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Vol. 5

The Sphinx

No. 1



Madison, Wisconsin, October 3, 1903

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SHOES**

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Union Made
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108

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The Varsity suit shown here is a **Hart, Schaffner & Marx** style: the name "Varsity" is their name for their style.

You find it exclusively here; you may find something elsewhere that looks like it, not Varsity unless Hart, Schaffner & Marx. The real thing is worth buying, the "look like it" may or may not be.

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Beer

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E. & W. Dress Shirts

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go to Findlay's*

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High Class

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OF
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SUCCESS
IS ITS INDIVIDUALITY.
UNIFORMITY PREVAILS IN
EVERY FEATURE OF THE BREWING.
UNEQUALED IN PURITY
AND GOODNESS...
"ALWAYS THE SAME
GOOD OLD *Blatz*"
BLATZ MALT-VIVINE
A TONIC
FOR OLD AND YOUNG.
ALL DRUGGISTS
VAL-BLATZ BREW. CO. MILWAUKEE
ASK THE DEALER

FOR ANYTHING IN
.. **Jewelry** ..
AND

.. **FINE STATIONERY** ..

write to

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Lowest Prices

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MILWAUKEE, WIS.

PETER'S

SWISS MILK CHOCOLATE

— FOR EATING —

...at...

McConnell's Grocery

**Small Space
Well Used**

HOW often you hear somebody say:
"Now there's a small space well
used. It stands right out of the
paper."

The bold typographical arrangement
caught the eye and made that small ad
stand out more prominently than one
twice its size, but not so well displayed.

One of the things we particularly pride
ourselves on, is this ability for setting
advertisements that are bound to be
seen, no matter what position they oc-
cupy in the paper. Your local printer
probably has not the equipment for do-
ing this that we have, probably he doesn't
know how as well as we do. We furnish
electrotypes too, if you like.

This is only one of the things we do for
advertisers—the printing of catalogues,
booklets, circulars are some of the other
things.

We make them stand out of the crowd
too.
College Annuals a specialty.

The Evening Wisconsin Co.

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130-132-134-136 Michigan St.

Milwaukee, - - Wisconsin

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PRINTING DEPARTMENT

EVERYBODY SHOULD WEAR
Mayer's
SHOES
MILWAUKEE
B. & S. CO.
CUSTOM MADE
WE MAKE
SERVICEABLE
AND ARTISTIC
FOOTWEAR
F. MAYER BOOT & SHOE CO., MILWAUKEE

Exclusive Tailoring==Tailoring Exclusively

"The Best of Everything"



**STYLES
FIT
FINISH**



W. H. McCARTHY

4 S. Carroll St.

Madison, Wis.

E. J. SOUTHWICK, Mgr.



The Sphinx

Naramore

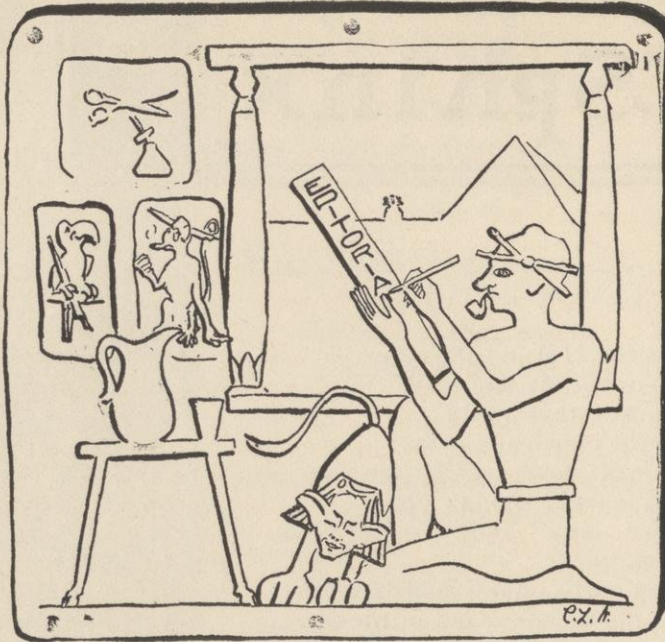
THE SENIOR RETURNS

We're back to the Hill and the city.
We're back to our study and play,
But still it seems rather a pity
That some of the bunch are away.
There Tompkins is down in Chicago,
And Rogers is making the law go,
And the deuce only knows where Bill
Hawkinson goes,
And Johnson is north amid Canada's snows,
And Robbins, poor devil, is out of the race.
Still it's good to be back for whatever we
lack,
It's a jolly old place!

