

LINDEN BARK

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Price 5c

ADAM AND EVA

Character Parts Well Taken

And again the father gets the hard life in raising an extravagant family in Alpha Psi Omega' play, "Adam and Eva" Wednesday night. Helen Manary as the father took the part with great skill and represented the irate parent perfectly. Her frequent brain-storms must have reminded many of our hearers of the good old scenes at home under the same circumstances.

The pretty little maid, Helen Purdy, was the type that everyone likes, one who gets the attractive young man's slippers and robe.

One of the father's trials was the young married couple, Katherine Perry and Blanche Van Horne. This pair was a typical sponging one to whom all things come and upon whom no worry is entailed.

The old uncle was splendidly portrayed by Geneva Jorgenson who just would yawn and give good advice. Eva, the real pride of the father's heart, was a charming young society maiden, played by Hester Moore with much grace and ease.

The old maid aunt, who was of course the club woman personified, was well played by the very good looking Margaret Nicholls, and this completed the large family around whom the story lies. The doctor Flora Moe Gillespie, with her little mustache, had the doctor's diagnosis down pat, and was quite masculine in her part. And the doctor's rival, Lillie Bloemestiel, as the titled nobleman was the lover of the pretty heroine, but unsuccessful.

Into this unhappy family life was thrown the office assistant, Marion Pope, who took over the business of raising a family and how she did raise it! Marion certainly knew how to refuse to pay for those expensive bits of femininity. The last scene was quite a novel one laid in the chicken farm

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CHRISTIAN STUDENTS MEET

Estelle Bradford acted as Lindenwood's representative at the Y. W. C. A., Y. M. C. A., and C. S. R. U (Christian Students Religious Union) Conference, held at Missouri University in Columbia from April 5 to 7.

About 300 delegates attended the conference, and held sectional meetings every morning, with joint meetings for the talks, luncheons and dinners. Some of these talks were given by Sherwood Eddy, who had been "imported" for the occasions, Miss Neilie Lee Holt, of Columbia, and Dr. Milton C. Towner of the University of Missouri. Meetings were held in Jesse Hall on M. U. campus. A dinner was held Friday night and a special luncheon at noon Saturday of the Conference.

The talk made by Miss Nellie Lee Holt, who has spent the last five or six years in the interest of international relation work, and who has just returned from abroad, was particularly outstanding to Estelle, since she is International Relations Chairman here at Lindenwood.

SITTING ON THE INSIDE LOOKING ON THE OUTSIDE

The Mail truck in front of Ayres....Margaret Jane Hutching ambling along....Girls headed for the tea room....new dresses in much profusion....frat pins sparkling....talk of the Sophomore Hop....Mary la Plue with some cute little gingham outfit on....see her for particulars....Mary Merrills knees bunged up....it's always something....her heart I hear is out of commission too....Junior Prom Committees at work....Betty Barnes and Betty Brown walking arm in arm....that house party was good for more than one thing....campus beautiful in its new spring outfits....everybody happy with a bad case of spring fever.

LINDEN LEAVES REVIEW

"It isn't a Liberty or Hearst's we show you,
But a much completer magazine,
The *Linden Leaves Review*".

With these words two pages, fittingly dressed in black and white, presented the annual's magazine to a large audience at the Strand Theatre. Slowly opening the book, with a charming girl on the cover, Spanish dancers were disclosed, representing the book's travel bureau, and urging one to "Visit Spain, the Ideal Gateway to Europe."

Advertisements are essential to any magazine and "Old Dutch Cleanser Chases Dirt", with its five charming Dutch girls, got a big boost. Of course fiction has its place and "The Eternal Triangle", a continued story, was very gripping. The next issue is anxiously awaited.

