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The Sphinx. Vol. 8, No. 11 March 15, 1907

Madison, Wisconsin: University of Wisconsin, March 15, 1907

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SKATE JOURNAL



NUMBER OF THE SPHINX

VOL. VIII

MADISON, WIS., MARCH 15, 1907

NO. 11

When You Drink BLATZ BEER

MILWAUKEE

JUST note, if you please, that most convincing hop fragrance — and malt body. Then observe its brilliancy—whether bottled or from the keg. These are uniform characteristics which bespeak for Blatz Beers their unquestioned honesty. These beers represent the very topmost achievement in the art of brewing — Blatz own process. Try any of the Blatz brands. Be as critical as you like. "Your beer" will be "Blatz" ever after.

ALWAYS
THE SAME
GOOD OLD
"BLATZ"

Bottled Blatz is available, or should be, in most first-class places. *Ask for Blatz Beer.*

ASK YOUR DEALER.

The celebrated brands—*Private Stock, Wiener, Muenchener and Export*—are

Brewed Exclusively by

VAL BLATZ BREWING CO., MILWAUKEE



Brown's in Town

—WITH—

**Dress Suit Cases
Traveling Bags
College Trunks**

Trunks & Bags Repaired

BROWN'S TRUNK FACTORY

118 East Main St.

Largest Stock of GERMAN BOOKS MAGAZINES AND PERIODICALS

English Books ordered for
Customers

Large Bindery Facilities

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Germania Building
MILWAUKEE, WIS.

Well Dressed People

are always received in the best society. You can be well and stylishly dressed if you have your Garments made by

**QUAMMEN,
DANIELSON & MUELLER**

TALORS, CLOTHERS AND
MENS' FURNISHERS

23 South Pinckney

In the Good Old Winter Time

What is more cheerful than a bunch of fellows around the open fire -- with mandolins and guitars and a few bully singers? ¶ You furnish the talent and we will furnish the instruments. ¶ We have just imported from Saxony the finest line of strings that has ever been received in Madison. x x x x x

Wisconsin Music Co.

20 North Carroll Street

WM. F. VILAS, President
JOSEPH M. BOYD, Cashier

FRANK W. HOYT, Vice-President
A. O. PAUNACK, Asst. Cash.

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ADDITIONAL LIABILITY TO STOCKHOLDERS, \$100,000.00

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CAPITAL HOUSE

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Rates \$ 2.00 Per Day

Special Attention to Banquets

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Photos taken at night by appointment
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Ester Oyster Co.

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DEALERS

No. 206 East Main Street

ESTABLISHED 1854.

The Model Creamery

Fancy Elgin Butter, Pure Cream,
Sweet Milk, Buttermilk and all
Dairy Products

207 State Street
Phone 1150

Saving Grace

There once was a co-ed named
Grace

Who said, "Yes, I love to tight-
lace.

It's not healthy, maybe,
But then, don't you see,
It helps when you ain't got the
face."

—Inlander.

Conklin & Sons

Coal, Wood and
Mendota Lake Ice.

Salt, Cement, Stucco, White
Lime. Hair and Sewer Pipe.

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322-4 E. Gorham St., 548 W. Wilson St.
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Grimm's BOOK BINDERY

Book Binders, Rulers and Blank
Book Manufacturers

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East Washington Ave., Madison, Wis.

Dr. E. A. Brown

Mendota Block

The Students' Favorite — The Park Bowling Alleys

All High Grades of Cigars

Geo. Paltz Co.

HURLEY-REILLY CO.

89 Wisconsin Street
MILWAUKEE

Ready to Wear Clothing

In this department of our store are to be found a large number of staples and a most carefully selected line of novelties. It comprises nothing but **exclusive styles and patterns**; the kind usually sought by those who would dress correctly.....

Men's Furnishings Hats



FOR what occasion? Whether it be a birthday gift, or an engagement ring when the little god of the quiver strikes her, or a wedding present, or an individual need, we can "fill the bill" exactly--and moderately. ¶ Think of our Factory, if wishing for pins, badges, trophies or medals. ¶ Think of our Stationery Department, if needing invitations, programmes, calling cards or correspondence paper. ¶ Our helpful booklet "Facts and Hints" is free for the asking.

BUNDE & UPMEYER CO.
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THE CO-OP

PAUL HAMMERSMITH,
PRES & GEN. MGR.

BENJAMIN KORTMEYER,
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Hammersmith Engraving Co.

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ARTISTS, DESIGNERS,
ENGRAVERS

BY ALL KNOWN PROCESSES

Makers of Fine Half-tones, Lithogravures, Zinc
Etchings, Wood Cuts, Electrotypes
and Color Plates

We make a specialty of Fine Die
and Engraved Stationery, Invitations,
Programs, Cards, Etc., Etc.

"If you must wear clothes"
Why not wear good ones

WE MAKE
THAT KIND



E. J. Southwick

4 South Carroll Street

WELCOME STUDENTS!

The Student down-town headquarters is

COLLYER'S PHARMACY

See our new lines in University Stationery

COR. STATE & CARROLL STS.

The Sphinx

In Dedication

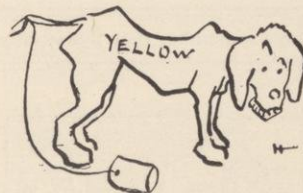
To you, censorious Mongol God,
Who drolly roll your 'jaundiced eye'—
Oh saffron-hued One with the, "Why
Does them professors spare the rod?"

In Hearsty type you shyly bray,
(And meekly pat your gamboge back
Chortling, "I've whuck the U a whack!")
" 'Steen Copies printed yesterday!"



Upon your shrine of brass we lay,
On benders bent, the thoughts we've
thunk.
O tawny god of punky bunk,
Oracle of the whiskrous jay.

Love of our Life, O Heart of Flame,
(A yellow flame of "Cheaper Gas.")
"Subsist on liquor ads"—we pass
That shaft of envy up; it's lame.



Because we know you for a Beaut,—
Because you knock incessantly,
Offensively, putrescently—
We hand you now this citric fruit.

O godlet of the och'rous yell:
We take the time and trouble to
Apprise you what we think of you.
What ho! and also *What t'ell!*

W. A. B.



(Special to the Skate Journal.)

Chippewa Falls, Wis., Feb. 21.—An epidemic of seven year itch has broken out here. All the prominent citizens have it. The best families have taken to wearing sand paper in their under garments.

(By the Assassinated Press.)

