



The daily cardinal. Vol. XXXVII, No. 139 April 1, 1928

Madison, Wisconsin: University of Wisconsin, April 1, 1928

<https://digital.library.wisc.edu/1711.dl/YSX6ORO7MD6K38E>

<http://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

Daily Cardinal Celebrates 36th Birthday This Week

Board of Control
Is Power Behind
Daily CardinalPlays an Active Though
Silent Part in Con-
ducting Paper

By MARGARET ASLOP

Like an onlooker in the distance, who takes little part in the everyday general editorial and news policy of the paper, but who guides and advises to see that all the machinery runs smoothly, stands The Daily Cardinal Board of Control. Although the Board comes into public view only a few times a year, it is actually the controlling force behind the paper; it makes appointments to the staff, hears business reports, awards keys of service to Cardinal workers, and criticizes and suggests better policies when they are needed.

What an active, though silent and unheralded part the board plays in the actual workings of the student newspaper can be shown by the various activities which are herein related in detail.

Ten Persons Attend Meetings

Ten persons attend meetings of the Board of Control, of which five are active members chosen by the students of the university at the general spring elections. The other five are ex-officio members who have no voting power. They include the ranking members of both the editorial and business staff, and the three faculty advisers. Of the five voting members, three are seniors and two juniors, so that each year three new members are elected.

The present Board of Control consists of James Siple '28, president; Thomas Kirmse '29, vice president; Margaret Alsop '29, secretary; Harry Thoma '28, treasurer; and Catherine Kuehne '28. The ex-officio student members are Marvin Lehmkuhl '28, executive editor of The Daily Cardinal; and Edwin Feree '28, business manager.

Faculty advisors are appointed by President Glenn Frank. The present advisors are Prof. Grant M. Hyde, acting head of the School of Journalism; Prof. D. R. Fellows of the Department of Business Administration; and Prof. J. C. Gibson of the accounting department.

Spring Means Hard Work

Although the Board meets throughout the year, spring, in particular, is its time for hard work. It is then that appointments to the staff for the coming year have to be made, that bonuses for the retiring staff are decided upon, and that keys are awarded to staff workers.

Following the Spring vacation, recommendations for the staff of the following year are made by the present editors. These recommendations are considered by the Board of Control, and selection of the new heads are made between the middle of April and the latter part of May. Often much

(Continued on Page 2)

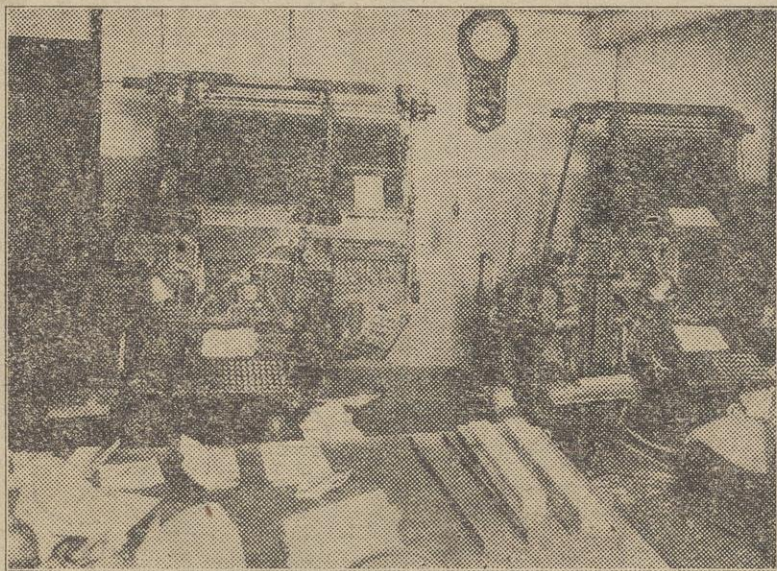
Daily Cardinal
Presents 8-Page
Birthday Section

The Daily Cardinal today presents to the student body of the university and to its many other readers this special eight-page anniversary edition.

Although the paper will not celebrate its official 36th birthday until next Wednesday, April 4, today is the most appropriate time to offer our readers this detailed explanation and picture section, which relates the history, policy, and problems of The Daily Cardinal.

In view of the fact that the first meeting of the Cardinal Publishing company, present printers of the paper, was held exactly one year ago yesterday, today is an excellent time to tell the story of how the new Daily Cardinal came to be. Then the real birthday is only a few days hence, and the editors feel proud to present these features as fitting to the occasion and the approach of the spring recess.

THE EDITORS.

These Linotypes Turn Out Type
for Your Paper Every Morning

The picture shown here is a close-up view of the two Daily Cardinal linotype machines. They turn out all the body type, much of the display advertising type, and most of the headlines in the paper.

The machine to the right is used solely for the setting of straight matter and is operated very evening for about eight hours.

The one at the left runs 16 hours a day, one operator working in the morning and afternoon and another in the evening. It is used for setting advertising and headlines, and sometimes for straight matter. The two machines are valued at about \$5,000 each.

Publishing Plant Marks New
Climax in Cardinal CareerHyde Relates How
Cardinal Earned Its
Money for PlantBy PROF. GRANT M. HYDE
Chairman, Cardinal Advisory
Committee

To the members of The Daily Cardinal family, this thirty-sixth birthday is the biggest milestone of them all. The dream of many years has come true. The Cardinal now has its own printing plant, instead of being "a job" in the ETAT-CMFW a downtown printing office.

We are proud, not only of the \$18,000 worth of fine machinery, but of the way it was acquired. The money was earned and saved by The Cardinal itself, without gifts from anyone. For many years former boards and staffs put away in the bank most of each year's profits, to provide this plant. Some indebtedness remains, but three or four years should clean it up.

To put the property on a business basis, a separate Cardinal Publishing company was incorporated. But it is all the same family; the same men form a majority of both boards. And

(Continued from Page 1)



Prof. G. M. Hyde

Last Year Resulted in Great
Changes in Status
of Paper

By WARREN C. PRICE

As The Daily Cardinal approaches this week its thirty-sixth birthday anniversary, a fully developed organization built upon the sound foundations laid by William Wesley Young, its first editor, in 1892, and Prof. Wilard G. Bleyer in 1893, its workers and supporters may have just reason to feel joy. For this birthday, more than any other, brings to mind the vast changes which a paper can undergo in 12 months.

The celebration of an anniversary is an appropriate time to look backward; and in doing this we can see that the year from Mar. 31, 1927, to the present has undoubtedly meant a great deal more to The Daily Cardinal than any of its previous 35. It was the year completed yesterday that saw the realization and understanding of the dreams of editors of long past, that saw the establishment and erection of The Cardinal's own printing plant, and that saw the building of The Cardinal Publishing company.

Recall Great Growth

So, almost coincident with the thirty-sixth birthday of the paper itself, comes the first anniversary of the publishing company. This anniversary recalls a tremendous growth in one year; 12 months ago, The Daily Cardinal was published under contract by a local newspaper; it was purely a business and editorial organi-

(Continued on Page 8)

Crusading Paper Lives
Through Gloomy DaysFour-Column, Four-Page Paper Was Nucleus of Present
Daily Cardinal; Militant Editors Led Fight
for Progress and Growth

By ROY L. MATSON

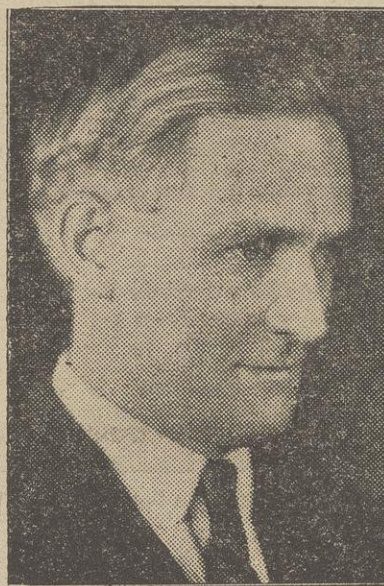
Gentlemen, a toast!

A draught to the health and prosperity of The Daily Cardinal, and to the memory of spirits that have lived and moved in the dim past of its 36 years.

Gentlemen, to Apr. 4—the natal day of The Daily Cardinal!

Strike a light and kindle the candles—36 tapers, each a mark of progress in the story of its life; and in the glimmer and twinkle of their glow watch for a moment the figures that flash across its pages.

Our Plant Manager



G. W. Tanner

Starting over 30 years ago in the good old hand-set days, G. W. Tanner, plant manager of The Cardinal Publishing company, has had an interesting career in his profession of printing. Mr. Tanner's picture is shown above.

He has served in practically every mechanical department of the newspaper and printing business, and held positions as foreman and superintendent in various plants before he took over his work with The Daily Cardinal.

In 1921 Mr. Tanner was machinist-operator on the Monroe Evening Times, later becoming plant superintendent with this paper. Before this, he had spent a number of years as a traveling linotype machinist, in which capacity he serviced machines in most of the southern and southwestern states.

Since coming to The Cardinal, Mr. Tanner has instituted a number of new time-saving systems which have done much toward decreasing operating costs and increasing efficiency. He and his family are now located at 537 South Randall avenue.

All portraits of staff members which appear in this issue were taken by the De Longe studio.

Dimly, far back in the yellowed pages of 1892, there appears first a keen-eyed boy—Billy B. Young, they called him—who came forth from the great Wisconsin cheese belt of Green county, endowed with a bit more than his share of aspiration, gall, and presumption. With the odor of printers' ink in his nostrils fresh from his devil's duties on a small country weekly, a burning desire within him to write, and a resolution to make a name for himself, the boy gathered about him a staff of 10 no less ambitious lads, and with a certain William Saucer-man to manage the business end, daringly "founded" The Daily Cardinal.

Not much of a sheet does it seem in the glow of our 36 candles tonight, yet we at the feast must take a certain pride in it; much the sort of pride of its editors and the students whose breakfast table it greeted that first Apr. 4 morning.

Black Days Follow

Four columns it was, with its first page featuring a column and a quarter account of tryouts for the Western Oratorical league, a long list of jerky society items, and a column of news from the law school. Four pages of four columns each—a seedling, but an acorn destined to grow to a sturdy oak.

Follows pages and chapters of trying days, black days with a treasury filled with little else than emptiness, when it was uncertain whether or not another day's Cardinal was to be. But through it all there strides the spirit of the crusader, fighting against bitter odds, tangible or intangible, gaining ground inch by inch and foot by foot.

Progress and growth, sometimes steady, many times shaky and un-

(Continued on Page 2)

Sports Editor Has
Task of Gathering
All Athletic News

By DAN ALBRECHT

To The Daily Cardinal sports editor falls the task of gathering and writing, either personally or through

his staff, all news of athletics. Scores, summaries, and stories of all intercollegiate athletic contests, either at home or away from home, must be obtained, and regular "dope" stories relating to practice activities must also be secured.

With the exception of the straight news department, the sports department handles more news than any other section of the paper, and members of the sports staff devote considerable time to the work.

The recent development of intramural athletics on a large scale and the increasing interest of women in sports has widened the field of the sports department considerably. On many days, news of interfraternity or dormitory games, and of women's intramural contests, occupies more than half the page which is regularly assigned for sports. A working arrangement with other papers of Western conference schools makes possible an interchange of service when Wisconsin teams are playing away from home or when other teams are meeting Wisconsin here.



Dan Albrecht

Olson Comments on Typographical Changes

By PROF. K. E. OLSON

Wisconsin students today would hardly recognize The Daily Cardinal of former years—it has changed so in its physical appearance.

Back in the days before the war, when I first became acquainted with The Cardinal, it was a little four-column sheet but in appearance it resembled a Hearst paper. Screaming black gothic headlines blared the news of campus activities. But it was a newsy little paper. As I look back over the old files it seems to me that despite the fact that we had only some 3,500 students there was as much going on around the campus as there is today. I really think The Cardinal staff of that day did a very

good job of reporting.

Carried War News

During the war days, The Cardinal seemed to copy something of the bolder display that characterized all American papers of that period. Headlines became bigger and blacker a more interesting makeup of pages, and every morning issue of The Cardinal carried the latest news of the fighting in France. Headline writers became vehement in their language and shouted about "damned traitors" while the students burned the kaiser in effigy.

Instead of fillers, the bottom of every column carried the slogan "Buy Liberty Bonds." The first banner headline made its appearance when students over-subscribed the First

Liberty Loan campaign.

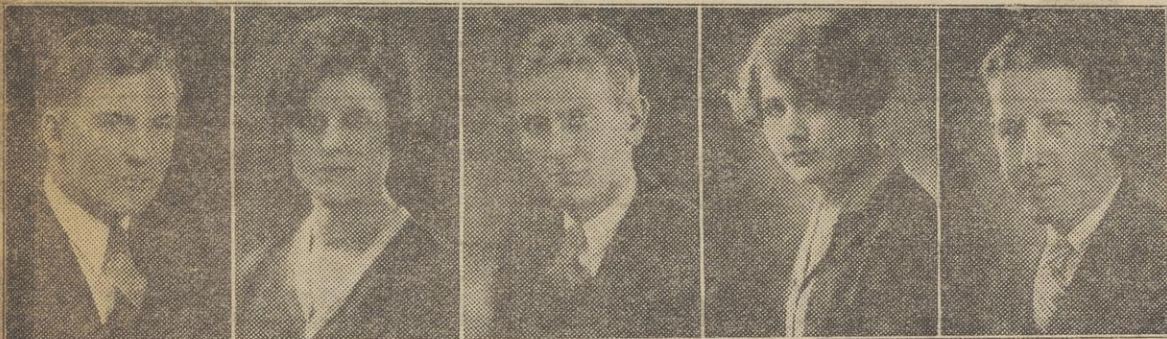
When I came back from France after the war, The Cardinal was being printed at the Capital Times plant and it was a grayer, quieter looking paper. The Condensed Lining Latin heads, which have adorned The Cardinal's pages for the last seven years, alternated with Century and Cheltenham italic feature heads. A special sport page made its appearance.

In the fall of 1923, The Cardinal expanded to five columns, which made possible a better display of news and there has been steady improvement since.

The Cardinal of 1928 is, however, the most attractive, I believe, we have ever had. Since moving into its own

(Continued on Page 8)

The Cardinal Board of Control



Thomas Kirmse Catherine Kuehne James Sipfle Margaret Alsop Harry Thoma

Managing Editor Relates Story of Guiding News End



Alexander Gottlieb

By ALEXANDER GOTTLIEB

Under the arrangement which went into effect on The Daily Cardinal at the beginning of the 1927-28 school year, the duties of the managing editor classify into three divisions: (1) management of the desk organization, (2) checking of news (both sources and assignments), and (3) editorial writing.

During the first semester of this year, editorial writing by the managing editor entailed the writing of editorials for one issue of the week. Under the second-semester arrangement, editorials for two days' issues are written by the managing editor.

Checks News Sources

The managing editor's chief field of duty is the combination of his news checking and his desk management work. During the past year the assignment editors have been given free rein, with the managing editor checking in news, news sources, inadequate stories, missing stories, and news complaints during the afternoon when the desk staff was on duty.

This work includes assignment of stories that have "broken" since morning assignments were made, as well as detailing reporters or desk men to feature stories and follow-up stories on late developments. Under this phase is included a check on rewrites, with the rewrite editor perusing the last editions of the daily papers for stories that may be utilized for The Daily Cardinal.

Assigns Desk Editors

The management of the desk organization includes the assignment of desk editors, desk assistants, and proofreaders for each day of the week, as well as a check on men reporting for work and a criticism of each day's issue based on marked copies and conferences.

The field of the managing editor is one of news, with his job that of creating a smooth-running organization to cover The Cardinal news field adequately and accurately and to present the news in an unbiased and readable fashion.

Smokes Give More Revenue Than Any Other Commodity

PROVIDENCE, R. I.—According to the Brown Daily Herald, revenue derived from sales at the Brown university Union is greater from smoking materials than from any other luxury or commodity which the undergraduates purchase.

According to the Daily about \$250 a week is spent by students for tobacco, while a slightly less amount is spent for candy.

Cigarettes lead the list of smudgers sold, while pipe tobacco and cigars follow in order. Not enough chewing tobacco is disposed of among the undergraduates to make it worth mentioning, the paper says.

The standard brands of chocolate are by far the most popular sweets sales.

The average amount spent by each student at Brown for both candy and tobacco amounts approximately to 35 cents.

Prof. Hyde Feels Proud of Cardinal Achievements

(Continued from Page 1)

students outside may not realize the large sums of money these boards handle—for instance, a weekly printing cost of about \$500.

Although the newspaper is 36 years old, the present Daily Cardinal company is only 14 years old. Incorporated Mar. 10, 1914, it has as its membership the entire student body, and is directed by a board of control of five elected students and an advisory committee of three professors. The latter have authority only in financial matters.

Looking back over my 12 years of service in The Cardinal family, as chairman of the faculty advisory committee, I am exceedingly proud of this printing plant and of the organization behind it. The Cardinal is a solid, going concern. Every time I look at those costly machines, I remember with pleasure the long hours of scheming and figuring with the fine men and women of former staffs and boards who molded the dream into a reality.

Cardinal Board Holds Guiding Hand Over Paper

(Continued from Page 1)

discussion prevails over the choices, and meetings are frequent.

Bonuses for Cardinal workers are decided on the basis of the profits of the Daily Cardinal during the year. These bonuses are divided equally between the editorial and business staffs, and are then granted to the members in proportion to the importance and quality of the work which they have done.

Plans Summer Paper

Keys of bronze, silver, and gold are awarded by the Board to workers who have been on the masthead of the paper for two years or more. A bronze key is awarded to those who have served two years, a silver key to three-year staff members, and a gold one to the executive editor and business manager.

The spring activity of the Board includes, too, the plans for the Summer Session Cardinal, which is published three times a week for six weeks of the session. The editors for the Summer Cardinal are also elected in May and a contract drawn up with them for the publishing of the paper.

If any organization wishes to put out an issue of the Cardinal as a special enterprise, the Board of Control may grant special permission for the use of the plant and for the handling of the increased work. During the year 1927-28, the Sigma Delta Chi Prom Cardinal and the Y. M. C. A. issue have been authorized.

The reading of the monthly report of the business manager allows the Board to keep track of the financial condition of the paper, while the report of the publishing comp, any, which is summarized for the Board, allows it to analyze the production end of the staff.

All students are members of the corporation which owns the Daily Cardinal, and as such are privileged to vote for members of the Board of control each spring.

Tests in Finding Grammar Errors Stop Ames Class

University of California, Los Angeles—Intelligence tests do not test intelligence, was the conclusion of Dr. Charles W. Waddell, professor of education at the university in a report given recently of a survey started in 1921.

All students entering the university that year were given the army alpha test, a simple form of examination. The records of the students were observed throughout the succeeding six years with reference to their standings in the test.

"If one may be allowed to generalize from data such as we obtained from this survey," said Dr. Waddell, "it may be said with virtual certainty that no man with a score of 80 or less in the army alpha test appears to have any chance of meeting the requirements of the A. B. degree in the University of Southern California.

Rushing Questions Discussed by Frats at Tulane University

Fraternity rushing was the question under discussion at a meeting of representatives of all the Greek letter organizations at Tulane university recently.

Suggestions as to the length of the rushing period ranged from two days to two weeks and even two months. The time under the present rushing system is two weeks and the fraternities have unanimously agreed that this is unsatisfactory from the viewpoint of both the rushers and the rushees.

The objection to the proposed short period is the fact that the fraternities could not know their rushees well enough in two days and vice-versa; and the opponents of the long period contend that the fraternities would lose money by not having the freshmen in their houses for the two months that would be used for rushing.

READ CARDINAL ADS

A local sports page broke a story scoop. about athletic awards being O. K.'d by the council before that council had met. That's what you call getting a

READ CARDINAL ADS

First Spring Showing
NOW PLAYING

GENTLEMEN PREFER BLONDES

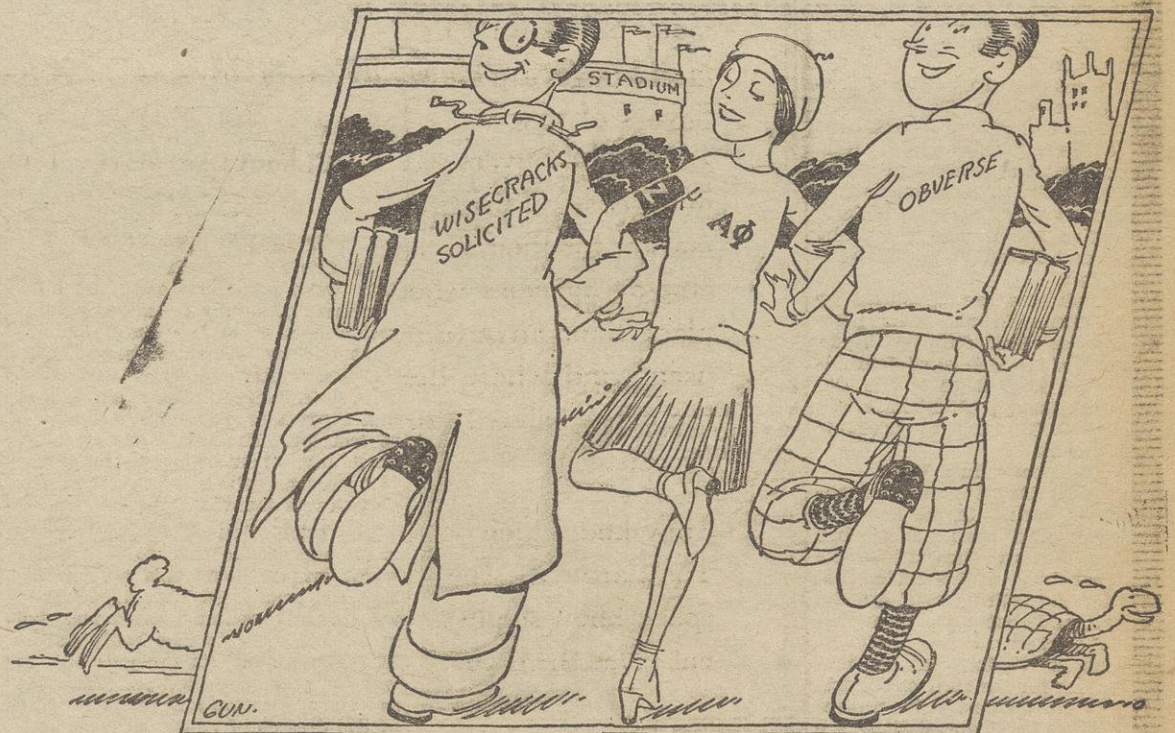
BY ANITA LOOS

PARAMOUNT'S Sensational screen success. Explaining Lorelei — and her girlish reputation. Introducing Dorothy the original female bandit. All their nice gentlemen friends . . . and . . . Henry, the sucker who bit the dust. Oh, what a fall he took!

a
Paramount
Picture

COMING — MAROLD LLOYD IN "SPEEDY"

STEP LIVELY!



Hayfoot, Strawfoot, Wingfoot, men!
Strut her out and back again.
You can't beat the way it feels
Stepping out on WINGFOOT HEELS.

LIFE travels at a nifty clip these days, in college as well as out, and to be among those who finish strong, you must be properly heeled.

You may start out briskly enough on hard heels, for instance, but the constant jolt and jar of uncushioned steps will wear you down. Better get onto rubber—for rubber gives, and lifts, and helps.

Best of all, get onto Goodyear Wingfoot Heels. They are all fresh, live rubber; full of better cushioning, longer wear, and latest style.

More people walk on Goodyear Wingfoot Heels than on any other kind. Your shoe repairman puts them on in 2:01 1/2. Just say, "new Goodyear Wingfoot Heels today!"



GOODYEAR WINGFOOT

Copyright 1928, by The Goodyear Tire & Rubber Co., Inc.

National Advertisers, Too, believe in the 100% coverage of The Daily Cardinal

COMPANY	PRODUCT
John Ward Shoe Company	Shoes
Shredded Wheat Company	Cereals
Canadian Pacific Railway Company	Transportation
American Tobacco Company	Tobaccos
Coca-Cola Company	Coca-Cola
Coty, Incorporated	Cosmetics
Conklin Pen Company	Pens
Remington Company	Typewriters
Cunard Lines	Transportation
Raynboot Company	Rubber Footwear
Stetson Company	Hats
J. B. Williams Company	Cosmetics
Anheuser-Busch Company	Beverages
General Electric Company	Electricity
A. J. Tower Company	Slickers
International Magazine Company	Publications

These advertisers listed above, and the many others for which we haven't space in this page, are known the world over as buyers of space in a big way. But they are careful buyers of space. They spend hundreds and thousands in studies of the market for their various products. They employ agencies whose business it is to place their advertising where it is most useful and where the space gives them the most dollars returned for the dollars it costs.

They know their market and they know The Cardinal. The men who place their space know mighty well that The Cardinal gives them complete coverage in the

rich, buying university area of Madison. They know that no similar paper competes to divide the field. They know that The Cardinal is alone in its field with complete coverage.

And you, Mr. Madison Advertiser, have things that you want to sell to students. You can't hire big agencies to do this work of market analysis and space-placing. But you can profit from the experience of these big firms who have studied the question. The Cardinal is the one big medium that has no duplication, complete average. And 9,000 buying, spending, receptive people are ready for your message to their breakfast tables.

Every Morning

the firms above listed, and 50 other national advertisers, use
The Cardinal to tell their story to 9,000 "buying students"

100% COVERAGE—NO DUPLICATION

The Cardinal sells your product daily to a community that buys

Desk Men Carry Brunt of Burden in Preparing Daily Editions of Paper

Six Workers Hold Pivotal Positions on Cardinal During Week

By HAMPTON RANDOLPH

Just what does a desk editor do who has his name perched so perilously above the editorials in each issue of the much maligned but nevertheless very much worthwhile Daily Cardinal?

I can remember very distinctly my first year when I wondered, "Why, on God's green earth, should so-and-so have his name smeared all over the editorial page?" But the desk editor's job on The Cardinal is very important, possibly more important than that of the editorial writers themselves, but that is the insidious thing about publishing a newspaper—no single job is the most important. Every position is an integral part of a machine and every Cardinal worker contributes towards the production of the student newspaper. There wouldn't be a paper in the morning if there were no reporters; there wouldn't be one if there were no desk editors; and certainly there wouldn't be one if there wasn't someone to write editorials and supervise the whole organization.

