

THE POINTER

Series III Vol. VI No. 1

Stevens Point, Wis., September 14, 1931

Price 7 cents

HUGE WELCOME FOR FRESHMEN

STUDENTS SPEND THOUSANDS HERE

Shows Value Of School Advertising

Surprising worth has been attached to advertising space in The Pointer and other school publications by a survey that reveals Central State students bring approximately \$147,000.00 in every school year to the city of Stevens Point. This does not include the expenditures of forty-five faculty members and their families or the hundreds of summer school students that are present for six weeks in the summer months.

This survey has been prepared by the Pointer staff and most extensively by its business manager, Cedric Vig. The check-up was made very accurately by blanks filled out at a meeting with the Deans last June. Approximate figures reveal that the Stevens Point Co-eds spend \$94,000.00 while the men of the school contribute about \$54,000.00 annually. A detailed result of the questionnaire reveals the following expenditures.

Girls:

Board	\$30,000
Room	14,000
Clothes	18,500
Shoes	4,000
Cosmetics etc.	1,565
School supplies	2,000
Lunches, ice cream, etc. . .	5,500
Theatre	3,600

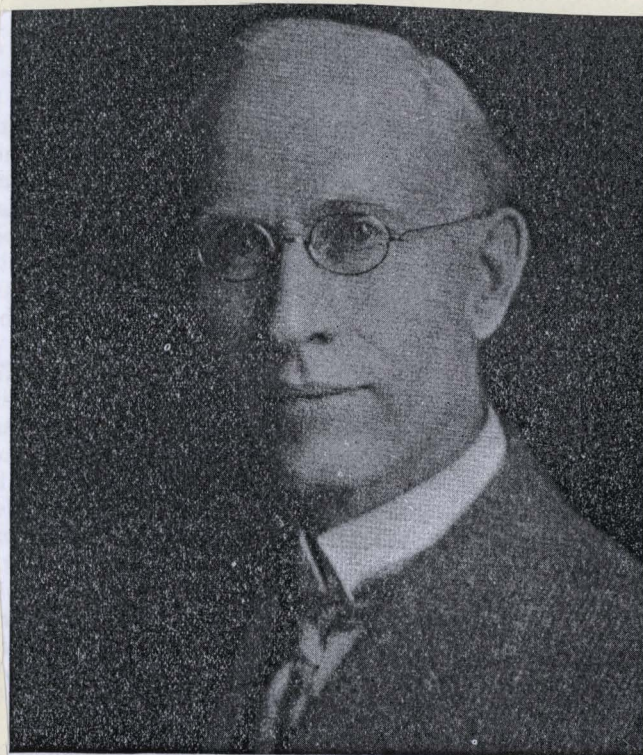
(Continued on page 3, col. 2)

Knutzen Reengaged As Instructor Here

Norman E. Knutzen, a former student and instructor at Central State, is now a new member of our faculty. His capacity here will be that of Social Science and English. Mr. Knutzen graduated from the three year High School course offered here back in 1920. He received his B. A. degree at Lawrence College in 1927 and attained his A. M. degree in 1929 by attending University of Wisconsin summer sessions and Lawrence College. He has also University of Chicago graduate work to his credit.

His teaching career has made him Principal of Ward Schools in Wisconsin; High School instructor in English and Speech, Michigan; Instructor at Stevens Point Teachers College 1924-26 and instructor in English, Lawrence College, 1927-31.

GREETING



New school year means new opportunities to those of you

A new school year means new opportunities to those of you who are entering college for the first time, and to those of you who are returning to resume your studies. I hope that each and everyone of you is determined to make the most of all of the opportunities this college offers.

I am sure that you will be favorably impressed with the fine spirit of cooperation manifest in the relationship of faculty and students. That spirit is characteristic of the college, and of the city of Stevens Point. You will feel welcome everywhere in the city and on the campus. You are urged to make yourself a part of this college family. We strive to have a friendly atmosphere. Will you do your part to help make it so?

