# The Sphinx. Vol. 12, No. 7 Apr. 8, 1911 

Madison, Wisconsin: University of Wisconsin, Apr. 8, 1911
https://digital.library.wisc.edu/1711.dl/VLDRVFMTZUMQR8S

Based on date of publication, this material is presumed to be in the public domain.

For information on re-use, see http://digital.library.wisc.edu/1711.dl/Copyright

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.


## Fussers and Anti-Fussers

WE NOW HANDLE A 50 c GUARANTEED SILK HOSE
As well as the Guaranteed 25c Grade.


These are the Phoenix Knitting Works brands--a Wisconsin product-without doubt one of the finest hose on the market. In all colors as well as black.

## STOP IN AND EXAMINE THEM.

## The Co-op

504-506-508 STATE STREET.
SIMILAR TO NONE
DIFFERENT FROM ALL COLLEGE SHOES

## SCHUMACHER'S

21 S. PINCKNEY


We've eliminated 'luck'' in tire making-we couldn't afford to gamble with the Goodrich reputation.

Nothing is taken for granted:-inspection-inspection-and again inspection-at every stage of manufacture. That accounts for the uniform quality of


GOODRICH TIRES

## TVERYTHING LECTRICAL

## STUDENTS

## Patronage Respectfully Solicited

give me a trial On that
NEXT ELECTRIGAL JOB

Phone 23


Tel. 961
TRY US
J. FELDMMAN

FANCY GROCERIES
FRATERNITY AND STUDENT TRADE SOLICITED
1401 University Avenue

PHONE 720
CUDAHY

## CASH MARKET

The Choicest of Fresh and Salt Meats and Dealers in the famous

## PEACOCK BRAND OF HAMS

BAGON AND LARD

Club and Fraternity Trade Solicited

111 W. Mifflin St.
WM. HUPPERICH, Mgr.

## 路adger Creamery $\mathbb{C o}$.

 610 Amiversity $\mathfrak{A v e}$.DEALERS IN MILK, CREAM, BUTTER AND EGGS

Goods Delivered to All Parts of the City
FRATERNITY AND SORORITY TRADE A SPECIALTY . . . . . .

$$
\text { Telephone } 778
$$

All Milk and Cream from Tuberculin Tested Cows
SATISFACTION GUARANTEED

## PETER BURGER

Repairing of all Kinds Promptly Done號 2079

## ARTISTIC SUITS our watchword DISTINCTIVENESS our aim

 These SATISFACTION our motto combined with service rendered make Archibald's suit The Acme of PerfectionWe do Cleaning, Repairing and Pressing

| $228$ <br> State Street |  | Telephone 2211 |
| :---: | :---: | :---: |



LOW RENTAL RATES
Portion of rent applied on purchase price if you buy. THE MILWAUKEE TYPEWRITER EXCHANGE 130 MASON STREET, MILWAUEEE


LADIES' HAT SHOP

L. L. ROWE Woman's Exchange

The best place for
Home Cooking III STATE

## DRUGS

PERFUMES

Sumner \& Cramton 502 STATE

PHOTO SUPPLIES DEVELOPING
PRINTING
Capital $\$ 300,000.00$

SAVINGS DEPARTMENT. Safety Deposit Boxes For Rent at Reasonable Prices. (Branch Bank Located Corner State, Johnson and Henry Streets)
directors: A. L. Sanborn. t. h. Coleman, A. O. Fox, Eugene Eighmy, Joel Boley, Geo. Soelch, Frank Kessenich, R. R. Kropf, Joseph M. Boyd h. L. Russell, Geo. E. Gary, vi A. Piper, A. G. Schmedeman, J. E. Conklin, Chas. O'Neil.


## "The College Publishers"

The

## Palace <br> Drug

Store

OPEN D A Y AND N I GHT
H. J. STANGL - Prop.

114 State St.
NEXT TO THE PAL
TELEPHONE 1771

## Gas and Electric

 AppliancesAlways on display at our salesroom

## MADISON GAS \& ELECTRIC CO.

120-126 E. Main Street
PHONE 144

## CARL THOMAS PHOTOGRAPHER

## GROUPS A SPECIALTY

> ANTON METZ PLUMBER

113 W MIFFLIN ST., MADISON

# ---Bailey Furniture Store--- 

 Roll Top Desks and Sectional Book Cases A SPECIALTYCome in and Get Our Prices Before Purchasing Elsewhere 420 State Street

THE PARK BOWLING ALLEYS GEORGE PALTZ COMPANY<br>GEORGE<br>Call for<br>MATT<br>Telephone 773

A. M. HILSENHOFF

WE CARRY A FULL LINE OF SPRING WOOLENS
We do cleaning, pressing, REPAIRING
306 STATE STREET PHONE 784


The society man and the dainty summer girl alike have their linen laundered at this establishment. We launder delicate shirt waists and linen collars, cuffs and shirts with conscientious care, and without tear or fray, and never fail to give general satisfaction to our patrons.

