We often wonder in your literary pursuits, if you run against the many obstacles that confront the average advertising man—of the thousand and one little worries—do you ever stop and think just for one we sma’ moment how much “effort” he puts into his work, with no guiding hand of a “prof.” to tell him how to do it or to lighten his labors, or even give him one little “boost.”

I am writing this to tell you to read the Ad man’s “dope” —not because of its literary merit—“far be it from such”—but because of the old adage, “A penny saved is a penny earned” and the ad man’s mission in a big department store like the PEOPLES STORE, where they “always have it for less,” is to tell this fact daily AND BACK IT UP —and if you are from Joplin “we can show you.”

EVERYTHING TO WEAR FOR MEN, WOMEN AND CHILDREN.
The Socialistic Movement

The nineteenth century presents to us nothing more remarkable than its wonderful material advancement; and this is chiefly due to the fact that epoch-making inventions, applied industrially, have encouraged a most rapid development of our natural resources. But as a result of it all, we see today practically all competition destroyed and in its place a great, consolidated power of wealth, performing all commercial functions with most machine-like precision.

How this power of wealth has been developed may be seen from the following observations of an eminent statesman: First, we had the individual village trader; and then the small company of two or three together in competition with other similar companies. This was followed in time by the larger corporation, with its ever increasing influence in the community or the state. These corporations, combining, later formed trusts, one of which would have almost entire control of any one trade. Finally came the great combination of trusts, which is the direct or indirect control of about ninety per cent of the wealth in the United States by two men.

Undoubtedly this wonderful development of organized capital has been a benefit to the world. For thereby inventions have received their application more generally, and natural resources have been opened up more speedily for mutual benefit, than could have been the case if individuals singly or even if governments had attempted to do these things in the past. Co-operation, after all, is the chief characteristic, the great element of strength, in this commercialistic age.

But governments also can boast of a glorious development, even as old as the history of civilization. This evolution in the art of government presents to us mainly three great aspects of growth:

(1) We have growth in territorial jurisdiction from primitive tribes or city—states to modern continental realms. (2) We have also growth from absolute one-man-rule towards democracy. This has gone through the stages of rule by oligarchies, and constitutional monarchies with parliaments, until we have now the republic, where all officials are supposed to be either directly or indirectly chosen by the people as a whole. (3) Lastly there

(Continued on Page Eleven)

The Desirable and Undesirable Citizen

Sometime ago the writer had occasion to visit a court session in our city on a day set apart for the hearing of petitions of foreigners for citizenship papers. The judge and attorneys were assiduously questioning the prospective citizens as to their knowledge of our government and their willingness to sever connections with the country of their birth.

A dark-haired foreigner presented himself, and the judge and attorneys questioned him regarding the president and his duties, national and state legislation and other questions which were very simple in character. The gentleman, however, who had, as yet, acquired only the bare rudiments of our system of government, was extremely inaccurate in his replies. The judge, apparently, was dissatisfied and seemed on the verge of denying the petition. Finally he asked the gentleman: "Do you read the newspapers?" "Indeed, I do, every day," was the reply. The judge thought a moment and then said: "I will pass him, for a man who makes it a practice to read the newspapers will undoubtedly make a desirable citizen for it is generally the people who do not care enough about their surroundings to read the papers that as a class are undesirable."

A few months later a visit was made to the same court room while an examination was in progress for the selection of a jury to try an alleged murderer. "You know of the crime," asked an attorney of a venireman. "I do, for I have read the accounts of it in the papers." "That will do," said the attorney, "you are discharged—your mind is prejudiced."

The man who followed did not read the papers, consequently knew nothing of the crime and was chosen as a juror.

Inferring from the statement of the judge to the man who petitioned for citizenship papers and from the method of procedure employed in empaneling this jury, a desirable citizen makes an undesirable and prejudiced juror while an undesirable citizen makes a desirable and unprejudiced venireman.

However inconsistent this inference may seem it is a matter of fact that the members of many criminal juries are not the best that a community can offer.

—V. J. H.
Athletics

THE FOOTBALL OUTLOOK FOR 1912

This may seem a very inopportune time to discuss football. It is not. Every great team that has been developed in modern football was made fully eight months before their first game.

The team that will trot out on the field early in September will be one that has been together for three years with a few exceptions, and will be one that the University of Puget Sound will be proud of and will remember for a long time.

With such an able captain as Lester Service to lead them they will certainly win most of their games.

