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Madison, Wisconsin: University of Wisconsin, April 21, 1921

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The Daily Cardinal

Owned and Controlled by the Student Body of the University of Wisconsin

VOL. XXXI. NO. 143

MADISON, WIS., THURSDAY, APRIL 21, 1921

5 CENTS

THIRD EXPO SWINGS OPEN DOORS

LOWMAN'S NINE GO ROUGH SHOD OVER NORMALS

First Home Run of the
Season is Scored by
Elliott

BY ALLARD W. FROGNER.

The Milwaukee Normal baseball team furnished little opposition for the Badgers at Camp Randall yesterday afternoon, when the teachers were trounced 13 to 0 by Coach Lowman's aggregation. Only a small crowd of spectators witnessed the contest which was little more than a vaudeville show, and was actually less interesting than an ordinary practice between the varsity nine and the scrubs.

Hoffman was in the pitching box for the Badgers and the rangy northerner allowed the Normalities only one lone single. Hoffman had eleven strike-outs to his credit and allowed but one walk. Fitzgerald and Schoell worked for the Milwaukee club, and seven hits were registered against them.

Elliott Clouts Homer.

"Rollie" Williams and "Pat" Snow were the heavy hitters for Wisconsin, with two safe knocks apiece. Captain "Rowdy" Elliott knocked out the first home-run of the season in the first inning, with a hard drive to right field, scoring Davey and R. Williams. Ceaser, Lyman and Davey each secured a hit, bunching them so well that the Badgers piled up most of their runs in the first two innings.

Coach Lowman used his entire squad, and when the final inning

(Continued on page 9)

ROCKFORD CLAIMS "MISS QUITA" TO BE HARESFOOT'S BEST

Play Returns to Madison For
Friday and Saturday
Performances

(Special to The Cardinal)
ROCKFORD, Ill.—Haresfoot presented the sixth performance of its annual spring tour of "Miss Quita" to a capacity audience here last night. The musical numbers in the show were applauded to the encore and the work of the chorus in "Mystic Movement" and "Each Pretty Miss" was especially well received. "Mexican Musketeers," an excellent bit of chorus work used as an opener for the second act, was the most popular number of the show.

"Miss Quita is Haresfoot's best," said Carl Bronson, manager of the show. "We are playing to capacity houses on the whole trip and are getting all sorts of encouragement. We'll be back in Madison Friday all set for three big performances."

Events on Today's Program

THURSDAY. (Madison Day)

Afternoon

1:00 p. m.—Parade leaves lower campus.

1:55 p. m.—Salute to the Governor U. W. Cadet corps battery, lower campus.

2:00 p. m.—Official opening University Exposition. Address by Governor John J. Blaine, front of university gymnasium.

2:30-4:00 p. m.—Music by Thompson's orchestra.

4:15 p. m.—"The Faun"—dance by Miss Julia Hanks and Miss Eleanor Riley.

4:15-5:15 p. m.—Saxophone Sextet.

Evening.

8:00 p. m.—Women's Glee club.

8:30 p. m.—"Roman Ladders," Varsity and Freshman Gymnastic teams.

9:00-11:00 p. m.—Novelty dance, orchestra.

9:30 p. m.—Feature—"Doc" Doward.

10:00 p. m.—Radio-Phone feature—Physics department.

12:00 m.—Taps.

All 1:30 o'clock classes will be dismissed today because of the opening of the University Exposition. Other classes will be held as usual during the remainder of the afternoon.

MAYOR KITTLESON'S GREETINGS

Madison is proud of the University of Wisconsin and of the Exposition which opens its doors today.

Madison is proud of the University of Wisconsin and of the fact that here is the home of that great institution.

Madison encourages and appreciates that splendid cordiality which exists between the university and the city and is always ready and anxious to co-operate in any manner possible.

Madison appreciates the spirit in which the university is always ready and willing to co-operate with the city in the interests of civic betterment and the encouragement of a more wholesome environment to the end that Madison may rapidly become a better dwelling place for the thousands of students that come here year after year, to live, work, and play.

The interest which Madison takes in the university Exposition is not merely casual. We want all the people of the state to be conversant with what is actually done at the university, and since the legislature is in session at this time all senators and assemblymen should see this exhibit and carry back to their constituents its great message.

This Exposition is a great thing for the university. It is a great thing for the state of Wisconsin, and what is good for the university and the state is good for Madison.

Today is Madison Day at this great exposition and I earnestly urge all of our people as well as visitors and strangers within the city as well as all others within reach to see the university Exposition and "Watch Wisconsin Work."

I. MILO KITTLESON,
Mayor of Madison.

GOVERNOR BLAINE OFFICIALLY STARTS EVENT AT 2 O'CLOCK; PARADE PRECEDES SPEECHES

President's Guard Presented to E. A. Birge—Exhibits
Open From 1:30 to 12 Today and
Tomorrow

The University Exposition will be officially opened at 2 o'clock this afternoon by Gov. John J. Blaine, following his address of welcome which he will deliver from a platform in front of the armory. All 1:30 classes will be suspended by order of

EXPOSITION FACTS.

Value of exhibits, quarter million dollars.

Number of exhibits, 75.

Expected attendance, 15,000.

Floor space covered, 42,500 square feet.

Amount of lumber used, 40,000 feet.

Amount of bunting used, 12,000 yards.

Utilities: power, 150 kilowatts; steam, compressed air, water, gas. Committeemen, 750. First exposition, 1912. Second exposition, 1915. Third exposition, this week.

President E. A. Birge, but university work during the remainder of the afternoon will be continued as usual.

Formal presentation of the President's guard, of R. O. T. C. Cadets, will take place on the lower campus shortly before 1 o'clock today, and immediately afterward the exposition parade will move down Langdon street. The R. O. T. C. First Regiment band will lead the procession. Next in line will be the president's guard, and following will come automobiles bearing President Birge, Gilbert E. Seaman, president of the Board of Regents; William B. Florea '21, exposition chairman, his assistants, Harold Lamb '21, and C. P. Rasmussen '22, and the chairmen of the various committees. The original plan to have floats representing different departments of the university has been abandoned as a result of faculty recommendation.

The parade will move down Langdon to Wisconsin avenue, on Wisconsin avenue to the square, left around the square to the West capitol entrance, where Governor Blaine will be met, then back on State street to the lower campus. As the procession crosses lower campus, the R. O. T. C. cadets battery will fire the official salute of 17 guns, in honor of the governor.

Governor Blaine will then accompany President Birge to the platform in front of the armory to deliver the address of welcome. At the conclusion of this the big doors of the armory and annex will be swung open and the third exposition in the history of the university and the first one since 1915 will be declared officially opened.

Today and tomorrow the exposition will be open from 1:30 in the afternoon until midnight, and Saturday it will be open from 9 in the morning until taps are sounded for the last time at midnight. Admission is 75 cents for adults and 25 cents for children under 12.

APRIL "LIT" IS ON SALE TODAY

The April number of the Wisconsin Literary Magazine will make its appearance on the campus today. Several new contributors are making their debut in the field of creative writing in the current number. Sterling Tracy and Walter K. Schwinn of the Cardinal staff are among those whose work appears in the magazine.

THE APRIL

Wisconsin Literary Magazine

Appears on the Campus Today

25c a Copy

On sale in Bascom Hall, Agric Hall, Engineering Bldg., Law Shop, P. E. P. Bldg.



Well, how do you feel after being away from the home town girl for two days? Isn't it nice to get back amongst the Deans?

Real butter and cream tastes kind of queer for a change we venture.

Good morning. Have you ever smoked a herring?

GAZINTA
Dame Nature makes a lot of laws
Most sundry and diverse,
Which govern objects juxtaposed
Within this universe.
A glass can only hold so much;
You fill it, and it's full,
But we should say these law's are
not

Incontrovertible.
You take that girl to some cafe,
She's slim and tres petite,
Her gastronomic contour lies
About what she can eat.
She starts it off with bar-le-duc,
Fillet mignon, and tripe,
A quart of shrimps (her mate is one,
And Lord, how he does gripe).
Patis de foie gras, succotash,
With chicken a la King—
Into all these and many more
Doth dive this sweet young thing.
Now we have said the maid is
small,

The food in bushels stacks,
Yet when she's stowed it all away,
Her lips she primly smacks.
The moral being how do you account for it?

And when such as the above is resorted to, we needs must say to ourselves as Miss Muffet said to the curds "You are in a bad whey".

Beagle John Paddock is back to his alma mater for a few days. He

contributes the following:
Recent exhaustive researches
By Darwin and Huxley and Hall
Have conclusively proved that the hedgehog

Can scarcely be kissed at all.
But further exhaustive researches
Have incontrovertibly shown,
That comparative safety at Madison
Is enjoyed by the hedgehog alone.

The omni knowing Railroad Jack was staggered yesterday by the question "Who was Sitting Bull's daughter?" It wasn't till Ralph the Scott stepped to the fore that the crowd was enlightened. Of course, her name was squatting Heifer.

Many people have suggested to us their landlord. We do not know why, unless it is because he has a big bill.

Do you know that Walter Shulkey shaves the small tuft of hair that protrudes over his manly forehead. Ah beauty, what crimes are committed in your name.

OSCAR THE OBSERVATIVE SAYS:
Did you ever drink so much coffee before going to class that it kept you awake?

We have two classes so superiferous in quality that all the coffee in christendom and Lawrence's could not jerk us from the arms of Morpheus while in attendance thereat.
—The Duke DIKAKIAK.

CHRISTIAN SCIENCE MEETING
Christian Science society will have a meeting tonight at 7:30 in the Engineering building auditorium.

Harloff-Loprich Electric Co.

Contracting and Electrical Supplies
Cor. State and Frances Sts.

Haresfoot Tour

of
"Miss Quita"

ROCKFORD, ILL., April 20, 1921.

The Daily Cardinal,
Madison, Wisconsin.

Rockford performance unexcelled. Capacity house delighted. Kenosha audience raised the roof last night. Miss Quita is knockout, Haresfoot's best. Chorus is great and everybody is whistling and humming the music as they leave the show. We're all set for Madison Friday, and our own hofe audience.

HARESFOOTERS.

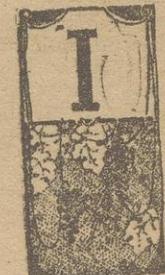
Seats for Madison Performance are Going Fast
Friday night—Main floor, formal; balcony, informal.
Saturday Matinee—Good seats now.

Saturday night—A few good seats left. Get them today.

Tickets on sale at Fuller Box Office

Prices \$2.00 and \$1.50

Welcome Stranger-- to Madison



IT IS only natural for us to believe that our town and University are the finest in the world. Students want the latest in Ready-to-Wear. Burdick & Murray's buyers are ever on the alert to give the students the benefit of sound and appealing values, and the newest of the new styles. If there is any way we can be of service to you while you are in our midst, feel free to call on us.

L. AND S. WORK COVERS VARIED FIELD IN EXPO

Pantomime of Social Conditions Shown in Sociology Exhibit

The L. and S. school with its departments ranging through numerous subjects will have one of the most interesting and useful exhibits on the floor due to this variety of field.

The most elaborate display to be put on by the L. and S. school for the exposition will be found in the exhibit of the economics department. Charts and descriptions of all kinds will be shown. One chart will follow the growth of the department; another will show its relation to the state; and a third will illustrate the radiating influence of the department throughout the United States by means of the prominent workers and the professors placed from the University of Wisconsin.

Other charts of interest will illustrate the distribution of wealth in this country, a budget for the average family of five, and will also demonstrate where a check travels from the time it is made out until it arrives at the bank upon which it is drawn.

Has Social Service Display

A display of social service work done in the community will be one feature of the sociology exhibit. It consists in a pantomime portraying family conditions before and after a social worker takes them in hand. Charts showing the growth in number and the distribution of graduates working throughout the country, analyses what the social workers are doing in present classes, and statistics which illustrate the cost of crime and pauperism will make up most of this exhibit.

Living plants may be seen at the exhibit of the botany department. Some experiments in plant physiology will be carried on at the exhibit and will also be pictures and several charts on general botany.

Show Ancient Records

Assyrian and Babylonian contracts, receipts, temple records, and tax rolls, dating from 2450 B. C. to 525 B. C. will be an interesting feature of the history department. A choice collection of original clay tablets and cylinder seals from the reigns of Esnacherib, Tiglath Pil- eser, and Ashurbanipal will be on display.

Egyptian papyri discovered in a royal tomb built 3,000 years ago, medieval manuscripts in reproduction, an English manor roll, diagrams and maps to illustrate the new world order. An outline of the reproduction of history, showing how it is written from the source to a gnashed book, is another feature of the history exhibit.

Antiques and objects of Oriental art will dominate the Semitic language department at the exposition. Hebrew, Greek, Roman and Persian tapestries together with articles from the Chinese and Hindu students, will form a large part of the exhibit, and several ancient books and Bibles dating as far back as 1,500 will be shown. The development of languages will be explained and stereopticon slides will portray views of the Semitic nations.

Native Costumes Displayed

The Romance language department will have its chief exhibit in native costumes of various countries worn by native students at the booth. French newspapers, periodicals, and posters will also be shown.

The professional work of the College of Letters and Science will be shown at the exhibit of the physical education department where maps of the United States will be marked to indicate where the graduates of that department are teaching and designate the salaries which they receive.

The proposed stadium will be erected in a plaster model, which will be set up in the booth occupied by the men's physical education department. The most of this model will be approximately \$300.

COMMERCE STUDENT WINS SCHOLARSHIP

The Commerce booth, near the entrance, resembles a large four-sided bill board and contains placards and drawings that are more interesting than the most ostentatious along the city streets.

Dozens of advertisements that have been done by graduate students are on display.

The accounting department has its exhibit across from the weather maps which are a new feature in the commerce department designed to appeal to the modern business men.

In the center of the booth, is the Nelson trophy, which was presented to the Commerce students for excellence in athletics. Placards on either side of the trophy announce in large black letters that the commerce department has the largest percentage of "W" men in the university.

The Alumni directory which contains the pictures, locations, and accounts of every graduate student is located here.

Maps and exhibits in almost every branch of the department are hung from the red and white bunting which decorates the outside of the booth. During the Exposition adding machines and dictaphones will be in operation.

Many people have suggested to us their landlord. We do not know why, unless it is because he has a big bill.

It will measure 4 feet 5 inches by 5 feet 6 inches. "W" sweaters and other emblems, with the explanation of the way that they can be won, will be shown to visitors. The development of the department from 1921 up to date, the standing of the various colleges in mural sports, the Nelson trophy, and an automatic machine showing pictures of athletic events will be also displayed.

