

# The Educational Messenger

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## Announcement

When the MESSENGER was made a student publication at the beginning of the second quarter of 1909, it was hoped that the paper could be made a paying proposition upon the basis on which it has since been published. We bettered the quality of paper upon which the MESSENGER is printed; we added an attractive cover of excellent material, and, in order to put out a better paper, we changed the frequency of issuance, making it a bi-weekly instead of a weekly. The paper, although more expensive to the publishers than before, we left at its former price—fifty cents per year (twelve months). Upon a basis of one thousand paid subscriptions per year, the subscriptions will pay approximately one-half of the cost of publication: the remainder we hoped to secure by means of advertisements. After nine months of operation, we have been forced to change our plans because of various reasons, chief among which is our inability to secure a sufficient number of ads.

When it became evident that a change was necessary, we began to look around to see how other college papers are made to pay, and how our paper compares with others in respect to price, size and contents, as well as the quality of material used. The result was as follows:—

Of eight college papers on our files, we find that four are published monthly during the school year; one is published semi-monthly during the school year; and the remaining three are published weekly during the school year. One monthly of approximately the same size as the MESSENGER has a subscription price of seventy-five cents per year.

The remaining three have a subscription price of fifty cents, but are smaller than our paper. The semi-monthly is a twenty-four page and cover paper at \$1.50 per year, but fourteen of the twenty-four pages are ads. Of the weeklies, one is an eight page paper without cover, with three and one-half pages of ads, at one dollar a year. Another is a four page paper with one and one-half pages of ads at one dollar per year. The third had by actual count two hundred and forty words in one issue. Its subscription price is thirty cents per year. Only one of the eight is printed upon a paper as good as ours, and only one has a more expensive cover.

At a session of the Association the facts were presented, and after discussion it was voted to make the MESSENGER a monthly rather than raise the price to one dollar. At meetings of the managing board, the question was further discussed, and it was finally decided to make another supreme effort to continue to publish the paper as a bi-weekly, but with the substitution of a four-page news sheet for every regular alternate issue, beginning with the new year.

But, in order to successfully do this, we must have the loyal support of every subscriber, and we must have a larger subscription list. To induce subscriptions, we have decided to offer a year's subscription or a renewal to every person sending us five new cash subscriptions. Rally loyally to our assistance and help us in this crisis! A. R. S.



“Sensible people will take you for what you are, no matter what you say you are.”



Miss Ethel Beeson has returned from a visit to Bartley, Neb.

Mrs. W. Wood Bute, who has been ill for some time, has recovered.

Geo. Grant, who has been severely ill for some time, is able to be about.

A young men's physical culture class will be organized at the College Sunday afternoon.

Myer Beamen and family have returned from Des Moines, Ia., where they have been visiting for some time.

Miss Winnie Hunt, of Hastings, Neb., was in the village the middle of the week on her way to the Conference at St. Joseph, Mo.

Mr. and Mrs. Perry Wilson, who have been visiting Mrs. Wilson's brother, H. M. Spear, of College View, have returned to their home in Hastings, Iowa.

The President of Union College gave a happy little chapel talk Friday morning before leaving for St. Joseph, Mo., where he will attend the Central Union Conference now in session.

Mr. and Mrs. R. T. Emery are very proud of their son, who arrived December 1st. Mr. and Mrs. Emery are both former students of Union College, and are at present located in Denver, Colorado.

Prof. M. A. Farnsworth says his work at Vanderbilt University (Nashville), keeps him hustling more than he has ever hustled before. His little son has been sick with scarlet fever, but is out of quarantine now.

"Dear MESSENGER: We tried to get along without you, but we miss the connecting link between here and there, so the next year we want you to call at our house here in Brooklyn. With the best New Year greetings to the staff and the family, O. F. Schwedrat and wife."

A. P. Peterson has returned from a trip to Fremont, Neb.

H. W. Godfredson and wife have gone to Iowa for a visit.

The Floriculture class of the College made a visit to Fryes' greenhouse on Thursday.