## ALFORD BROS.

113 AND 115 NORTH CARROLL STREET, MADISON, WISCONSIN

Allilwauker Bational
 Cor. $\mathbb{E}$. ©dater and flichigan Sts.
CAPITAL AND SURPLUS, $\$ 550,000.00$ Solicits Your Banking Business In All Its Branches

DIRECTORS AND OFFICERS
J. F. Wm. Inbush Fred Meinecke Carl Penshorn, Vice Pres

Geo. W. Strohmeyer, Pres.
L. M. Alexander Asst. Cashier

## NELSON <br> and <br> POLK

## 

WALL PAPER
PAINTS
WINDOW SHADES
PICTURE FRAMES In fact anything in the Line218 East Main Street

## Ester Oyster Co. FISH, OYSTERS, and CHEESE <br> $$
\text { That's All } \quad 206 \text { E. Main }
$$ <br> <br> 206 E. Main

 <br> <br> 206 E. Main}
## THE NEW

## St. Nicholas Restaurant

Ben Stitgen, Proprietor 118-120 W. Main

Phone 922

## WALTZINGER'S

For Delicious Lunches Ice Cream, Sherbets and Confectionery
19 N. PINCKNEY STREET

## Stehr \& Walter proprietors of <br>  Capital City Meat Market $\square$

422 State Street
Choice Meats, Poultry, Sausages, Etc. PHONE 2905

A. E. AUSTIN CO.

## BUCKMASTER

The Real Jeweler and Fine Watchmaker MENDOTA BLOCK

## OLWELL BROS. GROCERIES

FRATERNITY, SORORITY AND BOARDING HOUSE TRADE SOLICITED

Phone 1037 Cor.Frances and Univ. Ave.

FRED KLEIN
Picture Framing and Decorating 413 STATE

## Chester A. Taylor Men's Furnishings

"The Handiest Printing Office in the City"<br>PARSONS ${ }^{\text {printrig and }}$ 24 North Carroll Street

## "UNIVERSAL" Tea Ball Tea Pots



Something New. Something Different. A New Addition to our line
H. G. Kroncke Hdw. Co.

## CASTLE PIERCE PRINTING COMPANY



UR imprint appears on a large number of high-class books, and it is being placed on an ever-increasing number of University Year Books, College Annuals, Normal School and High School Publications and Fraternity Periodicals. These are issued from many Wisconsin cities and the middle West. We have succeeded in making a good impression on all this work, as well as on other products of a more commercial character. We thoroughly realize that "good impressions" created among a large number of possible customers are a desirable asset of any business house. When patrons request a personal interview, our representative will respond promptly. Write us for prices or other information.

## 25-27 High Street,



## Good Things to Eat AT <br> HEILMAN'S BAKERY

> FANCY
> CAKES
> AND
> PASTRY

A SPECIALTY

121 E. Main
Phone 1109

29 W. Main St.
Phone 3119
DENTIST'S DIRECTORY


Telephone 1706
OFFICES: Over Menges Drug Store
827 University Avenue
DR. B. KAILIN
Dentist


ENOUGH SAID
GRAND THEATREHigh-Class Motion Pictures.

# Swedish Massage Parlors 

OVER FAIR PLAY THEATRE
Students Headquarters for

## SHAMPOOING, HAIRDRESSING AND MANICURING

## C. L. BUMP

Specialists in care of the feet
Phone 2940 for appointments

# The American Ice-Cream Company 705 <br> > H. A. HASS, Proprietor. <br> <br> H. A. HASS, Proprietor. 

 <br> <br> H. A. HASS, Proprietor.}
1821
Wholesale and Retail Manufacturer of Fancy Ice-Greams, Ices, Sherbets, Sorbets, Punches, Puddings, Frappes, Etc. Delivered to All Parts of the Gity.

A. E. PROUDFIT, President
M. E. FULLER, Vice-President Jóreg fationar OF MADISON, WISCONSIN

WAYNE RAMSAY, Cashier M. C. CLARKE, Asst. Cashier あるant

", Billiard Hall
225 STATE STREET

## Under New Management

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

## THE

VilterManufacturing Company
BUILDERS OF
Corliss Engines

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

963 Clinton St. MILWAUKEE.

If you are sick and have tried everything and have not received help, TRY
N. E. NIELSEN
:CHIROPRACTOR
Not Medicine Not Surgery Not Osteopathy.

1403 Williamson St.

## AMUSE Theater

16 East Mifflin
"The Home of The Silver Screen" Showing the latest Independent Pictures

ADMISSION 5 CENTS

## Correct Styles

## IN HAIR DRESSING

LATEST IN HAIR ORNAMENTS
RIBBONS AND FLORAL DECORATIONS FOR THE HAIR MADE TO ORDER
BEAUTIFUL SWITCHES
PUFFS AND CURLS IN ALL SHADES

MARINELLO PARLORS MRS. WENGEL

113 S. CARROLL
415 PARK STREET
Get Appointments for the Prom Early

## KNOX HATS <br> Manhattan Shirts, Barker Collars Holeproof Hosiery <br> RUNDELL <br> 7 E. Main

## Schubert's Studio

ALL PICTURES FINISHED ON ARISTO PLATINO
Special Rates to Students All the Time and Extra Special Rates to Seniors
WHILE WE HAVE A LOW RATE WE DON'T MAKE ANY CHEAP PICTURES 19 W. Main.