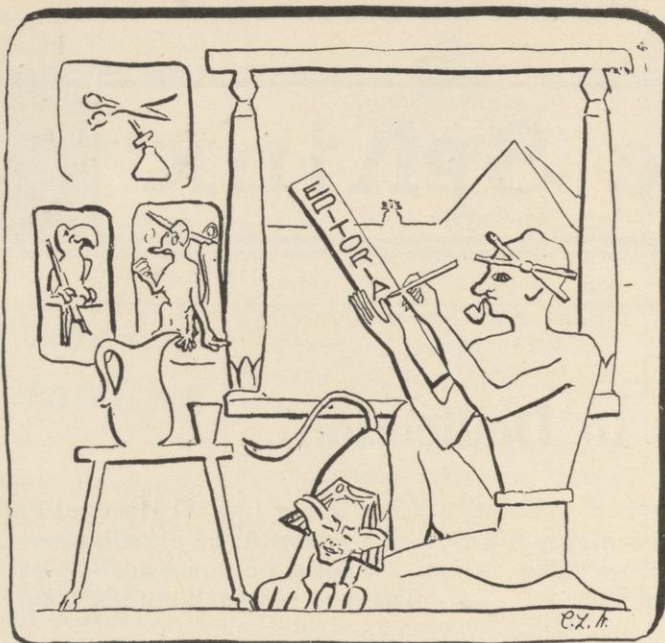
Berlin, Mar. 12.—Emperor William is again on the water wagon.

(By the Assassinated Press.)

New York, Mar. 13.—The city hall clock struck for shorter hours tonight.

(Special to the Skate Journal.)

Eau Claire, Wis.—Jimmy Squeeble today batted his baby brother, Isaac, aged 3, on the head with a mattock. The latter was severely damaged.



THE SPHINX.

Published fortnightly during the College Year
by Students of the University of Wisconsin.

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SUBSCRIPTION, \$1.00 PER ANNUM.

SINGLE COPIES, TEN CENTS

(If not paid before January 1st, \$1.50 per annum
will be charged.)

Single copies on sale at the news stands and
book stores.

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All contributions, subscriptions and remit-
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GUSTAVE G. BLATZ, '08, Manager.

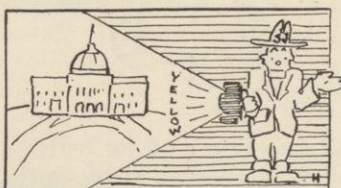
W. H. LIEBER, '07. JOHN V. MULANEY, '08

HILBERT C. WALLBER, '08.

RALPH R. BIRCHARD, '09

WILLIAM H. SPRAGUE, '07, Circulation Mgr.

Always remember that this is only pretence, so that you are not to believe a word of it, even if it is true.—Kingsley



WHILE WE hate to take you slumming as the man in the show says, we feel called to discuss the *Skate Journal*, now.

All year it has been broadcasting impressionistic pictures of Life at Wisconsin, done in primary colors. Sometimes—sometimes not—the story has a rudimentary fact in its midst—it's the trimmings that count. For when a mild soda-water sort of scandal, that wouldn't cause a flutter in an M. E. spinster's sewing circle, ensues, it is handed to the trusting public in a form calculated to throw D. D.'s into intermittent cat-fits.

The good people of Wisconsin are sufficiently shy of our higher-education dispensary without the above encouragement. The popular conception of the college

student is a critter with windy breeches and spats, whose face is occupied by a perennial cigarette, and who clings lovingly to a stein with one hand while with the other he scatters the patriarchal pile. The St. J. write-ups do their little best to confirm this impression. The uninitiated inhabitants of New Athens read with bated breath how Willie Tanque, having accumulated a cargo of Madison's undenaturalized hic-producer, painted a carmine path three times around the capitol; and innocently imagine that Willie had the entire University with him. The effect is sufficiently lurid when the story is, as the magazines put it, "founded on fact;" but when the reporter lets his really splendid imagination out to the last notch—as in the rush season—the demure U appears in the vision of the whiskrous but tax paying Hiram as a place of violent crime combined with revelry by night, the whole being surrounded by blue flames.

THE SPHINX has fre-

quently risen to remark that the college sport, though picturesque and a friend of hers, is not representative; and that while we, as college people in bulk, are not so indecently holy as Sanford and Merton or Little Prudy, we are no worse than some and a lot cleaner than most.

Persons viewing us hostilely from a chill distance do not appreciate the above—particularly if, for their sins, Providence has decreed that they read the *Skate Journal*. The object of the latter is apparently to paint the U a rich Shinola black. At first blush, we might think the *Skate* actuated by malice and an inborn hankering to knock; THE SPHINX has been nursing another theory, though.

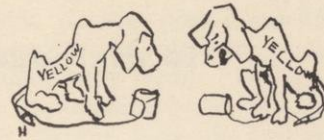
The *Skate Journal* is by nature an up-the-creek inland paperette, now pathetically attempting to impersonate a metropolitan daily—a sheep in wolf's clothing. The news waiflets that stray in from the Associated Press are not sufficient to make up a properly doggish

front page. Neither is the legitimate local dope—Madison being not exactly a startling town. Consequently a small but juicy varsity scandal is as manna to the starving *Skate*, and, to change the metaphor, it plays it for all it's worth and then some. It may knock partly because it's mean, but more because it's hungry.

Even so; what's the answer? Whatever the motive, the story damages the U. We have, however, two hopes: first, that the *Journal* will recede gracefully to its pristine status of a pastoral but cleanly rag; or that it will continue so rapidly in the footsteps of William Scandolph Hearst that its readers will lose even the scattered remnants

of their present childlike faith in it; in which case what it says will cut no congealed temperance drink.

Either eventuality will help some.



We will now give a correct imitation of a "Journal" editorial page, including the usual catarrh ad that, we suppose, is designed to help mold public sentiment. It is hard to reproduce the pellucid diction of our original—but we have carefully freed our mind of its few natural vestiges of thought, so we reckon we ought to turn out a pretty fair copy.

Unclean, Unclean.

We have a few words to say by way of comment on the recent election held—or should we say "held up"—by the junior class of the state university. Such a depraved exhibition of civic cynicism, of political putrescence, has seldom if ever offended our patrician nostrils. Our office boy is using our Bible to get his Sabbath lesson, so we cannot at the moment present the proper Scriptural parallel—but the story of the betrayal of Joseph comes strongly before the eye of our mighty mind.

"And his brethren took

from him the Raglan overcoat of many colors, and lowered him into a dry well, saying: We are letting you down easy. And Joseph retorted, Well, well. And his brethren went forth to where a Pharaoh lay beneath a cedar of Lebanon reading THE SPHINX. And they came unto him saying: Ah, there, socks, and they sold unto him their brother for a mess of grape-nuts."