The college encourages the development of leadership in extra-curricular activities, offering each of you an opportunity to develop the leadership for which you have special talent. Find some activity in which you are interested and strive for excellence.

I hope that you will be happy in your work here, but above all, I wish for you the finest development of which you are capable and which can come to you only through your own best efforts.

Yours cordially,

INSTRUCTIONS FOR ENROLLMENT FIRST SEMESTER 1931-32

ENROLLMENT: Monday, September 14, and Tuesday, September 15. 8:00—12:00A. M. — — — 1:15—5:00 P. M.

Students wishing assistance in selecting course of study to follow will see President Hyer in the main office on second floor.

Classes will meet regularly Wednesday, September 16, beginning at 8:15.

ENROLLMENT PROCEDURE:

I. Go directly to your departmental director and fill out the following cards:

1. General information card
2. Student Personnel Blank
3. Students' program card
4. Students' enrollment and dean's information card
5. Class entrance cards

(Continued on back page)

FRESHMEN MIXER TONIGHTS FEATURE

No Freshman should be caught lonesome at Central State this week with the welcoming program that has been planned by the social committee for the next few days. Tradition has it in this college that no Freshmen shall be "hazed." Rather they shall be made to feel at home and a part and parcel of the school and its activities.

Tonight the regular Freshmen Mixer will be put on at Nelson Hall. Most of the newcomers will be found in the dormitory's recreation room becoming acquainted and enjoying themselves at that time.

Tuesday evening everybody will turn out for the all school mixer when, songs, cheers and revelry are brought to a blazing pitch by a huge bon-fire. Upperclassmen who remember the excitement of last year's rally will not miss this one. This will be the student body's first opportunity to see their new music director, Mr. Michelson, "in action."

The fraternities and sororities are holding their first meeting Wednesday evening rather than Tuesday evening, the regular night for the "Greeks" of the campus. Thursday night the entire student body again comes together for the annual Faculty Reception and dance.

Many Improvements Ready For Reopening

Old students returning to Central State today will appreciate all the improvements that have been expended upon the buildings and grounds since they left for their vacations last June. Carpenters, painters and workmen have been busy carrying out President Hyer's orders for some time and an inspection will reveal that much has been accomplished as a result.

All the windows of the building have been repainted and all the floors varnished. The cornices, entrances, and steps have been repaired and painted. City contractors have widened the street running between Nelson Hall and the main building, and concrete curbs built.

The men's locker room has been improved by a neater and more systematic arrangement of lockers. They are now rigidly bolted together and mounted on heavy,

(Continued on page 4, col. 1)

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THE STAFF

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Faculty Advisor Raymond M. Rightsell

"THAT OLD PEPPER"

Editorials and speeches are being made these weeks in all our institutions of learning through-out our land on the cut and dried term of "school spirit." We realize its necessity and its desirability but we know that the upper class men already have this feeling and by the time the Freshmen read this article they will have also caught the "bug." Therefore none of the platitudinous old dribble is necessary on our part. We will make our plea short and snappy and just ask for what Coach Kotal calls "The Old Pepper."

TRADITIONS

Ivy-covered walls and traditions somewhat are synonymous. We pride ourselves in the fact that we have both. Traditions have grown here in a surprising number in the past few years. After all they are what make the school enjoyable and interesting.

There are a set of traditions held here that add to the general beauty of things and they are the traditions concerning our campus. Everybody wants to retain the beauty of this wonderful ground and everybody as a rule co-operates in doing so. We take it for-granted that this spirit will continue this year.

In the past it has not been the mark of a gentleman to be caught smoking on the campus or to be seen making one of our entrances appear as the entrance to a billiard room or smoke shop. This tradition has not been handed down for moral reasons but for prevention of a fire hazard, for appearances and general beauty's sake. Like-wise all recognize the significance of the side walks and do not make short cuts across the grass. This practice, not by students, a short time ago threatened to rob the campus of its beauty by what the Pointer last year termed "Cow-Paths." It is hoped that this practice will be re-trained from.

