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The Daily Cardinal

VOL. XXXV. NO. 201

UNIVERSITY OF WISCONSIN, MADISON, SATURDAY, JULY 30, 1927

PRICE 5 CENTS

Water Carnival Contestants Await Starter's Gun

GOVERNOR TO KILL BUDGET, FIELD HOUSE?

REPORT INDICATES THAT BOTH BILLS FACE "ZIM'S" AXE

Would Blame Excessive Appropriations; Call Special Session in September

Along with the passage of the field house measure providing \$300,000 for the construction of a new physical education building at the university and amendments, in the biennial budget the concurrence by the assembly, with for the university comes the rumor that Gov. Fred R. Zimmerman may veto both bills. It is said he will hold that the appropriations are excessive.

It is also reported that the state board of control appropriation may be hit by the governor's axe. The report, which came out late yesterday afternoon, further indicated that a special session of the legislature would be called in September.

Assembly Amends Budget

The field house bill was passed by the senate Thursday afternoon, 19 to 4 and was concurred in by the assembly, 54 to 6. It now awaits the action of the governor.

After passage by the senate, the university budget bill was concurred in by the assembly after that body had added an amendment which increased the appropriation \$11,000. This amendment must be concurred in by the senate before the measure goes to the governor.

Contrary to previous expectations, no attempt was made to carry on the fight for a new library by means of an amendment in the assembly to the regular budget measure.

Would Increase Salaries

The appropriation asked for by Pres. Glenn Frank is \$1,592,581 more than that approved by the legislature in 1925. Of the total, \$1,933,785 is for buildings, \$8,718,016 for operation and \$352,000 for maintenance. A large part of the increase in operation is for salaries for professors at the university.

One of the amendments added by the assembly switches back to the university the \$550,000 appropriated for the library in 1925 which was transferred to the state historical society. The senate refused to concur in this move, and passed an amendment turning this over to the society to be used for building an addition to the library. The library is owned by the historical society as trustee for the state.

KELLOGG TELLS BADGER HISTORY

Lectures on "Wisconsin Americanized;" Points Out Influence of Indian Wars

That an American flag did not really float over Wisconsin territory until after the war of 1812, was brought out by Dr. Louise Kellogg in a lecture on "Wisconsin Americanized" in Bascom hall yesterday afternoon.

"Wisconsin has been under three flags, the French, British and American," she explained. "The British regime technically lasted from 1763 to 1783, but it was not until 1816 that Americans had any real jurisdiction over what is now Wisconsin."

"For about 10 years after this time it was purely a military occupation, and Indians were removed here from New York with the idea of making this an Indian settlement. However, two Indian wars, Winnebago in 1827 and Black Hawk in 1832, revealed the beauties and charms of Wisconsin to the white men, and Americans from the East began to pour in as soon as the land was purchased from the In-

Directed Plans for Carnival



Richard Swallow



Don Kynaston



Clayton Braatz
—Photos by DeLonge

Clayton Braatz, general chairman; Don Kynaston, assistant general chairman; Richard Swallow, head of the have had charge of important administrative and organization details in connection with the water carnival which is to be given this afternoon. With them worked James Sipple in charge of awards; Miriam Anderson, director of women's events; and Thomas Carter, program chairman.

Comedy, Mystery Abound in Last Production of Summer

Exhibit Displays Art of Modern Book Illustration

The Knave of Hearts is up in the historical museum, not so gorgeous as we might expect, but he has the tarts and they're as crisp as anyone could wish.

Heidi's there too, with soft black hair, and Quentin Durward, very blond and very courtly. And then we find some of our new friends, Paul Bunyan and the queen of gold diggers, Loreli.

They are all there, in seven big cases, 61 books printed in 1926 and chosen by the American Institute of Graphic Arts for their excellence of illustration. You know, the art of illustrating books at a moderate cost is scarcely a generation old. The process used is called photo-engraving, and may reproduce colors as well as line drawings.

The most popular type of illustration for modern books, however, seems to be one-color illustrations, either woodcuts or line engravings in an ink to match the type color. In this method of illustration a better harmony of type and illustration may be gained than we find in the books illustrated with the more gorgeous "color half-tone engravings."

Leon Underwood's woodcuts are startlingly bizarre, with the design picked out of a solid black background with sharp white high lights. "The Book of Job" illustrated in color woodblocks by Valenti Angelo is one of the most unusual exhibits. In this book the type is as different as the pictures are, and is harmonized with them by the use of various colors of ink.

The exhibit is the first of its kind sent out by the American Institute of Graphic Arts, an organization that has formerly exhibited groups of books chosen for beauty of typography, and also group of pictures only. Each year a new exhibit will be formed of the year's contributions to artistic book-making. The historical museum has obtained the volumes to exhibit until August 6.

TRY MEMORIAL UNION LABOR CASE AUG. 30

Trial of the case of Jacob Pfeffer, Memorial Union building contractor, against the Madison Building Trades Mechanic's Alliance, in the federal court, will be held Aug. 30 at the court room in the post office, before Judge Claude Z. Luse. Mr. Pfeffer is seeking to have a temporary injunction against the union crafts made a permanent injunction.

The temporary injunction, which Judge Luse granted at Superior a few weeks ago, went into force Wednesday.

THE PROGRAM

- The Water Carnival
- 1:45—Sailboat race
 - 40-yard free style swim for men
 - 1:55—Low and high dives for men
 - Low dives for women
 - 2:00—Marathon swim for men
 - 2:00—100-yard free style for men
 - 100-yard free style for women
 - Exhibition of aquaplaning and water skiing
 - 2:35—Single, handpaddle canoe race for men
 - 2:40—50-yard back stroke for women
 - 2:50—100-yard back stroke for men
 - 3:05—Single canoe race for men
 - Single canoe race for women
 - 3:20—Intersociety relay
 - 3:40—Double canoe race for men
 - Double canoe race for women
 - 4:05—Bow end canoe race for men
 - 4:15—Canoe tilting for women
 - 4:30—Canoe tilting for men
 - War canoe race

STAGE SET FOR MEET, SAIL BOAT RACE 1ST EVENT

Swimmers, Canoeists to Compete for Nearly 50 Prizes
This Afternoon

At 1:45 o'clock this afternoon the first starting gun will set the annual summer session water carnival in action. The scene of activities will be between the university boat house and the Y. M. C. A. pier. Entries for the various events may be submitted at the Daily Cardinal business office until 12 o'clock this noon or 15 minutes before the event at the Y. M. C. A. pier.

The complete program with the scheduled time for each event is in the adjoining column. Madison merchants have donated nearly 50 prizes to be awarded this afternoon. A list of the merchants appears on the sport page of this issue.

