

WRIGLEY SAYS BUSINESS CONDITIONS IMPROVING

That business is improving in the east and that this condition is spreading to the west by degrees, is the opinion of William Wrigley, Jr., president of the William Wrigley Jr. Co., Chicago.

The good old American dollar is coming back into its own. People from one end of the nation to the other are getting around to the idea that the only basis for real prosperity is an honest day's work for a fair day's wage.

The United States as a whole has been on a "business spree" for the past five years. Prices, up to recently, were out of all sense of proportion for the value received.

The greatest cure for hard times, Mr. Wrigley says, is to stop talking about hard times, get to work and keep money and goods circulating.

"The year 1921 was regarded as a

pretty bad period for lots of concerns in the east and middle west," said Mr. Wrigley. "For us it was the best year in the thirty years I have been in the chewing gum manufacturing industry."

"We are spending \$11,000 a day this year to push Wrigley's chewing gum. "The judicious use of printers' ink is the greatest selling force in the world. If you do business on a world-wide basis, or even in the locality encompassed within a few blocks, you have got to keep the people interested or you won't sell them your goods."

BYERS ELECTED TO VIRGINIA POSITION

Dr. Earl A. Byers, who received his degree of doctor of philosophy at the University of Nebraska in 1920, has been made professor of philosophy, at an attractive salary, at Roanoke College, Salem, Virginia, where he has been teaching the past two years. Dr. Byers entered the University of Nebraska from a theological training; while here he specialized in the department of philosophy, and, as a graduate student, made friends who are glad to hear of his success. He expects to visit European countries and kinsfolk during the coming summer.

POWER PLANT TO BE OPEN ON ENGINEERS NIGHT

For the first time in the history of the school, the power plant and boiler house are to be opened for public inspection, Engineer's Night, April 27. Hitherto, all would-be visitors have met a sign "No Loafing here. Visitors apply at office." But for this one night, the committee has obtained permission for visitors to inspect this plant which furnishes steam heat and power, and a great deal of the electrical power for use on the campus. As in the rest of the exhibitions of engineering, there are to be engineers there to explain the machinery.

PICTURES OF CAGE TEAMS DISTRIBUTED

More than 200 pictures showing the members of the teams that participated in the recent state basketball tournament were printed last week for distribution over the state. The Board of Control is in charge of sending the pictures to the various schools, which will place them in their auditorium.

UNI. PROFESSORS ON PLANNING COMMITTEE

Plans for tree planting in Lincoln, which includes the elimination of trees such as the box elder and others, and recognizes that only seven species are suitable for Lincoln and vicinity, were formulated at a recent meeting of a committee consisting of Dr. Pool, Professor Howard, Dr. Condra and others. In connection with the city planning commission of Lincoln, the plans are now being carried out by the park commissioner of the city. Only these trees which have been recommended are now being planted and the park commissioner has purchased for the people of the city the recommended trees, which are supplied free to the public.

U. S. WARSHIP FILMED FOR "FOOLISH WIVES"

The officers and crew of the U.S.S. Salem, one of the Navy's fastest scout cruisers, were used as actors in the million dollar film, "Foolish Wives," to be seen at the Lyric Theatre next week. The action in which they participated was filmed aboard that warship. The scene, also participated in by players of the Universal Film Manufacturing Company, shows the departure from the Salem, of the U.S. Envoy to Monaco. The officers and men went through the exact ceremonies due such an envoy.

Elfrida Paradise, '25, was called to her home in Douglas, Sunday by the sudden death of her father.

Mrs. Sitzer was a guest of her daughter, Georgia Sitzer, at the Delta Zeta house this last week end.

Mrs. Louis Herman, '20, was a guest at the Delta Zeta house this week end. Ione Benson, '23, visited her parents in Sterling Sunday.

ALUMNI NOTES

Miss Frieda Stuff, daughter of Professor F. A. Stuff, formerly a student in the school of fine arts, more recently a teacher in the Lincoln high school, has been elected teacher of art in the high school of St. Paul, Minn. Miss Stuff is spending the year in advanced work in New York City.

EVERYTHING FOR THE TABLE Peoples Grocery

CHADRON TRIO WILL PLAY AT CONVOCATION

The Chadron Normal Trio, consisting of Miss Vivian Baird, Mr. J. Yandley and Mr. Roy Peterson, will play at a musical convocation to be held 11 a. m. April the 18th in the art gallery. The trio is coming to Lincoln in connection with the annual convocation of the Nebraska Music Teachers' association.

