



## **The daily cardinal. Vol. XXXII, No. 128 March 16, 1922**

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# The Daily Cardinal

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821 'ON 'HXXX 'IOA

MADISON, WIS., THURSDAY, MARCH 16, 1922

PRICE 5 CENTS

## ADVERTISING NO VENTURE, SAYS McADAN

Two Addresses Open All-  
Commerce Week  
Program

### SIXTY ATTEND BANQUET

"The Tendencies of Modern Advertising" was the subject of the address delivered by William Douglas McAdan, vice-president of the Williams and Cunningham company of Chicago, at the All-Commerce banquet held last night in the Woman's building. The event was the second on the All-Commerce week program, the address by Charles Estey given yesterday afternoon in Sterling hall being the opening event of the week.

About 60 persons attended the banquet, among them being A. R. Brunner, president of the Liquid Carbonic company, Chicago; C. L. McMullen, sales manager of the Fuller and Johnson company of Madison, and other Madison business men. Representatives of the Women's Commerce club, the men's Commerce club, and the Commerce Advisory commission were also present.

#### McAdan and Estey Talk

The rapid development of the advertising business from a stage in which attractive catch words and slogans adorned the sign posts of the country-side to the stage of being a most substantial and promising business was discussed by Mr. McAdan in his talk last night. He stated that advertising had become a sure thing and was no longer a matter of speculation, as it is so often called by wary business men.

"Business is like a wheelbarrow—you have to push it to make it go," said Mr. Estey yesterday afternoon. "Keep constantly pushing and plugging. Persistent advertising makes the world know about your goods. Advertising is 95 per cent common sense and 5 per cent brilliancy, ingenuity, and cleverness. Don't get into a rut in advertising, marketing, or anything you do."

#### Know What You Want

"Advertising is telling people. The town crier used to tell people in the best possible way—by word of mouth. The disadvantage of the method is that so few people are has come into play to tell millions

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## Burkhardt Arrives To Coach Haresfoot

Charles Burkhardt, assistant coach of the 1922 Haresfoot production, "Kitty Corner," arrived in Madison Wednesday afternoon to take charge of the chorus work in the show. He will act as assistant to Harry W. Spingold and will remain in Madison until the show has been staged.

At present, in addition to his coaching work, Burkhardt is traveling in vaudeville, and has played many leading roles in legitimate productions. For many years he was associated with Aron Hoffman, and he also was with Weber and Fields, taking Field's place in "Hip Hip Hooray."

Spingold and Burkhardt have worked together for thirty years in various fields. The two were instrumental in creating the popularity of the Carter De Haven's.

## 300 Costumes Ready For Jamboree-Goers

Over 300 costumes, many of them new and some of the old favorites, are ready for the inspection of prospective Jamboree-goers at the Hess masquerade establishment, 638 Williamson street. The prices for renting costumes range from \$1.50 to \$4. Any costumes may be reserved now.

Masks will be for sale and costumes for rent in Lathrop hall, March 30, 31 and April 1. Masks will sell for 10 and 25 cents.

## SHORT COURSE WILL GRADUATE LARGEST CLASS

Dean Alfred Vivian, of Ohio,  
Will Deliver Address  
This Morning

Graduation exercises for 72 students of the Short Course in Agriculture will be held in Agricultural auditorium at 9 o'clock this morning.

Invocation will be rendered by Rev. J. E. Sarles. Following the invocation, Earl E. Horswell will give the class oration.

The graduation address is to be given by Dean Alfred Vivian, Ohio State College of Agriculture. Dean Vivian is considered by many to be the Dean of Agricultural Deans. He will speak on the subject, "A Dream Worth Dreaming."

At the close of the exercises, Pres. E. A. Birge will award certificates to the graduating class.

Class day exercises were held by the Short Course students, yesterday afternoon. The program consisted of music by the Short Course orchestra, selections by the Glee club, class history, class will, and address by Dr. A. S. Alexander.

## MILITARY BALL TICKETS TO GO ON SALE FRIDAY

Price Set at \$4; Groups Can  
Reserve Boxes  
Now

Mail order sale of tickets for the 1922 Military Ball will begin on Friday, March 17, according to an announcement given out by Lawrence P. Warner '22, chairman of the sale. The admission price this year has been set at \$4.00 for each couple.

Tickets can be ordered by mail from Warner at the Sigma Nu house until March 25, when the open sale begins. No tickets are to go sale after April 1.

#### No War Tax Charged

"In order to avoid confusion during the sale no telephone orders will be accepted," said Warner yesterday. "Those ordering tickets should inclose a check and should not order more tickets than they need. No war tax is being charged."

Boxes for the Military Ball can be reserved by notifying Lester Brann '22, 615 N. Lake street, \$3.00 being charged each group desiring a reservation. A group of 10 couples or more is privileged to have a box at the ball. Any person desiring to become affiliated with some group can receive information from Brann regarding the boxes.

#### Ex-Service Men Invited

Ex-service men attending the ball have been invited by the university post of the American Legion, by the Red Arrow club, and by the Gun and Blade club to occupy their boxes. Several of the cadet companies will have boxes, while the assembly chambers will be open to those not affiliated with any group.

## SENATE SETS APRIL 28 AS ELECTION DAY

Powell and Stewart Will Attend  
Mid-West Confer-  
ence

### ELECTION BOOK REVISED

The date for the spring elections for members of administrative boards, and for Badger officers was set for Friday, April 28, at a special meeting of the Student Senate held last night in the Law building. The Senate also nominated Horace B. Powell '23 and Robert B. Stewart '23 to be representatives to the Mid-West Student conference to be held at Lexington, Kentucky, April 22.

Those positions which will be open for election this spring are: editor-in-chief of the Badger, business manager of the Badger, an entirely new athletic board except for two non-W men who hold over, two sophomores and one freshman for the Badger board, one sophomore and two juniors for the Forensic board, two sophomores and two juniors for the Union board, and, as a result of the recent agreement of the Cardinal staff and Board of control, two sophomores and two juniors for the Cardinal Board of Control. The members of the Cardinal Board will take office immediately except in the case of one junior who will enter office the following fall.

Formally signed petitions must be submitted two weeks in advance.

#### May Check Voters

In an effort to improve the conditions attendant to campus elections, the Senate last night considered several proposals among which was the matter of the election booklet issued as a guide to voters. It was decided that the names in the booklet should be run according to alphabetical order and that ticket affiliations should be disregarded. A subsequent motion ruled that the chairman of the executive committee should meet with the elections committee and propose additional policies.

In a previous meeting, Wayne Morse '23, chairman of the executive committee, advocated a plan for holding the balloting in private rooms in the various buildings in order to do away with lobbying. He also suggested a method of checking each voter as he appeared to

(Continued on Page 8)

## Meanwell Slightly Injured in Smash-up

Dr. Walter E. Meanwell, basketball coach, is recovering from minor injuries which he received yesterday when his car collided with another machine at the corner of West Johnson and Carroll streets. He suffered several bruises and cuts which were inflicted by flying windshield glass. The injuries were not serious.

Doctor Meanwell was driving toward the square and had the right of way at the crossing when another car headed toward State street suddenly crashed into his machine. "I made a couple spins and finally landed up against a big elm tree," he said. "The machines were wrecked a little, but I guess both the car and myself will recover all right in a short time."

## MOREAU AND STEWART WILL ACT AS PIVOT IN DEBATE FRIDAY



ROBERT B. STEWART '23

Robert B. Stewart '23 is the man upon whom Wisconsin's affirmative team will pivot its arguments in the debate with Michigan at Music hall tomorrow. Stewart, a member of Artus and a man who knows and understands the economic affairs of nations and world finance, will present the arguments from the economic standpoint. Stewart is president of the Senate, vice-president of the Commerce Advisory commission, a member of Commerce club, former president of Philomathia.



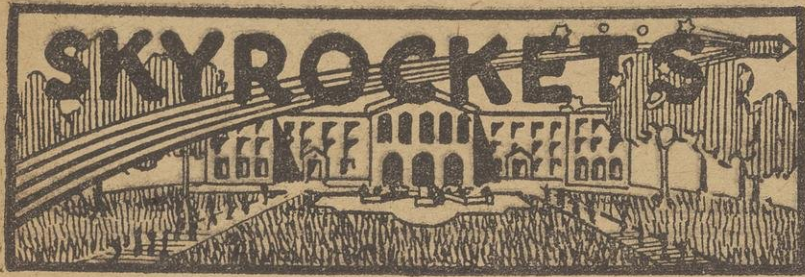
FRED J. MOREAU '22

Fred Moreau '22 is the pivot of the team which upholds the negative against Illinois at Urbana tomorrow night. Although Moreau has never debated for Wisconsin he has had considerable experience in forensics at Oshkosh normal. He was one of the team that defeated Illinois State normal several years ago. He entered the university from Oshkosh last year. Moreau is a member of Hesperia Literary society.

Hear C. L. McMULLEN on  
**SALESMANSHIP**

AUDITORIUM STERLING HALL

4:30 TODAY



NOW that the Black Cross mystery has come to light as an example of campus advertising for our beloved contemporary THE OCTOPUS, we're inclined to believe that the moronic activities of "The Whipper" were fostered and controlled by none other than our charming and instructive friend, THE WISCONSIN ENGINEER.

IT is meet and more or less proper that present and future exams in economics be governed by the plus and minus signs. This ruling applies directly to our own economic state. We wrote a plus instead of a minus on a forgotten stub in our check-book; the result thereof was disaster.

SOME serious minded senior ought to devote a thesis to the development of winter golf at Wisconsin. When days were cold and the nights were long, Tweed knickerbockers and Vardon pipes flooded the campus. And now, when signs of Spring are everywhere, the signs of golf are gone.

DUE to the recent upheaval in Congress over the status of Farming Finance, Sleep and his attending angels have left us worn and wearied in the wee small hours. At last we've come upon a compromise. The wilderness beyond the Hill shall be known hereafter as the Agricultural block.

