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FREE CARDINAL

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The Daily Cardinal

VOL. XXXIV. NO. 3

UNIVERSITY OF WISCONSIN, MADISON, THURSDAY, SEPT. 25, 1924

WEATHER

Fair tonight and Friday. Light southwesterly winds.

FREE COPY

AMPLIFY VARSITY WELCOME MESSAGE ON UPPER CAMPUS

Special Music Arranged By Dr. C. H. Mills For Annual Affair

Amplifiers will be used this year to carry the varsity welcome message to new students when they and hundreds of others assemble at 11 o'clock tomorrow morning on the upper campus.

One of the special features of Friday's program will be the printed copies of the music of the Badger ballad as arranged by Dr. C. H. Mills of the School of Music. These copies will be distributed and it is hoped that the students will learn this new musical version of the ballad.

Birge to Welcome

An eight-page program printed in green is being prepared and will be distributed at the welcome. Detailed instructions concerning the pageant formation are also being printed on cards and will be handed out by members of the Union board Thursday and Friday on the hill.

The program will open immediately after the pageant of the classes with the singing of the university hymn led by Dr. Mills. Dean G. C. Selery will preside and give the introductory. After President Birge has welcomed the freshmen in behalf of the university, the Badger ballad will be sung.

Blaine Will Speak

Other speakers will be Gov. John J. Blaine, representing the state; Prof. Max Mason, speaking for the faculty; Bert Hilberts '25, representing the men, and Alice Corl '25, the women.

The program will close with the singing of "On Wisconsin" and "America." The pageant and program will last one hour. In case of rain, 11 o'clock classes will meet and the welcome will be postponed until Monday morning at the same hour.

Movies of the pageant will be taken by Dr. M. E. Diemer, the university photographer.

EX-CARDINAL WORKER GETS POSITION HERE

Kathryn Perry '23 has been appointed new assistant editor of the University Press bulletin. Miss Perry is also taking work for her masters degree in journalism.

After her graduation from Wisconsin, Miss Perry accepted a position with the San Francisco Chronicle which she held until she returned to this city two weeks ago.

While in the university Miss Perry was assistant woman's editor of The Cardinal, she was a member of the Badger staff and secretary and treasurer of the University Press club. She is also a member of Kappa Alpha Theta sorority.

Plan Co-operative Coal Purchasing For Fraternities

Success of the co-operative coal purchasing plan being introduced among sororities and fraternities at Wisconsin this year is assured, it has been announced by James F. Lowe, '25, and Ferdinand Kojis, '24, who are taking orders.

Only a few of the 1,000 tons required to get a saving of more than three dollars a ton, remain to be ordered, they stated. The coal is a standard grade of smokeless Pocahontas, coming direct from the mine.

It is expected that every sorority and fraternity will co-operate in the proposition in future years. Owing to the lateness of the proposition, several of the houses had purchased other coal this year. Men who are taking the orders state that practically every house not already having purchased their coal supply or being heated by oil has joined in the plan.

The present price will hold good on orders for the year with delivery on different occasions in ten or more ton lots.

DEAN SETS DATE FOR END OF SOCIAL EVENTS

So that organizations may plan their social programs for the year and engage their orchestras beforehand, Dean S. H. Goodnight has issued an early notice of the date when the social season will close each semester.

The weekend of Jan. 9-10 will be the last one available for parties and all other social affairs during the first semester. Similarly, the weekend of May 22-3 will be the last open date for the second semester.

It is hoped that this statement will be helpful at this time to prevent misapprehension and error regarding the available dates for social functions.

HOLD UNION BOARD MIXER SATURDAY

First All-University Dance to Be Held in Men's Gymnasium

The first Union board mixer of the year will be held at 9 o'clock Saturday night at the men's gymnasium, Malcolm G. Millar, '25, Union board member, announced last night.

For many years the Union board has been conducting mixers throughout the college year, at which the men and women may become acquainted. The first mixer in the fall has been successful in bringing the new students together, and has become a Wisconsin tradition.

As in past years S. G. A. will provide a committee of 50 representative women who will assist the members of the Union board in making introductions at the dance. It is necessary to show a fee card before being admitted to the mixer as the Union board desires to make the mixers strictly university affairs.

Chaperons will be supplied by the S. G. A. social chairman, Helen Callsen, '25. Al Thompson's ten-piece orchestra, featuring Robert Talley, '26, and his six-piece orchestra, will furnish the music for the mixer Saturday night. The admission price is twenty-five cents for each student. It is not necessary to come in couples.

Last year approximately 2,200 students took advantage of the first mixer, Miller said last night. The attendance this year is expected to equal that of last year as additional facilities have been provided to introduce the students to each other.

UNIVERSITY CAFETERIA IS OPEN IN LATHROP

The University cafeteria, in the basement of Lathrop hall, opened Saturday to university patronage. The dining rooms have been redecorated and can accommodate as many as during the previous year.

Regular meals are ready to serve at definite hours. Breakfast is served from 7:15 to 8:15 o'clock on week days and from 8 to 9 o'clock on Sundays. Lunch is ready for patrons from 11:30 to 1 o'clock except on Sundays when the hours are changed to 12 and 1:30 o'clock. From 5:30 to 7 o'clock are the dinner hours for the entire week including Sunday.

The cafeteria is run as near cost as possible, therefore offering to the student wholesome food at little expense.

CARL RUSSELL' AIRS VIEWS ON STUDYING

"It's a futile expense for many." This is the opinion expressed by Carl Russell Fish, when asked as to the value of higher study.

Wisconsin's alleged most popular professor feels that for many first year men and women, the time consumed is wasted, spent in "aimless hanging on." He advises freshmen to gain a foothold in the first lap and know where they are going.

"Do you know," he confided, "the saddest thing in my life, is having girls and boys come to me and ask me to make out a course for them, simply because they have lacked interest. As freshmen, you are starting on the first four long laps in the race for a college degree. Be sure you win, that race will be worth running," he said.

VARSITY OUT TO FOOTBALL FIELD THIS AFTERNOON

Meet on Lower Campus; March to Camp Randall at 4:30

The last opportunity for the student body to see the football team in action before the game with North Dakota Saturday will be at 4:30 o'clock this afternoon at Camp Randall when the bars will be dropped for a short time to allow all the men students to get onto the practice field. All men students will meet on the lower campus at 4 o'clock and march out to the field.

Boost The Team

Arrangements have been made with Coach Ryan to allow the men to watch the practice for a short while. "Shorty" Walsted will act as field marshall and lead the cheering. The meeting will be similar to the ovation given last year's team on the eve of the Michigan game.

"Due to the fact that the preliminary games come so early this year I don't think many of the students have had an opportunity to see the team practice. It will be a big boost toward getting off to a successful start in the North Dakota game if a large crowd turns out to cheer the men this afternoon," said Coach Ryan.

Ford Fleet Aids

Coach Tom Jones also emphasized the importance of getting an enthusiastic crowd out to the preliminary games and especially to the demonstration this afternoon. The coaches have put the lid on tight for all future practices and no spectators will be allowed on the field.

Flying squadrons will visit fraternities and men's rooming houses at noon today to tell men of the meeting and this afternoon a fleet of Fords will round up those who have not been reached before. The crowd will march out to the field, leaving the lower campus at 4:10 o'clock.

Ticket Sale Tomorrow

The ticket sale for Saturday's game will open tomorrow. No seats will be reserved and there will be no designated cheering section as has been set aside for conference games. Applications for seats in the cheering section for later games will be made Monday.

250 FROSH GO TO ANNUAL BANQUET

Carl Russell Fish Displays Green Vest Before Crowd of Yearlings

The Annual freshman banquet, held at the Y. M. C. A. last night, was attended by 250. Many were turned away because of lack of room.

Carl Russell Fish, wearing his annually displayed green vest, was introduced by Professor A. B. Hall as Wisconsin's outstanding tradition, and its prize exhibit. At the beginning, Professor Fish spoke of the "innocent modest and boisterous capacity" of freshmen. "A freshman's head," he added, "is very much like a stuffed tomato. It all depends on the stuffings." Speaking seriously Professor Fish mentioned the home and the change which has come over it since it began becoming less of an economic center.

C. V. Hibbard, the new Y. M. C. A. secretary, remarked: "If a university man wants to get the most out of life, he must pick out something that is better than a day, something lasting." He then reiterated his statement of last night, saying that the Y. M. C. A. was an integral part of university life.

Ellis Fulton, '25, and Wes Dunlap, '25, together with Clifford Franseen, '25, and Eugene Tuhtar, '25, spoke of different blocs of students activities and interests. Ellis Fulton spoke of traditions, Dunlap talked of music, dramatics, forensics, and publications, and Franseen mentioned further the Y. M. C. A. organization.

Jack Ryan, speaking early in the evening, urged strongly that freshmen wear their caps.

DAILY CARDINAL AND STRAND MAKE PLANS FOR VARSITY MOVIES

PUP AND MONK AMUSE THETAS CHIS BY ANTICS

The local chapter of Theta Chi are enjoying the daily antics of a small monkey and a mascot pup. The diminutive monkey was given to the chapter by "Judd" Gore '27, who captured it last summer in Africa. Gore spent some time in the tropics while out of school last year. The monkey, a parrot and a mongoose were brought to this country as souvenirs of his trip. The parrot died some time ago and the mongoose was given to a friend.

DEAN ANNOUNCES RHODES RULINGS

Applications For Scholarship at Oxford Are Due October 6

Applications for the Rhodes scholarship must be in the office of the dean of men not later than Monday, Oct. 6 and it will be better if they can be ready by Sept. 30. Dean S. H. Goodnight, chairman of the local Rhodes scholarship committee, announced last night. The final selections will be made Dec. 13.

A candidate to be eligible for the scholarship must be a male unmarried citizen of the United States with at least five years' residence. By the first of October of the year for which he is elected he must have passed his nineteenth and not have exceeded his twenty-fifth birthday. By the first of October of the year for which he is elected he must have completed at least his sophomore year at some recognized degree-granting university or college of the United States.

The nominations will rest with a committee of elections in each state. The basis of selection used by the state and the institutions in determining the candidates for final selection is conditioned by the applicant's literary and scholastic attainment, his qualities of manhood, force of character and leadership, and his physical vigor as shown by an interest in outdoor sports.

Each candidate for the scholarship is required to make application in Dean Goodnight's office on a standard application blank. Applicants will be summoned for a personal interview by the committee of selections Dec. 13. Those who will find it impossible to appear at this time may arrange for a special conference with the secretary of the committee before which they are competing. These requests must be made at once.

In the absence of applications of exceptional merit, the committee will make no appointment. The university is entitled to be represented in the state contest by five candidates.

Further information regarding the scholarship and method of application may be had in Dean Goodnight's office in South hall.

Gamber F. Tegtmeyer '24 was selected last year as the Rhodes scholar from the university. Other Rhodes scholars of recent years from Wisconsin were Clyde Emerson and Leroy Burlingame.

Enrolled in the university this year is Allen Todd who holds a fellowship from Oxford university.

\$1,200,000 BUILDING OPENED AT MICHIGAN

ANN ARBOR, Mich.—Michigan's new \$1,200,000 literary building was opened to the student body on Sept. 23. The building is equipped with all modern facilities, including special rooms for forensics, and observation telescopes for the astronomy laboratory. The offices of the deans are located on the first floor, and those departments which will make their headquarters in the new building are: astronomy, English, mathematical statistics, phonetics, political science, public speaking, and geography.

Diemer to Photograph Student Activities; Show Varsity Welcome Sunday

Announcement was made yesterday of arrangements completed by The Daily Cardinal, the Strand theater, and Dr. M. E. Diemer, director of the university photographic laboratory, to show moving pictures of university events regularly throughout the year. The series will be known as the Daily Cardinal-Strand pictures and will be photographed by Dr. Diemer.

Show All Week

The pictures will be shown throughout the entire week instead of being changed with the feature attraction. The first showing will be that of the Varsity Welcome which takes place tomorrow. This film will run for one week beginning Sunday.

Following that a series entitled "Know Your Football Team" will be shown the week of October 5-12 in connection with "The Sea Hawk."

This series will show action pictures of the various members of the varsity squad at work in practice. Dr. Diemer has spent the greater part of the past week in filming pictures of the squad members on the field at Camp Randall. Pictures of the home football game will be shown later. Arrangements already have been made to show pictures of the Wisconsin-Michigan game at Ann Arbor at the Strand the week following the game.

Film Every Event

The various activities of Homing including the hobo parade, bonfire, decorations, and massmeeting as well as the crowd and the game will be shown as soon as the films can be prepared. Other events during the fall months will be filmed and shown as they occur. The bag rush, Father's Day, Turkey race, cross country races, and winter sports are definitely planned at present.

Not only athletic events and undergraduate affairs will be shown in the news films but departments of the university which are working out some particular problem of interest will be included, Dr. Diemer stated.

Publicity For University "The plan of official university news films has tremendous possibilities for publicity of the proper sort," Dr. Diemer explained. "The Memorial Union films which were used in the out-of-state and local campaigns were made possible largely because we had material in the laboratory at our disposal to use in the film to be carried to the alumni.

"We believe students and faculty members will appreciate the opportunity of seeing such pictures

(Continued on Page Eight.)

Many Students Get Thrill From First Hydroplane Flight

More than one university student has found himself up in the air during the school year, but about 50 students went up in the air by means of a hydroplane for \$5 apiece yesterday.

