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CANDIDATES FOR WOMEN'S GROUPS ARE ANNOUNCED

W. S. G. A., W. A. A., and Y. W. C. A. Will Elect Officers in Election Friday

Announcement was made yesterday of the candidates for the final elections for the Women's Self Government association, the Women's Athletic association and the Young Women's Christian association which will be held next Friday in Lathrop parlors. The polls will be open from 9 o'clock in the morning until 5 o'clock at night.

Only W. S. G. A. members who have paid their dues of \$1 will be allowed to vote, according to Martha Williamson '25, elections chairman. Members in good standing in W. A. A. and Y. W. C. A. will be allowed to ballot.

Keystone Aids

W. S. G. A. nominations include the nominations made by Keystone executive council, and the two highest candidates in the primary vote which was taken last Wednesday night.

Keystone nominations for five W. S. G. A. elective offices are:

Alberta Johnson '26, president; Margaret Ashton '26, vice president; Genevieve Ellis '26, treasurer; Peggy Read '27, secretary; and Jane Gaston '27, census chairman.

Primary nominations include Dorothy Strauss '26, vice president; Margaret Wegener '26, and Elizabeth Pier '26, treasurer; Elizabeth Adams '27, and Lorraine Cheeseman '26, secretary; Elizabeth George '27 and Larch Campbell '26, census chairman.

To Elect Y. W. C. A. Heads

Y. W. C. A. nominations are Bernadine Chesley '26 and Lillian Twenhoefer '26, president; Miriam Inglis '26 and Julia Peet '26, vice president; Eulalie Bessel '27, and Eleanor Warren '27, secretary; Alice Brown '27 and Frances Gore '28, treasurer.

MITCHELL TO TALK HERE TOMORROW

Ousted Air Chief Will Give His Side of Aviation Squabble

Brig. Gen. William Mitchell, former assistant head of the air service, will speak here on the "War Department and National Defense" at 8 o'clock Monday evening in Music hall. This will be General Mitchell's only public speech during his present stay in the middle west, according to George J. Fiedler, vice president of the Forensic board. The Forensic board is sponsoring this speech.

General Mitchell will be introduced tomorrow evening by Prof. William G. Rice, Jr., of the law school. A special moving picture and slide machine is being installed in Music hall to show the exclusive and official slides of the sinking of battleships and other aircraft maneuvers with which General Mitchell will illustrate his speech to support his contention that the United States should have a separate and larger air service.

Immediately upon arriving in Madison Monday morning, General Mitchell will go to the capitol to speak to the legislators, in response to a resolution which was passed Friday inviting him to speak before them. His remarks at the capitol will be confined to thanks for the resolution which was passed a few weeks ago commending him upon his bravery in his controversy in Washington, it is said.

"As soon as it was learned that General Mitchell was coming to Milwaukee to visit friends, the Forensic board got in touch with him by telephone to see if he would not come to Madison," Fiedler said yesterday. "Efforts to get the armory for the meeting were given up when it was found that it was impossible to use a motion picture or slide equipment there."

\$700 PLEDGED TO FRIENDSHIP FUND BY FRATERNITIES

Incomplete reports received up until last night indicate that approximately \$700 will be contributed to the student friendship fund by the fraternities, estimated Lincoln Frazier '26, chairman of the fraternity campaign.

Frazier stated that one man has been appointed for each house, and that because some of these men have not yet been able to complete their work, it is impossible to give exact figures on the results of the campaign as a whole.

Considerable sums as yet unreported are expected from the men who have been soliciting in the rooming houses and unorganized groups. The faculty campaign is being conducted under the direction of Prof. Pitman Potter.

42 AT WORK ON EXPO PUBLICITY

Staff Works Under Wernecke; Divided Into Home and Foreign Divisions

One of the most extensive publicity and advertising programs ever attempted for a university activity is being put into effect by the exposition publicity and advertising department, according to Orin S. Wernecke '26, director. Forty-two people are working with him daily on the program.



Wernecke

—De Longe '26.

The advertising chairman and his assistants are Herbert Allen '28 and Samuel Himmelfarb '27. Others on the staff include John Alcott '28, David Bisno '27, Earl Johnson '28, Leonard Brill '28, Herbert Gruenberg '28 and Howard Lee '27.

Foreign publicity will be directed by Bernard Goodkind '26, Kenneth Kennedy '26, Edna Miller '27, Edith Miller '26, and Don Lowater '27 as his assistants.

Local publicity is being directed by Helen Baldauf '25, who has Max

Continued on page 7.

Mary Eldredge To Be Honorary Colonel for 1925 Military Ball



Mary Eldredge

Announcement was made last night that Mary Eldredge '25 has been chosen honorary colonel of the thirteenth annual Military ball by Cadet Lieutenant-Colonel Clifford C. Franseen '25, chief of staff for the ball. The honorary colonel and the chief of staff will lead the grand march at the ball which will be held in the state capitol April 3.

Franseen and Miss Eldredge attended the President's Guard dance at Lathrop the first part of last night from where they went to the Alpha Kappa Lambda informal dance where the announcement was made.

Miss Eldredge is the daughter of Mr. and Mrs. Wade H. Eldredge of Savanna, Ill. She is a member of Clef club and the Girls' Glee club and is known in music and home economic circles.

The title of honorary colonel was suggested by the practice of the cadet corps at the University of Illinois and other schools of naming an honorary colonel each year to be the partner of the Military ball chairman and is in keeping with the policy of those in charge of this year's ball to make it entirely military in spirit.

BARWIG AND DIEBOLD PLACED ON CARDINAL CONFERENCE TEAMS

FIRST	SECOND	THIRD
R. F. ——— Miner (Ohio) ——— Spradling (Pur.) ——— Laude (Iowa)		
L. F. ——— Logan (Ind.) ——— Haggerty (Mich.) ——— Daugherty (Ill.)		
Center ——— Cunningham (O.) ——— Doyle (Mich.) ——— Wolden (Minn.)		
R. G. ——— Sponsler (Ind.) ——— Cameron (Ohio) ——— Cherry (Mich.)		
L. G. ——— BARWIG (WIS.) ——— DIEBOLD (WIS.) ——— Seiffer (Ohio)		

By KEN BUTLER

Wisconsin, although finishing ninth in the 1925 Big Ten basketball scramble, places one man on the Daily Cardinal's first selection of players and one player on the second team. Barwig is placed on the first team and Diebold on the second.

Miner of Ohio and Logan of Indiana are the outstanding forwards of the conference this year and are given the forward positions on the first team. The men place first and second respectively in individual scoring. Both have played consistently all season. Cunningham of Ohio gets the center position. He is third in the scoring list, is tall and gets the tip-off and works in well on passing and guarding. Sponsler of Indiana in addition to being a stellar guard and responsible for much of Indiana's success the past season, stands high in scoring. Barwig of Wisconsin is given the other guard position in recognition of his consistent playing, fight, guarding and general floor ability.