Let us heap on another tradition. It wouldn't be a bad idea if we would make it a point to settle down in our assembly seats without the usual accompaniment of buzz and wasteful delay. Last year's assemblies were highly interesting and we are confident that this season's Thursday mornings will be much the same. Why rob the program of its limited time by rambling into the auditorium leisurely and continuing the hum of conversation? Let's pour in there as though we were going to a regular class.

ADVERTISING

In the past when any organization needed financing it would do so through the means of advertising. While prosperity was on business men were heavy contributors to this form of advertising but now that the depression has visited us, the advertisers have necessarily had to avoid this dignified method of charity. They now think twice before they part with one of these donations and they are choosing their mediums with double the former diligence. It is natural enough that Pointer advertising and other student publications should come under this scrutiny. We are happy that we may stand the inspection.

The survey published on page one of this issue reveals the thousands of dollars spent by the collegians in Stevens Point. This buying power is desirable and is vied for by competition. It is natural enough that reaching the students through their own mediums should be a profitable method of advertising. Students appreciate and respond to advertising that is written free from the idea of a donation proposition.

This matter has another side-light that is mutually profitable to both the business men and college students. General observation and logic tells one that when collegians are employed in restaurants, drug stores, soda fountains etc. that student trade follows. That premise requires no proof; it is evident. The survey proves, however, that student patronage is highly profitable and desirable. Then why not capture more of it in this suggested manner, a means adopted by many of our local business men.

AN ALIBI

Please do not be disappointed in this issue of The Pointer as we are laboring under a limited staff of four or five student journalists. This issue was prepared before registration time and we have yet to

meet our full staff. We will be there however with our humor and other features with the next issue and we will try to make the paper worthy of the institution which it represents.

Men Welcomed To Remodeled Office

Dean Herbert R. Steiner now points with pride to a new oriental rug in his office and booms out with his jovial laugh that "Now when I call them on the carpet I'll have a real carpet to call them in on."

He has a right to be pleased with his quarters as his office no longer has the class room effect. The black boards have been covered with attractive wall paper. Drapes, a new coat of varnish and new furniture has been given the room. Mr. Steiner's class room has been re-plastered, re-painted and furnished with new curtains.

Referring to the Dean of Men's office Mr. Steiner remarked "I think that the masculine end of the school has been treated very well. This is their room as well as mine."

cal folios and maps have been placed in the office. Mr. Evans also has a new case for delicate instruments used in physiology experiments and anatomy.



BERTHA M. HUSSEY

WELCOME TO C. S. T. C.! We are glad to welcome the upper classmen; glad always also to welcome the FRESHMEN! There is a fraternity in a TEACHERS College found in few places elsewhere because of the outlook of service.

Realizing the purpose of education in our public schools, we come to this TEACHERS COLLEGE to learn the task of preparing children for citizenship. Let us in our development realize that we also are growing and that every act and purpose contribute to what we ourselves become and what we help others become.

BERTHA M. HUSSEY, Dean of Women

PROF. MICHELSON TO START SCHOOL BAND

An interview with Peter J. Michelson, the famous director of music obtained by Central State last year, brought this statement. "The music department welcomes all students who wish to take up any lines of music offered. In addition to the music that has been taught in the college before, there will be courses in directing of band, orchestra, chorus, glee club, and teaching of instrumental music."

Mr. Michelson added "A college band will be organized, and students who are interested in becoming members of this organization should consult with the director as soon as possible. We hope to make this one of the outstanding features and the pep of the school."

"Country Store" Now Completely Changed

Charles C. Evans, professor of biological science no longer can justifiably call his store room the "country store." It has now undergone a complete cleaning and has been out-fitted with steel shelving, cases for chemicals and apparatus, and work benches. Even the skeleton will no longer hang openly to frighten the co-eds as it is housed in its own private locker.

