

SOCIETY NOTES

Dinner guests at the Alpha Phi house yesterday were: Mr. and Mrs. Robert, E. L. Hill, Mrs. Rosa Ingels, Mrs. Lewis Knudson and son of Ithaca N. Y., and Miss Florence Grant of Washington University, who is the guest of her sister, Miss Louise Grant.

Mrs. C. G. Ross entertained the senior girls of the School of Journalism at a luncheon Saturday.

The Junior Ladies Aid Society of the Christian Church met at 2:30 o'clock this afternoon with Mrs. Bernard Hunt.

Mrs. H. G. Doolin of Albany, Mr. and Mrs. Arthur Ziegler and Miss Olive Stough were dinner guests at the Sigma Phi Epsilon house yesterday.

Dean Elizabeth A. Hall gave a dinner party yesterday for the Columbia girls who are members of the senior class at Christian College this year. The guests were: Misses Winifred Dysart, Theeda Searcy, Catherine Tully, Ruth Prather, Coralee Rucker, Nellie Kitchens and Florence McGavock.

Misses Irma Heller, Florence Frees and Emma Wolf and William Schield have returned to St. Louis after spending the week-end here as the guests of Emil Nathan.

Ernest Montgomery entertained with a dancing party Saturday night at his home, 605 South Fifth street. The guests were: Misses Helen Greene, Ruth Hibbard, Elizabeth Reid, Margaret McCausland, Virginia Rodgers, Sallie Love Banks, Anna P. Durand, Emily Cardwell, Margaret Cardwell, Mildred Hudson, Margaret Taylor, Madge LaForce, Alice White, Katherine Cardwell, Mildred Nowell, Alice Benson, Queen Smith, Eleanor Trowbridge, Rose Baker, Ruth Graham, Lorna Montgomery, Paul Truitt, Philip Boha, Butler Woods, Robert Brady, Dwight Aultman, Jr., Herbert Spence, Vernor Trowbridge, Clarence Moss, Walter Braselton, Hugh Trowbridge, Tom Everly, Raymond Miller, Clifflie Wiggins, Everett Woodworth, Heber Drumm, Franklin Cardwell, Ernest Naylor.

Misses Dorothy Oldham, Mary McKee and Mammie Baldwin, students at Christian College, went to Fayette yesterday to install a new chapter of Phi Theta Kappa, the junior college honorary sorority, at Howard-Payne College.

The Zeta Beta Tau fraternity gave a farewell dinner last night at the Daniel Boone Tavern for Bernard Harwitz, Morris Ginsberg and Louis DeLachman, who will be graduated in June. Calman Plessner was toastmaster. Other speeches were made by Benjamin Putter, Lester Levy and Caspar Brown.

Dr. J. R. Robertson and Mr. and Mrs. Kenneth Robertson of Kansas City motored from Kansas City Saturday and spent the week-end with Miss Esther Robertson at the Kappa Kappa Gamma house.

Miss Dera Dulauey of Slater and Miss Mary Reese were dinner guests yesterday at the Kappa Sigma house.

The M girls gave a picnic breakfast yesterday morning at Lovers' Leap. The following attended: Misses Helen Redding and her mother, Mrs. Redding of Webb City, Dorothy Mumford, Hope Hibbard, Mary Guthrie, Helen Copeland, Ruth Teas, Catherine Callahan, Martha Shockley and Thelma Gwinn.

Mrs. Samuel B. Ayres of Boston, Mass., and Miss Katherine Cole of Kansas City spent the week-end at the Kappa Alpha Theta house.

Miss Lena Hillix and Miss Ruth Dubois of Christian College were dinner guests yesterday at the Phi Mu house.

Miss Annie Wilhite of Howard County is the guest of her brother and his wife, Mr. and Mrs. David H. Wilhite on College avenue.

Clay Stark and Edwin Stark returned yesterday to their home at Louisiana, after spending the week-end here.

Mr. and Mrs. Horace W. McKim of La Belle are the guests of Mrs. McKim's parents, Mr. and Mrs. F. W. Niedermeyer.