### Elizabeth Kelly To Tell Children About Near East

Miss Elizabeth Kelley will tell the boys and girls at the children's mass meeting, which will be held in the auditorium of the Baptist church, how she took half starved and naked Turkish children from the streets and put them in the orphanages which the Near East Relief is running in Armenia.

They have 176 orphanages, with 120,000 children in them. A great many of the children have to work for themselves to support themselves and often some older person who is unable to work.

Miss Kelley will show pictures also.

TACOMA, Wash.—Ellis Lewis Garretson, in 1920 Imperial potentate of the Order of the Mystic Shrine of North America died suddenly today at his home here.

### THE HAPPY HUNTER

This time of the year  
Was made for me;  
Ay, never you fear  
This time of the year  
With its clothes so queer,  
They let me see  
This time of the year  
Was made for me.

HASHEESH.

BULL AND SHOVEL has discontinued elections for at least two weeks because so many campus celebrities are now eligible that we must select with unusual care.

### KIEKING HOFER THE TRACES

Econ 1b is strange to me  
For in exams the less you know  
The higher then your grade may be.  
They say to you: mark plus for no  
Or no for plus and thus and so  
Until you wonder if your brains  
Will plus or plus and minus go  
Or if, despite your utmost pains,  
Your plus won't have a minus show.

ENVOI

If tests like this are aimed to grow  
Brains where there were no brains  
before,

Then dear old Satan down below  
Surpasseth all our teaching corps.

MISOGYNIST.

"IT'S time to repose," said the  
artist's model when the rest period  
ended.

### Prof. Sharp to Speak To Jewish Students

Prof. F. C. Sharp of the Philosophy department of the University will address the Jewish students' association at its next meeting Sunday evening at 7:30 at the Woman's building. He will speak on "Religion and Ethics". Besides the usual response of the Hebrew service, special anthems are being arranged. The Jewish Students' association has adopted the policy of providing a free forum for religious discussion at which those in attendance will have an opportunity to express themselves.

The association seeks to develop a concrete statement of the universal truths and values of religion, freed from mysticism and sectarian bias. All interested in Jewish services and the purposes of the association are cordially invited to attend.

Read Cardinal Ads

### U. S. Income Taxes to Be Smallest in 5 Years

WASHINGTON, D. C.—Income taxes reported to the government this year will be the smallest in five years, treasury officials estimated on Tuesday—the 11th hour for filing 1921 returns. The total of income and profits taxes, which will be reported by midnight on Wednesday, will approximate only \$1,600,000,000, the tax experts believe. This is nearly \$200,000,000 under the amount reported two years ago and \$900,000,000 under

the amount last year. At the peak of the war profits period, the government received in excess of \$4,000,000,000 a year from these taxes.

### Badger Congressman Undergoes Operation

WASHINGTON, D. C.—Congressman Florian Lampert of Wisconsin on Tuesday went to a hospital for a minor operation.

READ CARDINAL ADS

## April List

# Brunswick

PHONOGRAPHS AND RECORDS

## Recores on sale today

we especially call  
your attention to

"Coaxing the Piano"

Zeze Confrey

"Greenwith Witch"

"Eddie Leonard Blues"

Carl Fenton's Orchestra

"Carolina Rolling Stone"

"Song of India"

Carl Fenton's Orchestra

"Gray Morn"

"Carolina Blues"

Bennie Kruger's Orchestra

"On the Gin Gin Ginny Shore"

## UniversityMusicShop

511 State St.

Open Every Evening

Don't forget the Special Party

at

## Thompson's New Ball Room

### Friday Night

Special Features Confetti Funmakers Vaudeville Stunts

Thompson's Orchestra--Featuring Charles Casserly

### SATURDAY NIGHT

With

### Charles Casserly

Our decorations are finished.  
Come and see us dressed up

We are going to make our dances exclusive to students and alumni, so be prepared to show your credentials if you are asked

## BOY OWNS VOICE OF FIVE OCTAVES



Robert Murray demonstrating his range.

Robert Murray, twelve-year-old pupil of Frederick Haywood of New York city, is said to possess a voice range greater than any known singer. In technical terms the range of his voice is from C. 228 V.P., below middle C., over five octaves to 6827 V. P. S., or over the top of the present piano forte. The lad sings in three languages and renders difficult arias with ease.

## CHEMISTRY PROFS ATTEND MEETING

Three professors of chemistry in the University of Wisconsin, J. E. Day, J. H. Mathews and Homer Adkins attended a meeting of the Illinois, Iowa, and Southern Wisconsin section of the American Council society in Evanston, Illinois, Sunday.

The meeting was addressed by Dr. Howe, editor of the "Journal of Industrial and Engineering Chemistry," of New York City, and by Dr. G. S. Wendt, formerly of the University of Chicago.

The latter, in connection with his paper on "Radio Activity," performed an interesting experiment illustrating a theory which has seldom been put into practical form. By passing a very fine wire into an extremely high current, Dr. Wendt succeeded in decomposing the element tungsten and getting out of it other elements such as helium.

The convention was attended by 250 people from this section of the country.

## The Photoart House Wm. J. Meuer, President

For your  
Film's sake  
and  
Your own sake  
Give them  
Photoart  
Developing and  
Printing.  
Only experts  
Work on your  
Films when you  
Bring them to  
Us, that's why  
Your pictures  
Are so much  
Better when we  
Make them.  
This is the  
Weather to get  
Out and take  
Pictures.



Wm. J. Meuer, Pres.  
Expert Enlarging

## AGRICULTURAL LITERARY SOCIETY

Owing to the Michigan-Wisconsin debate, the Agricultural Literary society will meet at 7 p. m. on Friday.

## Dress Up For SPRING

With the new season come the newer things for wear at all occasions, and we are ready to provide whatever you need in spring apparel—either ready made or made to measure.



The Only  
French Shop  
in Madison

Location  
Park Hotel

## Madison High Will Give Benefit Play

A special benefit performance of the Charles Rann Kennedy play, "The Servant in the House," to be given in the Madison high school auditorium Thursday evening is being recommended to students on the campus by the Edwin Booth dramatic society.

Edwin Booth has issued printed announcements to all of the fraternities and rooming houses, advocating the play. The announcements characterize the production as worth while not only because of its charitable significance but also because "it epitomizes a distinct achievement in dramatic art."

The admission for the play will be 75 and 50 cents, the proceeds of

which will go to the starving children in the Bible lands.

## Continue Sale of Historical Octopus

As an experiment in marketing an especially large number of copies of the Octopus, the Historical number will be on sale again tomorrow at tables in Bascom hall, Sterling hall, and Engineering building.

In commenting on the change in the sales plan Rodney C. Welsh '22, managing editor of the Octopus, said, "We are anxious to give every one a chance to purchase this number as it is our best book so far."

READ CARDINAL WANT ADS

Telephone Badger 3029

226 State Street

## Miss Hetty Minch

|                 |                          |
|-----------------|--------------------------|
| Gowns           | Individual and Exclusive |
| Pleating        | Accordion, Side and Box  |
| Embroidering    | Filet, Metal and Sida    |
| Beading         | Bugle, Wooden and Seed   |
| Buttons Covered | All Sizes and Styles     |
|                 | Hemstitching             |

Madison

Wisconsin

## Alexander Kornhauser Company

**Spring Opening**  
**Saturday, March 18th**  
**6th Floor First Central Building**

## Here is news every woman in

Madison will welcome! A beautiful new store, finely appointed and made ready for service—almost in the twinkling of an eye. We have not been out of business for a minute. Four weeks have been spent in the market to obtain this remarkable achievement. We have the lightest, brightest and airiest store in Madison! Loads of fresh new spring and summer merchandise direct from the foremost fashion centers awaits your visit! Our regular department managers and employees are here to bid you welcome and render the service, for which ALEXANDER KORNHAUSER COMPANY is noted.

## Come and Inspect This New Merchandise Saturday

Women's and misses' coats, capes, wraps, suits, dresses, costumes, millinery, waists, corsets, silk muslin and knit underwear, hosiery, gloves, sweaters, neckwear, children's dresses, hats and sweaters.

## N.Y. Co-eds Ask Smoking Room for Women Only

(By the Associated Press)  
NEW YORK—Fragile feminine nerves, frayed by arduous study and the idiosyncrasies of instructors, should be soothed and calmed by the use of cigarettes, in the opinion of New York university coeds, who have started a movement for the establishment of a "ladies' smoking room" in the school. As reported by the college paper, the New York University News, the opposition, so far, is but slight.

Views of faculty members were printed, among them Assistant Dean John T. Madden's who said in opposition:

"I think if girls would give up smoking and return to 'normalcy,' they would be better off. Smoking does nobody any good. The fact is, in time it will harm the health."

But Miss Barr, secretary to the registrar, was sympathetic. She said that, with increased space next year, the room might be provided.

## Legion Registration Booth Open Today

The local post of the American Legion has opened a temporary employment office in the armory in the Blued building, W. Main st., in order to take part in American Legion Employment Day, March 20. Legionnaires will be on duty in this office between the hours of 9 a. m. and 5 p. m. during the balance of this week and Monday to take care of applications of ex-service men for jobs and of notices of employers of work to be secured.

## East End of Lake Monona Opens Today

The entire east end of Lake Monona opened today, it was reported. The ice has been gradually giving away from the mouth of the Yahara river for days.

## WEATHER

Highest temperature 49 at 3 p. m. Tuesday. Lowest 34 at 7 a. m. Wednesday.

The storm that was in the lower Mississippi valley yesterday is moving across the south Atlantic states attended by light to moderate rains. The barometer is high in the interior of the country with slightly lower temperatures there. Unsettled weather with rising temperature prevails in the plateau region.

## Classified Ads

Rates 1½¢ per word. Ads accepted over phone only from parties listed in the phone directory.