Present Pantomime

A pantomime of Romeo and Juliet played on an Elizabethan stage reproduced as nearly as possible on a small scale is the exhibit planned by the English department. The chief purpose of the exhibit will be to illustrate the various parts of the Elizabethan stage. The model is 20 feet wide and 12 feet deep. The cast for the pantomime is to be chosen from the members of the dramatic societies, Red Domino, Twelfth Night, and Edwin Booth.

The demonstration of the work of a diamond saw run by motor will be part of the geology exhibit. It will cut through rocks and polish them so thin that they will be transparent. A projection microscope will enable spectators to see the color and texture of various rocks.

Blow pipe analysis work will be carried on together with exhibits of structural geology which show the way the rock under pressure flows and how the earth's crust folds.

Special interest is expected in the map which, with colored electric lights, will make vivid the present and pre-war boundaries of European countries.

HINKSON'S
644 STATE ST.
Recreation & Refreshments.

TYPEWRITERS
New Underwoods for student use at less than usual rental rates. Better get one today. See our agent.

MILTON POWERS
Y. M. C. A.
740 Langdon Street
Room 813 Phone B. 6211
NATIONAL TYPIST ASS'N

ANCIENT BOOKS TO SHOW LAW HISTORY

Old books tracing the history of law from earliest times will be a feature of the law exhibit at the Exposition. This booth is to be in the form of a law office.

Statistics of graduates showing where they are and the kind of work that they are doing will also be shown. Pictures of all the graduates of the Law school from 1878 to date will be hung in the booth.

READ CARDINAL ADS.



Do You Need Extra Courses?

Send for catalog describing over 400 courses in History, English, Mathematics, Chemistry, Zoology, Modern Languages, Economics, Philosophy, Sociology, etc., given by correspondence. Inquire how credits earned may be applied on present college program.

The University of Chicago
HOME STUDY DEPT.

CHICAGO, ILLINOIS



Copyright 1921, The House of Kuppenheimer

Exposition Week Attractions

at this men's shop are worthy of students and visitor's special attention

First—we announce a complete showing of Kuppenheimer and Fashion Park Suits — and then three specials in Furnishings.

| | | |
|------------------------------------|---|--|
| Neckwear | Underwear | Shirts |
| Beautiful four-in-hand ties at 75c | Athletic union suits, excellent quality at \$1.00 | A large showing of negligees at \$2.00 |

Speth's
On State

WEATHER GETS TWO HITS ON BADGERS' TRIP

Training Jaunt Shows Team Possesses Fighting Ability

Unfavorable weather conditions, which caused two of the four games to be cancelled, was all that kept last week's training trip from being a complete success. The most gratifying result of the trip is the fact that the Wisconsin team displayed rare fighting ability, coming from behind and averting defeat in the final innings of both games.

The first game was won from the University of Valparaiso by a score of 3 to 2. Paddock allowed the opposing batters sufficient hits in the first inning to enable them to chalk up two runs, after which he was never in danger. Not until the seventh inning were the Badgers able to do any scoring. A timely hit by "Jack" Williams sent in the first run of the day. The other two runs were also scored in this inning.

The same condition existed in the game against Notre Dame. Williams got into a bad hole in the second inning and three runs were scored before the side was retired. On several occasions Williams pulled himself out of tight places just in time to avert further scoring. In the ninth inning an overthrow to second base started the Badger scoring. Bunched hits netted two more runs, tying the score. In the next two innings several chances to score were lost by Wisconsin, due to faulty base running. Had they shown more ability in this department of the game, there is little doubt but that another victory could have been annexed.

Both Valparaiso and Notre Dame had high class and experienced ball teams and it is to be regretted that the two games had to be cancelled. Coach Lowman, however, has had a fair chance to try out his men, and is in a position to send a strong nine against Indiana in the opening Conference game.

FAVORITE LECTURE ON SNOWFLAKES IS INCLUDED IN TOURS

Prof. Benjamin Snow's Talk
Given at 3:30 Thursday
and Friday

The Snowflakes lecture by Prof. Benjamin Snow will be given Thursday and Friday afternoons in the Physics auditorium at 3:30 o'clock. This lecture was presented before during the year and received much admiration and comment because of the entertainment it offers.

The lecture is to be an important feature of the special tours of the university conducted by the student guides Thursday and Friday afternoons. The first tour will start from the gymnasium at 2 o'clock ending up at the lecture. The second tour leaves the gymnasium at 3 o'clock and will detour to the lecture at three-thirty. The last group will start from the Physics auditorium at 4 o'clock.

Many Rooms Needed to Care for Expo Visitors

In order to accommodate the many out of town visitors to the exposition, citizens who can house visitors are requested to communicate at once with the exposition chairmen at the Union building, 752 Langdon st., or call Fairchild 1223.

The omni knowing Railroad Jack was staggered yesterday by the question "Who was Sitting Bull's daughter?" It wasn't till Ralph the Scott stepped to the fore that the crowd was enlightened. Of course, her name was squatting Heifer.

MACHINE GUNS TO BE FEATURED IN MILITARY EXHIBIT

Tracer Bullets to Be Fired From Shore of Lake Mendota

Firing from machine guns and automatic rifles at regular intervals during the day will be the chief feature of the military departments display during the Exposition.

The firing will take place on the shore of Lake Mendota at the rear of the armory, tracer bullets being used to show the course of the bullets after they leave the guns.

The military department has two large booths on the armory floor besides the chemical warfare booth downstairs in the gymnasium locker room. The artillery corps will have several 3 inch rifles and 75 mm. guns on the lower campus.

Miniature Battle

A miniature battle field, which by the use of lighting effects, will represent the engagements around Mont Faucon during the late war, can be seen through a periscope at the main booth in the armory. Trenches, barbed wire entanglements, artillery, machine guns, and

the actual movement of troops are shown.

The booth will also have section- alized machine guns, aerial bombs, automatic rifles, grenade dischargers, and a trench mortar. A pup tent is set up in one corner of the booth.

The signal corps will keep in communication with the Physics booth and the University station by means of the radio apparatus which has been set up in its booth. Wireless telegraph and telephone communications will be kept up throughout the Exposition by means of the wireless outfit along the east side of the armory.

Portable Equipment

Portable camp equipment, buzzer phones, and service buzzers used in the war and displayed by this corps will move through the crowd demonstrating signal lights capable of throwing a beam five miles on a clear day.

Visitors to the exposition can experience first hand the thrills of chemical warfare by donning a gas mask and entering a gas filled room at the chemical booth in the locker room. Various types of gas masks, gas shells, and shell dischargers are displayed at this booth.

Well, how do you feel after being away from the home town girl for two days? Isn't it nice to get back amongst the Deans?

A. T. O. DOG WINS PRIZE AT SHOW

Prince Gene, the A. T. O.'s handsome English bull, carried off two prizes at the Madison Kennel club dog show last Saturday. The first was a silver cup for being judged the best dog in the fraternity class, and the other was a box of candy for being the best English bull in the show. The owner is R. C. Melcher.

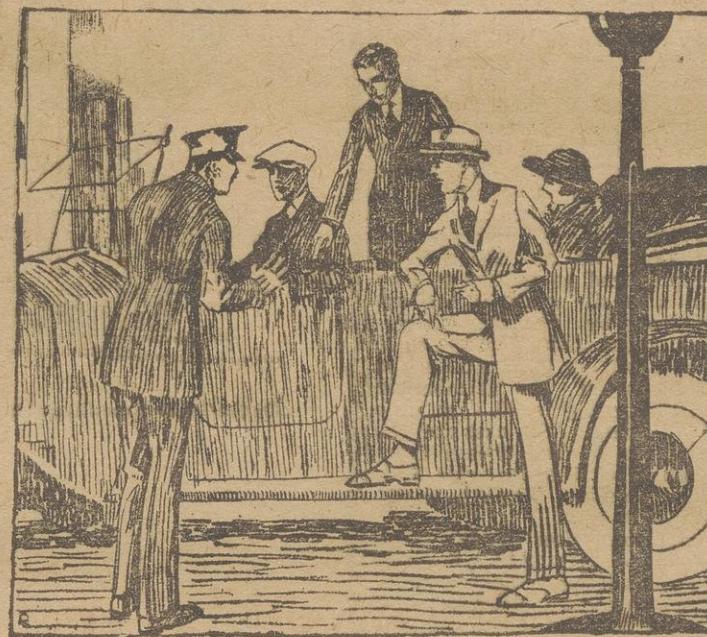
The second prize in the fraternity class was won by Roscoe, the Sigma Chi's sleek, slender wolf-hound who had been carefully scrubbed for the occasion. Duke, the Beta bull, took third prize.

The Madison Kennel club dog show is the first that has ever been held in the city, but it is expected to be an annual affair in the future. The judging took place in the University stock pavilion, Peter Baum acting as judge. Five silver cups comprised the major prizes while scores of other prizes were donated by local business houses. The profits of the show were turned over to the Madison Welfare association.

Miss Hazel West

Dancing Instructor
BOYD'S STUDIO
All the latest steps
Private lessons by appointment
Call B. 2729, 3148

The University Exposition
WATCH WISCONSIN WORK



An unparalleled
exhibit of

Spring Suits

"Herringbone
weaves"

\$45

To those men who inspect these suits it will be patent immediately that such values have not been had in many months. For the little details that characterize fine tailoring, and the excellence of the all-wool fabrics, attest their remarkable qualities.

STYLES—Single and double-breasted—meet every preference of men and young men. Patterns present an unusual variety for selection. All sizes, \$45.

THREE SPECIALS FOR THIS WEEK END

| | |
|---|--------|
| Cloth Hats, \$3 to \$5 values, now..... | \$2.95 |
| Shirts, \$2 to \$2.50 values, now..... | \$1.65 |
| Men's Hose, 50c values, now..... | 29c |

Six pairs \$1.50

MAIN FLOOR

THE HUB
MADISON, WIS.
F. J. SCHMITZ & SONS CO.

"Headquarters for Wilson's Athletic Equipment"

SHARK!

Students Are Amazed by "Railroad Jack" Sensational Memory Feats

Sleeping between the dusky tombstones at Forrest Hill cemetery Tuesday night, "Railroad Jack", a wizard of history and a native Badger, who has been puzzling students with his street corner "questionaires" on world history, yesterday appeared on the street with the history of many Madison pioneers on his finger tips.

"I've had a strenuous time since I arrived in the city this week," he declared, "and just had to find some quiet place to get some sleep."

The "expert" in memory has been conducting meetings in the city recently to the entertainment of many students during the remainder of the vacation. He travels with a small black suit case, a sleeping roll which he has used for the past 20 years, and several metal signs bearing his nickname.

He dresses in an odd fashion—odd, for it is hardly in-keeping with the knowledge which he has mastered. Appearing like a veteran longshoreman tar, with a jaunty black naval cap, blue shirt, old suspenders, worn but neatly kept trousers, and heavy shoes, he has surprised large groups of students with his mental precocity.

Names, dates, and events in history that total in number to 5,000 are at his finger tips. In a case he carried 2,000 cards of names from Adams to the Prince of Wales.

"I boycott memory courses," he ejaculated with a flourishing of his hand. "There's no royal road to learning. I spend on an average 10 hours a day studying history. Money is nothing to me."

To the credulous Cardinal reporter he presented from a pile of papers in his case, proof that he had donated \$400 to charitable causes at Green Bay and cities in the Fox river valley.

The wizard, whose real name is Harry D. Cooper, was formerly of Oshkosh where he took a teacher's course. For the past 25 years he has been at Detroit. He always spends a month a year at Ann Arbor with the students of Michigan university. His visit here is his first.

In these days of sumptuous scenery, the forthcoming environments of the Burdick Larson productions promise to set new standards. In preparing the backgrounds for the William Owen presentations of Shakespeare, the producing company employed the services of a corps of expert library clerks, who spent much time in research in order to collect the proper data for the scenes and for the costumes to be used in the classic tour. The result is that nothing quite so perfect and correct as to detail has hitherto been seen on the stage.

Mr. Owen, who will come to Madison Monday, April 21, will have the services of good players, several of whom are famous in this branch of the drama. His leading woman will be Rita Douglas, an actress of much power and of great beauty, who, last season, was with Lionel Barrymore in "Richard III," where she made a distinct hit. Miss Gretta Gould, late of the Benson Players of London, is also well schooled in the classic drama, and will bring experience and erudition to the roles she essays.

J. W. McConnell, veteran player of characters, will come once more and support the famous Shakespearian star, assuming the roles that have become identified with his name. The youthful Moeyn Hesselberg will be the leading man and will play Romeo at such times as the immortal love tragedy is presented. Other players have been selected for the other parts who are best fitted by ability and scholarship for those parts; thus assuring complete presentations from every viewpoint.

As for the scenic environment and the costuming, the Burdick Larson productions have spared neither time or expense in making them as perfect as research and modern ingenuity can accomplish.

South Dakota Club Dinner

Members of the South Dakota club will entertain at a dinner at the Woman's building, this evening, at 6:15 p. m. Those desiring reservations should call Sam Weller, B. 2556.

INFORMATION IS PROVIDED ABOUT ROOMS AND TRAINS

Special Booths Are Erected at Stations and on Campus

Rooming accommodations for exposition visitors who cannot get into hotels will be listed at the Exposition information booth at the Park hotel. Booths at the Chicago-Northwestern and St. Paul stations will also supply train schedules and give information to visitors, and one in front of the university armory will answer questions relating to the university.

High school students who apply for rooms at the Park hotel booth will be assigned to fraternity and sorority houses, where they will be entertained as guests. A card index of acceptable rooms which may be rented by the day will be on file at this booth.

Maintain Rest Room.

A general rest room for men and women and a special one for women will be maintained by the university Y. M. C. A., next to the armory, where the Exposition is held.

The entire first floor of the building, including the lobby and parlors, will be turned over to visitors, and telephones and other conveniences will be available there. An exhibit of "Y" work at the university will be shown.

A portion of the armory floor has been comfortably furnished and will be maintained as a combination rest room and Hall of Fame. Pictures of famous men of Wisconsin and the university will be shown there by De Longe's studio, and a photographic history of the university with pictures of university events for the last 35 years will be exhibited at the Photoart shop.

Special service to out-of-town people is being offered by most Madison merchants during the Exposition.

Phi Gam Dance

Phi Gamma Delta fraternity will give an informal dance at the chapter house, 621 North Henry street, Saturday night, April 23. Mr. and Mrs. Allen Hinman will be the chaperons.

