



The daily cardinal. Vol. XXXVI, No. 204 August 6, 1927

Madison, Wisconsin: University of Wisconsin, August 6, 1927

<https://digital.library.wisc.edu/1711.dl/YSX6ORO7MD6K38E>

<http://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

FRESHMAN EDITION

The Daily Cardinal

VOL. XXXVI. NO. 204

UNIVERSITY OF WISCONSIN, MADISON, SATURDAY, AUGUST 6, 1927

PRICE 5 CENTS

Freshman Enrollment Hits 1600 Mark; 50 Per Cent Increase Over Last Year

Assistant Registrar, However, States Increase at This Time Means Little

What will be the size of '31? From all external indications, the freshman registration this year will exceed all records, because 1,600 have been enrolled so far, an increase of 600 over the 1,000 of this period last year.

However, authorities say that figures lie, and that the present 50 per cent increase is but slight proof that the class of '31 will be larger than its predecessor, '30. Miss Belle Alexander, assistant to the registrar, who is in charge of freshman registration states that, in spite of her years of experience, she cannot feel certain in drawing any sort of conclusion from this early increase.

Total Registration Grows

The average freshman enrollment is in the neighborhood of 2,100. In 1925 the record was set with 2,217, then the figure slumped with this year's sophomore class to 2,064. The class of '30 has only 500 to go to fill the usual quota; from then on it can establish a record of its own.

The total registration in the university has been growing by leaps and bounds until it has reached the high-water mark of 8,057, established last year. Total enrollments in the preceding year numbered 7,470. As to size, Wisconsin ranks among the first five schools in the Big Ten conference. Last year, Illinois and Minnesota were larger, while Michigan and Ohio state, were about the same size.

Men Predominate

Of the people who composed the 8,000 student population, 3,172 were men who had attended Wisconsin before, 1,874 were women who came back, 1,640 were men entering for the first time and 1,263 were women who had not previously been enrolled.

It is not probable that the Experimental College will affect the registration figures to a great extent. The approximate enrollment at present is fixed at 60, although correspondence on the subject has been held with many other applicants. It is planned to have from 120 to 125 freshmen participating in the project.

This year's summer registration slightly exceeded that of last year. If summer registration, as Dean Goodnight observes, acts as a barometer on fall enrollment, there will therefore be as many or a few more students in the university during 1927 and '28 as there were last year.

VARSITY WELCOME WILL BE SEPT. 23

Freshman is Formally Taken Into University Family at Function

Although freshmen are welcomed to the university from the time they signify an intent to enter Wisconsin to the end of their first semester, the real introduction on behalf of the student body and the university comes at the Varsity Welcome. This year the event which formally ushers the class of '31 into collegiate life is scheduled for September 23, the first Friday after the beginning of classes.

In former years, the welcome has been extended by the president and deans of the university, by state officials, and by representative members of the students body. It is likely that the 1927 convocation will assume much the same form.

All class work will be suspended at 11 o'clock on the Friday of the welcome and members of the various classes will meet at designated points of the campus to march to the crest of the campus, surrounding the Lincoln statue. The freshmen march between the lines of upperclassmen to Lincoln terrace, where they hear the words of welcome and join with the rest of the university family in singing "On Wisconsin."

"The Varsity Welcome is one of the most important events of the school year," Dean Scott H. Goodnight said recently.

The President



DR. GLENN FRANK

As president of the university, Glenn Frank has been a vital force in the promotion of an active spirit of learning at Wisconsin. Together with Prof. Alexander Meiklejohn he is one of the leaders of the new Experimental

CLASS OF '31 TO WEAR GREEN CAPS

Incoming Freshmen Will Perpetuate Old Tradition During the Fall

The class of 1931 will be the first group of freshmen to come under the new student senate ruling regarding the custom of wearing green caps. Last spring, it was decided to institute a system under which green headgear is donned by the freshmen in the fall at the time of Varsity Welcome and worn until Cap Night.

Formerly, Cap Night was held in the Spring, but under the new system, it will be celebrated in the fall. This change has been made so that it will come on a wave of class interest and spirit.

Under the old methods, freshmen wore their green caps from the Welcome until late in the fall, and then again brought them out in the spring when they were worn until Cap Night. The Cap Night celebration includes a huge bonfire on the lower campus. Freshmen burn their caps in this bonfire.

(Continued on page 17)

DAILY CARDINAL ENTERS NEW ERA OF ITS EXPANSION

To be Printed in Own Plant Next Fall; Change Type Face

BY MARVIN A. LEHMKUHL

With this issue, the Freshman Edition, the Daily Cardinal, official student newspaper of the University of Wisconsin, passes into a new phase of its history. This number marks the end of one chapter in the story of the development of the student daily.

During the summer active steps have been taken to put into operation a printing plant to be owned and run by the Daily Cardinal, and next fall the paper will be produced right on the campus in the basement of the university Y. M. C. A. And it will be dressed up in a new form of headline type, Caslon Old Style, with the new, legible Ionic number five for body matter.

To Improve Head Type

The Ionic type is the most recent development in the newspaper world and is the body type now appearing in the Daily Cardinal. The face to be used for headlines and display advertising, however, is an attractive type that will be a marked improvement over the present style.

The two linotype machines, purchased by the Cardinal Publishing company, have already been shipped. A flat bed press has also been ordered, and a pit for its installation has been instructed in the basement of the university Y. M. C. A.

Present plans indicate that the Daily Cardinal will continue to be issued in five column form and will confine itself to university news. It is among the few truly college papers remaining in the Big Ten, and has never followed a policy of emphasizing local or national events so as to overshadow campus news.

May Alter Policy

The possibility still remains, however that after operation of the new plant next fall is well under way, some arrangement may be made for the special inclusion of national and international news of significance. A separate news page for such items has been suggested in order to please the present character of the paper.

The Daily Cardinal is now in its thirty-sixth year of publication. It was founded by William Wesley Young in 1892. The first issue appeared Monday, April 4 of that year. Young, now production manager of Pictorial Clubs, Inc. of New York, was assisted by W. T. Saucerman, first business manager.

At the time of its founding, the Daily Cardinal was a four-page, four-column publication. Since then it has steadily expanded to its present five-column form running from eight to 16 or more pages during the regular session.

The culmination of one phase of its expansion is now at hand with the establishment of a Cardinal-owned printing plant. Heretofore, the paper has been published under contract by local printers.

Memorial Union to be the Hub of The Wheel of Future Wisconsin

By A GRADUATE

When a man or woman has been at Wisconsin for four years something happens to him which he doesn't quite get over. Therein lies the secret of the Memorial Union. When it comes, more will happen to him, and he will never get over it.

The Memorial Union will be the hub of the wheel in the Wisconsin of the future. To it alumni will return to renew their contacts with the university and each others. In its lounge, friendships will be made and in its theatre and offices, creative work done. Here Badgers will be made and political campaigns laid out. There will be music and pictures and the endless talk which means friendship and development.

Clicking billiard balls, barbershop harmony before a crackling fire, good food and the company of good fellows, these are some of the reasons for the Wisconsin Union.

It will be from the Union Lakeshore on starry evenings in future Mays that all Wisconsin will watch Venetian Night. Here spyglass and binocular in

profusion, and phalanxes of eager eyes will strain to see Wisconsin crews, a half-length ahead, pass the distant flag.

Such races, and class sings, and picnics, and multitudes of open-air gatherings, were the inspiration for the wide colored terrace which will stretch to the lake.

And opening from the terrace, the tap-room—chance for a big cool one (rootbeer) if it's crew in June, or hot coffee if it's skating in January.

Big chairs will be in those arched and columned porches, for men to sit in and talk and smoke.

Flannel shirts and corduroy trousers will be much at home and heartily welcome in the massive low-ceilinged tap-room, with its lunch counter, rough furniture and deep leather lounges.

It is designed as a hangout—just that, and nothing more—for Wisconsin men.

A husky oak table, its top deeply carved with names well known in Wisconsin history, will be the place for a radio—for reports of football games and

(Continued on Page Twelve)

Incoming Freshmen to Take Part in Educational Project Directed by Dr. Meiklejohn

Educator



DR. ALEXANDER MEIKLEJOHN

Alexander Meiklejohn is a professor of philosophy at the university besides being chairman of the Experimental college, Wisconsin's new educational project. Prof. Meiklejohn was formerly president of Amherst college.

HARESFOOT CLUB PLANS 30TH SHOW

Male Chorus Girls Will Go on Tour During Christmas Vacation

The Haresfoot club has been active this summer in preparation for the thirtieth annual production to be given during the Christmas holiday season this winter.

"The play and music have been completed," said William Purnell, director, "and the show will go on tour Dec. 20."

The club presents a musical comedy every year in which all parts are taken by men. "All our girls are men yet every one's a lady" is the club slogan. The Haresfoot organization is unique and has built up an enviable reputation in dramatic circles throughout the middle west.

This year's president is Wilfred Roberts whose interesting characterizations in University plays this summer have aroused much favorable comment as well as his previous work in campus dramatics. William Schroeder continues as business manager.

Horatio Winslow, well known writer, and author of some of the early Haresfoot productions is in Madison at the present time going over the play and revising it.

"Bill" Purnell has been in New York this summer shopping for scenery material and new ideas in staging and scene design.

Tryouts for the chorus and cast positions will be held in October.

This year's itinerary will include several new cities and will be the longest by several days of any previous tour. The Haresfoot cast, chorus, and production and technical staff will travel on a special train of the Chicago, Milwaukee & St. Paul line.

Springfield, Ill., and La Crosse and Manitowoc, Wis., are the new cities on the tour—the trip will also include Appleton, Sheboygan, Milwaukee, Racine, Kenosha, Chicago, St. Louis, Peoria, Rockford, Janesville, and Madison.

FRESHMAN EDITION

This special issue of the Daily Cardinal is mailed free to incoming freshmen. Members of the class of 1931 will be given the opportunity of subscribing to the official university newspaper during the process of registration in the fall. The Daily Cardinal is published every morning of the school year except Monday. It is the only morning newspaper in Madison and carries complete accounts of all campus events.

125 Members of Class of '31 to be in Experimental College

By WESLEY F. PETERSON

Discriminating and foresighted members of the class of '31, will have an opportunity to participate in a university educational project during the coming year, an experiment which is heralded everywhere as one of the most promising things in pedagogic fields. This is the Experimental College, a college within a college, which opens under the directorship of Dr. Alexander Meiklejohn, former president of Amherst college, and which is sponsored by Glenn Frank, president of the university, and by other educational leaders throughout Wisconsin and the United States.

Only 120 or 125 freshmen will be enrolled in the college; at present the registration totals 60. Sherwood Anderson's son was the first to sign up for the course.

Apply in Regular Manner

Students desiring to enter the Experimental College should apply to the university registrar, Bascom hall, in the regular manner. When a student's credits have been approved and he is notified that he will be permitted to enter the university, a post card will be sent in keeping with the general practice, giving a list of courses offered. Among these will be listed the Experimental College, which should be checked. A special enrollment blank for the Experimental College will then be sent him.

The purpose of the Experimental College is to seek a remedy for certain very obvious defects and deficiencies in the first two years of college instruction. Under the present system, freshmen receive a smattering of disconnected information, such as chemistry, mathematics, literature, and foreign language. The new project will attempt to show great civilizations, and to consider those civilizations from all phases and viewpoints; a connected and coordinated course.

(Continued on Page Four)

MANY REWARDS FOR SCHOLARSHIP

Students Win Membership in Honorary Societies Through Good Work

Many rewards are in store for the Wisconsin student who does consistent good work through his college career. Besides scholarships which are awarded on a dual basis of need and merit, there are various prizes and honors to be won by the good student at different times during his four years.

One of the first recognitions of high scholarship is election to Phi Eta Sigma, honorary freshman fraternity. At the end of the first semester every freshman with an average of "A" and half "B's" or better is eligible for membership in this group. Fifty-nine first year men were honored in this way last spring.

Then at the close of the sophomore year comes the selection of students who have earned sophomore honors and high honors. The basis for this selection is the number of grade points earned, as explained in the university catalogue.

Election to Phi Beta Kappa, or similar honorary groups in special schools, is the highest scholastic attainment at the university. Members are chosen both in the junior and senior year.

Phi Kappa Phi, another honorary fraternity, bases its elections on scholarship plus outstanding service in some extra-curricular activity. For the athlete who is also a noteworthy student there is the Conference medal. A prize for efficiency of \$100 is given at Commencement time for the senior who is outstanding in scholarship, character, leadership, and other qualities. It is offered by a Madison business man.

Next year Wisconsin again elects a Rhodes scholar who will then study at Oxford. The selection is made from applicants who combine high scholarship with qualities of leadership and character.

Daily Reports of Badger Teams

CARDINAL SPORTS Athletics in the Collegiate World

Prospects Fair For Football Season at Wisconsin

INCOMING FROSH CLASS BOASTS OF STAR ATHLETES

Many Prep School Players Already Signed Intention of Coming Here

Wisconsin's incoming freshman class this year will include some of the outstanding athletes in the state and middle west. Many of these brilliant prep school players have already forwarded their credits and are anxiously waiting registration time when they will officially become Badgers.

The hopes of the Cardinal football, baseball, basketball and track teams are centered about the ability of these new men. Numbered among the new crop are most of the high school stars throughout the state of Wisconsin.

Antigo Sends Two

From Antigo will come Clay Bolles and Chet Miller. Both of these boys are football players of unusual ability. Miller played four years at center on the Antigo team, while Bolles is generally recognized as one of the best backs in northern Wisconsin, and is equally efficient as a back guard in basketball. Sparta has developed their greatest star in the last decade in the person of Don Huddleson, a three sport man. He will cast his lot with the Badgers this year. Green Bay will send a good quarterback, Earl McQuire, and a fine end, Joe Quinn. Ralph Engebretsen, a football man and member of the championship basketball team, will also be here in September. He is an All-State cager.

Beloit's Favorite to Come

Beloit's famous team, Draeger and Fredenhall, have decided to enter Wisconsin and these two diminutive athletes will make strong bids in football, basketball and baseball. La Crosse will be well represented by Fred Peters and Milt Ganderbain. Milwaukee will send Harold Smith—formerly of Lake Forest Academy, and a great fullback—John Bell, half-miler; Shendell, a good sprinter; Mehl and Tews, trackmen; and Tom Dearholt of Milwaukee Country Day.

Other Wisconsin boys entering Wisconsin this fall are Bob Webb, Belmont; Henry Weber, New Holstein; Harry Schneider, Scofield; and Fred Dornbush, Fort Atkinson.

Madison Sends Representatives

Madison will have her full representation of local boys on the yearling teams of 1927-28. Outstanding among these are Mark Schmitz, Madison Central's clever all around athlete, Wm. Baker—who has been attending Wayland Academy, and Howard McCaffrey, of Lake Forest Academy.

COACHING STAFF IN SUMMER WORK

Badger Mentors Kept Busy Instructing in Football, Basketball, Track

Members of the coaching staff of the University of Wisconsin are putting in a strenuous summer. Besides the regular six weeks course in physical education and athletic coaching being offered here, other schools are depending upon the University for instructors in similar classes.

George Little, Director of Athletics, is instructing in athletic administration and football. Glenn Thistlethwaite, coach of the Badger eleven also is conducting classes in football.

Coaching methods and track work is being taught by T. E. Jones, track coach. Guy Lowman, baseball coach, is handling teaching problems in baseball; while the inside of basketball is being divulged by George Levis, director of ticket sales.

Robert Nohr, of the physical education department, heads classes in Elementary Physical Education and gymnastics, and swimming and first aid methods are being taught by Arthur Masley. Coaches Little, Jones and Lieb, and L. R. Cage, director of publicity and former Badger cager, also are on the instructional staff of the summer athletic courses at La Crosse Normal school.

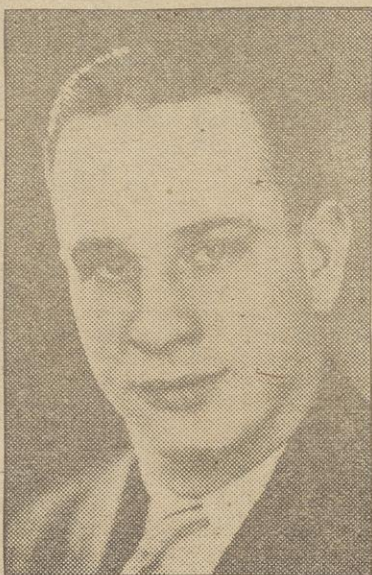
Coach Lieb is scheduled to spend two weeks at Wittenberg college, Springfield, Ohio, instructing in football methods, and Coach Thistlethwaite will conduct a similar course at Bemidji, Minn., next month.

"Big George" "Toad," "The Little Doctor,"



Coach George Little

Since he came here to take charge of Badger athletics two years ago, "Big George" Little has become one of the most popular men at Wisconsin. He has now turned the football coaching job over to Glenn Thistlethwaite in order to devote his time to his duties as director of athletics.



Capt. Edwin Crofoot

"Toad," Varsity football captain, came to Wisconsin from Mason City, Iowa, where he starred on the high school eleven. During his freshman year here, he was captain of the yearling squad. For the past two seasons he has distinguished himself by his clever play as varsity quarterback.



DR. WALTER E. MEANWELL

Wisconsin's "Little Doctor" is known the country over as a wizard basketball tutor. He has built a long string of high class teams during his coaching career here. Throughout the entire year he is to be found on the basketball floor in the old red gym putting through their paces.

SEASON TICKETS FOR PUBLIC SALE

\$12 Coupon Books to be Offered for the First Time

Season tickets to football games will be offered for sale next fall to alumni and the public at large, it was announced this week by George W. Levis director of Ticket Sales, University of Wisconsin.

The coupon books, totaling approximately 3,000 will cost \$12.00 each and will give the purchaser admission to all five home games. One thousand books will be placed at the disposal of alumni, according to Mr. Levis. The remainder will be distributed to the public.

Besides the tickets for the home games, the books to be sold to alumni each will contain a coupon which may be exchanged for a ticket to the Chicago game. The coupons must be exchanged before Oct. 15, and must be accompanied by \$3.00.

Alumni this year will be entitled to only two instead of four tickets in the alumni section, it was pointed out by Mr. Levis. Should more than this number be desired, they must be secured in the public section. Each alumnus will be restricted to two season books. Alumni will be seated in section A, B, C, D, and E. The public section will be located in the East stands of the Stadium.

An increase of 50 cents in the admission price for each home game will go into effect this year. Single tickets will cost \$3.00 instead of \$2.50 for alumni and public. Students are still charged the usual price of 50 cents.

Application blanks will be mailed out of the office of the director of ticket sales early in August. The returned applications will not be opened until Sept. 1. They will be received before that time, however, and no penalty will be imposed for early mailing. All orders received before Sept. 1 will be filed as of September first and shuffled and drawn by lot and filled in the order in which they are drawn.

A certified check draft or money order including 20 cents for return postage must accompany every application, according to Mr. Levis. Tickets will be mailed to applicants ten days prior to each game. Should alumni wish more than two tickets allotted them in the alumni section, they should make separate application for seats in the public section. If applications for more than two tickets are received in the same envelope from an alumnus, he will be given seats in the public section.

The student coupon books sold only to students also will contain coupons which may be exchanged for tickets to the Chicago game.

Sport Notes

Welcome frosh! The sports department of the Cardinal in conjunction with the athletic department of the university extend its heartiest welcome to you who are coming here to make this your home for four years, who are coming here to witness the sports of this great state university in action, and who are going to see as well as participate in the many advantages that we enjoy here on our campus. And so we welcome you, frosh, and hope that your work with us may be both profitable and lasting.

We have an athletic department at this university that we are most proud of and we want you to know it as well as we and we want you to become familiar with its many phases. We want above all that you should enter into the spirit of this New Wisconsin and back her loyally in all the fields of athletic competition. Among your number are certain members who have been stars in their preparatory schools. We want to meet them, but we want to know and to meet all of you for we have here at Wisconsin an intramural system whereby all who care to get into the swim, be he star or not, are welcome to participate.

There isn't a sport you can not find some interest in for we are so situated to enjoy the sports of winter as well as those of summer. Football, basketball, swimming, hockey, tennis, track, golf, wrestling, baseball, water-polo, gym work, fencing, crew, water sports, sailing, skating, cross-country, and others are the activities you will find upon arriving here. Surely among those you will find enjoyment and health. It is all up to you.

With George Little on the job making for bigger and better athletics here with his plan that will make sports attractive to every red-blooded student at Wisconsin, you should like Madison. It will not be long before the field house will become a reality and we shall have a home suitable to house Badger sports. The stadium is to be added to, the new intra-mural field is already a reality and other numerous improvements will shape themselves in the near future.

With a coaching staff that supplies teachers in schools all over the country in the summertime, Wisconsin offers you only the best in that line. They are real men and they stand ready to serve you with the true Wisconsin spirit. You will soon get to know these men who are shaping the athletic policy of the school, Little, Thistlethwaite, Meanwell, Lowman, Lieb, Gage, Stein-auger, Jones, Barnum, Uteritz, Vail, Hitchcock, Masely, Sundt, Levis, and the others who assist at various times through the year.

And so we welcome you again, you

ALABAMA MEETS BADGERS IN 1928

Dixie's Crimson Tide Comes Here With Record of Victories

All rumors, prophesying a strong intersectional football game would appear on Wisconsin's 1928 home schedule were finally set to rest here today with the announcement that Alabama will journey North to meet the Badgers. Negotiations have been under way for some time with Coach Wallace Wade, and November 3, 1928, has been set as the date on which the southerners will appear in Randall Stadium here.

The contracts have yet to be approved by the Wisconsin Athletic Council. This unusual intersectional tilt will round out the Cardinal chart in excellent shape, providing three high class contests on the home grounds with Minnesota, Chicago, and Alabama. Michigan, Purdue and Iowa will be met abroad.

The scheduling of Alabama, one of the strongest teams in the country last fall, is the initial step in the program of Director Little and Coach Thistlethwaite to place the Badgers on a high-grade plane. This contest will be the first of any significant intersectional character since 1899, when the Cardinal was trimmed by Yale, 6 to 0.

Only once before in Wisconsin football history has a team from Dixie been scheduled. In the year 1912 Arkansas was defeated by the Badgers, 64 to 7. The Wisconsin officials sought to renew the intersectional idea in the best style by signing one of the top-notch elevens of the country.

One glance at Coach Wade's record in 1926 indicates the power of the Alabama outfit. But two touchdowns were scored on them during the regular playing season, one by Vanderbilt, and one by Mississippi A. & M. They amassed a total of 203 points to their opponents 14, and won 8 contests with no defeats. One of their notable victories was that of Georgia Tech, 21 to 0. Their post season on the coast with Stanford ended in a tie.

FROSH HAVE OPTION OF PHYSICAL ED, DRILL

Male students entering the university have an option at registration of taking physical training, a combination of physical education requirements. Three hours a week for four semesters are required to work off the requirements.

who are to bring the new block here to us and we look to each succeeding class of incoming frosh to carry on the ideals of Wisconsin spirit as it is typified on the athletic field. The gym doors are open and the greeting sincere; you have but to accept this fellowship with us and be a true Badger fighting for the Cardinal. May she always win, but win or lose, Wisconsin.

GRIDIRON DOPE NOT PROMISING IN BADGER CAMP

11 "W" Men Back; Thistlethwaite Has Job Cut Out for Him

Wisconsin will have only a fair football team next fall, a survey of the Badger camp indicates.

With twelve letter men lost through graduation, Coach Thistlethwaite faces the task in his first year at the Badger institution of plugging up some gapping holes in his battle front before he can hope to find his eleven near the top in the Big Ten Conference at the close of next season.

Vacancies Apparent

If he is successful in uncovering some capable talent from the ranks of last year's reserves and freshmen, his team should finish the schedule and the first five, critics observe. Inability to unearth enough capable performers to fill the vacant places will play havoc with the chances of the Cards.

Coach Thistlethwaite will have as a nucleus for his first Badger squad 11 letter men, 10 of whom wore the Cardinal uniform last year. The other grid candidates who already has won his spurs in Sykes, a guard who was not in school last year.

"W" Men Back

Besides Sykes, "W" wearers who will report for practice next fall are: Cameron, end; Connor, guard; Crofoot, (capt.) back; Kresky, back; Rose, back; Schuette, guard; Von Bremer, guard; Wagner, guard; Welch, end; Wilson, center.

Some of the outstanding reserves are Shaw, back; Mansfield, back; Schweers, tackle; Bartlett, back; Burbridge, back; Hotchkiss, end; Engelke, end; Stupecky, end; Barr, back; Vail, back; Thelander, tackle; Horwitz, tackle; Ryviers, guard; Van Horn, back; Eves, tackle.

At least 20 freshmen on last year's list can come through developing into Varsity calibre. If the yearling squad showed prospects as they are expected to, Coach Thistlethwaite's chief worries will be ironed out.

GRID CANDIDATES LABORING HARD

Badger Football Men Turn to Manual Labor for Conditioning

Football fans are whiling away their time during this popular vacation month of August, with golf, fishing, swimming and the like in vogue in the summer. The rapidly approaching football season is not forgotten, however, for intermingled with the more timely sport gossip are the usual speculations of the 1927 gridiron campaign.

If all reports are true, some seventy-five or eighty odd Badger athletes will turn out a Camp Randall Stadium in response to the first call September 15th in tip-top physical shape. Having taken the matter of conditioning into their own hands, the likely candidates may be located one place or another, berding vigorously to the tasks of their summer jobs.

The Badger gridiron men favor hard labor, for more than two dozen are now working on construction and road gangs, farms and in lumber mills. These boys are digging ditches, wheeling concrete and carrying hod. Several are driving heavy trucks, while some are in the employ of the state, repairing highways and cleaning up the right-of-ways.

There are the customary few enrolled in the summer school here, and some who are relying upon golf and the more gentle summer recreations to round themselves into shape. At least a trio are "Red-Granging" it on ice-wagons, and one candidate chose the "profession" of cheese making.

ATHLETIC DEPARTMENT TO PUBLISH MAGAZINE

Wisconsin alumni and fans have received with great enthusiasm the announcement that a Badger athletic magazine will be published monthly during the current year under the supervision of the Department of Athletics.

90% of the Student Body Do Business Here. Join Them!

The Branch Bank of Wisconsin invites newcomers to Madison to open their checking accounts here. It offers them the advantages and conveniences of a student banking system developed through the experience of twenty-five years. The worth of the Branch Bank system is attested to by the fact that ninety per cent of the student body, faculty and campus organizations do business here.

"The best college banking system in America."

That's the tribute which the Branch Bank of Wisconsin's system has won from banking efforts. Ever since 1903 we have been student bankers. Through these many years of contact we have developed a service perfectly fitted to student needs.

It's easiest to Bank at the Branch

The Branch is situated in the heart of the university district; practically every student passes its doors at least once a day. Stopping in to carry on banking transactions is but a matter of a moment or two.

Simpler than banking with your home town bank

There are no letters to write, no tangles to straighten out when one banks at the Branch. And students who do business here are relieving their home bank of an account which is usually burdensome and unprofitable.

Madison merchants prefer Branch Bank checks

Until a student becomes known to merchants, they are exceedingly wary about cashing out-of-Madison checks, although Branch checks are readily converted into cash. This is indeed a convenience during the early days of the university year.

Faculty and university organizations bank here

The vast majority of faculty members, and practically every fraternity, sorority, campus club and society are Branch Bank customers. They, too, approve of our specially planned student banking system.

Open your account before you come to Madison.

That you will wish to have a checking account is certain—it's the most logical way to pay bills and check up on expenses, as well as splendid business training. The Branch is the logical place for you to do your banking. We will be glad to open your account when you arrive in Madison, or if you wish, by mail, so that you will be "all set" financially upon your arrival.

The Branch Bank of Wisconsin

"Student Banking Headquarters"

STATE AT GILMAN

The Daily Cardinal

Founded April 4, 1892

University of Wisconsin official daily newspaper owned and controlled by the student body. Published every morning except Monday by the Daily Cardinal company, at the Union building, 772 Langdon street, and at The Capital Times building, 106 King street, Madison, Wis. Printed by The Capital Times company. Member of the Western Conference Association.

Entered as second class matter at the postoffice at Madison, Wis.

Subscription rates—\$3 a year by carrier; \$3.50 a year by mail; \$1.75 a semester by carrier; \$2 a semester by mail. Single copies 5 cents.

Editorial office—Union building, phone B. 250 before 5:30 P. M.; Capital Times, phone B. 1137 after 7 P. M.
Business office—Union building, phone B. 6606 before 5:30 P. M.

EDITORIAL STAFF

Executive Editor Marvin A. Lehnkuhl
Editor-in-Chief Wesley F. Peterson
Sports Editor Donald Kynaston
Theater Editor Hamilton Beatty
Society Editor Elinor Prideaux
Special Writers Marie Heuer, R. X. Graham
Reporters Wilber M. Davis, Elizabeth Goebel, Gaynold Carroll, Mary Terry Smith, E. N. Doane

BUSINESS STAFF

Business Manager Edwin H. Ferree
Advertising Manager Clayton O. Braatz
Associate Advertising Manager Meyer Frank
Assistant Advertising Manager Howard Nelson
Office Secretary Gladys A. Utter

The Indispensable Breakfast Companion

This is the last editorial which will be written for the Daily Cardinal in its present form. This freshman edition, which serves to acquaint incoming students with the affairs and life of the university, is the final issue to appear using the present style of type for headlines and printed by a local newspaper.

In the fall, the new Cardinal begins, and it will be new and better in almost every sense of the word. In the first place, the dream of years is coming true—it will be published in a plant owned and operated by the Daily Cardinal itself. It will have a new type face for headlines, a type face more legible and attractive than that now in use.

More than ever before, the Daily Cardinal will be the indispensable breakfast companion of thousands of students. The only morning newspaper in Madison, it will bring the complete news of the campus to the student body every day. Sports, theaters, society, humor, editorials, features, announcements—the current history of the university delivered by carrier throughout the entire student district.

Freshmen will be given an opportunity to subscribe to the Daily Cardinal during the registration days when the first issue will be distributed free to all students.

A World in Itself

To the incoming freshman, four years of college looks like a long time; to the student who is about to begin the final lap, it seems like a mere passing flash. There is a tendency to assume a paternal air toward freshmen and hand down sage advice garnered through three years' experience at the university, but when the would-be "Father" really remembers what a rapid stream those three years have been, his better impulses come to the fore and he restrains himself. After all, the freshman entering college this fall is just as able, perhaps a great deal more so, to face his new problems in his own way as was the senior in his greener days.

It may seem to the high school graduate that there are really no problems in connection with attending college, ignoring for the present all consideration of finances. Are not the courses all carefully planned by a wise faculty? What more is there to do but attend classes, study, take exams, and so simply follow out the steady routine which marks each college year?

But when the freshman thinks in that vein, he is overlooking the fact that he is, in reality, entering a new world. The university community is, indeed, a world in itself. It is a community within a community. It has its own business, its own social life, its own intellectual life, athletics, and publications. It is surprising the number of people who come to Madison for four years, take an active part in university affairs, and yet know little or nothing about local city activities. Few get to know that Madison is anything beside a university town. They fail to learn of its industries, problems, and politics.

Understand, that we are not saying that students should come to Madison to make a study of the city.

On the contrary, we are merely pointing out the fact, so often forgotten when looking forward to college days, that the student becomes a part of a new order. Some ties will remain, of course, but the center of interest will be entirely shifted.

It is the student who tunes himself to become readily adapted to these changes who is happiest. Too fast and firm a clinging to preconceived ideas, even ideals, may lead to disappointment, disillusionment, an unhappy college existence. But to one who is determined to take things as they come, to examine all sides of a situation before adopting a course of action, to formulate his ideas and ideals so that they will be applicable

to the new community he is entering, four years at the university will be a thrilling experience, rich in new thought and interests.

But such a policy of adaptability should not be carried to extremes. It should not lead to immediate imitation of all things done at college. Imitation may be the sincerest form of flattery, but it is also the height of insanity if the ideal, object, habit, or person imitated is not of the highest standard. The incoming freshman is like a man entering a new existence with the experience of a former life behind him. He is in a position to look things over in an enlightened perspective. And it is a foolish man who does not then separate the good from the bad, the chaff from the wheat. He will then be able to bestow his sincere flattery where it is deserved.

Remember, then, that a new world requires new reactions; but no man should adopt a new order of life with his eyes shut.

Choosing Wisely

A race without a goal is like a meal without dessert. You can eat the meal, even enjoy it in a way, but there is nothing to top it off with, nothing special to look forward to; it lacks interest. Conducting a college career without definite aim is a race without a goal.

That means that every college student should know what he is driving at. That's why he should select his courses with the utmost care. It does not pay to enter, let us say, the School of Commerce, simply because big business men make money. It does not pay to study journalism merely because it is a fascinating occupation. No, there must be a real fundamental interest and desire burning deep in the heart of the student.

The university is jammed with men and women who started out in the wrong course for one reason or another only to realize that their true interests lay in other directions. Then they change, and lose credits, and carry extra work, and cause themselves an amount of grief.

Therefore, the time devoted to a careful and thorough consideration of the course of study to be pursued is time well spent. A detailed analysis of one's likes and dislikes, hobbies, and interests should be the first step in determining the ultimate college goal. All courses aim to educate, but each approaches the goal by a different road. The best tip that can be passed on to a freshman is not to plunge hurriedly into a special field, but to consider all courses with care and make the final decision rest upon such important fundamentals that it cannot go wrong.

Active Freshmen, Specialize!

There are coming to Wisconsin next fall many high school graduates, men and women, who have been very active and prominent in athletics, clubs, forensics, publications, etc. They have practically "run things" at the high school, but in the university they must start from the bottom if they are once more to attain recognition in their favorite extra-curricular activity.

Notice the singular; we did not say "activities." A man can be football captain, class president, dramatic star, annual editor, and whatnot all at the same time in high school. And he may be a first class student in the bargain.

But if there is anything on which people who have been through the mill in college will agree, it is that the university student can do nothing wiser than to confine himself to the one or two activities in which he is most interested and let the rest go. It is only in this way that sufficient time can be found for study and relaxation.

One of the most surprising things the freshman will find at college is the small amount of sleeping that is done by a large number of people. They are busy, busy, busy, or give the appearance of being so. Perhaps in many cases it is simply a matter of poorly planned working schedules. But there are hundreds of students who rush around taking part in this activity and that, and then stay up until it's almost time for the birds to begin to chirp in order to get their studying done for the next day.

These people are victims of the activity craze. They aspire, no doubt, to be leaders, to have a long string of accomplishments listed after their names in the annual Badger. Various plans for the limitation of activities have been suggested by faculty members and others, but no action has been taken. It is indeed true that healthy indulgence in extra-curricular activities may be the most valuable and interesting part of one's college career. We firmly believe it is. But an overdose is sickening. It will not only lead to a condition of being "fed up on the whole works," but it becomes a serious detriment in the way of good scholarship.

Therefore, the wise freshman will limit his interests to one or two activities. He will begin to work at them at his first possible opportunity, and he will follow them steadily for four years. It is in this way that he will really get some benefit from them. Besides, he will have ample time to study, and there will be no eligibility bugaboos confronting him at the end of each semester. And he will be a better activity man; specialists are by far more efficient than jacks-of-all-trades.

A Byrd never before seen there, is likely soon, it is understood, to make his appearance in the Antarctic skies.—Christian Science Monitor.

Book Notes

By F. L. U.

Unlike Count Lavaron in Ben Hecht's "Humpty-Dumpty," I'm going to pack up a few books in a box and send them to a freshman-to-be at Wisconsin, that he may profitably spend his idle weeks before entering in reading. Christopher Morley and whoever the mild person is that edited "THE BOOKMAN" before Burton Roscoe took it over have made out their lists a long time ago, but let that be as it may.

I might first go over the pile of books that I have reviewed recently, and select a few to include in the box. Among the most innocuous books are Christopher Morley's two gaudy covered booklets, "PLEASE TO MEET YOU" and "THE ARROW." The first is an uproarious report of what a newly-elected labor president of Graustark or one of the other McCutcheon principalities might do upon his arrival at the most elaborate executive mansion, and the second a lively rendering of an old legend about Piccadilly Square. Both are as comical and fantastical as Morley could make them. In they go.

"Perella" and "THE TAVERN KNIGHT" the two latest novels respectively of Lock and Sabatini, are like the majority of their authors' work, but with that constant charm that is so characteristic. The other novel which I recall as having had a recent place in the reviews is the Rev. Harold Bell Wright's "GOD AND THE GROCERY-MAN." Thank the Lord I have the privilege of burning my own copy! That at least shall not go in!

We couldn't get along without "OIL" of course. Mr. Sinclair for all his recent brush with the authorities, has here forgotten for a bit his propaganda, and has turned to real literary work, which he can do with the best of them, if he but calm himself. For humor and keen irony, we will include Ring Lardner's autobiography (cum grano salis), "THE STORY OF A WONDER MAN." In it he has commented with his usual charm on the foibles of the day's news, and he has gloriously burlesqued the usual autobiography of a self-made man. I would include a copy of "Elmer Gantry," but everyone must have read it by this time. It's the prize example of the spirit one must have if he is to really acquire the liberal education, for much as he is reviled by the pulpit, the ability to appreciate satire is one of the prerequisites of an educated man. At least so says Dr. Raymond Pearl in his book list for embryo biologists.

There are several authors who are just now the centers of warm discussion among the college literati, among them Virginia Woolf. I am assured by several that she is the greatest living novelist or something of the sort, and although I have only read "MRS. DALLOWAY," I suppose I should include "To The Lighthouse" on the recommendation of others. She is a consummate artist, that is sure, and she does handle the "stream of consciousness" idea better than any one I know, with the passing of Marcel Proust. Another storm center is Sherwood Anderson, so we will include "TAR," "A MIDWEST CHILDHOOD" and "A NEW TESTAMENT." Here we have a keen reverence for mankind mingling with an ironic view of manners, all put down by a real craftsman.

One might as well include a few classics, starting of course with several titles from the Modern Library series. Remy de Gourmont's "NIGHT IN THE LUXEMBURG," a keen interpretation of epicureanism, Lafcadio Hearn's "SOME CHINESE GHOSTS," Olive Schreiner's "STORY OF AN AFRICAN FARM," and Voltaire's "CANDIDE" for good measure. In them one can range from irony to lyric prose, from buffoonery to early realism. We'll stick in a few more of the series if we have room.

For the classics, I suppose that any one remotely interested in Wisconsin should read what is to be the bible of Meiklejohn's Experimental College, Plato's "REPUBLIC," and to supplement it, Douglas Woodruff's masterful comment on our own society, "PLATO'S AMERICAN REPUBLIC." Then we'll include "MOBY DICK" for everyone should have a breath of the sea during the summer months, and we'll put Conrad's "NIGGAR OF THE NARCISUS" right next to it. I've just finished "TOM JONES," and so I cannot help including it in my fresh enthusiasm. There have been many novels written since, but none so fresh, so humorous, and so enthralling as Fielding's masterpiece. And to get your mind off the fact that college life may be entirely serious, let's include a good English edition of Boccaccio's "DECAMERON" and a copy of John McClure's rich and racy anthology in the Borzoi pocket books, "THE STAG'S HORNBOOK."

It's full to overflowing and we can't force in another, but we can admonish the recipient of the box to read it all, and to merely gain from these volumes a glimpse at the wide horizons which can open to us through the pages of a few men who can mix precise writing with a saving wit, and who are not clouded in their technique.

WILL ENROLL 125 IN NEW COLLEGE

Dr. Meiklejohn to Head Experimental Project at the University

(Continued from Page One)
related whole will be seen by the student, rather than a heterogeneity of scattered courses covering widely different fields.

Will Cover Two Years
The freshman who enters this year will first study Greek civilization, and will study Plato's Republic and other literature, the life, art, and science of the ancient Athenians. He will learn the essentials of Greek civilization as they apply to modern life, and from that background will be able to pass on later periods and intelligently study them with a well-based background.

The Experimental College, as presently constituted, will cover the freshman and sophomore years. At the end of his second year in the course, a student will be permitted to enter the College of Letters and Science as a full-fledged junior.

Seek Solidarity
Methods of study followed will vary considerably from the usual system in that there will be a combination of individual instruction with group discussion. At the basis of this instruction is the somewhat flexible assignment of reading, chosen by the faculty. It is hoped that, under this extraordinary freedom, a personal initiative and spirit of independence will be developed in the student, and that he will learn to pursue education for his own sake rather than be forced to read a certain amount of books and do a certain amount of work in order to "get by."

Solidarity of the Experimental College will be achieved by the residence of students in one part of the new men's dormitories, and by having the faculty study under the same roof. In his pamphlet, Dr. Meiklejohn states:

For Men Only
"Teaching is not the giving of information. It is the stimulating and directing of a mind by other minds which are going in the same direction. And residence arrangements must be such as to give that influence both naturalness and power."

In speaking of the attempt to find a solution to the evils of the present educational system, Dr. Meiklejohn deplores that fact that facilities are not such that women may also be accommodated in the experiment, for, he says, "It is evident that the same questions which are asked concerning the teaching of men apply to the teaching of women." If the project proves successful, it is very probable that the next few years will see an Experimental College much expanded and enlarged which will care for collegians of both sexes.

In speaking of the Experimental College to the university Summer Session convocation, Pres. Glenn Frank stated that it would do away with "suicidal specialization," which produces the graduate who knows very much about his particular field, but very little about any other, and "suicidal smattering," which produces the graduate who knows a little about a great number of things, but does not know enough about one to bring himself and his knowledge to an effective focus.

He stated further:
"I have confidence that the methods of study and teaching to be employed in the Experimental College will work against the passive acceptance of information and ideas by students and teachers, and will make for independence, initiative and originality, and that with the development of perspective, the critical spirit, and initiative will come a genuine zest for thinking a lively curiosity about human affairs that will remain with students throughout their lives, giving to them a living elasticity and effectiveness that will keep them eager learners after their college days are over."

"I envy both the teachers and the students who are to have the privilege of this adventure in education."

Announce Teaching
At present the following members of the university faculty have been announced to the teaching staff of the Experimental College:

Alexander Meiklejohn, former president of Amherst college, and now Brittingham professor of philosophy at the university; Walter R. Agard, recently professor of classics and dean at St. John's college, Annapolis, Md.; John M. Gaus, recently of the University of Minnesota, professor of political science; Laurence J. Saunders, graduate of the University of Edinburgh, associate professor of history; Samuel G. A. Rogers, associate professor of French; Malcolm P. Sharp, assistant professor of law; Paul A. Raushenbush, assistant professor of economics; William B. Phillips, instructor in English; Carl M. Bogholt, assistant in philosophy; and John W. Powell, Jr., assistant in philosophy.

The representatives of the natural sciences have not yet been announced.

Dean of Women



Miss F. Louise Nardin

More than 3,000 university women annually come under the guidance of Miss F. Louise Nardin, dean of women. During the past Summer Session she has been the leader in a series of round tables for deans and advisors of girls.

Her welcome to freshmen follows:

With this edition the Cardinal is welcoming you to college. The Cardinal is trying also to give you a picture of college, but this is a difficult matter. It is easy to give pictures of some of the campus spots which generations of students have haunted and which those who have gone fondly remember; it is possible to give a suggestion of the Welcome which the University will give you, and of other campus events. But the most real and most abiding things, which are the essence of college, cannot be caught by a photographer's plate. They will be the times when you come into living possession of something true and beautiful, when the eager glow of understanding and appreciation brings you into the fellowship of those great persons of the past and the present who have made and who transmit that sum of wisdom and beauty which is civilization. To this part of college we bid you welcome.

F. LOUISE NARDIN
Dean of Women

Stolen Takes Humane Post; Is Qualified

Civil Service Body Puts O. K. On Appointment

Ole A. Stolen, former superior court judge of Dane county, has taken over his duties as state humane officer. His appointment to that position was made by Walter A. Duffy, commissioner of agriculture, late Thursday afternoon after Mr. Stolen had qualified for the position before the state civil service commission.

Mr. Stolen succeeds A. E. Frederick, Sparta, who was appointed as state humane officer by former Gov. John J. Blaine. Mr. Stolen will have an office in the capitol.

The last legislature restored the original salary of \$5,000 a year, which was formerly paid the state humane officer. Mr. Frederick served for two years without compensation, and has threatened a suit to force the payment of the salary for two years.

The position of state humane agent is classified as non-competitive by the civil service commission. Atty. Gen. Reynolds ruled Thursday that Mr. Stolen must qualify before the civil service commission.

FRESHMEN DON GREEN CAPS DURING THE FALL

(Continued from page 1)

The tradition of wearing green caps is one of the oldest at Wisconsin. Years ago hazing was resorted to by sophomores to enforce this custom; but at the present time, the first year men don their verdant caps purely as a matter of class spirit in keeping alive this old tradition.

Because of the voluntary method in vogue, the green cap has become a symbol of class unity and class loyalty. The incoming freshmen will undoubtedly demonstrate its spirit by wearing green caps under the new rules which limit their appearance to a certain time in the fall.

Fred H. McClain, delegate to the State Federation of Labor convention at Wausau, will give his official report to the local federation, Monday, Aug. 15.

Solons Act to Avoid Special Session Grief

Seek to Have Most Members Here on Tuesday

BULLETIN

Sen. Daggett this afternoon asked the chief clerk of the senate to notify all members of the legislature to be present at next Tuesday's meeting of the senate. He said that a call of the house will be asked if all are not there. It was reported that recall of the university and normal schools appropriations bills will be asked in the senate Tuesday with a view to lowering them.

That members of the Wisconsin legislature are planning to avoid a special session in case Gov. Zimmerman will veto the major appropriation bills, as he has indicated, was made known today when Assemblyman Frank L. Prescott, Milwaukee, requested at today's assembly session, that a notice be sent to all members of the assembly that the assembly would convene next Tuesday at 2 o'clock and requesting them to be present. Assemblyman Prescott stated that enough members should be brought back, and an effort made to have them here, so that all the governor's vetoes could be acted upon and the appropriation bills disposed of so that a special session would be avoided.

It is expected that a call of the house will have to be ordered next Tuesday to bring back enough assemblymen so that bill can be acted upon. Most of the legislators have returned to their homes and have announced that they will not return. If they can be brought back for next week's session, it is quite likely that all the business will be disposed of and a special session, which has been predicted in case Gov. Zimmerman vetoes the appropriation measures, will not be necessary.

A. Buenzli was fined \$1, without court costs, when he pleaded guilty in superior court Thursday to a charge of violating the city parking light ordinance.

3 BARBERS DONATE HAIR CUTS AT KIDDIES' CAMP

THE Capital Times' Kiddies Camp turned into a huge barber shop Thursday night, and when you go out to the first open house of the camp to be held at the Vilas Y. W. C. A. cottage, Sunday, don't be surprised if you see everybody from Miss Ruth Coe, the nurse in charge, to little Ellsworth, who is 5 years old, sporting the latest hair cut.

It's all because of the oddest contribution ever offered to the camp.

Melvin Byom, proprietor of the barber shop at 1320 Williamson st., offered to go to the camp Thursday with his two assistants, Chester I. Feavel and Iver Kalbakken, and cut every mop of hair attached to the 30 little campers.

Thursday night the three barbers ar-

rived and the cutting began. Before they left not a head was unshorn, not even Miss Coe's.

Except for the fact that little Anna who has a boyish haircut, was mistaken for a real boy, and given a honest to goodness boy's haircut, and except for one of the small boys who had been to the dentist and had never had a barber use a pair of electric clippers on his neck, inquiring cautiously if it would hurt much before getting into the chair the entire haircutting was a huge success, both socially and sartorially.

So when you arrive at the Kiddies camp, Sunday afternoon between the hours of 4 and 5, and find everyone looking well groomed, even in a bathing suit, you'll know the reason why.

Looking for Doctor to Examine Recruits

Sergt. H. J. Wooten, local recruiting officer for the United States marine corps, is looking for a physician. Sergt. Wooten has been so successful in securing recruits, both for the reserve and for actual service, that the marine corps has authorized him to select a physician to make examinations of applicants in the future. In addition, Sergt. Wooten is authorized to select a hotel and a restaurant where his applicants can eat,

during the time they are in Madison awaiting work to proceed to eastern headquarters.

Henry Bodenstein's Ashes Interred Here

The ashes of the late Henry Bodenstein, who died recently and was cremated at St. Paul, were to be laid away in the Kroncke lot, Forest Hill cemetery this afternoon at 4 o'clock. Mr. Bodenstein was an uncle of Miss Margaret Bodenstein, Madison police matron.

The Spanish Tea Room

Luncheon 12:00 to 1:30

60c-85c

Dinner 6:00 to 7:30

75c-\$1.00

148 Langdon St. F. 4143

ROOMS

Rooms for Men Students Only

1 block from capitol—15 minutes from university—2 blocks from New Orpheum and Capitol theatres—3 blocks from city library and 1 block from State Law library.

Single and double rooms—made up daily by maid—linen and towels changed regularly—showers on each floor—big gym—60 x 20' swimming pool—cafeteria—laundry and tailor service—mail 3 times daily—once on Sunday.

Open Night and Day

For information write Y. M. C. A., 207 W. Washington avenue, Madison, Wis.

Data Shows Decrease In Agric Enrollment

Registration Drops From 1,759
in 1914 to 856 Students
Last Year

Figures recently obtained from the registrar's office show that enrollment in the College of Agriculture has been falling off since 1914. At that time 1,759 students were registered, but the statistics for the year 1927-28 give an enrollment of only 856.

These totals include all six classifications of the College of Agriculture—the regular four-year course, the home economics course, the two-year course, the graduate course, the short course, and the dairy course. Only the graduate course has maintained its enrollment record.

Regular Total Increases

The total enrollment in the university, however, has increased steadily from 7,294 in 1914 to 8,825 students last year.

The home economics department shows a marked decrease. During the past year it dropped off 88 in enrollment. The course in home economics, given for women exclusively, has dropped from 317 in 1924 to 225 in 1926. Previous to this, from 1914 it had had held an average well over 250.

Four Year Course Dwindles

In the regular four year agricultural course for men, enrollment has fallen from 616 in 1914 to 245 in 1926. The steady fall from that date was broken only by the cessation of the World war. In 1919 this enrollment went from 202 to 463. This was caused by soldiers coming back to resume their schooling.

The middle course, which requires two years of study, dwindled from 146 in 1914 to 21. This is the largest decrease of all. It is a decrease of 700 per cent.

Dairy Course Shrinks

The short course, which requires six weeks of studying during winter time, has fallen from 493 in 1910 to 137. The enrollment of 137 for the 1926-27 session is the smallest enrollment in the short course since 1896, when there were 105 students enrolled.

A couple asks for a divorce because "they have equally strong minds." Is it impertinent to ask how two people of equally strong minds ever came to marry?

SCHOOL CLASSES USE HISTORICAL MUSEUM

The state historical museum at Madison furnished a part of the instruction for some 77,710 university students and high and public school children during the period from June, 1926 to June 1927, according to Prof. C. E. Brown, curator.

The tabulation of visiting students who toured the museum as part of their class work shows larger use this year than ever before. In 1925-26, 6,020 students visited the museum and in

1924-25, 5,884.

The most use of the museum was made by school classes in October, February, and May. October was the banner month with 2,037 school visitors.

Driver Who Injured

Girl Sent to Jail

John Lochner, driver of a car which struck a machine driven by C. A. Lind, Jr., DeForest, and caused injuries to Margaret Lande, also of DeForest, Wednesday night, pleaded guilty in superior court Thursday to a charge of driving while drunk.

Because Lochner previously had been convicted of violating the same law, Superior Judge S. B. Schein ordered the man to serve six months at hard labor in the county jail. Lochner also was forbidden to drive a car for a year, was ordered to pay for the damage caused Lind's car and to pay

Marine Applicants

to be Examined Aug. 20

Dr. Robert Michels, Chicago, district examiner for the Marine corps, will be

in Madison Aug. 20 to examine candidates for the United States Marine Corps Voluntary Reserve Corps. Sergt. H. J. Wooten, local recruiting officer has signed up a large number for the local company of the reserve.

Lewis Pharmacy

The Student Store Since 1880

—Across from Branch Bank—

Summer Session Students

Do your Christmas shopping early.

Discount of 25% to 50% on all merchandise.

The Mouse Around Gift Shop

116 State Street

Greetings to the Class of 1931

This is the first opportunity we have to say hello to you freshmen, the incoming class of 1931. Our sincere hope is that we may get to know you much better.

When you need to have any typing done—and a freshman theme stands a much better chance of an A when it is typed—just ask the upperclassmen where they got prompt, accurate, and satisfactory service. We are confident what the answer will be.

And—don't forget—we've heard people say they like to come to us with work because they feel so welcome and at home.

College Typing Company

B. 3747

Do You Know?

That you can get a suit steamed and pressed here for 50c.

That you can get \$6.00 worth of cleaning and pressing done for \$5.00 by purchasing one of our popular tickets.

That the proper dry cleaning of a garment involves six different, distinct processes, and to be effective and lasting these forces cannot be slighted or hurried through. Our plant is equipped to give the best possible service in the shortest possible time.

The Pantorium Company

Cleaning, Pressing, Repairing, Tailoring and Dyeing

Service—Badger 1180

Office—Badger 1598

We Call and Deliver

Save Our Sales Checks---They Are Worth 10% in
Trade At Any Time on Anything

BROWN BOOK SHOP

ESTABLISHED

NINETEEN

ELEVEN

621-623 STATE STREET

OPPOSITE LAWRENCE'S

NEW STUDENTS

**YOU WILL FIND BROWN'S A REAL
COLLEGE BOOKSTORE**

FILLED with good fellowship.

READY to give you friendly, courteous, and efficient service—no matter what you seek.

WITH a huge stock of nice, clean used texts for every course—priced to save you 25% to 50%

WITH a complete stock of student supplies. Faculty approved merchandise, priced as lowly as is consistent with good quality.

WITH a finely selected and well-rounded stock of the best of the new fall books, as well as those which have become classics.

WITH a Rental Library of over 1,000 titles, all published since 1924—including every new fiction title as published—which you can read for only 3c per day, with a 10c minimum charge, and no deposit.

BROWN BOOK SHOP

ESTABLISHED

NINETEEN

ELEVEN

623 State Street---Opposite Lawrence's Cafe**"COME IN AND BROWSE"**

RUSHING METHODS OUTLINED TO INSTRUCT INCOMING FRESHMEN

Most freshmen are not acquainted with the Greek alphabet, let alone all the workings of the Greek letter fraternity system, especially with regard to rushing and rushing rules. In order to give incoming men students a clear understanding of the usual procedure in the course of fall rushing, this article is published.

Each fraternity is anxious to secure a certain number of new men in the fall. Some organizations have a policy of pedging as many as 20 to 30 new members, while others are content with 10 or fewer.

Makes Dates

In order to choose the men whom they would like to have pledges of their group, each fraternity invites a relatively large number of freshmen to have certain meals at its house. The invitations are sent out to men who have been recommended to men who accidentally met on the campus, to men whose names have become known to the fraternity in a variety of ways.

As the fraternity entertains its guests at meals or takes them to local shows, its members become acquainted with them and soon decide whether or not they want them as fellow fraternity men. If they do, the chosen freshman is taken aside and asked to become a pledge of the fraternity.

If the answer is affirmative, the new man is given a pledge button which identifies him with his group. Then it is only after a semester or more of pledge status that the man is initiated as a regular active member of the organization. In order to be initiated, he must have maintained a passing average in his first semester's work.

Should Read Rules

Through being invited to various

New Regulations Govern Sorority Rushing This Year

Sororities have issued invitations for the tea, on Saturday, September 17, which is the first rushing function of the year. This year's rushing will initiate a new system of caring for the "dutch treat" or informal functions which follow the teas. Each rushee will purchase a ticket for the informal functions which she wishes to attend when returning her acceptance to the dean's office.

On Sunday, September 18, sororities will issue invitations for the informal affairs which will be held the following week. Rushing parties may be held on Monday from 11:30 a. m. to 2:30 p. m. and from 6 to 9 o'clock in the evening. The affairs on Tuesday will take place between the hours of 12 to 2 p. m. and 6 to 9 p. m. There will be no split dates for the informal affairs.

The use of cards for all rushees to

fraternity houses, the freshman gets to know the men in different groups, and he is then able to form his own opinion as to where he would like to be a member. The opportunity for exercising this choice is contingent of course, upon a bid from the fraternity.

All incoming freshmen should read with care the rules governing rushing and fraternity pledging as contained in the little booklet issued by Dean S. H. Goodnight. The new man should note particularly that he may not pledge until he is fully registered as a student in the university.

present at the "compulsory" meeting which will be held at 4:30 on Monday, September 19, in the Biology building is another new feature of this year's rushing. In case of a misunderstanding between a rushee and a sorority later, those who have attended the meeting at which regulations are explained will receive the great consideration.

Informal functions are expected to take on the novel aspects that many of the affairs had last year. Newsboy luncheons, artist and cabaret parties, and the new Dutch Brunch (breakfast-luncheon) are favorites.

Preferential functions will be held on Thursday, September 22, from 5 to 8 o'clock, and on Friday from 5 to 10 o'clock. Formals will be given on Friday evening only. Preference functions are being given an hour earlier this year in order to allow sororities more time for their meetings afterward.

A rushee may split her dates for these affairs and provisions will be made in such cases for members of the sorority to which she is to go later to call for her. Calling for rushees at the beginning of any function is as usual prohibited by the local Panhellenic ruling.

Sally Davis '29, is general rushing

chairman, and Beth Thomas '29, is rushing mechanics chairman. Rushing chairmen of the various sororities are: Josephine Barker '28, Alpha Chi Omega; Bess Davis '29, Alpha Delta Pi; Marian Gallinger '29, Alpha Epsilon Phi; Ethelyn Williams '29, Alpha Gamma Delta; Elizabeth Davidson '28, Alpha Omicron Pi; Pauline Schutte '28, Alpha Phi; Bernice Altpeter '29, Alpha Xi Delta; Frances Aylward '29, Beta Phi Alpha; Jean Webster '29, Beta Sigma Omicron; Catherine Dorgan '28, Chi Omega; Arlene Findorff '29, Delta Delta Delta; Phyllis

Edkins '28, Delta Gamma; Marguerita Olson '29, Delta Zeta; Louise Thompson '28, Gamma Phi Beta; Mary Elizabeth Jones '28, Kappa Alpha Theta; Charlotte Russa '28, Kappa Delta; Gertrude McPherson '29, Kappa Kappa Gamma; Helen Febock '28, Phi Mu; Alpha McKellar '28, Phi Omega Pi; Virginia Brown '28, Pi Beta Phi; Merle Moses '28, Sigma; Mary C. Corgan '29, Sigma Kappa; Dorothy Brown '30, Theta Phi Alpha; and Marcella Eierman '28, chairman for summer.

Learn to Dance

LEO KEHL

CAMEO ROOM

Phone F. 561

Simpson's



The Thing Known as Personality

No one knows better than the co-ed the desirability of that indefinable thing known as personality! It is a vague something that sets her off from the rest of her classmates—that makes her outstanding. And how important the proper costuming is—finding the smart frocks and hats that suit her, alone. That is why Simpson's has become the college girl's own specialty shop. She knows that she can find there smart apparel that is just a little different!

Frocks

Hats

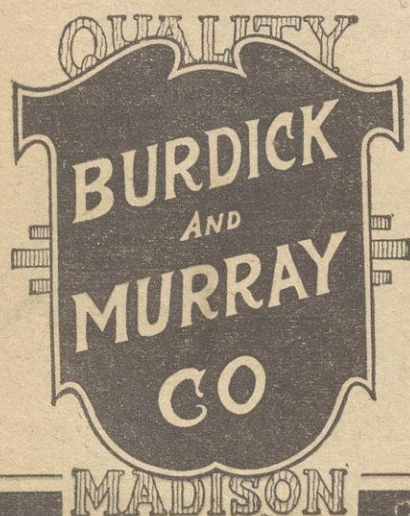
Coats

Suits

Furs

Lingerie

Accessories



On the
Square
17-19 E.
Main St.

Phone
B. 1435

Welcome-- to Madison

Madison's Friendly Store

In serving our customers we aim always to make our store a place where the welcome spirit rules every day in the year—to serve cheerfully, courteously, efficiently and to make every visit here pleasant and every customer a friend.

THERE IS ---

Probably no greater difficulty in decorating than the treatment of windows. The choosing of Curtains is the terror of the amateur and the test of the professional. Let us help you with your drapery problems—now—make your home cheerful.

Curtains to match any color scheme

FARMER BELIEVES IN U. EDUCATION, STATISTICS SHOW

Ohio Survey Indicates That Many Students Come From Farm Homes

The farmer, for all his troubles, continues to be Ohio's greatest believer in higher education. Occupation statistics on the parents of more than 10,000 students who attended Ohio State university last year, made public recently, show that more than twice as many students listed their parents as farmers or ranchers as any other group. Sons and daughters of the butcher, the baker and the candlestick maker, too, rather than those of the banker and the well-to-do, fill the modern college halls, the census emphasizes. The so-called humble occupations far outnumber those of supposed wealth.

15 Per Cent Farmers

The parents of 1,244 students or nearly 15 percent of the total for whom an occupation was given, were recorded as farmers or ranchers. Merchants were the next most numerous group with 603.

Unusual occupations listed included one aviator, three authors, a professional baseball player, three professional golfers, two importers, an inventor, a riding master, and a silver fox breeder. One hundred and eleven occupations were listed in all.

Evidence that this is a gasoline age is also reflected in the statistics. Children of automobile dealers numbered 44. Filling station operators were represented with four, while grouped under garage, repairing and supplies were 35 others.

The so-called humble occupations were represented as follows—carpenters and cabinet makers, 118; butchers and meat dealers, 31; janitors 22; grocers 124; Junk dealers 22; laborers 123; iron and steel workers and molders 109; chefs, caterers and cooks 7; and watchmen 5.

"Attorneys, judges and statesmen," numbered among the parents of students numbered 167. On the other hand there were only four politicians.

Children of business executives, managers, superintendents and secretaries numbered 423, those of federal, state and local employees, 315; those of manufactures 177; railway employees, 317; of salesmen 384; and of real estate dealers 222. Sons and daughters of bankers, on the other hand, numbered only 80, while but 36 others gave their parents occupation as brokers.

FLIGHTS POSSIBLE TO MANY LANDS

Iowa Professor Calculates Dis- tances of Non-stop Air- plane Routes

IOWA CITY, Ia.—Considering distances alone, airplane non-stop flights are possible to a large part of the civilized world, according to calculations of routes made by Prof. Charles C. Wylie, of the University of Iowa.

South America, Spain, Norway, Sweden, Alaska, England, France, and Germany are countries which may be reached by powerful planes on no-stop flights, he points out.

From New York, distances to these points are: Lisbon, 3,360; London, 3,460; Madrid, 3,600; Paris, 3,640; Oslo, 3,680; Stockholm, 3,920, and Berlin 3,965 miles.

Flights from the United States to the Orient will be possible via Unalaska, on the Aleutian Islands, according to Prof. Wylie's computations. Unalaska is 2,340 miles from San Francisco and would serve as a re-fuelling station. From there to the western edge of Siberia, the distance is 2,100 miles; to Tokio, Japan, 2,810; and to Peking, China, 3,580 miles.

If flying through polar regions is ever

found to be practicable, the shortest route from Alaska lies through the region of the Arctic circle. Only 3,870 miles lies between Fairbanks, in central Alaska, and Leningrad, Russia. Aberdeen, Scotland, and Oslo, Norway are 3,900 miles from Fairbanks, because they are farther south than Leningrad.

The tremendous distance of 9,145 miles would have to be spanned before airplanes travel to Australia is achieved. It is 2,465 miles from San Francisco to

Honolulu and another 4,680 miles to Brisbane, Australia. Stops might be made at any one of several different islands, Prof. Wylie declares.

MANY FOREIGNERS AT FOREST PRODUCTS LAB

Foresters and chemists from England, Australia, Sweden, Finland and Mexico, detailed recently to the U. S. Forest Products laboratory, University of Wisconsin, constitute the largest group of

foreign research men ever gathered at the federal laboratory at one time.

Included in the foreign research group are Wilhelm Rosen and Eric Ostlin of the Scandinavian-American foundation; J. E. Cummins and H. S. Dadswell of the Australian Council for Scientific and Industrial Research; W. G. Campbell of the Commonwealth (British) foundation; Hermenegildo Barrios of Mexico; and Uno W. Lehtinen of the Finnish State Forest Service.

Dump Vesuvius Again Active; Call Firemen

Firemen from No. 4 station again were called to the dump in rear of St. Mary's hospital Thursday when smoke from the burning dump caused inconvenience to patients in the hospital. The fire company has been called to the dump every few days for the past two months.

STORE • OF • FRIENDLY • SERVICE

So This Is '31



*Sketches from life
at the
House of Learning*

SEEMS LIKE only yesterday when we at The Friendly Store . . . some of us . . . were wondering what Madison and the University of Wisconsin would be like too!

And not *very* long since Mr. Karstens was giving the "glad hand" . . . not to mention flexible credit terms . . . to '95 and '08!



Madison and the University will be to you, of course, exactly what *you* make them . . .

Clothes go a long way . . .

The House of Learbury turns out the most outstanding clothes for University men you'll find . . . To be had exclusively at Karstens.

Suits distinguished by their cut—designed to make personalities of University men *look it* . . . Oxford grays will be the featured color . . .

Every pattern is distinctive, original, *exclusively* Learbury! Every Learbury suit has two trousers . . .

There are three prices . . . unusual for such clothes!

\$40 \$45 \$50

KARSTENS

On the Square • Carroll near State • Badger 453

Rosemary Beauty Shop

521 State St.

MRS. WM. HICKS, Expert
Permanent Waver and Hair Dyer

MR. HICKS
Registered Chiropodist

Soft Rain Water Shampooing

Expert Finger Wavers

Open Tuesday and Thursday
Evenings
Phone B. 6211



Jean Beverly Advises the Co-eds of the Class of '31

HELLO FROSH!

Welcome to Madison. We're mighty glad you're coming. This is a great place to come to college—especially if you're a co-ed.

Frosh all seem so much smarter in this younger generation than they were way back in my Freshman year—three whole years ago—that they don't seem to need any of the good advice boastful sophomores and we wise and dignified seniors pass on to them. But take a tip from one who's been through the grind!

This little set of rules is every bit as important as those S. G. A. gives you—even though your housemother and the dean of women may not think so. You'll need them to get through that first week or rushing with flying colors—and, believe me, making the right kind of start counts for an awful lot in this university.

1—Don't come up here with any more new clothes and equipment than your family just insists upon your getting. Your ideas about these things will start changing the minute you hit the Latin Quarter and they'll keep right on until you'll wish you hadn't brought a thing before you landed here—and your folks probably won't feel like purchasing a whole new outfit for you when they've just finished providing you with one.

2—Try to get a line on the things you'll need for the various rushing functions to which you're asked. Be sure you have the right gloves, and hat, and shoes, and hose for each luncheon, tea, and dinner you attend. These little details are so extremely important that one mustn't overlook the tiniest of them—especially when Kessenich's

is just a step from the Latin Quarter and specializes in college girl clothes and accessories.

3—Persuade your family to let you bring enough allowance for any emergency purchase—the proper dress, or wrap, or what not which may mean so much for some special sorority party and which you will need the rest of the year, anyway. Not having something of this sort can so easily be fatal; and you can never tell what you'll need beforehand. It's so easy to run down to Kessenich's to get it on short notice.

4—Make an effort to get unpacked and to get your room fixed up before classes and rushing begin—you'll have no time at all later. The Gift Shop on the first floor and the Drapery and Rug Departments in the basement will supply you with clever but inexpensive lampshades, pewter student lamps, couch-covers and curtains, rugs and all the other important things which make a college room "livable."

By the way, the Gift Shop has Cranes stationery, the perfectly plain white variety which one must have to answer formal invitations.

5—Be sure to drop into Kessenich's on your way to the Square and to get acquainted with this store and the service it gives you. They've nicknamed it "The Store the University girl calls her own" and it has surely lived up to its reputation. It's run by college folk who understand what you will want and who are eager to help you in any way they can.

Jean Beverley of Kessenich's

Kessenich's

At Kessenich's Corner

'On Wisconsin' Written by Composer Who Had Never Lived in This State

By CONSTANCE ROACH

"On Wisconsin," the song that has thrilled thousands of Wisconsin people on hundreds of occasions, was written by a man who never lived in Wisconsin. But it was through his loyalty of a former student of the university that it became an integral part of the life of the university and of the state.

Within the last week, Charles E. Brown, chief of the State Historical museum, has received the favorite music book of William Thomas Purdy, composer of "On Wisconsin," from his widow, Mrs. Mary Purdy Carrigan, blue book whose inside pages are quite like a new book. It is a small bright Treatise on Modern Instrumentation yellow. On the flyleaf is the title, "A and Orchestration (Dedicated to Frederick William IV, King of Prussia.)" It is by Hector Berlioz. The book, together with a picture of Mr. Purdy taken about the time he composed "On Wisconsin," is the exhibition in room 401 of the University library.

Mr. Purdy originally intended to submit his famous march in a Minnesota football song contest, conducted by a Minneapolis newspaper. However he was persuaded by Carl Beck, a former Wisconsin student with whom he lived at that time in Chicago, to dedicate the song to Wisconsin. Beck wrote the first words to the stirring melody and designed a football picture cover for sheet music. The new song was introduced at a mass meeting of the students of the university in 1909 and was enthusiastically received. Sousa has called it the best college melody he has ever heard.

"On Wisconsin," is more than a college song, however. With changed words, it has inspired many other groups of Wisconsin citizens, who have used it as a rally song. Several phonograph and player piano companies have recorded it, and it has proved a very popular song with the general public. Other colleges and universities have borrowed the melody and used it to glorify their own names.

There are many stories of how "On Wisconsin" went to war in 1917 and 1918 with the men from Wisconsin, but the latest story of its varied experience concerns a Harvard man and a University of Wisconsin man who were in Alaska in a little gold-rush settlement.

On alternate nights, they sang their college songs for the entertainment of the entire little community. "On Wisconsin" was easily the most popular song of all.

William Thomas Purdy died late in 1918 or early in 1919. He is buried in St. Patrick's Cemetery, Aurora, New York. While he never was an actual citizen of Wisconsin, he is one of the most famous of her adopted sons.

A section hand in New York state inherited \$500,000, but finished the day's work after he had been informed of his new riches. Maybe he was trying to get a little publicity.

3 County Co-eds Win U. W. Honors

Winning coveted honors among the freshmen students in home economics, at the University of Wisconsin, is the achievement of Arlyle Siemers, Helen Jansky, and Jean Van Hagen, Dane county students, according to Asst. Dean John A. James. These girls won freshman honors by maintaining a general average of 88 or more throughout the year.

The highest general average among the freshmen women in the home economics course was made by Miss Helen Jansky, of Dane county, with a grade of 89.61. Her name will be engraved on the home economics scholarship cup.

Among the other students in home economics winning freshmen honors

were Jeanette Stewart, Dane county, and Maude Rohrer, Buffalo county.

The minimum age of 14 years for employment in industry has been adopted by 15 nations, as a result of the de-

cision of the Washington conference of 1919.

An old railroad locomotive, with its wheels removed, heats a passenger station in Norwich, Conn.

Phone for Appointment

Wengel's Marinello Shops

Permanent Waving, Marcelling, Facial Massage, Electrolysis,

Hair Bobbing by Expert

Mrs. W. Wengel

225 State Street
Baron Bros.

Phone Fairchild 79
Phone Fairchild 3355

Fraternity Stationery Dance Programs

Engravers

Printers

Lettercraft, Inc.

725 University Avenue

Welcome Freshmen!

Your College Career is Not Complete Without the Jovial Bunch that Frequents Morgan's.

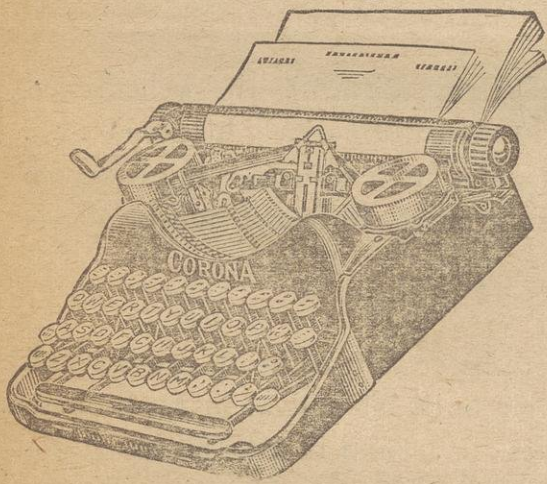
You'll find a willing advisor and a kind friend in "Dad" Morgan.

Morgan Bros.

BILLIARD PARLORS

672 State St.

Complete Writing Service



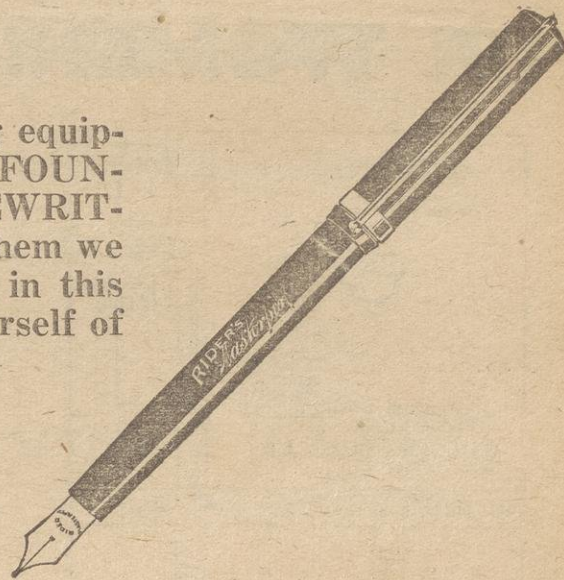
Typewriters

Sales—Rentals—Repairing
Corona Portables—Royal Portables
Also Good Rebuilt Machines at Very
Attractive Prices
Special Student Rental Rates

Eversharps

We have all the latest styles and colors, priced from 50c up. Match your pen with an Eversharp.

He who writes must have good writing equipment, and have it in good condition. FOUNTAIN PENS, EVERSHARPS, TYPEWRITERS, these are the writer's tools. On them we specialize. When you need anything in this line, either sales or repairing, avail yourself of our complete writing service.



Fountain Pens

Ask to see the famous Rider Masterpen. It holds eight or ten times as much ink as the ordinary pen and has a Removable Feed for easy cleaning. Nothing else like it.

We also carry Wahl, Conklin, Waterman Parker, Sheaffer, Moore and several other makes.

RIDER'S PEN SHOP

THE PEN HOSPITAL
650 STATE

MEN'S GLEE CLUB COMPLETES TOUR

Members Arrive at Montreal on Return From Trip Through Europe

Twenty-five members of the University Men's Glee club, which has recently completed a tour of Europe, arrived in Montreal Tuesday on the Cunard liner Ausonia. The original party left Madison June 24 with 40 members, but 15 of the group returned to this country via other routes.

On the tour of Europe, the club was headed by Prof. E. Earl Swiney, conductor, and George Chandler, assistant secretary of the faculty. The members have just completed a month of sight-seeing and singing throughout the British Isles, Switzerland, Germany, Belgium, and France.

The trip to Europe represents a new addition to the usual work of the Glee club, but it is reported that tentative plans have already been considered for another tour abroad next year or the year after.

The club is especially well known through the Middle West where it has repeatedly won distinction for its work in contests and concert programs. Last year a special concert was sung at the White House for Pres. and Mrs. Calvin Coolidge.

The Glee club has also built a reputation in the East where it has competed with the best college organizations. The annual concerts of the club, presented in Madison, always attract large student audiences.

A pair of stockings is plural, according to the United States customs court. Some of those we've seen were singular.

MEALS \$1.72 PER WEEK AT THE UNIVERSITY IN JOHN MUIR'S TIME

Room rent, \$5 per term. Meals served at \$1.75 per week.

Those were the prices paid by the first students at the University of Wisconsin which at that time consisted of only two buildings, North and South halls.

Construction of North hall, then known as North dormitory, was begun in the summer of 1850, and it was opened for classes on Sept. 17, 1851. It was built of Madison sandstone and cost \$19,000. The three lower stories contained 24 studies, bedrooms and closets, and the fourth floor recitation, library and museum rooms. Later a mess hall was put in on the ground floor. At one time the dormitory accommodated 95 students although it was built for only 65. The building was heated by two hot air furnaces which were replaced in 1865 by stoves. Students were required to furnish their own wood.

Muir Lived There

John Muir, famous naturalist, hiker and writer, came to the university in the fall of 1860 as a student in the preparatory department. He remained for four years. His room in the northeast room on the lower floor of North hall looked very much like a museum. The walls were lined with shelves filled with laboratory apparatus, books and botanical and geological specimens. About the room were some of the remarkable wooden clocks and similar devices which he whittled and sawed out of wood. Parts of some of these are preserved in the State Historical museum.

He bearded himself, being poor. His food consisted of bread and molasses, baked potatoes and graham mush. A

bronze statue of him by C. S. Pietro, the gift of Thomas E. Brittingham, now stands on the staircase of the Biology building.

Housed Faculty

South hall was ready for occupancy in 1855. The north half contained sixteen studies with bedrooms; the south end of the building was occupied by the members of the faculty and families. There were four "public rooms" in this building.

Chadbourne Hall, then known as "Ladies Hall," was built in 1870, and was the headquarters of Female College, comprised of the young women of the normal department of the university. Female College was moved from South hall to this building in 1871. Miss Anna W. Moody, 1863-64 was the first preceptress of the normal department; Miss Elizabeth Earle was made preceptress of the Female College in 1867. Women were admitted to the university in 1862.

In 1879 Music hall then known because of its various uses as Assembly or Library hall, was built. It was for many years the "rallying place of college life and influence," and originally provided a place where the entire student body could convene. For 25 years the rear wing was occupied by the university library.

Buy "College Hill"

The upper campus, formerly "College Hill" was purchased by the regents in 1849. There was some 40 acres in the tract. The construction of "Main hall," afterwards "University hall," and now, Bascom hall, was begun in 1853 and completed in the summer of 1859. The south wing was built in 1898-99, and the north wing in 1905. It has undergone frequent and radical changes since its building.

Mrs. Zimmerman Has Restful Night, Report

Mrs. Fred R. Zimmerman, who underwent an operation for gall stones Tuesday at the Wisconsin General hospital, was reported at the hospital to-

day to be improving gradually. She was said to have spent a restful night. The wife of the governor has been in the hospital for almost two weeks.

"Miss Madison" will not appear at the Strand theater tonight and Saturday, as was previously advertised.

Come Down Town

to the

Fawthorne Book Shop

118 North Fairchild St. (Near State)



All the Important New Books and all the Old Favorites—many of them in New Editions.

F. 2750

NOTICE!

For your daily pastime take a boat trip around beautiful Lake Mendota, leaving Park St. at 2:00 and 7:10, Sunday at 2:00, 3:00, and 7:10.

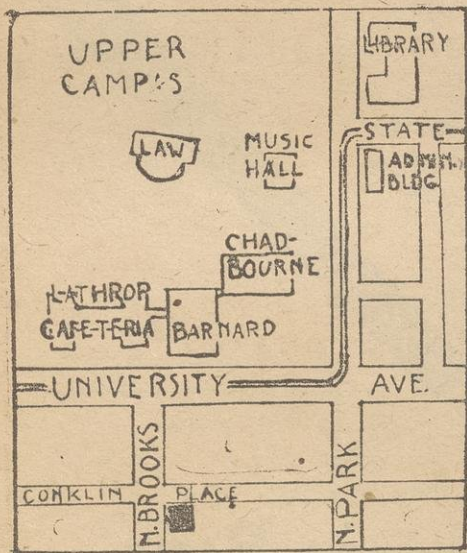
Kiddies' days, Monday, Wednesday, and Friday on the 2:00 o'clock boat only. Present this advertisement for half fare, including one child free.

Phone B. 373

6243 E. Gorham

W. P. BERNARD, Prop.

FURNISHED ROOMS FOR WOMEN!



Center of Activities for Women

Ideal location. About one-half block from Barnard and Lathrop Halls, and U. W. Cafeteria. Comparatively quiet street.

Quiet automatic oil-burner has given satisfaction during the last school year, temperature being kept more uniform and agreeable than is possible with coal.

Rates: Singles, doubles, suites, etc.; Suites of two rooms, only \$7 per week; \$3.50 per student.

Rates among the lowest, accommodations among the best.

Telephone Mrs. Elizabeth Dean, 311 N. Brooks St.

The College Shop

Next to the Lower Campus

Any Wisconsin Man Will Tell You - - -

.... THAT here at Wisconsin the well dressed man has a style of dress distinctively his own youthful, surely, but with sufficient extremity to lay him open to the charge of being "super-collegiate."

.... THAT to be certain of being dressed well one had best wait until his arrival in Madison to choose his clothes and it costs no less to select clothes here.

.... THAT at the College Shop, next to the lower campus, you'll find a splendid selection of correct clothing, at prices that are very fair.

We'll be glad
to see you!



Book Exchange

Here you can secure slightly used books at a substantial price reduction and we pay cash for your books when you are through with them.

We have a supply of NEW BOOKS from jobbers and other stores which will be sold at

10 to 15% CASH DISCOUNT

Supplies

[DISCOUNT APPLIES TO SUPPLIES ALSO]

The low overhead makes possible a pleasing price on all student supplies

Managed by Two University Men

Who know your needs and have exerted every possible effort to secure merchandise to best take care of them

We handle no rebates. Cash discount given at time of purchase

Gatewood's

The Students' Book Exchange

NEAREST BOOK STORE TO THE CAMPUS

UNIVERSITY SINS NOT INVENTED BY COLLEGIANS--DEAN

Campus Evils Are Brought in From Outside, Belief of Nardin

That sins are brought onto the campus from the outside and are not invented by collegians was the belief expressed by Dean F. Louise Nardin, who led the discussion on "The Relation of the Campus to the World Outside" Tuesday afternoon in Lathrop parlors.

She believes that if there are bootleggers in other communities, there will be bootleggers in a college community, and if it thought clever to drink at home at dances, the faculty with its lectures on psychology and literature cannot change that when the students come to college.

Girls Immature

"Why then?" asks Dean Nardin, "should parents believe that their daughter will miraculously escape this phase of life in college?" During the afternoon's discussion at the round table for deans the fact was brought out that it reports did not focus only on the defenseless college enrollment, but on the college of women of about forty as well, we'd find them flattering.

It was agreed that the girl of today at 17 and 18 is more sophisticated, but much less mature and the pity is that this immature student finds herself in conditions that demand maturity.

Sororities Important

According to Dean Nardin, sororities are an important contribution to the housing problem and also give opportunity for normal activities of life that young women engage in. That meeting young public opinion brings a girl to self-knowledge and makes for a clearer conception of the order of her life, was the concerning opinion expressed at the round table discussion.

Siren to Let Public

Know It's The Cops

Automobiles and motorcycles used by traffic officers in Wisconsin are to be equipped with siren horns to be used only when the officer is in pursuit of a law violator. The above is the first of the new "Rules of the Road," included in a legislature measure recently signed by Gov. Fred R. Zimmerman.

This section of the new law was recommended with the idea that the use of siren horns by officers, particularly at night, would materially reduce the number of holdups on state highways. This virtually means that users of the highways should not stop for other cars unless they are equipped with and sound the siren horn.

Following the same line of reasoning, the authors of the bill, added another paragraph prohibiting motorists from using spark plug whistles as a warning device. The whistles were condemned because of the abruptness of their warning sound which "has been the cause of several accidents."

Golf Match City Picnic Feature

Knights of the niblick and putter and their ladies, who have a share in administration of the city's business will hold a golf tournament in connection with their annual picnic, Saturday. The tourney will be held at the municipal golf course from 9:30 to 12:30 a. m.

Nine holes will be played for the championship. Four prizes will be given: one for low gross score, one for high gross score, and two blind-bogey prizes.

Following the golf games, the participants will adjourn to Olin park and take part in the picnic, which will be held there.

Sons of Norway Picnic Sunday

Next Sunday the Sons of Norway joint picnic will be held at Janesville. It is expected that many from the lodges in Dane county will attend, particularly from Stoughton, Madison, Rockdale and Deerfield. The speakers are Waldemar Ager, Eau Claire, and the Rev. Mr. Gimmestad, Orfordville.

R. N. Qualley to Speak at Norway Sons' Picnic

R. N. Qualley of Madison is to be one of the speakers at a Sons of Norway joint picnic at Menomonee, Wis., for the lodges at Eau Claire, Chippewa Falls, Stanley, Colfax and Menomonee Sunday, Aug. 7.

London has all but banished felts for hot weather wear. Smart gatherings reveal grosgrain turbans or wide-brimmed straws.

Historical Museum Presents Many Interesting Displays

BY MARIE HEUER

Whether interest lies in portraits or in pirates, in coins or human skulls, the Wisconsin state historical museum is the ace of browsing haunts on the campus. Under the direction of Mr. C. L. Brown, nearly 20,000 specimens are exhibited in its halls with half again as many more on reserve for special exhibition purposes.

This is the oldest state historical museum, as well as one of the oldest of any kind in the northwest. It was organized in the first days of the university and boasts of visitors totaling 80,000 annually, as well as being the private haunt of scores of students who steal up to the fourth floor for a half hour of respite from the "lib."

Chiefly anthropological and historical in character, about 90 per cent of the specimens are actual gifts, the balance being either purchases or loans. Most interesting among the large exhibits are the Indian history room, the collection illustrating the military history of Wisconsin, the history of settlement in Wisconsin, and the world war history room.

One of the latest contributions of unusual interest is klasswa, a huge Indian ceremonial bowl fashioned after the shape of an Indian deity. The vessel weighs 1,000 pounds and is carved out of huge Northwest coast cedar logs; it was used 200 years ago at the Potlatches, or law conventions of the five Indian tribes of southern Alaska and northern British Columbia which looked to this deity for protection and inspiration.

A feature of the historical museum is the art exhibit hung in the main gallery by the Madison art association. It is changed monthly, thus giving stu-

dents an opportunity to keep up with new ventures in painting and the kindred arts.

Some of the unique exhibits in the museum are a New England colonial kitchen, an old fashioned drug store, a doll exhibit illustrating the evolution of dress, and a very rare collection of Chinese plate ware.

Another attraction is its so-called outdoor museum. This consists of a number of groups of prehistoric Indian mounds preserved in the Madison public parks, on the university and state hospital grounds, and on some other beautiful points about the Four Lakes. These have been preserved to the public and marked with descriptive metal tablets through the cooperation of the museum, the Wisconsin Archaeological society and other organizations.

Among these are many fine examples of the remarkable animal shaped earth-works very few of which exist in any other state. One of the largest of these, a bird effigy on the state hospital lawn at Mendota, has a wingspread of 623 feet, and is the largest bird mound in the world.

5,000 'U' Summer Students Leave

One of the largest summer sessions of the University of Wisconsin passed into history today as 5,000 students took their final examinations this morning and began preparations to scatter to their various homes in all parts of the country. Students in the long session of the graduate school and in the law school will continue their work for an additional three weeks.

Memorial Union to be Center of Wisconsin's Life

(Continued from Page One)

the fortunes of crews on the Hudson—and the appropriate background for the talk and song-fests that will naturally follow.

Just outside is the trophy hall, where footballs and tall aors will make "Ikey" Karel and "Berrycrate" Dillon more vivid than cold type ever can.

In the great Memorial Lounge, sacred to the memory of the 10,000 Wisconsin men who fought in the country's wars, you will find good books, a deep chair, before a great broad window overlooking miles of lake—with a roaring fire at your back if the night is wintry, or wide verandas where winds blow the flavor of whitecaps if it's June.

In the left wing a cafeteria, where steaks will be steaks, and salads will be perfection. In the men's dining room great oak beams and great oak tables, with college shields in all the panels; and two hundred men at a sitting warmed by good food and company—the Mermaid Tavern of Wisconsin men.

One hundred twelve feet of shining floor will here invite dancing feet to weekly revels. As much dancing space as is in the Capitol; and here it may be your own party—the center of the Union, probably, for Wisconsin women—but who shall say less interesting to the men for all that?

Here at last, Wisconsin folks of ump-ty-steen will have some place to hang their several hats and park their grips, with some hope of finding them again.

Try and get in that elevator at Homecoming or reunion time!

On the Commons third floor is a dormitory for visiting teams and their coaches, and 16 rooms for alumni and guests.

This is the Memorial Union—the dreamed of building which for almost

Scholarships Are Offered to Frosh With Highest Marks

Students entering the university this fall have an opportunity to try for three scholarships, all of which are awarded during the second semester of the school year on the basis of grades made during the first semester.

The Wisconsin scholarships consist of 50 awards of \$100 each and are open only to freshmen students who are residents of Wisconsin. The applicants must be in need of financial assistance and show worth and ability during the first semester.

Legislative, or non-residents scholarships provide for the remisison, either wholly or in part, of the tuition, but not incidental fees to non-resident students, not exceeding 8 per cent of the number registered in the preceding year. Ordinarily these scholarships are awarded only to students who have made a record at this university, although they are open to graduates of other institutions.

There are also a few cash scholarships for women students. These scholarships range from about \$50 to \$300, awards, being made on the basis of grades for the preceding semester and upon the need of the student.

Dillon, Famous Irish Leader, Dies Thursday

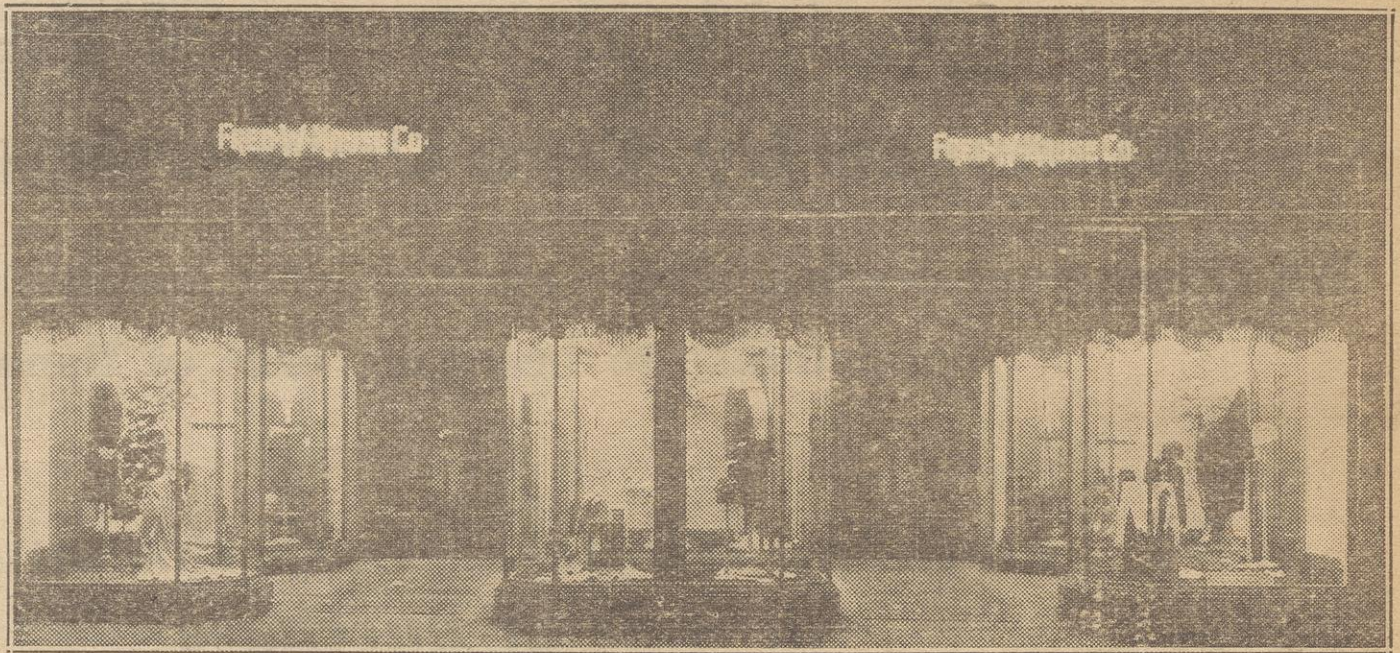
LONDON—(P)—John Dillon, famous Irish leader, who died in a London nursing home Thursday night after a severe abdominal operation will be buried beside his wife in Glasnevin cemetery, Dublin.

a year has been rising skyward in steel and stone and which, barring upsets, will be ready for the men and women of '31 before they finish their first year at Wisconsin.

FRED W. KRUSE CO.

205-207 State Street

University Women Prefer Kruse's



Wisconsin Co-eds have learned to rely on Fred W. Kruse Co. "Specialied" service. They know that they can find here, at all times, completeness of stocks, courteous attention, and a daily presentation of new, ultra-smart apparel for women and misses. The Fred W. Kruse Co. label is an assurance of quality—and with the growing demand for simplicity, in dress, quality is more important than ever. The Fred W. Kruse Co. has always featured finer fabrics in their garments—and workmanship that gives the greatest satisfaction. Prices cannot be lower for the quality we feature.

The newest Paris-inspired fashions are shown at Kruse's simultaneously with Fifth Avenue. Come and see the new displays of fall apparel.

You May Open a Charge Account Here

New Men's Dormitories Offer Excellent Freshman Facilities

By GAYNOLD CARROLL

Tripp and Adams halls, the attractive new dormitories for men are situated on the campus on the shore of Lake Mendota. These buildings are built of reinforced concrete and Madison sandstone in the architectural style of Italian Renaissance, and are of modern fire-proof construction. Approximately 525 students can be accommodated.

Two quadrangles with sections in which about 30 men can live make up each dormitory. Each section is therefore an independent unit in itself having its own entrance, living rooms, and other facilities of modern convenience.

The rooms are furnished with new equipment including a chiffonier, bed, study lamp and chair, rug, wastebasket, and curtains. Bed linen, a bed cover and two woolen blankets are supplied and laundered by the university. Towels are to be furnished by the student. Personal laundry is not taken care of at the dormitories.

The rental of a single room is \$75 per semester; of a double room, \$60 a semester. There is a very limited number of double rooms. Applications for rooms for the academic year will be received after April 1. The application should be sent to the bursar of the university and should include a deposit of \$10 with a statement of the applicant's permanent home address and the class he will enter.

In accordance with an act of the session of the legislature preference in the assignment of rooms is given

to residents of the state. In order to give preference to freshmen the following apportionment by classes will be made in the assignment of rooms—seniors 38; juniors 64; sophomores 98; freshmen 310.

Rooms will be ready for occupancy on the Thursday preceeding the beginning of instruction in September. Baggage marked with hall, section, letter and room number will be received beginning the same day.

All rooms are assigned for the entire academic year. If a student withdraws from the university during the year the deposit fee will be refunded. University regulations require that room and board be paid in advance, room by the semester and board by the quarter.

Board for the school year of 36 weeks is 252 exclusive of the Christmas and spring recesses. Residents of the dormitories are required to take their meals in the adjacent refectory.

Residents of the halls are subject to the regulations of the Men's Dormitory Self Government association and are expected to comply with the requirements and obligations of this association. Semester dues of \$5 are collected. There are very definite regulations that govern quiet hours, conduct at social functions and in the dining halls. A group leader, known as the dormitory fellow, has charge of the men in his section; his office is to give counsel and help in building up a strong social organization and to assist the students in pursuing their college work profitably.

Dean's Welcome

The Daily Cardinal graciously invites me to extend to you, members of the incoming freshman class, a few words of greeting. Next to the pleasure of seeing a fine class of young men and young women graduate from the University and go out to take up life's duties with a consciousness of having prepared themselves thoroughly for their future work, is the satisfaction of seeing a fine class of boys and girls fresh from high school enter the University with all their unrealized ambitions and their bright prospects before them.

I rejoice in welcoming you to the great opportunity which is to be yours of developing yourselves intellectually, physically and morally. That is the fundamental purpose of the University of Wisconsin; toward that end it expends its energies and its resources. If it fails in affording you the proper environment and the necessary facilities for your self-development, it fails in the purpose for which it was created and is maintained.

But getting and giving an education is a cooperative affair. We cannot succeed with our part of the task unless you meet us more than half way. If you are coming with the serious purpose of putting the best you have into whatever you undertake, losing sight of your purpose, I can assure you that your college course will be pleasurable and profitable, both while you are here and in after life.

We welcome you to our campus, to a full share in its comradeship, in its spirit of loyalty, and in the opportunity which it presents to enter upon an intellectual life that shall remain your guide and stimulus in the years to come. We hope that you will respond readily to the true Wisconsin spirit

WOMEN DRIVERS WORST? SH-H! COPS HATE TO SAY

JUST how good are women drivers? Not good enough to stay awake nights feeling proud of themselves, Madison's long suffering traffic policemen agree.

Directing traffic with one hand, pulling their interviewers from the path of clanging streetcars and honking autos, four of Madison's traffic policemen managed to remain tactful while they gave their frank opinion of women drivers to an occasional member of aforementioned class of drivers.

Two of the traffic directors agreed that women were worse than men while the other two admitted that there wasn't much choice—a fool driver of either sex caused an equal amount of trouble. None of them granted women's superiority.

Here's what they said:

POLICEMAN GEORGE S. LAWRENCE, at the corner of E. Main and S. Pinckney on the Square:—"I'd say 70 per cent of the women folks were good drivers. Just 30 per cent should never be trusted behind a wheel. Why you should see some of them. They get into a tight corner and they need a whole 40 acre corn field to get out of it. But usually the young women are all right."

POLICEMAN PATRICK J. POWERS, E. Mifflin and N. Pinckney on the Square—"Now you're just trying to get

of service, of team play, and of right living; and that in your later life, Alma Mater may have as great reason to be proud of you as you will to be proud of her.

S. H. GOODNIGHT
Dean of Men.

me in bad with the women folks. I'm for the women, but if I was in a car and we got in a tight place, I'd feel a lot safer if there was a man at the wheel. There's dozens of women drivers in this city who beat any man driver I know, and I've been here twelve or thirteen years, but as a rule women are more excitable."

POLICEMAN HENRY TIMM, corner State and the Square—"It's just about 50-50. You'll find just as competent women drivers as you will men drivers. Of course the young drivers are best."

POLICEMAN WILLIAM T. FREDERICK, at the five corners crossing at Johnson and Henry and State—"There's not much difference between men and women drivers so you know how good women are. Women are more excitable but men are more stubborn and bull-headed, and while, if she gets into a corner she lets go and flutters, he's just as likely as not to tie up things by insisting he's right when he's wrong."

East Side Business Men Nominate on Thursday

One of the most important business meetings of the year will be held by the East Side Business Men's association at the clubhouse next Thursday night. The nominating committee will present its report of nominations for the various offices of the organization. George Sauthoff is chairman of the nominating committee and the other members include John Blum, H. A. Schultz and Otto Naffz.

Co-eds to Guide Freshmen Girls

Freshmen girls entering the University of Wisconsin in September will be welcomed by a newly organized committee of junior girls under the direction of Women's Self Government association.

The organization, working under what is known as the junior counselor system, will also assist the girls in making out their first semester schedule.

Members of the committee, announced today by Anita Kierman, Whitewater, chairman, are as follows:

Olive Smith, Madison; Dorothy Davis, Plymouth; Katherine Foster, Fond du Lac; Gaynold Herroll, Reedsburg; Josephine Alexander, Milwaukee; Miriam Driesen, Marian; Evelyn Feldman, Madison; Gladys Simpson, Sturgeon Bay; Ora Campbell, Dodgeville; Helen Keeler, Chicago, Ill.; Esabel Bunker, Park, Ill.; and Evelyn McElphatrick, Franklin, Penn.

During the summer the junior counselor committee sent to every incoming freshmen a booklet containing information concerning university organizations and rules. A card is enclosed which is to be returned with the girl's name and address. A junior girl then writes a personal letter to one of the incoming girls.

In the fall, the junior looks up the freshmen whose name she has and escorts her to the special functions and entertainment for freshmen. The second day of registration the committee conducts a tour of the campus.

Hundreds of sacks of rice have been scattered by airplanes over marshes in Manitoba to provide forage for ducks

5 U. W. Glee Club Men Back Home

Five Madison members of the University of Wisconsin Glee club have returned here after a month of singing and sightseeing in England, Holland, Belgium, Germany, Switzerland, and France. They were led by Prof. E. E. Swinney, director of the voice department of the university, and George Chandler, secretary of the faculty.

Among the club of 40 members were Henry Stevens, Dan Vornholt, Edgar Gordon, Whitford Huff, and Earl Brown, all of Madison. With the exception of three appearances in London and one aboard ship, the trip was almost entirely a sight-seeing tour, according to Prof. Swinney.

Denies Buying Still Stolen at Laboratory

Dave Zachick denied in superior court Thursday a charge of purchasing a copper still, used for distillation of water, stolen from the Burgess laboratories. He was held under \$1,000 bond for preliminary hearing Tuesday.

Kiwanians and Families Will Picnic on Monday

The Kiwanis club members and their families will picnic at Bernard's park on Monday afternoon. Charles Littleton is in charge of stunts. A. P. Desormeaux will furnish moving pictures and Harry Thompson will supervise children's play.

We extend a cordial invitation to all the new students to get acquainted with the University's past and present through our PICTORIAL HISTORY BOOKS.

The **PHOTOART HOUSE**
WM. J. MEUER PRESIDENT

212 State St.

HOLTON
and
BUESCHER
SAXS

PLAN
NOW!

Be
Popular



"The Brunswick"

Play Something!

A SAX!
A BANJO!

or any other instrument. It helps pay your way and shortens the hours when there is nothing doing.

Always New Records
Brunswick and Columbia

The only store in Madison where you can buy Music

Popular Music 3 for \$1.00 postpaid

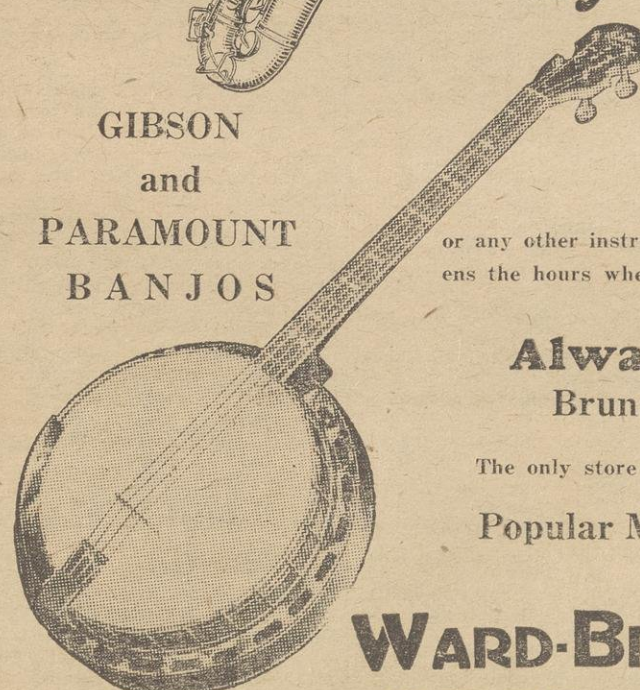
WARD-BRODT MUSIC CO.

328 STATE ST.

PHONE B. 7272

Saxophone Repairing—SEND THEM IN

Catalogs on Request



GIBSON
and
PARAMOUNT
BANJOS

MADISON'S NEW

ORPHEUM THEATRE

PRESENTING
ORPHEUM CIRCUIT VAUDEVILLE
AND THE
BEST FEATURE PHOTOPLAYS

WELCOMES THE FRESHMEN

COMMONS UNIT OF UNION UNDERWAY

Class of 1931 Will See \$1,500,000 Memorial Completed at Wisconsin

This is the arched stone entrance of the commons unit of the Union building as it looks from Angdon street today. It is the welcoming doorway where more than 2,000 students will be passing in and out at every meal time—within a year from now, it is hoped.



Porter Butts working to finish his job as soon as it is physically possible.

There have been some labor troubles, but little construction delay.

The real determining factor in when the building will open is that of funds for equipment and furnishings, according to Porter Butts, Union secretary. The building, no matter how soon completed and turned over, cannot be opened until it is adequately furnished. Eighteen thousand subscribers have already paid in more than \$800,000. About \$400,000 more is needed.

Conservation Bill Author is Willing to Accept a Job

Sen. R. Bruce Johnson, Superior, who has been prominently mentioned for the position of conservation director of Wisconsin, today stated that he would accept the position if named by the commission. Sen. Johnson was the author of the bill creating the new conservation commission.

"I introduced the bill and it would be inconsistent for me not to accept such a post and carry out the policies I advocated in the bill," he stated.

The new conservation commission, which held its organization meeting Wednesday of this week, will meet again next week Thursday. It has not been determined whether the conservation director will be chosen at that time. Elmer S. Hall, state conservation commissioner, will remain conservation director until such a time when a successor is chosen. While reports to the effect that Sen. Johnson will be chosen to succeed Mr. Hall have been most frequent, it has also been rumored that the new commission would retain Mr. Hall.

Daniel W. Mead and Moose Women Aid Kiddies' Fund

Daniel W. Mead of the firm Mead and Seastone sent one of the largest individual contributions made to The Capital Times Kiddies' Summer camp fund when he sent \$25 for the children of the camp.

Women of the Mooseheart Legion added \$10 to the fund for the kiddies, bringing the total to \$1,336.15.

Have you sent in your contribution for these undernourished children?

Tobacco Buyers Become Active

From the Wisconsin Tobacco Reporter
EDGERTON, Wis.—The ownership of the Wisconsin leaf tobacco crop of 1927 has begun to pass from the producer to the buyer.

The buying of it commenced within the last few days, the first contracts having been closed in the Vernon county district.

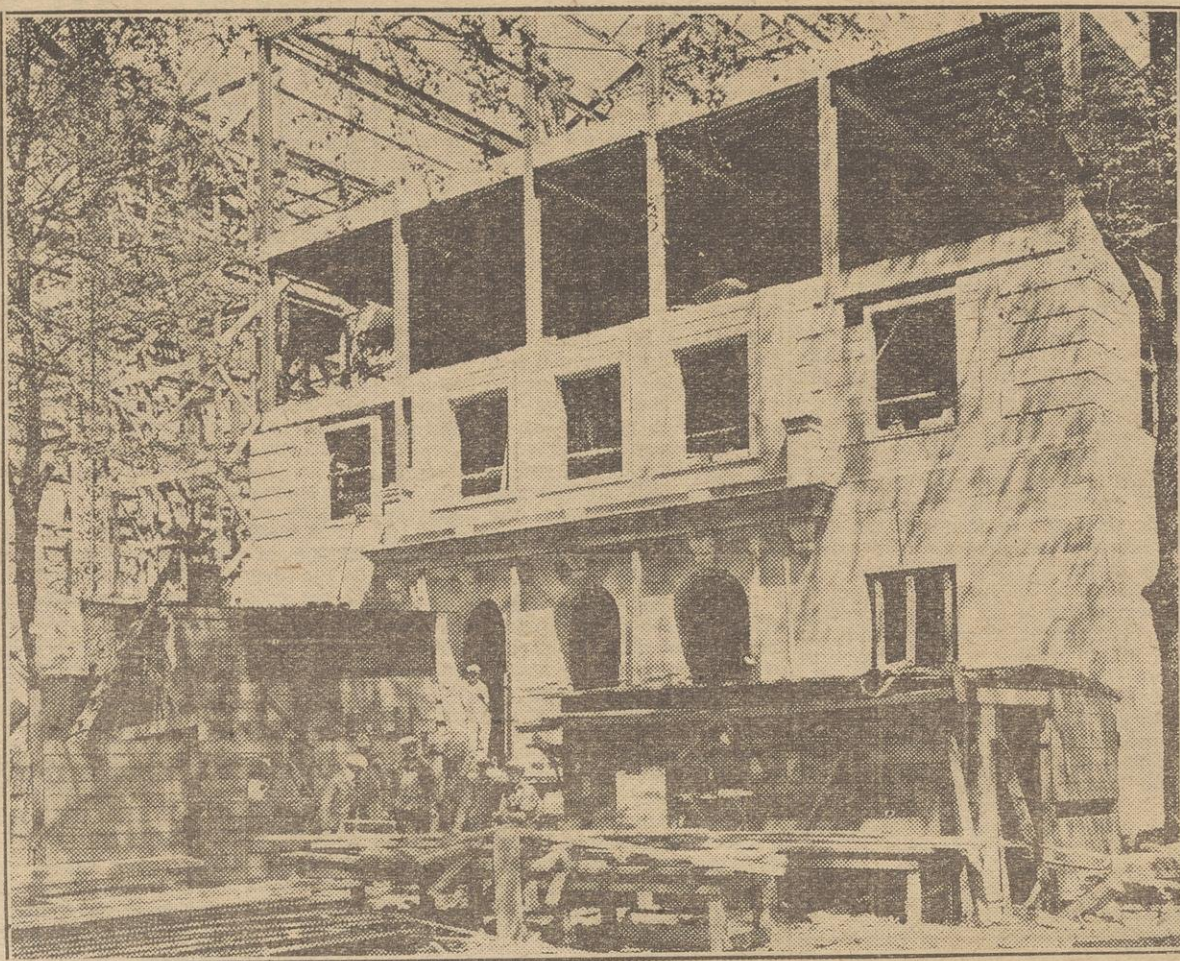
The Vernon county district includes the counties of Vernon, Monroe, Crawford, Richland and Grant.

Contracts are being made by the buyer with the producer at from 25 to 30 cents per pound for choicest cigar leaf binder crops and 5 cents per pound for farmer fillers, all for bundle delivery.

It is reported that this buying movement is participated in by four different firms.

The earliest planted tobacco crops in the Northern Wisconsin tobacco growing district are now being topped.

The Union Building as It Looks Today



Calendar

CALENDAR

SEPT.
15-17 (Thurs.-Sat.)—Early registration days.
15-16 (Thurs.-Fri.)—Examinations for admission.
19-20 (Mon.-Tues.)—Registration days.
21 (Wed.)—Y. M. C. A. Freshman banquet.
21 Instruction begins.
23 (Friday)—Varsity Welcome.
24 (Saturday)—Special exams for removal of conditions.

October

1 (Mon.-Mon.)—Football, Cornell at Madison.
3-10 Y. M. C. A. and Y. W. C. A. Finance Campaign.
8 Football—Kansas at Lawrence.
15 (Sat.)—Football; Michigan at Madison.
18-28 (Tues.-Fri.)—Monthly exams for freshmen.
21-22 (Fri.-Sat.)—State High School judging contest. Col. of Agri.
22 (Sat.)—Football, Purdue at Madison.
28-29 (Fri.-Sat.)—Wisconsin Players.
29 (Sat.)—Football, Minnesota at Minneapolis.
31 (Mon.)—Monthly reports due for freshmen.

November

2 (Wed.)—Lecture by Bertrand Russell, auspices Student Forum.
3 (Thurs.)—Union Board Concert; English Singers.
5 Football, Grinnell at Madison on Fathers' Day.
10-23 (Thurs.-Wed.)—Mid-semester exams.
12 (Sat.)—Football, Iowa at Madison. Homecoming.
19 (Sat.)—Football, Chicago at Chicago.
24 (Thurs.)—Thanksgiving Day. Legal holiday.

December

9 (Friday)—Military Hop.
9-10 (Fri.-Sat.)—Wisconsin Players.
16 (Friday)—Union Board Series. Three plays by New York Theater Guild.
18 (Sunday)—University Orchestra Concert.
21-Jan. 5 (Wed. noon to Thurs. 8 a. m.)—Christmas recess.

January

5 (Thursday)—Classes resumed.
6-7 (Fri.-Sat.)—Last weekend for social functions.
9 (Monday)—Basketball, Michigan at Madison.
14 (Saturday)—Exams for removal of conditions.
14 (Sat.)—Basketball, Minnesota at Minneapolis.
16 (Monday)—Basketball, Illinois at Madison.

23-Feb. 1 (Mon.-Wed.)—Final exams.
30 to Feb. 4 (Mon.-Sat.)—Farmers' Week and Wis. International Agricultural College.

February

1-2 (Wed.-Thurs.)—Pre Prom Play.
2-3 (Thurs.-Fri.)—Registration for new students.
3 (Friday)—Junior Prom.
6 (Monday)—Instruction begins.
11 (Saturday)—Basketball, Minnesota at Madison.
14 (Tuesday)—Beggars' Opera, auspices Union Board.
17-18 (Fri.-Sat.)—Vocational Confer-

ence of W. S. G. A.
18 (Saturday)—Basketball, Ohio at Madison.
20 (Monday)—Basketball, Iowa at Iowa City.
22 (Wednesday)—Washington's birthday, legal holiday.
23 (Thursday)—Basketball, Purdue at Madison.
24-26 (Fri.-Sun.)—Religious Conference
25 (Saturday)—Basketball, Purdue at Lafayette.

Grant County Descendants Picnic Aug. 21

Centenary Festival To Be Held at Vilas Park

Hundreds of descendants of Grant county pioneers and men and women who were originally from Grant county will attend the 100th anniversary picnic of the settling of Grant county Sunday afternoon, Aug. 21, at Vilas park.

The picnic will be sponsored by the Grant county club which is now being organized.

Speakers prominent in Wisconsin and in Grant county are expected to be on the program, and a concert will be put on by the Madison Park and Pleasure Drive association. Every picnicker has been asked to bring his own picnic dinner.

Those who are eligible for membership in the club have been asked to send their names to William J. Anschuetz, 17 W. Main st., or call B. 1000.

Kills Industrial Girls' School Bill

Gov. Fred R. Zimmerman today vetoed a bill which would appropriate \$450,000 for the construction of a new building to house the Wisconsin Industrial School for Girls. The bill was introduced by Sen. Mehigan.

The governor pointed out that this matter would be taken, through the wording of the bill, entirely out of the hands of the governor and left to the state board of control and the legislative visiting committee of 1927.

Gov. Zimmerman this afternoon signed a bill increasing the appropriation to the State Historical society from \$57,000 to \$67,000. He vetoed the same bill on Thursday, but recalled it today and approved it.

Pool Holds State Meeting Tuesday

Nearly 100 delegates from the different precincts making up the Northern Wisconsin Cooperative Tobacco pool, will meet here Tuesday, for the annual state meeting.

The district delegates will hold their meetings at their district centers Saturday. At this meeting each district will nominate one person for director.

UNION TO PRESENT FAMOUS ARTISTS

Paderewski, Chaliapin, Other Noted Musicians Will Appear in Madison

The music capitals of the world can look to Madison with jealous eyes this coming season, and Wisconsin students will be richly entertained. The Wisconsin Union has contracted for three of the greatest concert artists known, as well as for the English Singers, an ensemble chorus reputed to produce the finest part singing in the world. In addition to the artists included in the concert series, five outstanding stage attractions have been planned.

The schedule for the coming season, as recently announced, comprises: The English Singers, Nov. 3; Madame Luella Melius, coloratura soprano, Dec. 1; Feodor Chaliapin, baritone, March 1; Ignace Paderewski, pianist, March 8.

The Theatre Guild of New York will present four plays: "Arms and the Man," by George Bernard Shaw; "The Guardsman," by Franz Molnar; "Mr. Pim Passes By," by A. A. Milne; and "The Silver Cord" by Sidney Howard. These will be given on December 16 and 17 in two matinees and two evening performances.

John Gay's famous old hit, "The Badger's Opera" is scheduled to appear here on February 14, direct from the Lyric Theater, Hammersmith, London, where it has had a revival run of four years.

Immediately after the commencement of the fall term, season tickets for the entire concert series will be sold. These tickets will sell for \$9, \$8 and \$6.50. The prices for the stage attractions have not yet been announced.

The policy of the Wisconsin Union, of which every matriculated student is automatically a member, has been to present to the student body the greatest artists known at popular prices. Whatever profits are made from the concert series is given over to the Memorial Union fund.

"The Union has spent a great deal of money to obtain these artists, and is relying upon the appreciation and interest of the students to make the venture successful," declared Clyde Kluckhohn '28, manager of next year's concert series.

CONVERSATION PRACTICE AT LANGUAGE HOUSES

Unusual opportunities to get practice in conversation are offered to foreign language students of the university by the French house, the Spanish house, and by the German house. Meals are served at these homes at which the respective foreign languages are used exclusively.

Herman Zweifel Weds Rose Zweifel Thursday

NEW GLARUS — A marriage ceremony performed this morning in the parsonage of the Reformed church united Miss Rose R. Zweifel and Herman Zweifel, Rev. Richard Rettig officiated.

7 PUBLICATIONS BESIDES CARDINAL

Humor Magazine, Badger Year Book Important in Campus Journalism

Seven publications are issued regularly at the university in addition to the Daily Cardinal and the Badger year book.

Of these the Commerce Magazine, a well illustrated publication of 40 pages was founded in 1917 and is the oldest in collegiate schools of business. The magazine aims to present to students in the course and to others who may be interested the opportunities in different lines of commercial endeavor and the advice and experience of successful business executives.

Leading men in the business world, faculty members and students in the Commerce Course make up the personnel of the staff and contribute to the publication.

Encouragement for students with literary taste is presented by the Wisconsin Literary Magazine. Literary efforts of both the student and the faculty are published in this monthly.

The official organ of the athletic department is The Wisconsin Athletic Review. It is published six times each year by the department to promote interest in athletics on the campus. The Physical Education club for women publishes The Phy Ed Bulletin at regular intervals throughout the year.

Keeping its technical identity intact, yet expanding in the interest of the outside student, the Wisconsin Engineer has appeared monthly since its founding.

The Country Magazine is published by students in the college of agriculture and is of special interest to Ags and Home Ecs. Articles by prominent members of the faculty in the Agricultural school appear herein.

The humorous magazine of the campus is to be found in The Octopus. Specialty numbers are published each year, such as Haresfoot, Homecoming and Commencement issues. Contributions of art, jokes, and humorous skits are read with interest in the monthly issues of "The Octy."

Waupun Badly Mismanaged, Solon Charges

Minority Report is Filed Attacks Prison Farms

Charges that the state prison at Waupun and the prison farms are "grossly mismanaged" are made in a minority report of the legislative visiting committee to the state charitable and penal institutions filed by Assemblyman Thomas J. Dieringer, Campbellport, member of the visiting committee.

Assemblyman Dieringer claims in his report that the farms at the prison are not conducted in such a way so that they are made to produce as they should under proper management, an operation.

In his minority report, Dieringer also asserts that the evidence produced before the committee did not show that the administration was without blame and that the charges were unfounded, as the majority report stated. He claims that some of the charges were justified, and that the committee should not have completely exonerated the administration of the Waupun prison.

Middleton Church Will Meet Locals in Ball Tile

St. Luke's Lutheran Brotherhood of the Middleton St. Luke's church will sponsor a picnic to be held at Wals park near Middleton high school Sunday afternoon. One of the features of the afternoon will be a baseball game between the teams of the Middleton congregation and the Zion Lutheran church of Madison. One of the attractions for the children will be the "Missouri Mule," and other separate bits of entertainment have been planned for men and women as well as the children.

ROLLIE BARNUM SIGNED AS ASSISTANT MENTOR

Rollie Barnum, three sport star at the University of Wisconsin and winner of nine athletic awards, will be an assistant coach in football, basketball and baseball at his alma mater beginning in the fall.

The former Evansville, Wis., athlete has been signed by university athletic officials to lend a hand in drilling the three sport candidates at the Badger institution for the year 1927-28.

ALUMNI RECORDS OFFICE KEEPS FAMILY ALBUM OF THE UNIVERSITY

By JOHN BERGSTRESSER
(Alumni Recorder)

The alumni records office, created by the regents in July 1924, has for its purpose the continuance of a close and friendly relationship between the university and its students after they leave the family circle. The records office is, in a sense, the keeper of the family album of the university an album which includes more than 60,000 men and

one of the 60,000 whether a graduate or non-graduate alumnus, is recorded according to three classifications, alphabetically, geographically, and by classes. The geographical file is made up of metal addressograph plates so that letters can be addressed on an electric machine at the rate of 1,500 an hour.

Keep Folder Files

There is also a folder file with an individual folder for each alumnus which is, perhaps the real university album. The folder of an alumnus contains letters from him, newspaper clippings about him, and his picture—the beginning of a permanent biography. In time the university will have historical records of all its alumni which will be of immense value both to them and to the university.

Each of the filing cards in the alumni records office has already been found to hold many potentialities for the alumnus whose name it records. Within the past three months the cards have yielded information which has, in some typ-

ical instances, reunited old friends, "called the bluff" of a man posing in another state as a former Badger athlete, and located for insurance companies alumni entitled to dividends on life insurance policies.

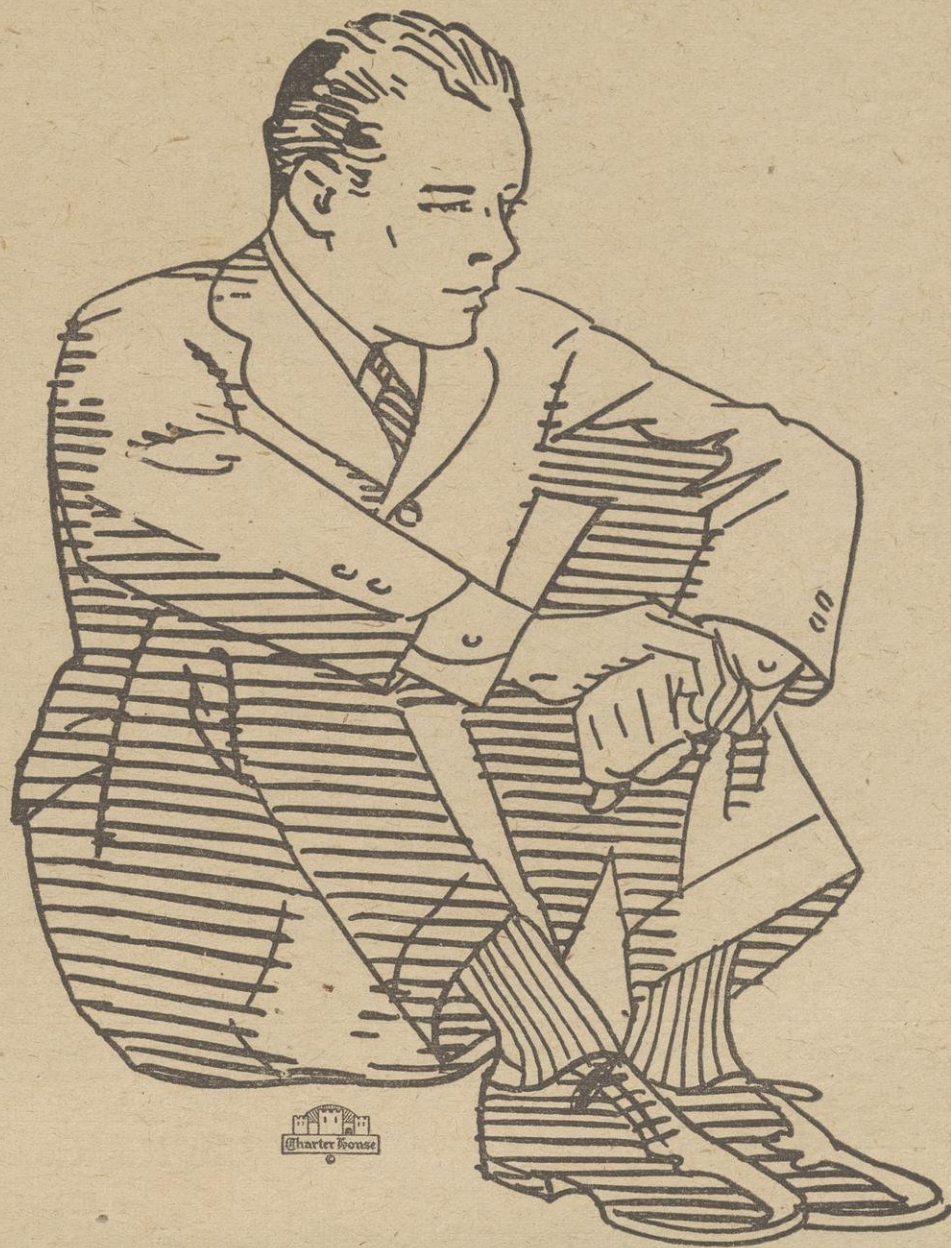
The ability of a super-sleuth is sometimes required to comply with the requests for information which are received at the records office. One request, for instance, asked the address of an alumnus whose name was given as "Ned" Sale—with the qualification that his name was not "Ned", but that "Ned" was a nickname by which he was called; also the name Sale was not his true surname, which was some "unpronounceable name." The requested information in this instance was traced down and delivered to the inquirer.

Mail Information

Besides continual correspondence with individual alumni the records office undertakes general mailings to alumni about the new experimental college of the university will be mailed to 1,000 interested alumni.

Upon two occasions during the year the entire alumni body is addressed. These times come in the summer, when the alumni all get football ticket applications, and in the spring, when they are invited by President Frank to return for commencement.

The man who directs the activities of the alumni records office is known as the alumni recorder. He is assisted in his work by a staff of six full time clerks and two students addressograph operators.



Charter House



CLOTHES

READY-MADE
AND CUT TO ORDER

\$40, \$45, \$50

YOU

MAY NOW CALL AND REVIEW THE MODELS ACCEPTED AS MOST SATISFACTORY, AND STUDIOUSLY CORRECT, BY COLLEGE MEN IN THE UNITED STATES. TAILORED FROM DISTINGUISHED WOOLENS, WITH THE SAME PRECISE OBSERVANCE OF CHARACTERISTICS ASSOCIATED WITH THE CLOTHES OF ENGLISH UNIVERSITY MEN.

Select your Wardrobe from Charter House—they represent a definite and distinguished unit for men that dress true to type.

BAILLIE

O'CONNELL

AND MEYER

MADISON

WISCONSIN

109 State St.

Near the Square

Oetking Opens Cafe in Belmont

The Belmont Coffee Shop, in the basement of the New Belmont hotel, will open tonight for dinner under the ownership of Frank G. Oetking, who will make it the third of the restaurants in Madison now under his control.

The note of the new coffee shop will be colonial, rough plaster ceilings and walls, the ladder backed and rush bottomed chairs, and the old fashioned cupboards with decorative old china giving the antique touch to the place. Miss Bea Osborne will be manager of the coffee shop.

As in the other two restaurants of Mr. Oetking, Oetking's Restaurant and Garden Grill, 11 E. Main st., and Lawrence's at 662 State st., the special features of the new coffee shop will be freshly caught fish, chicken, and chops, and will open at 6:30 in the morning. Breakfast, will have a business luncheon as its special feature at noon, and evening dinner. The service will continue to 8 each night.

At the sprawly legged black tables the coffee shop will accommodate 70 diners, and to add to the colonial effect, old fashioned curtains will be hung at the windows and candles will light the individual tables. The color scheme has been worked out in terra cotta.

All of the equipment of the new restaurant's kitchen has been newly installed by Mr. Oetking.

Close Beaches Here Tomorrow

All Madison public bathing beaches will be closed Saturday because of the municipal employees' picnic and the city will not assume responsibility for anything which may occur at the beaches. Michael Quann, city park superintendent announces. It was reported that Brittingham bathhouse

Orpheum Vodvil Better Than Film

The Kikuta Japs and Mildred Andre and Girls feature the vaudeville bill at the New Orpheum for the last half of the week, on a show which is good entertainment all around. Louise Fazenda and comedian Clyde Cook star in the photoplay which is just average.

The Kikuta Japs offer one of the finest acts ever seen on the local stage. They are adept acrobats and go through their performance with flash and vigor. Mildred Andre and Girls play violins and sing. Miss Andre is the shining star of the act.

MacBryde and Redding received continuous applause for their act which burlesques the state of matrimony. A good act which finishes fair and without a surprise. The Hearst Brothers, two juveniles who can sing and should do more of it, take well with the audience; and the show opens with Marlettes Marionettes, which is just marionettes. If you see one you have seen them all.

Frank at Tomah Meet Saturday

Pres. Glenn Frank of the University of Wisconsin will be one of the principal speakers at the mid-summer meeting of the Holstein-Friesian association of Wisconsin, to be held at Tomah, Saturday.

A. J. Glover, editor of Hoard's Dairyman, will be another speaker. Gustav Pabst, Milwaukee; C. A. Schroeder, West Bend; Stephen Baird, Waukesha, and John L. Chapman, River Falls, are being honored at the meeting as having done most important service to dairying.

will be reopened on Monday. It was closed earlier this week because of unsanitary conditions.

Welcome Freshmen!

Drop in here for your meals when you arrive in Madison.

Good wholesome food, well cooked.

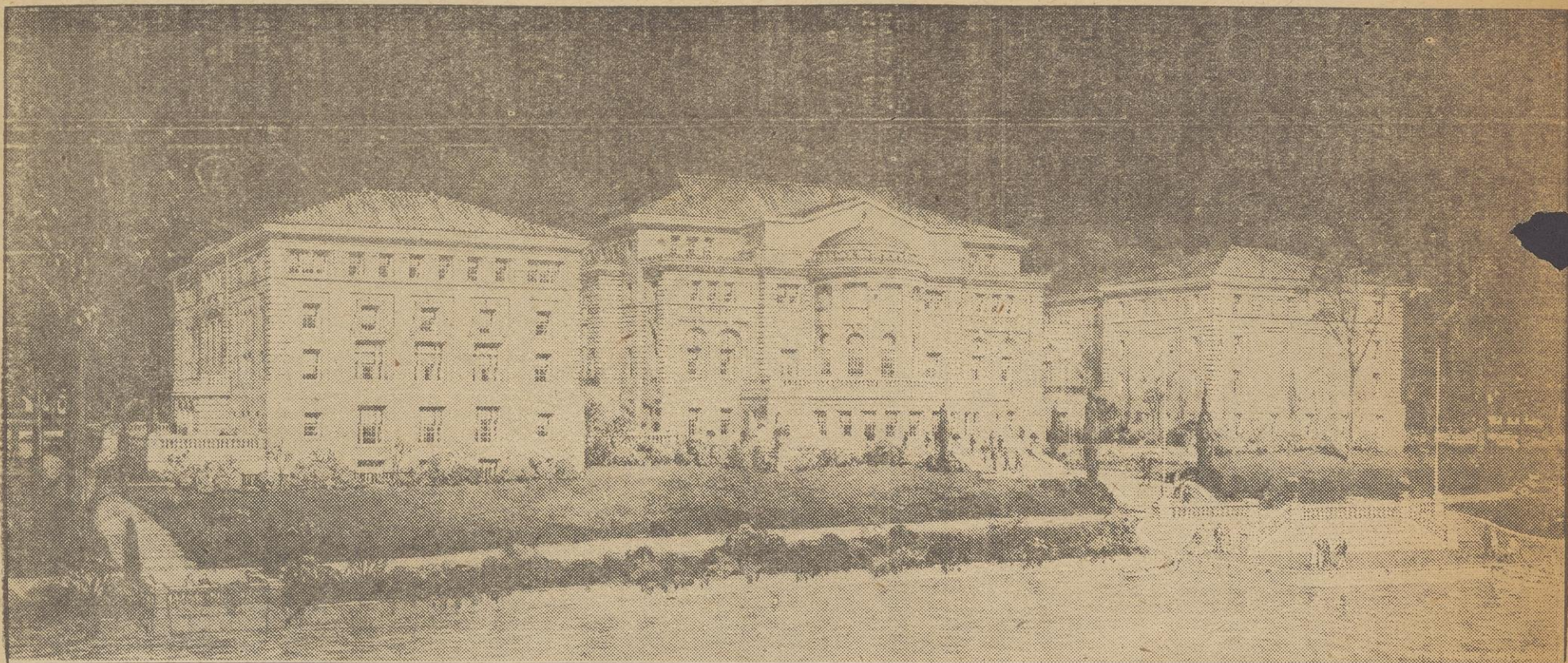
Very reasonable prices.

Mendota Lunch

710 1/2 State St.

(Nearest Restaurant to the Lower Campus)

The New Center of Wisconsin Life, Seen From the Lake



Above is the lakeshore view of the new Memorial Union building. It stands close to the center of the university community, occupying all the lakeshore space between Park street and the Y. M. C. A. and fronting on Langdon street, one of the main university thoroughfares.

It is a building 320 feet long—100 feet longer than the Historical library—and is separated into three units, the forms of which correspond to their functions. On the right is the theater unit, in the center the Union or clubhouse unit, and on the left the commons or hotel and dining room unit.

Designed in the architectural style of the Northern Italian Renaissance, the Union is in harmony with the general university building scheme and a fit companion for the beautiful Historical Library. It is the first step in the comprehensive development of the lower campus which is projected.

The Union is built of buff Madison stone trimmed with gray Bedford stone. A low roof of green tile, projecting pylons, a great curving bay, and the broken outlines of its three units make the building ideally suited for its site among the elm trees of the bending

akeshore.

The flagstone terrace stretches to the miniature lake harbor, one of the beauty spots of the campus. The building, when entirely completed, will cost \$1,500,000 and will be the finest and most useful structure the university possesses.

S. Madison Street Plea Up Monday

The city finance committee will meet at the clerk's office in the city hall Monday night, at 7:30, according to City Clerk W. R. Winckler.

The committee will receive a petition from residents of South Madison in regard to the widening and completion of Spruce st. The residents of that section, on Gilson and Lakeside sts., hold that a width of 22 feet, which the

city plans, is not sufficient.

A communication from E. B. Skinner, president of the board of education, advocating the purchase of the Loy and Taylor property, east of the Northwestern railroad right of way, and south of the right of way of the proposed extension of Olin ave., for school purposes, will be acted upon.

The city after the first six months of 1927, has cash available to the amount of \$1,144,388.51, according to the report to be presented to the finance committee by Elwell, Kiekhof and Co., public accountants. The bal-

ance at present is \$1,387,830.13. The expenditures, counting the reserve and the surplus, is given as \$1,953,083.22.

Zim Has Copies of Money Bills

Although none of the major appropriation bills have been officially delivered to Gov. Fred R. Zimmerman, the executive has in his hands printed copies of all the appropriation bills. The bills cannot be officially delivered to the governor until the officers of

the assembly and the state senate have affixed their signature to them. It is thought that official delivery of these bills will be made some time late today or Saturday morning.

The printed copies of the appropriation bills have been delivered to the governor to expedite matters, and it is thought that as soon as the official copies are delivered to the chief executive he will immediately take action on them. Vetoes of most of the major appropriation bills, including those for the state university, the nine normal schools, and the charitable and penal institutions, are expected.

Truckload of Pickerel is Planted in Monona

Through the efforts of local sportsmen and the East Side Gun club, one truck load consisting of about 60,000 pickerel fingerlings have been planted in Lake Monona and sufficient money to pay all of the expenses of the venture has been raised. The boys are now raising another sum with which to obtain a load of small black bass to be planted here. Contributions are being received at the Nilles hardware store and at Snappy's Place on E. Wilson st.

CLASS OF 1931 YOUR 1929 BADGER

The Year Book of Wisconsin which will be a lasting reminder of your first year in college.

The Badger, a book of over 650 pages, gives a complete review of the university life during the year and has all students represented.

Every Wisconsin student wants a 1929 Badger so be sure to order yours at registration time

Buy Your Badger During Registration

-NOW-

\$4

GET INTO THE
SPIRIT OF WISCONSIN

Buy
A 1929 Badger

-IF YOU WAIT-

\$5

TOO BAD!



Here are two pictures of Morgan Manchester, son of Harry S. Manchester, Madison, who reached the title round in the state golf tournament but who lost to Buddy Russell of Milwaukee.

Board Given Complaint on Lyman Brown

Successor to Lieut. Donovan Not Appointed

Complaint against Lyman R. Brown, department electrician, charging him with loitering and neglect of duty, was filed with the board of police and fire commissioners when they met Thursday night in the police station. The commission directed that the complaint be drawn up in formal manner and that the charges be made more specific.

The complaint was in the nature of a report submitted to Fire Chief C. W. Heyl by Asst. Chief John Lahm and forwarded to the commission by the chief. The assistant chief suspended Brown a week ago. When the formal complaint has been drawn, the commission will set a date for hearing the charges.

Heyl failed to submit to the commission the name of a successor to Lieut. John Donovan who died last month. The chief said he does not want to take action too soon after the lieutenant's death.

The commissioners directed Chief Heyl to provide all members of the department with official badges and to require them to wear the badges at all times when on duty.

The fire chief notified the commission that his department answered 47 alarms during July, bringing the total for the year to 403. The inspector also made 501 inspections and 41 reinforcements, the chief reported.

Police Chief F. L. Trostle reported 10 persons were arrested and taken to court during July while five persons were apprehended for other departmental reasons. Of 41 cars stolen during the month, 37 were recovered.

Real Estate Board to Picnic at Ripley Aug. 10

Madison Real Estate board will hold its annual picnic at Lake Ripley, Aug. 11. Golfing, fishing, tennis, horseback riding and other sports will form the amusement. All the real estate offices in the city will be closed on that day.

Flames Ruin Residence of Fred Frusher

Girls, Alone in House, Try to Save Pet, Dad's Papers

The home of Fred Frusher, well known insurance man, at 210 N. Carroll st., was ruined and a garage in rear of the Charles Baer residence, 115 W. Johnson st., burned to the ground in a fire which broke out in the garage Thursday and spread to the house, which stood a few feet away.

A car belonging to Mr. Baer, which was in the garage, also was burned.

Firemen from two stations, Nos. 1 and 2, were called to the scene but five leads of hose failed to save the building.

Wants to Save Dog

Katherine Frusher, university co-ed, and Lillian Frusher, 12, daughters of Mr. Frusher, were alone in the Frusher home when they discovered the fire and sent the alarm to Central station.

The younger girl was released from a local hospital two weeks ago. When firemen arrived, she remembered that her dog, "Mardi," was asleep on a radiator in the house. She pleaded in vain with firemen to permit her to return to the house for her dog. Hearing her pleas, a spectator rushed into the house and rescued the pet.

The elder daughter attempted to force her way into the attic to rescue papers belonging to her father, but smoke forced her from the building.

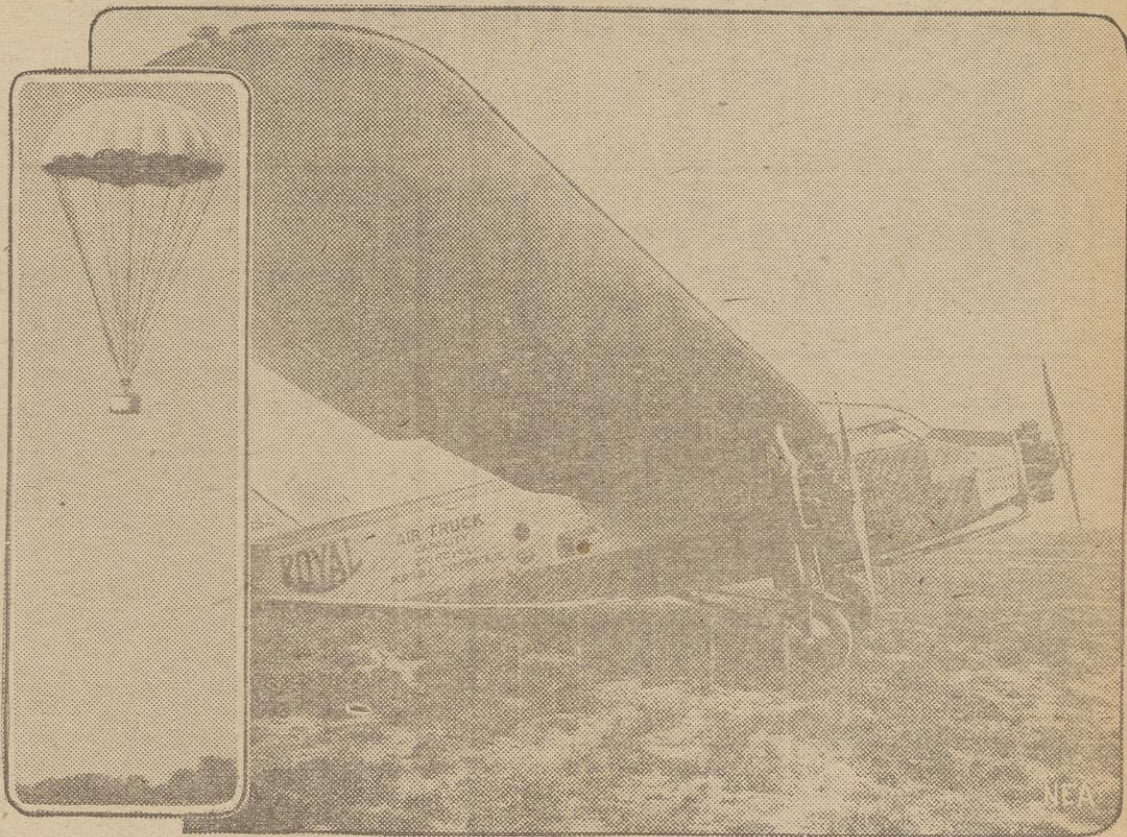
Firemen were delayed in running their hose lines to the burning residence because of chains blocking the alleyways next to the city library. The house was in rear of the library and of other houses on Carroll st. Fire Chief C. W. Heyl was angered at the presence of the chains.

Father Had Just Gone

The Frusher girls declared that they had noticed smoke in their house Thursday morning, but that they attributed it to a bon fire nearby. It was not until the afternoon that they observed smoke escaping from the garage and sent in the alarm. The flames, however, leaped to the house immediately afterward and the entire residence was aflame when firemen arrived.

Mr. Frusher had been home, but had left for Devils Lake less than half an

FORD BUILDS THE FIRST AERIAL TRUCK



Commercial freight service by air became a reality when Henry Ford delivered this monster flying truck to an eastern typewriter manufacturing concern. The plane, largest ever built in America, has a 74-foot wing spread and can carry 210 crated typewriters. The typewriters, especially boxed, are delivered to various points by parachute while the plane is traveling at 100 miles an hour. Inset shows one of the boxes descending.

hour before the blaze was discovered.

Employees at the New Orpheum theater, the rear of which adjoins the garage, hurriedly got ready the fire equipment kept in the theater, but the flames never threatened the theater building. Blowers, however, were set into operation to keep the smoke from the building.

May Stop Rebuilding.

The Frusher house, owned by C. F. Lamb, cannot be rebuilt if it is damaged beyond 50 per cent of its value, Building Commissioner Gordon E. Nelson said this morning. Mr. Nelson has not yet surveyed the building to

ascertain the damage done.

The city ordinance provides that frame buildings, within the fire limits, cannot be rebuilt if damaged beyond 50 per cent of total value. Even should the damage not be that much, the house will have to be fireproof if repaired.

The garages cannot be rebuilt unless they are fireproof, Mr. Nelson explained.

BASCOM ADDITION GIVES CLASSROOM FACILITIES

One of the more recent additions to the facilities of the university is the addition to Bascom hall. The new

wing is of fireproof construction, and is built from Madison sandstone. It was first occupied at the beginning of the second semester last year. It houses the new Bascom theatre, used exclusively for campus dramatics.

Cets 30 Days in Jail on Vagrancy Charge

Frank Roach was committed to the county jail for a 30-day term at hard labor when he pleaded guilty in superior court to a vagrancy charge, Thursday.

WELCOME

Class of 1931

We have the largest and most complete line of Gym Supplies in the state. 10% reduction upon presentation of fee card.

Headquarters for University Athletic Equipment

Mail Orders a Specialty

It will pay you to get acquainted with the

Wisconsin Sporting Goods Co.

Formerly George Levis Sporting Goods Co.

"If Athletic We Sell It"

221 STATE STREET

PHONE BADGER 3366

MADISON, WIS.



BUY EVERYTHING POSSIBLE ON YOUR CO-OP NUMBER

These Are Facts About the Co-op

Organized 30 Years Ago

In the days when Wisconsin was a school with but a thousand or so students, the Co-op was organized by a group anxious to reduce the cost of student supplies. This idea and principle, religiously adhered to, has been responsible for the growth of the Co-op.

Has Outgrown Four Stores

From a "hole-in-the-wall" start, the Co-op has passed through four stores, and now occupies the splendid, complete student store illustrated at the right. This store is located at State and Lake streets, in the heart of the student quarter.

Rebates For Many Years At Least 15%

The Co-op rebates on total purchases, paid in merchandise, have been for many years at least fifteen per cent. When one figures the amount spent on books, school supplies, and other articles sold here, the savings are really worthwhile.

Over 33,000 Members

Over 33,000 Wisconsin students, faculty members and graduates comprise the Co-op membership. Co-op memberships are always life memberships—after joining once, you are forever entitled to the savings offered here.

Now Offers Practically Every School and Personal Need

During its growth, the Co-op has extended its saving opportunities to the following student necessities:

- Text Books
- School Supplies
- Men's Clothing
- Sporting Goods
- Toilet Goods
- Men's Furnishings
- Gym Supplies
- Men's Shoes
- Leather Goods
- Gifts
- Jewelry
- Reference Books
- Magazines
- Hosiery
- Lingerie
- Handkerchiefs
- Fountain Pens



The First Organization for You to Join at Wisconsin is the University Co-op

The wise student, before he registers, before he makes out his schedule, will join the Co-op. Membership in this organization is of vital importance to every newcomer to Wisconsin, man or woman.

Its importance in the life of the university is due to—but one thing—that the Co-op supplies the student with every necessity, both for school and personal use, and does so at an ultimate saving to the purchaser.

The Co-op Saves You Money

Every member of the Co-op has a membership card and number, and upon this card his individual purchases are recorded. At the end of our fiscal year, in the spring, these purchases are totaled and individual members given their rebates. For many years, Co-op rebates have been at least 15% of the total purchases. These rebates, paid in merchandise, are the Co-op's method of profit sharing. Every Co-op member is a part owner of the business.

It Really Costs Nothing To Join The Co-op

The Co-op membership fee is \$2.50, but each new member is given a standard brand fountain pen which would ordinarily retail for that amount. So it really costs nothing to become a member and part owner in this great organization.

Ask Any Member About Co-op Savings

In the thirty years of the Co-op's existence, over 30,000 students and faculty members have joined. Ask any one of these people about the Co-op. They'll tell you, "It's a great, co-operative money-saving organization which every student should join." Follow their advice, as soon as you arrive in Madison.

The University Co-op

E. J. GRADY, Manager
STATE AT LAKE