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The Daily Cardinal

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

VOL. XXXI. NO. 111

MADISON, WIS., SUNDAY, MARCH 6, 1921

5 CENTS

FIRST PLACE TIE CERTAIN AS BADGERS WIN

ILLINOIS WINS OWN CARNIVAL; 300 COMPETE

Badgers Fail to Live Up to Expectations—Michigan Second

The University of Illinois in an indoor meet featured by the smashing of four records, and the tying of another, captured both the individual and track honors in its own Fourth Indoor Relay carnival, in which over 300 athletes from every section of the country participated.

Illinois scored 18 points. Michigan was second with 17, Notre Dame third with 12, and the University of Nebraska fourth with 10 points.

The Cardinal failed to receive reports on the broad jump and pole vault, in both of which Wisconsin expected to show strength. In the four mile relay Wisconsin took third.

The following is a partial summary of events:

Two mile university relay—Illinois first; Michigan second; Iowa third. Time 8 min. 4 4-5 secs.

75-yard dash—Deering, Neb., first; Bradley, Kan., second; Gallagher, Kan. Aggies, third. Time 8 secs.

Shot-put—Shaw, Notre Dame, first; Sandefur, Kan., second; Weiss, Ill., third. Distance 43 ft, 6 in.

75-yard high hurdles—Wright, Neb., first; Anderson, Minn., second; Wynn, Notre Dame, third. Time 10 secs.

300-yard run—Waldo, Grinnell, first; Shaw, Notre Dame, second; Fields, Ill., third. Time 83 secs.

600-yard special run—Donahue, Ill., first; Maxwell, Missouri, second; Burns, Mich., third. Time 1 min. 15 8-5 secs.

High jump—Elberts, Ill., first; Walker, Mich., second; Page, Ames, third. Height 6 ft, 3-4 in. (Carnival record).

Indoor all-round championship—Won by Hamilton; Osborne, Ill., second; Mill, Mo., third; Mathias, Ill., fourth; Rankin, Knox, fifth.

Medley relay—Won by Iowa State; Purdue second; Illinois third. Time 8 min. 24 secs. (Ties Carnival record).

75-yard low hurdles—Gallagher, Kan. Aggies, first; Desch, Notre Dame, second; Williams, Mo., third. Time 8 secs.

SENIOR CLASS TO MEET ON MONDAY

An important meeting of the senior class has been called by Frank L. Weston '21, president, to be held Wednesday at 12:45 o'clock in Music hall. Weston has asked that all seniors be present at this time, for this is the first meeting of the class this year. A financial statement is to be made, and the various committees will also report.

CONFERENCE TO END WITH LAST MEETINGS TODAY

Mr. and Mrs. Eddy Both Have Part in Saturday Program

An appeal for personal service was the theme of a short, forceful address by Sherwood Eddy at a luncheon for the campus religious council and the cabinets of the churches yesterday noon in the Y. M. C. A. parlors. Mrs. Eddy also spoke briefly upon the value of direct appeal to the women.

Mr. Eddy paid a tribute to the spirit of the university, and said that, excepting one university, the University of Wisconsin had more co-operation with the churches, more religious life, and more truly Christian faculty than any other institution that he had visited. He stressed the importance of real earnestness upon the part of a few real co-operators in the movement for universal Christianity.

"The test of loyalty to Christian work is personal service," declared Mr. Eddy. "We are facing a great opportunity. The one thing that American students are not leading the world in is the vital factor in Christian life—moral courage."

A direct personal appeal for men and for women of the university came from Mr. and Mrs. Eddy at the meetings for men and women held last night in Music hall and Lathrop.

Today is student day in all of the churches, and the all-university meetings which will be held at 3:30 and at 7:30 p. m. will be addressed by Sherwood Eddy. Mr. Eddy will round out the discussion that he has begun upon the social, industrial, and religious challenge of the world situation. In this series of addresses Mr. Eddy is placing before the students of the university the challenge that the present time holds out to them in a social and moral way.

These two meetings are the final meetings in the conference, and they offer the final opportunity for the students of the university to hear Sherwood Eddy. Mr. Eddy is a

(Continued on Page 11)

SENATE AND S. G. A. WILL REGULATE ALL DRIVES FOR FUNDS

On account of the criticism of the Homecoming program sales and other drives for money on the campus, it will be necessary to obtain permission from the joint government committee of the student senate and S. G. A. before any financial drive can be promoted, according to a recent ruling of these two bodies.

It is believed that this will eliminate the frequency of tag days and allow only the important drives to be carried on through public solicitors.

Here after it will be necessary for the promoters of a drive to state the need, purpose, and method of obtaining funds before permission to conduct the drive is given. This action has been authorized by the university faculty.

MINNESOTA DOWND 18 TO 12 BY GREAT SECOND PERIOD SPURT

Wisconsin Five Held to Only One Point in First Half

GAMES LAST NIGHT
Chicago 29, Illinois 26.
Michigan 36, Ohio 22.
Purdue 21, Iowa 19.

CONFERENCE STANDING

	Won	Lost	Pct.
Purdue	8	4	.666
Wisconsin	7	4	.636
Michigan	7	4	.636
Illinois	7	4	.636
Indiana	6	4	.600
Chicago	6	6	.500
Minnesota	5	5	.500
Iowa	5	5	.500
Ohio	2	9	.181
Northwestern	1	9	.100

By virtue of a tremendous come-back in the second half in which every individual player exerted every ounce of strength which he possessed, Dr. Meanwell's basket five practically assured itself of a tie for first place in the conference race by defeating Minnesota last night by the score of 18 to 12.

There never was a team which typified the famous Wisconsin second period fight more forcefully than the five which conquered the Northmen last night. Except for an occasional time-out made necessary by sheer physical exhaustion, the game was fast and furious, and the Badgers were forced to the very utmost to overcome the wonderful fighting Gopher machine.

First Place Tie Certain

As a result of Chicago's defeat of Illinois, Michigan's victory over Ohio, and Purdue's win over Iowa last night, Wisconsin is at present tied with Illinois and Michigan for second place, while Purdue is alone in the first place position.

The Badgers have only to defeat Ohio on Tuesday night to go into a triple tie for first place. Purdue with eight games won and four lost has completed her schedule. Either Michigan or Illinois will be the other team tied with the Badgers and the Boilermakers, depending on which team wins when the two meet this week.

Score One in First Half

Wisconsin trailed at the end of the first half, 6 to 1. It is seldom that a conference basketball team secures only one point in the first period of a game, yet the Badger forward's failure to hit the basket placed them in this unusual situation of having scored but a single point, and that from a free throw. Coach Meanwell's men had had countless shots at the ring, but the ball seemed to be pulled by some magnetic force to the outside rather than the inside of the hoop, and time after time rolled off the rim after it looked to the crowd as though it would surely drop through.

Strong defensive work marked

the playing of both teams throughout the entire game. The Badgers carried the ball within easy scoring distance repeatedly, only to miss shot after shot. The Gophers were forced to resort to long shots almost entirely.

Minnesota started the scoring by caging three field goals in succession, the Badgers being unable to locate the basket. A free throw by Captain Taylor gave Wisconsin its only point during the half. Neither team had the edge on the other, though the floor work of the Badgers was almost perfect. Both teams were missing frequently on what seemed almost certain chances to score.

McIntosh scored on a long shot scarcely a minute after the opening of the second half, giving the Badgers their first field goal. A basket by Ceaser, a free throw by Taylor followed by another goal by Ceaser, gave the Badgers a total of eight points, while the Gophers garnered three.

The Gophers, led by Oss and Arntson, threatened time after time to increase their lead, but the fighting Badger machine came back with a rush. Captain Taylor sent his team in the lead by caging a beautiful shot from the middle of the floor. Eluding two guards, Ceaser added two more points, and Taylor two more, making the score 14-10. Baskets by Oss, Taylor, and McIntosh gave the Badgers an 18-12 victory.

Captain Taylor led the scoring with eight points, and showed good defensive work. Ceaser, with three field goals to his credit, proved himself a game fighter. He was in every play, and his floor-work was brilliant. McIntosh played a clever game at forward and succeeded in caging two goals.

To R. Williams and Frogner, who broke up play after play, forcing the Gophers to resort to long shots is due much credit. Frogner showed well in the backfield, almost invariably getting the ball off the bank in fine form, while Williams figured strongly in the offense.

Wisconsin Minnesota
Taylor L. P. Arntson
Ceaser R. F. Oss
McIntosh C. Hultkrantz
Frogner L. G. Enke
R. Williams R. G. Kearney

Field goals—Taylor 3, Ceaser 3, McIntosh 2, for Wisconsin; Oss 2, Arntson 1, Kearney 2, for Minnesota.

Free throws—Taylor 2, for Wisconsin; Arntson 2, for Minnesota.

Fouls called—On Wisconsin 9; on Minnesota 4.

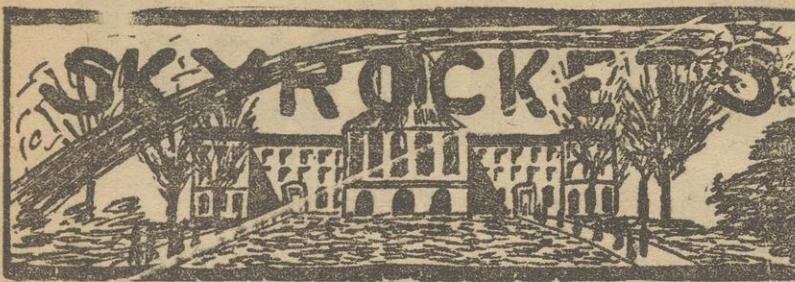
Officials—Referee, J. J. Schommer. Umpire, R. N. McCord.

EDDY SPEAKS TWICE TODAY!

Mass Meetings 3:30 and 7:30 P. M.

Lathrop Gymnasium

Your Last Chance to Hear this Great Speaker



**SOUNDS LIKE A MEETING OF
THE EXECUTIVE COMMITTEE**

The shaily deet, in speaking of Mr. Eddy: "The Dean of the Graduate School stated stteas (.) cmf wcmf f f shrdlu."

* * *

AND, stating for ourselves, we say that the student who missed hearing Mr. Eddy speak has deliberately cheated himself out of perhaps the best all-round speaker that has appeared this year at the university.

* * *

Now They Don't Speak

Dear Ed:

Cute little Carrie Co-ed was expounding her wisdom on the ways of men. "Yes," she says, "I can always tell a man's profession the first time he takes me out. The musician wants to sing, the engineer takes me riding, the lawyer tries to argue with me, and the commerce student always tries to be economical and just go walking."

"Yes," piped up Virginia, "And I've noticed that young osteopath calls quite frequently."

OLIVER.

* * *

THE man hunting season on State street has opened earlier than usual. Last year the end of May was the proper time. We suggest a steel helmet and a spectacle case over the heart as protection until school is out.

* * *

"H. I. W., T. Y. L." Instructor: Is this sentence periodic or loose?

Frosh: Loose.

Instructor: Why?

Frosh: Penny fell that way.

* * *

Famous Jokes
Why does a chicken cross the road?

The old maid.

.....r.

Sunny Ray.

Near beer.

**NEWLY ERECTED
MACHINE SHOPS
IN OPERATION**

Machinery Installed and Instruction in Foundry and Pattern Work Begun

The new university Machine shops recently erected on University avenue near Breeze Terrace are now in full operation, according to a statement made yesterday by Prof. William L. Dabney, superintendent of the shops.

"We are as busy as an upset beehive," was the expression used by Professor Dabney to illustrate the progress being made in the new location. "The machinery and all necessary fixtures were installed at the beginning of the semester, and the work, which consists of foundry and pattern instruction, is in charge of Messers. Lehman and W. C. Goude.

"Mr. Lehman will be general supervisor of the courses given in the new shop. At present he is acting as instructor in the machine shop. By the time all the machinery is set up and final preparations for next year's work is completed, I believe we shall have, without exception, the best shop in the country."

The new buildings are equipped with the saw-tooth lighting system; the cupola was designed by Martin Payton, instructor in Foundry Practice.

TAXI, SIR?

A phone call will reach us

STAR TAXI SERVICE
Badger 1366 106 N. Lake St.

to the Rev. Harry L. Bowlby, of blue law fame. He recommended the practice in the course of an address in which he denied the Lord's

Day Alliance was opposed to kissing on Sunday.

But it's kinda silly, at that.

READ CARDINAL WANT ADS

SUNDAY NIGHT SUPPER

Where to Go?

Where to Go?

DELICIOUS SUPPER SERVED

5:30-7:30

Madison Day School

Between State and Langdon

508 North Frances St.

AN ARTISTIC TRIUMPH

You'll agree and so will she

**GLEE CLUB
Concert**

—in—

Music Hall

Seats reserved without extra charge at
University Pharmacy and Hook Bros.