The fashions, dear to every woman's heart, took up ten pages of the magazine. Tennis and golf had their sporty two piece outfits in blue and white, with matching berets. For street the *Linden Leaves Review* advocates assembles, worn with furs. A very charming afternoon frock had a cape of solid color over a figured dress, and another of white was worn with a large red hat. The dinner gown showed two popular ideas, either very slenderizing and rather short, or the new down-in-the-back line which is good. For evening, shoes of velvet matching the dress are very chic, and a velvet evening coat with shirred collar may give one the feeling of being up to the minute.

Advertisements followed the fashions. Cold and icy maidens advocated "Eat Eskimo Pies". A very popular "beverage", Campbell's Soup, had four little girls and boys to attest to its health giving properties. "His Master's Voice", only it was a "mistress", issued from a Victrola, singing "The Desert Song", while the famous characters of mu-

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Linden Bark

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EDITOR-IN-CHIEF.

Ruth Bullion '29

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Martha Brinkerhoff '30
Marcia Wallace '30
Helen Hook '29
Abigail Holmes, '30.
Julia Palmer '28
Gertrude Webb '28

ASSOCIATES:

Frances Stone, '28.
Geraldine Thompson, '28.
Kathryn Walker '28

TUESDAY, APRIL 24, 1928

The Linden Bark:

"Seek not to know to-morrow's doom;

That is not ours, which is to come.

The present moment's all our store;

The next, should heaven allow,
Then this will be no more:

So all our life is but one instant now."

RARE OPPORTUNITIES OUTSIDE OF BOOKS

Doesn't it seem like just yesterday that Cyril Clemens lectured to us on "The American Short Story?" And the Rev. Dr. Armstrong told us about "Mark Twain"? But my, oh my, they were both here in October. Then do you remember Dr. Dobson, and Dr. Buschman, who gave the Thanksgiving Day address?

It does not seem possible that the school year is so soon to end. Just last month we had our last important speaker, Dr. Danes from the University at Prague. Now there are the Baccalaureate and Commencement addresses to look forward to, and only too soon will they be over.

Very different have been the lectures given this year, and we have had a taste of every subject. It was early in November that Richard Spamer told us of the coming attractions in music and drama. Another most interesting St. Louis critic was Mrs. Emily Grant Hutchings, whose talk was accom-

panied by many lovely pictures and beautiful shawls. Something very new and different was the lecture on historic diamonds by Mr. Wood of Hess and Culberston. Many have been the illustrated lectures. There were Miss Mary Jeffers' interesting slides on "The Mediterranean", and Dr. Harding's lecture on the "Heavens and Earth".

Yes, we have been well entertained. Very pleasing and inspirational have been the recitals of the years. Especially to be remembered are the piano recitals of Ernest Kroeger and Clara Rabino-vitch. Also the lecture on "Theodore Roosevelt" that was given by Henry Southwick.

Now let us all appreciate the wonderful opportunities we have had this year to see and hear of worth while things. Lindenwood is fortunate in being centrally situated so as to be able to obtain speakers of importance. The college has been at great expense to give us the best that it can. It rests with us to live and learn.

THE CALL OF THE WILD

Yes—this weather just will make us be athletic. All the flowers and grasses doing their stuff just makes the spirit of up and doing crop out in the laziet of us. What is a better excuse for getting into the old knickers or shirt waist and skirt than one of hiking or tennis or even golf? Lindenwood is more than equipped with all the facilities for any sport that a real girl should want. The splendid golf course, the well kept tennis courts and the vast expanse of the state highway is all that anyone could ask for to keep her girlish figure and face. Why not make it a rule to do some form of exercise every day instead of those daily bull sessions that are so prevalent in this part of the woods? It would give the body more chance than the former ever will give the tongue. This is the time of the year when the girls get out the last year's spring dresses and find that they are just the least bit snug. The best way to eliminate this misfit is to do that exercise and lose those unprecious pounds in the easiest way and the safest". GO OUT DOORS, YOUNG LADIES GO OUT! DOORS.

Congratulations to Janet Head for winning the Beta Pi Theta Poetry Contest.

