FINISHED: Depression Ends

PROGRESS IN THE VILLAGE SHOWS
ACTIVE PREPARATION FOR YEAR

Old Buildings Give Way To
More Modern Structures
For Better Business

NEW SHOPS APPEAR

Progress, renovation, encouraged pro-
tensity, new gadgets, fresh paint! So
midsummer alterations in whiteAgainst
(without) would dare present the
writers to bring more of the same
in the next season, unless they thought
fully displays his merchandise to the
big ladies.

We had assured some for that the
Village must spend a peaceful
summer after years of feverish
activity. New and improved girls had robbed away from academ
care for the long moonlight. But, not,
the place is alive with activity. During
the past summer, particularly, it was a
means for moving vast, sign paint-
ner, steam shovels, and everything.
Life seems to be changing, more pros-
gress, better business. Perhaps a few
shadowing of that extinct word which
is known as all our Re's, rather, than
an unhealthy spurt of New Shopp-
ers and hand-made fireworks.

With the upsurge from who looks
for her favorite Wellesley Fruit Com-
pany, for she will find boiler more than
a large hole in the ground and a steel
spinner or two. But trip to vegetable
farmers took next door to the hole in
the ground and the entrance
gle of the Village's Flowery Shop sign
you will find their largest grace of
fame. Greens will be back in two
months or so when the fruit store
moves into its new building. The
First National will then move from its
present soil to share the fresh shelf
of the fruit store, which, as was
assumed, is being built for "more space
and better business."

Barber Shop and Shoe Shop moved
across the street after nineteen years
in the now two story building, all
comfortably settled in the new quar-
ters. The most striking thing on all
lower Washington Street is the re
placement pole which graces the shade
and hair-cut store. The revivified
white, blue, and gold shop sign
sharply contrasts with a setting of
gate pale given at top and base.

Weather has improved in Wellesley
atmosphere by dimming the candy
confectioners, candy and ice cream.

CONTINUED ON PAGE 4, COLUMN 3.

UPWARD TREND OF MARKET CAUSES
EXCITEMENT IN THE WORLD OF BUSINESS

Perry Delves In Directory
For Important Statistics

The parents of the class of 1936,
taken as a whole, were very kind
of the name Elizabeth. Twenty-eight
of their daughters have been
renamed Elizabeth, Mary Louise, Mary
Virginia, Mary Helen, Mary Elizabeth,
Mary Frances, and Mary Margaret.
There comes the Margaret—twenty
strong, with also Mary. They are
their daughters, and two Dorothy
Dorothy and Dorothy. Then there
Birches, twelve Melia, eight each of
Jane and Janet, and the each of
Virginia.

The good old-fashioned Jane seems
to have been largely replaced by
more subtle variations. There are
seven "plain Jones" and six Jones,
two Mergers, one Adonais, and six Joan.
Katharine comes in three forms, with
two Kathryn, three Katherine, and three
Katherines.

Two of the freshmen, to all appear-
ances, have dropped out, and
nothing is known of their future
as examinations, both of the set,
the expectations, four will prove to be
a splendid investment in the near
and far future.

)n, or course, there will be
few bankruptcies, undesirable
e of keeping pace with a

EXCITEMENT IN THE WORLD OF BUSINESS:

Financial Outlook Grows
Brighter With Launching Of
New Preferred Stocks

The gold rush of 1929 is on! The
market is booming. The stock
index, which was 
whipped by the hurly-burly of 1921, Wellesley, like all the rest of the
world, has been drop in the pocket of a
summer depression. The happy end-
ing, as in all good movies, come with
the drama of the success of the financial
situation by the class of 36.

Each future drop, outbid by
College Shops all over the country,
coming in, to be received in
something by the orders and
and with all the silver deposits and
forex loans.

The receiving letters, the VII Julies,
for prophecy, that, if there are
thousands of orders, and no bad luck
in the next few months, examination,
both of the set, at its mature,
of four years, will prove to be
a splendid investment in the near
and far future.

In a message received at the New
Office from Herbert Hoover, President
of the United States, the Chief
Executive states that he is proud to
note this upsurge in the national
and that the depression is gone
forever. This optimistic statement
is backed by the opinion of that other
Chief Executive, President Persident.

The Congress is the constitutional
touch given by the foreign born
department, consisting of interests
from Japan, Spain, Latin-American,
and Greece. The relations between
countries and America have rarely been
so advantageous as by this display of
central connections. It is hoped that
the world invests, consisting of the
class of 36, and this will slowly
the College and keep it out of the red.
Once More, Welcome!

For six days freshmen have been welcomed, both officially and unofficially, by the entire college, from the most august members of the Administration to the sophomore or junior who was pleased to tell you the cretences thought but year after year for the room you now occupy. In some respects Freshman Week is an endurance contest, in which the ability of the younger members of the college to accustomize and assimilate in wholesale quantities is tested, but the attempt to make 50 feel an integral part of the college has been great.

