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### TO CONDUCT TOUR OF WINGRA AREA

#### Indian Expert to Head Hike of Outing Club This Afternoon

Mrs. C. E. Brown of the State Historical Museum, an authority on Indian lore, will conduct the November tour of the Outing club this afternoon.

The trip will be taken in the Lake Wingra regions. Mr. Brown is to show the group Indian mounds and will disclose facts of local Indian lore.

The outing is open to all women members of the university. The meeting place is Lathrop at three o'clock. Each hiker is to bring his own lunch and ten cents. Outing Club's purpose is to further interest in unorganized sports. An outdoor meeting is held at the first of each month. "Membership," states the president, Edith Leach, "is based on a number of hours participation in several sports. Of late membership has run down and we are anxious to get new strength in members."

Working as committee heads are Virginia Mead, Leona Marty, food, and Irma Ringe, publicity.

Cards announcing this meeting have been sent to women, who, on W. S. G. A. activity cards, stated that they were interested in the organization.

### BADGER HISTORIAN WRITES BIOGRAPHY

#### Life of Late President of Oregon Distributed at Semi-Centennial

Dr. Joseph G. Schaefer, superintendent of the Wisconsin Historical society, is the author of the first book published by the University of Oregon Press which was established this year under the direction of Dean Eric W. Allen of the Oregon University College of Journalism, a Wisconsin alumnus.

Dr. Schaefer's book, a biography of the late Lucian Prince Campbell of the University of Oregon, was first distributed at the ceremonies incident to the celebration last month of the university's semi-centennial and the inauguration of Dr. A. B. Hall, formerly professor of political science here, as president of the University of Oregon.

The cost of publishing the Campbell biography was defrayed by the members of the Oregon university class of 1927 as a memorial to the late president. Dr. Schaefer was chosen to write the book because of his intimate acquaintance with President Campbell while he was a member of the Oregon faculty.

Dr. F. L. Paxton of the Wisconsin history department and Dr. Schaefer delivered addresses during the semi-centennial celebration. Both observed a cordial attitude toward Dr. Hall, and an impression that the University of Oregon is destined to make progress under the former Badger's leadership.

### ALPHA GLOOMS, DELTA ZETAS WIN I-M GAMES

Two elimination volley ball games were played this past week by women's intramural teams. Alpha Gamma Delta won over Alpha Epsilon Phi, 61 to 35, and Gamma Phi Beta was defeated, 44 to 27, by Delta Zeta. In the consolation game played by Tabard Inn and 211 N. Murray, Tabard Inn was the victor.

### LAND O' LAKES SPENDS \$18,000 TO ADVERTISE

About \$18,000 was spent during the past year by The Land O' Lakes association to advertise the state of Wisconsin, it was announced by Stanley C. Hanks, Madison, president of the association last year.

An appropriation of \$2,500 is being asked of the city this year by the Association of Commerce for the purpose of advertising Madison in the Land O'Lakes association publi-

### Murphy Completes Arrangements for Homecoming Dance

That all arrangements have been completed for the Homecoming dance to be held in Lathrop gym the evening of Nov. 13, was announced yesterday by Bev Murphy '28, chairman of the dance committee for Homecoming.

Frank Rohrer and his eight piece band are to furnish the music.

Tickets for the event, at \$1.50 each, will be on sale all next week at the University Pharmacy. Each member of the committee will also have tickets.

No Union Board dance will be held that evening, the parlors being used for reception purposes the afternoon and evening of the Homecoming game.

Members of Murphy's committee are Henry Dellicker '28, Richard Cody '28, Edith Reppert '28, Jack Nelson '28, Florence Pierce '28, Alice O'Neill '28, William Clark '28, Robert Cauey '28, Martha Brown '28, Frank Powers '29, Mike Grant '29, and Kerwin Haggerty '28.

### AGENTS, TRUSTEES TO HOLD THREE-DAY MEET

(Continued from page one) Pratt, Regent, University of Nevada.