Madison and the five lakes looks like an outline map from the Curtis commercial seagull plane that is taking persons up for a ride over Lake Mendota. Spots of green, a mass of gray stone for the capitol, tree tops, roofs and lawns for the hill, a white bowl for the stadium, were the views from the air.

R. P. Applegate, who is the pilot of the plane, parked near the Delta Upsilon pier, was at Lake Geneva this summer. During the World war he was in France with the naval air forces. Last winter he went to Honduras on the offer of \$25,000 to bomb strongholds of the army. When he arrived there and asked for the money, he was thrown into prison and his ship confiscated. Through the efforts of the American counsel, he was released.

NAVAL AVIATION NEW COURSE HERE

150 University Men Offered Opportunity to Get Com- missions in Reserves

Opportunity is offered 150 qualified men at the University of Wisconsin to enroll in a course in naval aviation which will lead to commissions as ensign in the U. S. Naval Reserve force, Class 5 (aviation), according to an announcement by authority of Lieut. (J. G.) R. A. Rose and Ensign G. C. Parkinson, of the local naval reserve unit.

The course leading to the aviation commission is given on Thursday evenings at 7 p. m. in room 249, Madison Vocational high school. Lieut. Rose gives instruction in the handling of gas engines and in marine engineering, and Ensign Parkinson in navigation and seamanship.

The successful completion of this course entitles the student to 45 days' training at the naval air station at Great Lakes, Ill., where practical work in flight, airplane operation, and repair is given.

The students receiving satisfactory ratings in this training course are assigned an additional training period of 45 days at the naval air station at Hampton Roads, Va., where further opportunity for flight and handling of planes is given. The successful completion of this course leads to the commission as ensign, U. S. N. R. F., Class 5.

This commission carries with it a retaining salary of \$250 per year when not on active service, and in the event of war or call to active service, the regular pay of ensign in the naval aviation service.

Students taking the preliminary course are classed in the naval reserve unit as seamen, second class. Men in this class receive, while awaiting further assignment to naval aviation courses, or in the event they should not qualify for regular aviation courses, fifteen days training during the summer months, at the regular navy pay for their rating.

The men enrolled from Madison, accompanied by Ensign Parkinson, last summer were taken on a cruise to Buffalo and Niagara Falls on the sub-chaser 4-12, which has headquarters at Milwaukee. The probability is that next summer the cruise will be made on the U. S. S. Dubuque, naval gunboat stationed at Detroit. Besides pay, transportation to and from place of embarkation is furnished by the government.

These cruises, besides affording practical training in seamanship, are made educational by affording opportunities to visit power plants, industrial centers, and other points of interest at ports of call. Wisconsin engineers, with students from the University of Michigan, last year made an inspection trip of the hydro-electric plants at Niagara Falls.

Any students desiring information concerning eligibility, examinations, or other conditions for enrolling in the naval aviation courses are asked to call Lieut. Rose, 72 Engineering building, or Ensign Parkinson, 408 North hall.

Remodeling of Phi Omega Pi Sorority House is Going On

Plans made by the Phi Omega Pi sorority last fall to remodel their entire house at 629 North Frances and to make several new additions are now being carried out in full. A large sun parlor overlooking the lake with a sleeping porch above will be the largest addition.

Besides these the dining room will be greatly enlarged and will open into a new kitchen and room for the cook. On the second and third floors are to be added two new bath rooms while each old room will be entirely remodeled and redecorated.

The plans also include showers in the basement which are so arranged that the women may easily use them before and after a swim in the lake.

With a double force of men at work the members of Phi Omega Pi hope to be able to enter their home by the first of December. Until then the entire sorority has moved to 1047 Rutledge street, where they have rented a house situated on Lake Monona.

A. L. Lippmann of Chicago is a guest at the Delta Tau Delta house this week.



THE NEW FALL STYLES

---freer, easier, smarter

THE coats are loose and comfortable; the trousers, wide and straight; the broad cuffs hang just right.

The result is a thoroughly masculine smartness, admirably suited to American college men

Best thing about them is that they feel as easy and as smart as they look

The most famous tailors in the world made them for us, out of finest woolens obtainable

Olson & Veerhusen Co.

DAILY REPORTS OF ALL BADGER TEAMS

CARDINAL SPORTS

ATHLETICS IN THE COLLEGIATE WORLD

RYAN PUTS MEN THROUGH SECRET PRACTICE SESSION

Coach Still Works on Kicker; Cardinal Jerseys Issued to 24 Men

The varsity resumed work yesterday afternoon behind the locks and bolts of secret practice, and spent most of the three hours perfecting the offensive plays to be used against North Dakota Saturday.

No actual scrimmage was employed, and the greater part of the time was spent on dummy scrimmage, kickoff formations, drop and place kick plays, and passing.

The coach seems to be still on the search for a successor to Merrill Taft, and worked all of his backs on punting. Ed Williams, Stangel, and Leo Harmon laid down the most consistent kicks, but none of them were good for more than 50 yards. All the backs had some difficulty in getting the ball away in a hurry, and the line failed to hold satisfactorily.

Cardinal Jerseys Issued

Passing, as in former practice, occupied a good share of the time. The coach seems bent on perfecting an aerial offense, and had Harris, Williams, Larson, and the Harmon brothers throwing the oval to half a dozen ends.

Cardinal jerseys made their first appearance on the field, and were issued to 24 men. Several more men are on the doubtful list, and Coach Ryan will not make his final selections until after the game Saturday.

Varsity suits were issued to Harris, Larson, Opitz, Williams, Doyle Harmon, Leo Harmon, McAndrews, Stangel, and Barnum, backs; Teckmeyer, Bonini, and Wilke, centers; Bieberstein, Miller, Stipek, and Slaughter, guards; Leith, Sauger, Straubel, and Schwarze, tackles; and Pulaski, Burrus, Solbraa, and Blackman, ends.

Secret Practice On

Blackman, who has been out of practice for several days with a badly infected foot, will probably report for work tomorrow. Solbraa and Pulaski seem first choice for the wing berths, but Burrus has been receiving a lot of attention, and Blackman's experience from last season will undoubtedly land him among the contenders.

Secret practice is in order for the rest of the week, Coach Ryan announced last night. He intimated that hereafter any loiterers will be treated with the courtesy that their actions demand, and said that secret practice meant closed gates and nothing else.

MEANWELL BEGINS BASKET PRACTICE

Thirty Men Respond to Call; First Workout Scheduled For Tonight

Coach Walter Meanwell's Wisconsin basketball candidates met for the first get-together of the season in the gym Wednesday afternoon. About 30 of last year's varsity squad and last year's frosh responded to the call.

In a brief address to his charges, Coach Meanwell stressed the necessity of the old typical Wisconsin spirit in practice work as an extremely heavy schedule faces the Badgers. Warning his protégés of the ineligibility bugbear, the basket mentor set the squad's first practice period for tonight, the squads to perform on alternate days.

Dr. Meanwell particularly stressed the fact that the athletic letter is not in itself an end, being but representative of honorable achievement in the athletic field.

Although Meanwell had a fair amount of material, with hopes of more reporting later on, the squad is an unknown quantity and any statement as to their probable strength on the floor, or as to the probable first string men, would only be sheer guesswork.

Issues First Call



COACH WALTER MEANWELL

"Doc" Meanwell, maker of many a championship basketball team at Wisconsin and dean of basketball coaches, called the Badger court men together yesterday afternoon for the first meeting of the season.

EARLY TANK TEAM HOPES SEEM HIGH

John Gilbreath, Former Dash Star, Will Swim in Several Events

With many of last year's squad back and a number of last year's frosh ready to go, pre-season hopes for a good swimming team are high and Coach Joe Steinauer is optimistic over the caliber of men he has in charge.

Now that Czerwonky, last year's captain and star breaststroker, is gone, Steinauer will have to develop a new breaststroke man. Czerwonky was always a sure-shot for a first in both the breaststroke and the backstroke. Bell is practically the only man Steinauer has who is efficient in that event, but it is doubtful if he can ever attain Czerwonky's speed.

Of last year's varsity squad there will be many good men back, including Bell, Kehl, Frazier, Simpkins, Johnson, and Porter. Simpkins will be a big contender in the dives this year, Steinauer believes. The little fellow is well built, works hard at practice, and has good form in his dives.

Of last year's frosh squad there is Herschberger, as fast a swimmer as Bennett was. He will undoubtedly develop even more this year and has a chance to clean up the conference in the speed events. Then there is McGinnis, star diver, who will break into the varsity ranks with his place almost secure. The Hotchkiss brothers have improved wonderfully and should show some real speed this year. Ratcliffe is another good speed man who will be on deck.

John Gilbreath, star on Steinauer's squad several years ago will be back and eligible. He is good in several events.

Coach Steinauer has called a meeting for next Monday night, when waterbasketball and swimming team captains will be elected.

Coach Steinauer plans on securing Irv Gerber, all-round swimmer and star on last year's swim team, to coach the freshman tank squad.

RHINELANDER, Wis.—An automobile driven by Paul Fanner of Chicago struck and killed a large tame wolf near Trout Lake. It is presumed that the animal was fascinated by the lights of the car.

N. Dakota, First Badger Foe; to Bring Rugged, Husky Team

Coach Ryan Asks Student Body to Be Behind Team Saturday

"DAD" VAIL JUST CAN'T GET A REST

"Dad" Vail's earnest effort to take a real vacation this summer, and to get away from the business of rowing for a few weeks failed utterly and he is fresh from eight weeks of triumphant coaching at Halifax, Nova Scotia.

After Poughkeepsie, "Dad" slipped up north to St. Johns to rest. Somehow his whereabouts became known and from the Lorene boat club of Halifax, came a request that he come there to coach for the summer.

But Vail was determined on a vacation, and to put a damper on the boat club's enthusiasm, in an answering telegram set an exceedingly high price on his services. However, two hours later came another telegram informing him everything was satisfactory and asking him to report.

At Halifax there are five boat clubs, of which the Lorene is the most prominent. Every Saturday races are held between these clubs. In eight weeks of coaching Vail lost but one Saturday's races, and as a result coached his crew to the championship. Some years before he accomplished the same feat.

SO IT SEEKS

By KEN and KEN
"HEADS UP AND TAILS DOWN," says Barney Traylor, member of the Badger football coaching staff. No, he wasn't training a bunch of lions for Ringling's circus, he was exhorting football team aspirants.

But somehow we feel that Chicago, Michigan, and the rest of them are going to think the Badgers are a bunch of lions.

Well, Coach Ryan has finally pulled down the bars and declared secret practice. Although disappointed at not being able to watch the team develop, we at least know some real work and training will be going on within the big concrete stadium.

From the talk around the campus the football team is off with the enthusiasm of the entire student body. There is football spirit in the air this year. Everyone is expecting something, and indications are that there will be a record preliminary crowd to witness the North Dakota game Saturday.

If we can only have football weather like this Saturday.

If somebody has a wishbone hanging around on them somewhere we would like to take a pull on it and here is what we'd wish. That somehow, some way, "Tough" Sundit, frosh football coach, could transfer that kicking right leg of his to Jack Harris, Doyle Harmon, or anybody else on the team.

The team that trots out onto the field Saturday afternoon can expect a real game and real competition. These small schools get on the job early and have scrappy bunches. Remember how hard it was to down Coe college last year! Several of the North Dakota players have been playing this summer at Fort Snelling, and according to Coach Ryan the whole team is more thoroughly seasoned than Wisconsin because of the large amount of practice they have had.

Recent practices have seen Larson, promising end of last year's frosh squad, getting quite a workout in the backfield of the first squad. He certainly can heave a pretty pass.

Burrus, rangy lad from Kentucky, worked out quite a bit at end yesterday. Although slow on his feet, he is a fighter and seems adept at grabbing the ball in midair.

VAIL MUST BUILD 1925 CREW WITH TWO-MAN NUCLEUS

Teckmeyer and Ely Only Veterans; Freshman Enrollment Will Be Large

Around the only two men remaining from the 1924 crew which shared with Washington huskies a victory over eastern eights at Poughkeepsie last June, "Dad" Vail must build his 1925 crew. From a none too wealthy store of material Vail has the task of trying to form an eight which will even equal Wisconsin's performance at the regatta last spring.

"Few persons realize," remarked Coach Vail, "that the crew which rowed at Poughkeepsie was composed almost entirely of seasoned men who had stuck at the sport for three and four years. With the exception of Teckmeyer, who is captain of the 1925 crew, and Sly, they have all graduated and I must train almost new material to fill their places in the first boat."

Future Looks Bright

From last year's freshman eights Coach Vail has sixteen prospects for future varsity crew men. From the junior crews of last season Vail also expects to draw some material.

It takes two to three years to train a good rower, according to the coach, and under the circumstances it looks very likely that Wisconsin will not be able to better its showing at Poughkeepsie next spring if able to do as well. The crew will not go at all unless the calibre of the eight warrants.

However, in general, the future of crew at Wisconsin look much brighter than it did a year ago. The freshman enrollment in crew promises to be larger than it has been in years. Whether the freshmen will be taken to Poughkeepsie with the varsity, if they should go, is as yet undecided.

