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Special Fall Fashion Edition

The Daily Cardinal

Complete Campus Coverage

VOL. LXXI, No. 34

University of Wisconsin, Madison, Wisconsin, Thursday, October 27, 1960

5 CENTS A COPY

California Editors Form New Paper

Berkeley, Calif. (UPS)—The former editorial board of the University of California *Daily Californian*, which resigned Monday in protest over attempted student government controls, has established its own newspaper, the *Independent Californian*, which will be published entirely outside of the university's control.

The resignations occurred after a stormy meeting of the Student Government executive committee, which voted itself new controls over the paper.

Resignations included those of the entire *Californian* news staff, and the editors of the yearbook, literary magazine, humor magazine, and engineering publication.

THE CONTROVERSY began last Friday when the *Daily Californian* endorsed the head of a minority campus party for election to the Associated Students executive committee.

Two hours after the *Californian's* first edition was released, the committee called an emergency session to consider action against the publication. Without debate, the committee suspended the paper's by-laws and moved into closed session to consider suspension of the *Californian's* staff.

This move was challenged by *Californian* editor Dan Silver, who demanded reconsideration of the motion. He failed to win the two-thirds majority required to reverse the decision.

BEFORE THE council could vote on the by-laws again, the student court handed down an injunction ordering suspension of the hearings for one day, until a clarification of the situation could

be obtained.

Despite the injunction, the committee slapped a suspension order on the paper. Student pressure forced the revocation of the suspension.

On Saturday, the committee again met in emergency session and voted to give itself the right to select the paper's editor and to make itself responsible for the paper's conduct, policy, and affairs. Silver resigned following this decision, touching off the subsequent wave of resignations.

The former board of the *Daily Californian* is now attempting to raise funds for the publication of a new *Independent Californian*. Over 1000 students attended the first fund-raising meeting, sponsored by a "committee for the preservation of a free and independent press."

It has not yet been made clear whether or not the paper's endorsement of a candidate for campus office constituted a violation of University of California regulations. The administration has not yet been called into the fight, and has taken no position.



INTRODUCING FASHION SECTION—Freshman Bonnie Isabella and graduate student Kurt Brokaw are shown discussing the Cardinal's 12-page fall fashion insert beginning on page 3. Miss Isabella's lamb's wool sweater and reversible plaid skirt, and Cardinal critic Brokaw's popular orlon sweater are seen in one of the Madison clothing shops featured in this special issue. —photo by Chuck Kleinhaus

Union Plans 'Rides Home'

A Rides board, through which students could arrange for rides throughout Wisconsin and northern Illinois will be established by the Union house committee before the Thanksgiving recess.

Also planned is a listening party which will be held in the Union on Election Day, Nov. 8, at which time the Union will remain open until 12:30.

At a meeting sponsored by the Union public relations committee in the Union last night, representatives from each living unit were urged to publicize Union activities and act as the Union's means of communication with university students.

According to the committee's chairman, Mike Comer, the house representative program was designed to "have a friend in each house and to get the general student body into the policy-making body of the Union."

Campus Party Has Platform For Election

By JEFF BORAK

The Campus Party met in the Union Loft yesterday afternoon to present its platform to its members. However, the platform will not be voted on until next week; at this meeting it was only discussed.

The first of five sections deals with the university foreign exchange program which would allow for exchange between students of Wisconsin and foreign schools.

Part two calls for clarification of student rights.

In another section of its plank, the party states support of the Wisconsin Student Association (WSA) in a plan to form departmental clubs. These clubs would allow for closer discussion between professor and student, clearing up points which might have been unclear in class.

THE MOST extensive part of the plank is the one labelled "WSA service." Some of its features include mimeographed lecture notes, a freshman board and a tutoring service.

Though mimeographed lecture notes are being tried at the University of Michigan with apparent success, discussion was quite heated.

The major objection was that these notes might tend to reduce lecture attendance.

According to the platform committee, the tutoring service would work near final exams and would work in harmony rather than compete with Lakeshore Halls association, which operates a similar service.

The purpose of the freshman board would be to evaluate the freshman year as a whole with regard to courses and orientation programs.

THE LAST part of the platform deals with discrimination. It calls for support of WSA policy on aiding student groups to fight discrimination legally.

The outlook of the party to the coming election is optimistic, according to chairman John Jacobson. Jacobson hopes the party will gain three-fourths of the (continued on page 16)

World News Briefs

PARTLY CLOUDY—Partly cloudy during the early morning becoming fair and warmer later on. Partly cloudy and warm this evening. Friday, partly cloudy and mild. High today, 55-60. Low tonight, upper 30's.

NEW YORK TIMES ENDORSES KENNEDY

New York City—The *New York Times* has announced its support of Senator John Kennedy for the presidency. The *Times* said two factors which weighed in its decision were "a matter of foreign policy" and "assuring a unified direction of the nation's affairs at a difficult moment in history." The *Times* supported President Eisenhower in 1952 and 1956.

UN MOVES TO END CONGO RIOTS

Leopoldville, Congo—The United Nations command in the Congo has moved to end the rioting by Congolese troops in Leopoldville. The UN has ordered all the troops of strongman Colonel Mobutu to return to their barracks by today. UN officials told Mobutu they would no longer tolerate what they termed "illegal and arbitrary acts" by his army which has been rampaging through Leopoldville since Saturday.

KENNEDY BLASTS NIXON INDIFFERENCE

Detroit—Senator Kennedy has accused Vice President Nixon of ignoring the next generation of Americans. In a speech prepared for delivery in Detroit, Kennedy also said that America is slipping into its third recession in six years. He accused Nixon of ignoring what he called "present facts" and "future responsibilities."

NIXON FAVORS SUMMIT TEST BAN

Toledo, Ohio—Vice President Nixon says that if he is elected he will start an immediate push for a summit level nuclear test ban. Nixon, campaigning in Ohio, said he would send Henry Cabot Lodge to Geneva to continue test ban talks, but set a February 1 deadline on the negotiations. He said that if agreement was reached or near by February 1, he would meet with Premier Khrushchev and British Prime Minister MacMillan for final approval of a ban.

NOBEL PRIZE GOES TO FRENCH POET

Stockholm—The French poet Saint Jean Perse has been awarded the Nobel Prize for Literature. The 73-year-old Perse has lived in Washington D.C. since he fled his native France during the second (continued on page 16)

Challenging Studio Plays Show Play Circle Value

By SAMUEL MCCrackEN

The Union Play Circle was last night a scene of a varied bill of one-acts which illustrates clearly the value of this experimental and eccentric playhouse.

THE FIRST play in the bill, "The Sacrifice of Isaac," directed by Frances Fuller, represents a laudable attempt to recover some of the values of our generally neglected medieval dramatic heritage.

The performance suffered from its text, which seemed to be a half-translation from the Middle English original the spelling and pronunciation brought up to date, the obsolete words modernized. The result is an odd mixture never spoken by any nation at any time.

THE DEFECT is hardly chargeable to Miss Fuller and her cast, however, but does indicate the need of better translations of medieval drama.

Jeffrey Kravat, as Abraham, showed a feel for the poetry of the lines, Jim Wesolowski was properly angelic, and Audrey Draheim, impersonating Isaac, did well with a difficult task.

The production as a whole seemed to total a well-defined feeling of style and attitude, and as a result the total effect was a little less than the sum of the parts. Nonetheless, it showed the possibilities of recreating medieval drama.

THE CENTRAL part of the evening was occupied by Robert Murray's "The Runaway," a deft adaptation of a portion of Dylan Thomas' "Adventures in the Skin Trade."

This lusty twenty minutes' madness in a London railway station restaurant is as delightful a performance as I have seen in the Play Circle.

Both Murphys have an instinct

for Thomas. The cast, headed by John Smart's engaging provincial-lad-away-from-home and Arthur Grosser's splendidly respectable-disreputable furniture dealer, did not fail the adaptor and director.

Thomas Maack enchanted the ethereal George Ring, and the rest of the cast was well above par.

The one blemish on an otherwise successful effort was the variety and inaccuracy of the British accents, a criticism from which Grosser alone can be ex-

(continued on page 16)

Michigan Band Plans Saturday March to Square

Saturday morning the University of Michigan marching band will parade from the Union to the grounds of the capitol building. Miss Michigan and Miss Wisconsin will head the march, riding down State st. in an open air convertible. Riding in the same convertible will be Mayor Ivan Nestingen and Lieut.-Gov. Philo Nash.

An unusual feature of the march will be the appearance of Herkimer, a radio-controlled robot who tips his hat, rolls his eyes, and moves his lips.

The band will give a 15-minute concert on the grounds of the Capitol under the direction of William D. Revelli.

The band will arrive in Madison after an appearance at a high school football game in Milwaukee tomorrow night. It has about 143 musicians as well as one drum major and two twirlers.



CARILLON TOWER—The University of Wisconsin carillon tower, one of the most photogenic buildings on campus, has been photographed in most lights and all weathers. This latest view was taken in the early morning as students fumbled their way to their first classes, perhaps oblivious of the beauty of their surroundings. The appointment of Prof. John Harvey as University carillonneur, and the concerts he plays regularly on Sunday afternoons, have awakened a new interest in the tower and the bells among students, faculty, and Madison townspeople.

Pumpkin Carving In Rat Tonight

Pumpkins, popcorn and cider will be on hand in the Rathskeller tonight for the annual pumpkin carving contest sponsored by Union Crafts committee. Anyone is eligible to come to the Rathskeller to carve beginning at 7:30 p.m.

Prizes will be awarded to the best pumpkins in the following categories: most human, most humorous, and most unusual. Judges from the art department will rate the creations.

The pumpkins will be furnished free. Those planning to carve must bring their own knives and spoons. Tom Ray, Crafts committee chairman said, "You don't need any experience to enter. All it takes is imagination, a good sense of humor and free time from studies."

Committee members working on the event are Mary Hahn, publicity; Noel Eberhardt and Nancy Shurts, set-up; and Sauci Schwartz, judges.

Stiles Says 'U' Facilities Lag Behind

The University of Wisconsin is 25 years behind schedule in construction of classrooms, laboratories, and other housing facilities, Dean Lindley J. Stiles of the Education school said recently.

Addressing the Wisconsin School Board institute in Music hall auditorium, Stiles said that the university's facilities for maintaining students' physical health through proper exercise during winter months "are the worst in the nation for any major institution."

"Every high school of any size in the state has better physical facilities for health and physical education than does the state university. Shortages in buildings prevail in every college and school in the university," he said.

He told school board members

that they have a responsibility to urge their elected representatives to "break the bottle-necks that delay proper housing of college and university student populations."

"Otherwise," he said, "they will soon find that students in college are not only given undesirable living, recreational and educational accommodations, but that many who will graduate in future years with good aptitudes for college study will not be able to attend."

Stiles said that a similar problem prevails at the university and state colleges with respect to faculty salaries and support for the improvement of educational programs.

"Salary levels at the university lag five or more years behind those in other leading universities. No funds for improvement of programs have been available since World War II," Stiles said.

Five Votes Keep Evans From Membership In I-F

Evans Scholars were denied admission by five votes to the university Interfraternity association after a vote taken at I-F's meeting Tuesday. A 2/3 vote, or 39 yes votes of all I-F members, was needed for Evans Scholars' membership to be approved. The vote was 34-22, with one fraternity not represented at the meeting.

"Further attempts to get I-F membership will be made," Robert Giannisi, Evans Scholars vice president, said yesterday.

PRIOR TO the vote, I-F discussed the eligibility of the group. It was decided that Evans Scholars, who are members of a national organization consisting of seven chapters, could be recognized as an honorary fraternity, although the method by which its members are chosen differs from that of other fraternities.

It was also pointed out that a chapter of Evans Scholars had already been admitted to the Illinois I-F.

MOST DELEGATES had already been instructed by their chapters as to how they should vote; however, a short discussion was held.

Many I-F members said they believed the admission of this group would be setting a precedent through which other non-Greek groups could apply for admission. Also, they believed Evans Scholars should be admitted on a trial basis for one year or with an associate membership, which would deny them the rights of full membership.