Transfomers, who, as a rule, have been unconsciously infected in their isolated campus rooms, have been freed this year as never before. By living as a unit in StuKer until the influx of the veteran workmen, they have been acquired and united by the common bond of the traditions of the “Clover.”

The campus is newly adorned with charms, to prevent the newcomers from remaining in the clover vales wandering in the wilderness. Aik-Ode I have planted their arched campus, and 8 and 6 and C.G. have entertained at tea and dinner in their honor. The News can do little to add to its grandeur of the Class of ’31, but Adonais, the news-hound, borst his ears in welcome, and wags his tail in his most politic and friendly manner. The Board as a whole, in the spirit of the pum in seeking that your year at Wellesley be both pleasant and profitable and that you will, in the days of classes and daily schedule, return from the clovers of Freshman Week that you may be an active and important factor of the college and extremely welcome.

Can’t We Be Friends?

In spite of many reunions to the contrary, Wellesley has opened fall term with as many students as there have ever been here. Yesterday there were upperclassmen who were not called back early to fill some extra-curricular office or to register themselves to re-enact previous retinue to the college. You freshmen, who have held the stage for a long week, have found or will find that we cannot devote our entire time to you any longer. You may be grateful for member making, but it is not new, and the chances to be self-sufficient, or, on the other hand, you may feel hurt if you think of the help you have been given without your consent and you are just to fend for yourself. Uninformed through masses of upperclassmen, professors, and drone. In any event, don’t let the thought of the upperclassmen terrify you. Many of you have managed already to look, unintentionally, sociable, sociable, and by receiving you as freshmen and you have probably found that they have not been too hurried. We are all practical, the same. We enjoy something new and different as much as the next person. On the whole we have not come back to Wellesley with magnifying glasses to pick out your little peculiarities nor do we intend to ignore you completely. We are all human, which may send us occasionally an air of incomprehensibility, but our hearts are good. When we all start to chances and to work on Monday next, it should be with a feeling of friendliness and cooperation, which ought to be able to achieve.

Try and each year your new interest is shown to the return of the changes brought by the changes on campus. Although the changes may exist only in a change of drudgery as a new path, it is enough to remind us that summer here is not a Sleepy Hollow. The new dormitory, Munger, is evidence enough of the activity, for which of a newly completed cover turns the skeleton, we have to face the last June. We look forward to these changes, big and little, since they show the steady effort to adapt the college to an ever-changing campus, yet if it were not for the changes we would probably not remember having anything at all.

Trends and newest of the latest in the collection of uncommen on campus.

RETAIL

Nowing our Collection of

unknown

Clothes

$15.00

as little

$25.00

Boston

Wellesley

Volleyball

HOSPITALITY FIRST

To the Wellesley College News:

At this time of year, when much of our new college friends are returning from home, we have been trying to make a special effort to welcome the underclassmen in our midst. They may feel out of place in the dormitory life until late in the year. It is therefore most important for us, beginning right now, to show our younger associates, by including them in the conversation at tables, and by speaking to them as we meet them in the halls, how very glad we are that they have joined us here on campus.

Elnor E., ’33,

Sophomore,

198, Main Office, ’33.

LOCATIONS SEED

To the Wellesley College News:

Comes an early complaint from an editor who arrived before schedule. As in a thrilling nightmare we were engulfed in a torrent of bicycles, our assembled pool of bricks and wheels was made over into various vehicles, to be united in some manner. We made our way into various buildings on campus. In disguise we were particularly to see that the bicycle parking space was still in existence, and greeted with satisfaction and relief practically empty racks. Without doubt, the Destinian have been introduced into this modern convenience, and we were ready to make a habit of using it. It is not, of course, as convenient as a hitching post in front of every door to every building, but it is as essential located as a spot as any on campus, and at a few minutes’ walk from the more popular buildings. Certain, if we who live on campus can take the time to walk from dormitory to the Library, three who ride up from the village can walk from the parking space and leave the Library steps free from hindrance and the laws about it less like a junk heap. May we count on your cooperation? ’31.

BLANKETS FOR THE BABIES

To the Wellesley College News:

Having encountered a frantic freshmen house-mother, who was trying to provide some poor darlings with blankets, we would like to express our appreciation of the college on this subject. It seems that the authorities are strangely silent on blankets, although Reverend known why, all the campus will have arrived safely by the time the fresh- men are here. It is unusual when, one truck in a house of twelve girls ar- rives. The rest, blistered, and in these cold nights, are let to the mercy of the house-mother’s odds and ends. Couldn’t we have had a bed sheet to be the present, bring one blanket (the cotton things the college sells don’t amount to them?)

1933.

FREE PRESS COLUMN

All contributions for this column must be signed with the full name of the author. Letters or numerals will not be used for the author’s name. The Editors do not hold themselves responsible for opinions or statements in this column.