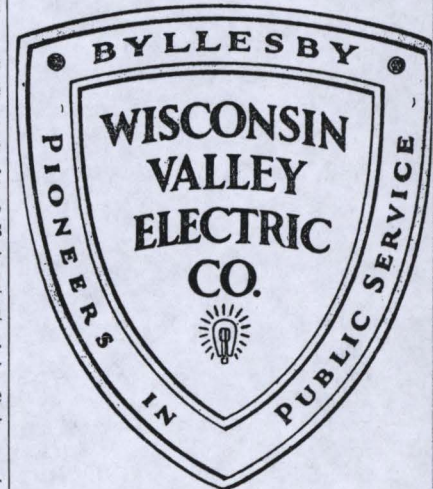
Mr. Evans, whose quarters are at the extreme west end of the second floor, has a new office also. A large room for this purpose has been constructed by building a partition from his class room, across the hall, and over to his store room. The colored window that was at the end of the hall has been moved out and placed in its corresponding new position. It is now possible to walk directly from the class room through the office, store room, and laboratory as a result of the improvements.

New filing cases for the geologi-

THE CITIZENS NATIONAL BANK "The Bank That Service Built"



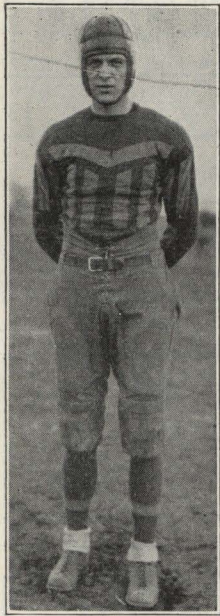
ALWAYS FRESH



FIRST FOOTBALL PRACTICE TO-DAY

MANY PLAYERS REPORT FOR FIRST DRILL

Coach "Eddie Kotal" received his first glimpse of this season's football material at the fair grounds field this morning. A large squad of players responded to the first drill which was held at 10 o'clock.



Harry Klappa

Coach Kotal said practices will be held this afternoon at 2 o'clock, Tuesday at 10 o'clock in the morning and again in the afternoon at 2 o'clock. Commencing Wednesday practices will be held daily each afternoon.

Only light drills will be given the players in the first days of practice. Many last year's regulars, local High school preps, and some reputable material from adjoining cities will be available.

Although Kotal mentioned none of the outside players who are expected to bid for positions it is understood that several husky lads have been obtained. Besides these there will be Nolan Gregory, a backfield man, Ray Golla on the end and Raymond Koehl, all-conference center, all from the High school, to choose from.

Captain Harry Klappa will have Ollie Neuberger, Ray Clausen, Ed. Baker, Frank Trebatowski, Harry Miller, Eddie Miller, Pete Peterson, John Van Roo, Russell Atwood, Myron Fritsch, William Scribner, Melvin Andrae, Loyal Christian, Clarence Ziegel, Robert Breitenstein, Art. Thompson, G. Willecke, John Maher, Melvin Bergeson, Victor Vrobel and Gordon Stein back as regulars. Besides these considerable green material has reported.

NEW EQUIPMENT AWAITS FIRST FOOTBALL PRACTICE

Besides hoping to cheer for the best Teacher's College football eleven in the state our students have the assurance that they will whoop it up at least for the best looking team. It is impossible yet to inform the co-eds as to the masculine pulchritude of Kotal's men but from the stand point of uniforms and equipment the squad will make a fine aggressive appearance.

The traditional Purple and Gold has been discarded in the make-up of the new uniforms. The headgears are black, with a gold crown that will make the grid-

ders look like "man-mountains" when they crouch on the line. The new jerseys are white with purple collar and cuff trimmings. Two old gold bands are around the bottom of the sleeves while a small Purple numeral in front is sewed on a circle of gold. A huge twelve inch purple numeral covers the back. A new style stocking will be used this year to take the place of the heavy ribbed gold foot-wear of last season. The innovation will have white bottoms and solid black tops and will be of a lighter texture.

New trousers, shoes, hip pads and shoulder pads will also be issued. The team will be out-fitted with light gold practice shirts and new double reversible training shirts. All the old equipment has been repaired and reconditioned. The squad will no longer have to stuff their belonging inside their bulky football pants when they embark to an out of town game. Rather they will be more safely carried in new duffle bags provided for the purpose.

President Hyer has also presented the athletic department with a new, repainted store room for equipment. The room contains shelving, drying racks and new cabinets.

Thousands Spent By Students Annually

(Continued from page, 1, col. 1)

Beauty parlor	1,100
Hair cuts	675
Dry cleaning	2,500
Bus fare	1,700
Rail road	1,500
Gift and miscellaneous ..	1,375
Taxi	1,500
Dentist	1,600
Doctor	550
Sporting goods	1,500

Average girl spends \$330.00.

Average non-working, non-resident girl spends \$450.00.

Boys:

Board	\$16,500
Room	6,500
Clothes	10,500
Shoes	2,100
Automobile expenditures	4,500
Toilet necessities	800
Smoking	1,500
Lunches	1,300
Gifts etc.	1,100
Hair cuts	1,600
Dry cleaning	2,250
Bus fare	840
Railroad	400
Taxi	500
Dentist	1,300
Doctor	670
Sporting Goods	1,300

The Pointer publishes an editorial on the significance of this survey in this weeks issue.

SPORT SHOP
GYM CLOTHING
422 Main St.

GREETING



E. L. KOTAL

Football at Central State is already beginning to take on a pleasingly "peppery" aspect. Many of the old-timers have stopped in the office during this summer for football chats and from all reports it looks like we are to have a gang of fellows out for the squad that really "love the game".

This type of boy will stick it all the way through even when the going gets tough and that is absolutely essential toward a winning club. When this feeling of "football spirit" grasps our entire student body as a whole — "just watch out opponents!"

Let us all get behind our teams this year and make the pushing easier.

E. L. KOTAL

OFFICIAL JEWELER
TO C. S. T. C.



FERDINAND A. HIRZY

"The Gift Counselor"

Home Made Candy
AT
"THE PAL"

COLLEGE EAT SHOP

Tasty Lunches Our Specialty
DON'T GO HUNGRY!

J. B. SULLIVAN & CO.

PLUMBING and HEATING

Maytag Washers

Silent Automatic Oil Burners

Phone 297 431 Clark St.

Home Made Cakes and Pies
Meals and Lunches At All Hours
GINGHAM TEA ROOM

CITY FRUIT EXCHANGE

Fruits and Vegetables
Phone 51 457 Main St.

YOUR TAXI
CARS FOR RENT
PHONE 65

RINGNESS SHOE GO.
40 Years Quality Foot Wear
417 MAIN ST.

WIS. SHOE SHOP
EXPERT SHOE REPAIRING
121 Strongs Avenue
Phone 116

COMPLIMENTS OF

CARLEY COAL
CO.

Phone 192

FORD
STEVENS POINT MOTOR CO.
309 Strongs Ave. Phone 82
ALWAYS OPEN

WORZALLA
PUBLISHING
COMPANY

"Where Graftmanship Predominates"



HERBERT R. STEINER

To the Students of Central State Teachers College:

We wish to extend a most hearty welcome home. Whether you are freshmen or "old timers" you are able to begin work this year under most favorable conditions. This college has never made greater preparation for the return of its family than this year. Intelligent planning, hard work, paint, varnish, soap and water have combined to restore the old building to its original wholesome freshness, making our school quarters most comfortable and attractive. We hope that this year will be one of the pleasantest, most profitable years of your life.

May we suggest that you budget your time carefully. Extra curricular activities are often as important as the strictly curricular work. Consider carefully those which will yield the greatest ultimate benefit.

Do not hesitate to consult with the members of the faculty to help you settle your problems. These men and women are genuinely interested in your welfare and will do their utmost to help you in any worthy purpose. Get acquainted with them and with the ideals of the institution.

HERBERT R. STEINER,
Dean of Men.

Many Improvements Ready For Reopening

(Continued from front page)

green bases. The walls and ceiling have been painted to add to the cleaner and brighter room.

