

THE DAILY MISSOURIAN

Published every evening (except Saturday and Sunday) and Sunday morning by The Missouri Association, Incorporated, Columbia, Mo. Frank H. King, President and Editor; J. L. Groves, Jr., Business Manager; D. M. Warren, Circulation Manager.

Directors: Miss Gladys Baker, secretary; Charles Roster, D. N. Parry, D. D. Patterson, A. G. Hissman, E. H. Jones, J. B. Hyde.

Address all communications to THE DAILY MISSOURIAN, Columbia, Missouri. Office: Virginia Building, Downtown. Phone: Business, 55; News, 274.

Entered at the postoffice, Columbia, Mo., as second-class mail. City: Year, \$3.50; 3 months, \$1.00; month, 35 cents; copy, 5 cents. By mail in Boone County: Year, \$3.00; 3 months, \$1.00; 2 months, 90 cents. Outside of Boone County: Year, \$4.00; 3 months, \$1.20; month, 40 cents.

National Advertising Representatives, Carpenter-Scheerer Co., Fifth Avenue Building, New York; Peoples Gas Building, Chicago.

Oh, how Columbia wishes that everybody who has ever visited here will return after the completion of the Daniel Boone Tavern!

"IT CAN'T BE DID"

Standardized dress is a laudable tendency, but an impossible permanency. As a protest against Fashion's enslavement of womankind and the sacrifices to Mammon that Fashion entails, standardized dress is excellent—as a tendency. Few women of character will fail to sympathize with a movement toward simplicity and economy in clothing. But uniforms for women! Estheticism forbids.

Mankind loves variety. The desire for individuality may not be an ineradicable instinct, but good-looking, suitable clothes are at least a great pleasure to both men and women.

Admitting the excessive dominance of too rapidly changing styles, the enormous expenditure of money on women's clothes and the tragedy of too little money to gratify the love of prettiness, few pleasures can be bought so cheaply and enjoyed by so many as a becoming wardrobe. Few reforms could add a deeper drabness to the dull gray of life than the standardization of women's clothing to a point even as great as that established by men.

If the aim of the "Uniforms for Women" propaganda is to lift and not to attain, it merits enthusiastic support. But as an actuality—"it can't be did."

Bridge, golf and poker have given way to the new game of "Moving the Movies." If you don't believe it, take your post on alternate days and nights at the doors of each of the theaters in Columbia, count those who issue forth and note the varying kinds and degrees of humanity. Unconsciously you must notice that over and over the same faces occur and that these faces are marked by a sort of daze, like that of the boy in the loft waked by the call to dinner from a dream of Jesse James.

Now that a large portion of Columbia's population has either visited or been visited in the last month, it is time to ask the question, "Have you ever heard of a better telephone service than that Columbia affords?" None can tell of more rapid, courteous and efficient service.

SUBSTITUTE FOR THE SALOON

Many years ago France undertook the work of establishing in Paris great coffee houses with the purpose of changing the meeting place of the people from saloons to coffee houses. Today in the United States this problem is seriously under consideration, and it may not be long before this country will have in its largest cities coffee houses as substitutes for saloons.

Prohibition is growing fast in America. But prohibition will never be completely successful unless a substitute for the saloon is provided for the people to meet and to talk about things which interest them most. The moving picture theater has grown immensely, but it never will take the place of the saloon. The abolishing of the saloon leaves no place for general social meeting, no poor man's club.

A good substitute for the saloon is the coffee house on the plan of those in existence in Rio de Janeiro, where the people go in to drink a cup of coffee and to meet and to talk with their friends. The saloon in the United States serves much the same purpose as the coffee house in Rio. The National Coffee Roasters' As-

sociation met some time ago for the discussion of the establishment of the coffee houses as a substitute for saloons and adopted as a slogan the phrase "Coffee as a Substitute for Liquor as a Stimulant."

People drink in saloons because they like stimulants and also because at the bar they can often meet their friends and chat with them. Coffee is also a good stimulant, and the coffee house can offer to the people a much better meeting place than the saloon, with none of its evil.

STATE PRESS OPINION

"Prexy" Hill

From the Clinton Daily Democrat: In the school notes of this paper some days since appeared a friendly mention of President Hill, of the State University, and an expression of disapproval of certain attacks being waged upon him.

Members of the University Board of Curators are denying that any attempt is being made to discharge President Hill; yet there are signs that this work is going on just the same. And his friends are not idle as is shown by the resolutions that were adopted by the St. Louis Chamber of Commerce and the sending of a strong delegation of business men to Columbia to give personal backing to these resolutions.

This paper yields to none in its intense and partisan devotion to Democracy. It would hasten the day when all men and women shall be Democrats. But if any Democrat demands "Prexy" Hill's head upon a charger because he has refused to show partisan bias, we balk! If he has greatly deteriorated as an educator; if the great institution he heads is languishing as a result of his errors and manifest incapacity; if a rare opportunity exists to replace him by a man of exalted superiority, we might better understand this movement. But as the matter presents itself to us, we don't care a copper what are his politics or whether he was born in this country or in Canada. He is well doing his work, is beloved by the student body and has the confidence of the alumnae. The Democratic party cannot afford to countenance a fight either upon the University or upon President Hill who has stood as its defender and has fought for its rights.

