TUESDAY EDITION SEMI-WEEKLY KERNEL

# THE KENTUCKY KERNEL

CIRCULATION

THIS ISSUE - 5,100

LEXINGTON, KENTUCKY, TUESDAY, JANUARY 12, 1937

NEW SERIES NO. 28

# NAMED DIRECTOR OF COLLEGE BODY

Major College Publication Advertising Organization Honors U. K. Publica-tions Head

ST. LOUIS U. IS HOST TO NATIONAL MEET

ectors Appointed for Fiv Geographical Regions In United States

# Cousins to be Held In Womans Building

leadership of Miss Cowen and Mr. Lebus.

The campus cousin movement is sponsored by the members of the Association of Women Students of the campus.

# Six Months Radio

## J. S. SHROPSHIRE Spring Social Calendar Is Released By Dean's Office TO GIVE OPERA

Dates Up to May 1 Assigned
Basketball and Holidays
Create Scarcity of
Dances

## FARM AND HOME TO MEET HERE

Convention to be Held Jan-uary 26-29; Diversified Program Is Offered and Many Speakers Listed

## Last NYA Checks Distributed Today

## **NEW LISTENING** CENTER SET-UP

Radio Center Is Established At Pine Ridge; Funds Are Donated for Radio by New Jersey Man

# MUSICAL GROUPS Ruppmen Invade Michigan OF 'ROBIN HOOD'

Katherine Park and Jes Mountjoy Take Leads In Production

In Froduction

Miss Katherine Park, of Kans
City, Missouri, senior in the Colle
of Arts and Sciences, and Jes
Mountloy, Lexington, sophomore
the College of Commerce, will tak
the leading roles in the Universi
the leading roles in the Universi
DeKove departments, presentation
DeKove and the College of Commerce
at 8 o'cole. Thursday evening
the auditorium of Henry Clay his
school.

# RUPPMEN CRATE Call Issued For

Excellent Vesper Program Given

Kentucky and Hagan Go Wild
As Wildcats Overpower
Nebraskan Blue Jays Before Capacity Crowd

to 12.

Scripts used for "The Midweek Matthree" will be original and will be you fower the Kentuckians made be prepared by Wallace Swink as scoreless. The score at the f stood Kentucky 33; Creighton

sighton never seriously threat-during the petiod. In the during the petiod is the petiod to the first the petiod to the light Blue quinter ran the score to 25 and was then content to down and coast into the find down and coast into the find

the Big Blue quinter ran the score to 46 to 25 and was then content to slow down and coast into the final minutes of play. The play of Walter Hodge, sopholiment of Lawrence K. The play of Walter Hodge, sopholiment of Lawrence K. Shropshire as sports editor of the mean graph and the two that he could not score. Rapho Carlinde, the Cast Other Rayles of the Cast Other Ray

# For Return Tilt Against Powerful Spartan Quintet

By Marianne Kneisel Quartet

By MACK HUGHES

## Kampus Kernels

# over the University extension studios of WHAS. Tryouts for parts in a series of sixteen weekly thirty-minute dramatizations to be presented at 1:15 p. m. on Thursdays starting February 4 under the general title of The Midweek Matinek, will be lightly the state of the program will be given to such factors as the violes of the spolleants for this program will have previous radio eperience, said Mr. Jesse. "Chief consideration will be given to such factors as the violes of the applicants, their poise, and their evident willingness to work hard." Both men and women are needed

Those Interested

In Radio Drama

**New Sports Editor** 

**Best Copy** 

#### THE KENTUCKY KERNEL

ICIAL NEWSPAPER OF THE STUDENTS OF THE UNIVERSITY OF KENTUCKY

Entered at the Post Office at Lexington, Kentucky, as se

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COMPLETE CAMPUS COVERAGE

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HERE SHALL THE KERNEL ALL STUDENT RIGHTS MAINTAIN

#### THE SKILLED LABOR PROBLEM

Continuously advancing prosperity in the United States has given rise to a new problem within the ranks of industry — a shortage of skilled labor. Employers are finding no end of difficulty in securing the necessary trained workers to keep their factories in operation with the efficiency that modern supply and demand require.

require.

To get a true conception of the causes of this scarcity of skilled labor one must go back to the introduction of the machine in the 80's. The wholesale displacement of skilled labor which followed in its wake alarmed workers and gave rise to a belief that the time was not far distant when skill would be no longer necessary in in-dustry, a belief that became universal by the rapid development of the machine, and of mass production and scientific management. It was rightly contended by the advocates of progress

rightly contended by the advocates of progress that by lessening production costs the machine would reduce prices.

In the early age of the machine, craftsmen were displaced by the hundreds. We lost sight of the most significant fact that the whole basis of industry rests on quality and craftsmanship, and that the very nature of industry precludes the possibility of mass production ever becoming the rule. It was not realized that, whilst some products can be mass-produced, even in mass production factories there is always a variety of individual key jobs requiring the highest degree of skill.