Classified Ads

10¢ per 5 point line (average six words). Minimum charge 25¢. Minimum space two lines.

Ads ordered by telephone are accepted only from persons listed in the telephone or student directory, in return for this courtesy the advertiser is expected to remit promptly.

Classified ads will be accepted at the Cardinal office until 5:30 p. m. for the following morning.

WE BUY second hand clothes and shoes. Call B. 2742. 81x30

LOST—Notebook and two textbooks. Notes important. Reward. David Steenberg, B. 4520.

LOST—My wedding ring, heavy silver, with Chinese writing on square seal. Left in ladies' wash room of Pullman from Chicago Wednesday morning, car 72. Reward. Call B. 2185. 2x21

WANTED—By engineer student, room of Pullman from Chicago 531 State. F. 123. 4x21

LOST—Leather note book in Lathrop cafeteria. Notes are valued. B. 1916. 8x21

LOST—Gold pin, blue enamel, at

Military ball. Reward. Mail Cardinal Box A. 4x21

LOST—Burlington wrist watch, between Camp Randall and Lathrop hall, April 18. Finder please call B. 4797. Reward. 4x21

A STUDENT wishes to work for meals, cafeteria, or frat house. Experienced. Call B. 7536 between 12:30 and 2, or 4 and 6 o'clock. 2x21

NOTICE—The person who took the wallet containing \$45.00 in the locker room of the gym can avoid further trouble by mailing it to G11 West Dayton street as his identity has been discovered. 3x21

FOR SALE—29 sections Globewernicke book cases fumed oak; black walnut book case; Morris chair, wicker couch chair, Underwood typewriter and table filing case. University Heights, B. 6916. 2x21

FOR RENT—Very good single furnished room for man, one block from Chemistry building. Phone B. 8400 or call at 1213 W. Johnson street. 8x21

Strangler Lewis failed in 20 minutes to throw Charles Carpenter of Augusta, Ga., inter-collegiate champion at New York.

THE

Blue Lantern

Offers

DAINTY SANDWICHES

That Just Satisfy!

COOL REFRESHING SALAD

and

FOUNTAIN DRINKS!

428 State St.

Glaciers in Sorority Alley

Go back to the days when strange monsters infested the sorority alley and lifted ugly heads to frighten man. The pre-glacial period is brought back clearly and vividly by the Geology and Geography Exhibit at the

The University Exposition

"WATCH WISCONSIN WORK"

A variety of displays—intensely interesting. Laboratories in full operation, marvelous inventions, baffling demonstrations of natural mysteries—these and many other wonderful exhibits will be waiting at the Exposition

Thursday.....1:30 P. M. to Midnight

Friday.....1:30 P. M. to Midnight

Saturday.....9:00 A. M. to Midnight

April 21-22-23

Armory and Annex

Admission 75c

PORTRAYAL OF FARM GROWTH IN EXHIBITION

Development of Resources is Theme of Agric Show

The different phases of agricultural development, their intense present day importance to consumer as well as producer, and the future possibilities that only await the application of brains and initiative will be the dominant theme of the agricultural exhibit in the university Exposition.

"The development of the agricultural resources of Wisconsin has played an important part in placing her among the leading states in the union," said Professor A. W. Hopkins, of the College of Agriculture. "Her present leading position is due primarily to the application of approved methods of agriculture to the peculiar problems which arose from time to time, and for which there appeared to be no solution.

"Blessed with an excellent natural resource in the soil, a thrifty and industrious people, and good location with respect to the world's best markets, it still could have reached only mediocrity had it not been for the application of human resource to the natural resources. Many of the most important inventions and discoveries known to the agricultural world were devised by Wisconsin agriculturalists. The Babcock Milk Test, the Trout Soil Test, Frost's Little Plate Method for counting bacteria in milk, were all discovered by Wisconsin men and first applied on Wisconsin farms."

Combine 17 Departments

The 17 departments of the college of agriculture are combining in the presentation of a graphic picture display which will be aided by the necessary charts and data so that it can be thereby understood by laymen as well as experts. Half of the gymnasium annex has been devoted to these exhibits.

The department of bacteriology is presenting three main phases of their progress made in this science. Dr. Frost of the bacteriology department has just devised a new and simple method of counting the bacteria in milk. The method is so simple that it can be used on any farm and makes cleanliness and the proper care of the milk a much easier accomplishment. The superiority of the new method over the old is shown by contrast.

Another phase of this department's exhibit is the serums for the tuberculin test. This test and also the cultures for the inoculation of legumes are important to every farmer and have proven a great economic asset to the state. Explanations of the tests and the pure cultures are furnished by the charts.

Successful Market Necessary

That production can be profitable only when marketing methods are successful is the problem shown by the economics department. The best market and consumption center in the world, Chicago, lies within immediate reach, potential seaports are scattered along the lake front in eastern Wisconsin, and through these lakeports and the myriads of tracks diverging from Chicago in every direction, the Wisconsin products can reach every corner of the world. But, the economics department explains, this can only be accomplished by the cooperation on the part of the farm producers. Applications of the proper methods of cooperation are fully explained in their exhibits.

A review of the exhibits by the college show even a casual observer that Wisconsin has taken a leading part in agriculture. Today the state produces more peas than any state in the union, produces 60 per cent of the nation's cheese, is the recognized leading dairy state in the union, has more water power than any state between the Alleghenies and the Rockies, and has made records in crop production and animal husbandry that so far have not been equalled.

Welcome to your old haunts
Wisconsin Barber Shop
7 Chairs at Your Service
R. F. BATTY, Prop.
827 University Ave.

If you walk I'll teach you to dance. Results absolutely guaranteed.
Theatrical coaching
SARI FIELDS
B. 1806

READ CARDINAL WANT ADS

MORGAN'S MALTLED MILK

READ CARDINAL WANT ADS

Harvard University GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

A two-year course in business leading to the degree of Master of Business Administration.

Open to college graduates.

Courses offered in the following fields: Accounting, Business Law, Banking and Finance, Marketing, Advertising, Retail Store Problems, Sales Management, Industrial Management, Labor Problems, Business Statistics, Foreign Trade, Transportation, Lumbering, Office Organization.

Nineteen graduates of the University of Wisconsin have attended the School, seven during the present year.

The registration for 1921-22 is limited to three hundred in the first-year courses. Applications after May 1st should be accompanied by a certified transcript of the college record.

For information write to

Dean W. B. Donham,
University 532
Harvard Graduate School of
Business Administration
Cambridge, Mass.

Northwestern University Evanston-Chicago SUMMER SESSION On the Shore of Lake Michigan

The University Campus (a half-hour's ride north of the city of Chicago) extends for nearly a mile along the shore of Lake Michigan. Boating available, bathing beaches right on the Campus, tennis courts and gymnasium near. Dormitories for men and women. Organized excursions to interesting points in and near Chicago, and lake trips to other cities on Lake Michigan. Lectures, concerts, recitals and dramatic performances on the Campus.

THE COLLEGE OF LIBERAL ARTS—Courses leading to B.S. and B.A. degrees. Regular college subjects, including courses in Zoology, Chemistry and Physics for pre-medical students. Nine semester hours of credit obtainable. Eight weeks' course.

THE SCHOOL OF COMMERCE—Courses leading to the degrees Bachelor of Science in Commerce, Master of Business Administration and Certified Public Accountant. Courses in Accounting, Advertising, Finance, Business Organization, Sales Management, Factory Management, etc. Special trips of inspection to factories, banks and stores in Chicago. Nine semester hours of credit obtainable. Eight weeks' course.

THE LAW SCHOOL—John H. Wigmore, Dean. Classes conducted in the city of Chicago. Courses leading to the degrees of Juris Doctor and LL.B. Summer session contains judges of state and supreme courts of Illinois, North Dakota, Mississippi and Washington. Fourteen hours of credit obtainable. Ten weeks' course.

THE SCHOOL OF MUSIC—Peter C. Lutkin, Dean. Courses in Public School Music and Piano Normal methods and composition classes. Private instruction in Piano, Voice, Organ, Violin, Cello; class instruction in Harmony, Musical Analysis, Ear-Training, Solfège, etc. Six weeks' course.

THE SCHOOL OF ORATORY—Ralph B. Dennis, Director. Courses leading to B.S. and B.A. degrees, or diplomas in Oratory. Class work and private instruction for teachers of Public Speaking, for teachers of English and for professional and amateur readers and speakers who want greater platform skill and power. Courses in Debate and Public Speaking for college students. Ten hours of credit obtainable. Eight weeks' course.

THE GRADUATE SCHOOL—Courses leading to M.A. and Ph. D. degrees. University facilities in Evanston and Chicago. Nine hours of credit obtainable.

Course open Monday, June 27, 1921.

For book of Campus views and detailed description of courses address

WALTER DILL SCOTT, President



Sporting Goods

Base Ball and Tennis Supplies

Best Line in The City

Moseley Book Co. 19 S. Pinckney Street

Special Clothing Sale

On Friday and Saturday, April 22 and 23 we shall offer for sale tailored to measure

Suits and Overcoats At Reduced Prices

This merchandise is guaranteed for fit, style and workmanship, and is the product of Lamm & Co.—The Home of Fine Tailoring. The greatest care is bestowed in the taking of measurements, and perfect satisfaction is insured in both price and quality.

A factory representative will be here
COME ON—LET'S GO

The Co-Op

E. J. GRADY, Mgr.

JOURNALISTS TO PUBLISH PAPER AT EXPOSITION

A four-page newspaper, written, edited, set in type, and printed entirely by students, will be part of the exhibit of the Course in Journalism. The paper on which the newspaper will be printed will be made especially for it by the U. S. Forest Products laboratory, Madison.

Three editions of "The Exposition News" will be issued daily under the direction of the editor, Walter O. Look, of Kaukauna. All the work from the typewriting of the original story to the printing will be done before the eyes of the visitors.

An "extra" edition printed on green paper, prepared by the Forest Products laboratory, will be issued as the final on Saturday night.

A display of historical newspapers from the Wisconsin Historical library, which has one of the most extensive newspaper files in the country, will also be included in this booth. A facsimile of the first newspaper printed in America, original copies of papers printed the and other interesting editions will be shown. There will also be a group of striking and unusual newspapers.

GYM TANK HOLDS "SUB" DETECTORS

Expo Visitors to See Workings of Max Mason's Invention

Three submarine detectors will be in operation at the swimming tank on the first floor of the gymnasium during the Exposition, and visitors will be permitted to listen, by means of the detectors, to noises made by three artificial submarines running in the tank.

The story of the development and improvements made on the detector since its invention by Prof. Max Mason of the Physics department will be told by photographs and diagrams.

Visitors will be especially interested in this display as the detector was invented by a Wisconsin man and was an important factor in submarine engagements during the late war.

PRESIDENT'S GUARD

The Guard will fall in on the lower campus Thursday at 12:30 for presentation to President Birge and to escort Governor Blaine from the capitol to the exposition.

MILITARY BALL PROGRAMS

All those who attended the Military ball and did not receive programs will send their program stubs to H. J. Bilansky, 740 Langdon street and programs will be ordered for them.

CO-ED WAITRESSES SERVE LUNCHES AT HOME EC BOOTH

Pretty co-eds in costume, as waitresses, will serve home-made apple pie, fruit lemonade, salad and sandwiches, or ice cream and chocolate cake in the Home Economics tea room from 1 to 2 o'clock every afternoon and all day Saturday of the Exposition. On the walls between the windows hung with blue crotton curtains are orange shaded lights, and on the tables are blue enameled flower pots.

The Thursday specials are creamed chicken and peas in timbales with potato chips, and Parker house rolls with strawberry jam. Hot baking powder biscuits with honey is the special for Friday; while Saturday morning from 9 o'clock on, a light breakfast of cinnamon toast or rolls and jam will be served. The prices are reasonable and the food is claimed to be most delicious. All food will be cooked in the adjoining kitchen, which is arranged in the most convenient manner.

"We are sorry that the kitchen will be so crowded that we cannot take people through," said Helen Sherman, '21, in charge of the tea room, "but we don't mind if you peek in."

During the Exposition tours will be conducted through the Home Economics building and the practice cottage.

SPECIAL GRANT TO AWARD MEDALS TO VETERANS AT EXPO

The War Department at Washington has granted special authority to issue victory medals to all ex-service men whether students or not.

The medals will be issued at the administration booth at the University Exposition. George Chandler, assistant to the secretary of the faculty, is in charge of the exhibit. This power was granted to the university as a result of a request by the American Legion.

The awards will be issued at the booth by Lieutenant J. A. Ballard of the military department of the university. To obtain their medals, ex-service men are required merely to present their discharges. This method will save much red tape and makes it a simple thing for the men to get their medals.

The information booth will also be an information bureau for all prospective students. During the entire exposition questions will be answered regarding matters of registration, advanced standing, w^o credits, soldiers' bonus, and rooming facilities. This section will be of special interest to high school students.

READ CARDINAL WANT ADS

MRS. HARDING GETS GIFTS FROM BLIND



Left to right: Mrs. Warren Harding, Jennie Williams, Miss Winifred Holt and Veronica E. Mazicka.

Miss Winifred Holt, known as "The Lady of the Lighthouse," and Jennie Williams and Veronica E. Mazicka, two blind orphan girls, were recently received at the White House by President and Mrs. Harding. The girls brought gifts they had designed and made for Mrs. Harding. There was a "Poly Prim" apron, a book cover and a purse of Harding blue and silver.

FINE ARTIST WILL INTERPRET OPERAS AT MADISON HIGH

Pagliacci and The Quarreling Lovers operas will be presented next Tuesday at 8 p. m. in the auditorium of the Madison high school. The cast which will interpret the operas includes Miss Henriette Weber, pianist and lecturer, Miss Anna Burmeister, lyric and dramatic soprano, and Arthur Kraft, lyric tenor, all of Chicago.

The opera concert is a new art form, interesting to young and old, and it will make its first appearance in Madison next week.

Mr. Kraft was with the American Expeditionary Force and in addition to bring one of America's leading tenors, is widely known in France where he gave many concerts for the soldiers.

Tickets are now on sale at the Albert E. Smith music store.

READ CARDINAL WANT ADS

Dr. J. A. Bancroft
Dr. V. G. Bancroft
DENTISTS
Badger 3682 901 Univ. Ave.

DR. SCHEURELL
DENTIST
Offices above University
Pharmacy
B. 5819 672 State St.

D'j Eat? No!
Come to
FRANK'S RESTAURANT
821 University Ave.