Steinauer Chief Starter

Joe Steinauer, varsity swimming coach, will be chief starter. Assisting him in the capacity of judges and announcers will be Frank Nickerson, Stan Wheatley, Max Simpkins, and Fred Evans.

One of the highlights of the carnival will be the exhibition of aquaplaning by Joe Bell and the demonstration of water skiing by Arthur Kraatsch. Clayton Braatz, general chairman of the meet, has issued a special request to canoeists and swimmers to keep the lane between the buoys and piers clear so that Bell and Kraatsch will be able to perform close to shore.

To Seat 500 Spectators

Those who plan to view the events from canoes on the lake are urged to keep clear of all swimmers and novelty performers, according to Braatz. Through the courtesy of the athletic department, bleachers have been erected which will seat 500 spectators.

There will be at least two prizes for each event. In addition, a record of points will be kept in order to award an individual prize to high point winner of the meet. The first three places will score—5, 3, and 1.

Another outstanding event on the program will be the war canoe race. The four war canoes to be used were loaned by Director of Athletics George Little. Other canoes and paddles were loaned by the university boat house.

(Continued on page 3)

RECITAL PROCEEDS TO GO TO UNION

Prof. C. F. Gillen Will Appear
in Program of Poetry
Tuesday

Dr. Charles F. Gillen, of the department of Romance languages of the university, will appear on the Bascom theater stage Tuesday evening, August 2, in a poetry recital and interpretation, proceeds for which will go toward furnishing the music and are room of the new Memorial building.

A widely varied program of poems ranging from the lyrics of Francis Thompson to the highly flavored dialect verse of the French Canadians will feature the recital.

Dr. Gillen, himself a French-Canadian, is especially fine in his interpretation of the folk verse of the people in the north country. The lecturer has achieved considerable renown as an entertainer both on the platform and over the radio, and many luncheon clubs throughout the state have engaged Prof. Gillen to present readings in poetry during the past year.

The poetry of Dr. Drummond, in the pleasing dialect of the French Canadians, is interpreted by Dr. Gillen with consummate skill due to his actual contact with the French-Canadians and his thorough knowledge of life and customs of these people.

The Union board, under whose auspices the recital is being given, will have tickets on sale in the Bascom theater office Monday and Tuesday.

"EVEN FOR LAZY PEOPLE"—ENGLISH

Wallace Rice Analyzes Speech
in His Fourth Popular
Lecture

"The more pains you take with your speech, the more will people listen to how you are talking rather than to what you are saying," declared Wallace Rice in his fourth lecture on speech and writing, given yesterday afternoon in the Law building auditorium.

"The chief factor in expressing English is laziness; we are just as lazy as we dare to be and still be understood."

"There exists in every language a phenomenon with the dreadful name of palatalization. Thus the word 'nation,' which in the time of Shakespeare had three syllables and still earlier was pronounced just like it is spelled (na tee on), has, under the era of crisp American efficiency become 'nashun.'"

Another phenomenon of the language is that of assimilation whereby two successive words are often run together in speaking. This principle is used in talking to fit a phrase or portion of a sentence more comfortably into the natural breathing period.

Thus we leave out the "st" in pronouncing post script, last stop, first step—and rightly so; we would make ourselves sound ridiculous by treating each of the four consonants in its full value, Rice pointed out.

"Sweet land of mispronunciation," sighed the lecturer. "Our travelers are always asked in foreign countries why they don't pronounce 'America' rightly, and there is only the Texan who says correctly the name of his state."

It is highly desirable to use a wide voice range in speaking, according to Mr. Rice. The human voice has a more extensive range in speaking than in singing—more than three octaves.

"It is possible to be too intelligent in the matter of speech," was the concluding statement. Because most people do not overly-restrain themselves, "and" has become the sound "n" and has peculiar variations like cap "ing" gown, and cup "n" saucer—all of which clearly indicates that our speech is constantly tending towards the extensive margin of laziness, Rice contended.

The Chicago writer and critic will next consider "Colloquial English."

ON THE EDITORIAL PAGE

1. Come!
2. A Remedy for Piece-Work?
3. English as She is Spoke
4. Hail to Thee, Blithe Spirit!
5. Humor by ZERK X.
6. Other Editors Say

Colleen Moore at Strand in Double Header Program

By Al

Theater goers will find something different in the Strand program this half of the week—a presentation of two feature pictures instead of one full length picture and a comedy. It will prove especially interesting to those who find the long list of two reel specialties somewhat tiresome, since both features are full of action and good acting.

Colleen Moore is here again in the better of the two pictures, "Orchids and Ermine." Although Colleen makes her usual rise from famine to fortune, she never fails to do it in a different way, and in a manner that keeps you laughing continuously. This time she starts as telephone girl in an aristocratic New York hotel, and after giving several middle-aged millionaires the air, finally falls for a young oil promoter from Tulsa. Jack Mulhall is the man, and the way he woos and wins "Pink" Watson, the telephone girl, is side-splitting.

"The Enchanted Island," is a drama of the South Seas, with all the possible intrigues that a daring young hero, a winning heroine, a villain without principle and an erupting volcano can produce. Henry B. Walthall is among the cast of actors, which is by no means mediocre.

Bostock to Entertain

Kiwanians on Monday

Harry S. Bostock, local optometrist, will entertain the members of Kiwanian club at their Monday noon meeting with feats of legerdemain. He will be assisted by a visiting Kiwanian quartet,

Calendar

Sunday, July 31

There will be morning worship in most of the churches of the city. A directory of the churches and announcement of the services will be found in the Friday evening editions of the two city papers, The Capital Times and the State Journal.

Monday, Aug. 1

3:30 p. m.—Reading from "Saul," by Miss Margaret McCarthy. Bascom theater.

3:30 p. m.—Lecture: "Social Insurance for the Aged," by Mr. Abraham Epstein, secretary American Association for Old Age Security, author of "Facing Old Age," lecture room, Law building.

4:30 p. m.—Illustrated lecture in English, "Spain," by Prof. C. D. Cool. 165 Bascom hall.

7:00 p. m.—Final informal musical evening under the direction of Prof. E. B. Gordon. The summer session orchestra of 40 pieces under the direction of Prof. Dalley will assist in the program. Auditorium, Music hall.

Sustain Veto of Bill to Abolish Oil Dep't

The state senate Thursday sustained Gov. Fred R. Zimmerman's veto of the Titus bill abolishing the oil inspection department of the state and transferring this work to the state treasurer's department. The bill would have abolished the position held by Thomas Cunningham, state oil inspector.