Admission 80c

Clothes

May not make the man but if the material and make are not right they make a big difference in his appearance, and if the price is not right it makes a big difference in his pocket book.

Easter is only three weeks from Sunday and we are showing a large line of made to measure and ready-made clothes.

Style, Quality, and Prices are right
Better order a suit today.

The CO-OP

E. J. GRADY, Mgr.

Buy on your Co-op Number—Life Membership

NOTED BISHOP OF EUROPE TO SPEAK HERE

Rt. Rev. Nicholai to Talk
on Problems of
Serbia

The Rt. Rev. Bishop Nicholai, one of the youngest but most distinguished prelates of the Eastern Orthodox church, who is now touring America, will speak on "The Problem of Serbia in European Reconstruction" in 165 Bascom hall at 4:30 Wednesday, Mar. 9, in an address open to the public as well as to students. He speaks English fluently, is an orator, and an author of note.

Bishop Nicholai, of whom Edward Marshall, the American journalist, said, "He is the biggest man I met in Europe," has come to America upon the invitation of the Institute of International Education and the Federal Council of Churches of Christ in America, and is speaking in a number of colleges, churches, and universities.

In the reconstruction work now being conducted in Serbia, Bishop Nicholai is taking a leading part and has been of great assistance in helping the officials of the new Jugo-Slav state to provide care for its 500,000 war orphans. He is president of the Serbian Advisory Council in Belgrade of the Serbian Child Welfare association of America, which, in co-operation with the Serbian government, is putting into operation a most constructive program of public health and child welfare.

In 1915, Bishop Nicholai, then Father Velimirovic, was sent to this country to call to the defense of their motherland the Serbians living in America and spoke in many cities. He also gave many addresses in Canada and England. The Universities of Glasgow and Oxford have conferred honorary degrees upon him.

On January 29, Bishop Nicholai spoke at the great Hoover dinner given in Yonkers, N. Y., and since has spoken in many of the larger churches of New York and New England.

Communication

AN APPRECIATION Editor Daily Cardinal:

Many members of the audience which witnessed the Dance Drama recital given by Miss Margaret H'Doubler's students in Lathrop hall concert room Thursday night, were disappointed at the brief and inadequate account of the Cardinal's report of the exhibition. The dancers were justified in expecting a more comprehensive review of the performance.

The participants in the program did not prove themselves "masters of their art," but they did give evidence of earnest and persevering study of that art. The audience which packed the concert room testified to that by their presence and the manifestation of their approval.

Undoubtedly, "Le Jongleur de Notre Dame" is the most successful piece of work which has been produced by the dancers. Its simplicity and the eloquence of its basic theme had an impressiveness which Miss Tucker was fully capable of appreciating and interpreting.

"The Orchestration of the Dance," an experiment in harmony of movement in collaboration with that of music is to be highly commended. The difficulty of the feat attempted by the three dancers was obvious—their attainment, a remarkable result.

The work of each of the solo dancers who have studied with Miss H'Doubler since she inaugurated her theory over four years ago, displayed the progress which she and they have effected toward their end, the perfect expression of natural movement, if I may be permitted to attempt an interpretation of that end. Each girl exhibited her knowledge of the fundamentals which she had been taught, and ex-

EINSTEIN NOT TO LECTURE HERE

All negotiations for a lecture by Prof. Albert Einstein on his famous "Theory of Relativity" at the University of Wisconsin have been dropped, according to Prof. C. S. Slichter, dean of the Graduate school.

Professor Einstein created a sensation last year by his disproval of the theories of gravitation. He is scheduled to visit the United States in the near future but will probably lecture at only the large eastern universities.

pressed her individuality as well. As a monument to more than four years of unceasing effort and study which the dancers and their teacher have devoted to the mastery of natural expression, the recital was a triumph.

MILDRED GERLACH '22.

Men!

Write that letter to Her on some of our
Fancy Stationery

Seal the envelope with our latest style

Sealing Wax

Netherwoods

23 N. Carroll

READ CARDINAL WANT ADS READ CARDINAL WANT ADS

Andelson Bros

"THE HOUSE OF COURTESY"

17-19 W. Main

Spring Fashions Reflect The Freshness of Youthful Fancy

With the opening of this bigger and better new store came a forward step in our policy of selecting merchandise that is particularly well reflected in our new Spring stocks. The better models of this season are more beautiful and fascinating than any of the past six seasons. The end of the war turned the minds of talented designers back to the creation of the beautiful in developing women's clothes. The better grades of the new dresses, suits, coats, and wraps reveal the graceful verve of line, and the general expression of dignifiedly subdued novelty—the element that makes the difference in styles.

Frock fashions are a study in line and color—entirely new and different are the new suits, with their short flaring coats and three-quarters length sleeves. Contrasting color effects with elaborate braiding and embroidery accentuate the new wraps. In all the models intensify the appearance of the woman who takes pride in the smartness of her appearance.

SUITS

\$25 to \$98

COATS

\$25 to \$95

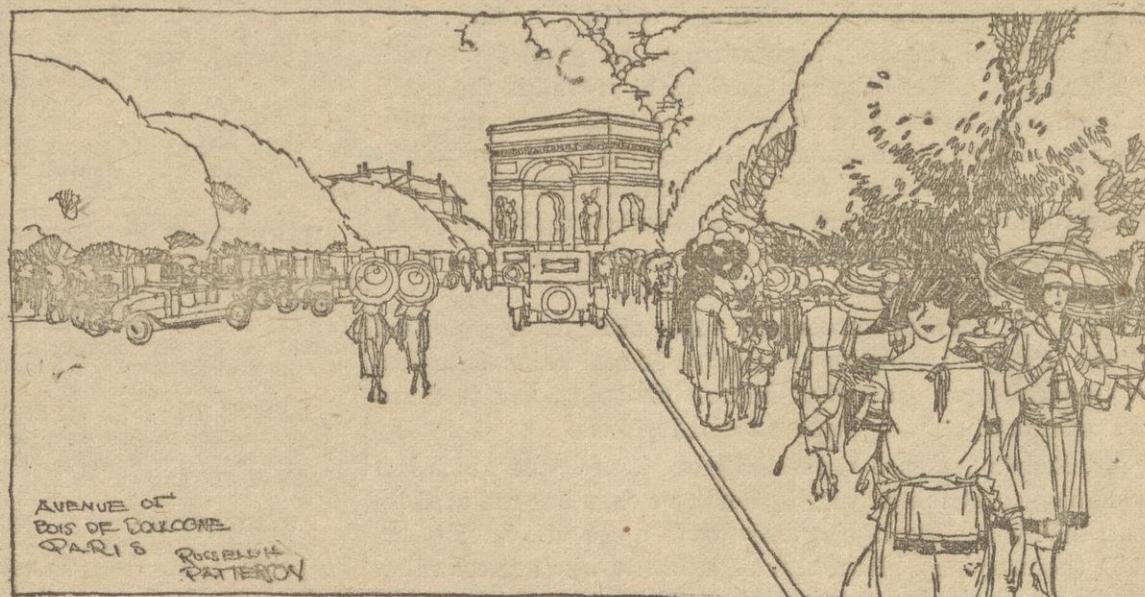
DRESSES

\$25 to \$95

WRAPS

\$25 to \$90

This store offers a wealth of variety in the new styles. We are certain that they will particularly appeal to the fine discriminating judgment of college women.



This drawing is a reproduction of an actual study made of boulevard scene of the new Spring fashions by Russell H. Patterson, the famous American artist.

The Daily Cardinal

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NIGHT EDITOR—CARSON F. LYMAN.

TEAMWORK'S THE THING

THE marvelous teamwork of Dr. Meanwell's mighty quintet is primarily responsible for the glorious victory won over Minnesota. Last night's battle will go down into Wisconsin athletic history as a veritable battle royal, a contest in which every ounce of gray matter was used by the team to tear victory from an aggregation that was heartily determined to bring home the bacon.

Cardinal dopesters last night figured it out and concluded that the Badgers have a good chance to tie rivals for first place in the conference. If "1921 Will Reward Fighters" there need be little anxiety as to the outcome of next Tuesday's tussle with Ohio State!

SHERWOOD EDDY

STUDENTS there are who declare that there is at present much evidence of disregard for all moral and civil law, not only in the educational world, but in the commercial and industrial world as well. In view of this depressing condition, which some observers believe is the result of non-enforcement of the Eighteenth Amendment, while others allege that it is a natural after-the-war reaction, it is reassuring to realize that there are such men as Sherwood Eddy living and on the job today.

The splendid audacity, high courage and great force with which Mr. Eddy attacks the social evils that prevail in the world about us have a tendency to make him decidedly unpopular with those who adhere to the doctrine of *laissez faire* in its application to personal morality. On the other hand, Mr. Eddy wins the whole-hearted approval of those who believe that social well-being must be based upon the practical application of the principles enunciated by Jesus.

Mr. Eddy clearly represents the new attitude of organized religion. The prime purpose of religion, he maintains, is to deal with the social problems that harass humanity, and to make a serious effort to effect genuine social justice.

Mr. Eddy's presence at the Religious Conference which has been in session at the university for three days has radiated influence that will bring lasting benefits to those who have taken part in the meetings. Hundreds of students who are crowding the halls are displaying genuine interest in the careful diagnosis of the social and industrial conditions made by the speaker. The searching analysis of the evils that prevail today from the point of view of a man who is a trained observer, a scholar and thinker, one who has traveled far and wide, is proving to be of in-

estimable value to those who are interested in the well-being of their fellowmen.

The Religious Conference has been an unqualified success, largely because of the enthusiastic co-operation given the Conference chairman by a large group of students, and ultimately because of the dynamic personality and vital message of Sherwood Eddy.

BULLETIN BOARD

DOLPHIN TRYOUTS

Dolphin club tryouts postponed on account of Dance Drama. The first tryouts of the second semester will take place Wednesday and Thursday nights, Mar. 9 and 10.

CASTALIA SOCIETY

Castalia Literary society will hold second semester tryouts on March 11 at 7 o'clock in the Castalia room, Lathrop hall. Freshman women are eligible to tryout. Applicants are requested to leave their names in the Castalia mail box near the first floor elevator. For further information call the chairman of the Tryout committee at B. 318.

MUST ATTEND GAMES

At a meeting of the Women's Pan-Hellenic at Kansas University, a new ruling concerning the attendance of women at the conference basketball games, was passed. All sorority pledges and at least ten women from each sorority must attend the games played there.

There are 21,653 teachers in the colleges and universities of the United States, with 13,103 teachers in professional schools.

AMERICAN LEGION ORCHESTRA

All men in the American Legion who can play some musical instrument and who would like to play in an orchestra should report to "Doc" Hughes, B. 1382.

CLEF CLUB TRYOUTS

Clef club will hold tryouts for freshman women next Wednesday evening, March 16, at 7 o'clock in Music hall. Tryouts may be made in voice or upon any musical instrument. Appointments may be made by calling Janet Breitenbach, B. 4016.

ALL UNIVERSITY WOMEN

S. G. A. mass meeting will be held Tuesday, Mar. 8, at 7:30 in the concert room in Lathrop. All women are urged to attend and take part in the nomination of officers for next year.

AG TRIANGLE

There will be a meeting of the Ag Triangle next Sunday morning at 9 o'clock in the Y. M. C. A. G. M. Householder, assistant director of immigration, will give a talk. A cordial invitation is extended to everyone.

EX-MARINES

The dance to be held at Lathrop hall Saturday, Mar. 5, has been postponed to March 12, on account of the religious conference.

TWELFTH NIGHT TRYOUTS

Twelfth Night will hold annual freshman tryouts on March 9 and 10 at 4:30 p. m. Candidates may sign up in S. G. A. room, Lathrop hall, Monday, Mar. 7, from 12:00 to 1 o'clock. Selections must be a scene from a play where there are at least two characters. Neither child role or dialect acceptable. Each speaker will be limited to five minutes.

HAREFOOT REHEARSALS

The cast for the Haresfoot play will rehearse Monday evening at 8 o'clock in the Green room at the Y. M. C. A., and the chorus will rehearse in the Engineering auditorium at 8 o'clock.

LANGUAGE COMMITTEE

Romance Language committee for the Exposition will meet Monday at 2:30 in 318 Bascom hall.

SENIOR CLASS MEETING

There will be an important meeting of the senior class Wednesday at 12:45 o'clock in Music hall.

Y. W. C. A. OPEN BUSINESS MEETING

Annual business meeting of the Y. W. C. A. to nominate officers in S. G. A. room, Lathrop hall, Mon-

day, 12:30. All members come!