Oh, it's good to come back and to mingle
With the crowd on the campus again,
To hear the old yell and to tingle
With pride in "Art Curtis'es men"
To "shake" with our trusty and tricky
And "you be damned," janitor, Hickey,
To sit on the grass as the pretty girls pass,
To drowse through a lecture and stab
through a class,
With a grin in your heart and a serious face!
Oh I'm glad it is fall and I'm back to it all,
It's a jolly old place!

Then those rough houses starting at seven
When a show that is good comes to town,
And the struggle for front rows in "Heaven"
"Going up" 'cause its cheaper than down.
And life that is giddy and whirling
The drives and the dances and "girling,"
Oh, I'm glad to be here for the rest of the
year
It's the life that I love with its glory and
cheer
For the heart throbs in tune to the joy of
the pace.
So whatever fate send I shall sing to the
end,
"It's a jolly old place!"

A. B. B.



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



THE SPHINX IS HERE. There is nothing remarkable about this statement. THE SPHINX is usually here. Many things are not to be counted upon. You cannot lay odds that you will find the fellow who borrowed from you last June. It is not safe betting to risk five dollars on the chance of seeing the professor who was a cinch last year. But you can depend on THE SPHINX. On THE SPHINX and on your second semester's unpaid bills.

Both will be waiting for you.

But THE SPHINX is an antidote for the bills.

Read THE SPHINX and you will be convinced that Bills, after all, are futile and unnecessary. They disturb the mind and all to no purpose. Take THE SPHINX home study course in "How to Avoid Bills" and be happy.

But this is only one of the good features about THE SPHINX, as the traveler said when he knocked off the sacred animal's nose with a sledge hammer. Excuse us if we chuckle a bit right here. We can't help it—when we get to writing this way we have to laugh.

Among the host of other good things to be found in this year's SPHINX, (we are copying this out of a catalogue), may be mentioned the following:

HOW TO CRIB.—A useful and entertaining series of well written papers.

HOW TO EAT.—A pleasant description of the best ways of masticating Madison steaks.

CARDINAL EDITORIALS.—Giving concise accounts of these remarkable productions with keys to several of last year's masterpieces.

This alone is sufficient to convince the most invincible that THE SPHINX is really the culture organ of the University.

It is the only unofficial publication at Wisconsin, and will contain the only unofficial account of the inauguration of President Van Hise.

This is about all. We are glad you are here again. We want to meet you and we want to have you subscribe for THE SPHINX. If you have to choose between meeting

us and subscribing for THE SPHINX, we should advise you to do the subscribing. We are not worth meeting anyhow.

But we extend to you our hearty welcome. It is all the same to us whether you come from Maine or Lower California.

Drop into the sanctum and you may kiss the official right paw.



THE FOOTBALL season is once more well under way and there is no one, save Mr. Quin of Milwaukee, and our revered Mr. Smith of the Law School, who is not glad. The students are pleased, because they have a good solid subject for conversation and observation. The surgeons are glad for reasons a bit less unselfish. The newspapers are glad because football is "good stuff" for the sporting page. The players are happy because they love the game and the merchants because they now have an opportunity to get rid of the enormous fiscal accumulations which have incommoded them during the summer. No one has yet heard what Phil King, way out in Washington, thinks about it.

Football is a great game and THE SPHINX may admit without prejudice that she approves of it. And because the University, the town and THE SPHINX enjoy and support this essentially college man's sport, they should have every possible opportunity to see not only the games—for which they pay—but also the daily practice.