RENT A CAR—Drive it yourself. Basement Lake City Garage. F. 257. Flaherty Bros. tf.

TYPEWRITING and any kind of clerical work by an experienced stenographer. tf.

TYPEWRITING done, prompt and reasonable. B. 3758. tf.

WILL person who found fountain pens and Eversharp pencil in gym locker Monday please call Hockings. B 2126. 2x16

LOST—Lady's gold watch. Initials J. M. R. inside case. Finder phone F 309. Reward. 1x16

LOST—Gray cat near Agricultural bldgs. Please call B 15. Reward. 1x16

FOR RENT—Pleasant rooms. Single or double, \$1.75 and \$2.75. Also cooking privileges. B 6196. 2x15

THESES TYPED—Call Capitol 22. 1x16

## Marinello Shop

### Brassiere Special

Plain or lace trimmed; large assortment from well known manufacturer. All sizes. Prices \$1.00 to \$3.00

### "Elastic Girdles"

Plain satin, brocade materials. Pink or white. \$1.75 to \$5.00

### Corsets and Corselets

All sizes and styles.

MRS. W. WENGEL

225 State St.

NEVER CHANGING PRICES  
**STRAND**  
MADISON'S PHOTOPLAY THEATRE DELUXE  
NOW SHOWING

Prices  
Adults 22c  
Plus tax  
Children 10c

Thos. H. Ince  
PRESENTS

# "HAIL THE WOMAN"

With an All-Star

Cast

Including

\*FLORENCE VIDOR  
\*LLOYD HUGHES  
\*THEODORE ROBERTS  
\*MADGE BELLAMY  
\*TULLY MARSHALL  
\*CHARLES MEREDITH  
\*EDWARD MARTINDEL  
\*VERNON DENT  
\*GERTRUDE CLAIRE  
\*MATHILDE BRUNDAGE

Important Notice  
Performances for "Hail the Woman" start at  
2-3:30-6:30-8-9:30



That  
Something New

TRUTH

Dosen't this weather make  
you feel like getting  
out-of-doors

Put on your hiking clothes and get into the country—if you aren't fully equipped let us show you the Duxback—Knicker Suits of Government Drab are selling this year at \$8.25.

The riding habits of the same type at \$9.25.  
There are hats and leggins to match.

Cotton Twill Cords Knicker Suit at \$13.50.

Wool Twill Cords Knicker Suit at \$35.00.

Separate Corduroy Knickers at \$4.75.

Pongee Shirts—made by men's shirt makers, at \$5.50.

Sweaters from \$2.75 to \$10 are comfortably worn with the sports outfit.



Kessenich's

### Third Music Memory Contest

(A movement to acquaint Madison with the best music, through a contest in naming selections from hearing them. Open to everyone without fee or restrictions.)

#### Selection No. 27.

For week beginning March 19th.  
Bird as Prophet, by Robert Schumann (Born in Zwickau (Saxony), 1810; died in Endenich (near Bonn), 1856.

#### Scholar and Musician.

Active as author and composer, Schumann was a new phenomenon in German life. Poetry and musicianship were not correlated in him, but were simply two phases of his creative nature, each satisfying a craving of his artistic make-up. We can more readily account for his literary tendencies than for his musical ability, of which there seems to be no trace in his heredity.

#### More than Chopin.

As a composer Schumann started with the piano, and wrote scarcely anything but piano until 1840. He might easily have confined himself to that instrument, like Chopin, but in the end the broadening of his interests led him into wider fields. At the start, and often later on, Schumann composed at the piano, and while he himself in after years condemned the practice, it undoubtedly made him write in true piano style, so that Schumann ranks with Chopin himself as one who composes music for the piano that cannot be adequately performed on any other instrument. Moreover, Schumann invented a new mode of treatment, a kind of orchestral polyphony; and by means of the pedal, extended intervals, peculiar chord positions, and other devices, he succeeded in producing from his instrument a wealth of tonal effects hitherto undreamt-of. At the same time, he wrote very little in bravura style, and was apparently reluctant to use the higher and lower registers of the piano.

#### Originality and Humor.

Schumann's originality is the more striking that it shows itself in his very earliest compositions; there is scarcely a trace of any other musicians in all his works. It is a result of the same originality that the works of his first ten years present the most characteristic picture of his genius. The freshness and charm of these early works he never really surpassed, though he rose to heights of greater power in later compositions. Furthermore, Schumann is the only composer, after Beethoven, who is capable of giving full and free expression to the humorous element in instrumental music.

#### Compared With Schubert.

As a song composer Schumann ranks with the very greatest, and is perhaps the most profoundly and intellectually suggestive of them all. It has been finely said that Schubert wrote tunes for verses, whereas Schumann composed musical poems to them. We should also mention his fine symphonies, in which he comes close after Beethoven, his great piano concerto, and his famous piano quintet.

#### Why This Title?

Schumann's titles are always carefully chosen, but they were selected after the work was composed, not before. Hence it is not correct to speak of these works as program music, though they are romantic. Each piece, thought Schumann, should have a value of its own, and be intelligible by itself; but the title is necessary, to give the hearer the same mood. These considerations apply to the Bird as Prophet, which was published as one of the Woodland Scenes, Op. 82. How should the listener be guided to the right attitude toward this

tone-portrait? Let him imagine, says Schumann's title, that he is listening to a single melodious bird in the deep woods, singing with such conviction that it sounds like the impressive utterance of a prophet. It does not matter that no bird ever sang such a melody: a prophet bird might do so. And the listener's heart must swell as he hearkens, with a sense of mystery and of beauty combined. As for the meaning of the bird's saying, that is surely conveyed by the wonderful little tranquil episode that interrupts the song of the bird, full of comfort and quiet happiness and peace. Schumann's Bird as Prophet reveals to us a genuine poet, giving expression to his fancies in words of music. Or, to take a slightly different interpretation, we may consider the first and third parts of the composition as the flight of the bird—the every day activity of a work-a-day existence, where as the middle section with its crooning lullaby melody is prophetic of other life, of coming generations.

(Note:—Explanatory notes on the 26 preceding selections will be found in Wednesday papers of the past 26 weeks. Material on the 28th selection, The Loreley, will be printed in next Wednesday's paper. Copies of all issues may be found at the newspaper office.)

#### KEHL'S NEW DANCE STUDIO

8-5 N. Pinckney St.  
Over Metropolitan Store

We teach you to dance to lead and follow

Terms most reasonable in the city  
Lady or gentleman teacher  
Phones—Studio, F. 561  
Residence, B. 1770

Quicker Service Better Prices

#### Typewriting Dictation Mimeographing

The Wisconsin Typing Co.  
F. 1075 816 N. Mills St.  
(One-half block from Univ. Ave.)

#### BEAUTY SHOP

Mrs. Rose Bastick

Rain Water Shampooing

Marcelling

Toilet Requisites

17 West Dayton St.

**HINKSON'S**  
644 STATE ST.  
*Discretion & Dependability*  
TRY OUR WAFFLES

"If You Can Walk—  
I'll Teach You to DANCE"

#### SARI FIELDS

The New Dances  
"SOCIETY WALK" "THE SAUNIER"  
Results Guaranteed—B 1806 for Terms

#### DR. SCHEURELL

Dentist

Office above University Pharmacy  
B. 5819 672 State St.

#### TYPEWRITERS RENTED

Special Rates to Students

Special bargains in standard makes of rebuilt typewriters. All makes repaired or exchanged. See our new Gourland portable typewriter. This machine has a standard keyboard.  
Wisconsin Typewriter Exchange  
519 State B. 1970

# Simpson's



## Special Showing of New Dresses

These dresses are the latest things just received from New York. We have them in the popular colors in Cantons, georgettes, crepe knit, tweeds, reasonably priced at

\$27.50, \$35 and \$45

## Popular Three-Piece Suits

We are showing these most attractive three piece suits in poret twill, tricotine, crepe knit and tweeds from \$25 up.

### Fish Will Discuss European Problems

Prof. Carl Russell Fish will give the first of a series of university convocation talks on April 7, concerning the present international situation. He will speak on "Historical Background of the European Situation."

Prof. A. P. Haake, chairman of the university convocation committee, has announced two more talks to be given April 20, and May 4. Prof. W. A. Scott will speak on April 7, on "The Economic Background of the European Situation," and Prof. F. A. Ogg will speak on May 4, on "The Political Aspect of the European Situation."

READ CARDINAL ADS

# The Daily Cardinal

Member Wisconsin Intercollegiate Press Association  
Member the Western Conference Editorial Association

Student owned and controlled university daily, established 1892, and combined with the Wisconsin Daily News, established in 1912. Published every morning except Monday during the college year. Entered as second class matter at the Madison, Wis., postoffice.

Subscription rates \$3.50 a year; \$2.00 a semester, in advance.

Editorial Offices—Union Building, Phone Badger 250.  
Capital Times Building, Phone B. 1137.  
Business offices—Union Building, Phone Badger 6606.

## CARDINAL BOARD OF CONTROL

Ralph E. Balliet, president; Arthur Freytag, secretary; Walter Ehling, treasurer; Joel Swenson, Adrian Scolten.

WILLIAM M. SALE ..... MANAGING EDITOR  
ROLLIN E. ECKE ..... BUSINESS MANAGER

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## PRINCIPLES AND FACTIONALISM

In a few weeks the annual spring elections will roll around. An editor and a business manager for the 1924 Badger will be chosen. The vacancies on the various administrative boards will be filled. The date for this election has been fixed for April 28. Later on in the spring there will an election for members of the student court.

The politicians will soon begin to summon their caucuses and line up their slates. There will be energetic efforts to marshal "representative students" behind this or that faction. It has always been so and it probably always will be so as long as student self-government exists on the present basis.