Desk Man Sort of Flywheel
The newspaper has been referred to before as a machine, and it is—a machine of many parts which fit nicely together each with its own sphere of action, all tending toward a certain end—result. The daily production of the newspaper. The desk editor is a sort of flywheel in this machine, regulating the speed with which the mechanism works and protecting it from rattling itself to pieces.

In order to understand his work, let's follow a mythical Daily Cardinal desk editor through the day. We'll call him "Jack," for no good reason at all.

Jack gets through his 1:30 French class just like the majority of college juniors do and slides, walks, runs, or saunters down the hill, depending upon his mood and the weather, and enters the Union building.

Works Once a Week
Our hero holds forth once a week behind a semi-circular table called the copy desk. On the outer rim of this desk one, two, or three assistants work. The first thing he does is to look over the assignment editor's sheet and find out what stories have been assigned to reporters, when they are coming in, and who is writing them. He notes the front page stories of the day on a small "dummy" he builds up as his work progresses.

Jack takes the stories from the basket where they have been put by the reporters, glances over them and if the news value does not merit front-page space, marks it "inside" designates the sort of head that should be written, and hands it to an assistant. Front-page stories are handled in the same way only they are marked "front."

The desk editor not only has to decide on the news value of the stories and the sort of heads that should be written, but also has to check the heads and stories that his assistants give back to him, be thinking of what sort of make-up he is going to use (how his front page is going to look), and be editing stories and writing heads himself.

Watches for Errors
He has been aptly called the "watchdog" of the newspaper, for he is the last bulwark of defense against the inaccuracies that can creep into the paper, and it is his fault if he misses anything. There is no one between him and the reader to fix up the mistakes he misses.

Our friend Jack and his assistants must watch for errors of fact and expression, must trim or expand stories to the required lengths, guard against libelous matter, polish and improve English, eliminate expressions of opinion, for they have no place in the calm, objective news account, co-ordinate the story with other news of the day, put on the necessary marks to guide the printers, write the headlines, subheads, and captions, and "slug" the story for record and make-up.

In the meantime and in between time there are telephone calls to answer and publicity agents to tell politely that, "Yes, the story on the Blah-Blah ball will be put on front!" Yes, like fun it will—when it is an eight-page paper and tighter than a drum.

Conditions Are Trying
So from about 2:30 or 3 o'clock until 5:30 or 6 o'clock, our hero slaves away amid the clattering of typewriters, and the uncouth remarks of the specs department, interrupted continually by assistants who want to

(Continued on Page 8)

Sheldon Applauds Courageous Spirit of Daily Cardinal

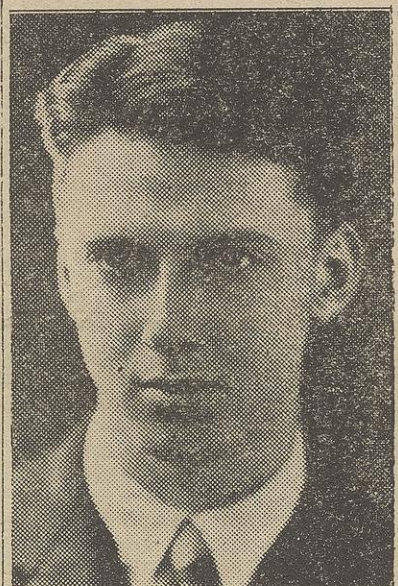
I am very glad to send my greetings to The Daily Cardinal on its birthday anniversary. The courageous, independent spirit of the paper has played no small part in winning high respect for this university throughout the country.

I sincerely hope that future years will see the same earnest enthusiasm for freer and more complete thinking, that I have detected this year among The Cardinal editors. Any newspaper is somewhat in the position of having to choose between three alternatives: It may attempt to reflect accurately and disinterestedly the civilization in which it exists; it may exploit the morbid, degenerate tendencies of its prospective readers; or it may play a part in social leadership by emphasizing, both editorially and journalistically, the most enlightened thinking of its times.

The great majority of newspapers elect the first or second alternative. I think that The Cardinal follows the third fairly consistently.

WILLIAM H. SHELDON.

The Efficiency Man in Business Dealing



Edwin H. Ferree

Much of the success of The Daily Cardinal during the past year has been due to the able management of the business side of the staff by its manager, Edwin H. Ferree '28, shown above. Ferree has reorganized his department to make it more efficient than it has ever been before, with the result that the paper is running the most advertising of its history.

The present business manager entered the University of Wisconsin in his sophomore year. At first he worked on the circulation staff, but was transferred later to local advertising, receiving in the latter part of the year the position of associate advertising manager.

In his junior year, Ferree was assistant business manager, and last spring was promoted to the rank of business manager. Under his supervision are the heads of the advertising, circulation, collection, promotion, and service departments.

Ferree is directly responsible to the board of control for the financial condition of the paper, just as the executive editor is for the editorial policy.

Cardinal Receives Best

Wishes From Prof. Sharp
During the five years I have been at Wisconsin, The Daily Cardinal has evolved from a mere newspaper without definite policy into a genuine leader and interpreter of campus opinion.

It now provokes discussion. It has color. It plays its part in promoting intellectual liberalism in the university. These heroic virtues far outweigh whatever occasional slips into "amateurism" in make-up or reporting it may be guilty of. Congratulations and courage to the editorial staff.

W. R. SHARPE.

Students at Antioch college are taking action against themselves opposing a recent legislation of the college authorities. The regulation requires the turning out of all college lights at a certain hour in the evening, which forces the students to go to bed or remain up in the dark.

A Glimpse of the Plant Interior



We see here a general interior view of The Daily Cardinal printing plant. In the immediate foreground to the left is the make-up table, or stone, on which the pages of the paper are put together before going to press. The chases into which the type is placed can be seen on the table.

To the right is a student proofreader correcting errors of composition; slightly farther back is a smaller make-up table for special use, while the semi-enclosed room toward the rear is used to keep the electric saw for cutting type.

In the middle of the room, to the left, is one of the type cases, while in the background the linotype machines can be discerned.

Cardinal Society Editor's Life Is One Thing After Another

Maggy Founder Tells About Purposes of New Feature Section

By HAMILTON BEATTY

The Daily Cardinal's Sunday magazine came into being at the beginning of this semester as a surprise to the greater part of the student body and its origin has, up to now, been shrouded in mystery. The story of its conception, the various modifications which it has undergone, and the why and wherefore of the Sunday magazine is quite a long one, as it had its beginning almost a year ago.

In his junior year, Beatty was appointed to The Cardinal staff for this school year were finally straightened out and agreed upon, I found myself confronted with the task of carrying on the fine ideal which had been the heart of The Weekly Cardinal; in other words, it was my task to find some means by which the University of Wisconsin could tell its students, its faculty, and its friends of its work. During the summer, a careful study of other college papers, both weekly and daily, was made and nothing was found which would in any way solve our problem.

Ambitious Plans
First I laid plans for a separate four-page magazine which would contain a tabloid page of pictures of campus and university interest, but a short conversation with the business managers of the university and The Cardinal soon changed that dream. My problem had now resolved itself into doing all the things outlined above and to do them without spending any money beyond the regular budget of The Daily Cardinal.

Faced with this task, it soon became evident that a single page would have to suffice for our humble beginning; so the executive editor and I evolved the Sunday magazine as it was presented to the university community at the start of this present semester. I met with the heartiest cooperation from everyone whom I approached: President Frank, Dean Nardin, Dean Goodnight, and the faculty members in general all have helped me make the Sunday magazine possible.

The Sunday magazine, or "Maggy" as it is known by The Cardinal staff, was created to fill what many on the campus felt was a distinct need, the need of having some interchange of ideas between various members of this great university community as well as between the university and the world at large. And so we presented to you what President Glen Frank called "a convocation in print."

The Maggy is very young and it is growing rapidly; so it will not be strange if, from time to time, it shall suffer from growing pains. Each new feature, each change of format, must be tried out before it can be adopted intelligently.

This contact with the groups of the campus is a source of other social intelligence.

Weddings, Dances, Parties, Engagements Keep Her Busy

By ELINOR PRIDEAUX

Parties, dances, clubs, churches, weddings, and engagements! Life to the society editor of The Daily Cardinal is just one grand social whirl after another. She counts off the days on her calendar of "stories" by this or that wedding, this week's parties, prom, the military ball, homecoming, and the gay season of spring formal.

Her mid-week prayer is, "O Lord, let there be many parties this week-end," and usually there are, for Wisconsin is noted for its gay social life, second only to that of, shall we say, Gay Paree?

Society editors are those peculiar persons who have a knack for finding out what everybody's business is. They have an intricate system built up for discovering when and where everybody went last week-end, for remembering when so and so is to be married, and finding out what parties are on the social calendar.

Has Invaluable Aides
There are certain invaluable aides which the society editor must have if her work is to be dispatched at all efficiently. First of all, she makes friends with the kindly secretary in Dean Goodnight's office, and she goes there every week to find out what parties have been registered, where they will be given, and who the chaperons will be.

Next in importance on her list of business friends is the alumni recorder, whose files she may consult for all personal data regarding those who have entered the business world.

Here she finds that "Miss Katy Did" received her degree in '24, that her home was in Caledonia, and that she has been doing social work in Toledo, O., since her graduation. Then the editor looks up in one of the alumni recorder's Badgers (he has a fine collection of them) and finds that "Miss Katy Did" was a member of the best sorority on the campus (there, they'll all like that) and was prominent mostly as a social butterfly.

The assembled facts are then written according to the most sacred rules of journalism and The Daily Cardinal.

Calls Fraternities Each Week
For personals, the society editor's staff calls at least one third of all the fraternities and sororities every week. It prides itself in being as democratic as possible in this work and by means of a carefully checked chart it calls a different third every week so that the members of every organized house will be represented once every third week.

This contact with the groups of the campus is a source of other social intelligence.

Past Cardinal Editors Include Prominent Men

Thirty-Six Heads of Paper Win Success in Journalism, Law, Teaching, Business, and Foreign Service Fields; Minority With Newspapers

By ALLEN TENNY

Glancing back over the files of the paper, we find the names of many men who have since their graduation from the university become famous in the world into which they have entered. Some of them are still living in Madison, some of them have moved to other parts of the United States, and some of them have become located in Europe. Still others have died, while a number have left no trace of their whereabouts.

Among the more prominent of the past editors, we find the names of: 1899-1900, Herbert W. Davis—no reports available. Theodore W. Braune—attorney at Wisconsin Rapids, Wis. 1900-02, Arthur F. Beale—Mr. Beale died at Beaver Dam on June 1, 1905. 1902-03, William F. Moffett—secretary of the Pioneer Mortgage company, Los Angeles, Calif. 1903-04, Robert M. Davis—attorney at Tacoma, Wash. 1904-05, Edward S. Jordan—president of the general manager of the Jordan Motor Car company, Cleveland, O. 1905-06, Stewart McConchie—attorney in Lewiston, Mont. 1906-08, Ralph D. Hetzel—president of the Pennsylvania State college, State College, Pa. 1908-09, William J. Goldschmidt—Milwaukee attorney. 1909-10, James S. Thompson—secretary of the McGraw-Hill Book Publishing company, New York City. 1910-11, Stuart O. Blythe—Washington representative of the Country Gentleman, Washington, D. C. 1911-13, Alvin H. Kessler—owner of the St. Louis Coke and Chemical company, St. Louis, Mo. 1913-14, Arthur H. Brayton—editor of The Merchants' Trade Journal, Des Moines, Ia. 1914-15, Harold Jenness—editor of the Nampa Leader-Herald, Nampa, Idaho. 1915-16, William F. Clifford—advertising agent for the William H. Hoffman company, New York City. 1916-17, John R. Ramsey—editor of the Nampa Leader-Herald, Nampa, Idaho. Ramsey left the university to serve as a lieutenant in the air service in France. He is now a member of the sales force of the L. C. Johnson Sons company, Racine, Wis. Paul Crane—connected with the Guardian Life Insurance company, Madison. 1917-18, George S. Wallis—editor of the National Safety News and publicity director for the national safety council, Chicago, Ill. 1918-19, Edward L. Deus—European correspondent for the Associated Press in Berlin, Germany. Owen L. Scott—division news editor of the Consolidated Press association, Chicago, Ill. 1919-20, Bertram Zilmer—division news editor of the Consolidated Press association, New York City. 1920-21, Carson F. Lyman—connected with the Associated Press at Chicago, Ill. 1921-22, William M. Sale—instructor of English at Yale university. 1922-23, George L. Geiger—assistant Sunday editor of the Kansas City Journal-Post. 1923-24, Porter F. Butts—secretary of the Memorial Union building committee and president of The Cardinal Publishing company. 1924-25, Wesley W. Dunlap—assistant publicity director for Pennsylvania State college, State College, Pa. 1925-26, Lloyd Gladfelter—special correspondent with the Madison bureau of the Milwaukee Journal. 1926-27, James M. Nelson—now at his home in Oak Park, Ill. 1927-28, Marvin A. Lehmkuhl—senior in the course in commerce.

Only a Few in Journalism

That only a small majority of the 36 former editors have continued in the field of journalism is one of the most interesting bits of information to be obtained from the files of the alumni recorder's office.

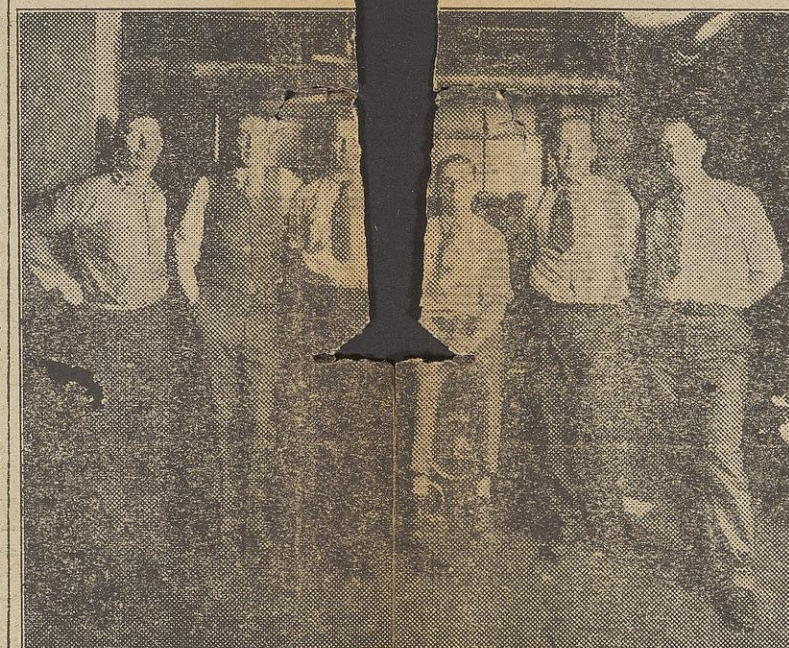
While a few of these men have formed further connections with newspapers and other publications, most of them have entered callings far different from any their undergraduate preparation as heads of a large newspaper daily would have warranted.

Among the professions into which the ex-editors have entered are teaching, business, and the foreign service.

The names of all former Daily Cardinal editors, together with their present locations and occupations, follow:

1892-93, William Wesley Young—editor, distributor, and assistant production manager of the Historical Club, Inc., New York City. Malcolm C. Douglas—editor of the Dunn County News, Menominee, Wis., and proprietor of the Hotel Royal in that city before his death in November, 1923. 1893-94, C. C. Chase—no reports available. Willard G. Blevins—director of the school of Journalism at the University of Wisconsin and author of several textbooks on journalism. 1895-96, John Bell Sanborn, Madison attorney. 1896-97, Ernst H. Kronsage—former editor of the Milwaukee Press, present editor-in-chief of the Wisconsin News. 1897-98, Charles E. Allen—professor of botany at the University of Wisconsin, and the author of several books on biology. 1898-99, Robert Wild—attorney at the firm of Schultz, Wild, and Co., Milwaukee. He is also curator of the State Historical society and regent of the Wisconsin Historical society. 1900-01, Charles H. Becker—no reports available. 1899-1900, Herbert W. Davis—no reports available. Theodore W. Braune—attorney at Wisconsin Rapids, Wis. 1900-02, Arthur F. Beale—Mr. Beale died at Beaver Dam on June 1, 1905. 1902-03, William F. Moffett—secretary of the Pioneer Mortgage company, Los Angeles, Calif. 1903-04, Robert M. Davis—attorney at Tacoma, Wash. 1904-05, Edward S. Jordan—president of the general manager of the Jordan Motor Car company, Cleveland, O. 1905-06, Stewart McConchie—attorney in Lewiston, Mont. 1906-08, Ralph D. Hetzel—president of the Pennsylvania State college, State College, Pa. 1908-09, William J. Goldschmidt—Milwaukee attorney. 1909-10, James S. Thompson—secretary of the McGraw-Hill Book Publishing company, New York City. 1910-11, Stuart O. Blythe—Washington representative of the Country Gentleman, Washington, D. C. 1911-13, Alvin H. Kessler—owner of the St. Louis Coke and Chemical company, St. Louis, Mo. 1913-14, Arthur H. Brayton—editor of The Merchants' Trade Journal, Des Moines, Ia. 1914-15, Harold Jenness—editor of the Nampa Leader-Herald, Nampa, Idaho. 1915-16, William F. Clifford—advertising agent for the William H. Hoffman company, New York City. 1916-17, John R. Ramsey—editor of the Nampa Leader-Herald, Nampa, Idaho. Ramsey left the university to serve as a lieutenant in the air service in France. He is now a member of the sales force of the L. C. Johnson Sons company, Racine, Wis. Paul Crane—connected with the Guardian Life Insurance company, Madison. 1917-18, George S. Wallis—editor of the National Safety News and publicity director for the national safety council, Chicago, Ill. 1918-19, Edward L. Deus—European correspondent for the Associated Press in Berlin, Germany. Owen L. Scott—division news editor of the Consolidated Press association, Chicago, Ill. 1919-20, Bertram Zilmer—division news editor of the Consolidated Press association, New York City. 1920-21, Carson F. Lyman—connected with the Associated Press at Chicago, Ill. 1921-22, William M. Sale—instructor of English at Yale university. 1922-23, George L. Geiger—assistant Sunday editor of the Kansas City Journal-Post. 1923-24, Porter F. Butts—secretary of the Memorial Union building committee and president of The Cardinal Publishing company. 1924-25, Wesley W. Dunlap—assistant publicity director for Pennsylvania State college, State College, Pa. 1925-26, Lloyd Gladfelter—special correspondent with the Madison bureau of the Milwaukee Journal. 1926-27, James M. Nelson—now at his home in Oak Park, Ill. 1927-28, Marvin A. Lehmkuhl—senior in the course in commerce.

Just a Snap of Printing Crew

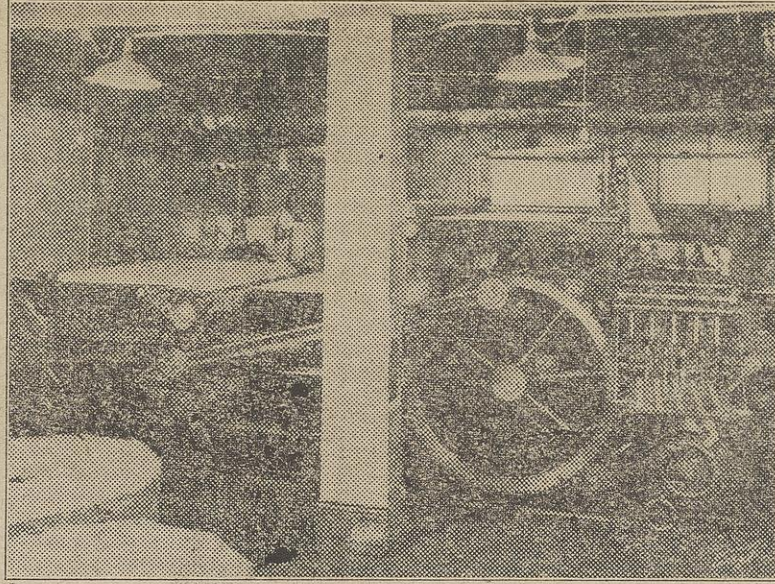


This is the group of plant employees who do the mechanical work on The Daily Cardinal. They are employed by The Cardinal Publishing company to handle the details of composition, stereotyping, ad setting, press work, and distribution of the type after it has been published.

From left to right in the picture are: Peter Moore, steno-typewriter; Max F. Nimman, composing room foreman; Leslie Fink, night linotype operator; Leo Nally, pressman and compositor; Lester Pletz, day linotype operator; and A. K. Hovig, night linotype operator. Chester Dille '31, not shown in picture, also works during the day and tears down the paper after the run has been completed.

(Continued on Page 6)

Sixteen Pages All Ready to Go!



Here is The Daily Cardinal's Model E Duplex printing press, valued at \$7,500. It is located in the central part of the basement of the university Y. M. C. A. and is placed upon a concrete foundation hollowed out of the floor so that the rumbling of the machine will not disturb the occupants of the dormitory upstairs.

The press has a capacity of 16 five-column pages, but with specified rolls of paper, it handles editions of 12, eight, and four pages also. The edition of The Daily Cardinal shown in this picture is one of the recent 16-page papers which was published during March.

The Cardinal Publishing company is now using its press to handle the run of the East Side News, the West Side News, and the Madison Mirror, in addition to its own. The two rolls in the lower left hand corner are an additional supply of paper.

The Where, How, and Why in Getting News for the Cardinal

Woman's Editor and Aides Assign Stories to Reporters

Where does The Daily Cardinal get its news and who gets it? How do the reporters know what articles to write and who tells them what to do?

All this is part of the work of the women's editor and her assistants. It is her job to see that every corner of the campus is reached, that the news when it is unearthed is assigned to the reporters, and that the reporters carry out their work and do it well.

Not all of this is done by the women's editor herself, but it is her duty to see that her co-workers, the junior editors, the assignment editor, and the special writers and reporters do their parts in getting stories and features for the paper. When desk editors call for more copy, the women's editor and her department workers see that they get it.

The assignment editors and junior editors, with the assistance of reporters, get news "tips." They keep what is known as a "date" book in which they file all notices of future events, and they remain in constant touch with all local papers and organizations. Another one of their jobs is to find spot news. By this is meant news which is extremely important and which must be printed immediately.

The reporters also help in gathering news tips. At the beginning of the year, each reporter is given what is known as a "news run." This run consists of several offices of importance on the campus, the names of several professors, and perhaps some student organization. It is the duty of the reporter to get in touch with these places and people several times a week and to find out if anything of importance is known as a "news run." This run consists of several offices of importance on the campus, the names of several professors, and perhaps some student organization. It is the duty of the reporter to get in touch with these places and people several times a week and to find out if anything of importance is known as a "news run."

Tragedy in getting stories is also often balanced by humorous incidents. One reporter writing the report of a discussion group in the recent religious conference had typed out one of the startling statements made at a meeting.

"Who," asked a girl looking over the reporter's shoulder, "made that statement?"

"A Mu Mu Mu," said the reporter. "A Mu Mu Mu said that?"

"Yes," said the reporter. "Lord! That from a Mu Mu Mu!"

Besides seeing that the news is discovered, the women's editor and the assignment editors give out the tips to the reporters and give them whatever information they might need regarding them. Every noon, between

the hours of 11 and 12, one of the assignment editors fills out an assignment sheet with news tips and notices. At this time the reporters call and are assigned to some certain story which they are expected to follow out and write up.

Although the work of the women's editor and her assistants takes a great deal of time and energy, it is one of the most vital and most interesting branches of The Daily Cardinal.

During his sophomore year he was an assistant desk editor. Then he was advanced to desk editor and assistant editor of the Weekly Cardinal during his third year. His next promotion made him executive editor during his senior year.

Although active on the Cardinal, Lehmkuhl is not taking the journalism course. He is an advertising major in the School of Commerce and is interested in newspaper work as a hobby.

READ CARDINAL ADS

New Offices of Cardinal in Union Building Will Give Ample Room

Foster Hopes for Continued Ideals of Campus Leadership

The returning anniversary of the birthday of The Daily Cardinal affords an opportunity to send flowers which shall be an encouragement and not a memorial. I appreciate The Daily Cardinal's effort to give the news of the campus, to give expression to the manifold activities of the student body, to voice the opinion of its readers on subjects vital to their interests, and to lead in the development of student opinion. I hope that The Daily Cardinal will be able on each of its birthdays to look forward, as it should on this one, happy in the knowledge that much has been accomplished, and encouraged by the thought that the attempt to live up to its ideals has been an honest one.

FINLEY FOSTER.

The Power Behind Editorial Policies



Marvin A. Lehmkuhl

General manager of the editorial staff, contact man between campus and Cardinal, editorial staff representative on the board of control—these are the chief duties of the executive editor of the Daily Cardinal expressed in non-journalistic terms.

The editor-in-chief, nominal head of the editorial writers, and the managing editor, who supervises the news-gathering and copy editing activities of the paper, are directly responsible to the executive editor. He in turn is responsible to the Board of Control.

The task of directly supervising the writing of daily editorials, as well as the investigation of campaign problems and the handling of readers' communications falls to the editor-in-chief, who ranks with the managing editor. The latter is frequently consulted in conference together with the executive editor. In all cases of conflicting opinion, the executive editor has final authority.

Holding this veto right, he is virtually the ultimate director of editorial policy.

As head of the editorial staff, it is the duty of the executive editor to correlate the activities of the several department heads. In the eyes of the readers, he represents the Cardinal. Praise and blame alike are his lot.

Marvin A. Lehmkuhl '28, present executive editor, has been connected with the Cardinal since his freshman year, when he started as a proof-reader.

During his sophomore year he was an assistant desk editor. Then he was advanced to desk editor and assistant editor of the Weekly Cardinal during his third year. His next promotion made him executive editor during his senior year.

Although active on the Cardinal, Lehmkuhl is not taking the journalism course. He is an advertising major in the School of Commerce and is interested in newspaper work as a hobby.

