

PATTERSON, BRISBANE, LAWSON TO SPEAK AT MEDILL JOURNALISM SCHOOL OPENING

President-Elect Harding to Wire Greetings—North- cliffe Cable Received.

Joseph Medill Patterson, editor of the Chicago Tribune, and one of the founders of the Joseph Medill School of Journalism, will lead an imposing assemblage of journalists to the rostrum of Fisk Hall next Tuesday night, when formal observance of the opening of the new training center for newspaper men will be made.

Most prominent among the speakers of the evening will be Arthur Brisbane, director of the Hearst newspapers interests in the United States. Brisbane, whose editorials in W. R. Hearst's papers, among them the Chicago Herald and Examiner and the American, are the most widely read of any in America, is the highest paid newspaper man in this country. His annual remuneration is said to exceed \$100,000.

Chicago Editors to Come.

Victor Lawson, publisher of the Chicago News and Duncan Clark, managing editor of the Chicago Post, will, with Mr. Patterson, complete the trio of speakers extending felicitations to the new school from the press of Chicago. Lawson is the veteran of Chicago journalism and was a close friend of Joseph Medill, founder of the Tribune.

Another speaker of prominence will be Edward Cutter, director of the Associated Press interests in the Middle West. He will represent the news gathering services of the country.

Harding to Telegraph.

President-elect Warren G. Harding, from his vacation retreat in Florida, will wire a congratulatory message to President Scott on the opening of the Medill School. This wire will be read at the dedicatory ceremony.

That the fame of the new school and its possibilities is already world wide is evidenced by the receipt of a 600 word code cable from Lord Northcliffe of England, publisher of the London Daily Mail and other influential British newspapers. Lord Northcliffe was acknowledged during the war to wield more influence in Europe than any other journalist. His greetings to the Medill School are now being deciphered.

Will Be Historic Day.

Thru news services word of the opening of the school of journalism at Northwestern will be flashed all over the United States, marking Tuesday as one of the most momentous days in the University's history.

Prior to the ceremonial in Evanston, Robert R. McCormick, another grandson of Joseph Medill, and with Mr. Patterson, co-editor of the Tribune, will give a banquet for the visiting notables in the dining room of the Tribune plant on Michigan Boulevard.

A third grandson of the journalistic pioneer for whom the new school is named is Senator Medill McCormick, senior senator from the state of Illinois. He will not be able to attend the ceremonies, as he is attending the League of Nations convocation in Switzerland. He is expected to send a cable of congratulation.

But Don't Let This Deter You From Paying Them.

An add in the Daily stated that the Dean has decreed that no certificates of credit will be issued unless all Daily subscription bills are paid by January 22.

Miss Lucy Wallrick, one of the popular gym teachers at N. U. last year, will be on the campus today.

Hope Haldeman, Kappa Kappa Gamma, ex-'22, has not returned to school this semester.

Vacancies Filled on Publications Board

Paul Miller, '21, was elected to fill a vacancy on the Board of Publications, which elects editors and business managers of Daily Northwestern and Syllabus, at a meeting of the Student Council last night. Miller was formerly an associate editor of the Daily.

Ray Kautz, '21, was elected a member of the council to succeed Robt. Schweser, who was graduated from Commerce School at the end of the first semester.

The election of Jess Brown, '22, by the Junior class as Junior Play manager was confirmed by the council.

Prof. Secrist Reports Interesting Survey at Clothiers Convention

In a survey covering the years 1919, 1918, and 1914, among the retail stores of the National Association of Retail Clothiers, Prof. Horace Secrist of the Bureau of Business Research of Northwestern University, Chicago, discovered that the retail cost of a suit of clothes to the customer had increased in 1919 over 1914 by slightly more than 78 per cent and that the average price of the suit in the clothing stores of the country was, in 1919, \$37.17.

Prof. Secrist at this morning's session of the retail clothiers association made a report on the final results of his survey upon which a preliminary statement was made last September. The purpose of the survey, Prof. Secrist said, was to describe standards of costs, advertising and sales in the retail clothing industry as to guide merchants in standardizing their merchandising practices.

The Northwestern University investigator made known various interesting facts as follows:

That among all the stores in the survey—a total of 1,088 during the three years—the value of returned goods per \$100 of total sales was \$2.64.

The outstanding monthly account per \$100 of total sales averaged \$6.75 and was highest in the south and lowest in the west.

Average sales per sales person per year of all stores for the three years, \$16,230.

Total advertising cost per \$100 of net sales averaged \$1.98 and of sales totalling \$41,850,488 the total cost was \$828,709.