Now, organization in itself is no evil. It would be a good thing if distinct parties actually existed on the campus. There ought to be enough fundamental differences of opinion on question of student government to justify the organization of parties such as are seen in our national life. These parties would disagree on basic policies, but they would agree on the proposition that the holding of a student office is a matter of trust.

It is on this question that objection arises to the factional system which now is the basis of campus politics. The object of these factions is to elect men and women of their choosing to office. The office in most cases is a means and the end is the glorification of the faction. In some instances this system does little harm. For instance, class offices do not involve any principles of student government. These offices have always been the politician's paradise. He glows with pride at his power in dictating the appointment of eight or ten inconsequential class committees and the university is not much worse off for his turning the trick.

It is in the case of the more important offices that mere factional politics is unsatisfactory. Members of the Student Senate should be elected on the basis of the principles for which they stand. The organizations that support candidates for the Senate should be in sympathy with these principles.

The Student Court members, above all officers, should be divorced from factional politics. It is well that the nominations for this office are made by the deans of the various colleges.

If candidates for the different board offices would divide on principles rather than personalities and factions the boards would command more respect and prestige.

Factional politics furnishes a lot of fun to its devotees, but it often makes a farce of student self-government.

## HEAR THE DEBATE

WISCONSIN meets Michigan in debate Friday night on the question of cancelling the allied war debt.

Michigan has always stood high in forensics. All intercollegiate debates at Ann Arbor are formal. Two years ago Michigan won the N. O. L. Michigan will give the Badger team a hard run tomorrow night.

The home debaters need support. Aside from the sport of the debate, the question is lively and important. Come out and hear the debate.

## WORKING AGAINST TIME

Many students have formed the bad habit of studying against time. That is, if they are studying a book they figure on reading so many pages an hour, and no matter how the difficulty of the subject matter may vary, they plow straight ahead at the rate of speed which they have previously set for themselves. When the ambitious student remarks to a class-mate that he has covered so many pages of an author in what is a remarkably short time, it seems that he has accomplished a great deal of hard work. It is hard work, but the question is, what does he know about the book he has been reading? If the ideas he has gained from this rapid perusal of the book are vague and indistinct, then this method of study is unprofitable. It would be better to go slower. Then the student would be sure of knowing some part of his subject thoroughly.

This gives rise to another question. The term at McGill is short, and this means that much work must be done in a short time. The idea of some lecturers seems to be to pile an amount of work upon their classes that would keep them quite busy during a ten-month term. In certain courses certain ground must be covered and the only remedy here is the drastic one of lengthening them by a year or more. In some of the courses that are more strictly cultural it is ridiculous for the lecturer to prescribe an amount of work that is next to impossible for the student to cover in the time at his disposal. Why not cover less ground, but cover it more thoroughly? After all a college education merely arouses our interest in certain subjects and founds a base of knowledge for us to build on in future years. If this base is flimsy, the edifice erected on it will be flimsy also.

As long as we have the lecturer who cannot see beyond the bounds of his own subject, however important that may be, just so long will we have the student who studies against time. Possibly the idea is to give the student a lot of work to do in the hope that he will pick up a smattering of knowledge. The ideal should be—a thorough study of basic principles that would arouse and stimulate an interest that "cramming," rather than arousing, tends to destroy.—McGill Daily.

Restriction of college attendance by some form of selection is finding many advocates now. Some presidents suggest personnel tests for freshmen, some advise a strict weeding out of students during all four years, and some ask for admission only of students who have maintained a certain standing in high school.

The bachelor of science degree has been conferred upon 923 graduates of the College of Agriculture.

## BULLETIN BOARD

### STUDENT SENATE MINUTES

The minutes of the Student Senate special meeting held in Pres. E. A. Birge's office, March 4, are posted on the bulletin board in the library. This arrangement is made in order that all who are interested in student self government may read the minutes of each meeting. The same custom will be observed through the balance of the year.

### OUTING CLUB BOARD

Outing club board meeting Thursday noon, March 16.

### OUTING CLUB

Election of officers at regular Outing club meeting Thursday, March 16, at 7:15 in Lathrop concert room.

### DANCE COMMITTEE

Pre-Military ball dance committee will meet in Union building at 12:45 Friday.

12:45. Important.  
noon in the tank-room at Lathrop.  
saying test will meet Thursday  
Girls who have passed the life-  
GIRL SWIMMERS

to try call Marian Mosel, B. 807.  
4:30 in Music hall. Those wishing  
club will be held this afternoon at  
boys interested in the Girls Glee  
Troyouts for Freshmen and Jun-  
GIRLS GLEE CLUB

ments will be served.  
Music hall auditorium. Refresh-  
Legion at 7:15 Thursday evening in  
Important meeting of American  
AMERICAN LEGION.

ent.  
and prospective members be pres-  
7:30 Thursday evening. All active  
Regular meeting will be held at  
A. S. A. E.

The finals will be on March 29.  
contest will be held on March 27.  
that the Freshman Declamatory  
The Forensic board announces  
FROSH DEC

### AGRIC TRIANGLE

Agrie Triangle "Country Life Club" will have its regular meeting Sunday morning at 9 o'clock in the S. G. A. room Lathrop hall. Professor Hopkins will speak on "The Rural Press, Its Future, and Some of Its Problems."

### MILITARY BALL USHERS

will please sign their names on sheet at entrance on the main floor of the Armory. This should be particularly noticed by those men desiring to make up cuts or anticipating same in the near future. A maximum of six hours credit will be allowed for this.

### MATHEMATICS CLUB

The Junior Mathematics club will meet Thursday evening at 7 o'clock in 101 North hall. Professor Van Vleck will talk.

### AN IRISH GOOD TIME

All lovers of an Irish good time are invited to celebrate St. Patrick's day on Friday evening at 7:30 in the Baptist church. Wear a bit of green, and be prepared if the girls should ask you for fifteen cents to help pay for the refreshments.

### HESPERIA MEETING FRIDAY

The Hesperian Literary society will meet at 7 p. m. Friday at which time the tryouts for the Frosh Declamatory contest will be held. After the tryouts the society will attend the Michigan debate in a body.

### CHRISTIAN SCIENCE SOCIETY

Christian Science society will meet this evening at 7:30 in 35 Music hall. All present and former members of the faculty and student body are welcome.

### PRESIDENT'S GUARD

The Presidents Guard will hold its regular meeting tonight at 7:15. All members are urged to report on time.

### CHESS CLUB

Meeting, 7:15 p. m. Thursday, in Union building. Bring sets and boards. Tournament and match games.

### THETA SIGMA PHI MEETING

Business meeting in the Union building, Thursday, March 16, at 7 p. m.

### SADDLE AND SIRLOIN

The Saddle and Sirloin club will hold its regular meeting at 7:30 in Agricultural hall, this evening.

## Communications

## FORENSIC PUBLICITY

To the Editor of The Daily Cardinal—

Back in the days before the advent of the Bermuda belle species of college girls and the frivolous type of college boy, the student who made a college debating team was not treated with that cold, ignorant disregard which, among other telling circumstances, is so evident in the issues of the Daily Cardinal. I refer particularly to today's issue in which the pictures of two members of Wisconsin's debating teams are given inconspicuous positions.

It is indeed quite strange and deplorable that he who has distinguished himself in that most exacting art of debating should be treated as inferior to other students who are admittedly less representative of what is ideal in university life. Why is the profusion of front page publicity suddenly checked when a participant is forensics is the recipient? Is the chairman of a Committee on the Distribution of Posters, or the assistant to the chairman of the Junior "Prom," or other like enviable personage who has secured front page publicity more worthy of recognition than members of a Wisconsin debating team, who represent the entire university? Why display on front page covers the pictures of those students who perform the great intellectual feats of decorating a dancing parlor and awarding a fox trot prize, and consign to obscure place the pictures of students who have been selected from a multitude of powerful contestants as Wisconsin's best debaters? Trifling comments on the last number of the Octopus may indeed delight the reviewer when printed on the front page. The giving of recognition, however, where recognition is due and the proper treatment of that which is elevating in student life necessitates a more considerate handling of forensic men and events.

M. SOREF '23.

## Country Mag For March Abounds In Varied Interest

By Tom Daniels

The March number of the Country Magazine with its timely discussion of economic problems, nature stories, St. Patrick's Day suggestions, and campus activities will make its appearance on the campus today.

One is immediately attracted by the cover design, "Where the Drive Way Winds Among the Evergreens on the Wisconsin Campus," painted by Walter Schuetz '23.

"The Farmer and the Retailer" by Harry F. Zimmerman '22, is a timely discussion of what should be the relationship between the farmer and the retailer. Zimmerman has just made a study of the problem, and his discussion is said to be the latest information on the subject.

By way of variety, Harold Wicker '23, tells of a day spent among the lumber-jacks in the northern woods. Wicker made the trip to the camp on skates. He tells in a fascinating manner of his impression of the big hearted lumber men in the great pineries of the north.

Robert Boerner '22 gives some interesting side-lights on the Little International in his discussion of the history of the classic livestock show.

"How to decorate for St. Patrick's day" is the question which Louise Thompson '22 answers in the Country Mag. Another timely discussion of home-economics problems is presented in Elizabeth Byn's article about "Vegetables as a Means of Variety in the Diet."

Campus news, "Wild Crabs," and a timely poem about nature by Dr. A. S. Alexander, complete the variety of interesting reading offered by this issue of the Country Mag.