THE SPHINX is old, her voice—editorially at least—is a bit cracked, and her limbs decidedly stiff, wherefore a kick, with the accompanying howl, is a difficult proposition for her to raise. But duty calls, and it must be did. We want and must have more open practice. There is no reason in the world why the secretive timorousness of the coaches AND the trainer, should outweigh the desires of the student body and the townspeople. They want to watch the boys practice, they want to "get a line" on the team they are to root for; the best of us hate to get enthusiastic over a bunch we haven't seen, and hearsay evidence has never been admitted in any court. Secret practice for a few days before a large game no one can object to. But this tendency toward Minnesotan cloistered isolation, this holding half the practices behind closed, locked, barricaded and barred gates, is ridiculous and inexcusable. Possibly we are a bit premature in our premonitions. Possibly we have went too far in our remarks. Possibly the management doesn't intend nothing at all about secret practice. Possibly we can't sling bad grammar with the common people. Possibly the sun doesn't rise in the east. But if our howl be premature so much the better.

We are only going by past experience. Every year there have been more of these secret practices than the year preceding. It is time to call a halt. If the team is a select bunch of prize cattle which are to be sequestered and fattened for exhibition to the public at so much per ticket, all right, let 'em fatten. But if the team—and the truth of it is here—is made up of a number of intelligent and well muscled young gentlemen, whom we all know by name, and many of us by personal contact, young men whom we depend upon to "play the game" for the honor of the college and the sport, and not merely for the gate receipts, then this secluded practice is wrong in theory and fact.

So far this year we have had almost no secret practice. This has been a good thing, and "when you find a good thing push it along." That is the whyness of what we write.

And now, all together, "Here's to the team!"



"What we need," remarked the starving pirate,—

"Is more dough," finished up his companion, remembering that his joke was something like eighteen thousand years old.

"Cigarettes are an unmitigated evil," said his father sententiously.

"An evil which I am destroying as fast as my allowance will let me," answered the wayward offspring, as he lit up.

AS IT WILL BE BEFORE LONG

The Dean—Now young man, do you promise not to whistle or sing on the street, never to parade after football games, not to build fires on the campus or serenade Chadbourne Hall? Do you also promise to be in bed at 9 o'clock every night, to attend no parties except Y. M. C. A., and faculty receptions, to study at least eight hours a day and more if possible, to avoid Louis' and never hit the slot machine, and cut out the dog wagon forever? Do you further promise to consult the Faculty, the Newspaper reporters and the Police Force, before going up town at any time, and to call on no co-eds without a written permit from the Social Director?

Would-be Student—I do.

The Dean—Then put your trunk in the office for inspection, lay your expurgated Bible on the table and I will introduce you to a few moral boys with whom you will be allowed to associate during your stay as a student.

"Is Williams smooth?"

"Smooth, say he's rushing three girls in one sorority, and each girl thinks the other two are merely side issues."

AN UNPRECEDENTED CONDITION

Oh, there isn't much change
In the looks of the town,
And we see nothing strange
On the hill, up or down.
And the lake is the same—
Scott, as ever, is grim—
To John Hickey be Fame—

They've been scrubbing the Gym!!

All the honored old dust
That has lain for an age,
All the slime and the rust
That awakened our rage,
Every microbe and worm
They have torn limb from limb;
We'll have peace for a term,
They've been scrubbing the Gym!!

To the SPHINX be the praise
(Though we say it ourself),
For at least a few days

Itch is laid on the shelf!
We shall *start* the year clean,
Though the future is dim;
It is plain to be seen,
THEY'VE BEEN SCRUBBING THE
GYM!!!

KIM.

"Money is the root of all evil."
"Yet we're all grubbing for it most of
the time."



"Say, those lectures of Coffin's are regular Gordian knots."

"Well, why don't you do as Alexander did."

"What's that?"

"Cut them."

Eat, drink and be merry, for to-morrow
we have dyspepsia.

Some people like the seashore belle,
The ball room belle is also fine;
They all will answer fairly well;
But, oh, the dinner bell for mine!

"Is the course in Transportation limited?"
"No, its a way freight but there's a 'con'
on the train."

"Jack's got a fine job."

"What is it?"

"Picking burrs off John Hickey's brogue."



Margaret so frail and fleet
Spread her deftly woven net,
Caught me sure and did it neat.

I was prostrate at her feet,
Caring not what Fate I met,
If I could but worship sweet
Margaret.

Ah, that day I would forget,
When she wheedled me to treat,
Never girl ate as, I'll bet,
Margaret!

