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SCHOOL OF MUSIC TO ENTER ON NEW STATUS NEXT FALL

PRESENT ADMINISTRATIVE ORGANIZATION WILL BE RETAINED INTACT

FEES WILL BE REDUCED

Action Is Culmination Of Thirty Years' Effort, Says Earl V. Moore

Establishing music as a subject of recognized value in a well-rounded college education and extending to music students the opportunity to share in all campus activities as well as in campus responsibilities such as University discipline and rooming-house supervision, the new status of the School of Music as an internal part of the University will become an actuality at the beginning of the next academic year, it was announced yesterday.

The present administrative organization, consisting of Earl V. Moore as Musical Director and a board of directors with Charles A. Sink as president, will remain intact. The new division will be linked to the other colleges of the University as far as educational and academic requirements are concerned. Financially it will be under the control of the University Musical Society and the Board of Regents.

Will Simplify Enrollment

Fees for private lessons will be much reduced under the new regime, yesterday's announcement said. The process of enrollment will also be made much simpler. An annual grant of $50,000 will be provided by the University, $50,000 of which is to be used for salaries of the teaching staff and the remainder for overhead expenses.

Degrees music will be granted directly by the University after approval of the curricula by the Board of Regents. No far-reaching change in courses offered is contemplated at present; the music courses now given in the literary school will not be transferred to the new unit, it was announced.

When questioned as to the possibility of a new building for the School of Music, Earl V. Moore, Musical Director, said yesterday that present facilities, including Morris hall, Hill auditorium, and three local churches as well as the School of Music building on Maynard street, were barely adequate, and that it, as is expected, the number of students increases on account of the lowering of fees and the simplification of credit transference, the result would be serious congestion.

Lack Satisfactory Hall

He also pointed out the lack of a satisfactory recital hall, library space, and sound-proof practice rooms in the present buildings. No plans for a new building have as yet been considered, however, although Director Moore recalled the fact that in the general campus scheme drawn up under Dr. Burton the tentative site for a music building was the rest of the block where Hill auditorium stands.

"The Regents' action is the culmination of a movement which began thirty years ago under the presidency of James B. Angell," Moore declared. "It is the natural outcome of the friendship which has been growing up for some time between the School of Music and the University, as shown by their mutual credit system, by their cooperation in supporting the band and glee clubs, by the appointment of teachers from the School of Music to direct classes in the literary college, by the appointment of a University organist and the purchase of a fine organ, and by the recent decision to allow School of Music students who are scholastically eligible to participate in University musical activities."

Committee Led To Move

The immediate cause of the Regents' action was the appointment of a committee by President Clarence Cook Little more than a year ago, he declared.

"This action also takes its place in the larger movement toward the recognition of art as an indispensable part of any educational program," he continued. "The educated man of the future will have more leisure time. He should be introduced in college to some means of using it which he can enjoy, and I am glad that we are no longer penalizing him for enjoying music. I hope the other arts will receive the same treatment in the future."

Committee Reviews Proposal To Change Habitual Crime Act

(By Associated Press)

LANSING, Jan. 22.—A revision of the state crime code to make life sentences for habitual criminality applicable only to those committing a series of offenses carrying a maximum penalty of not less than three years imprisonment was proposed today. The change was discussed by a special legislative committee appointed four years ago to draft the code.

It the amendment is adopted, liquor violations automatically would be exempt from the life term penalty. Under existing laws, the first liquor offense has a maximum of less than three years. A number of other crimes would be in the same category.

INDEPENDENTS MEET TO MAKE HOP PLANS

Students Who Did Not Attend Meeting Are Asked To Get In Touch With Leaders

PATRONS ARE ANNOUNCED

Arrangements for booths at the 1930 J-Hop progressed last night when more than 150 independents met at the Union and elected captains for the independent booths. The men elected were D. B. Barrett, '30E, R. B. Nels, '30E, P. H. Farrar, '30E, L. Pennington, '30, J. Fardkin, '30, H. H. Prisinger, '30, and M. F. Thomas, '30.

According to Philip Allen, '30E, chairman of the booth committee, all independents who were not at the meeting and who plan on attending the Hop must get in touch with one of the booth captains before Friday. The booth in preference to which booth they shall occupy. After that, he said, the men will be appointed to the different ones. There will be three engineer booths and four for literary students, with a possible extra one for other students.