READ CARDINAL WANT ADS



There Is No Accounting For Tastes

For instance—the Eskimos like raw fish

No—people, we will never appear ridiculous by asking you to believe that we could start in the telephone directory at the A's and go clear thru to the Z's and please every subscriber's taste in clothes.

But we do say, emphatically too, that from Adams on to the last leaf, we can satisfy every man's conception of VALUE—for there is not another store in this entire state that is giving more dollar for dollar than we are this present season.

We know this to be true and now we want the opportunity and honor of proving it here in the presence of this Spring Showing of good clothes that for value is without a peer—from New England to New Orleans.

Fitform Spring Suits

\$40 to \$60

Compare—and you will wear one this Spring

The Crescent
CLOTHING CO
Specialists in Apparel for Men & Boys

The Daily Cardinal

Member Wisconsin Intercollegiate Press 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.

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Editorial Offices—Union Building, Phone Badger 250.
Capital Times Building, Phone Badger 1137.

Business Offices—Union Building, Phone Badger 6606.

Carson F. Lyman Managing Editor

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THE EXPOSITION OPENS

WITH an impressive ceremonial conducted by the university cadet corps on the lower campus at noon today, the governor of Wisconsin, the president of the university and the general chairman of the Exposition, will formally open for the approval of the people of this state, the university Exposition.

The Exposition, representing the diligent efforts of more than 700 students, and enthusiastic co-operation of the officers and faculty of the university over a period of three months, will prove to be a revelation to the thousands of visitors who will witness the displays of more than 75 departments of this institution.

Every detail of the mammoth enterprise has been carried out to adequately show the achievements of the university in all its branches, and to present in panorama the manifold ramifications of the physical and intellectual activity in the colleges and the campus.

While the Exposition will prove to be of interest and entertainment to many, it will at the same time present a splendid opportunity for the people of the state to take an inventory of the university, which lives and grows because of their generous support. Tax-payers, legislators, students, and faculty, will be enabled to visualize the wide scope of the educational work accomplished here.

A visit to the exposition will give everyone a chance to get a cross-section view of the mechanism of this whole intricate knowledge factory (or dispensary); it will show to many the vital significance and practical value of many so-called dry-as-dust courses; and to the future students of the university, it will show the relative importance of courses and departments that are open for him, and equipped to serve his particular needs.

The student body as a whole, which has initiated the Exposition, extends its heartiest welcome to visitors and friends. It is to be hoped that many will take time to extend their call over the period of three days. We want those interested to visit our classes, to see us work, play and live. This school belongs to the people; it desires to be considered so in a real sense. It is of the people, by the people; and is dedicated by them to the service of mankind.

* * *

HERE'S TO YOU, BILL!

IN a college community in which competition for honors in extra-curricular activities is keen, it is inevitable that the fittest should assume the commanding positions in student activities. By the inscrutable operation of natural law, certain choice personalities blessed with innate capacity for true leadership, are selected to conduct outside activities.

In view of this fact, The Cardinal, the medium of expression of the student body, is not given to the practice of singling out individuals who have accomplished big things on the campus,

and commanding them upon their achievements. Genuine leaders are too busy to listen to the plaudits of those whom they serve; they find infinite compensatory satisfaction in the consciousness of work well done.

There are times, however, when it should be permissible to set aside the traditions of this newspaper to adhere strictly to the discussion of issues, and to say a word in commendation of a student who has done a mighty work in putting across the university Exposition.

To carry on creditably the work of his senior year, to put in motion the wheels that caused more than 700 of his fellow students to work without compensation, to get the co-operation of the faculty to the fullest extent at this time when the majority of people are so absorbed in their own selfish affairs, calls for something like the strategy of a Foch, the diplomacy of a Franklin, the patience of a Lincoln, the tenacity of an Edison, the faith of a Gibbons and dynamic force of a Byng.

To a remarkable degree such qualities have been displayed by one student who has spent his days and nights for the past three months dreaming, planning and carrying out the gigantic project—the Exposition. The success of the enterprise is for the most part due to General Chairman William B. Florea.

BULLETIN BOARD

STORY OF REACHING 20,000 PEOPLE TOLD BY EXTENSION FOLK

Miniature Town Shows Link With Activities, Illuminated Map, Organization

The University Exposition booth at the exposition shows several phases of a work which, all branches included, reaches 2,000 people directly, and many more by indirect influence. A large map of Wisconsin, electrically illuminated, shows the division of the state into seven districts, each of which has at least one organizer and a central office or building.

A miniature town, modelled after a real town in northern Wisconsin, shows how the work of the extension division is linked up with numberless civic and educational activities. A package library exhibit shows the manner in which information seekers the country over may get up-to-date magazine clippings on practically any subject, by writing to the Extension department. Stereoptican slides will further illustrate the work, and leaflets will be distributed from the booth, summarizing the entire service of the department to the state.

THE UNIVERSITY OF WISCONSIN

Schedule of Condition Examinations

April 23, 1921

| College of Letters and Science | | |
|--|------|---------|
| Botany, all courses | 3:30 | 301 BB |
| Chemistry, all courses | 3:30 | 102 CB |
| City Planning | 3:30 | 214 EB |
| Classics, including Fine Arts | 3:30 | 264 BH |
| Economics 1a, 1b, 5, 8a, 46, 109, 130, 137, 142 | 1:00 | 401 PE |
| " 8b, 11, 13, 15, 123, 135, 138, 161 | 1:00 | 401 PE |
| " 181, 183 | 3:30 | 401 PE |
| Education | 1:00 | 220 BH |
| English, Spelling | 3:30 | 260 BH |
| English, 30 | 1:00 | 360 BH |
| English, all other courses, including Comp. Lit. | 3:30 | 360 BH |
| Geology, all courses | 3:30 | 217 Sch |
| German, all courses | 1:00 | 5 SH |
| History, 1, 6, 10 | 1:00 | 212 BH |
| History, 4, 5, 141, 182 | 3:30 | 212 BH |
| Journalism, all courses | 3:30 | 37 SH |
| Mathematics, 7 | 1:00 | 112 BH |
| " 50, 51, 52, 54, 55 | 1:00 | 101 BH |
| " 1, 2, 6, 71, 111 | 3:30 | 112 BH |
| Music, all courses | 1:00 | 35 MH |
| Philosophy and Psychology | 1:00 | 220 BH |
| Physical Education | 1:00 | 119 Sch |
| Physics, all classes | 3:30 | 113 PE |
| Physiology | 1:00 | 119 Sch |
| Political Science, 123 | 1:00 | 5 SH |
| Political Science, 32 | 3:30 | 37 SH |
| Public Speaking | 3:30 | 264 BH |
| Romance Languages— | | |
| French, 1a, 1b, Italian, Spanish 14, 16 | 1:00 | 165 BH |
| French 10, 14, 20, Spanish 1a, 1b, 12 | 3:30 | 165 BH |
| Zoology, all courses | 3:30 | 301 BB |

| College of Agriculture | | |
|---|------|--------|
| All agricultural subjects, including Home Ec. | 1:00 | 206 AH |

| College of Engineering | | |
|--|--|--|
| (See various Letters and Science Departments and also special schedule posted in Engineering Building) | | |

| School of Medicine | | |
|--------------------|------|---------|
| All courses | 1:00 | 119 Sch |

Students who have not made application will not be permitted to take the examination

C. A. SMITH,
Acting Secretary of the Faculty.

HIGH SCHOOLS SEND EDITORS TO CONFERENCE

Honorary Journalistic Societies and Press Club Sponsor Event

The first annual conference of high school editors under the auspices of Sigma Delta Chi and Theta Sigma Phi held Saturday will bring about 75 representatives of high school papers to attend the exposition. These people will represent over 50 publications from Wisconsin, Minnesota, Iowa, Illinois, and Indiana.

One of the features of the conference is the judging of the various publications submitted. They are to be divided into two classes, the weeklies and monthlies, according to the size of the school, and will be judged by M. A. Brayton, editor of the Wisconsin State Journal, Prof. Willard G. Bleyer, and E. M. Johnson of the department of journalism.

At 10:20 the conference will adjourn to round table discussion groups. Prof. Grant M. Hyde, Prof. W. G. Bleyer, and E. M. Johnson will lead discussions on the news side of journalism. At the same time Irwin Maier of the Cardinal will conduct a group in the discussion of the business problems of a paper. Magazine work will be the subject of several groups. Fred Sperry will talk over magazine art, Augustus J. Fehrenbach will discuss the business side and Rodney Welsh will tell about the editorial phase of magazine work.

Another division of the discussion groups will be directed by Mrs. Genevieve Boughner, assisted by Marion Goodwin, Frieda Rummel, and Esther Van Wagoner, who will talk on women's work in the newspaper.

Governor Will Speak

After the round table discussion groups, the editors representing high school publications will be entertained by Press club with a luncheon at the Woman's building, at 12:30 p. m.

The principal speaker will be Gov. John J. Blaine who follows Pres. E. A. Birge in an address of welcome. In addition to these two speakers, Prof. Willard G. Bleyer, chairman of the course in journalism will talk on the future of journalism and the course as given at Wisconsin. Rodney P. Welsh, president of Press club, will preside. After the luncheon the visitors will attend the exposition.

Following the discussion groups, there will be an informal reception preceding the luncheon given for the visiting editors by Press club at the Woman's building.

Conference Program

The complete conference program is given:

8:30 Conference called by Charles P. MacInnis of The Daily Cardinal.
8:35 Presentation of a plan for the organization of an association of the high school publications of Wisconsin and neighboring states.
9:00 Address by Prof. Willard G. Bleyer, "The Value of the High School Publication in Training for Journalism."
9:30 Paper by Irwin Maier, "How to Handle Advertising in High School Publications."
9:50 "Why the Winners Won," an analysis of the merits of the high school papers submitted by E. M. Johnson of the department of journalism.
10:20 Round table discussions.
12:00 Informal reception.
12:30 Luncheon given by Press club at Woman's building.
2:00 Visit to the Exposition.

Beagle John Paddock is back to his alma mater for a few days. He contributes the following:
Recent exhaustive researches by Darwin and Huxley and Hall have conclusively proved that the hedgehog can scarcely be kissed at all. But further exhaustive researches have incontrovertibly shown that comparative safety at Madison is enjoyed by the hedgehog alone.

BATHING NUMBER OF OCTOPUS ON CAMPUS FRIDAY

"The Bathing Suit number of the Octopus, which comes out tomorrow, is the best we have ever published," said Willard Rendall '22, business manager of the Octopus.

"The date of publication was moved up several days so that we might have an issue on sale during the Exposition. The Octopus is now firmly established as a university institution, and will in this way gain a state-wide reputation."

Besides the usual places of sale, there will be a special exhibition booth in front of the Union building, where visitors may purchase their copies.

Special features in this month's issue are many, and include Octy's Book reviews, another of the Jiji-boom papers, and questions by the Inquisitive Octy, as well as many unusual jokes and pictures.

Do you know that Walter Shulkey shaves the small tuft of hair that protrudes over his manly forehead. Ah beauty, what crimes are committed in your name.

LOWMAN'S NINE GO HARD AT NORMALS

(Continued from Page 1)

was played only two regulars remained in the line-up. In spite of the one-sidedness of the game, the Badgers looked good and there were no errors made.

Team Leaves for Indiana.

Tomorrow afternoon at Bloomington, Indiana, Coach Lowman's slugs will open the conference season against George Lewis' Hoosiers. The Indians have been on a southern training trip for several weeks and reports from their camp indicate that they will make a strong race in the conference. Wisconsin is represented this year by one of the best nines the Badger school has had in years, and the fans are expecting great things.

Dopers concede a high rating for Wisconsin in the final percentage column. Coach Lowman is anxious to cop the opening games and to get under way with a string of wins. The regulars will work out this afternoon and will leave late today for Bloomington, Indiana; only 14 men will make the trip.

The line-up of the Wisconsin-Milwaukee Normal game follows:

| | |
|-------------------|----------------|
| Wisconsin | Pickford, 1b. |
| R. Williams, 1.f. | Milwaukee |
| Hardell, 1.f. | Foley, 2b. |
| Tebell, 1. f. | Phillips, 1b. |
| Caesar, c. f. | Ross, s. s. |
| Christy, c. f. | Wards, r. f. |
| Davey, c. | Johnson, 1. f. |
| Elliott, 2b. | Jones, c. f. |
| J. Williams, 1b. | Fisher, 3b. |
| Farrington, s.s. | Snow, r. f. |
| Lyman, 3b. | Wilcox, c. |
| Snow, r. f. | Fitzgerald, p. |
| Hoffman, p. | Reudiger, 3b. |
| Schoell, p. | |

Strike-outs—Hoffman 11, Schoell 2; hits, R. Williams 2, Snow 2, Lyman, Caesar, Elliott, Davey, Schoell; base on balls, off Hoffman 1, off Fitzgerald 2.

A storm is developing on the plains. It caused strong winds in Kansas, Oklahoma and Texas, Tuesday night and thunder storms and showers in the northwest. The temperature is rising in the interior of the Rocky mountains and falling in the plateau regions.

The highest temperature during the past 24 hours was 64 at 4 p. m. and the lowest was 45 at 4 a. m. Sun sets at 6:46.

READ CARDINAL WANT ADS

Keeley-Neckerman Co.

MADISON'S BIGGEST AND BUSIEST STORE

See our Exposition. We, too, offer the best and the latest in Merchandise at exceptional prices

Wrappy Coats

In a special selling. Bolivia, Velour and Veldyne in blue, tan, brown and copen. Values to \$65.00, special

\$49.50

This is a very smart lot of coats and should attract the attention of shrewd shoppers.

New Shipment of

Blouses

Georgette and Taffeta in tomato, jade, tan and navy, \$15.00 value for

\$9.95

Bead trimmed, tie back and over-blouse models.

Men's Pure Linen Handkerchiefs

Large size, 50c value, special

25c

Narrow hem.

Pure Irish Linen Pattern Cloths

8-4 size, formerly sold at \$16.50, special sale price.

\$7.50

Specially fine wear. Floral dots and conventional designs.

56 Inch Wool Jersey

For suits, skirts and dresses, former value \$5.00, special, yard

\$2.69

Grey, navy, copen, tan, brown.

Spring Suits

Greatly Reduced

\$49.50

Suits in this lot valued to \$69.50. Mostly navy blue, all sizes, trimmed with braids and fancy buttons, box tailored and semi-tailored models.

Silk and Fiber

Sweaters

For sport wear, all the wanted colors, navy, grey, brown, tan and black.

