



The daily cardinal. Vol. XXXI, No. 14 October 6, 1920

Madison, Wisconsin: University of Wisconsin, October 6, 1920

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The Daily Cardinal

Owned and Controlled by the Student Body of the University of Wisconsin

VOL. XXXI. NO. 14

MADISON, WIS., WEDNESDAY, OCTOBER 6, 1920

5 CENTS

A. O. PI'S LEAD BADGER SALES ON FIRST DAY

Subscriptions Total 1,171
for One Afternoon's
Work

Opening their attack with maneuvers that sent solicitors to every corner of the university district, the competing teams in the 1922 Badger circulation campaign swept down purchasers with the speed and accuracy of a well laid barrage. The tactics continued throughout the afternoon, and at a late hour last night the returns were still coming in.

Total sales as compiled by the drive officials place the figures at 1,171.

Honors for the first day's competition went to Alpha Omicron Pi, reporting sales of 224 copies. Kappa Alpha Theta came second with 215 and Achuth third with 147 sales. The incomplete list follows:

Alpha Omicron Pi, 224; Kappa Alpha Theta, 215; Achuth, 147; Gamma Phi Beta, 117; Barnard hall, 116; Delta Zeta, 100; Pi Beta Phi, 68; Alpha Chi Omega, 61; Sigma Kappa, 40; Kappa Delta, 33; Delta Delta Delta, 25; Alpha Phi, 25.

The campaign opened yesterday noon with the greatest display of energy evidenced for some time in an all-university drive. Team captains were at the doors of the Badger office long before opening time, while their workers waited outside ready to start off upon receipt of the subscription booklets.

Within five minutes after twelve, every fraternity house was being visited by one or more canvassers, and persons hurrying down the hill and main streets were constantly accosted by the workers. By afternoon they had placed a cordon around the campus and posted guards in every hall and building.

BETTER METHODS IN ADVERTISING ARE DISCUSSED

Student Publications Representatives Plan to Improve
Advertising Services

A meeting of editors, business managers and advertising managers of campus organizations was held at 7 o'clock last night in the Union building to join forces to improve the advertising services of Wisconsin publications, to Madison merchants and help do away with promiscuous and undesirable advertising. The following organizations were represented: The Wisconsin Octopus, The Commerce Magazine, The Country Magazine, The Engineer's Magazine, The Wisconsin Literary Magazine, and The Daily Cardinal.

The approval of the Madison Chamber of Commerce and the Madison Advertising club of the above mentioned publications and also the Badger, the Home-coming program, the University circus program, the Y. M. C. A. hand book and the Alumni Magazine as advertising media has been secured by this group of editors and managers who will organize into a permanent local press organization at a meeting Tuesday at 12:45, through the Wisconsin student senate. The Chamber of Commerce and the Advertising club will co-operate with this group.

A pamphlet will be issued listing

(Continued on Page 5)

NOMINEES MUST FILE PETITIONS BY OCTOBER 15

Class Officers, Prom Chairman,
and Members of Senate
to Be Elected

Aspirants to election to class or school offices in the fall election to be held October 29, must file their nomination petitions at the office of the Dean of Men in South hall before 5 p. m. on October 15, according to a statement issued yesterday afternoon by Clyde B. Emery, chairman of the student senate elections committee. No petitions will be accepted after that time.

The officers to be chosen this fall include all the class officers, Prom chairman being one of the offices of the junior class, and 11 members of the Student senate. Five seniors, three juniors, two sophomores, and one graduate student, who is not a member of the faculty, are to be chosen for the senate. All candidates must be sure of their eligibility before filing petitions.

Nomination petitions must be signed by 25 electors qualified to vote for the office concerned, and must be accompanied by the standard election fees and any statement of qualifications to be printed in the election booklet. All petitions and statements must be typewritten and on time or they will not be accepted.

The election fees, as fixed by the student senate last spring, are: for class president or prom chairman, \$5; for vice-president, \$3; for secretary, treasurer, and sergeant-at-arms, \$2; for student senate membership, \$2.50.

The election committee wishes to emphasize the prime necessity of having the best qualified men run for the student senate, as very important questions are to be decided by that body this year; the committee urges that the student body take care to nominate their best leaders for the senate.

The committee in charge of the election is comprised of Clyde B. Emery, chairman; Leon Kaumheimer, Foster Strong, Reuben Chadbourne, and Morton Frost.

CARDINAL TO ADOPT HONOR-SYSTEM BOX

Because of the uncertainty of mail service the circulation department of the Cardinal has made arrangements for subscribers who live east of Butler street, to get their papers on the campus.

At the foot of the hill at the corner of State and Park streets is one of Herman's honor system newsstands. Beginning Thursday morning, Oct. 7, subscribers who live outside the news-route district, and who wish to get their Cardinal on the Campus rather than through the mail, may do so by putting their name on a slip and dropping it in the coin slot.

Cardinals will not go out by mail to subscribers who live east of Butler street after Wednesday morning unless the circulation department hears that mail delivery is preferred.

TODAY IS "HELLO DAY"

Today is to be observed as "Hello Day" for freshmen women. This was decided at a meeting of all new women students in the concert room of Lathrop hall at 7 o'clock last evening. All freshmen women will greet each other on the hill today, regardless of previous introductions.

SOPHOMORE CLASS MEETING

A Sophomore class meeting for men is called for this noon at 12:45 in 165 Bascom hall. At that time the committee appointed at the Monday meeting will give its report, after conferring with Dean Goodnight about the rush. The committee is as follows: Everette Jones, chairman; Dan O'Neil, Robert Esser, Voss, Edward Weeks, and Lee McCandless.

GALOSHES!

