FRIDAY, JUNE 15: Senior Aid Day.
SATURDAY, JUNE 16: Alumni Day; Registration begins 8:30 a.m.; Annual Alumni Meeting, Auditorium, 11:30 a.m.; Alumni Luncheon, Gymnasium, 1 p.m.; Alumni Parade and Patriotic Addresses, College Campus, 3:30 p.m.; Reception by President and Mrs. Brubaker to Alumni, Faculty and Class of 1912, Gymnasium, 5 to 7 p.m.; Campus Sing, 7 p.m.
SUNDAY, JUNE 17: Evangelistic and Baccalaureate Address by President A. R. Brubaker, First Presbyterian Church, 11 a.m.
MONDAY, JUNE 18: 73rd Annual Commencement Exercises, Address by Dr. James H. Sullivan, State Historian, Auditorium, 2:30 p.m.; Senior Reception and Ball, Gymnasium, 8 p.m.

MYSKANIA

This issue of the "News" offers a last opportunity to set before the students the purpose of Myskania. It is especially fitting to do this here, because the past year has brought us, with many other advantages, Myskania.

For the benefit of the alumni, we would say that Myskania is an honorary student council consisting of not more than twelve or less than ten members, five of whom are chosen by the faculty and the rest by the retiring council. The purpose of Myskania is to regulate student activities such as class trips and excursions, to discuss topics of interest to even the State College graduate, old and new, and even to the friends of the college. The selling price is $1 at college, $1.25 when sold. It is essential to the success of the undertaking that more books be sold immediately. The book should be of interest to every State College graduate, old and new, and to every student in the college, and even to the friends of the college. The selling price is $1 at college, $1.25 when sold. Buy a copy now.

EXCELLENT SPEAKERS TO FEATURE COMMENCEMENT

Dr. James Sullivan, State Historian to Give Commencement Day Address—Judge Talbott and Superintendent Edsall to make Alumni Day Addresses

One of the most pleasing features of this year's commencement program is the excellence of the speakers who have been chosen for the occasion. Dr. James Sullivan, State Historian, will give the Commencement Day address in the chapel on Monday morning, June 18, at 10:30 o'clock. It is doubtful if State College could have secured for this occasion a man who has laid a greater or more useful part in the affairs of the educational world. He was born in Baltimore Feb. 13, 1873; entered Harvard in 1890 and graduated in 1894 with the degree of A. B. He then post-graduate work the next year and received the degree of A. M. He then studied abroad doing work at the universities of Paris and Berlin. In 1897 he became assistant instructor in history at Harvard and was granted the degree of Ph. D. the following year. Since that time he has specialized in the teaching of History, filling from time to time important positions in some of the best known educational institutions in the country, among which are the University of Chicago, New York State College for Teachers, Columbia University. He has also lectured in summer schools at Cornell, Harvard and Columbia. During the coming summer he will conduct a course in local history at Cornell. He was appointed State Historian last year, and is carrying out the duties of his office with rare executive talent.

Besides contributing practically all of the best known historical reviews and encyclopedias, he is the author of several text books. Among these are "An Elementary History of England" and "The Government of New York State."

Dr. Sullivan will speak to the students upon "The Dangers of Leisure." He is known to be an eloquent and entertaining speaker, and his wide range of college and teaching experience should insure for this year's graduates a treat long to be remembered. The college is further to be congratulated in securing for Alumni Day addresses, Judge Frank Talbott, of Gloversville, and Supt. James Edsall, of Brooklyn. Both of these men have been connected with the college during the years that have passed by since their graduation. Never have they failed to answer to any call for service that the college has addressed to them. State College students may well look with reverence to these brilliant men who are in themselves an exemplification of what college spirit and college loyalty should be.

Judge Talbott was born in the town of Burlington, Aug. 10, 1864. He secured his elementary education in district schools and the Burlington Flats Academy. In 1882 he entered the State Normal at Albany and was graduated with the class of 1886. For the following two years he was principal of the Union School at Schuylerville, Lake, N. Y., at the end of which time, he took up the study of law, spending the following two years in the law office of J. B. Kiffer at Mohawk, N. Y. Since his admission to the bar, in 1890, he has conducted an active legal practice in the city of Gloversville, serving the city for three years in the capacity of city attorney, and the county seven years as district attorney. In the fall of 1913 he was elected to the judgeship of Fulton county, to which office he is now rendering most able service.

Supt. Edsall has been closely connected with the teaching profession since his graduation from the State Normal in 1884. His first administrative post was at Rosburny, N. Y., which was followed by positions, all of instructing in High Falls, Tottenville, and Bath Beach. In February, 1901, he was elected Associate Superintendent of the Borough of Brooklyn and has since been elevated to the important post of a District Superintendent of Greater New York.

STATE COLLEGE SONG BOOK

The long-talked-of State College Song Book is at last a reality. Five hundred copies are here for immediate sale. Only half this number has been sold. It is essential to the success of the undertaking that more books be sold immediately. The book should be of interest to every State College graduate, old and new, and to every student in the college, and even to the friends of the college. The selling price is $1 at college, $1.25 when sold. Buy a copy now.

STATE COLLEGE SOLDIERS

As the year draws to a close State College numbers among its undergraduates the following men who have entered some form of the military service: David Aaron, U. S. infantry, Fort Ethan Allen; Albert Luff, mounted orderly, Watervliet Arsenal, N. Y.; Jesse Smith, U. S. Marines; Alfred Dedike, National Guard, Rochester, N. Y.; Jesse Jones, Irving Gowey, Willard Pearsall, Edw. Potter and Roy Schenkle all in the officers' reserve corps at Madison barracks.

ALUMNI, ATTENTION.

With the exception of the Liberty Loan, no better investment exists than a subscription to the "News" at 50 cents per year. Subscriptions are being taken by Miss Lillian Magilton, acting treasurer and business manager.

ALUMNI NUMBER
A LAST WORD

This is the last issue of the "News" for the year 1916-17. Intensely grateful to the students who have given us their time, interest, financial and otherwise, during a year that has been fraught with most trying difficulties, we bring our work to a close, offering at the same time our most hearty thanks and pledges of our loyalty to which they aspire and have endeavored to help them so that the wrongs will not exist; we have praised and encouraged the right, the good, the noble in every way we understood it. We have believed in the possibilities of college life and in the future we shall continue to believe in those possibilities. The committee on Publishing a College Weekly Newspaper, Class of 1918, have been the ideals of this paper, and in the future we shall continue to maintain them. We shall continue to speak frankly in our condemnation of irregularities, misconduct, and student inertia, but we shall do so only when we are reasonably certain that we have just and sufficient cause for so doing. On the other hand, we shall welcome criticism of ourselves and will strive to rectify whatever may be worthy of censure. "Progress" is the watchword of the "News." Blessed are both you and we if mutually we aid each other in its attainment.

FINANCIAL REPORT


Receipts
- Subscriptions: $504.00
- Single copies: 9.44
- Partly paid subscriptions: 5.05
- Advertisement: 104.96

Total receipts: $623.45

Expenses
- Printing: $609.92
- Supplies: 46.42
- Total expenditures: $656.34
- Balance: 6.11

STANDARD RING

For many years it has been the custom of the graduating class to give class rings. Each year these rings have had the College seal modified in some way. Sometimes this modification has been but slight. Still these changes caused the ring to fall in its purpose,—a means of identification. The class of 1918 in making arrangements for their ring took things into consideration and thought it would be advisable to have a standard ring for the College. The committee, composed of Agnes Moore, Ruth Murphy, Lillian King and Lillian Magilton, added to their number three members from 1919—Berneice Bronner, Ernest Pudenzbaugh and Margaret Flynn—and from 1920 Elizabeth Osborne, Ernest Tripp and Emily Loebermann.

At student assembly it was voted that a standard ring be adopted and so the committee is making arrangements to award the bid this week. The final step in selecting the design will be taken just as soon as College opens in the fall.

A SKETCH OF 1917.

Each departing class leaves something of tradition and experience to its successors. "He who has never made a mistake has never made anything." 1917 claims leniency for its shortcomings, in so far as they may be warnings to the coming generations.

In certain directions our pride is pardonable, because it is equally the pride of the whole college. The year's successful Friday mornings is an instance. A well-planned Moving-up Day is another. Under sturdy and wise leadership "The Echo" has taken its new place as the purely literary expression of the college. We have in great need of a collection of college songs, and the College Song Book is the result of two years of planning and solid labor. The class of 1917 has been peculiarly honored, because the faculty plan for a Senior Council has originated during this year. Mysskan will be one of the most permanent and influential college traditions.

1917 thanks the college, both faculty and students, for four happy years and thanks "The College News" for this opportunity to speak of farewell.

RED CROSS

Much interest has been manifested in the red cross work which has been taken up recently. Up to date there are 148 signatures of membership. Registration is still open for all those who wish to join.

The kind of membership is $3; Contributing, $5; Life, $25; Subscriber, $2; Sustaining, $10; Patron, $100.

Kappa Nu has contributed $8 and Ein Phi $10 to the Red Cross Fund from the proceeds of their annual spring dances.
OF INTEREST TO ALUMNI.

During the present year there have been 1,027 students in attendance at the college.

The faculty now numbers fifty-seven. Next year a physical change will be organized the health service. New courses in anatomy and hygiene will be added.

Miss Florence E. Burt, secretary to the president, has resigned to become the bride of Mr. Frederick Hyson, of Mount Vernon, Va.

During the year the following organizations have been established in the college: A branch of the Y. M. C. A., the Newman Club, the Industrial Club, the Music Club, the Spanish Club.

This has been a banner year for State College in basketball. This year we have the strong teams of Colgate, Springfield Y. M. C. A., St. John's, Union, R. F. I., St. Lawrence, and Niagara.

A per capita tax has been voted by the students to meet the expenses of maintaining the various athletic activities.

The Y. M. C. A. now has about 300 members.

A summer session for high school teachers will be given at State College this year.

A course in military instruction is planned for next year.

The report of the Education Department, Vol. 2, pages 193-205, contains an interesting discussion upon the college, its history, officers, curricula and progress. The report is mailed free upon application.

An event most in keeping with the spirit of the time is the reorganization of the H. E. department this spring. Immediately after the declaration of war, the attention of the classes was turned toward economy and efficiency in the production of food and clothing. By the making over of clothing, proper preservation of food, and contributions to red cross work, the students have already done a valuable "bit."

The following students of State College were chosen as prize winners in the recent essay contest given by the Civic League: Rheinhard Holm, Katherine Shatters, M. D., Edwin W. Dun, Elgin Gillette, Katherine Pollock.

Places on next year's "News" board have been assigned to Caroline Lipes, Dorothie Dorsey, Donald Tower, Lawrence. Arnold Nulde, Alfred Miller, Kathryn Linchel.

SCHOOL JOURNALISM.

Paper Read by James Wingate, Dist. Supt. of Schools, State College, N. Y., before Press Club of the State College for Teachers, March 17, 1917.

(Continued from last issue.)

Another department in the organization of a modern newspaper is the editorial department. Numerically speaking, this department has fewer employees than the news department and, comparatively, it is of less importance. The editorial demands an entirely different style of writing. It should be less factual, taking a particular subject and using a few basic facts, making an appeal to the reason with the aim of influencing the reader to reach the conclusion you would have him reach through discussion of the few facts.

Your conclusions should not be definitely stated in the editorial. You must have the reader credit for sufficient intelligence to reach the conclusion that you would have him reach through your editorial discussion. The editorial should be free from personal bias, its object should be created in a broad general way. In this department, as in the news department, the reading public does not tolerate long-winded articles. In fact, in general, the newspaper editor has declined in influence. The time was when the Weekly Tribune, the Toledo Blade and other papers of their class exerted through their editorial columns a powerful influence in molding public opinion. But to-day the reader desires to form his own conclusions after reading the news items. Of course we must admit that we have not the number of editorial writers to-day that the preceding generation had. Greely, Weed and Dana were strong and potent writers, and I know of no editorial writers to-day that can be compared with them. Their influence was personal through their own editorials. But times have changed, and the influence of a paper to-day is impersonal, leaving its readers to think and conclude for themselves through the fairness of the general issues that it may pass through the editorials of an individual. The editorials, therefore, in each issue should be short and few in number. I would suggest that a good way to stimulate interest in your paper would be to have signed editorials in each issue written by a person interested in the college and generally known to the readers of the paper. For instance, I would suggest that one issue contain a short editorial over the signature of your efficient president, another over the signature of the Commissioner of Education, another in the heads of departments of the assistant commissioners of education in the State. You might even procure this further and secure a short signed editorial from persons prominent in the educational world. There should be no difficulty in securing signed editorials that would be worth while for each number. This would prove, in my judgment, an attractive and valuable feature of a school paper and the reader upon receipt of his paper would turn at once to see who had written the leading signed editorial and would desire to know the substance of it.

The condition of the financial affairs of any great daily depends largely upon the efficiency of its advertising department. No newspaper to-day could continue to exist without some income from advertising. This is a legitimate field of service for a newspaper, a service which brings the paper in contact with the public. So, too, any school journal or newspaper should see to it that its advertising department is well organized. A school paper would, therefore, do well to have an advertising department presided over by an advertising manager. He should have the assistance of several of his colleagues. There are many firms and merchants whose business it is to sell goods that your college needs, in the line of books, equipment, pictures and apparatus; goods that your students need in the line of wearing apparel, banners, pins, and other supplies. There is a large variety of needs and your appeal could be made to a large number of advertisers. In soliciting your advertisement, do not make the mistake of asking for it out of sympathy, giving as a reason that your paper is not a paying proposition, that the advertisements ought to help the college, and various other sympathetic appeals. No person to-day does business on sympathy. It is a plain business proposition. Conduct your advertisements in such a way that they will pay them to advertise with you and if you can make it pay them to do so, you will be so doing for your own business. I recall herein with a representative of a school paper who was so much surprised when he received his remittance from the manager of a large book company. In presenting his proposition the solicitor endeavored to make his readers believe that Mr. Blank, that our name is not a paying proposition, that
may reach even beyond your fondest hopes; you will furnish an opportunity for a large number of students to make practical application of their English training; you will stimulate an interest in the fascinating subject of general journalism, and with it all you will be giving courses in business and business administration which can not help but equal in interest and in value any formal course in business administration.

MUSIC CLUB.
The Music Club, one of many clubs started during the past year, was begun in December. Its purpose is to develop and train appreciation of good music as well as to provide intellectual benefit by occasional literature studies. Programs are given every other Monday afternoon. The club has rented its own piano during the year and next year it is planned to buy music as well. The year's work has been satisfactory and the end of another year will see the club firmly established.

ETA PHI.
At a recent meeting the following officers were elected for next term:

President — Florence Lansing.
Vice-President — Pauline Kinne.
Secretary — Hazel Byers.
Treasurer — Arlene Beardsley.
Chaplain — Olive Woodworth.
Corresponding Secretary — Elmetta Van Deloo.
Critic — Jennie Muhlemann.
Reporter — Ruth Kimmey.

Eta Phi congratulates Verne McCann, '18, upon her selection for Myskania, and Harriet Church, '16, upon her election as treasurer of the Junior class, and as secretary of the Consumer's League.

COLLEGE CLUB
OFFICERS, 1917-18.

President — Christian Christensen.
Vice-President — Helen Fay.
Secretary — Margaret Shevlin.
Program Committee — Elizabeth MacMachen, Rachael Lee, Elizabeth Makin.

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