Secretary Report—D. W. Springer.

Appointment of Committees.

"What the Club Woman Expects from Her State University"—Bess M. Wilson, Regent, University of Minnesota. Thursday Afternoon

2—Meeting. "Relation of State Universities to the Public Health"—Dr. J. W. Kerr, Assistant Surgeon General, United States Public Health Service, Washington, D. C.

"Competition of Universities for Professors from Other Universities"—Alma W. Paterson, Trustee, Ohio State University.

4—Inspection Trip. 7—"Early Impressions of a University President"—Glenn Frank. Friday Morning

8:30—Visit to State Capitol. 10—Meeting.

"Deans of Women—Qualifications and Duties"—Lois K. M. Rosenberry, former Dean of Women, University of Wisconsin.

"The Governing Board in Relation to the Legislature"—David E. Ross, Trustee, Purdue University.

"Control of Athletics"—Thomas H. Allen, Trustee, University of Tennessee. Friday Afternoon

2—Meeting. "Organization of Libraries and Department Libraries"—Lucius L. Hubbard, Reagent, University of Michigan.

"Housing and Supervision of Freshmen"—Charles F. Ward, Curator, University of Missouri.

"Relation of the Federal Government to Higher Education"—Alvin Waggoner, Regent, University of South Dakota.

4:30—Inspection Trips. 6—Dinner—Hotel Lorraine.

7:30—"Suggested Reorganization of University Administration"—D. W. Springer.

Question Box and Discussion. Saturday

9:30—Inspection Trips. 11—Closing Meeting.

2—Football, Iowa vs. Wisconsin.

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caution. The board of estimates will consider the request within a few weeks.

### SIXTEEN MADISON ARTISTS EXHIBIT

#### Portrait of Prof. Otto is Among Paintings on Display at Museum

The work of sixteen Madison artists is represented in a collection of thirty-two paintings now on exhibit in the fourth floor auditorium of the State Historical library.

Of unusual interest in the portrait of Prof. Max Otto by Arthur N. Colt. Carol Kennedy, another portrait by the same artist, is truly childlike, quaint, and charming. Both portraits are representative of the impressionistic use of color and broad line. Formerly a member of the university faculty, Mr. Colt is now head of the Colt School of Art.

Profs. William H. Varnum and Roland Stebbins are faculty members whose contributions are outstanding.

Three studies by Ben Langland, C.J.I, are strikingly different. Of these, Gray and Black, an impression of dismal yards and grim walls somehow pleases through Langland's interpretation. In direct contrast to this murkiness is The Pool, a shimmering thing in pale green and gold by Jessie Kalmbach Chase.

Other artists contributing are Kathryn Auren, Lelia Dow, Wilhelm Engel, Olga Haussmann, Flora Mears, Katherine C. Morley, Grace Morley, Eleanor J. Mathews, Dell Nicholson Rindy, Jessie R. Skinner and Hazel Waterman.

For the benefit of those who are unable to visit the exhibit during the week, the Library will be open on Sunday afternoons from 2:30 to 4:30 o'clock.

### OHIO STATE HARRIERS WIN MEET AT ANN ARBOR

ANN ARBOR, Mich.—Ohio State flashed to an easy victory in a five mile cross country meet held here this morning. The Buckeyes totaled 27 points. Michigan, which was second scored 37 points and Illinois scored 6. Kennedy of Ohio was the winner, making the run in 26 minutes 51 seconds.

The new Michigan stadium which will seat seventy thousand people next fall will be officially dedicated on October 22 when Ohio State will meet the Wolverines here, it has been announced.

### UKRAINE CHORUS NOW ON THIRD U. S. TOUR

The great "pilgrim chorus" from the Ukraine, which has now toured three continents in its crusade of song, is now in the United States for a third season.