To the onlookers, the drama of a week ago would have been amusing if it were not pathetic. The venerable president, about to lay down the reins of office and hitch the 1908 mule to a

stump, was basely led on to admit the nomination of whole families. Then, in the very hour when, flushed with his triumph, the newly made president stepped upon the classic platform, his very brethren in iniquity turned upon him, and by plausible plea and devious chicane rang in offices haled bodily from the realms of fancy, to provide personal berths for their political intimates. It was a spectacle to wring tears from a fossilized oyster.

The tellers were not bribed; it was unnecessary. The ballot-box was not stuffed; there wasn't no ballot-box. Whatever the object of college political manipulations, the faculty should realize that our best citizenship is *not* subserved by such machinations of moral obliquity.

Have you got CATARRH? If so, did you come by it honestly? Think!

There is more catarrh in Madison than anything else except booze. The roll of catarrhal sufferers is *larger than we say our subscription list is*. Think of that!

Up to recent years catarrh was thought to be a Constitutional Disease. But it is only Statutory; it CAN be cured. Local treatment has been tried in the pharynx and found wanting. Throw away that atomizer; sprayers KILL potato-bugs, but catarrh bugs are TOO LIVELY. You must get after them from the Inside; the way to a man's heart is through his stomach—why not to his LUNG?

Have you ONE good lung? If so, try our remedy, before it is TOO LATE for Herpicide.

Have you a BREATH like an overshoe in a coke oven?

Has your TONGUE an astrakhan overcoat?

When you SING does it sound like Milton R. Stanley whispering through a drain-pipe? When you LAUGH does it sound like a freshman running a slat along a picket fence?

YOU HAVE CATARRH! Do you want it, or will you TAKE OUR DOPE?

Children cry for it!
Maidens sigh for it!
Microbes die for it!

Squalls' Catarrh Cure is the only thing of the kind on the market. Made by Hi Ball, Cheney & Co., Toledo, O!

It acts directly on the blood and mucus surfaces. They offer \$100 for any case it fails to cure (the makers, not the mucus surfaces). Raise money on your Catarrh!

Pay two bits and then quit coughing!

Our news service is marching on—we hope soon to have a special correspondent in every notable divorce suit.

When you weary of the Thaw case and want to get the bad taste out of your mouth, do not chew Sen-Sen—read our magazine section—it will make you lose track of everything.

VARSAITY Co-ed strangled by a comb. **STUDENT** Through the aid of a sister and a curling- iron the comb **is dislodged and EXPELLED**

(Special to the Skate Journal.)

While dressing for a military hop this evening, Miss Rose Langley, a popular co-ed at Chadbourne, suffered a most harrowing experience. As she was doing up her hair before a mirror, Miss Langley accidentally swallowed a large shell comb set with brilliants, which she had been holding in her mouth. The comb lodged in the pharynx of the unfortunate young woman, and it was only through the sheer presence of mind of her room mate, Miss Thomas, that the offending object was removed with a curling iron hastily improvised as a forceps. Additional interest is lent to the incident from the fact that the comb had been borrowed for the occasion. Doubtlessly Miss Langley will never forget this narrow escape.



Sour Mash

(Another booze ad—apologies to the shrinking sensibilities of the *St. Journal*.)

The insurance commissioners who have been investigating the Sattler fire today reported it due to an act of Providence. Five Delta Tau suits were received at the same time, resulting in spontaneous combustion.

(Special Correspondence.)

Lodi, Wis.—A severe case of suicide occurred here last night.

Mixed

Our Haymarket contemporary will issue an extra doleful, number on St. Patrick's day; because if its blue enough, the combination with its basic color will give a patriotic green effect.

The It was reading the Skate Journal's stomach ache ads. "But you know," he vociferated, "This isn't really a sure cure. Why, it's good for nothing!"

"Ah—it'll help *you*, then," suggested the Caustic Gyurl, who was feeling specially cruel.

Sporting News

By Bunn.

The first bout on the inter-sorority calendar was pulled off yesterday evening at Kehl's. K. K. G. and D. G. went a fast three rounds; the latter took the count at the end of the third frame.

Chadbourne Hall copped the final game of its series with 4C yesterday by a score of 11 to 7. The passing of Pearl Oxide, formerly waitress at the One Minute, was a feature for 4C.

Chadbourne played a snappy and consistent game throughout. Rough-house tactics were lamentably frequent, the Hall captain having three teeth knocked out of her side-comb.

Cross-country work continues Sunday afternoons, with Middleton as the objective.

Louisville, Ky., Mar. 14.—The bar-keep's union walked out on a strike today, and a booze famine is imminent. Great mortality among the Colonels.



Maud Muller Modernized

Maud Muller lovingly day by day
Raked her perennial mud *soufflé*:

Rakishly taking the dope she faked
Till her readers Sense of Credulity ached;

Siezed on Solon, or Souse, or Judge—
Playfully dipped them in saffron sludge;

She spent four columns in revellin'
In festive Harry and Evelyn

Till piously her subscribers kicked
Whereon her Morals got Extra Strict.

She raked the rampant Electric Cars,
Coquettishly switched to Seductive Bars.

Labelled our politics Extra Rank,
And hammered the gas or the human tank.

Finely she combeth each morsel of scandal—
Tenney Park to beyond Camp Randall.

And anything Fierce that she'll may be say
It's easy enough to deny next day.

"Awf'ly sorry," she murmurs then
'Wot's the diff'rence. It *might* have been."



THE DRAMA

(BY THE SKATE JOURNAL'S DRAMATIC CRITIC.)

THE MAJESTIC.

The bill for this popular play house this week contains several strong features and more that are lamentably weak. The moving pictures, are presumably good, but they move so fast the figures look like law students making eight o'clocks, while the whole scene is liable to locate itself anywhere on the front wall instead of on the screen. Billy Byrne and Joe Howard in their juggling and sand dancing specialties are deserving of much applause. However, their acts are not exceedingly difficult, and we feel that anybody might do their feats with the proper incentive and sufficient practice. Dolly Le Gray sings most effectively that pathetic love song, "Their Pa's Could Not Divide Them." Two cash girls from Kornhauser's went hysterical at last night's performance, and a young milliner's apprentice fainted and bumped her nose severely on the brass railing back of the reserved seat section.

Rosie Coral and Eddie McGraw in their comedy sketch, "A Landlady Romance," are captivating. Miss Coral is gushing, enthusiastic and full of sprightly comedy, reminding one much of Miss Le Moyne who appeared recently in "The Budlong Case" at Fuller's. Miss Le Moyne was, however, more daring, more chic and gave a much more finished sketch.