Expects Three Crews

Coach Vail expects to be able to start fall practice in a week with three crews, if the weather, a large factor in the success of the crew, permits. Football is occupying the time of many of Vail's prospects. Teckmeyer, captain, is playing center on the varsity.

Whether outdoor fall practice will be successful depends largely on the weather which has in general been too rough. The freshmen and new men will work on the machines until spring.

"The American Campus," a monthly review of college life will make its appearance December 1. The magazine will make an effort to set forth in a condensed form the opinions, ideas and chroniclings of the college publications in the United States. A department covering every phase of college life will be presented, including news, sports, dramatics, humor and literary material.

RANDALL

RESTAURANT

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Exchange Editor Adeline E. Pepper
Society Editor Helen A. Taylor

Literary Editor Janet F. Hull
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Sport Assistants—George Dennis, Richard Marquardt, Herbert Powell.

Special Writers—Alice Colony, Alice Drews, Nelson Janksy, John McCausland, Irene Norman.

Reporters—Lisa Behmer, Ruth Carlborg, Bernard Clark, Kantherine Fenelon, Lowell Frautschi, Bernard Goodkind, Alicia Grant, Esther Hawley, Dorothy Johnson, Ruth Krause, W. A. May, Edith Miller, James Nelson, Myrtle Netzow, Judith Olson, Robert Paddock, Margaret Roess, Marceline Rutherford, Lawrence Schoonover, Kathryn Shattuck, Ruth Stevens, Rosemary Stone, Josephine Thompson, Martha Thompson, Carmen Williams, Jean Wilmarth, Russell Winnie, Dorothy Zimmerman.

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DESK EDITOR—CURTIS BILLINGS

IT'S A LONG, LONG WAY—

As every one save the solicitors for the various campus publications will agree, football holds the center of the stage in campus affairs just at present. Every student takes at least a glance at the sport pages of the newspapers casting a special glance at any item which may pertain to the team which represents his own alma mater.

Badgers are watching the antics of the grid squad with great acuteness and endeavor with all their acumen to dope out what is going on in the mind of the coach. Sitting along the sidelines at open practice, students enjoy the sport of watching scrimmages and dummy tackling, seeing the players, tired, dirty, covered with sawdust, go about their steady grind. If the team should lose a game or so during the course of the season, those same students who sat on the sidelines at practice or read the sporting news intently will have a word to say about what this or that player should have done or how the coach should have instructed his men. If, on the other hand, the aggregation comes through the fall with a clean slate, wearers of the cardinal will sing the praises of their university far and wide. They may even clap a member of the team on the back and congratulate him for his splendid work.

But is that enough? Is that the attitude which should be taken? Surely the students will cheer when the team is playing on the field, especially since a cheering section is to be established. Yet that is not enough either.

Material aid is what will count, and which will go a long way to show the football players the appreciation of the student body. Give them a lift, you who have a car, a lift in from the field after practice. Tired, they are, and they should have an opportunity of riding home to dinner. If cabs or a bus can not be provided for their transportation in the manner

carried out at other institutions, the fans—those who want a good team and will crab if they fail to get one, those who sit on the sidelines and watch—can provide the means of transportation.

Give them a lift—it's a long, long way home after practice.

MAKING A NEW RECORD

According to an announcement in this issue of the Daily Cardinal, this paper has combined with the Strand theater of Madison to show moving pictures of life on the campus at least every other week, and probably more often for the benefit of students and in order to give the people throughout the state who are unable to come to Madison an idea of what is going on here—bringing Mohammed to the mountain, if you wish.

As the editors see it, this move can do nothing less than crystalize Wisconsin student life, give it a new recording such as it has never had before and help the people of the state—those who make it possible for us to enjoy life here as much as we do—and the people of other states to a better understanding of Wisconsin life, Wisconsin activities, studies, recreation and its men and women.

GOOD-BYE to "LET LIZZ DO IT"

No more will students ride up the hill to class in state to park their cars—sport model Packards, Fords and relics of what may have been once upon a time real cars—behind Bascom hall, the Engineering building or North hall. Those good old times are over, and students who have lately purchased cars are now ready to sell.

What is the meaning, they ask, of such a regulation that prohibits parking on the hill? Where is the wrong in parking? Is this nothing more than a veiled means of following the suit of other institutions forbidding students to own cars?

Perhaps on the surface there is no apparent reason for setting out this rule. But if owners of automobiles will but look upon the situation in something more than a superficial manner they will see many reasons, and good ones, for the existence of the rule.

In the first place, any one who was on the campus last year knows only too well that the congestion in the parking space which was provided then was only too great despite the adequate services of the man in charge. The increase in student-owned cars each year is tremendous. A halt must be called some time, and it appeared evident that this year was the time to do it.

The advice of other institutions similarly situated was requested and received, and it was found that the system which was being considered and which has been put into practice is much more lenient than those others which exist on other campuses. It is virtually the same system which prevails at Ohio State university.

There is another circumstance besides that of congestion which has made necessary the move, that being that the noise of cars starting and starting at the opening and close of recitation hours annoyed teachers and students alike and made it impossible for a class which was being held near a parking space—notably, the rear of Bascom hall—to accomplish work during the entire 50 minutes of a period.

It is a rule, which has exceptions to prove it, that those who act selfishly cause the inconvenience of the whole. So it has been that certain students in the past have seen fit to park their cars on the grass in various parts of the campus. Wisconsin takes pride in its beautiful campus. If it is to remain beautiful, it must be cared for. If students will not cooperate in caring for it, more drastic actions must be taken to safeguard its beauty.

But this is not a hard and fast rule. According to the understanding no arrests will be made or hangings perpetrated if it is broken. It is more a request for cooperation than any hard and fast regulation. And as such it should be taken in the spirit in which it is given.

Some have said that the new system will congest Langdon street and Park and State. Perhaps. But it is more likely that those students who live near enough the campus not to possess the unwritten privilege of parking on the hill, and those who are not physically able to make the climb will walk all the way to classes instead of riding a few blocks and parking at the foot of the hill.

Last year walking was made an athletic sport. Evidently the university is cooperating with the athletic department in setting up this new system of parking and also cooperating with those very good, very old-fashioned family doctors who say that the average American does too much riding and not enough walking for his own health.

So no more will it be a case of "Let Lizzie do it"

and of clattering up the hill in a rickety old job,

pulled all the way by a wreck of a motor. Now it

will be a case of "Dogs, do your stuff", and of pulling

yourself up the steep ascent to—well, not heaven,

but a steep ascent, anyway.

Every one will profit and, if the system meets with disapproval, we can only answer, "No aged or

infirm young high-steppers need apply."



THIS RUSHING BUSINESS MAKES ME TIRED said the ribbon clerk after a hard day at the counter.

* * * As We See It

LAMBDA
OMEGA
THETA
TAU
ALPHA
BETA
UPSILON
NU
KAPPA

* * * Lamentation
There's a frosh about this campus
Our house has got to rush
'Cause he bluffed my four good tens
With a low heart flush

There's a frosh about this campus
I hope to never see again
He held three royal spades
And drew the ace and ten

PETE
This Will Add Enjoyment to
your Old Used Car



USED CAR DEPARTMENT
We just found out we live next door to STARVING RUSSIA. If we get any WILD RIDES, you'll get a chance to read about it here. Pay up your subscription for a year in advance and dig out the asbestos eyeglasses.

* * * CONTEST
I've got two shirts, they're in the wash
My soxs are full of holes
I've got a date, oh gosh, oh gosh.

* * *
For the best line to the above, Rockets offers its only office malleable iron keyless typewriter. Everybod has a chance!
The tell us that university students should be gentlemen. Then we go to buy books and find that we have to deal with buccaneers. Well, well, college life does have its little discrepancies.

* * *
Our little Dot Lawton is back, and still covering the Orph—for one night. When interviewed last night, Miss Lawton professed delight at the rusticity of the uncultivated grass around the journalism house. "My last marriage was my last," she stated. I think it will take this time."

* * *
Tryouts for Skyrockets staff may be made at any time. Place all copy and communications in box of Skrockets editor, the Daily Cardinal office.

Bulletin Board

PRESBYTERIAN CABINET

Members of the Presbyterian Cabinet will meet at headquarters Thursday afternoon at 5 o'clock for their first meeting. All are requested to be present.

CHRISTIAN SCIENCE

The first meeting of the Christian Science society will be held at 7:30 o'clock, Thursday night, in room 35, west entrance, Music hall. Students and members of the faculty are cordially invited.

PHILOMATHIA

The first meeting of the Philomathia Literary society will be held at 7:30 o'clock, Friday evening, Sept. 26, in Bascom hall. All men interested in debating and getting acquainted are welcome.

MASONIC SMOKER

Acacia fraternity will give a smoker for all university Masons at the chapter house, 707 W. Dayton street at 7 o'clock Friday evening.

LUTHER RECEPTION

There will be a reception for all university Lutheran students at the Luther Memorial church at 7:30 o'clock Thursday evening.

LIT STAFF

There will be a meeting in the Lit office at 3:30 o'clock Thursday afternoon for all men who are interested in doing circulation and promotion work for the Literary magazine.

JUNIOR COUNCIL

The first meeting of the Junior council for this year will be held at noon Thursday at the Y. M. C. A.

"THE TOWER" IS NEW

DARTMOUTH MAGAZINE

HANOVER, Mass.—"The Tower," the latest addition in the literary field at Dartmouth will make its appearance on October 1. The magazine, which will be issued every two weeks, will be devoted to literature and criticism. The magazine will contain current comment, articles by leading figures in the world of education, politics or literature, and poetry by the undergraduates.

Two Resignations Accepted and Four Absences Granted

Four leaves of absence have been granted and two resignations accepted in the department of Romance languages.

Miss Ruth Garwood, instructor in Spanish, plans to visit Spain during the first semester. B. R. Jordan will spend a year in Paris as assistant to Professor Sestre in the course on American Civilization at the Sorbonne. Miss M. B. Mott and Miss Brigidine Seall will study in Paris. The latter spent the summer in Spain as a member of Prof. J. H. Ortega's party.

J. Brooks has resigned to be associate professor of Spanish at the University of Arizona. The head of the Arizona department, Prof. F. O. Reed, is on leave of absence from Wisconsin. F. A. Sprague resigned to join the Romance language faculty of Bucknell college, Pennsylvania.

PROFESSORS WRITE FOR ENGLISH BOOK

Seven University professors are represented in a new series, University of Wisconsin Studies in Language and Literature, No. 18, compiled and written by members of the English department.

Miss Julia Grace Wales has contributed "Character and Action in Shakespeare; A Consideration of Some Sceptical Views." Prof. Carl Young, formerly of this university and now at Yale has also written on Shakespeare, "Samuel Johnson on Shakespeare; One Aspect."

"A Little Sermon on Life and Literature" was written by Prof. W. E. Leonard and "The Historical Interpretation of the Parliament of Foules" is by Miss Mary Esson Reid. "Prospective Studies" is by John Jacob Schlicher and Robert Aurner has written on "Caxton and the English sentence."

Twenty-five Dollar Prize Offered For Store Name

A competition for a store name, with a prize of \$25 to the lucky thinker, is being conducted by the new men's haberdashery store at 658 State street. The contest is open to all students, and every one has an equal chance to win the prize, says the proprietor. The shop invites everyone to take a chance.

—Varsity Out Thursday—

DEGREES GRANTED TO 198 STUDENTS

Regents Pass on Those Who Completed Work Since June

Degrees were granted by the board of regents of the university at their last meeting to 143 students who have completed their courses since the commencement exercises in June, most of them during the summer session, and to 55 candidates for higher degrees. Those from Wisconsin cities are:

Bachelor of arts—Marie C. Bozold, South Germantown; Louise B. Bleakley, La Crosse; Robert G. Brehmer, Fond du Lac; Benjamin H. Burrows, Boardman; Harold C. Deutsch, Milwaukee; Alice M. Diment, Mazomanie; Reinette E. Douglas, Milwaukee; Edgar W. Habighorst, Marinette; Vera Harrison, Willis S. Herzberg, Milwaukee; Julius A. Kopplin, Fall Creek; Jane S. Lehmann, Plymouth; Mary B. McCarthy, Eden; Mildred A. Means, Edgar; Margaretha I. Meyne, Hortonville; William J. Morrison, Columbus; Helen B. Prange, Sheboygan; Carl S. Rakosi, Kenosha; Harold A. Seering, Shawano; Wilfred A. Theil, Marshfield; Oscar W. Thoeny, Fountain City; Frederick R. Usher, Stoughton; Carol A. Walker, West Salem; and Henry Warren Blake, Marie Schneider Conant, Blanche Helen Fuller, Florence D. Geieve, Gladys E. Hicks, Rosella E. Mueller, Ruth E. Nordrum, Marshall R. Olsen, Oscar A. Sander, Marcus Skolas, Horace R. Taggart, Irma L. Wilson, Madison.

Bachelor of arts, (Course in Commerce)—Eric H. Digman, Wauwatosa; Jacob I. Ehrlich, La Crosse; Truman Thompson, Cottage Grove; William B. Tufts, Withee; Charles L. Wells, Fontana, and William C. Albrecht, Alfred R. Bongey, Raymond L. Hilsendorff, Gilman L. Shuman, Madison.

Bachelor of arts, (Course in Journalism)—Vernon C. Beardsley, Whitewater; Henry Ewertz, Milwaukee; Gordon McQuarrie, Superior; Victor Zierke, Princeton, and Ehrmel W. Neese, Madison.