WINGRA PARK CLUB

There will be a meeting of the Wingra Park Young People's club Sunday, Mar. 6, at Westminster church. A cost lunch will be served at 5:30 o'clock, following which Dr. McClure of McCormick Seminary will address the club. All students are cordially invited.

ARTUS

Important meeting of Artus in Library at 12:45 Monday.

Communication

STUDENT SENTIMENT AND HONOR

Editor of the Cardinal:

As a former student who mildly resented the surveillance to which we students were subjected in exams, as a present-day teacher who far more intensely resents the necessity of being the agent of that surveillance, I contribute my opinion to the discussion on the honor system.

I am not hopeless as to the success of the honor system, if it comes as the realization of the imperative wish of the mass of the student body; if it comes with the determination on the part of each student voting for it to be responsible for the honor, not only of himself, but of his fellow students. Of such an imperative and articulate wish I have as yet heard nothing.

If it is present in an inarticulate form I should be only too happy to see it develop a voice. But unless there is the firm resolve to co-operate with the faculty in the upbuilding of high ideals of honor, the scheme must fail, just as I have seen other schemes fail thrust upon students from without. And if it fails it means a great increase in dishonest work, it means that the dishonest student has unlimited opportunities for cribbing.

I have a constructive program to offer. In view of the fact that we have an honor system of our own which has been allowed to fall into disuse, perhaps because its occasional revival has not been fraught with happy results, I should be glad to see once more a thorough test made of it. I understand that if the students of any class unanimously vote for the honor system in any given examination, pledging themselves to uphold their own honor and the honor of the class, the professor has the right to leave the class to its own devices. This scheme will furnish the element that I feel is vital to make the honor system successful, namely, voluntary co-operation.

Each class as a unit decides for itself whether it wants the system, and whether it is willing to adopt its responsibilities as well as its advantages. As there is at Wisconsin no student affairs committee to try cases of cribbing, and as students would probably object to reporting cases, even as a class, to the professor in charge, I would suggest leaving the matter entirely in the hands of the students.

If a student cribs, let that student who sees him order him to desist. If the sentiment of the class is really in favor of honest work I do not doubt but that a united class opinion will make short work of any attempted dishonesty. Such cases of self-discipline need under no circumstances be reported. If, however, the students are not manly enough to discipline themselves, let them frankly confess their failure and return to supervised quizzes. If classes refuse to vote for the honor system, or if it fails in classes that vote unanimously for it, it would be worse than useless to adopt it as a university policy. If it succeeds it would be an indication that student sentiment is at least near the point where its adoption would be a success.

LUTHER A. PFLUEGER,
Instructor in French and Spanish.

University Churches

FIRST UNITARIAN

Wisconsin avenue and Dayton street. Mrs. Edward J. Law, organist; Miss M. E. Moutray, soloist. 9:30, Church school in parish house with classes for all ages.

10:30, Regular service. Sermon by Dr. A. E. Hayden. Topic: The Meaning of Evil.

6 p. m., Saturday, joint banquet of Young People's Religious union and discussion group in parish house. Dr. A. E. Hayden will speak.

The Young People's Religious union and the discussion group will attend the university religious conference mass meeting in the Lathrop gymnasium Sunday evening at 7:30 o'clock. No regular meeting of these organizations will be held.

GRACE EPISCOPAL

Carroll and West Washington. Fourth (mid-Lent) Sunday in Lent.

Celebration of the Holy Communion 7:30 a. m. Church school 9:30. Student Bible class 10:00. Choral celebration and sermon 11:00. Festival Evensong 4:30 p. m. Young People's meeting (Delta Phi) 5:30 p. m.

Lenten services of the week as announced. The office for the Holy Communion will be Stainer in F. The offertory anthem being "O Sapientia" by Noble.

Rt. Rev. W. A. Guerry, D. D., Bishop of the Diocese of South Carolina, will be the speaker at the 11 a. m. service.

All cordially invited to attend.

FIRST CONGREGATIONAL

202 West Washington avenue.

9:30 a. m. Bible school. 10:30 Morning worship. Preaching by the Rev. Howard A. Bridgman, D. D., editor of The Congregationalist and Advance. Singing led by full chorus choir, under direction of Prof. Edgar B. Gordon.

5 p. m. Young People's social hour. 6:30 Christian Endeavor meeting. Open discussion of "Amusements." Walter C. Stauss, leader. A cordial welcome to university students at all services.

SECOND CHURCH OF CHRIST, SCIENTIST

263 Langdon street near Frances. 9:45 a. m. Sunday school. 11 a. m. Morning service. Subject, "Man." Wednesday evening meeting at 8 o'clock. Reading room 6 A. Kresge building, Main and Pinckney streets open daily except Sundays and holidays, from 10 a. m. to 5 p. m.

MEMORIAL REFORMED

14 West Johnson street, W. C. Lehmann, pastor. 9:30, Church school Bible class. 10:45 Service conducted in English by pastor. Young People's day, "Visions of Service."

7:30 p. m. Sherwood Eddy meeting at Lathrop. No C. E. meeting.

LUTHER MEMORIAL

University avenue. A. J. Soldan, pastor.

8 a. m., First morning service. 9:30 a. m., Student Bible class, under leadership of Att'y Carl Hill. Subject: "The Life of Christ, according to the Book of Mark."

10:45, Second morning service. 5:30 p. m., Social hour and cost supper.

6:30 p. m., Luther League. Ernest Pett, leader. Subject: "Is the Church our Ideal?"

CALVARY LUTHERAN

(Wisconsin and Missouri Synods). Wheeler hall, over the Co-Op. Rev. Ad. Haentzschel, pastor.

9:45, Bible class. 10:45, Morning service. Subject, "The Figure of Pilate in the Passion Story."

5 p. m., Social hour, with cost lunch.

A LITTLE SLICE O' LIFE

The other day a Scotchman Went into the lobby of a Downtown office building and Under his arm he had a bundle. He approached one of the elevator Operators and said: "If you Will pass the word along to the Laddies upstairs that there is A Scotchman doon here who has Some good Scotch to sell, I will be much obliged." Then he stood around for a while And word of the mysterious Visitor trickled through the Building and soon reached its Most remote corners. News of that Sort seem to spread fast.

In the meantime the Scotchman Had been escorted to a secluded Place back of the elevators. Men began to come downstairs And down the elevators. And they came very hurriedly. When he had gathered a large Audience, the Scotchman said: "Now, lads, I have here some Verra fine, verra fine Scotch I have just brought over. Verra fine Scotch tweeds and Scotch plaids—verra—" It is not known what happened to The Scotchman, but it's believed The police arrived in time To save his life.

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Eighteen years in the work.

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PAPER

\$2.00 and up

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The Holeproof
Extra Stretch Top

The comfort stocking—especially popular with stout and slender women.

The critical judge gives Holeproof beauty and style equal credit with Holeproof wearing qualities and renders a verdict of "first choice."

For men, women and children in pure silk, silk faced, and lusterized lisle.

RUNDELL
5 EAST MAIN

At The Theaters

AT THE MAJESTIC

Bert Smith's Ragtime Wonders present "Are You a Mason?" a roaring farce comedy from the pen of George M. Cohan, a play that has also lately been pictured with a screen version. This little farce abounds with ludicrous situations topped with side-splitting climaxes and plentifully interpolated with musical hits and specialties, which include "Georgia Hunch," "Sinbad," "Dudah," "Shanghai," "Weary Blues Medley," Ukulele Medleys by Violet and Bobbie, two pretty girls. I've something in the bottle for the morning, and I'm a Poor Old Married Man, by Billy Van Allen. This company in keeping with the policy of the house, are using all farce comedies adapted from the large productions and are offering an entertainment at popular prices that cannot be duplicated by any theater in the country.

AT THE GRAND

Charles Ray again proves his versatility in "Nineteen and Phyllis," which opened today at the Grand theater. Instead of his country boy

personification Ray appears as an \$18-a-week "dude" and "puts it over" with that same realism that he imparts to his other portrayals.

In "Forty-five Minutes From Broadway" his handling of the Kid Burns role was one of the finest bits of realism he has ever contributed to the screen. In "Peaceful Valley" he reverted back to the country boy role. Now in "Nineteen and Phyllis" he becomes a "dandy" with his faultless, up-to-the-minute attire and all on \$18 per week. He is the personification of thousands of youths the wide world over.

It is significant that both productions which have taken Ray away from his usual type of country boy roles were directed by Joseph De Grasse. The success of both may, in a large measure, be attributed to the perfect understanding which existed between director and star and the vision and energy of both. After Charlie had contracted for De Grasse's services the two had a "heart-to-heart" talk. De Grasse confided to Ray that he had long watched the star's work and had longed to have the opportunity to make some departures which might bring out the genius which he saw buried beneath. To which Charlie replied that De Grasse wasn't any

slouch and that it was the versatility that he had shown in the direction of many of his productions that had appealed to the Ray studio chiefs.

AT THE FULLER

Otis Skinner will give playgoers of Madison and the vicinity a treat at the Fuller theater Monday, Mar. 21, when he will be seen here for the first time in the role of a detective in a strong, thrilling and gripping play, "At the Villa Rose."

The coming of Mr. Skinner in a new play is always an event in the theatrical world, but when it is recalled that never before in his long artistic career has he ever portrayed a sleuth, pleasurable anticipation is aroused.

"At the Villa Rose" is one of the great successes of the present London season and has been ever since Arthur Bouche first presented it at the Strand theater in London early last July. The play is by a gallant British officer, Major A. E. W. Mason, and is the author's own dramatization of his story which appeared in book form about ten years ago.

As Hanaud, the greatest detective in France, Mr. Skinner has a part that gives the widest possible scope

for his artistic attainments. Never has the stage, or fiction, seen a detective like Hanaud. He possesses a keen wit, and a fine sense of humor—indeed, much of the delightful comedy of the play is supplied by Hanaud—there is a touch of the Gascon in his composition, which saves him from appearing the braggart; and his uncanny powers of observation, correlation and deduction rival those of Sherlock Holmes. The manner in which he runs the personification of thousands of youths the wide world over.

It is significant that both productions which have taken Ray away from his usual type of country boy roles were directed by Joseph De Grasse. The success of both may, in a large measure, be attributed to the perfect understanding which existed between director and star and the vision and energy of both. After Charlie had contracted for De Grasse's services the two had a "heart-to-heart" talk. De Grasse confided to Ray that he had long watched the star's work and had longed to have the opportunity to make some departures which might bring out the genius which he saw buried beneath. To which Charlie replied that De Grasse wasn't any

slouch and that it was the versatility that he had shown in the direction of many of his productions that had appealed to the Ray studio chiefs.

AT THE STRAND

One of the most pleasing double feature programs ever offered Strand patrons will open a three day engagement at that theater today. Tom Moore supported by the Madison favorite, Sydney Ainsworth and Sylvia Ashton will appear in Rupert Hughes' Saturday Evening Post story, "Canavan," which has been filmed under the title, "Hold Your Horses." Without a single exception, this picture surpasses any in which Tom Moore has ever appeared and shows him at his best.

Daniel Canavan (Tom Moore), the man who has his way" started life as an Irish immigrant employed as a street cleaner in New York city. He was a shy, weak-kneed fellow, whose domineering, husky wife, Honora (Sylvia Ashton) used him as a target for skillets and pans.

While about his street cleaning one day Canavan was run down by a Victoria occupied by Beatrice Newness (Naomi Children), a wealthy society girl, and Rodman Cadbury III (Bertram Grassby), her very proper suitor. When Canavan came to the hospital he didn't have enough nerve to go back to the crowded streets, so he took a job with a blasting gang. The flagman having got drunk, the foreman thrust a red flag into Canavan's hand and told him to keep back the traffic.

The timid Canavan was afraid that the traffic wouldn't heed him, but he soon found that it would. He even stopped Miss Newness and Rodman Cadbury. And a cop had to obey his order. It was his first taste of authority. From that moment he was to become a different

man. He soon became a political boss and meets Beatrice on a more equal footing. The story here takes a turn for the good and we find them journeying to Italy on their honeymoon.

Fatty Arbuckle in "The Bell Boy" will be the added feature.

COMING TO THE ORPHEUM

Today—Juvenility; Pearl's Roumanian Gypsies; Anger & Packer; Stratford Comedy Four; Arselma Sisters; Up-Side Down Stanley; Kinograms.

Monday, Tuesday, Wednesday—Frances Kennedy; Charles Olcott & Mary Ann; Curzon Sisters; Rubetown Follies; Lowrie & Prince; Joe Melvin; Kinograms; Topics of the day.

Thursday, Friday, Saturday, Sunday—Lillian Bernard and Five Jazz Clowns; The Golden Troupe; Walter Weems; Black & O'Connell; Renie & Florence; Biems & Bert; Kinograms.