The Zulu Serenaders who furnished the last act of last night's performance are about on a par with the University Band. They may perform well enough as amateurs, but in attempting professional performances they should not be tolerated, especially in such an educated music-center as Madison. So much for the performance as it was given. We will refrain from criticism. It would be of little avail, and besides it might not be appreciated.

University and city were well represented at last night's performance. "Rats" Winslow, '04, and Jerome Coe were sitting just where we saw them last time. The physical training department of the University consisting of Drs. and Profs. Angell, Hutchins, Elsom and Ten Ecyke split their gloves from the third row. Phi Kappa Psi and Sigma Nu attended en masse.

Our Magasine Section

The Souse on the Hill

By DOPIE READ.

BRITTS passed as a gentleman when he passed at all; he generally flunked. He came from nowhere in particular—probably Racine—and toted a laundry bag his freshman year; but he never patronized the laundry, preferring the rubber collar of the proletariat. Later, when he had thus acquired a flatulent stock of the long, long green, he made over the collar to his cousin in the short course, moved from West Johnson to Langdon, and mingled with the 400—count 'em, 400. We mean the candy kids, with flowing breeks and bills at Schmedeman's. The latter tolerated Britts—that is, they sponged his history lesson, and on occasion borrowed the makin's.

When Britts moved into his front room in the house the Hi Ki frat once occupied, a youth with a wild, hunted look and a suit case was hastily levanting in the reverse direction. Later on he heard the landlady in raucous pursuit.

Britts looked him up in the directory, and found he was the kid brother of Lucille Kipsuey, the highest flyer of Yum Omega. So when he found the absconder's toothbrush under the radiator, he said, "Ha! This for an introduction," and made tracks for Luce.

He found her curled into a grief-stricken bow knot, weeping out her woes in the sympathetic depths of a U. W. '08 pillow till the place looked like the hydraulic lab. Such griefs are holy; Britts gently stuck the toothbrush into her back hair, and was withdrawing stealthily when she lifted her

eyes. Even in her tears she had Cleopatra looking like a deuce in the discard.

Britts was a man of action. "Fly with me," he said, informally, "to Rockford, Ill.; and I will get your hasty bro' a capitol job that will support us all in the style to which we are accustomed." Sadly she intimated that it Could Not Be; seized her hanky, her Easter hat and her reticule, and went away into the night.

From that hour Britts was a blighted man. His class advisor knew him no more. Even Caspar gasped at the way he put in the pie-eye juice. At length he vanished like a fluff of Fauerbach foam, and rumor had it he had gone to Beloit.

Britts had a roommate—a freshman, Tom. Tom got to be a senior, by luck and good management, with a *Badger* summary that ran onto the next page. But one day a wreck that looked like a Gold-Cure-Before-Taking ad blew into the front room and flopped on the clean spread without wipig his feet, by which token Tom recognizd Britts.

"Freshman, hike out for a hamburger with," he cried.

Tom, humoring him, went out and telephoned the dippy commissioners. But when he returned Britts was lucid.

"I was bugs," he murmured, feebly.

"What? Have you hear'n tell of Lucille?"

"Too true! She married a traveling man from Elm Grove," he shrieked, "and they have a flat and a Squinton bubble and three kids—when I heard that, Tom, it put me off my nut for fair."

They loaded him on an iceboat and headed it across the lake.



Woman and Her Ways

By Bedelia Bratwurst

Skate Journal Knitting Chats

A Hat-pin Cape

It is just at this time of uncertain weather and spring loveliness that the need of our dainty hat-pin cape is most especially felt. You feel the necessity of a wrap at once as you rush out to talk over the back fence on the arrival of the *Skate Journal*, a university investigation or a State Street smoke out and the wrap must be both warm and attractive.

Our hat-pin cape is neither clumsy in shape or bulky, but simple in make and suitable for the happy every day world of daylight and sunshine. It may vary in color from wine to orange and is easily constructed of the wooliest wool-zephyr Belfast—crocheted into cocoa bean clusters worked from the middle toward the edges. The pattern followed is a combination of the Peabody, popcorn and plain garter stitch and meets the eye appealingly. Each bean must be worked carefully into place with additional clusters radiating transversely from opposite edges, horizontal and parallel to the original bean rows, with the intersecting lines alternating and vice versa. The result is an intricate but fascinatingly devised pattern. It is easily accomplished with a pair of bone knitting needles, with occasional stitches fluffed over the fingers to add to that thick downy effect.

Aunt Mary's Scrap Bag

Have you seen this season's charming little reticule,—Aunt Mary's Scrap Bag? You will be enthralled at once. It is the very thing for a Saturday's shopping, for carrying tennis balls, opera glasses, chocolates, and the thousand and one other trifling but indispensable femininities. It is dainty with a touch of laciness, attractive through its coloring and has a thin, open texture, at the same time firm and close enough to hold pennies and nuts for the squirrels. It is warranted not to catch on door knobs and chairs. It is made from fine washed Pompadour wool, knit a la Stoughton, with a Maltese pin. It should be garnished at the draw with bows of ribbons, or if preferred, sunburst rosettes. It is a charming bag for the high school miss and an absolute necessity for the over-

worked co-ed. Pattern suggestions furnished on application.

Pater Noster

ALFRED BARTON, '23.

Within his easy chair at home,
Unconscious of his hopeful's sin,
He sits, whose name we proudly own,
And doleth out the needful tin.

Steeped in delusion to his neck,
He reads our progress through the mails
And, full of glee, he sends the check
In answer to our plaintive wails.

No doubt he thinks our fees are high
And room and board expensive very,
But he grows wiser by and by,
And tumbles to in February.

Then writing home becomes a task
Demanding logic, skill and cunning;
He scents a gag in every note
And wonders just what game is running.

He makes a visit every month,
He sends advice in every letter;
Reports don't please his nibs at all,
He always looks for something better.

O, Pater Noster—dear old dad!
For these four years you feed and clothe us,
Then we set out to pull the leg
Of this old World for what she owes us.

And, in the end, those letters home,
Will teach us business tact and prudence
Forgive our trespasses we pray
For, after all, we're only students.
(Apologies for the Alumni Magazine
by which the above was indignantly refused publication.)

They were signing contracts for another international coupling.

"But, y'know," burbled the 'steenth Duke of Downandout, "a 'undred thousand pounds is a deucedly shabby bit for a man with a heart burning with love, y'know."

"Sir," answered the uncultivated but all-providing parent, "talk business. This ain't no fire sale."

FREE! FREE! FREE!

**THIS SHIMMERING BEAUTY—THIS SCINTILLATING
MECHANISM—THIS IRIDESCENT DREAM**

We believe in

Free Autos
Free Speech
and
Free Lunch
for a
Free People



! FREE !
This elegant
19.07
Chickentrac
Car
Strictly Fresh
From
Soke and Sons Gar-
bage.

We will GIVE this consummate chug-wagon to the first person who can read one of our Magazine Sections THROUGH, and survive.

BE GAME and TRY IT

Description and aliases: Model X; frame, our own brand of brass; rubber collars on all four wheels; Eton jacket on the generator; bath-tub tonneau; painted in *Journal* colors (lavender with yellow streaks); hot air engine (our make); one tank in the chassis, room for several in the tonneau.

So simple that it's almost foolish; a CHILD can run it; works like a baby carriage. To start it, shove; to stop, spit on the spark plug; to brake, drag your foot.

KIND AND GENTLE—WILL STAND WITHOUT HITCHING

Take a Chance===Free! Free! Free!

A Willardesque

(Tambourine accompaniment.)

N. B. We mean Frances Willard, not Wid.

Sung with great success by the Salvation Army in a six-night run on St  te street.

Arranged by E. A. Bredin, to the air of his well-known Prohibition ballad, "Take the flag from the saloon."

Take the license from the Juneau,
Move Hausman's to the Square,
Rise up and purge the college tank
And purify the air.
Don't let the horrid boozier
Be near us when he drinks,
And take, O Alma Mater, take
The beer ads from THE SPHINX!

(Hectic cheers from a bunch of Y. W. freshmen, hastily quelled by the State street cop.)

Drive Kaestner from his stronghold
And raze the Farmer's Home.
Those naughty songs of "drinking beer
And blowing off the foam,"
No more shall sound within those walls—
'Tis better so, methinks.
But take, O Alma Mater, take
The beer ads from THE SPHINX!

(Groans and curses from the college tanks, who are at once loaded into a patrol wagon. The rest board a water wagon headed south.)

The *Lit* sells ads for "tonic,"
Her beer is Nectarine,
Her stori  ttes are pinkish, but
Fred Bagley keeps her *clean*.
We hate this thin deception
That sees the wrong and winks,
So take, O Alma Mater, take
The beer ads from THE SPHINX!

(In the emotional intervals comes the tinkling sound of silver in the tambourine. Sobs, hysteria and repentant wails.

SPUD JONES' CLEANINGS

The Lion and the Lamb must be lying down together these days—from the weather it is hard to tell which is which.

* * *

Oh dear, what a sad effect the early closing ordinance has had on our lovers of nature. The University now has no incentive to watch the sun rise.

* * *

Talking of suns, the entire *Journal* force was on the roof the other night admiring the beautiful yellow of the western sky.



A Yellow Journalist

The first robin of the season was seen on the Mendota grounds Wednesday. No sane robin would come near Madison in March.

* * *

We could say a lot more about the weather, but we won't because there are ladies present.

* * *

Dear me, but aren't the people of Madison blessed in their newspapers. WE drive them to drink, and THE SPHINX points the way.

* * *

Don't forget those overshoes, or you will be having the La Grippe and wearing a nose that will get you credit for booze-fighting in the heavy-weight class.

* * *

The Wiener felt cheerful yesterday, so he visited a cemetery and polished up the epitaphs with his whiskers.

* * *

The many friends of Prof. Turner are rejoicing over his recovery from his recent attack of football-phobia, which seemed to have become chronic. Our right hand, prof.



Smart Boots for Men

Schumacher Shoes are renowned for their distinction—their shapely, stylish appearance. They fit, retain their shape, and

afford absolute comfort in walking.

A favorite among neatly dressed men, and once you wear them *your* favorite too.

\$4, \$5 and \$6 the Pair.

SCHUMACHER BROS.
MILWAUKEE, WIS.

We Have No Branch Stores.

Don't miss the Fuller this week. I got a comp.

* * *

There is an old saying, "It pays to advertise." That reminds me: there is a wonderful fine show at the Majestic. Flom's is boosting the American Stage harder than ever, too.

* * *

And why do the police let these horrid yapping dogs run loose. Our most promising University reporter was severely bitten in the hind limb yesterday.

Later.—The dog is coming down with jaundice.

* * *

Why certainly I am glad to give you all the data I can on our paper.

Our motto: *Veni, Vidi, Prevarici.*

Our favorite bird: the yellow hammer.

Patron Saint: Li Hung Chang.

Song: "Holy, holy, holy."

Insignia: Escutcheon, aureus, with spots; device, a bar sinister, marked, "We close Sundays"; above, a gas-man couchant; below, a half tone of Harry Thaw, erased with pencil azure; motto: "E putribus unum." A dog, aureus, rampant, and a double eagle, blatant, supporters. Above, a hand, ink-ant, brandishing a muck-rake.

Our favorite work of art: The Rake's Progress.

Our favorite color—but what's the use?

You Can Turn Into Money

Any Old Thing, Why Not

Skate Journal Want Advertising?

Try Us a While.

LOST AND FOUND.

STRAYED—White bull terrier between Northwestern depot and Lake street. Face intelligent but badly pock-marked. Answers to his name in six languages. Finder please direct him to S. A. E.

HELP WANTED.

WANTED—Six able-bodied men to help swing an election. WINKLER.

WANTED—Two expert stenographers to acknowledge crew subscriptions. DR. HUTCHINS.

WALDORF - CASTORIA CLUB - LAKE STREET—Two young men wanted at once to pound beef steak for their board.

MISCELLANEOUS.

Young Ladies—Do you fear to pass the Engineering Building? I escort young ladies up the Hill. I escort them down. Make your appointments with E. G., 22 Langdon.

EXCHANGE—Would exchange student desk in good condition for dining room table in weathered oak. LESTER LEVISSE.

FOR SALE—Young lady's party dress of yellow silk, slightly worn. Waist 22. Also pair of satin slippers to match.

F. von B.

The pirate was a sea-dog loose,
Without a license on.

He scoured the seas as he'd darn please,
Relieving folks of spon;

These crews would cruise, and hit the
booze—

Lie to, and wait the Don—
In their long, low, rakish craft.

Our pirates are extinguished,
But their prototype exists.

Our Captain Kidds are Yellow Kids
Called "bright young journalists."

They still lie, too; and scour through goo
With muck rakes in their fists—

In their long, low, rakish graft.

We Are Ready for You



WE are ready for you with
everything that is good
and fashionable in the Hat Line.

NICOLAI COMPANY

Successors to Nicolai-Pantke Co.

67 WISCONSIN STREET

NEAR THE BRIDGE

MILWAUKEE, WIS.

We are Sole Agents for the Celebrated Dunlap Hat

Gibson Mandolins

AND

Gibson Guitars

ONLY AT

Warner's "27"

The Curtiss Studio

Duplicates printed from E. R. Curtiss,
A. C. Isaacs, and F.W. Curtiss negatives

WISCONSIN BLOCK, OVER PALACE OF SWEETS

"The American" THE NEW CIGAR STORE

21 WEST MAIN STREET

Fixtures new and modern -- supplied with largest and choicest assortment of
Cigars and Smokers' Articles in the City

HIGH GRADE PIPES A SPECIALTY

he Finest Equipped Billiard Parlor in Northwest

We can repair your old Pipe

Pitman Dry Goods Co.

**DRY GOODS
CARPETS
AND RUGS**

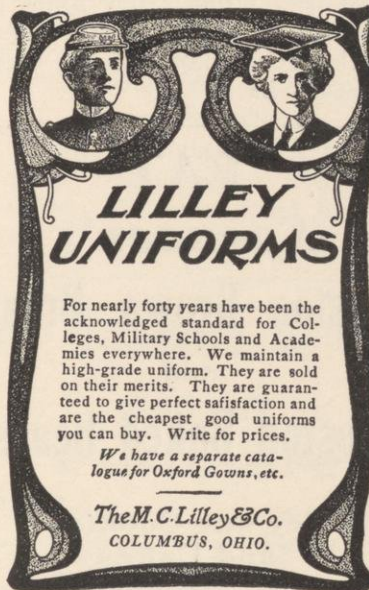
Student Trade Solicited

**5 and 7 West Main Street
MADISON, WIS.**

**W. J. GAMM
JEWELER AND OPTICIAN**

Fine Watch Repairing

3 West Main St. Telephone 685



**LILLEY
UNIFORMS**

For nearly forty years have been the acknowledged standard for Colleges, Military Schools and Academies everywhere. We maintain a high-grade uniform. They are sold on their merits. They are guaranteed to give perfect satisfaction and are the cheapest good uniforms you can buy. Write for prices.

We have a separate catalogue for Oxford Gowns, etc.

**The M. C. Lilley & Co.
COLUMBUS, OHIO.**

**THE
"COLLEGE"
BILLIARD HALL
AND
CIGAR STORE**

225 State St. Formerly Fenner's

Cigars, Tobaccos, and a
full line of Students'
Supplies

**"THE BEST OF
EVERYTHING"**

**CRONIN'S
RESTAURANT**

...THE...

PLACE TO EAT



LADIES' HAT AND BOOT SHOP
MADISON, WIS.

A Rendez-vous for College Girls



Pabst Blue Ribbon

The Beer of Quality

For sale at all first-class places

Painters and Decorators

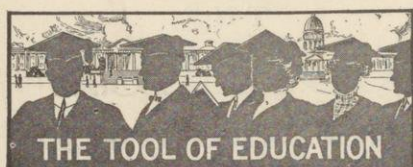
GET YOUR PICTURES FRAMED AT

Mautz Bros.

Telephones: Office 718, Residence 6447

DR. J. B. BAKER
DENTIST

...Mendota Block



Teachers and Students

in School and College,
work with the

Waterman's Ideal Fountain Pen
The pen with the Clip-Cap

because it keeps pace with thought, is always ready, (Clip-Cap holds it in pocket), is never tired, keeps clean and is easily filled.

GUARANTEED.

FOR SALE BY BEST DEALERS.

L. E. Waterman Company,
173 Broadway, New York.

209 State Street, Chicago. 8 School Street, Boston.
742 Market Street, San Francisco.
136 St. James Street, Montreal.

The "Ovalesque" is the newest full dress shirt offered to the good dresser. It has a peculiar oval shaped bosom, fits perfectly, and will not bulge, and is made in the "smock" style (coat shirt to button down back). You find it where all newest things are found, at "THE HUB."

An excellent assortment left at THE HUB in those nobby 50-inch black form-fitting overcoats.

Jinks—You seem to take lots of interest in that literary woman's conversation. I didn't think you cared so much for literature.

Blinks—I don't; but some of the words she uses would make crackerjack names for race horses.—*Ex.*

EAT
Spencer's
Boston Brown Bread
and
Boston Baked Beans

**Try our Cookies
and Cakes**

607 UNIVERSITY AVENUE



He Smiled a Smole

of satisfaction and delight, as all men do when we deliver their goods after we have laundered them to suit His Royal Nibs. The Czar of all the Russias never donned collar, cuff or shirt that was laundered any finer than we can do it. Bring your laundry work here and we will prove it.

ALFORD BROS.

Phone 172

113 & 115 N. CARROLL

The Delmonico Restaurant

425 STATE STREET

Meals and Short Orders a Specialty

Competent Cook. Quick Service.
Wide Selection. Open all night.

CHESTER A. TAYLOR
Men's Furnishings

Hand Laundry

431 West Gilman Street

All kinds of Laundry Work. We make a specialty of Ladies Fancy Garments. French Dry Cleaning, Pressing and Repairing.

Phone Standard 6628

Madison Storage

Furniture, Upholstering
Company

417-419 W. Main Street

Bell Phone 1400 Standard Phone 6083

U. W. GROCERY

Dealers in

Fancy Groceries and Fruits, Teas and
Coffee a specialty, Fine Candies and
Confectionery, Pipes, Tobaccos and
School Supplies.

OLWELL BROS.

625 University Avenue

Genuine Gas Coke

Better than hard coal
and costs 25 per cent.
less. Place your or-
der now and save
money.

Madison Gas & Electric Co.

Phones: Standard 23
Bell 144

SPALDING'S Official Athletic Almanac

PRICE 10 CENTS

A. G. SPALDING & BROS.

New York	Chicago	Philadelphia
Denver	Syracuse	Minneapolis
St. Louis	Buffalo	Cincinnati
Boston	Kansas City	San Francisco
Baltimore	Pittsburg	Washington
New Orleans	Montreal, Can.	London, Eng.

Spaulding's catalogue of all athletic sports
mailed free to any address.

Tommy—"I looked through
the keyhole when Sis was in the
parlor with her beau last night."

Father—"What did you find
out, my son?"

"The lamp, sir."

"Will you marry me?" he said
to the Dorm. girl. "No," she
replied, and they lived happily
ever afterward.—*Ex.*

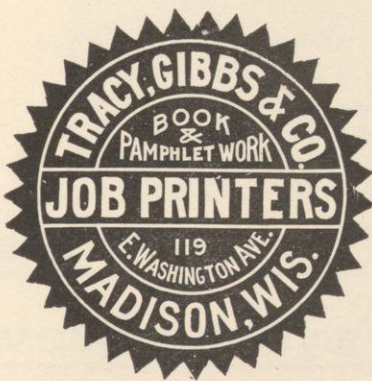
A. Haswell & Co. Good Furniture

Madison, - - - Wis.

Laaw LIVERY Stables

Phone 1-2-3 313-317
W. Johnson St.

Madison, Wis.



The New St. Nicholas Restaurant

BEN. STITGEN, PROPRIETOR

Phones: Standard 2703
Bell 922

118-120 WEST MAIN ST.

— GO TO —

WALTZINGER'S

for Exquisite
Ice Cream, Sherbets
and Confectionery

19 N. PINCKNEY ST.

Jung
CARDINAL
A New Milwaukee Beer
That "Serves you Right"
Order A Case Tomorrow
Jung BREWING CO.

**Let me take
Your
Measure**

if you seek clothes
that are perfect in
style, fit and fab-
ric--yet at a mod-
erate price.

I am in Madison each
Friday, Rooms at 717
State Street.

Ferd. C. Sattler
TAILOR
89-91 WISCONSIN STREET
MILWAUKEE

Spring Goods

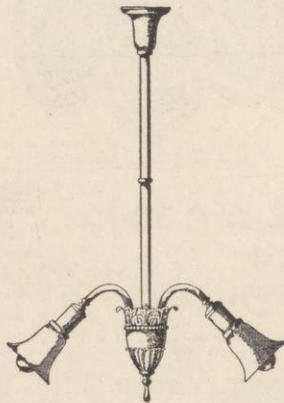
AT

Schmedeman & Baillie

Coyne Hat Shop



10 S. Carroll Street
Madison, Wis.



Chas. Polacheck & Bro. Co.
MILWAUKEE, WIS.
MANUFACTURERS OF
Lighting Chandeliers
DEALERS IN
Everything Lightable

Don't you want Style and Quality In your PICTURE FRAMES

We have both at moderate
prices. Try us.

Madison Paint & Wall Paper Co.
203 KING STREET

CUDAHY CASH MARKET

111 West Mifflin Street

WM. HUPPRICH, Manager

Delivery Hours: 8:30 a. m., 11:00 a. m., 2:30 p. m.
and 5:00 p. m.

He—"Your face is photo-
graphed on my heart."

She—"Let's go in the dark
and develop it.—*Ex.*"

Why is it that most of the boys pre-
fer to do their trading at "THE HUB?"
Try it on, and the chances are you will
understand and "get the habit" your-
self.

A. M. HILSENHOFF
Merchant Tailor
302 STATE STREET

Arion Orchestra ^{A N D} Band

CHAS. NITSCHKE, Jr.
Leader and Manager

First Class Strictly Up-to-date

STANDARD PHONE 1641
BELL PHONE 870

Madison, Wisconsin

*Make
Your Dates
Early
At Keeley's*

for
Dancing and Banquets.
Two Halls,
the Best in the City.

Our Lunch Rooms Are
Now Open

Fauerbach
Brewing Company.



The Students'
Favorite Brew

Booker—I see they have discovered an island of ice in the Atlantic ocean.

Knicker—And next summer, I guess, when the hot spell is on, some guy will discover a mountain of coal somewhere.—*Ex.*

Jessie—“When you told him he could have just one kiss why did he take so many?”

Elizabeth—“O, piffles! A man knows that a woman hasn't any head for figures.”—*Crimson.*

She—“How do you like my new shoes?”

He—“Immense!”

And now he wonders why she doesn't speak as they pass on the street.—*Cornell Widow.*

Lewis' Family Cough Syrup

Is just the thing for you. Keeps cold from the lungs, stops hacking cough.

Try it. 50c per bottle
AT LEWIS' DRUG STORE

Traveling Equipment & General Leatherware

That is not only honestly made but has a little touch of distinctive “get up” to its appearance. Try us on anything from a purse to a sole leather trunk.

Makers of
Trunks and Bags
Since 1848

ROMADKA'S

81 Wisconsin
Street
MILWAUKEE

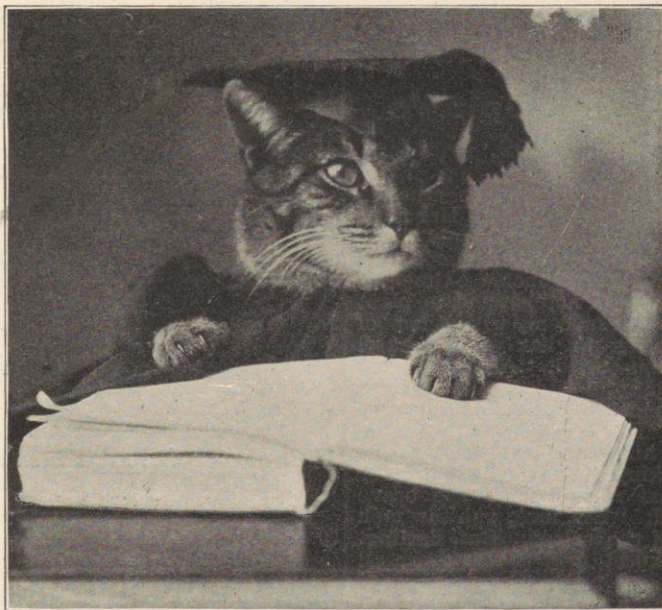
OLSON & VEERHUSEN

The “BIG” Store

Reliable Clothiers

7 & 9 NORTH PINCKNEY STREET

We carry the largest stock of FINE CLOTHING, FURNISHINGS and HATS in the city. U. W. trade especially solicited



Seniors should be as wise as “Johnnie Bear” and have their photos taken at Ford's. Special rates to all students.

Kentzler Bros. LIVERY

Keep the “Best Equipped Livery” in the state (no exception) and meet all the requirements of Fashionable Driving, and to this fact is due their wide spread popularity. A fine stock of vehicles and well-bred horses constantly on hand for your pleasure. : : : : :

BOTH TELEPHONES No. 85

FINDLAY'S Coffee List

Better keep this list so you will know just what each coffee will cost you.

Also to remind you that we roast coffee for every taste and at prices within the reach of all.

Mandheling Java, 40c. 2½ lb	\$1.00
Mocha-Java, 35c. 3 lb.	\$1.00
Jubilee Blend, 32c. 3½ lb.....	\$1.00
Mexican, 30c. 3½ lb.....	\$1.00
Java Blend, 28c. 3½ lb.....	\$1.00
Rozan, 25c. 4½ lb.....	\$1.00
Hotel Blend, 22c. 4½ lb.....	\$1.00
Bourbon Santos, 20c. 5½ lb....	\$1.00
Jamaica, 18c. 6 lb.....	\$1.00
Golden Rio, 15c. 7 lb.....	\$1.00

And now get Findlay's Prices on other things.

Milwaukee - Western Fuel Company

AGENT FOR

D. I. & W. R. R. Co's. Scranton Coal
The W. L. Scott Co's. Lackawanna
Coal. Pittsburgh Coal Co's. Youghio-
gheny Coal. Sunday Creek Coal Co's.
Hocking Coal. C. C. B. Pocahontas,
Smokeless Coal.

GENERAL OFFICE:

Nos. 2 to 14 Grand Avenue

MILWAUKEE, WIS.

*"The handiest Printing
Office in the city"*

PARSON'S PRINTING AND
STATIONERY CO

24 N. Carroll Street

O. R. PIEPER

Good Things to Eat

WHOLESALE & RETAIL

Hotels, Restaurants, Boarding Schools,
Institution Supplies

MILWAUKEE, WIS.

Theo. O. Vilter, Pres. & Supt.
Edward F. Goes, Vice-Pres.
Wm. O. Vilter, Sec'y & Treas.

— THE —

Vilter Manufacturing Co.

Builders of

CORLISS ENGINES

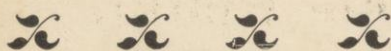
Pumps, Heaters, Boilers,
Machinery for Brewers and Bottlers,
Ice Making and Refrigerating
Machinery.

968 Clinton St., MILWAUKEE, WIS

MILWAUKEE: Cor. 1st Ave. and Oregon St. CHICAGO: 193 Lake St. ST. LOUIS: 205 Board of Education Bldg. CINCINNATI: 805 Sycamore St.
NEW ORLEANS: 604 London, Liverpool & Globe Bldg. BOSTON: 85-89 South St. ST. PAUL: 23-24 Davidson Block.
GLOVERSVILLE, N. Y.: 55 South Main St. NEW YORK: Cor. Cliff and Ferry Sts.
FRANKFORT, A. M., Germany. LONDON, S. E., England, 18 Market St. Bermondsey.

Pfister & Vogel Leather Co.

TANNERS AND CURRIERS



.....Milwaukee, Wisconsin

What you want in the line of

Rugs, Curtains

AND

Couch Covers

may be found at this store.

We have a large assortment
and at correct prices.

We have the yard goods for
curtains and draperies that
will please you in style of
patterns, and also in price.

The most complete line of
Blankets and Comforters in
the city.

Burdick & Murray Co.

It's the store that is not afraid to buy
novelties and introduce new styles, that
gets the young men's trade. Hence the
great popularity of "THE HUB."

...

Bertha M. Splay's Latest

Mayme and Arthur sat together in
the light of one dim gas jet. Her fluffy
locks were pillowed on his manly chest.
Art was on the job with a vengeance.
He was just about to increase the pres-
sure a couple of notches and to plant
another, when suddenly with a look of
dark suspicion in her wistful hazel
eyes, Mayme cried, "Arthur, I saw
you come out of a saloon yesterday."

For seconds, minutes, Art sparred
for wind. He could hear the wild
beating of his heart and the noise pa-
made spanking Mayme's little brother
in the next room. Then the brave
youth cried: "Yes, love, yuh saw meh
come out of the saloon. But, darling,
did yuh expect meh to stay there all
night?"

There was a rapturous cry of "Dear-
est" and once more a fair young head
was pillowed on one of Lewie Bemet's
two fifty wescuts.—*Widow.*



Laundry

Students—\$5.00 Com-
mutation Tickets for
\$4.25, and \$3.00 Tick-
ets for \$2.60.

We are making a spe-
cialty of domestic fin-
ishes.

TELEPHONE

RILEY & SON

FOR

Fine Livery

Standard Phone 54
Bell Phone 1051

COR. PINCKNEY & DOTY STS

LADIES

go to

Mahoney & Graham's

for strictly up-to-date
MILLINERY

First National Bank, Madison, Wis.

United States Designated Depository

Directors: N. B. Van Slyke, President.
Wm. F. Vilas.

M. E. Fuller, Vice-President.
James E. Moseley. Halle Steensland.

Wayne Ramsay, Cashier.
Frank F. Proudfit.

KOEPP-MUELLER COMPANY

INTERIOR FURNISHERS

**Draperies, Curtains, Rugs, Carpets,
Furniture**

105 WISCONSIN STREET

MILWAUKEE, WIS.

SIDNEY P. RUNDALL

High Class

HATTER

—and—

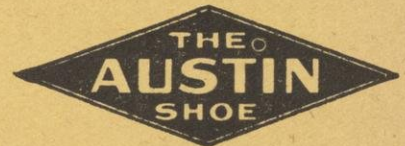
Men's Furnisher

Agent for Hole-Proof Hose

7 EAST MAIN STREET

His enemy for life—"I promised to go to supper with someone else, Mr. Blanque, but I'll introduce you to a very handsome and clever girl."

"But I don't want a handsome and clever girl; I want you."—*Ex.*



A. E. AUSTIN & CO.
MADISON, WIS.

Trade at Gimbel's

Wisconsin's Biggest Store

OUR GINS ARE GINS THAT ARE GINS



Boys let's have another
Mistletoe Dry Gin
Fizz or a **Ruby**
Sloe Gin Sour.
They are Winners.



PURITY

QUALITY

NATIONAL DISTILLING CO.
MILWAUKEE



These elegant, stylish and up-to-date shoes are made of the finest leather. They are built over "foot form" lasts that insure a perfect fit and are guaranteed to wear better than most shoes sold at higher prices. Every piece of material used is honest. The workmanship is perfect; style correct.

They are built on honor.

Let your next pair of shoes be "Honorbilt." Your shoe dealer will supply you. If he refuses write to us. See that the name "Honorbilt" and Mayer trade-mark appear on the sole. It is a guarantee of quality. We make the "Western Lady" and the "Martha Washington Comfort Shoes."

F. MAYER BOOT & SHOE CO.,
MILWAUKEE, WIS



GLOVES MAY BE RIGHT
AND NOT BE FOWNES
BUT THEY CAN'T BE

FOWNES

AND NOT BE RIGHT

THE CHAMPAGNE of the 20th Century



MOËT & CHANDON
WHITE SEAL

of the
Marvellously Grand Vintage
of the year

1900

**Superior in Quality, Dryness and Bouquet
to Any Champagne Produced Since
the Great Vintage of 1884**

Geo. A. Kessler & Co. - Sole Importers