Continued on page 2.

CHAMPION OHIO TEAM DEFEATS WISCONSIN, 37-23

Scores Easy Victory Over Badgers Despite Stiff Resistance

(Special to The Daily Cardinal)
COLUMBUS, Ohio, March 15.—The Wisconsin basketball team fought hard all the way last night but could not measure up to the whirlwind finish displayed by the champion Ohio State five here and the title holders won the verdict by a 37 to 23 score.

Ohio, by virtue of this victory, finished the season with a record of eleven victories and one defeat, the first championship since Ohio became a member of the conference in 1913.

Ohio Leads at Half

The Badgers swept the Buckeyes off their feet during the first half, holding the lead most of the way until a split second before the gun announced the end of the game, when Johnny Miner, Ohio ace, sank a basket which gave the Buckeyes a 15 to 14 lead.

Eleven minutes had elapsed in the second half before Barnum registered Wisconsin's first point for this period, and by that time the champions had the game sewed up.

Badgers All Fight

Barnum scintillated at forward for the Meanwellites. He tallied six points on three baskets. Brooks led his teammates in counting, having a foul-counter lead over Barnum and Merkel. Merkel played a fighting game and came through with three field goals. Captain Diebold and Barwig both starred. They watched Johnny Miner and "Cookie" Cunningham, all high point makers for Ohio, so well that Shaw was left to take over the Buckeye scoring burden.

The game was the roughest seen here this season, though Referee Schommer failed to call many fouls. Both teams played at a furious pace all through the fray and the players were nearly worn out when the game closed.

Miner, Shaw Tie

Merkel was replaced by Bain for a while during the second half and Brooks relieved for a few minutes in favor of Anderson. But both regulars returned to the game in time to stage a last minute rally.

Continued on page 3

DAVIS APPOINTED OCTOPUS EDITOR

Succeeds Lewis, Who Resigns; Control of Publication Reorganized

John E. Davis was appointed editor of Octopus, to succeed Gordon Lewis, upon the latter's resignation yesterday. Davis is editor of the Skyrocket column in the Daily Cardinal.

Appointments for the remainder of the present school year include:

Clark Hazelwood '22, manager; Ralph Crowley '26, business manager; John Powell '26, associate editor; Michael Stiver '25, art editor; Howard Murphy '26, exchange editor; Floyd J. Gray '27, advertising manager; Fred DeVries '26, publicity manager.

At the same time, control of the publication was entirely reorganized. The executive board now takes over control from the editorial board, which is abolished.

The executive board consists of an editor and manager, each of whom has a vote of five; an upper board consisting of the business manager, the associate editor, the art editor, the assistant business manager, the exchange editor, and the advertising manager, who will each have a vote of 2; and the lower board consisting of the publicity manager, one representative appointed by the editor, and one representative appointed by the manager, who will each have a vote of 1, making a total count of 25 for the executive board.

GRANT SHOWERMAN HONORED BY N. Y. U.

Professor Will Act as One of 1925 Electors For Hall of Fame

Prof. Grant Showerman of the classics department has been chosen from the university by the senate of New York university to act as one of the electors in the 1925 selection of names to be added to the roster of that university's hall of fame.

Every state or group of states having 1,000,000 inhabitants is represented by an elector and Professor Showerman was chosen from Wisconsin.

Other new electors are:

John W. Davis, David Jayne Hill, and Brand Whitlock, former American ambassadors; Dr. James R. Angell, president of Yale; Dr. Charles W. Eliot, president emeritus of Harvard; Prof. William L. Phelps of Yale; Dr. K. C. M. Sills, president of Bowdoin college; Dr. Henry K. Warren of Yanktown college; Dr. Kendrick C. Babcock, provost of the University of Illinois; Dr. Lewis Perry, principal of Phillips Exeter academy; and Dr. Frederick Tupper of the University of Vermont.

Daily Reports
all
Badger Teams

CARDINAL SPORTS

Athletics in
the
Collegiate World

Gymnasts Cop Close One from Purdue

SCORE 1148-1135
SCHMIDT TAKES 4
FIRST PLACES, TIE

Fencers Win Five Out of Nine
Bouts; Season's Last
Meet

By CLARENCE SCHLAVER.
The Badger gymnasts triumphed over Purdue in the gymnasium last night, 1148.75 to 1135, and the fencers won five out of nine bouts from their strong opponents. It was the last contest for the apparatus and fencing squads.

Engaging in his last dual contest for Wisconsin, Capt. "Huck" Schmidt left but one first place to Purdue. "Huck" placed first on the horizontal bars, parallel bars, flying rings and finally tumbled his way to victory in the tumbling event. He tied for third with Li of Purdue in the side-horse exhibition and thus was awarded a place in every event.

Freytag High Fencer

Earl Hicks, also competing in his last meet, won third in the horizontal bar event and third on the flying rings. Kress, the third Badger man working in his last dual contest, placed second in the side-horse exhibition. Walter Huxley was awarded third on the parallels and tied for third with Van Meter in tumbling. Vornholt and Hiemke were the other men on the Wisconsin team.

In the fencing competition Freytag turned in a perfect score by beating his opponents in all three matches. He lost a hard fought dueling combat to Schmidt of Purdue. May, of Wisconsin, won one fencing bout and lost two as did Hollister, the other Badger foilsmen. Walter Parsons lost a slashing battle by one point to Telkamp of Purdue. The Badger fencing team has an excellent record this year with victories in three out of four meets.

The Summary

Summary of the gymnastic competition:

Horizontal bars—Schmidt (W), Rier (P), Hicks (W).
Sidehorse—Rier (P), Kress (W), Schmidt (W) and Li (P) tied for third.

Flying rings—Schmidt (W), Jackson (P), Hicks (W).

Parallel bars—Schmidt (W), Jackson (P), Huxley (W).

Tumbling—Schmidt (W), Fadley (P) and Van Meter (P) tied for third.

HOCKEY TEAM LOSES TO GOPHERS IN FAST 1 TO 0 RINK CONTEST

FARWELL WINS SKI RACE; PRIZES GIVEN

Porter Farwell '28 won the two-mile ski race held yesterday afternoon by covering the course in 16:14. Arne Asplund '27 was only four seconds behind Farwell for second place. Third place was won by Willis Tresler '25 whose time was 17:42. Clyde Strachan dropped out of competition soon after the take-off, due to the breaking of one of his poles. Prizes were awarded the winners by the ice carnival committee for first, a pair of hockey skis; for second, a pair of snow shoes; for third, ski harness.