Since neither of these provisions is mentioned in I-F's constitution, it was believed that a constitutional amendment should be made allowing for such provisions. No action was taken on this.

ALSO DISCUSSED at the I-F meeting was a project under which I-F would try to improve the general appearance of Langdon St. through the purchase of land for the construction of additional houses for existing fra-

ternities, and through the improvement of existing houses.

I-F accepted the report and recommendation of the Rush Evaluation committee, which stated that a deferred rush program would be impractical at this time. Instead, the committee believed that the existing program should be improved.

Individual fraternities were also urged to enter more public service projects, which would help Madison's welfare organizations.

ENGINEERS AT DISTILLERY

Mechanical, chemical, and civil Engineers at the Hiram Walker distillery in Peoria, Illinois, have more diverse assignments, more opportunities for achievement than is generally realized, even in the profession. Read the facts on page 16 of today's Daily Cardinal.

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RECORDS, Pre-Recorded Tapes, Voice of Music Phonos and Tape Records. Your On Campus Music Center. Josheff Music 670 State St. xxx

WILLMORE'S Zenith guaranteed used TVs. Most popular makes. 3059 E. Washington. 10x29

STUDEBAKER 1953 V-8 coupe, sporty, good mileage and tires. 2425 Elmwood, Middleton. TE 6-5678. 5x29

FOR RENT

PARKING—1 block from Union. \$8.50 a month. AL. 6-3013. xxx

WILL consider renting furnished 3-room mobile home on private wooded land for winter months to responsible couple. Commuting distance, 10 miles. Owner. VE. 8-7202. 2x27

SPACE for 1 or 2 men to share 5 Rm. Apt. with 2 others. 309 N. Frances. AL. 6-5808.

PERSONNELS

FOR pen repair & Rubber Stamps made to order it's King Pen Shop 312 State Street in Madison, Wis. 23x19

HEY Minnewancans! Call CE 3-3148 10x5

WILL person who took Gray Boycoat, Warren of Stafford label, by mistake from Old Madison Room Oct. 20 return for her Gray Boycoat. U. 2562, Mary Lynn. 3x29

LOST

TRANSISTOR radio at Kennedy Rally. Reward. AL 6-9279, Linda. 4x28

GOLD chain bracelet with Sagittarius charm. Virginia Vasquez, Ext. 2502. 3x27

GOLD pin—donkey emblem—between Radio Hall and Union Sat. night. CE. 3-1765. 2x27

HELP WANTED

EXPERIENCED male radio station announcer, part-time, evenings and weekends. Must be able to operate the board. AL 5-8803. xxx

WANTED

1 or 2 girls to share apartment—living room, 3-bedrooms, kitchen, bath. 218 N. Lake. Contact party on 2nd floor after 6 p.m. 5x2

HURRY!! A few final tickets are still available for Thursday, Nov. 17

"ONE OF THE MEMORABLE WORKS OF THE CENTURY."

—ATKINSON, N. Y. TIMES

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NOVEMBER 3, 4, 1960

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Big Fall Fashion Edition



Fashion Spells Flattery For Men and Women

Men's Suits Offer Big Style Selection

Five big-name performers head the cast in the men's style story for fall, 1960, and the American Institute of Men's and Boy's Wear says it's the first time that as many as five basic styles have appeared in any single season, all at one time.

New to the cast and beginning to perform like a seasoned trouper is the Trans-American model—a crisp, handsome compromise between the American Continental, with its smart, sophisticated rounded coat fronts, and the conservative American Natural. The Trans-American's lines are straight, the fronts slightly rounded, the back is plain with no vent, the pockets double piped. Two and three-button models are available.

TRIMMER than ever, the Continental flatters the American man with its slimming lines — handsomely traced waist, narrow lapels, tapered sleeves. Slim, too, are the trouser lines which carry a single pleat, angled pockets and no cuffs.

Continuing in high favor, the California-inspired American Ambassador presents its silhouette of long, tapered coat lines, its roomy athletic look.

The nation's all-time favorite, the front-running American Natural is showing some signs of Continental influence — but it's still the conservative smart suit it always was.

AMERICAN Ivy returns to its classic best this season, with such novelties of the past as flapped hip pockets and buckled back straps on trousers going into oblivion.

Smart shoppers will also note the growing trend toward wider use of vests, both matching and in contrasting colors.

All in all, this five-star season presents more action and greater variety than any autumn within recent memory. This goes for fibers and fabrics, colors, and patterns, too. Suitings have never before been so handsomely colored and attractively designed. Olive greens are strong this fall, solid or compounded in heathery mixes of blues, russets, yellows, grape and black.

BOLDER PATTERNS come to the fore in both glen plaids and checks, not just in suits but in sports jacket and slacks combinations also. These accents, along with certain styling details, may denote the beginning of more of an influence of things British.

(continued on page 4)

SPOTLIGHT ON FASHIONS
Men Choose Grape page 4
Tunics are Tops page 6
Men's Sportswear page 8
Short Skirts, Bulky
Sweaters page 10



FASHION—Cardinal ad salesman Dick Scheerer confers with one of the AWS fashion models, Mary Kay Osmun. Models, photographers, writers, and ad staffers collaborated to produce the annual fall fashion issue.

—Cardinal photo

Fall Fashion Staff Headed by Rivkin

Dyann Rivkin, Daily Cardinal advertising manager, has headed the special staff for this fall fashion edition.

Others working on these 12 pages include the following:

ADVERTISING STAFF

Dick Norton, Russ Mueller, Dick Scheerer, Judy Kahn, Carolyn Evans, and Warren Comstock.

PHOTOGRAPHERS

Bob Schmidt, John Conen, Chuck Kleinhaus, and Jerry Wade.

NEWS STAFF

Barb Fox, Viv Balkansky, Louis Haugh, Sharon Crawford, and Rosann Willoughby.

The Daily Cardinal

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Women To Wear Luxury, Elegance

Fashion aims not to startle or shock, but to pamper, flatter, and please with its fall '60 array of appealing, becoming wearables. No radical changes in style take place—the focus is all on helping every woman look her prettiest.

In each of a great variety of silhouettes there's more femininity, and in every price range there's more emphasis on quality of fabric, tailoring, trim.

A FEELING of luxury dominates. Fur and fur facsimiles enhance coats, dresses, suits and sportswear. The glow of sequins, beads, and gold threads lights up the late-day-into-evening scene.

Fabrics, whether lustrous, textured, or smooth surfaced, quietly insist on elegance. Colors glow richly — "jewel tones" and "vintage hues" are frequently mentioned.

Though silhouettes vary, they unite in a preference for the more fluid line. Bodices and jackets blouse gently. Waistlines often are marked by easy, self-fabric belts. Skirts ripple with pleats, flare prettily, fall in soft gathers.

SOME OF THE shapes fashion takes are the long torso with lowered waistline, and, echoing this, the longer-jacket suit; the tunic slim or flared; and the pleasingly feminine princess.

Trend to more bountiful skirts continues, especially for festive dressing, while the sheath, though remaining slim, relaxes into easy (continued on page 4)

hi, Society!

BY BARBARA FOX

Who is fashion? Why, you are or you can be. All it takes is the desire (plus perhaps a little bit of a little thing known as money, but let's stay idealistic for the moment).

"LOVELY TO LOOK AT"

Fashion is no longer only something you slip over your head and zip up the back. It is your clothes, of course, but it is also your hair, your make up, your posture. Some will even go so far as to say it is your personality.

"CLIMB EVERY MOUNTAIN"

Nothing is too much trouble if it makes a prettier, a happier, a more vital you. If you don't make the effort, you will miss the reward. The prize may be an admiring look from another woman or that unmistakable gleam in a man's eye.

"REACH FOR A STAR"

Just because you have never tried the brilliant color, the glamorous coiffure, eye make up, or an exotic perfume does not mean it is not for you. Don't stand and look longingly at the color array of eye shadows or the daring red dress and pass them by because you are sure you're "not the type." You may be surprised.

"IT'S ALL IN THE GAME"

The natural look is a wonderful concept if you naturally look wonderful. If you do not, it is not really cheating and under-

handed to make use of a little, carefully applied, help.

"I FEEL SO PRETTY"

And you probably are. Some days you know you look very good. It affects your whole personality. You are "witty and pretty and bright." When you don't feel this way, perhaps it is time to change your outfit or wash your hair.

"BAUBLES, BANGLES, AND BEADS"

Jewelry can add the extra touch of glamor that makes the costume. In this area too you can afford to experiment. Dissonant colors, for example pink and orange or lilac with deep blue, can be exciting. In the form of an accent of chunky beads, the disharmony is eye appealing.

"THE WHOLE WORLD IN HER HANDS"

A hand bag large enough to hold the many possessions a girl finds it necessary to carry around, if only for reassurance, is a worthwhile purchase. It will undoubtedly be appreciated by many a date who has gone to a party loaded down with feminine beauty equipment.

"I'M ALWAYS BLOWING BUBBLES"

Some women buy a new hat to combat that feeling of "everything is going wrong." A nice after six-weeks gift to yourself might be a new bubble bath or cologne.

ONE LAST REFRAIN

Think you are, act as though you are, and "You Are Beautiful."

Tints and Tones . . . Men Choose Grape as Season's Color

Men's fashion color experts this year are not to be outdone by the ladies. The women have placed their accent on plum and the men are not far behind. Their choice is grape. With this keynote, they can name dark maroon shades, Chianti; deep red browns, Vintage; blue reds, Concord; and still remain masculine.

Every piece of apparel from soft shaggy sweaters to shoe lace can be obtained in luscious wine tones. As a complement to the daring purples, men of fashion choose subtle shades of grey with black running as a close competitor.

IN DRESS shirts pastels of pink, blue, and lavender are

strongly recommended.

Gold and olive are holding their own in the man's world, especially on this campus. Many plain olive suits will be seen. Also popular are black and olive combinations in the form of tiny checks or tweeds. Shirts of pale gold provide the handsome contrast.

Blazers, more and more of them adorned with fraternity crests, in the traditional navy blue are definitely not to be forgotten.

SWEATERS are bulkier and shaggier than ever. Many of them fashioned in muted shades of olive, gold, and brown. Vests, plain and paisly, and many reversible combinations of the two, are definitely on the scene.

Ties remain narrow and Ivy League in flavor. Solid colors, analogous stripes, and paisly prints still receive the majority of votes.

1960 Neckwear Shows Neatness, Frosted Colors

Neatness is the dominating theme in neckwear for fall, 1960. Even in the relatively few prints around, such as in traditional foulards and geometrics, the accent is on neat appearance and clean, fresh design. In the challis types, a fashion-conscious man can find neat interpretations of large paisleys, many "conversations" and interesting Persian block patterns.

In stripes there are bright flashes of color and a revival of the "smoky" tones.

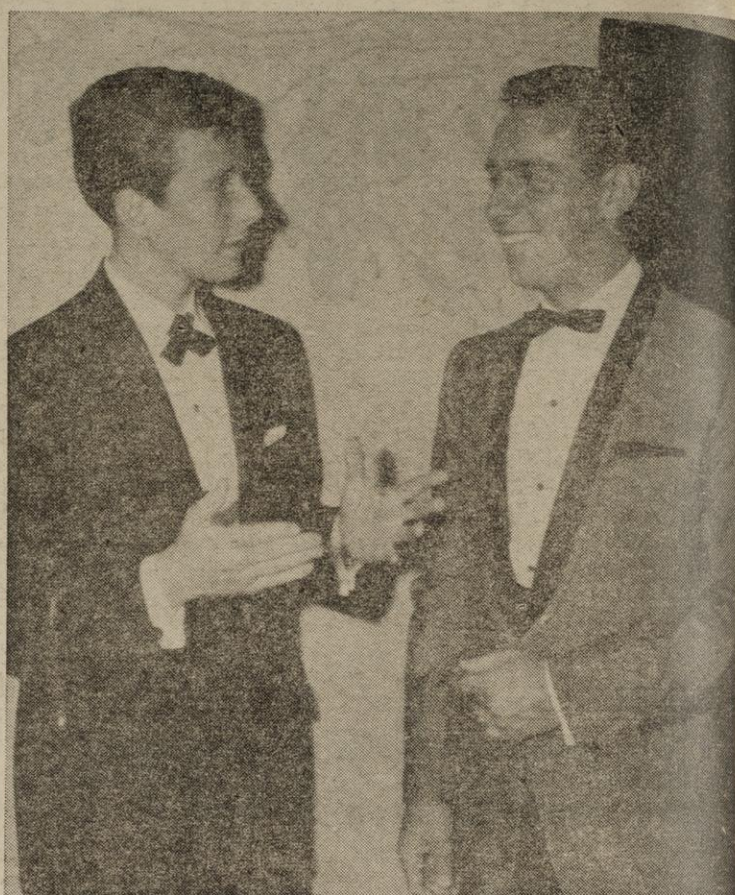
In the woven category, there are many textured effects, resulting from interesting jacquard treatments. There are also handsome under-the-knot accents and center panel effects.