During his sophomore year he was an assistant desk editor. Then he was advanced to desk editor and assistant editor of the Weekly Cardinal during his third year. His next promotion made him executive editor during his senior year.

Although the work of the women's editor and her assistants takes a great deal of time and energy, it is one of the most vital and most interesting branches of The Daily Cardinal.

Better Location Promises to Make Publishing Work More Pleasant

By PORTER BUTTS

The completion of the Memorial Union will be the most significant development in the history of The Daily Cardinal outside the purchase of the printing plant itself.

This summer, The Cardinal will move into its new offices in the Union and the privacy thus afforded for The Cardinal editor and business manager and the adequate space provided for the work of the staff will bring a note of efficiency and convenience to the work of the paper never possible before.

One of the greatest besetting difficulties and discomforts of issuing a good paper these last 36 years of The Cardinal's long life has been the lack of space for private conferences and thoughtful writing and planning by the editors, and the absence of even half-decent working conditions—light, orderliness, ventilation, space—for the staff.

Beginning this summer, The Cardinal, along with other publications and student organizations, will have quarters equal to those of the modern newspaper plant or office building. They are located on the third floor of the central unit, opposite a high-speed elevator, and readily accessible, therefore, to the public.

The general business office, 12 by 21 feet, is equipped with two telephones for the circulation and advertising managers, and is connected by a buzzer communication with the adjoining business manager's private office, a space 12 by 12 feet.

Editor Has Private Office
The editor will be in a private office, 14 by 10 feet, immediately adjoining the business manager, which will make frequent conferences and joint work by the two heads of the paper easy and habitual, a thing never possible before with the two offices on different floors or widely separated.

Next to the editor's office is a large general student workroom, 34 by 26 feet, where the copy desk will be located and where reporters will write their stories.

All the offices are outside rooms, well lighted and well ventilated. The wood trim (finished in dark mahogany), the green linoleum floors, and the colorfully-painted walls will make the offices clean and pleasant places in which to work. They will be connected to each other by buzzer communications, and to the outside world by Bell telephones and building intercommunication telephones.

Having offices in the midst of student life and activity should make The Cardinal's news gathering job much simpler. Instead of scouring the campus to find news, as in the past, reporters will go next door to their own offices for it, or hear it in the corridors, the taproom, or the lounges.

At night, the copy can be transferred in a moment's time to the printing plant in the Y. M. C. A. basement next door.

Public Appearance Refused by Jayhawk 1928 Beauty Queens

Being beautiful is more or less of a personal matter, and does not necessarily mean that the one so endowed automatically becomes a source of public revenue.

At least this is the opinion of 28 candidates from the 1928 Jayhawk Beauty Queens of the University of Kansas.

Some one made a mistake in believing otherwise, for it was widely advertised last week that these maidens would appear on the stage of a Lawrence theater on three successive evenings, and a large audience was urged.

The co-eds immediately became stubborn and said that since they never had been approached on the matter, they certainly would not appear.

READ CARDINAL ADS

Football Star Was Once an Associate Editor

Judge 'Ikey' Karel Worked
on Paper in Early
Days

By R. L. M.

Remember the mass meeting on Lincoln terrace just before the Iowa game last fall? And the man who spoofed that bang-up speech on Wisconsin football, past and present? Looked as if he might have played the game himself in his day, didn't he? Surest thing, he did—and we may remark—and how! That was "Ikey" Karel, one of the greatest of Wisconsin footballers back in the early '90s; he is a Milwaukee judge now and still a fighting Badger in spirit.

"Ikey" Reminiscs

But you must know all that of Ikey, even though you've been here but a semester or so. Football, baseball, track, wrestling, and what not—those are the things in which you've heard that Ikey starred. But did anyone ever tell you of the days when Ikey was an associate editor of The Daily Cardinal? Ever hear of the time that Ikey and— But let Ikey tell you about it, much as he told us several years ago.

"You see," says Ikey, as he squints up his eyes and begins to "reminisce," "we had about 1,500 students at that time, and we were beginning to think we were some people! Why shouldn't we have a college daily? No reason at all, so we just started one."

"Why 'Cardinal'? Just 'cause that was the college color, I guess. And we had a peach of an editor—Billy Young; a hard-working lad, with an exceptional faculty of knowing how to make others work with the best results."

Editor Job Didn't Pan

"Well, it seems I was slated for associate editor, whether as a reward for my many virtues or a punishment for my many sins, has never been quite clear. But the position of associate editor didn't pan out at all as I had expected. Of course, there was a certain amount of space for me to fill, but it wasn't long before I found that my main excuse for existing on the face of The Cardinal earth was to bring in the money."

Remember, Ikey was what might be termed ultra-prominent in athletics. And so, by the time the Badgers had garnered a few sensational wins, and Ikey had shown his worth, just about every soul in Madison and a good many thousand outside knew and almost adored the crashing Mr. Karel.

Capitalized on Popularity

This popularity, you see, the business staff thought, ought to be capitalized. And since this was one of the black days of the sheet, it had to be capitalized in a hurry. So it was Ikey for it. Let Ikey go out and get it. No one would refuse Ikey.

Well, Ikey got it. For weeks he trailed and dogged every possible subscriber, asking, demanding, and threatening until finally the coffers were replenished.

No big stadium crowds to cheer him on, no spectacular 100-yard end runs to execute, yet Ikey crashed through and across the goal posts just as though winning his letter depended entirely upon it.

And that's how Ikey scored a touchdown over the wolf that scratched at The Cardinal door. Sporting pages never related the tale; but Ikey told us about it after we'd teased him a while. It's something to remember him for, quite as much as a gridiron victory.

Society Editor's Life Is Just One Thing After Another

(Continued from Page 4)

ty news. Over the telephone the editor receives the announcements of engagements occasionally, news of special guests, of anniversary celebrations, of initiates and new pledges, of alumni teas, receptions, and dinners, and miscellaneous items. The mail of the society editor bulges with engagement announcements and wedding accounts, with church notices, and with initiation announcements. The sorting, the rewriting, and the preparation of all this is what keeps a society editor thin.

Eight Kansas teams are fighting it out this coming week at Winfield, Kans., to see who will have the honor of representing their home state at the interscholastic in Chicago. Winfield is favored to win, but regardless of the outcome, the victors should cause plenty of excitement at the tournament.

Dr. Meacham stated that nearly every night in the week he sees cases of dating. However, he added, he has never reported nor investigated such cases.

Run Stories on Auto Liability

Series Is Being Printed Prior
to Contests April 2
in Capitol

EDITOR'S NOTE—This is the third of a series of articles to be run in The Daily Cardinal prior to the state high school debating championships which will be held at 8 o'clock the evening of April 2 in the assembly, senate, and hearing rooms of the state capitol.

The subject for debate is: "Resolved, That Wisconsin should enact a law requiring automobile owners to carry personal liability insurance in an amount of not less than \$5,000 unless they establish and maintain evidence showing financial ability to respond in damages to the extent of \$5,000."

By WILLIAM CARROLL HILL
(Managing Editor, The Standard)

The Massachusetts compulsory automobile liability and security act, the first of its kind in the United States, has now been in force three months. Although the measure was framed to protect the public from financially irresponsible motorists, it received its support and was put through the legislature by the advocates of accident prevention and the state fund sympathizers. Whether the law has proven a success or not to date depends largely from which of these angles one views the results.

The insurance interests took no part in the campaign for the enactment of the law, although probably a poll of the companies and individuals in the business in the state would have found the insurance people overwhelmingly against the measure. Once enacted, however, the insurance representatives have co-operated wholeheartedly and effectively in carrying out the provisions of the law.

No Bonds Used

The law had some fundamental defects at the outset. While it was supposed to provide three methods by which the motorists could assure his financial responsibility to appear upon the road, practically but two methods were provided. Insurance, a bond, or collateral deposit, were the three alternatives demanded of the motorist. But the law provided for the same set of rates for insurance and bonds and named no penal sum for the bonds. Obviously no one would take out a bond costing as much as an insurance policy and the liability companies had no desire to issue a bond which had no limit fixed. Consequently no bond has been issued to date. This feature of the law has since been amended by an act to allow the commissioner of insurance to issue a separate schedule of rates for bonds and fixing a penal sum. As for the deposit of collateral, 10 motorists in the state have availed themselves of that privilege to date.

Accident Rate Is Compared

But has the Massachusetts compulsory liability insurance act proven a success from the standpoint of accident prevention? Without fear of contradiction, it can be safely said that it has not. With 12,143 fewer motor vehicles on the road during the first three months of 1927 than the previous year and some 2,260 fewer vehicles than in 1925, the number of killed and injured in Massachusetts during January, February, and March of this year exceeds the number killed in 1926 by 23 and is two less than for 1925. These figures are now easily substantiated from the records available in the registry of motor vehicles. It will be pointed out that February of last year was a favorable month, with heavy storms making the roads impassable so that but 13 deaths and 701 accidents occurred. But comparisons of January and March of this year with the same months a year ago, or two years ago, will show that this favorable consideration is entirely wiped out by the records of those two months this year.

Intensive Safety Drive

While dealing with the accident statistics, fatal and non-fatal, one must also take into consideration a number of contributing factors which should have resulted largely in lessening the unfavorable experience for this year. Safety work has been pushed in Massachusetts constantly by a steadily increasing number of agencies. Traffic officers have been talking in scores of cities, there was a three-months' drive to protect elderly persons on the highways, 52 men spoke in the schools of 21 cities, 150 junior councils for safety work have been organized, safety talks are being constantly broadcast, American Legion, Rotary, and Lions clubs have conducted safety work, all these and many other features have tended to reduce the accident experience. A noticeable feature has been the increasing practice of the cities and towns of the state to use tractor plows in winter to keep the main thoroughfares open, thus prevent the ice ruts

which in other years have caused a large number of accidents and injuries. As an instance of what the safety work has accomplished among truck owners is the record of the Standard Oil company fleet, which showed a reduction of 32.7 per cent in accidents in 1926 over 1925. This reduction is going on steadily among most all truck concerns due to the safety campaigns.

Cars More Closely Watched

Another feature which should have shown results in lessening the accident experience is the greater activity of the police and authorities in watching the cars and drivers on the road. In January and February of this year, the registrar of motor vehicles revoked and suspended some 1,642 licenses to operate, as compared with 1,361 for the same two months in the previous year. The revocations and suspensions for March this year will greatly exceed those for March of last year. This means that so many less irresponsible drivers have been on the road.

There were 37 fatal accidents in January of this year, as compared with 40 last year and 31 in 1925. There were 1,393 non-fatal accidents in the same month this year, as compared with 1,477 in 1926. During February of this year, there were 30 deaths and 1,421 non-fatal accidents, as compared with 13 deaths and 701 non-fatal accidents in 1926 and 30 deaths and 1,021 non-fatal accidents in 1925. During the recent month of March there were 44 deaths, as compared with 35 in March of last year.

Registration of Cars

Up to Mar. 1 of this year, there had been registered 342,098 pleasure cars, 68,267 commercial vehicles, and 837 motorcycles. The registrations for Mar. 1, 1926, show 359,274 pleasure vehicles, 74,316 commercial vehicles, and 1,875 motorcycles. The registration for Mar. 1, 1925, was 341,612 pleasure vehicles, 68,611 commercial vehicles, and 2,686 motorcycles. Altogether there were 411,202 vehicles registered on Mar. 1 this year, as compared with 435,459 in 1926 and 412,969 in 1925. There were some 64,088 motor vehicles registered during the month of March which brought the total registration up to 45,000 on Apr. 1 of this year, some 12,143 cars less than in 1926 and 2,260 less than in 1925 at the same time of the year.

That there have been fewer cars on the road this spring is due undoubtedly to the compulsory insurance law. Many drivers have preferred to leave their cars in the garage during the wintry months and save a quarter's premium on the liability insurance costs. That thousands upon thousands of these cars will be registered on or about April 1 is certain.

A feature of March, however, has been the growing number of cancellations of car registrations due to the cancellation of insurance policies for non-payment of premiums. The usual credit was allowed many of the motorists, but 60 and even 90-day limits have expired and the 15-day notices of cancellation required by the law to the registrar of motor vehicles are beginning to come into the registry in large numbers. Boston daily papers recently printed full page headlines about the "thousands of motorists losing their registration plates daily" because of insurance cancellations, but it was to be noticed that when the registrar's figures came out for the week in question, but 124 such registrations had been cancelled for non-payment of insurance premiums.

Premiums Estimated at \$20,000,000

One feature of the cancellations is that some companies have had difficulty with their agents over collections. Five new liability companies were organized in Massachusetts this year with the avowed purpose of going after the automobile premiums. Agents were appointed right and left throughout the state by thousands. Reports

are current that automobile premiums have been collected by many of these agents and not turned in to the companies. The commissioner of insurance has sent out a warning that all companies will be bound to respect the terms of policies issued where the premium has been paid to an agent of the company, whether turned in or not.

The total premium income of the insurance companies from the liability policies issued or to be issued in Massachusetts has been estimated to amount to something like \$20,000,000. Will the loss experience be such as to show a profit to the companies when the year is over? That is something which cannot be determined now or for many months to come.

Beginning Work on New Rates

The Massachusetts automobile rating and accident prevention bureau, created to perform the function of rate making, which is a duty devolving on the commissioner of insurance, has enrolled in its membership 47 stock casualty companies and 20 mutual carriers. One more local mutual is soon to be admitted. Only one company has been rejected, a local mutual carrier which has been conducting a partial payment plan of accepting premiums.

To this bureau must be reported monthly the claims paid by each of the member companies. There is no provision at this time for any accounting as to losses incurred or in process of settlement. Some time after the first six months' experience has passed, the companies will be called upon to give their full experience of losses paid and incurred and reserves set up that the bureau may begin its work on new rates based on experience for next year. These new rates must be out by Sept. 1, 1927.

No Case Taken to Court

It is obvious that no real estimate can be made of the loss experience of the companies covering the first three months of the year. At a recent conference of the claim executives of mutual companies it was stated by representatives of several of the companies that the amounts of claims paid, as a whole, had averaged lower than in some years. A number of the companies have claims of large caliber pending, although as yet not a single damage suit under the compulsory law has gotten into the courts. Some of the claims pending will not be settled for years. There is one case in which a driver was killed on the first day of January, and two persons riding with him very seriously injured. Suits have been brought against the driver owner, but the estate of the dead man will have to go into the probate court before any final action can be brought. Another man involved in a fatal injury on the first day of the year was accused of drunkenness and later committed suicide. The number of such cases may be extended, showing that many of the larger judgments will be a long time ahead in settlement.

The companies and claim executives are generally hopeful as to the attitude of juries in claim cases under the new law. It is pointed out that with one person in every five in Massachusetts owning a car, car owners will be found on every jury and that the car owners of Massachusetts have now heard enough about compulsory automobile insurance to know that the higher the awards the higher will go the automobile insurance rates.

The companies have been put to great expense and trouble in handling the new form of insurance. On the other hand, the commissions allowed to brokers and agents, lower than formerly, a source of constant irritation to them, will have a tendency to allow a better showing in the expense ratios of the companies. Altogether, the acquisition cost has been low. There are countless cars in the rural districts now carrying liability insur-

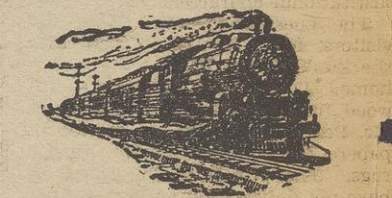
ance which will probably never figure in the claim columns of the companies. Barring a tremendously unfavorable loss experience during the coming summer months, it seems inevitable that the companies will be able to show a sizeable profit on the compulsory liability cover.

Law Is Success

There has been and can be but little evasion of the law. Two or three motorists have been found on the road without insurance. They had borrowed number plates or switched them. The courts have imposed fines of \$100 in the two or three cases of this kind detected.

The board of appeal created by the compulsory law, consisting of the commissioner of insurance, a representative of the office of the attorney general, and the registrar of motor vehicles, has shown no tendency to let down on the compulsory feature of the law that every motorist must be insured, some 20 or 30 appeal cases have come before the board and in every instance except one the insurance companies have been compelled to accept the risk previously denied and appeal taken. The board has ruled that the companies must accept the fleets operated by the "drive yourself" garages, that they must accept fleets of trucks although some of these show a frightful experience and the board has declined to allow a company to reject a risk because of "confidential" information of detective bureaus that the applicant was not a suitable person. The companies have been compelled to accept the taxicabs, even though some companies have made it an invariable practice not to insure taxis. In one case only has the board ruled for the companies, and that was in the single case of a driver who had a serious accident and his policy was cancelled, mainly on his own evidence.

READ CARDINAL ADS



Home for Easter

via
The
MILWAUKEE
Road

Tuesday, April 3rd Special Train to Chicago

Lv. Madison 1:00 p. m.

Observation Car, Parlor Cars,
Dining Cars, Coaches.

**Other trains leave
MADISON**

for	
Milwaukee	7:45 am, 1:00 pm and 5:15 pm
Wauwatosa—Oconomowoc—	
Watertown	7:45 am, 1:00 pm and 5:15 pm
Chicago	
La Crosse	4:12 am, 9:05 am and 5:10 pm
Wisconsin Rapids	1:15 pm and 10:00 pm
Wausau	1:15 pm
Merrill	1:15 pm
Tomahawk	1:15 pm
Minocqua	1:15 pm
St. Paul	1:15 pm and 10:00 pm
Minneapolis	1:15 pm and 10:00 pm
Omaha	5:10 pm
Kansas City	5:10 pm
Sioux City	5:10 pm
Des Moines	5:10 pm
Davenport	5:10 pm
Sioux Falls	5:10 pm
Charles City	10:00 am and 10:00 pm
Mason City	10:00 am and 10:00 pm
Algona	10:00 pm
Emmetsburg	10:00 pm
Spencer	10:00 pm
Austin	10:00 am and 10:00 pm
Faribault	10:00 pm
Owatonna	10:00 pm
Northfield	10:00 pm

For particulars regarding service to points not mentioned above, also reservations and tickets, call on



A. B. BATTY
City Passenger Agent
Phone Badger 6300
Madison, Wis.

We Call and Deliver

Phone B. 4929

THE DIAMOND "L" SHOE SHOP

Shoes Repaired and Made to Order
Slippers to Match Your Gowns.

C. H. Lovendahl

411 W. Gilman St.

"As You Like It"

Delicious, tasty dishes served as you like them in an atmosphere of refinement. An ideal place to bring your visiting friends. They'll appreciate your discrimination.

The Candy Shop

426 State Street

JOE MAES, Mgr.

Interior Decorator Submits Complete Plans for Union

Result of Three Months of Intensive Work Shown Students and Alumni

EDITOR'S NOTE—Some of the plans for the interior of the new Memorial Union building, and sketches for certain rooms, are announced herewith for the first time.

Leon R. Pescheret, interior decorator, after three months of intensive work in composing the entire decorative scheme for the interior of the new Memorial Union building, has just submitted his plans and sketches to the university committee on the union, and students and alumni are getting for the first time a glimpse of what the inside of their new \$1,250,000 home is to be.

Mr. Pescheret is a nationally-known decorator and designer, living in Chicago, who was retained last fall as a consulting expert to the architect and the university committee to see to it that the interior of the building matched the excellence of the exterior.

If the money is available to carry through the interior plans, Wisconsin's Union will be one of the most interesting buildings to be found anywhere in the Middle West.

In general, Mr. Pescheret and the union committee are aiming to preserve the stately, monumental character of the building's classic exterior in the main foyer and large halls of the building, but to produce in the smaller rooms an atmosphere of intimacy and home comfort which will remove those rooms entirely from an institutional character.

The guest rooms for alumni and visitors, for example, are planned as the kind one would find in a private home. They are to be furnished with wood furniture especially designed by Mr. Pescheret, and they will be wallpapered and the floors covered with rugs. The private dining rooms will have not only dining tables and chairs but lounging furniture, book cases, and phonographs.

In addition to their plans for a home-like atmosphere, the decorator and the committee are making a comprehensive attempt to introduce into the furnishings and decoration much of the rich tradition and legends of Wisconsin and the university community, so that the Union may be a building distinctive to Wisconsin and form a proper and especially interesting background for the people who use it.

The heart of the building for the men, the taproom, is reminiscent of the old German ratskeller, familiar in the villages of Germany, where the ratskeller is the basement room of the town hall and the meeting place for the city fathers and their friends after the day's work is done and good fellowship is in order.

Mr. Pescheret's perspective sketch shows a 35-foot bar in the background, heavy plain oak tables and chairs, massive lounges in leather, and booths between the arched columns. The lighting fixtures are designed as tallow candle lanterns, with rusty strap iron shades.

The beams of the ceiling are decorated with a stencil design of German barroom style, the center spaces to carry inscriptions of famous Wisconsin mottoes and historic phrases painted in vermilion and black letters on gold seal. All paint and decoration is to be softened and glazed to produce an antique and aged character to the room, as if it had been in existence for 25 years. The floor is of natural split colored slate, arranged in a broken pattern.

This is the room where the men of the university will congregate for sessions around the fireplace, barber shop harmonies, reading, play-by-play reports of football games, billiards, and other games, refreshments from the soda fountain bar, and light lunches of coffee, sandwiches, waffles, and hamburgers.

The Memorial hall, the central foyer, opposite the main entrance of the building, will be one of beauty, stateliness, and inspiration. The floor and the walls are of rich marble. Two special tablets, bearing the roll of Gold Star men, will appear on either side of the entrance. Against the marble columns are two massive Italian carved high-backed chairs, covered with velvet of Renaissance red.

The ceiling is to be carefully prepared and decorated in the Florentine style but its motifs will be taken from idealized Indian figures, and leaves and scrolls embodying the plant life of Wisconsin. It is to be executed in rich colors by hand, the entire work to be glazed and antiqued to produce a harmonious whole.

The two end panels of the hall are to bear the state and university seals. Ten lunettes, five on either side of the hall, provide spaces for murals which may depict allegorically certain phases

of the life of the university.

Adjoining the Memorial hall is the first floor lounge, or council room, which will have a quiet and dignified atmosphere for reading, casual meetings, and lounging. The columns are of marble and the beams are to be decorated with a stencil design in medallion form, highlighted by hand. The terrazzo floor ordinarily will be covered by heavy rugs.

The furniture is all specially designed for the room by Mr. Pescheret and grouped so as to form small, intimate areas around the fireplace and the windows. The furniture is upholstered for the most part with heavy fabrics in gay, cheerful colors.

At the left of the council room is a quiet library, home-like with its soft rugs and with its oak paneled walls and built-in book cases. The ceiling will be of ornamental plaster relief molding painted with gold bronze and vermilion, the entire work to be glazed, producing an antique feeling.

Maps and tapestries will decorate the wood paneling and overdraperies of green wool damask lined with saffron will dress the windows. Comfortable sofas and easy chairs upholstered in heavy muslin, special floor lamps, handy magazine racks, and an old grandfather clock at one end of the room will make the setting for an evening's reading on cold winter nights.

A music and art room to the right of the council room is especially interesting in its treatment. The walls are to be paneled with soft wood and covered with tapestry so that oil paintings, sketches, and etchings can be fastened wherever convenient on the walls without damaging the surface. The room is simply furnished with a grand piano and four settees.

On the second floor will be the main room of the building, and perhaps the loveliest in the state—Varsity hall. Here the university community will gather for its great social functions, its receptions, its banquets, its lectures, and its recitals. Women students will be especially interested in this room because when it is not used for large university occasions it will be principally a lounge room for women. It is to be furnished with light upholstered settees, sofas, and chairs grouped in intimate areas with the help of screens, palms, and rugs. There will be 24 specially designed tea tables in the room, just the height for refreshment service when drawn up to an easy chair or sofa. They can be folded up and removed when not wanted. These tables will make possible an informal refreshment and tea service from the serving kitchen adjoining the hall and will give an opportunity for the couples at dances to be served with refreshments as they sit around the dance floor.

The walls are of marble columns and tapestry panels, the tapestry covering special acoustic wool. The ceiling is ornamented in plaster in several pastel shades. A dominating oval space in the ceiling is made of cathedral hammered glass and illuminated by a skylight above.

Adjoining Varsity hall is a drawing room for women executed in the Georgian style with a beamed ceiling, a fireplace, and apple green wood paneling. It is furnished with dressing tables, chaise lounges, a reading table, and easy chairs.

The drawing room is at one end of a promenade which extends the length of Varsity hall and which is on a 4-foot higher level. At the other end of the promenade are the offices and reception room of the Alumni association. Above, on the third floor, is the alumni records office and the offices of student organizations.

The commons, or main dining room, is two stories in height, with massive ceiling beams and with walls paneled in oak of two tones, fumed and golden. Carved shields in the oak panels bear the colors of the Big Ten and other universities.

A richly carved oak clock piece dominates the entrance to the room. Great windows of the room look out on the lake. Drawn up along side them are tables for two and four and large round tables for eight and 12. The tables are designed so that they may be pushed together for banquets. The chairs are the special creations of Mr. Pescheret. They all are arm-chairs and are upholstered with a dull red tapestry cloth. The windows are draped with rich cardinal and gold material.

Mr. Pescheret is now proceeding with the detailed specifications and working drawings, and furnishings will be installed as rapidly as the money is available and the goods can be manufactured.

He—"Please." -----
She—"No."
"Oh, pretty please."
"No!"
"Please, just this once."
"I said NO!"
"Aw, please, ma; all the other kids are going barefooted."—Purdue Exponent.

Interesting Events Shown in Review of Paper's History

(Continued from Page 1)

certain, but always hopeful and promising, is evident in all the dusty pages of our story. In 1898 came a larger size sheet, still with four columns; in 1907 it was enlarged by 4 inches and divided to five columns; then in 1909 it went back to four columns; and in 1910, five columns once more; and then for a period of nine years with the old-time smaller four-column sheet. In 1921 and 1922 it appears in a slightly larger form, and in 1923 blossoms forth into its present size and five-column plan.

Come Militant Editors

Such, briefly, is the story of The Cardinal's physical development as it appears in the yellow glimmer of the 36 tapers.