BARWIG, DIEBOLD ON BIG TEN HONOR TEAMS

Continued from page 1

Although it may be the opinion of many that Diebold is a better guard than Barwig, and certainly Marsh is a more heady player, Barwig combines all those qualities that go to make up an ideal guard. Diebold is placed as guard on the second team, along with Cameron of Ohio. Doyle, Michigan center, is a clever floor man and a good shot, a trifle better than Wolden of Minnesota. Spradling of Purdue and Haggarty of Michigan, two fast and versatile forwards, get the forward positions.

There are many selections that might be made for forwards on the third team. Laude, Iowa, holds only a slight edge over Janse, Iowa. Daugherty, Illini star, was inconsistent, but even so rates higher than Mauer of the same school. Harmeson, Ohio, is a clever floor man, but has a poor eye for the basket. Rasey, Minnesota, started out the season well, but did not finish up the year with the same force with which he started. Wolden, Minnesota, takes the center job on the third team, with Raffensperger, Iowa, a close second. Cherry, Michigan, and Seiffer, Ohio, get the guard berths on the third selection.

ADVERTISE IN THE CARDINAL

Club swinging—Van Meter (P) first; Schmidt (W) second.

Badger Icemen Threaten Minnesota Goal But Are Unable to Score

(Special to The Daily Cardinal)

MINNEAPOLIS, Minn., March 14.—Wisconsin hockey team lost to Minnesota last night 1 to 0 in the first of two ice contests here. The Badger team started off by sweeping their opponents off their feet. Many attempts were made by both teams to score in the first few minutes of play, only to be checked by the remarkable work of both goal guards.

Every man played his position to perfection, the first period ending with no scores.

Gross Tries, Fails

The second period started fast then as both teams neared exhaustion from the intensity of the scrimmage, Minnesota substituted five fresh men, putting Wisconsin at great odds. After a fast trip down the ice and a tough scrimmage, Scott of Minnesota succeeded in getting the puck past the good posts, making an unavoidable score.

In the third period the game sawawed from one end of the rink to the other, the Minnesota goal being threatened many times. In the last minute of play Gross made a beautiful run down the ice, fighting his way past Minnesota's forward line and defense. He followed with a fast shot at the goal, which was checked by the goal tender.

WRESTLERS LOSE CLOSE MEET TO OHIO, 6 TO 8; NO FALLS MADE

COLUMBUS, Ohio, March 14.—Fighting for victory the Wisconsin wrestling team lost a close meet to the strong Ohio grapplers by a 6 to 8 score. No falls were made in the match and many of the decisions were close.

Wisconsin took three decisions and Ohio came through with the last three events to win them all and the match. Coach Hitchcock's men won the first event, but failed by a close decision to take the second. O'Laughlin and Zodtner fought their way to victory in the next two events by winning their matches by decisions. Ohio took a brace and won the next three matches and decided the fate of the Wisconsin men.

Elmer (W) 115-pounds won a quick decision from Fisher (O) in one minute and 28 seconds. Bundy (W) lost a close decision to Snider (O) in the 125-pound class in six minutes and three seconds. In the 135-pound class O'Laughlin (W) won a decision in three minutes and 30 seconds from Hummel (O). Zodtner (W) won from Wilford (O) by decision in two minutes and seven seconds. Chada (W) lost to Watkins (O) in the 158-pound class in six minutes and 50 seconds. In the 175-pound class Splecs (W) lost to Withacre (O) by a decision in seven minutes and 15 seconds. Stipek (W) failed to win from Roschon (O), the decision being against him in two minutes and 45 seconds.

OHIO STATE WINS FIRST CAGE TITLE

Bucks Have Great Team; Badgers Fail to Land Over Ninth Place

Ohio, for the first time since that university entered the conference in 1913, is conference basketball champion. With a record of eleven wins and only one defeat, the Buckeyes stand undisputed champs. They were doped to win long before the season started.

Ohio's chances for a victory, however, looked less promising as the Illini started out the season and held on to a perfect record until the latter-season games. Minnesota, Michigan and Iowa started the year in promising form, but succumbed as the play progressed.

For the first time Coach Meanwell's Badgers finished below the first three positions in the final

standing. With practically only three veterans back, one of whom graduated in mid-year, Meanwell was forced to work with nearly all green material.

Wisconsin did not win a conference game until it took on Iowa; then repeated over Iowa and took the fast-waning Illini into camp. Wisconsin's record of scores for the year was 235 points to 289 points for opponents.

Northwestern surprised the basketball world by finishing above Wisconsin.

Indiana did in basketball what she could not do in football, and threatened all comers, finishing in second place. Purdue, after losing several games, came back and took most of her latter-season contests.

Chicago was a total failure, losing eleven games. Chicago tied for the championship last year.

Additional Sports on
Page Five

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WILL BE AT THE

UNIVERSITY OF WISCONSIN

March 18th to 20th, Inclusive

Mr. E. J. Mohr and Mr. G. H. Thomas will be in Room 205, Engineering Bldg., from 9:00 A. M. to 12:00 M. and from 2:00 to 5:00 P. M. on March 16th and 17th, to make appointments with engineering students for interviews with these representatives relating to employment.

Mr. K. G. Williams will be in Room 411, Sterling Hall, at the same hours, to make appointments with non-technical students.

Sunday Dinner

35c—Complete—35c

ARNE'S LUNCH

814 University Ave.

Chicken a la King Chicken Fricasee

Virginia Baked Ham, Raisin Sauce

Roast Pork and Apple Sauce

Roast Leg of Veal and Dressing

Roast Beef, Brown Gravy

Chicken Noodle Soup

Apple Pie

Dinner 11 A. M. to 2 P. M.

Daily Reports
of
Badger Teams

CARDINAL SPORTS

Athletics in
the
Collegiate World

TRACKSTERS FAIL BY 2 POINTS TO WIN CINDER TITLE

MICHIGAN TAKES FIRST PLACE, FALL IN RELAY FATAL

Chicagoan Trips Kennedy in
Last Event, Robs Wisconsin of Victory

(Special to The Daily Cardinal.)
EVANSTON, Ill., March 14.—Wisconsin's tracksters failed by two points of winning the Big Ten track meet here tonight.

The deciding event for Wisconsin was the mile relay. At the beginning of this event Michigan led the Badgers by one point, and Kennedy of Wisconsin was leading the mile relay when Spence, of Chicago, cut in on Kennedy, tripping him. Wisconsin was thus pushed out of a place in this event and Michigan won the meet by 22 1-3 points, with Wisconsin second with 20 points.

The final results gave Michigan 22 1-3 points, Wisconsin 20, Chicago 18, Illinois 17 1-3, Ohio 17, Iowa 9, Northwestern 6 1-3, and Indiana and Purdue 0.

McGinnis won the high jump from Russel of Chicago with a jump of six feet two inches and a half. Schwarze won the shot put, heaving the weight 47 1/2 feet. Bergstresser and Vallyely placed second and third in a mile. Kreiger tied for fourth in the pole vault, and Tuhtar tied for fourth in the high jump. Perry took fourth place in the two-mile run. McAndrews placed second in the 50-yard dash.