Now Playing

Spirited and original dancing and entertaining comedy of delightful freshness feature the Orpheum program for today. Up-Side Down Stanley, acrobat, starts the ball rolling by performing wonders in the line of balancing on his head, with the greatest of ease, next comes the Arselma Sisters, two well dressed, good to look at ladies, who have good voices, and know how to put over popular songs in a pleasing manner. The Stratford Comedy Four have third position on the bill, and present a school room scene, in which they offer excellent quartet and solo singing. The feature act of the bill comes next in "Juvenility," a galaxy of youth, music and song, presented by 11 talented artists, including the Payne Children and Melba Goodman, that the act goes big at each and every

performance is demonstrated by several curtain calls. Anger and Packer in song and patter of the rapid-fire order follow the feature act and Pearl's Roumanian Gypsies close the show with one of the best whirlwind dancing acts seen here in long time. This bill will be on view today with daily matinee and two performances each evening.

New Show Monday

The new vaudeville program underlined at the Orpheum for the first three days of the week starting Monday will include Frances Kennedy offering exclusive songs and monologue; Charles Olcott and Mary Ann, presenting Charlie's songs; Curzon Sisters, The original Butterflies; Rubetown Follies, all for fun and fun for all; Lowrie and Prince, singing and talking; Joe Melvin, the wizard, and Kinograms and Topics of the day pictuers.

In Chicago where Frances Kennedy makes her home, there is a regular list of "Frances Kennedy" fans, and in her two years as a vaudeville headliner, after a long term in musical comedy, Miss Kennedy is gathering a similar list of "Kennedy fans" in the various cities

and Topics of the day pictuers.

See our agent.

TYPEWRITERS

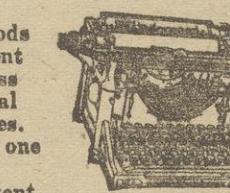
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MADISON'S PHOTOPLAY THEATRE DE LUXE

STARTING TODAY
One of the most pleasing double feature programs we have ever offered our patrons.

GOLDWYN
TOM MOORE
Supported by

Sidney Ainsworth
HOLD YOUR HORSES
Adapted From The Famous SATURDAY EVENING POST STORY
"CANAVAN" by RUPERT HUGHES

Special Added Feature

FATTY ARBUCKLE

"THE
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A revival of one of his very best past successes.

Also Showing
LATEST NEWS WEEKLY

DR. SCHEURELL
DENTIST
Offices above University
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Arthur S. Kane presents **CHARLES RAY** in **19 and Phyllis**

Directed by Joseph De Grasse Written by Frederick Stowers

A peppy play of puppy love

Continuous Today—2 to 11 P.M.

PRICES

Matinee 10c, 25c
Night 10c, 25c, 35c

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A FIRST NATIONAL ATTRACTION

GRAND HERE FOUR DAYS Continuous Today 2 to 10:45

MARY PICKFORD

again demonstrates that she is the greatest artist of the silver screen, for in
"THE LOVE LIGHT"

Written and directed by Frances Marion
Photographed by Charles Rosher and Henry Conquergan

she carries herself to heights never before attained by
The "World's Sweetheart"

Continuous Today—2 to 11 P.M.

PRICES

Matinee 10c, 25c
Night 10c, 25c, 35c

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POSTAL STATION NO. 9
670 State Street

Orpheum
JUNIOR THEATRES
Orpheum Circuit
Mat. Today 3 P.M.

Last Three Times Today
ONE OF THE BEST SHOWS OF THE SEASON
GIL F. BROWN, PRODUCER OF "SPIC and SPAN" AND "SPIRIT OF MARDI GRAS"
Presents
Elegantly "JUVENILITY" Company of 11 Artists
A GALAXY OF YOUTH, MELODY AND BEAUTY AND OTHER ORPHEUM CIRCUIT ACTS

TWO HEADLINE ATTRACTIONS
COMMENCING TOMORROW NIGHT

Charles Olcott Late of "The One Man Opera" And—

THE PRET' AND PETITE MARY ANN
"JUST CHARLIE AND MARY IN CHARLIE'S SONGS"
Curzon Sisters Flying Butterflies
Rubetown Follies All For Fun
Lowrie & Prince Monologue & Song
Joe Melvin Wizard of Manipulation

EXTRAORDINARY ADDED FEATURE
The Merriest Comedienne
Frances Kennedy
In Exclusive Songs and Monologues of Her Own Conception

Bigger and Better Vaudeville for Madison

SOCIETY NEWS

S. A. E. Dinner Guests

The Rt. Rev. W. A. Guerry, D. D., Bishop of the Diocese of South Carolina, and the Rev. H. H. Lumpkin will be guests of S. A. E. fraternity at dinner today. Both gentlemen are members of the fraternity.

Kappa Delta Initiation

Kappa Delta sorority announces the initiation of Gertrude Adelt, Mabel Brown, Bernice Boswell, and Lorraine Carter, on Saturday, Mar. 5.

A banquet will be held by members of the sorority this noon at the Capitol cafe, at which alumni members will be guests of honor.

Achoth Celebration

Achoth sorority is celebrating the anniversary of its founding, this week end. Members of the sorority entertained last night with a semi-formal dance at the Capitol hotel Friday evening which was chaperoned by Mr. and Mrs. C. D. Ellwood, Mrs. Frances Wheelock, Mrs. V. A. Axtell, Evansville, Miss Catherine Corscott, and John Corscott.

Last evening the chapter formally initiated Miss Rosalind Tough.

A banquet will be held this noon at the Candy shop.

Out of town guests of the chapter for the celebration are Misses Buelah Connell, Menasha, Greta Luther, Chicago, Verna Tucker, Milwaukee.

ALPHA XI DELTA HEADS SORORITY BOWLING LEAGUE

Last Matches Will be Rolled

March 22—Helen Thompson Elected President

Alpha Xi Delta sorority still holds the lead in the inter-sorority bowling league with a total of 28 games won and two lost.

Alpha Gamma Delta is second, with 27 won and three lost; Achoth third, 35 won and five lost; Delta Delta Delta fourth, 26 won and six lost; Delta Zeta fifth, 19 won and eight lost.

Before the final award, 42 games must be played off. One cup is offered for the highest general average, and one cup for the highest individual average consisting of three straight games bowled in one evening.

Esther Ayers '22 has the highest individual score thus far. Elsie Ekern '21, second; and Irene Gardner '22, third. The scores made are close, with only one-third of a point difference between them.

The tournament, in which 15 sororities are competing, will end March 22. Contests are held on

kee, Lillian Koehler, Lake Mills, and Frances Coburn, West Salem.

Chi Omega Initiation

Nu chapter of Chi Omega announces the formal initiation of the following women: Elizabeth Halden, Josephine Durrant, Dorothy Reichert, and Margaret Reichert.

Personal

Miss "Sam" Hill of Beloit is spending the week end with Pennell Crosby.

Miss Eleanor Chase is spending the week end at her home in Oshkosh.

Miss Katherine Wheeler is at home for several days on account of illness.

Miss Louise Rickerman has as her guest, Miss Florence Coatworth, at the Delta Delta Delta house.

Irving K. Cox is spending the week end at his home in Milwaukee.

Miss Helen Badenoch, a student in the university last semester, now at Northwestern university, is the guest of Miss Christina Affeld at 710 Langdon street.

A. O. Pi Entertains Runners

Alpha Omicron Pi will have as its dinner guests today the men who ran for the sorority in the inter-sorority relay, Saturday, Feb. 9. The team consisted of Henry Capen '22, Ralph Spence '22, Lylas Klug '21, and Nelson '22.

TWELFTH NIGHT

All freshman who wish to try out for Twelfth Night may do so at 4:30 March 9 and 10 in Lathrop hall. Those, other than freshman, who

wish to try out must sign up at 12:30, Monday, Mar. 7 in the S. G. A. room.

Miss Hazel West

Dancing Instructor

BOYD'S STUDIO

All the latest steps

Private lessons by appointment

Call B. 2729, 3148

If you walk I'll teach you to dance. Results absolutely guaranteed.

Theatrical coaching

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READ CARDINAL WANT ADS

A Different Package For Every Taste---

Whether you want chocolates or bon bons, fruit or nut centers, bitter sweet or milk chocolate coatings, you'll find just what you want in this always fresh assortment.

WHITMAN'S

APOLLO

GILBERT'S

JOHNSON'S

SPOEHR'S

The Chocolate Shop

528 State Street

You can have your

Sunday Breakfast

at any hour today at the

Blue Lantern

Waffleteria

Open from early in the morning till late

at night

Christian Science Society

of the University of Wisconsin announces a free lecture on Christian Science by Frank H. Leonard, C. S. B., of Chicago, member of the Board of Lectureship of the Mother Church, the First Church of Christ, Scientist, in Boston, Massachusetts.

TUESDAY, MARCH 8, AT 8 P. M.

Room 165, Bascom Hall

The public is cordially invited to be present

THE W CAFE

is the place where good food is served

SPECIAL SUNDAY DINNER

40c and 50c

**COMMERCE SCHOOL
WEEK'S CAMPAIGN
BEGINS TOMORROW**

**Program Includes Convocations
With Prominent Out-of-
Town Speakers**

A push by all commerce organizations to make commerce the best unified school on the campus will start with the opening of the first annual all-commerce week on Monday morning.

A program to include two big convocations, with prominent out-of-town and faculty speakers, and a personal campaign throughout the week to arouse commerce spirit in every student in the course will be undertaken. Active promotion of the interests of the course in inter-college sports, and a drive to have every student wear a commerce pin are also planned.

The final feature of the week is to be the Kommerce Kaper which is set for Friday at the Park hotel. It is planned to make the dance a complete novelty in Commerce activities, with variety entertainment, and with Jean Casserly and a picked orchestra of Thompson's players to furnish the music.

The dance will be limited to 100 couples, and is to be open only to commerce students and their partners. Tickets will be on sale at Morgan's and the University pharmacy.

**SPANISH CLUB
ELECTS OFFICERS**

On Tuesday, Mar. 1, the Spanish club held election of officers for the

Classified Ads

10c per 8 point line (average six words). Minimum charge 25c. 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. 31x30

FOR RENT—All modern steam heated room for two gentlemen students, 525 State street, Flat B. Call B. 6211. tf.

WANTED—To buy canoe, in good condition. Address Cardinal office, Box G. tf.

VACATION TIME will be here in a few months. We can use some men for summer work who want to make good money; \$7.00 per day to start. No books. Box 606, Daily Cardinal. tf.

WE ARE OFFERING ten university girls summer vacation work which is interesting, educational, and exceptionally profitable. Upperclassmen preferred. Write J. B. Davis, 609 N. Lake. tf.

LOST—Pi Phi pin with name, Mary Craven. Return to Cardinal office. 2x5

FOR RENT—Modern furnished double room, 315 N. Brooks. Call B. 4090. 4x5

SPEECHES WRITTEN for every occasion by experienced speaker. Call B. 6735. 5x5

LOST—Pair spectacles, without case; circular lenses, narrow horn rims, gold temples; lost about two weeks ago. Finder please notify C. S. Corbett, B. 6070.

LOST—Alpha Chi pin, with name Viola Knowlan, Friday morning. Finder call B. 3276.

PLEASANT ROOM for one or two men students; two and one-half blocks south of Chemistry building; single \$3.50; double \$2.50 each. 113 N. Charter. tf.

FOR SALE—Suede raincoat, combination rain coat and overcoat, new. Has not been worn. Size 42. Phone B. 6256 after 7 p. m. 2x6

FOR SALE—Classy blue tricotine dress; size 36; small for owner. B. 7255. 2x6

second semester. The following will hold office this term: T. W. Gates, grad, president; Gladys Green '22, vice-president; Lucy M. Puehler, grad, secretary; H. M. Acton, grad, treasurer.

Tryouts for the Spanish play, which will be offered next month were discussed. An educational program was followed by Spanish games. The next meeting will be held on March 22.

WEATHER

The highest temperature during the past 24 hours was 41 at 3 p. m. and the lowest was 30 at 6 a. m. Sun sets at 5:32.

An area of low barometer is passing over the country accompanied by rain in the central states and snow in the north west from North Dakota to Oregon.

**Salesmen and Crew Mgrs.
Wanted**

Men and Women

Best sales proposition ever offered on the campus

Call evenings between 7 and 9

424 N. Frances

Bureau of Industrial Education, Washington, D. C.

Simpson's

"IT PAYS TO BUY IN MADISON"

New Spring Fashions



The most gladsome time of all the year is nearly here again—the time of all times when every well dressed woman is anxious to don new and interesting clothes. And in its approaching promise comes to this store every day a bevy of new wearables, which Mr. R. T. McGuire is sending every day from New York. Assembled here in pleasing variety are the most approved exclusive styles—garments whose beauty and quality have been chosen with the definite standard of quality that Madison women have come to expect to find at this store. The prices are very reasonable; indeed considerably below those of recent seasons.