Other pages stand out in a sharper light; 1912, when the first sport page saw the light of campus day, when Skyrockets, then under the appellation "Going Up," broke into print, and the first summer session Cardinal was inaugurated. In 1913, women were admitted to staff positions and given a page and department of their own, and a half-dozen other dates that shine as important marks in the history.

Figures and personalities, too, stalk through the edim light. There are militant editors, editors whose pens spit forth fiery indignation; and calm, conservative editors with peaceful, quiet papers.

Papers appear with distinctive make-up, with platforms and policies widely differing. Personalities take the fore, to distinguish and set off one year's work from the other.

Here we see a fiery editorial, an answer terming the young editor a "blackguard," a staff called "red," a reform society demanding the shee's abolition, an editor threatened with expulsion. Compliments and cat-calls; bricks and bouquets; and yet through it all there runs a certain fidelity to an ideal and a spirit that is The Daily Cardinal. Intangible it is; but one that is there, nevertheless, alive and moving.

Thusly, tonight in the dim glow of our candles, is delineated the tale of The Daily Cardinal, a story of enterprise, tenacity, and service.

Snuff out the tapers and cut the cake.

Gentlemen, a toast! "Happy birthday—and many of 'em!"

Yale Council Admits Honor Plan Failure

The Yale college student council has given four reasons why they will no longer attempt to enforce the Yale

honor system which has not been successful so far. The reasons are:

1. Under present conditions public opinion is not sufficiently active.
2. No students are willing to report violations.
3. Very few consider it necessary openly to discourage offenses.
4. The occasional reports of cribbing sent in by a member of the faculty based on a comparison of test papers bring before the council men

who are not deserving of expulsion or suspension.

Some wise young gentleman had the fortitude to suggest that Wisconsin's gym is liable to crumble if a big crowd got into it. Wait'll we get our new field house. (And what about the crowd at the Central-Watertown game.)

READ CARDINAL ADS

U. of W. Students Spring Vacation



SPECIAL TRAIN SERVICE

TUESDAY, APRIL 3rd, 1928

To CHICAGO

Lv. Madison 1:00 p. m.
Observation Lounge Car, Parlor Cars and Coaches

To MILWAUKEE

Lv. Madison 1:00 p. m.
Parlor Cars and Coaches

Lv. Madison 5:15 p. m.
Observation Lounge Car, Parlor Cars, Dining Car and Coaches

Lv. Madison 5:30 p. m.
Parlor Cars, Dining Car and Coaches
Stops only at Waukesha and National Av.

To GREEN BAY and FOX RIVER VALLEY

Lv. Madison 5:30 p. m.
Buffet-Parlor Car (a la carte service), Coaches

REGULAR SERVICE

To CHICAGO

Lv. 4:35 a. m.	7:25 a. m.	10:40 a. m.	1:00 p. m.
Ar. 8:35 a. m.	11:30 a. m.	4:25 p. m.	5:45 p. m.
Lv. 1:15 p. m.	5:50 p. m.	5:40 p. m.	
Ar. 5:15 p. m.	10:05 p. m.	10:10 p. m.	

To MILWAUKEE

Lv. 8:00 a. m. Ar. 10:15 a. m.
Lv. 10:00 a. m. Ar. 11:59 a. m.
(The Cardinal)

Lv. 1:00 p. m. Ar. 3:30 p. m.
Lv. 5:50 p. m. Ar. 8:05 p. m.

To GREEN BAY and FOX RIVER VALLEY

Lv. 8:00 a. m. Lv. 1:00 p. m.
Lv. 5:50 p. m.

To ELROY and LA CROSSE

Lv. 1:00 p. m. Lv. 1:15 a. m.

To ST. PAUL-MINNEAPOLIS

Lv. 7:30 a. m., 1:00 p. m., 9:28 p. m.

To DULUTH & SUPERIOR

Lv. 7:30 a. m. Lv. 9:28 p. m.

(a) Via Milwaukee (b) Via National Ave.

MAKE YOUR RESERVATIONS NOW

For information and full particulars apply

A. F. KNEBUSCH, Ticket Agent

A. W. BOWER, Division Freight and Passenger Agent

Telephone Badger 142

Chicago & North Western Ry.

IT'S FASTER THAN GREASED LIGHTNING!

NOW PLAYING
This Dashing All
Comedy Show

PARKWAY

CARL LAEMMLE
GLENN TRYON
in **A HERO for a NIGHT**
with **PATSY RUTH MILLER**

A Brand
New Line of
Comedy

He was a Hero for a Night—and what a night—he started for New York in a broken down airship and woke up in the morning doing a dance for the Russians. A go-getting giggler and he's good for what ails you. Come on down and join the merry-makers.

—On the Vitaphone—
WILLIE & EUGENE HOWARD
In "BETWEEN THE ACTS"
SALLY FIELDS
"TUNING IN"

—ON THE STAGE—
JOE SHOER
AND HIS BAND
And
VAUDEVILLE

You ALWAYS See the BEST SHOW at the PARKWAY

Cardinal Business Office Shows Industry, Efficiency, Organization

Be is ever so noisy there's no place like The Cardinal business office. Starting in the morning rather quietly, the noise and activity steadily increases until by late afternoon it is a veritable bedlam.

The morning is usually spent rather peacefully in checking up and listing the advertisements appearing in that day's paper, receiving calls for the next issue, and taking care of correspondence. In the afternoon the real hustle and bustle occurs.

Local Advertising

Next in importance to the business manager, whose work is covered in another article, is the local advertising manager. At any time of the day or night he is on the job ready to look up an ad or send out proofs. Making another quarter turn in the office we see the national advertising manager. This department takes care of all the foreign advertising.

The circulation manager is perhaps

the most criticized person on the staff. His job is to get The Cardinal to every one of its 9,000 readers every morning and in time for the breakfast coffee.

Collection Manager

The collection manager's job is to see that when you subscribe for The Cardinal, you pay for it. He must also see that all the advertisements appearing in the paper are paid for.

The promotion and merchandising service department brings in new advertising and helps to put "put over" the products advertised. On the shoulders of this department falls the task of selling the student market and The Cardinal as a means of reaching that market.

There's the whole thing in a nutshell; local advertising, national advertising, circulation, collection, and promotion departments all supervised by an efficient business manager and kept out of trouble by a business-like secretary.

Business Staff Workers



Orval Bast



Marvin Fein



Glenn Arthur



Clayton Braatz



Pearl Malsin



Robert Kaftan

Olson Reviews Recent Changes in Paper's Looks

(Continued from Page 1)

plant, the paper has acquired a new type dress that is not only easier to read but much more interesting to look at. The change to upper and lower case heads instead of all caps has added immensely to the readability of headlines.

The present Cheltenham Bold makes a pleasing contrast against the gray of the Ionic body type. The choice of Caslon Bold for feature heads is a most fortunate one; the Caslon heads are easily the most attractive in the entire paper.

The student editors also have been doing more interesting things in experimenting with new ideas in make-up this year than ever before. Out of this experimentation, I look to see the development of a more interesting Cardinal and one which will have higher standards in both typography and news treatment.

Advertising is not scientific and probably never will be scientific, as it is based upon human nature, which is very unscientific. Prof. C. H. Fernald of the College of Commerce at Illinois university declared in his speech on "Advertising," before the Champaign Exchange club yesterday noon in the Inman hotel.

"Although advertising might be said to have started with the use of signs by the Egyptians about 3000 B. C., it is really very young. Only in the past few years has advertising come to occupy a definite place in business," Prof. Fernald stated.

"The 'Printer's Ink' statute of 1911, which made it a misdemeanor to present a misleading statement in an advertisement, did much to strengthen the position of the reliable advertising agency. Over 26 states have passed this law, including Illinois. In this state the punishment for violation of the law is a \$100 fine or 60 days in the work-house or both," the speaker stated.

The agency plays one of the most important parts in the advertising business, he declared. The advertising agency does not charge its client anything, deriving its revenue from the publication, which usually gives it about 15 per cent of the charge for the advertisement, he declared.

READ CARDINAL ADS

Cardinal Company Took Great Steps During Past Year

(Continued from Page 1)

zation; it owned no property. Today, the paper has its own composing room, its own press, and its own mechanical equipment; it is a thriving corporation, publishing its own newspaper, and owning an amount of property estimated at \$20,000 to \$25,000. What is the story of this growth? What does the first year of The Cardinal Publishing company reveal?

Vision Came Long Ago

The vision of a printing plant for The Daily Cardinal originated a good many years ago, but it was not until 1923 that the board of control instituted a means toward establishing a plant. In that year it founded a sinking fund for surplus earnings, to be used only for capital expenditures. This fund grew from \$3,000 in 1923-24 to over \$10,000 in 1926-27. With this much capital as a foundation, it appeared in the spring of last year, that the opportunity of organizing the plant was at hand.

Before anything could be done, however, it was necessary to find a place for housing printing equipment, and the first likely location considered was Langdon hall, on the corner of Langdon and Lake streets. Preliminary negotiations were carried on with the business manager of the university by the board of control, with the assurance that Langdon hall might be obtained. With this possibility in mind, The Cardinal Publishing company was founded on Mar. 23, 1927.

The people who carried out the incorporation of the company were Elmer W. Freytag '27, then president of the board of control; Prof. Grant M. Hyde, faculty adviser of the board; and John L. Bergstresser '25, alumni recorder. Officers of the company were elected, with Mr. Freytag president; Porter F. Butts '24, vice president; Luther E. Brooks '26, treasurer; and Mr. Bergstresser, secretary. The first official meeting was then held on Mar. 31, almost one year ago to the day.

Langdon Hall Useless

Langdon hall was then investigated and measured, but it was soon found to be poorly adapted to the purposes of a printing plant. According to Mr. Bergstresser, the company considered numerous other possibilities, among them the basement of Science hall and the basement of the new Union building. All of them proved worthless and after fruitless search, the organization was about to abandon its project, at least for the coming year.

But just when the aspect appeared darkest, C. V. Hibbard, general secretary of the university Y. M. C. A., offered the use of the basement of Association hall, where the old Y. M. C. A. cafeteria had formerly been situated. Mr. Hibbard's kind offer was considered and was formally accepted by the publishing company on Aug. 3.

"On July 8," said Mr. Bergstresser, "a contract was made with the Duplex Printing Press company, of Battle Creek, Mich., for the purchase of a new model A press. Later it was discovered that the company had made an error in recommending that press for a five-column tabloid paper; so it became necessary in August to change to a model E press, valued at \$7,000, which was larger and faster than the one first ordered."

Purchased Linotypes

The company also purchased two linotype machines from the Mergenthaler Linotype company, and these were installed during the summer vacation. They are valued at \$5,000 each. Shop equipment, including make-up tables, type, and saws, were also purchased at a cost of \$3,000.

"The press," says Mr. Bergstresser, "failed to arrive until just a few days before the first paper was scheduled to appear in the fall. It looked for a time as if the first issue might be delayed in publication. But the press erector from the Duplex company worked day and night on an average of 16 hours in order to get the machine installed on time."

"Then, on the afternoon before going to press, Sept. 19, it was discovered that ink had not yet arrived. Consequently, it was necessary to send to Baraboo to obtain 100 pounds of ink from the Baraboo News. This was rushed to Madison by auto and arrived only in time to print the first section of a 32-page paper."

Taxed Plant Capacity

These are a few of the difficulties which had to be surmounted in printing the first issue of The Cardinal last fall. It came out on schedule, but the story behind its publication, how the nervous energy of the plant workers was taxed, how the capacity of the new plant was strained to the breaking point, and how the editors, pressmen, and make-up men worked until 6 o'clock in the morning has, until now, remained untold. But the big obstacle was met successfully; the school year 1927-28 opened on Sept. 20 with the new Daily Cardinal at the breakfast table as usual, but dressed in a new typography unknown in the publication before.

"Co-ordination or activity during

Five Flywheels of the Machine



Eugene S. Duffield



Hampton Randolph



Warren C. Price



Genaro Florez



Alfred E. Eichler

Above are five of the six desk editors of The Daily Cardinal, aptly called the watchdogs of the paper, who have planned each night this year what the next edition would look like and what news would be offered to the students in the morning. Each of the men handles one Daily Cardinal every week as follows: Tuesday, Genaro A. Florez; Wednesday, C. Hjalmar Nelson, (photo not taken); Thursday, Alfred E. Eichler; Friday, W. Hampton Randolph; Saturday, Eugene S. Duffield; and Sunday, Warren C. Price.

Desk Editors Act as Daily Guides for Every Paper

(Continued from Page 4)

know how many units in an "eight head," whether building in "Union building" is "up or down," whether a "deck" is supposed to be used with a certain head or not, and what's a shorter word for Experimental college. Not only must the work be done and under such trying conditions, but it must be done with dispatch—there's no loitering, for the linotype operators down at the plant in the basement of the Y. M. C. A. are "setting up" the stories as fast as they come in and the desk editor must keep a continual stream of copy flowing down there.

After dinner, Jack goes to the plant at about 7:30 o'clock and starts to work. His assistants and his proof-readers come and soon the whole crew is working at white heat. Reporters covering lectures and meetings drop in and write their stories. Finally all the "front" is in and set up and all the inside is "on the machines." This is usually done by 12 o'clock; sometimes earlier if it is an eight-page paper, and sometimes later if the paper goes to 12 or more pages. This variation in the number of pages is caused by the amount of advertising to be run.

Quit About 1 A. M.

Jack then supervises the "making-up" of the front page with the make-up man, who follows the dummy Jack has prepared showing where the stories go. A proof of the front page is pulled which is gone over by the desk man and his staff and the errors and corrections noted in the margin. After the corrections have been made and the linotypes supplied with enough edited copy to keep them going until 2:30 a. m., the desk and proofreading crews are through. The average time a desk man gets out runs from 12:30 to 1:30 a. m.

Sometimes the gang goes to a quick lunch, talks over the news, and then returns to the plant to get some of the papers "hot from the press."

Perhaps my account of the desk editor's part has made it seem all work and no play, but the whole day is spiced with the jokes and humorous incidents that seem to infect a newspaper office. The administrative ability required, the artistry that can be displayed in making a front page attractive, the friends that are made, the knowledge of university affairs acquired, and the realization that thousands of people are going to see his handiwork in the morning, makes his job a joy.

And that is the true story of what a desk editor does and why his name is perched so perilously above the editorials in each issue of the much maligned but nevertheless very much worthwhile Daily Cardinal.

"If the university has anyone sleuthing, I do not know who he is," Dean Reeves said. "I did not even know that the university hires a special investigator until I read the account of it in the Oklahoma Daily," he concluded.

READ CARDINAL ADS

thirty-sixth year. Looking backward we see a new Cardinal has sprung up in our midst. But, more important, this anniversary should be also an occasion for looking forward, toward a consideration of the publishing company as the means whereby the paper, in its future years, may develop into being a stronger and better organ of the university than ever before.

Watertown Five Cops State Title by 27 to 14 Win

**Outplays Madison Central
to Keep Advantage at
All Times**

Watertown 27; Madison Central 14. That tells the tale of the finals of the state high school basketball tournament. Watertown outplayed and outfought Central last night at the armory by the margin that the score indicates. From the start of the game until the final whistle it was all Watertown, and the team stands today, Wisconsin High school champion.

Central scored only two field goals throughout the contest against the superb guarding of the champions while Watertown scored 11 times from the field.

Watertown Plays Fine Game

The man to man defense kept Central to the minimum number of tries at the hoop while Watertown peppered the basket from all parts of the floor. The lanky Mundt and the speedy Schwenke caused the Central guards the most trouble, but the entire Watertown team played the game of its life.

Central was a top heavy favorite, but it was not long until the crowd that packed the gym realized that it was not Watertown that was the under-dog, but Central.

Mundt opened the scoring for Watertown on the first tip-off play, and although Central kept pace fairly well the first quarter it was only by sinking free throws while its opponent was making three baskets. Central failed to score from the field during the entire first half which ended 12 to 7.

Novick brought the local supporters some cheer for a moment at the start of the second half with a nice dribble-in basket, but Watertown came right back with three hoops in a row by Schwenke, Mundt, and Zoelle. Staab interrupted the scoring streak momentarily by caging one of Central's two field goals. Zoelle and Kafer sank two more to end the third period with Watertown now leading 22 to 11.

Ball Flies About

In the last quarter Watertown ac-

(Continued on Page 3)

Haresfoot Follies Will Be Held April 20; Plans to Be Completed Today

Plans for the 10th annual Haresfoot "Follies" will be completed at a meeting of the Haresfoot club in their loft in the Union building this afternoon. William H. Purnell, arch-director of Haresfoot, announced late yesterday that the services of that Texas "Quinine" and her gang of Broadway night club entertainers might be secured for the occasion.

That the "Follies" will be staged is certain. The date and place have been set as Friday, April 20, in the Crystal ball room of the Hotel Lorraine. That the assemblage will be limited and exclusive is assured as the printer went on a strike after running 250 tickets to the big night club festival.

The event will be one of the last big one o'clock parties of the season and Joe Shoer and his band are prepared to provide the music.

Sophomore Entertains Public While City Gropes in Darkness

Franklin Prinz '30 was one of those who helped keep Madison theatergoers entertained when the electric power throughout the city failed last night between 8 and 8:30 o'clock because of a short circuit in a main switch and darkened the entire downtown district.

Prinz, who is appearing at the Capitol theater, kept the audience interested by singing blues and ballads until it was possible to resume the showing of the feature picture.

At the Parkway the house was plunged into darkness in the middle of the picture but Joe Shoer and his band groped in the dark until they found their instrument and then stepped in front of the screen and played in darkness.

The stage show at the Orpheum had just closed when the illumination ceased, but the pit orchestra played

Glee Club Singers Open Annual Tour in Milwaukee

Wisconsin spirit in song will once more be brought to the people of 10 cities in Wisconsin and Minnesota by 32 members of the University Glee club, who with Prof. E. Earle Swinney left Madison at 7:30 o'clock this morning for their annual spring tour.

The club will sing in Milwaukee this afternoon, and broadcast a program from WTMJ radio station this evening. Following the Milwaukee engagements, the club will entrain for Green Bay, where it will sing Monday evening. Concerts will be given thereafter on successive days in Waupaca, Marshfield, Ashland, Superior, Minneapolis, Menomonie, and Chippewa Falls.

As in other years, the group will make the entire trip in a chartered Pullman car of the Milwaukee road. They will return to Madison in time for classes on April 11.

Following the return of the organization to Madison, it will give a return concert in Music hall on Saturday evening, April 14. This program is being given here in answer to the requests of many students who were unable to hear the previous concerts early in March.

The men who left this morning are Harold F. Bishop '30, Walter W. Engelke '28, Ralph W. Leonardson '29, Arno Myers '30, Charles F. Weiler '29, Homer N. Byrge '30, and Charles Ma-

(Continued on Page 2)

'Invite Mothers Personally,' Helen Keeler Asks Students

Miss Agatha Karlen Will Become Bride of Prof. G. Fowlkes

Prof. John Guy Fowlkes, professor of education, will marry Agatha Karlen, leading lady of the Garrick players, sometime this spring it was announced yesterday.

The engagement came as a surprise to friends of both Prof. Fowlkes and Miss Karlen. The announcement came from the parents of Miss Karlen, Mr. and Mrs. Carl Karlen of Chicago.

Before going on the stage, Miss Karlen attended Northwestern university. She is one of the most popular of the Madison stock company. She was a pledge of the Alpha Omicron Pi sorority.

Prof. Fowlkes is the son of Rev. and Mrs. J. T. Fowlkes of Hot Springs, Ark. He received his degree of Ph.D. at Columbia university, New York city. He has been a member of the faculty of the University of Wisconsin for the past six years. He recently built a home on Adams street.

April 1, and Yet This Is All the Space the Day Gets

Unlike last year, when the Daily Cardinal ran a special April Fool edition of the paper, the issue today, except for this brief item, contains nothing which would indicate that today is the first of April. A special humor page was intended to be run at first, but was abandoned with the idea that April Fool, without itself, would be more out of the ordinary than the customary wise cracks.

Request to Pay Forms April 1 Wishes to Union

April 1st greetings were received by the Memorial Union yesterday.

Memorial Union Building, Executive Committee, Madison, Wis. Gentlemen:

"Your note dated Oct. 7 to this bank falls due on April 7, 1928, for \$90,000 and interest. Paid \$43,000.

"Please present this notice at Window No. 1 when you come to pay this note.

The First National Bank."

200 Voice Chorus Registers for May Music Festival

Educational rather than competitive aspects of the Wisconsin All-State Music Festival, to be held here May 11 and 12, have aroused an unusual amount of interest and are bringing more schools into participation than ever before, according to Prof. E. B. Gordon, chairman of the Festival committee.

Registration already received guarantee a chorus of 200 voices at the Festival, Prof. Gordon stated. This number, he declared, is certain to be greatly increased before final registration days.

Chairman of Spring Festival for Parents Names Com- mittee Heads

"Ask Mother during vacation!" Such is the timely message and reminder from Helen Keeler '28, chairman of the Mothers' week-end.

"We are stressing personal invitations from the students to their mothers this year," Miss Keeler said last night.

"And we also wish to make a special point of making Mothers' day this year as much for parents of men students as of women," she added.

The complete committee list for the week-end was announced yesterday. Kenneth Marsden '29, will be finance chairman, with John Husting '30, and Betty Collier '30, joint chairmen of the reception committee.

Working with Allen Tenny '30, publicity chairman, are Roy L. Matson '29, George Harb '30, Ruth Blocki '30, John Hickok '31, and Lyman Moore '31.

Committee assistants are Jane Bull '29, Betty Saxton '29, Edward Cole '29, and Robert De Haven '29. Assistants with Alan Edgerton '30, special features chairman, are William Ramsey '30, Lougee Stedman '30, and Katherine Burgy '30.

Band concert chairman is James Hart '30; transportation chairman, James Curtis '30, and library exhibit chairman Jean Hunter, '30.

Charline Zinn '30, invitation chairman, will be assisted by Virginia Barbus '30, Alice Getchur '31, Grace Winters '31, Marie Orth '30, Helene Kewertz '31, Alice Ochsen '30, Ruth Young '30, Edith Gerry '29, Dorothy Gale '29, and Eileen Walper '30.

Frances Hawkins Chosen Chairman of A.A. Field Day

Frances Hawkins '29, has been appointed general chairman of the W. A. A. Women's Field day, to be held in conjunction with Mothers' Weekend on May 19, according to an announcement yesterday. Field day, an annual event, is outstanding on the program for Saturday entertainment. The purpose of this day is to give a demonstration of the different types of outdoor activity of Wisconsin women. This year, in addition to regular interclass contests, the finals of spring intramurals will be run off as part of the program.

The committee chairmen named by Miss Hawkins are:

Program, Alice Bickel '29; art, Beatrice Marks, grad; advertising, Helen Drebin '29; finance, Charlotte Flint '30; general arrangements, Winifred Smith '28; decorations, Barbara Howell '29; outdoor publicity, Blanche Shafarman '30; and indoor publicity Pearl Malsin '30.

2000 Seats Provided for Concert in Armory at 3:30 This Afternoon

Committee to Hold Elections to Board of Control Monday

Daily Cardinal Board of Control elections, which were postponed Friday, due to the omission of two names from the ballot, will be held Monday, according to Frederick Jandrey '29, chairman of the elections committee. Ten candidates have filed for three positions which are open. A heavy vote is expected in the hotly contested race.

Polls will be open from 9 to 12 a. m. and from 1 to 4:30 p. m. and will be located in the same places as on Friday. Agricultural and the home economics students will vote at Agricultural hall, the engineers at the Engineering building, and the chemistry and chemistry commerce students at Sterling hall.

Experimental college and Law school students will vote with those in Letters and Science. A-L at Biology building and M-Z at the information office in Bascom hall.

Medics 1 and Law 1 vote as juniors, and medics 2 and 3 and Law 2 and 3 as seniors. In case of double classification, the first classification holds.

Those candidates who filed for election to the Cardinal Board of Control are:

Junior members (one to be elected) — Donald B. Harter and Robert B. Murphy, recommended: Kenneth

(Continued on Page 2)

Feeling of Unity Prompts Blazers of Test College

To complete the feeling of unity among Experimental College students, a distinctive type of blazer coat is being worn by most of the freshmen. They are blue with grey trimming and make the wearer quite conspicuous.

The students adopted a modification of the Athenian owl as their emblem. The owl is from an ancient Athenian coin and is the symbol of wisdom. It was chosen in view of the fact that Greek civilization is being studied by the college during the first year.

The custom is similar to what is done in Oxford and Cambridge where every college has its individual blazer and one is considered well-dressed with one on at almost any time of the day.

Mrs. Hagen Again Wins Her Audience as 'Faust's' Margarete

By F. L. J.

Mrs. Thyra Hagen again carried away her audience with her powerful characterization of Margarete, in Goethe's "Faust," which was given for the second time in Bascom theater last night.

Mrs. Hagen's personality and her charming voice captured listeners from her first appearance as the Archangel Raphael, in the deeply impressive Prolog in Heaven scene. It was not until the final scene, however, when Faust is attempting to take Margarete from the prison, and she in her delirium does not recognize him, that her abilities are fully weighed.

Prof. Hagen, as Faust, plays his role with a fierce intensity. His acting is most effective in the heart-rending soliloquy which takes place in his study in Act I. His utter failure, his bitter despair, and his wild determination to commit suicide were convincingly enacted, as were all of Prof. Hagen's lines. His complete artistry is revealed by his representation of quiet disgust in the Auerbach's Cellar scene.

Werner Neuse, an instructor in the German department, again excelled as Mephistopheles. His fiendish laughter, his bright red costume and his graceful slipping about made him quite devilish.

In the lesser parts, Mrs. Jo Morgan again captivated the audience with her portrayal of Marthe, the poor widow who is anxious for news of her departed mate, but more anxious for the promise of a new one.

The "Prolog in Heaven" which

University Band Will Offer Selections Varied in Appeal

Approximately 2,000 seats await an expected overflow audience in the armory this afternoon when the University concert band under the direction of Prof. E. W. Morphy presents its annual spring program at 3 o'clock.

In former years the gymnasium has been filled to capacity long before the concert hour. With the new seating arrangement, used for both orchestra concerts this year, it is expected that the entire audience will be accommodated.