The results of the meet were as follows:

One mile—Arnold, Ohio; Bergstresser, Wis.; Vallyely, Wis.; Warner, Ill. 4:31 3-5.

50-yard dash—Hubbard, Mich.; McAndrews, Wis.; Willman, Mich.; Evans, Ill. 5:2-5. (Ties conference record).

60-yard hurdles—Guthrie, Ohio; Snyder, Ohio; Snyder, Ohio; Kinsey, Ill.; Rehm, Ill. 7:3-5. (Ties conference record.)

Two-mile run—Phelps, Iowa; Bourke, Chicago; Kennedy, Ohio; Perry, Wis. Time—9:32 3-5. (New record).

440-yard run—McFarlane, Chicago; Scheck, Ill.; Feinsinger, Mich.; Roberts, Iowa. Time—5:13-5.

High jump—McGinnis, Wis.; Russel, Chicago; Snyder, Ohio; Ward, N. W., and Tuhtar, Wis., tied for fourth. Jump—6 feet, 2 1/2 inches.

Shot put—Schwarze, Wis.; Dauber, Iowa; Munz, Mich.; Kimmell, Ill. Distance—47 1/2 feet.

880-yard run—Reinke, Mich.; Ponzer, Ill.; Cusack, Chicago; Freyberg, Mich. Time—1:56 3-5. (New record).

Pole vault—Bouscher, N. W., and Brooker, Mich., tied for first; Hunsley, Ill., third; Krieger, Wis.; Seed, Ill., tied for fourth.

One-mile relay—Chicago, Illinois; Northwestern, Michigan. Time—3:31 2-5.

Badger Basketeers Fight Hard, But Lose to Ohio, 37-23

"By" and "Dee" Play Last
Game For Wisconsin; Placed
on Cardinal Honor Teams



"By" Barwig



"Marsh" Diebold

Phi Sigma Kappa Foul Tossers Win; May Annex Championship

Breaking the Tekes conference throwing free throwing record of last year by eight points, the Phi Sigma Kappa foul shooters, led by John Fieting '27, dropped 189 successful shots through the net and took the local championship when the competition ended last night.

Phi Sigma Kappa may take the conference championship with this mark. The Tekes won the local and conference championship last year with 181, and this count was far ahead of the nearest competitor.

Fieting beat the individual record of 40 baskets out of 50 which was made by Du Bois, of the Tekes last year, when he put 42 through the hoop. In his last 25 shots he missed but once. King Weeman

'25, also of Phi Sigma Kappa, tied Du Bois' mark of 40.

Scores of the other men on the winning team are Dominic Monte '27, 37; William Charbonneau '28, 37; and Clarence Knutson '26, 33.

Second place went to the Tekes with 168, while third went to Sigma Phi Sigma who threw 166. The first three teams receive cups.

Thirteen other teams competed. Their scores follow:

Chi Psi, 163; Tau Sigma Omicron, 157; Kappa Sigma 156; Phi Kappa Psi, 153; Theta Delta Chi, 152; Alpha Kappa Lambda, 150; Triangle, 149; Delta Upsilon, 144; Delta Sigma Pi, 144; Sigma Chi, 137; Alpha Chi Rho, 127; Sigma Phi Epsilon, 121, and Delta Sigma Phi, 99.

Outlook for '26 Basketball Good; 3 Regulars Back

With the Wisconsin 1924-1925 basketball season drawn to a close by the playing of the Ohio game, the Badger fans are already looking toward next year.

Although this season was not entirely successful from the outlook of games won, yet the team seldom lost by more than six points. They defeated the veteran Iowa five in two games, and handed the fighting Illini one of the hardest defeats of the season.

Elsom did not report for varsity basketball because of lack of time. Wackman was graduated in the mid-semester and Doc Spooner, star forward, was made ineligible by his having competed in his second semester in track at Coe.

With only two men, Diebold and Barwig, to form the nucleus, the little doctor went at his job with vigor. With a green team he started on one of the hardest schedules in the conference, and ended up in ninth place. This is the lowest that any of the doctor's teams have ever rated in the conference.

It is curious to notice that Chicago finished in the cellar below Wisconsin. These two teams were tied with Illinois for first in the conference last year.

Meanwell looking over the material for next year, finds the prospects bright. Tangen, Brooks, Merkel, Bain, Younge, Andrews, Anderson, Martell, Harget, Barnum and Bodden will be back from this year's varsity. Hotchkiss, Bahr, Dunn, Nelson, and Eye, likely men, are coming up from the freshmen squad.

The hardest problem of the veteran coach will be to form a pair of good guards. The only guards back from this year's varsity are Tangen and Bodden. Bodden was one of the best guards on the squad at the start of the season, but could not remain out because of lack

BADGERS LEAD IN FIRST HALF, GAME ROUGH AND FAST

Barnum Good at Forward;
Miner and Shaw Tie For
Buckeyes in Shooting

Continued from page 1
which netted the Badgers nine points.

Miner and Shaw tied in basket shooting with 11 points each, though Miner in field scoring with five baskets to Shaw's four. Cunningham caged seven points and Cameron, guard, made six. Coach Olsen used ten Buckeyes in the contest.

Cage lineup was:

	B	F	M	T
Ohio State (37)				
Miner RF	5	1	0	11
Dempsey RF	0	0	0	0
Shaw C LF	4	3	1	11
Matusoff LF	0	0	0	0
Cunningham C	3	1	1	7
Bloser C	0	0	0	0
Cameron (C) RG	3	0	0	6
Woerlein RG	0	0	0	0
Seiffer LG	0	0	0	0
Hunt LG	1	0	1	2

Totals	16	5	3	37
Wisconsin (23)				
Barnum RF	3	0	1	6
Merkel LF	3	0	2	6
Bain LF	0	1	0	1
Brooks C	3	1	0	7
Anderson C	0	0	0	0
Diebold (C) RG	0	0	0	0
Barwig LG	1	1	1	3

Totals 10 3 5 23
Referee—Schommer, Chicago; umpire, Maloney, Notre Dame.

of time. Tangen is a real defense man and will probably see action next year.

Meanwell will have plenty of offense men and the power of the Badger forwards and center will enable the team to run up big scores.

ADVERTISE IN THE CARDINAL

On Pleasing HER

In matters comestible!

To you he-men, of course, the food's the thing. Served on the Waldorf silver service, or in the ol' army mess-kit, it's all one to you—almost! But with Her it's far otherwise!

For She has an eye for the design in a bit of china, and whether it goes with the curtains or not. Just the right shade of ivory-and-old-blue chair may make the dinner—and determine what she thinks of your technique when it's over.

