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## **The daily cardinal. Vol. XXXIV, No. 137 April 3, 1925**

Madison, Wisconsin: University of Wisconsin, April 3, 1925

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**MILITARY BALL**

Edition of the Daily Cardinal will appear at the Capitol at 12:30 o'clock tonight.

# The Daily Cardinal

**WEATHER**

Partly cloudy Friday. Somewhat colder Friday or Friday night.

VOL. XXXIV. NO. 137

UNIVERSITY OF WISCONSIN, MADISON, FRIDAY, APRIL 3, 1925

PRICE 5 CENTS

## Trackmen To Be Given Big Sendoff Today

### NAME LOCAL EXPO HEADS TO TALK IN HIGH SCHOOLS

#### More Volunteers Wanted to Work in Towns Not on List

Local chairmen for the University Exposition have been appointed for every town in the state, according to Hazel D. Weingand '25, and George J. Fiedler '25, co-chairmen. These appointees will represent the exposition in their communities generally, and particularly by making announcements in the local high schools.

#### Volunteers Needed

The committee is calling for more volunteers. Students living in towns not included in the list below, may volunteer by calling at the Exposition office in the old Clinic building between 1 and 5 o'clock any afternoon before vacation.

Those receiving cards or letters announcing their appointments should call at the office immediately.

The students who have been definitely appointed are as follows:

Appleton, Carl Damsheuser '25; Barron, Edwin Coleman, grad.; Bayfield, Harry G. Callen '25; Burlington, Loraine Cheeseman '26; Beloit, Harwood Gleasman '26; Cambria, M. Ethelyn Williams '27; Cedarburg, Eugene Lange '26; Chetek, Amos Carter '26; Chippewa Falls, Gladys Corneillier '25; Clinton, Genevra Parker '26; Cuba City, Dwight Stephens '26; Cumberland, Miriam Hedback '26.

De Pere, Alban Tessier '26; Dodgeville, Edward Sobey '26; Durand, Claire Barton '26; Eau Claire, Jean Wilmarth '25; Elkhorn, Wilfred Opitz '28; Evansville, Alice Colony '26; Fennimore, Helen Marsden '26; Fox Lake, William Blake, Jr., '26.

#### Mary Haven Named

Hudson, Mary Elizabeth Haven '26; Hurley, Willis Sullivan '28; Janesville, Esther Fifield '25; Kaukauna, John Hale '28; Kenosha, Lawson Adams '27; Lake Geneva, Walter Scull '26; Lake Mills, Charles Greenwood '28; Madison, Glen Bell '25; Manitowoc, Wenzel Fabera '25; Medford, Hugo Backuber '27; Merril, Burnell Shafer '26; Mount Horeb, Esther Fosshage '27; Mineral Point, Marjorie Fiedler '26;

Continued on page 9.

### MAGAZINE VIEWS CAMPUS MORALITY

#### Wisconsin Publication Issue, Devoted to University, on Sale Today

The April number of the Wisconsin magazine, an issue devoted exclusively to the university, will be on sale today in seven campus buildings.

A group of women, under the direction of Esther Fifield '25, will handle the sales in Bascom, Science, Sterling, Agricultural, and Lathrop halls and in the Chemistry and Biology buildings.

One of the features of the current number of the magazine are the articles contributed by Zona Gale '95, Professors Carl Russell Fish, Max Mason and C. S. Slichter, speaker of the assembly Herman Sachtjen, B. H. Hibbard, secretary of the Y. M. C. A., and others prominent in state, city, and religious circles dealing with student morality here.

In the forum of the publication several students express their views on student morals.

The Wisconsin magazine is a publication printed under private auspices, designed to boost Wisconsin by publishing stories, pictures and information about the state and its many resources and activities.

## Military Invasion Breaks Peace of Capitol in Annual Ball Tonight; Officers End Successful Manouvers

### Grand March of 1,000 Couples Will Pass Beneath Arch of Sabres

When the grand march starts at 9 o'clock tonight in the state capitol for the thirteenth annual Military ball, it is expected that more than 1,000 couples will fall into line behind Chief of Staff Clifford C. Franseen and his partner Honorary Colonel Mary Eldredge.

The culmination of preparations which have been going on for two months will come tonight. As Chief of Staff Franseen and his partner come down the steps they will pass under a shining arch of crossed sabres, held by two picked squads from the President's guard.

TONIGHT'S EVENTS	
6:00	Officers' Banquet
8:30	Reception
9:00	Grand March
9:20	Governor's Welcome
9:30	First Dance
11:30	Special Features
12:50	Last Dance
1:00	Taps

#### Military Atmosphere

Continuous music, first inaugurated last year, will again feature this year's ball. Special decorations and lighting effects have been planned by those in charge.

Perhaps the most novel feature of the ball this year has been the attempt by those in charge to keep the whole affair entirely military in nature, and as democratic as possible.

#### Special Cardinal Edition

During the intermission the dancers will be entertained by two picked squads from the President's guard, who will put on a silent

### Field Orders

Tonight the University of Wisconsin goes on public display. Reporters will be on the scene, and the slightest trouble in regard to the prohibition law would naturally be enlarged upon and colored in their reports. One case of untoward conduct will mean that the university is reeking with inebriety.

Let us not break faith with those who have entrusted in valuable state property in our care. Let us treat it with the respect it merits.

No one will be prevented from having a good time, but Wisconsin must be kept above reproach. The ball must be dry. (Signed) Clifford C. Franseen

manual, the cadence being kept only by the notes of a bugle.

As an added feature of the ball this year the Daily Cardinal in co-operation with the Photoart House will put out a special Military Ball Daily Cardinal which will contain a picture of the ball and will be on sale on the floor of the capitol at midnight.

#### Assignments to boxes follow:

North wing: Banking department, Non-fraternity group, Room 126; Sigma Phi Epsilon, Room 128; and Signal club, Room 107; Department of Public Instruction, Phi Pi Phi, Rooms 121 and 123; Tau Sigma Omicron, Room 157 (inner); Sigma Alpha Epsilon, Room 147 (outer); Civil Service commission, Alpha Chi Rho, Room 136; Caisson club,

Continued on page 9.

### Committees Arrange For Patrons, Picture, Printing, and Transportation at Ball

More than 150 guests of honor have been invited to attend the thirteenth annual Military ball, which will be held in the capitol tonight, according to Walter C. Bue the '27, communications officer for the ball.

In addition to the guests of honor, approximately 150 patrons and patronesses have been named. These include members of the state legislature, faculty members and prominent local people.

**Arrangements for Picture**  
Under the direction of Robert Salsbury '25, supply officer, arrangements have been completed with the Photoart company and the Brock Engraving company to have a special Military ball picture taken at 9:15 o'clock tonight and printed in the Military ball edition of the Cardinal which will be distributed in the capitol tonight.

All printing arrangements for letter heads and stationery for the ball has been handled by Bue the



Bue the



Salsbury

Continued on page 9.

### HOLD FINAL MEET OF EXPO WORKERS

#### Tuhtar Points Out Magnitude of Work; Huge Sign to Be Displayed

One hundred fifty members of the exposition "army" mobilized in 101 Sterling hall yesterday afternoon to receive final orders and complete preparations for the opening of the exposition April 16.

Eugene Tuhtar '25, general chairman of the show, outlined plans and pointed out that this exposition is one of the greatest boosts for Wisconsin.

"The magnitude of the undertaking may be seen from the fact that the cost of construction amounts to \$3,400, while electrical equipment and labor will amount to \$3,000 more," he said. "There has been splendid cooperation so far, and we must put an extra amount of pep into the work from now until vacation."

Fifty people will stay here during vacation to complete the work so that everything will be in readiness to open the exposition as soon as students return from vacation, he said. Saturday a huge sign with EXPO in red letters will be erected on the front of Bascom hall, and a Cardinal W will blaze the glory of Wisconsin's exposition from the dome of the capitol.

Fred Gustorf '25 told of the unified decorations scheme which has been worked out for all booths. Every exhibit has turned in a report of its special work which shows the progress made from time to time.

He pointed out that 75 tons of exposition material will be transported from the different buildings to the armory in two days, which necessitates the utmost accuracy in carrying out of plans. Passes for workers will be limited to 480.

### "IVAN HO!" PRAISED HIGHLY FIRST NIGHT

(Special to The Daily Cardinal)  
OSHKOSH, April 2.—The first night performance of the Haresfoot club's production, "Ivan Ho!" went off exceptionally well. A large audience greatly appreciated the show and encored many times.

W. K. Dronson, dramatic critic and state editor of the Daily Northwestern, was strong in his praise for the production. He was especially enthusiastic about Ross' singing feature, the dancing and the lighting effects. He declared that Byron Rivers was the greatest impersonator upon the college stage.

All the records and scores that were on hand were immediately sold out, for the audience was unusually enthusiastic about the music of this year's show.

### Rostovtzeff 'Twists A Mean Tongue'; Talks 10 Languages

#### Other Wisconsin Professors Master Most of World's Known Speech

Although Prof. M. I. Rostovtzeff has already mastered ten languages, he feels that it would be interesting if not vital to learn more. "My knowledge is meagre compared with that of a professor in Moscow who speaks 22 languages fluently. This statement is not startling when we consider that Prof. F. O. Reed of the romance language department, knows how to read almost every language including dialects as a result of wide travel."

When questioned, Prof. W. F. Giese asserted that he knew six language besides Greek and Latin. He feels that it is better to be well

### Commerce Class Fails To Bite On April Fool Joke

"Since 87 per cent of the class failed in the mid-semester examination, it seems best to give another one right now," announced R. R. Aurner to an 8 o'clock commercial correspondence section yesterday morning as he started to pass out blue books.

Half the class looked startled, pained, grieved, and discouraged. The other half grinned. "Why," asked Mr. Aurner after the April Fool joke was out, "why did some of you smile so when I announced a re-examination?"

"We read the Cardinal this morning," the knowing half of the class answered.

### TRACK MEN TAKE GREATEST TRIP OF WISCONSIN TEAMS

#### Battle Cry, "California, Here We Come," Echoes Over Campus

"California here we come!" This is the battle cry that will echo over the lower campus this afternoon as all Wisconsin gathers at 3:15 o'clock to send their track team to California on the greatest trip that any Wisconsin team ever took.

The student body has gathered to send the football team into battle and to send the crew to Poughkeepsie now, today, they will get together to give the track team a send off that the wearers of the Cardinal will carry with them even when they are 1,000 miles away from their home field.

#### Birge Says Good Bye

A fitting opening for the farewell ceremonies took place yesterday afternoon when President Birge went out to Camp Randall to watch the team in its final workout and give them a few words. Prexy said, "You are making a long journey to another part of the country but I know that you will wear your colors well in representing Wisconsin; I

#### Volunteer Band

All "W" men and numeral men are asked to be at the lower campus with their sweaters to serve as an escort to the Red Wagon which will carry the team to the West Madison station at 4:10 o'clock.

know that we shall all be proud of you and I wish you the utmost success."

George Little, athletic director, said to his football team, "When you can go out and win as many games as the track team has won meets

Continued on page 9.

### HESPERIA BEATEN BY AG DEBATERS

#### Argument Opposing Granting Degrees in Normal Schools of Wisconsin Wins

The Agricultural Literary society negative team won the debate held last night, over Hesperia, in 314 Agricultural hall, on the question: Resolved, that Wisconsin normal schools shall be allowed to confer degrees. Sterling Tracy, grad, and debater for Wisconsin in 1921, rendered the decision.

The argument for the affirmative which was based on the facts that, since normal schools in the state are qualified on the basis of their four year course to grant certificates, since the standard of teachers' efficiency would be raised, and since other states which do grant certificates are benefiting by this added advantage in having their graduates fill positions in Wisconsin which are denied our normal school graduates, was overruled by the argument for the negative.

The negative speakers stated that the conferring of degrees would be giving equal advantages for unequal training; that normal schools have unsatisfactory facilities and preparation for the granting of degrees, and that this system would unbalance the educational system already top heavy.