Its singers are a bit homesick, having journeyed for three years through western Europe, and for the past year through the United States, Mexico, Cuba and South America. Accustomed to a life in the open, in their native land, their four years confinement to cities and trains has been a severe strain upon them. Yet, loyal to their high mission, they go pluckily on, bearing their message of song from nation to nation, making each country acquainted with its own and one another's native music, and interpreting to them all the picturesque and hitherto unknown life of the Ukraine, through the medium of its

### Pair to Present Opera Selections Tomorrow Night

Margaret Taylor, a former university student, and Vincent St. John, will present selections from Spanish and Italian opera tomorrow at 3 o'clock in Music hall. The presentation is under the auspices of the Spanish and Italian clubs and the School of Music.

Miss Sara Norris, chaperon of Chadbourne hall, will accompany the singer on the piano, and Mr. Paul Jones of the School of Music, will play the prelude and intermission on the organ.

The Spanish opera, La Dolores, which is to be presented first on the program, is laid in Aragon between the years 1830 and 1840. The jota, a characteristic Spanish dance, figures largely in the opera, and lends life and color to the otherwise tragic tale.

Cavalleria Rusticana, a one-act Italian opera, with which the program will be concluded, is based on a tale of Sicilian life by Giovanni Verga, and was first performed at Rome in 1890, and has since become perhaps the most widely known in the Italian repertoire.

A collection of modern Italian and Spanish songs and some old Mexican and Spanish-Californian ballads will also be sung by the artists.

rich treasures of folk-songs.

The chorus will give a single performance here on Tuesday evening, Nov. 16, at the University stock pavilion.

### WOMEN'S TEAMS PICKED BY HASTIE

#### Class Swimming Groups Are Chosen; Meets to be Held in Lathrop

University women's swimming teams were announced yesterday by Miss A. H. Hastie, faculty head of swimming. Those on the freshman tea are Elizabeth Briggs, Virginia Downs, Jane Gage, Ruth Goldman, Evelyn Marsden, Mary Parkhurst, Elsa Stecker, Loane Wade, Florrie Kinsella, Freddie Pease, and Wilma Huebsch.

Those selected from the sophomore squad for the class teams are Ruth Critchell, Elizabeth Hoffman, Bernita Lloyd, Pamela Lawrence, Marian Tufts, Ann Dean, Helen Iglaier, Clemence, DeGraw, Marjorie Kaltenbach, and Marian Ruch.

Vera Carr, Charlotte Husa, Irem Kubista, Winifred Smith, Helen Oehler, Florence Korner, and Ruth Buhlig compose the junior team. The seniors on the class team are Sylvia Orth, Miriam Wollaefer, Bernice Marion, Blanche Buhlig, Mary Leardned, Josephine Winter and Marcella Steel.

The class swimming meets will be held in Lathrop pool Tuesday, Thursday, and the following Wednesday. The competitions will start at 7:15 o'clock in the evening of each of the above dates.

Ham, corned beef, tongue and all meats that are not to be served hot are all improved if they are allowed to cool in the water

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## WORLD OF SOCIETY

### Margaret Taylor is Honored by Friends at Several Affairs

Margaret Taylor, concert and opera singer who, with Vincent St. John, tenor, appears in a recital of Spanish and Italian opera selections here tomorrow, was entertained at tea yesterday afternoon at Runmuven, the home of Mrs. T. E. Brittingham. Members of Gamma Phi Beta sorority of which Mrs. Taylor (Marjorie MacCauley ex '04) is a member were the guests.

Patrons and patronesses for the operatic concert tomorrow evening have been named as follows:

Dr. and Mrs. C. H. Mills, Prof. and Mrs. C. D. Cool, Mrs. T. E. Brittingham, Mrs. S. H. Moore, Mr. and Mrs. Frank W. Jacobs, Dean F. Louise Nardin, Mme. Fayard, Miss Louise Rousseau, Prof. and Mrs. H. A. Smith, Prof. and Mrs. A. G. Solalinde, Mrs. M. S. Slaughter, Judge and Mrs. A. J. Vinje, Senora Alfau, Prof. J. L. Russo, and Prof. C. D. Zdanowicz.