But the Gay Green Ribbons
Prevented the Musical
Flapping of the Buckles

"Did'ja see that?" questioned one little "buttoner,"

Another insignificant freshmen responded:

"Yeah! 'bout time the girls were getting theirs. We've been leading a life of misery, carrying our books in places where our hats once reposed, wearing our clothes in anything but the approved manner, and doing all kinds of antics on the hill. And all our co-ed classmates had to do was stand around and enjoy the sport. Gee! those are funny shoes, aren't they? I like the little green ribbon tying them together, they look so sophisticated, don't they?"

All this comment was brought about by the sight of the Freshmen girls from Barnard hall, who appeared on the campus yesterday with their pre-seasoned galoshes ornamented by the verdant insignia of their class. This group of freshman co-eds have been undergoing an initiation into the deep secrets of Barnard hall, and the upperclassmen of this institution have spared no efforts to keep them busy.

No soft carpets or elevators for the newcomers—even if one's room is on the fifth floor. It is considered entirely too much of an honor to allow a wearer of the green button to be assisted in her weary climb. And she must be sure not to even step on the carpets in the halls.

And that's not all. Every night the Frosh are corralled into the parlors and made to go through all kinds of stunts. Saturday night, they donned the abbreviated dresses which they had cast off not so many years ago, and entertained their wiser housemates with an infant party. Which all goes to show that the life of a freshman girl isn't quite as easy as might be thought.

TWO FULL CREWS MAN SHELLS FOR SNAPPY WORKOUT

Coach Vail Confident of Developing Excellent Eight

The first indication that intercollegiate rowing has been re-instated as a major sport at Wisconsin was given last night when two full crews of oarsmen worked out on Lake Mendota under the direction of Coach "Dad" Vail.

Candidates who have had considerable rowing experience were given the varsity shell last night and the greener material was placed in the barge. Coach Vail, seated in the Cardinal barked out instructions through his megaphone, reminding older university men of the days when he was building up an eight to enter the Poughkeepsie races.

It is now practically a certainty that Wisconsin will send a crew east next spring and prospects are beginning to brighten with the daily appearance of promising material. Several old crew men have been investigating the situation and express themselves as optimistic over the chances of building up a strong squad of oarsmen.

Even "Dad" Vail is beginning to smile and today, for the first time since his return to take charge of rowing this fall, said that the Badgers would be among the leaders in the Poughkeepsie regatta on the Hudson next June. He is very desirous that every man in the university who is interested in rowing report for practice this fall.

The oarsmen will work on the lake until the weather drives them to the machines in the gymnasium. They will work inside during the winter, but by the time the ice goes out of Lake Mendota, Coach Vail expects to have several smooth working crews ready to take to the shells.

VARSITY MOVIE IS PLANNED BY EDWIN BOOTH

Plot of Scenario to Center
Around University
Life

Plans for a Varsity Movie, which comes as an innovation in university dramatics, were crystallized at a meeting of the Edwin Booth dramatic club last night when Willett Kempton was appointed production manager with complete charge of the project.

The idea for the movie was conceived last spring by several members of the club, and at that time Clifton Tuttle, who will have charge of the photography, filmed several important events including the circus which can be used in the production this year. Tuttle, who photographed the Theta Delta Movie for Union Varsity last year, has had considerable professional experience with motion picture syndicates and will work with Dr. M. E. Diemer, director of the university photographic laboratory in this work.

The picture, which will be a 2,000 foot feature, built on an interesting story of university life, will be entirely enacted and produced by students. It will first be presented at the university and then turned over to a booking company to be circulated throughout the country.

Participation in the production is not confined to the members of dramatic organizations, and anyone who is interested may try out for a place on the staff or in the cast. A prize of \$25 is offered for the best scenario with an interesting plot centering around university life. Anyone wishing for further particulars should call Willett Kempton, the production manager, at the Psi U house.

Murphy Appoints Staff

The production staff appointed by Lawrence Murphy, president of the club, includes the following: Willett Kempton, production manager; Jack Bigler, assistant production manager; Joseph Chamberlain, property manager; Adrian Dornbush, art director; George Crownhart, business manager, and Herbert Stolte, assistant business manager. A publicity manager is yet to be appointed. The production manager will be in complete charge, and the rest of the staff will work with him as an advisory board.

Strong Elected President

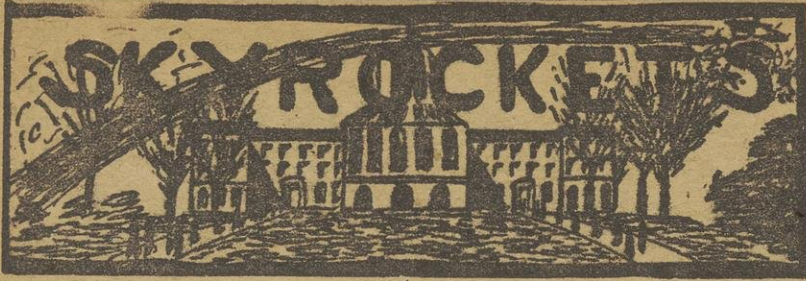
Officers of Edwin Booth dramatic club elected last night for the current semester are: Foster Strong, president; John Warren, vice-president; Donald Marvin, secretary; Bernard Monfried, treasurer; and Lawrence Murphy, keeper of the mask.

PRESS CLUB PLANS BANQUET THURSDAY

A banquet a la cafeteria will be held by Press club in the S. G. A. room, Lathrop hall, on Thursday evening, Oct. 7. All members of Press club are going to meet at the Lathrop cafeteria at 5:30. After selecting the individual feast each member will go to the S. G. A. room on the main floor where tables will be arranged to accommodate them.

This will be the first meeting of the year for the scribes' association. A short talk by a speaker yet to be chosen and an important business session comprise the evening's program. The meeting will be adjourned promptly at 7 o'clock.

Plans will be formulated at this time for the holding of the first annual "Frolic of the Cubs."



J. BON DAVIS has remarked that the notice conspicuously run across the front of the "Shaily Deet" yesterday was quite unnecessary:

"GIVE YOUR DOLLAR TO A GIRL ON THE CAMPUS"

If it were plural 'twouldn't be funny.