It was never generally expected by econo-

est degree of skill.

It was never generally expected by economists and industrialists that mass production would produce new, and equally skilled, types of craftsmen, least of all was it realized that mass production itself demands a continuous

mass production itself demands a continuous supply of properly trained skilled craftsmen, and that the number required would tend to increase with the expansion of mass production.

To alleviate the increasing shortage of skilled labor which industry unwittingly created for itself, the United States has advanced along the line of vocational education. For years past the tendency has been to place youths in soft clerical occupations rather than encourage them to undertake the hazards of a mechanic's or a craftsman's career, and most lads acquiesed, not because the art of engineering has lost any of its glamour, but because the trade offers so few advantages. One can hardly expect lads who have been brought up by indulgent parents in an atmosphere of theartes, tenniscourts, and dancehalls to go to the trouble of learning the interesting the interesting the interesting the states.

atmosphere of theatres, tennis-courts, and danc-halls to go to the trouble of learning the in-tricacies of craft and entering an industry which will return them at best, a precarious living. By increasing wages, shortening hours, im-proving factory conditions, and establishing in-etresting schools of vocational education and, making them mandatory, industry will have gone a long way toward relieving itself of its latest nemiss.

#### NEWSPAPERS HAVE IMPROVED

Looking backward is sometimes just as en-joyable and equally as profitable as looking fore-ward. Especially is this true when one has ac-complished admirable and noteworthy achieve-ments. The Fourth Estate is looking backward —not over the past twelve months, but over the comparatively recent advances made in the journalism profession.

wirnalism profession." for today it is recog-

nized as such, equal to that of law, medicine,

nized as such, equal to that of law, incurious with ministry.

As to editorials, in which phase we have stepped forward considerably, the change has been from the ponderous, dull, metaphysical essay to the sprightly, pertinent, and comprehensible type. They have altered their style, subject matter, and treatment. The appeal is now to all persons, not only to those of higher education. Specialization, as in all other fields, has entered even into various channels of newspaper work. Editorial writers meet in a group to paper work. Editorial writers meet in a group to discuss, assign, and study their own articles. Editorials are now written to the people, not

over them. Newspaper style has become not that of the organ itself, but of its men. Dictatorial spirit is no longer the keynote, but individualistic development and self-teaching have taken its place. The reporter's position has been improved. At last, has come the realization that the reporter is not the under-dog, but an all-important cog in the wheel. in the wheel.

A compliment paid newspapers currently was its use as the judge for annual spelling contests in the states of Minnesota and Iowa. This is evidence of its improvement in spelling, gram nar, and diction

mar, and diction.

As a logical and forthright vindication of journalistic influence (in view of the recent election), we quote the comment of J. David Stern of Stern messpapers "My advice to the conservative newspaper publishers of this country is to pay more attention to your reporters and sub-editors. Seventy-five per cent of the newspaper workers were for Roosevelt. They wrote the other way because their publishers ordered it. Naturally, their heart was not in the task and they did not do a good job. If publishers would listen more to reporters than to lishers would listen more to reporters than to bankers, they would publish better newspapers.'

The Fourth Estate is proud of itself and the men and women who have contributed to its ad-

#### CUTTIN' UP THE CAMPUS with THEO NADELSTEIN

SPEAKING IN SUPERLATIVES

The Phi Beta Kappa with the subtlest sense of humor is Mary Rees Land...The newspaof humor is Mary Rees Land...The newspa-permen with the strangers sense of humor is George "Hooey Pollui" Kerler...The football player with the nicest sence of humor is San Nevers...The Agricultural stoogent with the punniest sense of humor is George Kurtz...The freshette with the most off-hand sense of humor is Jane Levi...The senior with the most re-freshing sense of humor is "Pud" Funkhouser and the individual way in need of senses of and the individuals most in need of senses of ur deah profs, arou

DON'T LOOK NOW, BUT - my evening rown is – well, gosh – just don't look now

There must be something definitely WRONG with an educational system which allows things like EXAMS

to go on and on and on Since nly result in FRESHMEN getting hysterical, SOPHOMORES getting drunk, JUNIORS getting pixilated and SENIORS getting childish.

there must be something definitely WRONG!

THINGS WE COULD NOT DO WITHOUT:

 Swing music.
 Thanksgiving vacation, Christmas vacation. Spring vacation, any vacation 3. Pictures like "Winterset.

gs whispered in your ear.