Color news in the new season neckwear stresses a new "frosted look," many light blue and silvery tones, olive and gold—in combination or separately — and the new "vintage" colors popping up all over the place in flashes of purple.

FORMAL WEAR LEADER

The season's big formal wear leader is the shawl collar tuxedo. Peaked lapel models are catching up, however. Lapel trim is in satin, for the most part.

Tuxedoes . . .



FORMAL WEAR in the Continental style will be seen often at fraternity and sorority formals this fall and winter. Shown above modeling two Continental tuxes in eamo silk from Nedrebo's Formal Wear shop are Dave Ludwig, left, and Denny Eggert, right.

—Cardinal photo

Elegance . . .

(continued from page 3)

er lines. A touch of draping distinguishes many shirtwaist types.

Simple fluid lines and fuller skirts call for impressive coats. Cape shaping is a strong influence, most often seen in coats with cape backs and flat or semi-fitted fronts. Others follow with a modified barrel line.

FOLLOWING the new rule of fashion diversity, coat choice includes slim styles with top width, fitted styles, princess, and long torso models. Diversity within a wardrobe is provided by an important number of reversible coats.

With the lavish use of fur and the late-day glitter of bead and sequin embroidery, designers have wisely kept other details modest. An instance is the treatment of collars.

Often, they vanish entirely, giving way to jewel necklines or soft draping. Sometimes fur trim combines with the no-collar look, as a circle of fur is placed away

from a high and rounded neckline.

Scarf ties, plain and fringed, are favorites—either as an integral part of the dress or jacket or as a detachable addition.

SLEEVES, too, are less flamboyant, slimming down from last season's styles. The easy funnel, however, retains its importance as a sleeve shape.

Costumery not only continues but increases its scope. Suits appear in three parts—jacket, skirt, blouse, and sometimes weskits make a fourth. Overblouses, scarf tied at the hem, pair with jacket linings, in solids and superlative prints. Dress and jacket costumes earn fashion dividends from morn to midnight and after.

Men's Suits . . .

(continued from page 3)

This trend may gather momentum.

The American Continental style is having wider impact on topcoats this fall. One result is new, shorter lengths, for greater comfort in walking and motoring. Another new detail shows up in full-peaked and semi-peaked lapels — in both single-breasted and double-breasted models. A casual note finds expression in the full sweep of the split raglan coat with angle-flap pockets.

Conservatives will go for American Natural boxcoats with notched lapels and flapped pockets. And there is Ivy in topcoats, too, with the classic natural shoulder lines, fly front, and raised seams. All make for an eye-winning variety of choice.

TAB COLLAR broadcloths and button-down oxfords dominate the dress shirt scene for fall, 1960. Solid whites remain the leaders in popularity, but there is competition from solid blues and striped types.

Other popular and varying collar styles are the eyelet, rounded tab, and the very new "button-up" collar, a modified rounded tab with snap collar that has no points whatever—it is by Eagle.

Ties, like shirts, reflect the new suit style influences with their neat, tasteful patterns and their slimming lines. Foulards and reps in stripes or new motifs are available in rich autumn shades and color combinations that dazzle the eye.

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MONACO \$15.00

"You'll feel
10 feet tall" in **BULKY**
WOOL SWEATERS
by **PURITAN**

Talk about "towering feelings"! In a Puritan Wool Bulky you're on to something big, something soft, something altogether supreme in sweater styling. The MONACO, a solid color bulky knit rib pull over with smart boat neck, is beautifully styled with contrasting tipping on cuff, bottom and collar. Come in soon to see this and other handsome sweater styles in the Puritan Bulky Bazaar. MONACO, 100% Virgin Wool, sizes 36-46.

EDWIN O. OLSON & SON

555 STATE at FRANCES
FREE CUSTOMER PARKING Town/Campus Bldg.



Our wide selection of After Six Formals reflects the latest trends in fashion. All are richly tailored . . . carefully fitted to your measurements.

FALL FASHION FIRSTS



520 State Street

ALpine 6-5401-02

Madison 3, Wis.

the new fall season is
BIG

'Tennys' Receive Important Spot in Coeds' Wardrobes

By VIV BALKANSKY
Asst. Society Editor

Glancing under beds and snooping in closets, as well as looking at the feet of coeds rushing up and down the hill, has led this writer to conclude that tennis shoes, commonly called "tennys," are a must in every girl's wardrobe.

In fact, tennys are so popular that the physical education department, which formerly had the market cornered in attempting to protect its floors, has declared:

"Tennis shoes worn as street shoes are not permitted on the gym floors." One wonders in the event that "fundies undies" suddenly became the fad, if a similar rule would apply.

ANALYZING THEIR popularity leads one to some practical conclusions. First of all, tennys, which also come in red and blue sail cloth, are most popular in white. White, as everyone knows, is a neutral color complementing any outfit. If one wants to really

be in style, this fall has ushered in the innovation of corduroy tennys in such shades as olive green, gold, black, and brown.

Secondly, tennys are comfortable. This writer is told that those with one or more holes are especially comfortable, although these tennys with the "out of the Goodwill box" look would seemingly present problems in winter. Perhaps this could be alleviated by wearing boots with holes in different places, so that at all times one could have the holey, as well as the covered, look.

COSTUME PAIRINGS

The new costume look pairs hip length jackets and dresses with bias, semi-circular, pleated, or straight skirts. Shock color combinations in prints and solids make a fresh approach to the costume suit with its own blouse or weskit. There is less emphasis on perfect matching and harmonizing.

the new fall season is

BIG

SKIRTS MOVE

Skirts ease up for fall, with more fluidity for even the slimmest styles, and many in motion with pleats, flares, and gathers.

OPEN BOWLING

AT
THE LARK
EVERY EVENING

2550 University Avenue
CE 8-1133

A BEAUTY HINT

"Too many women don't know how to wear their hair and go through life not knowing how," a stylist remarked recently.

Hair styling is an art. Hair should be cut the way it tends to fall naturally and then styled into an attractive coiffure that is in complete balance with the woman, her figure, personality and way of life.

The trend today is definitely toward shorter hair. However, what may be short for one woman may be long for another. To look its best a short style requires a good cut, a shaping, and a permanent to give the hair body.

This season, styles are curvy, not curly. The length may vary from medium to very short, with the hair brushed back high on the crown and curving in to frame the face. If a part is used it should be on an angle and not interfere with the natural way lines of the hair.

One of the essentials of life is adventure, and many women get a tremendous lift from a new hair style. If the hair is straight a wide variety of different styles can be achieved by giving the hair a permanent wave. A permanent not only enhances the beauty of the woman, but also makes the hair easier to manage and a delight to handle. There is no need for a permanent to look artificial. If done correctly it gives a natural look and often brings out the natural waves in the hair. Restyling the hair or giving it a permanent is certainly one of the least dangerous forms of adventure and one of the most rewarding.

The above is taken from the thoughts of stylist Mr. Neff of Neff's Beauty Salon, 310 State St., AL. 6-8176. (adv.)



BASIC DRESS PLUS TUNIC—Lynn Harker wears a basic black, wool jersey sheath (left), topped by a taupe and black tunic (right). Tunics are a new highlight to the fashion scene. This outfit may be found at the Hub.
—Cardinal photo

Fall's Fashion Richness

It's the season of change . . . a change from the casual ways of summer to the more elegant living of autumn and winter. Seasons filled with rich enjoyments.

New fashions, arriving on the scene, follow the mood of fall . . . beautiful, opulent, varied. In new apparel for every member of the college campus, the theme is flattery. Colors, inspired by the changing landscape, are vibrant, glowing.

Fabrics look . . . and are . . . distinguished . . . and the selection of styles is as generous as fall itself.

More fun than trampling through the fall leaves will be a shopping excursion through the stores of Madison.

ALL GIRLS SHOULD LOOK SOFT, FLUFFY and CUDDLY!

Neff's will show you how you can create many of the latest styles from ONE BASIC PERMANENT AND HAIRCUT

HAPPY HOMECOMING HAIR-DOS HERE

Neff's Beauty Salon

Specializing in cuts and curls for college girls

310 State St.

AL 6-8176

COLLEGE REQUIREMENTS

THE LOOKS YOU WANT FOR THE CAMPUS . . .

THE SUBURBIA SHOP HAS 'EM!

BOLD PLAIDS,

THE SHAGGY SWEATERS, BIG

NEW KNEE SKIMMERS, COUNTRY

TWEEDS . . .

IN SHORT, EVERYTHING THAT IS NEW

AND EXCITING FOR THE CAMPUS

SEE THEM ALL AT

THE *Suburbia* SHOP

Ladies Balcony — THE HUB, Ed Schmitz & Sons



Certainly, there is no more interesting shirt than the perfectionist with the tab collar. The extraordinary cut of this design guarantees a look that is infinitely correct and infinitely interesting. Assuredly, this is a design with finesse in the most authentic manner.

\$6.50

The Hub

ED. SCHMITZ & SONS

MADISON

Hoods and Tunics Are Tops for Fall

Hoods top off blouses, sweaters, jackets, coats—including the always popular car coat. Belts mark normal or lowered waist-

lines — spaghetti strings for sweaters and blouses. Wider belts for dresses and skirts. Newest looking belt idea is the sash or robe-like tie.

The blouse that drops below the waist with easy, fluid lines, is a fall signature.

We are pleased to announce GERMAINE MONTEIL

is now available in our shops.

Germaine Monteil is the top treatment and make-up line today. A gift to wear—night or day.

As a special introductory offer—With any purchase in the line you will receive a \$2.50 size bottle of the truly wonderful SUPER MOIST.



615 State St.

14 East Mifflin (on the Square)

W.J. Rendall's

SQUARE AT STATE



49.95

As advertised in Seventeen.

The shape of things to come is happily divulged by this fashion forecaster. The fullness is discreet, with seams that are keyed to the double breasted effect. Wonderful in sophisticated black or a choice of colors in Junior sizes 5 to 15.



CASUAL OUTFIT—Tina Bunyan models a plaid skirt and complementing blouse. Completing the ensemble is a cardigan sweater. This fashion may be found at W. J. Rendall's.

—Cardinal photo



Here's
News
in
Shorties

\$39⁹⁵

Leather Trimmed Alpaca

Josef creates an elegant short coat in the luxurious beauty of 100% Alpaca pile edged in supple, genuine leather. A clever tab closing adds to the charm. Inside story, warm quilted lining. Colors are beige, brown and black.

W.J. Rendall's

SQUARE AT STATE

WESTGATE

and SHOPPING CENTER

Perfect Dress Found for All Fashion Types

Since Homecoming dance is just around the corner and winter formals are no longer in the far distant future, the dream of that special cocktail dress is in every girl's mind.

This winter's creations offer something for every fashion type.

The "young sophisticate" will be charming in the severe sheath of black or silver with a dramatically low front or back or both.

The "pretty feminine girl" can enfold herself in black or white lace to emphasize her femininity and become even more lovely.

The "collegiate" who seems to be made for bobby socks and a trench coat will be transformed for the big night in the simple but not to be underestimated brocade in a wide color range. You will also recognize her in the halter-topped paisly print so new and so youthful.

The "sweet young thing" can find the frock made just for her in the form of a soft pastel (which is by no means relegated to spring and summer anymore).

The "classic" will, of course, wear the classic velvets and chiffons in the subtle shades. If she wishes to go a bit extreme, she will be lovely in white satin.

