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Campus Mourns Regent Olbrich

Student Bandit Faces Sentence in Court Today

Kenneth Gaston to Receive Five or Eight Year Penalty for Theft

Sentence of Kenneth Gaston '31 for the robbery of approximately \$22 from Herbert Gruebner, attendant at the east Main street station of the Valvoline Oil Co., will be passed today in Judge S. B. Schein's court. Gaston pleaded guilty to the charge of robbery, while armed, yesterday.

Gaston will receive either an eight year sentence in the state prison of the state reformatory, or a sentence of from one to 35 years, from which he may be released on good conduct in five years, according to Capt. W. H. McCormick, of the Madison police department.

Frank Barnum, a former university student, who planned to enter college the second semester, and Gaston's roommate, was released for lack of evidence.

Kenneth Gaston, 22, was a former honor student of Baraboo High school, and was entered for his third year in the letters and science college at the university. He was on probation last year and took a reduced schedule of studies.

"I was out of money and I had to pay my room rent and I couldn't think of any other way to get it," Gaston declared when questioned by Judge Schein yesterday.

Gaston has worked his way through school, he said, being assistant man-

(Continued on Page 6)

Atlas Returned to Former Site

Trophy Symbolic of Kenneth S. Day Award Taken From Union

Atlas has moved back to the University Y. M. C. A.

After temporary exhibition in the council room of the Union since the commencement of the class of '29, Atlas, the statuette trophy inscribed with the names of Wisconsin men who have won the Kenneth Sterling Day award, has been returned to the "Y," its home for six years.

This change was made at the request of the family of Kenneth Sterling Day, in whose memory the award is given each year to a University of Wisconsin student selected on the basis of achievement in scholarship and athletics and for Christian ideals.

Men honored thus far by the award are:

Gamber Tegtmeyer, Rhodes scholar, now at the Harvard school of medicine; John L. Bergstrom, recorder of the bureau of graduate records at the university; George Hanna, second vice president of the First National bank, Newton, Kan.; Lowell Frautschi, graduate student in history at the University of Wisconsin; Louis Behr, in insurance business at Chicago, Ill.; and Theodore Thelander, secretary of the University Y. M. C. A.

Frosh Get Stuck Two Are Taken for a Ride—in an Elevator

Stuck below the basement of chemistry building for 40 minutes, two freshmen had opportunity to philosophize on obedience and its rewards late Thursday afternoon. The two men, who gave their names as Dudley Stagg and Alfred Steffen, tried to taxi between classes in the professor's elevator.

Going from a 3:30 class to a 4:30 session, the two students saw the elevator empty and open on the fourth floor. The 4:30 class was on the first floor. They meant to send the car to the first floor, but something slipped and they stopped a foot and one-half below the basement floor. It took two electricians to rescue them.

Although use of the elevators is officially limited to full-time instructors and professors in the building, the boys disclaimed any desire to break the rule. The fourth floor entrance had no notice of the private nature of the elevator, they said. All other floor openings carry warnings against the use of the elevator by others than those having keys.

Sororities Off in Octy Drive; A. O. Pi's Lead

Captains and standings for the inter-sorority Octopus subscription contest, which started Wednesday morning to run until Wednesday, Oct. 19, when the Aviation number of Octopus will be published, were announced yesterday afternoon.

Alpha Omicron Pi was leading with a comfortable margin late yesterday over Delta Delta Delta, with Alpha Xi in third place.

Captains in charge of the contest at the various houses were released for publication as follows:

Beta Sigma Omicron, Donna Smith, pre-med 2; Chi Omega, Sue Clugston, '30; Delta Delta Delta, Joyce Buth '31; Gamma Phi Beta, Eleanor Anderson '30; Kappa Alpha Theta, Catherine Wood '30; Kappa Delta, Nancy Schutter '30.

Kappa Kappa Gamma, Vera May Ogan '31; Phi Mu, Frances Weinhausen '30; Alpha Chi Omega, Cornelia Johnson '32; Alpha Delta Pi, Marianna Werve '32; Alpha Epsilon Phi, Celeste Lehman '32; Alpha Gamma Delta, Loraine Lee '32.

Alpha Omicron Pi, Zella Mae Spencer '32; Alpha Phi, Mary Anthony '33; Alpha Xi Delta, Eleanor Benner '32; Beta Phi Alpha, Alice Alton '30; Kappa Phi, Hannah Jacobson '31; Phi Omega Pi, Marion Douglas '31; Pi Beta Phi, Anne Kendall '31; Sigma, Vita Lauter '31; Sigma Kappa, Catherine Bugy '30.

Theta Phi Alpha, Beth Lamoreaux '31; Delta Gamma, Alice Earley '32; Delta Zeta, Eleanor Tupper '30.

Hesperia Club Admits 24 Men to Membership

Twenty-four freshmen were admitted to membership in the Hesperia Forensic society it was announced by Lester Whitney '30, president of the organization following a meeting last night in the Union.

Fifteen applicants to membership spoke at the meeting while the remainder of those selected were chosen from those trying out on October 3. It was also announced that there will be an initiation banquet in honor of those chosen to membership on Thursday, Oct. 17.

Those admitted to membership are Merl Scales, Elmer Ziebarth, Russell Renzlaff, T. Hutchens, Burton Fryxell, Henry Schowalter, Edwin Wisniewski, Hubert Ploetz, Reinhold Holstein, Albert Stanelli, David Rittenhouse, Melvin Wunsch, Douglas Curran, Milton Fineberg, A. W. Wellstein, Joseph Werner, Irving Gordon, Samuel Helfman, John Howell, Leroy Schlenkert, John Scott, Elwyn Darbo, Christopher Erdmann, and Louis Piser.

Book, Lyrics, Music Sought for Haresfoot

Complete Rules Officially Announced; Book First Item Considered

Rules for the 1930 Haresfoot book, lyrics, and music competition were officially announced at a meeting in the club offices at the Memorial Union Thursday night.

The book will be the first item considered with the submission of a synopsis within one month being the present requisite. Music and lyrics will be received at any time until an announcement of a closing date is made.

Oct. 11 Closing Date

Complete rules follow:

(1) A synopsis of the book must be submitted not later than Tues., Oct. 11, on which date a meeting will take place at the Haresfoot club office. This synopsis need not be longer than one typewritten page.

(2) Material for the Haresfoot club may be left at the main desk of the Memorial Union.

(3) Make a duplicate copy of everything turned in. The Haresfoot club will make an effort to return all unused material, it will not be responsible for losses.

Only Two Acts

(4) Books should not call for more than two acts. The dialogue for the first act should not be more than 30 double-spaced pages, with the second act shorter than the first.

(5) Eight characters are recommended with nine as a suggested maximum.

Adams, Tripp End Elections

Freshman Wins Secretary Job in Gregory House After Heated Fight

This week will see the completion of the semester dormitory house elections. Adams has not yet finished his election, but Tripp hall has already chosen its leaders for this term.

Freshmen again broke into an upperclassmen election when they elected James Croft secretary-treasurer of Gregory house after three heated ballots.

The officers of the houses are: Fallows, C. H. Walden, chairman; Arnold Franzen, president; Herman Schapiro, secretary-treasurer. Bashford, J. Maggett, president; J. Whiffen, vice president; C. Hardell, secretary-treasurer. Gregory, James Savaglio, president; James Croft, secretary-treasurer. High, P. Steckler, president; D. Slade, secretary-treasurer. Frankenburg, H. Bainbridge, president; H. Schwintzer, vice president; K. Clark, secretary-treasurer; L. Fflick, athletic chairman. Spooner, J. E. Skeivis, president; H. S. Williams, treasurer; F. Frey, secretary; T. Pemberton, athletic chairman. Vilas, C. Dahlen, president; M. Schroeder, vice president; R. Davies secretary-treasurer.

Adams: Van Hise, A. Nickols, chairman; Tarrant, E. Becker, president; Siebecker, G. Calvay, president; Chester Roberts, first vice president, E. Farley, second vice president, and Richardson, J. Scott, president, Max Simmons vice president, Sinclair, secretary-treasurer.

Keep the Change! But Ten Dollar Bills Are Scarce

On the bulletin in Bascom hall:

"Virtue is its own reward. Will the finder of the four-fold bill fold with the ten dollar bill in it, please turn it in at the information office? Brown fold lost on Friday.

"Second thought—keep the change in it—virtue, even as a reward, is very rare."

Sight of Rope Hanging in Basement of Home Causes Suicide Impulse

M. B. Olbrich



Member of the board of regents who committed suicide Wednesday.

Glenn Frank Mourns Loss of Olbrich

"I am too deeply moved by the loss of Michael Olbrich to attempt now to put fully into words my profound and affectionate regard for him as an unshakable friend and unselfish servant of University and State," said Glenn Frank Thursday. "I hope later to make permanent record of my sense of the intrinsic greatness of his spirit. His mind was so transparently honest in its operations, his character so thoroughly genuine, his spirit so consecrated to causes beyond the boundaries of his private interests, his family life so saturated with sweetness and considerate devotion, that I still cannot reconcile myself to the fact that he is gone."

"I am shocked and grieved at this (Continued to Page 9)

Gilbert Williams Succeeds Richter as Players' Head

Gilbert Williams '30 was elected president of Wisconsin University Players at a meeting in the Memorial Union last night. Van Johnson '30 was chosen as vice president, with Bonnie Small '30 receiving the office of theater council representative.

Williams succeeds Joe Richter, who left school in June after being elected president in May.

A large program of Players productions was outlined by Perry Thomas, grad. Five major productions are to be given, and 10 or more laboratory plays.

Dolphins to Initiate 18; Select Carnival Swimmers

Dolphin club will hold initiation next Thursday at the W. A. A. Cottage at 5:30 p. m. for its 18 new members, it was decided Thursday evening at the regular meeting.

Persons will be selected immediately for the water carnival next spring. Water polo will also be started this semester, as well as work for emblems. A new requirement for an emblem will be perfect attendance.

A business meeting is planned at the first of each month; other meetings will be spent swimming. Plans are also being made for a Halloween water party and a sleigh ride this winter.

All cardinal reporters will please be present at a meeting in the Memorial Union at 4:30 this afternoon.

NEWS EDITOR.

Mental Strain and Business Worry Bring Despondency

Funeral services for the late Michael B. Olbrich, regent of the university for four years, will be held Saturday afternoon at 2 p. m. at the Frautschi funeral parlors. Internment will be at Forest Hill cemetery.

After laboring for several months under a tremendous mental strain caused by ill health and business troubles, Michael B. Olbrich, univer-

Michael B. Olbrich, Madison member of the board of regents, who committed suicide late Wednesday night, had little to say at the October meeting of the board held Wednesday morning in the office of Pres. Glenn Frank in Bascom hall. Mr. Olbrich appeared to be worried about some matter and did not look in the best of health.

According to M. E. McCaffrey, secretary of the regents, Mr. Olbrich did not take an active part in dealing with the business of the executive session. "In some ways," said McCaffrey, "he acted as if he were ill, and in other ways he was quite natural."

city regent, alumnus, and prominent Madison lawyer brought his life to an end by hanging himself at his home, 216 Campbell street late Wednesday night.

The body was found Thursday morning in the furnace room of his home. He had gone to fix the furnace for the night and the family thinking he was in bed, did not miss him until morning.

"Suicide Was Natural" "His suicide was the natural result of an impulse," stated Dr. R. C. Buerki, superintendent of the Wisconsin General hospital, who was familiar with Mr. Olbrich's physical condition for some time prior to his death.

Apparently the death was the result of a moment's impulse, as the rope had been loosely hanging over a pipe near the furnace for a long time, and showed no indications of premeditation or planning.

Fortune At Stake

For several months Mr. Olbrich worked as his own attorney fighting a suit claiming some western sheep lands in which he had his money in-

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M. B. Olbrich Active in Politics and Business

Michael Balthasar Olbrich was born in Chemung, Ill., on Sept. 29, 1881. He received the degree of bachelor of letters in 1902 from the university, and the degree of bachelor of laws in 1904. In 1907 he married Isabel Wilson of Chicago.

In 1905 he began practicing law in Madison as a member of the firm of Olbrich, Brown and Siebecker. He was joint counsel in a proceeding which successful enjoined Gov. Francis E. McGovern from forcibly ousting Insurance Commissioner H. L. Ekern from the office in 1913. He was joint attorney for the late United States Senator Paul Husting in a proceeding to compel issuance of a certificate of election in 1914.

Mr. Olbrich had been a director of the Madison Bond & Mortgage corporation, and Judith Basin Land company. He was a delegate to the Republican national convention in 1912 and 1916. He made the nominating speech for Robert M. LaFollette as candidate for president in both these conventions.

(Continued to Page 9)

SENIORS AND GRADUATES All seniors and graduates must have their Badger pictures taken at the De Longe studio by Oct. 25. This is imperative. For appointment call Badger 3121.

THE
INSIDE DOPE
on
Saturday's Game
by
"Bo" Cuisinier
Former All-Conference
Quarterback
Exclusive every Sunday
... in ...
The Daily Cardinal
Don't Miss It!

Women's Glee Club Initiates

38 Formally Admitted to Organization in Secret Ceremony

The University Women's Glee club initiated 38 women at a formal ceremony held at the Arden club Tuesday night.

The ceremony is a secret one which is held each year after glee club try-outs. Women who have shown Mrs. D. B. Caster, director of the organization, that they have a voice of sufficient merit to warrant admission into the club at this time formally become members.

All Wear White

All of the active members and those who are applying for admission wear white, and are initiated individually. One part of the ceremony is the reading of the Glee club constitution.

The women who were initiated Tuesday night are: Geneva Amundson '31; Mary Francis Averill '32; Elizabeth Baumann '32; Josephine Bordeaux '32; Elsie Bergland '30; Fern Curwen '30.

List of Initiates

Helen Damme '32; Ellen Dassow '32; Rith Dyrud '31; Gladys Farness; Lillian Field '31; Charlotte Hultquist '33; Virginia Jones '32; Harriet Joslin '30; Katherine Kletzen '30; Dorothy Krumholz '31; Helen Kuenzli '32; Eleanor Lewis; Marjorie Lincoln '30; Violet Luring; Alice Mealey.

Katherine Meinzer '32; Sibley Merton '30; Florence Morrow '30; Evelyn Noll '32; Mildred Nourse '30; Gladys Otis '32; Mary O'Hara Parrot; Frances Prochep '30; Jean Radebaugh '31; Anne Sainer '32; Mildred Sayre; Doris Saecher '31; Florence Stillwell '31.

Dorothy Sweet '31; Helene Thomas, grad.; Isabel Thompson, grad.; Katherine Vea '31.

The RAMBLER

"Complete Campus Coverage"

Stuart Higley '30 (familiar name), left his slicker on a radiator in 403 South hall during the period when Prof. Chilton R. Bush gives his course in editorial writing. Inspired with the spirit of mischief, John Helgeson '30 turned on the steam. In the midst of the lecture Mr. Higley was seriously distressed by the prevailing odor of burning rubber to the extent that he began to squirm in his seat. The situation, the class and Mr. Higley's dignity were saved by Molly Pumpian '30 who jumped to the rescue and removed the slicker.

Here's a new wrinkle even though it amounts to a backslap for ourselves. One of the boys whom we recently mentioned as being in the infirmary was released a few days ago. When he returned to class he was about to present an infirmity excuse to one of his instructors, but was waved away with the reply, "It's all right. I read about it in the Rambler's column."

Prof. Ricardo Quintana delivered his lecture in English Lit. attired in a golf suit Wednesday morning.

A football player was being nursed for a bruised cheek over in the infirmary with the assistance of five nurses. Quoth he: "Gee, I've learned something."

The recent painting of the Coranto house is regarded as an outstanding event on Henry st., we are told.

In Prof. J. F. A. "Sunny" Pyre's contemporary drama class someone referred to a man who had left the ministry as having left the "pastorage."

The Notre Dame game ballyhoo is under way. Yesterday a big motor bus

was parked outside of the armory. Passers-by were invited to sample the softness of the seats (and buy tickets).

During the excitement brought on by the candidates for political office in Gregory house of Tripp hall, one of the freshmen wearied by the interruptions in his studies, pasted the following on his door:

NOTICE

No political candidates granted interviews.

Charles (Harpo) Katz.

They were pasting copy in the Octy office Wednesday night. Which goes to say that that was the reason for all the noise in the Memunion.

About the Memunion . . . The elevator was out of order yesterday . . . the sawdust is no longer in the rathskeller . . . student checks for over one dollar are not cashed . . . non-members may cash checks for amounts over one dollar.

The freshmen of Botkin house, Tripp hall, who were tossed into the lake Monday night are Bernard Baker, Addison Love, Robert Merz, and Clarence Simon.

In the same place a senior found his room had been turned upside down, as it were. Besides, his bureau had disappeared. All this happened while he was in swimming. The bureau was later found in the linen closet.

On the bulletin of South hall we found a notice advertising a room, headed in this fashion: "Lovely" room. Well?

Bob Kubasta '30 went into a local smoke emporium and purchased two packages of tobacco. On his arrival home he was surprised to find them

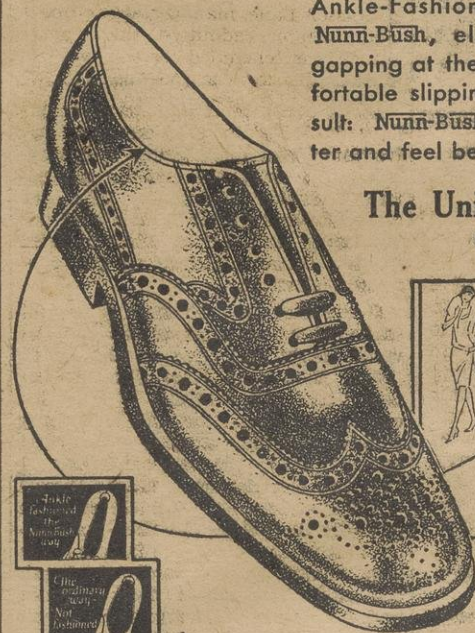
empty. Moreover, they were inscribed, "Dummy Packages. No tobacco inside. For advertising display."