O. M. T.

Baby ate a pound of pins,
(Here's where baby's end begins,)
"Never mind, dear," mama said,
"We can get them when you're dead!"

"I will go down the chimney first if you
don't mind," said the polite chimney sweep.
"Oh, certainly, soot yourself," replied
his equally courteous assistant.

"You aren't very diplomatic, are you?"
she said demurely.

"Why?" he asked.

"Oh, you don't seem to get around people." But he was a dense sort and didn't take the hint.

MAXIMS OF THE MADISON POLICE FORCE

Take care of the students and the thieves
will take care of themselves.

Three students together is as bad as a
riot.

A student seen is a student pinched.

A fire on the campus is a call for the
patrol wagon.

A pinch in time means a fine.

"Arrest that man, he's been stealing
bases!"

When student meets Cop then come the
sinews of war.

OSCAR.

"Well" said the broker who had sold
wheat on a bullish market, "things look
bad for us don't they."

"Yes, but the market may turn. At
present all we can do is to grin and 'bear' it."

"Pa, what is an expulsion?"

"An expulsion, my son, is a vacation
taken by a too zealous maintainer of his
end. If the victim be a football man it
usually terminates with the beginning of
the next football season. Now run and talk
eligibility rules with Slichter."

"Is Case a Normalite?"

"No he's abnormal light; he only weighs
ninety pounds."

If all of us were as big as we think our-
selves there would be no dwarfs.

The baby mouthed its toe contentedly.
"I may not be born with a golden spoon
in my mouth," he mused, "but I can always
make both ends meet."

THE ORACLE ON VARSITY LIFE

"I perceive," said the Oracle, lighting his eternal pipe, "that the 'bunch' has got back, or at least most of you. There's the Freshman over in the corner, Freshman no more, and with a big fat pipe in his face to prove it. And there's Grimsby, and Regan, and Owen, and McPherson, no one missing but Hughes and Dougherty.

"You will please observe that the same rules will govern our intercourse that did last year. There will be no levity or interruption during any dissertation I choose to make. Afterwards you are permitted to knock all you please, although, of course, none of that will be published, since the public might then lose faith in my omniscience.

"Ahem! Beginnings in a College are of two kinds, the beginning that the Freshman makes when he enters the Varsity, and the beginning he makes when he returns each year. One is the start of a race, and the other is the beginning of a new lap. And in the Varsity, as in a mile run, it isn't so much the original start that counts, as it is the way you are going as you take each new lap. Get into your stride on the first lap, and don't lag. Don't load yourself with too much paraphernalia of conceit, and yet be careful not to wear the brogans of too much modesty. Don't try to dig through every mud hole you see, but on the other hand don't think every little puddle is forty feet deep and a mile across.

"Varsity life is much like a country road. Study and work is the hot dusty wagon track, society and pleasure is the lush, tree shaded grass along by the fence. If you want to get anywhere you need to spend most of your time in the wagon track even though the sun be glaring hot and the dust fills your eyes, mouth and lungs, until your tongue is parched and your breath comes in thick choking gasps. But sometimes you need to walk through the grass and under the trees. You will be rested and reenergized for the tramp along the blinding whiteness of the dusty road. Don't however, try to make your entire journey under the trees. The grass is not as tender as it looks, it tangles and tears, it is filled in places with burrs and thistles, the path is often soft and boggy, sometimes rough and stony, and although now and then a man or woman has stumbled through it and reached the end, it has been with the waste of inestimable time and tremendous energy. And even when the end has been reached, so much vitality and mentality has been wasted in the struggle through that seemingly Elysian path, that the result seems hardly worth while.

"As for those who plod along the middle of the road, with eyes which see only the white dust stretched before them, and with brows which never feel the cool, damp shade caressing them, and hands which never seek to pluck a few flowers along the roadside, for these is reserved a worse fate. For they shall reach the end, but their eyes shall be incapable of seeing aught save the dusty road, and because they knew not beauty, and felt not the shade, these things they shall never know. 'The Road! The Road is All,' shall be their cry—and much good may it do them."

"I now go to purchase that blessed narcotic, recently discovered by my friend, Sir Walter Raleigh."

KIM.



There once was an excellent Col.
Who used to see spirits supol.
But the hue of his nose
Left the world to suppose
He preferred the stuff real and intol.