The contestants for the affirmative were, Frederick Axley '26, Lanlin Chapman '26, and Edward Sobey '26. The negative was upheld by Fred Kaufmann '25, I. Hembre '25, and Leroy Pelton '25.

Frank B. Morrison, assistant director of the agricultural experiment station, presided. This debate was the fourth annual debate between Hesperia and Agricultural Literary society.

Daily Reports  
of all  
Badger Teams

# CARDINAL SPORTS Athletics in the Collegiate World

## STEINAUER ELATED OVER PRESENT FROM NATATORS

Swimming Mentor Gives Men Advice at Banquet Last Wednesday Evening

By C. S.

A new shiny loving cup gladdened the heart of Coach Joe Steinauer, Wednesday night. It was a gift to the genial coach from the members of his swimming squad; it reads:

To Coach J. C. Steinauer  
From

The 1925 U. of W. Swimming Team  
The cup was presented by Capt. M. Simpkins, J. Gilbreath, J. Hipple, W. Flueck, C. Herschberger, M. Cook, S. Wheatley, J. Bardeen, W. Holmes, J. Hall, and Mgr. H. Folsom.

"I couldn't appreciate that cup any more if it was six feet high," said Coach Steinauer, surveying it proudly yesterday. "Even though I razed the fellows who gave it to me a lot, they were always working with me and for Wisconsin. There wasn't an inkling of a clique existing at any time that would have slowed up practice. Those 10 names on the back of that cup mean a lot to me."

At the close of the swimming banquet Wednesday evening, the philosopher coach gave a bit of advice to the men who were graduating that was felt deeply by those who heard it. He said:

"You who graduate this June: do not think the world owes you a living and don't think you can't be regular 'guys' just because you have a sheepskin. The first thing you should do after receiving that diploma is to thank your father and mother for the opportunity they have given you; their sacrifice has made that sheepskin possible. After that, go to work and earn that living which the world is going to give you."

### WISCONSIN PLAYERS

#### ELECT NEW OFFICERS

The annual election of officers of the Wisconsin players was held at a regular meeting of the club in Lathrop hall, last night. The new officers for the coming year are as follows: Herman Wilka '26, president; Lorraine Cheeseman '26, vice president; Ruth Oberndorfer '26, secretary; and Lowell Frautschi '27, treasurer.

## INVITATIONS OUT FOR RELAY MEET

Success of First Meet Last Year Warrants Making It a Permanent Affair

The enthusiastic response to the Mid-West Interscholastic Relays of the University of Wisconsin held at Camp Randall last spring has prompted the athletic department to establish the track and field meet as an annual event. The meet this year is to be held on May 2 in the Camp Randall stadium.

Last year 250 athletes representing 28 high schools from Illinois, Iowa, Michigan, and Wisconsin, competed for the interscholastic honors of the mid-west. The meet furnishes an excellent opportunity for high school cinder enthusiasts to engage in contests with the best material in the respective events in the prep class of the mid-west.

Mead Burke, freshman track coach and coach of the cross-country team, is in charge of the meet. According to Coach Burke there are to be six relays and seven special events. The relays are, quarter mile, half mile, mile, two mile, sprint medley, and distance medley. The seven special events include, 100 yard dash, running high jump, 12 pound shot put, 120 yards high hurdles, running broad jump, discus, and javelin.

A traveling challenge trophy will be awarded to each winning relay team. Gold, silver, and bronze medals will be given to the members of the first three teams in each relay. To the three men coming in first in each special event there will be presented a gold, silver and bronze medal for the respective positions.

The meet will be governed by the rules of the National Collegiate A. A., and is open to all high schools in the Mid-West. However, competing schools must be members in good standing of their own State Interscholastic Athletic associations. Three more weeks remain for high schools to submit their entries; the closing date is April 25.

YOU'RE THE EXPO HOST

### Badger Dash Ace



Harry McAndrews

Harry McAndrews, Badger track star, is rated as one of the best sprinters in the middle west. "Mac" is to meet Barber, the California luminary, both of whom do the 100 dash in better than even time. A very keen contest is expected to take place between these premier century men.

### ELECT FOUR MEMBERS TO ARTS FRATERNITY

At a meeting last night of Delta Phi Delta, national honorary arts fraternity, held in the applied arts laboratory, semester elections of new members were made. The four new members as voted in at that time are Laura Gatesman '27, Muriel Morrison '27, Howard Anderson '26, and Kathleen Ballard '26.

THE ARMY IS MOVING

### Sorority Bowlers Wind Up Season; Delta Zeta Leads

With the approach of spring vacation inter-sorority bowling is rapidly drawing to a close, only a few games remaining to be bowled after spring recess. Up to this time the Delta Zeta sorority has won the largest number of games.

Marion Hanna of Kappa Alpha Theta sorority, with a record of 220, so far has the highest individual score, while Lorraine Kretz of Delta Zeta sorority with a score of 154 has the highest individual average. Last year's final highest individual score, bowled by Dorothy Swenson, was 213.

Friday, April 3, Alpha Chi Omega bowls Tri Delt, Chi Omega bowls Alpha Omicron Pi, and Kappa Alpha Theta bowls Phi Omega Pi.

Officers of the 1925 Inter-Sorority Bowling league are Elizabeth Tompkins, president; Marjory Trumbull, vice president; and Elizabeth Shepard, secretary-treasurer. The election of officers for the 1926 bowling league will be held after spring vacation.

As an additional incentive, the league is now considering awarding a cup to the girl attaining the highest individual average, as well as presenting one to the sorority winning the largest number of games, as has always been the custom.

### ROTARY HEAR JONES

#### EXPRESS CONFIDENCE

"No finer group of men ever left Madison to represent the university on the athletic field than the track team which will leave this afternoon for Berkeley, California," Coach Thomas E. Jones told the Rotarians at luncheon yesterday. The team was guest of the Rotary club. "More than 50 per cent of the men are honor students in their studies and more than 50 per cent of them are earning their way through school, according to the coach. "California is a great state; California has a good university; and its track team is good, but they will have a hard time keeping this group of men from the University of Wisconsin off the score board," the coach told the club members.

### Intramural News

**Interfraternity Baseball Meeting**  
Representatives will meet at 1 o'clock today in the Trophy room to complete arrangements for the interfraternity baseball season. Fees of \$5 are to be paid at this time.

**Interfraternity Water Basketball**  
Results in the water basketball finals show victories for Beta Theta Pi and for Pi Kappa Alpha. The former defeated the Sigma Chi team 6 to 4, while the latter downed the Phi Kappa Sigmas 8 to 4. Beta Theta Pi will meet Pi Kappa Alpha at 6:20 o'clock tonight, and Tau Kappa Epsilon will meet Theta Xi at 7 o'clock.

**Wisconsin Block and Church League Free Throwing**

Men in the Wisconsin Block league and in the Church league will engage in a free throwing contest on Monday evening. As many men as wish may compete for their respective organizations, but the score will be taken only from the count of the five highest. The regular number of shots, fifty to a man, will be given.

**Interfraternity Golf Driving Competition**

The target for the golf driving is now in place in the gym annex ready for use. Practicing will begin immediately, and the fraternity matches will start after the target is pronounced practical.

**Interfraternity Wrestling**

Beta Theta Pi forfeited their match to Phi Kappa Tau in the second round of the Inter-Fraternity wrestling tournament.

Delta Pi Epsilon won over Sigma Chi by 14-2 score. Sherbet, Bundy, Allbrecht, and Johnson were the winners for Delta Pi Epsilon, and Wilkinson annexed the lone decision for Sigma Chi.

Farm House grapplers defeated Alpha Gamma Rho by the top-heavy score of 18-1. Chucka, Cameron, and Harrison won easy victories for the Farm House.

As a result of the second round matches, Phi Kappa Tau and Farm House loom as the strongest contenders for the championship. They do not meet until the final round.

THE ARMY IS MOVING



His Majesty

### "Br'er Rabbit"

has left with us a most unusual collection of Easter Novelties and Favors.

the chocolate shop

## Al Thompson's Cameo Room

April 3 and 4

If you need relaxation, come to the Cameo Room and make merry at our Pre-Vacation Carnival Parties

### FRIDAY NIGHT

"Cec" Brodt and his Cameo Room Band

### SATURDAY NIGHT

"Joe" Rivers and his Syncopators

BALLOONS, CONFETTI, STREAMERS, ETC.

Kindly notice that we have saved our best music for our regular patrons this week-end

Daily Reports  
of  
Badger Teams

# CARDINAL SPORTS Athletics in the Collegiate World

## BADGER TRACK AND BALL TEAMS GO WEST AND SOUTH

### FINAL SELECTIONS MADE BY JONES FOR CALIFORNIA

Men in Top Form; Anxious to  
Clash With "Golden  
Bears"

After months of planning, working and training, all is in readiness today for Coach Jones and his band of Cardinal track men to embark on their voyage to the Pacific coast to clash with the touted Golden Bears of California university.

Yesterday, after the last hard workout before the journey, Coach Jones gathered the whole squad to announce the 20 men he will take. Before the final announcement he expressed the wish that he might take the whole team but as the contract strictly implies that only 20 men can compete he is limited to the 20 best, most physically fit men. Jones stated, "We are not going for the nice ride nor to enjoy the beautiful scenery but to win the California meet. To do so will take the 20 most capable men that Wisconsin has in her ranks."

#### Team Picked

The final selections are Captain Vallely, Schutt, Piper, Bergstresser, Perry, Cassidy in the distance runs; Hilberts, Hill, Flueck, Kennedy, Francis and Carter in the half and quarter; McAndrews in the dash and broad jump; McGinnis and Roberts in the high jump and hurdles; Krieger in the pole vault; Kreuz in the javelin, and Schwarze in the shot put. This leaves yet two places to be filled and so far Coach Jones has not decided between McGiveran, Younge, Kubly, Petaja, Tressler and Limberg.

Kubly was out of the infirmary for the first time yesterday and may make the trip as a reserve two miler. He is the best two miler on the squad when in condition. Younge may be carried along as an extra javelin hurler as he consistently makes a little better than 160 feet.

Tressler has been working hard all season on the hammer and it is very probable that he may be one of the 20 to go. Petaja is another deserving man in the distance runs who may get to make the trip. He is almost certain to see action on one of the relay teams at the Kansas Relays on the return trip. Limberg has been in a slump in the shot for the past few weeks and it is doubtful whether he will go.

#### McGiveran off Form

Although he won the low hurdles last night, McGiveran is still on the doubtful list on account of the poor showing he has made during the two weeks of the outdoor season. He is completely off form in the dashes and cannot hit his stride in the high barriers. If he could get back into his way again McGiveran would be a most valuable man. Just who will fill the final places will probably not be known until late this afternoon.

Two spirited heats were run off last night in the 440 in an attempt to pick the four men for the Badger mile relay team. In the first heat Kennedy came down the last 50 yards with a burst of speed to take the race at the tape from Flueck. Voight took third. In the second heat Francis maintained a five yard lead for the first 350

### TRACKSTERS GO IN FOR ADVERTISING

By SPIKE

It is certain that wherever the train bearing the Badger track team goes, there will be no doubt as to where the team is from if plans, now under way, are carried through.

Already a large drum head has been made which is to be affixed to the rear end of the parlor car. It is a large red and white electric sign bearing the words "University of Wisconsin" in six inch letters. In the center there is a large actual photograph of McAndrews breaking the tape in the 100, which will stand out prominently with a high powered electric light behind it.

Then a large sign the full length of a train coach is being painted, with the inscription "Wisconsin Track Team" for one side of the car, while another sign is being made for the other side with the parody on one of the popular songs, "California Here We Come!"

Herb Schwarze is taking his toy victrola which has gone with him on all track trips so far this season, so that the boys will have plenty of entertainment on the trip. Herb is stocking up on all records that have anything to do with California so as to get in the right frame of mind.

yards; from then on Hilberts slowly closed in to nose Francis out by a scant yard. Hill finished strong right on the heels of Francis for third place with Carter just a foot behind in fourth.