Dr. Little To Attend

The general committee announced the list of patrons and patronesses as follows:

President Clarence Cook Little and Mrs. Little, Regent Walter H. Sawyer and Mrs. Sawyer, Regent Victor M. Gore and Mrs. Gore, Regent Junius Beal and Mrs. Beal, Regent Ralph Stone and Mrs. Stone, Regent W. L. Clements and Mrs. Clements, Regent E. S. Hanchett and Mrs. Hanchett, Regent James O. Murfin, Regent Lucius Hubbard.

Dean Joseph A. Bursley and Mrs. Bursley, Dean John R. Effinger and Mrs. Effinger, Dean Hugh L. Cabot and Mrs. Cabot, Dean Henry M. Bates and Mrs. Bates, Dean Edward H. Kraus and Mrs. Kraus, Dean Alexander Ruthven and Mrs. Ruthven, Dean Marcus L. Ward and Mrs. Ward, Dean Carl Huber and Mrs. Huber, Assistant Dean Frederick Wahr and Mrs. Wahr, Dean H. C. Sadler and Mrs. Sadler, Dean J. B. Edmonson and Mrs. Edmonson, Assistant Dean George Patterson and Mrs. Patterson, Dean Samuel T. Dana and Mrs. Dana, Assistant Dean Wilbur Humphreys, Mr. and Mrs. Robert Campbell, Hon. Webster Pearce and Mrs. Pearce of Lansing.

Dean Griffin Is Patron

Dean Clare E. Griffin and Mrs. Griffin, Prof. J. P. Mitchell, Jr., Prof. Earl S. Wolaver and Mrs. Wolaver, Prof. A. J. Johin and Mrs. Jobin, Prof. R. L. Morrison and Mrs. Morrison, Prof. W. M. Trow and Mrs. Trow, Prof. George Veenker and Mrs. Veenker, Dr. and Mrs. F. A. Coller, Prof. W. C. Hoad and Mrs. Hoad, Prof. G. M. Bleekman and Mrs. Bleekman, Prof. C. H. Stocking and Mrs. Stocking, Prof. C. C. Glover and Mrs. Glover.

Mr. M. L. Nethuss, Prof. C. F. Kessler and Mrs. Kessler, Mr. Carl G. Brandt, Mr. Ralph James Harlan, Dr. G. R. Moore, Dr. R. H. Kingery and Mrs. Kingery, Mr. G. D. Clapperton, Mr. P. A. Burgderfer, Prof. Jesse Reeves and Mrs. Reeves, Prof. E. E. Nelson and Mrs. Nelson, Prof. D. V. Barter, Prof. R. Craig, Jr., Prof. E. Wilby and Mrs. Wilby, Mr. J. E. Bates.

Dr. Robert Hastings, Mr. E. G. Hildner, Prof. C. H. Van Tyne and Mrs. Van Tyne, Prof. Fielding H. Yost and Mrs. Yost, and Prof. Waldo Abbott and Mrs. Abbott.

MIAMI HONORS HOOVER

(By Associated Press)

MIAMI BEACH, Fla., Jan. 22.—President-elect Hoover and Mrs. Hoover were accorded an ovation by 75,000 Floridans and Florida visitors who packed the streets to greet them today during a brief public appearance after their arrival from Washington.

FILIBUSTER CAUSED BY CRUISER BILL IS BELIEVED BROKEN

SENATE LEADERS CONFIDENT OF ABILITY TO GET VOTE IN SHORT PERIOD

HALE HEADS COMMITTEE

Curtis Obtains Agreement To Limit Debate Time Of Senators To Ten Minutes Each

(By Associated Press)

WASHINGTON, Jan. 22.—The filibuster threatening the year-old cruiser construction bill almost disappeared today as the Senate drove ahead with the long-pending efficiency appropriation measure which has been standing in the way of the naval program. On the verge of a return to the naval bill which would authorize 15 new cruisers and one aircraft carrier, Senate leaders were confident tonight of their ability to get it to a final vote within a short period. Unwilling to take any chances of filibustering, they are preparing to keep it before the Senate until after the time.

After Senator Norris, of Nebraska, leader of the Republican independents, had passed out word today against a filibuster on the naval bill, which a group he heads is ready to oppose.

Curtis Obtains Agreement

Senator Curtis, of Kansas, the Republican leader, a short while later obtained an agreement to limit debate on the funding proposal to increase prohibition enforcement time and friends of each Senator.