Mrs. M. A. Jones entertained twelve guests at dinner last night in honor of her son, Richard, who is at home on furlough from Camp Custer. Those who attended were: Baxter Bond, Herbert P. Mantz, John Koehntzky, Elmer Kershaw, Gerald Watson, Forrest Gillam, Harry Messick, Carl Gross, Theron Bynum, Lawrence Heinz, John Wilbur and Richard Jones.

Walter J. Stradal of St. Louis arrived yesterday for a visit at the Phi Gamma Delta house.

Miss Mabel McCall of Kansas City came Saturday to spend the week-end with Miss Helen Adair.

The Beta Theta Pi fraternity gave a dinner yesterday for the following guests: Mr. and Mrs. G. H. Lowry and Miss Katherine Cole of Kansas City, Mrs. Samuel B. Ayres of Boston, Mass., and Miss Ellen Peters.

Miss Zoe Harris of Rolla, a former student in the University is a guest at the Phi Beta Phi house.

The Phi Gamma Delta fraternity entertained the following dinner guests yesterday: Misses Corinne

Mackey, Estelle Stone, Alice Wiedmer, Mary Gladden Grant, Susie Manovill, Esther Adele Williams and Norine Nugent.

Lieutenant Robert I. Simpson is a guest at the Beta Theta Pi house for the week. He has been stationed at the grenade school at Fort Sill, Okla., for a month and is now on his way back to Washington to join the 44th Infantry, of which he is a member.

CITY AND CAMPUS

J. T. Mitchell went to Centralia this morning on business.

Mr. and Mrs. George Harrell left for Camp Funston today to visit their son, Charles Harrell.

Miss Billie Auer, who has been visiting at the Delta Delta Delta house, returned to St. Louis today.

George J. Mars of Trinidad, Colo., left today after a short visit here.

Miss Eula Kile of Ashland is visiting friends here.

Mrs. Emma Hudson of Ashland went to St. Joseph today to attend a convention of the Rebecca Lodge.

Miss Mary Barr went to Slater today to visit Miss Bess Field.

Mrs. P. C. Ballou and two children went to Moberly today after a visit to Mrs. M. E. Fuller.

Mrs. S. L. Petty and son, Leland, went to Macon City today after a visit here.

J. N. Murry went to Switaker today on business.

Miss Cleo Hardin, who has been visiting Mrs. Cora Williams, went to Hallsville today.

Poultry Students Eat Eggs. About fifteen students who are taking a course in poultry husbandry went to Marshall Gordon's pasture Saturday morning where they had an "egg roast." After breakfast the class visited the poultry farm of Manual Drumm east of Columbia.

Norton With St. Louis Law Firm. Albert D. Norton, a member of the Board of Curators of the University, has become a member of the law firm of Boyle and Priest in St. Louis.

ARTISANS WANTED IN ARMY

60 Mechanics to Be Chosen Before May 25 for Intensive Training. Notice has been received here from Major George W. Goode, head of this recruiting district, that men from 18 to 21 years old, who have a grammar school education and have had two years' experience in auto driving and repair, bench wood work, general carpentry, electrical communication, electrical work, forging or blacksmithing, machine work or sheet metal work will be accepted for enlistment for industrial training and sent to training schools to perfect them. This is an unusual opportunity for a young man to serve his country and learn a trade as an expert mechanic without expense to himself, receiving pay from the Government and being completely provided for during his course of training, his enlistment being for the duration of the war.

Application should be made before May 25 at any of the following recruiting stations: Corner Third and Olive streets; Broadway and Market street, Sixth and Market street, Eighth and Market street, 1837 Market street, Third and Washington avenue, St. Louis; 330A East Broadway, East St. Louis; Hannibal, Kirksville, Moberly, Jefferson City, Poplar Bluff, Cape Girardeau.

Only sixty applications will be accepted.