The hall in the basement has been covered with a coat of white paint that has brightened the ordinarily dark place considerably. Dean Herbert R. Steiner and Professor Charles E. Evans have received much improved quarters. The stock room in the athletic department has been cleaned and remodeled for more systematic and sanitary storing of equipment.

The chief engineer's living quarters were repaired this summer and the boilers in the heating plant all re-bricked. The balcony in the new gymnasium has been completed. This, along with new bleachers have given an additional seating capacity of two hundred and forty.

Neat and accurate floor prints have been framed and placed on the corresponding sections of the building. The plans are the work of Victor L. Thompson, head of the Manual Arts department.

ENROLLMENT INSTRUCTIONS

(Continued from front page)

Enrollment will be as follows:

Home Economics Department,—Home Economics Office,
Miss Allen, Director; Miss Meston, Miss Church,
Miss Wilson.

High School Teachers Department, — Room 121
E. T. Smith, Director; Miss Jones, Mr. Rightsell,
Miss Seen.

Junior High School, Grammar and Intermediate Grade
Teachers Department, — Room 122.

C. F. Watson, Director; Mr. Knutzen, Mr. Thompson.

Primary Grade Teachers Department, Room 115
Miss Colman, Director; Miss Davis.

Rural Department, — Room 113

O. W. Neale, Director; Miss Roach, Miss Hanna.

- II. After your director has approved and signed your program, and all cards have been properly filled out, **present them in the main office on the second floor** where fees will be paid and class entrance cards will be approved. (NO STUDENT WILL BE ALLOWED TO ENTER CLASS WITHOUT AN APPROVED CLASS ENTRANCE CARD.)

FEES

Required of all students:

Associated student fees\$ 6.00

Incidental fees 15.00

Special fees in addition to above:

Students not residents of Wisconsin . 25.00

- III. Present your fee receipt and students' program card to the text librarian (text library, second floor) to secure text books. Keep your receipt and also your program card until the end of the semester to receive proper credit when books are returned.

IMPORTANT

After your class entrance cards have been made out, changes in the program (dropping or changing subjects) may be made only by securing a "Change of Program" slip from the Registrar's office and having it properly filled out and approved by your director.

ANY SUBJECT DROPPED WITHOUT GOING THROUGH ABOVE PROCEDURE WILL BE RECORDED AS FAILED. NO EXCEPTION WILL BE MADE TO THIS RULE.

Students seeking rooms or boarding places will see the deans.

Mr. Steiner, Dean of Men

Miss Hussey, Dean of Women.

STATIONERY, BOOKS, DRUGS

Bar Universal Portable Typewriters

H. D. McCULLOCH COMPANY

PROCLAMATION!

For The Coming Year

Go To

MOLL-GLENNON COMPANY

FOR YOUR
DRY GOODS

AND

LADIES' READY-TO-WEAR



Dressing for skin poisons, dry itching eczema, insect bites, barber itch, dandruff, poison ivy and skin affection.

A pleasant skin tonic and healing lotion,

Use after shaving to keep the skin clean and pores reduced.

MEYER DRUG CO.

NOAHS' ARK

The Place That Makes
Pictures

COOK STUDIO

Mgr. Edward P. Black
452 Main St. Phone 407W

MEANS' CAFETERIA

Try It---It's Different
112 STRONGS AVE.

BAEBENROTH'S DRUG STORE

The Store For Everybody
HOTEL WHITING CORNER

OLSON'S

A Collegiate Barber Shop
112 Strong's Ave.

A PLACE TO EAT

The Spot Restaurant

414 Main St. Phone 95

HIPPITY HOP

TO
BERENS' BARBER SHOP

(Under Hirzy' Store)

NELSON HALL

The comfortable and homelike
dormitory for women of Central
State Teachers' College

Dining Room
for both men and women

Diet
Varied, abundant, delicious and
inexpensive

MAY A. ROWE, Director
(Graduate Dietitian)

Welcome Faculty and Students

Where Fine Hair Cuts
are a Specialty

Burch Barber Shop

Next To Wisconsin State Bank