TRIBBED SHIRT STYLES

Ribbed styles are leading the pack among knitted sport shirts this season. Heather color mixtures are among the most popular in this line.



THREE-PIECE COSTUME — Modeling a three-piece suit is Pamela Knox. Her dyed-to-match outfit is gold. It may be found at W. J. Rendall's. She carries a brown crushed leather handbag.



Flatter your features with smart, modern frames from our wide selection.

You'll look your best.

MITCHELL
OPTICAL DISPENSARY
629 State St. AL 6-6875

AWS Fashion Show Nov. 17

THE DAILY CARDINAL—
Thursday, October 27, 1960

"Holiday on Seventh Avenue" is the theme of this year's Associated Women Students' (AWS) fashion show which will be held Thursday, November 17th. at 8 p.m. in Great Hall. The show is an annual event sponsored by AWS to preview the latest in fall and winter fashions.

The AWS models shown in this issue are University co-eds who

are wearing fashions from Madison's leading stores which will be seen in the show. A special attraction will be the male models who will escort the girls in the formal scene.

Tickets can be purchased at the following places: dorms, sorority houses, Union box office, and at the door the night of the show.

the new fall season is

BIG



DAILY CARDINAL critic Kurt Brokaw, a graduate student in advertising, models the popular High V Greenlander in the Olson and Veerhusen Racquet shop. The sweater is made in washable orlon.

—Cardinal photo



PRESTIGE AND ELEGANCE—Adam Armaganian is wearing one of the distinctive styles of fall, a dark green topcoat with smart hat and shoes. It is available at Sweet's Campus Clothes, University and Park.

—Cardinal photo

Black Martini . . . four parts black, one part brown . . . and just a little olive! Try this rich, exclusive tannage in our Taylor-Made shoes. It's remarkably right with everything in your wardrobe . . . we recommend it for men who like their style with spirit.

\$17.95



Taylor-Made
SHOE



Harry Sweet's

CAMPUS CLOTHES SHOP

University Avenue at N. Park Street

MADISON



High V Bulky-Knit

A new addition to the McGregor clan of fine sweaters . . . the High V Greenlander. Brush-textured in magnificent new Scot-inspired colors. Warm and washable Orlon. Sizes 36 to 46, only \$13.95. Many other sweaters by well-known manufacturers, including bulky Swiss and German imports, \$8.95 to \$29.95. Olson & Veerhusen, Seven North Pinckney St.

Macquet
Shop

FOR THE YOUNG MAN WHO
CARES WHAT HE WEARS



Sports Jacket . . .



THE NEWLY APPOINTED Cardinal business manager, Dick Norton, stands as a reflection of fashion in a Cricketeer traditional worsted, houndstooth jacket. The coat is complemented by the very popular vest. Available at Karstens.

—Cardinal photo

New Trends Spark Sportswear

Headlining new trends in sports and leisure wear for fall, 1960, casual jackets team up with matching trousers and vests, too, to make time-off a "dress right" affair.

Checks, plaids, houndstooth, and a variety of other patterns traditional with leisurewear jackets are all pointed up in these new, three-piece ensembles that make their bow.

IN COMBINATION with slacks or matching trousers, the season's sports jackets focus on two stand-out models—those with Continental features and others with natural treatments.

Slacks are marked by fewer tricky tailoring details this fall, but the consensus is they are the smarter for it. In fact, slacks are reflecting the same tasteful treatment you find in suit trousers right down to the subtler patterns and compound colors in business ensembles.

Making a big style dent in slacks is the Continental influence, which introduces dropped Western pockets and tunnel elastic self-supporting waistband features. All are noteworthy for their slim-legged look. In addition to solids, look for them in glen plaids, checks and madras fabric designs.

THE ALL-AMERICAN male look comes into its own in the season's new outerwear that fairly shouts an invitation to get out and enjoy the tangy fall air.

The variety is fabulous. New

longer lengths vie with three-quarter lengths in outerwear that features single-breasted and double-breasted models. In addition, hip-lengths and waist-long models abound.

As for fabrics, they range all the way from madras-plaid wools to cotton blends and corduroys. Watch for such outer garment luxury as fur-type pile shawl collars, pile and fur linings, or linings in brilliant hued downy wool, bulk knit treatments, so called umbrella fronts and back yokes, floating shoulder details that make for easy arm motion, slant flap pockets and front fastenings in a superb variety.

OUTERWEAR colors are for crisp and bright fall days, too—olives and golds, russets and wines among them.

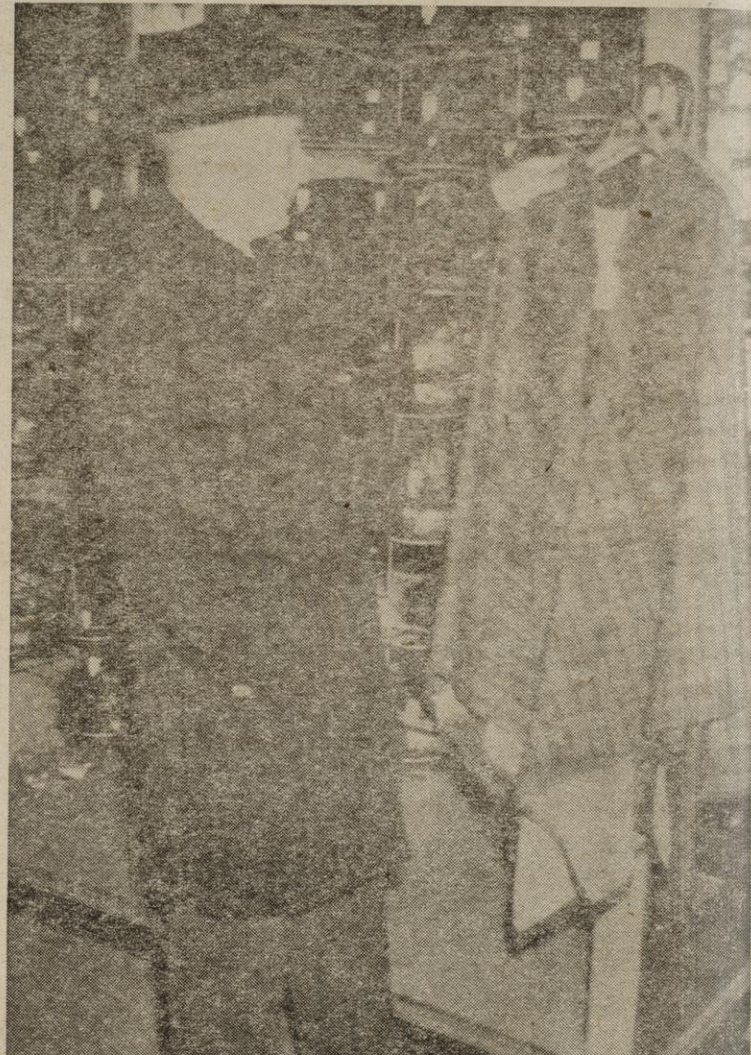
In sweaters there is no favorite like the old bulky knit favorite.

Bulky knits are top liners this season, along with traditional cardigans and pull-overs with crew necks, V-necks, cross-over boat necks, turtle necks and many more. Cardigans, by the way, appear this season in six-button front models, with shawl collars.

There's a riot in sports shorts for fall, 1960—a happy riot to be sure. Bold colors, off-beat colors and mixtures of the two Bold pattern treatments, too.

AMONG the popular weaves for the season are oxfords herringbones and hopsacks, featured in solids and prints. Some have stitching that resembles sweater knits.

Other features to check in the sports shirt range include collared knit models, engineered "scarf" prints molded into shirt fronts, and novel embroidered motifs accenting collars, cuffs and pockets.



WINTER WARMTH—As the cold winter approaches the campus, so does the loden coat. Bill Kellesvig is wearing the latest style—an imported Austrian loden coat with a removable hood, elk horn buttons, and knit wrists. Available at Speth's.

—Cardinal photo

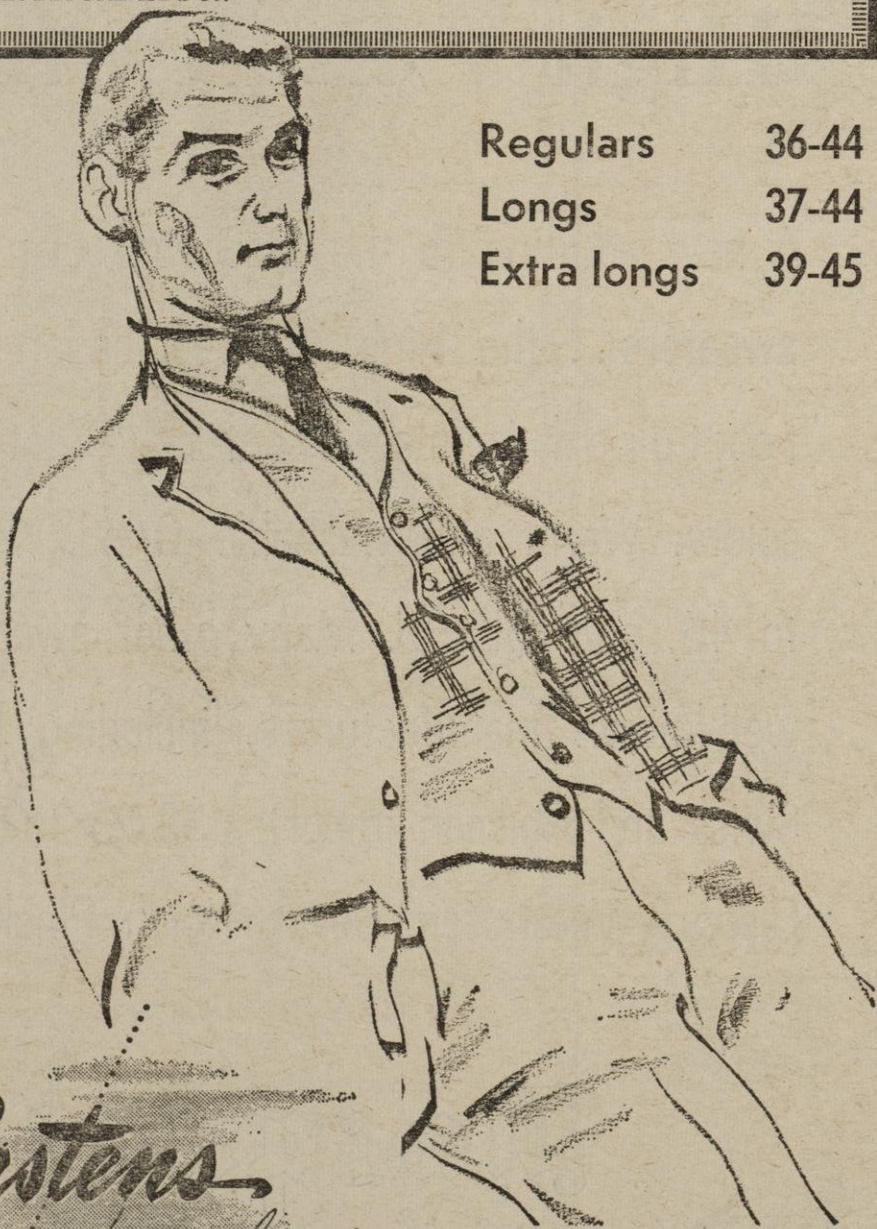
UPPERCLASSMAN

to become Tastemaker for large-sized college

Our man must aspire to class presidencies . . . want to be included in Who's Who in American Colleges. How we help: with the Cricketeer College wardrobe. The knowing plaid sportcoats . . . the suave vested suits . . . the mustard and olive colors. They make you Tastemaker, Best-Dressed Man on the campus. Illustrated here: the very important vest, the very important glen plaid. Trimlines shoulders all your own, narrow trouser . . .

Suits \$49.95 to \$69.95 . . . Sportcoats \$35 to \$45.

Another in our Cricketeer Trimlines series directed to
The YOUNG MAN WHO WANTS TO MAKE
\$10,000 A YEAR BEFORE HE'S 30.