After the concert Miss Sarah Norris, chaperon at Chadbourne hall who is a personal friend of Mrs. Taylor's and who will accompany her at the piano, will give a reception at the hall in honor of the artists. The guests will include the members of the Romance language department and those who have been cooperating with the concert.

### Social Events

#### Hogan-Nash

St. Paul's university church was the scene of the wedding of Sybil Nash, Sugar Hill, N. H., to James Mangan Hogan '09, New York city, formerly of La Crosse, which was solemnized yesterday morning at 11:30 o'clock, Father Hengel officiating.

A wedding breakfast at the Lorraine hotel followed the ceremony, after their wedding journey in the west Mr. and Mrs. Hogan will reside at Calle Viena Eleven, Mexico City, where Mr. Hogan is an attorney-at-law.

The bride attended Miss Bennett's school at Millbrook, N. Y., and the bridegroom is a graduate of this university, being a member of Sigma Chi fraternity.

Thomas Furlong '27, Milwaukee, was a guest at the wedding.

#### Chi Omega Tea

The local alumnae chapter of Chi Omega is entertaining the active members of that sorority at tea from 5 to 7 o'clock this evening at the home of Mrs. Glenn Stephens, 1102 Sherman avenue.

#### Baptist Service

The evening service at the First Baptist church today will be under the direction of the Baptist Student association, the subject being "What is the Student Thinking About?" The speakers will include Hugh Folsom '26, Hugh Mackin '29, and Junior Wright '30.

Music will be furnished by Elizabeth Hunter '27, vocalist; a quartette composed of Mrs. G. F. Tracy, John Winans '25, Ruebush Shaaks '25, and George Wallace '29; and the association orchestra which is composed of students.

#### Convention Delegates

Annie Orr '29 and Isabelle Sine '28 have been chosen to represent the Collegiate League of Women

### Will Sing Here



Margaret Taylor

Mrs. Margaret Taylor, who will appear in a concert tomorrow, is being entertained at several interesting functions this weekend.

Voters in Milwaukee from Wednesday to Saturday of this week.

#### Luther Memorial Meeting

Attention will be focused on the national convention of Lutheran students, to be held here in December, at the meeting of the Luther League of Luther Memorial church at 6:45 o'clock this evening.

Amelia Soldan '29 will lead the discussion, her subject being, "The Opportunities and Responsibilities of the Lutheran Student." Social hour at 5:30 o'clock and cost supper at 6 will precede the meeting.

#### Arts and Crafts Club Elects

At the recent meeting of the Arts and Crafts club the following officers were elected: Chris Romes '27, president; Iris Moncar-Sellen '27, vice president; Donald Larson '27, secretary; and Edith Goldman '27, treasurer.

Former members and other interested students are invited to attend the Surprise party at the Industrial Arts laboratory Tuesday evening at 7:15 o'clock. One club meeting in each month will be social, and the other, business.

#### Kappa Delta

Members of Kappa Delta sorority entertained with a tea last Thursday in honor of the pledges. Mesdames J. T. Rood and W. D. Taylor were hostesses and Mrs. E. S. Perkins presided at the tea table.

### Interesting Showing of Handweaving to be Held at Lathrop

Specimens of superior handweaving from all parts of the country will be exhibited in Lathrop hall next Thursday and Friday under the auspices of the Applied Arts section of the Home Economics department. Miss Ellen Hillstrom of the faculty is directing the exhibition.

Among the interesting pieces to be shown will be luncheon sets, wall hangings, table runners, scarfs, and baby blankets. Several dresses, capes, and blouses, fashioned from hand-woven materials, will also be included.