Excited Man—"Judge, my wife has left my home."

Judge—"Well, I can do nothing for you."

"But, Judge, that's all she did leave!"



"YOU'RE HERE."

TO '07

Well, you're here!
 How does the place strike you
 Anyhow?
 Is it anywhere's near
 As big
 As you thought?
 Have the Sophomores caught
 You yet?
 Never mind. Your turn will come
 You'll get wet
 Like we all do
 Before we get through
 With our Freshman year.
 Though of course *you*
 Are much wiser and less green
 Than we were. Dear, dear,
 How time flies!
 We've grown wise
 Or think we have
 (Much the same thing, in college,)
 Yet we were Freshmen
 Not
 So very long ago.
 That's what!
 Yes sir, despite our superior knowledge
 That's so!
 Well, you'll grow
 Like us, some day.
 Meanwhile, take a bit of advice
 Which we have gathered from rubbing up

Against the world once or twice
 First—
 "Don't brag, (the lake is unpleasantly
 cold
 And moist)
 Don't foist
 Your cock-sure know-it-all-ness
 On the crowd.
 Don't do the proud
 Act, by strutting up the street
 With a pipe in your face,
 You may lose it and a few teeth,
 Also! And then, it's out of place.
 Don't buy a convocation seat,
 They're free!
 Go easy on John
 Hamacher's "nut brown,"
 Or you'll see
 Double, and have an unpleasant
 Furry down
 In your mouth.
 Don't think your work a snap
 Or your stay here will be evanescent
 And lastly,
 Be good.
 Well, we've given you
 The best advice we could.
 We like your looks,
 And though you're new
 And green enough,
 You'll do!

A. B. B.



JOKES OF THE DEAD

The spirit of Cheops looked on at the raising of the Federal Building in Chicago.

"The world hasn't improved so much after all," he said, meditatively, "I was somewhat of an adept at that sort of steal construction myself," and with an admiring glance at the contractor he floated away.

Shakespeare turned restlessly in his grave. "It isn't enough that they garble me, and revise me, and translate me, and dissect, commentate, interpolate, appendix, index, discuss, reissue, biographate and generally make me uncomfortable, but they have to go and put me in a historical novel. If this continues I shall soon be a guide book or a clothing ad.," and as he picked a couple of worms off his left ear he sighed sorrowfully.

Demosthenes was trying a new breakfast food.

"Undoubtedly," he observed, "this is healthful, but for a steady diet I prefer my pebbles."

And he sent his servant around the corner for two dozen doughnuts and a quart of marbles.

"I see," said Nero, as he watched a bunch of Fraternity men initiating a victim, "that I was not strictly up to date in my methods with those Christians. I shall always regret that I didn't have a college education."

Ananias was reading an article on the University, in the *State Journal*. He sighed enviously. "I was considered pretty good in my day," he mused, "but I guess I'm out of it now. I had no modern advantages."

And hiding his face in his robe he sobbed bitterly.

x x x

JUST A DIFFERENCE IN SPELLING

"The Earl has the finest manners."

"Yes, but *they're all mortgaged*."

* * *

She—If you kiss me I shall call mama.

He—But your mother isn't home.

She—I know it.



VOICES OF THE NIGHT.

♦ ♦ ♦

AN ARTIST

When he was born the neighbors round
Were frightened most to death
At signs of genius profound,
Because he drew his breath.

His father was a customs man
And gathered in the pelf,
He said the boy would surely be
A *port-rate* of himself.

He proved to be a model child,
Who *brushed* aside all sin,
And easel-ly he was the first
In all that he was in.

He went to school and there he made
The pitcher on the nine;
His fellow players drank and swore,
But there he "drew the line."

He used to *canvas* for a book,
And air his manly views;
His palate was another thing
It tickled him to use.

He worked around a whisky mill,
But "still life" did not go,
He played the cymbals in a band,
"Cymbalic work" you know.

His morals started to decay,
And he to paint the town,
And though he meant to make it red,
He did the thing up brown.

And then he had to flee the place,
Escape was hard to find;
He made a land-scape as he put
The fore ground far behind.

At last it came his time to die,
"Cremate my corpse," said he,
"For then at least I'll leave my mark,
For charcoal I shall be."