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Dr. J. A. Bancroft  
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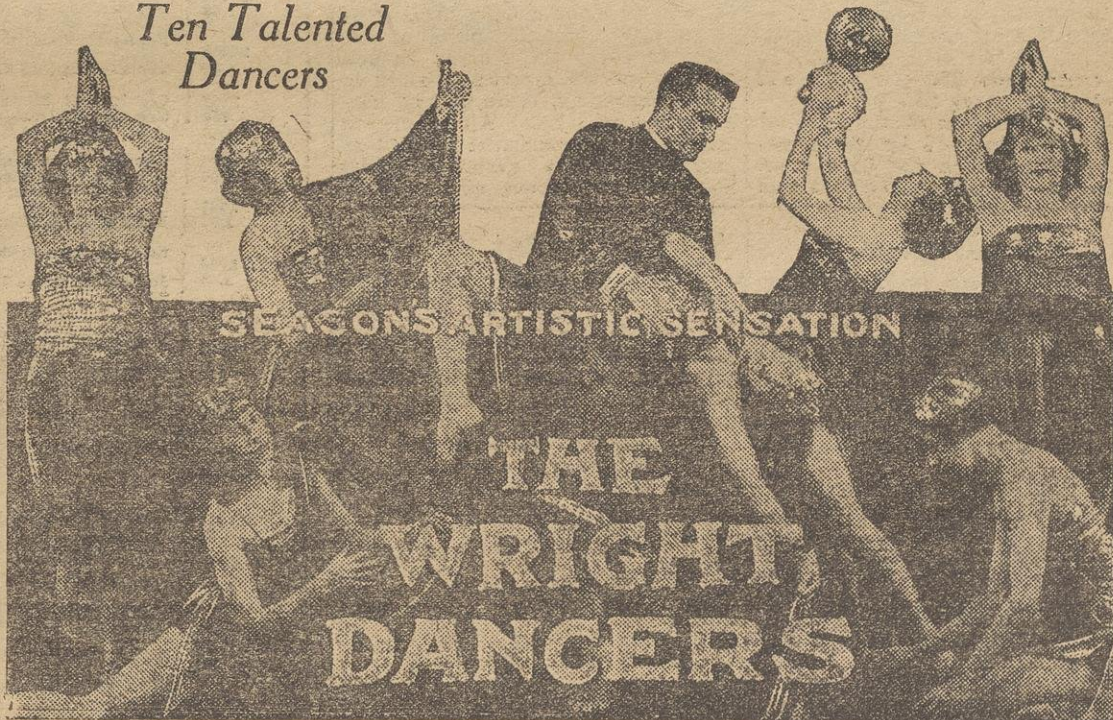
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## JOHNNY COULTON

"THE MAN YOU CANNOT LIFT"

## Surgery Can Only Redirect Normal Activity Speaker Tells Madison Hospital Association

244 Members at Meeting; Dr. Bradley, Rev. Hunt, Prof. Meuer and N. J. Frey Are Named Directors for Coming Year

"Surgery can do just so much, but it can only foster and redirect normal physiological activities," said Dr. George V. I. Brown, of Milwaukee, who spoke on plastic surgery at the annual meeting of the Madison General Hospital association at the Women's building last night.

The meeting was attended by 244 members of the association, and E. J. B. Schubring, president of the board, acted as chairman. Reports were read by N. J. Frey, secretary and F. H. Elwell, auditor, who reported the cash receipts from all sources except endowments and new building were \$155,928.82 for the year ending Dec., 1921.

Directors elected for the coming 3 years were as follows: Dr. H. C. Bradley, Rev. G. E. Hunt, Prof. E. R. Maurer, and N. J. Frey.

Mr. Schubring, president of the board, spoke on the report of the hospital work of the past year. The sources of income are from membership dues of \$5 a year, \$7,000 regular patients, and income from bequests and endowments of Dr. Vilas, Miss Bunn, and the Clarke estate. Torger Thompson of Deerfield, gave \$500. The report of income is as follows: patients 91 per cent; Madison 4.4 per cent; gifts and bequests, 4.6 per cent.

The assets of the General Hospital association now amount to a little more than \$350,000. The income of the hospital comes from various sources: the city, which during the past year, contributed \$7,000.

During the past year the earnings of the hospital amounted to \$155,798.47.

The patients give the largest part toward supporting the hospital, 91 per cent of every dollar coming from them, 4.4 per cent from the city of Madison, and 4.6 per cent in donations and gifts. That dollar is spent in the following manner: salaries and wages, 34.4 per cent; fuel, gas, light, and power, 5.2 per cent; drugs and surgical supplies, 8.3 per cent; laundry, 7.2 per cent; foods 21.2 per cent; and all other purposes, 23.7 per cent.

The charity work of the hospital is largely supported by the membership dues which are \$5 a year. During the past year \$7,032.94 was

spent on direct charity work, where people were not able to pay for any services; and \$15,364.57 indirect charity which takes in ward patients and people who are charged only a small part of the actual cost of the service, making a total of \$22,397.51.

The hospital has an accredited school for nurses, which graduated 12 nurses in 1921, and has 11 graduate nurses and 38 pupils now. There is an instructional staff at the hospital, and part of the work taken by the nurses is taken at the university.

Through the week's drive which the association held in 1919 for the new building, about \$85,000 was raised, and instead of providing space for additional beds, the hospital now has 125 beds, some very necessary improvements were made.

An adequate heating plant outside of the hospital building, adequate laundry facilities, a pathological laboratory, eye operating room, nurses' rooms, maternity facilities, and an entrance on Mound street, are being completed at the hospital. The maternity equipment and facilities for X-ray work will be equal to any in the state. The births in the hospital have increased tenfold in the past 10 years. In 1912, there were 54 births, and in 1921, there were 506 births in the hospital. The addition of these new facilities will be adequate for the new hospital of 350 beds which will be completed at some future date. The number of patients treated last year was 3909. This is more than double the number treated in 1915, which was 1777. Pictures of the hospital were shown on the screen.

"I am not an artist, but I make my living making faces," said Dr. Brown, an expert in the reconstruction of faces. Dr. Brown gave an illustrated talk on different features of his work on mutilated faces, some of which came back from the war.

"From the combined experience of war, we make a daily practice of borrowing different parts of the body, to cover the scarred tissues. 'If you get the muscles to work in perfect harmony, there will be harmony in operations. All a surgeon can do is to reconstruct as well as possible, and get nature to assist him," said Dr. Brown, who is work-

### Mrs. Olin Leaves Vase to Library

What is probably an Algonquin Indian vase has just been presented to the Wisconsin State Historical society in the library building by John M. Olin, in the name of his wife, whose property it was until her recent death.

The vase is of dark-colored clay, is nine inches high, and is six and a half inches across the broadest part. It was taken from an Indian mound in 1876, on land belonging to H. C. Remington, Baraboo, who was Mrs. Olin's father. Mrs. Olin is a graduate of the university with the class of 1876.

According to C. E. Brown, curator of the State Historical museum, the vase is in excellent state of preservation, and needs no retouching.

### Glee Club Will Give Last Concert Mar. 24

#### Glee Club

The men's glee club will make its last appearance on the campus this year with a concert in Music hall, March 24. The program has been changed and will be entirely different from the one given in the fall. According to Professor Swinney of the Music school, this second concert is given by popular request. Cecil Burleigh at the violin and C. H. Mills, piano, will assist. Last Friday the glee club gave a concert at Beloit. They plan to go to Richland Center on March 31.

### April 28 Is Set As Election Day

(Continued from Page 1)

cast his choice. He will submit these plans to the elections committee.

#### Brown Heads Elections

As a result of the resignation of I. O. Hughes '22, Maynard W. Brown '23 was elected chairman of the elections committee of the Senate. Ralph Axley '23 was elected to the committee.

At the student conference which Powell and Stewart will attend there will be twenty-one schools of the middle west section. Matters relative to student government will be brought up and suggested. The appointment last night was tentative to a further investigation of the financial question involved. It is expected that the proceeds from the Varsity Jamboree will pay for a part of the expense.

#### Louvaine Drive Begun

Other matters taken up at the Senate meeting had to do with the campaign in 640 schools in America to raise money to build a new library at the University of Louvaine as a monument to Belgium students from American students and as a symbol against war. The Old Cloth hall which formerly housed the library was destroyed in 1914 by the Germans. The matter of appointing a chairman for this drive was left to President Stewart.

It was decided that the next regular meeting should be set aside for a discussion of the green cap question.

### Attention!

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8 P. M.

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#### OPERATIC

- 50003 2.00 *La Boheme—Racconte di Rodolfo* (Rudolph's Narrative) Act I (Puccini) Tenor, in Italian..... Mario Chamlee  
Manon—Ah! Fuyez, Douce Image! (Depart, Fair Vision) Act III, Scene 2 (Massenet) Tenor, in French..... Mario Chamlee  
15000 1.50 *La Boheme—Addie* (Farewell) Act III (Puccini) Soprano, in Italian..... Florence Easton  
Carmen—Habanera (Love Is Like a Wood Bird) Act I (Bizet) Soprano, in French..... Florence Easton  
50004 2.00 *Andrea Chenier—Nemico della Patria* (Enemy of His Country) Act III (Giordano) Baritone, in Italian..... Giuseppe Danise  
Otello—Credo (Iago's Creed) Act II (Verdi) Baritone, in Italian..... Giuseppe Danise

#### INSTRUMENTAL

- 50009 2.00 *Salome's Dance—Part I*. From the Music Drama "Salome" (Strauss)..... Richard Strauss and Symphony Orchestra  
*Salome's Dance—Part II*. From the Music Drama "Salome" (Strauss)..... Richard Strauss and Symphony Orchestra  
15001 1.50 *Spring Song* (Mendelssohn) Pianoforte Solo..... Leopold Godowsky  
*The Flatterer* (La Lisonjera) (Chaminade) Pianoforte Solo..... Leopold Godowsky  
15002 1.50 *Second Mazurka* (Le Menestrier) (Op. 14) (Wienlawski) Violin Solo..... Bronislaw Huberman  
*Melodie* (Op. 42, No. 3) (Tschalkowsky) Violin Solo..... Bronislaw Huberman  
50005 1.50 *Pagliacci—Selection* (Puccini) Concert Band..... Vessella's Italian Band  
*Tosca—Selection* (Puccini) Concert Band..... Vessella's Italian Band  
2167 75c *Coaxing the Piano* (Confrey) Ragtime Piano Solo..... Zex Confrey  
*Greenwich Witch* (Confrey) Ragtime Piano Solo..... Zex Confrey