\$12.50 to \$32.50

Ladies' Pure Linen Handkerchiefs

Narrow hem, 25c value, special, each

15c

Ladies' French Kid Slip-on Gloves

Brown, beaver, grey, champagne, black and white, regular \$6.00 and \$7.00 value, special

\$5.00

Kotex Sanitary Napkins

60c value, special, a dozen

48c

Patent Leather Shopping Bags

\$3.00 value, special

\$1.50

Good size, very attractive.

Men's Cotton Handkerchiefs

Here is a real bargain in men's full size Cotton Handkerchiefs, special for this sale at, each

5c

54 inch Wool Plaids, Stripes and Checks

Values to \$8.00. Specially priced.

\$2.50, \$2.95, \$3.95

Light and Dark.

Women's Sun-Rair Umbrellas

Navy, green, violet, taupe, brown and black with ring and fancy strap, handle with tips to match. Special

\$6.90

Chairmen, Managers, and Assistants Who Directed 1921 Exposition

PUBLICITY



LEON KAUMHEIMER

ADVERTISING



DONALD M. BAILEY

ASSISTANT CHAIRMAN



C. F. RASMUSSEN

GENERAL CHAIRMAN



WILLIAM FLOREA

ASSISTANT CHAIRMAN



HAROLD LAMB

TREASURER

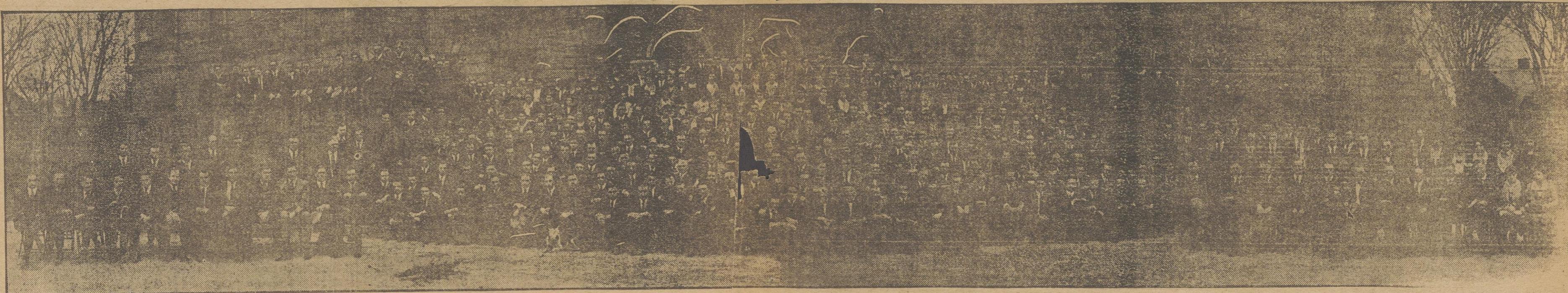


W. K. SCHAAB

TRANSPORTATION



HOWARD J. BRANT



—Courtesy De Long

LETTERS AND SCIENCE



WESLEY C. TRAVERS

ENGINEERS



WILLARD A. KATES

SPECIAL SCHOOLS



CARL ENGLEHARDT

EMERGENCY



GEORGE SANDERS

DECORATIONS



DAVID R. LACEY

FLOOR



TAYLOR H. SEERER

ADMISSIONS



JOHN A. BIGLER

ENTERTAINMENT



RICHARD H. TIVELL

PROGRAM



WILLIAM SALE

CONSTRUCTION



KIRK AVERY

SPECIAL SCHOOLS



ROSS W. ROGERS

INFORMATION



EARL H. PERRIN

SERVICE



JENNINGS B. HAMBLEN

UTILITIES



ELECTRICAL



RECEPTION



MALCOLM MITCHELL

SOCIETY NEWS

Achoth Pledge

Kheth chapter of Achoth sorority announces the pledging of Mildred Reynolds, Lodi, a sophomore in the course in Home Economics.

Downing-Christy Engagement

The announcement of the engagement of Miss Marion Downing to Robert Christy was made at a party given by Miss Downing's parents in Milwaukee, Saturday, April 16. Miss Downing's home is in Milwaukee. She is a member of Gamma Phi Beta sorority and was a student in the university last year. Christy is a sophomore Course in Commerce student and a member of Theta Delta Chi fraternity. His home in Eureka, Kansas.

Beta Theta Pi fraternity will entertain at a formal dinner at the chapter house Friday evening, April 22, after which the party will attend Haresfoot's performance of "Miss Quita" at the Fuller Opera house. Mr. and Mrs. William Balderson will chaperon.

A formal dinner will be given by Alpha Tau Omega fraternity previous to attendance at the Haresfoot

play. The chaperons will be Dr. and Mrs. J. S. Evans.

South Dakota Club Dinner

Members of the South Dakota club will entertain at a dinner at the Woman's building, this evening, at 6:15 p. m. Those desiring reservations should call Sam Weller, B. 2556.

Phi Gamma Dance

Phi Gamma Delta fraternity will give an informal dance at the chapter house, 521 North Henry street, Saturday night, April 23. Mr. and Mrs. Allen Hinman will be the chaperons.

Zilmer-Hauser

The engagement of Miss Mary M. Hauser to Bertram Zilmer was announced in Milwaukee recently. Miss Hauser is a graduate of Northwestern university and is now teaching school in Waukesha. Her home is New Carlisle, Indiana. Zilmer graduated from this university last June. He held the position of managing editor of the Cardinal during his senior year. He is now state editor of the Milwaukee Journal.

CENTRAL STATES' HISTORIANS HOLD ANNUAL MEETING

Eighty-five Delegates Attend Convention—New Officers Chosen

In spite of a stormy week-end, the thirteenth annual meeting of the Mississippi Valley Historical Association was held on April 14, 15, and 16 in Madison, was the most successful in the life of the organization, according to Mrs. Clarence Paine, of Nebraska, secretary.

Representing all the central states 85 delegates comprised of officers of state historical societies and professors of history in universities and secondary schools were entertained here by the State Historical Society of Wisconsin.

"Slavocracy" Lecture Topic

"That Aggressive Slavocracy", was the subject of an address given by Chauncey S. Boucher, president, at the capitol Thursday evening. Miss Jenny Coltrane of Washington, D. C. gave a review in the afternoon of the work of the Daughters of the American Revolution in the Mississippi valley. At 9 p. m., President Birge and Miss Ann Birge gave a reception to members of the association.

A subscription luncheon and business meeting at the Y. M. C. A. followed a session on Friday morning when R. S. Douglas of Southeast Missouri State Teacher's college spoke on "Missouri and the West". In the evening, a dinner was given at the University club. Later E. E. Dale of the University of Oklahoma gave an address on the "Ranchman's Last Frontier," at the Museum in the library.

Elect New President

The newly elected president of the Historical association is William E. Connoley, secretary of the Kansas State Historical society, Topeka, Kansas. The organization was started by C. W. Alvord formerly of Illinois, now of the University of Minnesota. He is editor-in-chief of the Mississippi Valley Historical Review, the chief organ of the association which is considered the best publication of its kind in the United States.

Members of the committee on local arrangements here, were: Martha L. Edwards, chairman, Miss Anna T. Birge, O. D. Brandenburg, Charles E. Brown, Carl Russell Fish, Miss Louise Kellogg, Don E. Mowry, Miss Annie Nunn, Frederick L. Paxson, Milo Quaife, Joseph Schafer, Mrs. Ray Stevens.

We have two classes so superior in quality that all the coffee in christendom and Lawrence's could not jerk us from the arms of Morpheus while in attendance thereat.

BRIGHT COLORED PROGRAM TELLS ALL THE FACTS

Serve as Guide Books and Aids
Visitors to All Entire
Show

A bright orange and black representation, symbolic of the works of a great university, makes the cover of the program of the University Exposition program which is a guide book, as well as of entertainment program.

From the opening parade at 1 o'clock this noon, to taps Saturday night at 12 o'clock, each feature of special entertainment is listed. These include everything from musical features to scientific experiments of varying natures.

Short descriptions and explanations of each department of the exhibits make the program convenient and necessary for the spectators who wish to thoroughly understand and enjoy the many details of the exposition sights. These are divided into their separate departments and coincide with the plan by which the visitors will be most likely to see the exhibits.

The program also contains a complete floor plan of the exposition, with the arrangements of each booth to be found in both the gymnasium and the annex. This will be useful in case visitors wish to devote special attention and more time to some one exhibit, without observing any regular plan in their trip around the entire exposition.

A list of all the chairmen of the exposition is to be found in the last pages of program, divided according to the different schools and departments which they represent.

William M. Sale, '22, heads the committee in charge of the program. Those assisting him are: Walter K. Schwinn, '23, editor; Philip G. Bredeson, '23, business manager; Horma Kieckhafer, '22, distribution manager.

The walls will be practically covered with pictures of prominent alumni of the university, state senators, United States senators, congressmen, members of the Board of Regents, deans of all the colleges, and prominent faculty members, all contributed by De Longe's studio.

Albums containing a pictorial history of the university through student activities, made by the Photoart house will be set out on the tables for visitors to examine.

A first-aid kit will be one of the features of the rest room, and it will be at the service of anyone who gets injured in any way at the exposition.

The most comfortable chairs and couches available have been gathered together to minister to the ease of those tired from viewing exhibits.

"SERVICE FOREMOST" ATTENDANTS' MOTTO AT EXPO REST ROOM

Everything From First Aid to Information and Entertainment is Offered

A rest room where one may be patched up, instructed, entertained, and rested in sumptuous arm-chairs and davenport all at the same time is being fitted out on the third floor of the gymnasium, at the entrance to the running-track.

The walls will be practically covered with pictures of prominent alumni of the university, state senators, United States senators, congressmen, members of the Board of Regents, deans of all the colleges, and prominent faculty members, all contributed by De Longe's studio.

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The most comfortable chairs and couches available have been gathered together to minister to the ease of those tired from viewing exhibits.

FRENCH STUDENTS PRESENT COMEDY NEXT WEDNESDAY

Moliere's clever farce "Le Medecin Mligr Lui" will be presented next Wednesday night in Lathrop hall. The cast, composed of students of the French department, is being coached by Mademoiselle Fernande Helie and Madame C. H. Greenleaf, formerly of the Comedie Francaise, where the play is often produced.

The story is that of wife's plot to avenge herself of her husband's maltreatment by telling some people who are in need of a physician that her husband is a wonderful doctor. The "Doctor is Spite of Himself" has too much pride to admit that he is not an expert practitioner, and the results are very musing.

One of the ten Ben-Hur scholarships awarded this year by the Gerard Memorial foundation has just been won by Ewart K. Clear, Fort Wayne, Ind., who was a junior in the Course in Commerce at the University of Wisconsin last year. He is not in the university this year but will return next fall.

The Gerard Memorial Foundation scholarships are maintained by the Supreme Tribe of Ben-Hur as a memorial to its founder and are given to deserving members of the Tribe.

ANNOUNCE PROGRAM OF EXPO CONCERT BY WOMAN'S CLUB

The Women's Glee club will give a concert at the Exposition as part of Thursday evening's program in the gymnasium at 8 o'clock.

The program for the concert follows:

"Sweet and Low" Barnby-Picker
"Miss Nascy's Gown" Chadwick
"Pierrot" SoloBoat Song Harriet Ware
"Orpheus With His Lute" Miss Marie McKittrick Clutson
"Gooo" Gooelevelds

READ CARDINAL WANT ADS

Electrolysis

SUPERFLUOUS hair can be removed permanently by means of the electric needle. The success of the operation depends upon the conscientious skill of the operator and the special scientific appliances that are necessary. We have been doing this work for many years, and during that time have given satisfactory treatment to thousands of women. The charge is \$4 an hour. The number of hairs removed during a sitting average about eighty. No scars; no returned hair. Why suffer this unpleasant blemish when you can easily be rid of it?

FACIAL AND SCALP TREATMENTS. HAIR DYEING, HENNA PACKS, HAND AND ARM MASSAGE, SHAMPOOING, MANICURING, ETC.

Mrs. W. Wengel
THE MARINELLO SHOP

223 State St.

Dance Programs--

Pencils and Tassels to match. Special designs made up and printed. Clever color schemes and novel arrangements.

Also invitations and admission tickets of any kind desired.

Plain, printed or engraved stationery for social, club or business.

Netherwood's

24 North Carroll

A Kodakery Lesson

ON THE CARE OF NEGATIVES

Negatives that are thoroughly fixed and washed will never "fade" or show change, provided they are cared for properly. They must not be wrapped in ordinary paper, newspaper nor placed between the leaves of books.

They should be filed in boxes, or, better still, in Film Negative Albums, which are made especially for the purpose. We handle negatives with moist fingers.

Should you desire specific information regarding any branch of photography ask us. We will be glad to assist you. There will be no charge.

PHOTOART HOUSE

WM. J. MEUER, Pres.

Photographic Experts

LOCALE

Milwaukee Breezes Shift
Haresfoot Scenes From
Mexico to France

The wind blew so hard in Milwaukee that it shifted the scene of "Miss Quita" from Mexico to France. The inability of property men to get the Mexican scenery to the Pabst theater from the Northwestern depot, as all traffic was held up by the storm, resulted in the use of a French Chalet as the setting of the Mexican revolution.

"Drinks," shouted Reginald Garstang, as Ralph Waldo Emerson Smith from Chicago, and from the woods surrounding the chalet ran forth a convenient waiter.

"Carolling low to his mate" soulfully sang Earl Carpenter to the beautiful "Miss Quita" who, leaning heavily against the sill of the window from which she was hearing her serenade, unfortunately caused part of the building to sway passionately out toward her hero, to the disgust of said hero, and to the delight of the audience.

In spite of these handicaps of setting within and without, Haresfoot put across an excellent performance at the Pabst theater Saturday night. The matinee was not as well attended due to the storm, but the audience was very generous in its allowance for unavoidable delay. Favorable comments appeared in all the morning papers.

Between the two performances the cast in full make up ate dinner at the Blatz hotel and the Haresfoot orchestra on request played part of the time. After the evening performance they were entertained at a dance given by the Ace of Clubs at the Atheneum. Sunday afternoon the Wisconsin players entertained them at their rooms with a reception and three one act plays.

The storm was just commencing when Haresfoot was in Waukesha, where the first performance of Miss Quita was given, at the Colonial theatre. There were a few rough edges in the performance here which were smoothed out before the next stop at Milwaukee.