One of the boys who is out for the crew, Carl H. Werner '33, was very successful in wrecking one of "those

rowing machine things," as Gladys Johnson '31 describes it. It seems that Carl was very anxious to please the coach who had egged him on with "Throw in some muscle!" He did and broke the cast-iron lock of the machine. Then the coach dismissed him.

Nunn-Bush Ankle-Fashioned Oxfords

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Ankle-Fashioning, exclusive with Nunn-Bush, eliminates unsightly gapping at the ankle and uncomfortable slipping at the heel. Result: Nunn-Bush oxfords look better and feel better.

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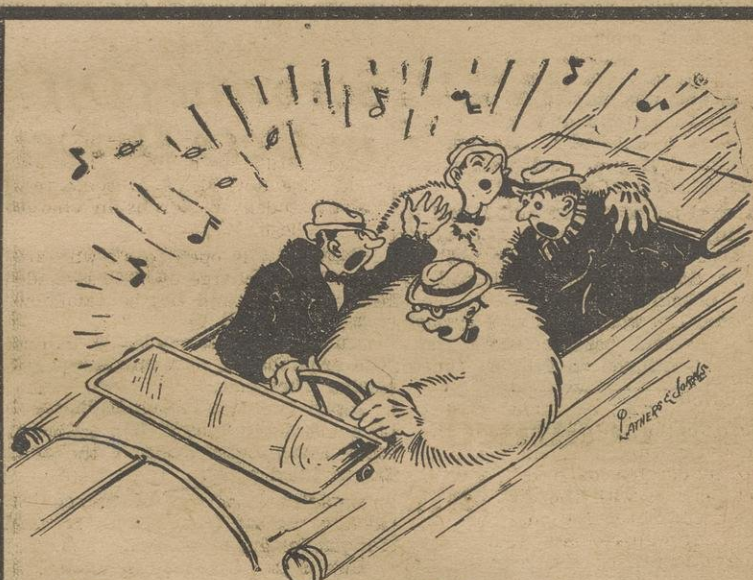
(Pat. App. for)

Protect trouser legs—all colors to match all coats.

\$2 and \$3.50 a pair

Ask to see them

KEEP DRY FROM HEAD TO FOOT



YOU MAY BELONG
TO SOMEBODY ELSE

"But tonight you belong to me" . . . goes the famous "Rent-A-Car" ditty. And folks . . . even though these words are the concoction of some "wise-acre," they nevertheless carry considerable truth.

Because when you choose a car from our service station we expect you to use the car as long and as much as you want . . . with the same consideration that would be given your own car . . .

Fords . . . Chevrolets . . . Pontiacs
Graham-Paiges . . . Oaklands . . . Chryslers

KOCH
RENT CAR
DRIVE IT YOURSELF

Agriculture School Shows Increase in Enrollment

The largest freshman enrollment since 1921 is recorded at the college of agriculture this fall. A 30 per cent increase in agricultural freshmen above last year's enrollment is shown. A decided increase in the number of upper classmen and graduate agricultural students is also revealed, but there is a slight decrease in home economics students, according to J. A. James, assistant dean.

Both agricultural and home economics senior and freshman enrollments are larger than in 1928. There are more juniors taking agricultural work, but there is a decided slump in the home economics sophomore and junior classes, when enrollment figures for this fall are compared to those of 1928. Sophomores in agriculture are also fewer in number than was the case last year.

Decided decreases in enrollments in the junior and sophomore home economics classes can largely be attributed to increased non-resident fees brought about by action of the recent legislature, according to James. The decrease in agricultural sophomore enrollment is slight.

While the sophomore agricultural class is smaller than a year ago, there are now four more in that class than there were when the group enrolled as freshmen. The decrease might well be attributed to a low freshman enrollment in 1928.

There is a larger total enrollment in home economics than in agricultural courses. Compared with the 1928 home economics total undergraduate enrollment of 303 students, the college has but three less in 1929.

Undergraduate agricultural enrollments have jumped from 255 in 1928 to 278 in 1929.

In addition to the general increase in undergraduate enrollments, there are 182 home economic and agricultural graduate students enrolled. In 1929, there were 157.

Enrollments at the college total 758 as compared to 715 in 1929.

University League of Women Voters Hold First Meeting

The University League of Women Voters held their first meeting of the year in the Old Madison room of the Union last night, most of the time being devoted to organization.

Clarice Belk '31, president, gave a brief explanation of the purpose of the league and its functions. The meetings are to be devoted to study of such subjects as met with the approval of the members of the National meeting held in Milwaukee last year. One meeting a month is to be devoted to a round table discussion and one to a special political or social subject. The meetings will be held the first and third Thursdays of each month.

One of the major items on the pro-

'Kempy' Strikes But Cast Returns When They Discover Error

Director W. C. Troutman was in the unique position Monday night of having his entire cast walk out on him at rehearsal, and propaganda was the impelling motive. Someone "wondered how the play could draw an audience on the night of the Notre Dame game." The cast of "Kempy" rose up to a man.

"We won't," they said, "and, furthermore, we can't put on a play on that night. Everybody will be in Chicago."

J. Russell Lane, manager of the university theater, admitted that since the play was scheduled for that weekend the situation did look bad. The cast and its directors argued for 40 minutes.

Then, inspired, Mr. Lane consulted his desk calendar, and discovered the play had never been scheduled for the night of the Notre Dame game; and that its date was October 26, Dads' Day, and November 2, Homecoming and the night of the Purdue game in Madison.

gram this year is a state meeting of the League of Women Voters in Madison, Oct. 24-25, to be held at the Lorraine hotel. On Friday there will be a meeting of all Collegiate leagues. In the afternoon the members will attend the governor's tea.

All those who wished to join the league were asked to remain and take the oath. This year the league will limit its membership to 25.

Presbyterian Classes in Religion Start Monday, Oct. 14

Classes in the Presbyterian college of religion will start Monday, October 14, at 4:30 p. m., at the Presbyterian Student house, 731 State street. The Rev. M. G. Allison, Presbyterian student pastor, is in charge of the college.

Registration is open to all who are interested. A charge of \$2.00 is made for registration, and can be paid now at the student house.

A course in "Dramatics and Church Pageantry" will be held Monday afternoons at 4:30 at the house. Eugene Bahn, of the university speech department, will teach this course.

On Tuesday at 4:30 p. m. the Rev. M. G. Allison will lecture on the "Development of Christianity after the Time of Jesus." This study will be based on the Book of Acts.

A class in the "Hygiene of Life" will be given on Thursday at 4:30 p. m., for girls only. Dr. Helen Denniston of the women's Physical education department will be in charge of this course.

Movie Censorship Futile, Declares Prof. MacGregor

Prof. Ford H. MacGregor, in diagnosing movie evils before the Wisconsin federation of women's clubs at its meeting in Kenosha yesterday, asserted that censorship of moving pictures is as futile as censorship of short skirts.

Federal regulation alone can find a solution to the moving picture problem, according to Prof. MacGregor.

"Public opinion is the final arbiter of what motion picture standards or any other standards shall be, yet the verdict of public opinion has been smothered by trade practices," he said.

MacGregor said the theater manager is just as helpless as the theater goer, being forced to contract for films in lots and taking a dozen poor films to get a single good one. Ministers, women's clubs, educators, and state and local censorship boards are equally as helpless, he added.

He charged that producers control

distribution and the theaters where their pictures are shown, and inquired what incentive they have for making better pictures than the cheapest and lowest that they can get by with and still induce the public to pay its money for them.

"The strong arm of the federal government is the only thing that can chastize the motion picture industry," declared the head of the university's bureau of municipal research.

Not until the government treats the

moving picture industry as it treats others, enforcing prohibitions against restraint of trade, unfair practices, cut throat competition, fraudulent advertising and monopolistic practices can the hope of raising the standard of motion pictures be revived, MacGregor concluded.

Rosicrucians were a set of philosophers founded by a German monk named Rosenkreuz in the fourteenth century.

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* "Signals, One-One-Seven"

and fur flies in the annual melee of Badgers and Wildcats. Wisconsin vs. Northwestern brings together the friendliest rivals in the Big Ten. Quite fitting that this game should call out the best dressed crowd in any stadium Saturday

* Model One-one-seven in the Hart Schaffner & Marx College suit line remains first choice with both Wisconsin and Northwestern men. It's a medium sack coat . . . has notched lapels and 3 buttons (2 to button). Shoulders are generous, hip lines snug

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Fine Tweed
and Diagonal Weave
Topcoats

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TED LEWIS and His Band have turned out a new Columbia Record that you'll vote for the minute you hear it! Inscribed on it are all the qualities you expect to find in a Ted Lewis record—moanin' melody, rollickin' rhythm, and that something else that only Lewis gives!

And when you get this great Ted Lewis record, hear these other hits too . . .

Record No. 1916-D, 10-inch, 75c

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Record No. 1948-D, 10-inch, 75c

BEALE STREET BLUES } Vocals . . . Willard Robison and
HARLEM BLUES } His Deep River Orchestra

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FIRE HOUSE BLUES }

"Magic Notes"

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Viva-tonal Recording - The Records without Scratch

The Daily Cardinal

"Complete Campus Coverage"

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Assistant Collection Manager—Marion Worthing
Collection Assistants—John Proctor, Warren Goldman, Fishel Currick, Betty LeBoy, Jane Robinson, Emilie Simpson
Circulation Manager—Dan Riley
Promotion Manager—Jean Sontag
Circulations Assistants—Ruth Smith, Jesse Loomis
Advertising Assistants—William Tobin, David Zubatsky, Walley Wandrey, Hilton Simon
Office Secretary—Myrtle Campbell

DESK EDITOR—DONALD ERIKSON

FRIDAY, OCTOBER 11, 1929

Petty Vandalism

Our Sleuth Discovers Why Certain Pages Are Missing

IF ONE MAY believe evidence recently discovered in the library, many university students seem to have been interested in a contest advertised by a well-known publishing company in the September issues of some of the better magazines. A free book of recent publication was promised to readers of the advertisement who would correctly identify pictures of ten authors, cut out the page, and mail it to the book company. Excision of pages from library magazines that held the advertisement bears silent testimony to student interest.

Although library authorities will undoubtedly disapprove of the statement, it must be said that, in this instance, despoliation of library property has its extenuating circumstances. In the first place it may well be supposed that those who are so adept at using razor and penknife blades did not wish to lose, by buying a magazine, a fairly large per cent of what they hoped to gain. Then, too, in at least all cases observed, said interesting page was very carefully removed so that no other part of any magazine was injured. Furthermore, it was probably felt that the magazines in question were not being permanently injured since advertisements are not usually included when magazines are bound. True, other potential vandals may have been deprived of a chance at the coveted page; but the hoary "bird and worm" dictum applies to them.

Most important of all, perhaps, is that an interest in new literature was expressed by the razor wielders. It is sincerely to be hoped that their efforts have proved worthwhile, and that they are now receiving free volumes as promised.

We hope, as well, that industrious coupon-clippers will not force the library to cancel out coupons in all magazines received.

Culture by Calendar

Art Every Thirty Days, and No Mistakes

ADD MILESTONES in Civilization—The "Picture a Month club", incorporated.

Born in the collective brains of a group of philanthropic art lovers, who have consented to allow the light of their learning to shine monthly on the barren and art-void lives of America, the "Picture a Month club" has entered the field of popular indoor sports, and the crying need of America for more and better guidance has again been filled. The "Book of the Month" club still continues regularly, and profitably, to act as the bell weather for fiction-reading sheep. But there still remains a gaping void in the plan of American cultural development.

To fill that need, we prophesy the early birth of the "Tune a Month" club, to relay to its subscribers its pick of the musical achievements of the ages.

"The Picture a Month club" departs somewhat from the methods of its predecessor, the "Book of the Month club," and goes back into the mists of artistic time, back, even, to the days of Titian, Reynolds, Rembrandt, etc., for its selections. Which procedure should arouse righteous indignation on the part of modern artists.

The "Picture a Month club" is founded on economic as well as artistic bases. In its advertisement, headed, "A New Artistic Movement is Eorn," in a current Sunday magazine section, reveals that it "will make sure that you get without fail and at a big saving, the type of pictures you have always wanted. No longer will you miss them, because you are too busy. No longer need you go without good pictures because of high prices or because there is no good store near you. The club will help you to select the picture you want and the postman will bring it to you each month without fail."

Trial membership and the priceless privilege of a charter membership, of which a few are "still available," are embellishments of the plan. A monthly bulletin carries a history of the pictures. Equipped with his charter membership and monthly bulletin, we may imagine the "art-hungry" subscriber sitting down to his monthly feast. We might suggest to the sponsors of the club that a diploma to be awarded upon completion of a year's membership, with a badge designating its owner as "Art critic" might help its popularity.

The scheme has comparatively undeveloped opportunities. For men, we suggest the "Shirt of the month" club, with the nation's sartorial leaders as the selecting board, for women, the "hat of the month," with as many different modes of the creation as subscribers; for baby, the "dolly of the month"; for everyone, the "idea of the day" club, with a brand new idea furnished to digest with our breakfast; for college professors, the "lecture of the week," modeled to fit demands of different subjects; for housewives, the "dinner of the week."

After all, it seems unbelievable that as efficient a nation as America has so long neglected to apply to the arts the methods that have brought cut industry to the fore. "Specialization" knows no limitations, and an individual persisting in deciding his own tastes in matters of art and literature is no better than an atheist or other free-thinker who discards the thoughts of his ancestors.

If anyone should wonder how this discussion concerns colleges, it doesn't; they learned the lesson long ago. Every good college student is a member of the "thought an hour club."

Budget Echo

AS THE Record-Herald has said at other times, the people of Wisconsin do not desire to hamper their state university along lines of usefulness in educational progress. But they do not concur with President Frank's eager desire to make the university the most magnificent institution of its kind in the United States or the world. The state legislature, through the compromise measure which has passed both branches of that body, has provided for approximately \$10,000,000 for the operation of the university, at the same time doing away with the obnoxious surtax which would have laid a heavy burden on every citizen with an income of \$3,000 a year. No great objection is made to the compromise appropriation, heavy though it is. As the Kenosha News points out, the income of the university will not be reduced, rather, it will be slightly increased, due to the slight increase in the tuition fees of students from outside Wisconsin, provided for by the legislature.

The Record-Herald urged the legislature, and the University of Wisconsin, to cut their garment according to their cloth—to run the university on the funds that might be available without too heavy a draft upon the resources of the taxpayers. This advice has been followed by the legislature, although, of course, without any particular consideration for the Record-Herald's attitude in the matter, but because the thing itself appealed to the common sense of the lawmakers.

President Frank is an ambitious young man, anxious to make a reputation for himself and for the university of which he is the head, by building it into a structure which will cover more ground in the educational world than any state university now in existence—or, indeed, than any other major institution in the United States and perhaps in the world. The ambition is interesting; perhaps it is worth while. At least, citizens of Wisconsin may sympathize with the ambition, without feeling that it is possible for them to afford the luxury and participate in the triumph that such an institution might prove to be.

President Frank is said to have complained that the legislature's action would seriously hamper his expansion program. That is unfortunate, from President Frank's standpoint, but Wisconsin people believe they can manage to get along, quite comfortably, and give those of their sons and daughters who desire a university education a fair preparation for their life's work at the University of Wisconsin, on an appropriation of \$10,000,000 or so, without levying an obnoxious surtax or taking other steps to raise larger amounts for expansion projects.—Wausau Record-Herald.

I am convinced that modern chemistry plus aeronautics has made war impossible. * * * It would be foolish and useless for any warship to leave its dock.—President Garvan, Chemical Foundation.

FACT AND FANCY

By EFA

ADVERTISING IS FAST becoming the white man's burden. It is the barker for the main tent which has become practically the whole show. We live in an era of advertising mania. Our daily lives from morning paper to evening rest are sandwiched between advertisements. Inside, outside, in country fields, in once open skies we are continually badgered by these messengers of greed. There is no rest. Everywhere we are flogged by all the cat-o-nine-tails of drag-em-out salesmanship. Buy, buy, buy—be in a constant state of desire for some material thing which is no more necessary to your existence than snowshoes. Buy, buy, buy—disperse your content, mortgage your future earnings, rob your savings, but buy, buy, buy. The state of affairs is sad indeed when even the stage goes to ad slogans for luns. Unquestionably the two dominant notes in the economic scene today are advertising and the "urge to merge." Both of which are inextricably interlocked.

ECONOMISTS, PUBLISHERS, and ad men do not, of course, agree with me. That is a source of strength for my convictions. Economists are almost always wrong. Publishers and ad men owe their very existence to what I condemn. There is in our own university a teacher of advertising, sheltered in the department of economics, who has made two somewhat startling statements: (1) advertising cannot succeed unless it is honest; (2) one and one-half billions were spent on advertising in 1928. The first declaration is startling because it comes from one who, by the nature of his profession, is supposed to take an objective, scientific viewpoint of the business. I do not believe that what he says is true. Were there time and space I should cite many examples of downright dishonesty in advertising. As it is I shall confine myself to commending for perusal "Your Money's Worth" (Chase and Schlink), and to citing one example of dishonest and misleading advertising.

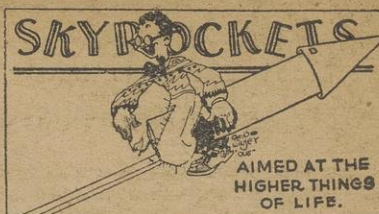
TWO YEARS AGO, when outlines of everything were experiencing a tremendous vogue, there appeared "The Outline of Man's Knowledge." I do not know how many editions this marvelous work has run through, but I do know that it is still being advertised in a full-page manner. Just this week in the N. Y. Times Book Review magazine there is a full page ad for this remarkable book. Thus reads the headline: "Now . . . The Essence of a College Education is Handed to You in One Magnificent Volume!" In the course of this book's 728 pages, so the ad reads, one may learn all about history, science, literature, art, religion, and philosophy. "All knowledge now at your command!" so the publishers would have us believe. This is not misrepresentation—it is undiluted lying. If the whole tone of this ad is not misleading and dishonest, then my own powers of analysis are a chimera. If one can obtain "a liberal education in one volume," then education has witnessed a long line of liars. The success of this dishonest advertising is attested by the product's survival in a highly competitive market. The book, as the ad states, has been "unanimously praised."