Regulars	36-44
Longs	37-44
Extra longs	39-45

Karstens
the complete store
for men and boys

22 North Carroll St.

Qualified
to pass every
examination



This muted glen plaid suit calls for a toast with a stout tankard of ale . . . for it has such a jolly feeling . . . while the English tab collar shirt, in fine fabric leaves no room for debate concerning its acceptability for your immediate wardrobe. \$65.00

SPETH'S Casual Wear
222 STATE STREET

New Hair Styles for Fall Are Short, Soft, Feminine

Has your hair reached that much coveted length when it will co-operate? Does it finally flow easily into a french twist, a chignon, or a fancy upsweep for evening? Well then glance through some of the current fashion magazines and pick out a new hair style. If you do this you will probably be getting a hair cut soon.

The fashion trends seem to be one jump ahead of those who are trying to imitate them. You finally get every last one of your skirts shortened to just below the knees and fashion says skirt lengths will be on the knees, and so you start again.

The new hair styles for winter are short and simple, and very smooth. The wide look is still emphasized. And for those of you who simply refuse to cut off something you've been working on for such a long time, namely your long locks, there are modified styles which provide a new look without the use of scissors.

Soft femininity is the vogue. Hair almost straight and very shiny gracefully turns under at the neckline.

Tapered hair preferably short, but long if you prefer, may be set in a pin wheel fashion starting at the crown and spreading out in all directions. This style gives a less severe yet neat effect.

Bangs are non-existent or brushed to the side to fall in smoothly with the rest of the hair.

The width added to your face

by styles set with rollers and brushed for fullness is not to be abandoned. So whether or not you submit to a clipping hang on to your cylindrical hair setting equipment.

the new fall season is

BIG

TALL OR LONG WAISTED?

Find Smart apparel
that really fits

Sportswear

Lingerie

Coats

Dresses

We're not expensive

We just look that way

JEAN'S CAMPUS TALLS

549 State

AL. 6-7953



AWS MODEL Carol Green sparkles in a frothy all-silk organza, punctuated with jet black polka dots and sashed in black satin. The Lanz creation is available at Antoine's in blue or red with black dots.



STUDY OUTFIT — Against a background of autumn leaves, Joan Vanish models wool slacks with a long-sleeved novelty sweater. Both are available at Jean's Campus Talls in a variety of colors.

—Cardinal photo

Color Comes to Lingerie

Exciting fashion news this fall is under cover color. Lingerie has decided to play the color game along with the rest of the fashion world. Fresh new colors are now available in all lingerie, just waiting to be matched up with your color conscious wardrobe.

Why not be color complete with lacy slips keyed to your dresses. Use cool ecru shades to dazzle your reds, pale pinks and robin's egg blues to cheer up the blacks and greys. You can soften the plum and purple tones with gentle blue. And even though you are the only one to see the exciting new lingerie, use a color worth

seeing, especially now with the short short skirts that allow the slip to be seen when you are sitting.

There is a rainbow of color from which to choose. Co-ordinate your wardrobe now and be completely in the fashion picture.

DRESSES MADE FOR JEWELS

High, jewel necklines and bracelet-length sleeves mark many day and date dresses. Dress and jacket costumes combine covered-up look with bared necklines. Attractive prints and velveteen are two effective evening ideas.

Let Us
Put The Latest
In Finishing Touches on
Your Fall Outfit

L. S. CORYELL JEWELER

521 State St.

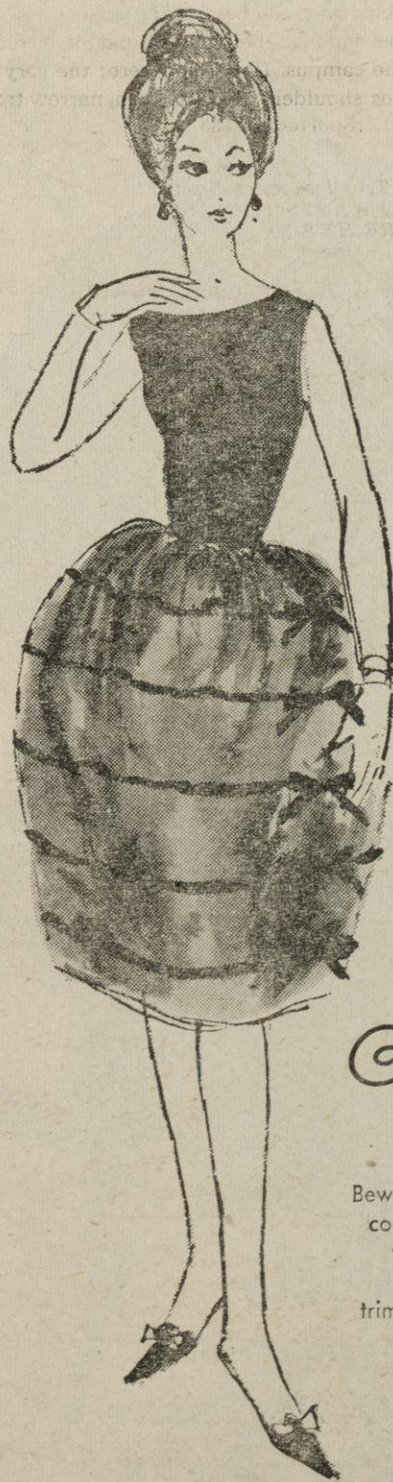
AL. 6-5284

for women only
GLENN'S
hairdressers



CEdar 8-5566

2423 University Avenue



Lanz

Bewitching black in a pretty combination, an all cotton velveteen bodice, and a shaped skirt of all silk, trimmed with bowed velvet bands. 5-15 49.95

Antoine's

662 State St.

COVERING UP

Covered-up look is news in formal wear—achieved by long sleeves, little jackets, lace and chiffon for veiled décolletage.

TAKE ACCESSORIES

Collarless necklines of many fall fashions offer accessorizing opportunities. They can be adorned with jewelry or scarves of fur or fabric.

Forecast—"COLDER"!

We have your . . .

**BOOTS and
SHU-BOOTS!**

- LEATHER • CORDUROY
- NYLON VELVET

COLLEGE BOOT SHOP

614 State

on the campus

The Emporium

MADISON'S FRIENDLY THRIFT STORE



S & H
Green
Stamps
for Extra
Savings!

Actual:
HIAWATHA
COAT—corduroy
shaped with oval
yoke, button-over
collar, wild'n
wooly St. Mary
plaid blanket
lining.

24.50

Go-Coats

you'll wear most

this winter

10⁹⁸ to \$35

Warm up Winter in our fabulous all-weather gad-a-bouts! Choose CORDUROY, SHEEN POPLINS, TACKLE TWILLS, WOOL TWEEDS, ORLON* PILE, WOOL PLAIDS . . . many furry ORLON* pile collared or lined for extra warmth. Short, hip-bone and ¾ sporting lengths, or long. Misses 8-20, 38-44.

Town Coats on 2nd

Go-Coats on 4th

The Emporium

Short Skirts, Bulky Sweaters on Campus

Short skirts and bulky sweaters predominate the college campus this year.

Not only the shorter skirt length, but Bermuda skirts with hems above the knees are seen on many coeds.

CULOTTES, which are pants cut with a skirt flair above the knees, have also become popular. It seems to be a trend back to more feminine styles.

A new fiber blend called "Ankora" is made into a fluffy pull-over or bulky jacket. In browns and tans, it looks just like a cuddly bear. Many of these jackets are patterned after the furry

green army surplus hoods seen on campus.

Plaid pleated skirts in the short and regular lengths are popular with college girls this season. They are very comfortable for sitting and walking.

SWEATERS are a warm top for these cool days. Whether knit from wool or brushed orlon, they add color and warmth to any girl's wardrobe.

Bulky sweaters are still an important feature in the girl's wardrobe. In colors to blend or complement skirts or slacks, they will see many girls throughout the winter.

Colorful ski sweaters always popular for indoor wear as well as out, are still around. Many bright attractive patterns are seen in hand knit or ready made sweaters. Matching ones for

boys and girls are frequently seen. Big collars on sweaters are popular and add an interesting note to fall costumes.

The walking suit is very popular with its three-quarter length jacket. Some of them even have heavy zip in linings, so they can be worn to football games and for many other occasions.



COAT CAPER—Shown above is a combed cotton poplin coat with magical "Scotchguard" finish for water and stain resistance; hood of ORLON acrylic pile, lining of quilted taffeta. The Emporium on Capitol square sells this fashion.

Fur Trim Wins Praise as Accent For Winter Coats

Voting for variety, fall coats elect to stand on a platform of attractive shaping, fabric distinction and color excitement. Fur trim is a landslide winner.

Among the shapes to choose from, the wide coat is outstanding. Again, there's diversity in the ways width is achieved. Coats with cape backs and straight or shaped fronts and coats with dome backs keynote the wider silhouette. Others have shoulder flanges that create a cape-y effect, or bell shaping—sometimes belted.

Wrap and tie coats, narrow coats shaped with seaming to princess lines and long-torso coats with slim or dome skirts compete for favor. The fitted coat gets a number of ballots.

THE ANIMAL kingdom contributes heavily to fashion's campaign for handsome coats. Mink, beaver, fox, and spotted furs lead the parade, but virtually every fur gets on the bandwagon, including such novelty furs as hamster. Furthermore, fur lines many coats, frequently in reversible styles.

There are nubby, fleecy, ribbed, and raised surfaces. Deep velours, fur blends, and wool chinchillas look luxurious. Colors very from light and dark to deepened and darkened. Plum, amethyst, brown, darkened gray and black are standard bearers. Plaids, stripes, and checks are important.



SOPHISTICATED—Casual costume poses an easy jacket over a matched pleated skirt for a young but subtly sophisticated look. Both are in worsted wool, with co-ordinated long-sleeve shirt in cotton broadcloth.

Metallics Place In Fashion Race In Various Ways

We're on the gold standard! But silver is not taking second place. Both metallics will be worn by the fashionables from head to toe.

Starting at the top fashion says smoky silver tones for your hair. Sprays which give a dramatic sparkle to dark haired beauties in the form of streaks or tips are getting a greater call than ever before. For the light headed the effect of a silver spray brushed evenly through the hair gives a femininely soft haziness. Gold used in the same way is fire by comparison, shiny as the sun it blends with the shades of fall and adds brightness to the dreary winter day.

The glitter of gold and silver sprinkled in the hair for evening wear is sheer delight.

Her eyes are like stars only more so when a silver or gold shadow is used alone or with color. Eyebrows add to the enchantment, and silver tipped eyelashes complete the picture.

The illusion is continued by lips which are first covered with silver and then with your favorite shade of lipstick. Even the skin can be made to shine with a touch of metallic provided by some of the new liquid and powder bases available.

Naturally the hands are not left out of the rich creation of glamour. Nail enamels of platinum and gold become the frosting for pretty finger nails.

Sparkling sequins and rhinestone details bring the silver-gold magic to evening dresses with fabrics finishes and metallic threads helping to achieve the alluring effect.

The fashion leg too will be sheathed in beauty with hosiery of shiny silver and gold. Cinderella and her slipper of glass will have nothing on our "Miss Fashion" when she finishes her costume with a gold or silver pump or sandal.



Two Millers
544 STATE STREET

MISS COUTURE

Captivatingly

feminine . . .

For unlimited smartness

. . . full skirted dress

of luxurious wool

crepe. Wide jewel

neckline and

handsome

detailing.

In luscious

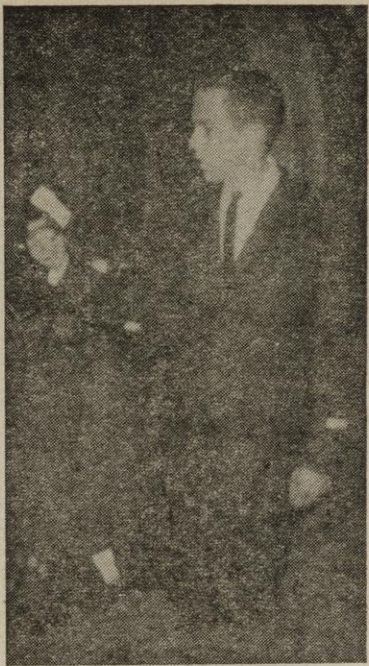
new shades of

lilac, coral and black.