Senator Blaine, Republican, Wisconsin, one of the group opposed to the naval measure, yesterday talked for three hours on the dry enforcement item and friends of the naval program were fearful that other senators might retard action by further extended discussion of the prohibition question.

Today, a number of the group opposed to the naval measure, said their intention to resist it with the hope of obtaining some form of modification of its provisions.

Coolidge Expects Vote

Meanwhile, it became known today that President Coolidge feels the naval bill, one of the last major pieces of administration legislation still pending, would be acted upon and at the same time Chairman Hale of the senate naval committee, in charge of the bill, expressed confidence that he could drive it through the Senate without material change from the form in which it passed the House. Once he gets going on it again he and its supporters are ready to go into long daily sessions in the effort to obtain a vote as soon as possible.

Opponents are going to try to reduce the authorization from fifteen to ten or to five cruisers. They also are expected to line up behind the proposal of President Coolidge to eliminate the clause "to require completion of the new cruiser program within three years."

NOTICE

Students who have not yet subscribed to the 1929 Michiganesian are urged to do so this week as the Ensian staff will not keep regular hours during the examination period and the price of the publication will be advanced from $5 to $5.50 on Feb. 15.

Pamphlet Describing Campus Publications To Appear This Week

Copies of the publication's pamphlet, being published for the first time this week, are to be distributed during the next few days to all male members of the freshman class.

The pamphlet, a four page layout, will depict through the medium of pictures and articles much of the work and opportunities afforded students trying out for one of the publications as an activity. Included among the articles will be statements from the chairman of the Board of Control of Student Publications, Prof. M. Palmer Tilley of the English department, and from various of the managing editors and business managers of the publications.

Tryouts for the staffs of the publications, both editorial and business, will be held during the early weeks of the second semester for students who will be second semester freshmen at that time.

LECTURERS TO SPEAK ON ARTS OF NATIONS

Three Lectures Are Included In Series For Remainder Of Present Semester

FIRST TALK IS TOMORROW

For the remainder of the present semester the University Lecture series will present a varied program of three speakers who will discuss the art and its branches in three nations.

Appearing as one of the first two lectures, Prof. Hans Naumann, present holder of the Karl Schurz Professorship at the University of Wisconsin, will speak in German on the subject "Rainer Maria Rilke from Impressionism to Expressionism," in the Natural Science auditorium at 4:15 p. m. Thursday, Jan. 24. Professor Naumann, formerly of the University of Frankfort, is lecturing and traveling in America while officiating at the University of Wisconsin as the occupant of the German professorship chair established in memory of the famous educator, Karl Schurz.

Speaking on the same day, January 24, the second personage, Prof. Paul Hazard, of the College de France, will deliver an address in French on "Les Voyages de Chateaubriand" at 4:15 p. m. in room 103 Romance Languages. Professor Hazard is filling the role of Exchange Professor at Harvard university for this semester.

The last of the trio of speakers is Dr. Ernest Dieg, associate professor of the history of art at Bryn Mawr college, who will give a talk on the topic of "Borobudur, The Temple of the Thousand Buddhas" in Natural Science auditorium, at 4:15 p. m., Monday, Jan. 28.

QUARTET WILL SING HERE

In place of the concert by the Gordon String Quartet which was postponed from Dec. 12, to this evening, the Detroit String Quartet will play at 8:15 o'clock in Mimes theater. Two quartets, one by Hayden, the other by Ravel, and "Humoresque" by Ippolitoff-Ivanoff are among the numbers which will be given.

THE WEATHER

(By Associated Press)

Lower Michigan, partly cloudy Wednesday, probably snow flurries in extreme west and extreme north portions; Thursday fair; severe cold wave Wednesday, continued cold Thursday.

18 KILLED, 14 HURT AS ELECTRIC CAR COLLIDES WITH BUS

BLINDING SNOWSTORM KEEPS DRIVER FROM SEEING AT CROSSING

DRIVER GIVES STATEMENT

Electric Car Demolishes Motorbus Operating Between Toledo And Pittsburgh

(By Associated Press)

BELLEVUE, Ohio, Jan. 22.—A blinding snowstorm enveloping a bus and an electric interuban car was blamed tonight for a crash which claimed 18 lives and resulted in injuries to 14 others. The collision occurred when a bus operated by the Greyhound company between Toledo and Pittsburgh was struck squarely in the center by an express electric car of the Lake Schore line, en route from Norwalk to Bellevue, at a double grade crossing a mile and a half east of here.

Edward Buller, of Cleveland, driver of the bus, said he pulled up to a stop at the icy crossing, looked about, but failed to see anything. He drove upon the crossing at that instant the interurban, traveling about 35 miles an hour reached it.

The interurban crashed on top of the bus and then fell across it in a ditch, smashing the machine into a mass of twisted steel and splintered wood, and pinning nearly all the passengers underneath.

Passing Motorists Assist

Those riding the electric car frantically began digging into the wreckage to extricate the dead and injured. Passing motorists made improvised ambulances of their machines, and the four ambulances in Bellevue made repeated trips. Scores of volunteers worked in the snow. It required four hours to remove the bodies of the dead. Four of them were women. The 18th body could not be removed until the New York Central Railway responded to calls for jacks and a wrecking crew to remove the battered wreckage.

There were few coherent stories of the tragedy, but passengers of the electric car agreed that it was rolling along through the snow fall at a fast clip when without warning there was a rending crash. The bus was torn nearly in two, and the interurban hurtled into the air from the force of the impact, its bulk settling fairly atop the wrecked bus.

Car Passengers Escape

Passengers on the electric car escaped with shocks or minor injuries, but nearly all those on the bus were pinned in the debris. The exact number of passengers on the bus was not learned, but it was believed that there were a few who were not accounted for in the list of dead and injured.

The dead were taken to three Bellevue undertaking establishments where identification was slow because of the mangled condition of some of the bodies and the number of them. The injured of whom two were in critical condition were taken to Bellevue hospitals. Among the less seriously injured was Butler, the bus driver.

SENIOR ENGINEERS

Dues will be received on Thursday and Friday of this week on the second floor of the West Engineering building. It is necessary that all dues be paid at this time.

R. Jamison Williams,
Treasurer.

Professors To Talk On University Radio Program Tomorrow

Broadcasting from the new Morris hall studio, the fourteenth University Michigan Night radio program will be put on the air between 7 and 8 o'clock next Thursday night, Jan. 24, through WJR, Detroit.

Four speakers from the University faculty will speak on this program: Dr. John Garvey, professor of neurology in the medical school and specialist in nervous diseases in the University hospital, will tell of the "Effect of Alcohol on the Nervous System," while Prof. J. Raleigh Nelson of the College of Engineering, will speak on the work of the Bureau of Engineering Research. In the other two talks of the evening, Ned Dearborn, professor of forest zoology in the School of Forestry and Conservation, will tell of "Michigan's Fur Bearing Animals," and Prof. Charles C. Fries of the English department, who is one of the editors of the New English Dictionary, will explain the task of editing a dictionary and the purpose and extent of the new edition.

Dr. Norman L. Capener of the medical school, accompanied by Arthur E. Evans of the French department on the lute, will present a number of Elizabethan lute songs as the musical portion of the program. Philip Culkin will also sing three solo groups on the program and will be accompanied by Louise Nelson of the School of Music at the piano.

FAMOUS CHORUS WILL SING HERE TOMORROW

Prague Teachers To Give Program Of Folksongs, and Works Of Czechoslovakian Composers

DAMROSCH PRAISES GROUP

Offering a program of works of famous composers of their own nationality, the chorus of school masters that form the Prague Teachers' chorus, will be heard at 8:15 o'clock tomorrow night at Hill Auditorium, in a Choral Union concert.

At the persuasion of Czechoslovak Americans the Prague Teachers' chorus is making a tour of 30 concerts in this country and Canada to acquaint music lovers with the supreme Bohemian art of singing, and with works of their great composers who are headed by such internationally known masters as Smetana, Dvorak and Janacek.

Among the selections being offered tomorrow night are songs of Dvorak, Smetana, J. F. Forester, J. Krieka, and Janacek. In addition will be national folksongs and dances, by Jar. Kricka, J. Kindruch, H. Palla, and B. Polorny. Prof. Metod Dolezil is the conductor of the chorus. He is reputed to be an exceptionally fine musician.

On its recent tour of European countries the teachers' chorus visited Paris, London and Berlin, and came away covered with glory. After Dr. Walter Damrosch had returned from a tour of Europe, he was asked what he considered the most important musical organization he had heard in Europe. He replied, unhesitatingly: "By all means the Prague Teachers chorus. There is nothing like it in the world."