The Final Triumph is to divine whether she prefers Chicken, or Honey Steak, and order for her.

The surprise of a certain subtle lusciousness as to flavor, and the tempting bits of honey cakes and trimmings that will result from either order, will do wonders in raising your stock with Her!

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DESK EDITOR—HILLIER KRIEGHBAUM

THEIR LAST GAME

The last basketball game of the season, not only of Wisconsin's season but also of the Big Ten season, was played last night when the Badger quintet met Ohio.

It has been an interesting year in basketball from beginning to end, with constant and unusual upsets in the dope. Iowa was one of the teams which was picked to lead the conference, and it lost more than 50 per cent of its games. Ohio and Illinois were the only teams which held true to pre-season predictions.

One of the most interesting phases of the year is that the three teams which tied for the championship last year are at the bottom of the ladder now.

Wisconsin may not have done wonders in the matter of winning games. For the second time in five years Wisconsin failed to tie for the championship.

But after all, what are championships? Those who saw the home Iowa and Illinois games know that Wisconsin had a fighting team this year, that it did its best from beginning to end. Some first class material will be on hand for next year, some material which received its first year of experience during the 1925 season and which will show up surprisingly next year.

But Wisconsin is sorry to lose the three men who have played their last game for Wisconsin as undergraduates, two of whom played their last game last night. For three years they have represented Wisconsin on the basketball court and have represented her well. These men are:

CAPTAIN MARSHALL JOHN DIEBOLD
BYRON RALPH BARWIG
RALPH BRUCE WACKMAN

TRY IT SOME TIME

It would have been a good thing if more university students had been able to attend the finance committee hearings the other day on the question of university funds. There has been a great deal written and said about the conditions of the university but students have yet to learn the attitude of their legislature on the question.

They would have derived a lot of benefit from the hearing, outside of the fact that it had to do directly with their interests, for it is sure to be interesting to have a legislator intimate that more

money should not be given to the university since its enrollment has not increased materially in the past three years, instead of inquiring in the logical way as to why it has not increased in that time.

All the college and university students of this country do not have the opportunity of getting first hand information about the representative workings of their government. Wisconsin students should consider themselves fortunate in having that privilege. The only unfortunate thing is that so few university men or women avail themselves of the opportunity now to study first-hand the things of their government which they will have to deal with as leaders of this country in a few years.

Rhodes scholars are generally expected to have some sort of an athletic bent. In a recent track and field meet at Oxford, Americans took first and second in the shot put and second and third in the high hurdles. Several years ago a scholar from Wisconsin rowed on the Oxford crew.

You can still do your part in helping to restore friendly international relations by donating to the Student Friendship fund drive.

Support the Memorial Union.

Wisconsin lacks funds. Write home about it.

Wisconsin Should Know

WHERE INFORMATION MEANS ECONOMIES

The city of Fort Atkinson had four wards and four representatives on the county board. Under the law it was entitled on a population basis to eight representatives, but to secure them the number of wards had to be increased to eight and the city redistricted accordingly. It was a hard problem. The wards had to be compact, contiguous territories bounded by lines as nearly straight as possible but drawn so as not to legislate any of the existing aldermen out of office or to make more than one of them resident in the same new ward.

The mayor called on the Municipal Information bureau of the Extension division and the chief worked out a plan involving a population survey. In accordance with his plan and suggestions the entire city was redistricted, the eight new wards created, and all the aldermen kept properly in office. The work was unanimously approved by the city council and a resolution of thanks sent to the bureau chief.

Through this bureau the university seeks to improve local government and to reduce its cost to taxpayers. Local government costs more than all other branches of government put together; any increase in its efficiency, any saving in its cost, means considerable and direct saving to the taxpayers of the community.

A few years ago the federal government imposed a tax on transportation, a tax which could not be collected legally from the state or its municipalities. Most city officials and local railroad agents, however, did not know it, and so at first hundreds of dollars were paid in taxes on coal brought in for schools and municipal plants and on the materials imported for street improvements. The Municipal Information bureau promptly issued a report explaining that municipalities were exempt from the tax and that they could secure refunds for payments already made. As a result all cities of the state were saved further taxation and many of them received hundreds of dollars in refunds for taxes that had already been paid.

Information, some of it quite as helpful as the above, was furnished 7,591 times to 493 cities and villages during the last biennium.

Movies Where Movies Were Never Seen Before

Lantern slides, educational films, anatomical models, welfare exhibits, and the best feature films that appeared in Milwaukee and Madison not so long ago are being sent daily by the Extension division to all parts of the state. When the extension student is told, he also is shown. Wisconsin is not lagging in the important movement toward education through visual instruction. During the last biennium more than 33,000 reels of film and 8,000 sets of slides were lent to 1,400 organizations.

A Janesville newspaper has equipped an automobile with a motion picture machine and a lighting outfit and for the past two years has been sending it into the more remote communities of Rock county with educational films from the Extension division. The woman in charge of the work reports that she has shown the films in many places where there were as many as 25 in the audience who had never seen a motion picture before.

Most of the charitable and penal institutions of the state receive films weekly and use them for the instruction and edification of their wards. From these institutions have come reports of ever-increasing interests in the film programs and a noticeable improvement in the well-being of the derelict groups who see them.

ALUMNI HANDBOOK.



And our light spring suit came in with the snow. If we had an eye for business, we should say, "Vell, it vill last so much langer in der summer," but how are we going to give Circe a thrill until the robins and bluebirds can find food on the ground?

We don't dare enter the door of Shorty's Dugout any more. We called for the score at Morgan's the other night, and told Shorty that Wisconsin won, 26 to 22. Shorty says, "Hurray, I win \$15," and right away we lose another eating place.

Little Jimmie fresh azzell Pushed his sister in the well. Mother said, while drawing water, "Gee, it's hard to raise a daughter."

We think that some of our brothers should listen in on some of the pledges, when said animals are talking over the phone. The latest was: "Now, don't string me, I'm no parcel."

Another piece of sultry conversation came to light when we heard the following:

"My car was frozen up this morning."

"I didn't think that it was so cold last night."

"Well, it wasn't, but then the gears were stripped."

He—"What were you doing last night?"

She—"Oh, helping Dad around the house."

He—"Drunk again?"

That fellow who took a pop gun down to the A. O. P. house to shoot out the lights, was greeted the other night by the entire chapter, who sang:

"I See You in Your Schemes."

Every time we go down one of the girls opens the door; says "I'm sorry, but the treasurer is not in now," and slams the door in our face. What the —!

Apparently we cannot coin on our appearance.

"My husband will come home in

about five minutes. You had better go."

"Why?"

HAREFOOT

SHEBOYGAN NIGHT

Anybody's old man—"Why the singular 'foot'?" All I can see is feet."

Doc—"Dottie, I'm half inclined to kiss you."

Dottie—"Oh, Doc, I thought that you are merely round-shouldered."

He drew her close to him In the fragrant sheltering gloom. Cause she was so sweet and slim, And they were in the drawing room.

CLIFF HUFF

CLIFF HUFF

We are trying to make up for what poor Cliff has missed lately. He hasn't seen his name in the paper for quite a while.

Despite the fact that the Engineers' parade doesn't come off until March 28, we heard that green was in evidence at the parlors last night. The Frosh had a mixer there. All of the Betas were down there trying to get a new start. They should have gone masquerade, Ken Gardner especially.

HEROES OF THE WEEK

Boeberstein, who lets his whiskers grow so that he will have stubble for his Charley Horse.

A dry sage says that anyways the cleaners are not responsible for the scarcity of women's clothing these days. It hurts their business. Circe's dad says, "Who says that they are scarce? I have to pay more for them."

"Hey, where are you going?"

"What do you want to know for?"

"Oh, I just want to know."

"Want to know real bad?"

"Sure I'm interested."

"Promise you won't tell?"

"Sure I promise."

"Well I'm going to buy an engagement ring for Venus de Milo."

Famous last lines:

"WHY?"

CIRCE'S PIGGIE.

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.

EXPO WORKERS

The Journalism Exposition committee is in urgent need for a complete file of the Exposition News as printed during the last exposition in 1921. Anyone who has such a complete file is requested to call Vic Portmann, F. 4062.

JUNIOR HADASSAH

Junior Hadassah will meet at the Hillel foundation at 2:30 o'clock Sunday afternoon.

FRENCH CLUB

There will be a meeting of the French club at 7:15 o'clock Tuesday evening in Lathrop parlors.

OUTING CLUB

The Outing club breakfast that was to be held this morning has been postponed until next Sunday.

PI TAU SIGMA

Important meeting of Pi Tau Sigma at 1 o'clock Tuesday night in Engineering building.

ARDEN CLUB

Prof. S. G. Hubbard will speak on some of the humorous elements of the English grammar at 5 o'clock Sunday afternoon at the Arden club.

PRESS CLUB

Press club will meet at 7:30 o'clock Wednesday night in the green room of the Y. M. C. A. Im-

portant business meeting and program.

OCTOPUS STAFF

There will be a meeting of the entire editorial and art staff of the Octopus at 4:30 o'clock Wednesday afternoon in the Octopus office. Anyone interested in writing or drawing for Octopus is invited. Every staff member must be there.

MENORAH SOCIETY

Menoran committee of Hillel will meet at 7:30 o'clock Tuesday evening at the Hillel foundation. The meeting is open to the public.

SOPH LUNCH CLUB

Sophomore Lunch club meets at noon tomorrow in the Y. M. C. A. to hear Prof. F. C. Sharp on "Student Government and the Honor System." All sophomores are invited.

PROF. E. B. GORDON

TO TALK AT VESPERS

"Leadership" is the topic to be discussed by Prof. E. B. Gordon of the Y. M. C. A. advisory board at Y. W. C. A. vespers at 4:30 o'clock this afternoon in Lathrop parlors. Lillian Twenhofel '26 will preside.

LA VERN PLAYERS ARE AGAIN AT THE ORPHEUM

The Dorothy La Vern Players, who are starting their spring and summer season at the Orpheum theater today's matinee, have chosen "The Best People" as their opening play.

BURNED FUSE LEAVES KING STREET IN DARK

An overloaded fuse box on the pole directly in front of the Hicks restaurant, 202 King street, burst into flame at 7:55 o'clock last evening. During the period of repair, which lasted 20 minutes, the whole of King street, was cast into darkness.

CARDINAL SPORT NEWS

FORMER VICTORS FAIL TO REPEAT IN DISTRICT TILTS

All Madison Teams Eliminated; Small Towns Spring Surprises

With the 16 sectional tournaments completed last night the winning high school basketball teams now await the tenth annual high school tournament at the university gymnasium March 25-28.

The final tournament marks the culmination of high school basketball playing throughout the state and will allow many high school athletes to have their first glimpse of the University of Wisconsin. Coach Meanwell will be on the lookout for stars who usually strengthen Badger cage squads.

Final scores last night received from the district tournaments are as follows:

Monroe Tournament

Mt. Horeb, 15 (2); Monticello, 12 (2).

New Glarus, 12 (3); Wisconsin High, 10 (4).

Platteville Tournament

Montfort, 25 (1); Dodgeville, 7 (2).

Fennimore, 21 (3); Cuba City, 12 (4).

River Falls Tournament

River Falls, 19 (1); Elmwood, 3 (2).

Menomonie, 11 (3); Hudson, 7 (4).

Oshkosh Tournament

Oshkosh, 25 (1); Mayville, 13 (2).

Neenah, 22 (3); Fond du Lac, 8 (4).

Whitewater Tournament

Beloit, 19 (1); Madison Central, 15 (2).

Janesville, 25 (3); Stoughton, 12 (4).

Manitowoc Tournament

Manitowoc, 29 (1); Sheboygan, 22 (2).

Appleton Tournament

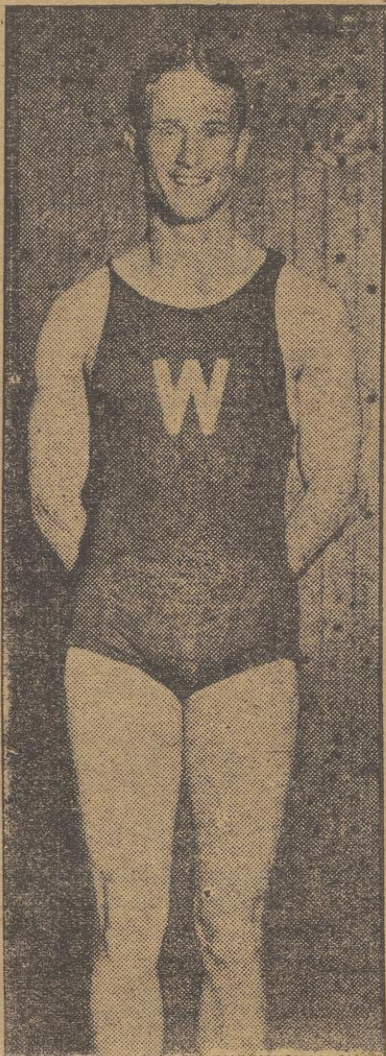
Appleton, 12 (1); Brandon, 3 (2).

Menasha, 16 (3); West Green Bay, 14 (4).

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Pulls Unexpected



JAMES HIPPLE

Hipple sprung a surprise at the conference swimming meet at Chicago Friday night by taking third in the 40-yard dash, in addition to swimming on the record-breaking relay team.