From Milwaukee the play went to Racine where the club was generously entertained at lunch by the Commerce club of that city and at dinner by Regent A. J. Horlick at the Elks club. The best performance up to date was given here to a capacity audience at the Orpheum theatre. Part of the cast was taken care of over night at the Elks club and over half of them were taken into private houses. Many private parties were given after the performance for the actors.

Tuesday "Miss Quita" played at Kenosha in the Rhodt Opera House, the cast staying at the Elks club. Wednesday will mark the last performance on the road, at Rockford, closing the run at Madison on Friday and Saturday with three performances.

RECITALS WILL BE
GIVEN AS PART OF
MUSIC EXHIBITION

Student recitals will be given daily for the entertainment of Exposition visitors by the Music school as part of its exhibit, at the following hours: 12:15-1:15, 2:30-3, 4:45, 6-7, 8:30-9:30, in the Y. M. C. A. parlors.

These will take the form of piano, violin and vocal recitals given for the most part by juniors and seniors in the Music school, and will demonstrate the work done by pupils of the school.

All the exhibits of the Music school will be carried out with the intention of answering the motto of its booth: "Why Come to Wisconsin for Music." The different musical activities will be explained together with the value students receive from them. The work that students musicians are doing in the churches will be shown.

A demonstration of the work done by students in the public schools will include photographs illustrating both vocal and instrumental training carried on there.

The development of music and musical instruments from earliest times will be pointed out. The exhibit will also contain many musical instruments both ancient and modern.

That
Something New

The New Sport Skirts
Show Delightful Variety

The heavy crepes claim wide favor this Spring; many are in mode of striking stripes; others are effectively pleated. The plaid designs are most distinctive. A combination of a Flanders Springtime blouse, and the sport skirt makes a smart afternoon and summer outfit.

You can purchase one of these combinations at from \$25 up.



Kessenich's

AG GRADUATES DO
FARM PAPER WORK

Many Had First Practice in
Writing For Country
Mag

From all parts of the country are coming reports of Wisconsin Agricultural College graduates who are now doing farm newspaper work. Editors of the Wisconsin Country Magazine find that many of these publicity directors started their careers by writing their first stories for this publication issued monthly by the students of the College of Agriculture of the University of Wisconsin.

One of the leading farm papers on the Pacific coast is now edited by J. C. Knollin, an old Wisconsin man.

Clyde Marquis, for several years advisor of the Country Magazine, is now Washington correspondent for the Country Gentleman.

The editor of the American Seedsman, John J. Garland, was recently connected with the agronomy department of Wisconsin and is a graduate of the Wisconsin College of Agriculture in 1914.

Florence Collins, '19 graduate, is now the editor of the Home Community department of the Orange Judd Farmer, and Betty Fitch, who was home economics editor for the Country Magazine last year, is now the editor of the woman's department of Farm and Fireside published in New York.

Popular "Uncle Dudley" of the Chicago Daily Drover's Journal is Sargeant P. Wild, graduated from Wisconsin in 1917.

H. O. Pate is the managing editor of the Progressive Farmer and Jesse Reed is associate editor of the Southern Ruralist.

Earl Liddle is make-up man for the Pierce publications at Des Moines, while E. R. McIntyre, with the same company, is associate editor of the Wisconsin Farmer, with his office at Madison.

Nell B. Nichols, a former home economics editor of the Country Magazine, writes many household articles for the Capper Publications. Miss Flora Orr is with Today's Housewife.

John G. Poynton, a graduate of 1915, is advertising solicitor for Hoard's Dairyman at Fort Atkinson, Wisconsin.

The Oliver bill to compel the railroads of the state, on order of the Railroad commission, to build car sheds for the protection of car repair employees, who are now compelled to work in the open during all sorts of weather, was killed in the house Wednesday. The fight to kill was lead by Assemblyman Catlin stalwart leader. The vote on the killing the substitute was 52 to 37. The original bill was killed by a vote of 49 to 40.

PHYSICAL ED'S SHOW
PROGRESS ATTAINED
IN PAST TEN YEARS

The members of the Physical Education department have prepared an attractive booth to exhibit the work they have done among the co-eds during the past ten years. Pictures of the May fetes and of the dancing classes have been loaned to the department by George C. Bell. The corrective gymnasium department has prepared many charts to illustrate the merits of sensible shoes. Charts and banners will show the work being done by Outing Club.

Lillian Stupp, grad, has directed the arrangement of material in this booth.

Girls

LARGE FAIR NET

Specia! \$1.35 Per Dozen

Soft water used in shampooing.
Open Tuesday and Thursday
evenings.

The Rosemary Beauty Shop
De Longe Bldg. B. 6211

And when such as the above is resorted to, we needs must say to ourself as Miss Muffet said to the curds "You are in a bad whey".

Restful
Distinctive
Glasses

It is reasonable to expect much from the glasses you get here.

Glasses made for service, good looks, and good vision — that's our proposition.

H. H. Ratcliff Co.
Jeweler and Optometrist
29 S. Pinckney St.

Northwestern University

Northwestern University
Law School
(The oldest Law School in
Chicago)

Summer Session from
Monday, June 20, to Saturday, August 20.

Fall Term begins Monday,
September 26.

Candidates for a degree are required to present proof of satisfactory completion of three years of college study,

College graduates may complete the law course in three academic years (27 months); for all others four academic years (36 months) is required.

For bulletins and detailed information, address Secretary of the Law School, Northwestern University Building, 31 West Lake Street, Chicago, Ill.

THE modern woman rejoicing that the world is returning to sanity and glad apparel continues to save money by practising a wise wardrobe economy. Dainty Dorothy tells her friends of the wonderful savings she has made by having us clean and dye her frocks and suits.

Pantorium Company
Phone B 1180 B 1598
Buy a Ticket Save Money
558 State St. Madison, Wis.

**PUBLISHING PAPER
HOLDS WONDERS AS
JOURNALISTS LOOK**

"To think that that little typewriter is sending out messages all the way from Chicago to St. Louis just by punching holes in a piece of paper. Boy! that's some instrument! ejaculated the "to-be-scribe" wearing the same look of astonishment which he carried all through the journalism trip to Chicago.

The Morkrum, an instrument which has lately been developed so that it is capable of sending and receiving messages for long distance, was the cause of the remark. It operates exactly like an ordinary typewriter, except that it punches holes in a narrow strip of paper, which, in turn, sends a continuous message to be picked up many miles away by a similar machine without the use of another operator.

This is only one of the many awe inspiring devices and exhibitions of efficiency and almost unbelievable speed which the journalists witnessed on their trip, which included the Western Newspaper union, where ready-print and the inside pages of country weeklies are made up; the Associated Press, where the Morkrum and many telegraph instruments were working, and the City News bureau, an association of Chicago newspapers to cover some of the most well known sources of news.

The new Tribune with its remarkable editorial rooms and press room brought forth admiration from all.

The entire plant, with the exception of the presses, was moved to its new home between editions, another example of the tremendous speed and efficiency of the newspaper organization.

Watching the last edition of the Chicago Herald-Examiner go to press with the presses all turning out their enormous output wended up the trip. The latest banner head, which was being put in place as the party left, appeared on the copies which were being sold at the corner, on the way to the train.

SOLD

**Commerce Men Captured
Governor Philipp and Talked Business Last Expo**

How the commerce students kidnapped Governor Emanuel L. Philipp at the last Exposition is one of the most treasured traditions of the commerce school.

It happened in this way, according to a member of the commerce faculty:

At the time of the last exposition the Commerce school was not as big as it is now. It was housed in a little attic in North hall, and was somewhat handicapped for lack of equipment.

But the spirit was as strong then as now. The director of the exposition was a commerce man, and he saw to it that the commerce booth was placed just opposite the entrance of the gymnasium, where no one could possibly miss it.

One day it was heard that Governor Philipp was going to visit the exposition. So all the most enterprising commerce men got together and stayed around the entrance until the governor came in.

Once he got inside he was whisked from one exhibit to another. He did not have a chance to be bored. They showed him all sorts of charts, and pictures of all the classes from the first one to the graduating class of that year; and they explained in full the importance of the Commerce school in the university.

Two hours and forty-five minutes later he left the gymnasium. And of course he gave out an interview saying how nice the exposition was; but the only part he had seen was the commerce booth.

One of the ten Ben-Hur scholarships awarded this year by the Gerard Memorial foundation has just been won by Ewart K. Clear, Fort Wayne, Ind., who was a junior in the Course in Commerce at the University of Wisconsin last year. He is not in the university this year but will return next fall.

The Gerard Memorial Foundation scholarships are maintained by the Supreme Tribe of Ben-Hur as a memorial to its founder and are given to deserving members of the Tribe.

**Alexander Kornhauser
Company
Tub Frocks Crisply New**

Slim or Bouffant in Silhouette

They are here, the long anticipated Tub Frocks, modes include the slim and the bouffant silhouette, the ruffled, plaited and plain skirt, the delicate and the vivid hue, the tailored and frivolous style.



Ginghams are Smart

For Sports and Morning

Nothing can supplant the faithful Gingham Frock because it learned long ago the secret of perennial youth. Plaid Ginghams will dot many a summer scene while the popular half inch checks will add to the gaiety of the landscape wherever one goes. Prices are exceptionally moderate.

\$4.50 to \$22.50

Organdy Frocks

Gayest of Colors

Medallion effects, ruffles and lace adorn many of the new Oriandie Frocks. There is nothing quite so crisp, immaculate or feminine as a frock of Organdie on a summer's day, and this season's modes are no exception to the long established rule. In simple or elaborate styles and the gayest of colors.

\$13.50 to \$45.00

Hand Made Voile Frocks

Have Come From Paris

There is a romance surrounding the production of "Jessco" handmade French dresses which we believe is largely responsible for their delightful charm. The facts are these: Each French maiden when she marries must have her "dot" or dowry. Nearly all the families in France have been made comparatively poor by the war. The idea was conceived of taking sections surrounding Paris and appointing in each center a foreman whose business it is to secure the services of the best young needlewoman in his territory. Each working in her own home.

The materials are forwarded to the foreman and are apportioned out to these French girls who delight in sewing, not only for its own sake, but also in order to accumulate their own dowry for marriage. Prices are reasonable

\$22.50 to \$45

| | |
|---------------|--------------------|
| Linen Dresses | \$15.00 to \$25.00 |
| Dotted Swiss | \$18.50 to \$45.00 |
| Voiles | \$8.50 to \$27.50 |

The University Exposition
"WATCH WISCONSIN WORK"

JONES SELECTS SQUADS TO RUN DRAKE RELAYS

Onchor Man in Four Mile Event Not Picked—Dennis or Brothers Choice

After sending his men through a series of time trials on the Camp Randall track yesterday afternoon, Coach Thomas E. Jones selected the Badger track squad, which will represent Wisconsin in the one-mile and four-mile relays at the Drake relay races on Saturday, April 23. These races, which have come to be regarded as the western outdoor track classics, which are surpassed only by the Penn State carnival, are held annually by Drake College, Iowa, and are open to entry by any Middle Western university or college.

Clyde L. Nash '21, Lyle P. Kling '21, Paul D. Kayser '21, and Edward W. Johnson '23 are the runners who will represent Wisconsin in the mile relay. Each man will race a quarter mile.

Coach Jones has chosen three men for the four-mile run, but he is still undecided in his selection of an anchor man. Mark H. Wall '22, Clarence W. Wille '22, and George H. Finkle '23, are assured of entering the longer relay, but whether Henry C. Dennis '21, or Wellington Brothers '21 completes the quartet will not be decided by the coach until the team leaves on Friday morning.

Albert J. Knollin '22, star Wisconsin hurdler, is the only man entered in a special event. He will compete in the 120-yard high hurdles. Knollin tied the conference indoor record at Evanston recently, when he went over the sticks in 7 and 8-5th seconds. He holds the record jointly with Carl Johnson, Michigan. The lone Badger entry should have an excellent chance to place in his event, for he defeated every other conference hurdler of note in the Big Ten indoor meet.

Although every conference university has entered relay teams in the Drake classic, Illinois and Chicago are the logical contenders for the title. Illinois, with Yates and Wharton, is especially strong in the longer grind, but the Illini also possess a fast middle distance squad. Chicago took third in the indoor meet, lacking the services of the Maroon captain, who was entered because of a clerical error.

Missouri has the best squad in the Missouri Valley conference, while Drake and Grinnell will put strong teams on the track for the Class B. college relays.

DUTING OFFICERS INSTALLED TODAY

The new Outing club officers will be installed at the picnic which leaves Lathrop hall at 5 and 5:30 this afternoon. Members who wish to go are asked to sign up at the bulletin board in Lathrop hall by noon today, and to bring 35 cents for the supper.

Monona park will be the destination of the picnic, and it may be reached either by the street car or by walking.

The officers to be installed are as follows: Elizabeth Kirk '23, president; Dorothy Cremer '22, vice president; and Romayne Berryman '23, secretary. The following heads of sports will also be installed: hiking, Irene Clayton '23; biking, Esther Bilstead '24; picnicing, Margaret Henry '23; tobogganning, Katherine Kennedy '24; skeeing, Helen Zuehlke '23; roller-skating, Mary Baldwin '23; canoeing, Margaret Duckett '22; and horseback riding, Della Mann '24.

Rockford-Madison Air Route Planned, Report

Passenger airplane service is to be established between Rockford, Ill., and Madison the latter part of this month, according to statements in Chicago newspapers. Stops are to be made at Beloit and Janesville, says the report. According to the

formation obtained here, a Beloit man is responsible for the plan. Mrs. H. L. Potter declared Wednesday that a Beloit man had questioned her about the advisability of the plan, but that she did not know his name. She said that many queries as to the possibility of Madison becoming an airplane station had been directed to her.

CARDINAL ADS PAY

C. L. Sniffen, Student Carterer, wants six strong men to assist at the Alumni Banquet.

Want a Job?

Apply at the Candy Shop booth either in the Annex or the main floor of the Gym during the University Expo.

The K Shop

State and Frances

Developing and Printing Fine Stationery Gifts

READ CARDINAL WANT ADS

OSCAR THE OBSERVATIVE SAYS:
Did you ever drink so much coffee before going to class that it kept you awake?

It's Malted Time at Tiedemann's

When there's a hard night of "bucking" ahead, when you're coming back from the show or the libe, then it's malted time at Tiedemann's.

For refreshments after the Exposition, you will naturally come to

"Tiedemann's for Malted"

TIEDEMANN'S PHARMACY

701 University Ave.

Open Saturday nights for your convenience

State St. Leader

"All that It's Name Implies"

Located in the

Heart of the University District

The logical place to do your trading for

Dry Goods, Ready-to-Wear, Millinery, Notions, Etc.