The public is requested to come on time, as the door will be closed during numbers.

Uhlenbeck, Gouldsmit Will Give Lectures

Prof. G. E. Uhlenbeck of the Physics department is to give a series of lectures during the examination period on theoretical physics, "Kinetic Theory and Statistical Mechanics," at the University of California.

Prof. G. E. Gouldsmit will be on a leave of absence during the second semester which he will spend in Holland and Germany in order to get in contact with European theoretical physicists. He will give a lecture at Princeton and Franklin Institute, Philadelphia, before he sails for Europe on Feb. 2.

Prof. O. Laporte is returning to the University after a year's leave of absence, part of which was spent at the Institute of Physical-Chemical Research at Tokio, Japan. This semester he is at the University of Munich. He will return to Ann Arbor in time for the second semester of this year.

DISCUSSION GROUP VOTES UNANIMOUS TRIBUTE TO LITTLE

ADVISORY GROUP OF STUDENTS ISSUES RESOLUTION AT MEETING

BODY IS REPRESENTATIVE

Statement Says University Is Losing Genuine Friend Of Student Body

Meeting last night to express their appreciation as students of President Clarence Cook Little's three and a half years' administration of the University, terminated Monday night by the Regents' acceptance of his resignation, what is known as "the president's group" unanimously passed the following resolution.

"Following a period of three and a half years as president of the University announcement is made of the untimely severance of the association of President Clarence Cook Little with the University through the acceptance of his resignation by the Board of Regents.

"Through such action the University suffers a loss of an able educator, a brilliant scholar, an unselfish and energetic administrator, and a genuine friend of the student body.

Aim Was Ideal Conditions

"Although as students we have with reluctance accepted some of the policies which Dr. Little has advocated, we are convinced that, on the whole, his activities in this direction have been carried on in the interest of University students. To us his chief and paramount aim throughout his career at Michigan has been to effect ideal conditions for the fullest and highest development of the student. Always willing to assume new responsibilities, regardless of the time and effort their fulfillment required, he has untiringly applied himself to the work which has steadily contributed to a greater Michigan. His efforts to this end have endeared him to all who have an understanding of those motives which guided him in his courageous and fearless administration.

"As students searching for a broad and liberal education we cannot help but have the highest admiration for the man who, standing firmly by the courage of his convictions, voluntarily resigns from a post of high honor because such convictions are not in accord with those entertained by the governing board of the institution of which he is president.

Fine Qualities Are Recognized

"Knowing the fine qualities of manhood which he possesses and being cognizant of the keen interest that he has in the highest development of American youth, we feel that association with him has been a profound inspiration. In him we have unqualified faith and we trust that his future activity will be guided by the same high motives of service and helpfulness which have characterized his efforts at Michigan."

The group which passed this resolution consists of representative students drawn from the leading campus organizations, representing both the fraternity and sorority and independent elements in campus life. They have met regularly with the president at his home for informal discussions of campus problems, and he has occasionally gone to it for advice in dealing with matters affecting the students.

A copy of the resolution signed by all the members of the group present at the meeting was transmitted to President Little last night.

It was also moved and passed at the meeting that the group should continue to meet with the president at his home until the end of next semester.

Edison Head To Talk On Business Policies

Alex Dow, president of the Detroit Edison company, will speak at 4:15 tomorrow afternoon in room 1035 Angell hall, it was announced yesterday by Prof. Clare E. Griffin, acting dean of the School of Business Administration.

His announced topic is "The Edison Company," but according Business Policies of the Detroit to Professor Griffin he will probably discuss particularly the business which the Edison company did last year.

UNIVERSITY HEADS LAMENT LITTLE'S RESIGNATION; SPEAK HIGHLY OF HIS PERSONAL QUALIFICATIONS

Personal qualities of the highest type were attributed to President Little, the retiring leader of the University, by various heads of divisions in the institution, in statements made yesterday concerning his resignation. They also expressed considerable regret that he found it necessary to resign.

"I have come to admire him greatly as a man possessing the highest qualities of a gentleman," is the comment made by Dean Bates of the Law School. "I admire his courage, his qualities as an educational leader, and his originality, and like everyone else who has known him, I have a great personal likeness for him."

Of similar attitude was Dean H. C. Sadler, of the College of Engineering and Architecture, who spoke of President Little as "a man with progressive ideas and high ideals." His statement follows:

"Anyone who has known President Little realizes that he was a man with progressive ideas and high ideals, and personally I much regret that he has found it necessary to resign. It is particularly unfortunate when he had started so many new and worthy activities both in the University and with the Alumni."

Dr. Alexander G. Ruthven, dean of administration, who with three regents will handle the legislative relations of the University during the remainder of the school year, stated that he was "sorry that he would not be associated next year with the retiring President." "Dr. Little has been very inspiring to all of us; his frankness, honesty, enthusiasm and broad vision have made working under him a privilege," Ruthven stated.

"President Little's resignation will have no effect whatever on the Alumni University plan, that I can see, now, except to rob the project of a whole hearted supporter," stated Hayley Tapping, field secretary of the Alumni association.

"President Little was not the originator of the idea although he coined the phrase 'Alumni University' which is now used. He has devoted much time and energy to the aid of alumni projects during his presidency and although he did not do more than any other president in recognizing the Alumni association, he certainly has done as much.

"The Alumni University plan has already been accepted by the Regents and appropriations have been made for three Alumni fellows who will come into existence next fall."

KILLILEA NEAR DEATH FOLLOWING COLLAPSE

Alumnus Starred On U. of M. Team, Is American League Attorney And Figure In Baseball

OWNS MILWAUKEE CLUB

According to latest reports received yesterday, Henry J. Killilea, '85L, former Michigan athlete and at present one of the most prominent attorneys in Milwaukee, is hovering between life and death in the Milwaukee hospital following a collapse about twelve days ago while in his law office in the Majestic building. Mr. Killilea is also one of the outstanding figures in the baseball world being owner of the Milwaukee club and attorney for the American league.

Mr. Killilea's illness, according to a Milwaukee newspaper, is attributed to overwork and a general rundown condition resulting from an accident about two years ago in which he suffered fractured ribs and a shoulder injury while dodging on automobile, and to an illness last March when he was in the hospital suffering from pleurisy. Early Friday morning it was reported that he had been unconscious and that his brain was believed to be paralyzed but no reports of his death have been received, although doctors admitted that he was in a very critical condition and that if he pulled through he would probably never be active again.

Mr. Killilea starred on Michigan football teams and played center on the eleven which met Harvard, Yale, and Princeton, all in one week. Later he was owner of the old Milwaukee club in the Western league, the Boston Red Sox and the St. Louis Browns. He has been attorney for the American league ever since its formation in Milwaukee, and has been a solicitor for the Chicago, Milwaukee, and St. Paul railroad since 1907.

Although 63 years old, Mr. Killilea was still very active and is president of the University of Michigan club of Milwaukee.

Donovan May Receive Post In New Cabinet



Col. William J. Donovan

Of Buffalo, N. Y., who is believed to be slated for the post of attorney-general in President-elect Herbert Hoover's cabinet. He is now assistant attorney-general, and a close friend of Hoover.

Miss Barbara Hewitt, formerly a student at the University of Michigan, took the female lead at a presentation of "The Beaux Stratagem" at Mount Holyoke college recently.

R. O. T. C. STATION COMMUNICATES WITH GREENLAND EXPEDITION BASE

WBAXZ, the radio station of the R. O. T. C. located in the Engineering building, which recently established permanent commission schedules with the Byrd South Pole expedition, has been in communication with several other distant expeditions of note.

The operators of the local station have been in constant touch with Mt. Evans, the field station of the University expedition in Greenland. Communications from the director, Professor William Herbert Hobbs of the geology department, are sent several times a week to the permanent staff located in the desolate station, and besides furnishing the men with instructions relative to their work of recording the weather of Greenland, they are informed as to the doings of the outside world.

A recent communication of Professor Hobbs instructed William Carlson, one of the aerologists, to make a trip by dog-sled to the abandoned plane of the Rockford fliers, the Greater Rockford, to retrieve valuable instruments which were left in the plane.

WBAXZ also communicates from time to time with the astronomical expedition in South Africa which was instituted by the late Professor Hussey of the astronomy department.

Professor Hussey died in 1925 in London while on his way to South Africa to join the expedition.

Subscribe to The Michigan Daily $2.50 the half year.—It's worth it.

