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BE SURE
To attend the first
annual Triad jubi-
lee Saturday.

The Daily Cardinal

VOL. XXXVI. NO. 163

UNIVERSITY OF WISCONSIN, MADISON, TUESDAY, MAY 10, 1927

WEATHER
Cloudy and colder
Tuesday with prob-
ably showers. Wed-
nesday fair. Strong
northwestern winds
Tuesday.

PRICE 5 CENTS

Cardinal Staff Members Threaten To Quit

Haresfoot Names 29 Under Grads, Honor Three Aids

Members of "Meet the Prince" Staff Elected to Club Membership

Twenty-nine undergraduates were elected to membership in the Haresfoot club Sunday in the annual elections meeting of the organization.

Miss Mayme Schultz, Mrs. Louise Reuter Sweeney, of Milwaukee, and Willard Lauck, of Madison, were elected to honorary membership. The newly elected honorary members have rendered professional services in staging the shows for the past several years.

All those undergraduates elected to the club were members of "Meet The Prince" company the past year. From the cast of the show, Bryant Gale '29; John Moran '27; Francis O'Connor '29; John Mackin '27; and Nathan Hindin L1, were elected to membership.

From the production staff were elected: Wesley Peterson '28, Eugene Duffield '29, Alexander Gottlieb '28, George Mueller '28, Ralph Schuetz '28, Parker Meltzer '27, Walter Richter '29, John Leigh '28, and Leonard Hicks '27.

James Sipfle '28, Don Abert '28, Arthur Morsell L2, and Lawrence Meyering '28, were elected to membership from the chorus.

The 11 men elected to the club from the orchestra are:

Ralph Wagner '29, Foy Matter '29, Theodore Anderson '27, Joe Blatecky '28, Charles Crewe '29, John Steuart '27, Jack Mason '29, Byron Hanson '27, Lawrence Barney '27, Carl Pearson '29, and Eugene Holst '28.

Other undergraduates who work-

(Continued on Page Eight)

ALL-AG BANQUET TO HEAR GILMAN

"The Thrill of the Difficult" to be Main Speech of Tonight's Dinner

"The Thrill of the Difficult" by Prof. F. W. Gilman, of the business administration department, has been announced as the main speech of the All-Agriculture-Home Economics banquet, which will be held this evening at 6:15 at the Park hotel.

About 150 students in the College of Agriculture are expected to be present this evening. The ticket committee reports that about 100 tickets have been sold so far. Only a limited number of tickets will be available at the door.

The purpose of the banquet, according to Frank Clements '30, general chairman of the committee in charge, is to bring about a closer relationship between the faculty and the students in the College of Agriculture and the department of home economics.

Several faculty and student members will talk, including Prof. G. B. Mortimer, agronomy, Prof. E. R. Jones, agricultural engineering, Mrs. Nellie Kedzie Jones, and Miss H. Manning, of the home economics department. Students who will speak are Nander Nelson '27, and Mary Wilkinson '28.

Arlene Kinkaid '27 will play several violin solos. Benjamin Birdsell '29, accompanied by Harry Grange '30, will play an accordion solo.

A faculty quartet composed of T. L. Bewick, director of the short course; Prof. R. E. Vaughn, plant pathology; Prof. E. M. Tiffany, agricultural education, and Prof. H. W. Stewart soils, will sing several selections.

Anyone desiring tickets or information may communicate with Frank Clements, Theon Keller '30, or Leone Heuer '28.

Petition Makes Protest at Appointments; Lehmkuhl, New Editor, Has Resigned: Board Of Control Acts Immediately

Postpone Definite Action;
Goodnight Named as Mediator in Dispute

BULLETIN

At a special meeting of the Cardinal Board of Control held last night the petition of several sophomore and junior members of the editorial staff was received together with the resignations tendered by Marvin Lehmkuhl and Richard Clement and the following resolutions were adopted:

1. The board does not deem it wise to take any hasty actions on either matter.

2. The members of the board are willing to submit the question to Dean Goodnight for his consideration.

3. In the event of any drastic action on the part of any members of the staff the Board of Control will find it necessary to recommend to the Cardinal Publishing company the abandoning of steps which are now being taken toward the establishment of the Cardinal publishing plant.

According to Elmer W. Freytag '27, president of the board, no action will be taken today, the board preferring to await developments.

To Dedicate Halls at Triad Jubilee Saturday Evening

Temporarily setting aside the gay carnival spirit that will pervade the Triad Jubilee, formal dedication of Tripp and Adams halls will take place at 7:15 o'clock Saturday evening. This will immediately follow the band concert which will be held after dinner on the plaza between the halls.

Llewellyn R. Cole, president of the Men's Dormitory association, will be chairman of the function, for which three speakers have been obtained.

Theodore Kronshage Jr., member of the board of regents, will speak first on "The History of the Dormitories." Mr. Kronshage was one of the first and most enthusiastic advocates for men's dormitories at Wisconsin.

He will be followed on the platform by Dr. H. C. Bradley, chairman of the Dormitory committee and of the Memorial Union committee. Dr. Bradley will talk on "The First Year of Dormitory Life."

President Glenn Frank has indicated his intention to be present, not as a speaker, but as a guest interested in the efforts of the men.

Another feature of the Jubilee which is expected to attract many spectators is the three shell crew race, to be held about 5 o'clock in the evening. The race will end on a line with the tip of Picnic Point, and can thus be seen from the crest of Observatory hill. The varsity crew will pull under handicap against picked men from the Jayvee and Frosh squads, who will row under the colors of Tripp and Adams halls.

230 WOMEN WANTED TO CARRY WREATHES

A call has been issued for 230 university women to bear wreathes Memorial day. Those women who have lost relatives in the World war have been especially urged to signify their intention of participating. A paper has been posted this morning in the W. S. G. A. office and women may affix their names during office hours.

ON THE EDITORIAL PAGE EODAY

1. A Growing Profession.
2. Other Editors' Say.
3. Rockets by Little Boy Blue.

Board of Control Petition Headed by Junior Editors

The following petition, signed by sophomore and junior members of the Daily Cardinal staff, is headed by the signatures of Marvin Lehmkuhl '28, Alexander Gottlieb '28, Joseph Hobbs '28, Hamilton Beatty '28, Wesley F. Peterson '28, Dan Albrecht '28, Isobel Sine '28, and Beatrice Aronson '28. The petition reads as follows:

To the Daily Cardinal Board of Control

We, the undersigned, do hereby subscribe to the following major appointments to the 1927-28 Daily Cardinal staff, believing them to be the will of the present Board of Editors:

Editor-in-chief — Wesley F. Peterson.

Managing Editor — Alexander Gottlieb.

Associate editor and Chief Editorial Writer, Marvin A. Lehmkuhl.