#### Men Ready

Every Badger is keyed up to a high pitch for this meet and stand an even chance for victory. A survey of the pre-meet dope gives the Badgers ten points with two firsts in the high jump and shot put where McGinnis and Schwarze seem to be in the class of the field of entries. Outside of these two events the meet looks like a nip and tuck affair. If there are any events in which Wisconsin is not likely to place, it is in the hurdles and javelin. Those events are the Badger's weakest points while at the same time they are the strong forte of the Westerners, but then anything can happen in a track meet.

At a late hour last night Coach Jones picked two of the five men to fill the last two places on the Wisconsin track team. McGiveran and Limberg are the remaining two to go. In addition to the track men and Coach Jones, Mead Burke, assistant coach, and David Taub, manager, will go with the team.

#### GET INTO STEP

### FROSH SWIMMERS TAKE ALL FIRSTS IN CLASS CONTEST

Fox Stars in 220; Makes Better  
Time Than Made  
By Varsity

The so called interclass swim meet was more a matter of an angry mob of freshmen trying for class numerals. Throughout the whole meet last night, all the men who competed, with the exception of two, were freshmen. First place in every heat went to a first year man.

There were three relay teams entered, all composed entirely of freshmen. The meet was so arranged that as soon as a man had amassed three points he was disqualified for any further events; this was done in an effort to make it possible for a larger number of men to win their numerals. Bach, Briggs, Vinson, and Captain Pederson were the winning relay combination, covering the 160 yards in 1:22.

#### Fox Wins 220

The majority of the races were easy victories for the first man. Everett Fox swam a beautiful 220, and loafing all the way with no competition he covered the distance in 2:42. This time is better than the varisty average this past season, and with more training and a little more competition Fox will prove a big asset to the team next year.

Gentile had little trouble in winning the dives, demonstrating form that will make the varsity for him next year. There were 12 entries in the 40 yard dash, and the winners of each heat swam the two lengths in approximately the same time. Drake '28, Post '27, and Ettleson '28 were the victors in this event.

Each of the two freshmen breast stroke flashes who will win first and second in every meet next year won his heat in the meet last night. The usual 200 yard distance was cut down to 100 yards. Wray won the first heat with a pretty stroke in the mediocre time of 1:18. Kratz swam a beautiful race, outdistancing his opponents by a lap, and finishing in the fast time of 1:15 4-5.

#### Allan Wins 100

Allan won the 100 yard back stroke in 1:20. There were two heats in the 100 yard free style, and Ettleson and Stuart turned out the fastest time.

Coming up from a poor first

### APRIL 11 TO BE BIG DAY FOR CALIFORNIA

(Special to the Daily Cardinal)  
BERKELEY, Calif.—April 11 has been set aside by the athletic authorities at the University of California as University Day, with a large sports program arranged.

On that day California will be the hosts to eight college and university athletic teams and will promote three big contests. Athletes will be present from University of Wisconsin, University of Washington, Leland Stanford University, Pomona College, Occidental College, Redland College, California Technical School, and the Southern branch of the University of California.

Attractions for the day are a crew race between shells from Washington University, winner of the Poughkeepsie Regatta last June, and the California shell. This should be one of the rowing classics of the year. A baseball game is on the books for the afternoon between Leland Stanford and California which will help to settle the championship of the Pacific Coast League.

Then there is the big triangular track meet between Wisconsin, the California All-Stars, a team made of 20 athletes from nearby colleges, and the University of California team. This meet should be full of thrills, and new marks set up, as the Wisconsin team is coming with the reputation of being the best in the Big Ten and the middle west.

### Villagers Startled As Earth Begins To Sink

BROOKHAVEN, Miss. — Thousands of curiosity seekers are visiting the vicinity of Union church, a village west of here, where the earth is cracking and sinking in an area, a quarter of a mile long and about 40 feet wide. Some of the cracks were described as "bottomless" while parts of the strip have sunken from 1 to 15 feet. The dropping of the earth continues at about a foot a day.

One theory is that hundreds of years ago aborigines inhabiting the country dug large underground chambers beneath the hills.

Judge Claude Z. Luse left Madison Tuesday night for Superior, having spent the day here on U. S. district court matters. He will leave for Chicago Friday to sit on the bench of a federal court there.

plunge, Muddel submarined the tank on his second plunge in 43 seconds, beating out Weibrecht who had just covered the distance in 46.

### BALL TEAM ALL SET FOR JAUNT TO SUNNY SOUTH

16 Men to Take Trip; First  
Conference Game With  
Northwestern

By S. K.

Along with the 20 Badger track men who leave for the west, 16 ball players will travel south today to represent Wisconsin athletics in the warm climes, and to condition themselves for the coming diamond season.

After a light workout this afternoon, the team will leave on the Northwestern railway for Chicago and then to St. Louis where it opens against St. Louis university tomorrow afternoon.

#### Meet Purple

From the Missouri school the team will journey through Mississippi and Tennessee playing schools in those states. It will return April 15, playing its first conference game against Northwestern at Evanston the day before.

Coach Lowman has decided who will take the journey. Those picked are:

Captain Ellingson, Feuchtwanger, Steen, Tangen, Donagon, Wieland, Janssen, Larson, Wold, Lambole, Barnum, Stoll, Shrenk, Lustig, Clausen and Edwards.

All the grades of the men had not been turned in last night, and some of those who are to make the trip may not be able to, due to low marks. Then other men will be selected to go. The squad which remains at home during the trip will work out under Coach Uteritz tomorrow, Saturday and Monday.

#### Scrimmage Good

Last night's practice, the first on the regular varsity diamond this year, consisted of a short infield practice and a five inning scrimmage. The infield which worked during the practice consisted of Steen at first, Captain Ellingson covering second, Wieland at short-stop, and Tangen performing at third.

All six of the likely pitchers performed in the game yesterday. Clausen, Shrenk, Stoll, Edwards, Lustig and Galle were the men; while Barnum, Lambole, and Wold performed behind the plate.

#### Home Run

The game was featured by a home run hit by Lloyd Larson, center fielder. He also showed up well in practice, both in fielding and throwing.

## Tomorrow Night

in

# LATHROP PARLORS

The Wisconsin Union Dance

## Bunny Lyon's Band

The Regular Friday Night Dance Has Been Called Off

Because of the Military Ball

If you value soft water for all purposes in your household, ask your Plumber — or write, or phone (F. 109), and our Engineer will explain how easily our city or any water can be softened with the NORTHERN SOFTENER without the use of salt or minerals. The simplicity and reliability and nominal operating expense will surprise you.

A WATER SOFTENER WITH A REAL GUARANTY  
We have manufactured softeners in Madison for over 20 years.  
Northern Water Softener Company  
(Division of Madison Plow Co.)

# The Daily Cardinal

FOUNDED APRIL 4, 1892

University of Wisconsin official daily newspaper, owned and controlled by the student body. Published every morning except Monday during the academic year by The Daily Cardinal Company, incorporated, at the Union Building, 752 Langdon Street, and at The Capital Times Building, 106 King Street, Madison, Wisconsin. Printed by The Capital Times Company. Member of the Western Conference Editorial Association.

Entered as second-class mail matter at the post office at Madison, Wisconsin.

Editorial Office—Union Building, Phone B. 250, before 6 p. m. Capital Times, Phone B. 1137 after 7 p. m. Business Office—Union Building, Phone B. 6806 before 5 p. m.

Subscription Rates—\$3 a year by carrier, \$3.50 a year by mail; \$1.75 a semester by carrier, \$2 a semester by mail. Single copies, 5 cents.

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DESK EDITOR—LLOYD GLADFELTER

### OCCASIONS AND DRESS

Tonight the cadet corps holds its annual ball in honor of the nation's military and naval heroes. Honor to the living who are prepared to defend the nation in whatever capacity they may be called upon to do; honor to the dead who gave all that they had.

It is entirely fitting that the cadet corps should thus honor the nation's defenders. The corps is preparing itself to defend the nation in case of need. It is the organization best suited to pay such tribute.

While the ball is not to be a preparedness demonstration or a martial display it is nevertheless military in character, and should be. Formal though it is it should not be simply a formal social function. In this respect it differs considerably from prom and formal dances. Those who have them should feel no hesitancy in wearing uniforms. Tuxedos and full dress will be in order, of course, but uniforms will be still more so.

This is the night for khaki and blue. Both will be welcome and should be worn. Autocratic though the army system is considered by militarists, the uniform reduces all to one common basis. That is why uniforms are worn. Slip yours on and come to the ball.

### CALIFORNIA, HERE WE COME

This afternoon Wisconsin makes one of its most pretentious bids to fame. Twenty Wisconsin men will take the train for a long Western tour, finally meeting California in a dual track meet.

Never before has a Wisconsin team undertaken such a huge task. Away from everything that makes for best effort, in strange climates, and carrying on alone these 20 men will give their best to carry forward the spirit that is Wisconsin.

At the same time the baseball team will entrain for its annual Southern spring training trip. These men too will carry on for Wisconsin.

Disappointed in football and basketball Wisconsin supporters have gnashed their teeth at the prospects, wishing that they might do something. Today there will be an opportunity for every loyal Wisconsin supporter to do his share. These two small groups of men are going away to tackle their job alone. We, who stay here, can do no less than bid them "goodby and good luck."

Wisconsin should be on the lower campus this afternoon in full force to start them off. Every student owes himself the privilege of being on hand to send the teams away. Every student also owes it to Wisconsin to be there.

### WISCONSIN SHOULD KNOW

Five days more!

Every tired and weary student thrills at the prospect of going home in five days. Just five short days before taking the train home for a much-needed rest and breathing spell.

But in that short time there is one more job that should be crowded into the busy schedule. For weeks Wisconsin has wondered what is going to become of the university if it does not get funds that it needs so badly; for weeks and months the officers of the university have wondered. Other universities are watching Wisconsin to see what she will do.

Something must be done if the institution is not to be crippled. That something is the job that you must do.

When you write home telling the folks what time to meet you, tell them what is needed here. Tell them the real truth about Wisconsin and the predicament of the university. Tell them about the class rooms and the buildings, things that are not ordinarily mentioned in your casual letters.

You are coming back next year and the next will be the loser if you do not act. The appropriation as recommended for the university for the next two years must not be allowed to pass by the legislature. It is highly inadequate and will not serve the purpose.

Wisconsin lacks funds. Write home about it—today.

### Other Editors Say

#### THE CURSE OF WEALTH

Professor William F. Ogburn of Columbia university, who has just completed a study of the effect of business conditions in the United States, declares that "death follows in the trail of prosperity."

Professor Ogburn has come to this conclusion only after careful study of conditions in several states during the past 50 years and the results of his investigations have been corroborated by a similar study made in England by another sociologist, who has found the same thing to be true in the British Isles.

The American sociologist also finds that the amount of crime and divorce increases with the advent of prosperity. He finds that the increase in death rate follows a year in the wake of wealth and prosperity.

However startling these statements may seem, it is the expression of a fact that has been proved by years of experience. Decline and death followed the golden age of the Roman empire. It fell just as other ancient dynasties had fallen before it.

Strange as it may seem, wealth does not bring true happiness. There is a certain sham about it, and superficiality always carries ruin in its wake. The Romans had ceased to conform to the laws of nature, and they paid the penalty.

Had they continued the course of hard work and suffering that brought them to their high pinnacle, they might still be leaders of the world today. Yet they chose the path of least resistance, and following the god of sham, they went the way of destruction.

We cannot live on superficiality. We must face the realities of life if we expect to keep our place in the whirlpool. If we stop fighting, or turn back, we are lost.—Daily Iowan.

Now that the local street car fare has gone up to eight cents, it would not seem unreasonable for the pupils to expect the street car company to repair its tracks before next Christmas.

Big men are often big men. John Sargent, the new attorney general, did not weigh 250 pounds when he attended Amherst as he does now, but in a football game with Tufts he fell on the ball and it burst with a loud explosion.

Dr. Ray Lyman Wilbur, president of Leland Stanford University, believes that Western universities are eclipsing Eastern institutions because the latter "isolate themselves with one type of mentality." Some western educators have almost gone as far as to indicate that they think the Eastern institutions should fare better because one type of mentality is better than none.