Says Memory Needed In Advertising Success

That memory plays a large part in the appeal of advertising was the conclusion reached by Prof. Henry F. Adams, of the psychology department, after exhaustive research and experimental work on that matter. Professor Adams, who presented a paper on the subject-ivity of measurements and mental tests at the meeting of the American Phychological association held last month in New York, found that the subjective, or personal element, which is largely memory, comprises seventy-five per cent of the total effectiveness of advertising, this percentage increasing as repetition rather than quality, becomes the dominating factor in advertising.

Thus far, Professor Adams has been working only with single variables. He will now introduce complications into his tests, in an attempt to work out a scale in which the subjective element will be eliminated, as far as that is possible. To eliminate the influence of memory in advertising is the problem now confronting him.

STANFORD UNIVERSITY.—Dr. Carl L. Alsberg, director of Stanford's Food research institute, has just published his first issue of "Wheat Studies," which contains an analysis of the forecasting problem of interest and importance to all who are concerned in securing accurate and timely crop forecasts.

Detroit Theaters

CASS THEATRE
Beginning Sunday, January 20
"BLOSSOM TIME"
Popular Prices—All Nites, $1.00 to $2.50; Sat. Mat., 75c to $2; Wed. Mat., Best Seats, $1.50.

PRAGUE TEACHERS CHORUS
First American tour of sixty singers under the leadership of METOD DOLEZIL.
in
CHORAL UNION SERIES
Thursday Night, January 24
A limited number of tickets available at $1.50—$2.00—$3.00 at the
UNIVERSITY SCHOOL OF MUSIC

Order your punch and sherbet
FROM THE ANN ARBOR DAIRY
The Ann Arbor Dairy makes a specialty of producing delicious punch and sherbet. Like all Ann Arbor Dairy products, these two are finest quality and unusually tasty.
SPECIAL ICE CREAM MOLDS
ANN ARBOR DAIRY CO.
The Home of Pure Milk
DIAL 4101

THE HOME OF DISTINCTIVE PICTURES
WUERTH
Presents for the Last Times Today
Zane Grey's THE VANISHING PIONEER
TACK HOLT
A Paramount Picture
THURSDAY—FRIDAY—SATURDAY
Chester Conklin
TAXI 13
COMING SUNDAY
DOLORES DEL RIO
in
"THE RED DANCE"

FOR THOSE EXAMS
A GOOD FOUNTAIN PEN
Will help a lot. We carry all the leading makes, and every one is guaranteed.
BLUE BOOKS OF EVERY SIZE AND KIND AT
WAHR'S UNIVERSITY BOOK STORE

NOW SHOWING
MICHIGAN
Four out of five men loved her—but she loved the fifth!
One made love with greeting cards. One made love with money and wild parties. One made her a Broadway star. Her Spanish lover kidnapped her. But the man she loved didn't make love at all.
SHOW GIRL
with Hollywood's newest sensation ALICE WHITE
The GAL With IT PLUS!
J. P. McEvoy's startling story Broadway's reddest and hottest momma!
A First National Picture
They Had to Double the Cooling System When "Show Girl" Played On Broadway!
—ON THE STAGE IN PERSON—
The World Famous
FOY FAMILY
"Real Chips Off The Old Block"
in a
"Variety of Foyisms"
also "Hubby's Week-End Trip" Pathe Comedy | FOX NEWS | Bob Howland at the Grande Organ | Karl Wiederhold & Mich. Orchestra
THURSDAY—ILLINI SINGING BAND

STARTS TODAY
MAJESTIC
The Art of The Film
Desire Under The Campus Elms!
Here's an excellent Comedy Drama of youth and the making of men in a famous military school.
PREP AND PEP
Local Student Appears in Film
LEE SLAYTON JR.
MICHIGAN '32 LIT
(as Cadet of Military School)
with
DAVID ROLLINS
and
NANCY DREXEL
Story by William Conselman and David Butler
POLICY
Matinees 2:00-3:35—25c-10c
Evenings 7:00-8:10—50c-10c
Appointments
BILLY DOOLEY Gobs of Love
PARAMOUNT NEWS The Eyes of the World
ART & BEAUTY TOPICAL COMMENTS
MAJESTIC COMBINATION ENSEMBLE
JULIUS SCHMIDT, Conducting
KEN OSBORNE, Novelty Organist
Cosmopolitan Opening Saturday—Richard Barthelmess in "SCARLET SEAS"