COLLEGE CALENDAR

Tuesday, April 24::

4:45 Sophomore Recital;
Frances Wachter
Dorothy Gartner.

Wednesday, April 25;

8:00, Senior Oratory Recital;
Ruth Ellen Olcott.

Thursday, April 26;

11:00, Oratory Recital.

6:00, Beta Pi Theta Banquet.

Friday, April 27;

7:00, Athletic Association
Banquet.

Sunday, April 29;

6:30, Vesper, Rev. R. W. Ely,
D. D.

ROMAN ADVERTISING

Everyone know that "It pays to advertise", and, if one may judge by the latest Roman Tatler, it pays to advertise" classically. Producers of everything from confections to caskets, from soaps to operas, turn to the ancient world for inspiration.

The most interesting advertising feature was put out by a radio firm. This showed three periods in the development of communication. As far back as 300 B. C., the Greeks used "clepsydia" for sending and receiving messages. A torch or a flag was used as a signal. Later, the noted Brutus sent rarer pigeons from Modena, where he was surrounded by the troops of Antony. The ancient Gauls could send a message 120 miles in fifteen hours, by shouting through a megaphone, in relay fashion. The contrast between these early methods and the almost instantaneous messages by radio, is marked.

A lovely color picture showing the Colossus of Rhodes, attracts the reader's attention to Packard cars, which are made of metal just as carefully treated as that which went into the huge statue of Apollo. Mercury speeds on his winged feet to deliver flowers ordered by wire. "Liberty" wins the chariot race in advertising gains for 1927. Venus is the patroness of pencils, and Diana, of "stuffed" confections.

An enjoyable and instructive discourse upon the phrase, "Sine Cera" without wax, tells of how this ancestor of the English word, "sincere", came to have the significance it does. The great sculptors of the past, worked in Parian marble, but it was very difficult to keep from making cracks and chips in the stone. The careless workman, to

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ADVENTURE

By Gertrude Webb

Installment 1.

It was a soft spring morning. The kind that teases one into looking for adventure, into peeking around just the next corner. It tormented Sally Summers too. She had ridden out for a short canter but the road had coaxed and coaxed until now she was miles from home. "Sweetness", her black mare, was feeling the effects of that spring morning as much as her mistress, Sally. Every quivering leaf, every shining stone, was an excuse for shying. She wandered all over the road and wanted to turn into any path that offered itself. Mechanically Sally pulled her back into the road. Again and then again. But gradually Sally's hand relaxed and the reins lay loose on Sweetness' neck.

Sally was pretending. Pretending that she was going to meet her man at the end of the trail and together they would ride forever and ever. Suddenly a branch slapped smartly in her face. Sally snapped back to reality. All around her was the woods. Before her a dim trail lay. Back of her the path just covered by the wandering Sweetness. There was a smell of spring in the air. Adventure was made for such a day. The Unknown tempted. Who knows what lay at the end of the trail? Sally did not recognize any familiar landmarks. Everything was strange. It was getting on towards noon and she really should be starting home. But then no one knew she had come back from the city because she wasn't expected for several days. Friends coming down to spend the day at the adjoining place had brought her down and no one had seen her arrive. Nor had any one seen her go to the pasture for Sweetness. Sally decided that it would be perfectly alright to miss luncheon because no one would expect and naturally no one would worry when she didn't turn up on time. Besides she had a Hershey in her pocket. The Hershey won the day. They would go.

"Come on Sweetness, let's travel." With a whoop that startled the skittish Sweetness Sally announced her readiness for adventure. Sweetness gave a preliminary bounce then threw herself forward. It was a mad dash. Sally crouched low dodging this way and that to miss branches. The wind whistled

in her ears. Leaves brushed her face. An exultant spirit seized Sally. Bring on Adventure! Finally, though, Sweetness decided they had run enough. She stopped her mad rush as abruptly as they had started. Sally, too, was quite content to slow down so once more Sweetness had her way. The sun was getting quite high. The woods was taking on its noon quiet. The birds had ceased their whistling and calling. The leaves were whispering quietly among themselves. It was a great old life was the thought running through the half-drowsing Sally's head.

Suddenly Sweetness stopped short. With a snort she swerved to one side. Startled Sally saw a Something across the trail. She screamed. It was too much for Sweetness' nerves. A thing and a scream. Time to leave such a place and they left. Frantically Sally pulled on the reins but for once the well-bred Sweetness did not respond. They rushed on. The going was rough. A hole or stumble—Sally shuddered. Then—

(To be continued.)

EDITOR'S NOTE:

The next installment for the story will be chosen from those turned into the Journalism Room by Wednesday night. Be sure to put your effort into drawer marked, "Serial Story" because it would be a shame to miss a chance at each week's prize of—well of something mighty nice.

Come on and do your stuff you budding authors. Show the English teachers what really fine short story writers you are.

NEW GYM CLASSES.

Classes in Physical Ed. have changed for the last time this year. The courts are full of girls learning the proper serve, the "backhand, forehand and all the rest of the hands in tennis. Every afternoon finds a large number of track stars to be out practising the high jump hurdling, dashing, hurling dishes, er we mean discus and the javelin. The gym is not neglected for the dancing classes are still going strong. Of course the swimming pool is as popular as ever. The swimming teachers hold forth each day on the various strokes and dives. The pool and the instructors are in use a great deal right now because the girls are all preparing for the Swimming meet. Everyone who can swim can enter and thus make points for her class. Thursday at 2 is the beginning of the Big Event. Everyone try for the dear old classes sake.

WICHITA REORGANIZES

Miss Linneman Honor Guest.

Miss Alice Linneman visited Wichita, Kansas, during the Easter vacation a guest of honor at a meeting of the Wichita Lindenwood Club. The club is quite large and is made up of Wichita girls, and girls from the surrounding towns who are attending Lindenwood, or have attended Lindenwood. The luncheon and business meeting was held in a private dining room of Innes Tea Room.

The club this year is unusually enthusiastic for so many of the girls are attending Lindenwood at the present time. During the intermission of courses, they sang old songs that all Lindenwood girls remembered, and talked of the old friends, teachers, and landmarks that everyone recalled. There were about twenty-five members present.

After the luncheon the club elected new officers for the coming year. Dorothy Solomon, who attended Lindenwood during '26, and '27, was elected as the president. Mrs. Harry Miller, from El Darado, who has been very active in the life of the Wichita Lindenwood Club, was elected unanimously as vice-president; Rita Willis, '27, of Wichita, as Corresponding Secretary, and Audrey Rickert, '24 and '25 of Augusta as Recording Secretary. Mrs. Merle Bennet, a newcomer to Wichita but formerly an old Lindenwood girl, was chosen as the Treasurer of the club, and Nina Blount Reed as Auditor.

Following the election of officers a general discussion as to the past and future of the club was of great interest to the new girls, and revived memories of the old members. The constitution was read. The following committees were appointed by the officers:

Executive Committee: Mrs. Foxworth, formerly Ruth Taylor, Winifred Nessley, Ruth Teter, and Beatrice Oliphant.

Membership Committee: Mildred Smith, Margarette Nicholls, Verrea Bump, Virginia Derby, and Mary Stewart.

Program Committee: Mrs. Eric C. Moore, Louise Blake, and Evelyn Watkins.

Several guests were invited to the luncheon and seemed intensely interested in the club. Everyone particularly enjoyed having Miss Linnemann as the guest of honor, and appreciated her effort in coming to the meeting.

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and—oh boy! that last love's embrace.

The whole play was most enjoyable with all the parts well played and all who attended spent a most pleasurable evening.

DADDY CARD TELLS "GO JUMP IN THE RIVER"

One of the most fascinating speakers Lindenwood has ever had was Mr. Edward Card who spoke at Sunday Vespers, April 15. Mr. Card has been doing work among the slums of St. Louis for the past twenty-six years. Sunshine Mission is truly a happy place where a great number of men and women receive comfort and help, physically as well as spiritually.

The Mission is located at 7th. and Market street, very close to the Union Station. Mr. Card spoke of the early days of the mission when it was a terrific neighborhood to be in. "Since prohibition has become a law, I seldom see a man or woman come into my place under the influence of liquor", said Mr. Card. "The audience is quiet and respectful in this house of God."

Mr. Card mentioned the splendid Sunday School held at the mission. These children are gathered in from the streets and taught the gospel and how to love the word of God.

But not all the people who come into the Sunshine Mission are hobos. Some are from the best of old refined families. Mr. Card told a pathetic story of a man whose home was in Ireland, and whose father was a clergyman. He found God through the mission and was later educated for the ministry. Mr. Card visited this man's parents at their home in Ireland, and it was touching to hear of their great joy.

In the language that Mr. Card gives his messages in his mission told us the story of the little girl Rachel who led Naamen to Elijah. This story kept his audience in expectation as well as laughter. Elijah's advise, "go jump in the river" was the climax, and everyone knew the story of the river Jordan.

"The lesson to be learned from Rachel is that there is no more wonderful work in the world than to tell the truth of the gospel. Jesus is the best friend you ever had and He will never leave you or forsake you. He will pilot your

ship and guide you through the storm of life to a harbor of perfect safety where you can spend the endless days of eternity."

Mr. Card is known in St. Louis as "Daddy Card" and we do not wonder at the name after seeing him and hearing of his experiences in the wonderful work he is doing. He has certainly been a father to many a friendless man, and has made Sunshine Mission truly the Lord's house. The young people of the various churches and societies of St. Louis have certain nights on which they give entertainment to the mission audiences. These are scenes of great inspiration to all present.

In his talk Mr. Card told of his own conversation at a mission in Chicago where Harry Monroe was holding services, and of the great change that was thereby made in his life. Lindenwood will long remember this kind white-haired speaker.

A. A. BANQUET.

All the athletics of Lindenwood are peped up about their banquet, and no wonder, for it is their big night, April 27. It is going to be a fine affair at one of the hotels in St. Louis, to be later selected as all the plans are not as yet completed. Dr. and Mrs. Roemer will go and many of the teachers. Honors will be divided between the new president, Margie Bright, and Harriet Liddle, the retiring officer.

LINDENWOOD MISSES HER

Everyone has missed Miss Gustavus so much since she has deserted the campus for the Infirmary. We hope that she will be out soon, especially since her mother is here and the good times they had planned have been ruined. Here's hoping Miss Gus will be fully recovered soon.

WEDDING BELLS TO RING

The many girls who knew Emma Monier, the freshman president of the class of 28 and attendant to the May Queen her sophomore year, will be interested to know that her picture and the announcement of her engagement appeared in the "Kansas City Star" Easter Sunday. The wedding is to take place early in June.

Read the Linden Bark.

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sic lent atmosphere in the background.

The *Linden Leaves Review* had a directory of schools and colleges with "Lindenwood College, St. Charles, Missouri, Fifty minutes from St. Louis" leading the list. And with this the book was closed.

The annual staff is very much pleased with the support of the students and faculty who helped them make about \$150, and believe that Friday, the 13th. is their lucky day.

EUNEVA LYNN GIVES HER VOICE RECITAL

Miss Euneva Lynn, a senior in the college of Public School Music, presented her junior voice recital in Roemer Auditorium last Tuesday afternoon, April 17, at four forty-five o'clock. She came on to the platform dressed in an exquisite pink georgette dress, with a long strand of pearls about her neck. Her long hair waved softly back to a knot at the back of her head. Silver hose and pumps completed the lovely ensemble.

Miss Lynn presented a program of four groups. The first contained two lovely favorites, "But the Lord Is Mindful of His Own", from "St. Paul" by Mendelssohn, and "Mon Coeur s'ouvre a ta voix" from "Samon and Dalila" a French song by Saint-Saens.

"The First Primrose" by Grieg opened the second group. "The Monotone" by Cornelius was beautifully melodic, while the voice remained as one tone throughout the entire number. "Hark, Hark, the Lark" is one of the Schubert favorites. Miss Lynn sang it charmingly.

"Goin' Home" from Dvorak's "New World Symphony" was never introduced more beautifully than by Miss Lynn's beautiful contralto voice. Its plaintive melody can never be forgotten. "Shepherd Play a Little Air" by Stickles Roger's "The Wind Song", and "Minor and Major" by Spross completed the third group.

Frances Whittaker, violinist, and Letha Bailey, cellist, assisted Miss Lynn in her last number, "Serenade" by Schubert. The obligate enhanced the rich contralto voice even more. The number was very difficult but Miss Lynn handled it admirably, and beautifully. The trio interrupted Schubert's "Serenade" excellently.

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cover these flaws would fill them with wax. Only the work which was truly done in marble was "Sine Cera". Eventually this term implying complete integrity was used in speaking of work in many lines, which met the standard of complete honesty and sincerity of effort.

SENIOR PLAY

In last week's issue of the Bark Ruth Cameron's name was accidentally omitted from the Senior Class Play's Cast of "Mr. Pim Passes By", on May 4th. Ruth has the part of Dinah Marden, a charming young girl who is very much in love with Brian Strange.

Brian (known on the campus as Billie Henny) is an artist who would like very much to marry Dinah. Billie is indeed a handsome lover. Frances Stumberg takes the part of the calm and collected Olivia Marden superbly.

Gertrude Webb is the narrow-minded English country gentleman, George Marden, who dislikes any change. Caraway Pim (Dorothea Meyers) is the man who causes all the trouble in the household. The part of the healthy hearty English Lady Marden is taken by Mildred Iffrig. Ann, the maid is played by the petite Betty Brown.

NEW SPRING ARRAY

Wonder Who They Have Pinned Before?

The fruit trees are bearing more than a bumper crop this season despite the frost. Wintry rain, ice, and hail came down in sheets all spring vacation, but it didn't matter, for Lindenwood girls work in all kinds of weather. They made high wages, and how!

Lindenwood girls go in for different sort of things. The frat pin is becoming trite nowadays, though they are always interesting. Has any one noticed Mary Merrill's partiality for the Sigma? She wears a Sigma Chi and Sigma Nu Pin side by side on her manly chest. No, she isn't a bigamist, the Sigma Nu pin is a sister pin. The wife wasn't left out; Oh my, no Betty Howland came back with a brand new Phi Gam ring that is really good looking.

One of the sisters seems partial to the S. A. E.'s. for Julia Stevens is the proud bearer of a shiny new S. A. E. pin. Margie Nicholls, Cleo's

only rival, dispalys a Beta diamond over her heart, and a Sigma Chi key about her throat. These Wichitans are pretty bad. The winter noticed Gin Derby with an A. T. O. Sister pin, and a William Record key. The girls advise rings or pins instead of the keys, though, for too frequent bathing of their necks, from tarnishing keys, is making them undersized.

The wearing of the key seems to run by floors, for Ginnia McClure who has long been wearing a Delta Tau pin, returned triumphantly on a recent Sunday night with a Delta Tau key about her neck. We're proud of her, and glad that there are a few pessimists left in the world. Cube may be thankful for the one true woman.

Bobbie Wyeth may be a pessimist too (One who loves but one man), for she at least sticks to one fraternity. She is wearing a new Beta ring and watch. The Betas do seem to rate at Lindenwood.

Ida Hayes is another who insists the "sister" be put in capitals. Her new Phi Psi SISTER pin is a dilly.

Not only the college frat pins held charm for Lindenwoodites. Mary Virginia Jeffries chose a high school frat pin, and who blames her? Just ask her about the man!