New Coats, Suits & Wraps

S

CO-ED RIDERS

Many University Women to Don Habits for Little International Horse Show—Outnumbered Men Last Year.

Riding habits have displaced skating costumes among Wisconsin co-eds. For the next two weeks modern Joans of Arc of the university who last year out-rivaled in number and interest the men riders at the Little International horse show are again preparing to compete in this year's tryouts.

A special riding class is being arranged for the co-eds of the university and many have already expressed their desire to tryout for entrance into the class. Two women students from Kentucky were the first to sign up for the tryouts, and many of the contestants have ridden in horse shows in various parts of the South, East, and West.

That riding is a man's sport only was certainly disproved last year at the Little International, when five prizes were taken by co-eds.

Spirited horses have been secured in the three-gait class for the use of co-ed contestants. Professional horsemanship will be needed to display and handle these horses to their proper advantage. Thoroughbreds from two different high-class stables will also compete for prizes.

These thoroughbreds are trained five-gaited animals, and most of them have won prizes at various fairs and horse shows in the middle west.

These horses will be provided

with mounts from the owners' stable and real feats in horsemanship are promised. A student-owned jumping horse will furnish a few added thrills to the evening enjoyment.

The draft horse parade will interest all lovers of live stock. Percherons, Belgians, and Clydesdales that have repeatedly won prizes in the International at Chicago will be shown here in harness and out. Ten or 12 draft horses will compete for prizes in the heavy wagon class alone.

Some positions as drivers of these teams are still open and those wishing to compete should telephone H. P. Brandt, grad, or R. P. Knoll '21. Employees at the live stock pavilion who have had extensive experience in decorating and displaying prize winners will assist the drivers in decorating their teams for competition.

The Kennedy Dairy company will be represented by several of its light dairy teams and wagons. Delivery and truck teams belonging to various firms in the city will also be displayed in harness.

Women who wish to compete in the tryouts for the ladies' riding class should telephone Abraham McMahon '21, Badger 5040, or H. P. Brandt, grad, Badger 497, or R. P. Knoll '21, Badger 194.

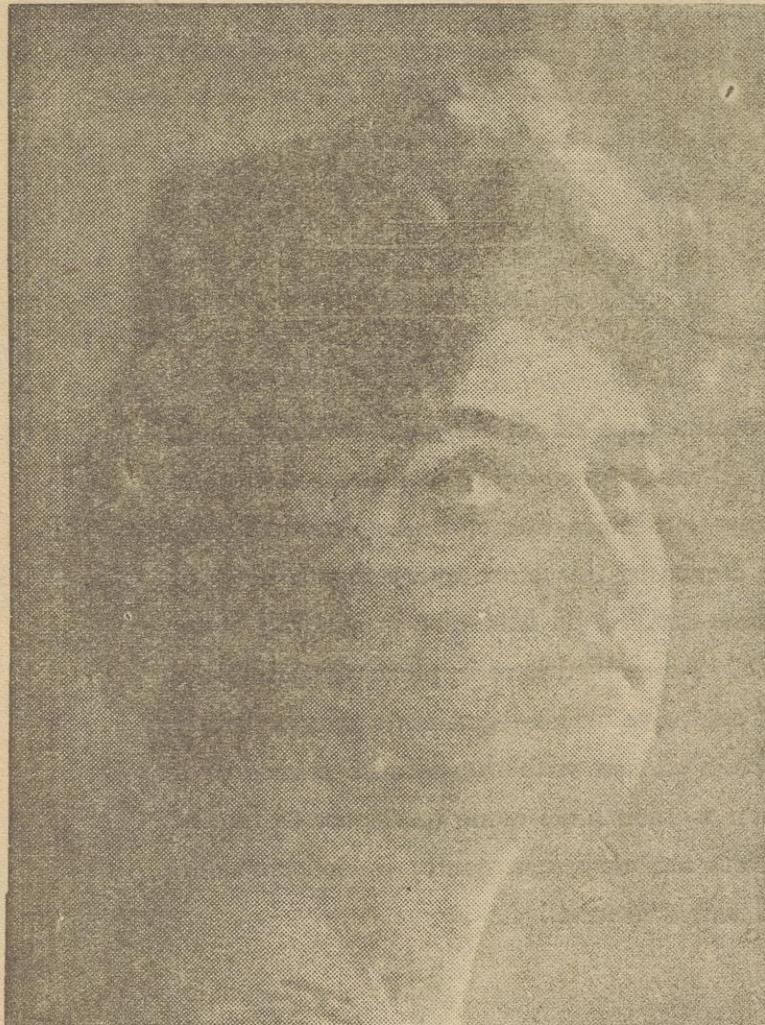
CO-EDS SPEND \$63.10**A MONTH AT MISSOURI**

From a recent survey of 52 girls at the University of Missouri, it was found that the girls averaged

\$63.10 a month for expenses. The amounts ran from \$35 to \$135 a month. Only eight spent more than \$75, and four more than \$100. The report does not say whether this

FRANCES KENNEDY

The Merriest Comedienne in Exclusive Songs at the Orpheum Monday



Miss Frances Kennedy, who will make her appearance at the Orpheum theater, beginning Monday, has the reputation of being one of the best dressed single women on the American stage. She says that a woman to be well dressed, her first consideration must be her feet. "Wear proper shoes and hose, and pay as much attention to these as you would your teeth or hands. Nothing detracts from a woman's appearance so much as an ill-fitting shoe. If you are inclined to run over the heels, have two pair of shoes, and change often and keep your shoes, especially the heels in constant repair. In this way it will cure the defect."

The next consideration is the corset you wear to give you the proper lines and poise. No matter how pretty or costly the gown may be, it will never look well or becoming to you unless you have the proper foundation; then any frock, no matter how simple, will be becoming to you. It is not the expensive gown that is always most becoming. Women are foolish to wear a gown simply because it is the style or because it was becoming to some one else. Study your style, and wear clothes that are becoming to you—often a little dash of color or lace will change one's entire appearance, and will make the simple inexpensive gown look like a Paris creation.

amount covers board, room, clothes, books, and the thousand and one things which are considered essential to university life.

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READ CARDINAL WANT ADS

Velvet Ice Cream

It's Delicious

Our Special today is Blackstone Special

Kennedy Dairy Co.

B. 7100

Remember the

Gingham Shop

For Good Food

Complete meals served from now on

HOME COOKING

513 State St.

High-Class
Musical
Comedies
Popular
Prices

FISCHER'S MAJESTIC

Badger
2205

NEW SHOW TODAY

The Ragtime Wonders' Last Week

"Are You A Mason?"

BY GEO. M. COHAN

New Songs New Dances New Specialties
Beauty Chorus of Twelve



And a
Harold Lloyd Comedy
"GET OUT AND GET UNDER"
4 SHOWS TODAY—2:15, 4:00, 7:15 and 9:00

COMMITTEE GIVES OUT NOMINATIONS FOR Y. W. OFFICES

Nomination for officers for the Y. W. C. A. for the coming year, made by the nominating committee of the association, are as follows: Auta Lyman, and Helen Cheetham, president; Helen Kasbeer and Margaret Thomas, vice-president; Cleo Parsley and Belle Knights, treasurer; Margaret Murray and Rosamund Nolte, secretary.

One additional nomination for each office will be made from the floor at the open business meeting to be held Monday in the S. G. A. room at 12:30. The elections will take place Friday, Far. 11, at the same time as the S. G. A. primaries.

FRESHMAN DANCE TICKETS AT \$1.50 TO GO ON SALE

Tickets for the annual freshman dance at Lathrop hall March 12 may be secured from members of the freshman class who will canvass fraternity houses next week.

The tickets, which will cost \$1.50, will also be on sale at Madison drug stores and at Morgan Bros.

Novel decorations are being planned by the committee in charge, of which Bernard Demoling is chairman. Thompson's best orchestra has been secured for the dance.

Gordon Roberts, social chairman, will meet with his committees early next week to make final plans.

DISCUSS CONFERENCE AT CHRISTIAN ENDEAVOR MEET

"Echos of the Religious Conference" will be the subject for discussion tonight at a specially prepared Christian Endeavor service in the Christ Presbyterian church.

The meeting will in reality be a session of the conference. It will follow the afternoon session at Lathrop hall, and will close in time to allow those wishing to attend the evening lectures ample time to return.

The meeting will take on the form of a Consecration service and Roland Balsler will speak on the subject of "Ideals."

A social hour at 5:30, during which refreshments will be served, will precede the prayer meeting.

Hand Carved Frames

There is a certain informal charm to our hand-carved frames which is complemented by the bright play of light on the burnished gold and silver reliefs.

We have a large variety of frames in this new design, so ravishing and useful that they recommend themselves at once to those who wish to make their pictures distinctive.

The K Shop

The Kamera Kraft Shop
State and Frances

LAST MEETINGS OF CONFERENCE TODAY

(Continued from Page 1)

forceful speaker without the sensationalism that so often attaches to conferences of this sort. His appeal is direct, personal, and sensible.

Social services have been planned in the churches for this morning. Prominent clergymen who have been brought to the university in connection with the conference will speak to the people.

Prof. A. T. Weaver, of the department of speech, said, after hearing Mr. Eddy talk:

"If one were to make a choice of all the speakers of the United States, he would be compelled to include Sherwood Eddy as one of the leading three."

TO SOUND STUDENT OPINION ON GROUP DISCUSSIONS TODAY

Cards will be distributed at today's sessions of the religious conference to be signed by students who are interested in joining discussion groups that will take up a course extending through five weeks on "The Social Principles of Jesus."

Leaders of the groups will be coached by Prof. J. L. Gillin of the department of sociology, and their first meeting will be held next Friday. The course aims to use some of the forces generated in the religious conference and to extend them in a further application of the principles of religion to the social problems of everyday life.

"Religion and Business" will be the subject of discussion the first week. It is hoped that a sufficient number of students will sign up for discussions to warrant the formation of a large number of groups in Greek letter chapters, dormitories and houses.

FRENCH CLUB TO HEAR SHOWERMAN

"French Cathedrals" will be the subject of an illustrated talk by Prof. Grant Showerman at an open meeting of the Undergraduate French club next Tuesday evening at 7:30 in Lathrop parlors. Other numbers on the program will be in French, and will include a reading by Mlle. Alice Salvan, and musical and short dramatic pieces by members of the club. Though of especial interest to students of

French, the meeting will be open to all.

This is the first open meeting announced by the recently reorganized

Undergraduate French club, whose work is claiming the interest of many of the university's talented students.

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Deserts

U. W. Y. M. C. A.

Cafeteria

Students

Please be advised that we serve

A SPECIAL DINNER

Every Sunday for \$1.00, from 12 to 2 P. M. An evening dinner daily for 85c, from 5:30 to 7:30 P. M.

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Like a zephyr from May meadows, a delicate perfume becomes the unseen jewel of the toilette charming.

Delightfully subtle is the imported L'Origan de Coty and Gleoeas' Adoration.

Perfume of Love, Cha Ming, an Oriental creation, Rieger's Flower Drops, Garden Glow and the ever popular Djer Kiss, are dainty and refreshing. These and others await your selection.

Tiedman's Pharmacy

702 University Ave.

MILITARY BALL GREAT REUNION FOR "BUDDIES"

Demand for Boxes Greatly Exceeds Committee's Expectations

Dedicated to the ex-service men in the "Buddies Get-together," the 1921 Military ball offers to all men who have served their country the greatest formal reunion of service men ever held at the university.

"Something new and unique has been inaugurated in the handling of the boxes this year which will make them a great improvement over those of former years," said Capt. Fred Ruffalo '22, chairman of the boxes committee, yesterday. "Just what the new plans are, however, will not be divulged until later."

The demand for boxes so far this year has been greater than was anticipated, and many organizations are yet to be heard from. It has been suggested that all such organizations that have not already arranged for boxes should call Ruffalo, at B. 1886. The committee desires to extend equal privileges to all and must have the above information soon in order to make the necessary preparations.

The university cadet corps as a whole takes this opportunity to extend a sincere tribute and a hearty invitation to the ball to all ex-service men with the hopes that they will take advantage of this occasion to dust up their uniforms, pin on their medals, and come together for a real get-together.

SPEEDER IS FINED

Harry Hodges, Yellow Taxi Cab driver, was fined \$25 and costs this morning by Judge Hoppmann after pleading guilty to the charge of speeding.

OFFER 3 PRIZES FOR BEST ESSAY ON ECONOMICS

Awards to Be Given by Francis D. Pollak Foundation For Research

A prize of \$1,000, open to everybody, anywhere, is offered for the best essay on modern economic problems; a second prize of \$500 is open to college undergraduates in the United States; and a third prize of \$500 open to high school students.