The convocation is to be held in the art gallery because the Temple will be occupied by the convention.

Isabelle Evans, '25, spent the week end at Kansas City.

Kathleen Rines, '24, went to Des Moines for the week end.

Mary Bridenthal, '24, spent the week end in Omaha.

Vivian Baird of the Alpha Chapter of Alpha Chi Omega was a guest at their chapter house this week.

Arthur Bush, '22, has returned from Glenwood where he spent several days.

Warren Buchanan of Fremont visited at the Sigma Chi house this week end.

PERSONALS

Miss Genevieve Noble of Omaha spent the week-end at the Kappa Kappa Gamma house.

Elizabeth Condon, '25, Juvanta Harper, '25, Ellen Frances Bradshaw, '25, Louise Ortman, '23, and Emily Ross, '23, spent the week-end at their homes in Omaha.

Story Harding, '22 spent the week-end at his home in Nebraska City.

Bernice Mc Hale left Friday for Fairbury.

Helen Dempster, '24, Leona Pickard, '24, and Helen Conaway, '24, will spend the week end at Geneva.

Juvanta Harper, '25, is visiting at her home in Omaha.

Richard Mackey and Tudor Gardner, '23, returned from a trip to Kansas City.

Harold Brehm, '23, leaves today for Talmadge, where he will remain until Sunday.

Stoddard L. Robinson, ex-'20, has been appointed traveling auditor for the Standard Oil Company, with offices at Des Moines, Iowa. Mr. Robinson, after leaving Nebraska, taught accounting in the high school at Madison, Nebraska.

Miss Compton, assistant librarian is back at her desk in the main library after an illness of over a year.

MOVING PICTURES OF JOFFRE TAKEN

A large number of slides and pictures of the celebration honoring Marshall Joffre were taken by the motion picture department of the University, Saturday. These pictures are a full record of the celebration including the street parade, visit to the governor, turning of sod, and the visit to the University. These pictures will be released Tuesday.

SIXTEEN TRACK MEN WITH HUSKER NUMERALS

Sixteen members of the University of Nebraska track squad have won numerals during the present early season workouts. Varsity letter men are not eligible for the numeral competition. Numeral awards are made for records on the track which place the sprinter or field athlete as good track calibre.

Men who have won numerals are A. Parks, Keith Lloyd, M. F. Gardner, Bryant Nowlin, Ted Smith, Ed. Bowman, I. K. Lukens, N. W. Coats, Kenneth Hawkins, L. L. Davison, E. C. Crites, Harold Hartley, T. Nichols, Herbert Hatch, R. Weir, L. O. Trexler.

Fraternities!

All fraternities who are planning on competing in the inter-fraternity track meet Saturday must hand their entry list to Coach Schalte before Friday noon.

Faculty Notes.

Miss Vera E. Rigdon of the Geography department of the University has been offered a position as Professor of Geography at the Kansas State Teachers College at Emporia, for the summer session. The work will be chiefly along teacher training and geography.

Prof. E. L. Aslworth, of the Political Science and History Departments, has received and accepted an invitation from S. S. Early, Superintendent of Schools at Cheyenne, Wyo., to deliver the commencement address there on May 31.

Professor C. E. Mickey explained before a large group of engineers at the Chamber of Commerce Tuesday evening, the methods used in testing the varying capacity of the bed rock on which the state capitol is being built. He illustrated his talk with a large number of slides and picture films.

Alumni Notes.

Bertha Eneyart, '19, is principal of the high school, Edgar, Nebraska. She writes that there is but one other Nebraska alumni on the faculty, Mr. Jess Correll.

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Tuesday April 18

Vespers, 5 p. m., Ellen Smith hall. DeMolay meeting, 7:30 p. m., Scottish Rite Temple. Alpha Kappa Psi luncheon, 12:00 m., Chamber of Commerce.

Wednesday April 19

Theta Sigma Chi meeting, 5 p. m., Ellen Smith hall.

Thursday April 20

Phi Omega meeting, 7:15 p. m., Law building.

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Wilbur B. Chenoweth, Organist

Shows Start at 2:30, 7:00, 9:00
Mats. 20c. Night 35c. Chil. 10c

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