Senior Editors — Hamilton Beatty and Joseph F. Hobbs. Night Manager — Richard F. Clement.

In the event of the Board of Control not approving the above appointments by midnight of Tuesday, May 10, we, the undersigned, will voluntarily sever our connections with the Daily Cardinal.

Drew and Company Score Big Success in Famed "Trelawney"

BY F. M. S.

From a cast containing such names as John Drew, Helen Gahan, Mrs. Whiffen, Rollo Peters, Estelle Winwood, Peggy Wood, and O. P. Heggie, not to mention the others of the 16 all star cast, one expects much. In "Trelawney Of The Wells," presented at the Garrick last Saturday night, one could not have wished for a better performance.

In this comedietta by Arthur Piner dealing with the life of theater folk of the early sixties there is imagination, intelligence, and technical artistic ability. Excellent characterizations, clear-cut and accurate abound throughout. There is plenty of good humor, and now and then, touches of pathos. The quaint costumes, the sweeping hoop skirts of the women and the funny, tight-fitting suits of the men lend picturesqueness and color.

One of the most outstanding characteristics of the performance Saturday night was almost the perfect balance of roles. There was scarcely no over-balanced playing up of certain members of the cast to the insignificance of other members.

In spite of the effort to keep any one star from rising to predominance, John Drew naturally stands out. He gives a perfect portrayal of the old dictatorial, tyrannical vice-chancellor, Sir William Gower, whose favorite phrase is "Have we no chairs?" He has just the right tonal inflections, with the proper amount of emphasis. It is a part which might easily have been overdone, but John Drew gives it the proper amount of reserve and dignity, so that the vice-chancellor is entirely realistic.

Old Mrs. Thomas Whiffen, playing the incidental part of the landlady, Mrs. Mossop, quaint in her crinoline, is interesting and lovable. Incidentally, she has been on the stage so long she remembers the days when they used candles (Continued on Page Five)

Action by Junior Editors Follows Announcement of Staff Appointments

Action which has been brewing for some time regarding the Daily Cardinal Board of Control came to a head yesterday following the announcement Sunday of the major appointments to the Daily Cardinal for 1927-28.

The junior and sophomore members of the Daily Cardinal staff, the men and women who will be responsible for the paper next year, have practically unanimously signed a petition to the Board of Control asking for the appointments as recommended by the Daily Cardinal editorial board.

Lehmkuhl Resigns

Marvin Lehmkuhl '28, who was appointed managing editor by the Board of Control, sent this letter to the Board of Control yesterday:

To the Daily Cardinal Board of Control:

Believing that the best interests of the Daily Cardinal for 1927-28 will be served most efficiently by the staff as unanimously recommended by the present Board of Editors, I hereby tender my resignation as managing editor. That I subscribe to the demands of the signers of the petition to the Board of Control can be seen by my own signature to that document.

(Signed) MARVIN LEHMKUHL
Lehmkuhl's action followed immediately after the petition to the Board of Control was drawn up. The petition was delivered to the Board of Control late yesterday afternoon.

Action Imperative

Rumor on the campus for some weeks has concerned a rupture between the editorial board and the Board of Control. The Board of Control, according to the petition, over-rode the recommendations of the editors and made its own appointments.

The petition, which is printed in the column to the left, demands action by midnight tonight. Unless action is taken tonight, it is probable that tomorrow's Daily Cardinal will be the last issued under the present staff. Many members of the Daily Cardinal staff have signed the petition.

Six on Board

The combination of Lehmkuhl's resignation and the petition definitely throws action upon the shoulders of the Board of Control. No action was taken last night following the delivery of the petition and Lehmkuhl's letter of resignation to Elmer Freytag, president of the Board of Control.

That a report concerning the disruption between the editorial staff and the Board of Control which appeared in one of the town newspapers yesterday is misleading was the declaration of the signers of the petition last night. Lehmkuhl said, "My resignation is voluntary, and I believe it to be in the best interests of the Daily Cardinal under the circumstances."

The present members of the Board of Control are Freytag, Winifred Wise '27, James Sipfle '28, Florence Pollack '28, and Luther Brooks, grad. Prof. Grant M. Hyde is faculty member of the board. The new members of the board, elected in the spring elections, do not take office until fall.

PROF. GILLIN TO SPEAK SATURDAY IN DES MOINES

Prof. J. L. Gillin of the sociology department will leave Madison Saturday for the National Conference of Social Workers which is to be held in Des Moines, Iowa. Prof. Gillin will address the conference Saturday on the subject "Social Work of County Institutions." Mrs. Gillin will accompany Prof. Gillin.

FLYERS LOST!

TRANSATLANTIC PILOTS ARE NOW REPORTED MISSING

Fate of Nungesser, Coli Unknown; May Have Perished

(Chicago Tribune News Service)
NEW YORK, (Special) — The White Bird of Capt. Charles Nungesser and Maj. Francois Coli has vanished into dark uncertainty.

As midnight drew near it seemed probable that the daring French aviators who took off from Paris at 12:17, New York time Sunday morning to fly to New York, had come down in the Atlantic in an area of wind and rain and cold. Their fate is unknown. They may have perished.

The only hope held out for them was that they had been picked up by a small steamer or fishing schooner without wireless or had come down in one of many bays and coves which indent the Newfoundland and Nova Scotia shores. If they had landed in such an unsettled portion of the country they might not be heard from for a day or two.

Weather Conditions Unfavorable
But those in New York who watched and waited for the appearance of the White Bird, anxiously scanning the dripping skies and devouring eagerly false reports of its appearances along the Newfoundland and New England coasts felt that disaster had overtaken the French aces. Weather conditions were all against them soon after the start and they became worse as they went along.

The entire coast from Cape Race Newfoundland to New York, buzzed with excitement all day as one report after another that the plane had been sighted was received only to be proved false.

Messages that the French plane had been sighted came from Nova Scotia and as far south as Port Washington, L. I. Every aircraft which appeared was hailed as being the White Bird and hopes were raised only to be dashed later. Some of these rumors were sent to France by wireless and cable and came back to this country only to be denied.

Hope All But Abandoned
Hope for the big white plane and its fearless pilot and navigator began to be abandoned soon after 4 o'clock, when the fortieth hour after the take off elapsed. Capt. Nungesser had gasoline for only 40 hours, or possibly a little longer. When that time had elapsed, the opinion was formed that the White Bird must be down. As the hours dragged by with no word of her landing anywhere it seemed more probable that out on the cold waters of the Atlantic, in a spot far from the steamship lanes, a tragedy of the air was being enacted. Two men clinging, just for a little while, to a wrecked and sea-battered fabric that had only a short time before borne them so sturdily through the night.

Day By Day With The News

By C. O. S.