Bachelor of philosophy, (Normal Course)—Florence Baar, Sheboygan Falls; Doris M. Berning, Reedsburg; Isabel A. Burns, Eau Galle; Clarence W. Dupee, Tomah; Lydia A. Hill, Lake Geneva; Else Leiser, Milwaukee; Martha C. Meltner, Wauzeka; Leone Murley, Pocobell; Chester O. Newlum, La Farge; Irma L. Rasche, Milwaukee; Floyd Smith, Menasha; Jesse A. Van Natta, Phillips and Carolyn L. Woods, Madison.

Bachelor of Philosophy, (General Course)—Benjamin F. Jackson and Clarence A. Post, Milwaukee; Lester R. Johnson, Brandon; Rexford

W. Michaelis, Marion; Samuel D. Thompson, Waukesha.

Bachelor of Science, (Chemistry)—Paul O. Dunham, Elkmound, and John J. Hoesley, Neillsville.

Graduate in Pharmacy—Edmund J. Brummer, Durand; Marzell J. Weix, Colby; Harry E. Lounsbury, Madison.

Bachelor of Science, (Pharmacy Course)—Hugh C. Michels, Madison.

Bachelor of Science, (Industrial Education Course)—Arthur O. Gardner, Charles S. Longfield, Madison.

Bachelor of Science, (Medical Course)—Harold J. Heath, Madison; Malcolm M. Hipke, Milwaukee; William H. Oatway, Waukesha; Holden J. Robbins, Madison.

Bachelor of Science, (Agriculture)—David C. Jones, Cambria; Reuben J. Tenpas, Hingham; Glyndon S. Tetzlaff, Mishicot.

Bachelor of Science, (Home Economics)—Rebecca M. Helgeson, De Pere; Otilie E. Oestreich, Janesville, and Mary C. O'Leary, Appleton.

Graduate in Agriculture—Carl A. Rott, Wonewoc, and Jack E. Smith, Wausau.

Bachelor of Science, (Civil Engineering)—Elmer W. Becker, Appleton; Earl A. Kroncke, George L. Reed, Madison.

Bachelor of Science, (Mechanical Engineering)—Philip A. Hoffman, Belle Plaine; Herman A. Kleinhamer, Madison.

Bachelor of Science, (Electrical Engineering)—Herbert B. Fisher, Embarrass; Horace I. Trenary, Platteville, Edward H. Miller, Madison.

Bachelor of Science, (Chemical Engineering)—Fred E. Mooney, Oconto, and Walter H. Plewke, Avon.

The higher degrees are as follows:

Master of Arts—Elda E. Anderson, Green Lake; Otto G. Gilbert, Estell R. Stone and Linda H. Wegmann, Milwaukee; Claude C. Kennedy, Waukesha; Carl H. Kohlhoff, Burlington; Henry G. Lee, White-water; Oswald H. Plenzke, Menasha; William L. Rintelman, Menomonee Falls; Aimar H. Rollefson, Superior; Tatiana Vacquier, Madison.

Master of Science—Arthur H. Frost, River Falls; Rodney A. Slagg, Fort Atkinson, and Olive J. Thomas, Milwaukee.

Master of Philosophy—Clarence J. Krause, Milwaukee, and Henry C. Wegner, Marshfield; Thomas B. Fogelman, Madison.

Doctor of Philosophy—Annie S. McLenegan, Beloit; Rubert B. Streets, Madison.

High Water Draws Ducks From Customary Haunts

NEENAH, Wis.—Ducks are plentiful, but they are not to be found in their usual haunts. Hunters who wander far afield, however, are returning with the limit.

High water caused the ducks to change their feeding grounds, according to old timers. The Rat river, west of here, is now the best hunting place, while the famed Poygan marshes are yielding huntsmen only indifferent success.

—Varsity Out Thursday—

Dr. Eva F. Johnson

Physician and Surgeon

First Central Building

Hours 2-4 and by Appointment

Phones F. 2860 and 2856

Right
Into Your
Hands
\$235 In
Prizes
From the
Sky!

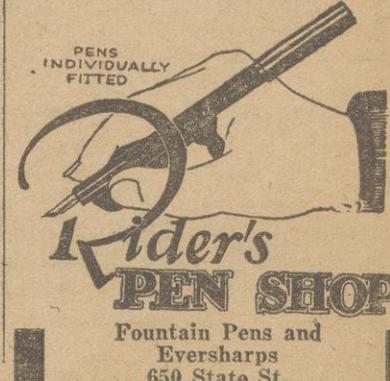
At noon, Friday, Rider's Pen Shop will drop parachutes from an aeroplane, and to these parachutes will be attached coupons redeemable for a bottle of Ink, a box of Ever-sharp leads, or a name on your fountain pen—all absolutely free.

ALSO, TEN GRAND PRIZES comprising five of the famous Rider Masterpens and five beautiful Wahl pens will be given away. Be sure to be on hand at the University Campus Friday at noon, and GET A PARACHUTE! Everyone who gets a parachute wins something. Your number may WIN ONE OF THESE GRAND PRIZES.

Ten numbers winning Grand Prizes will be drawn from the hat at the Madison Theater Friday night just before the second show. Ten alternates will also be drawn to whom the prizes will go in case the first numbers fail to claim their prizes within the specified time. For further announcements, see Rider's Pen Shop show window.

Only one number per person will be honored.

When the ship sails by, Get a prize from the sky.



The Langdon

Announcing University-Type Clothing

WETHER your needs be for a suit to roam the "great open spaces" or for a suit to "jaunt to classes" with—you'll do well to make your choice from our new Fall Suits. The LANGDON with its easy grace is the thoroughbred of them all. It has a medium length loose easy coat with three well placed buttons. The slacks are high waisted and with plenty of leg room, usually worn with fairish wide to-the-heel cuffs.

If your fancy be for a suit a bit more English we know you'll be pleased with our HARRIS model. Wide lapels and with a slightly shorter coat it is distinctly English.

The fabrics are rich and in the newer colorings so much wanted today.

THE HUB

F. J. SCHMITZ & SONS CO.

\$1.00
PERSONAL STATIONERY CO.
1036 Beaubien St., Detroit, Mich.
Prepaid Postage

WRITERS AID 'BOB', THEY TELL WHY

Jane Addams Gives Opinion in
New Republic on
La Follette

"Why I Shall Vote For La Follette" is the title of a series of articles which will appear by various writers in the "New Republic." In the issue of September 10, Jane Addams gives the following reasons for her opinions:

"Seeing La Follette for the first time at the celebration of the fiftieth birthday of the University of Wisconsin I realized that no one in the distinguished group gathered there understood more than he the necessity of an advanced type of public education in order to insure self-government. At that time definite connections between state and university were being established, for the study of farming and the conditions of industry. La Follette fostered a program of industrial legislation which protected the workers and established a number of part time schools for young workers.

"He directed his effort toward the establishment of direct primaries and clearing the ground of the loss system. He was stimulating many minds to think vigorously together. I came away from the capitol with a renewed faith in the possibility of enlightened self-government.

"Since then Senator La Follette, through federal action, has carried out many of his policies. America is familiar with his career. The intrinsic worth of his Seaman's act has caused international discussion for its adoption.

"La Follette has successfully led a progressive movement expanding through a quarter of a century. At this time his leadership is taking place for the first time in the United States a welding together of for-

Campus Breathes With Life Again; Frosh Get Collegiate

Up the hill and down again. You can spot them every time. The freshmen gently questioning, the sophomores elaborately bored, the juniors coldly indifferent, and the seniors painstakingly patronizing.

The co-eds find the climb just a little bit more difficult due to the fall styles, and the lawyers still enjoy the struggle.

The first day has come and gone and with it some of the lamb-like attitude of the freshmen. Tomorrow they will speak of the campus as the hill, and refrain from inquiring as to the location of the cloak rooms.

As the year progresses, their efforts to be collegiate will be less pronounced and more profound. The girls will glibly speak of tearing over to the house, and the boys will talk familiarly of Pete Burns.

Many New Stores And Shops Greet Returned Students

Three new buildings, which are either completed or in the process of construction, have given upper State street a more business-like appearance than it heretofore possessed. The buildings are all occupied by stores, with the exception of one which has stores below and apartments above.

The building which is now being erected is located at 710 State street, and is being built by the Fredrickson Construction company. It is a one-story, brick shop building, and when completed next De-

cember will have space for four stores.

Two other buildings have just been rented, one at 65 State street, and the other at 623 State street. The former is occupied by the Wisconsin Book store, the Goodyear Shoe Repair shop, A. Wuillemeier and son, jewelers, and a haberdashery store which at the present time has no name. The latter building houses the Wisconsin Blue Print company, Brown's Book store, and a women's barber shop, something entirely new in this city. The building also has three-room apartments above the store, and several shop spaces which are vacant at this time.

ward looking voters, whether they have been called Socialists or Liberals, proletarians of agriculturalists."

Rosemary Beauty Shop

Phone B. 6211

523 State St.

Expert operators in all departments, soft rain water for shampooing, permanent hair waving by oil process. Waving done on bobbed heads so the ends curl, just like bob curl; leaves the hair soft with a beautiful natural wave. Wave last 6 months. Inecto Hair Dyeing.

CHIROPODY and ELECTROLYSIS

Open Tuesday and Thursday Evenings

"FIX IT" SERVICE

We Make Keys

HARLOFF-LOPRICH ELEC. CO.

602 State St.

FRESHMEN!

Next Friday is YOUR day at Wisconsin. It is the day you march up the Hill to be welcomed by the Faculty and Students of the University.

You must wear the official Freshman hat on this occasion.

Come in now while you are sure of getting your exact size.

The Co-op

ALL PROFITS RETURNED TO MEMBERS

Buy Everything You Need On Your Co-Op Number

College Beauty Shoppe

321 No. Frances

Bad. 5306

THE BEAUTY SHOPPE FOR UNIVERSITY CO-EDS

Have your hair marcelled by our expert marcel operators, "Marie" Meyer and Mrs. H. Cork. Come to the Beauty Shoppe, where we allow a half hour for every marcel or retouch.

SOFT RAIN WATER USED FOR SHAMPOOING

OPEN WEDNESDAY EVENING

THE NEW

COLLEGE Barber Shop

Come in and see us. We have some of your "old favorites" with us. There is Fred Lee, R. H. McGrath and L. C. Blackman, proprietors.

674 State Street

Two Convenient Drug Stores

Located at

Both Ends of the Campus

Rennebohm's

BADGER PHARMACY

Next to the Madison Theater

Rennebohm's

CENTRAL PHARMACY

Corner University and Warren

The following list of student needs gives only a few of the many supplies carried in stock ready to serve you.

Drawing Boards
Tracing Cloth
Drawing Paper
Tracing Cloth

Triangles
Note Books
Fountain Pens
Eversharp
Pencils

Laundry Cases
Alarm Clocks
Stationery
Toilet Articles

CONVENIENTLY LOCATED

RENNEBOHM

BETTER DRUG STORES

ON THE SQUARE AT 13 W. MAIN STREET
CENTRAL STORE, NEXT TO THE MADISON THEATER
BADGER PHARMACY, COR. UNIVERSITY AND WARREN

Kessenich'sSTATE AT FAIRCHILD
TELEPHONE BADGER 7530**Kessenich's**STATE AT FAIRCHILD
TELEPHONE BADGER 7530

College Clothes

You can tell these clothes were chosen for the University girl the minute you see them. They have a swagger air—a chic and youthful atmosphere all their own—just what every college miss requires when she makes her college clothes selection. The new Coats and wraps were never more stunning. Soft suede finished materials such as Kashmir, Benara, Moccasin and Suedelaine are used with unusual border treatments of fur, Russian braid and long reveres.

Prices begin at \$49.50

Flannel Frocks

in Autumn's Newest Colors

College girls who had a flannel dress last winter, and there were few who didn't—are pretty sure to approve of this fall's new dresses of flannel or flannel or flannel-like fabrics. And, the slender lines with wide belts and boyish collars and cuffs are so smart looking. Solid colors in all shades, checks, stripes, figured, and pin stripes in blue and green are represented in this large group. Two popular prices

\$18.00, \$22.50

Tunic Blouses FOR ANY INFORMAL OCCASION

The Tunic Blouse stands at the top today in the fashion world. The two types that are outstanding in popularity are the following:

The tailored Tunic of crepe de chine and corded silk such as bengaline trimmed with vertical or horizontal bands of contrasting color.

\$6.50 up

The Elaborated Tunic—for more formal wear is of moire, crepe satin or chenille embroidered, richly beaded or lace trimmed.

\$11.75 to \$22.50

THE NEW IMPORTANCE OF COSTUME SLIPS

Autumn brings added fashion interest to the silk slip of satin. With the vogue of the tunic blouse, the slip shows as a part of the tunic costume. And its slim, unbroken lines continue as essential foundation for the slender dresses of autumn.

The BREATH of the AVENUE

KESSENICH'S FASHION LETTER

Slim fashion shoulders
Carry flower accessories.

Autumn fashions—translated from Paris emphasize three types of frocks. First the tailored dress that takes its inspiration from Directoire days. Then the two-piece jumper dress that is known by its autumn colors in soft kasha fabrics. And third the tunic dress that crosses the straight slimness of the mode with a horizontal line.