The story of Wisconsin's needs is told today in the Wisconsin magazine. A special edition of the publication is devoted entirely to the problems of the university. Buy a copy for a quarter; read it; take it home with you next Tuesday.

With Haresfoot in Sheboygan, the track team off for California, the baseball team away for a training trip, and the cadet corps down at the capitol it looks as though the Extension division will have its work cut out for it today.

New records for spring football are being smashed daily. There will be some opponents next fall who will feel the results of smashing.



"Say, Bill, why do you call your girl Zoo?"

"Cause she has a deer face, bear knees, snakey eyes, and pigeon toes."

\* \* \*

#### A QUESTION OF ENGLISH

"Tis great to behold," muttered Gordy, watching the sun set from the top of observatory hill.

"Ah, yes," murmured she drawing closer, "but it is greater to be held."

\* \* \*

We will now take the liberty of introducing the boy despondents favorite song hit: "Flat tire mama, papa's going to give you the air."

We do so hope that that last song will make a bigger hit than did the stock pavilion waltz; the air of that was terrible.

\* \* \*

Speaking of cowards, did you see all those big engineers run last Saturday. They sure had a streak of yellow running through and over them.

\* \* \*

#### A GOOD REASON

Student—"Sir, I want permission to be away three days after the end of vacation."

Prof.—"Ah, you want three days more of grace, eh?"

Student—"No, sir, three more days of Gertrude."

\* \* \*

#### INTIMATE VIEW OF THE BALL

There will be no violence of any kind at the ball. We have the assurance of Hig Murray that there will be a heavier attendance of police at the affair than is usually detained at an East Side wedding. The boy friends will be "frisked" at the door—all loaded gats, lead-pipe and brass knuckles will be hoisted at the gate.

\* \* \*

Mr. Ellis Fulton (of whom you have heard before) helped things along 'other evening at the M. B. play, when introducing his young lady. In presenting the girl our Ellis said: "This is Miss—ah—Miss—ah—Miss—Pardon me, what IS your name?" We would suggest that it would be a great help to Ellis to find out just who she is before the ball.

\* \* \*

The left wing of the hoarse marines will be without the leadership of the genial Al Deacon, who was just getting to be a sergeant or something. Seems as though Sgt. Al is now in command of a fine pair of mumps.

\* \* \*

The sigh U's hope to keep Walter Luethe awake during the function.

**CORRECTION**  
Mr. Gil Roach wishes it announced, as publicly as possible, that the rumors current as to why his picture was left out of the De Longe window display are entirely without foundation. The wag who made the crack about the picture being invisible on account of Gil's vacant stare is going to be punished, sez Mr. Roach.

A frenzied wire from Oshkosh late yesterday announcing that Haresfoot had landed, minus the stage shoes, makes things look as though the participants in the ensemble will present somewhat the aspect of a very spring-like dance. Can't you imagine "By" Rivers in the midst of a sweet girlish smile, suddenly interrupting himself with a terrible cuss while he picks up a bare foot to extract a sliver?

One of our brightest pupils of the class was the other day heard to announce that he has discovered a new law: The amount of talking done in a class room is directly proportional to the distance from the teacher.

Really low,  
Girls,  
Isn't it  
Awful  
To be  
Watching  
a sunset  
With him,  
And have  
him say,  
'How beautiful,  
And then  
find that  
He's really Looking at  
THE SUNSET?  
\* \* \*

"Hey, Bill."  
"What is it?"  
"Your doctor's out here with a flat tire."  
"Diagnose the case as flatulency of the perimeter, and charge him accordingly," ordered the garage man. "That's what he does."  
\* \* \*

**A FAST WORKER**  
Student dashing into Lawrence's: "Two eggs three-minute boiled, hurry. Only got one minute to make my class."  
\* \* \*

He—"Ouch, I just bumped my crazy bone."  
She—"Well, comb your hair right and it won't show."  
\* \* \*

Prof.: "Use the word abide in a sentence."  
Abie: "The other day I gave Rebecca abide of my apple."  
**VENUS & ADONIS.**

### Bulletin Board

This column is for the use of all organizations and university staff members who wish to reach large groups readily. No charge is made for notices. Notices may be brought to the editorial office in the Union Building, 752 Langdon Street, or phoned to Badger 250 before 5 o'clock of the day preceding publication.

#### CADET OFFICERS

All cadet officers interested in forming an officers' box for the Military ball call Austin Cooper at F. 4200.

#### MILITARY BALL

All men interested in forming a non-fraternity box for Military ball call Leonard Ramlow, F. 1489.

#### PHYSICAL EDUCATION

Registration for spring work in physical education for women will be held from 9 to 12 o'clock Monday, April 6, and Tuesday, April 7, and on Monday from 2 to 5 o'clock in Lathrop gym.

#### DOLPHIN CLUB

On account of the Normal meet, there will be no Dolphin club meeting this week.

#### PRESS CLUB

On account of examination week, theme papers due, Military ball, etc., the regular bi-weekly meeting of

the Press club is postponed until after vacation.

#### PAY CHECKS READY

Pay checks for the military department are ready for issue at the military office in the armory.

#### BIBLE CLASSES

Regular Bible classes for Freshmen, Sophomores, Juniors and Seniors and Post-graduates are held on Sunday at nine-thirty, at the Wesley Foundation. Prof. E. L. Sevringhaus, superintendent.

#### OFFICIAL NOTICE

The office of the Dean of Men has approved of the following 1 o'clock parties:

- Delta Gamma,
- Phi Delta Gamma,
- Delta Kappa Epsilon.

#### VETERAN'S BUREAU

A representative of the Veteran's Bureau will be in the Union Building to distribute checks on Friday, April 3 and Saturday, April 4.

#### APIS CLUB

The Apis club will meet on Tuesday evening in the Entomology building. There will be a supper and a program.

#### PYTHIA

The regular meeting of Pythia Literary society will be held in 35 Music hall, at 7 o'clock tonight.

#### MILITARY DEPARTMENT

Juniors and seniors in the military department may get their pay checks any time today.

## Bowling 'Em Over



Not content with being Wisconsin state amateur bowling champion, Herbert Lange '25, is bowling 'em over in another line from behind the footlights. For, although his pose above is quite masculine, he is also a pretty chorus girl in the Haresfoot club show "Ivan Ho!" which will be presented at the Parkway, April 17, 18, and 24 and 25.

Lange will drop his feminine role long enough to compete in the American Bowling congress to be held at Buffalo, N. Y., tomorrow and Sunday, joining the Haresfoot tour at Davenport next Tuesday.

Lange won the state title at the meet held in Milwaukee March 22 and 23, defeating Charles Dawes with an average of 204.

A round table discussion will constitute the program for Pythia Literary society this evening. This is the first time this year that the club has had open discussion on current problems. Modern literature will be one of the subjects for this parley.

GOVERNOR OFFERS  
FISH REFUGE PLANSubstitute For Walton Plan  
Will Protect State's  
Rights

Gov. Blaine, as a result of a conference held with Solicitor Williams of the U. S. department of agriculture and Chief Leech of the division of fish culture, has offered in the legislature a substitute to a wild life and fish refuge on the upper Mississippi river, all of the conferees having agreed to the provisions of the substitute.

Among other things, Wisconsin's consent to accepting the proposal of the government for the establishment of such refuge, is contingent upon consent by Illinois, Iowa and Minnesota, and all rights reserved by these states are likewise reserved for Wisconsin, under the substitute.

The substitute will further provide that acquisition of land by the United States is to be upon the approval of the governor with the advice of the conservation commissioner. Areas contemplated in the proposed refuge would be limited to the upper Mississippi river, according to the act of congress approved June 7, 1924.

Consent of Wisconsin would be given on condition that neither congress, by act, nor a government department by regulation, shall prevent the state from going "upon the navigable waters within or adjoining any area of land, or land or water so acquired by the United States, for the purpose of rescuing or obtaining fish therefrom."

Under the substitute, the state would reserve the right to operate and construct fish hatcheries and fish rescue stations adjacent to such area.

Other reservations include common highways for navigation and portaging in the navigable waters leading into the Mississippi river and carrying places between; reservation of title to and the custody and protection of the fish in the navigable waters leading into the Mississippi river and adjacent waters, as vested in the state for enjoyment and use of the present res-

ervation of jurisdiction for civil and criminal process.

These reservations fully protect the state, the governor says in a letter of explanation to Fred E. Moul, chairman of the assembly committee on fish and game. The executive included in his letter a hope that the legislature would adhere to the provisions of the proposed substitute and pass the bill with the substitute amendment.

MUSIC SCHOOL NAMES  
EXPO ACTIVITIES GROUP

The School of Music's exposition activities will be in charge of a committee of nine persons. It includes Prof. L. A. Coon, faculty advisor; Leon Metcalf '26, band representative; Mildred Anderson '27, Girls' Glee club; William Ross, grad., representative of Phi Mu Alpha, national honorary musical fraternity; Luella Nienaber '26, Sigma Alpha Iota, national professional musical sorority; Myrtha Biehausen, Mu Phi Epsilon, national honorary musical sorority; Carl Kasper '26, orchestra; Ray Miller '27, assistant band representative, and Lloyd Kasten '26, representative for Dr. C. H. Mills, director of the School of Music. The University orchestra and both bands will play during the exposition and probably the Girls' Glee club will sing on one of the three days. There will also be solo numbers by various members of the school.



Damon—  
"What's the matter?  
Can't you read your  
notes of the lecture?"

Pythias—  
"No—doggone it. I  
skipped over to class  
this morning without  
my Dixon's Eldorado!"

17 leads—all dealers

**DIXON'S  
ELDORADO**

# Announcement!

## To Our Advertisers And Readers

The Daily Cardinal is again striving to serve you. The Military Ball issue will be delivered at mid-night of April 3rd on the floor of the Capitol, as well as to our regular subscribers on Saturday morning.

This is the first time in our history that we have been able to make these arrangements for any function except Prom, and we are asking our advertisers to have their copy ready by 4:30, as our deadline must be advanced from 6 to 5 o'clock for this issue.

A picture of the Ball will appear on the front page. Occupants of boxes may order copies to be delivered to them by calling B. 6606 any time today

**The Daily Cardinal Company, Inc.**

## Spring Vacation

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## Slacks

\$10 to \$13

This is to be another year of grey flannel trousers—roomy, sporty, modish. Wide legs, wide cuffs. Some with light stripes, others plain. Worn with a blue coat, slacks give a complete and indifferent outfit for Spring.

## Knickers

\$7.50 to \$12.50

Plus-four knickers will also be worn this season. We have them in the latest sport patterns—checks or plaids, and also plain. The colors are grey, green-grey, and tan. Worn with the new, colorful golf hose at \$4.50, knickers are the last word in sports attire.

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## WORLD of SOCIETY

### Seventeen Parties Tonight; Military Ball the Foremost

There are seventeen parties arranged for this evening. Most of them are planned in connection with the ball at the capitol, many organizations holding dinners and house dances preceding the ball. There will also be several feature parties this evening. The personnel of the different parties will be found on another page; the organizations holding the functions follow.

#### Phi Mu Delta

Thirty-one couples will attend the Military ball party given by members of Phi Mu Delta this evening. They will have dinner at the Monona hotel before the ball. Col. and Mrs. N. M. Schantz will chaperon.

#### Tau Sigma Omicron

A military ball party is being planned by members of Tau Sigma Omicron. Mr. and Mrs. J. Simon and Mr. and Mrs. J. Feldman are to chaperon.

#### Alpha Chi Rho

Eighteen couples will attend the Alpha Chi Rho Military ball party. Dinner will be served at the house preceding the ball. Prof. and Mrs. B. A. Morgan have accepted the invitation to chaperon.

#### Sigma Phi Sigma

Members of Sigma Phi Sigma will hold a military ball party this evening. There will be a dinner at the chapter house before the ball. Mr. and Mrs. Ramsay will chaperon.

#### Delta Gamma

Members of Delta Gamma will entertain this evening at a Chinese formal party. There will be Chinese decorations, and Chinese food will be served. Mrs. Charles Dietrich and Mr. and Mrs. Howard Durham of Kenilworth, Illinois, are to chaperon.