Madison, Wis.

## THE BUTTER Sold Exclusively by the RENDTORFF \& ZILISCH CO.

## Awarded Highest Prize of all Wisconsin Products at the

 National Dairy Show Oct. 20 to 29, 1910This Butter is in harmony with our MILK, CREAM and ICE CREAM NONE BETTER Rendtorff \& Zilisch Co. PHONE 979

## Billiard, Pool and

## Combination Tables

FOR SALE

## MATT R. CRONIN <br> MADISON, WIS.

Repairs and Supplies for all kinds of Tables

Estimates Made on Billiard Parlor Furnishings

## 1. Executor, Trustee, Guardian

## 2. 4 per cent Gertificates of Deposit

3. Safe Deposit Vault

## Central Wisconsin Trust Company

No. 1 South Pinckney Street
Madison, Wis

How to Make $\$ 15$ or $\$ 20$

Order your Suit at


27 North Pinckney St.

## W H I T E

Buck and
Canvas
BUTTON for Ladies
Short Vamp
Stage Last
Swellest Shoes
ever shown in Milwaukee
HANAN \& SON
117-118 Grand Ave., MILWAUKEE

## WORTH HAVING

The satisfied feeling that your clothes are correctly tailored in the latest style, of the newest 'fabrics-strictly all wool.

## Hart, Schaffner and Marx

clothes are worth having and will give you that satisfied feeling-always. New patterns
and models in suits

Stetson Hats-Heid Caps-Excello Shirts-Fowne's Gloves
OLSON \& VEERHUSEN CO.

WE WELCOME SMALL ACCOUNTS
COMMERCIAL

Say it's kind of lazy in the spring-time, what?
And them anti-fussin' laddies are a silly lookin' lot.
And the co-ed is an evil, is she not? She is not.
Baseball on the campus, canoein' on the lake,
Walks along the good old drive, classes just a fake;
All the world a circus, you the merry clown,
All your morals centered in her smile or frown.
Say, it's rotten here in springtime, pretty bad, eh what?
And the co-ed is an evil, is she not? She is not.
All my various ologies are only mere apoligies
For stayin' here and fussin' on the lurin' lazy drive.
Gee, it's good to be alive!
For there's baseball on the campus, circus in the gym,
Silent couples on the hill when the sun grows dim.
Silent couples walkin' when the moon climbs high,
Nobody doin' talkin' but heavy on the sigh.
Say it's kind of lazy in the springtime, what?
Gee, the co-ed is an evil, is she not? She is not.


## The SPHINX

Published monthly by the Sphinx Corporation.
Entered at the Postoffice of Madison, Wis., Second Class Matter, September 28, 1901

SUBSCRIPTION, \$1.50 PER ANNUM (If not paid before January 1st, $\$ 2.00$ per annum will be charged.)
Single copies on sale at the news-stands and
book stores.
ADVERTISING RATES MADE KNOWN ON APPLICATION
Editorial and Business Offices, 427 State St Phone 2836
Office hours every day from 5 to $6 \mathrm{P} . \mathrm{M}$. Address all communications, subscriptions and remittances for same to the Business Manager. Contributions may be handed or mailed to the Editor or will be collected from the box in Main Hall.

Walther Buchen '11, Editor-in-Chief Art Department Literary Department
H. N. Crawford '11 Editor M. B. Mitchell H. N. Crawford '11 Editor M. B. Mitchell '12 Roy C. Phipps ' 11 G. W. Dresbach '11 $\begin{array}{ll}\text { Carrol Bickelhaupt ' } 11 & \text { G. W. Dresbach '1 } \\ \text { Lloyd G. Bonesteel '10 } & \text { Wm. Klinger'1 }\end{array}$ Dennis Crile ' 13 F. I. Cash '13

Raymond Y. Sanders '11, General Manager
A. M. Bleyer, '11, Circulation Manager
H. H. Barker '12 R. Duncan '13 E. Chloupek '13

Vol. XII. No. 7 Madison, Wis., Apr. 8, 1911
Always remember that this is only pretense, so that you are not to believe a word of it, even if it is true. KingsLey
W. H. Tolhurst, ' 14
R. E. Coleman, '12

Lloyd Wright, '14

Kenwood Eagan, '14
H. H. Hallam, '14
L. K. Wilson, '12

WHEN the editor told us that this issue was to be the Circus Number, we didn't dispute him because he was sitting in his sanctum and wore a heavy black sweater, and we thought if any superfluous remarks were passed on our part, he might take a notion and "come back"-but not with remarks. Then too, we have no right to dispute him. If he wants a circus number that's his business. All we have to do is write it for him-then he does the work. However, having been told that the next number was to be the Circus Number, all evidence was considered in, and we left the office.

For a Circus Edition we knew that we would have to write about something foolish-other than coeds* (*slang for "sweet young things") but the rub was what to write about.

We asked the editor what he thought of the Coed Cardinal as a topic, but he said that wasn't foolish-it was serious.

