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 ......................................... 1,550
School supplies .................................. 2,000
Lunches, ice cream, etc. ....................... 5,500
Theatre ........................................... 3,000

(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 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.

INSTRUCTIONS FOR ENROLLMENT
FRESHMEN MIXER
FIRST SEMESTER 1931-32

FRESHMEN MIXER TONIGHTS FEATURE

No Freshmen 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 in 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 of the new semester 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 curvises, entrances, and steps have been repainted 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,
THE POINTER

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Faculty Adviser 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 "Hstudio-Etor" institutions of learning throughout our land on the cut and dried term of making 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 as a rule co-operators in doing so. We take it for granted that this spirit will continue this year.

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 as a rule co-operators in doing so. We take it for granted that this spirit will continue this year.

Let us leap 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 put on 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 choosy on 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.

The matter has another side-light that is mutually profitable to both the business men and college students. General observation and logic tells us that when collegians are employed in restaurants, drug stores, soda fountains etc. that student trade follows. That premise remains true still; it is evident. The survey proves, however, that student patronage is highly profitable and deserves the 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 orient-al 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. Dean, in a new coat of paint 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.

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 undergraduates who wish to be part of any line of music offered. In addition to the music that has been taught in the college before, there will be courses in music for teachers, and by students, a short time is 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-frained from.

Let us leap 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 put on 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.

"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 of the co-ops no longer hang openly to frighten the co-ops 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 removing 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 filling cases for the geologi-cal folios and maps have been placed in the office. Mr. Evans also has a new case for delicate instruments, and always also to welcome the FRESHMEN! There is a fraternity in a 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 new and purpose contribute to what we ourselves become and what we help others become.

BERNTHA M. HUSSEY, Dean of Women

THE CITIZENS NATIONAL BANK

"The Bank That Service Built"

ALWAYS FRESH

DEERWOOD COFFEE

BY LLESBY WISCONSIN VALLEY ELECTRIC CO.

BY LLESBY WISCONSIN VALLEY ELECTRIC CO.
MANY PLAYERS REPORT FOR FIRST DRILL

Coach "Eddie Kotal" received his first glimpse of this season's football material at the fair grounds this morning.

A large squad of players responded to the first drill which was held at 10 o'clock.

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 pupils, 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 Olie Neuberger, Ray Clausen, Ed. Baker, Frank Trebatowski, Harry Miller, Eddie Miller, Pete Peterson, John Van Roo, Russell Atwood, Myron Frischt, William Serbiner, Melvin Andrae, Loyal Christian, Clarence Ziegel, Robert Brentenstein, Art Thompson, G. Wilkecke, 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 have it up at least for the best looking team. It is impossible yet to inform the co-eds as to the mode 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-
ENROLLMENT INSTRUCTIONS

(Continued from front page)

Enrollment will be as follows:
Home Economics Department,—Home Economics Office.
Miss Allen, Director; Miss Weston, 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 Regis-
trar'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.

STATIONARY, 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.