#### Pi Beta Phi

Spring flowers will be used to decorate the Pi Beta Phi house for decorated the Pi Beta Phi house for the formal dancing party to be held there this evening. Mrs. Montgomery will chaperon.

#### Alpha Kappa Lambda

Thirty couples will attend the military ball party given by members of Alpha Kappa Lambda this evening. There will be a dinner at the chapter house before the ball. Mr. and Mrs. O. L. Brunzell have accepted the invitation to chaperon.

#### Delta Kappa Epsilon

A formal dancing party will be given by members of Delta Kappa Epsilon at the chapter house. Mr.

and Mrs. W. K. Collins will chaperon.

#### Sigma Phi Epsilon

Ten couples will compose the Sigma Phi Epsilon Military ball party. Mr. James Waddell and Miss Irene Boehm are to chaperon.

#### Triangle

There will be eighteen couples attending the Triangle military ball party this evening. There will be a dinner party at the Triangle house preceding the ball. Prof. and Mrs. G. L. Larsen will chaperon the party.

#### Caisson Club

Members of Caisson club will make up a military ball party this evening. Captain and Mrs. R. K. Leurnard have been asked to chaperon.

#### Phi Kappa Tau

Thirty couples will attend the Phi Kappa Tau military ball party this evening. Mr. and Mrs. R. Massock have accepted the invitation to chaperon.

#### Phi Pi Phi

Twelve couples will attend the Phi Pi Phi military ball party this evening. Prof. and Mrs. Sidney Miller will chaperon.

#### Pi Kappa Alpha

There will be twenty-four couples in the Pi Kappa Alpha party attending the ball this evening. Dr. and Mrs. P. S. Barsness have been invited to chaperon.

#### Square and Compass

Twenty couples will attend the Military ball party to be given by Square and Compass this evening. There will be a dinner at the Lorraine hotel preceding the ball. Mr. and Mrs. Neal H. Stoddard are to chaperon.

#### Phi Delta Theta

Members of Phi Delta Theta will entertain this evening at an informal dancing party at the chapter house. Mr. and Mrs. R. Marling are to chaperon.

#### U. Y. M. C. A.

Members of the U. Y. M. C. A. will attend the ball this evening. Mr. and Mrs. C. V. Hibbard will chaperon.

### Initiations

#### Sigma Alpha Iota

Sigma Alpha Iota announces the formal initiation of Florence Luden '28, Bloomington; Marie Irish '27, Madison, Adelaide Wagner '28, Sun Prairie, Luella Nienaber '26, Mantowoc, Josephine Hilton '28, Beloit.

# Simpson's



# Easter

Posed by a University Senior

Spring and April are here!

Easter and vacation are just around the corner. In this joyous season, what a delight it is to wear a coat that expresses the gayety of the season. The model sketched here is created from soft jewel-tone in almond. Upon the grey fox at the hem and the flat bow at the back of the narrow collar, Paris has placed a special cachet. \$125.00.

Hart Schaffner and Marx coats, trim for hill wear, are \$42.50 up. Sport coats with new black velvet collars are 25.00 up.

### Note the New Silhouette in Frocks

The new silhouette in silk frocks is full of movement and freedom. Circular flounces, pleats, jabots, flares, and ruffles lend vivacity to afternoon gowns of canton and flat crepe. For evening, chiffon and lace breathe youth and adventure in every flaring, fluttering line. Frocks for daytime and evening occasions are reasonably priced at \$17.50 to \$65.00.

### The Hat for the Easter Promenade

Like the smart Parisienne, the college girl must choose two hats. There is the debonair, close-fitting hat of felt of ribbon for sports wear, while the large hat, graceful and drooping, becomes the crowning glory of her formal attire. "Calatina" sport hats from California are \$8.50 up. Large Fashioned hats are incomparably lovely at \$12.50 up.

Sketched by Mike Stiver '25

## Butterfly

310 State Street

HIGH  
GRADE  
CANDIES



AT  
LOW  
PRICES

## Saturday Specials

Hand Rolled Chocolate Creams,  
Raspberry and Vanilla, 2 lbs.-----31c  
Old Fashioned Bitter Sweets,  
Vanilla and Chocolate, 2 lbs.-----40c  
Caramel Nut Bar, 2 lbs.-----33c  
Divinity Fudge, 2 lbs.-----36c  
Sea Foam Kisses with English Walnuts, 1 lb.-----25c  
All our Pan Candies, assorted, 2 lbs.-----46c  
All these candies packed in attractive boxes on request.  
We are ready to fill your Easter orders with a large stock of fancy Easter eggs. Cream, nut and cherry eggs of all sizes. Easter novelties of all kinds.  
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PAPERING & DECORATING  
Save IT with PAINT  
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"A Good Place to Eat"  
The Student Cafeteria  
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**Badger Rent-a-Car**  
Drive it Yourself  
Special 10 Hour Rates  
We Deliver Car to Your Door  
Sedans, Tourings, Coupes, Roadsters  
813 W. Johnson Madison, Wis.

They will settle on land given them by the Mexican government. Leading New York Jews will furnish the funds for the colonization enterprise.

**CONDEMNS FILTH IN NEW MAGAZINES**

**Growth of Salacious Matter Makes Situation Serious, Says Post Official**

Flinging a challenge to the advertisers to place an embargo on the purchase of space in the mass of "smutty and salacious" magazines that have flooded the country, H. C. Felton, of the Saturday Evening Post, gave a masterly address on getting results from advertising to the 300 men and women attending the annual rodeo of the Advertising club in the Loraine hotel last night.

"Look at the mass of sewerage that is filling the newstands," he cried. "Just think what it means to have 88 new filthy magazines that appeal only to the prurient with 11,000,000 circulation each month established in one year. It is a mighty serious condition that we must exert all our efforts to correct."

He maintained it was difficult to understand how these scums of magazines with their sex appeal can obtain such a strong grip on the country during the recent years when the number of educated young men and women has jumped by leaps and bounds and when the number of students now in the colleges exceed by far the pupils in all the high schools five years ago.

The banquet itself was a gala affair. Stunts, April Fool jokes, pantomimes, style displays were the order of the evening. Dozens of advertising men and women from all over the state were present.

**Bring Ads To Life**  
The characters of the famous advertisements that appear constantly in national magazines—they stepped out in animate and in pantomime form on a stage hidden by doors on which were painted the Saturday Evening Post cover, while the audience guessed what the displays represented.

Art Knisley draped a beautiful sylph-like model before the eyes of the gathering; but, presto, it was suddenly discovered that graceful young "women" was a man. During the draping a mock fracas arose between Art Knisley, Gene Heins, and

Otto Wessel, that was stopped only through the efforts of the head waiter. "Canned" extra newspapers describing the battle were rushed in to the crowd by two newsboys immediately after the "battle." Stunts galore were "pulled" before the meeting came to a close.

At the opening of the rodeo, the Rev. J. W. Irish delivered an appeal for help for the new Methodist hospital, for which a drive for funds is now going on.

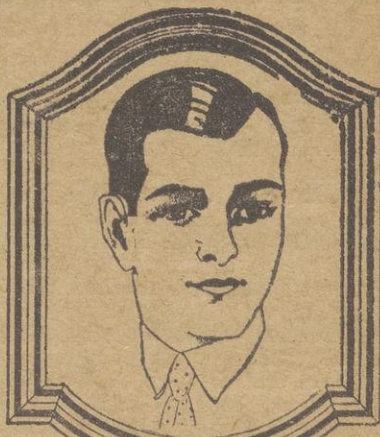
That the eyes of a committee of the Madison Advertising club are constantly watching the local newspapers to prevent inaccurate or fraudulent advertising and thus protect the Madison reading public, was disclosed by W. L. Miller, president of the society.

He told of a campaign that is soon to begin under the auspices of the Advertising club to make Madison known to its residents. A series of advertisements in the local newspapers describing the landmarks and the advantages of this city are soon to be inserted by the society.

Persons taking part in the pantomimes were: the Misses Mary O'Connell, Elcanor McEvelly, Caroline Yaeger, Wilhemina Williams, Marion Waldron, and Emma Gier, and Messrs. Phil Scoville, "Shorty" Goddard, and Ralph Hamilton. Two little negro lads served as the "Gold Dust" pages to open and close the door to the pantomimes. Miss Loretta Reilly, supervisor of home economics, directed the performance.

Prof. M. C. Otto of the philosophy department at the university will address members of the Madison Ministerial Union at their regular meeting to be held at the City Y. M. C. A. Friday noon.

**Dresses, Wraps**  
**Made to Order**  
By designer of long experience  
Ready-to-Wear Apparel  
Lingerie—Fine Hose  
Hemstitching—Pleating  
**Hetty Minch**  
226 State Street  
Phone Badger 3029



**Why do you comb your hair?**

**For neat appearance, the great aid to success. Keep your hair combed all day with**

**GLO-CO**  
(Gloss-Comb)  
THE ORIGINAL LIQUID HAIR DRESS FOR Real Men and Boys

Send for Sample Bottle  
Mail coupons today for generous trial bottle. Normany Products Co., 6511 McKinley Av., Los Angeles, Cal.

Name.....  
Address.....

**Use it in the morning and you're safe all day!**

—this dainty creme corrective

Do you say, "Oh, I'm never bothered with perspiration!" The greatest mistake a girl makes is to think that because she is not bothered with underarm moisture, she cannot offend with unpleasant odor.

And don't think that soap and water can protect you. Underarm odor is an insidious thing which needs special measures.

Creme Odorono is a delightful new creme which destroys every trace of odor without affecting moisture. Use it when you dress, morning or evening, and you're safe for shopping, dancing or any circumstances.

Creme Odorono contains no grease or color to stain clothing. It vanishes instantly, leaving the skin soft and fragrant. Try this effective way to safeguard your daintiness!

Send for dainty sample set of the Underarm Toilette

**THE ODORONO COMPANY**  
584 A Blair Avenue, Cincinnati, Ohio

Please send me sample set of Odorono, Creme Odorono (for odor only) and Odorono Depilatory, with booklet, for which I enclose 10c.

Name.....  
Address.....  
(Note: Sample of any one, 5c)

**Spring Means a New Hat and Cap**



Your new Spring suit won't look its best if you wear with it your old winter hat. The new fawn shade and dawn grey lightweight felts are made to harmonize with this season's suits and top coats. Come in and try on a few. There's a shape that will look just right on you.

**NEW FAIR ISLE CAPS**



We have just unpacked a shipment of caps in the new Fair Isle shapes and patterns. They're small, with short visors, in single and eight piece style, in plain and fancy patterns of checks, diamonds and plaids.

Hats \$3.50 to \$7.50  
Caps \$2 to \$3

**The Co-op**  
ALL PROFITS RETURNED TO MEMBERS

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER

508-509 STATE ST.

E. J. GRADY MGR.



## Holly Loses His Hat!

Where is the hat of Assemblyman Holly of Kewaunee county?

That was the question discussed in the assembly this morning when the solons growing weary of their routine duties, relaxed for a few moments during the consideration of a resolution introduced by Mr. Holly, himself. The resolution states that Mr. Holly's hat disappeared from the Y. M. C. A. cafeteria this morning, and intimating that the hat may be found around the senate chamber directs the sergeant-at-arms of the assembly to confer with the sergeant of the senate in

regard to a search for the missing hat.

Mr. Raihle moved that the resolution be referred to the visiting committee. Mr. Glass moved an amendment to refer to the committee on fish and game and the motion was carried. James Goodman, Argyle, asked Mr. Holly where he spent last night. Mr. Raihle suggested that perhaps the hat was in the ring for the senate. Mr. Holly successfully answered all questions directed at him in regard to the missing hat, and seems to have the co-operation of the entire assembly in his search for the missing hat.

## Prof. Johnson of Vassar Speaks on The Literary Shop

"In the literary shop, in addition to the commercial side which is necessary because the printed page must be printed and distributed, there is that side in which only those intangibles are dealt with—the fragments of men's spirits and the visions of their souls," said Prof. Burges Johnson of Vassar college, who gave a familiar lecture interspersed with personal reminiscences and anecdotes yesterday afternoon, entitled "The Literary Shop."