We notice that a VARSITY MOVIE is to be filmed and produced here by Edwin Booth. We suggest:—

Pat Dennis and Walt O'Mera
in
THE RETURN OF JAZZBO

Corry Gill
FROM NEWSBOY TO BOOK-KEEPER
(Horatio Alger, Sr.)

Rowdy Elliott
in
TAKING THE COUNT
(By A. Frosh)

Julia Hanks
in
THE LADY OF THE LAKE
(By McSennet)

Bud Follet
in
That Western Thriller
BEEF AND BULL
(By Him Self)

George Parker
in
WHY GIRLS STAY HOME

Peg Green
in
SAY IT WITH RINGS
(By Entangling Al. Lience)

Al Rogers
in
QUO VADIS
(By Classmate of '06)

Reinette Douglas
in
THE TOWER OF BABBLE

Bud Brooks
in

TRI DELTS WIN CUP IN OCTOPUS CONTEST

Second Place Prize Goes to Chi Omega

Delta Delta Delta won the first prize in the Octopus subscription contest, the editors announce, with Chi Omega a close second. The two silver cups will be presented as soon as the names are engraved, and the commissions will be mailed to the workers when the blanks are all sorted out.

The circulation staff expresses great satisfaction in the results of the campaign, which covered the whole campus last week, ending Saturday.

"I LOVE THEM ALL" (Music by I. Sabelle Bacon)

Freshman Class
in
WON BY MIGHT

We really hate to spoil that one that Edith Swartzbaugh has been pulling but to prevent its repetition again—

"I was in the Chocolate Shop Sunday afternoon with a little freshman girl and the bill came to more than she anticipated so she asked 'Why' and when they told her there was a war tax on Sundaes and she asked them 'Why don't they have one on the other days' and I didn't see the point until that nite and then I laughed and laughed."
—So There.

ALL FULL

Frosh (in frat house answering knock to back door)

"What d'ye want?"

The knocker: Any garbage today?"

Frosh: Hey, Al,—want any garbage???"

Al: (no wiser) Tell him to drive on we got plenty.

—Hotte Ayre.

BARNARD BELLES

Speaking of furs in summer and backs in winter what did you say yesterday when the fair tripped up the hill in galoshes? Pretty bows on 'em too, but do you like green?

POLITICAL SCIENCE

(For Democrats only. Republicans will not think this funny)

Prof. Stuart:

"even though the Chicago Convention framed a policy that could not be stood upon as a platform you can sleep in its bunk." (One applause)

FAMOUS LAST LINES

"Have you subscribed yet?"

THIRTY OPENINGS ON OCTOPUS STAFF

Thirty or more freshmen men are needed on the business staff of The Octopus, the editors announced, to begin work immediately on the first issue.

"We want only workers," said Joseph Chamberlain, business manager. "We want men who will begin this year and stay with us till they graduate. Any experience will be a recommendation, but positions will be given only for hard work."

The editorial staff also wants workers who will make good in humorous writing.

READ CARDINAL ADS

If you walk I'll teach you to dance. Results absolutely guaranteed.

Theatrical coaching
SARI FIELDS
B. 1806

**MORGAN'S
MALTED
MILK**



Men's Brogue Oxfords and Shoes

In high favor this fall season are both high and low brogue shoes; their easy fitting and long wearing qualities appeal to most young men. According to personal preference one chooses these shoes with many or few perforations. In shell cordovan and Norway calf in black and brown.

\$15.00 \$18.00 \$20.00

A PERFECT FIT GUARANTEED

THE HUB
MADISON, WIS.
KARSTENS-SCHMITZ CO.

**GET
Record Of
:-: FAIR ONE :-:
Now on Sale at
Hook Bros.**

OCTOBER NUMBER OF COUNTRY MAG TO APPEAR TODAY

Is First College Magazine on
Campus This
Fall

The first edition of this year's Country Magazine will greet students on the campus this morning. The Country Mag is the first college magazine to appear on the campus this year. This number contains much information for agricultural students, besides news of interest to students of the other colleges. Farmers throughout the state can find much in its pages that will interest and instruct.

One of the features is a column of alumni notes, "Find Out Where the Seniors Went." Many items about former classmates will appear in this column. A timely article on the home economics problems to be faced today appears in the issue.

Professor A. W. Hopkins, of the College of Agriculture, remarks of this issue of the Mag: "Every student in the university could read with profit Dean Russell's statement on 'The Challenge of Agriculture,' which appears in the first issue of the Country Magazine. It is a matter of fact that agriculture is not receiving the attention that its importance deserves. The young men are missing the appointment which is suggested by the Dean's statement. The man who is in sympathy with production, who is trained to know and to follow improved methods of production and distribution on the farm is in a position to be of tremendous service to himself, his community, and to his fellow-men."

"The article on the Wisconsin Pea Industry which is, I believe, the first of a series dealing with Wisconsin's supremacy among the states in various lines of farm production, presents a mass of information which should be read by everybody interested in the problem of feeding the nation and by everyone who is proud of Wisconsin's record in this regard. The Country Magazine undoubtedly reflects in a very gratifying manner the spirit of the student body in the college. It is full of information in which every member of the student body and the alumni should take a keen interest."

SUPPER IS PLANNED BY GRADUATE CLUB

The Graduate club will hold its weekly meeting and supper at 5:45 today in Lathrop parlors. All graduates are invited to attend this meeting and the others which are to be held every week during the school year. Picnics, dances, and other social events are being planned. The chairman is J. Lusch and the treasurer is J. Haynes Miller. The committee members include Miss Monteith, Miss Alice Crewe, Miss Dorothy Hart, and Miss King.

CHADBOURNE GIRLS ADOPT HOUSE RULES

The Freshmen girls of Chadbourne hall, at a meeting on Monday evening, passed two resolutions: They have voluntarily decided not to go out after 8 p. m. any night from Monday to Thursday inclusive, for the next six weeks and between the hours of 8 to 10 p. m., on these nights, they will not visit in the rooms of their friends.