The senate also sustained the governor's veto of Sen. Hunt's bill fixing the salaries of employees of the state board of control.

which has offered to sing for the meeting.

Strand Theater Program to Change Saturdays

The Strand theater management announce that starting this week a new program will start on Saturdays instead of Sundays as was the custom during the summer months. With the inauguration of their new policy of showing high priced pictures during the balance of the summer season instead of holding these pictures until the fall as was the custom in the past, it became necessary to open the new program on Saturday instead of Sunday.

The first picture to be shown under the change in policy will be Marion Davies and George K. Arthur, the star of "Rookies" in the comedy success "Tillie the Toiler" which opens this week. Such pictures as "Captain Salvation," "The Garden of Allah"; John Gilbert in "Twelve Miles Out" and many other outstanding success will follow.

The Kiwanis club will hold its annual "family" picnic Monday, Aug. 8. About 125 are expected to attend. The Kiwanis district convention will be held at Racine, Aug. 15 and 16.

Will Clean Wingra Creek by Autumn

Cleaning out of Wingra creek and improvement of its banks will be completed this fall, according to the city engineering department. The specifications will be completed today or Saturday after which the city clerk will advertise for bids. An appropriation of 10,000 has been provided for the work.

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Gatewood's

The Students Book Exchange

The Nearest Bookstore to the Campus

One of the Best Pictures of 1927

STARTS TODAY

STRAND

Continuous 1 to 11



MARION DAVIES in Tillie the Toiler

You all know Tillie—the comic-strip cutie who has won the heart of millions. Well, she's here now—in a picture you'll never stop laughing at! Lovely Marion Davies makes her greatest comedy hit in this mixture of hilarity and romance!

ADDED FEATURE
Walter Klingman at the
MIGHTY WURLITZER
The Largest Theater Organ in
Wisconsin

A Metro-Goldwyn-Mayer PICTURE



Daily Reports of Badger Teams

CARDINAL SPORTS

Athletics in the Collegiate World

Nearly 50 Prizes to go to Carnival Winners Today

70,000 BLANKS SENT TO ALUMNI AND THE PUBLIC

**Ticket Applications Containing
350,000 Pieces of Mail to
be Sent Next Week**

Approximately 70,000 ticket applications for football games, containing 350,000 pieces of mail, will be mailed in a week or ten days to alumni and the public at large, according to George W. Levis, director of ticket sales, University of Wisconsin.

They will be addressed to practically every state in the United States, and to a number of foreign countries. Alumni will receive approximately 65,000 of the applications. The remainder will be distributed among the public at large.

Applications Opened Sept. 1

The regular force in the office of the director of ticket sales has been augmented to get out this large volume of mail in time.

Although the applications may be returned immediately after they are received by the addressees, none will be opened until Sept. 1, it was pointed out by Mr. Levis. At that time those from alumni and from subscribers to the Memorial Union fund will be separated from the general public's applications, and each pile of them will be taken care of. The applications will be numbered in the order in which they are opened and not according to the date on which they are mailed.

Season Books are Here

Each of the 70,000 letters which the ticket department is preparing will contain a public application blank, an alumnus application, a ticket information folder, a homecoming letter, and an athletic review letter, according to Mr. Levis.

The university will offer for the first time this year season books for football games. Exactly 3,000 such books will be placed on sale; 1,000 of which will be for alumni and the remainder for the public. The books, which contain tickets for all home games, will sell for \$12. Those designated for alumni also contain ticket applications for the Chicago game.

Seats for the public which buy season books will be located in sections T, S, and R, on the east side of the stadium.

Books Aid Business Firms

The season books are especially adaptable for business firms who like to have tickets on hand for customers and employees, it was pointed out by Mr. Levis. Even though some firms might not find occasion to use every ticket in the book, they would be assured of having seats for every home game, and would not have to go through the trouble and expense of securing tickets at the last minute.

Besides alumni, applications are being sent to all those from the public at large who ordered seats last year. Persons desiring applications but failing to receive any may secure them by writing to the director of ticket sales, 711 Langdon st., Madison.

Two Tickets to Alumni

Only two tickets may be purchased by alumni in the alumni section. Additional seats may be secured in the public section. If an alumnus wants tickets in a block, the necessary applications should be mailed in one envelope. Should tickets be desired both in the alumni and public section, the applications should be mailed in separate envelopes.

The stadium at Camp Randall will accommodate approximately 200,000 spectators for the five home games, it is estimated.

GEO. MACK TO BATTLE WIS. WRESTLING COACH

George Mack, lightweight wrestling star who meets George Hitchcock, Wisconsin university mat coach in one of the matches on the wrestling card at Olin Park, Aug. 2 is a powerful wrestler, who will make it exceeding interesting to the Badger coach, according to local promoters of the card.

Nor will "Strangler" Lewis, world's heavyweight champion, have easy sledding with "Society" McDougal, star grappler of The British Isles and Canada. McDougal's long suit, is breaking headlocks, and if he can withstand the terrific pressure of Lewis, McDougal must be given a fair chance to win.

This boy Smith that is scheduled to clash with Jimmie Demetral is also some shakes as a wrestler.

Chairmen of Carnival Committees



Marvin Lehmkuhl



Miriam Anderson



James Siple
—Photos by LeLonge.

James Siple, chairman of the committee on awards secured the prizes from the merchants who have donated nearly 50 articles which will go to winners of various events in the water car-

nival this afternoon. Miriam Anderson canvassed sorority and rooming houses to compile a list of women entries for the meet. Marvin Lehmkuhl directed publicity for the carnival.

MISS PAGE WINS WAY TO FINALS

**Madison Girl Defeats Frances
Hatfield 6 and 5; To Play
for Title**

Dorothy Page, of Madison continued her journey to the finals of the state championship golf tournament at Milwaukee yesterday by defeating Frances Hatfield defending champion. Miss Page, who is western women's champion, will meet Jane Cannon in the finals of the state tourney today.

Miss Page accomplished the defeat of Mrs. G. E. Cleophas, of Beloit, 6 up and 5 to play, while Miss Cannon, runner-up to Miss Hatfield last year eliminated her fellow townsman, Mrs. K. D. Pierson, 7 up and 6 to play.

Miss Page and Miss Cannon will meet Saturday in the finals at the Milwaukee country club where the tournament is being played.

In her victory Dorothy Page demonstrated the best golf that has been shown in the tournament. The western champion started off easily winning the first three holes in easy fashion. Both she and Mrs. Cleophas seemed to be somewhat nervous on the first, getting a mediocre 5 and 7 respectively. After that Miss Page settled down and played beautiful golf. At the first nine the Madison girl was 6 up, turning in a total 39 for the outward nine, three under the women's par for the course. On her card were four birdies and four pars. Mrs. Cleophas turned in a 48, for the nine, a poor showing for her after her steady work in the earlier rounds.

With a lead of six holes, Miss Page seemed to let up on her golfing. She won the tenth, halved the eleventh and lost the twelfth hole when Mrs. Cleophas sank a 15-foot putt for a birdie 3. The match ended on the thirteenth green when the players halved the hole in par fives. The scores:

Out-Par	455	456	535	42
Miss Page	545	445	435	39
Mrs. Cleophas	756	467	535	48
In-Par	545			
Miss Page	545	5		
Mrs. Cleophas	743	5		

Sport Notes

Today is the day, folks, when all those that have inclinations toward the use of water other than to drink or wash in, or have a bit of dampness back of the ears, will be out to participate in the bigger and better water carnival this afternoon. For mall indications the stunts are due to be pulled off in great style. Chairman Braatz says all is in readiness and entries coming fine as well as enthusiasm for this premier sporting event of the summer.

Wisconsin with its natural location for such sports can well be proud of the many facilities it possesses for putting on such a carnival. Today will see us in all our glory on the water. Motors humming, sailboats away up on edge, swimmers by the hundreds splashing through the water or crowding the piers, canoeists displaying their skill, and spectators lining the bank (maybe) . . . that's the best picture I can draw of the carnival for today. It may be that you can paint a prettier one, but I am reminded of that full page ad on the back of the Cardinal of Thursday's edition which captions the carnival as being "funnier than a circus." Well maybe it will be, time will tell.

Anyhow the thing to do is to get out along the shore or on the piers, or what is better is to grab off one of the seats that the committee has so nicely reserved for the spectators, then snap up a program from anyone around and next settle that pillow you brought with you and erect the tent or umbrella and put your amber-colored glasses on and prepare to see a wonderful revelation in the field of sports. Yes, I won't continue, but you can complete the story if you wish.

And the best of news this time, the Field House is now finished in its personally conducted tour of the august state legislature and awaits the approval of his highness, the Governor of the state. I guess it won't be long now and our long face at their delays can now take on the appearance of being all well with the world. We're holding thumbs that the Governor will

Michigan U. Field House to be Ready Next January 15th

ANN ARBOR—University of Michigan's new intramural sports building to be used to house the extensive program of indoor athletics for male students and faculty members, will soon make football stands formerly stood on Ferry its appearance where the old North Field, and in six months it will be the scene of bustling activity. The new building will cost approximately \$700,000 Director Fielding H. Yost has announced, and the building committee has announced that the new athletic unit would be built by Palmer Construction Co., Grand Rapids, Mich. The contractors promise completion by January 15, 1928, in plenty of time for use throughout the entire second semester of the coming school year.

The new intramural sports building will be open to all regularly enrolled male students of the university. Its many facilities for sports of all characters and the tractive athletic programs to be worked out will mean, officials say, that the new building will become the mecca for students during their leisure hours.

Some of the facilities of the new intramural sports building are basketball courts, squash courts, handball courts, indoor baseball diamonds, boxing rings, a wrestling room, indoor tennis courts, volley ball courts, indoor golf facilities and a swimming pool measuring 65x75 feet. Stands for 1,500 spectators will be located about the pool and varsity swimming meets will take place here. This is the only varsity sport which will be housed in the building, but the pool will also be for the daily use of any and all male students.

The new building will be considerably more extensive than was originally planned and in order to secure the additional funds required, the Board has decided to release for sale 400 additional Stadium Bonds. Some time ago, the Board discontinued the sale of these bonds, so many people having subscribed that no additional funds seemed at that time required. The additional 400 bonds will carry the same football ticket and seating privileges Director Yost announced.

Widman and Behrend Fire Meet Delegates

Richard Widman and Nic Behrend will be the representatives of the Madison fire department at the state convention of the Wisconsin Paid Firemen's association, Aug. 2, 3, and 4, at Fond du Lac. They were elected delegates Thursday.

see the thing in the right light and kick through with his signature. This is one time that there is something in a name.

We follow the fate and fortunes of Miss Dorothy Page in her battle of pellets on the greens. She is coming through in fine style and is still the favorite of the tournament for the state championship, due to her defeat of last year's champion, Miss Hatfield. She has reached the semi-finals and we hope soon to find her name as the leader of the tournament and bringing home the title.

NEWSREEL MAN TO MAKE MOVIES OF MEET EVENTS

**International Representative
Will "Shoot" Novelty Con-
tests on Aquatic Bill**

(Continued from page 1)
through the courtesy of Robert Erickson.

Prizes, together with the photographs of committee chairmen, have been on display at the Co-op for the last two days. The framed photographs were furnished by the DeLonge studio.

Because of popular demand, a sail boat race was definitely included in this afternoon's program. It will be the opening event of the carnival.

Call For Awards

James Siple, in charge of awards, announced yesterday that winners of prizes this afternoon may call for their awards from 10:30 to 12 o'clock in the morning and from 1:30 to 3 o'clock in the afternoon next Monday and Tuesday.

He also explained that a contestant winning more than one first place will receive five points toward the individual prize for each place, but will be awarded the first prize only for the first event. For the other victories he will receive the second prize. This method is used to equalize the distribution of top prizes.

Will Take Movies

Because of the novel events on the program, a representative of the International Newsreel service, working in collaboration with the Photoart house, will be at the carnival to take movies of the contests.

All arrangements have been made, all prizes secured, and everything is in readiness for what promises to be the most outstanding water carnival in the history of the event this afternoon.

DONORS

Madison merchants have been very generous in their donations of prizes for the various events of the water carnival. The following firms have been responsible for the 50 awards:

Olsen and Veerhusen, Anderson's Jewellery, the Co-op, Campus Soda Grill, Karsten's, Wisconsin Sporting Goods, Speth's, Rentschler's, University Boat House, Crampton Brothers, Anderes and Spoo.

Cardinal Shirt Shop, Brown's, Gatewoods, Chocolate Shop, State Leader, College Shop, Blanchflower, Petrie's Co., Photoart, Palace Drug, Forbes-Butterfly Shop, Thuringer and Garbutt Meagher, Music Company, Lohmaier's Gelvin's.

Netherwood's Burdick and Murray, Miller's, Manchester's, Strand Theater, Kamera Kraft, Jensen Boot Shop, Vim Sporting Goods, University Pharmacy, Orpheum, Simpson's, Baille, O'Connell and Meyer.