The Democratic party was not responsible for the financial plight of the University. President Hill was neither responsible for it nor was he bound to suppress the fact. As we remember it, the leading Democratic paper of Columbia went much further than President Hill in pointing out the acute financial difficulties of the State University.

Missouri is rich in resources of higher education. We have five Normals and a School of Mines. All these are, in a sense, local, maintained for special training and for the convenience of contiguous counties. We have but one University. Its support should not be sectional or partisan. We should rise above quibbles and wrangles. Holding no brief for President Hill's defense, we deplore the attacks made upon him and the unfriendly attitude maintained in some quarters toward the institution he heads.

LEGAL

NOTICE OF FINAL SETTLEMENT Notice is hereby given that the undersigned executor of the estate of W. F. Lane deceased, will make final settlement of his accounts with said estate as such executor at the next term of the Probate Court of Boone County, Missouri, to be holden at Columbia, in said County, on the 12th day of February, A. D. 1917. J. K. FENTON, Executor. First Publication Jan. 3 1917.



Many Styles of Type and Many Languages. A Typewriter Exceptional For Collegians. Change your type in an instant from one style to another—on any language. THE MULTIPLEX HAMMOND. Two sets of type in each machine. Beautiful work—beyond compare. If not inclined to a new machine, inquire for our Factory Rebuilds. We Rent Machines of high quality. Patrons: President Woodrow Wilson, Cardinal Merry del Val, Dr. Alexander Graham Bell, Chancellor Rev. E. G. Trant, Bishop John C. Murray, William Dean Howells, also all Colleges and Universities. Our special terms to collegians will interest you. Catalog for the asking. Hammond Typewriter Co. 545 East 69th Street, New York City, N. Y.

LIBRARY RECEIVES NEW BOOKS

Histories of Minor Nations and States Among Latest Arrivals.

The University Library has recently received books on the history of several countries and states in the Union. Those ready for circulation cover Colombia, Peru, Chile, Argentine Republic, South Africa, Holland, Belgium and Northwest Canada. The state histories are Iowa, Nebraska, Louisiana, New York and Ohio.

There are five new books on railroads, currency, accounting, finance, administration, regulation and transportation.

New biographical books are "The Life of Tennyson," by Lounsbury; "Thomas B. Reed," by McCall; "Benjamin Disraeli," by Moneypenney; "Dostoevsky," by Murray, and "Thomas Hardy," by Child.

New additions by standard authors that are to be put in the display cases are the complete works of Henry Fielding, in twelve volumes; R. W. Emerson, in six volumes; Charles Dudley Warner, Backlog edition, in fifteen volumes; George Elliot, in twenty volumes; James Whitcomb Riley, biographical edition, in nine volumes.

For fiction lovers there are "The House of Luck," by Dickson; "Held to Answer," by MacFarlane; "Prudence of the Parsonage," by Hueston, and "Castle Blair," by Shaw.

"SAFETY FIRST," SAYS CALENDAR

Railroad Publication Warns Children to Keep Off Tracks.

The University Elementary School has received from the Pennsylvania Railroad System several large display calendars which warn children to keep off railroad tracks. "The Dangerous Shortcut" is the title of the calendar, and it has a colored picture showing boys and girls crossing the rails as a train draws near. Beneath the picture in large type is the warning: "Every year more than 5,000 American boys, and girls and grown folks who take such risks as these throw their lives away. Don't you be one of them."

Every available space throughout the calendar is filled with a direct admonition. "Make safety one of your resolves" is a timely hint for January. "A short cut across the tracks may save you a hundred steps—and cost you a leg or an arm or your life. Don't take this chance." October brings this bit of philosophy to the school child: "You have two arms, two legs and one life, and you need them all."

Ankeny Picture Exhibit January 1-31 Daily in Faculty Room at Library. Open 9 to 12, 1 to 6, 7 to 10. Admission free. Pictures may be purchased.

The Peoples Barber Shop (J. G. Williams & Son) Now Right Across The Street Next To The New Hotel 715 Broadway

NATION TO BE DRY, SAYS BRYAN

Two Columbians Report Procedure at Prohibition Conventions.

L. H. Capehart of the Y. M. C. A. staff reported the events of the national convention of the Intercollegiate Prohibition Association at a meeting of the Young People's Branch of the W. C. T. U. at the Christian Church last night. The convention was held in Lexington, Ky., during the holidays.

Mrs. John Windsor, general secretary of the Y. P. B., who has returned from the state Y. P. B. convention in St. Louis, reported a good meeting, with all the local branches represented.