Formal frocks are often beltless, but the sports dress likes a leather belt, and the wider this belt the better.

Simple, washable gloves, are often worn with informal frocks. They're carried carelessly. The latest fashion says these gloves should be worn in a half-size larger than other gloves so they'll wrinkle down 'round the wrist.

Fall shoes and stockings
Blend shades of brown.

The purse that is smartest is as large and as flat as possible. But the correct vanity case is small and often cylindrical.

Dancing Frocks

For Formal Parties

Feminine dancers at the Military Ball of West Point Cadets chose first the frock of chiffon because it was the fabric made for evening and dancing and youth. Here, too, at Kessenich's chiffon finds favor—pansy shades, white chiffon with a glimmer of beads and others in soft pastel shades. Especially charming are the ombre shaded dresses, ostrich and lace trimmed. All are moderately priced.

\$35 to \$69.50

Sweaters

that appeal to the college girl

Two new sweater types that are popular this Fall are: the boyish cricket sweater and the brushed wool jacquette with a sheared wool collar.

A smart sweater for the college girl is the "cricket" sweater—a slip-over with a V neck and striped at the neck, cuffs and bottom. In tan, brown, green, tangerine and poudre blue.

\$3.75 to \$7.50

The jackets with collars of sheared wool have pretty borders. The colors are new and beautiful—shutter green, tangerine, buck and Chinese red.

\$9.50 up

A PEASANT BLOUSE FOR THE FALL SUIT

Quite the daintiest of blouses are these over-blouses of fine white voile with round necks and bishop sleeves. Bright smocking trims the neck and cuffs. Blouses also of crepe de chine.

LAND ECONOMICS JOURNAL PLANNED

Institute Directed By Proff.
Richard T. Ely Publishes
New Quarterly

A new publication devoted to the economic aspects of the utilization of land and the regulation and administration of public utilities, will make its appearance in November as the official publication of the Institute for Research in Land Economics and Public Utilities, of which Dr. Richard T. Ely, professor of economics, is director. It will be called "A Journal of Land and Public Utility Economics," and will be published quarterly in February, May, August, and November.

Among the subjects scheduled for early issues are: "Forecasting Land Values"; "Factors Determining the Extent of Home Ownership"; "Taxation of Land"; "Farm Mortgage Interest Rates in the D. S.," "What is a Public Utility?"; "Standards of Valuation as Applied to Public Utilities"; "The Significance of Tax-Exemption to Public Utilities," "Local Accumulation of Capital"; "The Utilization of Land"; "Farm Tenancy in the U. S.," "Studies in the Public Leasehold System in the U. S.," and "Customer Ownership of Public Utility Securities."

The plan and scope of the new quarterly is summarized by the director: "Our plan is to focus attention on the economic principles and problems of land utilization and public utility operation. Leading articles will embody the results of research by members of the institute. Contributions will be solicited from men actively working in the field, whose experience and thought should be made available for the benefit of all."

"There will be sections in each issue which will chronicle and comment upon the latest and most important legislation and court decisions relating to land and public utility economics, will summarize the results of research and experiment, and will review and criticize the current literature in the field."

CARDINAL AND STRAND PLAN VARSITY MOVIE

(Continued from Page One.)

and we will try to provide only the best news events and happenings."

A few films of the sort were exhibited last year with good success and A. P. Desormeaux, manager of the Strand, was convinced that the system warranted a more extensive trial this year.

Plan One Act Play

"Most of the films shown last year were about 100 feet in length but we plan to run longer films this year, and at regular intervals, possibly every week later in the year," Mr. Desormeaux announced.

"The Strand is very glad to make this arrangement with the Daily Cardinal in running these pictures and we believe they will be one of the most novel series yet exhibited by any college or university."

Tentative plans have been suggested for a short one-act play to be presented by one of the campus dramatic clubs late in the year. A part of the scenery building for the Haresfoot club and rehearsals of the Wisconsin players were also mentioned by Dr. Diemer.

For Student Benefit

"The Daily Cardinal believes that the films will be an excellent means of putting the campus on the screen for the primary benefit of the students," Robert D. Casterline '25, business manager, said yesterday. "We are glad to be able to offer such service to the students."

Casterline also stated that it is probable that films of the collection of news and advertising and the making up of the Daily Cardinal will be shown sometime during the year. Various still photographs

have been made of the printing of the paper but heretofore it has not been made possible to get moving pictures of the composing rooms and the presses.

County to Observe Milk Week Soon to Boost Product

Dane County Milk Week will be observed from Oct. 27 to Nov. 1, according to present plans of the committee which is headed by John S. Donald, Madison, of the college of agriculture. Window displays, milk week lunches, poster and song contests and educational features are the big events arranged for the days following the National Dairy show to be held in Milwaukee.

Miss Gladys Stillman, milk specialist of the agricultural college, T. S. Thompson and Eleanor Weisman, county school superintendents; Gertrude Burnson and Lynda Trisch, county nurses, will direct the educational work of the week. Other committeemen who will act in the surrounding villages and towns are: Jorgen Moe, Mt. Horeb; Carroll Ingels, Middleton; F. M. Marsh, Stoughton; Mrs. Thomas Ryan, Sun-

Prairie; M. C. Kelley, Belleville; H. R. Burr, Waunakee; Rev. O. J. H. Preus, De Forest; Lloyd Mull, Cross Plains; Fred Stuby, Black Earth; M. W. Showers, Mazomanie; A. E. Melster, Cambridge; H. B. Farg, Deerfield; C. A. Ruff, Oregon; B. A. Allen, McFarland; S. A. Hannes, Perry; A.

D. Miller, Verona; I. J. Witte, Cottage Grove; Rev. Joseph Hausner, Dane; H. L. Sawyer, Windsor; Miss Mary Connor, Token Creek.

—Varsity Out Thursday—

DANCE LOVERS

Ev'ryone With the Dancing Sense

IS LEARNING AND DANCING

THE "COLLEGIAN" FOX TROT

and

THE "WIHSWER" WALT^{5/8}

THE LATEST DANCE CREATIONS

Just returned from a 2,500 mile tour of the East and the most select and exclusive dance retreats and obtained all the latest dance creations. In New York at the Strand Roof, Pennsylvania Roof Garden, Clover Gardens, Hotel Des Artistes, and Hotel Commodore everybody is dancing these dances.

In Chicago at the Trianon (The World's Greatest Ballroom), College Inn, The Rainbow, Edgewater Beach Hotel, Drake Hotel, Terrace Gardens, and The Stables, everybody is dancing these dance steps. If you wish to be the "Best Dancer" at your Sorority, or Frat Parties, and

If you wish to dance all the latest steps with that easy and graceful style, join my

Classes for Adults Tues. & Thurs. 8-10 P. M.

Private Lessons Daily

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OR LADY ASSISTANTS

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Now Serving
Dainty Salads
Sandwiches
and all
Ice Cream Dishes

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Daily
Fri. and Sat. till 12:30 P. M.

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We carry a large stock of used cars, ranging in price from \$25 up.

Also a large stock of used auto parts at less than half the price of new ones.

Give us a trial when you are in need.

We have the part you want

D. P. EGAN

The Home of Used Cars and Parts
732 E. Washington Ave.

Phone F. 3379

This store needs a name

HELP! HELP! HELP!

There's a new store opening today at 658 State Street; a haberdashery for college men that will show nothing but the newest ideas in things well-dressed young men are wearing.

\$25.00 for a NAME

This store's ready now with all that's new in hats, caps, shirts, neckwear, collars, belts, hose, and underwear. We want you to come in and look it over. It's going to be your store, so we want you to give it a name. \$25 cash is yours if you do it.

HERE'S HOW

Step inside our door, write your suggestion on the blanks we furnish and drop it in the NAME BOX. That's all—no obligation—no restrictions—just a good chance to make \$25 easy.

**VOTE EARLY AND OFTEN!
CONTEST CLOSES WED., OCT. 1ST**



658 State Street



They were coming from the sorority tea. Betty looked enviously at the smart appearance of her sister. As if in answer to her unvoiced question, her sister said to her:

"Betty, I've been in Madison more than a year, and I didn't discover until yesterday where the girls buy some of the stunning things they wear."

"Do you like this dress? I had such fun choosing it."

"I bought it at Simpson's, a shop that handles lovely things in individual models from New York and Paris. They specialize in styles for college women, and really, you can find the smartest things."

"Yes, it's one of Madison's oldest stores, just next door to the new Belmont hotel."

And Betty answered: "You're a peach to tell me about it, I'm going down tomorrow after my 3:30."

FRIENDSHIP FUND HELPS STUDENTS

150,000 Foreign College People
Aided By American
Drives

"Stronger than treaties" is the way that the work of the Student Friendship fund has been described in a report sent out by the executive committee from the headquarters of the World's Student Christian federation to American student bodies that have done their share in making the work a success.

The students of 42 nations have participated in this enterprise, which was begun in 1920 to help the students of Europe finish their university courses as a preparation for the enormous tasks of reconstruction awaiting them since the war. The giving of help by students for students has developed good will and friendship of deep significance, 150,000 students out of a total of

five hundred thousand in the universities of Europe have received some sort of direct help which made it possible for them to continue their studies. This relief has been given without regard for race, creed, nationality or political affiliation. It has been a matter, not so much of the relief of actual suffering as the giving of those things which will help the students to help themselves.

Last year during the Student Friendship drive here, a total of \$3,000 was subscribed, and large quantities of clothing were collected and sent. During the week of the drive, Miss Margaret Quaylo, who has been in Europe working with these students, spoke on her experiences before large audiences of students.

Some of these self-help enterprises mentioned in the report are student kitchens, distribution of clothing, student hospitals and dispensaries. Seldom, however, has anything been given without some returns on the part of the students, sometimes as nominal fee, some times work. This is to develop the feeling of self-dependence.

Lutheran Students

WELCOME TO

Calvary Lutheran University Church

Over the Co-op

REV. AD. HAENTZSECHEL, Pastor

Bible Class 9:45
Morning Service 10:45
Social Hour 5:0

Mixer for Lutheran Students
Saturday Night at 7:30
Games and Refreshments

NETHERWOOD'S

519 State St.

The Student's Supply and Stationery Store

Where you will find a complete line of
Engineering and University
Supplies

We have the Best Values in
Typewriter Papers in Madison

We have recently installed a complete Fountain Pen repair department which is operated in charge of a trained repair man. All work guaranteed and done at reasonable prices.

Make our store your
stationery store

NETHERWOOD'S

519 State St.

KANSAS CO-EDS MUST SWIM TO GRADUATE

LAWRENCE, Kans.—Freshmen co-eds in the University of Kansas will be compelled to learn how to swim, before being able to obtain a degree. This is the first time that this regulation has been made compulsory for women, although it has long been a requirement for men students.

Expects Many Fires So He Has Trucks Inspected

Fire Chief Charles W. Heyl is not going to be caught napping. Tuesday morning the chief ordered the hook and ladder and all other fire fighting machinery of the department overhauled and inspected in preparedness for the ex-

pected cold snap and the attendant fires which result from sooty furnaces.

"I expect a boomer year," the fire chief said today.

SPARTA—Jacob Westfall, 88, is no run-about. He has lived at Minkey Roost, Monroe county, for 53 years, and in all this time he has been in only four adjoining counties.

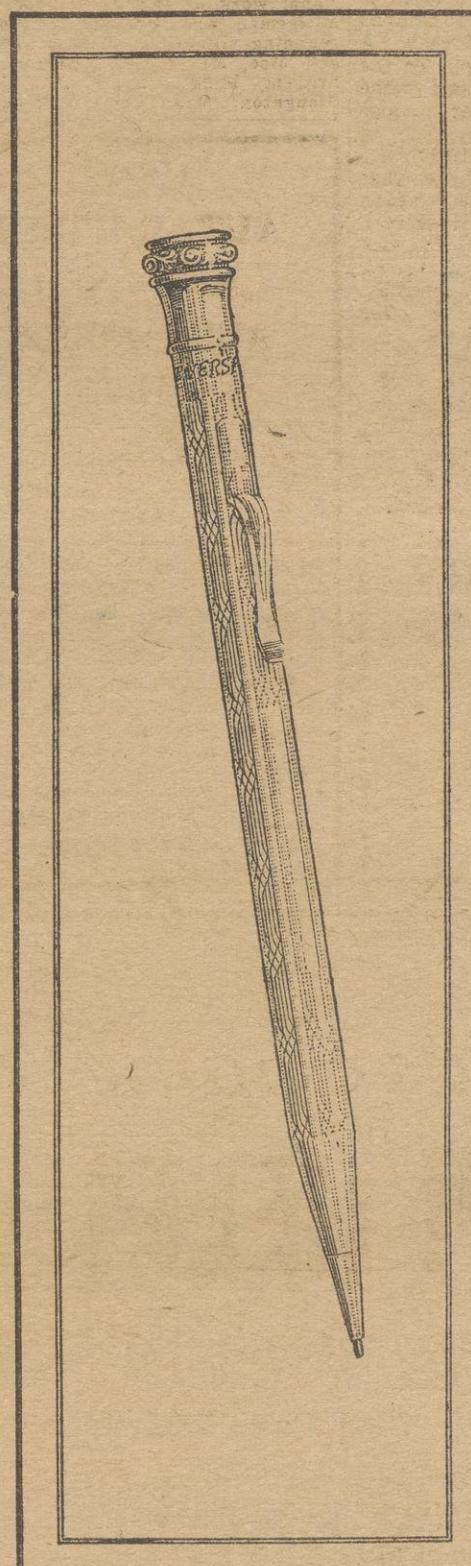
Permanent Waves Now

\$15.