His connection with various publishing houses brought him into close contact with Mary Twain, William Dean Howells, and O. Henry. "Mark Twain was popular for his whimsicality, his witty comments, and his keen philosophy. It was his training as a Mississippi boat pilot, coupled with a vivid imagination which caused his popularity."

"O. Henry, curiously inarticulate, could have been an elevator man or a bank clerk. He moved often to get away from his friends so that he could get to work."

In discussing the rejection of manuscripts, Mr. Johnson said that the fiction that the editors do not read the manuscripts may be dismissed by the fact that every year all publishing houses pay out a great deal in salaries for people whose sole duty is to read manuscripts in fear that some good one will be passed by.

<b>RATES</b> 1 1/2 cents per word 35c extra on chg. acc'ts. Minimum 25c Contract rates.	<b>Classified Advertising</b> IN THE CARDINAL Reaches Every Student	PHONE B. 6608 Ad. must be at Ca al office, 752 Langdon St., by 5 o'clock of preced- ing day.
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### LOST AND FOUND

LOST: Silver Lorgnette in black glass case. Please call Miss Katherine Tenelon, 708 Langdon. 2x3

LOST: Silver fountain pen, with initials C. J. W. Please notify Carmen Williams. 2x3

LOST: Tuesday afternoon in or near Library, Scheffer Life Time Pen. Call Schultz, F 1725. 2x3

LOST: Probably Friday, March 20, cloudy green choker beads on chain, at Lathrop or between Lathrop and Lake. Finder please call F. 367. 2x2

LOST: Between Barnard hall and Frank's restaurant, shell glasses. Reward. F. 3721. 3x2

LOST: Delta Tau Delta badge, Sunday morning, Lake St. between Mendota Ct. and State. Call B. 2991. 2x2

LOST: A lady's blue leather purse with check enclosed. Return to signer of check and receive reward.

LOST: Large Conklin fountain pen March 31. Box 752 Cardinal office. 2x2

### WANTED

WANTED—Used student's table desk. Call DePue, B. 171. 3x1

EXPERIENCED TUTORING in French and Spanish. F. 184. semix27

### FOR SALE

FOR SALE: Tuxedo size 36, \$15; topcoat size 36, \$20. Call Cardinal.

FOR SALE: 2 Ford touring, \$30 and \$75. 108 Langdon. x2

FOR SALE: Formal party frock. Worn once, not in Madison. Spring coat. Very reasonable. B. 1795. 2x2

FOR SALE: High powered \$60 TUXEDO for \$25. Size 36-37. Like new. Best quality. F. 4200. 3x2

FOR SALE: Baby Overland, good running condition; price \$40; 509 N. Lake. 3x3

## CASHMAN FAVORS SCHOOL HOLIDAYS

### Attacks Bill to Remove Lincoln, Washington Birthdays From Calendar

A bill to remove as school holidays the birth anniversaries of George Washington and Abraham Lincoln has been reported to the state senate by the committee on education and public welfare with a recommendation for indefinite postponement. An accompanying bill to substitute the anniversary holidays with a proposal for days of observance with proper school exercises also was recommended for postponement.

In the committee public hearing Sen. John E. Cashman, Denmark, bitterly attacked the bills and the state department of education, which, he said, was responsible for their introduction.

"Is Arbor Day, Memorial Day, Labor Day or Thanksgiving all right for Wisconsin school children and a day in honor of Washington all wrong?" demanded the senator. "Is the department that has charge of the education of Wisconsin children in the hands of internationalists and enemies of the republic? Are there men on the payroll of the department of education who are trying to undermine the loyalty of Wisconsin's future citizens."

Sen. Cashman said the present law which make Washington's birthday a school holiday is ignored.

"When the day came and passed last month, the schools were as silent as Caesar's tomb," Sen. Cashman said.

Six years ago, according to the senator, the state department of education, then under C. P. Carey, state superintendent, put through the legislature a law removing Feb. 22 as a school holiday. All other school holidays were left intact. Two years ago, a law was enacted restoring the school holiday.

## Interse Will Meet Saturday to Plan Activities of Year

Activities for the coming year will be discussed at the informal meeting of Interse to be held Saturday afternoon at 2 o'clock at the Alpha Xi Delta house, 12 Langdon street.

Tentative plans have been made to hold a rummage sale after the spring vacation, the proceeds of which will be turned into a scholarship fund. Officers will also be elected and refreshments will be served for which each member is to bring 25 cents.

Interse is composed of the presidents of the women's rooming and sorority houses. It was formed with the purpose of more closely organizing sorority and non-sorority women for better scholarship and greater friendship. All rooming house and sorority house presidents have been invited to the meeting on Saturday.

## PYTHIA DEBATING TEAM WILL GO TO ROCKFORD

The debating team of Pythia Literary society will go to Rockford, Ill., to debate with the team of the Rockford Women's college on April 24. The Pythia team, by winning the Pythia-Castalia debate, receives the chance to debate with Rockford. This is the first year that women have ever debated on the inter-collegiate teams here and it is the first year that a woman's team has had the opportunity to debate with another college team.

### WISCONSIN AT WORK

## Just In!

- Pollock's, "The Fool"
- Hale's, "Man Without a Country"
- Cather's "Lost Lady"
- Wilson's "Oh! Doctor"
- Pascal's "Dark Swan"

75c Each

## BROWN Book Shop

623 State  
Come in and Browse

### YOU'RE THE EXPO HOST

# Graduate—and Go!

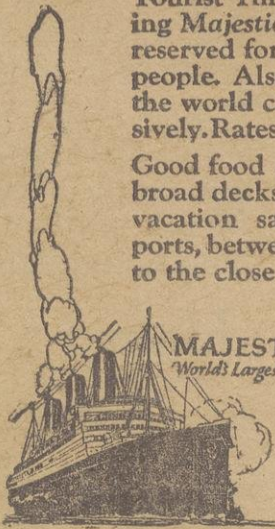
You can travel to Europe and Back for as little as \$155

See a bit of the world before you settle down to a real job. Get a fund of pep for a good head start. Get a real knowledge of conditions and affairs for a helpful background.

## Here's the way! Our College Specials

Tourist Third Cabin on great ships—including Majestic, world's largest steamer—entirely reserved for students, educators and congenial people. Also the Minnekahda, only steamer in the world carrying Tourist Third cabin exclusively. Rates: \$155 to \$180 according to steamer.

Good food and service, attractive staterooms, broad decks, commodious public halls. Seven vacation sailings to all principal European ports, between June 18 and July 3, convenient to the close of college.



This advertisement appears in Yale Daily News, Californian, Vassar News, Michigan Daily, Cornell Sun, and other leading publications in colleges throughout the country, from which men and women are reserving passage on the College Specials.

For complete information apply to 127 South State St., Chicago, or any authorized steamship agent

## WHITE STAR LINE

ATLANTIC TRANSPORT LINE · RED STAR LINE  
INTERNATIONAL MERCANTILE MARINE COMPANY

## WESLEY FOUNDATION TO GIVE HARD TIMES PARTY

Every one is asked to wear the oldest clothes he has to the "Hard Times" party at Wesley Foundation tonight at 8:15. Mary Beran '25 and Doris Evans '27 are hostesses, and they promise a good time to all Methodists and their friends who come. A special program is being planned, one feature of which will be the village double-quartet. Village election for next year will also be held, and every one who is a Methodist is entitled to vote. Good eats—not the hard-time variety—will be served. No charge.

The largest selling quality pencil in the world

17 black degrees  
3 copying

Superlative in quality, the world-famous

## VENUS PENCILS

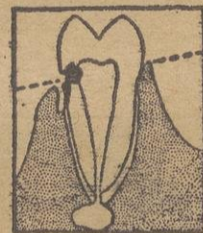
give best service and longest wear.

Buy a dozen

Plain ends, per doz. \$1.00  
Rubber ends, per doz. 1.20

At all dealers  
American Lead Pencil Co.  
220 Fifth Ave., N. Y.

# Dangerous acids



Cross-section of a tooth, showing Acid Decay at The Danger Line.

—which cause Acid Decay, result from foods which collect and ferment in those tiny V-shaped crevices where gums meet teeth—

The Danger Line. Squibb's Dental Cream, made with Squibb's Milk of Magnesia, safely and promptly neutralizes these dangerous acids—safeguards your teeth from Acid Decay and relieves sensitiveness. Use it regularly. At druggists.

# SQUIBB'S DENTAL CREAM

Made with Squibb's Milk of Magnesia

E. R. SQUIBB & SONS, Chemists to the Dental and Medical Professions since 1858.



Milton Suls in AS MAN DESIRES STRAND  
Thurs to Sat.

### NEED EXTENSION BUILDING ADDITION

Registrations in This Department Have Increased 169 Per Cent Since 1914

An addition to the building of the Extension division is one of the needs urged in the construction program of the University of Wisconsin that is now before the legislature.

The Extension division moved into its present building, which is shared with the Course in Home Economics, in 1914. It has later been forced to use temporary quarters, especially for the visual instruction bureau, in the "stone house" vault of the observatory and in the second floor, attic, and basement of the West End post office.

The growth of the extension work since 1914 is shown by the following figures:

New registrations of correspondence students have increased from 3,927 in 1915-15 to 10,566 in 1923-24—an increase of 169 per cent. Total active registrations have grown from 9,641 to 26,276 in the same period—172 per cent. Registration in extension classes, which are self-supporting, has increased from 2,665 in 1918-19 to 4,805 in 1923-24.

Package library service has increased from 2,115 in 1916-17 to 4,923 in 1923-24—an increase of 94 per cent. The work of the municipal information service has increased 182 per cent.

The visual instruction bureau now has 175,000 educational slides and 4,500 reels of motion picture films, and makes 10,000 bookings a year.

The present development of this work has come since the building was planned in 1914.

### REPRESENTATIVES OF EXPOSITION NAMED

Continued from page 1.

Muscoda, Carol Biba '27; Mauston, Frank Jones '25.

North Fond du Lac, Christie Seboc '25; Oconomowoc, Robert Pabst '27; Plymouth, Harold Bruns '27; Prairie du Sac, Vivian Hintze '26; River Falls, Melvin Thompson '26; Seymour, Frederick R. Axley '25; Sheboygan, Helen Herman '25; Sparta, Clarence Schlaver '27; Spooner, Vernon Lemmer '26; Shawano, Esther Schreve '26; Sturgeon Bay, John Stedman '28.

Tomahawk, Gerald Stutz '26; Watertown, Charles Kading '26; Wapaca, Josephine Nelson '27; Waupun, Charles Newcomb '28; Wausau, William Taylor '26; Watonsa, John Holzbog '27; West Allis, Lawrence Gram '28; West Bend, Clarence Schowalter '26.

Two Best Places to Dance

### TONIGHT

Military Ball and the Grande Finale Hop  
Where?—Cellarette  
When?—9-12  
Why?—Jus' Because

### FINAL ARRANGEMENTS OF BALL ARE MADE

Continued from page 1.

dled by Lisle Longsdorf '25, printing officer. On his committee are Grant O. Gale '26, and Carl J. Engler '25.

#### Entrances Designated

There will be separate entrances for spectators, cabs, and private cars, according to Chester A. Gross '26, transportation officer.

Wisconsin avenue entrance will be used by spectators only, while the State street entrance will be reserved for the dancers. The West Washington avenue entrance will accommodate the yellow cabs, while private cars and Checker cabs will enter the East Washington avenue entrance.



Gross

### CITY PLANNING CLASS STUDIES IMPROVEMENTS

Each member of the city in city planning, conducted by Prof. L. S. Smith of the engineering college, selects some vital problem in his own home town and studies it to complete the program planned by the course for intimate studies of Wisconsin cities. Each student's report includes a complete plan of city improvement or alteration in present conditions.

### TRACK TEAM LEAVES TO MEET CALIFORNIA

Continued from page 1.

you too will be going on an inter-sectional trip."

A volunteer band will be at the lower campus to play "On Wisconsin" and "Varsity" while plans are under way to have the Wisconsin High band at the station to play there. All volunteer musicians are asked by "Shorty" Walstead, cheerleader, to meet at the lower campus not later than 3:15 o'clock.