3. Sweet normage ... 5. Men like F. D. R.

#### UNIVERSITYPES:

The Campustew — Any event is an occasion and an excuse for him to go on a binge...He things he's still living in the prohibition days, when to be incbriated was to be smart...Some day he'll grow' up and realize that only ado-lescents overestimate their fluid capacity...His idea of a wise gag is "Boy, I can't remember a thing! Did I get married or smack a cop?"... thing! Did I get married or smack a cop?"...
He likes to use words like tanked, pixilated, lit, high, under-the-influence, and blotto to describe his condition... To impress a gal he raves on about his past escapades, and what he said to the chaperone, and how he woke up in the wrong room... and wonders why she doesn't look interested... He's "flaming youth" himself — the only trouble is that he went out of date a long, long time and when cellifies hid, strategies. long time ago, when collitch kids started grow

Three Midland College girls, as part of an NYA project, have scraped clean the busts of Benjamin Franklin and William Shakespeare, which have stood neglected for many years in the library storeroom.

## This Campus That World

By RALPH E. JOHNSON

"Thas often been my intention to write you concerning remarks have made in your column, 'This Campus and That World;' but due el to the traditional lazines of the Southerner, to the fact that I am opp to writing crank notes, or to the fact that I did not consider the sour these remarks worthy of notice, I have desisted. That is, until now statement made in your first column of the New Year has moved m

to writing crank notes, or to the race unit to these remarks worthy on notice. I have desistatement made in your first column of the write to you at last.

"Say you, Mr. Johnson, of this city durin—the was dead." By this I presumes—that you mean it suffered from a lace!

Lexington is not dead; you are! I are may be of some interest to you to note that I and some two hundred lobor, the collection of the young Lexingtonians of a certain social group were guests at wish as ix invitational balls during the weeks comprising the Christmas brown to the control of the weeks comprising the Christmas brown to the control of the weeks comprising the Christmas brown to the control of the weeks comprising the Christmas brown to the control of the weeks comprising the Christmas brown to the weeks comprising the Christmas brown the weeks comprising the Christmas brown to the weeks comprising the Christmas brown the weeks comprised the weeks comprised the weeks comprised the weeks comprised the weeks compr

"Respectfully yours,
"VAN DEREN IRVINE."

Ain't it the truth

The Vice

Of the People

By GEORGE KERLER

Dot Clements, who has all ournalists juggling with the is of falling in love with her, look up perplexedly at Whit Goods and ran from him, panting, "I capress my feelings for you words." Why run? Mr. Goods ord: "On't object."

HAVE you read Helen Farmer's ad in the classifieds. adv.

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University Seal

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# lumni News

Social Briefs

VICE OF THE



STUDENTS' WORK

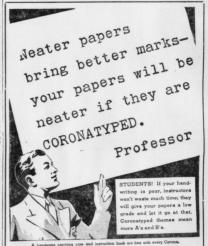
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PRINCE ALBERT MONEY-BACK GUARANTEE

## DANCE FRIDAY NIGHT

# SOMBRERO TAVERN

## **GARTH HOUSE** ORCHESTRA



# SEEING SPORT STUFF

By JOE QUINN KERNEL SPORTS EDITOR

COACH ADOLPH RUPP'S Riflemen enjoyed an extended target practice against Creighton last Friday night in Alumni gym and from the way the boys were making buckets from all angles it began to appear that the Notre Dame game was no just criterion of their abilities.

Right from the beginning the Cats made it apparent that even in their position of hosts they were not going to allow the guests to do as they pleased. In so doing, they may have violated some rules of etiquette, but they certainly followed the rules of the pastime, the cardinal principle of which is to hit that hoop more often than the opposition.

Kentucky marked up 16 points insulance to the floor. The Jose some points in the floor. The Jose some just the man condition of the floor of the Jose some just of the floor of the Jose some just of the floor of the pastime in the condition of the pastime in succession.

When the squads came back from the locker rooms, however, kentucky in the locker rooms, however, kentucky provide the main opposition and the locker rooms, however, kentucky provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition and the locker rooms, however, kentucky remains the provide the main opposition.

# "Co-ed of the Week"



EVELYN FLOWERS '38

# Cedar Village Restaurant

NEXT WEEK'S CAMPUS COMMITTE

## KAMPUS KERNELS lowed to the Phi Ta

#### President McVey To Address Club pha

Frank L. McVey will speak

IDIOSYNCRASIES

## INTRAMURAL

ofessor H. L. Kinney, specialist andscape architecture, will be principal speaker at a meeting





#### CLASSIFIED ADS

TERM PAPERS TYPED—Call 8576 between 8 a. m. and 5 p. m.

MAJOR 9 FEATURE

THURSDAY and FRIDAY 2 MAJOR FEATURES "GIRLS DORMITORY"

"GENTLEMAN FROM LOUISIANA'

"THE LAST OF THE MOHICANS"

with RANDOLPH SCOTT BINNIE BARNES

- ALSO JAMES JEAN
DUNN ROGERS

"MYSTERIOUS CROSSING"

- THURS.-FRI. FREDDIE JACKIE
RTHOLOMEW COOPER "THE DEVIL IS

A SISSY" - ALSO -MAURICE CHEVALIER

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