Then the Girls' Glee Club flashed into mind, but before we took the fatal step a mental picture camped on our gray matter and we saw those buxom lassies standing so majestically on the rostrum, endeavoring to do their best-and finally we murmured, as tears fell upon our Irish linen, "No we will not ridicule nature." (We say "majestically" because we don't like all their acts.)

Then we thought we would touch upon the subject of not sending the crew to Poughkeepsie, as a foolish story, but again Second Thought intercepted our leap and bade us not to put an oar in there.

It can be seen that our chances to make the Circus Edition one of the six best sellers were fading-and to think that the editor told us he wanted seven pages of copy from us, too.

So with the material which we thought best for the Foolish or Circus Number, not available, we decided that the most foolish thing was to expect the editor to print stuff like this.

And maybe he wont*.
*If this is printed you will know that he did.

> -The Freshman Staff.

WHAT about the honor system? The pro and con agitation seems to have died down with the approach of sentimental spring, doesn't it? However, that is not curious. The curious things about the honor system are: That its advocates refuse to recognize the jarring difference between theory and practice, and that "honor system" is, in itself, an anachronism. (Look it up in the dictionary.) Since a majority of the Student Conference has gone on record as favoring the general principle, the Sphinx has nothing further to say on that score. To state that the majority acted on sentiment rather than on reason would not be just. The Sphinx does wish to suggest that when the proposed "system" is offered to the students for ratification at least 75 percent of the total number of registered juniors and seniors should vote for it before it shall be declared adopted. The present plan is to require only a majority vote of all those registered, and that this majority must constitute two thirds of the total number of votes cast. Isn't it rather preposterous to suppose that fifty one people can tell forty nine that they are in honor bound to do a certain thing and have the forty nine do it with whole hearts and sincere purpose? The forty nine might have many mental reservations kicking around in their systems about pledges signed under duress of the public opinion of the majority. Against the seventy five per cent idea, the fact may be cited that perhaps not that many students will gather sufficient energy to vote .That may be. If it should be so, it would prove the opposition's argument that the students do not really want the honor system, would prove it as conclusively as if they voted against it. Let the majority consider, even in it's pride, that the standard of the public conscience cannot be raised by edict and ukase and also that we are getting better every day without any ukase or edict to that effect. Really, we are getting to be very decent and civilized. We are far from going to the dogs morally.

WITH May comes the co-ed Sphinx. The Sphinx is glad to have her fires fed by co-editors. She is somewhat weary of a masculine regime and welcomes the odor of feminity in her sanctum. She is a versatile old lady, void of real prejudice. She can be anti-co-ed at one time and pro-co-ed at another and all co-ed at another. Look for the co-ed Sphinx, ladies and gentlemen. They say it is going to be a humorous number-to make sure that you will know that it it humorous they are going to tell you so on the cover. The masculine regime does not feel that necessary but the dear girls do. Watch for the HUMOROUS number of the Sphinx.


She: Did you see Louise Dresser?
He: No but I heard Lillian Russel.

S s
s

WHAT HAS BECOME OF THE OLD FASHIONED STUDENT WHO HAD MONEY LEFT FROM HIS ALLOWANCE AT THE END OF THE MONTH.

## NOT!

Binks: Why is the Circus like the Prodigal Son?

Jinks: Because it keeps coming back?

Binks: No, because it's so bad


## DREAM

Outside this spot
'Tis awfully hot-
Well-shaded boat
In which we float-
Then idly dream
And watch the stream.
A cigarette
With you, my pet -
Content to rest
At ease, and best
Of all to see
You close to me.

## REALITY

Alone, in gloom
In this dull room
Surrounded by
A pile of dry
Dull legal works
In which there lurks
A certain case
Which I must trace
And bring to light
The wrong and right.
It's hell!

Violin: Rotten harmony!
Bass Viol: Why doesn't he use a rainbow and put color into his music?
"What makes you weep into that letter?"
"It's written on onion paper."
$\mathrm{S} \mathbf{S}$


CREATORS

## On Love

This is an elegant subject. It is also a very good predicate. There has been some dispute as to whether love is subjective or objective. The writer is one of the subjects but is willing to admit that love must have an object.

To be good love should be young. Old loves are not popular. They are not stylish or; at least, do not appear so.

Love is best when fresh. It is not improved by standing or standings. The better the love the poorer the standings. And vice versa.

Love is often said to burn.
"Consumed with love like fagots in a fire."
-Shakespeare.
Science teaches us that burning is oxidization. Therefore, to love is to oxidize or rust. This accounts for the rusty or brick red color often noticed in those who love.

The bible says that "love believeth all things", and while this is probably a poetical exaggeration it certainly is astonishing how much people in love will swallow.

Love is a positive force for good, but not for good and all. It hates evil. Especially money which, as everyone knows, is the root of all evil. Love and money cannot endure each other's company very long.

There are several varieties of love. For instance, there is love of a sport. This is a dangerous kind of love because a sport is likely to go broke. But it is good while it lasts.

Then there is love of duty. This is very rare. Most people prefer to take a chance on fooling the customs officers.

There is also love of beauty (or beauties). This is the most common kind and requires no explanation.
"Love of study" is a humorous exaggeration.
A young man once stumbled upon a young lady. A fool, seeing this, observed that he fell for her. This is the origin of the common expression "to fall in love."