A Victory For The United States

It appears as if Henry L. Stimson, President Coolidge's representative, has succeeded in bringing neutrality to Nicaragua. General Moncada, Liberal commander, has declared that it is useless to resist the United States and he will surrender.

Diaz, although opposed by the Liberals will remain in office until 1928 when a new election superintendent (Continued on Page Two)

Day by Day With the News

(Continued from Page One)
dent by the United States will be held.

All of which amounts to a victory for the United States. General Moncada admits that he would not surrender except that he has been notified that the United States troops will be sent against him in case of refusal. It is easy to see which way the wind blows, and they call it peaceful intervention to preserve order. It is nothing less than a virtual protectorate of the Conservative government.

Anent:

Forests and Floods

Reforestation of the head waters of the Mississippi and its tributaries and reduction of soil erosion are the principal recommendations of the Department of Agriculture in a program of Flood prevention discussed in a statement of May 6.

"Reforestation and forest protection," says E. A. Sherman, associate forester of the Forest Service, "will unquestionably enter into any plan for the future control of the Mississippi."

"Although excessive precipitation in the main basin of the Mississippi is a major cause of the present flood, many of its tributaries have contributed their own floods. Extensive deforestation on the head wa-

ters of the innumerable feeder streams is partly responsible for rapid melting of snow and for the rapid run-off of snow water and rainfall.") We are in hearty accord with Sherman, but of course columnists aren't supposed to know anything about it, quoting the engineers.)

World War Secret Disclosed

Now comes the queerest suggestion of the multitude concerning the cause of the World war.

Dr. Homer Curtiss, founder of the Order of Christian Mystics, says that gaseous tracts left in the earth's atmosphere by Halley's comet in 1910 were at fault. This gas made humanity nervous, suspicious and irritable, Dr. Curtiss claims.

Quite simple, isn't it. Perhaps Germany wasn't at fault after all.

The Figures Will Grow

Migration from the United States to Canada in the last fiscal year amounted to 21,025, the Canadian department of immigration reports. The largest number from any state, 2861, came from Michigan.

With the recently established "wide-open" status of Canadian provinces, the immigration figures are certain to take a jump this year. Such immigration will be temporary and staggering.

* * *

What's a columnist to write about. Rebellion has ceased to interfere with the banana picking in

Movie at Orph Has Excellent Acting

Tad Tieman and His Tunesmiths Are Amusing

By TED

The show at the Orpheum this half is perhaps better than usual. The movie is made better than the average run by the excellent acting of Louise Dresser and the able assistance of Jason Robards. But it is not without its faults. The director may have known something about coal mines and miners, but as is usual with movie directors, he knows very little about college life and college football. "White Flannels," would be better if the college reel was omitted or if the operator just forgot to run it.

Now as to the vaudeville.

Jackie and Billy are a couple of trained parrots. Jackie's white and Billy's green. Jack talks when he's told to, and Bill talks if he takes a notion to; usually he doesn't.

The Variety Pioneers are a group of old-timers—no one under sixty allowed. The men can

Nicaragua. No one seems to know what is going on in China. President Coolidge steadfastly refuses to decide on his summer vacation site. The Sapiro-Ford trial apparently has fizzled out.

still dance—and dance well. One revives the ancient "minstrel show" art of the rattle-bones, rarely seen (or rather, heard) nowadays. The woman of the company "introduces some forty year old songs in a voice as good as that of most vaudeville actresses, in spite of her sixty years. The act goes to prove that, once a song and dance man, always so.

Burns and Kissen give some comic character songs with a laugh or two. Not so hot.

Gracie Deagon with Charlie Canefax should read "and" instead of "with" and both should be in the same size type. Mostly foolishness, and not so bad.

Tad Tiemann and His Tunesmith with Pinkie Dees

Idiocy and laughable nonesense in a slightly varied form from his visit here last spring. The "Dark and Stormy Night" is missing, but "Mother Goose" still remains. The jazz band still functions properly.

ROUND THE WORLD

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Mary Garden



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of
Badger Teams

CARDINAL SPORTS

Athletics in
the
Collegiate WorldBADGER FROSH IN
CLEAR WINS OVER
OHIO WOLVERINESCardinal Yearlings Rumble
Through Buckeyes, Michigan in Telegraphics

The Wisconsin freshman track team, displaying a commendable assortment of first-place winning performances, defeated the Michigan and Ohio State yearling teams in a pair of dual telegraphic meets run off last Saturday.

The Badger freshmen won rather easily in both cases, outscoring Michigan, 79 1-2 to 56 1-2 and Ohio State, 90 1-2 to 48 1-2. In both meets, Wisconsin took 11 first places to her opponents' five.

Four Victors Twice.

Competing against Michigan, William R. Ramsey, dash man; Allan E. Thompson, distance runner; Edgar A. Ziese hurdler; and Marshall N. Parkinson, weight man, tied for high point honors, each man scoring two firsts.

Thompson, Ziese, and Parkinson accomplished the same feat against Ohio State, but Ramsey met some stiff opposition and was beaten in both of his events.

Fine Records Made

Several fine records were hung up during the course of the two meets. Clarence Folsom, Wisconsin freshman vaulter, cleared 12 feet even to beat his nearest competitors in both meets by a foot.

G. Simpson, Ohio State sprinter, clicked off the 100 yard dash in 9.9 seconds, faster than the usual varsity men can do, while Strothers, of the same team, ran a fast 440 yard dash in 50.3 seconds.

Michigan Relay Wins

Richard Callender, high jumper, missed 6 feet by only seven-eighths of an inch to win his event in both meets. The Michigan mile relay team covered its race in 3:29.5 to beat Wisconsin by four seconds. The Wisconsin team in turn beat Ohio State.

100 yard dash—Won by G. Simpson, Ohio; Ramsey, Wisconsin, second; Leiske and Schoen, Wisconsin, third. Time 9.9.

220 yard dash—Won by Leiske, Wisconsin; G. Simpson, Ohio, second; W. Simpson, Ohio, third. Time 22.1.

440 yard dash—Won by Strothers, Ohio; Ramsey, Wisconsin, second; Leiske, Wisconsin, third. Time 50.3.

Half mile run—Won by Storey, Ohio; Vaughn, Wisconsin, second; Hustling, Wisconsin, third. Time 2:06.

Mile run—Won by Thompson, Wisconsin; Steenis, Wisconsin, second; Lundgren, Ohio, third. Time 4:40.

220 yard low hurdles—Won by Ziese, Wisconsin; R. Rockaway, Ohio, second; Petersilge, Ohio third. Time 25.

120 yard high hurdles—Won by Ziese, Wisconsin; Callender, Wisconsin and Rockaway, Ohio, tied for third. Time :15.6.

High jump—Won by Callender, Wisconsin; Coffee, Ohio, second Hanes, Ohio, third. Height 6, 11 1-8.

Pole vault—Won by Folsom, Wisconsin; Purtell, Wisconsin, second; Healy, Wisconsin, Brown, Ohio tied for third. Height 12.

Shot put—Won by Parkinson, Wisconsin; Neupert, Wisconsin, second; Gurnea, Wisconsin, third. Distance 41 feet 1-2 inches.

Discus—Won by Parkinson, Wisconsin; Helgerson, Ohio, second; Spaen, Wisconsin, third. Distance 129 feet 1 inch.

Javelin—Won by Hanes, Ohio State; Shomaker, Wisconsin, sec-

ON WISCONSIN



SMITH

Smith, the Badger entry in the sprint events of the Western Conference track and field meet to be held here on May 27 and 28, has shown a great improvement during the present outdoor season, and took a third place at the Drake relays a week ago.

GOLF TEAM NIPS
HAWKEYES, 17-4Cardinal—Mashies Continue
Victory March to
Title

The University of Wisconsin golf team met with little opposition from the University of Iowa mashies wielders, and defeated them 17 to 4 in the first conference match of the season at Iowa City Saturday. "Bill" Gernon defeated Miller, the Hawk's No. 1 man, 3-0. Captain Irv Clendenen and Vernon played to a 1-1 tie, as did also Hagan and Beman, Iowa's No. 3 man. Ward MacFadden beat Schott 2-0.

In the foursome Gernon and Clendenen beat Miller and Vernon 4-2, and MacFadden and Hagan won from Beman and Schott 3-0.

Next Saturday Wisconsin plays Iowa here on the Maple Bluff course.

ond; Merrill, Wisconsin, third. Distance 169.6.

Broad jump—Won by Diehl, Wisconsin; J. Rockaway, Ohio, second, R. Rockaway, Ohio, third. Distance 21, 3 1-2.

Mile relay—Won by Wisconsin (Lacher, Levy, Leiske, and Ramsey) Time 3:33.

Shakeup in Net
Squad Expected
In Week's Tilts

Bill Wintherble, Badger tennis coach, is contemplating some shifts in his line-up this week as a result of his observations of the match with the Minnesota racquet wielders on Saturday last.

Wisconsin was trimmed by the Gophers, 6 to 3, losing most of their points in the doubles. They must play two matches in as many days this week.

Illinois will furnish the opposition on the Urbana Courts Friday. The Cards will return to Evanston for a match with the Purple Saturday.

TRAINING
TABLE TIPSNO GAME
SWITCHING
SOME FROSH

Rain, no game, no write-up, no news. And the baseball team came back from Northwestern yesterday still wondering just how strong the Wildcats really are. They'll find out at Camp Randall next Saturday.

Tomorrow afternoon, the Badger nine is scheduled to play the Madison Blues a return game at Breese Stevens field for the benefit of Mississippi flood victims. If Breese Stevens field isn't itself flooded by that time, they'll probably play.

Whatever else he may not do, Coach Guy S. Lowman doesn't hesitate to move the line-up around. Saturday at Chicago, he had Donegan on third, Larson at first and Mansfield in right field. And the best change of all, they won.

After the way the freshmen just cleaned up Michigan and Ohio State in track, it appears that all Wisconsin's palmy days aren't gone. Some of the marks would cause a varsity man to puff out his chest.

Since the Phi Delta Phis lost a ball game to Theta Chi Saturday, 3-2, they have dubbed Fry, their catcher, "Casey." He came to bat in the last inning with two down, the tying and winning runs on second and third, and fanned out. Before that, he had been one of the heaviest hitters on the team.

—C. D. A.

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IRWIN

Irwin of Ohio State university is considered one of the most outstanding sprinters in the Big Ten. In the century race he is a wizard. Mated with Kriss, the half-hundred star, he is a dangerous man in Western Conference and other track classics.

RAIN HALTS FRATERNITY
GAMES; FINISH NEARING

Playing the regularly scheduled intramural baseball games was theoretically completed Sunday, but bad weather prevented the playing of games and most of the teams have at least one postponed contest to finish. George Berg, director of intramural athletics, asks that every team be prepared to play on short notice, so that the championship tournament may be started as soon as possible.

Election of a fifth member of the board of directors of the Madison Advertising club will be held at the meeting of the club Wednesday noon at the Loraine hotel.

BLUES TO CLASH
WITH BADGERS IN
SECOND OF TILTSGame Scheduled for Tomorrow
at 4; Rain Prevents
N. W. Tilt

Returning from their invasion of Chicago and Northwestern over the past week-end, Guy Lowman's Badger nine is facing an unusually stiff schedule the next few days.

The second game of the series with the Madison Blues, W-1 League team, will be played here Wednesday afternoon at 4:00 p. m. The initial contest was won by the Collegians, 4 to 3, and Manager Lenahan's crew are out to even the count.

On Saturday Maurie Kent will bring his Northwestern outfit to Madison. Yesterday the Purple game was postponed because of rain. Next Monday the Badgers will engage the league leading Illini at Randall Field.

Lowman is out to trip up Lundgren's team, who are undefeated to date, and recently trounced the strong Michigan nine. Illinois holds a 3 to 2 win over Wisconsin in their first meeting this spring.

Greek Netters
Race for Title

The inter-fraternity tennis season started Saturday morning and continued until the downpour Sunday. Five matches were played off Saturday, and the remainder of the games, unable to be played, will be rescheduled and run off at an early date. Summaries:

Theta Chi eliminated Delta Sigma Tau.

Delta Upsilon eliminated Farm House.

Pi Kappa Alpha eliminated Delta Sigma Pi.

Sigma Phi Epsilon eliminated Triangle.

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All you have to do is to write an advertisement or a 300-word description of this roadster. Only registered college students—men or girls—are eligible.

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G. S. MIRZA
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B. 4800

The Daily Cardinal

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DESK EDITOR—HAMILTON BEATTY

A Growing Profession

In an editorial last week the Daily Cardinal attempted to score sensationalism in newspapers. What prompted our discussion was the running of a "sob-sister" contest by the Wisconsin State Journal. We assailed the sensationalism represented by this type of journalism,—not the State Journal.

In a previous editorial letter, Editor A. M. Brayton of the State Journal had made what we interpreted to be a defense of such sensationalism. Our editorial was directed not at his paper, but at sensationalism in general, and we tried to point out, in our own amateur way, that sensationalism was not necessary to keep up with competition.

We are exceedingly well pleased at the outcome of this affair. Especially were we pleased when Editor Brayton defended his paper in a leader editorial on Thursday, May 5. Again in his Sunday Rambler column, which has delighted us for years because of its keen wit and richness of background, he replied to the Daily Cardinal in the caustic terms which have characterized some of his references to us.

When the editor of a constructive and well edited paper like the Wisconsin State Journal defends his paper against the puerile charges of kid editors, it shows that he has pride in his paper and in his profession. When papers begin to become sensitive to criticism then we can begin to hold out high hopes for journalism. Mr. Brayton's attitude in regard to this affair indicates a strong professional feeling. He is proud of his paper, and proud of journalism, and he has a right to be.

When a professional spirit and a professional consciousness replace callous indifference, then we need have no fear for the future of journalism. Journalism is in a healthy state when editors leap to the defense of their profession. The formation of a press club in this city last week is another step toward the building up of this professional spirit.

The problem of purifying journalism and the newspapers is an important one. Right now there is a vigorous campaign being waged against sensationalism. Theodore F. MacManus, one of the best-known advertising agents of the country, with headquarters at Detroit, has \$15,000,000 worth of advertising to place this year. He proposes a boycott of "the disseminators of dubious news that have substituted smut, sensation, and suggestion for the real, constructive news."

Meanwhile the representatives of the better elements

of society are doing their bit to make their papers the builders of community spirit, and the shapers of political, social, and moral habits. We have papers like the Wisconsin State Journal serving humanity by combining with a local theater to raise \$500 to send to flood victims. We have community clean up campaigns. We hear of papers like the State Journal refusing fat contracts for anti-social advertising.

Editors of the type of Col. A. M. Brayton and William T. Evjue are doing their share toward producing community happiness, though in different ways.

As amateur newspaper workers, we respect the wisdom and integrity of Editor Brayton, and we are sorry that he finds it necessary to make sarcastic references to our "heated crusades." We have taken his advice to heart, because we know that he is in a position to advise us. His is a poise, sincerity, wisdom, and judiciousness born of many years of service as an editor. Sometimes we think that he may be too mild and not vigorous enough in his editorial policies, but at the same time we look up to him as a leader in his profession.

"College students form less than one per cent of the population." At that, the other ninety per cent seem to do most of the worrying.

Ex Post Facto

(The Minnesota Daily)

There is an amazing deficiency in courtesy on the campus. Even in little things, to say nothing of the usual acts of decency, there is a glaring neglect. It is not only the men who are to blame; courtesy is quite as common on the part of the co-ed.

Some students ignore politeness merely to be smart. A very few do not know that they commit blunders. Many are rude because so many others are, but the greater part are too lazy to pay any attention to the social amenities. It is true that the world will not stop because people insist on making a nuisance of themselves, but after all, courtesy is a form of pleasantness and smoothes the day's course.

It is only necessary to look around in order to see how common and how flagrant are the acts of boorishness which are common in campus life. Does a man touch his hat to a co-ed when he meets her, or even greet her courteously? Is any respect shown the professors when students meet them outside the class, or in their offices? Would anyone care to count the number of times that a man has blown cigarette smoke in the face of his companion, or that he has chewed gum noisily while conversing with him? And what of the endless stream of slang and profanity that is heard on every side?

There is so much courtesy that people no longer notice it. Acts that would make one an outcast in civilized society pass almost unheeded. It would seem that many of the students are making a determined effort to prove that their origin was the jungle.

Of course, they are welcome to the privilege of proving to others how little they are, and how indifferent to all the social graces. But one who has no respect for others is worthy of no respect in return. Unfortunately, he too often receives it from the people who are courteous.

This being courteous requires little time. It is quite as easy as being deliberately or habitually rude. It is a habit like all others, but it is a pleasant habit. The people you know will have more respect for you if you are polite. The people you do not know will appreciate your acts and return you equal courtesy. And you do not need to know Emily Post by heart. It is the intention, the manner, the attitude that counts. If you are sincere in desiring to be courteous, you will be courteous.

Science and Technology

(The Cornell Daily Sun)

Industry has been threatening the future of higher education. Many prominent educators desired to make the university a training school for big business, but wiser eyes have seen that the purpose of a college should be distinctly cultural and intellectual. Although unable to gain complete control of education, big business has gradually assumed many of its functions until today the university and industry are engaged in a war for supremacy in many fields.

At one time the problem of research was exclusively in the hands of the colleges, but with the growth of the big corporations with hundreds of thousands of dollars to further their ends, there has grown up a system of American industrial research laboratories which are second to none in the world. Endowed with almost unlimited resources, they hire the best brains to attack the industrial problems of today. As a result, American civilization has grown by leaps and bounds, but even as industry has failed to dominate American education, so has it failed to dominate American research.

The reasons are obvious. The research laboratories of the big corporations are concerned largely with technical problems, and they do not hesitate to withhold publication of results to further their own ends. The research laboratories of the university are handicapped by a lack of capital, but they are manned by a host of earnest, patient workers, men who are ready to send their results broadcast throughout the world, and who are not working to make money, but who are working for the advancement of science and education.



If the student body showed as much interest in the Union campaign as it does in the Union strike, the building would soon be finished and also furnished.

The vocabulary which Moses used in talking to the Israelites and that which a top sergeant used in talking to his rookies was practically the same, but each had a different meaning.

ESK ME ANUDDA 1

1. Why is an English prof like a healthy Indian?

2. Why doesn't Santa Clause wear suspenders?

3. Are the sprinters or the weight throwers on the track team the fast men?

4. What is the height of timidity?

5. Do athletics have a coarsening effect on those who participate in them?

ENSERS

1. Because he is a well-read man.

2. There ain't no Santa Clause.

3. The weight men because they don't run.

4. The girl who blushed when the minister announced the hymns.

5. No; look at Burrus; after four years in athletics he is stroking the crew.

Hey, Prof. Swinney, we want to apply for the position of water boy on the Glee club's European tour.

She's my idea of a dream girl.

Say, old man, are you subject to nightmares?

As one and ten elevenths football teams piled on top of the remaining player who had the ball, said player felt that college certainly is a broadening experience.

A popular game in the days of yore was Post Office. Isn't it wonderful what improvements have been made in the postal services?

When they were married, he said he could love her to death; now he wishes he could. When they were married, she loved every hair in his head; she still does, both of them.

We attended our first (and last) French play several days ago. Fortunately a couple of instructors sat in front of us, so we knew when to laugh. The only phrase we understood was "Je vous aime," but then we could go a long ways with those words.

We learned that when two Frenchmen meet, the scene which ensues is not a wrestling match or a labor strike. The two boys are just going through the process of greeting each other.

Bulletin Board

This column is for the use of all organizations and university staff members who wish to reach large groups readily. No charge is made for notices. Notices may be brought to the editorial office at 772 Langdon street, or phoned to Badger 250, before 5 o'clock of the day preceding publication.

STUDENT LABOR UNION

The executive committee of the student labor union will hold a meeting at 8 o'clock tonight in 112 Bascom hall.

W. S. G. A.

A meeting of W. S. G. A. board will be held Wednesday, May 10, at 7:15 p. m. in Lathrop parlors.

FRENCH CLUB

Prof. S. G. A. Rogers will present a program of piano selections at 7:15 o'clock tonight at the Kappa Alpha Theta house.

W. A. A.

W. A. A. board meeting will be held at 12:45 o'clock today in the Lathrop concert room.

LUTHER MEMORIAL

The Luther Memorial Student Association will give a steak roast at Picnic Point on Thursday, May 12.

Students who wish to take part are asked to call B. 7855 for reservations. The group will meet at the Luther Memorial church at 4:30 after which they will hike to the point. Special entertainment and contests will make up a part of the program.

MAY ALLOW GUESTS UNTIL 12 O'CLOCK

W. S. G. A. Proposes Change in 11 O'Clock Rule for Women's Houses

A proposal to permit women to entertain guests in dormitories and sorority houses until 12 o'clock on Friday and Saturday nights, instead of 11 o'clock, as the rule now stands, is up for discussion before W. S. G. A. this week.

All house presidents are represented to hold house meetings and take votes on the question, before Wednesday night.

A decision will be made at the regular board meeting of W. S. G. A. to be held Wednesday at 7:15 in Lathrop parlors. As it is an important question, full attendance is urged by the committee.

As the rule now stands, women have to send men home at 11 o'clock if they do not go out. Bridge must end at 11, whereas dancing continues until twelve.

**JOHN DREW REGISTERS
SUCCESS AT GARRICK**
(Continued from Page One)

for footlights.

Then there is Mrs. Telfer, played by Henrietta Crozman, an actress of the old school, and Effie Shannon, as the sister of Sir Wm. Gower, both of whom give creditable and convincing performances.

We have mentioned thus far merely the older members of the cast, but many of the younger members deserve every bit as much credit. Helen Gahagan who, as Rose Trelawney has the leading feminine role, is excellent. Her lovely beauty, her true and sympathetic acting combine to capture the hearts of her audience, so that we entirely agree with the Madison college youth who exclaimed, "Gad, to be loved by a woman like that!"

Rollo Peters deserves special attention. His character portrayal of the ambitious playwright, Tom Wrench, who cherishes a secret love for Rose, is fine. The shades of his speech, his pauses, his gestures, and his very natural laughing is exceptional.

Impulsive, airy Imogene Parrott, is ably sketched by Peggy Wood, while Estelle Winwood, as Avonia Bunn presents her rather difficult part convincingly. Miss Wood's characterizations especially are instant. Space allows only a mention of Wilton Lackaye, of Otto Kruger, and of Eric Dressler.

**OCTOPUS APPEARS
IN GRAD NUMBER**

Former Campus Humorists Contribute to Issue Out Wednesday

The grads omniscient slap back in Octy's latest number to come out Wednesday, May 11. Tidbits equaling the superior humor of the past, before Octopus was called the best humor magazine of the Big Ten generosity by former editors and are doled out with true graduate Sphinx members.

Hub Townsend has executed the cover design and a few of the other graduate humorists are Horatio Winslow, Jo Keho, Dick Bellack, and John Powell.

"Famous Watering places of which I have Heard" reveals a lot of the cherished secrets of the generation before it was illegal to be thirsty. Where sordid delicatessans and haberdashers, and waffle irons now flourish, the grad remembers famous institutions. Con Eklund holds up the tradition of the irony of the college graduate in ironic jibe.

The last wit-of-the-mouth contest closes in this number, and winners are announced.

Paul Fulcher has contributed the book reviews this month. With his reputation for being discriminating and his ability to be caustic, Prof. Fulcher reviews to perfection, if not always to the authors satisfaction.

Gretchen Gilbert and Hank Lathers each have completed a page of cartooning, to give the book an added snap.

**Pythia, Castalia
Give Play, Music
at Joint Meeting**

The joint open meeting of Pythia and Castalia women's literary societies will be held at 7:30 o'clock tonight in the Concert room of Lathrop hall. The meeting is open to men and women and will present the typical interests of the two societies. Women who are planning on trying out for either society should attend in order to get acquainted with the members and the work of the societies.

Louise Rood '29 will play a violin solo, Evelyn Feldman '29 will play the piano, and Ellen Burkhart '27 will sing several solos.

Helen Jemmet '28, Ruth Buckley and Sylvia Orth '27 will be on the

dancing program. "The Feast of the Holy Innocent" will be enacted by Patnode '30, Claire Mulvey '23, Alice Kelly '29 and Eunice Kelly '29. The cast for the play

includes Wilma Horrell '28, Lorraine Patnode '30, Claire Mulvey '23, Alice Kelly '29 and Eunice Kelly '29. Mr. Francis H. McGovern '29, and Mr. Thomas Rogers '28, Sigma Nu house, went to Beaver Dam this weekend.

**Something
New for the
New Theater
Mid-Week
Opening**

Bascom Theater will open May 18th with all-University. Dedication by President Glenn Frank and Dean Slichter.

Wisconsin Players presents "Outward Bound," a drama of souls, on May 18th and 19th.

"The Play's the Thing . . . and so's the New Theater."



WHEN my father was in college, "Put that in your pipe and smoke it!" was considered snappy conversation. I'm ready to take this old line literally when the talk centers around Prince Albert. Because P. A. makes two of what I like in a pipe.

All wise-cracking aside, P. A. is the money when it comes to deep-down satisfaction in a smoke. It's got everything! Cool as the trail of the ice-man across the kitchen. Sweet as vacation. Fragrant as a pine forest.

Think up your own similes. You'll write them all in the column headed "Superlative Degree" when you learn the joys of a jimmie-pipe and Prince Albert. If you don't know this grand old smoke, come around to my room and I'll give you a load.

PRINCE ALBERT
—no other tobacco is like it!



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2 till 4 o'clock

WORLD OF SOCIETY

MISS M. BLACKWELL WAS PERSONAL FRIEND OF MOTHER'S DAY FOUNDER

Chapel to Honor Founder
Being Erected in Kentucky

One of the women whose influence originated the national celebration of Mother's Day is the late Mrs. Mary Trowles Sasseen Wilson of Henderson, Ky., who was a personal friend of Miss Mary Courtney Blackwell, housemother at the Beta Sigma Omicron house.

Miss Blackwell believes that Mrs. Wilson can be said actually to have started Mother's Day, rather than Miss Emily Jarvis of Philadelphia. In 1893 Mrs. Wilson published a book called "Mother's Day Celebration," which bears this inscription, "Lovingly dedicated to my mother, in the hope that her birthday, April 20, he celebrated as Mother's Day throughout the world." For many years she travelled all over the country addressing gatherings on the subject of a proposed Mother's Day.

At a little Henderson school was held the first observance of Mother's Day. At the 19th annual convention of the Kentucky State Federation of Labor held in Frankfort in 1913, a resolution was adopted recommending a memorial chapel in Henderson in honor of the founder

Personal

Herb Christianson '24, of Terre Haute, Ind.; Harold and Cleveland Bruns '30 of Plymouth, and Les Krebs '26 of Milwaukee were guests at the Delta Sigma Phi house over the weekend.

Mabel Bond '26, Belmont, and Cleo Herrick ex '28, Milwaukee, visited at the Beta Phi Alpha house recently.

Guests of Alpha Sigma Phi last weekend were Luther G. Medley '24 and Colby Porter '24, both of Fox Lake.

Among the guests at the Delta Pi Epsilon house were Arthur Cook ex '25, Chilton; George Ratike '23, Chicago; and Roland Hintz '27, who has been teaching at Kenosha.

George Marth '28, and Lester Lee '28, spent the weekend at Cashton.

Fred Weems of Platt Farm S. D., was a guest of Delta Kappa Epsilon this weekend. Frank Haggarty '28 visited in Chicago.

of Mother's Day. Another resolution was passed by the legislature and the chapel project received the support of the Women's club which has since sponsored.

Mr. and Mrs. Carl Lovenrahl, Helen Anderson, Wauwatosa, and Margaret Darling '26, also of Wauwatosa, were entertained at the Phi Omega Pi House last weekend. Mildred Bemis '27, and Clara Grebe '27, visited at Waupun.

Frederick Coburn '29, Phi Chi house, visited Saturday in Beloit. He was a guest at the Delta Gamma formal at Beloit college.

Theta Xi fraternity entertained Bill Maas '25, Chicago and Russell Gage ex '29 over the weekend. William Freitag '28 went to his home in Milwaukee and Gordon Snow '30 went to Chicago.

Russell Rossow Belmont '25 visited at the Phi Pi Phi house. Clark Raetting and August Einfeld went to Antigo and Kenneth Mahoney and Keith McCutcheon went to Mazomanie.

Those from the Phi Mu house who spent the weekend at their homes were Alice Schloegel '27, Ethel Straka '28, and Isabel Rheins '27, Milwaukee; Lorene Schaenfeld '27, and Margaret Nelson '27, Edgerton; May Ekdahl '28, Williams Bay; Gwendolyn Paul '30, Milton Junction; Josephine Schweiger '29, Jefferson; Nellie Bilstad '27, Cambridge, and Margaret Anderson '28, Chicago.

Martha Ruth Amon '27, Phi Mu house, spent the weekend in Chicago and Oleta Mevis '27 visited in Milton Junction.

Mrs. Peter Mueller, Milwaukee, spent the weekend with her daughter, Helen Mueller '27 at the Phi Mu house; Gertrude Hanson, La Crosse, visited Margaret Forseth '29; Mr. and Mrs. E. H. Erickson, Miles Erickson, and Viola Kutzborsky, La Crosse, were guests of Bernice Erickson '29.

Gertrude Bechstein and Mrs. Herbert Hentzen, Milwaukee, were

guests of Margaret Barry '29 at the Phi Mu house during the past week.

Warren Price '29, Alpha Kappa Lambda house visited recently at his home in Milwaukee.

The guests at the Alpha Gamma Rho chapter house for the weekend were A. R. Huntington, Arthur Beuck, Ralph Lacey, all from the Missouri chapter.

Weekend guests entertained at the Sigma Alpha Epsilon chapter house were Roswell Johnson '26, James Ricks, ex '27, both of Gary, Ind.; Fred Doepke '27 and Leo Duigan ex '27, Milwaukee; and Carl Wagner '26, Fond du Lac.

The members of Phi Epsilon Pi entertained the following guests for the weekend: Sidney Newman, Pittsburgh, Penn.; De Witt Bayer, and Abe Arroin, Northwestern University; Charles Simmons, Kenneth Bis-

no, Martin Hillicent, Jerome Caminski, Sidney Solinger, Will Glick and Arnold Lewis Klein, Chicago; and Leroy J. Rieselbach, Milwaukee.

Tau Kappa Epsilon entertained the following guests for the week end Elmer Fiedler '22, Chicago; George Eewel ex '25, La Grange, Ill.; E. Johnson, Elgin, Ill.; and Wilbur Stocum '25, Milwaukee.

The following guests were entertained at the Kappa Alpha Theta chapter houses this weekend; Lorraine Inbush and Betsy Taylor, Milwaukee; Helen Menges, and Katherine Cochrane, University of Iowa; Blanch Huntzicker, and Freda Schmid '26, Milwaukee; and Lottie Combs '25, Richland Center.

Mr. and Mrs. F. A. Peterson, Rockford, Ill., visited their son, Wesley Peterson '28 and the Theta Xi house.

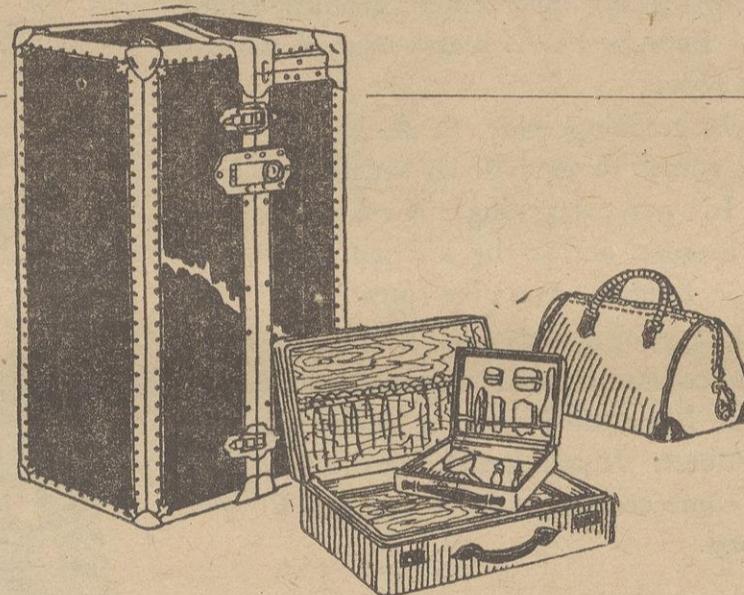


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The most used of feminine luggage because it accommodates just enough for the short trip.

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A Collar Attached Shirt With Low Wide Spread Round Point Collar in White Oxford Cloth
\$2.50 Shirt—3 for \$6.75

A fine texture oxford—ideal for the summer months—in all sizes and sleeve lengths. Purchased in quantities of three are sold at \$2.25 the shirt.

**White Broadcloth
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A fine grade lightweight, durable broadcloth, sold in quantity at \$2.50 per shirt.

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LOST—Saturday afternoon, on State Street, a platinum linked bracelet set with diamonds and sapphires. Reward. B. 6947.

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LOST—On Randall ave, Tuesday, wrist watch. Initials I. B. Phone F. 5959, Dr. Irma Bache. 4x10

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TONIGHT AT 8:15

AL JACKSON'S
GARRICK PLAYERS

in
The Most Brilliantly
Acted Drama of
Their Present Season

RAIN

The World Famous Success

Bargain Matinee
Tomorrow at 2:30

**Miss Marlatt to
Address Banquet
of Red Gauntlet**

Miss A. L. Marlatt, director of the course in Home Economics, will be the principle speaker at the Red Gauntlet banquet to be held at 6:15 o'clock this evening at the Lorraine hotel. The junior advisory system, one of the most important pieces of work to be done by Yellow Tassel next year will be discussed by Miss

Helen C. White, assistant professor of English.

Part of the entertainment will consist of a number of harp solos by Sylvia Meyer '29 and several other musical selections. One of the most important things to be taken up will be the nominating of two women for the office of president of Yellow Tassel. One person will be nominated by the committee and the other from the floor. The president of Yellow Tassel will be in charge of the Senior Swing Out for the coming year.

Replies from all the invitations

sent out to the sophomore women have not been received as yet. If there are some who still desire to come but have neglected to send in their acceptances they still have a chance of doing so by either calling Gaynold Carroll at B. 5052 or Helen Keeler at F. 1665.

**Odd Fellows To Dance
On Thursday Night**
A social dance will be given on Thursday at the Odd Fellows hall at 308 W. Mifflin st., by Hope Lodge No. 47.

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Continuous 1 to 11 P.M.

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in The Biggest
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WITH PINKIE DEES AND FRANK McCORMICK
in "COLLEGE CAPERS"

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Never-to-be-forgotten Harmony

JOE SHOER and HIS BAND

ON THE SCREEN

**Bebe DANIELS in
"Cenorita"**

With JAMES HALL
WILLIAM POWELL
Mac Bridwell
at the Organ
Comedy--News

MEN!
\$4.00 a day and
bonus vacation
employment

Make Arrangements Now

See

**Mr. Craig or
Mr. Michel**

University Y. M. C. A.

HARESFOOT APPOINTS**29 TO MEMBERSHIP**

(Continued from Page One)
ed on the producing and staging of "Meet The Prince" are:

Production staff: Curtis Ellickson '29, William McCartney '29, Gordon Derber '28, Alanson Remley '28, F. H. McGovern '29, Marvin Fein '28, Fred Maxfield '29, G. S. Rickert '29, Donald Jones '28, and Homer Kieweg '28.

Publicity staff: George Frechette '29, Hampton Randolph '29, Charles G. Schroer '28, Gene Fournace '30, Sol Kahn '29, H. Lee Koehler '28, Gordon Swarthout '29, and G. A. Florez '29.

Cast: Kenneth Webster '28 and Myron Reid '28.

Orchestra: Howard Suby '30. Chorus: Gordon Perisho '29, Charles Foster '29, Vernon Hamel '29, Scott Marsh '28, Julian Ziegwald '28, Clyde Nooker '28, Carton Kelly '29, Leland Shriner '28, Kerwin Haggerty '28, Nelson Hagan '29, Ira Fender '29, Wilbur Peterson '28, Elmer Freytag '27, and Theodore Swanson '28.

The annual mock initiation of Haresfoot will be held Wednesday evening May 18, starting from the lower campus. The initiation and alumni banquet will be held Saturday evening May 21.

**SWIMMING AWARDS
GIVEN TO 21 MEN**

Major and Minor Letters to be Presented at Banquet Tonight

Six major W's and 15 minor W's will be given to members of the swimming and water polo teams at the annual banquet to be given at 6 o'clock this evening in the Park hotel.

Guests at the banquet include George Little, Les Gage, George Lewis, Frank Nickerson, Jo Steinauer and Mac Simpkins. After a program of speeches, awards will be presented to the following men:

Major W's—W. E. Clark '28, W. W. Kratz '28, A. J. Pederson '28, C. B. Herschberger '27, R. U. Radcliff '27 and G. R. Hotton '27.

Minor W's—E. C. Baillie '29, J. Bardeen '28, E. J. Hattburg '29, W. Holmes '28, E. F. Kinkead '28,

E. S. Vinson '28, S. D. Post '27, R. K. Stewart '28, T. M. Hodges '27, H. F. Lange '29, J. D. Woodson '28, C. F. Eseer '28, Stewart Scott '28, L. L. Ludwigson '29, Roy L. Ragatz '27, manager.

READ CARDINAL ADS

**71 GUESS PUZZLE; ALL
GIVEN FREE TICKETS**

When the Strand theater ran the "Rookie" puzzle in the Daily Cardinal last week, the management promised free tickets to the first 25 to solve the puzzle.

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Corner Park and University Avenue

Opening Days

Tuesday and Wednesday

May 10th and 11th

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All Ice Cream Sodas 10c

at our

SODA GRILL

During This Opening

Because--

One can shop at Kessenich's as well as buy. Co-eds make it a favorite place to come, for there is a certain pleasure in being able to look at a vast array of things before deciding exactly what to buy.

The young girl has long been the objective of Kessenich policy. Our departments are designed to accord with the modernity, the smartness, the fastidious correctness of the young girl's demand. Kessenich clothes are distinctly youthful.

Kessenich's is convenient. Just a few minutes' walk from the varsity district, it is the logical place to patronize when one is seeking an immediate need. The Kessenich habit is a time saving one.

It is exclusive. Certain delightful lines are carried by this store exclusively in Madison. The Betty Wales dresses are typical of the metropolitan exclusiveness which makes a Kessenich costume attractively different.

It is inclusive. There is not an item of feminine wearing apparel, not a single feminine need that has not been considered in selecting the stock of the store. Kessenich's is not only a store for women; it has learned how to satisfy women.

For all of these reasons the young girl makes Kessenich's her favorite Madison store.

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NEVER MIND YOUR IRON,
HAVE YOU HAD YOUR LAUGHS TODAY?

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OF
OCTY**

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Fraternity Fred Says:

"They can borrow my ties, my shirts, and my car, but not my Octy."

Such famous contributors as

HUB TOWNSEND

and a host of other stars

at hill stands, the better drug stores and cigar stands

Tom Mix Says:

"A square shootin', red-blooded, fearless, two-gun magazine of the middle west. They try damn hard, and that is all a horse can do."

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