These resolutions are not iron-clad rules, but were made by the freshmen girls themselves, and any girl who has some very good reason may be permitted to go out on one of these nights.

The committee on permission consists of four freshmen girls: Beth Bigelow, Marie Carpenter, Ruth Ulink, and Marie Damez.

WEST POINT PROSPECTS

West Point has started the season with over 20 ex-college stars reporting for practice. The soldiers always do have a strong team and usually come out on the long end of the score in contests with the sailors each year at the Polo Grounds.

OLYMPIC MAN AT ILLINOIS
Angier, the best entry America had in the Olympics in the javelin throw, has registered at Illinois. His record is 194 feet.

HAMMOND

PORTABLE TYPEWRITER
With Carrying
Used Less Than a Month
New \$120. Will sell for \$90.
Wisconsin Typewriter Exchange
24 N. Carroll St.

Classified Ads

RATE

10c per 8 point line (average six words). Minimum charge 25c. Minimum space two lines.

Ads ordered by telephone are accepted only from persons listed in the telephone or student directory. In return for this courtesy the advertiser is expected to remit promptly.

Classified ads will be accepted at the Cardinal office until 6 p. m. for the following morning.

PHONE BADGER 6606.

WANTED—Student to assist with house work, in care of children, in return for home. Call Badger 4913. 3x6

LOST—Gold chain, small Beta crest, on lower campus. Return to Cardinal office. 2x6

LOST—1 12 inch K. & E. Log-Log slide rule. Finder please call F. 890. 3x6

WANTED—Two high school teachers, each to handle any two of the following branches: History, Mathematics, Commercial work, English, the candidate to choose which two. Address Earl Lightcap, Stockton, Illinois, stating full particulars as to preparation, health, age, stature, salary, references, church preference, and whether married. 2x6

FOR RENT—Handsomely furnished single room. Also a suite with private bath. Call B. 3709. 4x6

WANTED—Man to share double room with student. Close to campus. Call at 215 N. Orchard or B. 5684. 4x30

DESIRABLE ROOMS for women. Low rates. Wingra Park. B. 3711. 5x1

WE buy second hand clothes and shoes. Call B. 2742. tf.

I DO fine laundering, especially georgette and silks. Call 3236. 5x30

FOR RENT—Double room with board, 1211 Mound street. B. 745. 3x30

HAVE your autos, suitcases or other belongings monogrammed. B. 4266. 6x30

LOST—On lower campus, Waltham wrist watch, initials R. C. C. Finder call B. 3813. 5x3

FOR SALE—Set of drawing instruments, \$8.50; Guitar and case, \$5.00. Badger 5609. 3x3

WANTED—Man for room-mate, 724 Conklin Place. Phone Badger 6603. 2x5

WANTED—Good used motorcycle with side car for spot cash. Szelski, 1804 Madison street. Badger 3069. 3x5

FOR SALE—By student, a pair of men's dark red Walk-Over shoes, \$14 new, worn 1 week, size 8½ C. will sell for \$7.00. Call B. 4207, for G. H. C. 1x6

WANTED—Sewing, B. 5684. 5x2

LOST—Pocket book, brown tooled leather, containing checkbook, pen, calling cards, money. Return Margaret Callsen, 811 Clymer place, or Badger 1599. Reward. 2x5

LOST—Silver Eversharp, between Barnard and Science hall; initials R. M. Return to Barnard office. 2x5

FOR RENT—Two very good, single rooms, only one block from the Chemistry building, 1213 West Johnson. B. 3400. 3x6

LOST—Grey cap, second floor Bascom hall, Friday, October 1. Call B. 171. 2x6

Imported and Domestic Woolens for Custom Made Clothes

We now have a complete stock of foreign and domestic woolens in a wonderful assortment of fabrics and colors, in homespuns, chevots in fancy weaves, and worsteds.

We would like to show them to you and also acquaint you with the very unusual values we have. In ordering your clothes you can look to us with absolute confidence of getting just what you want at a price you will admit is entirely fair.

Olsen Veerhusen Co.

719 Pinckney St.

KEHL'S SCHOOL OF DANCING

All Classes Begin the First Week in October

Registration days, Tuesday, Wednesday and Thursday, Sept. 28, 29 and 30.

Young ladies' and gentlemen's class begins Thursday, Sept. 30.

High school class, Wednesday, Oct. 6.

Private lessons by appointment at any time. Lady or gentleman teacher.

Phone Badger 1770

Burk's Restaurant

Chili Con Carne
Steaks Chops

126½ State St.

O'NEILL AT COLUMBIA

Buck O'Neill, last year's coach at Syracuse, is coaching the Columbia University team this year and

CATHOLIC STUDENTS

The Catholic Students' association will hold a mixer Friday, October 8. Refreshments will be served. Admission 25 cents.

The Daily Cardinal

Member Wisconsin Intercollegiate Press Association

Student owned and controlled university daily, established 1892, and combined with the Wisconsin Daily News, established in 1912. Published every morning except Monday during the college year. Entered as second class matter at the Madison, Wis., postoffice.

Subscription rates \$3.50 a year; \$2.00 a semester in advance.

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BOARD OF CONTROL—J. G. Crownhart, president; Foster Strong, vice-president; Caryl Parkinson, secretary; Alan Pradt, treasurer; Adrian Scolten.

Editorial Offices—Union Building, Phone Badger 250.

Capital Times Building, Phone Badger 1137.

Business Offices—Union Building, Phone Badger 6606.

If delivery is irregular, call Badger 6606 for the Circulation Manager, and your copy will be delivered to you by a special messenger at 4 P. M.

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CRIBBING AND UNIVERSITY STANDARDS

THE discovery of some means to curb the evil of cheating in university circles is a question well worth the time and effort being devoted to it. Especially is this true in our own case, for statistics show that during the past school year 63 cases were brought before the discipline committee.