THE COST OF ADVERTISING has always been startling to me. The economists statement about the one and one-half billions aroused my curiosity, moving me to turn to Editor & Publisher, ad men's weekly, which carries occasional reports of advertising budgets. Looking through five issues I found these items:

1929 approp. Lucky Strike	\$13,000,000
1929 approp. Majestic Radio	5,000,000
1929 approp. San Antonio, Texas	175,000
Annual approp. Lydia Pinkham Co.	1,500,000
1929 approp. Peerless, Courier Radios	1,000,000
Annual approp. Parker Pen	1,000,000

In addition to these budgets I found that in 1928, 122 communities spent \$1,514,981 for advertising; that 15 transportation companies spent \$5,205,000 for newspaper advertising, and 27 transportation companies spent \$2,608,446 for magazine advertising. These figures, hit and miss as they are, give a few of the picture's details.

WHO PAYS FOR THIS advertising? It seems to me that it is simply an added cost of production. Smokers of Lucky Strikes pay in part for magazines they never read. Users of any advertised products pay for advertising wars which do not concern them, or which they exercise no control. Ad champions may, with the Los Angeles Herald, claim that "advertising is not only the panacea for business ills, but it is the food for business," but I remain adamant. The Wausau Daily Record-Herald may in a flight of fancy remind us that "St. Paul was a great advertiser—the publicity man for the Christian religion," but I remain unmoved. What is it to me? Or, as this same daily, points out, that St. Paul "sold" Christianity to the then known world? Napoleon's fame may rest upon advertising, as may that of Julius Caesar. If it does, I am not more impressed than by the suggestion that Jesus Christ would have made a wonderful Rotarian. Advertising, I predict, will become like Pandora's famed chest—a source of evil for the entire economic system. Uncurbed as it is today, advertising will slowly undermine business, industry, commerce, and human happiness.



Rocket Fans. Look for green caps on the hill. Gordy has decreed that all rocketeers must wear green caps. It's good publicity, and about as distinctive as anything we could wear.

We rather expect to have a good many brawling outs at the open houses tonight. Remember, the Alpha Chi Omega open house last year? Wonder if there'll be any room to dance this year?

NOTICE!

The Alpha Phi's have asked me to extend an invitation to the men in the experimental college to attend their tea on Sunday afternoon. They are in hopes that a notice like this will reach more of the men than invitations just sent to the sections. Luncheon begins at 3:30.

Of all the tales of knights of old,
Of romance, riches, pots of gold,
The wildest myth: it stands alone—
The Alpha Delta's new fraternity home.

There's really nothing like striking a friendly enemy. I'm waiting for Sunday, Irv! I haven't gotten over the tower crack yet.

And now to get down to the more serious business of the day.

We wonder who this man Moon is that is on everyone's lips? Well, anyway, we don't give a darn if his name is Moon.

A certain man had a rather embarrassing moment when he called up a certain fraternity and instead of saying his name was Moon, introduced himself by the name of Hic.

Anyway it is the honest opinion of the whole rockets staff that this thing is getting wetter and wetter.

It seems on last Saturday night, after the Sigma Nu party, several of the boys were whooping it up. The noise was terrific! By some unlucky chance they dropped into the campus, and there, much to everybody's sorrow, the ringleader dropped his bottle in the middle of the floor. The fumes were terrific! The next step in the tragedy occurred when somebody unwittingly dropped a lighted cigarette into the pool of marble dissolver on the floor. The roaring of the flames was terrific! The last step took place when Herman came running from the front of the store and made the boys pay for the four scorched oak stalls. The bill was terrible!

if every Frosh on Bascom Hill wore caps of green, and better still if these same Frosh showed due respect, 'Twould be too much for us—I spect.

Perhaps the best rendition we have heard for some time of an age old crack is as follows:

He—Who was that woman I seen you with last night?

Hee hee—That warn't no woman. That was a (Substitute your own).

(1) Kappa; (2) P. A. D.; (3) Beta Sigma Omicron; (4) Ford Sedan; (5) Satchel.

ED NOTE—WHO, ME?

Remember the days of yesterday, When rockets really sold, And the S. A. E.'s were bad, bad, men, And the D. Z.'s, Oh so bold?

But though that day is gone, Ah me! Alas for ever more.

The bad man's still an S. A. E., And the D. Z.'s even more . . .

Howie Black at the Alpha Chi Rho house says that if he can get fourteen car loads of people to go up to the Minnesota game, he can arrange it so that there will be a private car on the train to dance in. For reservation call the Alpha Chi Rho house, and ask if it's Black in there.

Don't forget the Alpha Phi's . . . They promise one and all a good time.

Until I'm shot,
Your good friend,

SINUS.

WOMEN ENROLL IN MEDICINE

Austin, Texas—Twelve women are included in the University of Texas school of medicine, at Galveston, fall enrollment of 306 students. There are 84 women registered in the college of nursing there.

Nine People Act as Paper's Editor in Three Years

Stillwater, Okla.—Whether the editors chair is an unlucky place, or whether the position of editor makes one so ambitious that he cannot stay in such a lowly place as Oklahoma A. and M. college is equivocal, but the fact remains that since September 13, 1926, nine people have held the position of editor or acting editor on the Daily O'Collegian.

On that date, Clarence Paden became editor of the college daily. On January 15, 1927, because of a "difference in editorial policies," to quote a paper of that date, Paden resigned. Lawson Taylor edited the paper the rest of the school year, and during the following summer term.

During the next school year, Otis Wile piloted the official college daily publication through a pleasant season, and Louis A. Blackburn took over the editorship for the following summer.

It was during the past year that the editors had a hectic time however. Harold Phillips started in as head of the paper, but he left school when his father was killed in January. Then where the editor's name should have been were the words, "Editorial policies temporarily under business department," until Louis A. Blackburn was appointed editor for the second period, April 13, 1929. Blackburn resigned very soon, however, to take a job in Tulsa, and Thomas McMurtry was appointed acting editor the rest of the school year.

Last summer Lawrence Thompson and Ruth Breedlove were joint editors of the publication, and now Joe Griffin has taken over the job, making nine people who have been editor of the college daily in the last three years.

Prof. Swinney, Iltis to Give Joint Recital Friday

L. L. Iltis, assistant professor of piano in the school of music, and E. E. Swinney, associate professor of voice in the same school, are giving a joint recital in Oconomowoc, Wis., Friday evening, Oct. 11, before the Ladies' Musical club.

The program is as follows:
 Creator's Hymn.....Beethoven
 Songs My Mother Taught Me.....Dvorak
 The Asra.....Rubenstein
 Arm, Arm Ye Brave.....Handel
 Mr. Swinney
 Stern November.....Cecil Burl
 Indian Summer.....Cecil Burl
 Etude in D flat.....Lizt
 Mr. Iltis
 Lost in London Town.....Mitchell
 Alone on the House-Tops.....Galloway
 Oh, That It Were So.....Bridge
 Sing to Me, Sing.....Homer
 Mr. Swinney

TODAY On the Campus

9 a. m.—Business meeting of University Board of Visitors, Graduate room, Memorial Union.

12:15 p. m.—Luncheon for Forensics board, Round Table lounge, Memorial Union.

12:15 p. m.—Luncheon for Cardinal Publishing Co. members, Lex Vobiscum, Memorial Union.

1 p. m.—Meeting of D. A. R. members, Old Madison room, Memorial Union.

1 p. m.—Demonstration lecture on "Structure of Crystals," for sophomores in Experimental College.

6:15 p. m.—Dinner for Athletic Council, Beefeaters room, Memorial Union.

6 p. m.—Dinner for Round Table group, Round Table room, Memorial Union.

7 p. m.—Business meeting of Pi Lambda sorority, Graduate room, Memorial Union.

7 p. m.—Meeting of Euthenics club, Lathrop parlors.

8 p. m.—All-church reception, students and church members of Wesley foundation in social room of Wesley foundation.

8:30 p. m.—Reception and dance, Lathrop hall, sponsored by St. Francis house.

9 p. m.—Mixer and dance, sponsored by the Newman club, at Woman's building.

9 p. m.—Union Board dance, Great hall.

Rural Sociologists Will Attend Iowa Conference

Two of the three following rural sociologists from the college of agriculture, A. F. Wileden, extension specialist; E. L. Kirkpatrick, research worker; and J. H. Kolb, instructor, plan to attend the 12th annual American Country Life conference to be held at Iowa State agricultural college, Ames, Ia., Oct. 17 to 20.

The annual conference grows out of the meeting of the Roosevelt Country Life commission of 1908 which was instigated and sponsored with the intention of directing public interest favorably toward rural life, states Kolb.

In 1917 the first conference was held and has been continued annually.

Frank O. Lowden, former governor of Illinois, is president of the conference. Other rural leaders are Kenyon Butterfield, honorary past president; and Henry A. Wallace, vice president. Butterfield is a former Michigan State agricultural college president; Wallace is the editor of Wallace's Farmer, a corn belt farm paper.

Athletics Not Injurious to Healthy Hearts

Madison, Wis.—"Athletics will not harm a person with a healthy heart, but will often harm a person whose heart is damaged with disease," says the health committee of the Wisconsin State Medical society in answer to numerous queries.

"It is in persons with unrecognized heart disease that strenuous athletics such as football, rowing, swimming, and track will do harm," declares the bulletin. "Excessive physical exertion, particularly if undertaken without a proper course in training, may be the cause of grave danger to the heart."

"Rheumatism is in children, and young adults the origin of more diseased hearts than all other causes combined. Although we do not know definitely the cause of rheumatism, there is enough evidence to make us quite certain it is a germ disease. These germs, or the poisons which they manufacture, attack the joints, the muscles, the nervous system, the heart. There are also many facts indicating that the rheumatic germs gain entrance through diseased tonsils and teeth, so that sore throat tonsillitis, pyorrhea and decayed teeth are often found as precursors of attacks of rheumatism."

"Practically any one of the general infections may attack the heart and leave behind structural changes more or less serious. After pneumonia, influenza, typhoid fever, measles, diphtheria, scarlet fever, social diseases and many other germ diseases there may follow disease of the valves of the muscle, of the blood vessels and of the covering of the heart."

Botanist Secures Rare Collection of Flowers

State College, Pa.—Returning from the summer expedition of the arctic regions made as a member of Captain Donald MacMillan's party, Dr. Samuel C. Palmer, botany head at Swarthmore college, announced last week that an unusual collection of flowers had been secured on the trip through Baffin land.

For more than two weeks the little oil-burning ship in which the trip was made was caught in the ice fields. Other scientific work accomplished on the trip included a study of fish life in the arctic and an observation of bird life.

Tonight!

Northwestern - Wisconsin

FOOTBALL DANCE

.. in ..

Great Hall

Memorial Union

9-12

Frank Prinz

Will Direct the Orchestra

Northwestern
Students
Invited

\$1.50
per couple

Refreshments
.. in ..
Rathskeller

Regular Dance Saturday Night

NEW RENTAL Tuxedos

At The Co-op

ONLY
\$3⁰⁰

Per Evening

The University Co-op

E. J. Grady, Mgr.

State and Lake St.

Special Bargains! Take 'em away!



Regular \$35
1929 Model

Portable Victrolas

This is the first time in history we have ever made a reduction on the nationally priced Portable Victrola

Only

\$29⁵⁰

Just the thing for your room. Among the new features are the automatic brake, easy angle-wind arrangement, all steel construction, Orthophonic type sound box, compact horn construction and the dependable Spring motor. You won't find another Portable buy like this one!

FORBES-MEAGHER
MUSIC COMPANY

EXCLUSIVE VICTOR REPRESENTATIVES IN MADISON

27
WEST
MAIN

27
WEST
MAIN

Outing Club to Hold Party for Women at W.A.A. Cottage

Outing club is sponsoring a party for all university women at the W. A. A. cottage on the week-end of Oct. 12 and 13. Anyone who wishes to go is asked to sign up on the Lathrop bulletin before Friday night.

The cottage may be used by any woman in the university, providing that there is one W. A. A. member in the party. The key may be obtained from Miss Driver, 4th floor Lathrop hall or from Lucille Verhulst, Chadbourne hall by making a \$2 deposit.

A fee of 10 cents per person will be charged for the use of the cottage during the day with a minimum charge of \$1 and 20 cents per person for overnight parties with a minimum charge of \$2. All overnight parties must be chaperoned. Kerosene for the stove and firewood will be furnished, but all other supplies must be bought.

Anyone desiring the use of the cottage must register in the W. A. A. cottage ledger at the desk in the physical education office.

New Magazine 'Manuscript' Enters Periodical Field

Franklin, Ind.—Of particular interest to local readers is the fact that Manuscripts appeared on sale at the local bookstore this week. A magazine of unusual quality, filled with the best efforts of its publisher, Willis H. Kinneer, in Indianapolis, and sponsored and supported by such prominent literary men as Lyon Phelps and Paul Kaufman, Manuscripts gives promise of becoming a leader in its field.

Manuscripts, already having achieved the co-operation of the heads and members of the English departments of the largest universities in the country, is being distributed on a national scale. It is being published primarily in the interest of the college writers and their professors and hopes to fill a unique place in the field of magazine publications.

Will Speak Here



Mrs. Induls Kim

WHA to Broadcast Remaining Badger Football Contests

At a meeting of the Radio Commission of the University of Wisconsin it was decided that starting Saturday with the Northwestern-Wisconsin football game every remaining home game will be broadcasted over the university's own station, WHA.

The booth will take its former position above the east stand and the veteran broadcaster, Joe Steinaur, will have charge of the microphone. Steinaur is a veteran at the "mike," having spent the last few years doing work for the Milwaukee Journal station as well as WHA at both basketball and football contests.

Steinaur's popularity started when he began at the "mike" in charge of Badger basketball. The swiftness of the play by play events of a basketball game make the job of broadcast-

Student Robber Sentenced Today

(Continued from Page 1)

ager of a local theater last year and worked in Chicago during the last summer. It was while he was there that he bought the guns used in the robbery. One of the guns was purchased as an investment, he said, believing that he could sell it at a profit. He denied that the robbery was planned beforehand, and that that was his purpose in buying the guns. The guns were found in the room of the girl who lived in the same apartment occupied by the two youths. The apartment rent was \$65 a month.

Denies Other Robberies

Gaston denied having committed the other oil station robberies with which he was charged.

No real reason for the robbery is apparent, according to Dean Goodnight. He said that Gaston might have obtained loans from a number of sources. Student honor in such matters has always been high, according to the dean of men.

The university authorities will do nothing to interfere in the case, awaiting court action.

Infirmary Discharges Four;

No New Patients Taken In

The infirmary lost four of its inmates Thursday without gaining any new ones at all. The four discharged were Constance Garrett, grad, Eldon Dodge '32, William H. Smith '32, and Dean Willett, 4th year medic. At the present time, 21 students are in the infirmary, 14 boys and 7 girls. This is about average for this time of year. The complaints range from physical injuries to severe colds, although there are comparatively few colds serious enough for infirmary treatment, despite the tidal wave of them that seems to be sweeping the campus.

ing difficult and only a few of the well known sport broadcaster's have accomplished the feat, Steinaur being probably the most outstanding of these.

The Pot Pourri Club

237 W. GILMAN

Dancing . . . Refreshments

Entertainment

Tonight

9 p. m.

ADMISSION BY CARD ONLY



NEW

Neckwear

JUST ARRIVED!

To be frank, it's the best lot of fine looking ties we have ever had . . . and you will agree when you see them . . .

\$1⁵⁰

Buy them on your Co-Op number

The University Co-op

E. J. Grady, Mgr.

State and Lake St.

Headquarters

for

Wisconsin Fans

When you come down to Chicago for the Wisconsin-Notre Dame game, stop at Hotel LaSalle. Here you will find a homelike atmosphere with comfortable and cheerful rooms. Rates upwards from \$2.00 for one. Make Hotel LaSalle your headquarters and add to the pleasure of your trip to Chicago.

FIVE famous restaurants meet every dining requirement. In addition to a la carte service at reasonable prices in all dining rooms, fixed price meals are featured, offering values not generally available in the better restaurants.

FIXED PRICE MEALS

Breakfast 60c-75c
Luncheon 85c
Dinner \$1 \$1.25, \$2
Sunday Dinner . . . \$1.50, \$2

After the game . . . dine and dance in the Blue Fountain Room. Special De Luxe Dinner at \$2 per person from six to eight. Music by Joe Rudolph and his famous orchestra . . none better.

Hotel LaSalle

LA SALLE AT MADISON STREET

ERNEST J. STEVENS
President

Chicago

EARL L. THORNTON
Vice-Pres. and Mgr.

German Instructor Elected President of German Club

Erich Theile, instructor in the German department, was elected president of the German club at its first gathering of the year in Lathrop parlors Wednesday night.

Prof. R. Q. Morgan, head of the German department welcomed the crowd of 250 persons in a short German speech, urging the students to join the club and participate in its activities during the year. Refreshments were served and a group of German folk songs were sung.

The other officers elected at the meeting were John Mason, grad. vice president; Theodore Schreiber, instructor in the department, secretary; Prof. Morgan, treasurer; and Bertha Mueller, instructor in the department, chairman of the work committee.

University Student Hurt

In Freak Accident Tuesday

A university student was hurt in an accident in Madison late Tuesday, and seven persons in one car escaped harm when their machine rolled over several times and stopped upside down on the Sherman ave. road.