INDIANA U. SPONSORS PAGE'S "GOLDEN TOE"

BLOOMINGTON, Ind., July 29.—"The golden toe," a nickname Coach Pat Page gave to the shoe Hal Griggs used when he was under the Indiana University pilot, will be used by Indiana backfield men this fall. Coach Page believes that with the specially constructed shoe, his players will have an advantage in kicking and running. Twenty-two dozen shoes have been ordered for this fall—an even dozen being of the special type. All will be special fitted.

Griggs was one of the greatest kickers ever developed at Indiana. Page had his shoes special made and has always been a firm believer that the footwear has much to do with the gaining of ground.

Indiana will have a new color scheme in football uniforms, due to the colors of Harvard and Chicago. Instead of the usual crimson jersey, Pat Page has ordered white jerseys with crimson numbers and stockings. This will easily distinguish the Hoosiers from other elevens on the schedule.

Headgears made of rubber foam and of the lightest of other available material will be used. The head wear is a great improvement, Page believes, over the old type.

A London magistrate has decided that the father has the absolute right to decide which schools his children shall attend and which religion they shall be taught.

ENTER THE WATER CARNIVAL

SATURDAY, JULY 30

Fill Out This Coupon, Check Your Events
Bring it to the Business Office

PROGRAM

For Men

40-yard free style
100-yard free style
100-yard back stroke
Low dives
High dives
Single canoe races
Double canoe races
Single, hand paddle race
Six-man canoe race
Broom handle canoe race
Canoe tilting
Marathon swim
War canoe races

For Women

40-yard free style
100-yard free style
50-yard back stroke
Low dives
Canoe tilting
Intersorority relay
Single canoe race
Double canoe race

Name

Address

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Come!

This afternoon, the Daily Cardinal sponsors its annual Summer Session water Carnival, the only all-university event in which summer schoolites may participate. Along the lakeshore and on the university pier will be the usual aquatic competitions, as well as a number of special exhibitions for the spectators. For the winning swimmers, divers, and canoeists, through the courtesy of Madison merchants, there will be almost 50 awards, ranging from flashy cravats and boxes of candy up to the grand trophy for the high-point man. Bleachers will be provided for spectators, and soft drink vendors will doubtless add to their comfort and to the general holiday atmosphere.

But our front page has been devoted to the Carnival for two weeks so a detailed account here is useless. All we can say is "Come."

A Remedy For Piece-Work

Mr. Ford has everything systemized. There are conveyors carrying bodies, engines, differentials, and what not, before which stand workmen. As each part passes his station, the worker gives a certain nut a twist or pounds upon a certain part with his hammer. This is piece work; one man has his one particular job of tightening this bolt or attaching that part.

That is supposed, of course, to be a simile to our modern methods of education. The freshman enters as raw material. During his first year, he is pounded and drilled by professors of mathematics, history, elementary English, and beginning French or Spanish. Each workman has one particular thing to develop in, or give to, his mental equipment.

This pedagogical piece-work continues throughout the second year. There is little change; the machine gets a few more parts, it begins to take a more definite form. For two or three hours a week the instructor takes up his hammer or wrench to give his particular bolt another twist.

During his junior and senior years, the collegian is subjected to the same routine until he is turned out with his highly-embossed diploma as a finished product. But where, in all this, is the assembling room? Where are the student's diversified mental parts put together; where is his thinking equipment unified? Where is ancient history connected with greek philosophy; where is modern science connected with modern history or literature; where is the industrial revolution connected with contemporary literature, history, and science?

On first reading, these questions may sound rather far-fetched, but it cannot be denied that the average graduate from an American college or university has a patch-work mind; that his culture, acquired from a long series of piece-workers, is little more than a clattering of disunified intelligence. The problem of an educational assembling room is so great that next fall some 400 freshmen and a group of Wisconsin's most able faculty members will begin to attempt its solution. Their hope is the Experimental college.

The Experimental college, as outlined by Pres. Frank, will attempt to give the student a history of the science, literature, philosophy, and philosophy of the world as an entity. Whether or not this can be accomplished remains to be seen.

The freshmen who will be so fortunate as to be participants in this great educational experiment will be great factors in determining the success of the venture. They can master the system which avoids "suicidal mattering," and enter the college of Letters and Science in their junior years with a background which gives them a decided advantage over those who followed the regulation courses of instruction, the ideals of Dr. Meiklejohn and Pres. Frank will be realized. If, how-

ever, they take advantage of their unique freedom to squander their opportunities, the experiment will doubtless be a failure. We hope, that, under the able direction of Dr. Meiklejohn, the Experimental college will become an educational assembling room, in which the individual gets his mental framework which may be embellished and added to during his junior and senior years.

English as She is Spoke

The King's English is no more—it has been substituted by English as she is spoke, a diction approved by over 200 authorities whose opinions have been solicited by Prof. S. A. Leonard of the University.

In the opinion of Prof. Leonard's cultivated jury, such expressions as "none of them are here," "try and get it," "it is me," and "who are you looking for?" are correct idiomatic speech, although they do not adhere to the rules laid down by strict grammarians.

In high school, we were continually warned of the double negative. But Prof. Leonard states:

"It is not correct, as we have often done, to tell a boy who says 'I didn't see no dog' that he has stated that he did see a dog. His statement is clean and unequivocal. What we can tell him is that he has made a gross social faux pas, that he has said something which will definitely declass him, causing cultivated people to say 'Who fetched that boy up?' Ungrammatical expressions are very rarely unclear. In fact they are often clearer and more forceful than their cultivated equivalents."

And so we witness the changes of this changing world. Some twenty or thirty years ago, "ain't" had a place in Webster's. Now it is ruled out, but if the informal linguists keep up their work it may again simplify such sentences as "Am I not?" and "Is he not?"

In such an ecient civilization as our's it seems strange that idiomatic speech has so long been under the purist's censure. "Try and get it," "it is me," and even the lowly "ain't I" are convenient American expressions. Let us think carefully before throwing any of them on the scrap heap.

Hail to Thee, Blithe Spirit!

Alexander Pope, Shelly, Keats, and a few other gentlemen we remember from English Survey, would roll over in their graves, and Prof. William Ellery Leonard would probably tear up his latest composition were we to publish in full a letter we received some time ago, addressed to the "Unsocial Reporter."

Our correspondent, who signs herself "The Antique" apparently holds a grudge against male undergraduates who find it necessary to attend Summer School, and vents her disgust in two full pages of some form or another of very blank verse. She opens:

"The lordly undergraduate
Aged not quite twenty-one,
Who thinks he knows each wicked vice,
Upon which shines the sun,
Because he once got tipsy
And a girl he likes to pet,
Like a regular little vampire,
Smokes a perfumed cigarette;
Who thinks he knows the women
And can pick a winner sure . . .