It is exceedingly far from a likable task to set these figures down in black and white, but at the same time the apparent seriousness of the situation demands that it be brought forcibly home. Students should not feel that the list is confined only to freshmen and sophomores. Among the total are listed cases of students who are classed as leaders in school life.

Given the problem, the question logically follows as to how it can best be solved. In a cosmopolitan university like Wisconsin, an honor system would work only with difficulty. It has been and is now being used in the medical school with some degree of effectiveness. There, however, the social responsibility of a smaller school exists; while in the university at large, with its 7,000 students divided into different colleges, a feeling of solidarity, much as it is needed, does not exist.

We are told that an honor system works exceedingly well at the University of Virginia. Slight investigation makes the reason very apparent. The students there are drawn from the old cavalier families who must give the greatest heed to the reputations they establish at college. A student found cribbing is ostracized by his fellow students and must leave.

With this in mind it might not be amiss to consider the various phases of the whole question. Students may roughly be divided into three classes; namely, 1, the habitual cheaters; 2, the occasional cheaters, or those who crib on the spur of the minute when their pride will not permit of facing failure; 3, the honest. The largest number of cheaters undoubtedly falls into class two. Consequently any campaign of reformation should seek to reach them first, in such a manner that elimination of the habitual cheater will follow in short order.

Our case is similar to that of the University of Virginia in the one respect of students being the medium for effecting the cure. We must think not so much of the degree of punishment as we must of the certainty of it. Suppose that it would be possible to pick some member of the faculty in whom all of the students could place their confidence.

Then it would be possible to make the following appeal to the students. If any of them see a case of cheating let it be reported, not as a charge but rather as a check for the future. In that way the man who is an habitual cheater will be reported from practically all of his classes before he is so listed and before charges are brought.

Such a practice does in a certain sense savor of "tattling" and for that reason might not work. By far the best plan ad-

vanced is the one which gets the party while he is still in class two. It is the one plan which points the way to a logical solution. If the entire student personnel is going to be converted to the principles of honesty why not evolve a system that will make the cheater feel he will be an outcast from the good graces of campus life?

When, as was the case in one instance last year, almost an entire class takes advantage of a near sighted instructor to do wholesale cribbing, the few honest students in the class could not have been accused of the odious art of "tattling" if they had gone to the authorities, asked for cancellation of the examination and the holding of another one under stricter supervision. If the occasional cheater is informed that he can't get by with it; that it isn't fair with the rest of the class; and finally that it isn't square with the cheater himself, the practice will soon become a matter of history.

In the past students have voted down the installation of an honor system at Wisconsin. The evil of cheating still persists and will continue to do so until there will come to be a voluntary desire on the part of every student to shun the practice to the point of letting every other student know his views.

The Cardinal will welcome a frank, unbiased, and constructive discussion of this entire question in its communication column. Therein can usually be found the way to solve those questions uppermost in the minds of students.

BULLETIN BOARD

S. G. A. BOARD MEETING

There will be a meeting of S. G. A. legislative board at 7:15 Wednesday night in the S. G. A. room in Lathrop. All women's rooming houses are required to hold meetings and elect representatives to attend.

S. G. A. EXECUTIVE COUNCIL

There will be a meeting of S. G. A. executive council at 12:45 Wednesday in the S. G. A. office in Lathrop.

OUTING CLUB

All women who have bicycles or roller skates to rent are requested to leave notes to that effect, giving name, address, and telephone number, in the Outing club box in Lathrop.

SOPHOMORE MEETING

There will be a sophomore meeting, Wednesday, 12:45 p. m., 165 Bascom hall.

ATHLETIC BOARD

The Athletic Board will meet in the gym Wednesday noon at 12:45.

ENGINEERS' MINSTRELS

Tryouts for the Engineers' Minstrels, both end men and chorus parts, will be held Wednesday, Thursday, and Friday, from 4:30 to 6:00 p. m. in the Engineering auditorium. All those interested, whether they have signed questionnaires or not, are requested to appear.

ADVERTISING CLUB

The first meeting and dinner of the Advertising club will be held Wednesday, October 6 at 6:30 p. m., at the city Y. M. C. A.

CIVIL ENGINEERS

Don't make any dates for Thursday, October 7. That's the first big meeting of the civil engineering society.

SQUARE CLUB SMOKER

The Square club issues invitations to all Masonic students at the university to attend a smoker to be given at the university Y. M. C. A. building, Wednesday, October 6, from 7 to 9:30.

SCABBARD AND BLADE

There will be a meeting of Scabbard and Blade at 7:15 tonight in the Scabbard and Blade room.

32ND DIVISION MEETING

There will be a meeting of 32nd division men at 12:45 Thursday, in the Law building.

COMMERCE MAGAZINE

There will be a meeting of all those interested in helping on the Commerce Magazine, in the Green room of the Y. M. C. A. at 7 p. m. Thursday.

W. B. FISHER, Manager.

GIRLS' GLEE CLUB

There will be an important meeting of the Girls' Glee club today at

4:30 in 36 Music hall. All old and new members are urged to be present and bring the music used last year.

MARIE MCKITRICK,
President.

WOMEN'S COMMERCE CLUB

The regular meeting of the Women's commerce club will be held in 404 Physics-Economics building, Wednesday, October 6, at 7 p. m.

SOUTH DAKOTA CLUB

The first regular meeting of the South Dakota club will be held in Lathrop parlors, Thursday evening, October 7, at 7:30 o'clock.

LUTHERAN STUDENTS

The annual Lutheran students' get-together will be held at Luther Memorial church, University ave., on Friday evening at 8 o'clock.

SADDLE AND SIRLOIN CLUB

Saddle and Sirloin club will meet at 7:30 Thursday evening for purpose of electing officers. A reception for new students interested in animal husbandry will be held at 8 o'clock. There will be talks and "cats."

NORTH DAKOTA CLUB

Every North Dakota student is invited to attend the first meeting this year, of the North Dakota club on Thursday, October 7, at 7:15 p. m., in the S. G. A. room in Lathrop hall.

COUNTRY MAGAZINE SUBSCRIBERS

All Country Magazine subscribers must report change of address to Agricultural hall before 6 p. m. today if they want the October issue delivered.

KEYSTONE MEETING

Keystone meeting Thursday evening, 7:15, S. G. A. office.

SOPHOMORE COMMISSION

Important meeting of the sophomore commission at 8 o'clock on Thursday night in the Green room, Y. M. C. A.

PRESS CLUB

University Press club will meet Thursday night in S. G. A. room, Lathrop hall. Cafeteria supper to precede meeting. Line forms at 5:30.

COMMERCE CLUB

The regular Commerce club meeting will be held tonight at 7 o'clock in the reading room of the Physics-Economics building.

MILTON COLLEGE CLUB

All former Milton College students will meet at the Chemistry building at 4:30 today to start for a picnic.

OUTING CLUB

The Outing club board will meet at 12:45 Thursday in the W. A. A. office in Lathrop hall.

SECRECY AGAIN HOVERS ABOUT RANDALL FIELD

Varsity Backs Take Advantage of Scrimmage to Run Wild

A large crowd of spectators was again ordered into the bleachers by Coach John Richards yesterday afternoon to watch the Badger pigskin warriors in one of the most sensational scrimmages of the year.

The varsity backs ran wild and tore through the ranks of the scrubs defense repeatedly for long gains. The first string line showed considerable strength in opening up holes for the backfield men and the regulars succeeded in scoring several times during the few minutes of scrimmage.

Williams, who was in the varsity backfield, was at his best in the scrimmage and his field running brought the onlookers to their feet several times during the practice. In the last few minutes of scrimmage he took the ball on his own five yard line and squirmed and twisted through the entire second team for a 95 yard run and a touchdown.

Backfield a Real Factor

Davey, Gibson, and Sundt, who made up the rest of the varsity backfield worked well and showed Badger supporters that Richards has a backfield which will prove a serious obstacle to all opposing teams.

Scott and Stark were in the tackle positions with Brader and Margoles at the guards and Bunge at center and the scrubs' backs seldom gained against the stone wall defense of the veteran linesmen. "Red" Weston and "Mike" Knapp were on the wings for the varsity.

No Worry About Aggies

There is not much worry in the Badger camp over the outcome of next Saturday's battle with the Michigan Aggies although the latter are expected to offer more opposition than Lawrence did.

Barring injury the Wisconsin lineup will be practically the same as that of last Saturday. Elliott was not in uniform last night but will doubtless start at his old position against the Aggies.

BETTER ADVERTISING METHODS DISCUSSED

(Continued from Page 1)

the approved organs and stating a definite stand for better advertising and against transient merchants and unnecessary advertising solicitation. Copies of this will be distributed among Madison business concerns for their information. Some undesirable advertising contracts have been refused but through the activities of the press organization Wisconsin publications will probably be made more valuable to worthy merchants.

Changes in the Commerce Magazine and the Engineer's Magazine to conform more nearly to standard size have been decided upon. It is expected that these changes will improve advertising copy both in appearance and other respects.

COMPETITION KEEN IN LIT CAMPAIGN

Competition and rivalry were rife yesterday when 200 workers descended on the campus in quest of subscriptions for the Wisconsin Literary magazine, the "Atlantic" of the university. The campaign is now in full tilt and the corps of hustlers is intent on smashing all previous records for subscriptions.

The Alpha Chi Omegas in Biology building and the Kappa Deltas in Bascom hall were kept busy all through the day.

Horace Powell, circulation manager, expressed himself as well pleased with the outcome of the opening day of the campaign.

COACH CALLS MEN FOR WATER SPORTS

Coach Joe Steinauer yesterday issued a call for all men who have had any previous swimming or diving experience whatever to report to him at the gymnasium.

Tryouts for natators who are candidates for the varsity team will be held this afternoon at 4 o'clock. Freshmen are asked to report to Steinauer Tuesday evening at 7 o'clock, and all men who show sufficient form to warrant a place on the squad will be retained for the sport.

Interest in the water sport is at

high pitch among university men, and it is to be hoped that a first class team will take the water for Wisconsin when the starter's gun blows open the 1920-1921 Conference swimming season.

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Society Brand Clothes

FOR YOUNG MEN AND MEN WHO STAY YOUNG

Marked Style Changes in Men's Clothes for Fall

Style changes for Fall as correctly interpreted by Society Brand Clothes will be heartily welcomed by undergraduates who pay particular heed to their appearance.

The long vent in the coat has gone. Vents in modish suits this Fall will be noticeably shorter.

Body contours have changed. The high waist line and the pinched-in effect have gone.

Coats hang with greater fullness from the shoulder. The result is a pleasing effect of unusual ease and smartness.

These are the distinctive style features that mark this season's models in Society Brand Clothes.

WITH THE VARIED GRADES OF CLOTHING FLOODING THE MARKET, LOOK FOR THE LABEL AS YOUR GUIDE

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SOCIETY NEWS

Engagement

Announcement was made at the French house of the engagement of Blanche K. Field, a sophomore in the College of Letters and Science, to Harry Noer, a graduate in the class of 1920, now studying law. Miss Field is active as a Cardinal worker, and Mr. Noer is a member of Chi Phi and Phi Alpha Delta fraternities.

Velt Dance

A pledge dance will be given Saturday night at the Delta Tau Delta lodge on Mendota court. Captain and Mrs. John Keliher, and Mr. and Mrs. Russell Teckemeyer will chaperon the party and one of Thompson's orchestras will play.

Beta Dance

Alpha Pi chapter of Beta Theta Pi will entertain Friday evening, October 8, with a dance for its pledges. The chaperons will be Dr. and Mrs. Robert T. Cooksey, Mrs. Lily Langley, and Mrs. Woodward.

Wedding Announcement

The marriage of Miss Gertrude Goerner to Roy Weeks will take place in Chicago, October 23. There will be four bridesmaid attendants, all sorority sisters of the bride, who was a member of Gamma Phi Beta at the University of Wisconsin.

BROADER BASIS IS ADOPTED FOR Y. W. MEMBERSHIP

Sixty Girls to Canvass Freshmen During "Join the Y. W. Week"

"We feel the new membership basis in Y. W. C. A. is so broad and democratic that any girl sincerely in sympathy with Christian ideals can be a member," said Mary Anderson, secretary of Y. W. C. A., in speaking of the new system adopted by that organization. Formerly only members of Protestant evangelical churches could take active part in Y. W. C. A. work. Action taken at the national convention in Cleveland last April, and accepted by the local organization in June, made it possible for any girl to join, regardless of her religious affiliation or lack of it. Any girl willing to sign the simple, personal pledge is eligible.

This new plan makes it necessary for all former members to rejoin Y. W. C. A. this fall. It is desired

House Warming

Lambda Chi Alpha fraternity will give an informal dancing party, Friday evening. The event will be a house warming on the occasion of the fraternity's changing its residence from 10 Langdon street to 148 West Gilman street. Professor and Mrs. L. R. Jones will chaperon.

Pi Kappa Alpha Dance

Pi Kappa Alpha fraternity will add to the week end's functions an informal pledge dance, Saturday night, October 9. The chaperons will be Dr. and Mrs. J. E. Scheurell, and the music will be Thompson's.

Announcement at French House

The engagement of Miss Helen Curtis Stutzer to E. Gordon Taylor was announced at dinner last night in the French House. Mr. Taylor is a graduate of the University of Wisconsin and is now an assistant in the Department of Physics. Miss Stutzer lives in New York city.

President Goes to Iowa

President E. A. Birge leaves today for Fairport, Iowa, where he will speak at the dedication of the biological buildings which have been constructed there by the Bureau of Fisheries.

that all women who belonged last year sign the new pledge at the office before the end of this week. Old members have been renewing slowly, because the new system has not been clearly understood.

During next week, which is to be designated as "Join the Y. W. Week," sixty girls will canvass the freshmen for members. Lydia Lacey is general chairman of this work. Katherine Ely, Ruby Britts, Margaret MacDowell, Helen Kasbeer, Katherine Baird, and Katherine Wheeler will act as captains, with ten girls on each team under them.

Y. W. C. A. offers several branches of activity to its members, such as social work, finance, vespers every Sunday at 4:30 p. m., entertainment, and publicity.

LUTHERAN STUDENTS PLAN GET-TOGETHER

Lutheran students will be given a chance to get acquainted with each other next Friday night when the annual Lutheran student "get-together" is held at Luther Memorial church, University avenue and Lake street.

SOCIAL WORKER WILL ADDRESS STUDENT BODY

Mrs. Raymond Robbins to Speak Thursday Afternoon in Bascom Hall

Mrs. Raymond Robbins, president of the National Trade Union league, will speak at the university Thursday at 4:30 in 165 Bascom hall. She will talk on some aspects of the social and industrial order. Mrs. Robbins is speaking under the auspices of the Consumer's league.

Although Mrs. Robbins is herself a woman of wealth, she has devoted her whole life to improve conditions of working women. This movement is not only nation wide, but has spread throughout other countries as well. At an international convention held last May where only five countries were expected to be represented, twenty representatives came instead, some of which were from Argentina, India, Japan, and Italy.

The purpose of the Consumer's league is to better the conditions of the working women. Girls who are

interested in this work are urged to join the University branch of this organization.

During her stay in Madison, Mrs. Robbins will be entertained by Mrs. William Kittle, state president of the Consumer's league.

GREEN CAPS AT IOWA

Green caps for freshmen are to be inaugurated at the University of Iowa this year. Campus societies are behind the movement and the caps are soon to be ordered.

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Everything to make you beautiful.

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See original

The world's three greatest dancers, say our dancers today, are better than ever.

After a wonderful trip of seven weeks to New York, Atlantic City, and Chicago, where I visited every Musical Comedy in town, and danced at the Century Roof, the Biltmore Roof, the Pennsylvania Roof, the Astor Roof, the McAlpin Roof, the Strand Roof, Roseland, and the Commodore Ball Room. At Atlantic City I danced at the Garden Pier, Stell Pier, Million Dollar Pier, and attended the Movie Ball, August 23, at the Garden Pier. Also, I danced at the Blackstone, Sophie Tucker's Cafe de Paris, and in Chi, as usual, every place where dancing is popular.

I have decided to feature

The Dancing Fool

It's great if you can do it. Koslof's Cat Step is fine for good dancers—all others will be wasting time. Wesleyan is equally fine for beginners, and couples over forty.

As usual I picked only the best bets—and the most popular. My Coy Boy Fox Trot is a wonder. Winton Walse is divine; Airplane is delightful; Duryea's Dardanella Fox Trot is a scream.

I have the largest registration I have had since I first came to Madison. My welcome home was so spontaneous that I am proud to be an instructor in Madison. We have three teachers. I thank you.

SARI FIELDS

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English Caps

We have featured English made caps and American caps made from English woolsens, and feel that we have the finest selection of caps ever shown in Madison.

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You will enjoy our special

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Noon Luncheons 75c

A la carte at all times in our cozy, quiet grill

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Open from Noon to 1:00 A. M.

'NOBODY'S FOOL' IS BRIGHT COMEDY; MAY ROBSON STAR

Plays Role of Kindly Mother, Saving Son From "Henna Headed Vamp"

By Rodney C. Welsh

Bubbling with the same spirit and good humor that has made her one of the most beloved legitimate stars, May Robson is back with a new play, Nobody's Fool.

When Alan Dale completed the play he had made in the role of Mrs. Bixby a character which May Robson is better adapted to play than any other person. A kindly, twinkling, tactful mother who has her hands full handling her servants, managing her egotistical husband, and directing the love affairs of her ardent and ambitious young son, Mrs. Bixby is the character about which the story revolves.

Her job is to rescue her aspiring son from the "villainous clutches of a henna headed tank performer," who has succeeded in getting the son to write her gushing love letters that she can use to blackmail. It is her purpose to get the letters and she does this even if she does have to stage a midnight robbery and subject herself to a lot of explanations.

Inimicable in her interpretation, she brings laugh after laugh with her funny little mannerisms and maneuvers. Even more delightful than she was in the Making Over of Mrs. Matt and the Rejuvenation of Aunt Mary, she is, perhaps, at her best in this play.

To the other members of the cast much credit is due. The fact that they were all good did not, however, detract from the star.

As the impetuous, more or less conceited son, John Sears Storey was all that might be asked. He did his part well. Indecorous, bold, and scheming, Faye Cusick, "the wily vamp with the henna hair," was well cast. The father, Robert E. Homans was satisfying. Dainty, and refined, Frances Kennan as Violet Passington was pleasing.

The setting in the first two acts, the sun porch of the Bixby home was especially well chosen and arranged.

NORTHWESTERN STAR

Northwestern has uncovered a new star in George Blackwood, who can hurl a forward pass for 50 yards. As this seems to be an off season for stars Blackwood will bear watching.

FULLER

Tonight and Tomorrow Night

Matinee Tomorrow

PRICES—Mat. 25-1.50; Night, 50-\$2.00

AUGUSTUS PITOU, INC.
Presents
MAY ROBSON
IN A NEW COMEDY
"NOBODY'S FOOL"
BY
ALAN DALE

WISCONSIN GIRLS MUST BE WOMEN; NOT MERE 'TYPES'

—Freshman Dean

New Girls Urged to Divide Their Time Wisely—Green Button Offices Discussed

"We want the girls of Wisconsin to be women, and not merely types," said Mrs. Eugene L. Mendenhall, dean of freshmen women, at the meeting of all the new women students in the concert room of Lathrop hall at 7 o'clock last evening. "Many adjustments have to be made by everyone coming to a new place," said Mrs. Mendenhall, "and one of the most important of these is the adjustment of the use of time."

Dean F. Louise Nardin spoke to the women concerning their responsibility in upholding student self-government. She emphasized the fact that each student, by registering in the university, automatically pledged herself to keep the rules of S. G. A., and that each student who breaks these rules is helping to lower the standards of Wisconsin.

During the evening a ballot of all freshmen women was taken to nominate candidates for the offices of Green Button. A nominating committee has already decided upon two names for each of the four offices of the organization. In the ballot taken last evening, the girl having the highest number of votes will be added as a third candidate for president, the one having the next highest number will be a third choice for vice-president, the third highest for secretary, and the fourth highest for treasurer. The complete list of candidates will be published later.

NAVY HAS SMALL SQUAD

Annapolis reports that the middies prospects for the coming year are not the best. They expect to develop a fighting team from the material at hand but bemoan the fact that the West Pointers have so much more material to work with.

READ CARDINAL ADS

GRAND

"I believe 'Go and Get It' the greatest sensational romance ever shown at the Grand."
F. J. McWilliams, Mgr.

Little Wesley (Freckles) Barry has made such a hit as a comedian in this picture that Marshall Neilan has decided to STAR him in the next picture he makes.

Pat O'Mally does so many daring stunts that he easily qualifies as the leader of the "stunt kings."

There is really so much that is good in this picture that it must be seen to be appreciated.

It is so different from anything else that has ever been shown that it is in a class by itself. If you want real movie entertainment

See

Marshall Neilan's Latest

"GO AND GET IT"

Only Today and Tomorrow

HOLD TRYOUTS FOR GYMNASIUM SQUAD

Coach Schlatter Issues Call for Material—Competition to Be Keen

Coach Schlatter of the gymnastic team today stated that tryouts for candidates for the turners squad will be held this week. All upper-classmen who can turn a flip-flop or perform the handstand without injury are asked to report to Coach Schlatter at the top floor of the gymnasium on Monday, Wednesday, and Friday at 4:30 o'clock. Freshmen who are interested in this indoor sport will have a chance to show their ability by reporting to Schlatter in the gymnasium on Tuesday and Thursday afternoon at 4:30.

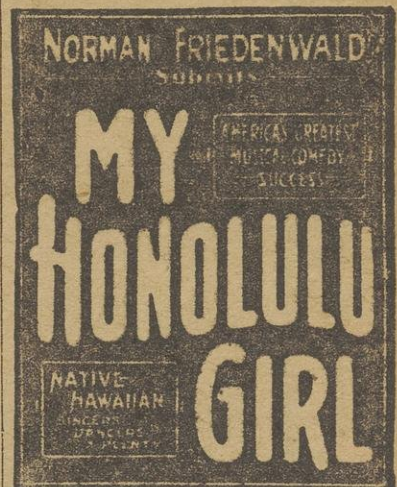
Many men, too interested in the sport to wait for a formal call for candidates, have already reported to the gym and ironed the kinks out of sore muscles. Competition for places on the squad this year will be keen, and with a flock of material from which to choose the varsity squad, Wisconsin should have a squad of gymnasts to rank with the best in the Big Ten.

READ CARDINAL ADS.

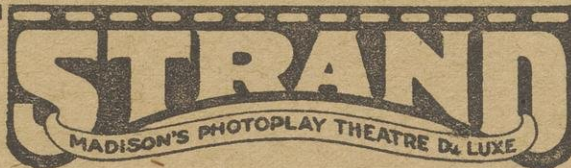


Friday, October 8th

NOT A PICTURE



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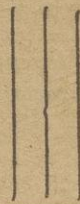
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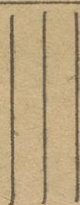
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