The team will make its appearance at the lower campus at 3:40 o'clock after a light workout at Camp Randall. From there the team will be carried to the station on the Red Wagon.

Before the train pulls out speeches will be given by Captain Vallely, Coach Jones and members of the team.

### CAPITAL CITY RENT-A-CAR

Drive it Yourself

Phone F. 334

Special Day Rates and Trip Rates

Inquire about our free insurance for you.

531 State 434 W. Gilman

### ARCHED SABRES MARK LINE OF GRAND MARCH

Continued from page 1.

Rooms 133 and 134; Pi Kappa Alpha, Rooms 138 and 139.

East wing: Attorney General's office, Scabard and Blade, Room 108; Guardian Life, Room 105; Gamma Eta Gamma, Rooms 103 and 104; Triangle, Room 112 and deputy's office; Farm House and Sigma Phi Sigma, Room 114.

Governor's room: Alpha Kappa Lambda.

South wing: Insurance department, Sigma Pi, Room 113; Delta Sigma Pi, Room 113; Delta Chi, southeast corner of insurance office; Delta Pi Delta, Room 119; Delta Sigma Phi, Rooms 126 and 122; Y. M. C. A., Rooms 109 and 107; Board of Control, Chi Phi, Room 132; Delta Pi Epsilon, Room 131; and President's Guard, Rooms 140 and 135.

West wing: Department of State, Phi Mu Delta, Room 112.

Various entrances have been arranged for those attending, as follows: East Washington, private cars and Checker cabs; West Washington, Yellow cabs; State street, pedestrians attending the ball; Wisconsin avenue, spectators.

### RIFLE CLUB INITIATES; GEORGE ROSS IS HEAD

George Ross '26, was elected president of the Rifle Club for the ensuing year at a meeting of the club last night in the armory. Carl J. Neess '27, was elected vice president; Harold King '28, secretary; Clyde A. Morley '26, treasurer; Robert H. Wangerin '28, sergeant at arms. In addition to the election of officers approximately 30 new members were initiated into full club membership. These 30 men represent the best shots in the R. O. T. C.

Perhaps the only way to keep chickens out of your garden is to eat canned vegetables.

### RENT-A-CAR

Drive It Yourself

Higher Grade Automobiles

### SMART MOTOR CAR CO.

University Ave. at Francis B. 5209

### Two Celebrations Planned in Honor of Prexy's Service

Two celebrations will be given this spring in honor of President Birge and his 50 years' service at the university. One was planned by a committee of professors and deans which met Wednesday at the University club to be a "family dinner" of faculty members and their wives. No definite date for the dinner was set, but it probably will occur late in May in Lathrop gymnasium. A meeting of the presidents and secretaries association representing the five Madison men's clubs will be called some time next week. President N. B. Henderson declared today, to plan the business men's celebration in honor of President Birge.

The hat market is good, frantic activity being noted among users on windy days.

GET INTO STEP APRIL 16, 17, 18

Why Not Dance in Comfort?  
MRS. WENGEL  
Licensed Chiropodist  
MARINELLO SHOP  
225 State Street  
F. 79

LET'S have some FUN

# Tonight

The number of boxes in the window?

Win \$5.00

Oh, Boy! That's easy!

Almost count 'em!

500 Sheets Bond Typewriter Paper  
65c and in a BOX

STUDENTS SAVE MONEY ON BOOKS  
**BOOK EXCHANGE**  
652 STATE ST.

## U. of W. Students Spring Vacation



SPECIAL TRAINS in Addition to Fast Trains Scheduled to

Leave at Convenient Hours

Tuesday, April 7  
To Chicago

Lv. Madison 1:05 P. M. (Parlor cars and coaches)  
Lv. Madison 5:30 P. M. (Parlor cars, coaches and dining cars)

Tuesday, April 7  
To Milwaukee

Lv. Madison 1:00 P. M. (Parlor cars and coaches)  
Lv. Madison 5:30 P. M. (Parlor cars, coaches and diner)

Tuesday, April 7  
To Green Bay and Fox River Valley

Lv. Madison 5:35 P. M. (Coaches, Buffet car)

Tuesday, April 7  
To Elroy, La Crosse and Winona

Lv. Madison 1:00 P. M. (Parlor cars and coaches)

Tuesday, April 7  
To St. Paul, Minneapolis & Duluth

Lv. Madison 9:30 P. M. (Sleeping cars and chair cars)

### RETURN SERVICE

Ample provisions have been made for train service returning. Secure tickets and make sleeping car and parlor car reservations NOW. Apply to

A. W. Bower, D. F. & P. A., or A. F. Kniebusch, Agent  
Telephone Badger 142 or 143

CHICAGO and NORTHWESTERN RY.

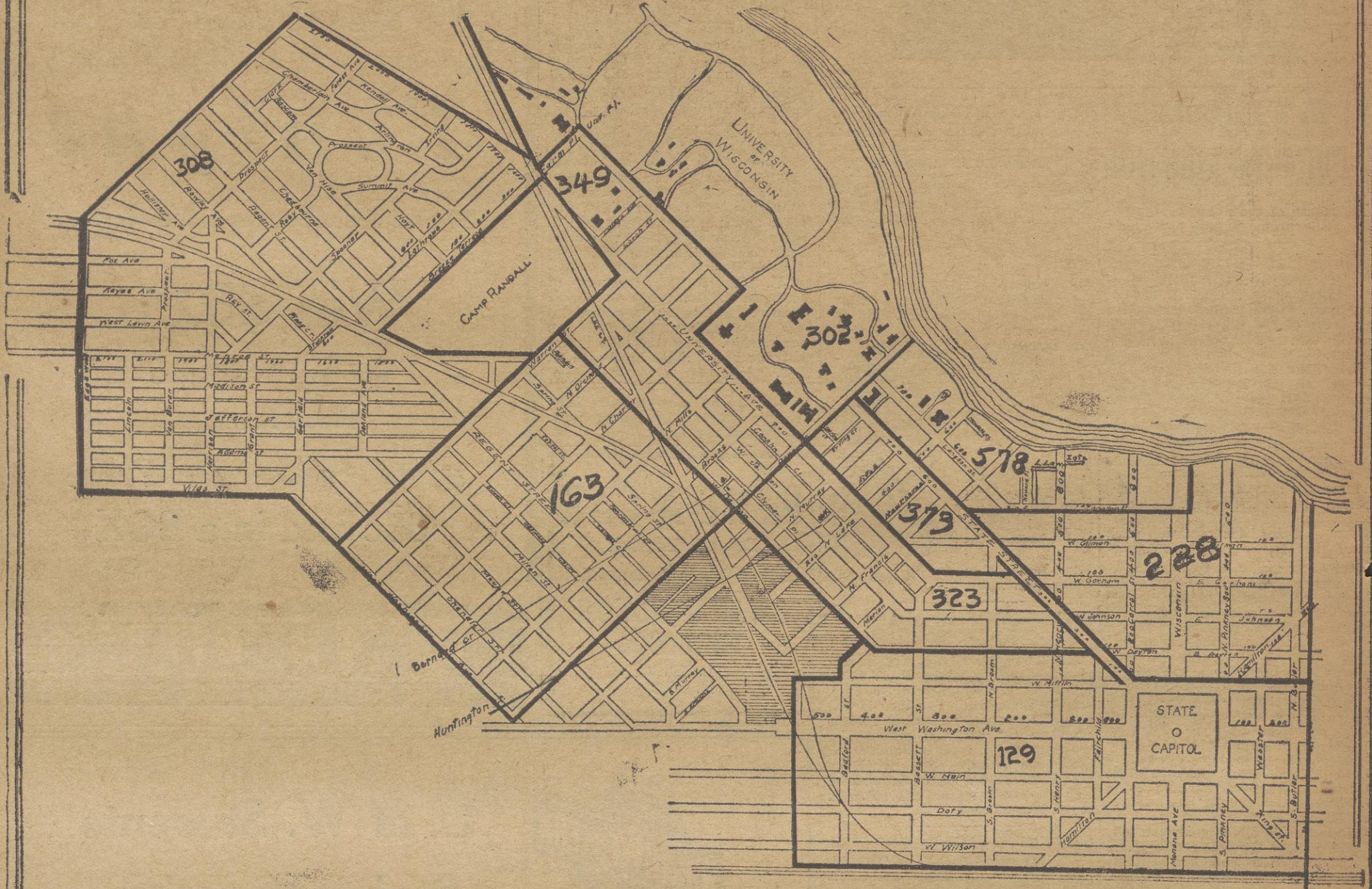
Madison, Wis.

# THE DAILY CARDINAL

THE ONLY MORNING NEWSPAPER IN MADISON

## Thoroughly Covers the University Market

*Circulation Figures Nov. 10, 1924 Indicated on This Map of the Student District of Madison*



The figures on the map show the distribution by carrier to students and faculty

## A Total Circulation of 3300

City delivery (carrier service) .....	2753
City Circulation by mail .....	107
Out-of-town (mail list) .....	440
<b>TOTAL .....</b>	<b>3300</b>

## The Daily Cardinal Has Over 15,000 Readers

A large portion of the Cardinal circulation goes to fraternities, sororities, rooming houses, and boarding houses where four or five persons read each paper.

It is evident that the Daily Cardinal is the

logical medium to use for reaching the university men and women.

Avail yourself of the benefits of Cardinal advertising by calling the Advertising Manager, Badger 6606.

*Last Year Over \$20,000 Was Spent on Cardinal Advertising*

### We shall be glad to help you plan your advertising

We have trained copy writers from Professor Gardner's classes to write your ads.

Vodvil, Drama and Cinema

AT THE THEATERS

Foreign and Local News

Unique Psychology is Theme of Film at Strand Theater

**"As Man Desires"**  
Featuring Milton Sills and Viola Dana  
Presented at the Strand

As contrary to modern theory as it may seem, a woman consciously or unconsciously lives up to the ideal woman the man she is in love with believes her to be.

Here is the gist of the fascinating psychological philosophy beneath "As Man Desires." Milton Sills as Captain Craig, a military officer stationed in India, is about to marry "the girl of his dreams." He is rudely awakened to the fact that he has supposedly been double crossed by a scheming superior officer and a tricky woman.

Three years later find him as "The Sphinx," a wealthy pearl fisher, who reigns over his native island with the power of a king. Through strange circumstances he has married Viola Dana, a giddy native dancing girl.

His name is cleared, of course, and the testimony of his former sweetheart, Viola sacrifices her life for his, leaving a tragic taste in the mouth of the public too gullible for the ordinary happy ending.

Black Cat Turns On Gas and Kills Two

NEW YORK — Some say black cats bring bad luck. But George Petrovich and Yakob Tasenko laughed at the superstition and they kept a black kitten in their home at Whitestone, L. I. The police now think it was this cat that caused their death by turning on the jet of a gas stove while trying to get at meat in a kettle. Both they and the cat were found dead on the kitchen floor.

Pan American Oil Co. Sold For \$40,000,000

NEW YORK — Control of the Pan-American Petroleum and Transport Co. passed out of the hands of the Doherty family yesterday for a price estimated in financial circles at \$40,000,000.

Blair and Co. of the Chase banking group, British interests, represented by Lord Inverforth and the Standard Oil Co. of Indiana, joined in the purchase which will become a part of a new organization, the Pan-American Eastern Petroleum Corp. with capitalization of 250,000 shares of preferred stock at \$100. par value and 1,000,000 shares of common stock of no par value.

Edward L. Doherty, pioneer in the production of oil in Mexico, remains chairman of the board of the Pan-American Petroleum Co., California subsidiary of the corporation, but retires from the main organization.

THE ARMY IS MOVING

MAJESTIC PLAYERS

Madison's Permanent Stock Company Present

MERTON OF THE MOVIES

A GORGEOUS SIDE-SPLITTING BURLESQUE OF THE MOVIES!

A CONTINUOUS ROAR OF LAUGHTER!

50c POPULAR PRICES 40c

Mask and Wig

By CHATTY

"Last night "Ivan Ho!" was presented for the first time to an audience. It must have gone over something tremendous in Oshkosh. Not that Oshkosh is necessarily a city where road shows are so rare that 'most anything would get by.

No sir, not by a long shot. But the cast and chorus were all primed for this first presentation and were trying to give it everything they had. Besides, Oshkosh is first on the list this year for the first time in a long while, and that makes a difference.

E. Mortimer Shuter, who is not the kind to flatter any one unnecessarily, untruthfully, said at the close of the last dress rehearsal Tuesday morning at 7:30 o'clock that as the show stood, it was the best thing he had seen in college musical comedy.

Take that!

A slight accident happened Tuesday morning during the rehearsal which may have resulted in a star's having a rather bruised set of ribs.

In a fetching little scene Tom Morony, Ivan, and Russ Winnie as Cedric, play catch with the person of By Rivers, the ingenue, Rowena. As it happened, Russ missed and By found himself in rather familiar relations to the floor. Yes, it was funny,—to everybody else.

The next and last column before the vacation—Glory be—will come from somewhere in the north with some dope on the progress Ivan is making—with his dates. Sh-h-h, Kappas. Chinchilla really has quite bewitched him.

So you see, the contemplated Chicago trip is off, temporarily. But just because Chatty happens to be enroute is no sign that he won't be able to see one or two legit in Chicago.

GEOLOGISTS TO TAKE DEVIL'S LAKE TRIP

A week-end trip to Baraboo is planned by Prof. W. H. Twenhofel for his geology class on April 17, 18, and 19. There are about 60 pupils in the class and all of them are expected to go on the trip. The class' headquarters will be at Baraboo and on Friday, April 17, it will make a particular study of the Devil's Lake region; on Saturday, the Lower Narrows region, and on Sunday, the Upper Narrows region. The class has taken several short trips during the year, but this is the first of more than one day. This trip will be an opportunity for the pupils to apply the knowledge that they have been gathering throughout the year.

DELIGHTED TO SEE YOU!

PARKWAY

2 Days Today Mat. Comm. Sat.

DIRECT FROM A 3 MONTHS' CHICAGO RUN

"An instant hit."—Fred McQuigg, American.  
"A triumph for star and play."—C. J. Bulliest, Post.  
"Mr. O'Hara sings and acts better than ever."—Amy Leslie, News.



PRICES—Nights, \$2, \$1.50, \$1, 75c; Mat.—\$1.50, \$1, 50c; Plus Tax. Seats now selling at Box Office. Mail orders also being filled.

Theater Managers Furnish good Send Off For Vacation

By H. E. R.

Evidently the theater managers of Madison intend that we are going to leave Madison with happy remembrances of good shows, for the program for next week promises much for our pleasure seeking adventurers.

The Strand will open the week with "Sandra," a high-powered melodrama, featuring Barbara LaMarr and Bert Lytell. Just what will happen in the picture that contains these two good characters is unknown to us, but it promises excitement. Then for those that will remain, Buster Keaton will perform the rest of the week in a comedy labeled "Seven Chances."

The Parkway is going to show another good week opener in "The Dancers," a play that has such a cast as Alma Rubens, Madge Bellamy, and George O'Brien. This O'Brien person seems to be gathering much popularity in the "fillum" circles, and is rated as the season's best "comer." For the last half of the week, May McAvoy, Jack Mulhall, George Fawcett, and others are going to be featured in "The Mad Whirl." In addition a famous radio entertainer, Jack Pennewell, will perform on his instrument, which looks like a double guitar to us.

"Capital Punishment" will be the name of the picture with which the Madison will attempt to amuse us the first part of the week. We have a hunch that the police department had it put in to scare the lawyers and engineers. The cast includes Elliott Dexter, Robert Ellis, Edith York, Clara Bow, and many other stars of the past and future. Then after we have gone, "Back to Life" will occupy the screen for the latter part of the week. This was adapted from "Back From the Dead."

The two stock companies evidently realize the Spring is here and that "heaviness" must go, if the crowds are to be encouraged to sit through the evenings in their respective theaters. So we find that the Majestic players are going to produce "A Good-For-Nothing Husband," which is intended to be a farce, and which will undoubtedly prove to be such, if the rest of the players don't try to be too realistic and break their shoulder-blades putting vividness into their acting. Mr. Wilson did that last week.

Another of the Potash and Perlmutter stories will be enacted at the Orpheum by the Dorothy Lavern players, and that is also a farce comedy. Al Jackson is still doing his "stuff" in great shape, and

The Home of the Better Plays

ORPHEUM

NOW PLAYING

BARGAIN MATINEE Saturday—2:30 P.M. 25c & 35c

The Ever Popular Dorothy LaVern Players

Present A Smart Comedy Romance

"Civilian Clothes"

William Courtney's Starring Success

An Evening's Entertainment Par Excellence

-STARTING SUNDAY MATINEE

One of the Finest of the Potash & Perlmutter Series

"BUSINESS BEFORE PLEASURE"

"Abe and Mawrus" in the moving picture business means

BIG LAUGHS

IT'S A RIOT OF JOY

Movie Snapshots

"Secrets of the Night" Featuring James Kirkwood and Madge Bellamy

Presented at the Parkway  
Some mighty uncanny situations are worked into "Secrets of the Night," the scary production at the Parkway. The abundance of mystery mixups stumps even the brightest of cross word puzzle fiends. The murdered hero comes to 'life for the final curtain. Clever humor relieves the intensity and helps to explain most of the secrets.

"The Passion Play" Presented at the Madison

A very poor attempt to reproduce the famous Passion Play, depicting the life of Christ! The acting is especially unconvincing and the setting is so artificial that it hurts. The historical events are neglected for the sake of dramatic events. It seemed more like one of the old tableaux that we used to be so fond of, rather than a real moving picture. No contiguity of plot or even a right sequence of the well known facts of Christ's life are apparent in this picture.

Argonne Man Named Senate Postmaster

Morton D. Grandine of Argonne, has been appointed postmaster of the senate by Sergeant-at-arms, C. A. Leicht, to fill the vacancy caused by the resignation of William Kuehl who has returned to his home at Butternut to resume his work as a rural mail carrier.

SAN DIEGO, Calif.—Two small navy seaplanes and two naval aviators whose names are unknown at the North Island air station here have been missing since 5:30 o'clock yesterday afternoon when they left San Diego for San Pedro it was announced today.

The two planes both of which are attached to the battleship Oklahoma, flew here yesterday for minor repairs, it was stated.

YOU'RE THE EXPO HOST

should show up well in one of the comedy roles.  
Station H. E. R. signing off.  
Good morning!

France Will Pay War Debts, Says Clemental

PARIS — After explaining the gravity of the French financial situation in the senate today, Finance Minister Clemental declared that a general liquidation of the problem necessarily involved an arrangement for payment of the French war debts.

"France is honest," he declared. "She will pay, it remains only to be determined in what manner."

"Americans know we mean to pay," M. Clemental continued. "We have so assured Mr. Hughes and Secty. of State Kellogg. We have found in considering the matter with them that the old fraternity of arms has not been forgotten and we are on the road to a satisfactory arrangement."

Death Toll In German Bridge Collapse Is 84

BERLIN—It is believed that 84 soldiers perished in yesterday's disaster to a Reichswehr contingent on the Weser. The ministry of defense stated today that five bodies had been recovered and that one officer and 78 men of the 100 soldiers known to have been plunged into the river by the sinking of a pontoon were missing. There is little hope that any of the missing are still alive.

Baby Buried Alive With Dead Mother

DENVER, Colo.—Plat Nay, father of the 18-day-old baby alleged to have been buried alive beside her mother in accordance with a Ute Indian tribal rite, was held today pending an investigation on the Ute Indian reservation, according to advices reaching the federal authorities here.

Madison Students To Take Part In Concert

A dozen young men of this city will play in the Spring Gala concert which the University band will give Sunday afternoon at 8 in the men's gymnasium. They are: S. E. Meyer, Wardwell Montgomery, Russell Nelson, D. W. Pridaux, Donald Britton, Kenneth E. Cook, Lowell Frautschi, J. C. Gamroth, Harley L. Gibson, H. L. Honeycombe, Carl A. Happert, and Milo Ottow.



Admission 35c

Continuous Daily

1 to 11

NOW SHOWING

When a South Sea Siren Woos--- And a Man Forgets!

Milton Sills AND Viola Dana

AS MAN DESIRES

Love in the Tropics—where the strongest man wins the woman!

A strang tale that moves at exciting pace from England's ballrooms to India's society and ends with a powerful climax on a hidden isle in the South Sea.

ADDED ENTERTAINMENT

2 Act Our Gang Comedy

Fox News

Cross Word Puzzle

Held Over By Request Exclusive Pictures of

THE ENGINEERS' ST. PAT PARADE

## When You Are Asked at Vacation

To explain the recent charges of student immorality—

To tell the true story of the university's financial needs—

To describe what is being done at Wisconsin—

## What Will You Say to Your Parents, Friends?

THE special edition of the Wisconsin Magazine for April has been devoted to the University of Wisconsin.

Its editor, a Wisconsin graduate, is making a report to the people of the State and the students of the university on what the university has done and is doing.

Seven thousand influential citizens of the State will read the magazine and will be helped by it to form their concepts of us.

It is packed and jammed with vital and stimulating facts about the university and opinions about us by leading men.

It tells of our work and our play—a great story—a true and comprehensive picture.

It is written in an entertaining and interesting fashion and with a fascinating diversity of material. Cartoons by Ruth Alcott, which shrewdly hit the mark on the university financial needs, intersperse the reading matter. A trenchant and informing article by Prof. Max Mason deals with educational questions in the State of Wisconsin. Professor "Sunny" Pyre has an excellent new article on the growth and development of the university. There is a digest of opinion on student morality presented by men and women of recognized authority and ability. A student just graduated has written an accurate and entertaining story of four years on the Wisconsin campus.

The list of contributors is an imposing one. It includes judges, regents, business and professional men, professors, assemblymen, ministers, priests, leading students. Their opinions about us throw light into the mass of prejudice and misinformation about the university which exists in many places.

Through an arrangement with its editor, it has been made possible to put this magazine into the hands of every student of the university. It will be sold on the Hill today by the organized women of the University.

Students going home during the vacation period next week will be pried with questions regarding university life and work. State papers have given so much recent publicity to the University of Wisconsin that every student will want to talk intelligently on these matters in his home community.

The students have a part in the present crisis. They must not only preserve the good name of the university while in Madison, but they must protect it outside. It cannot be done without accurate knowledge and a vigorous interest in our common problems.

This magazine offers the opportunity—will you accept it?

This Page Donated by  
These Student Organizations

THE BADGER  
THE DAILY CARDINAL  
THE HARESFOOT CLUB  
THE OCTOPUS  
THE WISCONSIN UNION

### The Picture of Wisconsin and Those Who Paint It

#### 1. Student Morality

ZONA GALE, Regent and Authoress.

HERMAN SACTJEN, Speaker of the Assembly

CARL TENNEY, President, the Rotary Club

JUDGE W. C. OWEN, Supreme Court

DON MOWRY, Association of Commerce

DEAN C. S. SLICHTER

PROF. MAX MASON

PROF. CARL RUSSELL FISH

C. V. HIBBARD, Secretary Y. M. C. A.

FATHER H. C. HENGELL

REV. J. M. WALTERS

PROMINENT STUDENTS AND OTHERS

#### 2. Four Seasons on the Campus BY A CONTEMPORARY

#### 3. The Story of the New Hospital DEAN C. R. BARDEEN

#### 4. Agricultural Research at Wisconsin DEAN H. L. RUSSELL

#### 5. A Series of Wisconsin Cartoons RUTH ALCOTT

#### 6. The Apex of the Pyramid PROF. MAX MASON

#### 7. A New Sketch of University History PROF. J. F. A. PYRE

#### 8. The Facts in the Appropriations Matter

#### 9. Many Other Informative and Interesting Articles dealing with athletics, student activities, and all phases of university achievement and aspiration.

The  
**WISCONSIN**  
MAGAZINE

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