These three prizes are offered by the Francis D. Pollak Foundation for Economic Research for the best essays submitted during 1921.

An essay, to be considered for any prize, must have not more than 10,000 words, and must be on one of the following subjects: (1) "The part that money plays in economic theory;" (2) "Causes of unemployment and remedies;" (3) "Conditions which determine how much the consumer gets for his dollar."

The judges will be Irving Fisher, Professor of Economics, Yale University; Wesley C. Mitchell, director of the National Bureau of Economic Research; and Wallace B. Donham, dean of the Harvard University Graduate School of Business Administration.

Further information concerning the contest may be obtained from Dr. William T. Foster, director of the Pollak Foundation, Newton 58, Massachusetts.

DR. DAVID WHITE TO LECTURE HERE

Dr. David White, chief geologist of the U. S. Geological Survey, will give three lectures on "The Origin of Mineral Fuels: Coal, Oil Shale, and Petroleum."

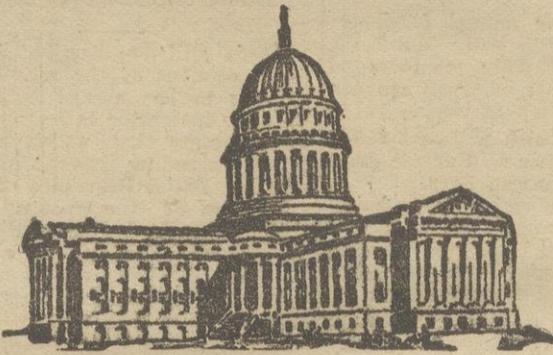
At 8:30 on Thursday and Friday, March 10 and 11, and at 9 a. m. Saturday, March 12, in the general geology lecture room, 217 Science hall.

PERFUMES

Coty's L'Origan
Riquads Un Air Baume
Chevalier-d'Orsay
Jasmine
Special Coty's L'Origan Face Powder
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Clothing
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Headquarters:
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March 6, 1921.

Dear Men:

This tells the world that I have severed my connection with A. Starr Best and am opening up my own business at the above headquarters.

I have just returned from New Worw, where I selected exclusive lines of merchandise which, believe you, is right in every particular.

There will be no formal opening, but I hope to have enough goods in by Monday to start business. So hop in next week and peep at some real merchandise. Lamp it hearty. See you sooner a little later.

Sincerely,

Pete E. F. Burns.

538 State St.,
Madison, Wis.

The Daily Cardinal

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

VOL. XXXI. NO. 111

MADISON, WIS., SUNDAY, MARCH 6, 1921

SUPPLEMENT



The Call of Spring

BUt three weeks until Easter. With the arrival of that day which for many years has been considered by the feminine mind as the true appearance of Spring, comes the instinctive desire to don a new array of finery.

The appeal of the new and beautiful, of the gay and gorgeous, the different—that change from one style to another—has always been dear to the heart of woman. It is as natural for her to express the lightness of her thoughts that the coming of Spring arouses, in the creation, and wearing of new clothes, as it is for the arriving birds to plume themselves.

The selection of new garments is a pleasure when one is assured that they are correct in every detail of style. Information on every little note that is new in the realm of Fashion is a help to the seeker of Spring attire. Service that results in true satisfaction is always appreciated.

Combining efforts, the Madison merchants, making most attractive displays, and the Daily Cardinal, publishing a style edition, offer to the students something entirely novel in the way of Spring style shows. Local patronage will insure delight.

The Cardinal style supplement of 1921 hopes to aid you and the merchants in making your spring selection one of the easiest and most pleasant you have experienced.

JOTTINGS

Bits of News Gleaned From Here and There Concerning the Spring Outlook

COATS AND SUITS

Announcements in general indicate that the fashion in suits and coats will be that found in the Directoire tendency. This style which is entering into the design of all women's apparel is a bit different for the suits in that is termed the Directoire silhouette. Its appeal lies in its youthful and slender line effect.

Circular and flaring lines will be found in cape coats and skirts. Plain tailored suits are quite fixedly desirable, and for younger wear, attractive touches make them fall.

It is an important item in the suits it is said. Many varieties of attractive touches secured through the use of braids are to be found.

HOSIERY

The popular appeal of the gauzy silk types of hosiery that has spread so rapidly continues to press manufacturers who are preparing for a large output of the diaphanous fabric for summer wear. The trend is for the full-fashioned silks which show new color creations, such as zinc, cinder, pelican, and silver. Two other grays are platinum and boulevard.

That white will be the style for summer is the belief of all from modiste to salesman.

Heather stockings with hand embroidered clocks are still extremely popular. Yellow and white are conspicuous colors in the heathers. These styles will carry over into summer wear, with single, double, and triple clocks.

UNDERGARMENTS

Most prominent is some of the recent displays of silk undergarments are those models in pearl gray. In these the tailored note is dominant, exemplified in the plain tucked bodice tops and shoulder straps of self material.

Orchid and blue are colors that find a steady demand. In blue crepe de Chine a set has groups of pin tucks from the top and eyelets at the Empire line, the ribbon tuck running under the tuck series. In orchid a heavy crepe is hemstitched and two-tone ribbon trimmed bloomers have matching camisole and envelope chemise.

In the muslin line there is a great deal of lace trimming. Some of this appears with embroidery and lace medallions combined with lace insertions. As in the silks the trend is toward the full bodice.

CORSETS

The newest lines in corsets for the coming season indicate the appearance of a number of novelties. In the way of these is the negligee model made of satin ribbons, slightly boned, and extending just above the waistline. Button fastening are on either side of the front section which is kept flat by the short boning at the center. Pastel shades for this model are very popular, though it is shown in maize and orchid as well as flesh.

Sport models are shown in considerable numbers, designed chiefly for the slender figure. A lightly boned type with brocade cut with low top having elastic inserts is a favored model. For evening wear there are interesting groups of backless models with a variety of weights of boning. Many of the numbers are very plain.

NECKWEAR

In the demand for neckwear novelties the appeal of organdie seems preeminent. Vestees are the most extensive use for the light fabric, where it is used in the white, with appliques of self material in color. It is quite as popular for guimpes, and separate collar and cuff sets. Narrow lace is used on the organdies.

A large number of the vestees are made with round Buster Brown collars, of which one in plaid gingham is characteristic. The plaids have supplanted the checked ginghams of last year. The deep V neck and Peter Pan are more numerous than the Straight Tuxedo and modestie.

In the guimpes a great deal of novelty organdie is employed. This is striped or plaid in self or a color, in which latter case it is combined with white. A few examples of this are such combinations as blue cross bar design piped with yellow, and white striped with blue and finished

THREE SMART LITTLE HATS FROM FIRST SPRING SHOWINGS



These three small chapeaux chosen at random from the early spring displays show many of the predominant tendencies of the new millinery modes. The hat at the left is a rather high-crowned tailored model. It is made of orange colored organdy embroidered in brown. The embroidery forms a border on the edge of the brim and a design on the high crown.

The hat at the left is one of the very popular stitched felt hats which are being worn now for sports wear. These hats come in all brilliant new shades to match sweaters and sports suits. This one is jade green ribbon placed high about the crown and finished in a tailored bow. The ribbon has a picot edge of silver threads.

Perhaps the most fashionable or newest hat is the one in the center.

for it shows the use of ribbon, which is the keynote of the present millinery tendencies. The hat is a small sailor shape of brown straw with a rather high crown. It follows the mode for ribbon so ardently that the hat is almost lost behind the bow and long streamers of string colored satin ribbon. Ribbon used in just this fashion is seen on many of the newer hats for present moment wear.

"Good dressing has far more to do with the way one puts on one's clothes than with the clothes one puts on."

NEW Spring apparel can make your season—or spoil it. Why take chances? Promise yourself this time that your clothes shall not disappoint.

It isn't difficult to dress well, even on a limited income. It is simply a matter of selecting one's shopping place with discrimination.

WOLDENBERG'S CLOAK CORNER
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WELCOME—STUDENTS

Burdick & Murray Co.

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MADISON'S DEPENDABLE STORE

PHONE B. 1435



SPRING

SPRINGTIME—the time when women's fancy longingly turns to prettier wear, gayer colors, and more dainty effects—

ART. KNISELY

The Answering Fashions Are Here

Every variation of the long, slim silhouette with its low waisted and corseted effect, is here in our latest showings of spring wear of both Parisian and American design.

Like a pageant of styldom the different models reflect the touches of Spanish and near Eastern origin, with many reflections of period modes, and all in the new values which make this spring's selection a double pleasure.

'CHOOSE ONCE, LAST FOR LIFE' IS MAN'S PLEA

Weary Purchaser of Hats
Would Top Off With
Permanent Lid

From the New York Sun.

This is hat buying time—the harvest season for agriculturists and haberdashers. Now is the time for all good men and true, not as the business school bromide has it, to come to the aid of their party, but to toddle and totter their reluctant way to the hat shops. By their talk in the shops ye shall know the three classes of male hat purchasers.

Class 1 says: "Gimme a hat like I got on."

Class 2 says: "So that's the latest, eh? Well, gimme seven and an eighth."

Class 3 says nothing at all. These poor creatures stand and listen to something like this: "Now, don't argue, John, I say it is a beauty of a little hat and not expensive, either. Yes, clerk, he'll take that one, and wrap up the old one. * * * Come on, John."

Hats are a habit. Most any woman will say that men are careless in their habits. And it follows that men are careless about their hats. Modern man's headgear is a makeshift. Consider the types of hats we have.

Derby—Stiff, uncomfortable turns green as easily as a chameleon. Down with the derby!

Felt—Too hot in summer. Too cold in the winter. Looks like a towel-turban after the first rain. Blows off in the wind. A bad felt hat!

Straw—Who ever had a straw hat that fit? Older they get the tighter they get. Expensive and only last a season.

Cap—Caps were originally worn at night. They make the hair fall out. Wife won't stand for 'em. Anyhow, when a man is old enough to smoke in public he should forego the cap. Banish caps!

Silk or Stovepipe—Yeah, fine business. Imagine toting one to a ball game or wearing it on a fishing trip. Clout the satin bonnet!

What men want is an all-year-round hat that will last a lifetime. Just think of buying a hat when you are 16, say, and giving it to your grandson when you round out your appointed three-score and ten. Like this:

Material—Aluminium.

Trimmings—To taste, platinum, diamonds or semi-precious stones. (Coal is suggested for the rich.)

Special advantages—This hat is durable. It will last two lifetimes. It is provided with a ventilating system and can be iced in the summer time. It has an electric heater for winter use. The gas mask veil is to be used during political campaigns, and the cellarette will contain butter milk or other stimulant.

The new suits are being shown in short coats and the forty-inch coat, with many cape coats. The skirts remain about the same length with straight lines and in some instances a tendency to flare. Sleeves are larger with a remote suggestion of the return of the balloon sleeve. Among the new fabrics are tricotex, resembling a close-woven, soft finished homespun; veldyne, a warm soft cloth with a finish like a wool velour but of much finer quality; and a Normandie cloth, a thick light weight fabric of the Bolivia family. Among the new colors are Hindustan brown, a shade darker than a wood brown and softer and richer than tobacco; and Olympic blue, a dull, dark greenish shade of blue.

Hats for the spring and summer season promise to be a-bloom with flowers of gay colors, and a novelty is the return of the old poke bonnet.

In the range of the silks, the taffetas and crepes are among the most popular, unless it is the Canton crepe for which a number of new names have been created. Among these are the much talked of HarmOnee and MelOdee.

WASHINGTON — The reappointment of E. D. Ball of Iowa, to be assistant secretary of agriculture was announced today at the White House. His nomination will be sent

LADY FAIR

Splendor of Olden Beauty Mart is Revealed in Gorgeous Display for Women

Chicago, Mar. 6—Famous beauties from all parts of America are said to have attended the first modern Beauty Mart which closes today at the Coliseum in Chicago. The Mart has proved to be an exposition of all the artifices and secrets which contribute toward making American women the most beautiful in the world.

"America uses more rouge and beauty creams per woman than any other country in the world," declared W. G. Hamilton of the Trades Exhibit corporation, who is director of the Beauty Mart. "Our women also buy more corsets, spend more on hair dressing, and all varieties of toilet preparations than women anywhere else. Our hairdressers invent more modes for original coiffures than were used in the days of Marie Antoinette, when artificial methods of arrangement were supposed to be at their zenith."