Sizes 10 to 16

17.95

PATRONIZE
OUR
SPECIAL
EDITION
ADVERTISERS



SEARCHING THE RACKS —
University student Irwin Smith carefully examines the selection of sport coats and suits in Spoo and Son's extensive fall display. Smith wears a plaid jacket tailored to campus fashion demands by Spoo's top brands.

—Cardinal photo

Shorter Topcoat Length Receives Solid Acceptance

Over the last several seasons certain trends of a handsome, practical nature have been developing in men's topcoats. For Fall 1960, these trends would appear to be getting even more solidly entrenched.

Among these trends the major one is the shorter lengths in topcoats.

The other features worth noting are that the double-breasted model — coming along steadily over the last two or three years — is getting still stronger; and that heavier weight fabrics seem to be getting a somewhat better play.

Very evident is a trend to big patterns and district checks in "style" goods. Top sellers remain medium to dark shades.

In both single- and double-breasted styles, set-in and split-raglan sleeves are widely shown. In the natural shoulder group of coats, the slightly fitted, modified chesterfield is tops, followed

by British-type balmacaans with deep wing sleeves and the classic double-breasted British Warmers.

Also noteworthy is an especially dressy dark treatment dubbed the "impresario look." Features to check here are the fur and fur-look collars, in luster and shawl treatments, as well as others, a variety of pockets and rich fabrics.

Make sure the topcoat you buy fits correctly. Both suit collar and sleeves should be covered completely. Armpits should be roomy enough for easy action and moveability, not tight or cutting. Check for matching of patterns, for good workmanship, for even stitching and for neatly fitted linings.

To make sure your topcoat looks its best, carry as little as possible in the pockets. Never hang a topcoat overnight or for any extended period, by the loop in the neck of a coat. It can stretch out of shape.

Men's Footwear To Complement Fall's Slim Look

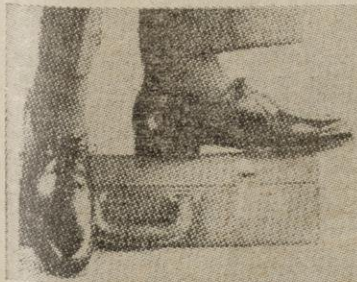
There's a new "high-light" flashing across the men's wear fashion scene this fall. It's a higher cut, lightweight leather shoe for dress wear, reports **Shoe Fashion Service** of Leather Industries of America.

Generally tapered to a finer point, in keeping with the slim lines of this year's Ivy and American Continental suits, these shoes are available in dozens of different style interpretations in smooth, grained and even brushed leathers.

An extension of the "more shoe" look which has recently characterized American male footwear fashion, these new styles remain light afoot. Most often found as a slip-on, they use elastic gores to keep the shoe snugly on the foot. They are available in an extended range of blacks, browns and burnished olive.



TOPCOAT—Featuring the natural shoulder line, this Oxford gray and brown topcoat is tailored in the finest pliable lightweight English lambs wool.



SHOE VARIETIES—Many new styles in men's shoes have appeared this fall. At top, high rising vamp and back are new features of a slip-on shoe. In the middle picture, a hint of green is found in the shiny black shoe which has prominent moccasin stitching. At bottom, the higher silhouette and inverted moccasin stitching up toe and around vamp mark this shoe with a casual character.

FEEL LIKE THE MAN
MOST LIKELY TO
SUCCEED TODAY?

YOU'LL LEAD ANY CLASS IN
SPORT COATS

Get ahead in the world—the fashion world, that is—with a smart new Sport Coat by Brand-name. You can vote for your favorite from among a bright array of olive plaids, all wool stripes or striking checks.

COAT

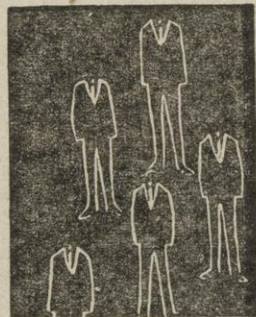
\$45

SLACKS

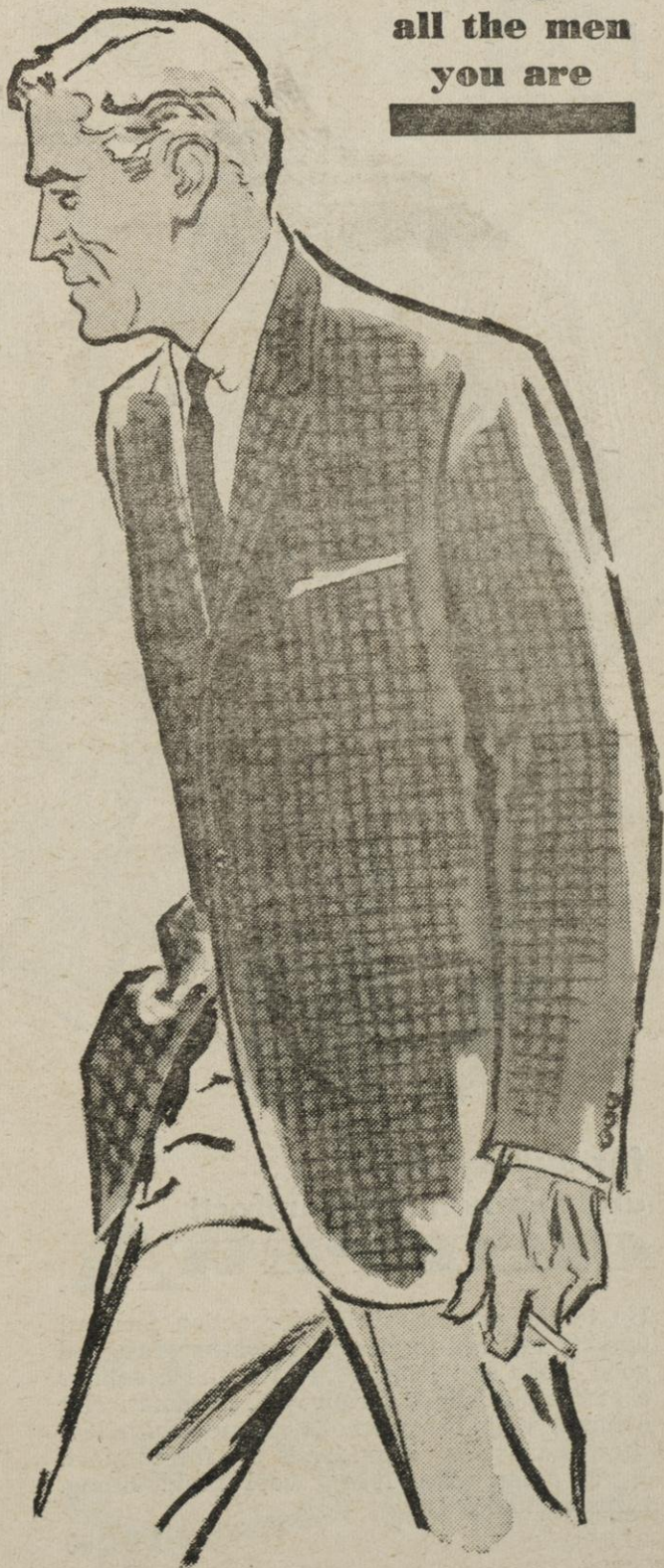
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all the men
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HATS IN THE NEWS—Fashion news applies to hats this fall, too. Top left, wool cloth hats are now very popular for casual wear. Top right, a new silhouette marks this classic town hat with snapbrim and center crease. Bottom left, an added bonus of fabric contrast in band and edge trim makes texture the news in this hat. Bottom right, a luxurious silk finish makes this hat "correct" for suburbia and city, too.

Hats Follow A Trim Line

The "top" story for fall, 1960, is that masculine headwear has a trim and tangy way about it.

Contributing strongly to this is the fact that brims are again narrower, having come down to only 1¼ inches in the most extreme cases. Even when brims are closer to moderate widths, many of the hats for the fall season have a small look thanks to deeply curled brims and tapered crowns.

A **HANDSOME** expression of the Fall trend in hats is the new "Roma" model which features a slightly higher crown with a close narrow crease, small front dents, and a deep mushroom snap to the 1¼ inch brim. The finish is a close clipped silk-type.

Although the top-volume shades will still be steel grays and charcoal, there will be many fresh ideas — olives, golds, bronze, blacks and black-olives.

Casual and sports hats — tyroleans, cloth hats, casual crushers, tweeds — are getting more important each season.

One factor here may very well be the fact that college men and young men in general are now wearing more hats, and they appear to favor cloth hats in plaids, checks, solids and tweedy fabrics, velour tyroleans, raw edge and welt fullweights, a wide variety of caps, as well as the new neat shapes for dressy wear.

The Madras hat featuring the "bleeding" motif also has cropped the collegiate head for football games and other outdoor gatherings. Its colors blend well with popular Madras jackets and Bermudas, and subtle shades of the hat may even be seen on evening informal occasions.

*Why Freeze At
The Next Game?*

Football Ponchos

are only

\$7.95 & \$8.95

AT

Holiday House

Corner Hamilton & Webster St.

'Beauty of the Day'



FROM FLORIDA—Carole Fahrman, today's beauty, comes from Miami Beach, Florida. Carole has green eyes, brown hair, and lives at Liz. A freshman, she's majoring in English.

Intimate Apparel Ranges From Elegant to Casual

Intimate fashion for fall has two faces. One may love the fireside and the other prefer the field, but both get together to produce this year's array of loungewear and lingerie.

Fireside elegance is expressed in lilac, rose, raspberry and other warm shades. Nightgowns and slips of nylon, satin and other elegant fabrics are molded to an easy flowing, princess silhouette.

Bustline, waistline and hipline are cut to cling and biased skirts may open to a full circular hem. The effect is entirely feminine!

THE CRISP, outdoor autumn look also answers the roll call. Gold and green leave the trees to color sleepwear, sometimes mixing with paisley, leopard or zebra prints.

This effect is especially attuned to tunics and culottes. The tunic is an overblouse which may come anywhere between the knee and upper thigh. It can be belted over trim looking pajama slacks,

hang loose and easy in a baby doll or dress length gown, or turn up as a tailored robe coat.

Culottes, full, skirt-simulating trousers, cash in on the color fun also, whether they act the part of a slip or a full length nightgown. They adapt themselves to pajamas, hostesse pajamas, loungewear and underwear (both tailored and frilly) simply with a change of fabric.

COTTON knit sleepwear, in such colors as gold, green and purple, shows bateau necklines and three-quarter sleeves.

Convertibles, pajamas that are "livingroom presentable" with the addition of a jumper top or wrap-around skirt are pretty and practical, especially for the college dorm set.

Robes appear in fur-like fabrics of beige and brown that add a luxurious look to wash and wear desirability.

Fall, inside and out, is a harvest of color!



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and really living comfort!

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Up to the minute, styled for action fashion! Quality tailored to give you seasons of rugged good looks and long wear! It's the Sideline coat in a plaid lined corduroy . . . dramatically collared with bulky knot, trimmed with leather, the floating shoulder is cut for comfort. Burnt green with 100% wool plaid lining. Sizes 36 to 46.

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SLIM EFFECT—Preparing for the cold winter walk up the hill is Mary Kay Osmun. She is wearing smart olive-green slacks and a matching olive sweater from Baron's. —Cardinal photo

Magazine Opens Contest To Obtain 'Board' Members

MADemoisELLE magazine has announced the opening of its "College Board Contest" for the 1960-61 school season. It is offering as a top prize twenty guest editorships for a month on the magazine's staff.

The contest is open to any woman undergraduate who is under twenty-six of age, and who is enrolled in any accredited college or junior college. To try for membership on the College Board a girl must write a criticism (1200 words or more) of the editorial section of a current issue of MADemoisELLE or depict in words or drawings, the follies of her campus. Contestants will be notified by January 1, 1961, whether their dissertations have been accepted.

Each girl who becomes a College Board member will do one assignment for the magazine. A list of assignments will appear in the January issue. Many selections will be offered to satisfy each member's interests.

Members who come out among the top twenty on the basis of tryout dissertations and the assignments win a salaried month (June) as guest editors in New York. These editors will also be featured in the August issue. They will represent the college girl at editorial meetings held to plan for the coming fashions and articles for the coed for future issues.

The University of Wisconsin now has 5 coeds on the MADemoisELLE College Board; they are Mollie Buckley, Betty Flynn, Shela Mc Guire, Jan Ostroff, Pat Potter and Betty Sallay.

The original tryout dissertation

is due not later than November 30 of this year. More detailed information can be received by seeing your house president or calling Pam Hawkins at Langdon hall.

WARMING UP TO FASHION

New stoles and mufflers offer fashion as well as warmth; with solid colors planned to accompany checked or other-patterned

suits and coats, and patterned styles for solid-color costumes.

FORECASTING FUR

"Fur and fur-ier" is major prediction for fall fashion. A great variety of furs gets wide use as lining and trims, and there are also unusual fur styles in ponchos, dresses, vests — and even slacks.



SERVICE WITH OR WITHOUT AN APPOINTMENT

— Look Your Best For Fall! —

The "shape of all of our hair styles are cut right into the hair! With a flick of the comb they fall easily and beautifully into place! Come in, this week!

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BIG DATE? NEED A GLAMOROUS DRESS?

We're inviting each coed to come in to see our new selection of lovely cocktail dresses and formals—

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or **RENT**

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THE BRIDAL SHOP

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AL 6-5681

AWS Holds Design Contest

The fashion design contest sponsored by the Associated Women Students is underway. All drawings must be submitted to the AWS office in the Union by 4:30 p.m. Nov. 7.

Entries will be displayed Nov. 17 in Union Great hall, where prizes will be awarded during the AWS Fashion show.

The official contest rules allow

one entry in each of the categories of sportswear, informal wear, and formal wear. Sketches must be in full color with front and back views. A swatch of material should be included.

The design is to be presented on an illustration board; the size may range from 14x17 to 24x30 inches.

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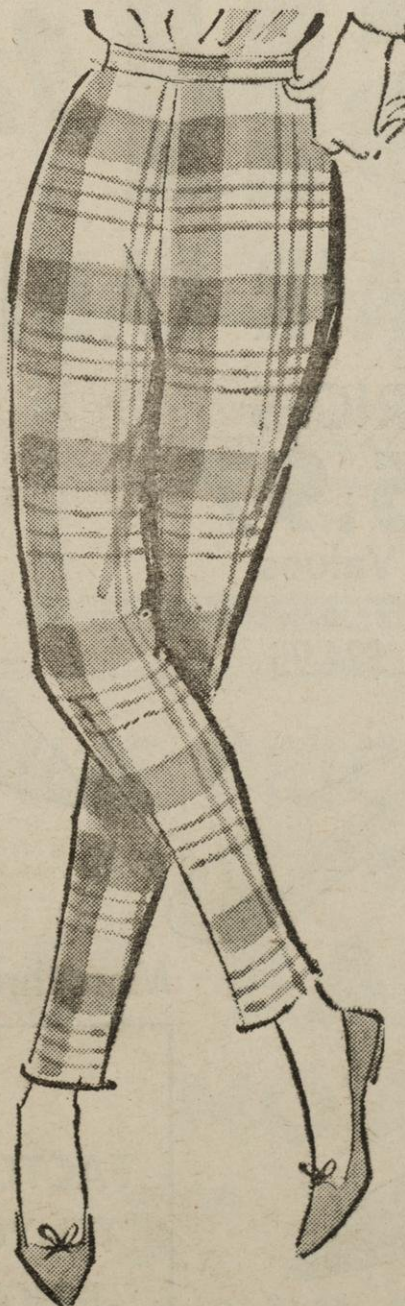
Phone Mr Randall at AL 6-6306 for information

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for girls who are . . .

Leave the Quad for a visit to the Square.

See our new collection of witty plaids and

mad stripes . . . done in the most knowing

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course . . . nubbly scoop-necks . . . bulkies

. . . a winter garden of sweaters.

Slacks 14.98

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Baron's

On the Square

Shoes Taper, Giving Toes Needle Point

Sharply pointed shoes taper to a pencil-slim toe in this fall's newest styles. The whittled look in footwear carries through in dressy, casual and day wear.

Pumps, spectators, flats, casuals and even moccasin type leisure wear show sharply pointed toes, reports Shoe Fashion Service of Leather Industries of America.

There are varying interpretations of the pointed toe, ranging from the "single" needle—moderately tapered—to the high-fashion quadruple needle or "missile toe" that measures a bare quarter of an inch at the toe tip.

SUEDE, brushed leather, lustered, smooth and grained leather shoes are molded to modified or acute "missile toes" to go into orbit around the world of fashion.

While the "outer space" of the new shoes is held to a fine line, new scientific tanning methods result in ultra-flexible leather that enables shoes to make their fashion point without sacrificing foot comfort.

Many new pumps feature cut-out, and cut-out effects achieved through complementary color underlays. Contrasting textures make news in casual shoes with special detailing on vamps and shanks.

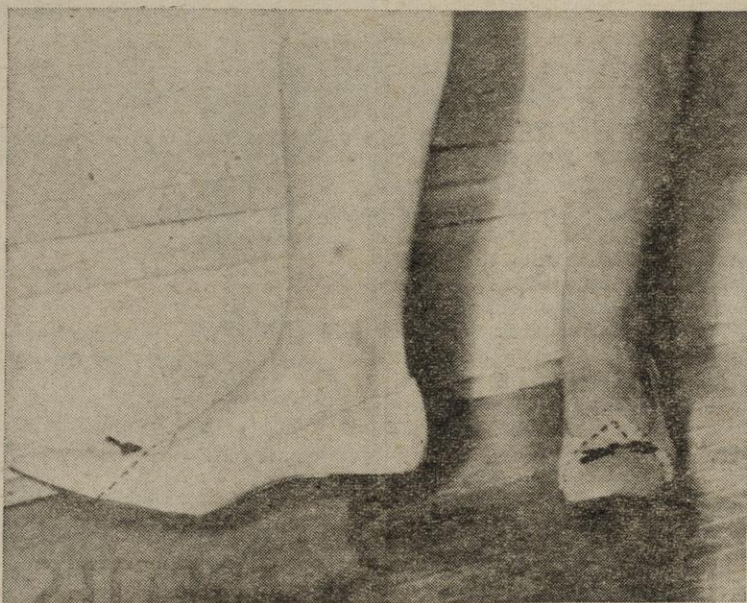
MANY STYLES have draped, pleated and perforated fronts to accent the narrow toe silhouette.

Both texture and color interest are evident. Luster leather is seen in mauves, purples and magentas for evening wear. Evening pumps in soft crushed leather finishes appear in antiqued gold and bronze, to accent elegant dresses for special occasions.

The Week's Doings At The University

Thursday, October 27

11:45 a.m.-1 p.m.—Relaxing with Cards—Union Men's Lounge
12m-1 p.m.—Noon Hour Concert—Union Rosewood
12m-6 p.m.—Voter Registration—Union Play Circle Lobby
2:15-3:15 p.m.—Student Court—Union Penthouse
3:30 and 8 p.m.—Studio Play I—"The Sacrifice of Isaac"—"Purgatory"—"The Runaway"—Union Play Circle
4 p.m.—Lecture by Dr. Martha Vogt, "Some Recent Views on the Role Played by Amines in Nervous Tissue"—SMI Auditorium
6:45 p.m.—Badger Christian Fellowship—Guest speaker, Paul E. Little, Subject, "How to Find a Purpose in Life"—315 Science Hall
7 p.m.—Italian Film: "Of Love and Life" (Continuous free showing until 11 p.m.)—165 Bascom
7 p.m.—Commerce Turnout—Wisconsin Center
7-9 p.m.—Theta Sigma Phi—Union Old Madison West
7-10 p.m.—Univ. Religious Council—Pres. Student Center, 731 State
7:30 p.m.—Union Pumpkin Carving Contest—Union
8 p.m.—Lecture by Dr. Bergen Evans, Prof. at Northwestern Univ., on "The Responsibility of Being Intelligent"—Union Great hall



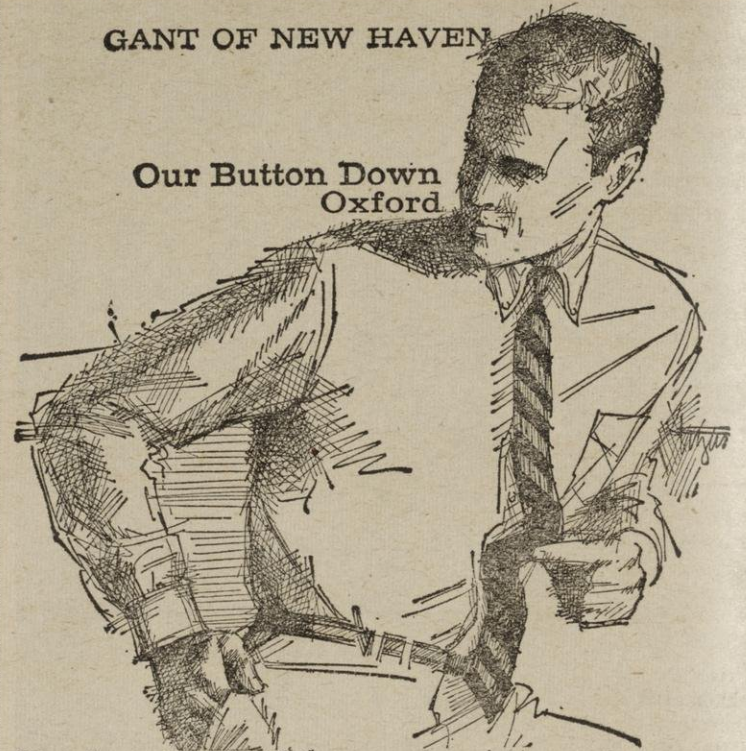
NEWS IN SHOES—High in popularity are low-heeled shoes. This pair is from Neil's Factory Shoe Outlet. It features a comfortable heel in a contrasting color and a smart bow.

Friday, October 28

12m—Movie Time: "The Mistress"—Play Circle—Union (also Sat. and Sun.)
1 p.m.—Open House—Medical Science Building (1:00-5:00 p.m.)
8 p.m.—Union Concert Series: Robert Casadeus, pianist—Union theater (Also Sat.)
9 p.m.—Campus Chest: Persian Market—Union Great hall
9 p.m.—Danskeller—Union Rathskeller
9 p.m.—International Dancetime—Union
Saturday, October 29
1:30 p.m.—Football: Wisconsin vs. Michigan—Camp Randall
4 p.m.—Jazz in the Rat—Union
8 p.m.—Phi Beta Play Reading—Wis. Center
9 p.m.—Union Club 770—Tripp Commons

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Our Button Down Oxford



Most favored choice of the man whose taste for the traditional in dress demands the finest in tailoring, always in the most well-bred fabrics.