The well-known institutions and companies who are sending large exhibits include: Berea College, the Churchill Weavers, and the Matheny Weavers, all of Berea, Ky.; E. F. Worst, director of industrial arts in the Chicago schools; the Tenafly Weavers, Tenafly, N. J.; The Biltmores, Ashland, N. C.; and Miss Helen Combs, Keokuk, Ia. A few articles made by home economics students will be shown.

In relating the purpose of the exhibit Miss Hillstrom explains, "We plan to make this an annual event in order to show the beautiful articles being made by handweaving and to arouse keener appreciation of craftsmanship."

### University Women Speak of Geneva Conference Today

Geneva Sunday will be held this afternoon as the weekly vespers service for university women, at 4:30 o'clock in Lathrop parlors. Bernice Winchell '27, who will be chairman of the entire Geneva conference next year, and Elynore Bell '29, representative from Geneva this last summer, will speak on their impressions of Geneva.

Presiding over the services will be Laura Barrett '28, member of the Y. W. C. A. cabinet. Special musical numbers have been planned.

Contrary to previous announcements, Dr. Alexander Meikhejohn will be unable to speak this afternoon, but has postponed his speech for Vespers service until a later date.

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### Alumni Briefs

#### News of Wisconsin Grads, Young and Old

Howard Paul Savage ex'07, will head the friendly invasion of France which will be held under the auspices of the American Legion at the 1927 convention in Paris. Mr. Savage was recently elected commander of the Legion. He served in the Fifty-fifth Engineers and afterward was engaged in the maintenance department of the South Side elevated railroads, Chicago. While at the university, Mr. Savage was in the College of Engineering.

Dorothy Williams '24, who was married last month to Stanton Mead is in Europe on an extended honeymoon trip. They will return in December and be at home in Wisconsin Rapids. Mr. Mead is a graduate of Yale.

Mr. and Mrs. John Cleveland who were recently married in Madison, are at home at Chelsea Square, New York City. Before her marriage, Mrs. Cleveland was Dorothy L. Hommedieu '26. Cleveland also attended the university and would have graduated this year if he had remained here.

Howard Pratt ex'25 is living in

Oak Park where he is connected with the Illinois Bell Telephone Co., Chicago. He was recently married to Gladys Wolf '26.

Robbert Gibbons '26, is an assistant in chemistry at Purdue university. Gibbons married Mildred Strain ex'28, last summer and they are now living in West La Fayette, Ind.

Lyle Kurley ex'28, is in the real estate business in Florida.

Mr. and Mrs. J. Karl Kolb are at home in Jacksonville, Fla., where Mr. Kolb is connected with Fairbanks, Morse, and Company. Mrs. Kolb was Miriam Hedbacn '26, and Mr. Kolb is ex'25.

### MERCHANTS POSTPONE CASE AGAINST CO-OP

The meeting of Madison merchants, scheduled Friday afternoon with Atty. Frank Ross to discuss their case against the University Co-op has been indefinitely postponed.

It is probable that a meeting will not be held until the attorney general gives an official ruling as to whether or not the Co-op is violating the State Co-operative law by using the name "Co-op." The group of merchants claim that the concern is not a co-operative organization.

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## ELIZABETH ARDEN

has sent her personal representative, who has had years of experience in the Arden Salon in New York, to visit our toilet preparation department on

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## LETTERCRAFT

Programs for Homecoming

and all

Autumn Dances

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## INSTRUCTORS PICK HORSEBACK TEAMS

### Blackhawk and Fashion Stables Choose Women's Class Riding Groups

Women's horseback riding squads were selected Friday by the riding instructors of the two riding academies, Blackhawk and Fashion, and Miss Gladys Gorman, of the Women's Physical Education department, who has charge of women's riding.

There were five or six of the best riders of each class chosen by the two stables making ten to twelve in a squad. Next Tuesday, after the members of the squads have competed and further displayed their riding ability, the class teams will be announced.