- R. R. B.,'10.




## A Springy Ballad.

In the youth of the year and the flush of the spring When the song birds flit on a giddy wing -
O what's the use? You can't stay free From the Co-ed fair with her witchery.
You'll blow your coin on the Livery Bill; And it's sure a bore to climb the Hill To sit in a class and blankly stare Unless the queen of them all is there.
But never you fear, you'll be over it soon And you'll say mean things at the silvery moon When the bills are near and the girl is away With other girlies, to whom she'll say:
"O yes girls, I know he was kind as could be, But he wasn't as nice as a man should be,
And I'm sure my mother would not be pleased
If she knew what I know.' And here she sneezed.




At the Play.


The resolution the hero just made, and the crying baby over there, are in the same class.

Yes, both should be carried out.
$\mathbf{S} \quad \mathbf{S}$

## THE JESTER IN SPRING

R. E. C.

I could jest
With the best
Or the rest
With a zest
And many a time
You'll allow
Could make a rhyme
But not now.
Blank, my mind
Is, I find
On my lips
No more quips
'Tis so warm
You'll admit
I really can't
Work a bit.

## $\mathbf{S} \mathbf{S}$

"Why does that fellow pad his accounts so much?"
"Heredity. His father is an upholsterer."

Song writer: (humming) There is music in the air.

Critic: Not much in that one.

## A Suggested Examination for June

 1911I Give a short account, of the baseball season with notes on some of the best plays made.
II Explain the term "canoeing'", and all that it means to you.
III Furnish the rules of lawn-tennis and the regulations governing crew candidates.
IV Compare Baseball and Football.
V Give as many records in Track as you can, stating date and who made them.
VI Optional-If you have time, jot down all you know about History, Political Science, English, or whatever you're taking.
$\mathrm{S} \quad \mathrm{S} \quad \mathrm{S}$

## A LIE

Some damsels residing on Gorham Had callers that didn't just borem, The girls sang a songIt wasn't too long-
But to this day the young men ignoreham.

"I understand he went home on account of sickness."
"Yes, he got the con at the end of the first semester."


He sighed, "Oh, for some knightly task That I might do to win her."
He:did not know another Geek Had asked her out to dinner.

He sighed, "Oh for a chance to hold Her little hand and win it."
He did not know another Geek Was holding it that minute.

"Is she a popular co-ed?"
"Well, she is forced to give out numbers to her callers, a la the barber shop system!"'
$\mathbf{S} \mathbf{S}$

He: May I kiss you?
She: The clock will see.
He: No-His hands cover his face.
$\mathbf{S} \mathbf{S}$


Mrs. Jones: Am I not an expensive wifie?
Jones: (after shopping) Well, you are a little dear.


## SCHUMACHER

 SHOES
they look like CuStom made
The new Fall Styles are Ready $\$ 3.50$ to $\$ 6.00$

## SCHUMACHER BROS.

 milwaukee
"Is she slender?"
"Slender? She can bathe in a fountain pen!!"

$$
S \quad S \quad S
$$

Yes, he was as welcome as a hair in a biscuit! and as happy as a consumptive camel AND as practical as our proposed honor system!!
$\mathbf{S} \quad \mathbf{S}$


HER RiOSARY


## "Holeproof" are the

## Hose for Service

COLLEGE MEN need the comfort and wear that Holeproof gives. In Holeproof Hose you get a combination of comfort, style, and unusual wearing qualities-every box of six pairs carries a six month's guarantee against holes. To be sure you get a genuine "Holeproof" see that the trademark below is on the toe.

## fioleprooflosiery

The 25 cent "Holeproof" is the world's best quarter sock. Six pairs guarantced six months, $\$ 1.50$. The extra light weight, $\$ 2.00$. The mercerized, with a silky finish$\$ 3.00$. Your choice of all one color or assorted. "Holeproof" pure silk sox, $\$ 2.00$ for a box of three pairs-guaranteed to wear three months. The genuine "Holeproof" is sold at
SID. RUNDELL'S Mai
Write for free book, "How to make
Jour Feet Happy"
HOLEPROOF HOSIERY CO. 541 Fourth Street, Milwaukee

Are YOUR Hose insured?


## Woldenberg's Cloak Corner

Gor. Pinckney and Mifflin Sts.

We do dressmaking and sell everything for ladies to wear.


## If You Love GOOD Music



## It's worth your while to come and hear the

## Victor Victrola

Its perfection of tonemakes it possible to render with wonderful clearness and beauty the most difficult music by the most famous artists of modern times. Caruso, Melba, Tetrazinni, Schuman, Heink, Scotti, and a host of others may be heard in your own home if you own the incomparable Victrola.

INVESTIGATE THE VICTROLA AT THE

## Tllisconsin7luusic Company <br> House of Quality



405 State Street 702 University Avenue 224 King Street

The Old Way

Pressing the germs and odor into the garment.

Telephone 1598
Telephone 1180
Telephone 3163

## Cleaning Pressing Dyeing Repairing

The Home of the Wiscon$\sin$ Pennant


We manufacture and own our own Pennants, Banners, Pillow Covers Arm Bands, Etc. We allow you a DISCOUNT of 33 1-3 Percent on any of our PRICES Provided You Buy a Ticket

## TRUNKS

Suit Cases and Traveling Bags
--- All Kinds of Leather Goods --CHAS. WEHRMAN
116 King -- Phone 666 -- Opposite Majestic


LIVERY

## OPPELS

Where Quality Counts

WE

## AIM <br> TO

PLEASE

LET US CONVINCE YOU
OPPEL'S
115 East Main Street
$16^{2}$ CENTS A DAY WILL BUY A
Rebuilt Typewriter
ANY MAKE
GOOD AS NEW
SAME GUARANTEE
Olivers
\$35.00-\$47.50
Underwoods - - $\$ 50.00-\$ 60.00$
L. C. Smiths - - $\$ 45.00-\$ 60.00$

Remingtons - - $\$ 20.00-\$ 40.00$
Smith Premiers - - $\$ 30.00-\$ 45.00$
Other Makes - . - $\$ 10.00-\$ 30.00$
Let Us Send You One On Trial
Rentals $\$ 2.50$ a Month. Machines Delivered and Kept in Repair

## COLLEGE BOOK STORE

## High Class Clothes

## Suits

not "ready-made" but made to our order. We select the woolens and have them tailored to the models approved by the men who set the fashions. Our styles are correct, our clothes distinctively good
We will be pleased to show you
$\$ 15.00$ to $\$ 25.00$

See our "SPETH SPECIAL" $\$ 3.00$ hat in the New nobby shapes | Off the |
| :---: |
| On the Square |
| in |
| in location |
| PRICE |

Chas. J. Speth CLOTHIER
222 State Street

## "The PAL"

## Luncheon

After Theatre Refreshments

Make Dates early for Dancing and Banquet Halls

## Keeley's

## FAMOUS BITTERSWEETS

Enjoy the Universal Favor and Highest Reputation. Always imtated, never equalled.

They have the largest sale in the world

## Exchanges.

"Yoy!Yoy! what for a trick is it to bump a man on the head with a brick!"
"G'wan wid yez; thot's a St. Patrick."
--California Pelican.

There is no secret about good popcorn. The main thing is to handle the popcorn in a sanitary way and to use lots of good creamery butter.

French Prof: Your Petit Chose.
Nervous Co-ed: Mine?
--Texas Coyote.
"I hear Juggins is economizing this year,"
"He is. He's engaged to only one girl."
--Leland Stanford Chaparral.
Have you seen the rotary popper used at Day's wagon? This is the only sanitary way of handling popcorn.

He: The humor of the Gargoyle is improving.
It: Is that possible? How's that?

He: I tried the humor section on the furnace and the furnace roared.
-Michigan Gargoyle.
If it is peanuts you want come to Day; his are always hot and fresh. Kroncke's corner on the square.

It is better to have loved a short man than never to have loved a tall.
--Princeton Tiger.
Mr. Snapp: Life's full of contradictions.

Mrs. Smart: And I say it ain't.
--Smart Set.


## Athletic Goods

Hed than ever to furnish every-
thing needed for every kind of
OUT AND INDOOR SPORTS and at
most satisfactory prices, too.
We are also in a position to supply
Mchools, Colleges etc. with
MANUAL TRAINING OUTFITS
MACHINE SHOP SUPPLIBS

## PHILLIP GROSS

HARDWARE COMPANY 126-128 Grand Avenue
MILWAUKEE, WISCONSIN
H. J. Crook

## Diamonds Jewelry Watches Optician

REPAIRING A SPECIALTY
221 State Street


## Look On The <br> OUTSIDE <br> But Don't Forget to Look I N S I D E Before you buy asuit

Get your Tailoring done in a "Dan. D" way.

Also French Dry Cleaning, Pressing, Drying and Repairing.

Work Guaranteed to be Satisfactory. Called For and Delivered.

## CARDINAL STEAM DYE WORKS

Daniel D. Foxwell, '12, Prop.
623 University Ave.
Phone 1500


## The Manicure Shop <br> Klassy Korus Kweens That Frenchy Haresfoot Show <br> OPERA HOUSE

## APRIL 21--22

## 3ew Spring Goods

$\mathfrak{I n}$ Sterling Siluer

| Hat Pins from | $\$ 1.00$ to $\$ 2.75$ |
| :--- | ---: |
| Picture frames from | .85 to 5.00 |
| Slipper Buckles, per pair | 2.25 and 2.75 |
| Belt Pins | 2.50 to 5.00 |
| Cuff Links | 1.00 and 1.50 |
| Bib Holders | 1.50 and 2.00 |
| Waist Sets | 1.50 and 2.00 |
| Tie Clasps | 75 and 1.00 |
| Veil Pins | 50 and .75 |
| Handy Pins, each | .20 |

See them today at
Gamm's Jewelty Store
3 かatest flain St, fladison

## J. E. McCarthy

GROCERIES FRUITS
VEGETABLES

Our Watchword is Quality
not
Quantity

1315 University Ave.
Phone 1019

## Men's Furnishings

OUR LINE of Men's Furnish
ings is complete and up-to-dat
in style. We handle the sam
high-class goods sold in th
larger stores. Before buyin
your new Spring Suit step in
and examine our samples. W
can save you money on you
new suit.

Phone 1027. 1319 University Ave.

## Taxi-Cab

For the same price as a
hack or carriage
To and from depots, for attendance on dancing parties, etc. at less than ONE-THIRD city prices

## STEAM-HEATED

W. A. McELROY,

PREGLER'S GARAGE
Telephones
1986 - 6381184

A. G. SPALDING \& BROS.
E. WATER ST.

University of Wisconsin HEADQUARTERS


ALEX. DRYBURGH,
(NEW)

## Southern Hotel

Michigan Boulevard and Thirteenth Street CHICAGO
Complete in Appointment Artistic Absolutely Fire-Proof 300 Rooms. $\begin{gathered}200 \\ \text { Bath. }\end{gathered}$ with Private 200 With Circulating Water. EUROPEAN PLAN

Rooms with Hot and Cold Water, $\$ 1.00$ and $\$ 1.50$ per Day Rooms with Private Bath, $\$ 1.50$ and $\$ 3.00$ per Day
C. H. SHAW,

Treasurer

## Capital City Dental Parlors

All kinds of dentistry. Absolutely painless
We cure Pyorrhea and all diseases of mouth and gums.
Call and get our estimate on your work.
SUITE 204 WISCONSIN BLDG.
TELEPHONE 1792

Phone 64

## The Mueller Co.

Contracting Engineers
for
Heating, Ventilating and

## Power Plants

112 King Street
HUBERT TOUSSAINT, Mgr. MADISON

It Pays to Keep Clean

## 10,000 Students

have bettered their condition in life by having taken a course in our school. The Annual Enrollment of


Madison, Wisconsin
has reached 500 STUDEN'SS

All Bookkeeping, Shorthand, Banking, English and Civil Service Branches taught by a Faculty of 9 Instructors

School in session the entire year, new students may enroll at any time

For 32 page Catalog etc., Address
The "4C" College, Spohn \& Atkinson, Props.
M A DIS ON, WIS CONSIN


A meat market, above all places, should be clean and sanitary. When the meat comes on the table you like to know it comes from such a market. It doesn't cost much to be clean -- just some water, a little soap and an hour's work now and then.

We pride ourselves on cleanliness.
Order today from a clean market. The choisest meats. We maintain a wholesale department for large buyers. Ask for wholesale prices
Jordan Market Co.

The Fair play
"The Home of the Mirror Screen"
Continuous Motion Pictures Using Licensed Films only
Admission 5c. Sherwood \& McWilliams

## Haswell Furniture Co.

"The Home of GOOD Furniture"
We rent furniture and ruǵs at Prom

Painters and Decorators get your pictures framed at MAUTZ BROS.

W. G. GAMM

3 West Main Street

## KIRCH


'IHAT'S ALI.

The
Finest
Equipped
Billiard
Parlor
In the



WALK-OVR BOOT SHOP SIGN OF MAN

15 W. MAIN
MADISON

## WILLIAM OWENS

## PLUMBER

## 118 Pinckney Street

CHICAGO OR MILWAUKEE PRICES
And We Save You The Freight
MADISON TEA CO.
Phone 1264
26 E. Mifflin


## DRESS GOODS

THE NEW Weaves and Shades All Represented

## SEE THEM NOW

JULIUS
ZEHNTER
CO.

## CAPITAL CITY GREENHOUSE COMPANY

Plants, Choice Cut Flowers and Decorations

50,000 SQUARE FEET OF GLASS
Store
226 State
Phone 3877 and 179
Dr. E. A. BROWN MENDOTA BLOCK PHONE 883

## ? The Question ?

## Is

FELLOWS, WHERE ARE YOU
GOING TO BOARD
?

This is settled by a trial at the
Varsity Cafe

435 STATE STREET

# PIPER BROS. Wholesale and Retail GROCERS TWO STORES 

## B. F. STAAK deater in <br> Staple and Fancy <br> Groceries

Butter and Eges
a Specialty

729 University Avenue Phone 825

Grimm's $\mathbf{B O K}^{00 \mathrm{~K}}$
INDERY $\qquad$
Book Binders, Rulers and Blank
Book Manufacturers

## STORAGE <br> Household Goods <br> Moved <br> Stored <br> Shipped

Union Transfer Co. 309 E. Wilson St.

| We want you to |
| :--- |
| come and see us |
| for |
| KITCHEN UTENSILS |
| TOOLS |
| CUTLERY |

BIGGEST LINE and BEST OF QUALITY
WOLFF, KUBLY \& HIRSIG
Cor. State and Gilman Streets PHONE 1213

## TECKEMEYER'S <br> CHOCOLATES

WILL please YOU
H. H. BROWN

The Trunk Man
118 E. Main Street

## New

## York

5 West Main st. Store

When in need of gifts for Wedding Anniversary or Birthday presentation remember our stocks of
Diamonds
Watches
Jewelry
Silverware
Cut Glass
Gold and Silver Novelties
Brass and Copper Goods, Etc.
are the largest and most complete in the state. Remember us also when in need of Fraternity Pins or Stationery. Quotations and designs cheerfully furnished.
BUNDE \& UPMEYER C0.
East Water and Wisconsin Sts.