Of a total expense of \$9,073,229, advertising in all stores cost \$828,709 or per \$100 of total expense, \$9.13.

Newspaper advertising per \$100 of total advertising expense was greatest at \$67.27 with billboards and electric signs next at \$8.13 and other advertising costs still lower.

The turnover rate of all stores for all lines was 2.1 in 1919 and for men's clothing alone, 2.6.

The selling expense per \$100 of net sales averaged in all stores \$9.59 in 1919.

Per \$100 of total expense Prof. Secrist reported salaries represented \$55.20; the proprietor in the small store averaged per \$100 of total sales, \$46.40 and in the large town, \$32.92. The survey also showed that salesmen were almost as well paid in the average store as the proprietor.

Prof. Secrist, who is director of the bureau of business research of Northwestern University School of Commerce, Chicago, started work on the survey in May, 1920.

Margaret Pettee, Chi Omega, ex-'22, has left school.

Purple Swimmers Will Meet M. A. C. In Return Contest

The Milwaukee Athletic Club will contest the Purple in a return swimming meet at the gym Feb. 5th, at 8 o'clock. It will be remembered that on Nov. 19th the M. A. C. defeated the Purple by the close score of 37 to 32. Since then Wisconsin and Chicago have met the Cream City crowd and have been defeated by scores much larger than the Purple was. Both teams have improved greatly since the Milwaukee meet so that it is difficult to predict the outcome.

Milwaukee Has Strong Team.

Milwaukee is especially strong in the plunges, with Arnold and Myers as stars. In the forty Bechstein and Osthoff will race Max Hayford and Paver. Osthog will also compete in fancy diving. Hugenon won first in diving at Milwaukee and guarantees a very interesting showing. In the relay M. A. C. outclassed Northwestern but the added practice of the Purple should make this a much closer contest. The 220-yd. swim between Dixon and Thomson of the M. A. C. should be one of the most exciting contests of the evening.

Breast Stroke Will Be Pretty Contest

The two hundred yard breast stroke should be one of the prettiest battles of the evening between Benson of Wisconsin fame, representing M. A. C., an Daniels an Morgan of N. U. The 150-yard back stroke is a banner event between Thomson and Hildebrand for Cream City Crowd and Jack Hayford and Agnew carrying the Purple. The 100-yard swim with Hechstein, Paver and Max Hayford will be closely contested and should be interesting.

Purple Should Win Basketball.

Northwestern finished the game on Nov. 19th with a score of 14 to 0 in their favor. The Purple has improved since then and should have no difficulty in capturing the game, altho it is sure to be a good fight.

Final Practice Meet of Season.

The Purple will be under the eyes of the coaches of the conference. Minnesota is scheduled to swim in Evanston Feb. 12th. This will be a real contest as Minnesota defeated Iowa on January 23rd by a score of 54 to 14. The game was observed by a Purple scout who reported that Minnesota had a very well balanced team, following the Northwestern type, with no particular stars but a great many point takers. This will mean that the breaks of the game will decide.

Symphony Orchestra Will Give Annual Concert Thurs. Eve

The twenty-fourth concert of the Symphony Orchestra of the School of Music will be given Thursday evening, February 17, at Patten gym.

Professor Harold E. Knapp will conduct. He will be assisted by Mr. Walter Allen Stults, basso, and Mr. Lewis Randolph Blackman, violinist.

The tickets are 25c for Northwestern students and 50c for outsiders. Seats can now be obtained at the office of all departments of the University and at the business office at 518 Davis street. No seats will be reserved except by blocks of twenty.

The concert program will be as follows:

Les Preludes, Symphonic Poem, No. 3 Franz Liszt
Violin Concerto in G minor, Op. 26 Max Bruch
Intermission.
O Promise of a Joy Divine, from "The King of Lahore" Massenet
Vulcan's Song, from "Philemon and Baucis" Ch. Gounod
Elegiac Melodies, for string orchestra, Op. 34 Grieg
Heart Wounds Spring
Valse des Fleurs, from "Casse-Noisette" Suite Tchaikowsky
Irish Rhapsody Victor Herbert

SOPHOMORES THROW "KNOCKOUT" PARTY

Plenty of Jazz and Absence of War
Feature Big Evening.

In spite of the fact that some unknown conspirator put a healthy shot of salt into some perfectly good punch, the Sophomore party proved to be one of the best ever thrown by the class of '23. The party had been planned for several previous dates, but faculty rulings and approaching exams prevented its being held. The Sophs were not the only ones who enjoyed the party as members of other classes romped in later on to snare a few dances.

Frosh Keep Quiet.