Visitors to the Exposition are specially invited to drop in on your way to the Expo and get acquainted with this

UNUSUAL STORE

Cor. State and Gilman

State St. Leader Next to The Co-op

GORE

Vet Science Booth Reveals Mystery of Animal and Human Blood

A deep red blood stain on a clean white jacket! No body near it—nothing to show whether accident, suicide, or murder; whether man or animal. No weapon left carelessly near by the scene of the supposed crime. Nothing of evidence except the deep, dark, red blood stain.

Into the mystery there comes a Sherlock in the form of applied science-veterinary science to be exact. And meek, pretty white rabbits sacrifice their health and perhaps their lives in order that grim science may be served. For with their aid and the application of scientific principles, it is possible to determine whether the blood be that of man or animal. Science goes even further in its search for truth, and gives us the name of the specific animal or race of man which furnished the blood.

In the Veterinary Science exhibit at the Exposition an explanation is made as to the methods by which this interesting question may be solved. A rabbit is first immunized against the serum action of the animal or man suspected. If more than one is suspected, a rabbit is immunized for each suspect. Then the rabbits are treated by inoculation of some of the blood stain. The reaction of the rabbits will determine whether man, and if man, whether Negro, Indian, or white race, and if animal which tribe of animals, furnished the blood.

The blood stains, the jacket, the rabbits, and courteous attendants at the vet science booth can unravel the mystery of that stain.

The New York State College of Agriculture at Cornell university, has recently organized a branch of the Agricultural Women's Ass'n. that Gausewitz reminds them of this association has been considered since May 1920, when a letter was sent from the secretary of the Association at Wisconsin, to Dean Mann of the New York State College of Agriculture. In March 1921, organization of the Cornell chapter

CAMPUS TOURS TO BE CONDUCTED FOR EXPOSITION GUESTS

Inner Gate Men Will be Guides on Sight Seeing Trips

For the convenience of Exposition visitors who wish to see all the buildings of the campus, personally conducted tours will leave the information booth in front of the gymnasium every afternoon at two, three, and four o'clock to visit the State Historical library, Engineer laboratories, the buildings on the hill, and the Agricultural school.

Special tours will be conducted Thursday and Friday afternoons at 3:15 to the Physics-Economics building to witness Professor Benjamin Snow's famous "snowflake" lecture.

The members of Inner Gate, sophomore inter-fraternity society, will act as guides during the tours, two men being assigned to each group. Instructors will be on hand in the various buildings to explain to the visitors the purpose and uses of the numerous complicated machines found in the various laboratories. All the machinery will be in operation during the tours.

PHI LAMBDA UPSILON HOLDS INITIATION

Phi Lambda Upsilon, the honorary chemical fraternity, announces the initiation of the following new members:

Graduates

O. R. Brunkow, B. H. Carroll, L. B. Parsons, H. W. Stone. College of Engineering Seniors—Alvin F. Pitzner, Arnold C. Vobach, Oscar B. Westmont.

Juniors—Maurice A. Hirshberg, Honors C. Hubbard, Wilson D. Trueblood.

College of Letters and Science Seniors—Harry D. Bernstein, Villiers W. Moloch, Lester W. Peterson, Henry Stevens.

Juniors—Harry E. Carswell, Ralph B. Spence. College of Agriculture Juniors—Karl Paul Link, Oscar H. Gerhardt.

MONOCLE IS LATEST IN GOLF TOGGERY

Miss Heather Thatcher

Apparently the single-barreled eyeglass is the proper thing for golf, at least if the camera does not lie, that is the conclusion one must draw. Hero Miss Heather Thatcher, well known British actress, is shown playing in the state golfing society's tournament at La Touche Golf Club.

Keep Your Throat Clear and Your Voice Strong

LEWIS VEGETABLE GARGLE

The Best—"Try It"

Lewis Drug Store

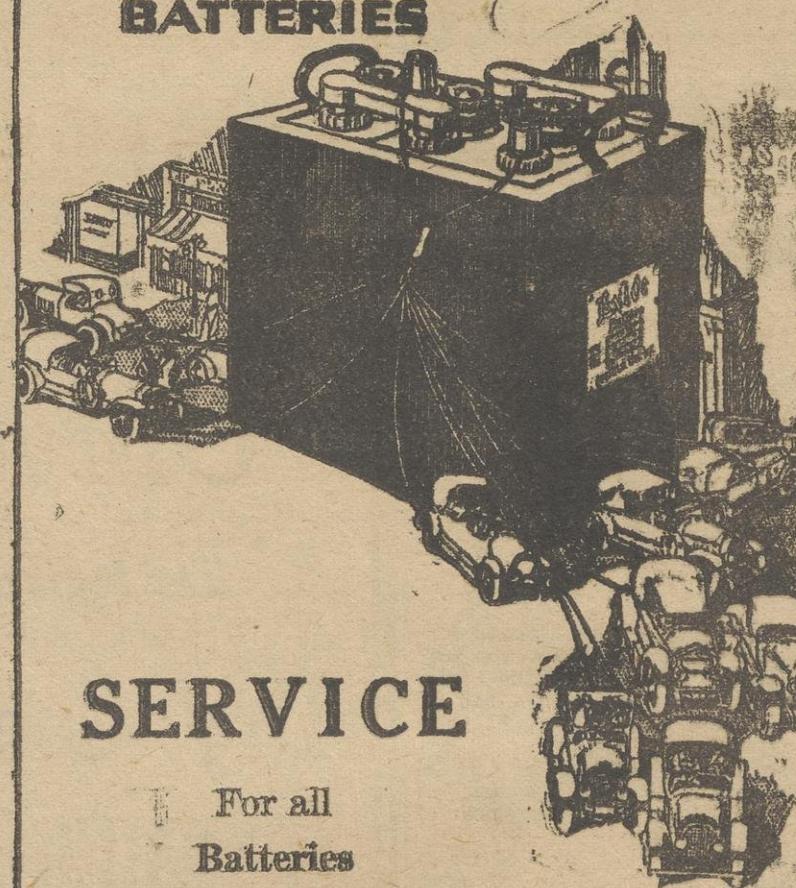
"Prescriptions"

State and Gilman Sta.

Runkle's Barber Shop

**10 Chairs
Quick Service**

616 State Street

**Exide
BATTERIES****SERVICE**

For all
Batteries
Starters—Lights
Ignition

Automotive Electrical
Equipment



Madison Battery & Service Co.
250 State St. Phone B. 6714

READ CARDINAL WANT ADS READ CARDINAL WANT ADS

Good Places to Eat

The Madison cafes and cafeterias that are advertising on this page appreciate the trade of the students and their friends who are attending the Exposition. They are doing their best to give the utmost service in high quality wholesome foods served amid neat and appetizing surroundings. These establishments are highly recommended to people who are new in Madison, and this page may be used as a directory of places where good food can be obtained at reasonable prices.

RELEEF
My FAVORITES

Get our rental rates
521 State F. 422

**Steaks, Chops
Etc.**

Short Orders

Walter Hicks Cafe
108 E. Main St.
Private Banquet
Room
Telephone B. 2037

READ CARDINAL WANT ADS

The Capital Hotel Dining Room

Serves wholesome and well prepared meals

Noon lunches served from 11:30 A. M. to 1:30 P. M. at 60c

Evening dinners served from 6:30 to 7:30 P. M. at 85c

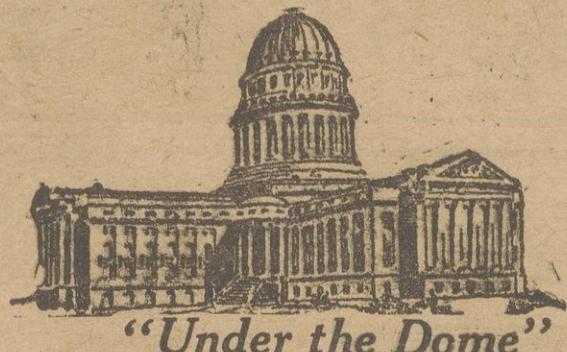
YOUR MEALS
—at—
The--W--Cafe
425 State St.

Opposite the Candy Shop

OUR SERVICE—OUR COOKING
ALWAYS SATISFIES

TOM YATA, Proprietor
Formerly Manager at Wayside Inn

State Capitol Cafe



Exposition visitors and students will be pleased with our high quality food and excellent service.

Let us arrange for your parties and banquets

Luncheon 50c

Dinner 80c

Special Sunday Dinner, \$1.25 and \$1.00

Watch Wisconsin

WORK
at the Exposition, and
EAT

Frank's Restaurant

921 University Avenue

You will appreciate your visit in Madison more if your meals are enjoyable

The "4C"
Cafeteria

Located but one block from the Capitol Square, on West Washington Ave., is the largest Cafeteria in Madison and one of the finest in the Northwest. If you fail to visit this Cafeteria while in Madison you will miss a rare treat.

HOURS
Breakfast 7 to 9. Dinner 11:30 to 1:30
Supper 5:15 to 7:15

Madison's Metropolitan Cafeteria

While Attending the
U. of W. Exposition

Eat with your friends at

The Varsity Cafe
831 University Ave.

BACK TO PREWAR PRICES
Service and Quality

BREAKFAST SPECIALS

Served from 6:30 A. M. to Noon

Buttered Toast, 5c

Home Made Rolls and Butter, 7c

Waffles and Syrup, 15c Cakes, 10c

Bacon, 15c Ham, 15c Sausage, 10c

Two Eggs any style, 15c

Regular Dinner Daily 11:30 to 1:30 P. M.

40c

Supper 5:30 to 7:30 P. M.

AS WARFARE EXHIBITION IS EXPO FEATURE

Chemistry Department Has Diversified Exhibit of This Work

Lemonade! Gallons of it! The tal circus confection, mysteriously made without sugar or lemons, will be the chemists' contribution to thirsty Exposition goers.

Among the most interesting exhibits in the chemistry booth is a new process for the manufacture of nitrates to be used as soil fertilizer. The experiment plant that is being used is the work of Dr. Farrington Daniels of the chemistry department. The process uses only three raw materials: water, air and gravity. It is the aim of the chemists to interest the people of Wisconsin in utilizing water-power to better the soil.

Food Display.

In the food chemistry display, pure foods are being contrasted with those that have been adulterated or colored. A chart of yarns dyed in food coloring has been prepared to show the relative amount of artificial coloring used in various foods. Delicate instruments identify the artificial from the real. A saccharometer measures the sugar in foods; the Saxhlet and Caldwell fat-testing machine will show you the amount of fat in your malted milk or any other substance; while the Buttermeter detects butter from oleomargarine. The housewives will probably be more interested in the simple foam test which the chemists will demonstrate, than in the complicated buttermeter. Slides of foods and condiments will be shown the three days.

The most valuable of the several instruments in the booth is a polarimeter, which was purchased from Franz Schmidt at the Louisiana Purchase Exposition in 1904, \$1,000. It is the most accurate one in existence, and will measure an angle of one-one hundredth degree. Polarimeters are used extensively in refineries to determine the amount of sugar in the beets.

Another unusual instrument is the ultra-microscope, by means of which it is possible to study the behavior of the minutest particle. The Silenium cell will measure the heat of your hand at a distance of a foot. An electric furnace heats to a temperature of 3500 degrees. Sulphuric acid will be manufactured from the destructive distillation of bituminous coal in a miniature coal plant.

Chemical Warfare.

Offensive chemical warfare will be demonstrated in the passage between the gymnasium and the annex. Gas shells, Thermit shells, a four-inch Stokes Mortar, two portable gas tanks for wave attacks, and all types of gas masks used by the Allies or Germany, including masks for horses are on exhibition. A dummy, dressed in a uniform chemically treated so as to be a protection against gas, is another interesting feature. Motion pictures of gas and flame warfare will be shown. Gas masks will be provided for all those who may care to venture into an atmosphere of lacrematory gas.

Charles Fawkes, 22, is in charge of the chemistry exhibit.

The New York State College of Agriculture at Cornell university, has recently organized a branch of the Agricultural Women's Ass'n. that Gausewitz reminds them of this association has been considered since May 1920, when a letter was sent from the secretary of the Association at Wisconsin, to Dean Mann of the New York State College of Agriculture. In March 1921, organization of the Cornell chapter was accomplished under the chairmanship of Miss L. V. Wescott.

READ CARDINAL WANT ADS

AT THE ORPHEUM.

The new vaudeville bill announced to open tonight at the Orpheum and remain for the balance of the week, including the three shows on Sunday, will include six acts of variety. Heading the list will be found Ole Olson and Chic Johnson, two likable lads loaded with laughs. This clever pair will offer comedy songs in a manner new to local vaudeville fans, and are sure to be the laughing hit of the program. In their new act called "The Book of Vaudeville," Miss Betty Byron and William Haig will interpret songs, dances and story. Both are talented players, possessing plenty of personality, which is always welcome with Madison theatregoers.

Phil Roy and Roy Arthur will present a surprise act called "In a Chinese Restaurant," and Hart, Wagner and Eltis, in their original act, "Going to The Opera," offer something new and nutty in song

and patter. Two young ladies, both pleasing to the eye and ear, will be found in the Misses O'Hara and Neeley, while Frazer and Peck,

Gymnasts de luxe and the Kinogram pictures complete the bill.

There will be no matinees Saturday and Sunday with the regular two performances nightly.

Exposition Visitors

Drop in at

Morgan's

Fountain Specialties

Tobacco

Candy

FULLER

Matinee and Night

April 25, 1921

Trans-Continental Tour of the Sterling Romantic Actor
WILLIAM OWEN

Surrounded by a Superior Cast
Superlative Scenic Effects in Shakespeare's Powerful Drama

HAMLET

with MR. OWEN as the Melancholy Dane
The Production of the Age in Height of the Dramatic - The Aver-Borg and Shafford Company's Own Special Orchestra

Matinee—"ROMEO & JULIET"

Night—"HAMLET"

Prices 50c to 2.00

Box office sale now.

Open 10 a. m. to 10 p. m.

U. W.

Meat Market

728 University Ave.

Phone F. 521

:-:

We offer exceptional opportunities to Fraternities and Sororities in combining quality meats with fair prices.

:-:

Phone us at F. 521

Students Attention!

LAST WEEK OF
CLOSING-OUT SALE

Plenty of excellent bargains left in desk sets, Sterling Silver Mesh Bags, Vanity Cases, Cigarette Cases, Gents' Belt Buckles and University Jewelry.