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Special Day Rates
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Intramural News

Independent League Basketball Games

The four leading teams from each division of the Independent league will begin an elimination tournament tomorrow night to determine the championship. At 7 o'clock the De Molay squad will meet the All-Stars on court 2 and the Humdingers will meet the Slinger Grads on court 3. At 8 o'clock the Tilden Nuts play the Murphys and the Bright Spots engage the Laphams.

Wisconsin Block League Meeting
A meeting of Block league representatives will be held in the Intra-Basketball is scheduled to begin in the league on Wednesday. As full arrangements have not been completed, basketball will not begin tomorrow night as stated yesterday.

High Games in Bowling
Westphal '28, of Phi Sigma Kappa, holds the high game record at the Laurence alleys. His score is 267. The next three listed on the board at the alleys are Michael '28,

Motor Coaches

Speedy, luxurious travel at low cost. Frequent service on regular schedules. Connections for all points. Arrange now for special chartered trips. Call Union Bus Station—Badger 4110.

**Wisconsin Power
and Light Company**

Phi Sigma Kappa, 256; V. Otto '28, Sigma Phi Sigma, 256; and Monte '27, Phi Sigma Kappa, 255.

MEANWELL WRITES ON HIGH SCHOOL PLAYING

Supervision of a basketball team through a high school elimination tournament is the topic of an article by Coach W. E. Meanwell in the March Athletic Journal.

The Fascinating
LUCINE FINCH in
Her Negro Mammy's Tales
Next Thurs. Eve. March 19,
at
Christ Presbyterian Church
Get Good Seats now at
Hook Bros. Piano Store

Tom's Right

Dick: Say, old fellow, where did you get that dandy haircut?

Tom: I got it down at the Hotel Loraine Barber Shop.

Dick: What kind of a place is it?

Tom: It's a peach of a place: it is clean, cozy, gives good service, got good barbers, and has a manicuring service.

Hotel Loraine Barber Shop

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Prop.

W. F. STEWART
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Rosemary Theby
Phyllis Haver

ADDED FEATURES
2 Act Christie Comedy
Scenic Review
Fox News
Aesop's Fables

A First National Picture

Lettercraft

Formal Programs

725 University Ave.

WORLD of SOCIETY

Hazel Horstmeyer Becomes Bride of James R. Price '21

A pretty wedding took place at 4 o'clock yesterday afternoon at St. John's Lutheran church when Hazel Ethel Horstmeyer, daughter of Mr. and Mrs. Henry C. Horstmeyer of this city, became the bride of James Robertson Price '21, son of Mr. and Mrs. F. P. Price of Milwaukee.

Following the ceremony a dinner for twenty guests was served at the home of the bride's parents.

Mrs. Price attended the university in 1919 and 1920, and graduated from the Columbia training school for nurses at Milwaukee in 1924. She has been working as an industrial nurse in Milwaukee.

Mr. Price graduated from the university in 1921. He is a member of Triangle fraternity, and is now a civil engineer employed by the Milwaukee sewage commission.

After their wedding trip Mr. and Mrs. Price will be at home May 1, at 745 Bartlett avenue, Milwaukee.

INTERNATIONAL CLUB GIVES DINNER TODAY

The members of the International club will entertain at a dinner party Sunday afternoon at the new club house, 705 W. Johnson street. Professor and Mrs. Walter R. Sharp will chaperon.

Women's League to Bring Mrs. W. Park Here on March 28

The Women's League of Collegiate Voters is having Mrs. Wood Park, former president of the National League of Women Voters, speak on "The Enrichment of Life by the Power of the Vote," on March 20.

Mrs. Park graduated from Wellesley in three years with very high honors, and immediately started work in the field she was most concerned with. She travelled extensively and worked in tenement districts of San Francisco and Boston and obtained first hand information concerning the condition of women.

After procuring such enlightenment Mrs. Wood began working for and developing the right of women to vote. She served for four years on the National League of Women Voters and is now touring the country lecturing on the observations and experiences she has had. By these numerous lectures she hopes to enlighten women as to the function and duty of their vote.

Prof. V. A. C. Henmon, director of the School of Education of the university, was elected president of the National Society of College Teachers of Education at the meeting at Cincinnati, Ohio.

"BLOSSOM TIME" WELL RECEIVED AT PARKWAY

By CHATTY

"Blossom Time" was charming as put on yesterday afternoon and last night at the Parkway theater by a competent road company which was 100 per cent better than the company which appeared here in the same piece last January.

An operetta which far outclasses the typical musical comedy, "Blossom Time" was received by a crowded house with great enthusiasm.

The star of the show was Franz Schubert, and the crowning feature was his music which has been set to words and called "Song of Love."

SOPH CLUB WILL HEAR F. C. SHARP TOMORROW

Prof. F. C. Sharp, of the philosophy department, will speak on "Student Government and the Honor System," before the Sophomore Lunch club Monday noon. The dinner is scheduled to start at 12:15 o'clock in the authors' room of the Y. M. C. A. An open discussion will be held after the speech.

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For Additional Information see

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24 Hour Developing Service

Any films brought to us before 4 p. m. will be developed and ready for you in 24 hours.

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E.J. GRACEY
MGR.

Spicy Gossip Heard Over the Tea Cup



Enid Asks:

Have you heard, my dear, that beginning this Tuesday Mike Stiver is going to draw the illustrations for Simpson's ads in the Cardinal and Octy?

And that a university senior is going to write the ads? And that, best of all, they're going to ask us to pose in their lovely gowns, wraps, and hats that Mike will draw?

Perhaps they'll ask us

Isn't it great that at last we're going to have ads of our very own, written, illustrated, and posed by ourselves?

Simpson's

LARGE WORKING STAFF ADVERTISES EXPOSITION

Continued from page 1

Ninman '25, Esther Hawley '27, John Gillin '27, Catherine Bach '25 and Robert Paddock '26 as her assistants.

To Send Speakers

Bernita Spencer '25 and Ruth Stevens '26 are taking care of the mimeographing; Joseph Mason '26 of the mailing; Arthur Lustig '27 and Laurence Eklund '27 of the clipping and checking department; Howard Kuckhan '28 of publicity promotion; Frank Lathers '25, and Richard Yeo '27 of the art department.

The speaking department of the publicity work is being taken care of by George Fiedler '25 and Hazel Weingandt '25. The office staff has as its workers Alice Colony '26, Venus Walker '25, Ula Strader '25, Mildred Eaton '26, Mary Garstmann '26, Ruth Hewitt '25, and Barbara Harrington '27.

Have Many Features

Some of the outstanding features of the campaign include:

Newspaper articles in 45 Wisconsin dailies, stories in the principal out of state papers, photo sections and special sections promotion, advertising space in 30 Wisconsin papers, enlisting the large industrial firms in the state to use letter stickers on their firm mail, placing display posters on the sides of trucks and wagons.

Appointing speakers in every Wisconsin city during spring vacation to speak to high schools, and rotary clubs, placing street banners across the main highways throughout the state, stories in commercial magazines, the Press Bulletin, high school papers, and industrial house organs, posters in all railroad stations of the state.

Electric signs on plant buildings, Bascom hall, the capitol, motion picture films of the exhibits, letters to all parents of the university students, window displays in Milwaukee and Madison, auto stickers and bag stickers as souvenirs for students and alumni.

Examinations covering the Spanish play, "El Idilio de Lolita en Nueva York," written by Samuel Wofsy and presented by the Spanish club last Wednesday, were given 16 Spanish students to determine the success of the play.

RATES

1½ cents per word
35¢ column inch
25¢ extra on chg.
accounts.
Minimum 25¢ Con-
tract rates.

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Reaches Every Student

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o'clock of preced-
ing day.

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FOUND: Conklin pen. F. 1546. 1x15

FOUND: Parker fountain pen with name. Loser call at Cardinal office. 3x15

LOST: A. T. O. fraternity pin. Reward. F. 140. 4x15

FOUND: A small comb in case in Union building. Person may have same by calling at The Daily Cardinal business office. 2x14

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WASHINGS WANTED: Varsity Apt. B. 2868. 4-12

FOR RENT

SUITE entire or in part, new home, university district. F. 3376. 1x15

SINGLE ROOM with sleeping porch for men, \$3 per week. 215 N. Murray. 6x10

FOR RENT: Room, very reasonable, 220 N. Brooks 6x10

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FOR SALE: Ford touring 1917 model in good shape. Price \$75. Wheeler, F. 200 or B. 4504.

FOR SALE: 15 room apartment in University Heights suitable for small sorority or fraternity. F. 3450. 3x14

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EXCLUSIVE CHARACTER
GAGE HATS
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BIRGE TO TALK SUNDAY
ON ACTIVITIES AT Y. M.

Arrangements are being made to accommodate a crowd this afternoon when President Birge speaks at 4 o'clock in the parlors of the Y. M. C. A. on "Activities, Outside and In," according to Arno Haack

committee on public meetings. There will be a musical program

under the direction of David McPherson '27.

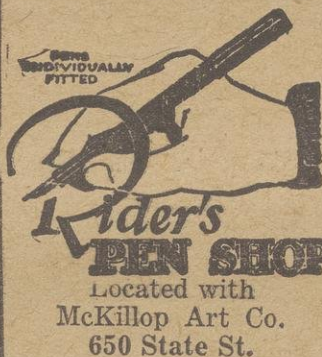
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chocolate
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MADISON

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Today
from 1 to 11

10c & 30c

ANOTHER

Robin Hood

ALL
THIS
WEEK

Tom Mix
in
DICK TURPIN

with
KATHLEEN MEYERS - LUCILLE HUTTON
ALAN HALE - FAY HOLLERNESS -
PHILO MCCULLOUGH - BULL MONTANA
and "BLACK BESS"

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CHARLES KENYON
J.G. BLYSTONE
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the nick
of time

A dashing picture you'll surely like and, if you happen to care for Tom Mix, you'll be widely enthusiastic.

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EVERY EVENING AT 8:15 P. M.

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A Better Cast Than Ever

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THEIR OPENING PLAY

A MODERN COMEDY

"The Best People"

BY DAVID GRAY AND AVERY HOPWOOD

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Chicago.



Richard Allan



Dorothy Cluer



Ralph Poe



Cecile Elliott

"We defy anyone
to keep from
laughing every
minute that the
play is in prog-
ress."

—New York
Eve. Journal



Al Jackson

"An amusing
show. I laughed
often, and I had
a good time."

Heywood Brown,
—New York
World.



Dorothy LaVern



Charles Browne



Beulah Faire



Ralph Bellamy

The Co-op Announces

Its Annual Rebate

15%

in merchandise, on purchases by members from March 1, 1924, to March 1, 1925.

THERE ARE NO STRINGS ON THIS RE BATE.

Rebate Researches

The largest rebate is \$90.00. For this wise student it may mean a suit of clothing, a top-coat, hat, shoes, shirts—a full wardrobe for spring.

A member of the faculty will buy shoes, shirts, underwear, books for his library—yes, and golf-balls!—on his rebate, purchasing from time to time as he needs them.

Another faculty man has turned his rebate over to his wife, who declares she will buy hose, lingerie, and many other necessities. Faculty wives are waking up to the fact that they can buy at the Co-op.

One student with a rebate of \$22 will apply it on a new Kodak, a line the Co-op has just installed.

A \$66 rebate will allow its holder to get the finest of drawing instruments, books and supplies for a year—and all the shirts, ties, and socks that his spring-time fancy may select!

"A regular account at the bank" is the way one man looks at his rebate. He's going to buy a pair of low shoes now, and a traveling bag or suit-case in June, when he graduates.

Spend your rebate wisely! It will help you to appreciate the economy of buying at the Co-op.

This may be taken out at once, or deferred until you have important purchases to make.

This yearly announcement, the most important merchandising event in Madison, emphasizes certain facts:

Every student and member of the faculty should join the Co-op and "buy everything you need on your Co-op number."

The Co-op distributes its profits to members. It is administered by a board of five directors, including alumni, a member of the faculty, and a student. The two latter are appointed by the Board of Regents of the University. The board serves entirely without pay. **NOBODY MAKES A PENNY OF PROFIT OUT OF THE CO-OP BUT ITS MEMBERS.**

The operations of the Co-op are managed with the most rigid economy and efficiency. Its accounting is supervised by Prof. F. H. Elwell, of the University Course in Commerce. Its buying is done carefully, so that dead stocks do not accumulate. We know what students need, and we estimate our market. **EXPERTS IN MERCHANDISING TELL US THAT THEY KNOW OF NO STORE WHICH CAN SHOW FIGURES LIKE OURS.** This is all for your advantage.

Reasons for Our Remarkable Showing

A great volume of business, made possible because wise students by the thousands buy all their necessities from us.

Merchandise priced **AT THE LOWEST MARKET PRICE.** It always pays to buy at the Co-op, whether member or non-member. Low profits, quick turn-over, make the best return on the capital invested.

Low expense, careful watching of all outgo, every foot of space working. A building we own ourselves—no landlord gets a profit out of us.

SERVICE. The Co-op attracts trade because its well-arranged windows and counters, as well as its advertising, keeps students informed of what they can buy here to advantage. Our sales personnel is friendly, courteous, informed. We are proud of our organization.

If every parent knew what every student knows, everyone at the university would follow our advice, "Buy everything you need on your Co-op number."

OVER \$100,000 IN REBATES HAS BEEN PAID OUT BY THE CO-OP IN THE
LAST FEW DAYS

506-508
STATE ST.

The Co-op

ALL PROFITS RETURNED TO MEMBERS

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER