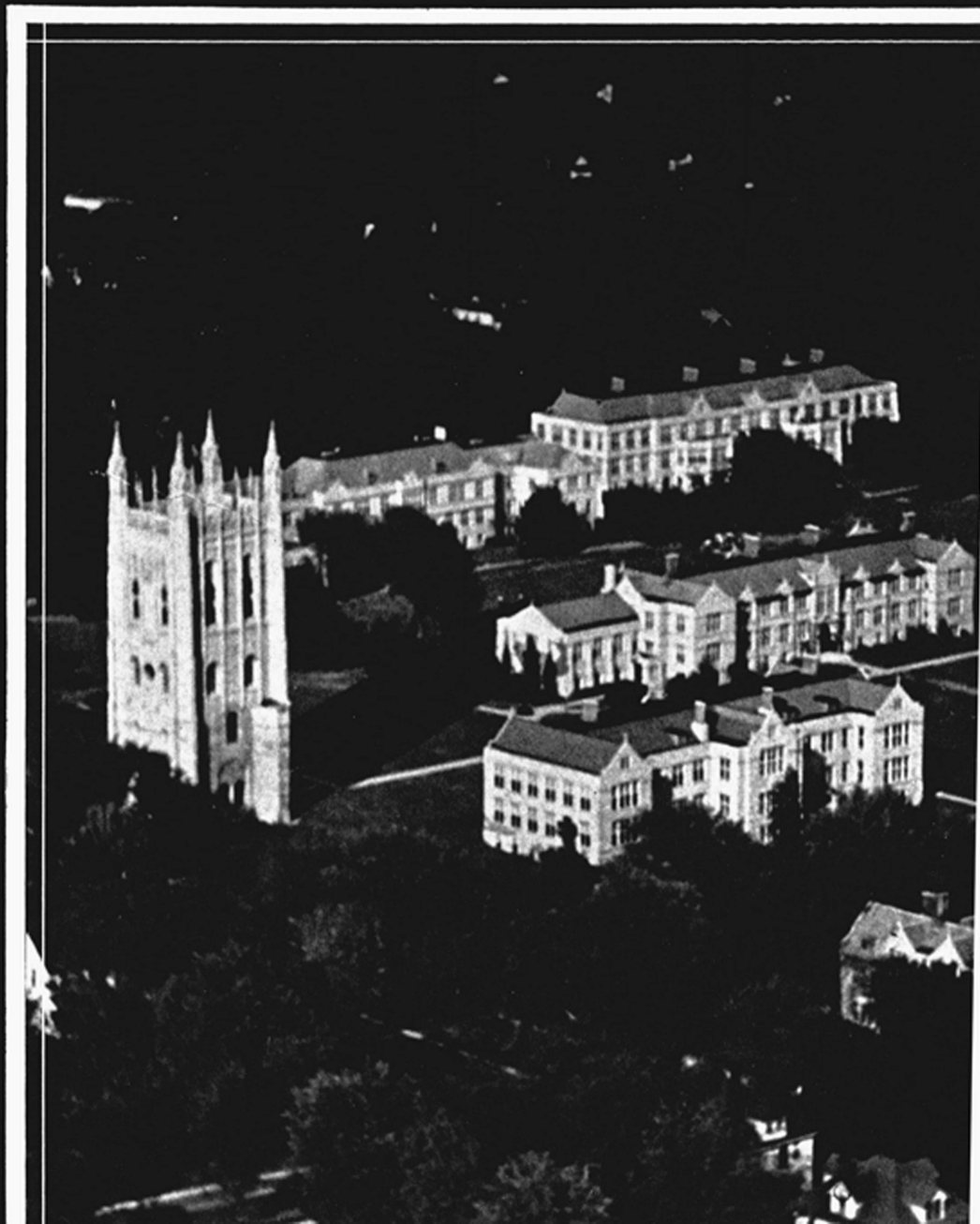


THE
MISSOURI
ALUMNUS
OF
THE UNIVERSITY OF MISSOURI

JULY
1935





WHETHER it be the simple halftone reproduction of one of the nation's leading airports or an intricate piece of color process of the finest material, Burger-Baird printing plates will be the most sat-

isfactory. The reputation of possessing the outstanding engraving plant and art studios in the middle west, has been earned by years of painstaking methods in serving the Graphic Arts Industry.

for **PHOTO ENGRAVINGS**

BURGER-BAIRD *of Kansas City*
GRAPHIC ARTS BLDG. TEL. HARRISON 6130

Ben F. Seward, President, Class of '14

President of the University of Missouri

Frederick Arnold Middlebush,
A.B., A.M., Ph.D.



BY authority of the Board of Curators and with their unanimous approval the Presidency of the University of Missouri is entrusted to Dr. Frederick A. Middlebush who is not only familiar with the needs of the University but who has served capably as acting president since September 10, 1934. During his term of office as acting president he has worked in close association with Dr. Walter Williams, who retired because of ill health and in order to make way for a "younger man."

Dr. Middlebush's acceptance of the presidency brings to the highest executive office of the University a man qualified as an educator, an administrator, a business-man, and one who is versed in the affairs of the University. He has announced no startling innovations, no new policies, nor changes. His ways are thorough and certain. He believes in using care and deliberation in evolving a program, thus insuring a substantial and steady progress.

Dr. Middlebush was born in Grand Rapids, Michigan, and attended his state university receiving an A.B. degree in 1913 and an A.M. degree in 1914. In 1916 he earned his doctorate and two years later was engaged in research work in London, Paris, and The Hague.

Twenty years ago Knox College, Galesburg, Illinois, appointed as history and political science instructor a promising young school teacher whom the following year they named assistant professor and the year after that professor. He taught in the summer session of Stanford University in 1927. Dr. and Mrs. Middlebush came to

Columbia in 1922 when Dr. Middlebush was assigned the duties of associate professor of political science and public law. The next year he became a professor on the University faculty. In September 1925 he was called to the desk of the dean of the School of Business and Public Administration.

His ten years as dean of the School of Business and Public Administration will be of invaluable profit in his new position. In that period he gained an insight in faculty affairs and personalities winning the respect and regard of fellow administrators to whom he is known as "Fred," and from whom he will be given well merited cooperation.

On University Committees

Dr. Middlebush headed a committee in 1930 which made a thorough study of the University's business offices and administrative organization. Following their report an efficiently successful reorganization was effected. By virtue of his membership on the Intercollegiate Athletic Committee during the transition period Dr. Middlebush not only manifested his interest in University Athletics, but became familiar with the details of that department, its history, policy, and personnel, and its relation to the other schools in the Big Six Conference.

In 1933 he was a member of the Committee to allocate the student activity funds among the various activities. He found it necessary to become thoroughly informed on all major student projects and extra-curricular endeavors in order to relegate values and interests accordingly. In this work he enjoyed direct contact with student leaders.

Dr. Middlebush has received both national and international honors for his work in political science and international relations. He was selected by the Carnegie Endowment Association in 1926 as one of a group of fifty professors of international relations to make a European survey trip to study methods of international organization, attending sessions of the League of Nations.

He was a member of the European Conference of Professors of International Law and Relations, in 1926; a member of the American Political Science Association (executive council 1925-1927); American Society of International Law (executive council, 1928-1930); American Association of University Professors. Dr. Middlebush has been a member of the board of editors of the American Political Science Review since 1932. He is the editor of "The Dispatches of Thomas Chudleigh and Thomas Plott" 1926.

Dr. Middlebush is in his forty-fourth year a man of athletic build and excellent physical condition devoting his limited leisure time to out-of-doors sports. There are few streams in Missouri, Colorado, Wyoming, Michigan and even Canada in whose waters he has not cast for trout. He is not only a past master with rod and reel, but is considered one of the best shots in this section of the country and is a true sportsman in every sense of the word.

Mrs. Middlebush shares with him the love for sports and is his frequent companion on fishing, hunting, and camping trips. A few years ago they spent their vacation in Northern Canada, traversing many of the best fishing lakes and portaging their canoe, and camp equipment across country.

"Oldest State University West of the Mississippi"

THE University of Missouri, the oldest state university west of the Mississippi River, will celebrate its centennial in 1938. Today the University, located in Columbia midway between Kansas City and St. Louis, has grounds covering more than 800 acres, of which the main divisions are Frances Quadrangle (pictured on the opposite page), East Campus, (featured on the cover) the Athletic fields, and the University farm.

Twice in the history of the University its future was threatened but through zealous efforts of men of devoted and consecrated lives the University of Missouri continued to grow and take its place in the front rank of educational institutions. For some time during the War Between the States the University closed its doors and the buildings were used by Federal troops as stables, hospitals, prisons, and barracks, and the president of the institution as a Southern sympathizer was forced to leave the immediate vicinity. Just as the University was beginning to function again it was reduced to ashes by a disastrous fire.

Today in the center of Frances Quadrangle stands the six stone columns as silent reminders of the fire which in 1892 destroyed the University. These Columns, erected with oxen power almost a century ago, are sacred to the forty thousand alumni and former students of the University who are now represented in every country in the world.

Students from all parts of the world are attracted to the University, which has grown now to

ten schools and colleges including medicine, engineering, law, education, journalism, business and public administration, agriculture, fine arts, nursing, and a graduate school in addition to the College of Arts and Science, as well as a branch of the university, the Missouri School of Mines and Metallurgy at Rolla.

Perhaps most accountable for the cosmopolitan enrollment at the University is the School of Journalism, the College of Agriculture and the School of Law.

The School of Journalism is the oldest school of its kind in the world, having been established in 1908 by Dr. Walter Williams, who this year retired as president of the University. The students in the School of Journal-

THE academic standards and courses of the University of Missouri are well known to citizens and parents in this and other states. Not so well known, however, are the extra-curricular activities taken part in by students attending the University.

Parents frequently ask, "How will my son, or daughter, spend his, or her, time outside the class room at the University?" This issue of the *Alumnus* is presented as an answer to that question. Those students who avail themselves of these opportunities and advantages will not only enjoy the participation in them, but will later enter community life with deeper civic interest and fuller personal enjoyment and appreciation of the benefits of well spent leisure. We have in the following limited space outlined the various activities available to students apart from their studies.

ism publish a daily newspaper and three country weeklies doing all the news gathering, advertising, and writing of editorials themselves.

The College of Agriculture, one of the oldest in the Midwest has been of profit not only to the state but to the entire country by its experiments and research. The School of Law has proven the excellency of its instruction by the fact that in the past fifteen years only one graduate has failed to pass the bar examination when less than one-fifth of the persons pass.

The University campus proper is divided in two parts, between which is located the University library which houses over half a million volumes and receives 2500 regular publications each year. In addition to the main library every school and college has its own departmental and combined libraries.

Directly across the street from the University library is the Missouri Bible College operated as a unit of the University of Missouri, but supported in its entirety by the churches of the state. This is not only a splendid opportunity for students intending to enter the ministry to couple their academic and theologic courses, but offers the entire studentbody religious training and Bible study.

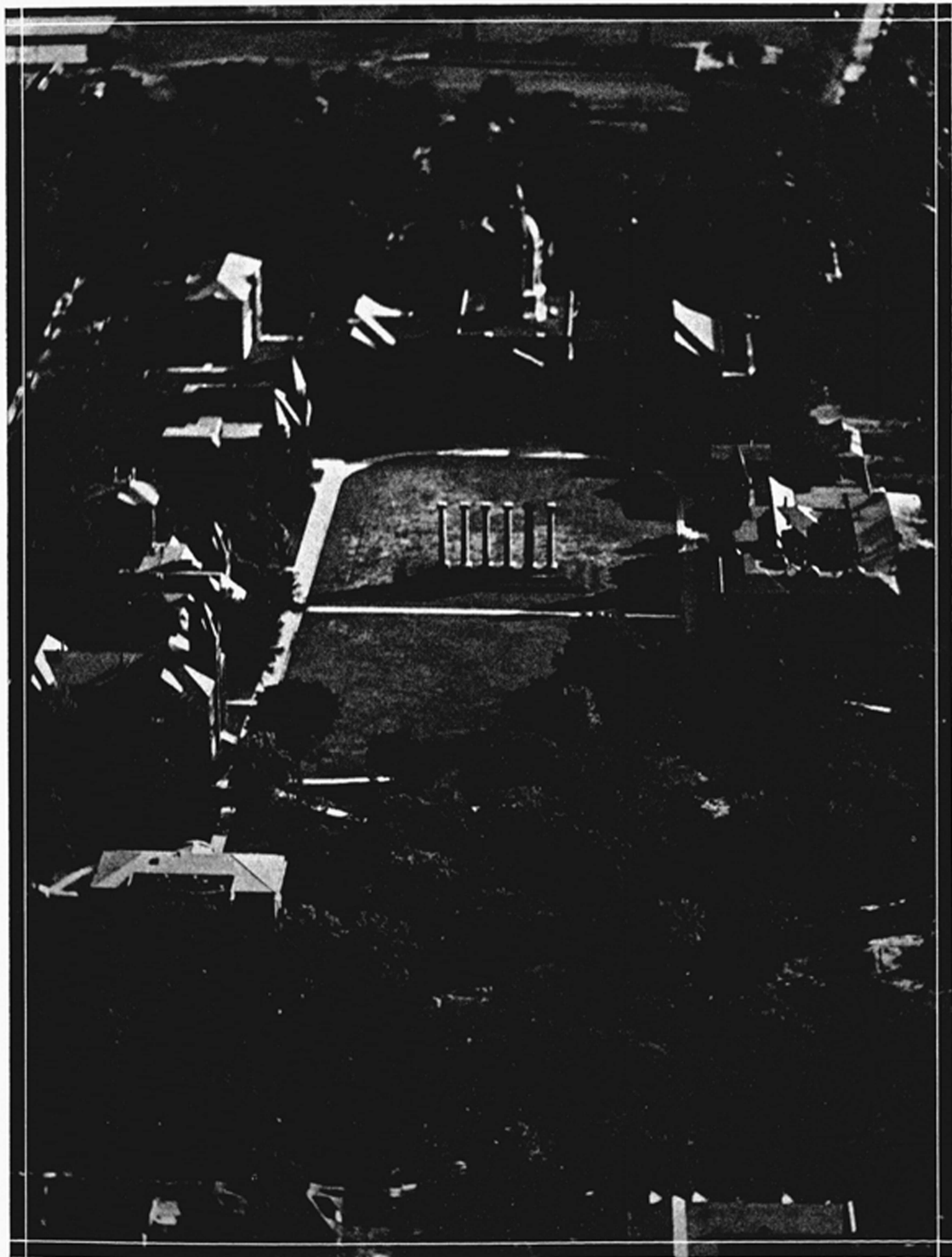
On the west is Francis Quadrangle or "Old Campus" with its ivy covered buildings housing the various professional schools, the administration offices, the University hospital, and the University High School. A block to the east is located the new

(Continued on page 16)



General Library

The reading room of this library accommodates 260 readers. The library is open thirteen hours a day during the academic year and closes only on important legal holidays.



FRANCES QUADRANGLE

Here Ivy covered buildings are grouped about "The Columns of Ol' Missouri". Just to the south of Jesse Hall, administrative building, is Lee H. Tate Hall, the law building.

The Missouri Alumnus—July, 1935, Vol. 23, No. 11—R. L. Hill, Director of Alumni Activities, Editor of the Alumnus. Thelma Woods, Business and Advertising. Eleanor Niehuss, Associate Editor.

Discontinuances—If any subscriber wishes to discontinue his ALUMNUS notice to this effect should be sent with the subscription or at its expiration. *Remittances*—should be sent to The Missouri Alumnus, 217 Jesse Hall (General Office of the Alumni Association) Columbia, Missouri. Subscription is \$3 annually; Life, \$50. *Published*—monthly except August by the University of Missouri Alumni Association. Entered as second class mail matter at the Postoffice at Columbia, Mo., Oct. 8, 1912 under the Acts of March 3, 1879. News copy should reach the office by 20th of month, Advertising reservation by 15th preceding date of issue, Advertising rates on request. *National Representatives*—The Graduate Group, Inc., 39 Rockefeller Plaza, New York City.