Program One of Contrasts

The band program for this afternoon is one of contrast and interesting features. Appropriate to the spring season, several lighter and gay selections have been included, among them ballet music from Schubert's "Rosamunde" and the "Valse des Fleurs" from Tchaikowsky's "Nutcracker Suite."

Contrasted with these are the intensely dramatic "Richard III Overture" by Gilson, which will receive its first performance in America this afternoon, and the solemn funeral dirge depicting Siegfried's death in Wagner's "Die Gotterdammerung."

Schubert's Serenade Offered

Also included in the program is the best-known and perhaps most loved of Schubert's compositions — the "Serenade." This exquisite lyric offers the band an opportunity to exercise all of the orchestral delicacy it can command. With the preceding selections from "Rosamunde" it is be-

(Continued on Page 2)

String Quartet Plays Over WHA Monday

The University String Quartet, under the direction of Prof. E. W. Morphy, will offer a program from WHA university radio station, Monday evening, April 2, at 8:15 p. m.

Because of the spring recess no program will be broadcast on Wednesday evening this week.

The quartet to play Monday night is composed of Louise Rood '29, first violin, Anita Vinograd '30, second violin, Anthony Donovan '28, viola, and Leon Persson '30, cello. Their program will include two compositions presented at the wood-wind ensemble and quartet concert last month. They will play the first three movements of Beethoven's "Fidelio Quartet," and Allegro and Adagio from Dvorak's "Quartet, Opus 96."

opened the play was effective with its three statesque Archangels, its slinking Mephisto, and the deep voice of the Lord behind the scenes. For those unacquainted with German, it was somewhat slow in action. But this is the only scene which can be so criticized.

The striking beauty and expressiveness of the modernistic stage-settings and lighting, designed and executed by Jim Chichetser and Prof. Hagen contributed much to the success of the production. Although the settings were simple, they indicated unmistakably the atmosphere and locale of the action.

The most gratifying improvement over Thursday night's performance took place behind the scenes. The stage hands were able to do their work in about an hour less than they were able to do it on Thursday, and the continuity of the drama was materially enhanced.

"Faust" is proving extremely popular in Madison. It has played to two crowded houses, and will be given a third time on Monday night. Reports from the box office state that all the seats in the center section of the theater for the Monday night performance have been sold.

ON THE EDITORIAL PAGE

1. Sabbath Meditations—Interpretations of the elections; the council's proposed rushing remedy.

2,000 Expected Today at Concert Program in Men's Armory

(Continued from Page 1)

ing played in commemoration of the centennial of Schubert's death.

Delibes' masterly portrayal of the pomp and clamor of the feast of the Wine God, and the riotous throngs of satyrs, wine-bearers, slaves, and pleasure-seekers in his "March and Procession of Bacchus" from "Sylvia" is also included.

The entire program follows:

Lithgow—March, "Gippsland"
Schubert—Ballet Music and Entr' Act from "Rosamunde."

Schubert—Serenade.

Delibes—Entr' Act et Valse from "Coppelia."

Paul Gilson (Grand Prix de Rome)

Overture—Richard III.

Wagner—Ein Albumblatt.

Wagner—Siegfried's Death from "Der Gotterdammerung."

Tschaikowsky — Valse des Fleurs from "Nutcracker Suite."

Delibes—March and Procession of Bacchus from "Sylvia."

Hold Cardinal Board Elections Tomorrow

(Continued from Page 1)

well, unrecommended.

phomore members (two to be elected) — Lillian Krueger, Eugene Fournace, Franklin Prinz, and Janet Smith, recommended; Edgar McEachron, David McNary, and Sally Owen, unrecommended.

Novelty will be connected with the special election Monday when engineering students, who are leaving before the election, will vote in Chicago and have the results telegraphed back. The Glee club, which is leaving today on its concert trip, voted Saturday noon.

NORMAN, Okla.—That the discipline committee at the University of Oklahoma has no sleuthing whatsoever was strongly emphasized by Dean S. W. Reaves, chairman of the discipline committee, and Dr. E. D. Meacham, a member of the committee.

Highest Quality
Developing & Printing
Agfa Products
McVICAR'S PHOTO
SERVICE
723 University Ave. F. 4645

STRAND
CONTINUOUS 1 TO 11

—Prices Today
Matinee & Nights 30c
NOW SHOWING!

**UNDER
THE
BLACK
EAGLE**



With
Ralph Forbes - Marceline
Day and "Flash"
The Greatest Dog Picture
in Years!

Follow the dogs of war on a trail
to adventure and romance that is
truly thrilling.

Beauty Parlor Comedy
NEWS — ORGAN

Glee Club Members Leave Madison Today

(Continued from Page 1)

comber '30, first tenors.

George O. Johnson, grad, Harry M. Schuck '30, Bayrd Still '28, Lawrence W. Tice '28, and Gerald C. Ward '29, second tenors.

John J. Dixon '30, Lawrence L. Fitchett '28, Roland F. Molzahn '30, David J. Roberts '28, president; Walter C. Rogers '29, Thomas Stine, grad, Irving S. Tarrant '28, Frank G. Treskow '28, and Kenneth E. Westby '29, baritone.

Jerrold C. Anderson '30, Edward C. Crouse '28, Richard R. Fischer '28, Lee Kline '29, Donald Robertson '30, Henry S. Stevens '28, Sidney Thronson '30, Benjamin E. Wormell '29, and Arthur Kuenkler '30, basses.

George H. Seefeld '30, will make the trip as accompanist, along with Theron F. Pray '29, business manager.

Iowa U. Cosmopolitan Club Holds Unique Fair

The Cosmopolitan club at the University of Iowa held an International Fair recently. The general interior decorative note was Japanese.

According to the chairmen of the fair, there were booths representing several foreign nations, including Germany, Poland, Greece, China, India, and Holland. Foreign students from these countries were in charge and offered for sale articles made in their native countries. Dolls and wooden statues depicting fairy stories were sold at the German booth, and Dutch pottery at the Dutch booth. Articles sold at other booths were not mentioned.

ST. ANDREW'S EPISCOPAL CHURCH—of which the Rev. Francis J. Bloodgood is rector, will have the following services for Sunday

and Holy Week: 7:30, holy communion; 11:00, confirmation and sermon by Bishop Ivins in the old church on Monroe street; 7:30, dedication of the new St. Andrew's church at the corner of Regent street and Roby roadway, Gov. Zim-

merman, Mayor Schmedeman, President Frank, and Dr. Birge will represent the state, city, and university. Maundy Thursday, 7:30 and 10:00, holy communion; Good Friday, 12:00-3:00, three hour service.

Charles B. Hayden

Candidate for

Alderman FIRST WARD

As a graduate of the University of Wisconsin, in electrical engineering, and as a letter man in baseball, I am in a position to recognize the interests of the university and the student's organizations.

ELECTION APRIL 3

(Authorized by Mr. Charles B. Hayden of 507 N. Carroll St. for which \$5.50 has been paid to the Daily Cardinal.)

The Haresfoot Club

announces

A REAL BROADWAY NIGHT CLUB

at the

LORAIN HOTEL BALLROOM

on

FRIDAY--APRIL 20th

Entertainment

TENTH ANNUAL FOLLIES

with

"TEXAS" QUININE and HER GANG

Music by

JOE SHOER AND HIS ORCHESTRA

Dancing from 9:30 to 1 o'clock

Admissions strictly limited

TYPING

6c per hundred words.
Our work guaranteed.
Always on Time.

Brewington
Typewriter Co.
533 State St. B. 222

For Rent

House on Langdon St. large enough to accommodate twenty boys or girls. Excellent home for sorority or fraternity. Phone Dr. Barsness, F. 313; evenings Badger 1450.

Who Is He?



I am a candidate for election as Alderman of the Fifth Ward at the Election to be held on Tuesday, April 3rd.

I was born and raised in the City of Madison and have been a taxpayer for many years. Many times the question arises—

Who Is He?

I am in the Retail Clothing business located at 326 State St., and prior to May 1, 1926, had charge of the Clothing and Men's Furnishings of the University Co-Op, with which I served for eight years.

It is important for everyone who is interested in City and Civic affairs not only to inform himself of the respective merits of the Candidates for Alderman but also to go to the polls on Tuesday and urge his friends to do likewise.

I feel that my experience and record for eight years in the Council justify my seeking election as your Representative from the 5th Ward. Anything that may be done in my behalf will be sincerely appreciated.

Joe Rupp

(Authorized by Joe Rupp, 807 W. Johnson st., for which he agrees to pay \$6.60.)

Daily Reports of Badger Teams

CARDINAL SPORTS

Athletics in the Collegiate World

Watertown Beats Central, 27 to 14, For Title

Local Team Gets Only Two Baskets During Entire Game

Wisconsin High Wins Consolation Finals; Neenah Takes Third

(Continued from Page 1)
tually "played horse" with the highly touted Madison quintet. With the game won, Watertown was content in keeping the ball out of their opponents' hands, and it was flying from one end of the floor to the other, while the still scrapping Orange and Black cagers ran themselves ragged trying to keep up with it. Mundt scored another pop-in during the period from under the basket, and Schwenke added to his total with two free throws. Kaefel added another just for spite, probably, while the best of the Central players could do was to shoot wildly at the basket when they were lucky enough to get their hands on the ball.

If ever there was a team of ball hawks, Watertown is it. Their passing was uncanny and "fumble" is an obsolete word in their vocabulary. With Mundt and Dornfield, Watertown possessed the size to take the ball off both backboards.

Locals Fight to Last

This story may be all Watertown—and it should be such, for that was the way the game looked. Central truly might have had an off night, while Watertown's play was such that it is almost impossible to find fault with it.

Let it be said for Central that it was fighting to the last, but with "Fuzzy" Fosdick held scoreless from the field and Staab able to cage only one basket, it was stopped, and stopped cold. Novick played a nice game at guard, and so did Usilton, but neither was able to battle with the Watertown giants.

Watertown was a proverbial dark horse. When it conquered Wisconsin High by a one-point margin, everybody mumbled "pretty lucky;" when Stevens Point was easily trounced in the second round it was "the Point ain't much anyway," and last night when Wausau fell, everybody moaned "there goes the last team that can give Central any kind of a battle at all." Watertown's strength was underestimated and it is deserving of the state championship.

Watertown—27	FG	FT	PT	TP
Zoele, R.F.	2	1	1	5
Schwenke, L.F.	3	2	1	8
Dornfield, C.	1	0	1	2
Kaefel, R.G.	2	1	1	5
Mundt, L.G.	3	1	3	7
Totals	11	5	7	27

Madison Central—14	FG	FT	PT	TP
Staab, R.F.	1	0	1	2
Fosdick, L.F.	0	2	1	2
Knechtges, C.	0	0	0	0
Kaesar, C.	0	3	1	3
Novick, L.G.	1	4	2	6
Usilton, R.G.	0	1	2	1
Aasen, R.G.	0	0	0	0
Totals	2	10	7	14

NEENAH WINS THIRD PLACE

Neenah had little trouble trouncing Stevens Point 24 to 13 for third place in the tourney last night in the preliminary game.

Stevens Point was held scoreless from the field for 26 minutes while Neenah, led by Schneller at center, piled up 20 points.

Both of these teams upset the dope in the morning games, when the Point beat out LaCrosse 18 to 15, while Neenah conquered Wausau 25 to 23.

The Point had no chance against the sharp shooting Neenah quintet last night. Neenah sank the ball from all parts of the floor during the first half and although outscored the latter half 12 to 6, there was no excuse for the team that had played five games against the best teams in the tournament with the exception of Watertown, to exert itself.

The game between Wausau and Neenah in the morning was another of those "best games." Neenah started out as it did in every game that it played, with a barrage of baskets and was leading at the first quarter 10 to 5. Wausau scored four points the second period while holding Neenah scoreless and the half ended 10 to 9. With three minutes left to play the game was tied at 20-all. Neenah made a basket and Wausau tied the score. Wausau

The Cardinal's All-State Teams

All First Team:—

Schwenke, Watertown, forward.
Schneller, Neenah, forward.
Mundt, Watertown, center.
Dornfield, Watertown, guard.
Novick, Madison Central, guard.

All Second Team:—

Staab, Madison Central, forward.
Nelson, Wisconsin High, forward.
Clausen, Stevens Point, center.
Maurer, Wausau, guard.
Usilton, Madison Central, guard.

Watertown monopolizes that first all-state team, largely because of the showing of that team in the finals last night. It is almost an impossibility to keep Schwenke, Mundt and Dornfield off of any first team, and no other authority than Dr. Walter E. Meanwell corroborated this opinion.

One of the problems is in knowing where to place the star of the tournament, Mundt. In the score book he is listed as a guard and yet on the floor he plays under the basket most of the time and is one of the leading scorers of the tournament. For this reason he is placed at center and there is not a man in the tournament who can outjump him with the exception of his teammate, Dornfield, who jumps at center for Watertown and drops back to standing guard.

Mundt Star of Tourney

With Mundt and center, the other star center of the tournament, Schneller of Neenah, has to be relegated to the second team or shifted to a forward and the latter thing has been done for with the exception of the Watertown flash, Schwenke, he was a better offensive and defensive player than any other forward in the tournament.

Schwenke was the best forward in the tournament. He is fast, a good shot, a fine passer, in fact has all of the qualities of an ideal forward. The two Madison giants, Nelson of Wisconsin High and Staab of Central, who are his closest rivals, cannot match the play of this sterling carrot-topped lad.

Any pair of guards that can hold Madison Central to two field goals are worth any honorary team. The bulk of this task fell on the shoulders of Dornfield last night, and he is awarded the back guard job without any adieu.

Novick Chosen Guard

It is almost a toss up as to whether to choose Novick of Central or Maurer of Wausau. Perhaps, it is sentimentality, or the fact that the runner-up deserves one man on the all-state team that favors the choice of Novick over Maurer. The Wausau man is a more spectacular player, but he is not as good a defensive man. Novick was the only man that rated with the Watertown players last night in the finals and is therefore given preference.

Staab and Nelson need little introduction to local basketball fans so will be passed over lightly. Both looked the best for their teams in the state tournament and are therefore placed on the second team. The center position goes to Clausen of Stevens Point. This lad is only 16 years old and still rather awkward, but rates next to Schneller and Mundt. Usilton failed to look impressive last night, but played spectacular ball in the other Central games and is given the other guard position with Maurer.

Wausau made a free throw with a minute to play. Neenah also made a free throw. Fifteen seconds left to play—Ehlers of Neenah dribbled up to the center of the floor—stopped, shot, made it and won the game.

WISCONSIN HIGH WHIPS OCONTO

Displaying a fast passing, hard driving attack, Wisconsin high easily triumphed over Oconto as expected to win the consolation championship, 29 to 9.

The game started brilliantly, but the Badger preps soon stopped the Oconto scoring by a lead that wasn't even close.

First Call for Varsity Pigskin Candidates Out

Report Tomorrow and on Tuesday for Suits and Lockers

By HAROLD DUBINSKY

First call for varsity football candidates, was issued yesterday by Coach Glenn F. Thistlethwaite, as he requested all men interested in the spring varsity practice to report tomorrow and Tuesday for equipment and lockers.

Officially the varsity football practice will not start until April 11, the first day back from the spring vacation, but it is Coach Thistlethwaite's plan to have all in readiness for immediate action after the vacation.

"A successful spring football practice is always one of the prime requisites of a successful football team," explained Coach Thistlethwaite. "This year's practice promises to be the best yet, although it will be shorter than those of the past. Enthusiasm over the coming practice is considerable. It looks good," said the Badger coach.

Wagoner Out

Capt. Rube Wagoner, will leave his activities on the track squad, and take charge of the football men, working with them every day. There are approximately 17 letter men in school and practically all of them will be on hand for the spring session. Only such men as Shoemaker, varsity shot putter, Cuisinier, of the swimming team, and Ize, a hurdler, will be absent. Parks and Goodman, two crew men, who are now in preparation for the coming Poughkeepsie regatta, will also be absent.

This year the spring practice will be a serious undertaking, having to do with possible candidates for the varsity team.

Coach Thistlethwaite said that he would pick his varsity squad for next year from the group of men who report for varsity practice this spring. Next fall admission to the Badger football squad will be by invitation only.

Tough Program

There is considerable need for such unusual seriousness this year. Next season Wisconsin will go through its toughest and best football program. Three weeks after school starts the Badger team will clash with Notre Dame in the Camp Randall stadium. "Things have got to start in with a bang," said Coach Thistlethwaite. "Practice this year will only last four weeks and that is a short time to instill football principles," said the coach. The candidates will report at 4:30 every day except Saturday and Sunday.

Coach Thistlethwaite wants all men left from the varsity squad last fall, and all men who won numerals in the freshmen, All-American, and Phys-E football teams to report Monday and Tuesday at Camp Randall.

Women's Winter Sports End with Baseball Games

The winter sports' season in women's interclass competition ended with the final game in the baseball tournament played yesterday morning, with the seniors copping the title and the juniors maintaining their hold on the goat. The game was closely contested and ended with the score of 19-12. This brings the class of 1928 almost to the front in the all-year championship with three championships against the sophomores three first places and one second place.

quarter was 11 to 4 but thereafter Oconto never even had a look-in, for the victors forced them to take hurried long shots which proved disastrous to Oconto.

Behrend continued his brilliant playing, scoring 8 field goals while playing a close guarding game along with his teammates to limit Oconto to one field goal in the second half. "Petie" Nelson was another luminate of the game—keeping the enemy away from the basket while carefully guarding his position.

Boxing and Wrestling Finals Bring Out Excellent Fighting

Three of the Four Present Champs Repeat; Mat Finals Also Held

Lawrence W. Clay was awarded the golden boxing glove symbolic of the "fightin'est fighter in the entire boxing tournament.

By AARON COTTLIE

Before a crowd of 1800 that eagerly watched every movement in the bouts, to defeat and three technical knock-outs were registered, as 20 of the finest boxers in the university competed for titular honors in the armory yesterday afternoon.

The contestants for wrestling honors also put on a classic program for the audience, as three matches were won on falls, and four others went the a la Joe Steinauer decision route.

The all-university boxing finals presented one of the fastest afternoons of boxing that the tournament had ever attracted since its inauguration.

With Joe Steinauer as the third man in the ring, and "Hank" McCormick, "Hank" Casserly, and Harry Golden acting as judges, the fighters displayed their wares and were rewarded accordingly.

Renda Wins

Two little fellows, Renda and Bugs-for started the afternoon's activities when they met at 112 pounds. Neither of the two showed themselves to be skillful in fistic arts, but fought a slugging battle all the way.

Neither displayed any defense, but their blows seemed light and had little affect upon each other. At the end of the second round Renda seemed the less tired of the two, and using a fair ring, managed to win a decision in the bout and the title.

Graff Too Good

A beautiful fight between skill, speed, and ability versus determination and punching power was fiercely waged when Dave Graff and Louis Cohen tangled at 125 pounds.

The first round was fast, the second somewhat slower with Cohen on the defense, and in the last round both men stood face to face in the ring and slugged away. Graff won the decision.

Curreri Retains Title

Tony Curreri, defending champion, had little trouble in retaining his title when he faced Brannum at 130 pounds. Brannum however, proved to be far from a set-up because of his gameness and fighting ability.

Nashban and Nickel at 135 pounds put on a great battle with the final decision, although somewhat questionable in the writer's mind, going to Nashban.

Hail to Minderman, new 140 pound champion, and a good one, who yesterday punched Chris Zillman off his throne of a year's standing. Zillman showed his long absence from the ring when his footwork was bad and he consistently lost his balance.

Stephenson Victor

The 147 pound title went to Stephenson when he outboxed and outlasted Breckenfeld. The victor with an advantage in height and reach, made good use of both to outpoint his man.

Clay, the popular fighting 160 won his title in an overtime period. The bout at the end of the three rounds was called a draw, although Hanson appeared to have a shade at the time. In the extra period Clay won easily.

Mathias scored the first technical knockout of the meet when his bout with Miller in the 175 pound class was stopped in middle of the third round. Clay, however, fought with a bad wrist.

Goodsitt, Mansfield Win

Billy Goodsitt successfully defended his title against Peter Strawhince in the 118 pound class when Strawhince forfeited at the beginning of the third round.

"Dynamite" Mansfield won a great victory in the heavyweight class over Ted Poquette when the bout was stopped in the middle of the second round.

The results of the wrestling meet championships were: 114 pounds—Strawhince won a decision over Strangl; 125 pounds—Weiss by decision over Callahan; 135 pounds—Josephson by decision over Masor; 145 pounds—Cott by decision over

Tri Delts Again Win Swimming

By PEAR

The Tri Delta intramural swimming team won the second consolation tournament, to Phi Mu's.

The meet was held between the Phi Delta and Tri Delta, both teams being composed of excellent swimmers and divers.

Members of the championship Delt tea mare: Lois Stocking, Bess Hayner '30, Emily Ann Albr '30, Sally Owen '30, Francis Brimman '31, and Catherine Kruse '31.

Plenty of Events

The meet was divided into two groups of events, advanced and intermediate. The advanced contests included free style and fetching races, a relay, an fancy diving. A tube race, the side and back stroke races and plain front diving were the intermediate events.

Results of the individual events follow:

Free style—Won by Brightman, Delt; Lindberg, Phi Mu, second; Renda, Phi Mu, third.

Fetching (surface diving)—Won by Brightman, Tri Delta; Owen Tri Delta, second.

Side stroke—Won by P. Frankfurth, Phi Mu; Kruse, Tri Delta, second; Hopman, Phi Mu, third.

Front dive—Won by E. Frankfurth, Phi Mu; P. Frankfurth, Phi Mu, second; Hayner, Tri Delta, third.

Back stroke—Won by Kruse, Delt; Horton, Chad, second; P. Frankfurth, Phi Mu, third.

Relay—Won by Tri Delts; Stephenson, Omen, and Brightman.

Tube race—Won by E. Frankfurth, Phi Mu; Kruse, Tri Delta; Hopman, Phi Mu, third.

Advanced diving—Won by Chad; Owen, Tri Delta, second; Lindberg, Tri Delta, third.

Track Team Takes Outdoor Workout

Approximately 15 members of the Badger track team piled into a truck and took a ride out to Camp Randall where they engaged in a very beneficial outdoor workout yesterday.

Only the middle distance, and long distance runners were among those taken outdoors yesterday, since the weather is not yet safe for the sprint men and hurdlers.

Discus, and hammer throw men took a workout on the lower campus despite the soggy condition of the plot of ground.

Among those who went to Camp Randall yesterday for practice was Capt. "Gil" Smith, ineligible leader of the Badger track squad. Smith, who is one of the best dash men and quarter milers in the conference, will have an opportunity to remove a law condition April 10.

Hunt Club Members Take Outing Today

Members of the University Hunt club will meet at 10 o'clock this morning at the stock pavilion for the organized Sunday ride before the spring recess.

Miss Holt of the Black Hawk stables will conduct the party from the pavilion and J. C. Corcoran of Fashion stables will supervise the return journey.

After three hours of leisure as well as brick riding the party will partake of a chicken dinner at Davis'.

Return to the stock pavilion will be made at 3 o'clock.

Bradford club will meet tonight at the Congregational Student House at 5:30 o'clock, cost supper at 6:00. Discussion group will be headed by Kurt B. Mattusch, speaking on "The Younger Generation of Europe," at 6:45. This is the last talk of the Christian Voices Around the World series.

Elections for the coming year will be held tonight.

Harris; 158 pounds—Hammer threw Karsten; 175 pounds—Swenson; 185 pounds—Templin; Heavyweight—Mansfield threw Barr.

The Daily Cardinal

FOUNDED APRIL 4, 1892

University of Wisconsin official daily newspaper owned and controlled by the student body. Published every morning except Monday by the Daily Cardinal company at the Union Building, 772 Langdon street, and at the University Y. M. C. A. Building, 740 Langdon, Madison, Wis. Printed by the Daily Cardinal Publishing company. Member of the Western Conference association.

Entered as second class matter at the postoffice at Madison, Wis.

Subscription rates—\$3 a year by carrier; \$3.50 a year by mail; \$1.75 a semester by carrier; \$2 a semester by mail. Single copies 5 cents.

Editorial office—Union Building, phone B. 250 before 5:30 p. m.; Y. M. C. A., phone B. 6606 after 5:30 p. m.
Business office—Union Building, phone B. 6606 before 5:30 p. m.

BOARD OF CONTROL

PRESIDENT, JAMES SIFFLE; vice-president, Thomas Kirmse; treasurer, Harry Thoma; secretary, Margaret Alsop; Catherine Kuehn; ex officio members, Edwin H. Ferree and Marvin A. Lehmkuhl faculty advisory board, Don R. Felton, Gibson, and Grant M. Hyde, chairman.

EDITORIAL STAFF

MARVIN A. LEHMKUHL
ALEXANDER GOTTIEB
Hamilton Beatty
Idabel Sine
Dan Albrecht
Elinor Pridoux
S. Duffield, Alfred E. Eichler, Genaro Flores, C. H. Nelson, Warren C. Price, Hampton Randolph
Marie Heuer, Judith Ninman
Ruth Laufer
Ted Holstein
Bayrd Still
Wilbur Davis, William Fuller, George Harb, David Morrison, Ben Salinsky, Allen Tenny
Pearl Malsin
Harold Dobinsky, Aaron Gottlieb
Aaron Arnol
Marjorie Droppers
Margaret Reuter
Ethelwyn Barton
Marvin Hersh
Elizabeth Lyman
Alice Bickel, Marjorie Hamer, Margaret LaBude, Elizabeth Maier, Ada McMurdy, Jean Polk, Irving Tarrant, Bernice Tweed, Francis Utley
Margaret Ludden, Marjorie Roosen, Marjorie Hayden

BUSINESS STAFF

EDWIN H. FERREE
Clayton O. Bratz
Marvin M. Fein
Glenn H. Arthur
Robert Kaftan
Pearl Malsin
William Payne
Myrtle Campbell
Dorothea Zarbell, Orval D. Bast
Lydia Eskridge, Martin Spero, Al Schaeffer, Florence Reynolds
Elizabeth Ashcraft, Newel Munson
Girard Secker
Isabel Oibrich, Alice Purcell, Florence Livergood
Sigurd Tranmal, Anita Cohen, Maurice Masch, Dorothea Zarbell
Elizabeth Babcock, Jean Sontag, Tirzah Caldwell, Edith Allen

DESK EDITOR—WARREN C. PRICE

Day Magazine Editor—Gene S. Duffield

Spring Meditations

Interpretation of Spring Elections—the Council's Rushing Remedy—Bigotry

FRIDAY the campus witnessed one of those queer events which may or may not mean much to the university's future. We hope it does.