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A

Memory Tonic

It is surprising how the ever-readiness of Eversharp prompts the jotting down of passing thoughts and facts—and how quickly the habit of "writing it down" improves the ability for accurate remembrance.

Six new features make Eversharp a finer writing instrument than before—non-clogging rifled tip, quick reloading, complete interchangeability of parts, are the most important.

Put a new Eversharp in your pocket. And for complete preparedness, match it with a Wahl Pen.

Prices \$1 to \$45, at all dealers. J

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Manufacturers of the Wahl Eversharp and the Wahl
All-Metal Fountain Pen

The New P E R F E C T E D WAHL EVERSHARP

RIDER'S PEN SHOP

CARRIES THE MOST COMPLETE LINE OF

*Wahl Pens and New
Perfected Eversharp*

650 State St.

World of Society — Notes of Churches

Announcement Made at Alpha Phi House of Several Weddings

Announcement has been made recently at the Alpha Phi house of the weddings of several alumnae.

Margaret Emery '22 was married in August to Harold Lighty. Mr. Lighty is a member of the Wisconsin chapter of Kappa Sigma.

Alice Freeman ex-'25 and Philleo Spaulding were united in marriage Aug. 15. Mr. Spaulding graduated from Princeton in 1922.

Margaret Titus ex-'26, of Fond du Lac, and Franklin Bunt will be married some time next month. The exact date of the wedding has not been announced as yet. They will reside in Madison.

Jane Baldwin ex-'25, of La Crosse, and Dr. Richard Lyons, of Los Angeles, were married this summer.

MATRIMONY CLAIMS ERSTWHILE STUDENTS

Another summer wedding of interest is that of Adeline Briggs '21 to Carl Hohlfeld '23. They are living at 137 East Wilson. Mrs. Hohlfeld is a member of Kappa Alpha Theta, and Mrs. Hohlfeld is a member of Phi Gamma Delta. The marriage of Mildred Klann '23 to Otto Knecht '22 was also recently announced at the Kappa Alpha Theta house. They are living in Milwaukee. Mrs. Knecht is a member of Kappa Alpha Theta and Mr. Knecht is a member of Phi Kappa Sigma.

ALL STUDENTS INVITED TO CHURCH FUNCTION

The Luther Memorial Students' association will entertain this evening at a party for all university students, in the basement of the church. All university students are cordially invited. Refreshments and entertainment will be furnished.

Real Estate Men Have Large Class In Land Economics

Sixty real-estate men have signed up with Prof. H. B. Doran for his course in real estate, which is being offered this semester for the first time by the department of economics in conjunction with the Institute for Research in Land Economics and Public Utilities.

The course, which carries three credits and is listed as economics 194, is being conducted by Prof. Doran, assisted by A. J. Mertzke of the Madison Real Estate board, and is intended as a general and comprehensive survey of the nature and scope of the real-estate business, as well as a detailed study of the transactions and practises in that field such as organization, sales, brokerage, advertising, leases, bonds, mortgages, building operations, and real-estate valuations.

There are two lectures and one discussion a week.

The course in urban land economics, given by Professors Doran and Glaeser during the second semester is intended as a continuation of the real-estate course and will deal only with the purely economic aspect of the subject.

LATHROP HALL GETS NEW TYPE OF CHAIRS

Fifty new steel corrective chairs with leather backs and seats have been installed in the lecture room at Lathrop hall. The chairs are adjustable to fit any height and are supplied with an adjustable but stationary writing arm. And comfortable—the seven points of good posture are correctly observed when sitting in these chairs. Strain is eliminated and with it sleepiness flees. This is the only lecture room on the campus to be so equipped. The walls and ceiling of the lecture room have been redecorated in cream, adding to the attractiveness of the room.

Death Takes Brother and Sister Same Day

NEW LISBON, Wis.—Within a few hours after the death of her brother, Robert Marshall, 73 years old, for many years resident of New Lisbon, Mrs. James Northcott, 69 years old, of Fountain, died from heart disease. Mrs. Northcott was one of New Lisbon's first school teachers, following that vocation here many years.

MARGARET CHORLOG WEDS ARTHUR NELSON

The wedding of Margaret Chorlog '25, of Madison, and Arthur Nelson '23 was announced at the Chi Omega house Tuesday night. The wedding took place at Rockford, Ill., on Aug. 19. Mrs. Nelson will graduate this year. She is a member of Chi Omega. Mr. Nelson is a member of Delta Sigma Pi, and is employed in the insurance business in Madison.

Names of Several 1945 Prospective Frosh Received

Mr. and Mrs. Edmund Purnell Strothman announce the birth of a son, Edmund Purnell Jr., on Aug. 16. Mrs. Strothman is an A. O. Pi, and Mr. Strothman a Chi Psi who graduated from the university in 1923.

A son, Orton Mann, was born to Mr. and Mrs. Lewis Mann in August. Mrs. Mann was Taulon Orton before her marriage. She was an Alpha Phi here while attending the university.

Mr. and Mrs. Gunnard Gunderson announce the birth of a son, Gunnard Gunderson Jr., in July. Mrs. Gunderson was Mary Baldwin '23 and was a member of Alpha Phi.

PRESBYTERIANS WILL GIVE HIKE TOMORROW

New students at the university will be given a chance Friday afternoon to get acquainted with the delights of Picnic Point and with a number of the more popular college songs.

Presbyterians and their friends will hike to Picnic Point Friday afternoon, where after supper around the campfire, the new students will be taught the college songs that play such a large part in Wisconsin spirit.

All those who wish to attend the picnic are to meet at Presbyterian student headquarters, 731 State street, before 4:30 o'clock Friday afternoon.

CHRISTIAN CHURCH TO GIVE 'HOME GATHERING'

The Christian church is holding a great "home gathering" at the church next Sunday, Sept. 28. All members of the church are cordially invited to come and bring your friends. Students and faculty are especially invited.

St. Francis Students Form New Feature In Campus Religion

An interesting experiment in religious work on the campus of the university has been undertaken by the Episcopalian students. Ceasing to be a society or religious club, last spring they organized themselves as a student church. Services are now being held by students and for students in the chapel in Saint Francis house, and the other activities are very much increasing this fall.

At the dinner and banquet last night the Girl's council undertook to continue its community Sunday school at Lake Edge Park. The Brotherhood of Saint Andrew will continue to run churches in Evansville and Mazomanie.

A reception for all Episcopal students, both new and old, particularly to welcome the freshmen, will be held in Grace Church Guild hall on Capitol square on Friday night at 9 o'clock. Every freshman registered as an Episcopalian has already been called on by the student members of the organization and by the pastor. With Walter K. Morley '25 and Stedman Woodward '25 as wardens of the church, Charlotte Hanna '25, as head of the Girls' council, and John Rabbe '27, secretary of the Brotherhood of St. Andrew, Episcopal students have an effective organization.

Informal parties for freshmen were held at the St. Francis house on Saturday and Monday nights with games and dancing which proved to be hilarious times. At the usual Sunday night suppers, held last Sunday night, the program consisted of a playlet, "Sonia Coughs," written by a former instructor in the department of English in the university, and a violin concern by Mr. Otto Toenhardt '26 with Miss Rigmor Estvad as an accompanist.

RECENT ENGAGEMENTS ANNOUNCED BY PHI MU

Announcement has been made at the Phi Mu house recently of the engagement of Alice Martin '24, of Kaukauna, to E. J. Young, of Madison; and of the engagement of Anita Bechtel '25, of Milwaukee, to John Kunkel, also of Milwaukee.

FORT COLLINS, Colo.—The freshmen women at the Rocky Mountain agriculture college have also donned the green, and are now wearing freshman caps.

HOLTON'S

America's Greatest Band Instruments

EXCLUSIVE AGENTS

JOE MAES MUSIC SHOP

218 State St.—Second Floor

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Also Complete Line of Drums, Banjos, Reeds and Accessories for All Instruments

FREE!

Free, \$10.00 in trade given to the three persons getting the greatest number of words from "Badger Beauty Shoppe." First prize is \$5.00, second prize \$3.00, and the third prize is \$2.00. The contest is to start today, Sept. 24, and to end Oct. 3rd.

Mail or bring your lists to the

Badger Beauty Shop

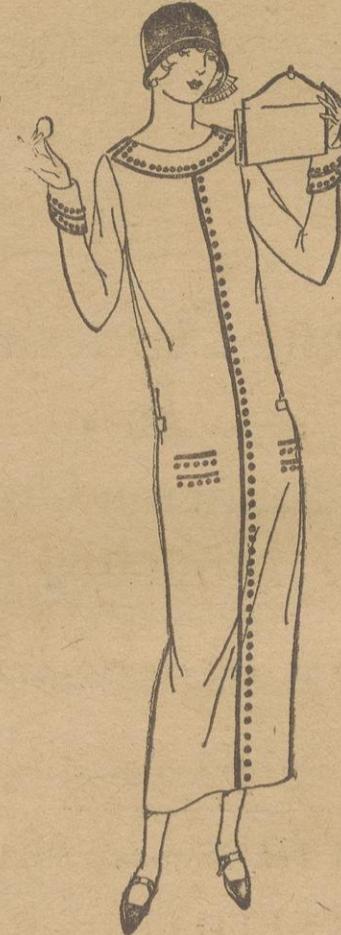
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UNIVERSITY WOMEN PREFER KRUSE'S

FRED W. KRUSE CO.

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"The Simple Frock Corner"

presents

FOUR COLLEGIATE FROCK FAVORITES

New French Flannels \$27.50

New flannels in plain, checked, striped or plaid effects. Ideal for school, sports or dress.

Smart Charmeuse and Twills \$29.50

Smart wool dresses in the new styles and colors. Others at \$22.50 to \$35.

Satin, Failles, Bengalines \$29.50

These silk dresses are just the thing for informal wear. In the new styles and colors.

Wool Jerseys \$19.50

Wool Jersey, again a favorite for classroom and sports. In the new styles and colors. Other jersey dresses from \$12.50 to \$27.50.

EDUCATION STAFF ADDS NEW MAN

Prof. A. S. Barr of Detroit Will
Conduct New Courses in
Department

Prof. A. S. Barr, supervisor of instruction and assistant superintendent in charge of instructional material at Detroit, has been added to the department of education faculty. Professor Barr is especially well equipped in methods of teaching and supervision having been very successful in the organization administrative problems arising in the handling of the teaching staff; the making of programs, schedules, time allotments; the administrative management of pupils; attendance organization, classification and promotion; the management of extra-curricular activities; and community relationships.

very successful in the organization of work for supervisors in Detroit, Prof. W. L. Uhl said yesterday.

The work of the courses, "Technique of Instruction" and "Principals of Education," formerly given by Professor Uhl have been divided, Professor Barr giving the former and Professor Uhl retaining the lat-

"Measurements in High School," deals with the use of tests for the improvement of instruction in the junior and senior high schools, the selecting, giving, scoring, tabulating, presenting, and interpreting of results; and the use of tests in classification, diagnosis, experimentation, measurement, and guidance of

and Professor C. H. Retaining the latter course.

This division has permitted the addition of three new courses.

tion, measurement, and guidance pupils. A critical survey of the available secondary school tests and scales is also given.

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—
—

University Cafeteria

Dining Rooms for Groups

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Home Made Meals

We Serve Regular Lunch and Dinner

Tables Reserved for Parties

Afternoon Tea—Sunday Night Supper

KOPPER KETTLE—417 STATE ST.

11. *Leucosia* (Leucosia) *leucostoma* (Fabricius) (Fig. 11)

Soiled Dresses, Suits, Blouses, Skirts And Dainty Clothes

can be quickly restored to their original fine appearance by our modern and expert cleaning service

The Pantorium is well known for its expert workmanship in cleaning and repairing. Satisfaction is guaranteed

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PLAN WEST TOUR FOR LA FOLLETTE

Progressive Leader Will Strike
at Coolidge in Central
States

WASHINGTON, D. C.—Making it plain in his New York speech that he will aggressively attack the administration of President Coolidge and make the accumulated wrongs of the Wilson and Harding-Coolidge regimes his target throughout the campaign, Sen. La Follette is preparing to invade the Middle West.

"Bob's" New York speech has left no illusions in the minds of old party managers that he can be put-and-kept-on the defensive in this campaign.

La Follette will not hesitate to take issue with the old parties on the court question, but he will not permit it to obscure the issues on which he is a candidate. He is ready and willing to defend his proposition for submitting the question to the people, but he will confine the body of his speeches to discussions of Progressive plans for farm relief, railroad rate reduction, curbing of monopoly and profiteering and "bringing the government back to the people."

If the senator finds that he can keep up the exacting pace demanded on the stump in a national campaign, it is possible he may speak soon at Chicago or Kansas City and may jump from the Middle West to the Pacific Coast. He has been invited to speak this month before the Southern Commercial Congress at Atlanta, Ga.

The Republican leaders here now concede they are hard-pressed by the La Follette movement in the Middle West. They are disturbed over reports from Illinois, Michigan and Ohio. In those states the Progressives have succeeded in a few months in building up effective organizations. Labor is almost solidly for La Follette in the cities and the farmers are dissatisfied with the policies of the administration toward agriculture. The only hope the Republicans have to carry these states lies in the exceedingly slim possibility that they may "scare" the farmers with cries of "Socialism."

In his first speeches in the Middle West La Follette will elaborate upon his plans for reviving agriculture. He has always taken the position that agriculture cannot be restored to permanent prosperity while the government leaves monopoly unchecked. In the present emergency it is believed he will favor reduction of railroad rates, and the calling of a special session of Congress to consider the McNary-Haugen bill, the Norris-Sinclair bill and other measures. The senator will probably favor the perfection of these specific measures by amend-

ment but endorse the principle of government aid to create a marketing system under the cooperative control of the farmers.

The fact that Sen. La Follette did not, in his New York speech, make any reference to the speech delivered by Gen. Dawes at Milwaukee has left the Republican leaders guessing. They had hoped that La Follette would reply to the speech and launch a counter attack on the Republican candidate for Vice-President.

Those close to Sen. La Follette say he will not mention Dawes' name from the beginning of the campaign to the end and will treat his bitter personal attacks as unworthy of notice.

The Wisconsin senator will only be following his usual precedent in avoiding personalities, but at the same time it is believed he will not hesitate to single out President Coolidge for further criticism for his acts as a member of the administration.

In 1911 La Follette took the stump as a candidate for the Republican nomination against President Taft. He levelled his shafts against White House policies and his campaign was so effective that Roosevelt was encouraged the following spring to oppose Taft in the Republican primaries. Throughout President Wilson's administration, La Follette criticized White House policies and he is expected to pursue the same tactics in his treatment of the present administration.

The effort of Old Guard leaders to put La Follette on the defensive will be followed up in the last weeks of the campaign by a concentrated attack upon government ownership, as a national policy. The La Follette platform does not advocate government ownership of the railroads as an immediate policy. It advocates repeal of the Esch-Cummins Law, enactment of the Howell-Barkley bill, and other measures contemplating private operation, and simply declares for "government ownership as the ultimate solution of the railroad problem."

La Follette will probably subordinate the corruption issue to a place where it can be cited merely as an evidence of "control of the government by special interests."

The Progressive managers at the Capital are convinced the line of strategy adopted by the senator will hold his following in the West and win heavy support from the old parties in Middle Western and Eastern territory.

SAN SALVADOR—Negotiations for an armistice between the government and revolutionary forces in Honduras have been started and the advent of peace is near, advises said.

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The Co-op

ALL PROFITS RETURNED TO MEMBERS
BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER

Row In the Wigwam but Squaw Won't Prosecute

MENASHA, Wis.—When John King, Indian resident here, drinks firewater, he gets mean. His squaw can testify to this. Mrs. King is in Theda Clark hospital with a broken wrist as an indirect result of her big chief's spree. Police arrested King, but re-

leased him when Mrs. King refused to prosecute.

WAUKESHA, Wis.—The bodies of Jerry Harrison, and his cousin, Paul Mills, youths who were drowned during a sudden windstorm in Muskego lake, have been recovered. That of Harrison was recovered late Monday night and that of Mills this morning.

Mowry Lauds Police For Good Traffic Work

Don Mowry, secretary of the Association of Commerce, has addressed a letter to the Madison police department, congratulating its members on the efficient manner in which they handled traffic conditions during the Fall Opening.

BROWN BOOK SHOP

ESTABLISHED 1911

NEW ADDRESS: 623 STATE STREET
SOUTH SIDE OF STREET—OPPOSITE LAWRENCE CAFE

It's the same "old book shop now just a few steps from 'the hill'"

Used Text Books a Specialty

Student Supplies—Fountain Pens—Pencils—Price-Books

Fair prices and friendly service. Our sales checks are worth 10% on purchases of supplies and used books.

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FREE!

A bottle of fountain pen ink with every pen.

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A filler with every "I-P" price-book.

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A lead refill with every pencil.

We carry a large line of used and new texts, outside reading, Everyman's Modern, and world classics, pocket editions, classics, standard authors, fiction, dictionaries, encyclopedias, Bibles, gift books, etc.

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Three Student Specials

Our Famous No. 21 Typewriter Paper, Per Ream (500 sheets)

70c

A strong, durable bond of good weight for pen or typewriter. Size 8 1/2 x 11.

The Vulcot Waste Paper Basket

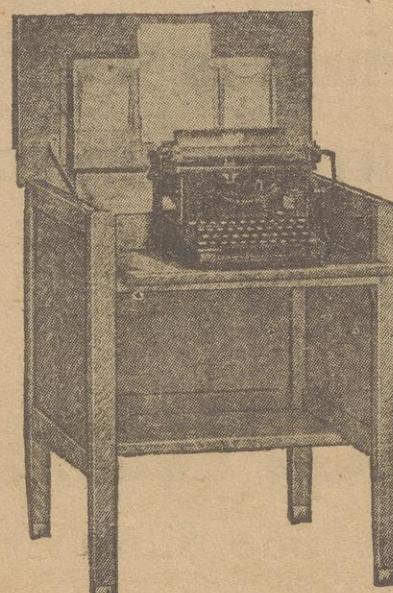
Guaranteed for 5 years. Light, completely enclosed; fire resisting.

The \$1.40 size this week only.....\$1.00

The \$1.50 size this week only.....\$1.25

The \$2.50 size this week only.....\$2.00

Other baskets (metal) 60c and up



Combination Type- writer Cabinet and Working Desk

Occupies floor space 25 inches square. Is a working desk, table, and dust proof typewriter cabinet all in one.

Regular price \$29.75—This week

\$25.00

Come Down Town for Right Prices
and Real Service

1,000 STUDENTS JOIN THE CO-OP

Local Co-operative Store Paid
15 Per Cent Rebate to
Members Last Year

One thousand students so far have joined the Co-op this year, according to Mr. E. J. Grady, manager. Last year more than 2,200 students shared in the 15 per cent rebates that were given.

All the second, third, and fourth year people around the campus know and use all the advantages of the Co-op but it is probably a new idea to the thousands of new students. Such stores run especially for students are conducted in many of the larger schools all over the country and follow the same general plan.

The Co-op here at Wisconsin is open to any student who wishes to join. When he purchases a \$2.50 fountain pen he is given a share in the store. Then whenever he buys books, ties, slickers, blotters—anything, it is recorded under his name. At the end of the year, after all the necessary expenses have been paid, the profits are divided in the form of merchandise among all the students who have been buying goods there under a number during the season.

Edgerton Girl Now Has Chance to Recover

EDGERTON—Miss Elizabeth Mabie, who was seriously injured in an automobile accident on the Edgerton-Janesville road, is slightly improved, according to officials at the hospital. It will be several days before she is out of danger.

Charles G. Dawes To Speak in City At 3:30 Saturday

Brig.-Gen. Charles G. Dawes, republican candidate for vice president will speak in Madison on Saturday afternoon at 3:40 o'clock according to T. P. Abel, head of the Coolidge-Dawes campaign in the state.

Mr. Dawes will arrive here from Portage where he is scheduled to speak at 2 o'clock. Immediately after talking here he will go to Stoughton where he is scheduled to arrive at 4:30 o'clock.

Wisconsin Awarded Judging Honors at Iowa Dairy Show

WATERLOO, Iowa.—Wisconsin University won the collegiate judging contest yesterday at the opening day of the fifteenth annual dairy cattle congress with a score of 1,548 points.

Ohio had 1,501 points; Illinois 1,497; Nebraska 1,449; Minnesota and Texas each 1,436. The opening day crowd was equal to other years.

Sparta May Get Troops For Summer Encampment

SPARTA, Wis.—Efforts of Sparta citizens to bring troops here for summer encampments at the military range at Camp Robinson, have been fruitless the last few years, because of the quantity of high explosives stored on the ground by the agricultural department, but now it is understood that all explosives will probably be removed before May 1, 1925.

San Paulo is the most progressive and richest of all the states of Brazil.



"It Depends Upon Your Type"

Jerrems tailored clothes for gentlemen who demand that their clothes reflect their individuality. It is only possible thru that painstaking care that makes a fine art of tailoring.

The new colors for Fall are "London Lavender," "Tuscan Gray" and "Windsor Blue." And as usual, Jerrems are now showing a complete assortment of all the authentic fabrics.

Unusual Values at
\$60, \$65, \$75 and up

Why not order extra knickers for Sport wear with your suit?

Overcoats, ready-to-wear and made-to-order,
and

Don't forget—Evening Clothes for the Social events this Winter—Jerrems tailors them correctly.

Raccoon Coats, Leather Sport
Jackets, College Type Silk
Mufflers, and Imported Golf
Hose.

Jerrems
FORMAL • BUSINESS
AND SPORT CLOTHES

71 E. Monroe

324 So. Michigan Ave.
CHICAGO

7 No. LaSalle

Student Dances at the STUDIO

Friday and Saturday
evenings—every week.

Featuring Jess Cohen
orchestras, under the
personal direction of
Jess Cohen himself.

Wonderful music and
a beautiful place to
dance.

The STUDIO

(Formerly Boyd's Studio)
At 237 W. Gilman St. Madison, Wis.

Make Your Food and Algebra Mix!

Now that you've registered and made your last trip from the Registrar's to the Bursar's—to the fourth floor of Sterling Hall—to the gymnasium to Ag Hall to—well, it's all over anyhow!

But have you considered what you're going to eat in order to get the better of Algebra or French or History?

Miss Simpson, University Cafeteria dietitian, will help you keep at par physically through a series of "Health Hints" beginning with today's advertisement. Read them, and whether you eat at the University Cafeteria or not, they will help you to make your food and algebra mix!

Sue Simpson

Continuous Breakfast Service—
7:15 to 11:30 (at the Fountain after 8:30)
Noon Luncheon—11:30 to 1:00
Evening Dinner—5:30 to 7:00

The University Cafeteria
LATHROP HALL

ELY TO CONDUCT TWO NEW COURSES

Classes in Real Estate and Land Policies Are Arranged

Recognizing the need of scientific information about economic aspects of American agricultural policies, the Institute of Land Economics and Public Utilities at the University of Wisconsin is offering three new courses this year on topics dealing with land economics. Dr. Richard T. Ely, director of the institute, will conduct two of these, real estate and land policies, while a course in history of public land policies will be given by Prof. B. H. Hibbard.

Last summer two 17-week courses in land problems were given at Chicago and Madison, the former by Dr. George S. Wehrwein, of the university acting under the auspices of the Y. M. C. A. School of Commerce, and the latter by H. B. Dorau, of the university, but backed by the Madison Realty board. At Chicago 45 persons availed themselves of the work and at Madison 40 attended.

The Chicago course comprises part of a standard two-year curriculum adopted by joint conference between the institute, the National Association of Real Estate boards, and the United Y. M. C. A. Schools of America. The local course followed the adoption of a resolution requiring the course or its equivalent before board membership is granted.

1,900 STUDENTS USE BRANCH BANK

Charge Five Dollars For Checking Account For School Year

There are now approximately 1,900 students listed on the checking account of the Branch Bank of Wisconsin.

The first Branch Bank of Wisconsin established in 1906 to accommodate the university students and faculty. No profit was expected from the checking account; it was a matter of service. Until the last few years there were no charges on checking accounts as they were able to stand for the loss occasioned by this free service to the student body.

A student who desires to start a checking account now takes out a signature card and carries it with him for identification. He also signs the ledger sheet so as to prevent forgery. Then the deposit is made. If the check is on an out of town bank the student is not allowed to issue checks for a few days so as to enable the bank to have the check honored by the bank it was issued on. A charge of \$5 a year is made for handling accounts for the school year. If fifty dollars is kept in the bank the entire school year the \$5 is refunded at the time of the removal of that money.

Checking accounts are wholly to the advantage of the students. They can keep track of the expenses to the cent. It also helps the banks of Madison by eliminating checking accounts on out of town banks.

Madison Expert Probes Alleged "Moon" Death

WAUSAU—County officials are investigating the cause of the death of James Koppa, 20, whose body was found Sunday in a barn in the Gensman orchard, town of Maine. With companions Saturday night he took part in a charivari, and with the money, it is said, the party bought moonshine and drank it. Koppa left his friends and started for home, apparently in good health. Autopsy showed that death was due to congestion of brain. The contents of his stomach and other organs were sent to the state laboratory at Madison for analysis.

Harvard Has Increased

Enrolment in 289th Year
CAMBRIDGE, Mass.—Harvard university began its 289th year when classes opened on September 23. Although figures have not been compiled, a slight increase in the student body is expected.

Temporary Abode
As House Nears Completion
Members of the Acacia fraternity are residing at 707 W. Dayton street while their new house on Langdon street is being completed. It is expected that the house will be ready for occupancy by Christmas.

RATES
Rates 1½ cents per word or 35 cents per column inch. Minimum charge 25 cents. Contract rates also.

Classified Advertising

IN THE CARDINAL
Reaches Every Student

PHONE B. 6606
Ads must be at Cardinal office, 752 Langdon St., by 5 o'clock of preceding day.

LOST—Eta Kapper Nu key, initials on back are F. K. L. Reward. Call F. 319. 3x23

LOST—Ten dollar bill on State street or in Co-op. Please return to Alice La Boule 708 Langdon St. 1x25

LOST—Pair of glasses in black leather case. Call F. 3200.

LOST—A small coin purse between Music Hall and Phi Psi House. Contains valuable keys. Return to Cardinal office. 3x25

LOST—Last week Chi Omega pin. Name Harrington. Phone F. 155. 6x25

LOST—Chi Phi pin. Phone F. 200. Reward. 2x25

WANTED

WANTED—Man student to take board one block from campus. Call Knowles B. 171. 3x24

WANTED—Washings and Ironings. Private home work, soft water, clean surroundings. Reasonable. 29 E. Dayton St. Fairchild 1627. tfx23.

WANTED—Student salesman for special sales work among students. F. 777.

Student waiters wanted. 323 N. Lake St. 2x25

FOR RENT

For Rent—Two nice reasonable private rooms 248 W. Gilman. Call B. 1749. 2x25

For Rent—One double room, private entrance to bath, 202 Bernard Court. Call F. 3040. 2x25

For Rent—Board and room 616 N. Lake. 10x25

For Rent—One double pleasant room S. G. A. or Graduate girls. 135 W. Gilman. B. 5549. 3x25

Single or double furnished room for boys. 204 Bernard Ct. F. 4043 Mrs. A. Barney. 2x25

For Rent—Furnished suite for gentlemen near University F. 3376. 1x25

For Rent—Two nicely furnished single rooms 1111 Spring St. 6x25

A large room for two boys. B. 3237. Mrs. Spencer, 1124 Drake St. 4x23

For rent—A large double room for women, well furnished, opposite Chadbourne. 919 University ave. 2x24

Three double furnished rooms, \$5. Breakfast if desired. 1215 Mound St., or call B. 6450. 3x23

Suite, pleasant double room, graduate girls. Victoria, Apt. E, 445 W. Gilman. F. 4029. 3x23

Single room with private entrance. 923 Spring St. 3x23

Modern apartment, 4 rooms and alcove, for housekeeping or rooming. Hot water heat, large sleeping porch, laundry, soft water. 915 University Ave. tfx23

For rent: Furnished rooms for ladies No. 309 and 301 N. Brooks street less than a block from University grounds. All modern conveniences. Terms very reasonable. Phone Badger 2171 and 2183. W-T-S.

For Rent: Rooming house, between University and square 12 rooms, 8 bedrooms, large dining and living rooms. Steam heat. Hanks Co. B. 6920—B. 6734 evening.

FOR SALE

FOR SALE—One Corona typewriter, practically new. Call F. 4018. 5x23

FOR SALE—Underwood typewriter, good condition, very reasonable, or will rent same. Call U. 293 during day. Badger 5778 evenings. 2x23, 29

EDISON FOR SALE—Mahogany case, with 113 well selected records. Perfect condition, all for half price. See Professor Gardner, Sterling Hall, or call B. 3934. 4x23

BUSINESS DIRECTORY

MORGAN'S MALTED MILK

MONEY LOANED
On diamonds, jewelry and articles of value, all business confidential.
Open Evenings
SQUARE LOAN OFFICE
We pay cash for your old clothes etc. 12x25

MADISON STEAM LAUNDRY
429—431 State Street
20% off on bundles brought and called for. WFSx25

Blanchflower
MADISON WIS.
JEWELER - 605 STATE ST
HIGH GRADE
WATCH & JEWELRY REPAIRING
ENGRAVING

Andrews On Asia Journey Safe In War Zone, Report

BELOIT, Wis.—A cable received here today by his parents, Mr. and Mrs. C. E. Andrews, announced that Roy Chapman Andrews, belit explorer, who is heading the third Asiatic expedition in search of the "missing link," has arrived safely at Peking from Urga, unmolested by China's civil war.

Take Testimony Today In Hartwig Divorce Case

The divorce action of Marion Hartwig against Victor Hartwig, which started Monday afternoon before Judge A. C. Hoppmann was continued in superior court Tuesday afternoon.

USED CAR SALE

UNUSUAL BARGAINS

30 CARS TO CHOOSE FROM

1918 Buick 6 coupe	\$300
1921 Ford sedan	225
New Ford coupe	525
1923 Ford roadster	275
1921 Maxwell touring	125
1923 Maxwell touring	500
1924 Maxwell coupe	900
1918 Oakland touring	65
Overland touring	150

These specials and others will be sacrificed to make room for storage customers.

SMART MOTOR CAR CO.

B. 5209 601 University Ave.

For Sale: Typewriter, Remington, Model No. 11. In perfect condition. New \$120. Will sell for \$55. Call B. 2753. 2x24

SERVICE

TUTORING—High school math. or Latin, or university math. (freshmen). B. 2168. 3x23

Board for students \$6 per week 36 S. Mills St. B. 3205 3x25

Reasonable board for girls. Call B. 2454 Fallows House 921 University Ave. 3x25

MEN'S SUITS STEAMED AND PRESSED

Valeteria Service 50c

PANTORIUM COMPANY
538 State St. B. 1180—B. 1598 12x25



Everybody will be reading this paper tonight and feel lots better tomorrow

Why? Well--

BECAUSE OF THE FACT

We're Doing Business Again

And we want you all to make this your shopping headquarters, once more. Our stock of men's and young men's clothing and furnishings is complete, very much so, with the latest and best merchandise on the market at the lowest possible prices.

SERVICE AND SATISFACTION GUARANTEED

We also do cleaning, pressing and repairing, the kind you will like. Our service department is at your disposal. We call for and deliver your clothes on time.

Suits Steamed and Pressed 50c

MINTZ BROS.

1307 University Ave.

Phone Badger 1056

MANY BANKERS MEET HERE TODAY

Representatives of 20 States
Attend Conference on Ag-
riculture in Madison

Representatives of fifteen and twenty states from all parts of the country will meet here Sept. 25 and 26 at a conference of the agricultural commission of the American Banker's association, D. H. Otis, agricultural director, announced today. The conference will include secretaries of state bankers' associations and chairman of agricultural committees of the national association.

Agricultural problems and activities in the various states will be

discussed at the conference. Director Otis announced. A demonstration has been planned at the Wisconsin College of Agriculture and a tour through the dairy region to Milwaukee.

The conference will open Friday, Sept. 26, with the following program: "Recent Discoveries in Nutrition," E. B. Hart, Wisconsin College of Agriculture; "The Effect of Direct Sunlight on Chicks," Prof. J. G. Halpin; "Reducing Feed Bills," F. B. Morrison, L. F. Graber, and A. L. Whiting; "Child Nutrition Research in Home Economics," Miss A. L. Marlatt; "The Relation of Weather to Crop Diseases," L. R. Jones; "Potato Mosaic," James Johnson; "Fundamentals of Cooperation," Prof. T. Macklin, and "Summation of Research in its Relation to the Purcell Bill," Dean H. L. Russell. All speakers are from the Wisconsin College of Agriculture.

States which have reported delegates to the conference include: Georgia, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Nebraska, North Dakota, Ohio, Oklahoma, Pennsylvania, Tennessee, and Wisconsin.

Friday night a banquet and open discussions of banker-farmer problems are planned. Saturday morning, those attending the conferences will start on a tour through the dairy section, going to Fort Atkinson, Oconomowoc and North Lake where Burton M. Smith, chairman of the agricultural commission, resides. The party will then proceed to Milwaukee. The conference will be preliminary to the opening of the annual convention of the American Bankers' association in Chicago, Sept. 29.

With a Distinguished Cast Including

WILLIAM RUFUS NORTHWAY, Baritone
ELSIE REINHART, Colorature Soprano

WILLIAM MITCHELL, Tenor
RUTH BETZNER, Contralto
AND A SUPERB SINGING CHORUS
Presenting

Friday Night and Saturday Matinee
Balle's Immortal Comic Opera

The Bohemian Girl Saturday Evening Verdi's Beautiful Opera II Trovatore

MAIL ORDERS NOW. All mail orders must be accompanied by check or money order, for the amount of the seats, plus 10 per cent war tax. Self addressed stamped envelope should accompany order. Seats will be mailed in the order of their receipt. Mail orders will be given preference.

The box office sale of seats will open today at 10 A. M.

SCALE OF PRICES
Friday and Saturday Evening Performances
MAIN FLOOR

First 10 Rows	\$2.50 plus war tax
Balance Main Floor	\$2.00 plus war tax
Loge Seats	\$2.50 plus war tax
Balcony Seats	\$2.00, \$1.50, \$1 plus tax
Main Floor—all seats	\$1.50 plus war tax
Balcony	\$1.50, \$1.00, and 50c plus war tax

PARKWAY

ALL — THIS WEEK — NOW

A Romance of the Tropical Isles that Will Thrill You

—With—

Richard Bebe And Dix Daniels

“SINNERS IN HEAVEN”

ALSO
LLOYD HAMILTON
The Funny Fellow in

“Good Morning”

PARKWAY ORCHESTRA

COMING NEXT SUNDAY

Adolph Zukor and
Jesse L. Lasky present
RUDOLPH
with
BEBE DANIELS
Lols Wilson
Doris Kenyon
Lowell Sherman

VALENTINO
in "Monsieur Beaucaire"

A SIDNEY OLcott PRODUCTION A Paramount Picture

WATCH FOR IT

Lon Chaney in "The Hunchback of Notre Dame" Now Showing at the Strand



STRAND
MADISON'S PHOToplay THEATRE DE LUXE

TODAY
AND ALL WEEK

The Most Sensational Screen Success of the Year!

Produced at a Cost of
Almost \$2,000,000

**The HUNCHBACK
of NOTRE
DAME**

With
Lon Chaney
Patsy Ruth
Miller
and
3,000
Supporting
Artists

TAKE
A TIP!

Attend the Matinee and
Avoid the Night Crowd.

ADMISSION

Nights and Saturday Matinee—Adults 50c
Matinee (Week Days) Adults 35c
Continuous Performances—1:00 to 11:00 P. M.
Shows Start—1:00, 3:00, 5:00, 7:00, 9:00 P. M.

NOTE!

MATINEE PRICES PREVAIL UP
TO 5:15 P. M. DAILY

STARTING SUNDAY
“IN HOLLYWOOD”
WITH
POTASH AND PERLMUTTER
COMING SOON
MILTON SILLS
—in—
“THE SEAHAWK”

MADISON



MERTON OF THE MOVIES

JAMES CRUZE
Production
STARRING
Glenn Hunter
WITH
Viola Dana

If you want to know what real screen entertainment is, See—"Merton of the Movies"

LOUISE FAZENDA In
“Dizzy Daisy”—A Scream!

MAC BRIDWELL Playing
“The Little Old Clock on the Mantle.”

Orpheum

Orpheum Circuit
THE BEST IN VAUDEVILLE

EVERY NIGHT 7:15 & 9:30 & BARGAIN MATINEES WED-SUNDAY MATINEE 3 P. M. TUESDAY & SATURDAY 3 P. M.
25-35 & 50c No Tax All Seats 30c No Tax

STARTING TONIGHT

A program selected with adroit discrimination from the vast amusement treasures of Orpheum circuit vaudeville.

Hughie Clark

AND CO., IN
“PAST AND PRESENT”
with

Tommy Monaco's Serenaders

ANTRIM & ADAMSON
“SUBURBAN LIFE”

E. J. MOORE
“Something New”

Direct From Italy

THE MEDINIS

Oddities on the Unsupported Ladder

PEDDICK & DE VERE
“Moments Artistic”

PATHE NEWS & TOPICS

DEL LOU
CHAIN & ARCHER

“OH I DID NOT”

How the Co-op Saves You Money



NE of the biggest problems at college—aside from worrying over freshman themes, doping out a chemical equation, or conjugating French and Spanish verbs forward and backward—is to provide yourself with the many things you need at the least possible expense.

The solution of that problem is to join the Co-op immediately.

A University Institution

The Co-op is as much a university institution as if it were housed in Bascom Hall. It is operated entirely for the benefit of the students. It is governed by a board of directors composed of three alumni, a member of the faculty, and a student. These directors serve without pay.

We have spent the entire summer in replenishing our stocks with the newest and best merchandise. We have bought carefully and in the quantities our experience has taught us to buy. We keep watch of the market and sell at the lowest market price. After salaries are paid and a reserve set aside for new goods, we return all profits to members in the form of a rebate. Last year the rebate was 15% of purchases.

Get the Rebate

A 15% rebate means that if you had bought one hundred dollars worth of merchandise on

your number during the year, when the rebate was declared you could walk in and get fifteen dollars worth of merchandise without paying for it.

How to Join---Practically Free

It really costs you nothing to join the Co-op. You pay \$2.50 for your membership, but this entitles you to a \$2.50 Parker, Waterman, or Conklin fountain pen free. Or your money can apply on a more expensive pen.

Buy Everything You Need

You can purchase practically everything you'll need through your whole college year on your Co-op number. We carry textbooks, drawing instruments, clothing, furnishings, some lines of women's wear, pennants, desk lamps, shoes, rubbers—but come in and see for yourself how well equipped we are to take care of you.

You will find in this store—your store—a complete stock of merchandise purchased with your needs in mind and for sale at prices as low or lower than anywhere else in the country.

Join Today

And so, after you have registered and before you buy one of the many things you must have, JOIN THE CO-OP and buy everything you need on your Co-op number.

You Must Be a Member To Get the Rebate

506-508
STATE ST.

The Co-op
ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER