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ENDOWMENT CAMPAIGN

The Trustees of McPherson College at their annual meeting on February 3, 1930, unanimously decided to launch a campaign to raise at least \$150,000 additional and among for the college An endowment committee was appointed consisting of Dr. J. J. Yoder, Pres. V. F. Schwalm, Dean R. E. Mohler, Prof. J. H. Fries, and Mr. R. C. Strohm, with Mr. W. J. Krehhiel and Mr. Peter Aurell as advisory memhers. The campaign will begin in September of this year. It is the plan of the committee to receive cash donations and five-year pledges. The committee plans to begin the campaign on College Hill, then to carry it out into our church territory and to the town of McPherson and the surrounding territory Drs. Yoder and Schwalm have been released of teaching duties for the next year is order to give their time to this work. It is to be hoped that alumni, former students, and friends of the college will give this movement their enthusiastic support.

WHY MEPHERSON SEEKS ADDITIONAL ENDOWMENT

From fully to averally-seven nervoid of the recent graduates of McPhernon (ollog-have herome public school teachers. In order to flach, everificates must be secured from the State Department of Subaration. But certificates are granted only for work done un Standard college. In order to be remained a standard college in Kanasa, a school must have for 200 atudenta, an annual income from endowment or similar dependable sources, apart from student fees, of \$26, 00,00. For more students, more income must be provided. Our present endowment fails far short of this, We have depended on offenings from the churches for this abortage of income from endowment but have received only a very small portion of it.

But is this requirement actually needed or is it

only an arbitrary demand set up by the state regardless of need? It is actually needed, for the following reasons:

 To balance our budget—We have tried to economize wherever we could but have been unable with our present income to meet our expenses entirely. It was to meet this need that the offerings were asked from the churches.

2. To keep our good teachers and to secure others when possible. The cost of living has gone up tremendously during the last fifteen years. Teacher's alaries maturally have rises with the cost of living. Other colleges of our kind and class are raising teachers and scalaries at present to keep our strong teachers and scalaries at present are broke the normal for colleges of our class. We want our students to have access to the best teachers.

3. To provide funds to keep her plant and equipment in a satisfactory condition.

Students are coming from high schools whose buildings are modern and authantially built and whose equipment is up-to-date and of the best. If the college buildings and equipment give the impression of neglect and decadence, students are not likeily to partnnise that college, or to be satisfied if they should come. It costs money to maintain an adequate college plant.

4. To assure the life and permanence of the initiation. When the resources of a college are so meagree that it can merely exist in times a for property, list life is threatened with every adversity. One reason for endowments is that a college may be able to withstand a crop failure, or any other misfortune which may befall her. Colleges are in a race for survival. The college that is not getting it resources built up now may disappear from the maps within the next decade. The Pravident of Grenata College said that "endowed colleges are free from the changing whims of public sentiment and criticisms and can stand firm. The endowed college is permanent. "Endow or die' has been the unversal imperative in higher education". The only thing that will assure the permanence of a college is adequate endowment.

If the above needs are adequately met, then we can meet State standards or North Central Association standards. The North Central Association and like agencies do not create the need. They point out the need of a good, efficient, permanent college. It is the only way to build a school of quality.

McPherson College desires to help young men and women to full, rich, useful Christian living. Why not invest in human life with a view to future returns in Christian service to humanity 2 - V. F. Schwalm.

WHAT MePHERSON COLLEGE FRIENDS HAVE DONE FOR THE COLLEGE IN A FINANCIAL WAY

The College has received most of its gifts in rather small individual amounts in the pain. Only a few donors gave in larger sums. However, when one considers the results that have come from the giving over a series of years, there is much to racourage and to appreciate, a fact which we hope to point out in these lines.

Through the period of founding and pioneering the College made no effort to build a fund for maintenance purposes. Times were hard, standards were not well formed, and fixed requirements were not demanded of Colleges. Salaries were low and faculties small.

The time came when the situation changed very decidedly. Colleges were standardized, larger faculties were required, living in general became more expensive, and colleges had to pay higher salaries. Equipment had to be improved and increased in order to do the quality of work demanded of the better colleges. McPherson College, as did many other colleges, facet the absolute need of endowment well as money for more and better buildings, class rooms, and laiostoriens, better salaries to employ and to hold good teachers. It meants new program of promotion. The organization was reformed an a basis that fitted into the new program and the trates and management proceeded to keep McPherson College in the accredited list and have succeeded in their effort.