But we can't encroach on Zerk's humor column to print any more. And still, we might as well give the author's final lines, in which she finds consolation for her ilk:

"Oh, Mr. Undergraduate, we've got our men
back home.
So don't worry that we'll vamp you
As in Madison we roam.
There are those who want our kisses;
There are those we love to pet;
There are other tastes in beauty
That you haven't found out yet.
And to us you aren't even
A pathetic "also ran"
For our taste has been developed
For a real he gentleman!"

The "gentleman" is heavily underlined. We really are at a loss to assign any cause for the young lady's tirade against the defenceless undergrad, unless she has been disappointed in a summer romance. We are sure that that the average male Summer schoolite respects post-graduate school teachers as much as the post-graduate school teachers respect him. It was very disturbing to receive "Antique's" letter—it dispelled to a certain extent an idea we had that the Summer Session student body was just one big, happy family.

But we have lowered our editorial dignity enough for one day so we hereby resign any replies to the "the Antique" a place in the Readers Say So column.

If Chicago pedestrians are fined for not obeying the trac signal lights, there will doubtless be one occasion on which many of them will have little difficulty in seeing red.—Boston Transcript.

And the old-fashioned people aren't dead in this country. Every now and then somebody steals a horse.—Nashville Banner.

The meanest man is the one who doesn't enjoy movies because he can't spoil the show by coughing.—Daily Illini.

: QwertuioP:

CONVOCAION—AN EXPERIMENT
Attended the Summer Session Conflagration!

Conflagration isn't exactly the word. You're right. But it ought to be.

There is an old saying that where one finds smoke he will find fire. And there isn't a man among the readers who can say that the 57 varieties of powder inhaled did not make smoke.

ZERK and END came out of the east uninvited and unannounced. Others at the convocation, used to teachers meetings, Elks picnics, and daily school chapel regarded us with the unconcern with which a minniw looks at the anchor of a boat after having seen at close range a fishhook.

They thought it was an educational convocation, but Zerk had the idea that anybody could attend.

Zerk dropped in thinking that he might possibly stand a chance of getting some humorous material for dear old QwertuioP. (Pronounced like QWIRT and the noise made when gargling soup.) He found the assemblage so lacy waving fans that he dropped in on session of sorority alumni trying to cool themselves off after having looked over the active chapter in action.

His second impression was that it was a Turkish Bath. He looked around for towels, but all he could find was a mimeographed copy of songs of Wisconsin, put up by the Extension Division.

Then ensued an argument with innocent bystanders as to whether or not the Extension Division of the university is the organization which buys the land which to extend the campus.

Zerk was in the gym a half hour before he could determine whether he was attending a mass meeting or a W. C. T. U. convention.

Great fuss was made over the fact that those who heard the speech before couldn't get any sleep during its presentation. This was an even break. Zerk can't ordinarily get any sleep at his boarding abode, what with dead fish draped over his desk and corn flakes in the bed.

Friends made much of the fact that Zerk remained until the whole thing was over. This was the one wise thing to do. Delta Gammas, Theta Chi Omegas, Kappas, and Alpha Xi Deltas were waiting outside with hatpins (obsolete and corn huskers. They got tired and went home before Zerk ambled out.

Zerk went to the Orpheum before strolling into the convocation. Andronicus, in an attempt to be wise, said Zerk had only one hour of sleep that that afternoon. He overlooked the two hours' sleep Zerk must have had at the Orph.

After the Orph* and immediately before the convocation, Zerk dropped in to the great experimental college, the University Pharmacy. Here they experiment on students with all sorts of ice cream and drink concoctions. There is no subject study; merely situations. Perhaps you noticed that President Frank mentioned situation versus subject.

Zerk's situation was that he was darn near broke, so he could be experimented upon by ED only to the extent of five cents—one Coke.

TO WALLACE RICE
WHO AIN'T SO NICE

Umlauts and gutturals,
Idioms and slang,
Little split infinitives,
Expressions of the gang,
All are very ethical,
Yea, and quite in style;
All the writers use them,
And the lazy people smile.

Dame Rumor hath it that at the Kappa Kappa Gamma castle, where, you recall, one of the waiters has a nickname for each and every girl, pillow fights in the parlor have caused black eyes and other manner of bodily disfiguration. You shouldn't be so rough, ladies. "Hatchet-face" please notice.

And don't miss the water carnival. Of course there is a daily carnival on the Y pier, but the main difference with the imbroglio today is that there will be referees. If you know anything about dives, except, of course, those in the bush; if you can paddle at more things than fraternity initiations; if you can float like Ivory soap, although not quite so pure; and, finally, if you are good at crawling, which is always the sign of an accomplished prevaricator.

Other Editors Say

IN WHICH WE GROW JEALOUS

News sits in from the outer world that the University of Wisconsin summer session is to be regaled with a water carnival next Saturday. Among the events scheduled for the carnival, which is being sponsored by the Wisconsin Daily Cardinal, are long distance swimming, dashes, fancy diving, canoeing and canoe tilting.

Now far be it from us to envy our neighbors to the north any of the entertainment which they may have during the summer, but it does make us wonder a bit when we read of the summer events at other institutions. The carnival at Wisconsin may suffer from lack of entries, or someone may be drowned almost, or the starter may fall off the pier, or any one of a number of things may happen to ruin the effect of the whole business. But we doubt it. We are certain that such a thing would be very popular here, where there is only Crystal lake with its not over inviting, and not too expansive, expanse where boating is not overly inviting, canoeing improbable, and swimming impracticable.

We imagine, however, that the University of Wisconsin campus will take care to see that the carnival is a success.

May we pause here to congratulate the University of Wisconsin on its location. Having spent sundry week ends on Wisconsin lakes, and having spent more numerous week-ends in the central Illinois flats, we realize just what a lake near a university means. We are entirely satisfied with our lot for the summer, of course, but—Daily Illini.

NO MORE COLLEGE CREDITS

Pres. Max Mason of the University of Chicago, has prophesied the passing of the credit system of grading students. He advocates the substitution of a comprehensive final examination on subject rather than course, and a series of personal reports from each student at the end of each term.

The Chicago educator believes that there is too much factual content in the courses today, and that the universities and colleges try to give every bit of information possible, rather than inspiring intellectual curiosity.

Numerous institutions have been condemning the present grading system. Magazines such as The New Student and others have been advocating a reform of the credit plan for a long time.

The advocacy of a new policy in awarding honors to students and graduating them from our universities is without a question a good thing. Thousands of students now go through the gates of the higher schools without developing an intellectual curiosity. They are interested only in absorbing facts, meted out by the ounce or by the bushel by an instructor who has a carefully prepared written outline of the course, to which he strictly adheres, and which makes it impossible for him to teach anything but the bare essentials.