Those selected for freshman squad are Esther Sharp, Janet Severin, Katherine Klingenberg, Virginia Masden, Anita Blackwell, Ruth Blocki, Doris Zemurray, Winifred O'Brien, Elizabeth Swensen, Irene Wallaeger, Edith McFadden, and Beatrice Ellis.

Katherine Newborg, Dorothy Siberts, Dorothy Gale, Elenore Tallard, Helen Iglauer, Nancy Carton, Felicia White, Elizabeth Wilson, Arline Fendorf, Louise Field, Katherine Descamps, and Jean Tibbs are the members of the sophomore squad.

Juniors who made the class squad are Pauline Mendenhall, Patricia Palmer, Eleanor Cooper, Dorothy Potter, Barbara Howell, Mary Campbell, Gladys Fist, Eleanore Mutterhausen, Marguerite Kuehn, Elizabeth Klenert, Lorraine Thoms, and Florence Taut. The senior squad members are Miriam Wollaeger, Helen Mueller, Jane Waltz, Charlotte Churchill, Mary Learned, Sara Webber, Virginia Berlin, Roberta Donham, and Barbara Hornby.

## MANY EVENTS ON WEEK'S SCHEDULE

### Various Activities to End in Homecoming Celebration Saturday

Twelve events are scheduled for Madison within the next week, according to the weekly bulletin of the Association of Commerce.

Reinald Werrenrath will appear at the Christ Presbyterian church Tuesday night, at 8:15.

The Wisconsin Motor Coach association will meet here Tuesday and Wednesday.

Wednesday noon the Madison advertising club will hold its weekly meeting at the Loraine hotel.

Armistice day will be observed in the city on Thursday closing with the Armistice day ball given by the American Legion at the East Side high school.

The Association of Governing Boards of State Universities and Allied Institutions will meet here Thursday, Friday and Saturday.

The mass meeting for the University of Wisconsin homecoming game with Iowa will be held at the University gymnasium Friday night, at 7:30. The annual bonfire will be held on the lower campus the same evening, at 8:45.

Besides the homecoming game between Wisconsin and Iowa, Saturday, the annual Hobo parade, cross country meet with Iowa, and the homecoming dance at Lathrop hall will be held.

### Bank Clearings Show

#### Increase Week Of Oct. 30

Bank clearings for the week ending Oct. 23 showed a greater increase over the similar period for last year than the increase reported for the week ending Oct. 30, according to a compilation made by the Madison Clearing House association.

The week ending Oct. 23 this year showed a total of \$3,313,118.63 as compared with \$2,653,196.54 reported a year ago.

The report of Oct. 30 showed a total of \$3,187,499.69 while for the similar period last year the report carried a total of \$2,829,411.58.

### To Talk Traffic Bureau

#### By-Laws At Luncheon

By-laws of the Madison traffic bureau will be discussed at a noon luncheon meeting of the traffic committee Tuesday at the Madison club. The laws are now being drafted by L. Foote, director of the bureau.

<p><b>RATES</b> 1 1/2 cents per word, 35c column inch. Minimum 25c contract rates.</p>	<h2>Classified Advertising</h2> <p>IN THE CARDINAL Reaches Every Student</p>	<p>No Classified Ads will be taken over the telephone.</p>
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## PARK FOUNDATION SEEKS MORE LAND

### Propose Plan to Secure Other Desirable Property for Development

A plan whereby present stockholders in the Madison Park Foundation will leave their money in this organization to be used to purchase other prospective park lands may be suggested to the organizers of the company when the city board of estimates considers purchase of its present holdings on the Lake Monona shore of the East Side, it was rumored today.

The organization was formed to purchase and hold desirable properties for future park development until such time that the city was financially able to take over these

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lands. For this purpose a large portion of the Lake Monona shore line along the East Side was acquired and held by the foundation for a number of years. The land has now been offered to the city to be paid for on installments over a period of 20 years. If approved by the council the city will appropriate about \$7,000 each year to pay the interest and portion of the principal.

It has also been suggested that if the city purchases the lands now held by the Madison Park Foundation, the organization continue to function and purchase lands on the shore of Lake Wingra. This suggestion is gaining a great deal of popularity due to the fact that this lake has been made a game refuge by the state.

Members of the council are reported as in favor of the plan although no definite action has been taken on the request of the Madison Park Foundation.

## MOVIES USED TO TEACH HISTORY

### Northwestern University Receives Set of Films as Gift of Trustee

Northwestern University's department of history is about to begin the teaching of American history with the aid of motion pictures. Through the generosity of Frank S. Cunningham, president of Butler Bros., Chicago, and a trustee of the university, a set of films, eventually to be thirty-three in number, has been purchased and as soon as the projector arrives lectures will begin, with Dean James A. James and Dr. Isaac J. Cox cooperating in the course.

Mr. Cunningham presented the set to Northwestern University and for the use of the Evanston township high school.

He made the gift in memory of

his son, Captain Oliver Baty Cunningham, who gave up his life in the Birmingham, 15th United States Artillery world war after a brilliant record.

Fifteen of the films, already completed, have reached Northwestern University and include pictures authentic in historical fact and treatment, in costume and other important details, treating of the following epochal American events:

Columbus, Jamestown, The Pilgrims, The Puritans, Peter Steyvesant, The Declaration of Independence, Yorktown, Vincennes, Daniel Boone, The Frontier Woman, Alexander Hamilton, and Dixie.

## WEARING OF RINGS IS BANNED BY TEACHERS

LONDON—School authorities at the town of South Shields promulgated a rule banning the wearing of finger rings by pupils. Trouble arose when a teacher took a ring from a girl and held it during school hours. She explained that the pupils gazed at it constantly instead of studying her lessons, and had caused other girls to get rings.

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THE POPULAR PHONOGRAPH ARTIST  
WITH NELSON STORY AT THE PIANO

## LARRY COMAR

POPULAR SINGER OF POPULAR AND TOPICAL SONGS

LATEST PATHE NEWS—AESOP'S FABLES

FRIDAY NIGHT—HOMECOMING—Eve. Shows at 8:15 & 10 P. M.  
SATURDAY NIGHT—Homecoming—3 Shows at 6:30, 8:15, 10 P. M.



# They Tell Us We Have A Mission!

Lo, (Not to mention Behold!) while absorbed in feeding the most intelligent members of Wisconsin's family, we have come to be regarded as Defender of the Faith.

What Faith, you say?

Well, they tell us that we are entertaining the soul as well as the body at the Irving, that the former is at least as important as the latter, and since no other large enterprise of our community seems to grasp the importance of entertaining both these guests equally, we are by necessity endowed with a mission!

That's all true.

And so far as we can serve the point of view that is Wisconsin, with its liberality of thought and action, we take honest pride in our service.

We want you all to know that if by reflecting a point of view that is impatient with obsolete, antiquated methods, we promote a cause that is worthy, well and good.

But, God willing, we won't let that interfere with our efforts to prepare and serve the finest food to the largest number of people.

For the Irving's first job is to feed the town.

And by the town we mean every one of our community who has convinced himself or herself that there is the devil to pay when the stomach is turned into an ambulating poison factory through having impure, unclean or improperly cooked foods thrust upon it; and who know that the safest way to insure proper food is to eat regularly at the Irving.

The assignment we have taken upon ourselves is to go to the shops, scan the markets, and know intimately the growers of the best foods, so that we can prepare for you the most savory meats, the most succulent salads and the most delectable desserts.

## So

They tell us we have a mission.

Well, it must be a good mission if we have it!

But, really, the mission we're bearing down on, and hope soon to catch up with, is to be the very necessary meeting place of Wisconsin's brightest and most intelligent two thousand.

That is a Good Mission!

## The New Irving!

Aristocrat  
Sterling Court



Cafeteria  
at Irving Place