This began about eighteen years ago. At that time there were three buildings on the campus. The endowment amets, and annuities totaled less than fifty thousand dollars, consisting of nledges, land and notes. However, the College was out of debt, which was a favorable factor. During the last sixteen years, four new buildings have been added and naid for, a new heating plant has been installed, the new chapel added, all at a cost of more than two hundred thousand dollars. The paid up endowment and annuities have increased to three hundred fifteen thousand dollars, a total sum of about five hundred twenty-five thousand dollars. This means that the friends of the College have contributed approximatelv \$475,000 to the College in sixteen years, or an average per annum of a bit less than \$30,000. The College holds also endowment pledges amounting to \$115,000 Many of these are past due, and will have to be heavily discounted

What has been done, gives the trustes encouragement in the present need, which has presend them to ask for \$150,000 more endowments. to be paid in free parments, in the next five years. We have done as much per year for the last sitzen years, and if we next five. It is not an urreasonable amount. We have a very much larger Alumni body and with the ame willingnees to ascriffee for the young people of today, for the training of Christian leaders, for the church, the home and for society, we believe it can and will be done. Furthermore we see no other way to keep the College in the accredited class of colleges -J. J. Yoder.

OUR PRESENT FINANCIAL STRENGTH

- 1. Buildings, grounds and equipment \$435,023.47
- 2. Paid up, reinvested endowment, nowproductive \$215,000.00 housing to denom \$103,000.00
- Annuities, income going to donors \$103,000.00
 Bladere manual
- Pledges, unpaid \$115,000.00
- Gifts from churches, average for past three years about \$ 2,250.00

WHAT MCPHERSON COLLEGE CAN MEAN TO MCPHERSON AND THE COMMUNITY

1. McPherson College can give DESIRABLE, PUBLICITY to McPherson and the Community, as the home of the School of Quality. This is the day of specialization. Each community devices something distinctive. Rocky Ford is known for and wither for her cantalouges, Okkahoma for her oil, Missouri for her mules, and McPherson for her School of Quality. Desirable publicity comes to the city and community as a result of the successes of her athleties and scientifies, whether and oraches, her making an assisting. As a supersidered the successes of her athleties whether they be locating meteories on raking diamonds. As evidence of the appreciation of the value of this factor, witness the efforts of cities which lack colleges to secure them.

2. MePherson College can develop a COM-MUNITY CONSCIOUSNESS. The College serves as a common bond to ite more closely the community and the city. The student generations include many from city and country who mingle inithmately in their classroom work and extra curricular activities, who meet and solve common problems. There is provided a large measure of college trained leadership for common tasks. As a result, the high percentage of college trained tradewise, artislans, farmers and public officials bring to the solution of their tasks a distinctively higher type of appreciation of the better things of life than is typically found. This eutural atmosphere attracts residents of the better type,

3. McPherson College can continue to give bass EPECTIVE EUCATION which the large universities are new trying to obtain. President Aydelotte of the second second second second second second of every and the reaction as a second second second and a contrast of the second second

McPherson College can provide this effective education with GREATER ECONOMY. The overhead expenses of a topheavy organization do not have to be met. For many of the students, transportation charges are reduced to the minimum. The basic courses preparatory to the professional schools can be efficiently provided at much less cost than in the large cities. Economic benefits accrue not only to the student, but to the city and community as well. The expenditures of the College, both individual and institutional, add graatly to local prosperity through the purchase of food and clothing, the enhanced value of properties, and the increased demand for transportation and other factors which enter into modern civilization. Proper support of existing institutions will make unnecessary the establishment of tax supported Colleges with the consequent increase in tax rates.

5. All these benefits can be continued if rea-

sonship FINANCIAL SUPPORT is assured. The tendeutational intuitions with the largest endowments have an average endowment par attudent of \$4,364. Thres hundred institutions, of which McPheron College is typical, have an average endow which MCP the total endowment funds and care for 11% of the students. The three hundred poorer colleges hold 13% of the total endowment funds and care for 11% of the students. This is not equality of opportunity. It is not merely a community obligation, but also a good investment to support liberally an institution which the community.

WHAT THE TRUSTEES THINK ABOUT ADDITIONAL ENDOWMENT

"I am deeply concerned about this matter of endowment. The first type of character bring cultivated at McPheron College arems to me to be so vital in our present days conditions that I would he a tragerly if the college were to continue to be empled for want of home. As an investment that will pay dividends, in human character, for all time, this endowment fund offers an unexcluted topportunity both for the man of means and likewise for the man who must take it out of his living. I only hope our people realize this need and may envisage the opportunity" — In R. Frantz, Fruits. Colo.

"There is no doubt but that the endowment is greatly needed".-F. A. Vaniman, McPherson, Kansaa.

"In order to preserve the splendid sentiment of McPherson's past, to maintain the present high rating of her many students and graduates, and to msure her future against financial embarrassment and low scholastic standards, it scems imperative that we increase our College Endowment".—W. A. Kinzie, Navarre, Kanasa. "If the facts could be made known to all as some know them as to the difference bytween a secular education as offered by State institutions and a Christly religious education which can be made available only in a Chorch school, that knowledge would prompt a logaity for our Chlege that would aduldantly assure her future progress"—E. H. Eby, St. Jeseph, Mo.

"McPherson College needs the additional endowment to maintain its standard as an accredited college" .--- E. A. Wall, McPherson, Kansas,

"We need more Christian Colleges that will radiate through its students true Christian character. We know of no other college better prepared to do that".--E. A. Frantz, FL. Worth, Texas.

"The Church of the Brethren stands for the Gospel ideals in individual life. McPherson College is one of the strongest regional agencies for training ury south for the discentiation of these ideals. Unless the churcher raise the endowment, they aerioatby handinga the college in her task, and iderice pride which in turn affects their loyality to the church"." James M. Mohler, Levion, Mo.

"We can't get along in the program of Jesus without Christian education and since we are depending upon our colleges to help put it across, let's put the endowment block behind the wheel so they can make the grade.

"I know of no worthier way to invest for the future good of the church" -I. C. Snavely, Haxtua, Colo,

(Other trustees will be heard from later).

THE SERVICE OF MCPHERSON COLLEGE TO THE WORLD

McPherson College and the world that it serves are deeply indebted to the vision of pioneers in the field of edgeation from the Church of the Brethree -men who nearly a half-century ago drawned of a school that would train the wouth for honest service wherever if meight lead them. It was to help merone of the world's needs that this school was foundd. Buildings were served, curricula plannel teachers secured, and the school opened with a far vision of its usefulness to society.

Since the first day, thousands have come to this college, some for longer and some for shorter periods, to pursue courses of training which would be most helpful to them in their life work. As they have gone awa, , the lives they have lived have been, in part, the result of this contact. While it is humanly impossible to measure the results of that influence, some suggestions may profitably be made. The Church of the Brethren is happy to think of many men and women who have given, or are giving, their lives m noble service for the Christian cause. One thinks of J. H. B. Williams, whose life went out in service to his church in far away Africa; of such missionaries as E. H. Eby in India and F. H. Crumpacker in China; of O. H. Austin and his work in evaugelism in America; of such pastors as Clyde Forney and W H Yoder: of such college presidents as Ellis M. Studebaker and A. C. Wleand; of scores of men and women who serve in various ways in church and school. Nor is the Church of the Brethren the only denomination served. Missionaries and pastors have been trained for other churches such as the Methodist. Presbyterian, Baptist, Congregational, Brethren in Christ, Mennonite Brethren, Christian, Free Methodista.

It is to be expected that the majority of students trained in a college will find their work in diversified fields of service. The alumni records of McPherson reveal the names of a small army of men and women who have gone into farming, homemaking, nursing, medicine, law, teaching, husiness, and social work of various kinds. It has been the hope of the College to ad all these men and women to meet life at their best, to go from these balls with clean hands, clear minds, and sympathetic hearts, to go with vision and courage and forthule to realize their dreams.