X. M.

x x x



"Well, my dear, are you trying to get Phi Beta Kappa?"

"I've got one already, Professor, he proposed last night."

x x x

"Well," said the Indian God as he watched his car scrunch the devotees under its wheels, "this adulation is like wine to me. But though I should like more of it, I wonder if I can afford to buy another Jugernaut," and he laughed so heartily at the pun that the car broke down.

x x x

"I'm not going to send my boy, Dick, to college."

"Why, I thought you believed in college education?"

"I do, but I don't believe in Dick."

A FALL MADRIGAL

Sweetheart, the woods are turning
All glorified in hue,
With gold and scarlet burning
For love, for love of you;
Each crinkling wavelet sparkles
Upon the twinkling lake
That swells and glows and darkles,
And whispers, "For *your* sake
Sweetheart!
Our beauty for *your* sake!"

Sweetheart, the soft wind's humming
Your name, your name to me.
The tall trees nod "she's coming,"
The roses lean to see.
The grasses sere and yellow
Grow fresh. "She passes near,"
They whisper, "Lucky fellow
To meet our darling here."
Sweetheart,
My darling, can you hear?

Sweetheart, the woods are fragrant
Because you passed this way,
The wind—forever vagrant—
Is gentler in his play;
And shifting through my vision
Your soft eyes, lifting, shine,
I stray through fields Elysian
Since I have called you mine,
Sweetheart,
Since you are mine, all mine!

J. H. H.

x x x

"Heard about the joke on Brown?"

"Fire away."

"You know he has a fondness for telling funny stories which no one ever laughs at."

"Yep."

"Well, one of the fellows happened to be visiting the Zoo in Chicago and ran across Brown."

"Well."

"Well, Brown was happy; for three hours he had been standing in front of a cage telling his stories to the laughing hyena."

x x x

Jones' new book is called "Force!"
Must be a cereal story.

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Of the many improvements that returning students will notice about Madison not the least is the new livery stable of Loehrer & Anderson. This building, which was began last spring, has been completed during the summer and is now one of the most modern and best equipped liverys in the state. The management of the firm remains the same but the name has been changed to the "LAAW STABLES." (Loehrer, Anderson & Welch.) The same old phone 1-2-3.

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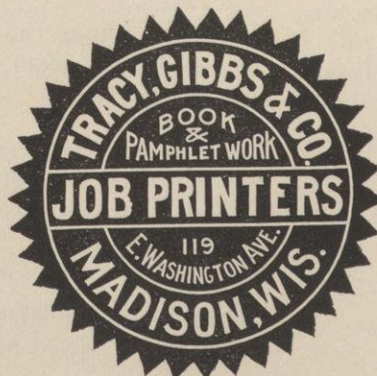
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Canned goods are purchased direct from the canners and selected on their merits. Qualities are therefore high and prices such as defy competition.

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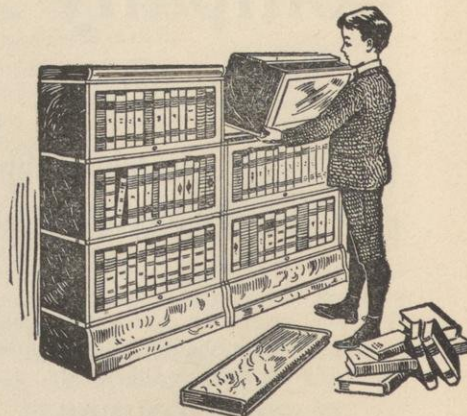
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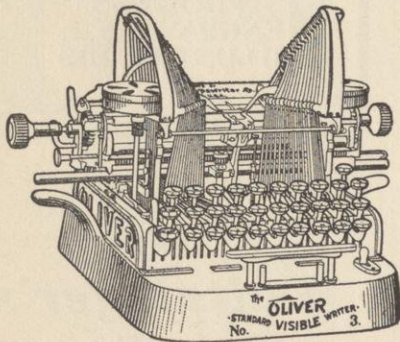
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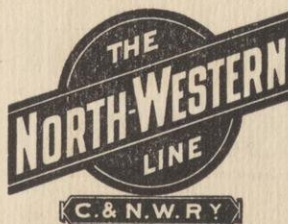
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