Gives Practical Guidance

There was an intensely practical side to the Beauty Mart. Every day there were lectures and demonstrations on how to apply cosmetics, fit corsets, select negligees, give massages, and the proper application of all branches of beauty culture. Secrets of the greatest French beauties were revealed—secrets that have been handed down from one generation to another. This was done for the benefit of the woman who came to the Beauty Mart, and will react to the eternal salvation of her natural loveliness, since by seeing these demonstrations she learned what to expect from operators, and how to distinguish good work from bad, and how to apply rouge and powder with a maximum of art."

Milady was shown how to, sleep, exercise and relax. She met women of international beauty-fame who

OUR New York NOTE

Special to The Cardinal
New York,
March 3.

Brilliant colors, myriads of them, oranges, bright purples and blues, and greens in all shades are to be the vogue for summer apparel. And yet, black and gray are both popular, but in combination with some vivid hue.

Taffetas and organdies are to be used in all possible combinations as well as alone. For example, we find a dress of nile green taffeta with a contrasting color of organdy, heavily embroidered in eyelets, over it.

A striking combination seen at Wanamaker's style show was an orange taffeta dress with gray embroidered organdy over it and a purple sash. These sashes, by the way, are all immense and of a contrasting color, but generally they are of a hue harmonizing with both colors.

Taffeta is not only combined with organdy but with georgette, figured chiffon and all sorts of sheer fabrics.

Ribbons Much Used

Appliqued flowers and designs of all kinds made of ribbon, rolled organdy or taffeta are to be found on a great many of the dresses. These designs are of all possible hues and are used in all possible combinations.

So great is the popularity of organdy that it even makes its appearance at the formal evening affair.

At the Ritz Carlton hotel a number of frocks of organdy were worn by

exhibited themselves as exponents of this, that or the other method. There was a Pageant of Beauty, a Beauty Voting contest, a special contest for high school girls, and contests for beauty of figure, feet and ankles and hair.

debutantes. The lines of these dresses revert to the days when tight pointed bodices were worn and extremely full skirts.

The skirts are lavishly embroidered with open work, adorned by many frills of varying shades of organdy or silk, or decorated by inserts of exquisite laces, through which a contrasting color may be observed.

These laces, and they are generally heavy and rich looking, are being used a great deal. In almost every conceivable place where it is possible to introduce a bit of lace, fashion decrees that it should be used. Heavy Irish lace is popular for vests and collars on the new spring suits as well as for decoration on light clothes.

Sweaters are profuse in bright colors in both wool and silk. They are, in general, very loosely knit and open down the front. Appliqued designs made of wool or silk decorate the collars and cuffs, sash ends, and even appear sometimes on the sweater itself.

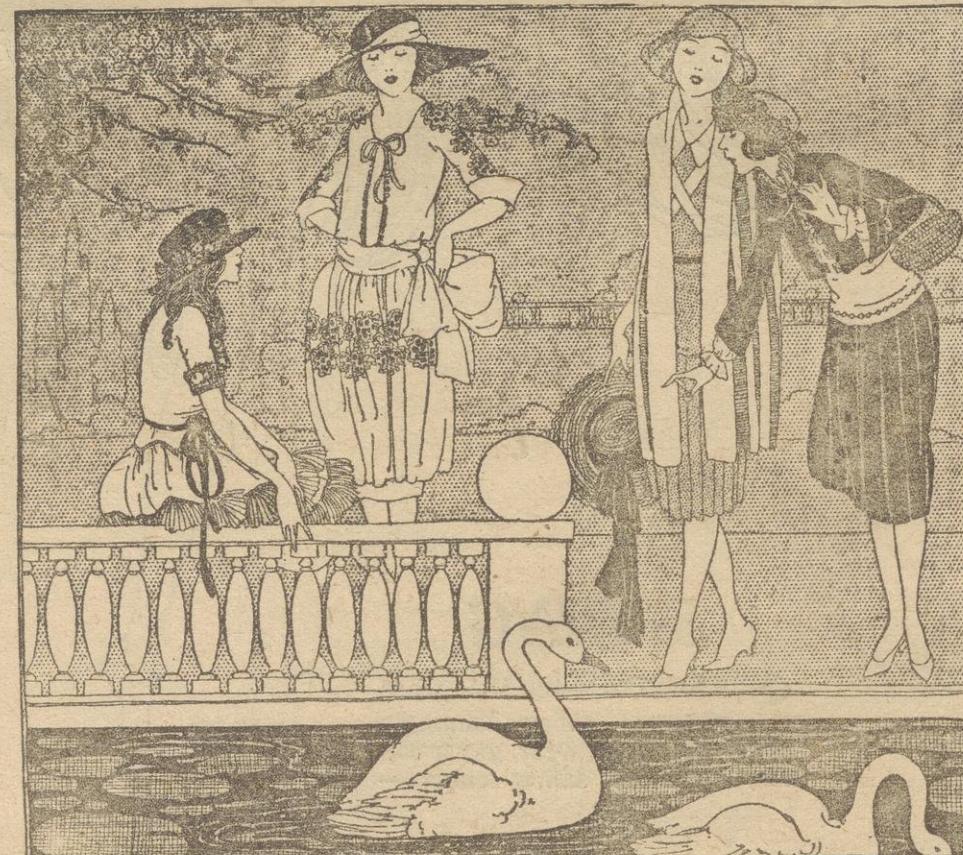
An unusual note is the use of canton crepe for sports suits. This material results in very charming models.

A radical change in sleeves is being introduced in harmony with the pointed bodices and full or circular skirts. Very tight kimono sleeves bulge out a few inches below the shoulder into puffs for which yards of material are used.

The sleeves are usually short and gloves relieve the space between wrist and elbow at all times and places. They are generally long but wrinkled so that they cover only a few inches of the bare arm.

Conservative estimates place the total approximate value of silk shown in special window and store displays in connection with National Silk Week at more than \$80,000,000. This estimate is based upon telegraphic reports received from the larger cities and the secondary cities and small towns and does not include the stocks of silk on hand in the various stores.

Alexander Komhauser Company



ANNOUNCING

Our Spring Opening for 1921

March 7th to 12th

"Be neither too early in the fashion, nor too long out of it; nor at any time in the extremes of it."—Lavater.

Now comes Spring! And with it the joy of selecting new things to wear. This season particularly, our fashions seem as charming and naive as youth itself.

"THE NEW MODE IS ALWAYS A STEP FORWARD"

PENALTIES

In Which the Fashion Editor Diverts to Talk About What the Other Half Wears When It Would a-Stepping Go

And now for the other half. In the realm of the mere man, the coming hither or the going hence of the festive season known as Spring means but little—as far as styles and fashions are concerned.

Most of the time it's a case of wearing "the other" suit. But occasionally the dictum of Fashion requires the man to don the garb of the "boiler-plated athlete", and in the eyes of the world he is formally dressed. In his own, as he surveys himself in the _____ he is a chump and comfort is his no more.

So it goes. Back in the frivilous but stately days of the past someone established a tradition that it was only right for a man to appear in certain attire when the occasion was termed formal. From then on, he has been obliged to envelope himself in the outfit known as the Tuxedo or dinner jacket, the evening dress suit, or the frock coat. Only

lately has the cutway supplanted the last named garment.

To most men a tuxedo is a tuxedo, and likewise a coat with swallow tails is a dress suit. To the well-dressed individual the selection of his attire involves a careful choice of garments that are perfect in fit, and devoid of all the fancy touches that make them novel and unusual. There are only a few traditional treatments, and any exaggeration of them brands the garment as undesirable.

A snug fit is, of course, desirable. Most men make the error of wearing clothes that are too big for them. On the other hand the extremely tight fit is to be criticised. Good fitting, combined with good materials and workmanship will provide a man with a suit that will continue in style for years.

Just as important as the suit itself are the remaining parts of the attire that go to make up the general

effect. Listing them, as approved in the best circles, we have:

The hat—Silk for full evening wear. With the dinner coat derby or soft hat, never the silk.

The collar—Wing collar with home-tied white tie. The turn down collar is permissible though the wing type is preferred with the dinner jacket. The tie should always be black.

The shirt—Plain, starched. Linen. Tucks and pleats do not go with full dress, though they are permissible with tuxedo.

The waistcoat—White pique with full dress and black with the dinner coat.

The shoes—Patent leather is all that is proper for full dress. Three types of gear are correct: High patent leather button shoes with black calf uppers, pumps or laced oxfords.

Another point to be considered is the overcoat. The Chesterfield is correct style for formal. This is a plain dark gray or black coat slightly shaped to the figure. It is made of a smooth fabric with a black velvet collar. The ulster is generally considered not in good taste for formal wear.

U. W. Assistant Wins The Outlook Prize

Howard Murray Jones, assistant in the agricultural college of the university, has won the Outlook prize contest for the best criticisms of that periodical.

Mr. Jones' article, entitled The Outlook's Next Job, is in part, as follows:

"Today there is a growing bitterness between the country and the city. For years The Outlook has been trying through interpretation of view-points to mediate between capital and labor, but both are city classes. Two million trade unionists have made more uproar than forty million farmers. But now a fourth estate, a rural estate is rising into organized and embittered self-consciousness. Right here lies The Outlook's next job; Make the seventy million urbanites know, and therefore appreciate, the thirty-five million farmers who, often amid physical discomforts and social deprivations, toil early and late to feed the multitudes enjoying the opulence and splendor of our American cities."

Keeley-Neckerman Co.

MADISON'S BIGGEST AND BUSIEST STORE

Spring
Brings New Ideas—
Our Buyers
Bring New Clothes
That Fill Your
Wishes for

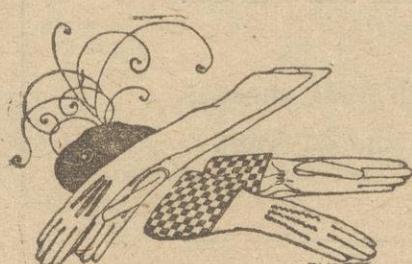


Spring Time Fancies and Fads

SUITS

All styles and varieties to please the most fastidious. We have modish trim tailored models for the athletic girl; flaunting flaring coats for the petite society miss; and there is one delightful spring suit which boasts little square buttons that give it just that different air so pleasing to the searcher for individuality. The prices range from \$25.00 to \$89.50.

GLOVES



The well groomed woman realizes that gloves are of first importance in her appearance. The short sleeved dresses demand long gloves. All shades are worn and our wide variety gives you an excellent selection.

DRESSES

The crisp freshness of taffeta carries a springtime promise. We have the newest, daintiest, Spring frocks imaginable in all colors. Tiny bows and fluffy ruffles lend a finishing touch to these attractive models that are reasonably priced at \$17.50, \$39.50, \$59.50, \$95.00.



HOSIERY

Slender ankles clad in sheer silken hose give delight to all. Grey is the prevailing tone and we have a large consignment of La France Silk Hosiery in the society shade.

We carry the Andrea and Consello Pattern hats moderately priced—\$7.50-\$18.00.

HATS

Our millinery department has just received a new shipment of hats in all shapes and sizes. There are soft ribbon hats that fit down over the "bobbed locks" of the co-ed and also more dignified models for the more grown up girls.

Something New

TRUTH

Spring

Announces its Arrival with a Brilliant Company of Smart New Fashions and Fabrics

WITH the formal opening of our Spring Display all questions pertaining to the modes and fabrics of this new season are authoritatively answered.

Apparel, Millinery, Accessory and Fabric secrets have been disclosed in a joyous spirit typical of Spring. Colors are brilliant—beauty is apparent everywhere and youthfulness predominates. There is an unmistakable note of economy.

THE CAPE COAT
IS IN.

high favor; characterized by a decidedly English air are top-coats with a graceful flare, priced at \$45 to \$125.

SUITS ADOPT
YOUTHFUL LINES

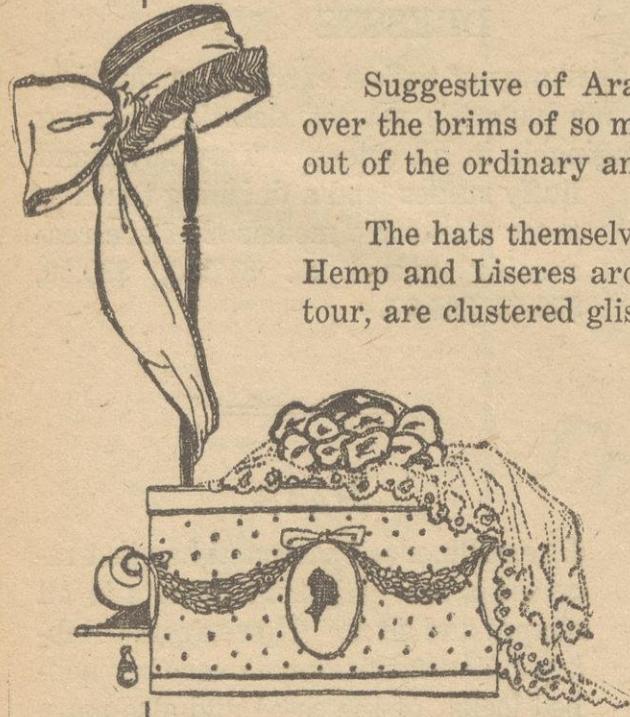
Straightline box-like jackets, with braid, button or embroidery trimming or belt or Norfolk styles, are featured—prices \$45 to \$165.

