third contest is for slogans of not more than eight words which will have the greatest force and appeal in arousing public sentiment. These prizes will be \$250, \$125 and \$75.

The fourth contest is for amateur photographs which best portray the defacement of natural beauties by advertising signs. There are five prizes for the photographs—\$200, \$100, \$75, \$50 and \$25.

A distinguished group of judges will determine the winners of the contest. They are Horace M. Albright, director of the Federal National Park Service; Kathleen Norris, novelist; ex-Senator James D. Phelan of California; W. L. Valentine, former president of the Automobile Club of Southern California; H. B. Van Duzer, chairman of the Oregon State Highway Commission; Mrs. H. F. Alexander of the Seattle Garden Club, and David Whitcomb, chairman of the executive committee of the Pacific Empire Association.

The announcement made by the

### Freshman's Dream

Wham! Bang! Help! For Heaven's sake, have a heart! How many beds have you to make Jeanne? Well, you can make mine too. What a perfectly lovely curl you have—we'll fix that! Down to the oiler for you! Where's one of those low Frosh? I need a shirt pressed.

And so the Freshman goes to bed at the end of the longest day of the year—not really, you know—and dreams pleasant dreams. Pleasant dreams—not of chocolate sundaes, or of the boy friend—not tonight.

The worm dreams of a beautiful land where there are no chickens. Well, the worm at A. S. T. C. dreams not of beautiful fields filled with wrathful Sophomohes. Her dreams are of a land where Freshmen are kings and queens, and upper classmen are slaves to do duty, at the slightest whim of their lords. They plan the most hideous means of taking sweet revenge. Imagine having an upper classman crawl all the way from the dormitory through town and up that cactus-strewn path to the "T." Oh, we could think of lots of revenges, but none sweeter than that the Freshie takes on the upper classman.

But alas, they must wait and suffer in silence. But pity the Frosh of next year.

Standard Oil Company says that the signboard evil is steadily developing in the far west and that the priceless appeal of this region to tourists is being diminished, while the pleasure of motoring is being impaired. The announcement further states:

"The problem has a definite economic aspect. If the Pacific Coast becomes free of offenses against Nature's beauties it will achieve a national prominence of great value, and an appeal that will bring motoring tourists hither in increasing numbers."

The announcement also recalls that several years ago the Standard Oil Company abandoned highway advertising and at that time destroyed some 1200 of its signs.

### If It's New FRIEDIE Has It

Boys, we have just what you guys want—

### Collegiate Clothes

Here are just a few of our lines

CORDUROYs in the latest styles for

**\$3.00**

22-inch bottom

Then we have a real Collegiate Cord with a 26-in. bottom. Take a look at Rollie's and Glenn.

### Shoes

Our new numbers of Scotch Brogan have leather races with steel plate heels. Come in and look them over.

### AND TALK ABOUT Dress Pants

The best thing to wear to school with one of our Collegiate Sweaters is a pair of high-waisted Trousers, with pleats and side pockets. And remember they have 24-inch bottoms.

Fancy Shorts, fast colors  
**50c**

Silk Shirts ..... **75c**  
Guaranteed Not to Run

Talk about DIRTY SHIRTS. I've an ideal one for just a Buck. ATHLETIC SHIRTS for gym work. Made by Wilson Bros. Heavy weight—

**65c**

We are the representatives for Keds in Mesa. You all know what a Ked is.

### Friedie's Men's Shop

Dealing in Nothing Else But Collegiate Stuff

FOR LOWEST PRICES on Hair Tonics, Powders and Toilet Waters See

### Charlie the Barber

Across the Campus

### Doughboy Tailors

Price offers an inducement—but quality offers a reason. We offer you the reason for the price—Finer Quality. We call for and deliver. 415 Mill Ave. Phone 220

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QUICK SERVICE  
We Milady Tint your shoes in any color you wish.  
See our samples in the window. 411 MILL AVE.

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Students headquarters—Endicott-Johnson Shoes—Bradley Sweaters Holeproof Hosiery

EVERYTHING IN HARDWARE, Paints and Window Glass Furniture and Dishes.

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OFFICE and RESIDENCE  
Corner of Mill Ave. and 4th Ave.

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Tempe Arizona  
DENTIST

T. S. T. C.

Varsity Inn  
AT THE CAMPUS  
HOME COOKED FOODS  
Cold Drinks Lunches



Campus Walk

### The Rexall Store

PRESCRIPTION DRUGGISTS  
STUDENTS HEADQUARTERS

### Laird & Dines

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Tempe, Arizona

### The Tempe National Bank

Tempe, Arizona

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