The College has endeavored to meet the needs of a rapidly charging eivilization. It is the policy to make fitture adjustments when future conditions domaind i. In making these changes, the true objective is not forgotters. That the light of Truth be earried into all areas of life so that Life may be conserved, alwas at its list. Miss Edith Metiaffeet

SUPERVISED-PRACTICE-TEACHING AT McPHERSON COLLEGE

By a recent decumon or the Shule Board of Kilucation, it will be necessary after this year to have credit in observation and practice teaching for elementary, apecial and regular high school certificates. This rule which is already in force in many states will be a distinct forward step in teacher training in Kanona.

This, however, places a requirement on the collegre which would be exceedingly difficult to meet without the co-operation of the public school authorties in the college community. Through the kindness of Supt. Fotem and the School Board of Mr-Pherson, the College has been able to arrange for this work most satisfacturily. Certain trachers in the elementary and high schools will be adeginated as critic teachers. Students enrolling for this course will be assigned to these critic teachers. They will observe the score of the critic teachers, and with ceater of the score of the critic teacher, and with ceaber of teacher training will is complexed by the college to have general charge of the work. Only Scorinow will be slightly to do marcicle teacher in high school. One must be at least a sophomore before attampting practice tasking in the ielementary gradas. We are exceedingly fortunate in having the wrymabatic co-operation of the school authorities of McPherson and to them we are deeply gradeful. Members of the State Department of Education have congratulated us on this excellent and early arrangement for this work.

NEW TEACHERS

Because of the resignation of Coach George Gardner who is to coach baskethall at Washburn College next year, the Management of the College was forced to the difficult task of selecting a new coach. A score or more of applicants were carefully considered. Melvin J. Binford, now coach at the Junior College at Hutchinson, was the unanimous choice of the Management for the new coach. Mr. Binford is a graduate of Pittaburg State Teachers College where he won letters in Football Basketball and Track. He has remarkable records of athletic success while in college; while at the same time he was an honor student and active in Y. M. C. A. and other similar work. He has had excellent success as a coach at Hutchinson, having won the State Junior College Conference Championship in Baskethall in 1929.30 Mr. Binford comes to McPherson very highly recommended as an athlete, as a scholar, as a coach, and as a Christian gentleman. He was raised in a Quaker home, to married and has one how We welcome Mr. Binford and his family into the school family of McPherson College.

Mrs. Earl R. Bohling, wife of Prof. Bohling, will have charge of the stenographic courses next year. Mrs. Bohling is a graduate of the commercial course of Kanasa Wealeyan College, and has had several years of teaching experience in Abilene. Mrs. Bohling's students have made a very coccelent record in state contests in typewriting. The college is expanding the commercial courses, and will offer both a one and a two years course next year. With Mr. and Mrs. Bobling in charge, it is believed that this department will see rayid growth.

Not as a new teacher, but as a former teacher who won a large place in the minds and hearts of the faculty and students of McPherson, we welcome Dr. and Mrs. J. D. Bright back to our group next year. Prof. Bright has for the past two years been studying history at the University of Wisconsin where he will receive his Ph. D. degree in June. We are very fortunate and indeed very happy to announce that Prof. Bright will be back and will be head of the History Department next year. We waited with abated breath for his contract when we snew that state University Presidents were interested in employing him Prof. Bright was a strong teacher while here before. We prophesy that the History Department under his leadership will be second to none in Kanaus

Guine anomal, two sort that Mer Brocht improvod horr time which her hurbout and are study up hottery and completed the course leading to an A. M. in English at the same time that Dired Fordh great the same study of the same time that the same study of the Meride Will receive her A. M. Mrn, Bright will teach Mro Lahman', classes for the college for the first semester next year while Miss Lahman studys in English Mr. Mr. Bright is no novice in the whole room, horare her minimum. We containly and heartily welcome them hasks to McPherono.

Prof. Utrecht will he studying Languages in the University of Chicago for the next two years. His successor has not yet been relected, but a number of good candidates are under consideration? A Director of Practice Teaching who is also to asslet in the Education Department is also to he employed very soon.

PROFESSOR NININGER'S DISCOVERIES

Prof. Nininger has made two discoveries recently either one of which would give the average scientist great satisfaction. Near Quinter, Kansas, he and a group of his students excavated the skeleton of a giant fish, 13 ft., 10 in. in length. It is of an early geologic age, a rare specimen. It is in a fair state of preservation and can be completely restored. It is said that only about a dozen of this type have been found. It is now on exhibition in the McPherson College Museum. Another phenomenon of great interest is a giant meteorite which fell in Arkansas in February, causing a great shock to the surrounding country. The meteorite was located by Prof. Nininger, and a small specimen was secured by him. Later it was found that the main body of the meteorite had buried itself in the earth some nine feet. It weighs about 880 pounds and was eagerly sought by the Field Museum of Chicago. This is the largest meteorite that has ever been seen to fall and been recovered, and it is also the largest individual stony meteorite in the world. It is said the professor paid a small fortune for it and is exceedingly glad to have been able to secure it. It is now on exhibition in a McPherson bank. These discoveries add to the already rapidly growing fame of Prof. Nininger as a research scientist and collector. Prof. Nininger, it is said, has the finest private collection of metenrites in the United States, if not in the world.

MISS SWENSON-HONOR STUDENT

Each year the University of Xanaaa offers a fellowship to the honor student of the analor class in the private colleges of Kanaaa. The student is selected by the faculty with special regard to their promise for productive scholarship. Miss Mildred Swennon of Little River, Kanaaa, was selected for the Class of 1930 for this honor. Miss Swennon'n major is English and she has been most active in various college dent. She has been most active in various college activities. She goes to Kannas University with the good wishes of the entire faculty and student body of McPherson College

COLLEGE QUARTETTES

Occasionally a college is able to get up a quartette good enough to call it "The College Quartette" But it seldom is given a college to have both a Male Quartette and a Ladies' Quartette, either one of which would do credit as "The College Quartette" The Male Quartette consisting of Messre, Lloyd Diggs, Walter Fillmore, John Berkebile and Ross Curtis with Mrs. Tate, director, and Lucille Crabb. accompanist, have given many programs from Kanasa City to Wichita this spring with remarkable credit to themselves, their director, and the college. One Methodist pastor who has heard college quartettes for twenty years declared them the best he had ever heard. The Ladies Quartette consisting of Mlases Esther Dahlinger, fluth Turner, Eugenia Dawson, and Irene Steinberg, though not privileged to travel as widely, sing most heautifully. For tone quality and harmonious blending of voices they are seldom equalled. Their appearances have been most heartils applauded.

DEPUTATION

Much good deputation work has here done in the churches of Kanasa and Okhoham during the spring. Our Field Secretary, Ray B. Tosch, accur panied must of these teams. A missionary play was given on a tour through the churches of Okhoham and was much appreciated. The contact with the fields in a good experience for the students and we trust is not without pleasure and profit for the churches. The thanks of the college is due all who have another in this work.

EXTRA CURRICULAR ACTIVITIES

That slogan of moderation, "We Are Second", is typically applicable to recent extra curricular activities at McPherson. A successful basketball season found McPherson nosed out of the state championship by one point, after having held that honor for two rears.

In debate McPherson lost first place in the state in a close contest with a team which won first rank in the Pi Kappa Delta national debate tournament. In Peace Oratory McPherson placed second in the state, and in Old Line Oratory first place was lost to a contestant who won first honors at the Pi Kappa Delta national tournament.

In the Midwest Music Fontest at Lindsborg, Miss Ruth Tourner placed first in Voice in Claas B: Miss Una Morine placed second in Piano, Miss Myrent Hammann placed thrid in Piano. The uniformly bigh tranking obtained by McPherson students in intercellegate contests is an autural result of practical application of the slogan, "McPherson, The School of Quality".

ALUMNI MAGAZINE

A new alumni magazine representing not any one graduating class but the whole alumni association of McPherson College is soon to be published. The first issue via lapper about Commencement time. We congratulate the association on this forward step, we believe it will prove of gravit value in developing a sense of unity in the association and in promoting the welfare of the Alum Alater.

THE LIBRARY

Miss Heckethorn, Librarian, and the library committee have been conducting a campaign of expansion for the library. About a thousand volumes have been added to the library during the past year. Sev. eral weeks ago when the total number of volumes was about 9,600 a campaign was started to reach 10,000 volumes. More than that number are now listed and others are coming. We invite you to add to this list.