#### CONCERT

- 50082 1.00 *The Great Awakening* (Johnstone-Kramer) Tenor..... Theo. Karle  
*Because* (Tschernacher-D'Hardelot) Tenor..... Theo. Karle  
50081 1.00 *Onward Christian Soldiers* (Sir Arthur Sullivan) Collegiate Choir  
50085 1.00 *Rock of Ages* (Toplady-Hastings) Soprano and Contralto Marie Tiffany and Elizabeth Lennox  
*Song of the "Mush On"* (Robertson-Rhys-Herbert) Baritone Richard Bonelli  
50086 1.00 *Rolling Down to Rio* (Kipling-German) Baritone Richard Bonelli

#### POPULAR

- 2187 75c *Eddie Leonard Blues* (Stanton) Tenor and Baritone Billy Jones and Ernest Hare with Carl Fenton's Orchestra  
*Carolina Rolling Stone* (Parish-Young-Squires) Tenor Al Bernard with Carl Fenton's Orchestra  
2188 75c *Granny* (Young-Lewis-Akst) Baritone..... Ernest Hare  
*April Showers* (De Sylva-Silvers) Baritone..... Saxophone Obligate by Rudy Wiedoeft..... Ernest Hare  
2189 75c *Mammy Lou* (Sterling-Moran-Von Tilzer) Strand Male Quartet  
*Lalawana Lullaby* (White-Stark) Tenor and Baritone Charles Hart and Elliott Shaw

#### FOR DANCING

- 2191 75c *Song of India—Fox Trot* (Rimsky-Korsakow) Rudy Wiedoeft's Californians  
*Gray Morn—Fox Trot* (Onell-Ward-Standish) Rudy Wiedoeft's Californians  
2192 75c *On the 'Gla 'Gla' Ginny Shore—Fox Trot* (Leslie-Donaldson) Bennie Krueger's Orchestra  
*Carolina Blues—Fox Trot* (Ringle) Bennie Krueger's Orchestra  
*Three O'Clock in the Morning—Waltz* (Terriss-Robledo) Carl Fenton's Orchestra  
2193 75c *Indiana Lullaby—Waltz* (Terriss-Kendall) Carl Fenton's Orchestra  
5004 75c *Just a Little Love Song—Fox Trot* (Young-Lewis-Cooper) Isham Jones' Orchestra  
*My Mammy Knows—Fox Trot* (De Costa-Jerome) Isham Jones' Orchestra  
2194 75c *Granny—Fox Trot* (Young-Lewis-Akst) Bennie Krueger's Orchestra  
*Deo-Dah Blues—Fox Trot* (Rose-White) Bennie Krueger's Orchestra  
2190 75c *Good-Bye Shanghai—Fox Trot* (Johnson-Meyer) Carl Fenton's Orchestra  
*While Miami Dreams—Fox Trot* (Egan-Whiting) Carl Fenton's Orchestra

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High Class Dance Act Will  
Feature Orpheum Bill  
This Half



## Offer State 65 Acre Park at Spring Green

Mrs. Jenkin Lloyd Jones to  
Give Historical Site  
to Wisconsin

The state has been offered a 65 acre park near Spring Green, Iowa county, by Mrs. Jenkin Lloyd Jones now of Chicago, the conservation announced today. C. L. Harrington, conservation commissioner said that the site was of historical as well as picturesque interest.

Located on the large wooded hill which makes up the tract is an old "shot tower" used by early settlers to pour shot for their rifles. It is located near the former city of Helena, which was a center for river trade from 1830 to 1860.

The conservation commission is now arranging to take the park as offered by Mrs. Jones. The site is located on state trunk highway No. 11, one mile from the village of Spring Green and overlooks the Wisconsin River valley at that point.

### State Farm Lands Are Worth \$114 Per Acre

The average per acre value of all Wisconsin farm lands with improvements on March 1, 1922 is estimated at \$114 by Joseph A. Becker of the Wisconsin Cooperative Crop Reporting service. Last year the average value was estimated to be \$126 as compared to \$180 in 1920 and \$109 in 1919. Average value per acre without improvements is estimated at \$78, compared to \$84 last year, 90 in 1920 and \$80 in 1919. The average value of plow lands is \$87 per acre compared to \$95 last year, \$100 in 1920 and \$89 in 1919. The range of prices of plow lands this year was \$58 for poor plowlands to \$110 for good plowlands. Last year the range was \$62 to \$122; in 1920 \$66 to \$125 and in 1919, \$60 to \$119. Average value per acre of cut-over lands is estimated at 23, compared to \$26 last year and \$28 in 1920.

### Harding Starts Back After Southern Cruise

PALM BEACH—President and Mrs. Harding ended their houseboat cruise in Florida waters here and started back north.

### Advertising is Sure Thing, Says McAdan

(Continued from Page 1)

reached. The use of ink and paper of people."

Mr. Estey asserted that the best way for every merchant to succeed in business is to try to make every person in a transaction benefit by the transaction. "Know what you want. Don't waste your own and others' money on advertising that runs in circles. Robinson Crusoe knew what he wanted. He wanted a ship. He put up an ad—a shirt on a pole. The circulation was limited but he kept at it despite the fact that he got no inquiries for a long time. He changed his copy, too, as one shirt after another was frayed out."

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and

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in

"CHILDREN OF THE  
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A Drama of Wall Street and  
New York Night Life

## Senate Again Defeats Treaty Amendments

Vote 50 to 28 Against Reso-  
lution Framed by  
Pittmann

WASHINGTON — For the third time the senate defeated today an effort to amend the four power treaty to permit participation of outside nations in international conferences over controversies arising in the Pacific.

An amendment for that purpose by Sen. Pittmann similar to two on the same subject rejected yesterday was defeated 50 to 28. The treaty opponents indicated however, that they would bring the proposal forward again later in the form of a reservation in the hope that they might secure the support of a number of senators who objected to all amendments as a matter of principle. The party alignment was virtually the same as that of yesterday which defeated similar amendments.

### Game Laws Govern Indians Off Reservation

Indians are not amenable to Wisconsin fish and game laws while on their reservations, but an Indian who commits a crime outside of his reservation is subject to the law of the place in which the crime is committed, Atty. Gen. William J. Morgan advised W. E. Barber, chairman of the conservation commission today. It was held that a person, not an Indian, must comply with state laws requiring that beaver and otter skins be tagged before being shipped to points outside. Fur buyers who are not Indians are said to be at all times subject to the fish and game laws. Otter and beaver skins shipped from other states into Wisconsin must be tagged with Wisconsin tags.

### U. S. Loan to Austria Extended 25 Years

WASHINGTON—The resolution of Sen. Lodge extending for 25 years the loan of \$50,000,000 made to Austria for famine relief was adopted unanimously today by the senate and sent to the house.

## Pre-Military

FRIDAY, MARCH 17

# BALL

to be given at the

RE-MODELED

## Candy Shop

JESSE COHEN'S ORCHESTRA

Relay

at

Woman's Building

FAIRBANKS AND ORCHESTRA

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### Ice Cream and Fruit Punch

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German Stollen (Almond)  
Swedish Coffee Cakes  
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Lady Fingers, Kisses and Macaroons  
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## Society News

### Pi Kappa Alpha Dancing Party

An informal dancing party will be given by members of Pi Kappa Alpha fraternity on Saturday evening at their chapter house on Langdon street. Dr. and Mrs. P. E. Scheurell have been invited to chaperon.

### Informal Dance

#### At Phi Kap House

Members of Phi Kappa Sigma will entertain informally on Saturday evening with a dance at their chapter house, 614 Langdon street. Mr. and Mrs. Harold Luetscher will act as chaperons.

### Sigma Nu Pledges To Entertain Active Members

The pledges of Sigma Nu fraternity will give an informal dance for the active members of the chapter on Saturday evening. It will be held at the chapter house, 625 N. Henry street. The house will be decorated in keeping with St. Patrick's day, in emerald and white. Mr. and Mrs. A. T. Rose will chaperon the party.

### Square Club Will Entertain

An informal dancing party will be given Saturday evening by members of Square Club, an organization of students who belong to the Masonic order. The dance will be held at the Woman's building. Prof. and Mrs. J. L. Sammis have been invited to act as chaperon.

### Alpha Gamma Delta Will Be Entertained by Pledges

An informal dancing party, in compliment to the active chapter, will be given by the pledges of Alpha Gamma Delta on Saturday evening. It will be held at Wheeler hall.

### Miss Mary Pope will chaperon.

#### Skull and Crescent Dance

Members of Skull and Crescent, inter-fraternity organization, will entertain informally on Saturday evening with dancing party which will be given at the Alpha Tau Omega house on Lake Lawn place. Mr. and Mrs. Robert Mosier have been asked to act as chaperons.

### Phi Delta Phi Pledges

Phi Delta Phi, professional legal fraternity, announces the pledging of Carl Christianson, Deerfield; Elmen Klezien, New Holstein; and Earl L. Risberg, Cumberland.

### Chi Phis Quarantined

Lee Hanson '24, a member of Chi Phi fraternity, is suffering from an attack of scarlet fever. Members of the fraternity who are living at the chapter house, 200 Langdon street, have been quarantined.

### Personal

The Misses Florence Powell, Eloise Rowan, Ethel Underwood, and Madeline Brandt, Evanston, will arrive tomorrow to be guests at the Theta house over the week end. They are members of the sorority at Northwestern. On Friday evening they will attend the dance to be given by Delta Kappa Epsilon.

Miss Martha Castle at the Alpha Gamma Delta house is entertaining as her guest for a few days, her sister, Mrs. Fred Vester, St. Louis, Mo.