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LOAFERS
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5000 PAIR
LADIES'
SHOES

1/2 PRICE and LESS

Big Ten Statistics

RUSHING (120 or More Yds.) G		Rushes	Gain	Loss	Net	Avg. Rush
Bob Ferguson, FB, OSU	3	60	288	0	288	4.8
Wilburn Hollis, QB, Iowa	4	58	300	29	271	4.7
Tom Matte, QB, OSU	3	46	305	45	260	5.7
Larry Ferguson, HB, Iowa	4	39	189	1	188	4.8
Willie Jones, FB, Pur.	3	36	177	1	176	4.9
Joe Williams, FB, Iowa	4	29	157	0	157	5.4
Gerry Mauren, HB, Iowa	4	25	147	0	147	5.9
Carl Charon, FB, MSU	2	19	140	0	140	7.4
Tom Wiesner, FB, Wis.	3	35	145	6	139	4.0
Sammy Harris, HB, Iowa	4	20	139	19	120	6.0
Jim Brown, FB, Ill.	2	25	121	1	120	4.8
PASSING (14 or more att.) Att.		Comp.	Yds.	Avg.	TD	No.
Bernie Allen, QB, Pur.	43	27	294	.628	1	1
Tom Matte, QB, OSU	23	15	254	.652	3	2
Ron Miller, QB, Wis.	70	36	482	.514	1	3
Dave Glinka, QB, Mich.	45	17	279	.378	1	4
Wilburn Hollis, QB, Iowa	34	11	156	.324	2	5
Fred Quinn, QB, NU	19	10	141	.526	0	6
Dick Thornton, QB, NU	54	16	221	.296	0	7
Sandy Stephens, QB, Minn.	20	8	117	.400	0	7
Tom Wilson, QB, MSU	14	5	93	.357	0	9
John Easterbrook, QB, Ill.	15	4	53	.267	0	10
TOTAL OFFENSE (175 or More Yards)						
RUSHING		PASSING		Avg. Per		
No.	Yds.	Att.	Comp.	Yds.		
Ron Miller, Wis.	24	66	70	36	482	5.8
Tom Matte, OSU	46	260	23	15	254	7.4
Wilburn Hollis, Iowa	58	271	34	11	156	4.6
Bernie Allen, Pur.	33	40	43	27	294	4.4
Bob Ferguson, OSU	60	288	0	0	0	4.8
Dave Glinka, Mich.	15	-36	45	17	279	4.1
Dick Thornton, NU	26	-23	54	16	221	2.5
Larry Ferguson, Ia.	39	188	0	0	0	4.8
Sandy Stephens Minn.	25	69	20	8	117	4.1
PASS RECEIVING (7 or More)		No.		Yds.		TD
Hugh Richter, E, Wis.		14		189		1
Tom Wiesner, FB, Wis.		7		145		0
El Kimbrough, E, NU		7		122		0
Jim Tiller, HB, Pur.		12		112		1
Tom Hall, E, Minn.		7		92		0
PUNTING (9 or More)		No.		Avg.		
Jim Bakken, QB, Wis.		9		42.6		
Dick Thornton, QB, NU		19		38.2		
Tom Matte, QB, OSU		10		38.1		
Sandy Stephens, QB, Minn.		22		35.6		
Bernie Allen, QB, Pur.		16		34.8		
Reid Bushong, HB, Mich.		17		33.2		
John Calhoun, QB, Iowa		15		32.5		

More Playoffs In I-M Action

Today's clashes in the intramural playoffs will be crucial ones to the twelve fraternity and dorm grid teams vying for championship in those respective leagues. In the I-F playoffs the winners of today's battles will be pitted against each other in the championship duel while the winners in the dorm playoffs scheduled this afternoon will advance to the semi-finals.

Field three will be the scene of battle between Alpha Tau Omega and Beta Theta Pi. Delta Upsilon will oppose Chi Phi on field six. The championship game on Monday which is also the date set for the consolation game.

In the dorm playoffs LaFollette will tackle Pyre on field 1; On field two Fallows and Chamberlain will clash; Mead and Conover will lock heads on field 9; Field six will see Siebecker grapple with Steve House.

In action leading up to today's important bouts Pyre House tripped Olson by a 6-0 count; Botkin was nosed out by Conover House by a 6-0 advantage.

Delta Upsilon snatched a 12-0 victory out of the hands of opponent, Phi Gamma Delta; and Psi Upsilon was whitewashed by a begrudging Chi Phi contingent, 6-0.

Injuries Dwindle; Set for Wolverines

Wisconsin's Badgers are expected to be at full strength going into the Michigan game as the injury list dwindles. Ron Miller and Jim Bakken should be close to top form after ailments sustained in the Iowa game hindered Miller's performance in the Ohio State contest and kept Bakken sidelined for that game.

BAHAI YOUTH GROUP
presents
DR. M. JAVID
"Discussion on Bahai History"
SUNDAY OCTOBER, 30
6 P.M. Union Rosewood Room

Miller, Richter Among Leaders In Conference

Wisconsin's Ron Miller still holds the lead in total offense in the Big Ten in the latest official statistics. Miller increased his total yardage to 548 with a 5.8 yard per play average after the Ohio State game.

Ohio State's Tom Matte, third last week in total offense, took over the second-place spot with 514 yards and a pace-setting 7.4 average. Wilburn Hollis of Iowa, last week's runner-up, dropped to third with 427 yards and a 4.6 average.

Ohio State's Bob Ferguson took over the top spot in rushing with 288 yards and a 4.8 average. His 136 yards last Saturday enabled him to advance from fourth place. Hollis and Matte, first and second last week, trail Ferguson with 271 and 260 yards, respectively.

In passing, Bernie Allen of Purdue displaced Matte as the leader. The Boilermaker quarterback has completed 27 of 43 passes for a .628 percentage. Matte, second this week, has the best comple-

Thursday, October 27, 1960

THE DAILY CARDINAL—15

tion percentage with .652, completing 15 of 23. He leads in touchdown passes with three.

Hollis remained the scoring leader with 42 points, followed by Bob Ferguson with 30 and Sandy Stephens of Minnesota with 24.

Five players are next in line with 18 points each.

The Wisconsin trio of Pat Richter, Jim Bakken and Bill Hess retained their lead in the respective categories of pass receiving, punting and punt returns.

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JAPAN'S LEADING ACTRESS IN

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1961 BADGER

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OCTOBER 31, 1960

More World News

(continued from page 1)

World War. The Swedish Academy of Letters said the prize was awarded to Perse for what it called the soaring flight and evocative imagination of his poetry.

AMERICAN LEAGUE TO EXPAND

New York City—The American Baseball League will expand to ten teams in the 1961 season. The expansion has been agreed upon by the league's club owners in New York City. The Washington Senators will be moved to Minneapolis and Washington and Los Angeles will be granted new franchises. The owners will meet again November 17 to allot players to the new franchises.

Studio Play . . .

(continued from page 1)

empted. In sum, a play well worth the evening.

RUTH WEINER'S staging of Yeats' "Purgatory" completed the fare.

This grim little semi-monologue came close to capturing the grisly magic of the script. Bob McElya, as the Old Man, supplied the backbone of the piece with style and power; Nina Bentley, cast in the ungrateful part of a sixteen-year-old boy, did as well as could be expected in the circumstances.

The evening as a whole was a distinct success. The Play Circle, original and venturesome as a theatre, presents a challenge to those who use it. The evening's work was up to the challenge.

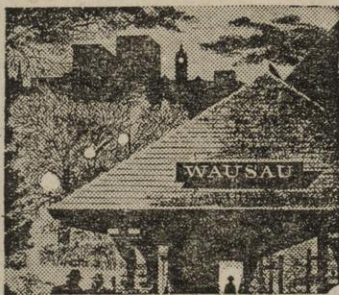
Directory On Sale At Co-op Tomorrow

The completely re-styled 1960-61 University of Wisconsin Directory will be available tomorrow at the Co-op for \$1.

The Directory is in two parts. The first part—printed on pink paper—is devoted to the academic and administrative staff. The student section follows, printed on white paper.

The type is slightly larger and easier to read than the type in last year's student directory.

An etching of "Lake Mendota Piers" by Santos Zingale is on the cover.



A Challenging Career with a National Company

One of the major casualty insurance companies in the United States, Employers Mutuals of Wausau, offers career opportunities to many men and women each year. Some of them majored in insurance, but others were unaware—until they discussed the jobs with company representatives—that their education could be applied and their career ambitions realized in an insurance company.

Employers Mutuals people work in over 100 cities, large and small, throughout the United States. Organized a half century ago, in 1911, our company has built up a nation-wide reputation for dependability and service by its carefully selected and well trained home and field office staffs.

Home office representatives will interview seniors Friday, October 28, at the School of Commerce and at Bascom Hall.

Employers Mutuals of Wausau

"Good People To Do Business With"

Home Office: Wausau, Wisconsin

Physical Education Doctorate Launched

A doctoral program in the department of physical education for men, recently approved by the Graduate school, has been launched during the present semester.

Prof. Leonard A. Larson, who was appointed director of the department in the summer of 1959, commented, "The acceptance of this program, which leads to a doctor of philosophy degree, will permit the university to expand and meet the increasing needs of the field of physical education."

"This opportunity to give advanced training to qualified people comes at a time when the profession has been confronted with its greatest challenge, that of improving the leadership of the youth of our country."

Prof. G. Lawrence Rarick, coordinator of the program said the new program will be conducted in cooperation with the women's department of physical education. There will be a close working relationship at the graduate level, with each department maintaining its own specific requirements.

FILM DEVELOPING

The Union darkroom committee is offering a beginning course in film developing and print making. All students interested may sign up in the Union Workshop. Bob Shafer is in charge of the course. The day and time the group will meet will be announced to those signing up. There will be a small charge for darkroom supplies.

Camera Contest Awards Listed

Awards for this year's color slide contest, Camera Concepts 14, were announced last night.

Awards include a "Best-in-the-show" award for the best color slide and first, second, and honorable mention rankings in each of four classes in which slides may be entered: nature, human interest, design and campus life.

Among the awards are a 40x40" Daylite projection screen; a case of Sylvania M25B flash bulbs; a Vistar Mark II Slide Viewer; a \$10 Meuer Photoart house merchandise award; a one-year subscription to Modern Photography magazine, and a Nuclear 1" Stigmastar negative brush.

Judges for the contest are Prof. Marjorie Kreilick, design instructor and assistant professor in art education, and Duane Hopp, instructor and photographer with the university photo lab.

Deadline for entries is Friday at 5 p.m. in the Union workshop. Awards will be announced and the accepted slides shown Oct. 31 at 8 p.m. in the Play Circle.

Campus Party . . .

(continued from page 1)

available positions in the Senate.

In an interview, Jacobson said that he hopes "the Badger Party carries on the same irresponsible campaign they did against Lana Daniels (a student senator), because it shows they are unfamiliar with issues."

The party's next meeting will be next Tuesday at 4:30.

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Commerce To Hold Student Turnout

The university School of Commerce will hold its annual turnout for students today at the Wisconsin center, beginning at 7 p.m.

Dean E. A. Gaumnitz will speak, and various Commerce

clubs and organizations will present displays.

This meeting is open to all students, but is especially designed for undergraduate students interested in any of the fields in commerce.

A get-acquainted session, during which students can meet with faculty members, will follow the meeting.

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 — Your Favorite Foreign and Domestic Brands of Beer —
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 FIRST SHOW 8:30 P.M.

ENGINEERS AT A MODERN DISTILLERY

The operation of a modern distillery requires mechanical, chemical, civil and other engineers who can create, construct, control, or maintain its functions and equipment. Yet many people who visit the Hiram Walker distillery in Peoria, Illinois, say they had no idea the plant particularly relies on engineers, and even engineers have been surprised at its opportunities for achievement.

WHY ENGINEERING IS IMPORTANT

The facts are that the Hiram Walker distillery in Peoria is the largest such plant in the world. Capacity production requires 20,000 bushels of grain a day. Its 13 warehouses hold 1¼ million barrels of product in bonded inventory, and more warehousing is under construction. Eleven bottling lines can easily fill, cap and carton 500,000 bottles in one shift. And it is not at all unusual for the plant to pay as much as \$1,000,000 a day in federal excise tax.

This kind of production relies very much on engineering ability. Chemical engineers are concerned with cooking, fermentation and distillation of grain and their many related processes. Mechanical engineers concentrate on power engineering, materials handling, maintenance; and other

assignments. Mechanical and civil engineers generally have repair, maintenance or new construction projects underway most of the time. All in all, such key responsibilities necessarily fall to engineers and other technically trained people, and where there are challenges to ability there are opportunities for achievement.

NEW JOBS TO OPEN SOON

Hiram Walker plans to hire several chemical, mechanical and civil engineers in 1961. If you are a Senior or advance degree graduate in one of these fields, you may now want to know more about the opportunity the modern distilling industry offers. You may also want to compare Hiram Walker with other firms that interest you.

To get the facts, pick up the envelope of information about Hiram Walker in the Placement Office, and make an appointment to see Mr. Wm. Day. He will be on campus, Friday, November 4

Although you may never have considered working in the distilling industry or specifically at Hiram Walker, you may now find that doing so is your best step toward attaining a rounded and rewarding professional career.

HIRAM WALKER & SONS, INC.
 PEORIA, ILLINOIS