The student spring election, unusually the duller of the two elections, polled the heaviest vote that has been recorded in the last seven years, and the Union board member-at-large, the most vital office to be filled, drew almost a thousand votes. This large total may indicate a re-awakening of student interest in self-government. We hope it does. It may be a mere flash in the pan that is pretty while it lasts.

It may indicate that students are coming to realize the importance of the Memorial Union and of its purposes, for the Union board member-at-large is to be the students' contact man with the Union. He will automatically become second vice president of Union board and a member of the Union council, the body which will govern the new building.

We hope that the large vote cast for this office does mean that the undergraduates are grasping the deep significance of the Memorial Union, because the success of the Union depends on general student understanding and co-operation.

LESS apparent but more definite indication arises from the forced cancellation of The Cardinal board of control election. Be it said here and now, all rumors to the contrary notwithstanding, that the indication is not one of graft or crooked dealing.

The names of two candidates were found to be omitted from the ballot shortly after the polls opened, and the election was postponed until tomorrow morning. Subsequent investigation has shown that one name was accidentally omitted from the copy of the ballot sent to the printer and that the second name was left out by the printer. Neither of these errors were noticed or corrected when the proof was read.

Now someone is going to get up and yell, "Inefficiency!" and we are going to try to squelch him by inquiring into the reasons back of the inefficiency. They are, as far as we can determine, reasons which absolve the election chairman from all criticism.

The task of managing an election has always evolved into a one-man job and the one man, usually the chairman, who is left holding the sack finds himself so swamped with reading proof, publishing voters' guides, selecting competent tellers, and organizing polling staffs that he must do all his work hurriedly. The man who was elections chairman this year stayed up the greater part of Wednesday night and all of Thursday night. Small wonder that errors should slip by unnoticed when reading proof at 3 o'clock in the morning.

Then, and not the individual, is at fault, and the power of the election com-

GRANTING that our remarks may be slightly premature, we would, nevertheless, like to comment a little on the rushing remedies presented to the interfraternity council last Tuesday night by its rushing committee.

At that meeting the committee reported that it was looking for a deferred pledging system in preference to a deferred rushing plan. The committee added that it was not attempting to suggest radical changes, and concluded its first report by making some rather cloudy remarks about dormitory freshmen being better equipped to assume fraternity financial burdens.

Again admitting that the work is barely begun and that it is both poor taste and poor sense to criticize so early, we still want to point out, without malice or censure afthought, whether the committee seems to be drifting.

Deferred pledging, in contrast with deferred rushing, seems to have some rather apparent deficiencies. It permits protracted rushing, which will wreck both the fraternities' good dispositions and pocketbooks. Perhaps fraternities will realize that a full semester of rushing is suicide and voluntarily set uniform restrictions on their activities. This defect might be remedied in this fashion.

But deferred pledging, more than deferred rushing, is open to that condemning view of all deferred systems, secret pledging. Secret pledging practically annuls any deferred plan, and secret pledging will be practiced. We are told that, when deferred rushing was suggested a little over a year ago, one representative frankly told the council that his group would pledge men secretly. The only difference between this fraternity and half of the others is that it openly admitted what was in the back of its head.

Why has the committee favored deferred pledging with its apparent weaknesses? The key to the answer can be found in the second statement of the committee's chairman: "We are not attempting to suggest radical changes in the present system."

Such a spirit of timidity and compromise is unfitting in the body which has the task of cleaning up the most notorious situation on the campus. Fearlessness, originality, level-headedness, and freedom from the disgraceful past and all of its traditions are the qualities which the question demands. Without men of these characteristics, the council, in spite of its new constitution, will come to naught.

May we repeat the statement made by Lowell Frautschi, president of the Wisconsin Union during 1926-27, for it bears directly on the problem?

"If there isn't enough intelligence and foresight among the fraternity men . . . to correct a notorious situation by making radical changes in the whole system, the alternative of placing minor, cumbersome restrictions on rushing (which will serve only to make it more unnatural and ponderous) need not be resorted to."

THURSDAY evening, President Frank, speaking before the International club, censured those who cry for a "white, Protestant, and Nordic America." President Frank addressed himself mainly to the problem of race prejudice, but here among the students of the university which he heads the second prejudice which he mentioned is equally illustrated.

The writer, who is an alien to this state and who is himself a Protestant, never encountered such blind and violent opposition to Catholicism as he has since he entered this university. Large numbers of Protestant students have unfounded, distorted, and medieval conceptions of Catholic worship and loyalties. Occasionally their vaporings carry a grain of truth; more frequently they do not.

Such a condition is deplorable. Religious tolerance does not call for the contiguous but hostile existence of religions; rather it demands free and unbiased open-minded attitudes on the part of differing sects. Bigotry breeds hatred, distrust, and decadence.

Almost any boy can tell you where the fifth wheel of an automobile is, but how many know where the fifth wheel of a wagon is?—Ex.

A professor at Oberlin College recommends that sport roadsters be given schollars in place of Phi Beta Kappa keys. Now there's a prof who wants everyone to have a good time.

From some of the films which appear in the motion picture theaters it would seem that the censors needed a finer screen.—Ex.

The Linebook gives us to understand that if Lincoln had not saved his country, Washington would have been the father of twins.

When You Were a Freshman

April 1

THREE YEARS AGO

Both the Freshman and Varsity crews will be sent to the Poughkeepsie regatta this year, it was voted by the Athletic council last night.

The entire Haresfoot company left for their spring tour of "Ivan Ho," last night.

TWO YEARS AGO

Madison is in the grip of one of the severest end-of-March blizzards in many years, with no relief in sight.

With \$40,000 in cash needed immediately, and the Commons unit at stake, the second and most critical Union "Pay Days" opened yesterday.

ONE YEAR AGO

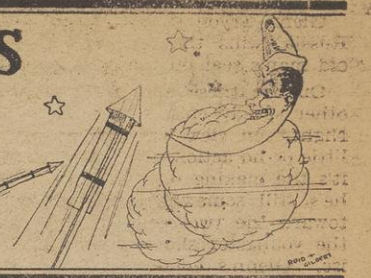
President Glenn Frank delivered a vigorous protest against any lifting of the present arms embargo on Mexico in a meeting called at the assembly chamber of the state capitol last night.

E. Adamson Hoebel '28, was elected president and Richard E. Ela '28, vice-president of the Y. M. C. A. last night.

Eight-five Haresfoot men took the road this morning in the presentation of their 29th production "Ivan Ho."

skyrockets

Aimed at the higher things of life



What we want to know is can we get our \$3 back which we paid to be allowed to get beat in the election.

Yes, indeed, we should have voted for ourself five times instead of twice.

The minute Schumann-Heink walked across the stage we knew she was going to be a big hit.

After reading short stories in magazines from about two dozen colleges scattered through these United States we have decided to become famous by writing one in which the girl does not have short hairs on the back of her neck or a lithe supple body.

Pledges' Joke

1st Bro.—"Have you had initiation at your house yet?"

2nd Bro.—"No, we aren't through housecleaning."

I'm Careful

Look up and down before you try to pass some coeds when you are late to an 8 o'clock.

This idea of slamming the Sigma Nu's has gotta stop. Why pick on one house all the time? There are some others which also deserve mention. People who live in frat houses (and sorority houses) shouldn't throw stones.

"Why is a milk wagon horse in a race like a Theta Chi?"

"It also ran."

From a perusal of this week's papers one gathers that the Chicagoans are extremely patriotic. They perpetually celebrate the 4th of July.

John A's 5c Worth

Can a Corsican vote in this country?

Of course he can.

"Gimme a kiss?"

"No, I only kiss my brothers."

"Gwan, you can't belong to a frat."

Friend Wife: "Do you love me still?"

Enemy husband: "Yes, still."

"What's that you have on your finger?"

"Oh, that's an engagement ring."

"And what's that you have around your eye?"

"Oh, that's a wedding ring."

Another of John A's Contrib I sez, "Ev you read the Capital Times?" and he sez, "Yes, Evjue?"

It begins to look like this Willis was a Hoover man all along.

A Dartmouth man refused a Phi Beta key. If he is similar to certain "activities" men on our own campus, he probably didn't have room for it on his watch chain.

Now we have a coed on one of our athletic team. Men let's build the women's unit of the Union before they take the first two away from us.

Bulletin Board

This column is for the use of all organizations and university staff members who wish to reach large groups readily. No charge is made for notices. Notices may be brought to the editorial office at 722 Langdon street, or phoned to Badger 250, before 5 o'clock of the day preceding publication.

BAPTIST STUDENTS

Prof. D. W. Mead will speak at the Young Peoples meeting Sunday on some engineering experiences. Luncheon will be served at 5:45 o'clock and the meeting proper will begin at 6:30 o'clock. The meeting will be held at the First Baptist church, corner of Carroll and West Dayton streets.

WOMEN'S PHYSICAL EXAMS

All freshman and sophomore women who have not yet taken physical examinations must do so on Friday, March 31 or Monday, April 2. Failure to do so will give an incomplete in the course.

MEETING

A certain Wisconsin young lady who is sojourning in Chicago for the purpose of gaining experience in the sociological field wrote us about one of her experiments. She had a date with a truck driver and concluded that at heart they are no different than college boys.

Soon the Kappas will move out of their domicile; then the new libe will be built there; and soon the Kappas will be right back where they started from.

Eve was the one who started giving men the apple sauce.

By Papa Acon

(New York Rocket Representative) I strolled the other day through woods along a New York lake. I met a number of tramps; . . . but what funny tramps! They had no surveying instruments.

Perhaps U. of Wash girls are using athletic underwear in order to keep in the running. (We add, perhaps to keep from being caught unawares.)

With autos killing so many, New York has designated numerous and divers one-way streets. Now you can get killed in only one direction.

Speaking of the new Libe, I suggest that it be arranged so that the coeds are put in the stacks and the books laid out on the tables. This, I assure you, is all in the interests of education since with the opposite now true, one finds what he is looking for without going to stacks.

Local News Again

He was describing the first scene of Faust: "... and around the three angels were halos, and in back of them was a mass of flames leaping up . . ." "But what was that for?" "Well, you see that was the hell of it."

PROM DOPE

The combined invitation tickets programs are being sold at \$2 per. If you do not have one, you will not be admitted and will have to stand outside and listen to the music. However, the music sounds much nicer from the inside, so you had better borrow your roommate's money as well as his shirt. And really, the music will be worth listening and dancing to as Dr. Mills has procured a six piece symphony orchestra from Thompson's.

If you possess no knickers, borrow a pair of the young brother's nether garments when you leave home after vacation.

The identity of the Boastmaster will be kept secret till the night of the fight.

Tickets may be obtained at the Cardinal office at 3:30 Monday and Tuesday or by calling Argon The Lazy at F. 2247 or Little Boy Blue at B. 3438. Exactly 50 of the 101 people who will be allowed to pass the portals on the night of Friday, the Thirteenth have been foolish enough to part with their \$2 to date.

Floating University Applications Must Be Filed by April 3

Selection of the candidate who will receive the floating university scholarship of \$2,500 must be made by April 12, and applications must be filed before April 3 with the committee, consisting of Dean S. H. Goodnight, Dean F. Louise Nardin, and Professors W. H. Kleckhofer, G. M. Hyde, and P. B. Potter, according to an announcement issued yesterday.

This scholarship, which is to be awarded to a senior graduating from the university in June, provides for an eight-month tour with the second International University Cruise, sailing from New York on October 6, 1928. Wisconsin is one of four universities whose seniors have been offered such a scholarship.

Prof. E. A. Ross, of the sociology department, will be a member of the faculty of the "floating university." A student enrollment of 500 is expected, including students from Central and South American states. The stipend of \$2,500 pays all expenses except personal such as food, laundry, and duty.

At the Parkway

By R. L. M.

Viva, Vodka!

Glenn Tryon pulls a Lindy over to Russia, wins the girl, and saves an old man's seat on the stock exchange.

Outside these and a few thousand other speedy episodes, "A Hero for a Night," on view at the Parkway, has little or no action. We rather imagine it's the making of Mr. Tryon. While he's still somewhat strongly inclined toward the two-reeler slapstick stuff, the youngster shows plenty of promise. Glenn's endowed with a bit of the Bill Haines "smart-aleckness," a likeable smile, and a superlative degree of pep. They should send him far up in the movie firmament.

His present vehicle is screamingly funny, sometimes "cute" (to quote the cued behind us), and thoroughly impossible—all of which makes splen-

did entertainment. Imagine—the small-town apple-knocker falling asleep in his per-war airplane, and awakening somewhere across the pond.

And of course there's a villain—very hateable—and Patsy Ruth Miller—quite lovely—and various and sundry smart-cracking sub-titles. All in all it's much fun. See it!

And it's ten to one you'll bang your paws off over the stage show. It's short, but plenty sweet, with the Two Dork Knights and Sans and Claire, both dancing teams.

Joe's band does a bit of fine work, too, and Jimmy makes you all hit and bother inside when he sings "Beloved."

Vitaphone acts are fair, but not much warmer.

READ CARDINAL ADS

LETTERCRAFT

made the programs
for Military Ball

725 University Avenue

Madison, Wis. Bloomington, Ind. Lafayette, Ind.

The Ronald Mattox Company

PRESIDENT—RONALD MATTOX—
CERTIFIED PUBLIC ACCOUNTANT

Fraternity and Sorority Accountants

Announces

That its complete budgeting and accounting service has been adopted in the order named by the following organizations:

UNIVERSITY OF WISCONSIN

Theta Chi
Lambda Chi Alpha
Phi Omega Pi
Kappa Sigma
Pi Kappa Alpha
Phi Beta Pi
Sigma Phi Sigma
Alpha Kappa Kappa
Sigma Alpha Epsilon
Phi Kappa Tau
Phi Kappa
Phi Sigma Kappa
Phi Pi Phi
Phi Kappa Psi
Delta Zeta
Theta Phi Alpha

Alpha Delta Pi
Alpha Sigma Phi
The Wisconsin Union
Alpha Omicron Pi
Delta Chi
Haresfoot Club
Coranto
Delta Gamma
The Arden Club
Alpha Epsilon Phi
Sigma Kappa
Tau Kappa Epsilon
Delta Upsilon
Delta Sigma Phi
Beta Sigma Omicron
Phi Gamma Delta

INDIANA UNIVERSITY

Theta Chi
Chi Omega
Kappa Sigma
Alpha Chi Omega
Kappa Sigma
Alpha Chi Omega
Beta Sigma Omicron
Sigma Alpha Epsilon
Phi Mu

Kappa Delta Rho
Sigma Kappa
Delta Chi
Delta Zeta
Sigma Pi
Delta Upsilon
Zeta Tau Alpha
Delta Gamma
Phi Delta Theta

PURDUE UNIVERSITY

Phi Kappa Tau
Delta Chi
Theta Chi
Kappa Delta Rho

Delta Upsilon
Delta Tau Delta
Phi Gamma Delta

DE PAUW UNIVERSITY

Kappa Phi Sigma

Theta Kappa Nu

WABASH COLLEGE

Kappa Sigma

701 Gay Building

Fairchild 5677

WILET'S

BOOT SHOP

324 STATE STREET

A New Shoe Store

With Successful Ideas in Shoe

Individuality

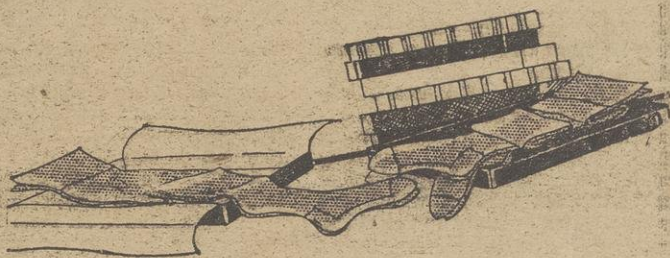
Opens Tomorrow

Monday, April 2nd

Wilet's Boot Shop settles a matter of great importance for women—one that concerns individuality in shoe style. As a result Wilet shoes exemplify that discriminating style that every woman demands. Wilet's Shoes have the style and "Snap" that every woman wishes. In quality these shoes have few equals, if any. "Wilet's Fit Feet." AAA to D. At our moderate prices—\$6.50 and \$7.50—there is nothing more you could desire. Visit us in our new State Street Store at your earliest convenience. Open evenings.

Washable kids in all styles
at our regular prices

\$6.50 \$7.50



OPENING FEATURE

Introductory Sale of Hosiery

Full Fashioned Chiffon hose,
all pure silk from top toe in
service weight. 25 choice col-
ors. \$1.65 values.

\$1

Picot Top, extra fine gauge, all
pure silk chiffon, 25 colors to
choose from, regular \$2.00
values.

\$1.50

All strictly first quality, limit 3 pairs to a customer.

Customers Will Exclaim:

"How can you do it?" The answer is two very "Up-to-the-Minute Manufacturers are behind the selling plan.

Every New Spring Shade to choose from, every pair guaranteed perfect, picot top is the last word in full fashioned hosiery, construction or knitting.

Features

SUNDAY

The Daily Cardinal
MAGAZINE

SECTION

Comment

From Prexy's
Chair

The other day the Philomathia literary society that had functioned for a long stretch of years in the University of Wisconsin decided to



Robert Cooley Angell, in a just published volume called "The Campus," suggests several things outside the universities that may partially account for the decay of debate in our schools.

Oratory and debate outside universities no longer hold the place they once held in our national life. The inexpensive newspaper has taken the place of the interminable political orator. We no longer jam ourselves into study halls to listen to political arguments. We prefer to sit in comfortable chairs at home and read the platforms and political interludes and the journalistic dreams of our favorite prophets in our favorite papers.

The problems of contemporary life tend themselves less and less to oratorical treatment. Fifty years ago the major problems of our national life were simple and ethical. The sort of problems that were adapted to treatment in stump speeches and fervent moral appeals. Today the major problems of our national life are complex and technical—the sort of problems that call more for the expert and the engineer than for the stump speaker. And so the spell-binder and mob-master sound more hollow every year. They may soon live only in the gales of laughter evoked by the satirist and in the mythical sketching of caricature.

And, then, many are coming to believe that debate, as a technique, distorts rather than discovers truth. Woodrow Wilson, as a student at Princeton, heartily disliked debating on this ground.

But the greatest hindrance to the popularity of debating in the modern university is the apparent decline of a general student interest in intellectual issues. With a saving few there is a keener interest than ever in intellectual issues, but, by and large, the more showy adventures of stadium and screen seem to crowd out more serious concerns. I say "seem" to crowd out, because I am far from sure that the student is primarily to blame for the decline of intellectual discussion in debating societies and in dining halls. My own guess is that this is, in large part, a by-product of the increasing specialization of knowledge and the bewildering diversity of curricula.

Year by year, our universities deal with knowledge in smaller and smaller subdivisions. The average group of students in a fraternity house parlor or around the dormitory dinner table find their studies scattered in so many quarters that there is little common ground for eager intellectual discussion. I am convinced that, in some considerable part of the four college years, the college of the future will set all its students to studying a common body of subject matter, at least as a good part of their bill of fare. Vital and vivid discussion is a flower that blossoms from the soil of a common concern. And until colleges bring their work to better focus, their students are not likely to bring their minds to better focus.

The passing of Philomathia is thus a challenge to the university administration as well as to the university

What Price Activities?

Is Extra-Curricular Work a Help or Hindrance? — Are We to Believe Cynics or Alumni?

By WARREN C. PRICE

EXTRA-CURRICULAR activities in college, including as they do, almost every possible phase of student interest, have been the butt of criticism and attack ever since they first became affiliated with academic life. Some alumni, who have dabbled about in them while they were undergraduates, proclaim them worthless inasmuch as activities may not help materially in finding a job after graduation. Faculty and parents often blame them for students' low grades and as a detriment to scholastic efficiency.

Certain students, usually those not in activities, say that they are merely a means of achieving pseudo-glory on the campus. Thus, the charges could be continued, but for all the actual evidence one gains from them, he would still be unable to draw a definite conclusion as to value or worthlessness of activities.

Regardless of what our alumni, faculty, parents, or non-activity students may think of campus organizations, their criticisms or praises will never settle the problem. In debating with himself whether or not activities are worth entering, he is faced with so many contradictory examples that it is almost impossible for him to generalize. Nor can he answer his questions by rationalizing and saying that activities are good for some students and bad for others.

What, then, should the student do? Should he follow the advice of the cynics and steer clear of the activity trail, devoting his whole interest to school work? Or should he follow the advice of the more ardent of campus leaders and flit about from one thing to another until he finds something that may interest him? Obviously a definite answer cannot be given, for the whole problem presents a perplexity that carries the matter far beyond a mere discussion of activities as such. It enters, as every student who considers carefully will see, sooner or later into a treatment of interests, of future ideas and plans, and, more particularly, of personalities.

Prof. William C. Troutman said some time ago in The Daily Cardinal that the dearth of capable student leaders on the campus was appalling. That is, they do not if they are average college students. The outside activity, then, stands open, ready to be used in turning a lot of leisure time into the furtherance of some productive college enterprise.

True, one can waste time in shallow activities such as cheap campus politics, just as easily as he can outside of them, but if he is trying to make his diversions mean something tangible and real, we may feel certain that his unused and idle minutes will diminish considerably. College work in itself cannot teach one how to use leisure; outside activities, founded on firm and solid foundations can.

Another factor, one which involves something which classes cannot give, (Continued on Page 10)

Harvard Will Study
Culture of Orient

The study and interpretation of Chinese culture, the most complete ever made, will be undertaken by Harvard university in conjunction with Yenching university of Peking, China, as result of a \$2,000,000 endowment from the estate of the late Charles Martin Hill.

Pres. J. Leighton Stuart of the Yenching university said that the new study will be jointly by the two universities will become "a strong factor in cementing the friendship between the United States and China, which is of such critical importance in the political future of the whole Pacific basin."

Primary emphasis will be placed on the study of the Chinese language in order that the students may be able to get first hand knowledge of the Chinese culture. A growing interest in Asiatic subjects has been noticeable, according to Professor C. H. Moore, dean of the faculty of arts and sciences. "We have long been looking forward to an extension of our work in Chinese," he said. "The language must be emphasized because it is the key which unlocks the history, literature, and philosophy of the nation."

NICE GOING SUNDT!

Guy Sundt has been working like a Trojan on this state basketball meet, and every indication is that he has

'Faust', 'Electra'
Mark New Era

Two Groups Start Unique Drama Movements

Springing up unobtrusively, but quickly growing into an enviable place in the life of the Wisconsin campus, two new dramatic organizations this year have made beginnings which promise to delight the university community. One is the outgrowth of the Experimental college idea which began this year in Adams hall; the other is the product of a new force which is building up the department of art history at the top of the hill.

The first organization of which I speak is the Experimental College Players, led by Victor Wolfson. It is made up entirely of freshmen in the Experimental college, and functions without any outside or faculty supervision or guidance. More than half the members of the Experimental college took part in the two performances this year. The freshmen have managed the business arrangements, composed and directed the music, painted the posters, designed and executed the costumes and stage settings, and devised the lighting effects, as well as having directed and enacted the plays.

The first play produced by the players was a comedy—Aristophanes' "Clouds." The boys, having become acquainted with the history and literature of Periclean Greece, recognized in the drama of that time a sympathetic vehicle for their own artistic expression. Victor Wolfson, who had taken part in Neighborhood Playhouse productions in New York, eagerly led the group to test its strength and actually to produce the first play. His leadership was found agreeable, as well as highly successful, and the responsibility for the production and direction of both the "Clouds" and of the "Electra," which was given last week, was delegated to him.

The type of play which the players have chosen to give is an intensely exciting one for the lover of the drama, and for persons of less technical interest it holds a distinct attraction not caused by variety alone. The restrained stage setting, the strange Greek music, and the weirdly masked chorus have produced an affect of aesthetic aestheticism new and attractive to Madison theater-goers.

The productions have been, on the whole, well cast and excellently trained, and the back-stage work apparently perfect. The chorus, which became an important and difficult part of the action in the "Electra," was competently organized. Walter Bonime designed a set of grotesque and vivid masks. Bob Leach, composed most of the music for the play. The spectators at all the performances of the Experimental College Players went away with wonder in their minds. The wonder was justified and yet it was not. It was occasioned perhaps by the fact that these boys, who had done absolutely all the work on the plays, were "mere" freshmen.

Deprecating the abilities of freshmen, and of students as a whole, is very general nowadays. There is a general university rule curtailing the rights of freshmen to participate in extra-curricular activities.

But when it was about to begin his experiment in Adams hall, Dr. Alexander Meiklejohn said, in a university bulletin. "The plain fact is that our educational procedure does not as yet justify us in saying of what our students are or are not capable."

The second of the dramatic organizations which has come into being this year is the company which, under Prof. Oskar Hagen, head of the department of the history and criticism of art, recently produced Goethe's "Faust." Its composition is quite different from that of the Experimental College Players. For its members are gathered largely from the faculty and graduates of the various universities; departments, and are, for the most part, professional or highly experienced amateur actors and workers.

For the production of "Faust" the German department was called upon to furnish the majority of the characters.

Prof. Hagen is the mainspring of this organization. He gathered his personnel to conform to the requirements of the "Faust"; he trained it from the wealth of his dramatic background; he supervised the designing of costumes and settings for the

The Scientific Suitor

J. Norman Brown Picked His Fiancee From Psychology Charts, but Finally Weds a Wisconsin Prom Queen

By HAMILTON BEATTY

J. Norman Brown was disgusted. He rumpled his curly black hair and again attacked the huge sheets of statistics which lay before him on the table. The dark frown with which he regarded the offending figures and entries troubled them not a whit, and the unpleasantness of the information which they had to offer became not a bit more pleasant. J. Norman was thoroughly disgusted.