Kessenichs

Spring Hats Take their Inspiration from the Directoire Period

Suggestive of Arabian veils are the lace trimmings which drip over the brims of so many of the smartest hats, making them at once out of the ordinary and flattering.

The hats themselves are made of glazed gunmetal straw, Milan Hemp and Liseres around the crowns, which vary in size and contour, are clustered glistening net ornaments, vivid flowers or ribbons.



No two are alike and each week there is an entirely new selection to choose from.

Kessenichs

“Silk”---Says Dame Fashion, When Milady in Quest of Style Asks, “What Will the Favorite Fabric Be?”

Apparel of Dainty Material to Make it Popular This Spring

BY LADY BETTY

New York, March 6—With the big Spring shows already almost at a close, every feminine mind is working more or less on the problem of selecting evening frocks, gowns, negligees, underthings, lounging costumes, waistcoats, hosiery, millinery or veils.

While the new styles are undeniably attractive, the big question that must be satisfactorily settled before much buying can be safely done, whether it be of ready made things or of materials for custom or home preparation is “What will the favorite fabric be”

The answer seems to be—silk.

To Be a Silk Year

We have had linen years, macras years, other silk years, cotton years and, during the war, a gingham year. Now silk is to return to a place that it once held, and never entirely lost, in the hearts of women.

Manufacturers study the style whims and inclinations of women a great deal more closely than most people realize and the production in this country last year of more than \$500,000,000 in silks seems to pretty clearly indicate that they are convinced that women want silk more than they want any other fabric. This really means only that women have decided upon silk and that the manufacturers have sensed that decision and produced accordingly and the decision of the women of the

country is final on any matter of style or fabric.

The advanced styles now being shown in the leading shops are made up almost entirely in silk from brassieres to evening frocks while the Spring hats just arriving from Paris and those created here are trimmed with silk used in novel ways. It seems probable too, that silk shoes will be used this year for street wear as well as a part of the evening costume. In hosiery, while silk will predominate, the more expensive lines will be plain and of the heavier grades of silk without fanciful designs.

Experiment with Appeal

The woman chief designer for one of the famous modists of the day is an analytical student of the matrons and debutantes for whom she is called upon to exercise her art. She declares that there is a strong psychological angle to the appeal of silk to women and her views are at least interesting.

In experiments made during the past six weeks with domestic and imported fabrics of many kinds and always of the very best quality, she has discovered, so she asserts, that from children of twelve or fourteen up to dowagers, all of her sex prefer silk for the same reason, differently expressed. She found it difficult to put this universal reason into a phrase and it is even more difficult to record it at second hand, as it were. The children finally said that it made them feel “dressed up”; the debutantes said that it made them feel properly equipped; the matrons declared it “such good form” and the dowagers expressed the belief that silk was a dignified

and proper fabric for those who are no longer young and that it had the advantage of lasting so well that they did not have to bother about new gowns every little while just as they were getting accustomed to their favorite ones.

Psychology of Silk

The psychology of silk has played a very important part in world history. It has caused wars and it has prevented war. It has been the delicate but strong cord by which the chariot of civilization has been drawn forward in many parts of the world since the time when it served to bring into closer relationship the many isolated principalities of Europe through commercial interests; it is responsible for the discovery of America because Queen Isabella sent Columbus out in quest of a shorter passage to the sources of silk in the Orient.

When silk was first known in Europe royal edicts prohibited its use by any except royalty and the specially favored of the various courts. This aroused the serfs to civil warfare. At other times the great need of one nation or another for expert silk weavers lead to wars in which the chief prizes of the victors were silk weavers and supplies of silk.

Cleopatra's Charm

Cleopatra realized the psychological attributes of silk. When Caesar sent Anthony into Egypt to conquer it, Cleopatra knew that her armies were neither strong enough nor sufficiently well equipped to defeat Anthony in battle. Therefore she fell back upon her belief in her personal charms but at that she was not willing to risk her empire on her beauty

and her siren attributes and powers alone. She called upon the psychology of silk and as Anthony marched at the head of his troops upon her citadel city, slaves draped her throne room with the most treasured silks in her possession and when he arrived the stage was set for his reception—in silk—and history tells the result in the capture of Anthony by Cleopatra. Anthony saw the woman but not the woman alone. He saw the setting of silk and was influenced as anyone is today when when shown a beautiful diamond sparkling in its naked purity upon a piece of silk plush.

When the Queen of Sheba travelled to the court of Solomon to learn direct from him how he so successfully ruled his domain and his household affairs and to gain from him definite proofs of his reputed wisdom, she carried gifts to him, as was the custom. Jewels and precious metals were in the copper bound treasure chests that her slaves placed at the foot of the man of many interest but the most dazzling of her gifts were the rolls of silk and the silken garments perfumed with breath of a thousand flowers.

She wanted information and guidance which she was none too sure that Solomon would be willing to give so she reinforced her diplomacy with silk which was at that time—about 970 B. C.—still so rare that its charm was greater than that of gold for which it sold then, pound for pound.

From the Queen of Sheba and Cleopatra to the women of today is a far reach but through that span of centuries silk has held its supremacy and the reason is—women.

FORMAL WEAR LESS POPULAR SAYS HAVANA

Hand-work Appears on
Many Gowns—Skirts
and Sleeves Short

Notes from the sunny isles below our southern coast bring word of the new styles being worn by the sojourners at the fashionable resorts. According to a recent communication in “Women’s Wear”, the pleasure seekers are setting a new precedent, by displaying less formal wear for evening functions.

Last year the guests of the hotels were attired in extremely formal gowns. They are conspicuously absent this season. Many of the frocks are touched off with an unusual amount of handwork, much of it being in beading which is shown in festoons showing below the skirt.

Skirts are extremely short. The bend of the knee is quite the customary height for them in dancing. Sleeve length are set at the elbow or above, though a few lace or net affairs are seen.

Crepes, satins, and Georgettes easily outnumber the other fabrics, while in-color, cafe au Leche rivals the greys and whites. Black is very scarce. White hats are the most popular, but a variety of cerise and red shades is to be found.

TALLYHO IS A NEW FABRIC IN CREPE

Checks, stripes and plaids are anticipated as favorites in some of the new materials. Of these is Tallyho a crepe fabric with stripes or plaids in satiny crepe lines. The color combinations in which it is obtainable are said to be most delectable, though the pastel backgrounds with stripes in harmonizing tones are deemed a close second.

Floral and geometric effects predominate in the printed silks and foulards for the spring and summer

TRIM FROCK MADE DISTINCTIVE BY GOLD EMBROIDERY



The tailleur is the thing, as this trim frock of chestnut twill and cordovan duvetin plainly shows. It is one of the popular coat type of frock and is made distinctive by touches of gold embroidery. A narrow ribbon girdle marks the waistline.

VEILINGS

Veilings to match the complexion are the newest things for spring wear. They bear the attractive and descriptive name of “Powder Puff” veils and come in shades that range from delicate ivory to a deep rich red rouge.

In the mesh veils blues are the desirable tones. Vieing with the Copenhagen shade is the new Hand

STYLE AND SILK PARALLEL FROM VIEW OF SHOPS

Many Displays of Fabrics Exhibited by Local Merchants

Spring styles and silk seem to be synonymous this season. Advices from Paris, Vienna, London and New York link them inseparably and our leading local modistes are showing many fetching creations in which silk is used exclusively or as the predominating decorative element.

For the first time in shopping annals, modistes, department stores, specialty shops, corsettières and milliners both here and in all the large and small cities throughout the country have combined to concentrate their displays upon silk and silk products for a solid week beginning Monday, February 28.

Because silk, satin, velvet, crepe, chiffon, mull and other silk products enter so very largely into the dress of the average woman of today from slippers, hose and lingerie to hats, this specialized shopping period promises to be of peculiar personal interest to the majority of women.

Quite aside from Dame Fashion’s decree that this shall be a silk year there is a considerable saving represented in the use of silk through its durability and varied adaptability and the feeling of luxurious sartorial satisfaction that has been felt in its use since the days, centuries ago, when only royalty was permitted to wear silk.

IMPORT SHORTAGE OF HANDWORK IS TRADE OUTLOOK

Unique Stitching of Home Creation Will Bedeck Gowns

The scarcity of new fabrics from Europe, particularly of the sorts that are resplendent with much handwork will make demands upon the time of milady who wants her garments to have the charm that attractive and unique stitchery lends.

There are any number of new and different designs that she who is adept with the needle may execute, and thus not only avoid the barrier of high prices, but produce for herself some of the most alluring

SILK DISCOVERY HAS BIRTHDAY

“Goddess of the Silkworm” Liver Forty-five Hundred Years Ago

In celebration of the four thousand and five hundred and sixty-first anniversary of the discovery of silk by the Chinese Empress Si-ling-chi in 2640 B. C., national silk week was inaugurated. Local merchants, from department store proprietors to the owners of the smaller individual shops that handle merchandise in which silk is used in production, have and will feature silk and silk products. Not only here but throughout the entire country this idea will be carried out. In China at a specified time each year, the Chinese commemorate the memory of Si-ling-chi who is known as the “Goddess of the Silkworm”. The ceremonies are extremely picturesque and quaint in China but in the practical United States the form assumes a distinctly commercial aspect which is however enlivened by the delight of women—a style show.

WEIGHT IN GOLD ONCE WAS PRICE OF ROMAN SILKS

American Methods Have Made Production of Fabric an Economy

From the time when in Rome silk sold for its actual weight in gold and was worn only by royalty, to today when it is within reach of the average person as to price and is universally worn, it is a long jump but has been accomplished through the ingenuity of American manufacturers who have succeeded in so perfecting processes of production that silk is now an economy instead of an extravagance as it was first considered.

U. S. LEADS WORLD IN SILK PRODUCTION

The United States leads the world in the manufacture of silk with an annual output of approximately \$715,000,000, buying 70% of the raw silk produced in the Orient and Italy and producing every conceivable art



Materials are:
Canton Crepe
Rich Taffetas
Crepe de Chines
Moonglo Satins
Tricotine
Twill Cord

655
Simpson's

The Mirror
of
Springtime



SIMPSON'S STYLES HAVE THE DISTINCT ADVANTAGE OF IMPARTING TO A WOMAN'S CHARMS THE ADDED CHARM OF THE STRIKINGLY ELEGANT IN COSTUME WITHOUT RESORTING TO THE EXCESSIVE COST OF AN ORIGINAL PARIS PRODUCTION.

FOR PARIS ITS ATELIERS AND ITS SHOPS, ARE REPRODUCED IN THE SIMPSON ESTABLISHMENT ON A SCALE OF MAGNIFICENCE UNEQUALED ELSEWHERE IN NEW YORK—OR IN AMERICA, INDEED. TO THE WOMAN WHO SEEKS CLOTHES OF INIMITABLY SMART FASHIONING—THOSE SWAGGER CREATIONS OF FRENCH ORIGIN DIGNIFIED BY THE ADDED TOUCH THAT SIMPSON GIVES—AND AT THE ASTONISHINGLY REASONABLE PRICES THAT SIMPSON ASKS—THIS SHOP IS AT ONCE A DELIGHT AND INSPIRATION.



EXPLANATORY

Style 600

Demure is this black Crepe de Chine but wrothy is the glowing red crepe which forms the band at the bottom of skirt and neck line, over which comes the picoted pointed edge of the frock's own material. \$59.50.

Style 592

Black taffeta becomes new when metal brocade is chosen for collar and cuffs and the fashioning of the laced front bodice carries the decoration of the taffeta lacings over each group of up-standing tucks.

Style 609

Personality is expressed in this white Canton crepe hand embroidered in cherries. The narrow ribbon girdle of black is picoted in white. \$110.

Style 663

It is simple, this blue tricotine with grey crepe bodice, decorated with tiny tucks between the suspender straps, which are held by steel buckles to match the buttons on skirt. \$55.

Style 611

The kimono bodice with its deep-pointed effect is rivalled by the butterfly drap of the black taffeta skirt showing an apron-front of fish-net heavily embroidered with wool. The note of color lies in the double faced satin ribbon at waist line picoted in gold. \$59.50.

Style 663

Black taffeta, with its 1830 spreading skirt, has a quaint bodice with tiny tucks to form the point of basque. The grey wool lace for collar and cuffs is the distinctive feature.