Mrs. Windsor said that W. J. Bryan was present and announced that the effort to obtain statutory prohibition for the United States would probably carry. Mr. Bryan will be in Jefferson City January 24 on a tour in the interest of prohibition.

Virgil Garnett was the leader of

the exercises last night. Archie Bedford, who has been president of the local Y. P. B. for three years, resigned last night. Mr. Bedford reported that he felt that he should resign, as he could not perform his duties on account of other work. Marion Schlotzhauer was elected president.

It was announced that the mid-year executive meeting of the State Y. P. B. would be held in Columbia late in January.

Dairy Department Sells Two Cows.

The dairy department, of the College of Agriculture, has sold Campus Chief Bis and the Missouri Josephine Sarcastic, two pure bred Holstein cows, to G. G. Davis, a dairyman living north of Columbia. The cows were bought to be used as foundation stock for his dairy. Missouri Josephine Sarcastic is the daughter of Missouri Chief Josephine, and is the third highest milk-producing cow in the state. She is eight years old.

Kansas Coeds Against Anti-Smokers.

The girls at Kansas Wesleyan University at Salina, Kan., have expressed an utter lack of sympathy with an anti-smoking movement among the young men. Some of the young men recently organized an anti-smoking club and pledged themselves not to swear or gamble. They requested the young ladies to refuse to have dates with all men who had not signed the pledge. The girls answered that each felt she had ample time to reform a man after she married him.

Soldiers to Hear of Missouri Union.

Fifty booklets, telling what the Missouri Union is and what its aims are have been sent to the students and alumni on the border. Colonel John D. McNeely of the Fourth Missouri and several other officers are graduates of the University. The booklets were addressed to Asbury Roberts, a student in the University last year.



January White Sale Continues

For Thursday, Friday and Saturday

Every garment in our Underwear Department will be offered at

25% of the marked price

WAISTS

\$3.00 and \$4.00 waists at \$2.25  
\$5.00 and \$6.00 waists at \$3.95



Suits and Coats

Never before did we have so few Coats and Suits to offer. The Qualities, however, are of the very best.

Six Winter Coats \$18.50 to \$25.00 values at \$10.50 to \$16.50

One lot of Coats at \$2.50 to \$7.50  
Twelve New Winter Suits, \$16.50 to \$37.50 values at \$9.95 to 23.50

One lot of 5 old Suits at \$2.50

FURS at below Wholesale Cost.

Winter MILLINERY at Reduced Prices

Early Showing of New Coats and Suits for Spring



CHEVROLET ADVANCE

Price of the Chevrolet Car will be advanced \$60.00 to take effect January 15th, 1917. All orders received before that date will be accepted at the old price of \$525.00 for cars we have on hand. Call at once and get one before it is too late.

JOHN N. TAYLOR

PICTURES FRAMED

Have the pictures you received Christmas framed. We have a splendid lot of Silver Frames, Mission and Antique Gold Frames which will suit the pictures and the furnishings of your room.

Joe Janousek Art Shop Virginia Building

Preliminary tryouts for THE SILVER BOX by John Galsworth To be given the second Semester

Men, University Auditorium Wed., Jan., 10, 7:30 p. m. Women, University Auditorium Thurs., Jan., 11, 8:30 p. m.

Pictures Taken any time or place GROUPS AND STUNTS A SPECIALTY Ocker Phone 223

MRS. LETHA RUSSELL MUKEL BEAUTY PARLOR Shampooing, Hairdressing, Manicuring, Massaging. Take elevator Phone 717 Rooms 407-8 Exchange Bank Bldg.

EAT AT GEM CAFE 14 North Tenth Street Popular Prices

TYPEWRITERS THE NATIONAL TOUCH METHOD AND NEW UNDERWOODS FOR STUDENTS SEE OUR AGENT AT THE Y. M. C. A. NATIONAL TYPISTS ASSOCIATION

STAR TAXICAB LINE Phone 621 City 15c Country Trips. 801 Walnut

Ladies' Shampoo Parlor Shampoo and scalp treatments. Face massage and treatments for blackheads and pimples. A SPECIAL SHAMPOO, 25c. Vibrator and Violet Ray treatment. The only Ladies' Parlor in town working under state license. J. E. BARNETT 809 Broadway Phone 779 Green

Mr. Glancy of THE MARQUETTE 18th St. and Washington Ave. St. Louis A Refined Hotel for Your Mother, Wife and Sister Rates: Room with Private Bath One Person \$1.50, \$2.00, \$2.50, \$3.00 Two Persons: \$2.50, \$3.00, \$3.50, \$4.00. Rooms without bath, \$1 and \$1.50

DR. SYLER OSTEOPATH PHYSICIAN and SURGEON 413 Exchange Bank Building Phones: Office 716; Residence 821

We Will Repair It All work guaranteed. We specialize on Watches, Clocks and Jewelry GOETZ & LINDSEY 918 Broadway

YEE SING Will call for your Laundry Family washing satisfactorily and cheaply done. 12 S. 7th Phone 745