Miss Ellen Little, who has been assisting her sister, Miss Mabel Little, director of halls and commons, left Monday for her home in Norwalk, Ohio.

The Misses Elizabeth Becker and Eleanor Becker, assistants in the halls and commons, left this morning to spend two days in Milwaukee.

## Ban Bleached Flour, Warns State Bureau

### Emery Threatens Prosecu- tions Unless Sale of Product is Checked

Prosecution of persons or firms having artificially bleached flour in their possession for sale for use within Wisconsin is threatened by J. Q. Emery, dairy and food commissioner in a statement today following an investigation by his department.

This investigation conducted by Harry Klueter, chemist and C. J. Kremer, senior food inspector of the department is said to have established that flour treated by any process now in use so as artificially to whiten it, is in violation of the statutes.

Notice is being given, Mr. Emery said, to all persons and firms who have bleached flour in their possession that it must be withdrawn from sale at once.

The result will be, he declared, that thousands of family sized packages of artificially bleached flour are being withdrawn from sale and are being replaced with flour having the natural color that is found in wheat.

"The larger mills represented in Wisconsin flour markets cooperate with the department in keeping artificially bleached flour out of the stores," Mr. Emery said. "If it finds its way in through an error of a jobber along the boundary lines near Minnesota, Iowa or Michigan, it is promptly picked up and replaced with unbleached flour."

The department is said to have been conducting a campaign for some months to secure the complete enforcement of the statute against artificially bleached flour.

### Tornado Death Toll

#### Fixed at 27 Today

NEW ORLEANS—At least twenty-seven persons were killed and many others were seriously injured as a result of a series of storms which visited isolated sections of Louisiana, Mississippi, Arkansas and Oklahoma.

## WOMEN'S TEAMS ARE ANNOUNCED

Class contests in women's athletics will be played off soon. Practices are being held regularly and the teams are all in good condition for the tournaments.

The baseball schedule for games was announced Tuesday. It is as follows:

Tuesday, March 21, at 4:30—Juniors vs. Freshmen.

Thursday, March 23, at 4:30—Sophomores vs. Seniors.

Friday, March 24, at 3:30—Juniors vs. Seniors.

Friday, March 24, at 4:30—Freshmen vs. Sophomores.

Tuesday, March 28, at 4:30—Juniors vs. Sophomores.

Friday, March 31, at 3:30—Freshmen vs. Seniors.

The schedule for the first team games in basket ball has also been announced. It is as follows:

Friday, March 17, at 7:15—Freshmen vs. Sophomores. Freshmen vs. Juniors.

Friday, March 24, at 7:15—Seniors vs. Freshmen. Sophomores vs. Juniors.

Wednesday, March 29, at 7:15—Seniors vs. Juniors. Sophomores vs. Freshmen.

## Heavy Shipments in Fruit and Vegetables

CHICAGO — Heavy shipments have been a feature of the fruit and vegetable markets, the total carlot movement for the week ending March 11 being 9,329 cars, a gain of nearly 1,500 over the preceding week, according to the U. S. bureau of markets. Potato and celery markets were generally lower, cabbage weaker while onions, apples and sweet potatoes were steady to firm. Potato markets, according to the review, declined almost to the lowest point of the session under the heavy carlot movement. From the 18 leading late states 4,934 cars moved, a gain over the previous week of more than 1,200 cars. New York sacked round whites held firm in New York city at \$2.10@2.15 per hundred pounds, but declined 10@15 cents in other eastern markets. Northern stock ranged 10@15 cents lower in Chicago at \$1.60@1.75. Maine Green Mountains weakened to \$1.85@\$2 in Philadelphia and Boston. Bulk stock lost 15@20 cents in eastern markets closing at \$1.80@2.20 per hundred pounds.

Tomorrow and Saturday

# Batik Smocks

from

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Rosemary Beauty Shop

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We have Cheaper Rates than any Taxi Service in the city.  
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Beautiful  
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Beautiful  
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Balmy days always beckon the new Hats along with the birds and budding things, but the hats this spring were a few jumps ahead of the robin and pussy-willows.

Gay colored hats arriving daily are plucked eagerly as will be the first blossom of the season. Bright flowered bonnets which come with the first warm days now adorn the heads of those who know that early buying insures the utmost in a full season's service.

New Arrivals for  
Your Selection Today

Theresa Mae Hat Shop

223 State Street

# NEWS OF CONFERENCE SPORTS

## SWIMMERS TO CLASH IN BIG TEN TRY-OUTS

### Badgers May Win If Opponents Split Points

Coach Joe Steinauer departed for Chicago yesterday with his flock of swimming stars to enter the trials for the big conference meet, which begins today.

The Badgers will enter the meet favorites over the other teams, but this advantage will be so slight that to win, Steinauer's men will have to go better than they have ever gone before. Chicago, Minnesota, Northwestern and Illinois will all have something to say about the outcome and the Badgers will have to fight every inch of the way.

#### Blinks and Bennett Will Battle

The relay event, the fight on the program, will bring out four main contestants, with Chicago, Northwestern, Minnesota, and Wisconsin as the main figures. There is little possibility of a "dark horse" cropping up and taking a first place in this event. Northwestern, by virtue of her win over the Badger quartet, should enter the race a slight favorite over Wisconsin. Chicago and Minnesota both have strong teams and should figure, but the big fight should be between Northwestern and Wisconsin. There are many fans who claim that the Northwestern victory over the Wisconsin splashes was a fluke and that the real worth of the teams will be brought out fully when they meet this week.

The group of events that will arouse the greatest enthusiasm and interest will be the 40, 100, and 220-yard swims, in which two of the greatest swimmers who have ever graced a conference meet will take part. "Johnny" Bennett '24, of Wisconsin, and Blinks of Chicago are the two men upon whom the eyes of all conference fans will turn during the meet. The Wisconsin lad is entering his first big conference meet and he enters it with enough experience to match the champion Blinks. Blinks is out to keep his title as conference champ in these three distances and he will put up a stiff argument before bowing in defeat before another conference swimmer. Bennett is regarded by the dopsters as the logical man to unseat the champ in at least one of the distances.

#### Faircy May Win Breaststroke

One thing is certain and that is that when these two aces meet, the records will be in great danger of being lowered and it is a safe bet that at least two of them will go by the boards.

Wisconsin and Chicago should monopolize the sprints between them with the other teams taking a scattered place here and there. In the breaststroke it is different, for Minnesota is entering a man who is expected to defeat the sensational Czerwonky in the 200-yard grind. Faircy, the fast Minnesota man, holds a victory over Czerwonky in this event already, having taken him in the dual meet between the two teams several weeks ago. Dimmore of the same team is also rated high in the breaststroke.

#### Badgers Have Good Chance

Minnesota also entertains hopes of pulling points down in the backstroke event with Day, a fast man, competing. Czerwonky was defeated by Day in their last meeting and will be out to turn the tables. These two men should be strong contenders.

In the plunge and drives, Chicago will be the favorite, although in the latter event, Wisconsin will be well represented by Captain Collins and Koch. Byler of Chicago is favored to win this event.

Taken all in all, if the weaker teams are able to split points, the Badger squad should have a good chance to cop, for there will be several stars of the first water entered for Wisconsin.

## LAST CHANCE TO WIN NUMERALS IN TRACK MEET

### Freshmen Will Enter Best Men in Contest Saturday

The last indoor intra-mural track meet which will count towards the awarding of numerals will be an inter-class affair held this Saturday afternoon in the gymnasium annex. All non-"W" men are eligible for competition and all interested tracksters are urged to sign up for their events in Coach Burke's office at once.

The unusually strong freshman aggregation will undoubtedly take the honors of the meet. The marks set in previous freshman meets of the season will be difficult for non-"W" upperclassmen to better, although strong competition will be afforded the yearlings.

#### Fresh Runner Stars

Valley of the frosh entries is practically unbeatable in the half mile run. In this distance the first year star chalked up a time in the meet with the Iowa freshmen which has not been equalled by varsity runners this year, clipping off the distance in 2 minutes 3 seconds. The yearling star is also good at the mile run.

Tuhtar, recently elected captain of the freshman squad, is good in both the hurdle events and stars in the high jump. The big freshman has done around five feet eleven inches in meets this year. Roberts, a sophomore who has signed for the meet, will give him a hard run for premier position. Holmes of the freshman team is a good man already entered in the broad jump.

In the pole vault Don Jones stars. With the freshman aviator sailing over the bar at 11 feet 6 inches, the other entrants of the event will have to be on their toes to place. In all the field events the frosh are strong. Van Ellis in the shot put is especially good, having heaved the 16 pound weight over 37 feet in most of the contests this season.

#### Yearlings Weak in Half-Mile

The freshmen are not so strong in the sprints and in the distance runs. Trier is a promising frosh for a place in the two-mile grind, but should have plenty of upper-class competition Saturday. In the mile as well, unless Valley manages to negotiate both the half and longer distances, the yearlings will be weak. Bergstresser in this event is a coming star for the freshmen. In the dashes Stebbins '25, Menks '25, and Krohn '24, are some good entrants already signed for the 50-yard event Saturday. Stebbins also stars at both the high and low barrier events. In the 440, Hill and Stebbins of the frosh will meet a speedy competitor in Callenbach, a sophomore flash.

Ribbons will be given as prizes and points won in the meet will count towards the awarding of class numerals at the close of the season.

## Alpha Chi Sigs Place Fourth in Inter-frat Bowling

The Kappa Sigs defeated the Alpha Chi Sigs and the Tekes in bowling, thus clinching the third place for which the three teams had been tied. The Alpha Chi Sigs placed fourth and the Tekes fifth.

In the matches which were rolled off last week, the Kappa Sigs defeated the Tekes 3 to 0, and then defeated the Alpha Chi Sigs 2 to 1. These two victories put them in third place with the Tekes and Alpha Chi Sigs tied for fourth. This tie was rolled off Tuesday night, resulting in a 2 to 1 victory for the Alpha Chi Sigs.