That isolated knowledge acquired at a great university from scholarly professors who are the leaders of their particular fields cannot always be readily utilized in daily life was gradually breaking in upon the conscious mind of J. Norman Brown. Now Mr. Brown had had the pleasurable experience of attending the University of Michigan for two years and had there imbibed deeply of the alluring study of psychology. In fact, he had so thoroughly enjoyed that subject and had so completely devoted his time to it that some of his professors in other classes were so chagrined by his neglect of them and their incomparable lectures that they had recommended that the University of Michigan and J. Norman part company.

That sad event took place; the university is still functioning, and J. Norman Brown retired to Taylorville to enter the hereditary business of producing paper bags. The Taylorville Paper Bag company, thought not a mainstay business, was owned outright by the Brown family and J. Norman was destined to become its future head. With the usual harshness of commercial parents, Browne pere, upon his son's unceremonious return from college, started his heir in his business as one of the score of laborers who were to be sent to the warehouse to ship paper bags for long months. Now, this work, while not particularly strenuous, allowed J. Norman but little time to pursue his loved study of psychology, as his hours were long and his need of sleep great. Soon after his first promotion, when he became one of the counters, he was asked to apply one of the most fascinating principles expounded by the eminent psychologist, Prof. X. M. Quakk, who was running a correspondence school in psychology after the manner of Sherwin Cody. This golden opportunity came in the guise of a demand on the part of his parents that it was high time that J. Norman was decided which one of the various eligible young ladies of Taylorville he should honor with a proposal of marriage. So J. Norman Brown sent in his \$6 and was duly enrolled in the "Psychology of Love" conducted by the learned Prof. X. M. Quakk, postage not included.

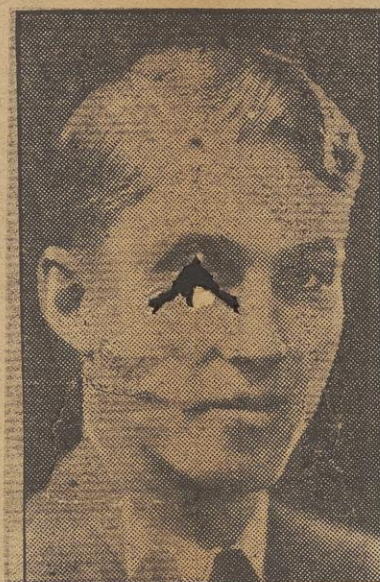
The course and the scientific courtship which the learned professor advocated progressed side by side and it was the result of this double-headed performance which had so thoroughly disgusted J. Norman Brown as he scowled at the huge sheets of statistics which lay before him on the table. He planted his elbows firmly on the desk, adjusted his green eyeshade, and once again turned his attention to the various columns of check-marks which covered the mammoth papers, which contained the findings of his scientifically conducted selection of a wife. Realizing, through his knowledge of psychology and from the oft-repeated warnings of the great phrenologist, Dr. Quakk, the utmost importance of possessing a life companion one who possessed all those qualities in which you yourself were lacking, he had laid a most ingenious and highly scientific plan by which he would intelligently

perseverance, enthusiasm, optimism, promptness, ambition, discretion, and appearance, and to make sure from his notes that the grade of each girl for each quality was correctly entered. Next he checked each girl's attributes and attainments against the results of a similar examination of himself, which the learned Prof. X. M. Quakk had graded with the utmost impartiality. He had, with a noble fortitude, refused to form any attachments or opinions concerning any of his "subjects"; so J. Norman now worked feverishly that he might at last know to which one of the eligible young ladies of Taylorville he might safely and sanely pay his addresses.

For some time he was engrossed in this task, painstakingly comparing grade for grade. At last the task was done, the eye-shade thrown on the table, and J. Norman Brown, student of psychology, favored about the town, his task was completed, his research ended, and Miss Marjorie Manning was found to be his balanced mate.

In due time, J. Norman Brown became affianced to Miss Marjorie Manning and the Taylorville Times blazoned the news across its first page so all who ran might read. To J. Norman, getting engaged was just a necessary piece of business, but to some duty to perform, and the only exonerating circumstance of the entire affair was the happy result which his scientific experimentation had brought him. His two years had not been wasted at Michigan; his \$6 (plus postage) had been wisely invested, despite the very pointed remarks which his father often made about the wastefulness of the younger generation; for he had found the perfect wife, the "incomparable companion," as Prof. X. M. Quakk phrased it; he had found his balanced counterpart!

Soon after the engagement had been made public, gossip on every front porch in Taylorville and had received proper attention in the Presbyterian sewing circle, J. Norman began to discover that Marjorie Manning did not answer all his questions as satisfactorily as she had his scientific questionnaire. In brief, he found her somewhat tiring and not a little dull. And she knew nothing of psychology. This, however, was only offset by the fact that he had his fiancée. He was now



Hamilton Beatty

Students Aided
'Fighting Bob'

La Follette's Start Helped by Undergrads

By RUTH LAUDER

"Fighting" Bob La Follette, Sr., robbed his good friends, the university students, of one of the most colorful events in their college lives when he succeeded in having primaries replace the old-fashioned state conventions.

When the Wisconsin delegates to the national Republican convention at Kansas City are elected at the primaries Tuesday, there will be no band playing, no display of football men, no inspiring speeches, no college yells. Many students won't even know that primaries are being held or that delegates are being elected, and the majority of them will do nothing in any way to swing the votes either for the Progressives or for the Stalwarts. For interest in politics among the students is no longer stimulated by liquor and speeches but by lectures and exams and the latter system is not nearly so effective.

A quarter of a century ago, students looked forward to state convention time. Few conventions, however, offered as much excitement as the one held in the men's gym in 1904, which resulted in the split of the Republican party. At that time Gov. La Follette wished to head the Wisconsin delegation to the Republican national convention. It so happened that Senator Spooner also aspired to this position and since Senator Spooner was a wealthy business man too closely connected with railroads and corporations for the governor's taste, Gov. La Follette determined to get more votes than Spooner by fair means or foul. The students backed him to a man.

Evans Lewis, a wrestler of world-wide fame, and 60 husky university football men agreed to see that La Follette politics came out on top. The convention was held in the men's gym and the football heroes were stationed about to see that no one entered without a permit. Let him who dared argue about permits with a 200-pound 6-footer.

Students whose lung power was stronger than their foot power crowded into the gym, giving cheers for Bob, the university, and La Follette supporters in general. When a Stalwart ventured to speak he was soon put to ridicule by the students who sang "Poor Old Jeffries" (Jeffries being a Stalwart leader), to the tune of "Good Night Ladies." For the sake of variety this dirty was substituted for the usual "Hallelujah, Hallelujah, While Bob Goes Marching On." When the Progressives had the floor and university political aid was unnecessary, the students amused themselves by eating peanuts and crackerjacks and drinking pink lemonade so that the convention resembled nothing so much as a mad, hilarious circus.

Though co-eds of that day were supposedly modest little violets, they were, at heart, not so unlike the modern girl and found plenty of amusement in the rowdy convention. The balcony of the gym was especially reserved for ladies without escorts. The sea of bald-headed delegates on the floor below, the spectacle of a fat man squeezing through the crowded aisles, and the rousing speeches of the party leaders gave them thrills such as the adventure-seeking co-ed of today seldom finds.

"We are its" became their popular slogan after ex-Atty. Gen. Hicks thanked the university for its warm support, saying, "I love this university; you love this university. It is ours and we are its."

Not all the fun was restricted to the convention at the gymnasium. There were "wild scenes on the streets," the Wisconsin State Journal reported, and described them in the following terms: "Madison assumed a genuine metropolitan air and fun reigned supreme until almost midnight on convention eve. Many stylish vehicles were out and automobiles buzzed about in a reckless fashion. The band stand was illuminated with electric lights and a strong light from the Park hotel brightened up the capitol dome."

The students listened to the band concert quietly enough for a time and then decided to dictate just what musical selections should be played. "Hot Time" was their first choice. In the midst of the piece someone shouted, "We want Bob." Whereupon the student delegation rushed en masse to the capitol dome.

(Continued on Page 9)

Bail Quickly or Drown

Current Rushing Practice Will Drive Fraternities to Ruin — Deferred Rushing Is Only Salvation

By J. ALDEN BEHNKE

"BECAUSE deferred rushing is a weak, leaky lifeboat in which to trust ourselves, it is expedient that other solutions be found," says a recent editorial in The Daily Cardinal. With this vague analogy, the author of the "repeater system" of pledging (now you have him and now you don't) dismisses the question of deferred rushing. He fails to indicate its possible deficiencies, probably because of a lack of information, which seems to be quite general on the campus.

Much credit is due him, however, for starting something, no matter how imperfect his proposal may be. But this article was not intended as a criticism of the plan recently presented. It was meant to clarify campus opinion on deferred rushing and pledging by explaining a plan already in operation. I hope the author of the plan printed in The Cardinal will examine the Minnesota lifeboat, which, although it leaked abominably when it was launched, has now become a sturdy seaworthy craft that no one would think of deserting.

Before going further into the history of the Minnesota system, however, it might be well to enumerate again the things any plan must accomplish.

Any proposed remedy must cut the economic loss to the fraternities. The necessity of replacements for broken pledges and for scholastic failures must be cut. Of the 99 letters and science men admitted on probation by the registrar last September, 42 were pledged to fraternities. Of the 42, 18 were dropped from the university, 10 were continued on probation, and five withdrew. In other words, 33 of the 42 were practically dead weight to the fraternities. Rushing expenses for 42 were paid in order to get nine good men. To these must be added the many who, although entering with satisfactory grades, fell by the wayside. I venture to say that the fraternities themselves would be astounded at the loss of time and money actually involved in filling these gaps.

Closely connected with this economic question is the desirability of seeking a better adjustment between the new men and the old. Time should be allowed for the freshman to learn what he can about fraternities before making a decision. More and more of them are asking this privilege now, necessitating a further extension of rushing and added expense. The freshman's view must be broader than it would be under the restrictions of pledgeship which the plan of The Daily Cardinal editorial involves.

I don't suppose much altruism can be expected from the fraternities, and consequently the argument for the freshman's welfare probably has little weight. But the truth is, as Dean Goodnight pointed out earlier this week, that many freshmen fall because they get a poor start. The actual time lost during the rushing period is negligible, but all the scholastic encouragement the fraternities give later does not overcome the inertia of a misconception of the place of studies and work. Dean Goodnight could relate many cases of dropped freshmen who gave as their excuse for failure a poor start and a fallacious impression of college life created by our present rushing system. Many other points of lesser import might be mentioned, such as the economic loss involved in the return of the active chapter at an early date to prepare for rushing and the lack of time for sound preparation and the accumulation of accurate data about prospective rushees. But I will drop the question without going deeper into the needs to be met.

I will leave the test of the adequacy of the Minnesota system to meeting these needs to the reader, and will explain their plan as a Minnesota student leader outlined it to me. It is significant to note that my informant was one of the leaders in opposing the plan at the time of its adoption. He fought it tooth and nail. Now he is one of its most enthusiastic advocates.

Minnesota has the quarter system. Rushing and pledging are deferred until the grades for the fall quarter of the year are available. During that time no fraternity may rush a man, but there is nothing to prevent its individual members from getting acquainted with any of the freshmen in whom they are interested. Nor is there anything to prevent a man from "talking up" his fraternity. In fact, it is looked upon as desirable for a prospective rushee to have the information to think about, precluding the necessity of a snap judgment on the basis of the plan. He assures me that it was the chief plank in the freshman's welfare probably has little weight. But the truth is, as Dean Goodnight pointed out earlier this week, that many freshmen fall because they get a poor start.

This, essentially, is the plan as it was explained to me.

The obvious fault is the danger of secret rushing and pledging. My first question was about this obstacle to the success of the plan. He assured me that it was the chief plank in the opposition platform, but told me that the plan had eliminated practically all possibility of such violation. He (Continued on Page 12)

Neither group slowed up its social pace perceptibly, however, until the year of its demise. Each group gave seven parties (exclusive of prom and military ball) the year before it went into bankruptcy. Each gave three during the year of its dissolution. Surely the impairment of their financial status was well known at least two years before the final crash. Still each group allowed itself 10 parties in its last two years, not a particularly consoling reflection to the merchant who extended credit to them, and credence to their promises to pay. In fact, Madison merchants are showing an increasing sensitiveness of late with regard to groups which maintain the customary number and elaborateness of their parties, oblivious of the fact that their credit is under a severe strain.

There are several fraternities now on the campus whose financial status is weak. It is to be found that no more bankruptcies are impending, but stranger things might happen. Some are handicapped by a heavy house of debt, others by a huge real estate portfolio by inability to collect their bills from former members. Some have also left behind them a heavy heritage of bills payable; still others have unskilled management and are simply running further behind each month. But the tally sheet of names kept in this office shows no falling off in the number of social functions.

Some three months ago, the writer visited Cornell university. Upon inquiry of fraternity men there, he told that the customary number of parties given by each group was one per semester. This was not fixed by Cornell, but was a matter of custom all they could afford. I am wondering whether Wisconsin fraternities are so much more affluent than those at Cornell, or whether Ithaca merchants are less trustful and restrained, or whether a word to the wise is sufficient in New York but not in Wisconsin. Scott H. Goodnight

The Deans
Say . . .

It is a well-known fact that two fraternities of this campus have gone through bankruptcy in recent years, losing their houses and furniture, and leaving local merchants in the lurch to the tune of \$10,000.



Dean Goodnight

Neither group slowed up its social pace perceptibly, however, until the year of its demise. Each group gave seven parties (exclusive of prom and military ball) the year before it went into bankruptcy. Each gave three during the year of its dissolution. Surely the impairment of their financial status was well known at least two years before the final crash. Still each group allowed itself 10 parties in its last two years, not a particularly consoling reflection to the merchant who extended credit to them, and credence to their promises to pay. In fact, Madison merchants are showing an increasing sensitiveness of late with regard to groups which maintain the customary number and elaborateness of their parties, oblivious of the fact that their credit is under a severe strain.

There are several fraternities now on the campus whose financial status is weak. It is to be found that no more bankruptcies are impending, but stranger things might happen. Some are handicapped by a heavy house of debt, others by a huge real estate portfolio by inability to collect their bills from former members. Some have also left behind them a heavy heritage of bills payable; still others have unskilled management and are simply running further behind each month. But the tally sheet of names kept in this office shows no falling off in the number of social functions.

Some three months ago, the writer visited Cornell university. Upon inquiry of fraternity men there, he told that the customary number of parties given by each group was one per semester. This was not fixed by Cornell, but was a matter of custom all they could afford. I am wondering whether Wisconsin fraternities are so much more affluent than those at Cornell, or whether Ithaca merchants are less trustful and restrained, or whether a word to the wise is sufficient in New York but not in Wisconsin. Scott H. Goodnight

Lawlessness Is Fault

of Public, Bruce Says

Responsibility for crime in Chicago was checked squarely up to the public by Judge Andrew A. Bruce, professor of law at Northwestern university, in a speech before the South Bend Bar association at South Bend, Ind., recently.

"Does anyone believe," he asked "that with our thousands of police and with the help of the federal government we could not clean up Chicago if only we desired to do so? But first of all we must cease our own participation in vice. By foolishly talking about excess penalties for the committed act, we selfishly shut our eyes to the real situation and to our own responsibilities."

For years vice has been nourished and encouraged until it now has the public by the throat, Judge Bruce said. The toleration has gone on for so long that when the public does force any measure of regulation, he said, vice thinks it has been double crossed and protests by throwing a few bombs.

"We have, in short," he continued, "encouraged corrupt politics and corrupt politics has enthralled us. Recently a great deal of nonsense has been spoken and written in regard to capital punishment and the use of the last; but what we really need is not the whipping post or the gallows but a little basic courage and a little honesty, not merely on the part of the so-called criminal and not merely on the part of our public officers, but on the part of the citizen."

CAMPUS
COMMENT

The Daily Cardinal Applauds

1. The presentation of "Faust" under the direction of Prof. Oskar Hagen.
2. The successful management of the state basketball tournament and the fine brand of basketball that the event brought to Madison.
3. President Frank's censure of those people who advocate "a white, Protestant, and Nordic America."
4. The concert of the university orchestra under the direction of Maj. Morphy last Sunday.
5. The purchase of the Kappa Kappa Gamma lot for the erection of the new library wing.
6. The 60 freshmen who won the \$100 Wisconsin cash scholarships.
7. The brilliant and successful staging of the Military ball by Robert Pike and his cohorts.
8. The excellent 1927-28 Union concert series, including artists of the caliber of Chaliapin and Paderewski which closed Wednesday night with Mme. Schumann-Heink.

The Daily Cardinal Deplores

1. The interfraternity council's rushing committee's action to favor deferred pledging as opposed to deferred rushing.
2. The isolated cases of ballot-stuffing and crooked voting which marred an otherwise good election.

WORLD of SOCIETY

Alumni Notes

Payson S. Wold '26, who has been studying at Harvard since his graduation from the university is to take the general examination for a doctor's degree in May. Wold received his M.A. degree from Harvard last June.

Lee Candless '23, has recently become engaged to Mary Ghor of Cleveland, Ohio. For the past two years he has held the position of athletic director at the Principia in St. Louis, Mo.

Ellis G. Fulton '25, a former editor of the Badger, has recently accepted the position of the Dan B. Miner Ad-
Los Angeles,

changed his
to Chi-
statistical and
investment and work for Taylor,
Ewart and company.

Neil Allan Browne, ex-'11, who is now residing at Highland Park, Ill., will soon leave for Kussillof, Alaska, where he is to be associated with the Cole Fox Fur company.

Prof. Pryor Irwin, formerly of the University of Wisconsin, and now with the extension division of the University of Kansas, was the principal speaker at a Better Business Institute conducted under the auspices of the M. Sanborn Lumber company of Belleville, Kans., early in March.

Reuben Pfeiffer, ex-'24, who has been teaching and coaching forensics at the Austin, Ill. High school for the past few years, has recently accepted a position in Crane college.

Fred H. Loye '13, who for the last ten years has been branch manager of the Armour Meat Packing company at Battle Creek, Mich., has resigned in order to follow his hobby, landscape work. His Wisconsin training was along that line and his spare minutes since have been devoted to it. Now he proposes to give all his time to it. He has superintended several important lay-outs in Battle Creek, among them being the Coun-Club Hills development.

After having graduated from both Western and General Theological seminaries, Harold B. Hoag '22 is a full-fledged clergyman, being rector of St. Luke's Episcopal church of Racine.

Southern Club to Have Bridge Party

The first of a series of entertainments to be given by the Southern club during the spring vacation will be a bridge at Wittwer's tea room Wednesday, April 4, at 8 o'clock. All Southern club members and their friends who are going to be here during the spring recess are cordially invited to come. Reservations must be made immediately with Kathryn Lahn, E. 307. Tickets will be 75 cents.

Prof. C. D. Zdanowicz and Prof. and Mrs. J. T. Rood will chaperon. The officers of the club are also planning a dance and an outing to be held later during the week of vacation.

Goff-Schlundt

The wedding of Miss June Rose Goff, Hill City, Kansas, and Hayes Schlundt '28, Evanston, Ill., has been announced. Mr. Schlundt finished his work at the university in January. He is a member of Delta Sigma Phi fraternity.

Chi Omega

Members of Chi Omega will entertain the alumni now living in the city at their traditional semi-annual breakfast at the chapter house this morning.

Delta Sigma Phi

Delta Sigma Phi will entertain at dinner this evening from 6 to 7 o'clock. Mr. and Mrs. Francis Mayo will chaperon.

Corection

The party announced yesterday of Phi Alpha Delta should have been that of Phi Beta Delta which was held at the Hotel Loraine last evening.

Because of the Instant Popularity of
the New

WITTWER
SUNDAY POLICY

We Further Continue With Our
—85c

TABLE D'HOTE DINNER—12 M. to 8 P. M.

ON OUR SUNDAY MENU—

Fricassee of Chicken [Sauce
Braized Virginia Ham, Champagne
Veal Birds a la Wittwer
Fresh Asparagus Tips

Mrs. Wittwer's Strawberry Shortcake

Sandwiches Salads
Steaks Chops

5 to 8 P. M.

Wittwer's Cafe
... INCORPORATED ...
627 STATE STREET

"You Can't Guess
What I Bought
Today?"

And Her
Roommate
Answered

"Don't think I'm so dumb! It's a pair of those new sandune kid slippers with those adorable narrow straps and tiny buckle for your date tonight! And you got them at Manchester's Boot Shoppe!"

"How did I guess! Mary told me. And by the way, we're all going down to Manchester's this afternoon for new shoes. Everybody says they have the smartest styles in town."

—MAIN FLOOR

Harry S. Manchester Inc.

Collegiate!

On to the Easter Parade



Kruse's Easter Collec-
tion of coats for the
college girl includes an
extensive variety of dis-
tinguished fashions—
fashions of significance
to the smartly dressed.

Of all the coats that
will appear in the Eas-
ter parade, these are
the modes that will real-
ly matter. Many unfur-
red models are appear-
ing in the Easter selling.



At--

Kruse's

The Scientific Suitor

(Continued from Page 7)

chosen her by psychological methods; so the joke was really on her.

Wherever in Taylorville they went together, and they of necessity went everywhere, that the "right people" gathered, he heard people say what a "fine looking" couple they made. While this would have pleased most young men who find themselves thus commented on in the presence of their fiancées, it annoyed J. Norman Brown excessively. The more J. Norman heard of the "handsomeness" (beauty could not be applied by even the most imaginative) of his future bride, the more critically did he observe her and serious doubts as to the advisability of becoming mated with a balanced clothes-horse assailed him daily. He decided, quite naturally, as his egoism grade was rated by Mr. Quakk at 95 per cent, that he contributed at least three-quarters of the total distinction to Taylorville's "handsome couple," and the more he thought about it, the more he began to feel that after all Prof. X. M. might have somewhat overrated the importance of "the 22 basic points for the careful analysis of feminine compatibility." During the next two weeks the noble study of psychology fell greatly in his esteem; in fact, at the end of that time it hovered dangerously near the zero mark.

Bored and annoyed by his fiancée, disappointed by the failure of his cherished methods to assure him lasting happiness, oppressed by the counting of endless numbers of paper bags, and secretly detesting the deadly certainty of one day becoming Taylorville's paper bag magnate, he made a romantic resolve. He would run away; he would leave the paper bag business to destruction, he would free himself forever from the mentally dormant Marjorie, he would lead his own life, unhampered by psychology and the precepts of Prof. X. M. Quakk, and he would marry the most "unbalanced" girl he could bould bring himself to love, provided only that she were beautiful. Yes, he, J. Norman Brown, would do all these things; and he did.

Sixteen years later, the front page of the Taylorville Times bore this pleasant paragraph:

Mr. J. Norman Brown, once of this city, has just completed the negotiations for purchasing the Bag company from Mr. R. Norman Brown, his father. The son proposes to equip the newly-acquired plant as a division of the great Brown Body corporation, of which he is the head. Young Mr. Brown is the genius which has directed this great corporation during the last seven years and he is personally responsible for the leadership which this organization has assumed in the automotive body industry.

The article went on to say many pleasant things about J. Norman and how pleased Taylorville was that her native sons so often returned to the scenes of their childhood, how greatly Taylorville had grown in recent years, and how much the presence of the

Brown Body corporation would boost the town's industry. An interview with the young giant of industry followed, in which J. Norman expressed himself greatly in favor of technical education for the masses, but cautioned all to beware of fake correspondence courses.

On the society page of the same paper this interesting intelligence appeared:

Mr. and Mrs. J. Norman Brown are visiting with Mr. Brown's parents, Mr. and Mrs. R. Norman Brown, on Elm avenue. Young

Mr. Brown was once well known here and Mrs. J. Norman Brown was formerly Miss Jeanne Wheatly, of River Forest, Ill. Mrs. Brown is a graduate of the University of Wisconsin and was prom queen in her senior year there.

J. Norman Brown had arrived.

These cheer leaders that we see at the state basketball games are the most fragile looking creatures imaginable, but they sure can do their stuff.

Read Cardinal Ads

Baron Brothers INC.

On the Second Floor



Posed by Miss Bernice Rutter of the Chi Omega Sorority

A fork of quaint ecru point de'es grandmothers once adored — but with such finesse that it leaves no doubt as to its French origin, is the one pictured today.

It is draped over a slip of sea foam green and daintily tied in matching lustrous ribbon. The detail of delicate tracery of beads outlining the scallop gives it a subtle charm—Miss Springtime herself might have chosen such a frock.

This is the fifth of a series of photographs of prominent young women on the campus demonstrating the new modes for Spring.

GARRICK THEATRE FRI APR 13 ONE NIGHT ONLY

THESE PLAYERS:

MARGARET ANGLIN	FRANCES STARR
WILLIAM FAVERSHAM	JACOB BEN-AMI
HELEN GAHAGAN	ROLLO PETERS
CECILIA LOFTUS	CHARLES COBURN
TYRONE POWER	GEORGES RENAVENT
GEORGETTE COHAN	ANTONY HOLLES

IN SARDOU'S MASTERPIECE

"DIPLOMACY"

Third Annual All-Star Classic Revival

Direction—George C. Tyler. Staged by Campbell Gullan

Main Floor and Boxes — \$4.40. Balcony — \$1.10, \$2.20, \$3.30, \$3.85. (Tax Included).

Mail Orders NOW — Seats Next Sunday

COME TO THE PARK HOTEL FOR YOUR SUNDAY DINNER

CHOICE OF

Consomme - Cream of Chicken Soup with Rice
Fruit Cocktail, Maraschino - Half Grapefruit

Celery in Branche - Salted Wafers - Mixed Olives

CHOICE OF

Omelette with Preserved Figs
Filet of Sale, Tartar Sauce
Baked Sugar Cured Ham, Sweet Potatoes
Chicken a la King, in Pattie Shell
Roast Long Island Duck, Savory Dressing
Prime Ribs of Beef au jus

\$1

Per Person

Mashed or New Potatoes in Cream
June Peas or Carrots Vicky

Blackstone Salad

Green Apple or Lemon Meringue Pie - Hawaiian
Pineapple - Green Gage Plums - Vanilla Ice Cream
Maple Nut Sundae - Half Grapefruit - Layer Cake
Wisconsin Cheese and Crackers

Rolls and Butter Coffee, Tea, Milk

DINNER SERVED FROM 12 NOON to 8 P. M.