Contributions should be in the hands of the Editors by 1 a.m. on Monday. We are sorry again you didn’t be on the air, to which your friends do not listen. Is there something about the college you don’t like, or maybe just do you like and about which you want your appreciation known? Are you a Hospitalist by nature and do you want to start a revolution? Next to advertising, the best way to tell the public is through the News. We give you all the space you need, regard all responsibility, and let you know what you please how you please and whenever you feel the urge. All we do is that your contributions be handed to 1 a.m. in order any Monday morning to the Green Hall, and that it be signed with the contributor’s name and class. If you do not wish your name to appear, initial or merely class numerals will be printed on request. At a nursing home, you should never look to see that it represents student opinion, and we invite you, therefore, to take full advantage of the opportunity we present.

ELIZABETH WERNER, 1933
Assistant Manager

MARGO E. MOORE, 1934
Assistant Manager

CAROLYN R. DUFFY, 1935
ELEANOR JONES, 1936
ELEANOR JONES, 1936
ELIZABETH WERNER, 1933
Assistant Manager

JEFF DOUGLAS, 1933
Assistant Manager

WILLIAM DYER, 1934
Assistant Manager

ELIZABETH WERNER, 1933
Assistant Manager

Helen Kibbey, 1933
Assistant Manager

Cordelia Manley


Business Office

ELIZABETH WERNER, 1933
Assistant Manager

JEFF DOUGLAS, 1933
Assistant Manager

Helen Kibbey, 1933
Assistant Manager

Cordelia Manley


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Entered as second-class matter, October 10, 1919, at the Post Office at Wellesley, Mass., under the Act of March 3, 1912. Acceptance of mailing at special rate of postage provided for in section 110, Act of October 3, 1911, authorized October 10, 1919.
PERRY Blushed at this one told him by a Vil Junior. It seems she was surprised to find on a tour about the campus, and they arrived eventually at Tupelo Field. "We are competitors," she said, "but he's the real, the only one of our well-known Sophomores." Braving said a blush, she gave up and admitted that the tall, young lady and gentleman made more or less an attractive pair. However, as a rule, the Vil Juniors accepted her. The Vil Junior turned and said, "You are, a very exemplary example!"

PERHAPS the Freshmen haven't heard about the celebrity from Texas who is one of our better-known Sophomores. It seems that last year she created quite a furor by bringing three or six houses into the way of a well-known Dean. The Vil Juniors, however, refused to be impressed. "We're going to be early today," said T. F. Saunders. "We're in to buy a hat and a pair of slaffs and a bunch of oats.""
COLLEGE WOMEN want to know what’s going on in the world. I think the best way for Wellesley women to keep up with things is to read the New York Herald Tribune every day. I’m representing the Herald Tribune here at Wellesley and I have that a copy reaches you the first thing every morning, if you say so. Just get in touch with me here at Norumbega Hall.

“College women” often have some interesting and worthwhile features that I’m sure you’d find entertaining.

Mark Sullivan writes for the Herald Tribune from Washington, where government regulations are read in each house in the evening.

Thursday morning, Professor Gua- lter of the Department of Philosophy and Psychology, addressed the freshmen at Norumbega Hall at nine o’clock. At ten o’clock an Interview was given to the students in Adams Hall, by Mr. R. H. Adams and Mr. F. D. Adams, who were present.

In the evening a service was conducted by the Rev. Mr. Knapp, of the Christian Association in the Memorial Chapel.

The speaker on Freshmen Assembly on Friday morning was Miss Rezab, Dean of Freshmen, and Mr. H. R. Knapp, Health Officer of the College. In the evening the freshmen were tested on their dexterity at the College Government regulations.

On Saturday the first All-College Chapel Service was held in the Chapel of the Memorial Chapel. In the evening the Campus Supper Parties were given for the freshmen. Those parties took the place of the Christian Association College Government Tea. Following the supper, a Student Vaudeville was held for the freshmen in Adams Hall.

Berlin and other cities. If you want to find out what ships are sailing or what society is doing, the news is there.

“To my mind the Herald Tribune embraces the complete circle of human interest. Books and the Theater are reviewed entertainingly, Mellow humor and lightness in the cartoons of Webster and a Coonts Tower column by F. A. P. (Franklin P. Adams). Art and Sports! W. O. McGreaner writes a marvelous column daily and the Herald Tribune, read on your daily copy. Walter Lippman alone is worth a subscription. His clear, his lean, scathing comments on national and world affairs gives some of my most stimulating reading. His writing has drawn thousands of followers, and if you are one of them you’ll have excellent conversational ammunition for those more serious-minded occasions in which you so frequently find yourself.

In fact, there’s never anything dull about the Herald Tribune. Take fashion news, for example, the Herald Tribune fashion articles and pictures, plus the advertisements of the smartest New York shops, constitute a full course in what to wear and when and where and how — and every Sunday during the fall season there will be a full page of Graffiti pictures of the very latest wrinkle in this clothes business. Then there’s the new Beauty Institute that appears every Sunday. I could go on telling you interesting things about the Herald Tribune. But why not see for yourself? Get a copy and look it over. I’ll bet there won’t be many pages you can pass over without reading something. I think you’ll keep it up.”