S. J. Quantock has gone to Alliance, Baird, and other points in Nebraska, on business.

The Rochester delegates gave a report of their meeting at the convention at regular morning services Sabbath in the church.

Miss Bertha Lewis has been visiting friends in College View, and while here showed her loyalty to U. C. by subscribing for the MESSENGER.

The town is a little short on hard coal, and so some of the villagers have been obliged to lay their base burners by and use soft coal for heating purposes.

The personal work bands held a joint meeting in the College chapel Friday evening at 7:30 o'clock. This was a public meeting and others were in attendance. The delegates from the Rochester Convention gave a report of their observations while at that meeting.

Invitations are out to the marriage of Miss Bertha A. Hill to Eugene Dunham at the home of the bride's sister, Mrs. C. R. Kite, in Boulder, Colorado, Monday evening, Jan. 31st. They will make their home in Denver, Colo. Both were formerly students in Union College.

Mrs. Aurilla Rentfro has returned from a visit to her father at Sibley, Ia. She had not seen him for twenty-eight years, and though he is now eighty-six years old, he is sunny in disposition and is out in the morning at seven o'clock to carry mail to the court house though the temperature is sometimes thirty below zero.



The young people of the Boulder, (Colo.) church gave a reception for Mr. and Mrs. C. E. Rentfro, on Jan. 2d.

A few friends gathered round a "special table" in South Hall January 17th in honor of Miss Olive Boutelle's birthday.

"Mr. A. C. Dick spent his holiday vacation with friends in the vicinity of Alliance, Nebr.," so says a letter from that place.

Mrs. H. Westbrook is visiting her mother, Mrs. Geo. Reader, of College View. Mrs. Westbrook lives at Seargant, Nebr.

Mrs. Mary A. Gatenby has returned from a visit to Omaha, and her niece, Miss Mary Fox, of Whitney, Neb., is visiting at her home.

Miss Bulah Dunbar has returned to Comstock, Nebr., after an extended visit with her sister, Miss Mamie Dunbar, of Union College.

Miss Bulah Hill and Miss Sela Jeffers have been working with papers in Omaha, in the interest of the *Christian Record*, our paper for the blind.

Prof. E. C. Kellogg fills the large chair on the rostrum well in the absence of President Lewis, who is attending a Union Conference meeting at St. Joseph, Mo.

Go thou and do likewise: "Enclosed find fifty cents to renew my subscription to the MESSENGER for the year 1910. I enjoy it too much to miss a number. Mrs. J. W. Russel, Des Moines, Ia."

Miss Imogen Morrison has entered our school at Lodi, Calif. She likes it quite well, but says there is no place like old Union. She is planning on coming back next year to finish her course.

"The most successful toilers are those who cheerfully take up the work of serving God in little things."

## Choral Concert

The Choral Society, under the direction of C. Nevison Roberts, gave its first concert in the college chapel on the evening of Jan. 15th. The choral pieces rendered were Mozart's "Gloria," Fanning's "The Miller's Wooing," Noyes' "Village Blacksmith," Nevin's "Wynken, Blynken, and Nod," and Pinsuti's "Good Night, Good Night, Beloved." Miss Ada Madison was at the piano, and Miss Irma E. Lewis at the organ. Vocal solos were given by Mrs. Marion Crawford Smith, Miss Edna Ula Koontz, and Jess W. Fair, and a piano solo by Miss Anna Ray Simpson.

There are at present about thirty-five voices in the chorus. They are doing excellent work, and we hope to hear again from them soon.



## The Bookmen's Convention

The recent Bookmen's Convention held here is considered by them as being the best ever held. A great deal of practical work was accomplished, as well as theoretical considerations of ways of advancement. A few of the principal things they considered are: developing telling canvasses for the various books; methods of persuasion, which counts so much in making a good salesman; city work; system in reports from field workers; business methods in the state offices. We expect to see definite improvements in the book work during the coming canvassing season, from their work here.



"If you wish to be miserable, think about yourself, what you want, what you like, what respect people ought to pay you; and then to you nothing will be pure. You will spoil everything you touch, you will make misery out of everything which God sends you; you will be as wretched as you choose."



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