Park Hotel Cafe Coffee Shop

Expert Permanent Waving
Rosemary Beauty Shop
521 State Street
Open Tuesday & Thursday Evenings.

You Can Earn Real Money This Summer

Introducing

PLAYSKOOL

The Home Kindergarten

IT—

Solves the mother's problem
Entertains the child
Develops creative ability
Educates as it entertains
Is endorsed by educators
Is priced reasonably

For particulars see

MARGERY GRAHAM
441 North Lake St.
Badger 5705

Hours
4 to 6 P.M.

Or By
Appointment

STARTING TODAY
MATINEE AT 3:00 P.M.
25c & 50c

LAUGHS

GARRICK THEATRE

— SOME MORE LAUGHS

STILL MORE LAUGHS

AL JACKSON'S
GARRICK PLAYERS

"PUTTING IT OVER"

A COMEDY

Full of Funny Up-to-the-Minute Wise-cracks
Situations That Make You Chuckle
in Gleeful Good Humor

WE WANT YOU
TO COME TODAY
Fun For Everyone

LOOK!

MAKE RESERVATION NOW
— BARGAIN MATINEES —
WEDNESDAY AND SATURDAY
25c & 35c

Faust, 'Electra' Open New Era

(Continued from Page 6)

production, and he played the title role of the production. Jim Chichester worked hand in hand with Prof. Hagen in the task of creating the picture effects in costume, setting, and lighting. His previous experience contributed much to the success of "Faust" and he deserves a good share of the congratulations.

The symbolic effect of the scenes in "Faust" was highly exciting and readily understandable. The realistic stage, with its jumble of objects to start the action and confuse the arm, was gone, and in its place was a delightful harmony of color and character and line.

Anyone interested in pictorial as well as in dramatic art might well have gone to see "Faust" this week as an object lesson in what can be done in the modern manner. Rich golden browns, softly shading into nebulous whiteness at the far edges of the picture, with a warm amber to the center of the picture, a little of the old book—a little of the new—Prof. Hagen and Chichester, with the traditional scene in Faust's study.

People came to Prof. Hagen and said, "Where are the book shelves?" and when he told them there were not to be any, they shook their heads and wondered whether he knew what he was doing.

"I would be more likely to express the character of Faust as Goethe wrote it and as I see it if there were not a single book in the room. I would be left entirely to my own resources, and the objects of the conventional stage would neither aid nor hamper me," said Prof. Hagen, just before the first performance Thursday. Here, if we except the revival of the Greek stage, is an element that is new to university dramatics and which is to be highly encouraged and applauded. Who knows but that Madison may participate in a significant way in the dramatic renaissance which is now gaining momentum in this country?

Prof. Hagen and his group should be urged to continue in his crusade toward the simple and the direct in stagecraft—in short, toward the modern art in the theater. That he is capable of pushing other plays to success in Madison we cannot doubt. We hope he is willing to undertake more.

He has supervised an important lay CHURCH—Corner Wisconsin avenue and Dayton street, of which Rev. James J. Hart is pastor, will have their Palm Sunday service at 10:30 with a sermon by the minister.

Wesley service at 10:30 with a sermon by the minister.

What Price Activities

(Continued from Page 6)

something which only the social fraternity can equal as a means, stands out as the most important asset of campus organizations and as their most powerful wielder for good. That factor is the opportunity which activities give for making and developing acquaintances and friendships. The system of instruction in universities today makes it virtually impossible for one student to become a close friend of another through meeting in class. Examples of this can be cited and proved, for it is extremely doubtful if any students in any of the large university classes know the names of more than five or 10 of their fellows. With classes as the only possibility of communication with other students of the college, it is evidently conceivable that one could go for four years, from school home and back to school without knowing more than 25 people. One can easily live in this way a hermetic and isolated existence, entirely apart from the significant fellowships of college life.

Then, how do professors and in-

structors get to know their students, what their interests are, and what they are capable of doing? Certainly it is not entirely by examination papers and quiz sections, but in a large part by the reflection of one's work on campus organizations. And it seems no more than logical to think that a serious student's real interest is reflected by the activities which he carries.

This illustrates what the field of outside activities should seem to offer to every student; after careful thought on each one's part, he will understand them more fully. The other problem, when one should enter activities, whether as a freshman, sophomore, or junior, no one but the man or woman himself can answer.

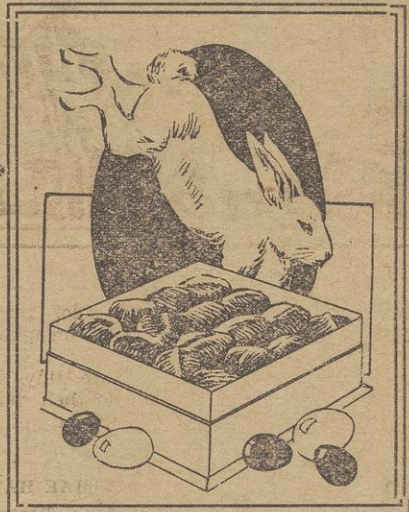
The reason for this is obvious; for the whole matter of outside activities, once one has entered them, becomes a matter of personality. Whether the student uses the advantages of the extra-curricular field in a way that makes them significant assets to him, or whether he fails in them in a way that they become hopeless liabilities, is a matter that rests entirely with him. If in nothing else in college, in activities, at least, one is master of his own fate.

FIRST CHRISTIAN CHURCH — Meeting at Y. W. C. A. chapel, 122 State street, of which J. Warren Leonard is pastor, will have the following services Sunday: 9:45, church school; 10:45, morning service, sermon subject, "Christ Triumphant"; 7:30, evening service, sermon subject, "The Church of the New Testament."

CHRIST PRESBYTERIAN CHURCH — Corner Wisconsin avenue and Dayton street, of which Rev. George Hunt and Rev. Paul Johnson are

the pastors, will have the following Palm Sunday service: 10:45, morning worship, sermon subject, "The Messiah 1900 Years Ago."

Highest Quality
Developing & Printing
Agfa Products
McVICAR'S PHOTO SERVICE
723 University Ave. F. 4645



Final Warning!

Your order for Easter candies and favors will be delivered or mailed in time for Easter. The hundreds of Easter favors make a selection very easy. Your last warning . . .

The Chocolate Shop

THE NEW Orpheum Circuit Vaudeville AND BEST FEATURE PHOTOPLAYS

1 P. M.—CONTINUOUS—11 P. M. VAUDEVILLE 3:00—7:00—9:15

TODAY ALL SEATS 50 Cents

— STARTING TODAY —

FIRST ANNIVERSARY WEEK

A Cruise on the Sea of Mirth

HAVANA BOUND

With

Fred Hagan - Jean Marsh
And a Smart Company of Entertainers

BEE JONES & BOYS

In A Pretty Peppy Revue

BETTY & JERRY BROWNE

In— "THE ELOPERS"

Youth at Its Flamingest

GERALDINE & JOE

SIX LUCKY BOYS

DON CORDON AT THE GRANDE ORGAN

PHOTOPLAY—

Rod La Rocque

IN

"STAND AND DELIVER"

With

WARNER OLAND & LUPE VELEZ

A Thrilling Story of Banditry in Greece, with Laughable Twists and Breathtaking Situations.

EASTER

Dressing for Easter is a world-wide custom. Spring tweeds, worsteds and flannels of exclusive Hoak & Dunn designs insure distinctive appearance.

HOAK & DUNN

GELVIN'S OF MADISON

CAPITOL

MADISON'S TEMPLE OF HAPPINESS

4—DELUXE SHOWS TODAY—4

BILLIE DOVE IN

"The Heart of a Follies Girl"



Beautiful girls, gorgeous gowns, cabarets, night clubs — all in this startling drama of a Footlight Favorite who spurned men with millions for a poor boy with millions in love. Here is Beautiful Billie Dove at her gorgeous best!

LYLE SMITH

AND HIS RHYTHM KINGS

--in--

'COLLEGE FRIVOLITIES'

--with--

"THE HARMONY FOUR"

OAKLEY & LITTLE | SUZANNE FRANCE

FRANK PRINZ — U. OF W. HARESFOOT STAR

Overture by Geo. Cervenka & the Capitol Orchestra

EASTER SHOPPERS' GUIDE



That's what Co-Edna turns out to be this week, for next week at this time will be Easter, that day of days and one's smartest clothes. Easter means that one is to parade one's newest things, does it not? If you take my advice, you can be chicly dressed for it and the rest of the spring vacation. For—

THE STEWART SMART SHOP

Has, of course, the very essence of a lovely costume in its graceful chiffon and gorgette afternoon dresses and its snappy sweater knit and printed and flat crepe sports frocks. Cape-effects, finely plaited skirts, drape effects, side bows, short bolero blouses and individualistic touches of hand work—all these last minute



rages are shown here in dresses of exceptional quality. They are truly smart—this is a truly smart shop.

The chiffon tea frocks of floral or futuristic print design, with their scalloped, pillowy tiers and their finely plaited skirts are the sort that will sway to the full of music spontaneously—they are rhapsodies in themselves. The clever afternoon silk prints are newly two-piece with the v-neckline, tiny touches of the background shade of color, and practical beyond measure.

Any of these for the Easter parade.

KESSENICH'S—

Can complete the dainty frock by solving the essential problem of flower trim. For every lovely chiffon gown, for every chic mannish suit, there is a spring posy to add the touch of naivete or sophistication. Mixed bouquets of worldly-wise bachelor buttons and innocent buttercups and tiny petaled things; clusters of large-petaled shaded cosmos; unfolding bits of apple-blossoms of delicate hue, huge linen violet clusters of pink and orchid; French hand-made velvet roses gracefully unbudding; all these and more for the afternoon dress, the spring coat, or the ensemble suit.

And of no less importance are the perky things for the perky suit.

Gardenias, of course, take the lead, for there never was a jauntier bit than a gardenia. They are different a year, however, in their make-up, for we see them in leather of red, green, blue, or white. A tiny bud is usually seen creeping stealthily from behind one curled petal, and some are even unfolding. The white leather

ones are color tipped in green, or blue, or red—imagine them on a dark suit!

There are tiny midget ones, too, cunning as their very name, and the pink gardenia, of fastidiousness is seen also.

THERESA-MAE HAT SHOP—

Is showing Easter hats that are smart, practical and distinctive. One always looks about very carefully



when it comes to the hat of all hats—the Easter hat—and to find one that embodies all that one wishes in a hat, is truly gratifying. Theresa-Mae's hats are of the newest materials, yet of the best quality; they are simple and wearable—they fit the head, as so many hats don't, and best of all their lines are individual and distinctive.

I said that the hats were simple in their quiet good taste, and they reflect a superiority to hats that are over-decorated and over-gay. They are of remarkable crocheted visca with touches of hand tucking, ribbon bands of hand shirring and tiny onsets of multi-hued felt bands. There are combinations of ribbon and visca, and felt and visca in off the face or over the face brims.

All the pastel shadings and the neutral tan shades will be the Easter hat.

THE MOUSE-AROUND SHOP

Has moused-around for your new Easter jewelry, and now you must mouse-around and settle the impending matter of what will complete your Easter ensemble in the way of costume jewelry. The very newest, of course, is the dainty French necklace of gold



strand and jade, Chalcedon blue, and pink tormaline stones and tiny seed pearls. The stones are cut in individualistic and futuristic manner with two jade oblongs on either side of the strand and joined together by a huge round tormaline stone. The stones are gold-tipped and the seed pearl bits relieve the sophistication of gold by their dainty simplicity.

Rio Ritass of an unusual sort with odd antique brooch clasps; star cut strands in green, blue, yellow and pink; odd cut crystals in all shades; and gold link necklaces in "le dernier cri" of circlets and linklets—and you are bound to be modishly jeweled for Easter.

But I have almost forgotten—Easter cards. For those who will stay in Madison over the vacation—don't forget the folks at home. Hand tints and wood-blocks that are gifts in

themselves and will frame beautifully, truly depict the spirit of Easter.

MANCHESTER'S—

Will attend to seeing that you are well gloved, and for the very purpose they are showing Aris gloves, which are the very finest of imported kids. It is most important that the glove fits snugly, and a good fit is impossible if the quality of the kid is not smooth and pliant.

Just for that reason, the glove strap has been innovated this season. The glove strap is a narrow, buckled, adjustable strap fitting snugly around the wrist. It is supported by leather loops of the same shade, which is usually contrasting. Mode and brown, black and gray, black and white are favorite combinations for this season. Pull-ons too, perfectly plain, but exquisitely sewn, are a well-fitting style.

Clever cuff gloves have braided trim of leather or silken thread; sport straight cuff models are hand-stitched and piped in contrasting colors. One smart thing, buttons in the back with a side piece brought tightly around one side. Another has a flare cuff with an inverted pleat effect in the back.

But each is as chic and as smart as Manchester's things usually are.

THE CO-OP—

Will furnish "what goes under" and that is a pretty important feature in this day when dainty, exquisite lingerie means so much. How can one feel that she is properly outfitted in the Easter parade if she is wearing washed-out, played-out, shot-to pieces things.



Just can't. And so the Co-Op is the place to go, without a doubt. Some new sets of brassiere and step-in, and brassiere and bloomer have been received that are knock-outs. The cutest bandeaux of lace and rosebuds, of ribbon and lace, and of crepe de chine and lace that you can think of. All are as narrow as possible in the back and all have smooth silken straps of delicate hue, instead of that impossible white that shows through.

One set, in particular, I must tell you about, for aren't we sworn friends? It was of flesh glove silk with diagonal insets of lace on the bloomer leg. Perfectly exquisite lace, it was, and the brassiere was made of it, too. Tiny rosettes and silken bows made the thing as dainty as spring's breath.

And, sprints of glove silk are in at last! Just what we've been waiting for.

THE PANTORIUM—

Is going to come in mighty handy for those whose bankrolls permit no further stress, for if the Pantorium can't renovate the old Easter get-up, nobody can. Styles aren't so terribly different this year, and what must be, must be. Determinism and so forth (we DO learn things in college). Send it to the Pant, and watch results. Then skip down to the Theresa-Mae Shop for the hat, the Mouse-Around for the costume jewelry, and Kessenich's for the flower, and Manchester's for the gloves.

Accessories make the outfit, and your last season's gown will effect the latest trend of Dame Fashion, if it is properly treated. And if last fall's hat makes you look keener than the new ones, send it to the Pant. And if you haven't the price of new gloves, give up your afternoon soda, and send them to the Pant.

"They fix all and clean all." Honest. Take a tip from their steadfast customer.

Do you know about their special credit? If you plunk down \$5 at once before you've done all of the sending, you get \$6 worth of work. Almost the price of the cleaning of an extra dress. At little saved here and there, and maybe in June, you will have the buyings of a really, truly new summer frock.

THE CHOCOLATE SHOP—

Does have the cutest Easter array of candy favors and remembrances this year. Just the things to send to the small brother and sister or the girl friend. For not only are cunning chocolate bunnies and eggs displayed, but lovely purple boxes of Chocolate Shop candy. And huge hard chocolate eggs filled with gooey chocolate creams inside. Some of the eggs are rough dipped, some are adorned with candy roses and colored borders and Easter greetings and each is a gift to be proud of.

For the kiddies, there are colored marshmallow eggs large, and small. Jelly bird eggs (not quite so fattening) and chocolate cream center eggs. Good! There are tiny chicks emerging from chocolate eggs; there are cunning rabbits with upstretched paws; there are cocky roosters, and wheel-barrows full of the colorful eggs. All these of chocolate.

Then there are Easter things of more duration such as Peter Rabbits, all dressed up in specs and vests—just as you've thought a Peter Rabbit ought to look. There are snippy hens sitting on nests of eggs, and furry bunnies.

Treat the family; they'll like it! The Easter Parade! I wish I could see you all, bedecked in all your finery. Some will be East, and some will be West, but each will remember Happy Vacation!

—CO-EDNA.

Krusell; 5:00, fellowship hour; 6:00, cost supper; 6:30, student league meeting.

LUTHER MEMORIAL CHURCH—of which Rev. A. J. Soldan is pastor, will have the following services for

Sunday: 9:30, Sunday Bible class; 10:45, morning worship; 5:00, social hour; 6:00, cost supper; 6:45, meeting of Luther league at which Attorney Carl Hill will speak on "The Legal Aspects of the Trial of Christ."

In The Churches

FIRST EVANGELICAL CHURCH—Corner of East Johnson and Wisconsin avenue, of which Rev. Lyndon Clyde Viel is the pastor, will have the following services for Palm Sunday and Holy Week: 9:30, church school; 10:00, classes for all; 10:45, morning worship, sermon subject, "Fighting for a Cause"; 7:00, evening young people's forum, discussion theme, "Putting Business

Into Religion"; Wednesday, 7:30, Easter Pageant, "The Resurrection"; Thursday, 7:30, Passion week service; Friday, 7:30, special communion service.

WESLEY FOUNDATION OF WISCONSIN—of which Rev. Arlie H. Krussell is pastor and Rev. George V. Metzel is associate pastor, will have the following Sunday services: 6:00, sunrise service on Lincoln terrace; 9:30, classes in religion; 10:45, morning worship, sermon by Rev.

AVOID THE RUSH

Have your thesis, topics, or report typed by us during Spring Vacation. Leave it with us before you go and we will have it completed when you return. We will have competent student workers all during vacation. Avoid the exam period rush to complete your work.

College Typing Company

519 North Lake St.

Badger 3747

The Southern Club Invites

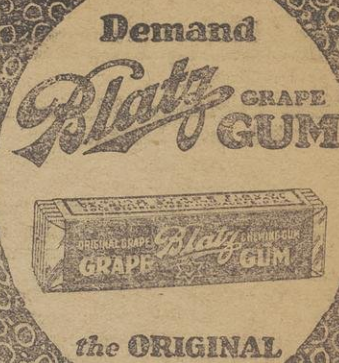
YOU To Its

Southern Vacation Dance

Lathrop Parlors—Thursday, April 5

ADMISSION — \$1.50 Per Couple

Earle Miller's Orchestra



CLASSIFIED ADVERTISING

IN THE CARDINAL
Reaches Every Student
All Ads Must Be Paid for
in Advance.

BARBER SHOPS

BADGER

BARBER SHOP

Marks of Distinction

"A HAIRCUT FROM US"

4610 806 University Ave.

RUNKEL'S BARBER SHOP — 642 State street.

CAFETERIAS

IRVING CAFETERIA

STERLING AT IRVING

ARISTOCRAT OF CAFETERIAS

FLORISTS

WE TELEGRAPH flowers anywhere.

Save money on Easter flowers by ordering them now. F. 4645, University Floral Co.

TAKE SOME flowers home to mother when you leave for Easter. University Floral Co., 723 University Ave. F. 4645. 10x23

HARDWARE

BURGER'S HARDWARE — 713 University avenue. tfx17

LOCKSMITHS

F. H. GRUENDLER

"The Locksmith"

Trunk Keys Our Specialty

Keys for any lock—Fishing Tackle Guns and Cutlery—Ammunition 116 W. Mifflin St. B. 3552 tfx30

LOST

SHELL-Rimmed Glasses with blue and white handkerchief in black case. Call B. 4789. 2x30

MISCELLANEOUS

WE BUY Ladies', Men's, Used Clothing. Suits, overcoats, dresses, hats, shoes, etc. Schusters' Economy Store. 404 E. Wilson. We call at your home. Open evenings. Phone B. 467.

FOR RENT

LANGDON STREET house in A-1 condition. Phone B. 4651. 2x1

RADIO

BUTLER RADIO SERVICE—422 W. Gilman st. Badger 6515. 24x17

SHOE SHINING

KEEP YOUR shoes looking new — University Shine Parlor, 813½ University. 10x23

SHOE REPAIRING

Shine — Shoe Repairing. 1437 University 24x25

TAILORING

A. A. HAUGEN

610 STATE Above Pete Burns

SPRING SUITS

BE IN KEEPING WITH SPRING. Alterations on Ladies & Gents Garments.

TYPING

COLLEGE TYPING CO.

519 N. LAKE ST.

Typing - Mimeographing - Multigraphing - Stenographic Service Guaranteed work.

Open every day from 7 a.m. to 10 p.m. Badger 3747. 24x21

WANTED

WILL EMPLOY two salesmen with two or more summer's experience for summer vacation. Will pay \$500 plus 50 per cent commission. Will interview applicants in Madison Friday, April 12. Write G. G. Hunter, 1746 Washtenaw avenue, Ann Arbor, Mich. for appointment. 6x29

READ CARDINAL ADS

Advertising Is Not Scientific; Fernald

Illinois Professor Blames It All on Human Nature

Advertising is not scientific and probably never will be scientific, as it is based upon human nature, which is very unscientific, Prof. C. H. Fernald of the College of Commerce at Illinois university, declared in his speech on "Advertising," before the Champaign Exchange club recently in the Inman hotel.

"Although advertising might be said to have started with the use of signs by the Egyptians about 3000 B. C., it is really very young. Only in the past few years has advertising come to occupy a definite place in business," Prof. Fernald stated.

"The 'Printer's Ink' statute of 1911, which made it a misdemeanor to present a misleading statement in an advertisement, did much to strengthen the position of the reliable advertising agency. Over 26 states have passed this law, including Illinois. In this state the punishment for violation of this law is a \$100 fine or 60 days in the workhouse or both," the speaker stated.

The agency plays one of the most important parts in the advertising business, he declared. The advertising agency does not charge its client anything, deriving its revenue from the publication, which usually gives it about 15 per cent of the charge for the advertisement, he declared.

It is often these agencies that show a client new fields for his business or point out ways of improving his business. The business men who are in control of an industry often have their noses so close to their business that they overlook the little ways of improving it that the agency sees, Prof. Fernald pointed out.

Bail Quickly or Drown

(Continued from Page 7)
admitted that there was a little of it, but assured me that it did not affect valuable men or the plan itself to any great extent.

The difficulty is prevented in this way. The freshman hand-book contains the rule, explaining that the plan was instituted through the initiative and by the consent of the fra-

ternities themselves. Therefore, the fraternity that breaks the rule is not only lacking in a sense of honor, but also is putting itself in a ridiculous light.

The hand-book makes the situation perfectly clear to the incoming freshman. The average student has a sense of honor, and the type of man most of the fraternities want will refuse and has refused, in practice, to consider the group with so little self-respect as to approach him in violation of its own rule.

For all practical and apparent purposes, this check has been successful in preventing the evil.

The greatest mistake made at Minnesota was the lack of time allowed for adjustment. It was put into effect immediately after its adoption. It inflicted a great hardship upon the fraternities while they were rearranging their budgets and class quotas. The Minnesotan recommended a

year of adjustment between the adoption of the plan and its first effective operation.

With our rejuvenated interfraternity council, the outlook is brighter. I feel that the fraternities realize that they are cutting their own throats and must find a remedy for their own salvation, economically and socially.

The water, rising about us, is strangling us. It would seem better to take the leaky lifeboat and try to stop the holes than to drown.

J. ALDEN BEHNKE '27.

Students Helped 'Fighting Bob'

(Continued from Page 7)
masse to the executive chamber to drag out Bob. The governor not being in, they grabbed the next best man, Lt. Gov. James O. Davidson, and demanded a speech in the rotunda of

the capitol.

After much singing, cheering, and speech making, the students left the capitol and paraded gaily around the square. On their way the encountered J. C. Boyd, a white-haired, elderly man, and finding him to be a La Follette supporter, they carried him in triumph around the square. As a final flourish, they requested Mr. Boyd to climb one of the capitol entrance posts and make a speech.

Such was election in the days before prohibition and primaries. Small wonder that students nowadays resort to lectures on companionate marriage

and to illicit drinking in a vain effort to find such excitement as the state convention provided for their fathers and mothers.

Highest Quality
Developing & Printing
Agfa Products

McVICAR'S PHOTO
SERVICE

723 University Ave. F. 4645

Hotel Loraine SUNDAY DINNER \$1.50

CHOICE OF
Caviar Canape Romanoff
Fresh Shrimp Cocktail
Fruit Supreme Schroeder

CHOICE OF
Consomme Mafrique
Bisque of Lobster Cardinal
Chicken Gumbo Americaine

Celery Hearts Mixed Olives Radishes

CHOICE OF
Fresh Shrimp a la Louisianaise
Timbale of Steamed Rice
Broiled Jumbo Whitefish Fleurette
Pomme Julienne
Roast Half Spring Chicken Cressoniere
Sage Dressing
Noisette of Spring Lamb Sauté Chés soi
Carrots, Peas Champignon
Larded Sirloin of Beef, Belle Helene
Barquette of Asparagus

Sherbet au Cordial

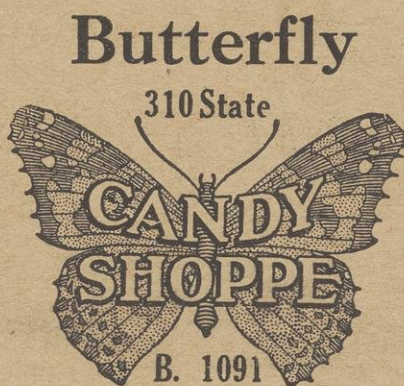
Mashed or Long Branch Potatoes

String Beans au Beurre
or Asparagus Tips Mousseline

Salad Galli Curci
Cheese Sticks

CHOICE OF
Apple or Orange Custard Pie
Blueberry Pie a la Mode
Bavarois aux Fraises Parfait Nordica
Chocolate Eclair
Charlotte Russe a la Vanillae
Roquefort Cheese, Toasted Wafers

Tea Coffee Milk
SUNDAY, APRIL 1, 1923



EASTER
CHOCOLATE
EGGS

All sizes packed with as-
sorted chocolate cream,
nut and fruit centers.

Any name and decoration
you wish placed on choco-
late eggs—FREE.

Fancy Easter Candy Boxes
at very reasonable prices.

We wrap and mail
Candies everywhere

Home
Made
Candies

Place Your
Order for Easter
Now.



**Don't Forget—
Vote Tomorrow!**
*for Cardinal Board
of Control*

**See the Front Page for Additional
Election Information**