Rumors of an attempt on the part of the Freshmen to break up the party had been spread, but nothing happened. A few Frosh gathered outside the gym, but when the Sophs came out after the party was over, the yearlings got out of sight in record time.

Stunts Feature Party.

A number of feature stunts, chief of which was the pie eating contest, started the affair off with a bang. Al Steele, president of the class, developed an unexpected capacity and put himself outside of most of a large pie ahead of any of the other contestants. Besides this there was a clothes pin race and a tug of war.

Jimmy Caldwell's orchestra provided the music for dancing, which filled up the later hours of the party.

A great deal of credit is due the social committee for the success of the party. The committee is now planning a number of novel features for the next affair which will be held later in the semester.

PLAN NEW COURSES IN R. O. T. C. TRAINING

That the Reserve Officers Training Corps at Northwestern may be developed to such a standard so that it will be given the same recognition by the War department as the land grant colleges are, and that the number of students receiving Commissions in the Reserve Officers Corps each year will be equal to, if not greater than other colleges maintaining these units, is the aim and desire expressed by Major Homer N. Preston, commandant. He states that to accomplish this it will require the coordinated efforts of all the male student body toward procuring an increased enrollment next semester.

Want 250 Men.

With an enrollment of 250 students in the corps, companies can be organized, so that those students now qualifying for commissions will be given an opportunity to function in a capacity which is commensurate with their training as well as their rank. Therefore, commencing with the next semester, a direct appeal is made to all students enjoining them to give a boost to the R. O. T. C. by enrolling in the unit and firmly establish an efficient and highly organized corps.

Scope of Training.

Three hours per week, on Tuesday and Thursday, from 10 to 11:15, have been allotted for military training. Should these hours not be open, a special section will be organized on other days, provided the number is sufficient to warrant it.

Major Henry M. Nelly, 6th Corps Area, Fort Sheridan, who inspected the R. O. T. C. corps last December reported the progress made and the proficiency attained equal to any school that he had inspected. Illinois and Wisconsin not excluded. The only criticism offered was concerning the small number enrolled. He stated that with a larger enrollment Northwestern had an equally good chance to be voted a distinguished school.

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PURPLE TO SHOW MAROONS HOT FIGHT

Chicago Coaching System Attacked by Alumni Association.

The Daily Maroon has been printing a series of letters under the streamer head, "What's Wrong With Basketball?" Chicago expected the conference championship, justly perhaps, for under Pat Page she came out at the top last year, and has the same team with one exception for the 1920-21 battle. Captain Crisler, Birkhoff, and Vollmer, all conference stars last year, with the aid of Halladay should make a much better showing.

Blames Coaches for Losses.

Altho praising Stagg for his ability as football coach the Maroon likens his coaching in basketball to Napoleon as a tennis teacher. It blames the recent losses to "faulty judgment in putting in decidedly second class men at the wrong time." Another issue says, "Our basketball team has the personnel, but the men have not been taught a concentrated plan of attack." The Maroon pleads for "A coach for every sport."

Northwestern not Overconfident.

The Northwestern team realizes that it must put up a hard fight to hold the Midway five and is not overconfident. Hard work has been the Purple's motto and has been rewarded in the recent scrimmages against the Freshman varsity.

Coach Rand has called Freshman varsity for next Monday evening from eight to ten. There has been no cut in the squad as yet. The permanent date of practice will be announced Monday.

In answer to the call made by Intramural Director Frank Rand for contestants in the "open house" tournament, the Haven and Foster houses have entered. Practice has already started and shows a keen interest which will create hard competition.

Novel Features at Settlement Dance

On Friday evening, February 4, Northwestern University Settlement will hold its "Annual Benefit and Dance." The plans are in charge of the executive council, and all settlement organizations and many outside friends of the Settlement are going to help make the affair a great success. The program will be varied; the first part being given over to a Polish fairy tale in pantomime form. The costumes are from the neighborhood, and those participating are from the various clubs and classes of the Settlement.

Novel Dance Feature.

Following the pantomime, there will be a dance. Some time or other during the evening a special dance will be called, each man paying 10 cents for this one dance, and a prize of \$5 being offered to the best couple. In the meantime a number of booths will be opened at various places in the large hall. Refreshments will be offered at one booth, brass ware, candy and novelties, parcel post packages and other articles at the various other booths.

Purpose.

An affair of this kind is given annually, the proceeds being devoted to some improvement or addition about the Settlement House.

Tickets have been given to the members of the social service committee of the Y. W. C. A. and to the Cabinet members of the Y. M. C. A. These groups will be responsible for the sale of tickets—the price being 50 cents per person.