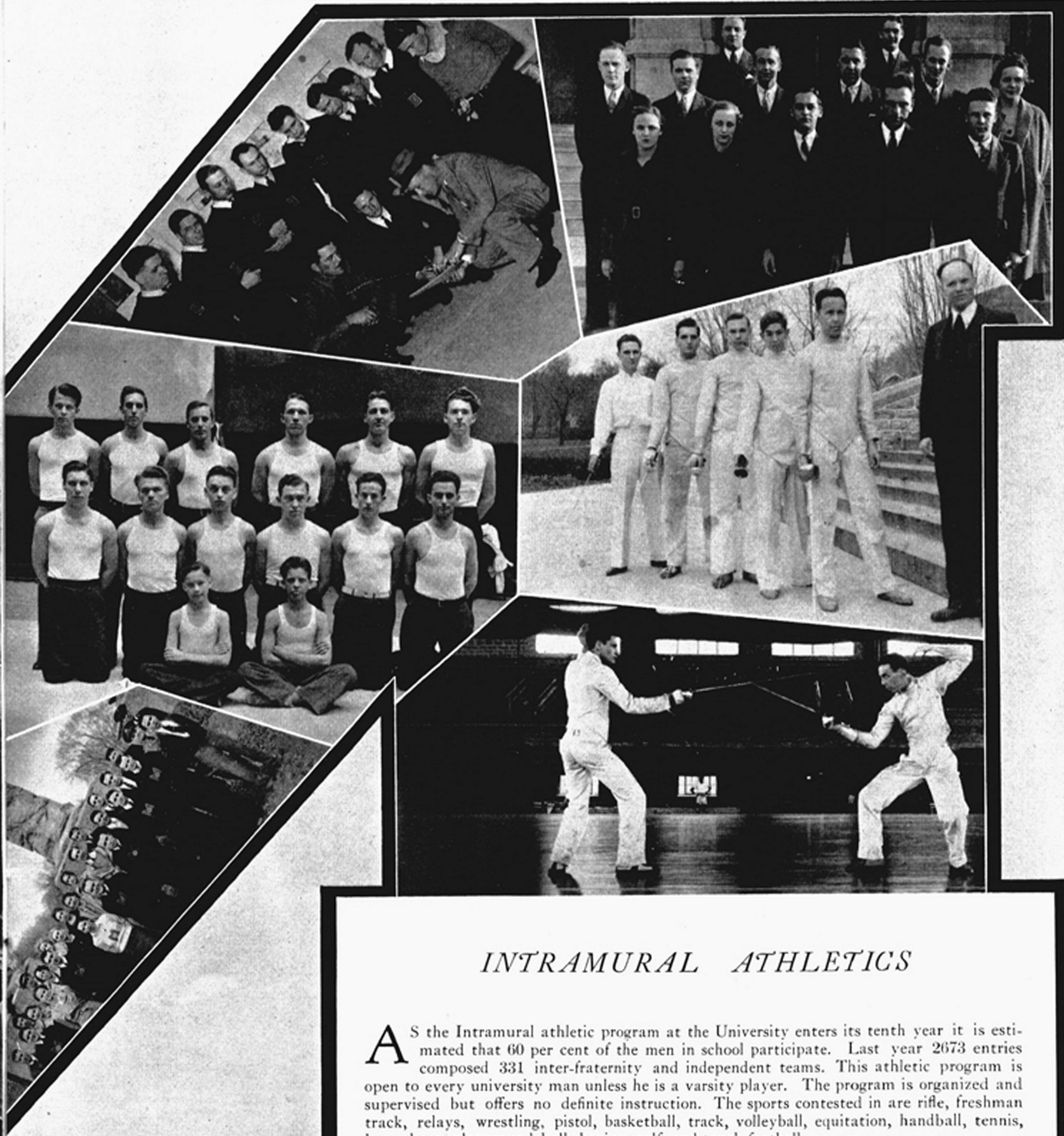
SPECIAL EVENTS

STUDENT participation in special events is educational and social in nature bringing students in closer contact and giving a distinctive color and personality to school life outside the classroom.

COMMENCEMENT

Commencement comes as a finale to the year's activities according special attention to the Seniors, their parents and visiting friends. The Senior Class holds certain annual ceremonies such as planting the class tree, placing the wreath in Memorial Tower, joining in the Senior procession around the Columns, and marching to graduation exercises in cap and gown.

(Continued on page 15.)



INTRAMURAL ATHLETICS

AS the Intramural athletic program at the University enters its tenth year it is estimated that 60 per cent of the men in school participate. Last year 2673 entries composed 331 inter-fraternity and independent teams. This athletic program is open to every university man unless he is a varsity player. The program is organized and supervised but offers no definite instruction. The sports contested in are rifle, freshman track, relays, wrestling, pistol, basketball, track, volleyball, equitation, handball, tennis, horseshoes, playground ball, boxing, golf, and touch football.

WOMENS' ATHLETICS

EXCEPTIONALLY fine opportunities for healthful recreation, and sports participation await the University girl. She should not only acquaint herself with these advantages, but should take the initiative and follow through an enjoyable and helpful sports program.

The University Women are fortunate in having a fine gymnasium with all modern facilities, spacious play grounds, and an indoor swimming pool. The water in the pool is tested regularly by the bacteriology department and found to be highly sanitary. University women also have access to the University golf course and rifle ranges. Courses and competition are open to women in swimming, rifle, archery, pistol, riding, baseball, basketball, soccer, golf, tennis, handball, volleyball, badminton, as well as participation in dancing and games. Every girl in the University entering as a freshman is required to take two years of physical education work.

(Continued on page 8.)

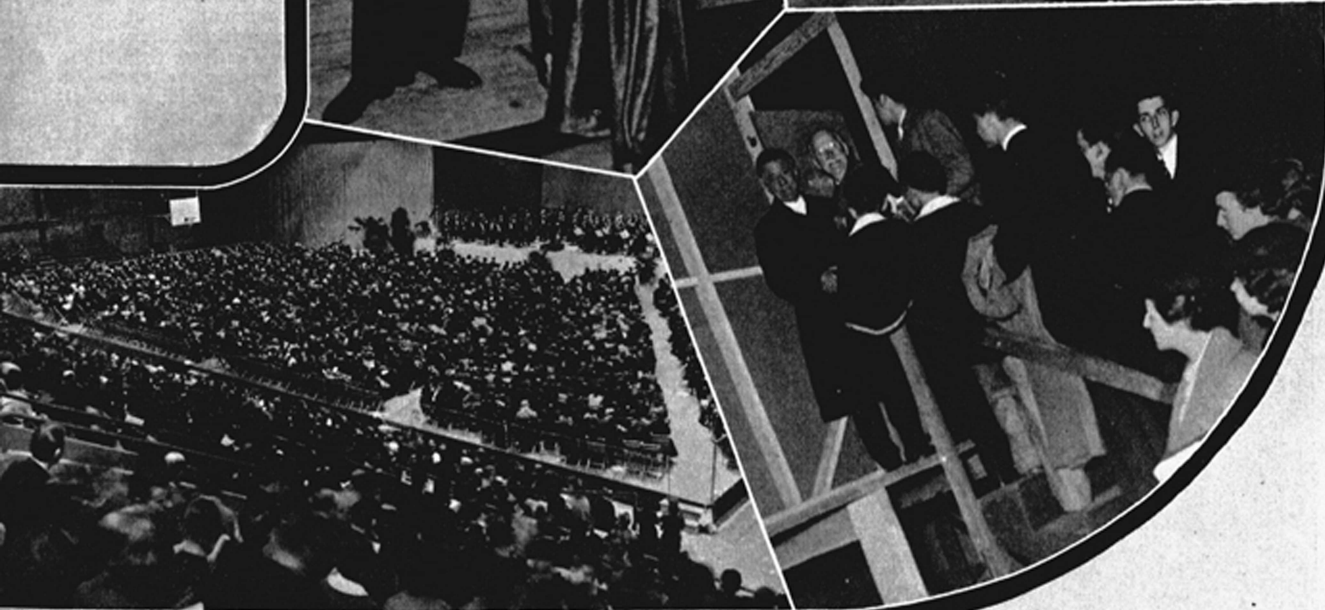


MUSIC

THE DEMAND for more recreational and avocational activities is increasing with the recent economic movement creating more leisure time. The University as well as other schools hopes to awaken this realization in their students, the citizens of tomorrow. In this readjustment music is continuing to take a leading place. Now that "hobbies" are actually becoming a necessity to the fuller development, increasing interest and appreciation is being manifest in music, both in solo and choral work.

From the point of musical appreciation the University concert series has gained the widest success. Upon presentation of his activity book every student in the University gains admittance. The Fine Arts School supervises the bringing of the greatest artists in the world to Columbia audiences. The series offers four concerts a year which are given in Brewer Field house before an average attendance of 4500 persons composed of students, townspeople and Missourians from this section of the state. (Continued on page 20.)

(Below: Dean James T. Quarles of the College of Fine Arts with Pattison and Maier, guest artists. Gov. Guy B. Park, an alumnus of the University, and Rosa Ponselle. Fritz Kreisler. The St. Louis Symphony Orchestra.)



ATHLETICS . . .

The University supports four major sports in Big Six Competition bringing into intercollegiate athletics annually more than 500 University of Missouri men.

Football

Between 75 and 100 candidates this fall are expected to try out for places on the varsity. The University furnishes full equipment for freshman and varsity practice and maintains three practice fields, as well as Memorial stadium where the intercollegiate games are held. As a part of the revitalization of University athletics a new coaching staff has put the Tigers through spring practice and will break in a freshman squad of approximately 150 men.

Basketball

On October 15 over thirty-five candidates are expected to try out for the basketball varsity and more than a hundred new men are expected to turn out for freshman practice. There will be no restrictions in varsity and freshman basketball until January 1. The teams will have the use of Rothwell Gymnasium and Brewer Field House courts.

Track

Missouri is fortunate in having one of the best field houses in the Big Six Conference, and is expected to develop winning teams under the new coaching staff. A series of indoor track meets will be held in the early spring.

Baseball

The M. U. baseball squad will begin workouts March 1, practicing in the field house when the weather is inclement. Although the varsity will be limited to thirty-five players preparing for an eighteen game schedule the freshman squad will be unlimited.

Minor Sports

In the past Missouri has maintained athletic teams in practically all minor sports including tennis, golf, wrestling, fencing and gymnastics.

PHYSICAL EDUCATION . . .

The Physical education program of the University includes three closely related branches:

- 1. Instruction in recreative sports.** A recent faculty ruling makes physical education courses, meeting twice each week, compulsory for underclassman. This requirement will apply this fall to freshman only, but thereafter to freshman and sophomores. The purpose of these courses is not primarily to provide participation in sports but rather to give definite instruction in playing a variety of sports with skill and according to desirable social and hygiene standards.
- 2. Intramural Athletics.** Opportunity for organized participation is offered to all students, regardless of skill in the Intramural Athletic program. This work, already in successful operation, will be expanded considerably this year.
- 3. Teacher-Training.** A major part of the work of the department is that of offering in connection with the School of Education and the Graduate School professional preparation for the teaching of physical education including the coaching of athletic teams.

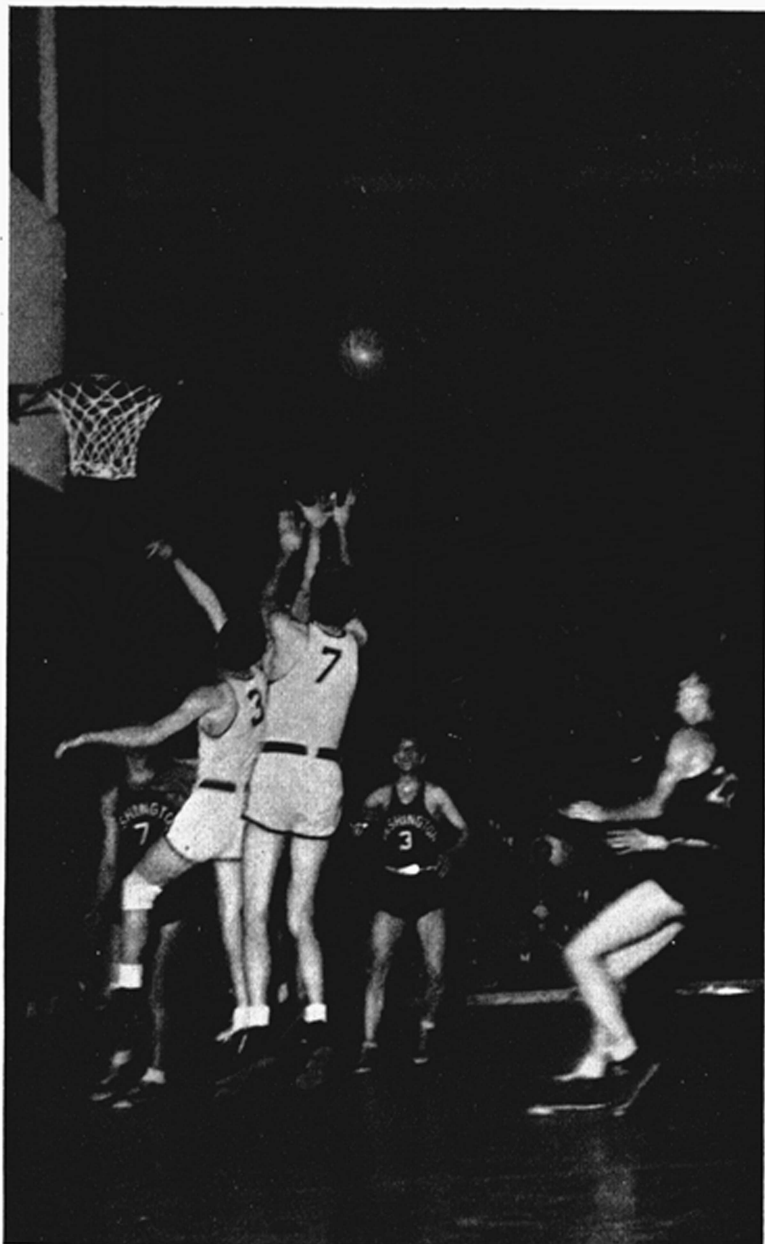
Women's Athletics

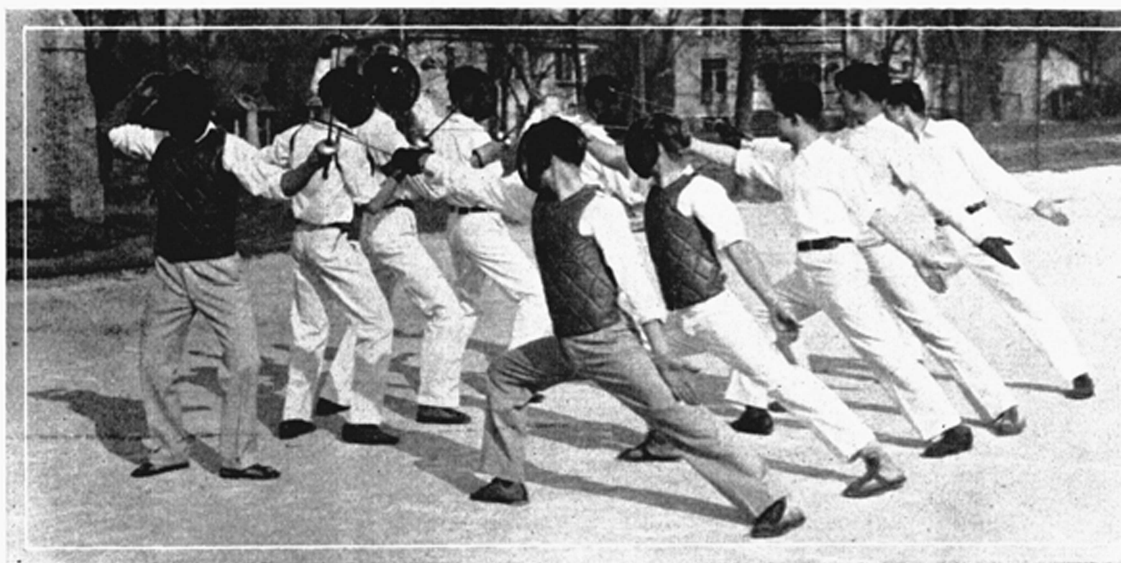
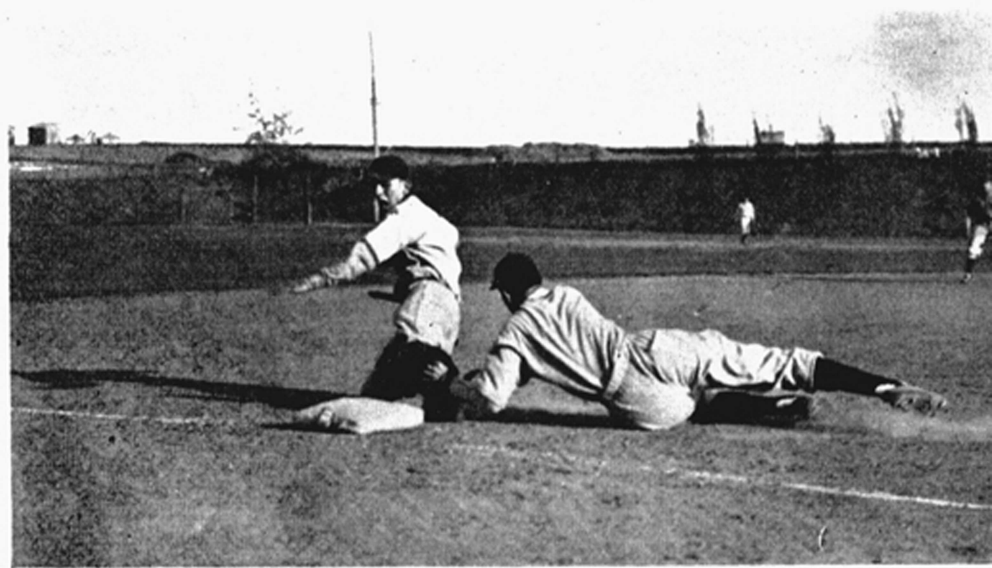
(Continued from page 6.)

Rivalry and interest in sports characterizes the intramural competition among girls. Every women's fraternity and organized independent group is invited to compete for the numerous trophies and awards. Throughout the year there is some sport claiming the attention of these intramural groups.

Prescribed corrective work has likewise proven popular. Girls overweight, underweight or with nutritional disturbances are given remedial exercises and instruction.

Last year an experimental class was organized in social dancing open to all students in the University. In this activity 200 boys and girls were not only taught ballroom dancing but were instructed in the courtesies of the dance floor. During the year the class gave one formal dance and two informal dances.





ACTIVITIES . . .

Social Life

The University of Missouri by virtue of its location in a small town does not contend with the distractions and unlimited social life as found in cities. The most highly organized social activity is found in men's and women's fraternities and consist of a limited number of dances, well chaperoned by alumni, faculty members, and townspeople. However, practically every campus organization has some social phase in its calendar. Every student in the University is invited to the Student Council dances. In recent years the Independent Men and Women have organized and held joint entertainments. The Y.M.C.A. and Y.W.C.A. every fall sponsors a student mixer for Freshman. The various student religious organizations give hikes, Sunday night suppers, and other forms of social rallies.

Independent Organizations

Those who do not chose fraternity affiliation have the equal opportunity of participation in extra-curricular activities and may if they wish identify themselves with independent organizations such as the Freshman Fifteen, Commons Club, Amigan, and the various independent intramural sports teams. These groups are referred to as the Independent Union. The Freshman Fifteen are chosen after the Dean of Men has interviewed individually the first year non-fraternity men. The Commons Club has occasional meetings as does Amigan, which also sponsors dances and other entertainments. In the intramural events a division is run-off of the independent groups and awards made. The coveted honors of the Farmers Fair Horseshow was carried off two years ago by an independent team.

Fraternities

Since 1869 when the first national fraternity granted a charter to a group at the University of Missouri there has grown a Pan Hellenic system on this campus numbering twenty-five fraternities and fourteen women's fraternities, representative groups of the leading nationals. Membership in these groups is neither compulsory nor necessary and is optional upon invitation.

Few campuses throughout the country boast of finer fraternity houses than the University of Missouri. These houses are built by the local groups upon the approval of their national office and are financed and operated at no expense to the University. (Further information concerning Men's Fraternities will be found in the Fraternity Handbook, published by the Pan Hellenic Council of the University of Missouri.)

Sororities

National officers of the Women's Fraternities inspect the local groups at least once annually. The local chapters also confer directly with the Committee

on Student Affairs as is the privilege of all girls on the campus. Each house has an approved chaperon who supervises the general living conditions, takes charge of the commissary, instills social graces, and acts as hostess for the group. Every chapter has its own internal organization and strives to enforce University rules and regulations, and to foster higher scholarship among its members. (Further information concerning women's fraternities may be found in the Fraternity Information Bulletin published by the Women's Pan Hellenic Council.)

Publications

The University boasts one of the finest college annuals, *The Savitar*, edited by students who have their own staff and office. Those interested in this activity serve an apprenticeship period before receiving appointments to the staff. *The Missouri Student*, is a well known college weekly newspaper. Last year over a hundred applicants tried for staff appointments. Many of the schools and colleges also edit bulletins. The College of Agriculture published the *College Farmer* for both students and alumni. The Engineering School has since 1906 edited the *Shamrock*.

Religious

Columbia offers abundant opportunities for religious worship and expression. The seven churches near the campus welcome students to all of their services, and some of the larger churches have assistant pastors to promote University and College participation. The various denominations sponsor student religious organizations which have their own meeting and recreational rooms provided by the church. Faculty members and townspeople are ready to give of their time and talent for programs and services.

A co-operative religious organization called *The Student's Religious Council* includes representatives from the Protestant, Catholic, and Jewish groups. This council strives to carry forward a campus wide program of religious activities. Offices of the Y. M. C. A. and the Y. W. C. A. are maintained in the Bible College where programs and meetings are held. The Y. M. C. A., sponsors an employment bureau, *The Men's Forum* and other activities. The Y. W. C. A. holds weekly devotional meetings and carries on work of a social and a religious nature.

Playwriting

Playwriting has claimed a greater interest among the students with the increasing development of campus dramatics as plays of local color are being presented. Within the last few years Missouri student playwrights have won notice, sectionally, nationally, and even internationally. (See the University Catalogue for the numerous creative writing prizes.)

Dramatics

Workshop, student dramatic organization with an associate and active membership of 225 is a leading campus activity and is known as one of the "busiest college theatres". The organization stages four major contemporary productions annually and thirty-two one-act plays. Workshop is open to anyone and offers not only dramatic experience but practice in stage production as the sets are designed and constructed by students.

Annually Workshop sponsors an intramural play contest in which men's and women's fraternities present one-act plays competing for group and individual honors. This contest brings into dramatic production the participation of well over a hundred students among whom are discovered persons worthy of major roles.

Military

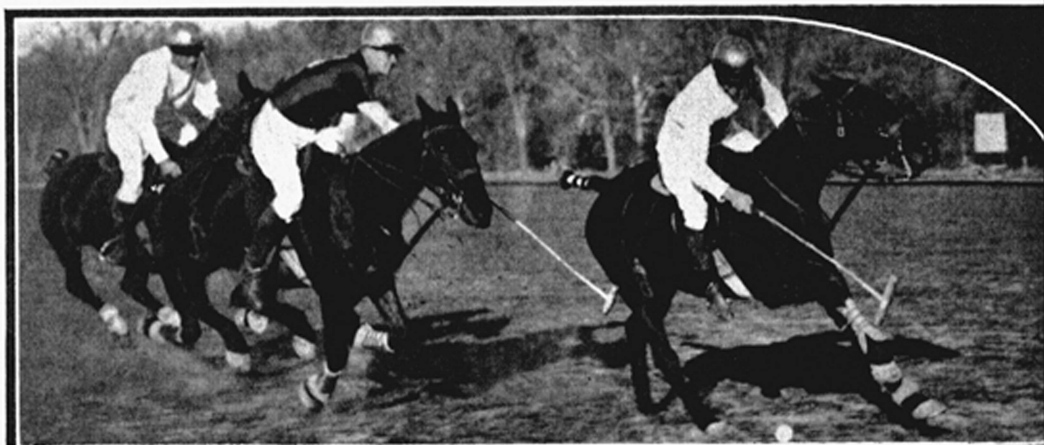
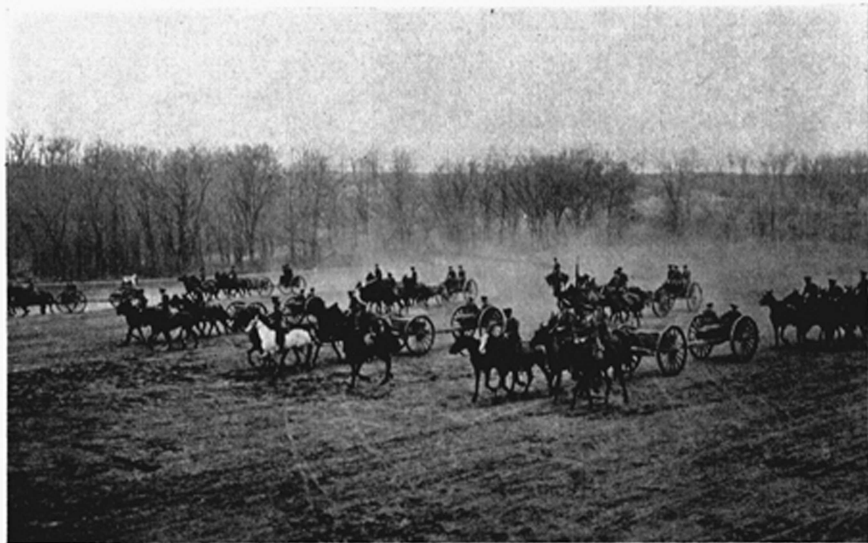
The University of Missouri as a land grant college maintains military training in its curriculum in return for which the government furnishes instructors, equipment, uniforms and maintenance funds. All physically-fit male students are required to take two years of military training if they enter the University as freshmen. If they elect they may continue through their junior and senior years and attend a six weeks' camp after which service they receive a U. S. Army Commission. Further information on the Missouri State Military School is found in the University Catalog. The department also sponsors two military organizations, *Scabbard and Blade*, and *Stripes and Diamond*. The former is a national military fraternity composed of advanced students, while the later is a local club of cadet non-commissioned officers.

Rifle and Pistol

The military department supervises the R. O. T. C. Rifle Club, University Rifle Club, the Girls' Rifle and Pistol Club, engaging in more than thirty matches for each team annually. Some matches are reported by telegraph, while others are shoulder to shoulder. The pistol club, open to men and women, has an adequate firing range and stages matches throughout the year. Trophies and medals are given as well as minor sports "M" sweaters for rifle and pistol honors.

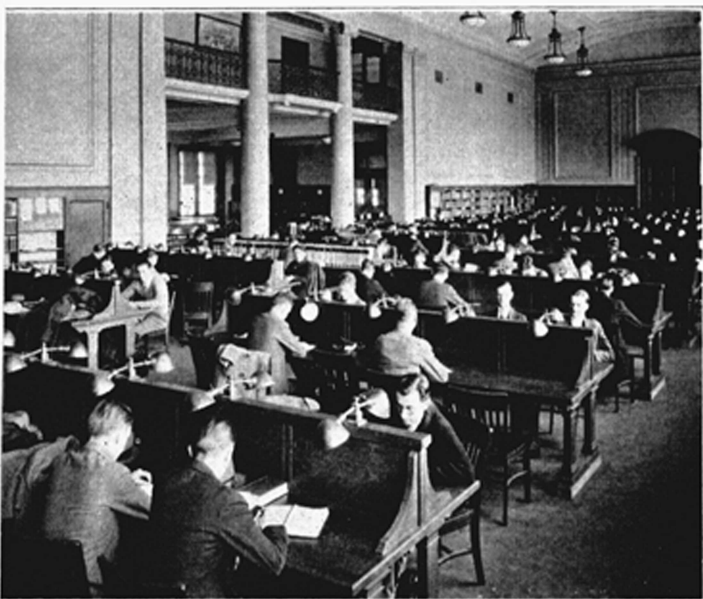
Polo

Polo, a minor sport at the University, engages in interscholastic matches in the fall and the spring under the supervision of a regular army officer as a coach. Missouri meets such neighboring Universities as Oklahoma, Iowa, Illinois, Ohio, and others, as well as the Kansas City Country Club and the St. Louis Country Club. Missouri, a member of the U. S. Polo Association, maintains her own polo grounds and is subject to the same collegiate eligibility rules as are the major sports. In 1934 Missouri, as title winners of the midwest, journeyed to New York to play in the final Intercollegiate Matches.

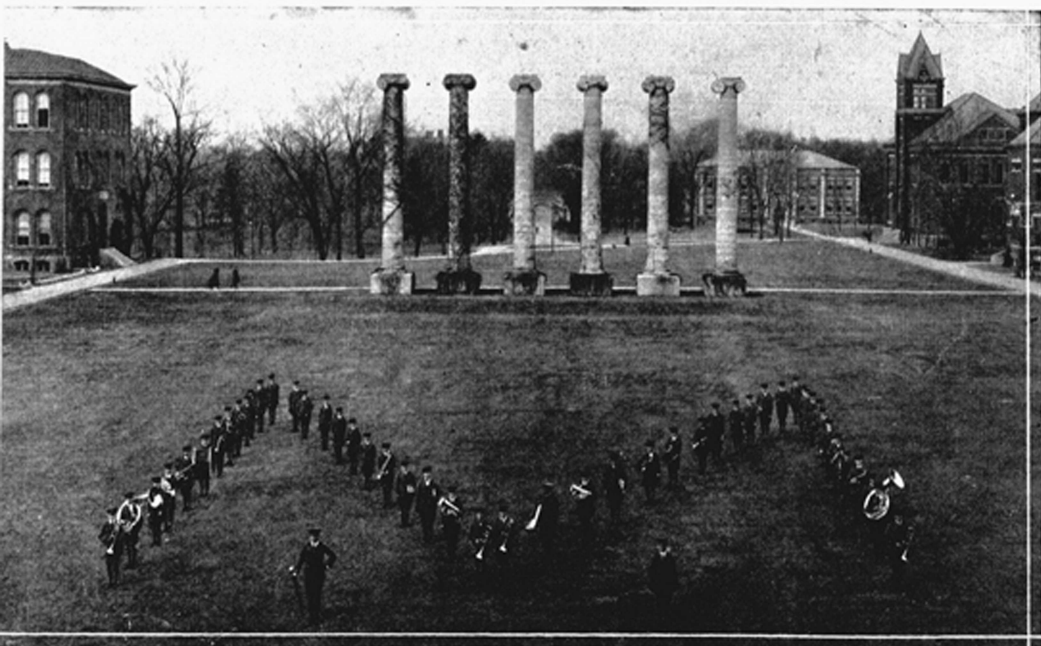




University Hospital



Interior General Library



University Band

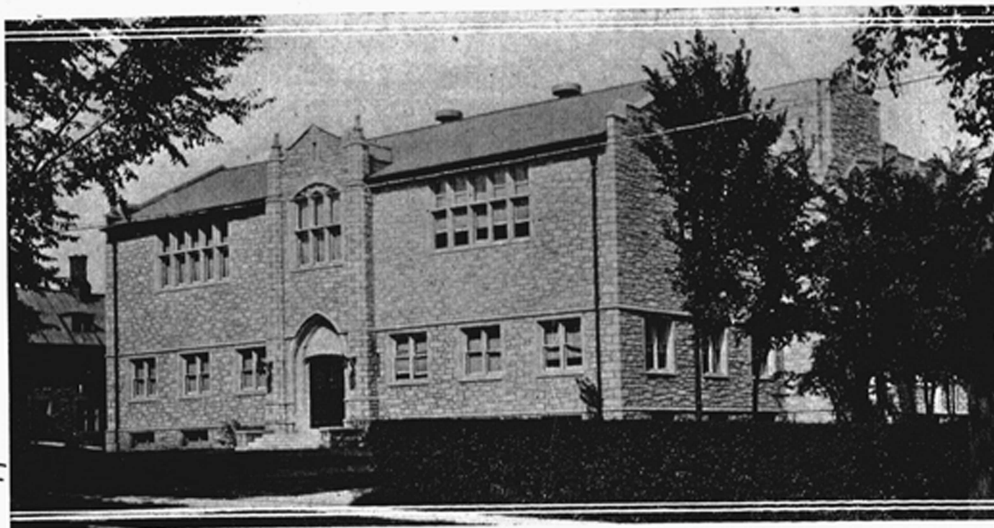
Brewer Field House



Bible College



Women's Gymnasium



The ideal vacation gasoline no matter
where you go

SUPER-SHELL

The **FIRST** truly balanced gasoline

Throughout the United States there are 30,000 neighborly Shell Service Stations. At every one of them you can get the same Super-Shell that is sold right in your own neighborhood.

Remember that Super-Shell has the three kinds of power essential in a gasoline to meet today's motoring requirements—it has Power

- for quick starting and acceleration
- for hill climbing and hard pulling
- for steady running

Whether your vacation trip takes you to Missouri's Ozarks, to the wonders of California, to the rugged coasts of Maine, or to the all-year playground of Florida—or if you stay right at home—make it a practice to stop at the "Sign of the Shell". You'll find a smiling Shell salesman ready to greet you cheerfully, to service your car with superior Shell Products and send you on your way with never a worry about your car.

SHELL

Convenient, neighborly stations everywhere

Sometimes We Fail to Appreciate

the worth of good eye sight until damage by improper lighting or prolonged strain sounds a warning.

Your optometrist is a friend to your eyes. Consult him if your eyes need his attention. But - - -

You can avoid a frequent cause of eye trouble if your lighting is adequate and proper for your requirements.

DO YOU KNOW

that we will check and measure the lighting of our customers—without cost or obligation—if you are served by our lines? It may prevent or correct cause of eye strain.

Kansas City Power & Light Co.

Kansas City, Mo.

STEPHENS COLLEGE

*A Junior College for
Young Women*

PLAN now for your daughter's education. Stephens College provides the best in cultural and social training. Activities include riding, golfing, swimming. Adequately equipped. Easily accessible to every part of the state.



Write for bulletins.

JAMES M. WOOD, Pres.
Columbia, Mo.

Congratulations!

Summer

School

Graduates

We hope you have enjoyed your stay in Columbia, and that you will be with us again.

Remember you are cordially invited to make our store your shopping headquarters.

Fredendalls

H. A. Doty

R. J. Foerst

SPECIAL EVENTS

(Continued from Page 4.)

Homecoming

The most gala time of the year for students and alumni is Homecoming, held in Columbia on a football week-end preferably on the event of the Jay-hawker (Kansas) invasion. Student committees spend weeks in preparation and every hour of the day is filled.

Farmers' Fair—Barnwarmin'

These two College of Agriculture affairs rival St. Pat's activities for local interest and enthusiasm. Barnwarmin' held in the fall is the outstanding social event of the Ag students and is probably the largest dance of the year. For this affair the custom is for the Ags to wear overalls and their dates to wear gingham and calico. In the spring the Ag students stage "the biggest student stunt in America", which is known as Farmers' Fair a student carnival of exhibitions and sideshows, having originated on this campus in 1905. One of the highlights of the Fair is the Annual Horseshow at which time organizations on the campus compete for equitation recognition.

St. Pat's

Throughout the land today many other Colleges of Engineering celebrate St. Pat's Day, which originated on the University of Missouri campus with the discovery of the Blarney Stone during the excavation for the foundation of the Engineering Annex in 1903. The Hieroglyphics of old were unread until the Senior Electricals translated it, "Erin Go Bragh", meaning, "St. Patrick was an Engineer." For a number of years following the students skipped school on St. Pat's Day in order to pay homage to their patron saint. 1905 marked the beginning of the celebration as it is today. Alumni, faculty members and students plan an elaborate program of meetings, dinners, and dances. The climax to the occasion is the arrival of the venerable St. Pat who comes to town on a handcar at the appointed hour for the rites and ceremonies, and who appears again to crown the Engineer Queen at the Ball.

Other Divisional Celebrations

The School of Journalism in sponsoring Journalism Week brings world renowned writers as guest lecturers, who not only address the students but who meet them personally at the many teas, dinners, and receptions. Hundreds of alumni and friends of the school gather in Columbia for this auspicious week and for the Journalism banquet to which an internationally-known guest speaker is invited to give the address of the evening.

Practically every division of the University has some annual celebration such as "Commerce Day" — "Fine Arts Week", "Law Day", "Arts and Science Week".

Attention Subscribers

Complimentary copies of this issue will be mailed to any of your friends upon request.

Service

with

a

Saving



CROWN
DRUG
CO.

BROADWAY
COLUMBIA



CHENOWETH

Has been serving the cleaning needs of particular people for forty years.

J. O. CHENOWETH, D. & C. CO.

4731 Delmar Boulevard, St. Louis

Telephone Forest 0926

We Give Out-of-Town Orders Careful Attention

FALL 1935 PRESENTATION

HERE--ABOVE ALL ELSE, THE STANDARD OF
QUALITY IS CONSISTENTLY MAINTAINED

Suzanne's
Columbia's Smartest Shop for Women

AN HOTEL OF DISTINCTION IN SAINT LOUIS

Two
EXCELLENT
RESTAURANTS
The French Dining
Room—The Spanish
Grill
FINE FOOD

Garage Service

Outstanding Room Values

Without extra cost, and regardless of the price of the room or suite occupied, every Lennox guest enjoys ultra-modern refinements, comforts, and conveniences. ∞ ∞ \$2.50 up.

"In the center of things"

Hotel Lennox

9TH AND WASHINGTON

HOTEL MAYFAIR UNDER SAME MANAGEMENT

ATTORNEYS

tele. Main 4950 Res. Longacre 5826

GROVER C. HOSFORD
Attorney and Counselor at Law
1630 Standard Bank Bldg.
Cleveland, Ohio

CONSTRUCTION

E. KEMPER CARTER, C. E. '12
ALBERT WATERS, C. E. '12
Materials of Construction
The Carter-Waters Corporation
Building and Paving Materials
2440 Pennway Kansas City, Mo.

Polo and Riding Association

Class instruction for the Polo and Riding Association, an organization for men and women is given by a commissioned army officer on duty at the University. The Association membership is limited to seventy or the equivalent of the number of horses the government places at the disposal of the R.O.T.C. This organization is financially independent of the University and is self supporting. Students who are qualified are issued riding passes for a nominal sum and are at liberty to ride when they wish. The Polo and Riding Association sponsors the Annual R.O.T.C. horse show as a feature of the spring sports. Awards are given winners in all divisions

OLDEST UNIVERSITY

(Continued from Page 2.)

"White" or "Ag Campus", the home economics department, and several of the scientific buildings. At the western entrance of this campus stands the Memorial Tower, one of the finest pieces of gothic architecture in America, erected in memory of the graduates of the University of Missouri who paid the supreme sacrifice in the World War.

South of the campus several blocks is the University athletic plant consisting of separate gymnasiums and practice fields for men and women, and a field house with a seating capacity of over 5000. Two practice football fields, a baseball diamond, a nine hole golf course, a football stadium which will have a seating capacity of 56,000 when completed, a polo field and stable for horses make up the the physical plant.

Come To See Us When You Visit Columbia

1935 Football Schedule

Sept. 28—William Jewell at Columbia.
Oct. 5—Warrensburg Teachers at Columbia
Oct. 12—Colorado U. at Columbia
Oct. 19—Freshmen, at Columbia
Oct. 26—Iowa State at Ames
Nov. 2—Nebraska at Columbia
Nov. 9—Oklahoma at Columbia (Homecoming)
Nov. 16—Washington at St. Louis
Nov. 23—Kansas State at Columbia
Nov. 28—Kansas at Lawrence (Thanksgiving)

THE CO-OP

CHARLES E. BARKSHIRE, Mgr.

"Summerizing"

the Season
in
WHITE



Ties
Pumps
Straps
and
Oxfords

Featured in
LINENS, BUCK
VEL BUCK & KID
Priced

\$2.95
and up

Miller's

SUPERIOR SHOES

800 Broadway



Save---

on lower cost and complete
food protection with real
ice.

Call 6410

Columbia

Ice & Storage Co.

L. A. Nickell, '11
President

S. R. Petry, '17
Secretary-Treasurer
Manager

DRINK

Coca-Cola

Everybody welcome the pause
that refreshes

... Because it means time-out
from work or play for
delicious, ice-cold Coca-Cola.

Coca-Cola is a wholesome
drink of natural products,
containing no artificial coloring
or flavor. It complies
with pure food laws the
world over.

Order a case today.

Coca-Cola

Bottling Works

Columbia, Mo. Phone 6335



—the summer time dessert,
par excellence

SERVE IT TONIGHT

Call 3151

CENTRAL DAIRY

"Mother May We Have More"

"Dot" SAPPINGTON
CLYDE L. (BRICK) SHEPARD

DOLLARS SPENT

—IN—

Printing

—WILL—

RETURN TO YOU

—and dollars spent in
Stephens printing or
binding are effectively
coached to bring home
the bacon.

E. W. Stephens Publishing Co.

Columbia, Missouri

Easy to remember

4156

Say it to yourself again
Four, one, five, six.
When it's laundry time
Dial 4156 for service. Its
the combination that
solves your Wash-day
worries.

Tiger Laundry & Dry Cleaning Co.

1101 Broadway
Phone 4156

Between Seasons

Is the trying time for clothes and the telling time for material and tailoring.



Look Your Best

Wear better clothes of lasting value. It's the mark of the well-dressed man.

BARTH CLOTHING CO.

Columbia

*"A Name Known
to Missouri Men
Since 1868"*

THE DANIEL BOONE TAVERN

COLUMBIA



Invites you to make this
your Headquarters

\$1.50 \$2.00 \$2.50

Room with Bath \$2.00

Wire, Write or Phone

F. W. (Ramrod) Leonard,
Manager

The Missouri Motor Co.

Alumni

Motorist Headquarters

in

Columbia

Everything for the Car

Don't forget to stop by for a chat with us. We're always glad to see you whether you buy anything or not, but the chances are you'll need something. And whatever it is, we have it or know where to get it.

Jack Taylor's Place

Also E. F. Thomas, the Heavy
Light Man of Former Days.

The TIGER HOTEL

150 Rooms

Modern---

Fireproof

Columbia's newest
Hotel. One of the Best
Ball Rooms in the
State.

Make this your head-
quarters while stop-
ping in Columbia.

*Write, wire or phone for
reservations*

Thomas R. Bowen
Resident Manager

John S. Sweet
President

Say It With
Flowers

H. R. Mueller
MEMBER F.T.D.
FLORIST

Save Systematically and
Safely

**BOONE NATIONAL
SAVINGS & LOAN
ASSOCIATION**

204-206 Guitard Building
Columbia, Mo.

W. S. ST. CLAIR, Secretary

Headquarters of Central
Missouri

For All Kinds of Fishing and
Hunting Equipment

**ROBERTS AND GREEN
HARDWARE CO.**

Columbia, Mo.

Daily Cleaners

"Wear Clean Clothes"

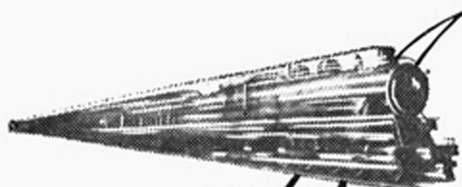
Dial 4113

909 Cherry

More
Miles
with



at all
Dixcel
Stations



*1/2-mile -
a-Minute*

ST. LOUIS AND CHICAGO

"Banner Blue Limited"

One of America's finest air-conditioned trains... now the fastest ever operated between the two cities on a regular schedule.

**5 1/2
HOURS**

Air-Conditioned

The highest standard of modern air-conditioned equipment. Observation-drawing room-parlor cars... lounge-parlor cars... reclining chair cars... splendid meals... delightful surroundings... smooth, easy riding roadbed... greatest degree of comfort, rest, convenience.

**NEW
MORNING TRAIN
"Chicago Special"**

Lv. St. Louis, Union Station... 9:05 am
Lv. St. Louis, Delmar Station... 9:20 am
Ar. Chicago, Englewood... 3:28 pm
Ar. Chicago, Dearborn Sta... 3:45 pm

**New Afternoon Train
Chicago to St. Louis**

Lv. Chicago, Dearborn Sta... 4:50 pm
Lv. Chicago, Englewood... 5:04 pm
Ar. St. Louis, Delmar Station... 11:15 pm
Ar. St. Louis, Union Station... 11:35 pm

Air-conditioned parlor-lounge-dining car, reclining chair car. Splendid meals.

St. Louis to Chicago

Lv. St. Louis, Union Station... 12:20 noon
Lv. St. Louis, Delmar Station... 12:34 noon
Ar. Chicago, Englewood... 5:33 pm
Ar. Chicago, Dearborn Station... 5:50 pm

Chicago to St. Louis

Lv. Chicago, Dearborn Station... 12:30 noon
Lv. Chicago, Englewood... 12:43 noon
Ar. St. Louis, Delmar Station... 5:42 pm
Ar. St. Louis, Union Station... 6:00 pm



H. E. Watts,
Passenger Traffic Manager
St. Louis

WABASH RAILWAY

Values that ring the bell

are to be found at

PARKER FURNITURE CO.

Columbia, Missouri

The Sinclair Pennant Hotel and Tavern
DISTINCTIVE — CONVENIENT — QUIET



Famous Food — Catering to Banquets and Bridge Parties —
Private Dances—

AT COLUMBIA—Highway 40 at Municipal Airport
AT ROLLA—Highways 66 and 63

Operated by **SINCLAIR REFINING COMPANY**
OF KANSAS CITY, MO.

WHERE THE BEST FOODS ARE
THE BEST FOOD VALUES

JACKSON-FINLEY GROCERY

Phone 3136

23 South 8th

Buy at

Piggly Wiggly

and Know that You Are Right

TWO STORES

106-8 So. 9th St.

700 Broadway

AN HOTEL OF DISTINCTION IN SAINT LOUIS

Three

EXCELLENT
RESTAURANTS
*The English Dining
Room—The Modern
Grill—The Hofbrau*
FINE FOOD

"Extras" without extra charge

Added comforts, refinements, and thoughtful
innovations . . . unobtainable elsewhere ex-
cept at higher rates . . . are a regular part of
all Mayfair rooms and suites . . . \$2.50 up.

"In the center of things"

Hotel Mayfair

Garage Service

8TH AND ST. CHARLES

HOTEL LENNOX UNDER SAME MANAGEMENT

Music (Continued from page 7)

The School of Fine Arts of the University lays particular emphasis upon an extra-curricular phase of music, and sponsors the following organized efforts knowing that students, who do not choose to follow music as a career frequently will drop the enjoyment and study of it in their transition from high school to university. These activities are not exclusively for Fine Arts students, but are open to the entire student body, and all those who have a talent and a desire to continue in this avocation are not only invited but urged to participate.

The members of the University Men's Glee Club includes from forty to seventy singers. They meet twice a week as does the Women's Glee Club and have upon invitation made several short trips in the last few years. Several years ago the Men's Glee Club won second place in the national contest held in New York City.

The University Chorus may be taken as an extra-curricular activity or may be taken for credit. Among its outstanding achievements was the performance of the Saint Matthew's Passion by Bach, with soloists, double chorus and orchestra. It was assisted by the Christian College Choral Club.

The University Orchestra may also be taken for credit. Last year's orchestra numbered fifty-five instruments with complete orchestration. They gave two concerts and on different occasions played accompaniments.

The University Band, a military organization, furnishes music for numerous student events such as Wednesday afternoon drill, convocation, intercollegiate athletic contests, and frequently at civic festivities.

On his visit to the University two years ago Lawrence Tibbett awarded a trophy to the winner of the first fraternity sing. The contest was held last spring, and plans are underway for a similar contest for sororities.

The days of mandolin clubs, horse and buggy rides, and peg top trousers have taken their place with the period of the family album, but the students at the University of Missouri still carry on the moonlight serenade. Occasionally, the stillness of the night is interrupted by the harmonious blending of male voices beneath her window.

INSTRUCT

Your Physician to Phone Your
Prescription

to

The Drug Shop

Phone 4101
815 Broadway

"Knight fills 'em right"

W. C. KNIGHT, Prop'r.

Where Tigers Meet

If you're stopping in - - -

*Kansas City, Boonville, Jefferson City, or Excelsior Springs
you'll enjoy the complete modern facilities of these hotels.
They are especially recommended to alumni.*

In Kansas City



That's the one!

most everybody recommends

RATES

\$2 to \$3.50 .. Single

\$3 to \$4.50 .. Double

\$6 to \$10.00 .. Suites

4 J. STEED, Manager

hotel
Pickwick
Kansas City Mo. 10th & 17th Sts.

In Jefferson City

The Missouri Hotel

"A Sweet Hotel"

W. B. "DOC" SIMPSON, Manager

In Excelsior Springs

The ELMS HOTEL

Excelsior Springs, Missouri . . .

Where "another world" awaits you. Plan now to bring the family on a vacation like they have never had before. A brand new stable of horses (including ponies for the children), world famous mineral waters and baths, wonderful climate . . . and food that is food.

Write today for reservations.

C. P. (Jumps) Cauthorn, Mgr.

Under the Management Direction of the Eppley
Hotels Company

In Boonville

HOTEL FREDERICK

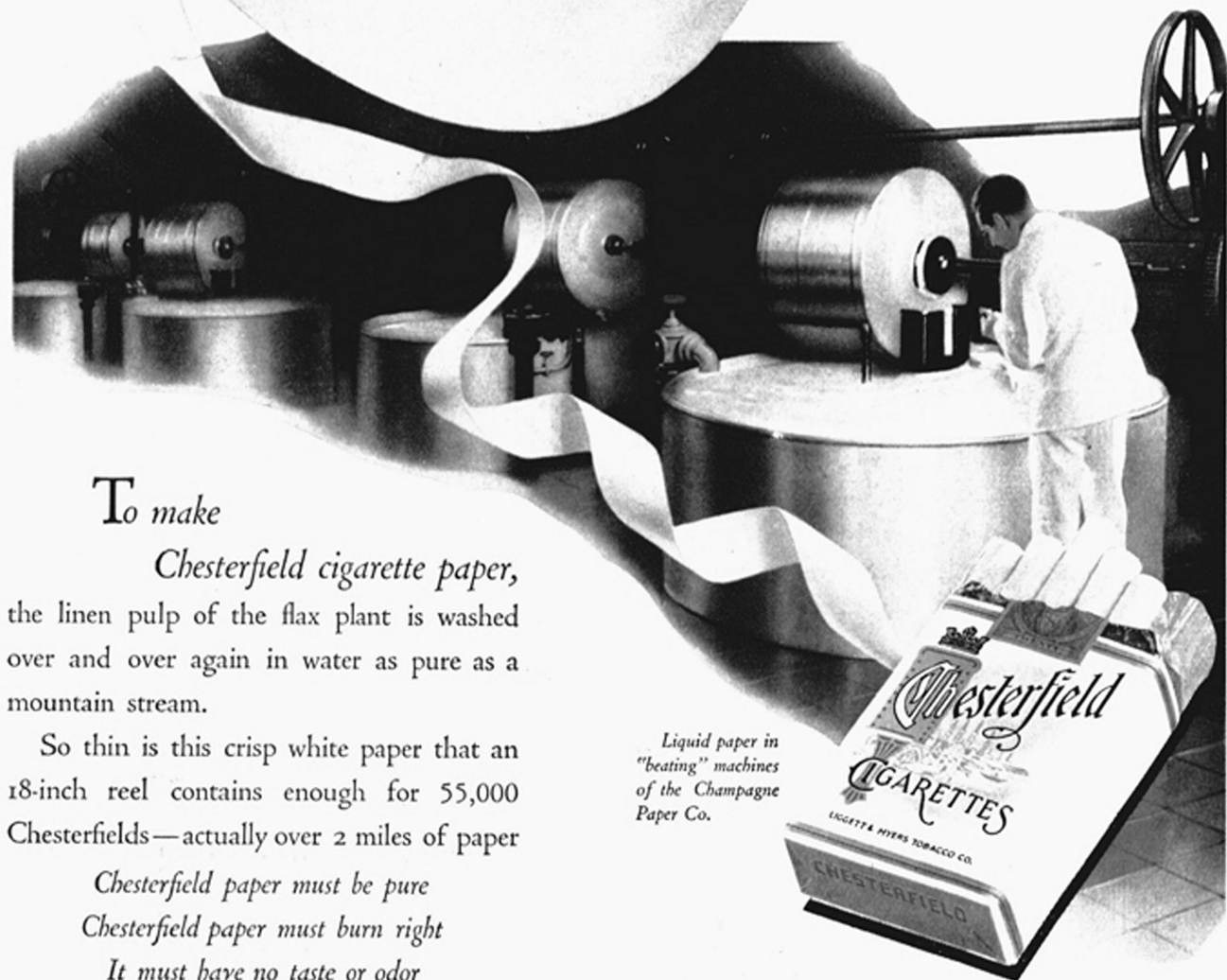
EUROPEAN plan. 80 rooms, 40 with bath. Rates \$1.25, \$1.50, \$2 and up. Suites of two and three rooms with two double beds, with or without baths. Main dining room. Also a la carte. Veranda overlooking Missouri River. Cool and comfortable in summer.

GUY C. MILLION,
Managing Owner

BOB LONG
610 FOURTH ST.
BOONVILLE, MO.

CLEAN WHITE CIGARETTE
PAPER FOR CHESTERFIELDS..

"poured"
like milk
and just
as pure..



To make
Chesterfield cigarette paper,
the linen pulp of the flax plant is washed
over and over again in water as pure as a
mountain stream.

So thin is this crisp white paper that an
18-inch reel contains enough for 55,000
Chesterfields—actually over 2 miles of paper

*Chesterfield paper must be pure
Chesterfield paper must burn right
It must have no taste or odor*

Liquid paper in
"beating" machines
of the Champagne
Paper Co.

—the cigarette that's Milder
—the cigarette that Tastes Better