FOR RENT—My residence comfortably furnished at 906 Conley Ave. from Sept. 1, 1918 to May 1, 1919. Phone 633. J. S. Aikeney. A-210

learning summer at 713 Missouri Ave. W-209

FOR RENT—My residence comfortably furnished at 906 Conley Ave. from Sept. 1, 1918 to May 1, 1919. Phone 633. J. S. Aikeney. A-210

LOST AND FOUND

LOST—Friday afternoon between 4 and 5 o'clock a lady's dark blue coat to suit, probably on West Broadway between Fourth street and the cemetery gate, 292 S. 9th St., or phone 484. Reward. M-211

LOST—A Phi Beta Pi pin between Theta house and town. Reward for finder. Call 775. W-212

LOST—In University Library about two or three weeks ago, a small square, black purse containing two important keys and some small change. Will pay for return. Call 448 Black. P-1754f

FOR SALE

FOR SALE—A seven room brick and stucco bungalow recently constructed and strictly modern. Enclosed sleeping porch and large screened-in front porch. Will be shown by appointment. Call E. J. Durand, 1238 White. D-206

FOR SALE—Second hand roadster first class condition cheap. Phone 157. B-211

FOR SALE—Kindling wood and lumber of all kinds—joints 2x4, 2x12, 2x14, 2x10 and 2x8. Flooring ceiling and sheathing. Doors and windows. Also 1,000 bricks. G. D. Crist, Phone 790. C-1694f

MISCELLANEOUS

WANTED—To rent or buy at once, modern 7-room residence, close in. W. K. Bayless. B-2064f

War conditions cause many good positions to be open. We must prepare to fill them. Write today for our blank and booklet. Central Educational Bureau, W. J. Hawkins, Mgr. Metropolitan Bldg., St. Louis, Mo. 118-4f

Drug Store For Sale. Clean stock, business established seventeen years. Good corner. Center of population. Double track electric car line. Fifteen minutes service. All cars stop front of store. Good cash trade. For particulars write E. L. Sands, Webb City, Missouri. B-206

College Men. The Goodyear Tire & Rubber Company of Akron, Ohio, is offering summer and steady employment to college men in sales and over on Government work and regular commercial lines. The factory operates 6 days per week on three shifts. While

CLASSIFIED ADS.

Half a Cent a Word a Day

Terms, cash in advance. The amounts involved in want ads are too small to be charged. When received over the phone it is with the understanding that the ads will be paid for at once.

FOR RENT

FOR RENT—House 611 S. Fourth St., five rooms, sleeping and living porches, thoroughly modern, two blocks from campus. Phone 1171 White. C-2064f

FOR RENT—June 1, 5-room cottage, 211 Waugh street. Phone 529 White before 10 a. m. B-211

FOR RENT—3 south rooms for rent dur-

Strike Again! It Can't Crack! The "D-D" KHAKI WATCH. Prestige WALTHAM MOVEMENT Accuracy. Look for Drummer Boy Striking the Unbreakable Glass, Illustration Inside Cover of "Khaki" Box. Always sold in this box. Avoid imitations by securing the "Khaki" Box. The individual number of case and movement are marked on every box. Write for Booklet "THE WATCH IN THE TRENCHES" which explains why there are barrels of discarded watches at the front, that are out of commission and cannot be repaired. Every man in the service wants the watch that will stand by him through thick and thin. The "D-D" Khaki Watch has proved its superiority by actual test on the wrists of officers and soldiers at the front. Its every feature is important. Non-Inflammable Unbreakable Glass protects the watch—cannot break or crack—is not a Nitro-Cellulose product, which is dangerous. Because of contraction all other kinds of unbreakable glass become loose or fall out. The "Khaki" glass is held securely by the Double Clinched Bezel, Pat. Sept. 11, 1917. It grips the glass around the entire circumference and prevents the entrance of dust and moisture. An exclusive feature found only on the "D-D" Khaki Watch. RADIUM DIAL. WALTHAM MOVEMENT. "Cravenette" Finished Wobbling. Moisture proof. Stronger and more comfortable than leather. Matches uniform of Soldier or Sailor. Khaki Color, Blue, Black or White; Black Leather or Pigskin strap. Simple, one-piece clasp. Strap slips over hand as a loop. Therefore cannot be dropped when putting on. Leaves no loose strap end to catch in sleeve. Clasp Patd. Sold by leading Watch Dealers. JACQUES DEPOLLIER & SON. Manufacturers of High-Class Specialties for Waltham Watches. 15 MAIDEN LANE NEW YORK CITY, U. S. A. DUBOIS WATCH CASE COMPANY, Established 1877.