These new pictures simply can't be overlooked. Tell me, tell me—where do all these handsome men come from. I don't see how these girls do rate so well. 'Please, dear Lord, help me to be half so popular as the dog that ran through our lecture room this morning.

FOUR YOUNG HOSTESSES

Lindenwood's "Last Word" in Dinners

The girls in the Home Economics Department have been entertaining their invited guests at formal dinners in the Home Economics apartment. Each girl in the department acts once as hostess, waitress, and kitchen helper. She has the entire responsibility of the dinner when she is hostess, choosing her menu, her color scheme and her flower. The price is not set, but must be within a reasonable limit.

During the week of April 16, four girls entertained their dinner guests. On Monday, Beverley Faunt Le Roy entertained at a green and white dinner, with sweet peas decorating the center of her table. Among the goodies enjoyed by Violet Meyer, Mary Jane Hare, and Miss Cotton were Canape, Lamb

Chops, Cucumber Boat Salad with Cheese Straws and Lemon Sherbet with small Cakes.

Tuesday, Lolabel Black entertained Miss Eva Sayer, Clara Clark, and Margaret Bansbach at a lovely pink and white dinner. She served crab-meat, cocktail, consomme, and wafers, fried chicken, buttered potatoes, asparagus, stuffed tomato salad, fresh strawberry parfait with white cake, and the coffee, almond and bonbons. There were several other things that were equally as good in the menu of the dinner.

Frances Ware chose yellow and green as her color scheme with yellow tea roses decorating her table on Wednesday. Grape fruit baskets cleverly carried out the scheme in the first course. Crown Roast Lamb, asparagus with Hollandise sauce, riced potatoes, cucumber jelly salad, and pistachie ice cream with gold cake, completed the dinner.

Beatrice Oliphant invited Miss Morris, Mary Ellen Lucke, and Elizabeth Scott as her guests for dinner on Thursday. She served a delicious dinner of crab-meat cocktail, fried chicken, cauliflower, creamed new potatoes, strawberry ice, stuffed tomato salad with white dressing and wafers, and marshmallow puff, and white checked cake as her desert. Her table was decorated with beautiful red roses, and her colors were in red and white.

Each of the girls served after dinner mints or bonbons, nuts, and coffee.

WOMEN AS ADVERTISERS

Miss Frances Kaiman, an advertising expert who maintain her own adverting offices in St. Louis, addressed the Journalism Class last Thursday on the subject of "Women in Advertising". She is a prominent member of the St. Louis Women's Advertising Club.

Her talk was of utmost interest to the girls in the class, for advertising is a phase of newspaper work that they have not treated in any detail before. Miss Kaiman said that there is great opportunity for women in the advertising world.

"There are three ways in which woman usually enter the advertising world. By dire necessity, through absolute ambition, or by accident, and probably the majority of them enter through accident. They start out in some other phase of newspaper work, and find something that interests them especially,

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The LINDEN BITE

by
The Campus
Hound



Greetings! Easter Greetings—and all that! Well, now that everybody is back and on the job again, I guess we'd better see what's been going on around this here place that maybe everyone hasn't heard about. The main thing at hand, of course, is the Sophomore Prom. Even if they did wait so long to see what they were going to do about it, it went off dandy and fine. And a big time was had by all. Gee, this is getting to be a regular Co-Ed college, with so many things where men are invited. Pretty soon maybe they'll be having Friday night dances sponsored by the Student Board. Wouldn't they be great? Or do you like the idea?

Vacation sure did tie some people, didn't it. I've never in my life seen as many fraternity pins, rings, necklaces et Cetera, as came back with those girls that went home or to visit their friends. I haven't been able to distinguish which frat has the most pins out on the campus. Some day we'll take a couple of days off and count them, to see just which rates the best with Lindenwood girls.

Now that the spring days are getting so beautiful and nice, there are a lot of things that are happening that might be of interest to my admiring, or rather curious audience. It's mighty hard to please one's public and I've not been doing right by my little Nellies, but this time I'll make up for it, maybe. Anyway, about these spring days—we sure get some inside news on some of the things that have been going on under the cover of the dark and dreary day of winter. For instance, now that one can walk to the gate every night, every one takes her beloved down for a stroll in the dusk of the evening. Let's see now, I saw Janie Scott and Ruthie Bullion out the other night. When did they get together without our knowing it?

Another girl that is seen strolling down the walk is the little Thatch girl from Arkansas, but of course her interest lies only in the big house on the left going down and the big house on the right coming back up. It's quite romantic

to watch proceedings between this little Frosh and the Campus Shiek. We're going to have to start calling him the College Widower, if you get what I'm driving at. Of course the regular ole stand bys are walking now on their hundredth mile. Well, in the Spring a Young.....

Must quite this chatter and get down to real work, ave something else besides do this all the time.

Good by,
Box-Car, The Hound.

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or some phase of the work to which they are particularly fitted. One nice thing about advertising work is that woman has no occasion to lose her femininity, in fact if she does, she has lost a great deal of her power. A woman in business can be delightful, or she can be thoroughly horrible, but the woman with all her feminine charm, yet with a business mind and head, will succeed far above the maculine woman. Eighty-seven per cent of the buying in the world is done by women. So it is necessary to keep a woman's view point."

Advertising isn't purely business. It is one of the most romantic forms of newspaper work, or any kind of work that can be had. Advertising offers practically anything that is wanted. Miss Kaiman named two women who have made great success in the advertising world, and who are well known the nation over. Mrs. Irma Pirham Proetz, who entered through accident, has won the Harvard award which this year was \$2,999, fro three successive years, and Irene Donath who entered through absolute ambition has become one of the most indispensable women in the advertising world today.

THESE MEN.

HARK YE MAIDENS. We've been wondering all along about this. Here is the answer from some place or other. It came through the mail. One wonders if the girl who received it needed it?

TO MAN—AN Ode to the Odious.

"Once upon a time I thought I undertood man and would eventually marry one. But alas! Man is an intricate piece of machinery Here's what I've decided.

"If you wear gay colors and startling hats, man will hesitate to take you out, but if you wear quiet colors he will take you out but

lose both his eyes on some female in orange or red. If you are a "snake" he hates you to meet his Mother and sister, and if you are a flapper he inevitably remarks to his "frat" brothers that you are "just a kid trying to be wicked". If you are the sweet old clinging vine type he doubts if you have any brains; if you are advanced, modern, independent, he doubts if you have a heart or scruples.

"If you are affectionate and allow him to kiss you, he soon tires of your kisses, and if you don't, he gets offended at the start. If you are boyish and cute he longs for a soul mate, and if you are brilliant and deep, he longs for a playmate.

If you flatter him, he thinks it is your line, if you don't he wonders why not. If you are jealous of him, he can't endure you, and if you aren't, he simply can't understand you. If you always agree you cease to interest him, and if you don't you cease to charm him. If you don't believe everything he tells you, he believes you are a cynic, if you do, he terms you a little fool.

"If you join him in his vices,—drinking, smoking, swearing and the like, he swears you are driving him to the devil, whereas if you don't he takes you home early and goes out with someone who will.

"If you call him up or write quite a bit, he is convinced you are pushing him and gets tremendously conceited. If you fail to do these things, he is sure to think you don't care a thing about him. If you admire his wonderful fraternity pin he thinks you are scheming to obtain the foolish thing, and if you don't mention it his feelings are hurt. If he asks you to wear it and you refuse, his feelings are terribly hurt.

"Now, girls, how on earth are we to please Man?

Strand Theatre

FRI. NIGHT—SAT. MAT.

CORINNE GRIFFITH
in

"THE GARDEN OF EDEN"
with Charles Ray, Lowell Sherman

SAT. NIGHT
ADOLPH MENJON
in

"NIGHT OF MYSTERY"
with Evelyn Brent