Others are interested only in passing a course, getting a degree from a college or university, and trying to make a decent living, by fair means or foul. Another group is sincerely interested in gaining an education but is too stupid, or does not have the intellectual capacity to absorb all the information or retain all that intellectual curiosity prompts them to do in the field of research or personal work.

The group of students truly interested in the work the universities offer, and who have the necessary intellectual curiosity and the required amount of brain matter are decidedly in the minority. This group of students is not interested in grades and in passing courses, but rather in what they can get from a course, that will stay with them after their college career. For this group them and be of value to them in life of students the grading system is rather antique and will need to be replaced by something that will give full justice to all concerned.—Daily Iowan.

Platteville School Bill

Now Up to Governor

The second appropriation bill for the Wisconsin mining school was concurred in by the assembly Thursday night and will now go to Gov. Fred R. Immanuel. One appropriation measure for this school, asking for an increase of \$3,000 was once passed by the legislature, but was vetoed by the governor. The appropriation bill now passed does not call for any increase.

or, come ahead and get into the swim. Prizes will be exhibited—and they may even be won. Don't let your sportsmanship look like a professor's salary check; have your inferiority complex removed free of charge while competing for the Cardinal, for Wisconsin, and for prizes.

If a misplaced comma can make Nicholas Murry, butler of Columbia University, and Glenn, Frank president of the University of Wisconsin, how about Carl Russell, fish of the University of the University of Wisconsin. —ZERK

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The most wonderful shirt values we have ever offered at these prices. *Collar attached and neckband styles.*

White broadcloth and striped and patterned madras shirts. Values to \$2.50, now—
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WORLD OF SOCIETY

Sailing, Canoeing, Favored Sports of Summer Students

Tall white sails, gaudy canoes, and powerful speedboats haunt the blue waters of Lake Mendota on summer days, as students of the summer session indulge in their favored water sports. Watercraft owned by students will probably be out in full regatta for the annual summer session Water Carnival which will take place this afternoon.

Dorsey Buckley '26, is the owner of the only speedboat belonging to a student. The "Elenar" has been on Lake Mendota now for two summers. Mr. Buckley won the championship of the midwest with his boat in the races at St. Louis a year ago.

Don Kynaston '28, and James Kray '29, fraternity brothers in Theta Delta Chi of Mr. Buckley, are the owners of a catboat called the "Kite" which they sail on Lake Mendota this summer.

James Hanks '29, sails the "Sybil." This is considered one of the prettiest sailboats on Lake Mendota.

One of the most picturesque of the water craft seen hereabouts is John Culnan's houseboat on Lake Monona. Mr. Culnan has equipped the boat with a stove, bunks, a cat, and several well-filled bookshelves, and made it quite a homelike place to entertain his friends. Mr. Culnan is an experienced sailor and was with the marines in the World war, having enlisted just before he was about to graduate from the university.

A group of members of Chi Psi fraternity own the sailboat frequently seen on Lake Mendota, known as "The Merry Widow."

A new sailboat will be launched on the lake in about two weeks according to members of Delta Kappa Epsilon. The "Miss R. F.", as it will be called, is owned by Clayton Turney '28.

Judson and Willet Kempton are the owners of the "Mistral II" which is often seen sailing on the eastern end of Lake Mendota.

A number of Madison students own sailboats, among them the familiar one of Wilmarth Jackman '29. Morgan Manchester has a speedy little motorboat.

All university students are familiar with the "Vail," owned by Coach Dad Vail. Coach Vail uses the boat when out with the crews.

SPANISH CLUB PLANS PICNIC FOR TUESDAY

The annual Spanish club picnic will be held Tuesday afternoon on Lake Monona. It is planned to meet at the Spanish house at 5 o'clock. Reservations for members of the club may be phoned to the Spanish house before Tuesday noon.

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Tripp Hall Party Events of Weekend

Residents of Tripp hall will entertain tonight from 9 to 12 o'clock, with an informal dance in their refectory. This will be the first dance given there this season, and is the largest social function of any kind held at Tripp Hall since their informal reception last Sunday afternoon. Chester C. Bon Runt is general chairman of the affair, and Paul Henashaw—is chairman of the decorations. The chaperons will be Mr. and Mrs. Marvin Schaars.

Phi Pi Phi

The Phi Pi Phi gave an informal dance at the chapter house Friday evening, July 29. General and Mrs. R. N. Impell were the chaperons.

Members of the Arden club entertained with a tea on Friday afternoon from 4 to 5:30 o'clock, in honor of the faculty and students of the university summer session.

Announcement has been made of the engagement of Berenice Elizabeth Winterbotham '27, and George Griswold Stebbins '26. Miss Winterbotham received her B. A. degree from the university last June. Mr. Stebbins received his B. A. and M. A. degrees from the university, and is now completing his last year at the Harvard Medical school at Boston. He is a member of the Delta Sigma Phi fraternity and was on the varsity track squad.

Among the oldest families of England are twenty who have direct descent from the Norman conquest in 1066. Thirty-five families have ancestors who came over with William the Conqueror.

Commends Sybel and Treitschke as Able Historians

In speaking of nineteenth century historians of Germany, Thursday, Regent Robert Wild of Milwaukee, cites Heinrich von Sybel's history, "Die Begründung des Deutschen Reiches" as a 1848 to 1870. The accuracy of this under the direction of Bismarck, direct work is due to one fact that Sybel had access to the archives which contained vast information.

The other historian which Mr. Wild discussed was of Berlin until 1896. Mr. Wild expressed that though deaf and a choppy speaker, Treitschke's pen could portray and incarnate the personalities of the past.

His book is more than a political narration. He lived in the eventful time from 1834 to 1896 and the fact that he wrote from personal recollection, German Macaulay, according to Regent Wild.

Hold Dunn Township Men on Beer Charge

Abner and Leroy Halverson, town of Dunn, Dane county, were arrested Thursday by a deputy of the U. S. marshal's office on charges of violating the national prohibition law. They were arraigned before Chauncey E. Blake, U. S. court commissioner, today, and held for trial upon waiving preliminary examination. The men are alleged to have sold beer in violation of the prohibition law.

Madison Zoning Body Travels to Milwaukee

Members of the Madison zoning board of appeals left this morning by auto for Milwaukee where they will confer with the board of appeals there on what action they take in settling border lines cases. They were accompanied by Gordon E. Nelson, city building commissioner.

Zimmerman Signs Legal Ethics and Firecracker Bills

Gov. Fred R. Zimmerman today signed several legislative bills, among them being three relating to "ambulance chasing" activities of unethical lawyers, and one limiting the size of firecrackers in the state.

The "ambulance chasing" bills make fee-splitting grounds for disbarment and provide punishment for unethical and unprofessional conduct on the part of members of the state bar.

Another bill the governor signed was one by the committee on judiciary for a severance tax. It is designed to lower taxes on forest land so as to save as much of the land as possible and to lighten the burden on those who own the land. It was regarded as a follow on the forest referendum.

An old English couple dwell undisturbed in a completely furnished house without paying rent because 20 years ago the owner was frightened from it by the appearance of a ghost.

Feeble-Minded Asylum Plan is Lost in House

The assembly Thursday reversed its position, and killed the amendment to the appropriation bill for the state board of control which it had previously adopted, and the measure now goes to the governor.

The amendment now killed by the assembly, and also killed by the senate, asked \$75,000 for the construction of a ward building for the criminal feeble-minded at Waupun.

The total appropriation for the charitable and penal institutions amounts to about \$7,000,000 for the biennium.

Frank Jenks, city attorney, will not file judgment in the suit of the city asking replacement of the Harrison st. tracks by the Madison Railway Co. until the return of Judge A. G. Zimmerman from Europe. Judge Zimmerman will not return until in September.

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Shower Drives Mercury Down

The Temperatures	
Thursday	Today
5 a.m.72	6 a.m.63
12 a.m.84	7 a.m.65
4 p.m.88	11 a.m.72
7 p.m.73	12 Noon72

Madison's thundershower Thursday evening plunged the mercury down 15 degrees in three hours as Madison's heat wave broke in a shower in which sunshine and rain were companionably mingled.

The thermometer recorded 88 degrees at 4 p.m. Thursday. The showers soon after 6 o'clock sent the quicksilver to the 73 mark by 7 o'clock, and by this morning at 6 o'clock the temperature was down to 63, its lowest point.

According to Eric R. Miller, meteorologist with the U. S. weather bureau, the weather will remain cool through tomorrow.

Name Group to Plan City Picnic

The general committee in charge of arrangements for the city employees picnic to be held at Olin park Aug. 5 was selected at a meeting of heads of city departments Thursday night.

Ald. C. R. Parr was named general chairman and Thomas Coughlin as assistant chairman. The committee will meet again Monday night.

Members of the main committee are: Timothy Harrington, M. O. Tandvig, Regina Ryan, Paul Steul, Sid Thomas, Fred Schustad, Phil Kessenich, Robert H. Stadelman, Obert Bailey, Bert Priedeaux, James Shine, Nick Behrend, Mrs. Michael Mergen, Gordon Nelson, William Meltzer, Floyd Rath, Ald. C. A. Deadman, Carl Moe, James Mackin, Dave Roberts, Thomas Raymond, Joseph Massino, James Qualley, and George Nelson.

Must Have Majority of Votes to Hold Office

Where a member of a school board received less than the majority of votes cast in the election, but was nevertheless declared elected by the chairman of the meeting, such persons holds office unlawfully and may be removed by action of quo warranto, the attorney general held today in an opinion issued to John Callahan, state superintendent of public instruction.

The opinion to Mr. Callahan further determined that an alien has no right to hold public office in this state and may be removed by the same proceedings as in the other case. A further opinion in the alien matter by the attorney general held that a female citizen of Wisconsin who married an alien previous to Sept. 22, 1922, is an alien unless she was subsequently naturalized in accordance with federal statutes.

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To those who pay cash a special 10% discount will be given . . . this discount in addition to the savings we are offering during the showing. A special 5 per cent discount will be extended to those who utilize the famous Kessenich Ten-Pay-Plan.

Monday and Tuesday

The great Albrecht Fur Company brings to Kessenich's on Monday and Tuesday the greatest presentation of furs ever held in this city. Over \$50,000 worth of furs will be shown, including Alaska seal, Korean mink, broadtail, squirrel, caracul, beaver, otter-unplucked, Hudson seal, Australian opossum, American martin or skunk, muskrat, raccoon, sealine, ocelot or South American leopard, poney and Mendoza beaver. The sport coats of hardy, inexpensive furs include raccoon lamb, hair seal and Australian dog.

During this showing we are offering specially reduced prices . . . prices that will never again be duplicated this year.

Every Fur
Registered

To insure you of deable "Kessenich Quality" a unique registry system has been instituted for your protection. Every fur will be registered and warrant-ed.

The Season's Greatest Fur Showing—Brought Especially to Madison by the Albrecht Fur Company

It Starts This Morning---Continues for a Week
The Co-op's Mid-Summer Sale



**Bathing Suits
Discounted
20%**

All our bathing suits, including the Bradleys, take this liberal price cut. One and two-piece models with a choice of colors and patterns that is very wide.

With the end of summer session, summer is over for us. But for you there are many weeks of playtime ahead—that's why this Midsummer sale is such a timely event. It offers you the smart things to wear, the sporting equipment you need, at really worthwhile discounts. All the merchandise featured was selected by us especially for Wisconsin students.

The sale commences this morning—stop in on your way home from classes and share the savings!



Values to \$4 in This Group of

**SHIRTS
\$1.95**

Collar attached shirts in white and colors—smartly styled, well tailored, and made of the most popular shirtings. Plain and patterned. Many plain white with the smart collar illustrated here.



**Every Straw Hat
in the Store
 $\frac{1}{2}$ Price**

Take a new straw home with you—replace the one that you have been wearing with a smart new straw. Sailor and soft styles with plain and colored bands.

Tennis Rackets Reduced 20%

A most complete line of rackets is offered at this discount. The style you've been wanting is here.

**10% to 30% off on
Golf Clubs**

What a saving opportunity. The finest clubs made—every style of wood or iron—at special Midsummer prices.

*Discount of from 20% to 50% in the
Co-op Gift Shop*

Here's an opportunity to buy gifts—the Co-op's Gift Shop is filled with novelty gifts, leather pieces, bookends, imports, diaries and gift books. Choose from them at discount of from 20% to 50%.



*A Great Group
of*
**Neckwear
89c**

Closing out our summer neckwear—stripes, solid colors and novelty patterns all grouped at this one low pricing.

**Two Big Groups of
Co-op Suits**

Smashingly Reduced

values to \$45
\$29.50

values to \$65
\$37.50

Every one of these suits is correctly styled—fashioned especially for Wisconsin men. The two big groups offer fabrics and patterns to suit every taste, and the size range is most complete.



The UNIVERSITY CO-OP

E. J. GRADY, Manager
STATE at LAKE