The announcement is made that the football field will be enlarged by the addition of fifty-six feet on the northern end. This will be well received as we lost two of our most important games last year on this account. This comes as the generosity of a Tacoma business man, who has given us the privilege of using this property free of charge.

We all sincerely hope that Professor Wright's work with the city will not interfere with his coaching the team next fall, as our chances for a successful team depend greatly upon his coaching.

Last of all, a team to be successful must have the support of the entire student body, and I know that they can rely on the students of the University of Puget Sound to support a winning team, for have not they made a wonderful showing in the last two years, are gaining every year.

"Three cheers for 1912."

BASEBALL

The baseball outlook for this year is good. With Kuss Hall to do the coaching again and most of last year's team and several new baseball men in school the U. P. S. should be up to her usual high average this year.

We also have several good track men in school this year. Heretofore we have had no regular organized track team, but this year there is enough material to insure a good fast bunch and it is very probable will be organized and hold its place as another branch of the University athletics.

Prospects for a good basket-ball team are exceedingly bright for this year. Having won all our games so far and having one of the fastest and best teams for several years, will endeavor to win the rest of our games. Under the management of J. Wesley Whealdon the interest in our games has increased wonderfully. We have a trip proposed to Bellingham and vicinity and Port Townsend for the last part of this month and a game with Whitworth, "if they want it."

We want that non-conference championship.

BASKET-BALL

The basket-ball season is in full blast. We have the best team that has trod on the threshold of the gym for years. To prove this you may ask any of the old students who witnessed the last two games.

The Puyallup game was easy for us. Our boys played them off their feet, so their coach called the little Subuerb ruffians off the floor because U. P. S. was roughing them.

Puyallup, don't trifle with Maroon and White,
For they are the kind that know how to fight.
Just as soon as you grow slack
That's the time U. P. S. comes back.
We all know that their coach became peeved,
That's the reason we became peeved.
Wright, our forward, is doing fine and is certainly good at the game. Without Wright our team would be at a loss, for he is one of the great score gainers.

Smith, the new center, has no equal in our circle, and his work in the Y. M. game was grand. His motto is: "Team work, fellows, and stick together."

Hostetter is a sensation at his position, he is just where you want him to be and certainly knows how to handle the ball. His motto is: "Turn out and practice."

Then comes Decker (the old war horse) certainly showing U. P. S. that he can play basket-ball, even though he is becoming too old to play fast ball. He certainly knows the game. Success, Deck.

Last, but not least, comes Captain Graham, the life of the team. The way he coaches up the players during the games is something to be noticed. The team could not have chosen a better captain. Every student admires the spunk and grt of Graham. And we hope he will continue to lead the team to victory. We are all looking forward to a championship team. Continue, Captain Graham, we, the students of the U. P. S., are back of you.

THE U. P. S. DAY BY DAY

"Down the ringing grooves of change."—Tennyson.

Tuesday, January 23—Chapel address by Mr. Cohen of New York city in "The Jews."

Wednesday, January 24—Chapel address by Hon. Eugene Clafin, prohibition nominee for President, 1908. Lecture course number by Opie Reed. Miss Abel goes to St. Joseph hospital.

Thursday, January 25—Observation of day of Prayer for College. 9:30, short prayer meetings by

Friday, January 26—Prof. Dupertius led Chapel.

Saturday, January 27—Joe Bonds attended Chapel.

Tuesday, January 30—Chapel address by Rev. E. L. Benedict of Green Lake church, Seattle. Prof. Dav's speaks to the Y. M. C. A. on "The College Man's Relation to Politics."

Wednesday, January 31—Chapel addresses in behalf of Missions and Mission Study by Prof. Hanawalt and Davis.

Thursday, February 1—Dr. Foster at Chapel told the young preachers how not to preach. Thursday evening prayer meeting led by Fred • Thompson. Prof. Cummins gave the third of his lectures at the Y. M. C. A.

Friday, February 2—Ground hog or Candelmas day. Student Chapel rally in behalf of basket-ball. Prof. Whealdon in charge. Record-breaking crowd and enthusiasm in the gym.

Saturday, February 3—"The best laid plans of mice and men often gang aglee." For meaning ask the M. S. A.

Tuesday, February 6—President Zeller at Chapel after his vacation. Prof. Wright addresses Y. M. C. A. on "A Collegians Relation to Athletics."

Y. M. C. A.

The first of a series of talks on the relation of the college man to different enterprises was given by Prof. Dav's on January 30, when he spoke on "The College Man's Relation to Politics." The meeting was well attended and Prof. Davis spoke very interestingly on his topic, showing the necessity for more interest in politics as a means to better government.