Jerome Bries, 20, of 2021 University ave., is the student who was injured. He suffered a broken leg when his motorcycle was struck by a car at University and Randall aves. He is in the Wisconsin General hospital.

Bernard Diederich, Waunakee, and six persons riding with him were not hurt when the Diederich car rolled over shortly after 9 o'clock Tuesday night. The machine rolled after a collision with a car driven by Joseph Schlinggen. The accident happened in front of the Schlinggen home, Sherman Park. Mr. Schlinggen was driving out of his driveway when the Diederich car, passing a third machine, caromed off the front of the Schlinggen car.

Pythia Tryouts Thursday

Uncover Good Material

Tryouts held at Pythia meeting Thursday evening furnished a variety of satisfactory material. Further trials will take place in the Union next Thursday at 7:00 p. m. All women students interested in music, dramatics, dancing, debating, singing, and art are urged to complete.

Meteor Showers Will Flourish in November

Night prowlers and persons interested in astronomical phenomena will have a chance to see showers of meteors during the middle of November when during several nights the so-called Leonids streak across the sky, announces Prof. C. M. Huffer of Washburn observatory at the university.

The Leonid shower gets its name from the constellation Leo, or the big Sickle, which is in the direction where the meteors appear. This constellation rises north of east after midnight in November.

Last year observers at Washburn observatory counted 111 meteors in less than three hours during the night of Nov. 14. One meteor, as bright as a crescent moon, was visible to the naked eye for 12 minutes in its course across the sky.

The supposition is that these showers are caused by disintegration of a comet, leaving a trail of the "shooting stars" in the old orbit, explains Prof. Huffer. In November the orbit of the old comet and the orbit of the earth intersect. The Leonid shower has been known for centuries, so probably the original comet was never known. The Leonids are visible on cloudless night every year, and although they are especially numerous every 33 years, the last period of this kind in 1900 failed to meet predictions.

The shower in November is brighter than the one in August, says Prof. Huffer. Members of astronomy classes in the university are expected to make observations during the Leonid shower.

MAGAZINE EDITION DELAYED

The first issue of the Alumnae magazine, scheduled to appear today, will not be ready for publication until next week, according to a statement made Thursday by Mr. H. Thoma, editor. Mr. Thoma did not give any reasons for the delay in publication.

The graduate club will hold a party in the Old Madison room of the Memorial Union Monday night at 6 p. m.

The total number of persons employed in motor vehicle and allied lines is now over 4,000,000.

Class Elections Result

in Arrest of Students

Champaign, Ill.—Class election strife as practiced at the University of Illinois resulted in the arrest of four students, one of whom is the president of the Illinois Union. The independent party, which was drastically defeated by the old line party, through its leader swore out warrants on the basis of burglary of their party headquarters which were raided and depleted of campaign literature and equipment. Trial of the men under arrest will be held Oct. 10.

BUSINESS POSITIONS OPEN

Business positions on the 1931 Badger are available by calling at the Badger office between 2 and 5 p. m. The jobs are in the managerial, circulation, and advertising departments, under Fred Crawshaw, business manager.

Monona Golf Course

18-Hole Course
Creeping Bent Greens
6 Years Old

Daily Fees, \$1.00

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Excellent Surroundings and Good Food

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COLLEGE SUITS

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You college men know the Society Brand Dunlin. It's the finest of all university suits. This Fall it's a far better buy than ever before. You get better, longer wearing fabrics at less cost—fine worsteds, cassimeres, and chevots. And the styles are smarter than ever! You'll want one of these suits. They click.

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THE HUB

F.J. SCHMITZ & SONS Co.
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For Wet Days

The drier you like to be on wet days the more you will appreciate this Fall's new Raynster Raincoats. There are no such things as "penetrating" rains to a Raynster. Rain simply can't get through! A Raynster keeps you dry and stylish at the same time. More. It gives long service without cracking, hardening, or getting sticky.

For Cool Days

Here are all the fine points you can look for in a sport coat—brought together in Naugatex. Warmth. Color. Rain protection. Ideal for motoring. Rich, lustrous leather appearance. And—real economy.

Naugatex Sport Coats keep out cold and rain. Won't stain. Won't stiffen. Its deep rich luster is permanent—thanks to a patented process which is exclusive with the United States Rubber Company.

Something New!

See the new Windtex Coats for men, women, and children. Smart cloth surface, plaid lined coats for dress, sport, and utility wear. Also shower proof. The values will surprise you.

Ask to see Raynster, Naugatex and Windtex Coats at your favorite store in Madison. They are made only by the United States Rubber Company.



Daily Reports of Badger Teams

CARDINAL SPORTS Athletics in the Collegiate World

Varsity Stems Wildcat Attack by Frosh

Badger 'Bees' Leave for Tilt With Michigan

Coach Uteritz Takes 22 Men on Trip to Ann Arbor for Game Saturday

Coach Irv Uteritz and a squad of 22 Badger Bees left early this morning for Ann Arbor, where Saturday they will meet the Michigan "B" team in one of the most difficult games on their schedule.

Although little is known concerning the strength of the Michigan outfit, Coach Uteritz took good warning of their power from their game last Saturday, when they held Central State Teachers' college to a scoreless tie.

The men Uteritz will probably use in the starting line-up against the Wolverine Reserves are: Catlin and Lubratovich, ends; Molinaro and Rottman, tackles; Frisch and Backus, guards; Hansen, center; Czerwinski, quarterback; Neupert, fullback and Anderson and Gustavel, left and right halfbacks.

Slow in Starting

The Michigan reserves have been as slow in getting started this year as the Badgers, but have already played a game which proved more difficult than the one which the Cards played last Saturday with Stevens Point Normal and won 33 to 0.

Although Uteritz was gratified with the showing made by the Wisconsin "B" team against the Stevens Point home ecs, he was still skeptical concerning the power of his team, as he stated that the Stevens Point machine was too weak to bring out best in his eleven.

Squad Well Balanced

One feature of Coach Uteritz' eleven which may prove a large factor in the showing they make this season, is the excellent balance throughout the squad. The Bees have enough re-

(Continued on Page 9)

Three Coaches Aid Intramurals

Little, Kasiska, Evans in Charge; First Practice Today

With a staff of coaches consisting of George Little, Bob Kasiska, and Fred Evans, and over 100 husky youngsters signed up, the first intramural scrimmage of the season will begin today at the intramural field. Assisting the coaching staff will be six men from the physical education course, Trafard, Caswell, Meir, Minton, Murphy and Diehl.

Two teams have been organized and will play a short practice game this afternoon. Yale, captained by Bergman, will tackle Harvard, piloted by Bill Tobin.

Evans Coaches Backs

Fred Evans is the new addition to the intramural coaching staff. He will have charge of the backfield while Kasiska coaches the linemen. Director of Athletics Little is in general charge of the intramural gridders.

Playing conditions at the intramural field this year are much better than last year. The five playing fields have been extended, making them all of regulation size. New showers have been installed at the stock pavilion, which serves as the intramural field house, and equipment to supply the needs of 150 men has been purchased.

Teams Evenly Matched

Scrimmage will be held every day in the week, and each Friday regular games will be played between teams which will be evenly matched as to weight and playing ability. The first practice sessions will deal mainly with fundamentals, as starts, blocking, kicking, tackling, and one or two varsity formations.

Although the purpose of the intramural gridiron work is not to feed the varsity squad with material, Coach Little states that he expects to send eight or ten men over to Camp Randall this year from among the intramural squad.

Murphy, Orth Forner Crew Stars



MIKE MURPHY COACH

the yearlings compiled an enviable record of twelve victories compared with five setbacks against high-powered competition.

That Leader and Murphy rejuvenat-

ed the Yale crew is further attested by the fact that that institution was selected to represent the United States in the Olympic games at Paris in '24.

After the unfortunate death of Dad Vail the athletic department selected Murphy to guide the destinies of the Wisconsin crew. He justified their confidence by wielding a group of inexperienced crew candidates into a formidable rowing machine.

Frank Orth the frosh crew mentor is a product of West Division high school of Milwaukee. He entered the University of Wisconsin in '24 and distinguished himself as an oarsman of exceptional ability during his four years at this institution. He was captain and stroke of the crew of '28. Following the untimely death of Coach Vail Orth assumed entire charge of the rowing sport at his Alma Mater until the appointment of Coach Murphy. He is now devoting all his energies to give Wisconsin a frosh crew second to none.

Coach Trains Long Reserve List for Game

Thistlethwaite Shifts Squadmen About to Strengthen Reserves

By BILL McILRATH

Northwestern passes thrown by the frosh who were scrimmaging against the Badger football squad at Camp Randall Thursday night, found a place more often on the ground or in the hands of the opposing varsity than they did in the hands of the yearlings toward whom they were directed.

Maintaining a constant care to groom a large number of reserves for the Northwestern game here this Saturday, Coach Thistlethwaite had the power of his squad well distributed among three elevens in the Thursday session.

Power Is Distributed

To better accustom all the men on the squad to playing with any combination, Coach Thistlethwaite has been constantly shifting his line-up during the past week, and in last night's session, the men who started last week's fray with Colgate were divided among three elevens.

On one squad were Casey and Gantenbein, ends; Witte and Tobias, tackles; Parks and Leithan, guards; Graebner, Gnahbah, R. Rebholz and Pacetti, backs.

Coach Thistlethwaite was considerably encouraged with the success of the Badger defense against the Purple passing attack. In practice Wednesday night the frosh were successful in several plays, but last night the Badgers, after instruction from the coach, squelched almost every effort of the yearlings to gain ground, either in the air or through the line.

Show Strong Offense

The regulars began the practice session with an offensive drill with the frosh. The Badgers showed great strength in both line and aerial work, but there are still a few rough spots which will have to be ironed out in the light signal drill which the squad will engage in this evening.

In aerial work, Casey and Gantenbein were particularly brilliant, while Behr was able also to snatch several difficult passes from the hands of his opponents.

Gantenbein showed up especially well in taking passes from the hands of the groups of freshmen who were attempting interceptions. Casey, too, looked well as a receiver.

Linemen Powerful

In the line work, during the attack session, Tobias, Lubratovich, Kruger, and Parks looked good. They smothered the frosh line with expert consistency, and annoyed the freshmen considerably with their hard blocking.

When defense work opened, Gnahbah, H. Rebholz, R. Rebholz, and Lusby came in for a good share of the flashy work. These men, with Pacetti, were a constant menace to the yearling attack. Gantenbein and Casey were particularly successful in knocking down freshman passes.

After a light practice Thursday night, Coach Hanley sent his Wildcat eleven home to prepare for entertainment for Madison. The Northwestern eleven left Evanston last night, and arrived in Madison early this morning. A huge pep session marked the embarkation of the Northwestern outfit for Madison.

Thirty-one players have been nominated by Coach Dick Hanley to make the trip. Ordinarily a squad of 35 players makes the out of town trips, but Hanley cut the number in order to provide added material for the B team, which plays Carroll college at Waukesha Saturday. As it is, the second team squad will consist of only 18 players.

Fearing additional injuries to the already long list of casualties, Hanley again kept his players out of actual scrimmage Wednesday night. Most of the drill was spent in running signals and perfecting new formations which will be used against the Badgers. The workout terminated with a long dummy scrimmage with the frosh, the latter using Wisconsin plays.

Considerable doubt exists in the (Continued on Page 9)

90 Freshman Mermen Open Daily Drills

Freshman swimming aspirants had their first official practice under Coach Nickerson last night in the university pool. Ninety men reported for the first drill during which time Mr. Nickerson put the men through a light practice, the drill consisting of swimming the length of the pool several times, and a start on conditioning the men.

The first few weeks of practice will be spent in the conditioning processes, after which time, regular swimming drills will be held. After the third week time trials will be held, and the slower swimmers will be cut off of the squad.

Practice will be held every Monday, Tuesday, Wednesday and Thursday. During this coming week the squad will be divided with 45 men reporting on Monday and Wednesday and the other 45 on Tuesday and Thursday.

The following names are the men picked by Coach Nickerson for the freshman swimming squad. Adams: Adair, Anderray, Auw, Berson, Biehn, Berd, Boorman, Brown, Buehler, Burdick, Buraham, Clark, Clement, Collins, Cowan, Baly, Baves, Dirker, Duitrief, Eichorst, Derolck.

Gilboy, Ginsburg, Godnick, Gomer, Grossman, Haight, Hansell, Horley, Helfman, Hines, Hughes, Jacobson, Joskaniec, Jessel, Keck, Kroll, Lambert, Lorson, Luick, Macky, McKenzie, McKickson, Malloy, Mann, Mayers, Moore, Morrill, Mullen.

Nessemrman, Nestival, Parkinson, Quentin, Rabinoff, Richards, Rider, Rudolph, Saiger, Sanford, Sheen, Shuster, Schaff, Seader, Sinclair, Stadler, Staehling, Smith, Stinburg, Stone, Weinberg, West, Weary, Wilkinson, Williams, Yonts.

Fall Rowing Campaign Brings Hope of Championship Crew

Intramurals Open With Horseshoe Tourney Today

The opening date for the women's intramural horseshoe tournament scheduled for Thursday was postponed until today. Games will be played on the Lathrop courts beginning at 3:30.

Schedule is as follows:

At 3:30: All Americans vs. Beta Phi Alpha; Cleveland vs. Phi O Pi; Beta Sigma Omicron vs. Grads.; Alpha Delta Pi vs. Colonial Lodge.

At 4:30: Alpha Epsilon Phi vs. Chadbourne; Tri Delt vs. Laigdon hall; Barnard vs. Pi Phi; Charter House vs. Phi Mu.

St. Johns Beats High School Grid Title Contenders

St. Johns catholic high school of Toledo, O., coached by Larry Doyle, former star Badger athlete, upset the Toledo scholastic football situation when they soundly trounced Woodward high of the same city 19 to 0.

The victory was a distinct surprise to the followers of the sport in that city as Woodward had been conceded a good chance to cop the scholastic grid title of the city. St. Johns, an institute of less than 400 enrollment, completely outplayed their heavier opponents in every department of the game.

Coach Doyle has moulded his charges into a formidable aggregation that is feared by the larger schools of the city.

Famous FOOTBALL Legends

TAKE IT OR LEAVE IT

Back in the days when the honest citizenry looked upon football players much in the same way as we of this age look upon flagpole sitters and Over-Niagara-Falls-in-a-barrel addicts, a very rough guy by the name of Pudge Hefflefinger appeared in the Yale line-up.

He played guard and is considered to be one of the greatest linemen of all time.

Hefflefinger became a legend to Yale gridders and line coaches held him up as an ideal for the younger generation to shoot at.

About three years ago, just before Yale went into its final weeks of training for the Princeton game, and the usual influx of volunteer alumni coaches were cluttering up Tad Jones' vision, there strode onto the field a mighty paunchy giant, a relic of the Neolithic age in football.

He was clad in flannels and a jersey and he scowled furiously as the varsity line attempted to stop the

rushes of a sub fullback in scrimmage.

"You fellows can't play football!" he bellowed, "Let me in there," and he displaced a guard in the varsity line.

The play started, an off tackle smash on the side opposite the veteran. There was a terrible roar and the heavy alumnus was on the runner for a two yard loss.

Replacements and repairs having been made, the next play was sent at the giant himself.

The players surged together and the runner bored his way into a small opening.

Then there was an awful crash and the line fell apart in chunks and the veteran was seen plowing his way to the runner with huge swipes of his mighty arms. The Yale varsity and subs were bowled over like nine pins. This veteran grappled the ball toter and threw him to the ground with a

(Continued on Page 9)

Murphy Has 30 Experienced Men on Varsity Squad

With football dominating the popular mind, few but rabid enthusiasts have noted the exceptional situation which exists in Wisconsin rowing this fall.

Under the observing eye of Crew Coach Mike Murphy, a fall rowing campaign is in progress such as the university has never had in its 35 more or less checkered years as a rowing school. In short, Coach Murphy has more than 30 candidates for his next varsity crew, rowing daily on Lake Mendota, and over 70 men enrolled and hard at work as candidates for next spring's freshman crew.

To Have Frosh Crew

Nor is that the full story for although but three members of his 1929 varsity crew, which finished fifth at Poughkeepsie last June, have returned to college, Mike has one boat made up of eight veteran oarsmen and for the first time in history, has enough freshmen with rowing experience to permit his putting a frosh crew on the water in the fall.

Three boat loads of varsity candidates are on Mendota each afternoon, polishing up their watermanship and imbibing Coach Murphy's ideas of rowing technique; others are at work upon the machines in the annex, where Assistant Coach Franklin Orth is also drilling the 70 freshmen.

All Have Experience

The appearance of an eighth freshman with rowing experience, in the person of a youngster named Maytag, who learned to pull a sweep at Culver Military academy, assures the boating of a crew from the class of 1933 this fall. The other freshmen with experience are Meier, a former Wyandotte Boat club oarsman from Detroit; Bradley from Exeter academy; and four former St. John's Military academy crew men, Young, Richardson, Wenban and Morley. There is even an experienced frosh skipper in Coxswain Schaeffer.

The first boat of varsity candidates, as now made up, includes Ihde, Captain Drouet, Marple, Keenan, Zabel, Wober, Captain Goodman, Oberdick and Sperling.

Joe Lucas Is Back

Another cause for rowing optimism is the presence of Joe Lucas in the fall practice squad. Lucas stroked the freshman boat which was sent to Poughkeepsie in 1928 and is considered one of the greatest stroke oars Wisconsin ever had. He was ineligible last spring.

Captain John Parks and Milo Lubratovich of the football team are also experienced oarsmen who will probably join the crew squad when winter training begins, though Lubratovich, with his 220 pounds, has grown rather heavy for the rowing game. Parks rowed on the 1928 varsity crew.

Daily Reports all Badger Teams

CARDINAL SPORTS

Athletics in the Collegiate World

Coach Trains Reserve Lists

Badgers Squelch Northwestern Plays Executed by Frosh in Thursday Practice

(Continued from Page 8)

Purple camp whether Frank Baker, regular end, will be able to play. He has been out of practice all week with a badly infected shoulder. Jimmy Evans, sophomore guard, is the latest casualty, having sustained an injured leg in Monday's practice.

Players making the trip are:

Ends—Frank Baker, Larry Oliphant, Ralph Eylar, Robert Gonya, and Ted Egbert. Tackles—Wade Woodworth, Dallas Marvil, Ralph Haug, Cliff Kinder, and Jack Riley. Guards—Capt. Henry Anderson, John Spivey, Ralph Sherberg, Arthur Smith, William Dason and Robert Clark. Quarter backs—Lee Hanley, Johnny Haas, and Bert Riel. Half backs—Henry Bruder, William Griffin, William Calderwood, Sidney Burnstein, Robert Hails, and Roy Leming. Full backs—Russ Bergheim, Al Moore, and Harry Pritchard.

Ex-Cardinal Staff Man to Broadcast Badger Grid Tilts

Cooped up in a wooden box way up above the rest of the fans, on the east side of the football stadium at Camp Randall, sits Russell Winnie '27, who reconstructs the scene below him to thousands of listening and absent grid fans via the radio.

Throughout the autumn days of football, at every home game, Russ will bring to listeners a verbal picture of every bit of action and detail in the coming games over the Milwaukee Journal station, WTMJ.

Winnie participated in various campus activities while at this university. He was a reporter at The Daily Cardinal, an assistant general chairman of the 1927 Homecoming, a member of the Wisconsin Players, president of the Haresfoot in his senior year, and made both Tumas and White Spades.

He majored in economics and belonged to the Phi Kappa Psi social fraternity. His home is at Milwaukee.

Oschner Trounces Faville House in Dorm Grid Contest

Led by Don Meiklejohn and Bucky Harris, Oschner House of Adams hall ran up an 18-0 score on Faville house for their second consecutive win yesterday in the touchball tournament being held at the New Intramural field.

Meiklejohn slipped across the line for one of the winners' touchdowns on a spectacular run around end. Bucky Harris slid off tackle for the second marker which was followed by Noie's jaunt across the chalk-lines.

Line-up: Oschner—LE, Newell; C, Schapiro; RE, McFadden; QB, Meiklejohn; LH, Lemm; RH, Noie; FB, Harris; Faville—LE, Hibbard; C, Brower; RE, Milbee; QB, Randall; LH, Riddle; RH, Mershon; FB, Holbrook.

Theta Chi Blanks Phi Sigma Delta

Despite inclement weather conditions and a slippery field, the Theta Chi touch football aggregation swamped the Phi Sigma Delta seven in a deluge of touchdowns to win 25 to 0. The victors scored three of their tallies following intercepted passes and long runs in the early minutes of the fracas. From then on the game lost its interest to the few spectators present and resolved itself into a wholly one-sided battle.

Aided by the stellar playing of Moore, E. Rose, and Parsons, the Theta Chi's continually threatened to score during the final minutes of play. Farber, Krall, and Krom played a good defensive game for the losers.

The lineups:

Theta Chi: RE Warner, LE Moore, C Manzer, QB Paul, HB Secker, LHB Parsons, FB Rose.

Phi Sigma Delta: RE Farber, LE Mann, C Voss, QB Levin, RHB Jacobson, LHB Krall, FB Kromm.

Nello Pacetti



(Courtesy of Capital Times)

Although Nello Pacetti has been appointed to a regular berth at left halfback on the Badger football team, the gridiron is not the only scene of his athletic endeavors. The Kenosha lad made a great name for himself in high school both as a basketball and a track man. He will probably be enrolled on either the cage or indoor track squad this winter.

Tarrant Battles Richardson House in Scoreless Tie

Battling on a slippery field for a touchdown that would give them victory, Tarrant House of Adams hall, was repulsed by Richardson House in the final minute of play with the oval on the twelve yard mark, yesterday at the New Intramural Field and were forced to be content with a scoreless tie for their efforts.

With only five minutes to play, Tarrant launched an aerial attack that carried them to their opponents' 12-yard line where they were stopped by the alert defense of the Richardson eleven. Don Mortenson led the Tarrant gridders and starred with his brilliant open field running. Egan, led Richardson's offense and together with Larkin held the defense together.

The line-up: Tarrant—LE, Starewich; C, Feferman; RE, Garman; QB, Akibo; LH, Fischer; RH, Dietrich; FB, Mortenson, Richardson; LE, Cimon; C, Roether; RE, Hyde; QB, Ruel; LH, Reed; RH, Larkin; FB, Egan.

Delta Sigma Pi's in Victory Over Phi Delta Theta

In a game replete with fumbles due to a slippery ball, Delta Sigma Pi outplayed Phi Delta Theta, 8-0. Due to the late appearance of Phi Delta Theta, the game started late and was finished in the dark.

Lattimer played a stellar game for Delta Sigma Pi, while Stom and Sheldon were outstanding for Phi Delta Theta.

The lineups:

Delta Sigma Pi—Bennett, RE, Chapman, Weiland, and Henke, C; Dassow, LE; W. Bennett and Chapman, QB; Lattimer and B. Bennett, RHB; Myers and Rierbrauer, LHB; W. Lerner and Kamm, FB.

Northwestern Will 'Make Whoopie' Enroute to Game

The Men's Athletic association at Northwestern has arranged a program to be given while the students are enroute to and from the Wisconsin-Northwestern game at Madison Saturday. The entertainment is under the direction of Prof. Leon Kranz, and he has promised the Wildcat fans that something of unusual interest and entertainment will feature the program.

Approximately 7,000 Purple rooters are expected to make the trip.

Barge for Sixteen Oarsmen Expected to Arrive Today

Word was received Thursday that the long-awaited 16-oared crew barge had been shipped and that it would probably arrive today. The barge which is going to be used by the Frosh candidates until they exhibit sufficient skill to warrant removing them to the shell, was constructed especially for the University of Wisconsin by a firm in the state of Washington. The barge accommodates 16 men and there is a passage along the center, designed so that the coach can have a better opportunity of watching the potential crews in action.

Badger "B" Team Invades Michigan

(Continued from page 8)

serves in every department of the team to make them really formidable.

Work by the Badgers this week has been mostly scrimmage with the varsity eleven. Against one of the varsity eleven Monday night, the Cardinal Reserves looked strong.

No Men Outstanding

In scrimmages this week there have been few outstanding men, although Catlin and Mirko Lubratovich have been doing well in the aerial attacks, and Anderson, Lynaugh and Neupert have been doing some excellent line work.

Coach Uteritz is taking 22 men with him on the Wolverine invasion. The list following is complete: Halfbacks, Anderson, Lynaugh, Gustavel, Hake; fullbacks, Neupert and Shuck; quarterbacks, Czerwinski, Oberndorfer; tackles, Molinaro, Mindhan, Forester, Rottman; ends, Catlin, Mirko Lubratovich, Wolfe, Brandt; centers, Hansen, Pyre; guards, Frisch, Backus, Ferris, Swenson.

Olbrich Was Active in Politics, Society at Union Tonight

(Continued from Page 1)

tions. He was the chairman of the non-partisan progressive campaign for governor of Wisconsin in 1914.

He was formerly president of the Madison organization of the Izaak Walton league. In a speech made at state meeting of horticulturists in 1924, Mr. Olbrich urged revision of the state constitution to allow the state to appropriate money for acquiring, preserving and developing the forests of the state. He was especially interested in the preservation of Madison park drives and trees.

During his undergraduate days, Mr. Olbrich was the first editor of the Wisconsin Literary magazine. He was active in debating and oratorical circles. In receiving his degree of bachelor of letters in 1902, he wrote his thesis on "The Inheritance Tax As Related to State and Federal Revenue." In the Badger published by the junior class of 1903, he is characterized by the motto, "To be great is to be misunderstood." He was a member of Phi Beta Kappa, national honorary scholastic fraternity.

Supported Alumni

Since his graduation from the university, he has been a constant contributor and supporter of the Wisconsin Alumni magazine. In the July issue, 1925, he contributed a biographical sketch of Pres. Glenn Frank who had just assumed his duties as president of the university. He concludes the article, "Wisconsin's Golden Age is here. With her great young president, with financial provision for the future assured by the legislature and the governor, who can doubt that our beloved university is on the threshold of her greatest expansion, the greatest renaissance in all her history."

In March, 1925, he was appointed a member of the board of regents. His term would have expired in February, 1931. He was a member of the commission which suggested Glenn Frank as president of the university.

Touch Football

RESULTS OF THURSDAY'S GAMES DORMITORIES

Tripp
Fallows forfeited to High.
Adams

Favill 0, Ochsner 18.
Richardson 0, Terrant 0.

FRATERNITIES
Theta Chi 25, Phi Sigma Del-
ta 0.

Beta Theta Pi forfeited to
Delta Tau Delta.

Delta Sigma Pi 8, Phi Delta
Theta 0.

SCHEDULE FOR TODAY

DORMITORIES

No games scheduled.

FRATERNITIES

Phi Kappa vs. Sigma Chi,
4:30—Field D.

Theta Xi vs. Zeta Beta Tau,
3:30—Field D.

State Mourns Regent Olbrich

University and Capitol Stun- ned by News of Suicide

(Continued from Page 1)

vested. His entire fortune was at stake. The suit was tried in a circuit court in Montana, in which Mr. Olbrich won his case.

However, the case was next appealed to the supreme court, and he put in many weeks of intensive work in drawing up a brief for the case. He is said to have been optimistic about the probable outcome of the case.

Strain Too Great

Nevertheless, the strain of drawing up the brief, combined with fear that he and his family might lose their fortune taxed his mental and physical health to a great degree. Another blow that jarred his state of mind was dealt in the somewhat desperate affairs of a friend whom he highly esteemed.

In spite of these barrier to good health Mr. Olbrich remained optimistic and kept his cheerful nature. About a month ago, however, he was attacked by a form of influenza, brought on, according to physicians, by great depression.

Recuperates Quickly

He stood his ground through the crisis of this ailment, remaining in the hospital for several weeks. At the time he returned home he was fast recovering. Dr. Buerki is of the opinion that he would have recovered had he not seen the fatal rope which, thinks Dr. Buerki, stirred within him an impulse which resulted in his suicide. Mr. Olbrich had just reached his forty-eighth birthday Sept. 29. He was born at Chemung, McHenry county, in 1881. He was graduated from the university in 1902 with a degree of bachelor of laws. He was a member of Phi Beta Kappa. He received a degree of LL.B. in 1904, and ever since his graduation has been active in the Alumni association.

Develops Public Parks

Mr. Olbrich was a champion of public park development. He pushed the move of the Madison Parks foundation to acquire the large tract on the east shore of Lake Monona as a city park. His most recent project has been the development of an arboretum and wild life refuge south of Lake Wingra.

He was joint attorney for the late U. S. Senator Paul O. Husting in proceedings to compel the issuance of a certificate of election, and was extremely well known politically. He nominated Robert M. La Follette for the presidency as a Wisconsin delegate to two national republican conventions in 1912 and 1916.

Was Republican Treasurer

Mr. Olbrich was treasurer of the republican state central committee of Wisconsin in 1912; commissioner on uniform state laws; chairman of the Non-partisan Progressive campaign for Wisconsin in 1914. From January 1919 to January 1921 he was deputy attorney general of Wisconsin. He served on the executive counsel to Gov. Blaine from 1921 to 1926, and was special counsel for the state of Wisconsin in litigation before the U. S. supreme court in the case of the Burlington railroad to test the power of the interstate commerce commission to fix intra-state passenger rates.

He has been a regent of the university since 1925, during which time he was the prime force behind the movement to have the university and the city of Madison join for the establishment of a wild life refuge on the shores of Lake Wingra. He was a member of the regents' committee which selected Glenn Frank to be president of the university.

Survived by Children

He had one son and one daughter in the university. Isabel Olbrich '29 was a member of Alpha Omicron Pi sorority and a member of the Daily Cardinal business staff. She was also active in the Congregational student cabinet, served on the advisory committee of the W. S. G. A. and was vice president of Phi Beta, dramatic society.

Wilson B. Olbrich, ex-'31, son of the deceased, belonged to the Sigma Phi Epsilon fraternity, and formerly wrote Skyrockets for the Daily Cardinal. He has been recently married to Sue North ex-'31, a member of Kappa Kappa Gamma sorority.

He is survived by Mrs. Olbrich, his daughter Isabel, five sons: Wilson, Stuart, Marshal, Michael, and John and two brothers, Jacob and John of Harvard, Ill.

Glenn Frank Mourns Olbrich

(Continued from Page 1)

saddest event that has occurred in our midst. I have always held Mr. Olbrich in highest esteem. He was a man who was wise in council, broadminded in his views, and extraordinarily public-spirited in his work. His untimely death is a real loss to the University, which has profited much by his splendid service and devotion. Our sympathy goes out to the bereaved wife and children."

Dean Goodnight.

"Devoted and Loyal"

Mr. Fred Leiser, a close friend of Mr. Olbrich: "The city of Madison, and especially the University of Wisconsin, are sustaining a great loss in the sudden death of Mr. Olbrich. The University has had few alumni more interested and loyal. His devotion to his Alma Mater made him constantly solicitous for her welfare, and he was untiring in his efforts to make his visions come true. I am deeply grieved at his untimely end."

Rundell Describes Olbrich

"Mr. Olbrich was one of Madison's leading citizens, ardently interested in all phases of civic betterment, and particularly in the enhancement of Madison's native beauty."

"He was one of the state's ablest lawyers. The cases which commanded his best efforts were those involving directly the public interest. He was called upon by the State of Wisconsin to serve it in some of its most important litigation during his years of practice with splendid results."

"His personality was a most delightful one. An omnivorous and discriminating reader, he was an interesting companion. His interests and sympathies were wide, and endeared him to all sufficiently close to him to become conscious of the full graciousness of his character."

"He gave generously of his time to the university. The Law school was proud to claim him as an alumnus. To both his loss will be irreparable."

Oliver S. Rundell.

"Efficient Officer"

Daniel H. Grady, president of the Board of Regents:

"In the death of Michael B. Olbrich, I am grieved and shocked beyond expression. I have admired his great ability, esteemed his fine qualities, and cherished his warm friendship. The university has lost a most loyal and devoted friend and efficient officer. The whole state mourns."

"The State Mourns"

Governor Walter J. Kohler: "The death of Mr. M. B. Olbrich distresses me greatly. Mr. Olbrich was a man of high character and marked ability, who sacrificed freely of his time and money to the benefit of his city and state. I voice the sentiments of 10,000 citizens in extending Mrs. Olbrich and the family my sincerest condolence upon his passing. The state has lost a good citizen."

Take This Legend or Not—There Is Some Truth in It

(Continued from Page 8)

smack which brought Tad Jones scurrying to the scene.

"So it's you, Hefflefinger!" he roared. "Didn't I tell you that you were too tough for these boys? Now get out of there before you ruin the whole team." Bill Stewart, one of the linemen who was unfortunate enough to be in the 54 year old hero's way, was still limping at Christmas.

WORLD OF SOCIETY

Hold 21 Parties on Campus Tonight

An unusually large number of parties and dances will be held this week-end at various houses on the campus. Eight receptions and open houses will be held; seven organizations are giving formal dances; and six will entertain at informal parties.

BETA SIGMA OMICRON

Members of Beta Sigma Omicron will entertain this evening at an informal party from 9 to 12 o'clock at the chapter house. Mrs. James W. Fiske will chaperon.

TABARD INN

Miss Dora Garret will chaperon at a reception which will be held from 7 to 9 o'clock, Friday evening, at Tabard Inn.

KAPPA DELTA

A reception will be held this evening from 7 to 9 o'clock, at the Kappa Delta chapter house. Mrs. N. S. Buckmaster will be the chaperon.

KAPPA KAPPA GAMMA

Mrs. Jolley and Mr. and Mrs. Theodore Thelander, will chaperon a formal dance to be given Friday evening from 9 to 12 o'clock, at the Kappa Kappa Gamma house.

PHI GAMMA DELTA

Members of Phi Gamma Delta will entertain this evening, at a formal dance from 9 to 12 o'clock. Mr. and Mrs. Saries have consented to chaperon.

ZETA PSI

Mr. and Mrs. Joseph Ripp, and Mr. and Mrs. Don Cook will chaperon at an informal party to be given Friday evening from 9 to 12 o'clock, at the Zeta Psi chapter house.

PHI KAPPA PSI

A formal party will be given this evening from 9 to 12 o'clock, at the Phi Kappa Psi chapter house. The chaperons will be Mr. and Mrs. Ray Schmitz.

PHI SIGMA DELTA

Dr. and Mrs. E. M. Juster will chaperon at an informal party to be given this evening from 9 to 12 o'clock by members of Phi Sigma Delta.

DELTA TAU DELTA

Friday evening, Mr. and Mrs. H. Hoak will chaperon at a formal party to be given at the Delta Tau Delta house, from 9 to 12 o'clock.

BETA PHI ALPHA

A reception will be held from 7 to 9 Friday evening at the Beta Phi Alpha chapter house. Mrs. Rose Mardip will chaperon.

PHI KAPPA SIGMA

Members of Phi Kappa Sigma will entertain Friday evening at a formal dance from 8 to 12 o'clock at the chapter house. Mrs. Perry will be the chaperon.

NEWMAN CLUB

Newman club will hold an informal party this evening from 9 to 12 o'clock at the Women's building. Mr. and Mrs. Floyd Wheeler will be the chaperons.

SPANISH HOUSE

Miss Manuela de Mora, Professor Vasiliev, and Mrs. Lyons will chaperon at a reception to be held Friday evening from 8:30 to 11 o'clock at the Spanish House.

DELTA DELTA DELTA

A reception will be held from 7 to 9 o'clock, Friday evening at the Delta Delta Delta chapter house. Mrs. Rogers will chaperon.

PHI MU

Mrs. Fowler will chaperon a reception which will be held Friday evening from 7 to 9 o'clock at the Phi Mu chapter house.

Journalism Women Invited to Attend Coranto Tea Sunday

A tea and reception at which all women students taking journalism will have an opportunity to meet the entire faculty of the school of journalism, will be held at the chapter house of Coranto, national journalism sorority, Sunday afternoon, from 4 to 6 o'clock.

Mrs. E. W. Hamilton, 2116 Keyes av., will preside at the tea table. Angela Rouse '31 is in charge of the arrangements. She will be assisted by Joy Griesbach '31, Dorothy Wheeler '30, Margaret McGee '30. Music will be furnished by Elizabeth Goudie '30, Edith Thompson '31 and Monona Hamilton '28.

The following members of the journalism faculty and their wives will attend the function: Prof. and Mrs. W. G. Bleyer, Prof. and Mrs. Kenneth Olson, Prof. Helen Patterson, Prof. Grant M. Hyde, Mrs. Georgia Hyde, Ralph O. Natziger and George Gerling.

Chi Phi Hosts to Lita Gray Chaplin

Members of Chi Phi fraternity entertained at dinner Thursday evening in honor of Lita Gray Chaplin, who is playing at the Orpheum theater this week. Mr. Knudson, manager of the theater, was also a guest of the fraternity.

PI BETA PHI

Members of Pi Beta Phi will hold a reception from 7 to 9 o'clock Friday evening. Mrs. Foster will chaperon.

SIGMA ALPHA EPSILON

Mr. and Mrs. Lloyd Hammer and Professor and Mrs. Aurner will chaperon at a formal dance to be given this evening from 9 to 12 o'clock at the Sigma Alpha Epsilon chapter house.

KAPPA ALPHA THETA

Mrs. M. Becker will chaperon at a formal dance to be given Friday evening from 9 to 12 o'clock at the Kappa Alpha Theta chapter house.

DELTA SIGMA PHI

An informal party to be given Friday evening from 9 to 12 o'clock at the Delta Sigma Phi chapter house will be chaperoned by Mr. and Mrs. Mendez Hanson.

THETA PHI ALPHA

Mrs. Bertha Meloy will chaperon at a reception, which will be held Friday evening from 7 to 9 o'clock, at the Theta Phi Alpha house.

ALPHA EPSILON PI

Friday evening from 9 to 12 o'clock, Mr. and Mrs. Stanley Dixon will chaperon an informal party, to be given by the members of Alpha Epsilon Pi.

Ortega, Winslow Event Planned for Saturday Evening

A novel party will be given Saturday evening at the home of Miss Janet Van Hise. Invitations have been issued for the event by C. P. Winslow, director of the Forest Products Laboratory, and Prof. John Ortega of the romance language department.

The invitations announce: "cap' winslow and 'quinto' ortega, under the egis of miss janet van hise and mrs. warner taylor invite you to join them at six hundred thirty north frances street on the tenth hour of the evening of october the twelfth of the year of grace of nineteen twenty nine."

Annual Arden Tea Is Held Sunday Afternoon; Announce Committees

The annual reception of the Arden club is to be held on Sunday, Oct. 13, from 3 until 6 o'clock at the Arden House, 820 Irving Place. Janet Tietjens '30, is general chairman of the event. Assisting her are Gladys Gier '30, chairman of decorations, and Anne Chamberlain Hodges '32, who has charge of the tea table assistants.

Those who have been asked to pour tea are Mrs. E. J. B. Schubring, Mrs. Zona Gale Breeze, Miss F. Louise Nardin, Miss Louise Kellogg, Mrs. F. W. Roe, Mrs. William Ellery Leonard, Mrs. J. F. A. Pyre, Mrs. S. A. Leonard, Mrs. R. E. M. Dodge, and Mrs. Warren Taylor.

In the receiving line will be Miss Charlotte Wood, resident faculty advisor of the club, Prof. H. B. Lathrop, Prof. and Mrs. A. Beatty, and Enid Steig '30, president of the club.

Sophomore Commission Leaders Are Assigned

The assignments of the members of the Y. W. C. A. sophomore commission to their various discussion groups have been completed. These groups are conducted for all freshmen women in the university. They are held on Tuesday, Wednesday, and Thursday noons, from 12:45 until 1:15 in Lathrop hall.

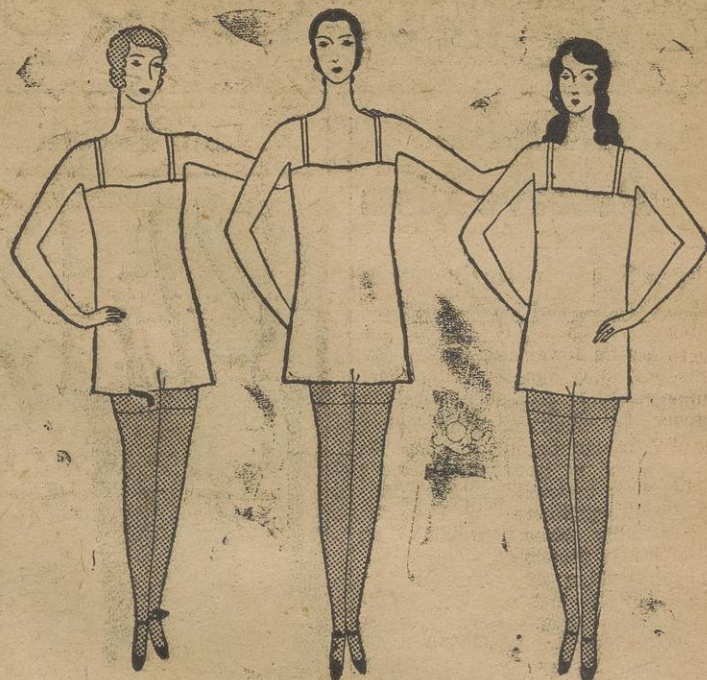
Those girls in charge of the Tuesday groups are: Betsy Owen '32, Merle Owen '32, Eleanor Cleenewerck '32, and Betty Kyle '32.

The Wednesday groups are supervised by Jane Love, Bethana Bucklin, Helen Kuenzli, Grace McManamy, Isabel Little, Kathleen Knipple, and Marjorie Swafford.

Vickery Hubbard, Mary Sager, Betty Dittfurth '32, and Hermine Sauthoff have charge of the Thursday noon meetings. All these students are sophomores.

BUCK ADDRESS

Prof. Philo M. Buck, chairman of the comparative literature department, will be the speaker at the first meeting of the Literature department of the Woman's club at 2:30 o'clock this afternoon.



Consider your figure! Perhaps
you should wear GORDON PETITE

A Gordon

Individually-Proportioned Stocking

It all depends on your figure. For Petite (like all the other Gordon Individually-Proportioned Stockings) is particularly designed for women of certain leg and height measurements.

So . . . if you are short with average legs . . . or of average height with very slim legs . . . or a growing girl . . . Petite is probably your stocking.

But for perfect accuracy, let one of our saleswomen measure you. It may be that you will be best fitted by the Gordon Princess, Regal or Splendide. In any event, one of them is yours . . . designed to give you greater stocking smoothness, comfort and wear.

Agnes
and Patou

inspired the originals of these felt, soleil, tricot and velvet hats . . . copied by Mathilda, Loueine and others. High brow and low brow styles in black and colors, \$10 and up. Another group of felts and velvets, specially priced for Saturday, \$5



The Little Things
that Count



Floral cretonne makes bags to hold 8 - garments, \$1-\$4 . . . shoe bags, 8-pockets, 50c-\$1, 12 pockets, 65c, \$1.50 . . . and laundry bags to match, only \$1 First Floor

Harry S. Manchester Inc.

The Gang's All Here

. . . The boom, boom, boom of the drum; wild laughter from the saxophone; haunting melody moaned by the violin . . . weird, ceaseless rhythm which takes you deep into African jungles . . . Laughter, music, youth, perfume, silk.

The whole gang's keyed up to top pitch as they sway to the throbbing notes of the world's greatest dance orchestras faithfully reproduced by the Electramuse Phonograph . . .

Of course you'll find the gang at—

LOTUS CAFE

410 State Street

VARSAITY TAP

A "TINGLE BALL" in each heel,
and metal "Football" plate.
Modern as tomorrow—yet
the most practical Fall
season's sport shoe.
The VARSITY
TAP—Every college has them

—Get yours today!
Wear them to your
next football
game!



NOW

specially priced at

\$6.00

Black Grain with Black Calf—
Green Bottom Black Lettering.
Brown Grain with Prado Calf
—Orange Bottom—Black Lettering.

PARIS BOOTERY

520 STATE ST.

Reserve Tickets for Dad's Day Before Oct. 12

Students who wish to reserve seats with their fathers for the Father's day game with Iowa on Oct. 26 may purchase their own tickets at the 50-cent student rate and later exchange the student ticket (or game coupon from the athletic coupon book) and \$3 for two seats in the special Father's section.

The deadline for the purchase of tickets at the student 50-cent rate is October 12. On that date the mail order for the Iowa game closes. Students who have not secured either a coupon book or a student ticket by October 12 will have to pay \$3 apiece for two tickets in the Father's section.

The actual issuance of tickets in the Father's section will not begin until October 21, according to the Father's day committee, but will continue until 5 p. m. of October 24. Detailed instructions on the method of obtaining these tickets will be given out by the committee in a few days.

Student Sunday to Be Observed at Baptist Church

Student Sunday will be observed October 27 at the Baptist church, under the chairmanship of Junior Wright, it was decided at a cabinet meeting of the Wayland club Tuesday night.

The student Sunday program is to be conducted entirely under the direction of students, with student musicians, and speakers. Baptist students are urged by the cabinet to become associate members of the church on the special Sunday.

The problem of a workable budget was also discussed at the meeting. The question was referred to the finance committee and an effort will be made to make the new budget a workable one that is not too high.

Saturday night, after the football game, a party is to be held in the church parlors. Francisco Tomoghamma has obtained the five piece Filipino orchestra of Northwestern university for the occasion. The orchestra is composed of two guitarists, mandolin player, pianist, and ukelele player. The party is under the direction of Janet Botts, chairman of the social committee.

PLANS FALL BANQUET

Phi Chi Theta, women's professional commerce sorority, made plans last night at their first meeting for cooperating with the Women's Commerce club for their annual fall banquet, at which scholarships will be awarded to women in the commerce school. The meeting was held at 7:15 p. m. in the alcove of the Great hall in the Memorial Union.

BOOK AIDS SOCIOLOGY

Austin, Texas—To render more current the concepts of sociology that have stood the test of wide usage and, through their systematic correlation, to give them greater significance is the aim of the authors in "An Introduction to Sociology," new textbook written by Carl A. Dawson of McGill University and Dr. Warner E. Gettys, professor of sociology at the University of Texas. The book is just off the press and has already been adopted as a text in sociology classes at the university.

ISSUE COPIES OF LEAGUER

Austin, Texas—Copies of the first number of the thirteenth volume of the Texas Interscholastic Leaguer, official publication of the Texas Interscholastic League, have been sent to 16,000 teachers in Texas who are interested in league work, according to Roy Bedichek, chief of the University of Texas League bureau. The Leaguer contains all official notices concerning changes of league rules.

Prof. R. S. Owen will be the official representative of the faculty members of the Madison chapter of the Reserve Officers' associations' annual state convention being held at the Lorraine hotel Friday and Saturday, Oct. 11 and 12.

Prof. Owen states that of the 100 Reserve officers in the faculty of the university only about 50 belong to the association.

Among the faculty active in the Madison chapter are: Prof. Owen, George Chandler, assistant secretary of the faculty, Prof. Calderwood, and Mr. Fargo. Mr. Fargo has been secretary of this chapter for the past year.

Franklin Students Organize Booster Club for Pepsters

Franklin, Ind.—Franklin's pep and enthusiasm is swinging into form with the organizing of a new Boosters' club, better known as the Franklin Roarin' Forty-Niners, as proposed Thursday at

the regular meeting of the Student Council of Franklin college.

As suggested, the organization, composed mostly of freshmen men, will have the president and five captains, the latter to be chosen by the Student Council. Each captain will have charge of a group of ten men, with the exception of one, who is to look after only nine, the odd number's duty to be to check up on the five groups.

Plans are well under way to complete the organizing of these men in time for the game Saturday. Special garb for the occasion is being selected and ordered by the Student Council. A similar organization for the girls is being discussed and will probably come into existence in the near future.

HANDMAN MADE MEMBER
Austin, Texas—Dr. Max S. Hand-

man, professor of economics at the University of Texas, has been named a member on the committee on fellowship in the Social Science Research council. The council operates on a grant of \$425,000 from the Rockefeller foundation, and encourages work in the social sciences among younger men in the field in the United States.

Fashions That Will Win at The Game and After

If you are going to enjoy the game Saturday and be warm right to the very last play and while "Varsity" is being sung, you'll have to dress for it . . . but that's a pleasure, for there are just ever so many smart new things at Baron's to keep you warm at the game.

Red Cape Gloves with White "W's"!

Hands that wave wildly will flaunt Wisconsin's colors, if they are clad in red capeskin gloves with a white "W" on their wrists. Washable. **\$3.50**

Glove Dept., main floor



Felt or Soleil Hats that You'll Look over the Top of!

Wear a smart new felt or soleil hat in a becoming high shade, that you will be proud to have those back of you look down at and admire! A big collection of felts and soleils, just arrived! **\$3.95**

Millinery Dept., second floor



Babro Knit Frocks the Smartest, Most Comfortable Things Going!

\$16.75

A Babro knit frock will never feel more "at home" anyplace than at the football game, unless it's in the classroom afterwards . . . and you couldn't be more comfortable in anything else! Three piece knit suits with sweater blouses in all the new shades.

Apparel Dept., second floor

Red Calf Bags to Match Your Gloves!

A red bag enlivens a sports costume so satisfactorily, and it's smart with black for street wear. Red calf, pouch or envelope styles. **\$3.50**

Handbag Dept., main floor



Hand Painted Washable Silk Scarfs

To give color, dash, and warmth to a smart sports costume . . . a hand painted washable crepe scarf. **\$3.50**

Neckwear Dept., main floor

Wool Hose a Smart Necessity!

Keeping one's feet warm is half the battle! Get a pair of the new fancy wool hose, with or without clocks. **\$1.75**

Other Wool Hose
\$1.50 . . . \$1.95 . . . \$3.50

Hosiery Dept., main floor

Venetian Beauty Shoppe

22 North Carroll St.

Try Our Soft Water Shampoos
Marceis That Stay

B-1421 Work Guaranteed

BARON BROTHERS INC.

Trustees Vote Press Building to Stanford U.

Polo Alta, Calif.—Construction of a new shop building for the Stanford University press and remodeling of the present press building for offices were authorized by the board of trustees at a recent meeting.

The new unit, which will occupy part of the corporation yard immediately south of the present structure, will house the proofroom, composing room, and bindery. It will be erected at a cost of \$50,000 and new press machinery worth \$20,000 will be added to the present equipment. The press administrative offices on the ground floor will be extended to cover about three times their present area, and the offices of the journalism division and student publications will occupy additional space on the second floor. Larger accommodations for stock, storage, and shipping will also be commenced about the middle of September, is scheduled for completion by Dec. 15.

In addition to its bookkeeping activities, the Press does all the printing and binding for the university, including the Stanford libraries and Lane medical school. The volume of manufacturing work done by the Press has nearly tripled since 1920, and has increased about 50 per cent since 1925, when it began a general book-publishing program under its imprint. Here also are printed most of the student and departmental publications. The University Press is one of the few publishing houses in the country to maintain a complete manufacturing plant, all of its books being composed, printed, and bound in its own shops. There are now more than 150 titles listed in the general catalogue with seven new books to be added this fall.

The additions to the Press buildings, according to Will A. Friend, manager, will provide space to double the present output.

Wesley Foundation to Hold Reception for New Members Tonight

The members of the University Wesley foundation and the staff will greet the new students and the new members of the church at a reception to be held in the social room this evening, at 8 o'clock.

There will be an interesting program including a group of solos to be sung by Mrs. John M. Fargo, and some musical numbers by the student quartette. Professor R. H. Roberts will preside. Mr. B. E. Miller will welcome the older newcomers and Kenneth Wegner, grad student, will welcome the new students. Dr. Harlan C. Logan of the First Methodist church will speak and there will be talks by Dr. Herbert W. Blashfield, new director of Wesley foundation, and Dr. W. W. Moors, new pastor of University church.

Those on the receiving line are Mrs. L. A. Kahlentberg, Dr. and Mrs. H. W. Blashfield, Mrs. Joseph M. Boyd, Mrs. Starr Nichols, Professor J. G. Moore, Marion Withey '30, and Jack Smith '30.

Refreshments will be served.

W. P. Whitney Appointed to Fill Ceramic Fellowship

Appointment of William P. Whitney to fill the recently created ceramic fellowship in the college of engineering was approved by the executive committee of the university board of regents at its recent meeting.

Although the university has been able to advise and assist individual members of the Wisconsin Clay association in technical matters, the association favored a more extensive research program in the study of Wisconsin clays, states George J. Barker, assistant professor of mining and metallurgy in the university and secretary of the association.

The establishment of the ceramics fellowship follows the suggestion of the Clay association and will be under the direction of Prof. Barker. Mr. Whitney, newly appointed fellow, is a graduate of the ceramic school in the University of Illinois and has had considerable practical experience in this field. He will devote the coming year to the study of such problems as the amount and cause of efflorescence in Wisconsin brick, the effect of adding coal screenings to clay, general drying and burning problems as related to Wisconsin clays.

GEM BEAUTY SHOP
905 University Ave. B-7936
All phases of beauty culture
May we aid you in
retaining your beauty and charm?
University Ave. Nat'l Bank Bldg.

Night Clubs Suffer Loss in Business as Market Falls

New York—When the world series goes to Chicago and the bull market blows up at the same time, that's almost more than a night club can bear. George Jessel reported the other night that somebody shot a deer in the mezzanine balcony of one of these deserted night clubs, so desolate have they become. There isn't enough steam left in these big, raucous fleece joints to blow the cobwebs out of a saxophone.

Not that they have closed down. They still go through their nightly pantomime of taking imaginary oil barons, but their heart isn't in their work.

High but Not Dry

The ebb tide of the stock market began to leave shoals and mud flats along the shores of lotus land soon after the old break of last march. This last recession leaves them still high but not dry.

The astute fellows who back the night clubs keep a close check on conventions, football games and other such events which are supposed to bring careless spenders to New York. For the last few months, the convention list has been disappointing. There was the national thrift exposition—a complete failure. The National Sand & Gravel association didn't look promising. "Scratch it," said the clubbers.

There was just a flicker of interest,

in the Asbestos Brake Lining association, but clubs didn't get a break out of this either.

While the stock market slump is disastrous for the clubs, the major gold digging operations had begun to ease off many months ago.

Less Rowdy Places

The general drift in the play world has been against the clubs. In the side streets off Broadway and Fifth av. there have grown up many quiet little retreats, more intimate and less rowdy than the speakeasies, many of them genuinely exclusive.

They are less rapacious in their charges than the clubs, and these, with the increase in the number of hide away flats for genteel parties, are bringing the clubs pretty nearly to the end of the roads.

There is still the football season to be considered, but this isn't what it used to be. The college boys are seeking more private preserves with less murderous prices. It is reported from the interior that Chicago and other big cities are shoving ahead in the arts of entertainment and that more and more big bankrolls are getting sidetracked on the way to New York. Unless there is a turn for the better, the night clubs have about reached the end of the trail.

Instantly Kills Bad Breath

Bad breath and bad taste in the mouth instantly surrender to the all pervasive counter-action of Odol. Bad odors flee; in their place comes the stimulating, the refreshingly "clean" fragrance of Odol. And not for merely a few moments—for Odol literally sticks and clings to the tissues of the mouth, throat and gums, cleansing and protecting them for long periods.

Odol is another triumph of German science and ingenuity. It originated 42 years ago in a famous laboratory of Dresden. Since that time, the demand for it has grown by leaps and bounds until now it is the outstanding mouth wash in nearly every civilized nation of the world. To America, only, is it new.

There's nothing else like Odol. It comes only in the odd white bottle with the goose-neck. A package you'll remember, a product you'll use and tell your friends about. Get Odol from your druggist. The Odol Company of America, 8 So. Michigan Ave., Chicago.



FORMAL SLIPPERS

*Beautiful evening slippers
in straps and pumps in
brocades or crepes
Party slippers dyed to
match evening gowns . . .
Expert work*

\$7.50 and \$8

The College Slipper Shop

AT THE CO-OP

State and Lake St.

Evening Class of 464 Registers in Ithaca School

Ithaca, N. Y.—Classes of the Evening School conducted by the Board of Education were started last night with a total registration of 464 pupils. These night sessions will be held every Monday and Thursday evening from 7:30 o'clock to 9:30 o'clock in the high school building. Registration is still open for those wishing to take advantage of the special courses.

The session is divided into three periods of 40 minutes each and those enrolled have the choice of taking

from one to three subjects. Over seventy subjects are offered this year including a new course in parent-teacher work. The Department of Immigrant Education not only teaches English, but also domestic cleanliness, citizenship, and civic welfare. There are departments in English, foreign languages, mathematics, sciences, public speaking, vocational training, and physical education.

One of First

Dr. F. D. Boynton, superintendent of the Ithaca schools, originated this night school 22 years ago. At that time there were very few night schools in the country. The Ithaca night school has grown steadily since it was founded. This year's class is the largest in its history.



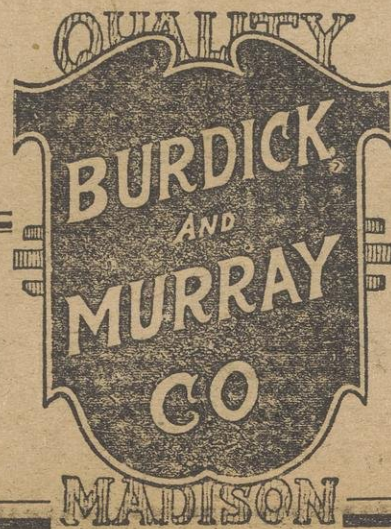
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ROTHMOOR COATS

*Our dressier Rothmoors have
the smartest lines shown
in Paris right now*

A lot of the dress coats have taken on definite changes, they've got rippling flares and molded lines, and the fur trimmings seem larger and deeper than ever. You'll find that special styles have been created for women and misses. Flared and straight line effects.

\$39⁷⁵ up



Capitol
Square

Phone
F. 6400

Korean Leader to Speak Here

Mrs. Induls Kim Will Give
Address Tuesday,
Oct. 15

Korean-American relations will be discussed by Mrs. Induls Kim, traveling secretary sent out by the Student Volunteer movement of Korea, Tuesday night, Oct. 15, probably in the Memorial Union.

An outstanding leader of the "Youth" movement in Korea, Mrs. Kim also led in the "emancipation of women" movement in that country. Her early education was secured in Korea in the face of difficulties due to opposition to education for girls and women. For the last two years she has been a student in this country at Georgia Wesleyan, receiving her B. A. degree in 1928. The university Y. W. C. A. is sponsoring Mrs. Kim's visit here.

Hoon Lee, Korean student at the university, who received his degree of Ph.D. from the board of regents on Wednesday, was a friend of Mrs. Kim in their native land. Lee left Wednesday to enter government work.

N. W. Students to Attend Dance

Tonight will mark the first of the football dances to be held in the Great hall of the Memorial Union when Northwestern students mingle with Wisconsinites on the eve of the Northwestern-Wisconsin football game.

Northwestern students will make their headquarters at the Union during their stay in Madison and will be the guests of honor at the dance tonight by special invitation of Edward Fronk, chairman of the Union house committee.

A Union at Northwestern is still in the embryonic stage, and this visit will give Northwestern students a good opportunity to inspect the Wisconsin Union in full operation.

Frank Prinz will direct the orchestra for dancing which will last from 9 p. m. until 12 p. m. Table service for refreshments will be available in the Rathskeller throughout the evening.

Un-Fair Sex

"A Fool There Was"—
Kipling

It was in one of the rooming houses of the Latin quarter.

The telephone rang. Unanswered, it rasped on, till someone yelled, in exasperation:

"Hey, Jean, you had the last call."

"In a minute."

Leather mules clattered on the wooden steps. A soft, sugary voice said, "Hello-o . . . Yes . . . Just a moment, please."

The sugar coating dissolved.

"Bettee—ee—Betteee Woo-o-d."

"Male or female?"

"Male with a southern drawl."

"Oh, damn!"

There was laughter from the bedroom.

"Think up a good one this time, Betty."

"Just tell him you're studying."

"Leave it to me. I know my men."

The receiver changed hands.

"Hello . . . oh, hello, Jimmy! How are you? . . . I'm awfully glad you called. I was feeling lonesome . . . uh-huh . . . Oh gee, honey, I'm awfully sorry . . . I can't . . . I wish I could . . . I can't, Jimmy. I just washed my hair. It's soaking . . . honestly . . . I'm awfully sorry . . . uh-huh . . . Saturday? I can't tell yet . . . I think my mother's coming up . . . uh-huh . . . All right, I will . . . Be good . . . Bye-bye."

From the bedroom came a chorus.

"Swallowed it whole."

"Well, if he isn't the sap!"

"What a little pest!"

"Well, he may be dumb, my dear, but his Chrysler is simply stunning, and I expect to go to Chicago for the game."

Dr. Case to Present Talk on Origin of the Bible

Dr. Shirley Jackson Case of the University of Chicago Divinity school will speak at the Unitarian church on Sunday morning, Oct. 13. His talk is the first of a series of addresses on "How the Christians Got Their Bible." These talks will be discussions of the rise and advance of Christianity. Dr. Case is a well known writer and lecturer. Chief among his books are "Life of Jesus" and "The Evolution of Christianity."

Bees Aid Man in Working Way Through College

Wheaton, Ill.—Gordon Dillon, a junior in Wheaton college, herds a hot "honey bus," but he doesn't use it to cart around giggling co-eds.

He has a swarm of bees who are working his way through college and the bus is his own big idea of publicizing their industry.

The bus is also his dormitory. Besides its hive of bees and stock of honey, the bus has a kitchen with an electric stove, sleeping space with two single beds, a dresser and toilet facilities. Driving from his home in Fruit Ridge, Mich., Gordon parks his bus near the campus and goes to classes. He spends the night where he pleases.

A sign on the front announces that "Methuselah Ate Honey and Lived 960 Years," and implies that the reader could do likewise. The sign always draws a crowd when the bus halts in a strange town and Gordon passes out cook books and sells honey. If he stops long he releases the bees and puts them to work.

When a luncheon club or civic organization asks for a lecture, Gordon takes the bees along, releases them in the room, assuring his hearers there is no danger and then tells about them and their product.

A stray swarm of bees which he hived when he was 10 years old started him in bee culture.



The Tuxedo — Nunn-Bush — Ankle-Fashioned

The UNIVERSITY CO-OP

E. I. GRADY Manager

STATE & LAKE

THE WISCONSIN UNION

Plan to Entertain your
Week - End Guests in

TRIPP COMMONS



Special Dining Service Saturday and Sunday

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Noon 11:45 to 1:00

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Night 6:00 to 7:30

Night 6:00 to 7:00

The Refectory, Tea Room, and Rathskeller will also
provide extended service to accommodate
students and their guests

Northwestern-Wisconsin Rally Dance in Great Hall Friday and Saturday

THE WISCONSIN UNION



WHILE thinking of the game . . .
think of the CAMPUS CLOTHES SHOP
for one of our TOPCOATS
New Tans . . Greys . . Oxfords

CAMPUS CLOTHES SHOP

Exclusive . But . Not . Expensive

825 University Avenue At Park

Engineers Hear Bennett Speak

University Professor Addresses Electrical Experts Tuesday

In a straight-forward expression of his opinion, Prof. E. Bennett addressed the Madison section of the American Institute of Electrical Engineers at a dinner in the Round Table room of the Union Tuesday.

"The recent revival of the old controversies and the misgivings as to whether commission regulation is a success call for a re-examination of the utility laws to see what amendments are needed to make regulation a less costly and a more straightforward and generally accepted process," Mr. Bennett said. He quoted the supreme court decisions and court opinions.

"The six short sections of the Wisconsin Utilities law, which hold all that the legislature has said about the principles of public utility valuation and rate making, empower the commission to fix just and reasonable rates, but the law is utterly silent as to the principles and policies which are to be controlling in the determination of reasonableness," the speaker said.

Difference Before War

Before the war, Mr. Bennett contends, the "prudent investment theory of value" did simplify and expedite and lessen that cost of fixing rates. Since the price of land, materials, and labor has gone up, the rate of return should be based, not on the "money prudently invested in the properties" but upon the "estimated cost of reproducing the properties," at the prices that prevail at the time the rate schedules are reviewed by the commission. In this situation, the failure of the legislature to lay down explicit principles or to sanction those of the commission means that principles of valuation must necessarily be sought in the decisions of the courts. But in all its decisions the supreme court has failed to lay down in a specific way the principles of valuation, declaring this to be the function of the legislature. Mr. Bennett declared that the prevailing notion that the purpose of the legislature has been frustrated by the supreme court and that in the face of these decisions the legislature is helpless, is quite unfounded. The real situation is that the legislature has failed to express its purpose by clear-cut specific statutes.

"The problem in the regulating of utilities," concluded Mr. Bennett, "is a problem that lies at the door of the legislatures. It is a problem of effectuating the laws, particularly in the stipulations relating to the granting of the indeterminate permit, the statement that public interest and necessity demand the adoption of the principle that land, equipment, and human service purchased or engaged by a public utility for the service of the public is thereby dedicated to the use of the public, and becomes the property of the public, subject only to the liens issued to acquire it."

Clara Codd to Lecture on 'Destiny' in Library Hall

Miss Clara M. Codd, brilliant English exponent of Theosophy, a study which encouraging investigating the laws of nature, power of man, comparative religion and philosophy, will lecture on "How We Create Our Destinies" at the City Library hall, Friday at 8 p. m. The lecture will be held under the auspices of the Madison Lodge of the Theosophical Society, and admission will be free.

Miss Codd has had a public career for 20 years during which time she crusaded for woman suffrage in England. Later she became a national lecturer and organizer for the cause of Theosophy, and has traveled extensively, although this tour represents her first American appearance.

The salient purpose of Theosophy is "to form a nucleus of the Universal Brotherhood of Humanity, without distinction of race, creed, sex, caste, or color."

Y.W.C.A. Plans Annual

Circus for Christmas

Yes, it will be a circus! Under the supervision of Gertrude Buss '31, plans are already under way for the annual Y. W. C. A. Christmas entertainment. This year the organization will feature a circus.

Assisting Miss Buss are Jane Cannon '31, and Margaret Modie '31, who are now at work completing plans and selecting committees. Color, pep, and pink lemonade—everything that goes with a circus, is promised by the committee.

Bulletin Board

Miss Kay Smith, president of the Weyland Players, announces the first meeting of the year tonight at the Baptist Student Headquarters at 8:30. Any students interested in dramatics are invited.

SENIORS NOTICE!!

Only half of the seniors have had their pictures taken up to date for the 1931 Badger. Appointments for pictures must be made at DeLonge's studio immediately or they will not be able to appear in the yearbook, Badger officials announce.

BADGER WORKERS

Positions are open for underclassmen and juniors on the 1931 Badger staff in managerial, advertising, and circulation departments. Apply to business manager at Badger office in the Memorial Union between 2 and 5 p. m.

Discuss Plan to Aid Land Grant Colleges

A new plan for aiding Wisconsin and other land grant universities may be evolved at a conference of the national committee on federal aid for institutions of learning to be held in Washington next Monday and Tuesday.

Under the present system each of the states having a land grant university such as Wisconsin has is given \$60,000 annually. This money is given for research work in agricultural economics, home economics, and rural sociology in addition for other types of farm research and for the training of agricultural instructors.

To-day all schools, irrespective of size and population of the state, receive the same amount from the federal government. This meeting has been called to remedy this situation by reducing the amount given to the smaller schools and increasing that given to the larger ones. It is not known as to how the decision of the committee will affect Wisconsin. The committee, totaling 50 members, was created by the secretary of the interior, Ray Lyman Wilbur, at President Hoover's suggestion.

Usable fuel to the extent of 320,000 tons is thrown into London dust bins every year. As fuel this is estimated to be worth \$800,000, but it costs \$1,450,000 to destroy it.

Radio Contest Winners to Sing in State Audition

Winning the Madison preliminaries in the Atwater Kent radio audition held at Esther Vilas hall in the Y. W. C. A. Tuesday, Amelia Juves, student in nurses' training at the Methodist hospital, and Eric W. Barth, 2417 Center avenue, will sing in the state audition to be held at Milwaukee Oct. 27.

Miss Juve, whose home is in Stoughton, has been in training at the hospital since February. She selected as her songs, "Arnie's Song," by P. A. Heise; "Rose Marie," by Collam, and "My Dear Old Mother," by Grieg. The latter was sung in Norwegian. She was accompanied by Mrs. Overn, 834 Prospect place.

Mr. Barth, a mechanic, was born in Bochum, Germany, and has been in Madison for five years. He sang "Love's Sorrow," by Harry Rowe Shelley, accompanied at the piano by Donald Larson, 723 West Johnson street.

Mrs. Doris Burris Castor, of the university school of music, and Mrs. Helen M. Supernaw, of the Wisconsin school of music, were judges.

The other contestants were Margaret Atkinson, 205 West Gilman street, a senior in the university school of music; Charlotta Hultquist, 2 Langdon street, a sophomore in the school of music; Ileen Baldwin, 351 West Doty street, a student at Central high school; and Willett Main, 1515 Monroe street.

The committee in charge of the Madison audition was comprised of Mrs. H. L. Miller, chairman; Mrs. George J. Ritter, Prof. E. B. Gordon, of the university school of music; and Dr. Charles H. Mills, director of the university school of music.

The state auditions, held on Oct. 27, will be broadcast from station WTMJ, Milwaukee.

10 Candidates Gain Place on Players' Casting List

Tests for dramatic material for the University theater yielded 10 successful candidates Monday and Tuesday, raising the total of the casting list to 88 women and 41 men.

Those successful were: Blossom Bierbach '31, Caldwell Keyser '31, James Richter '30, Eugene Elkins '31, Charles Ludlow '31, Cuthbert Francis '31, Harry Noyes '30, Dorothea Posey '31, Dorothy Strong '31, and Mildred DeVries '31.

Appointments for property assistants and stage managers will be made Thursday night at the meeting of the Wisconsin Players.

Kivlin Succeeds Bewick as Short Course Head

V. E. Kivlin, a former Dane county farm boy, succeeds T. L. Bewick as director of the short course at the college of agriculture for the 1929-30 session.

The course starts Nov. 13 and continues for 15 weeks. Especially designed for training young men to become farm managers, agricultural engineers, and progressive, business-like farmers who will lead their respective com-

munities, the short course affords young men exceptional practical opportunities.

Kivlin has been connected with the agricultural education department of the college and with the state board and vocational education during the past five years. Prior to that he taught in Wisconsin Smith-Hughes high schools for four years. He graduated from the institution in June, 1918, and received his master degree in 1928.



FOOTBALL! WISCONSIN

vs. NOTRE DAME

Chicago

SATURDAY, OCT. 19
Soldiers Field

\$4.68 Round Trip
Good on all Special and Regular Trains

SPECIAL FAST ALL-STEEL TRAINS—GOING, FRIDAY, OCT. 18th

Leave Madison 4:10 am; 8:15 am; 1:20 pm; 1:30 pm and 5:00 pm
Regular trains at 4:10 am; 7:10 am; 8:00 am; 1:30 pm and 5:10 pm
Coaches, Parlor cars, Pullmans and Dining.

(Pullman cars on the 4:10 a.m. open for occupancy at 9:30 p.m.)

SATURDAY, OCT. 19th—Leave Madison 4:10 am 7:10 am
Coaches, Parlor cars, Pullmans and Dining

(Pullmans on the 4:10 a.m. open for occupancy at 9:30 p.m.)

RETURNING—LEAVE CHICAGO

Saturday, Oct. 19th	Sunday, Oct. 20th	Monday, Oct. 21st
5:40 pm	2:00 am	2:00 am
6:00 pm	8:15 am	8:15 am
8:30 pm	3:15 pm	1:30 pm
	5:40 pm	5:40 pm
	8:30 pm	

Pullman cars on the 2:00 a.m. open at 9:30 p. m.

Parlor cars, Coaches, Pullmans and dining cars

service from the campus direct to Northwestern station

The Madison Railway has arranged for additional motorbus and streetcar

CHICAGO & NORTHWESTERN RY.

For reservations, tickets and information . . . call Badger 142
A. W. BOWER, DF & PA. MADISON, WIS.

Midnight Show Saturday Starts Promptly at 11:15

FOX-MIDWESCO STRAND

STARTS SATURDAY

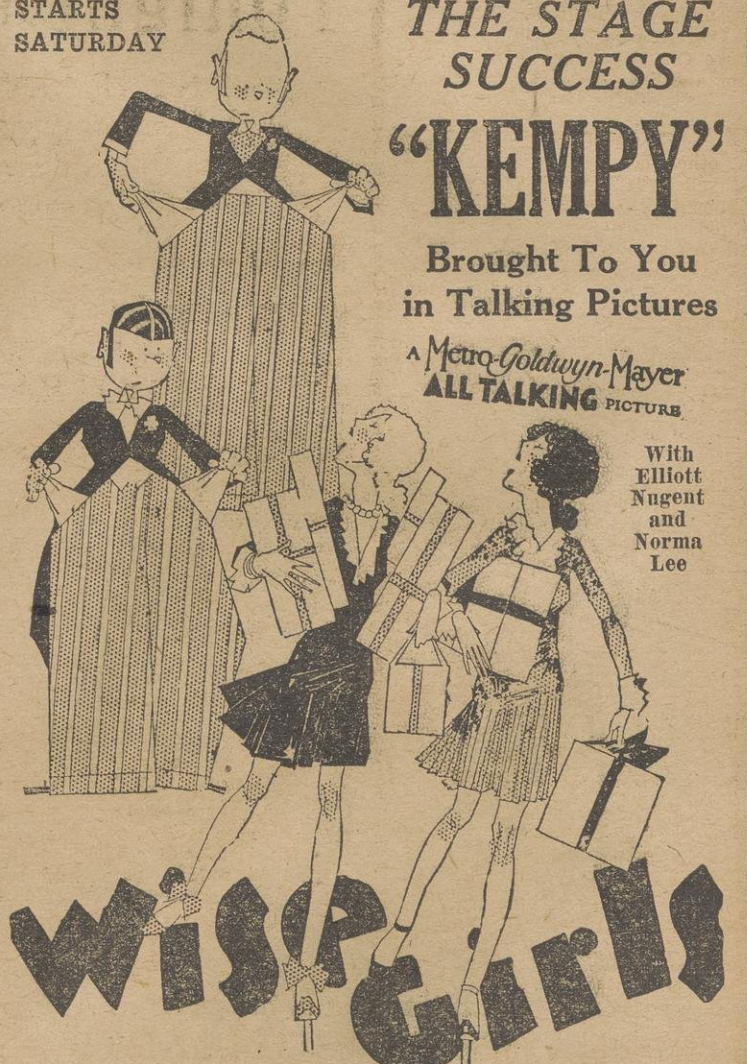
THE STAGE SUCCESS

"KEMPY"

Brought To You in Talking Pictures

A Metro-Goldwyn-Mayer ALL TALKING PICTURE

With Elliott Nugent and Norma Lee



Wise Girls

FEATURING

Elliott Nugent

STAR OF "THE POOR NUT" STAGE HIT WHICH PLAYED IN MADISON SEVERAL YEARS AGO.

ENDS TONIGHT

"The Cockeyed World"

MADISON'S FOREMOST AMUSEMENT PALACE

AN R-KO THEATRE
ORPHEUM
R-KO VAUDEVILLE & FINEST TALKING PICTURES
—TODAY and TOMORROW—
SPLENDID PROGRAM
ON STAGE AND SCREEN

The Radiant Ravishing Beauty

LITA GREY CHAPLIN
IN PERSON

THE FORMER WIFE of the Great Screen Comedian in
A Gorgeously Staged Offering of Song

OTHER FEATURES

THE STRANGEST ALL TALKING MYSTERY MURDER Ever Screened

"THE DRAKE CASE"

with GLADYS BROCKWELL
Thrills! Chills!

—Starting Sunday—

Another Celebrated Screen Star

THE FASCINATING BEAUTY OF HOLLYWOOD

Estelle Taylor

—IN PERSON—

SATURDAY NIGHT at 11:15 P. M.
(Following Our Regular Performance)

SPECIAL MIDNIGHT PREVIEW
Of The Remarkable Talking Picture

ANN HARDING in
"HER PRIVATE AFFAIR"

Lowdown on the Sixth Pop Art

Chance for Mexican Athletes to Name Something and Write
A Slogan

By BOB GODLEY

"I am hurt," writes Monte McCormick (the punchmaker) "that you should cast disparaging remarks about our punch in your column. Never let it be said that our punch isn't of the best quality which can be made for less than 400 per cent profit. And you have libelled us with your insinuations."

Mr. McCormick adds that he and his co-chemist, Mr. Kaftan, are compounding a new and better punch which they will spring on a long suffering public within a few weeks. "This new punch will be exhilarating without being illegal and it will be a tonic as well as a beverage," he concludes.

The reader will note that Mr. McCormick neglects to state just what kind of a tonic this punch will be. From the letter it appears that the boy chemists expect the Old Skipper to supply their product with a name. We in turn expect our two (2) regular readers to crash thru with letters. There will be no reward. This punch naming contest is for amateurs only. Try your skill at naming this new and deadly beverage. We will print any title which comes in and which are not obscene. The boys might use a slogan, too . . . but letters which contain poetry will be disbarred automatically as the skipper is an old hand at that racket and is very jealous of newcomers.

Daily Fact

The shortest path across the U. S. is from Charleston S. C. to San Diego, Cal.

Record

The boys on the dispensing side at The Pharm have set a new world's record.

They have been wearing those caps for almost a month . . . which is a month longer than we would wear 'em.

Dress

The Sunday Magazine section of The Daily Cardinal will carry an article on clothes. This article states most students don't wear stylishing.

I wonder if the writer of the article ever looked at our faculty. The president is faultless in his choice of garb.

One professor of journalism wears clothes with London sticking out all over them. The shirts and ties used by this same man are the very latest in color and design.

The history department has its share of well dressed men. Prof. Paxton leads the flock with his demi bosom shirts and colored stiff collars.

Kimball Young and Bill Kickhofer are noted for taste and color choice.

And the article in the Maggy sez that the students are a gang of saps . . . maybe they should look at the faculty.

La Vie Madison

Orin Evans has a picture of a chorus girl from "Whoopee" in his room . . . Don Variah and Bernie Flynn are seeing much of each other in N'Yok . . . Don Ameche has left the cast of Fiske O'Hara's play and is trying out for another show.

Octy

The other day someone in the Octy office yelled "Hey, Hot Shot!" and everyone in the office immediately answered.

And then Parkin says that nothing funny ever happens around there.

Pome of Passion

A girl we hate
Is Hattie Pound
Her stocking seams
Go round and round.

Hopeless

Ziegfeld, foremost American girl glorifier, has decided that his "Show Girl" is so hopeless that he has withdrawn it.

It's not even going on the road. Ziggy says that it might have gone over if George Gershwin had written a couple of tunes for it that could

Skinner's famous play, "Kismet."

Skinner made a picture of it once but it's something he'd rather not talk about.

Overheard

In the Cardinal office, a guy asked a girl if she always wore glasses. Answer: "No, why?"

"Because we never saw a girl who wore glasses and smoked."

Marc

Marc Connelly, who used to work with George Kaufman in turning out plays, has written on his own something named "Green Pastures."

It's said to be good.

Skinner

Otis Skinner opens his season in New York with "One Hundred Years Old," which was successfully tried out in Chi last season.

Colbert

Claudette Colbert is turning her decided talents to lighter things.

Will appear this season in Elmer Rice's new one, "See Naples and Die." Rice is the author of "Street Scene" which is still packing them in.

Musical Note

Marilyn Miller is slated to be glorified by Ziegfeld in "Ming Toy," the new musical version of "East is West," which has a familiar ring.

The beautiful Miller will be aided and abetted by Oscar Shaw.

Daily Fact

Bobbe Arnst is a rice pudding friend. Believe it or let it lay.

We Wonder

Why all the typewriters in the Cardinal office are always being used by society reporters.

Why you never get any free noise on the orthophonic at Giller's.

Why there aren't as many dogs on the campus this year.

Local Note

Principal after dinner sport of Kappa Deltas reported to be floating cream on their coffee.

Just as well they're easily pleased, darn little Benedictine to float it on these days.

Bert

Bert Lahr, the big laugh in "Hold Everything," has just finished a two reeler called "Faint Heart."

Was made with Bobbe Arnst so hard to understand the faintness.

Lawrence

Gertrude Lawrence has just leased an apartment on Park avenue, so ye ed deduces cleverly that "Candle Light" must be decidedly in the money.

One success that does not include murder, theft, or false whiskers.

Hotel

Architect is now drawing plans for a huge hotel to go up on the sites now occupied by the Shubert, Booth, Fly-

mouth, and Broadhurst theaters.

In the two blocks around there are already 17 other theaters not to mention half a dozen picture cathedrals.

More English

With Beatrice Lillie finally on her homeward way, Hetty King, of the London music halls, is just starting a tour of RKO vaude.

Her third trip over but never on RKO circuit before.

Nother Fact

It has come about that Wm. A. Brady only takes one drink a month now, but it's a long drink.

Hooley

Star gazers, crystal gazers, spiritualists and what have you have descended upon Hollywood in a swarm.

They're all busy telling the scared ones that they'll go over in the talkies, and other nice bits of consolation.

They ought to offer consolation, they get paid enough to offer anything.

Demand is so great waitresses and everyone else being made assistants. Be a prophet in two days!

HOW'S THIS?

Parkway—Winnie Lightner, Nick Lucas, and lots more in "Goldiggers of Broadway" . . . big and tuneful revue.

Orpheum—"The Drake Case" . . . plenty mystery. Lita Grey Chaplin on the stage.

Capitol—Richard Dix in "The Love Doctor" . . . learn how to make 'em fall.

Strand—Still the "Cockeyed World" . . . nuff sed.

Garrick—Al Jackson Players in "Meet the Wife" . . . light comedy.

have been danced to, sung, or even whistled.

Al

We can't stay away from Al Jolson. He's tired of sonny boy stories and is now going to make a talkie of Otis

LET'S GO!

Midnite Show Tonight and Saturday

STARTING AT 11:15

.. SEE ..

"GOLD DIGGERS OF BROADWAY"

— SPECIAL ADDED FEATURE —

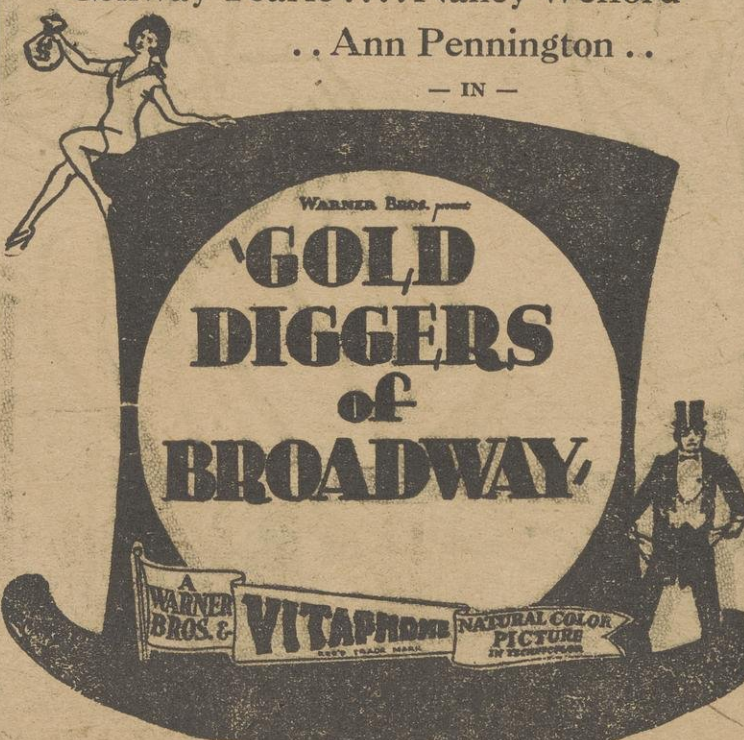
— STARTING SATURDAY NIGHT —

Exclusive Movies of the
WISCONSIN - NORTHWESTERN
FOOTBALL GAME

PARKWAY NOW

Winnie Lightner . . . Nick Lucas
Conway Tearle . . . Nancy Welford
.. Ann Pennington ..

— IN —



100% COLOR - SINGING - DANCING - TALKING

LET'S TAME Northwestern's WILDCATS!!

Get All Pepped Up
at the Rousing
**MIDNITE
SHOW**
Tonight and Saturday Night



ON THE FUNNIEST,
GIRLIEST, SNAPPIEST
Show of the Whole Season

THE TWO BLACK CROWS
MORAN & MACK

—in—

"WHY BRING THAT UP"

ALL

TALKING
DANCING
SINGING
MUSIC

Funnier Than "The Cocoanuts"



BUY SEATS IN ADVANCE50c

CAPITOL
MADISON'S FINEST THEATRE

GARRICK THEATRE

CALL BADGER 4900
FOR RESERVATIONS

THE
AL JACKSON PLAYERS

.. offer ..

A Comedy Surprise

**"MEET
THE
WIFE"**

A HILARIOUS HIT

TONITE AT 8:00 P.M.
BARGAIN MAT. TOMORROW

MAKE WHOOPEE WITH
AL JACKSON AND HIS GANG

10 Commandments of Sportsmanship Set in Illini Code

Courtesy to opponent, official, guests, or anyone connected with an athletic contest is the essence of the Illinois Sportsmanship Code. A true illini sportsman will give his utmost to win a game justly and legally, according to this modern athletic version of the ten commandments:

A TRUE ILLINI SPORTSMAN

1. Will consider all athletic opponents as guests and treat them with all of the courtesy due friends and guests.
2. Will accept all decisions of officials without question.
3. Will never hiss or boo a player or official.
4. Will never utter abusive or irritating remarks from the sideline.
5. Will applaud opponents who make good plays or show good sportsmanship.
6. Will never attempt to rattle an opposing player, such as the pitcher in a baseball game or a player attempting to make a free throw in a basketball game.
7. Will seek to win by fair and lawful means, according to the rules of the game.
8. Will love the game for its own sake and not for what winning may bring him.
9. Will "do unto others as he would have them do unto him."
10. Will "win without boasting and lose without excuses."

One of the clowns of the fish circus is the puff or porcupine fish, a harmless looking species. When cornered by its enemies this peculiar fish swells up like a toy balloon and the air which it draws into its body in great gasps acts like a life preserver and forces the fish up to the surface.

Johns Hopkins university opened in 1876 with 89 students.

The giraffe reaches a height of from 18 to 20 feet when full grown.

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CLASSIFIED Advertising

FOR RENT

STUDENT apartment for rent. Single or double. Bachelor Apts. 145 Iowa ct. 6x8

PHONOGRAPHS \$2.50 per month. Ward-Brodt Music Co. 2x10.

LARGE double room for men. Very reasonable. 1½ blocks from campus. 220 N. Brooks st. 6x8

FOR SALE

HOLTON E flat Alto Sax, Gold plated burnished, with case, factory overhauled. \$175. Used instrument accepted as partial payment. Ward-Brodt Music Co. 101 State. 2x10

FORD coupe, model T. Good condition. \$25. Call F. 8049. 3x10

LOST

SHELL rim glasses in black case. Lost on Langdon. Ralph Kraut. F. 2247. 3x10

KAPPA Sigma fraternity pin. Initials H. D. F., F. 7215. 2x11

TAN coin purse with a \$20 check made out to Anita Weiner, and green compact. Reward! 1x11

PLAIN black onyx ring in chemistry bldg. Silver setting. Ample reward. Call B. 3930. 6x11

ON University av., purse containing small change and fountain pen. Pen was a gift. Call B. 2454. 2x10

SERVICE

LIGHT delivery service.—F. 4514 R. 13x27

WANTED

SALESPeOPLE for excellent Christmas cards. Sororities and fraternities. John S. Chambers. F. 2815. Call evenings. 4x10

STUDENT to sell Album sets of records during spare hours. Ward-Brodt Music Co. 2x10

ATTENTION—Companion, part time or evenings, to entertain a slightly physically handicapped young man. Must be clever, resourceful, young gentleman, who is in a position to come into contact with young folks socially and has ability in arranging for refined social entertainment. Liberal compensation. Address George H. Gardner. City Y. M. C. A. 1x11



Learbury Two Trouser Suits

When you have seen the Learbury suits, you'll easily understand their exceptional popularity in every large university center. Their style is perfect, with the three button, long lapel sack coat and equally correct waistcoat and trousers; their patterns and colors are the newest, stressing especially the smart brown tones; their prices are unusually modest for such truly fine clothing. And in Madison they are sold only here.

\$38⁵⁰

\$45

AND...

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and Langdon Hats Bostonian Oxfords

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