YOU WILL ALWAYS BE ON TIME. When you use the celebrated Khaki Wrist Watch. We handle this watch. For the young man going into training or the young girl graduate you will not find a more suitable gift. See the Khaki Wrist Watch advertisement in this issue. GOETZ & LINDSEY

Columbia Theater. ALWAYS A GOOD SHOW. TONIGHT AND TUESDAY WILLIAM S. HART IN "Blue Blazes Rawden" ALSO HOLMES TRAVELOGUE MAJINEE 3 P. M. Wednesday and Thursday, Pauline Frederick in "Madame Jealousy"

STEPHENS COLLEGE FAIRYLAND NIGHT. ADMISSION 50c. Fairy May Pole Dance - - - - - On Campus. Fairy Opera - - - - - Auditorium. FAIRY WATER PLAY - SWIMMING POOL. Fairy Feast - - On Campus - - Extra Charges. BENEFIT RED CROSS. FRIDAY AND SATURDAY, MAY 24, 25, -7:15 P. M. TICKETS WILL BE SOLD ON CAMPUS 6:30-7:15 P. M.

Broadway Odeon. The Little House With the Big Show. TODAY AND TUESDAY WM. S. HART IN "The Apostle of Vengeance" Comedy, "A TUNER OF NOTES" WEDNESDAY AND THURSDAY TAYLOR HOLMES IN "The Small Town Guy" ALSO MUSTY SUFFER COMEDY

Save Money. Buy your Commencement Rings here. Large stock to select from. Around the corner on a side street with less overhead expense enables us to save you money. Adams Jewelry Store

Part of article by LOUIS BRUCH, Vice-President and Advertising Manager American Radiator Company. "Dealers in our product are more of the engineering than the merchant class. The very nature of the goods prohibits carrying a stock of them. Each heating contract is a special and separate problem. The expenditure of a single sale is also quite large, running into hundreds and sometimes thousands of dollars. The average man buys but one radiator heating outfit for a lifetime. Furthermore, we find that the average time for the transformation of an inquiry into an order is about two years. "The fundamental thing, however, does apply to all products, and this fundamental thing is to build up confidence in the quality and efficiency of the product. "Our newspaper advertising creates interest and gives us some inquiries which are promptly referred back to the dealer in that vicinity. Our sales organization follows up these tips and co-operates with the dealers to close the contract and make the sale. If the inquiry comes from a builder of a new house then the architect is also worked with. Thus besides the creation of a general attitude of confidence in our boilers and radiators on the part of the public, the newspaper advertising localizes this benefit and throws the business into the hands of the local dealers and architects. "Our salesmen are also quick to see the value of using this argument with the trade and architects and impressing upon them the fact that this newspaper advertising is done for their direct benefit. In our company files are thousands of letters written at odd times by trade and architects expressing their appreciation of our newspaper advertising." Buy advertising, concentrated to those territories your business can serve well. Build local, state, sectional, national or international distribution and sale. Buy 100 per cent productive circulation—no waste in territories you cannot sell.

TO HELP ADVERTISERS—The Newspaper Representatives Association is an organization of advertising representatives, maintained to co-operate with advertisers and their advertising agents in the development of successful newspaper advertising. The membership represents over 700 leading newspapers of the United States and Canada and has at its command facilities for furnishing information and trade surveys from any city, a section, national or international field. It is ready to place at your disposal all the resources of these newspaper organizations through this central office in Chicago, and, offers further, sincere counsel of men who know advertising, to help you in your sales problems and advertising. The Association has nothing to sell or direct interest in advertising for any one publication or group of publications. Its purpose and operation is to help advertisers in co-operative spirit to development of successful sales campaigns and advertising for newspapers everywhere. Its services are supplied without charge or obligation to advertisers who are bona fide users of space. Its reward for any helpful work accomplished will be mutual and will for newspaper advertising. Your inquiries of this office will receive prompt consideration and personal attention when next an Association representative is in your city. Let Us Co-Operate to Help You. Address Director of Service The Newspaper Representatives Association 1148 Peoples Gas Bldg., Chicago, Ill.