On February 6 Prof. Wright talked on "The College Man's Relation to Athletics." We do not often have the opportunity of seeing Prof. Wright at Y. M., but we surely appreciated his presence and the message he brought us. Anyone who has failed to hear either of these talks has missed a good thing, and should make an extra effort to be out in future.

Y. W. C. A.

The regular Y. W. meeting on February 6 was led by Miss Mamie Conmey. Instead of following the usual order and giving us a talk on a certain subject, she read a portion of one of the recent works of fiction and then drew from it a parallel to our own lives. The passage alone would have been helpful and inspiring to the girls, but was made much more so by the explanation and personal thoughts of the leader.

The regular mission study class, which is led by Miss Hawthorne, will meet Thursday, February 15.

PROHIBITION ORATORICAL CONTEST

On next Friday evening, February 16, will be held the annual oratorical contest of the Prohibition club. Those who will take part are Mr. Smith, Mr. Crump and Mr. Cottrell. The contestants have spent much time in preparation and no doubt will give excellent orations. The winner of this contest will represent our University in the coming contest between the colleges of Western Washington. An interesting musical program will be rendered also. The contest will be held in the Chapel at 8 p. m. The program will be a live and interesting one. Come out and hear it.

THE SOPHOMORE PARTY

One of the jolliest parties of the year was the one given by the Sophomore class in honor of the Seniors, last Friday evening after the basket-ball game. The loyal Sophomores had arranged it so that all might first attend the game, consequently by the time they arrived at the home of Prof. and Mrs. Hanawalt, enthusiasm and fun were running high.

Candy motto-hearts and lemons were passed to the boys and each was instructed to find a cosy corner. Here the girls' were to seek them out and talk to each for four minutes on "The Spirit of Puget Sound," "The Basket-ball Game," "The Faculty," "An Invitation to the Next Game," and a "Proposal." Then the hearts were counted—in some way all the lemons had disappeared—and strange to say, Marguerite had more than her share of hearts. The mystery was explained, however, when it was learned that Max had had control of the supply for a time, and so she was disqualified, giving Ethel Scheyer undisputed right to the first prize. "Joe" Arnquist had set out with the purpose of winning the booby prize and everyone rejoiced with her in her pleasure over it—a tiny "shoot-gun"—until she persisted in aiming it straight at her friends.

Partners for supper were chosen according to old-time leap year rites, affording much fun to the spectators, and a dainty little spread was served. College songs sung enthusiastically by the entire group, including Prof. and Mrs. Hanawalt, and the chaperones, the Misses Newman and Gale and Prof. Wright, concluded the evening—as well as the party. With the hearty thanks of the Seniors and nine "rah-rahs" for the host and hostess, the guests departed, following "Tall Jamie and our little Berna, and Beck of the flying feet."
To Dr. Zeller, in whose return we rejoice, and to the entire faculty, whose labors for our well-being we thoroughly appreciate, these pages are affectionately dedicated.

On another page we are printing an essay on "The Socialistic Movement." This paper was given at an Amphictyon Literary program by Oscar Johnson. It is the sincere hope of the Trail staff that it will not only prove interesting reading, but will as well cause more thought to be given to the political and social problems of the day. Thought and actions by the best of our nation is needed on these problems. This is made somewhat more plain to some of us than it has been before by an article on "The Desirable and the Undesirable Citizen," by V. J. H. Prof, Prichard wishes to correct a statement in the Theta's Trail regarding his use of chewing gum. He wishes it announced that his favorite gum is not white, but that his preference is decidedly for Spearmint.

In the latest issue of the Trail the reporter or reporters stated that they were unable to ascertain as to the literary ability of the Amphictyons. Had they attended the literary program on the evening of Monday, January 22, they would have had ample opportunity for accomplishing the desired "ascertainment as to their literary ability."

TRADITION

A little elf with golden curls,
With rosy cheeks and silver wings,
With ruby lips and sparkling eyes,
Came to this world from out the skies.

With showers sweet and fluffy flake
This elf made ocean and stream and lake.
With a whisper here and a whisper there
He made what scientists call the air.
Then with an artful eye this elf
Set about making the earth itself.

At a wave of his wand a forest sprang
And in its branches the sweet birds sang.
A tulip, under a leaf, peeped out
And viewed the landscape 'round about.
It saw a lily, pure and true,
Lift its lips to the morning dew.

The rose, the poppy and all the flowers
Greeted the sun in the morning hours.
The beast of the field; the creeping thing
Answered the call of the bird on wing.
The fish in the waters on the earth
Were given a place and given birth.

And then this elf, with making rife,
Made a master and gave him life;
Made a master and gave him a mate;
And gave them Eden for their estate;
And planted there, beneath the sod,
The seed of the truth concerning God.

—J. C. Waggoner.

PHILOMATHEANS

On Tuesday, January 23, the Philomatheans, as usual, had a most excellent literary and musical program. Probably the best appreciated number was a song, without a name but with an unknown author, sung by Miss Schumacher.

On the following Tuesday a committee was prepared to report the Philo program, but, alas and alack, we "were unable to ascertain as to their literary ability," on this occasion owing to the fact that "The Call of the Wild," or something else, had lured the "Lovers of Learning" to the Point.
THETAS

The Ampicytons "regret that they are unable to give a report for the Theta society. Our intentions were good, however. The committee went to Theta but because they were out at the Point hobnobbing with the Philos, H. C. S. and the animals, "we were unable to ascertain as to their literary ability."

H. C. S.

We regret to say, that as nearly as we have been able to determine, the H. C. S. have not given a literary program for the past three weeks. On January 23 they convened in a business meeting, which was adjourned to the basket-ball game. January 30 the attractions of the Point, the Thetas, and the Philos apparently proved too much for their thirst after learning, causing a failure of the regular literary meeting.

EXCHANGES

Illinois Wesleyan Argus—Literary department short but unusually good.
Student, Detroit, Mich.—A very attractively arranged paper.
The Tattler, Nashua, N. H.—Literary department very good.
The Toka, Grants Pass, Ore.—You have a good business manager, but are lacking in general material for "The Toka."
Kodak, Everett, Wash.—A very complete paper.
Blue and White, Spokane, Wash.—Your cuts make your paper attractive. The editorial is interesting. Your cover design is good.
The Clarion, Salem, Ore.—Your "Locals" are not very prominent.
Wyoming Student, Laramie, Wyo.—Your athletic department is well edited.
Courier, Boise, Idaho—Your Literary department contains good descriptive essays.
The following papers have also been received.

MINISTERIAL ALLIANCE

On Wednesday, January 31, at 12:30, the Associated Preachers' sons held an open meeting which was well attended by a number of minister's daughters. We are not informed as to whether or not they have complied with the requirements for an honorary membership, but, at any rate, they were out in force. The meeting was called to order and the members arose and solemnly repeated the watchword, "Save One." The roll call was next, which was accomplished by the reading of each member's name with the prefix "Brother," and the response of a hearty "Amen." This was followed by a "Scriptural Reading" by Brother Flesher, archbishop of the organization.
The next number was a dispensation of Gab by Brother Beck.
The minutes of the last meeting were then read and approved. Excited discussion was evolved by the statement that certain faculty members were intending to cause an end to the "doings" of the

The Bright Boy

I asked a little 51 year-old boy just out from New York how old he was. He replied: "I'm not old at all. I'm nearly new."

Speaking of new things, our new spring goods are coming in now and they're awfully new and swell. I often think the reason every well-dressed man or woman likes to wear Klopfenstein & Co.'s goods is because we get the new things a season earlier than most stores in the West. We're going to show you every new thing this season that's shown in the swellest shops in New York. There's no doubt that New York is the real fashion center of the world for clothes, and I don't see why everyone doesn't wear clothes made in New York. No matter whether you live here or just dropped in on a visit, if you get your toggery at Klopfenstein & Conrad's store you'll get the very latest styles. The coats are a little shorter and the shoulders a little broader, the lapels a little longer and the trousers a little bigger at the bottom. The boys' suits are a little better and neater than ever. The Norfolk style of coat, cut with yoke, and a little longer than last year's, and the full knickerbocker trousers. But, man or boy, we're ready for you.

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society. The session went into an indignation meeting, at which it was decided to appoint Bro. Pflaum a committee of one to confer with the faculty and to require them to substantiate all allegations against the felicitous effect of the organization.
The exercises were concluded by a second "Scriptural Reading," given this time by Bro. Pflaum.
This organization promises to become one of the strongest and most influential in the entire institution and it behooves those expecting recognition or honor of any kind to get into the good graces of its members.

THIRD AND FOURTH YEAR PARTY
Monday evening, February 5, the girls of the third and fourth year academy classes entertained the boys at a leap year party. The gymnasium was tastefully decorated with cushions and benches and also many interesting and attractive couples. Games of all sorts and kinds were played. Proposing was indulged in by the girls, but most of them were rejected as the young men were either already claimed or were too young to assume such responsibilities. After refreshments were served the party broke up in couples and the boys went home alone together in a bunch at the early hour of 10:30(?)

PERSONALS
Dr. Zeller arrived home safe and sound and we're all glad.
Alice Hampe and Olin Graham spent over Sunday at their aunt's in Auburn. Quite a family reunion.
It is reported that Thornton took Miss Hampe to a basket-ball game.
Also reported that he was out walking with Miss Watkins.

The C. & G. Boot Shop
936 C Street,
Are displaying the best $3.00 and $4.00 footwear in town.
Ladies' Shoes $3.00 and $4.00.
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JUST TWO PRICES.
“My hair is falling out,” admitted Prof. Davis at Malstrom’s drug store. “Can you recommend something to keep it in?”
“Certainly,” replied the obliging assistant. “Here is a nice paste-board box.”

Student (testing the wisdom of a professor):
“Well how did Martin Luther die?”
Professor: “Die? Oh, in the ordinary way, I suppose.”
Student: “Oh, professor, you really don’t know anything. He was excommunicated by a bull.”

Henderson’s Version Found on His Desk in Library.
German is my Waterloo.
I shall not like it; it causeth me many 4-pluses.
It maketh me to neglect my other studies.
But I shall expect no mercy, and I am totally deficient.
I am not deserted, as Dr. Selinger is with me.
His eyes, his talk they comfort me.
Yea, though I go to Chapel every day (?) and heareth great speeches,
My effections are still offended, for though
I handeth in my note books, with all translations
And my mark is still an enlarged goose egg.
Yet I loseth my text book and my grief runneth over for
I shall dwell in the U. P. S. forever! and ever.

Laura H.: “What part of the bear do you like best?”
L. Servis: “I don’t know, what part do you?”
Laura H.: “The hug.”

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We are Tacoma Agents for them. Some advance styles for spring are in.

We will be glad to show them to you.
Visitor: “I’m surprised at your wife’s knowledge of parliamentary law.”
Prof. Marsh: “Why, that’s as clear as mud. Hasn’t she been speaker of the house for over a year.”
Mr. Carlson. “Where has that umbrella gone?”
Arthur Carlson: “Ice-Bonds took it last night.”
Mr. Carlson: “Why, that can’t be so.”
Arthur: “Yes, it is Pa, when he left last night I heard him say I’ll just steal one.”

Graduate: “I hear Crump has gone into the mining business.”
Student: “Yes.”
Graduate: “What kind of mining?”
Student: “Kalsomining, he’s joined the masons.”

Mrs. Marsh (in zoology class, speaking of the rhinoceros): “I must beg of you to give me your undivided attention. It is utterly impossible for you to form any idea of this hideous beast unless you keep your eyes fixed upon me.”

Prep: “How did Dr. Selinger come to be bare-footed on his head?”
Fresh: “He was bawled out in class.”

Miss Abel. “Give an example of alliteration.”
Fresh: “She sleeps, she sings, she snoozes.”

Miss Abel: “Did the Irish race have any poetical heroes?”
Max: “Casey Jones.”

Joe Bonds: “I don’t believe it does me any good to have you flunk me.”
Prof. Han.: “Yes, but you have no idea how much good it does me.”

“Tis hard to say good-bye,”
The poets often write;
But it seems to me, when young men call
On maids and linger in the hall,
It is harder to say good-night.

THE WAIL OF THE PILE-DRIVER

O, my love likes the red, red rose,
That florists spring in June.
O, my love concerts too,
That are sweetly played in tune.

O, my love and bonnie lass,
So bad a case have I,
I’d love thee still, my dear,
But my pocketbook’s gone dry.
PERSONALS
The “Blonde Beauty” received flowers as a result of leap year. Everybody get Busy.

THE SOCIALISTIC MOVEMENT
(Continued from Page One)

is a tendency in governments to obtain control of anything and everything which pertains to the general welfare, and the pursuit of happiness. So that while in primitive governments justice and self defense seemed to be the only objects, we are now in the first stages of municipal and state ownership of public utilities.

But we have no cause to feel over satisfied with this extraordinary advancement in our civilization. We are, for one thing, brought face to face with the singular fact that in spite of the most spectacular growth in prosperity, the rich man is growing richer and the poor man relatively poorer; and this in turn is causing some of the most crying evils in our social fabric.

To make matters worse, wealth is actually taking an unjust advantage of its great power. The cost of living is increasing; the times are growing harder; and the middle class, the bulwark of any nation, is gradually being driven to the wall. But this is not all. Lafollette has described to us most vividly and convincingly the subtle and alarming machinations of the great combination in our national capital. The capitalist, seeing the possibilities of government ownership, is trying to get control of the government itself, in order to insure his own position of power.

We can then clearly see why these two great movements, namely the centralization of the power of wealth and the march of the common people towards the purest form of democracy, should day by day assume a more hostile attitude towards each other. They cannot stand side by side; one or the other must give way. Therefore men are gradually coming to believe that it is absolutely necessary to destroy this combination of wealth for the common good; and that the only effective method is to assume government ownership of all public utilities.

In this new attitude of the public, the socialists, being the most radical, are only taking the leadership. They believe in the collective ownership by the state of all the wealth-producing industries and of all other property as well. They are organizing workingmen throughout the world into one powerful party, which shall fight organized wealth in politics, and if need be, decide the issue by a revolution. Their great dream is to establish one industrial republic all over the world.

(Continued on Page Twelve)
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"But surely," some would say, "we ought to be able in our enlightened civilization to settle these great issues without enacting the drama of another French revolution." That such a calamity should be averted is worth while praying for; since it would be more terrible and on a more colossal scale than the one that has been. It seems that these things ought to be effected through the voting power of an intelligent citizenship, and by the gradual introduction of single taxation, municipal ownership, and other industrial measures. Though much has been accomplished through these means by progressive governments, there is just enough greed and selfishness in the rich man, and enough impetuosity and hatred in the workingmen, to make this ideally peaceful solution of a grave issue, little more than probable.

The space is too small for a just discussion of the merits and demerits of socialism. Some of its aspirations are worthy and ideal enough; and many of its proposed economical and industrial measures certainly speak for themselves. But there are demerits; and they ought to make us careful as to the manner and extent of supporting this socialistic movement. Thus there goes with it a deadly spirit of materialism and antagonism to the Christian religion, which is deplorable indeed. Again, since socialism is so ready to get a position of power through force, we can clearly see that its objective result would be, as stated by Henry George, the ultimate perfection of coercive government, a sort of democratic tyranny. Some even hold that this possibility, together with the ultra-materialistic tendencies, would be like enthroning anti-christ, and subjecting the world to the consequent tribulations. One thing is certain, coercive government is by far not the most ideal state; and thus it seems that even socialism finally would have to fail.

Yet no movement of any significance at all has gone into history without resulting in some positive benefits to mankind; and much less will that be true of socialism, which promises to involve all humanity in one mighty vortex. Besides it is within the intuition of Faith to see visions of a universal empire on this earth, and whether it be near at hand, or far away, we have been taught to pray and work for its realization. This empire shall not depend for its success on a morality or perfection coerced on from the outside, like that of a beautiful crystal; but shall be the perfection of spontaneous, organic growth from within, which is the Love of Christ enthroned in the hearts of men. It is this spirit of God, that shall come upon all flesh, and make of the earth, through the Golden Rule and looming Cross, one great calm sea of righteousness, good will, and peace.
The Rhodes Brothers Clothing Store for Men is not a hole in the wall—it is a STORE.

It is not a place where job clothing is sold. No young man or old man either can purchase here a cotton mixed suit or overcoat or anything less than his money's worth.

Any man can come here and get good, all wool Clothes that invariably contain more than his money's worth.

This we have demonstrated to thousands of men and young men since we first opened our Men's Store four years ago. We shall demonstrate it to thousands more. We want to demonstrate it to you, Young Man, now—today.

Fully two-thirds of the manufacturers who have offered us goods for this store have gone away without orders.

They had read of our prices and presumed that their inferior products would come under those price groupings here, as elsewhere.

They realize now that by ALL WOOL we mean ALL WOOL. That by FIRST RATE TAILORING we mean just that—to the last stitch. That by STYLE we mean Rhodes Models, which FIX STYLE.

A select few manufacturers contribute to this stock—only those who can measure up to our exacting standard.

We guarantee MORE THAN A MAN'S MONEY'S WORTH ON ANY GARMENT PURCHASED IN THIS MEN'S STORE.

How about you, young man? Will you come in today and let us show you the nobby line of Collegian cuts ever shown in Tacoma.

Rhodes Bros.

IN EVERY DETAIL TACOMA'S LEADING STORE.