The Alpha Sigma Phi team won first place, and the Phi Sigma Kaps second. There were five cups awarded this year instead of the customary four, on account of the large number of fraternities which entered teams in the league.

The five cups are expected to arrive this week, and will be put in Morgan's window on display for a few days.

Third and fourth place honors in the inter-fraternity basketball tournament will be decided during the latter part of the week, when the Chi Psi and Delta Upsilon teams clash in the gym.

## Big Ten Directors To Meet in Chicago

Professionalism will be one of the most important issues considered at a meeting of all Big Ten athletic directors to be held in Chicago on Thursday evening. Coach Thomas E. Jones will represent Wisconsin at the session.

Other matters which have been listed for discussion are:

1. Distribution of tickets for football.
2. Protection of playing field for football games.
3. Camera and motion picture privileges at football games.
4. An 18-game basketball schedule, with each team meeting every other team.
5. Minor sports rules.
6. Uniform interpretation of Conference rules.
7. Intra-mural sports—organization and promotion.
8. National collegiate proposal for Carnegie foundation investigation of intercollegiate athletics.
9. Organized publicity, in which colleges pay newspapers for publicity.
10. Bands accompanying football teams on trips.

## Jones Favors Rule Abolishing Free Kick

"The change in football rules whereby the free kick after touchdown is abolished is a distinct change for the better," was the declaration of Athletic Director Thomas E. Jones yesterday afternoon, in commenting on the action of the National Rules committee, which recently decided that goals after touchdown must be made from scrimmage.

The new rule demands that after a touchdown has been scored, the two opposing teams will line up and the extra point must be counted either by a forward pass, kick, or rush from scrimmage.

"It is more satisfactory to have a tie game than to have one in which the winner is decided by a single point," continued Coach Jones. "The change will result in the development of better kickers."

"The punt-out rule when teams which scored were forced to kick the ball out if it went across the line at either side of the goal posts was satisfactory, but the kick which was legal last season virtually handed a point to the kicking team."

## Templin to Wrestle In Conference Meet

Templin, who will be Wisconsin's only representative in the conference wrestling meet here this week-end, is working strenuously in preparation for the final test of the season. The star Badger grappler has won three out of his four meets of the year, losing one bout by a very close decision.

His most formidable rival in the championship bout is McKibben of Ames, who won the decision over him in their 12 minute go at the Iowa gym last week.

The other two high point men who are entered in the 158 pound championship division are Borland, contender against the lone Badger of Illinois and Lucas of Indiana. Of these Borland is the one most to be feared. Wisconsin has met neither of the two schools in dual scraps.

## Baseball League to Be Organized Soon

Plans for an independent baseball league consisting of rooming-house and picked-up teams will be organized again this year, according to an announcement made by Coach Lowman yesterday. The plan was tried for the first time last season and was a big success.

Coach Lowman would like to get a number of teams entered in the league so that he can run it on a basis similar to that of the fraternity league. All houses or clubs interested in the plan can send representatives to Coach Lowman's office between 2 and 4 this afternoon.

## TRACK MEN TO LEAVE FRIDAY FOR BIG MEET

### To Hold Race Prelims in Patten Gym Tomorrow

Wisconsin's entrants in preliminary heats of two races will leave tomorrow morning to compete in the annual Big Ten indoor track meet which will be held in Patten gym, Evanston, on Friday and Saturday nights. Prelims are scheduled in both the quarter and half mile runs. The 440-yard dash will be run off at 7:45 and the half is carded for 8:45.

Badger speedsters, who have been entered in these events are: Spetz, Johnson, McCandless, and Ellinson in the quarter; Ramsay, Hohlfield, and Wade in the half.

#### Ten Teams Will Compete

The class of track athletes in the Mid-West will clash when representatives from ten Conference institutions line up for their events at the annual indoor track classic.

Sprinters who can turn the 100-yard dash in 10 seconds have been entered. Iowa will be strong in the dashes with Brookins and Wilson entered. Brookins won the century and the 440-yard sprint when Iowa lost to Wisconsin last Saturday. He is the "find" of the season and his work in dual meets and at the Illinois relays has been nothing short of sensational. Wilson is a consistent runner who can be counted upon to place. Spetz, Capt. "Al" Knollin, and Ellinson are Wisconsin men entered in the sprints. Other good short-distance racers are Ayres and Nagle, Illinois; Kelly, Burke, Simmons, Michigan; Moorehead, Ohio; and Grausnick, Northwestern. Burke and Simmons have had previous experience in Big Ten meets, and Coach "Steve" Farrel expects them to aid in putting Michigan up among the leaders.

#### Star Men to Hurdle

Capt. Knollin, Stolley, and Newell, a star trio of hurdlers, will start in the barrier event for Wisconsin. Knollin won the hurdle races in the outdoor meet last year, and equalled the record in the 40-yard high hurdles event at Evanston in the indoor. Stolley has been going in championship form in dual meets, and Newell won the hurdle races against Iowa last Saturday. Anderson, a Minnesota entry; S. H. and H. S. Wallace, Illinois; Sargent, Michigan; Wootan, Northwestern; and Belding, Iowa, are other good men.

The 440-yard dash will see several star sprint men pitted against each other. Johnson, Spetz, McCandless, McClure, and Ellinson are Wisconsin middle-distance runners. Brookins and Wilson, Hawkeyes, are also entered in this event. Johnson and Brookins are likely to put up a good scrap in this event. Fessenden, an Illinois star, together with Sweet, Schlappizzi, and Fields form a quartet of Sucker stars who are sure to count heavily in the quarter. Simmons, Michigan, and Sperling, Minnesota, will furnish stiff competition.

#### Illinois Strong in Mile

and points won in the meet, will In the 880-yard run, Wisconsin has Wade, Hohlfield, Ramsay, McClure, and Wille. Winter, Minnesota; Yates, Illinois; Noll, Iowa, and Hattendorf, Michigan, are consistent winners in the half mile run.

Illinois has another strong quartet in the mile run. McGinnis, Wells, Patterson, and Dusenberry form a combination hard to beat. Against them, Coach Jones will start Ramsey, Schneider and probably, Wille, Standish, Michigan; Sweitzer, Minnesota; and Harrison, Purdue, are dangerous starters in the longer run.

Peterman, Iowa; Furnas, Purdue; and Wharton, Illinois, will be pitted against each other in the two-mile run. These men will have a difficult task to defeat Rossmessel and Moorhead, two Wisconsin long-winded entries.

## Wright Dancers at Orpheum Tonight

Nine elf-like young misses billed as the Wright Dancers will headline the new vaudeville show which opens at the Orpheum tonight and remains for the balance of the week, including the three performances on Sunday, appearing in "The Dance Voyage," assisted by Walter Peterson, a tenor soloist, who will describe in song a trip in fancy through many climes in periods of the past and present. Helen Pachaud, costumed as a young Indian chief, in a character dance and Nita Suloff, in a whirlwind Russian number, are the stars of the outfit which includes scenery and lighting and effects which leave nothing to be desired. The costumes are classed as oriental and the girls are

young and beautiful. Next of importance on this bill will be Johnny Coulon, former bantamweight champion of the world, offering his "The man you cannot lift" act, which has been the sensation of Europe and now claims the attention of the American public. Howard and Fields, assisted by Oscar Lee, in a "Ragtime Dining Car," offering; Harry Bussey, the versatile funster; the Jack Hughes Duo, instrumental virtuosi and the Elliott-Johnson Revue, presenting a snappy song and dance surprise, together with Pathe News and Topics of the Day films complete the program. There will be two performances nightly and matinees Saturday and Sunday.

READ CARDINAL WANT ADS

## Emmons Will Speak At Geology Dinner

Prof. W. H. Emmons, of the geology department at the University of Minnesota, will give an address before the Geology club on the subject of "Prospects in Geological Work" at an informal dinner tonight at the University club.

Professor Emmons is a specialist on economic geology and is now giving a series of lectures at Science hall on the "Secondary Enrichment of Ore Deposits," with special treatises for copper, silver, hall every afternoon.

"The dinner at the University club will be of the open forum type, so that all students may ask any questions on the practical use of geology as a profession," said H. R.

Aldrich, president of the club. "The students who are taking specialized work in geology and are considering, or have considered, carrying out their work as a profession are all welcome at the meeting. It is the purpose of the club to stimulate professional interest in geology, and Professor Emmons is the one who can clear up any questions you may have to ask on the subject."

## Officers For New Year Are Chosen

The Congregational Students association elected officers for the coming year at a meeting yesterday afternoon. The officers elected are: Alvin Klann '23, president; Marian Mosel '23, vice-president; Margaret Brown '24, secretary; and Robert Nethercut '24, treasurer.

Stratford Clothes



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This store has always enjoyed an enviable reputation for giving unusual values in merchandise of the highest quality. Our values will now be bigger and better than ever before. The reason is that we have been growing so rapidly—fairly leaping ahead and emerging from the war period bigger, better and stronger than ever—that we can depend more and more on volume of business for our profits.

The steady increases in the tremendous amount of business we do works to your benefit as well as to our own. And one reason we are so anxious to share with you the advantages of our growth is that we know that such a policy on our part will mean that our business will grow still more. It's a sort of endless chain, you see.

But it's not altogether from a purely selfish business standpoint that we share our many advantages with you. This store, as a business institution, has a heart and a soul and a conscience. Many successful merchants "get by" with profiteering prices. We could too.

But we do business on the square because we know that we can get more genuine satisfaction from doing business that way. We know that by selling thoroughly reliable merchandise at absolutely minimum prices, we are doing our bit toward making this city a mighty desirable place to live in. Folks naturally like to live in a community where there's a reliable store like ours. Come in and let's get acquainted. We will show you the

new **Stratford Clothes** models.

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Specialists in Apparel for Men & Boys