CUPID'S COLUMN

The following fatalities, as a result of the arrows of Cupid have been announced. A few have taken legal steps to consummate his designs, others have merely announced their intention to do so:

Irvin Rump and Jessie Churchill, married Raymond Trostle and Bernice McClellan Wray Whiteneck and Irene Gibson. Reland Jones and Lilbie Crumpacker. Marvin Steffen and Irene Thacker. Ernest G. Toland and Iva G. Crumpacker. Harold Fike and Bernadean Van Blaricum. Dwight Stutzman and Ruth Hoffman. Clarence Hawkins and Ruth Highert. Ralph Bowers and Clara Davis. Lewis Shumate and Esther Freeburg. Louis Newmiller and Selma Engstrom, married, Ted Hiebert and Kathryn Swope. Lloyd Johnson and Meida Mohler. James Auernheimer and Norma Miller, married. Paul Blickenstaff and Esther Cook. Archie Blickenstaff and Leah Shreiner. Frank Mills and Anna Lengel. Ralph Landis and Hazei Peck.

THE SCHWALM'S ITINERARY

President and Mrs. Schwalm will%all for Europe from New York on the S. S. Republic of the United States Lines on June 25, and will return on the S. S. Leviathan of the same lines, leaving Cherbourg, France, on August 28, and arriving at New York on September 3. Their itinerary will be as follows:

Land Plymouth, July 5: London. July 5-21: Paris, July 22-27: Geneva, July 28-31: Innabruch. August 1: Oberammergrau, August 2-3: Berlin, August 5-10: Prague, August 12-13: Vienna, August 14-16: Rome, August 18-21: Cherbourg, August 18-21:

They can be reached at the following addresses

Toynibee Hall, 28 Commercial St., E. I. London, England, Paul Anderson, Y. X. C. A., 10 Boulevard Montparnasse, Pars X, France. Maniey O. Hudson, Lague of Nationa Scientariat. Genera, Switzerland. Arnold Wolfers, Hochschule für Politik, Schünker Jahrtz, Berlin, Germany, H. B. Untreev, Y. M. C. A., Dengier, Austro-American Institute, I Elizabethsirage S, Vienna, Austria.

Mail can also be sent direct to the persons on the boat at the port of sailing such as to "on board S. S. LEVIATHAN. sailing August 28, Cherbourg. France".

Allow 10 days for mail to England from N. Y. and two weeks for Central or Western Europe; Address all letters "care of Sherwood Eddy",

SUMMER PLANS OF THE FACULTY

President Schwalm will attend the Annual Conference at Hershey, Pa., and on June 25 will sail for Europe for an intensive study of political and social conditions, landing at New York on Sept. 3 on the return trip.

Dr. Harnly probably will attend the Hershey Conference, and on his return will spend the harvest season in Texas, looking after his interests.

Prof. Yoder will attend the Hershey Conference, and later in the summer will tour the Northwest, visiting Yellowstone National Park and other places of interest.

Prof. Blair will be Director of the Summer

School at McPherson and later will attend the University of Chroago. Just before the opening of school, he will work in five county institutes in western Kanasa.

Prof. Mohler will solient new students locally for six weeks, spend ten days in Texas, visit in Idaho, Wushington and Yellowstone, and attend a Young People's Conference. On his return he will speak at the Teachers' Institute at News City.

Prof. Fries will be in the Business Office except for a visit of several weeks to his parents in Pennsylvania.

Dr. Hershey will teach in the Summer School, spend one week at the University of Chicago, and visit in Pennsylvania, Virginia and Washington, D. C.

Miss McGaffey will spend part of the summer in McPherson and may take some graduate work.

Prof. Hess will drive to California for Annual Conference and after returning will probably attend Graduate School at Chicago.

Prof. Nininger, after a meteorite collecting trip, will direct the Rocky Mountain Summer School for ten weeks.

Miss Lehman will sail from Montreal June 13 with a party of girls to tour Europe. The party will return Aug. 1, but Miss Lehman will then attend the School of International Relations at Genera until the opening of the University of London, Oct 10, in which she will study until the latter part of Decemher.

Miss Brown will teach eight weeks in Summer School and visit in southeastern Kansas.

Miss Lingenfelter, after the close of Summer School, will take work at Boulder, Colorado.

McPherson College

(Where Quality Counts)

OFFERS

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