J. A. BUCKMASTER

At The Theaters

AT THE FULLER

This was, and not so very long ago, when the name of William Owen was one with which to conjure in the classic and Shakespearean drama. That the name has lost none of its potency is assured by his return to the stage at the insistent call of the big centers of learning throughout the country. Resigning his occupancy of the chair of Dramatic Art at the Centralizing school of Chicago, the distinguished scholar and actor is now at the head of his own company, and will be heard at The Fuller on Monday, April 21. That his presence will be welcome is already attested by the keen interest in the announcement of his coming.

Mr. Owen, who reads Shakespearean lines with perfection, is surrounded by a company selected for individual merits as players. Miss Rita Douglas is the leading woman. She was with Lionel Barrymore in "Richard III" last season where she

made an effective and lasting impression. At times when Mr. Owen consents to play Romeo, she will be the Juliet in the immortal love tragedy of "Romeo and Juliet." J. W. McConnell, whose success is synonymous with that of Mr. Owen, will play the character roles again, and this assures that the roles will be nobly played.

B. C. Whitney and Ed Wynn are so pleased with the unusual phenomenal success of "The Ed Wynn Carnival" (New York Production) that they have arranged with several foreign agents to search for novelties to introduce in the second edition, which is already under preparation for next season. "The Perfect Fool" promises to appear personally in each presentation of "The Ed Wynn Carnival," no matter to what extent the editions may number, provided, of course, he is physically fit.

The Ed Wynn Carnival is coming to the Fuller theater May 1 and 2.

AT THE STRAND.

Cecil B. De Mille has departed

from his usual society background for his plot in "Something to Think About" and, though the picture unfolds a virile story of plain folks in the country instead of a sophisticated drama of married life, it is characterized with the same artistry and care of production that is expected in a De Mille photoplay. "Something to Think About" is now being shown at the Strand theatre.

Jeanie Macpherson, who wrote the continuity for such De Mille successes as "Male and Female" and "Why Change Your Wife?" is the author of the story. The theme deals with Ruth Anderson, pretty daughter of a country blacksmith. Sent to a boarding school by the rich young man of the neighborhood, David Markley, it is understood that she is to marry him. But at the last moment, Ruth elopes with Jim Dirk, a product of the village. The latter is killed in an accident. She returns to her native village, but her father, gone blind and enraged at her infidelity toward Markley, drives her from the house. Through a drama-

tic turn of events she and Markley are brought together.

Contrasts in settings are a feature of "Something to Think About." The picture marks the return of Elliott Dexter, last seen in "For Better, For Worse," to the screen. Gloria Swanson plays the role of "Ruth." Theodore Roberts is the old blacksmith, and Monte Blue, Mickey Moore, Theodore Kosloff and Julia Faye are also included in the cast. The picture is a Paramount.

There will also be shown a comedy cartoon and a Paramount Magazine.

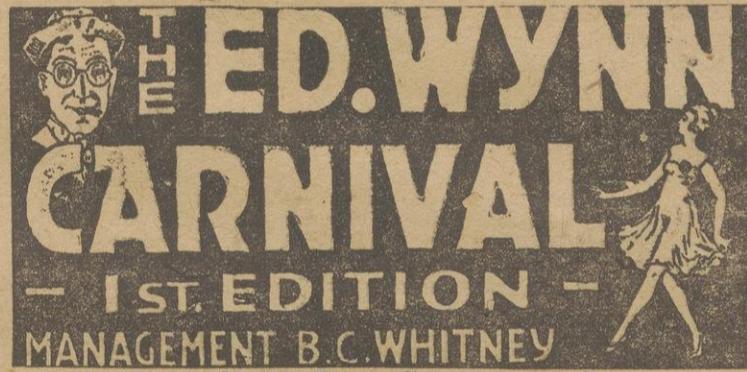
A storm is developing on the plains. It caused strong winds in Kansas, Oklahoma and Texas, Tuesday night and thunder storms and showers in the northwest. The temperature is rising in the interior of the Rocky mountains and falling in the plateau regions.

The highest temperature during the past 24 hours was 64 at 4 p. m., and the lowest was 45 at 4 a. m. Sun sets at 6:46.

Fuller Theatre

2 NIGHTS—SUNDAY-MONDAY
May 1 and 2

Extra Special Engagement of the Daintily Different Musical-Dancing Lovel Delight



2 Acts and 12 Big Gorgeous Scenes of Grandeur. Original N. Y. and Chicago Production.

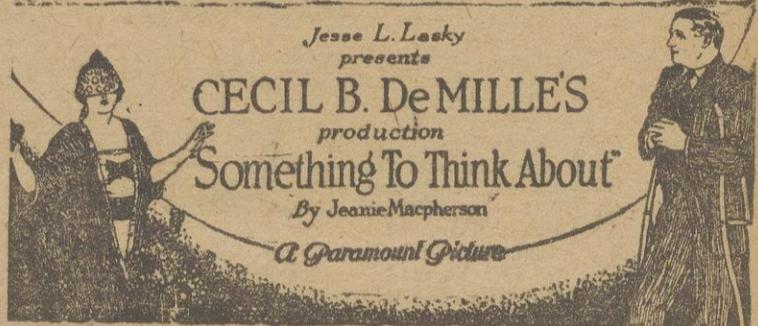
Wynn-some, Wynn-ing Chorus of Youth and Beauty.

MATINEE
AND NIGHT

STRAND

HADISON'S PHOTOPLAY THEATRE DE LUXE

NOW SHOWING



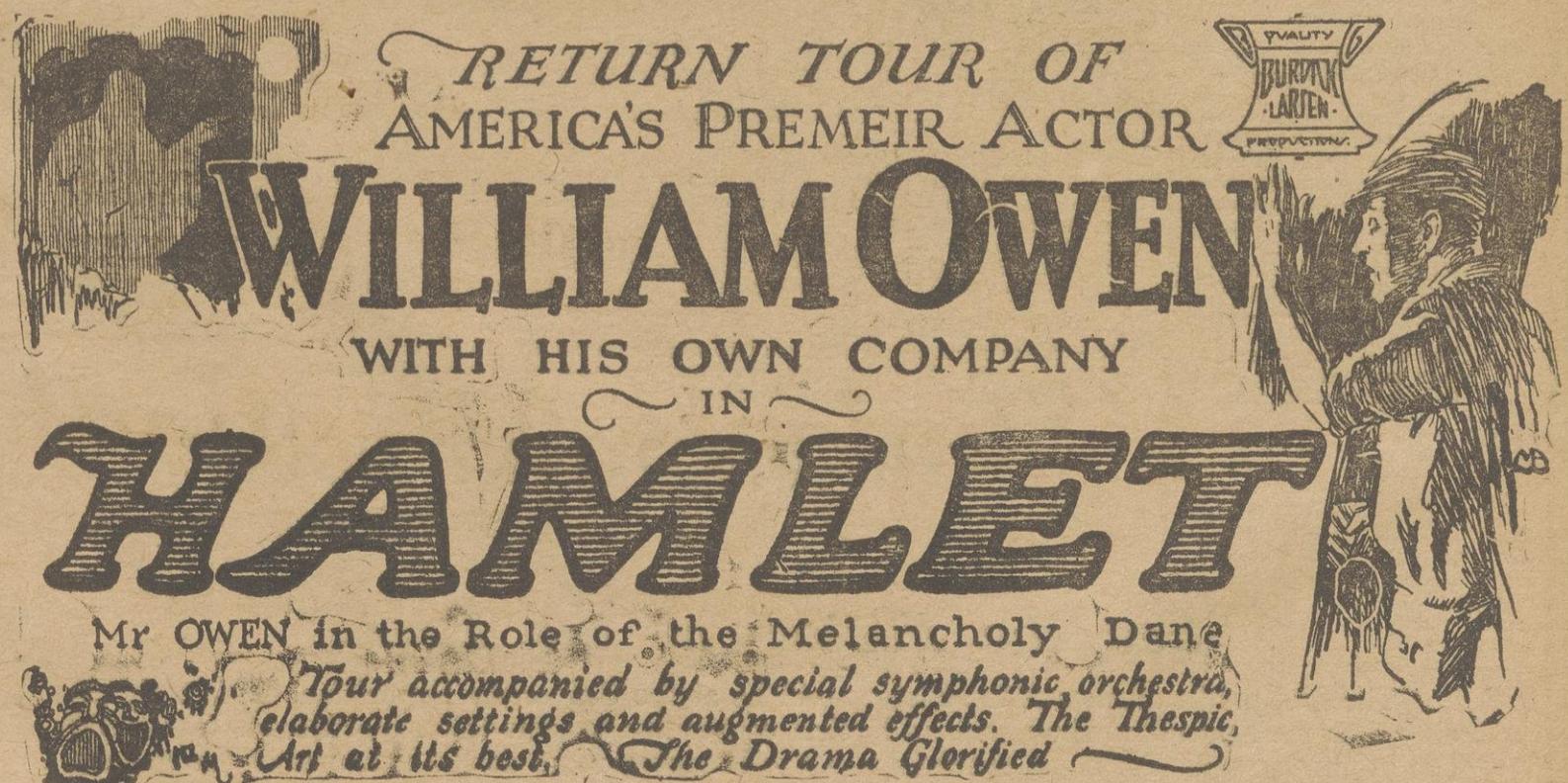
with
Gloria Swanson, Elliott Dexter,
Theodore Roberts, Monty Blue

ALSO SHOWING —

Somedy Cartoon | Paramount Magazine

FULLER

Mon., Apr. 25th



Matinee—"ROMEO AND JULIET"
Prices 50c to \$2.00—Seats on Sale Now.

Night—"HAMLET"
Box Office Open 10 A. M. to 10 P. M.

Announcing the University of Wisconsin Pictorial History

Although history started with the first day of creation, the only knowledge which we have of its early stages have come to us from fable. As the story was handed down from generation to generation it lost and gained so much in the telling and retelling that only its most salient points can be considered as reliable. Historians consider fable almost worthless from a standpoint of reliable record.

The later ancient history is traceable more completely only as more permanent records were made on stone or metal. But still only the more noteworthy occurrences were set out—many of them inaccurate or lost through destruction of the ages.

It is only as we come to comparatively modern times that we have had made available to us the true and complete history of the world in all its detail. Books, manuscripts, maps, magazines, newspapers, museums, photographs and other permanent records employed today are handing down to posterity a quite different sort of a history than has been inherited by us through ancient fable.

Although we are now compiling a true and complete history we still do not fully realize that its essence and foundation is not a record of the world or the prominent personages which come to mind when we ordinarily think of "history." Real historical knowledge grows out of a sympathetic study of individuals and the groups and institutions which make up the larger units of society. The every-day life of the every-day people of today will be the most interesting page of the history which we hand down to those who are to follow us.

Making Wisconsin History

Specifically, we at Wisconsin are making the history of our Alma Mater continually as we go about our daily work. Our past history is made up primarily of the deeds and accomplishments of the people who preceded us. If we have any interest at all in Wisconsin we want to know about her past and that at bottom means that we want to know who the people were who preceded us, what they did, what activities they enjoyed, and how they lived their daily lives. Those who follow will have the same interest in us that we now have in those who have passed. They will want to know intimately how we are spending our time and what our interests are, who constitute our athletic teams, who is managing our activities and who is taking part in them, who are our instructors and coaches, what our environments are, what social function we are "throwing" and so on without end. That is history!—and we are making it every day. We owe it to ourselves and to posterity to preserve this history permanently and completely.

Photography as the eloquent author of all time speaks without words yet its language is universal. Photographs are permanent and they tell their story at a glance with a completeness which defies verbal description.

Physiologists tell us that sight is our most highly developed sense. The best photograph is the one which tells a story and tells it best. Linking these two thoughts together and starting with them as a premise the Photoart House has launched out on the tremendous task of writing the History of the University of Wisconsin visually by means of photography. Our ambition and aim is to make that history so permanent, so complete and so interesting that all the thousands upon thousands who walk the hill in the years to come will revel in its pages by the hour and learn to know Wisconsin as she was in the by-gone days as well as they know her in their own day. That is our ideal! To that task we have dedicated ourselves.

The Idea Behind the History

Three years ago the Photoart House, an organization guided by University of Wisconsin graduates and former students, conceived the idea which finds its embodiment in the Pictorial History.

We could serve Wisconsin no better, we felt, than to gather together from every conceivable source all the pictures which dealt with University life and then place them into permanent book form thus preserving for all times the very sources of Wisconsin history.

Realizing that we are regarded as a semi-public institution and that we alone are in a position to take on the obligation we set ourselves to work. The Photoart files

alone were found to contain some 8,000 available negatives. Other prospective sources were the files of other photographers, private photographic collections of former students, old Badgers, and other publications.

The Photoart files were first gone over and prints made of all available and interesting negatives. Then other sources were exhausted, primarily the collection of the late E. R. Curtis. Lastly the old Badgers and other publications, kindly loaned to us by the Alumni Association, were scanned and photographic copies made from such pictures as were thought desirable for the purpose.

Arrangement of Books

With much labor the pictures were finally gathered together into five large books, four of which were bound and contained the photographs from 1913 to 1919, while one volume was reserved for pictures of earlier date. The sixth volume, 1919-20, has just been bound and is ready for inspection. The pages are all 23x18 inches in size and the books vary in thickness from one to three inches. There are well over 6,000 different pictures in the History to date and each is lettered by hand with its own title and description.

More than three years were consumed in making the prints, cataloging them, pasting them into the books, titling them, and in making the indexes, which appear in each volume. More than five hundred sheets of paper, some two hundred quarts of developer and about three hundred gallons of hypo were consumed in the work. The actual cost we conservatively estimate at more than \$2,000 for the first six volumes.

Our plans for the future call for a separate volume for each school year. We hope with the aid of everybody interested in the University to improve the History with each succeeding year. Our aim is to bring the History ever nearer a true representation of Wisconsin life—to preserve for future generations the pictures of people, activities, fraternities, sororities, societies, scenes, etc.

What we have done and are doing is offered without thought of gain and without possibility of remuneration. Devotion to Wisconsin and thankfulness to the faculty and students who have been the chief contributors to our success as a business institution, is our sole impelling motive. It is our contribution to you and to the alumni and students yet to come; it is our contribution to the University and to the State of Wisconsin.

THE PHOTOART HOUSE,

WM. J. MEUER, U. W. '10, Pres.

See the History at the Expo.

The first public display of the History will be at the University Exposition. It is truly fitting that the Exposition should afford the first opportunity to view this exposition of University life in photographic form. A special space, the lounging room at the entrance to the gallery, has been assigned to it.