> MILWAUKEE

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 widespread popularity. A fine stock of vehicles and well-bred horses constantly on hand for your pleasure.

## Artistic Photos

SCHNEIDER'S STUDIO 20 EAST MIFFLIN

## Rates to Students

A. D. $\&$ J. V. FREDERICKSON General Contractors
Pine, Hemlock and Hardwood Lumber Manufacturers of Builders Material MADISON WISCONSIN

## THE UNIVERSITY OF WISCONSIN

THE COLLEGE OF LETTERS AND SCIENCE offers a General Course in Liberal Arts; a Course in Commerce; a Course in Pharmacy; a Course in Music; a Course in Journalism; Library Training Course in connection with the Wisconsin Library School; a Gourse in Education; the Course for the Training of Teachers, and the Course in Chemistry.
THE COLLEGE OF MECHANICS AND ENGINEERING offers courses of four years in Mechanical Engineering, Electrical Engineering, Civil Engineering, Applied_Electrochemistry, Chemical Engineering and Mining Engineering.

THE COLLEGE OF LAW offers a course extending over three years, which leads to the degree of Bachelor of Laws, and which entitles graduates to the Supreme Court of the State without examination.
THE COLLEGE OF AGRICULTURE offers [1] a course of four years in Agriculture; [2] a middle course of two years; [3] a short course of one or two years jn Agriculture; [4] a Dairy Course; [5] a Farmers' Course; [6] a course in Home Economics, of four years.
THE COLLEGE OF MEDICINE offers a course of two years in Pre-Clinical Medical Work, the equivalent of the first two years of the Standard Medical Course. After the successful completion of the two years' course in the College of Medicine students can finish their medical studies in any medical school in two years.
THE GRADUATE SCHOOL offers courses of advanced instruction in all departments of the University.
THE UNIVERSITY EXTENSION embraces the departments of Correspondence-Study, of Debating and Public Discussions, of Lectures and of informa tion and General Welfare.

THE SUMMER SESSION embraces the Graduate School and the Colleges of Letters and Science, Engineering and Law. The session opens the fourth week in June and lasts for six weeks, except in the College of Law, which continues for ten weeks. The graduate and undergraduate work in letters and science is designed for high school teachers who desire increased academic and professional training, and for graduates and undergraduates generally. The work in Law is open to those who have done two years' work in letters and science or its equivalent. The Engineering courses range from advanced work for graduates to elementary courses for artisans.

THE LIBRARIES at the service of the members of the University include the Libraries of the University of Wisconsin, the Library of the State Historical Society, the Library of the Wisconsin Academy of Sciences, Arts and Letters, the State Law Library, and the Madison Free Public Library, which together contain about 380,000 bound books and upward of $\mathbf{1 9 5 , 0 0 0}$ Pamphlets.

THE GYMNASIUM Athletic Field, Boating Facilities, and Athletic Teams give opportunity for indoor and outdoor athletic training, and for courses in physical training under the guidance of the athletic director.
Detailed information on any subject connected with the University may be obtained by addressing W. D. HEISTAND, REGISTRAR, MADISON, WIS

Get your prescriptions put up at

## LEWIS'

DRUG STORE

509 State Street Corner Gilman
M. DIEDERICH FANCY GROCER
Candy, Fruit, Pickles Olives, Etc.

816 University Avenue

## CONKLIN 8 SONS

## Coall antion

 cerono
## Fashion Livery

Phone 333

Closed Carriages and Light Livery a Specialty
Student and City Trade Solicited

## Jefferson Transfer Co.

 in connectionCarriages
Baggage
Phone No. 7

## C. J. EHRMAN

$\boldsymbol{\Gamma} \boldsymbol{R}$ RUIT AND GROCERIEN

## Excelsior Shoe Tips

For Young Men, Hi Toe 0xfords Tans, with Gun Metal for Peace Ours at $\$ 3.50$ Sure Winners and $\$ 4.00$

For the Young Ladies, Ties, Button 0xfords, Instep Strap Pumps, in Patent Leather, Gun Metal, Tan Calf and Black 0oze.
Ours sell at $\$ 2.50, \$ 3.00, \$ 3.50$ A White Canvas Button Boot will be a favorite for Easter.

## EXCELSIOR SHOE STORE 109 State Street, Madison, Wis.

## UNIVERSITY

 MEAT MARKETG. F. and E. A. SCHELER, Props.

DEALERS IN

## FRESH, SALT and

## SMOKED MEATS

## SAUSAGE A SPECIALTY

621 University Ave.

## Fall Shoes

for the young man who cares for
UP-TO-DATE STYLES
in tan and black, button and blucher,
$\$ 3.00, \$ 3.50$ \& $\$ 4.00$
Full line of gymnasium shoes
Blind 8 Sander
217 STATE ST.

Pregiler Automobile GARAGE


AGENT FOR
CADILLAC \& STODDARD DAYT0N
Excessories, Storing and Repairing


## W. J. HYLAND

Practical Plumber and Gas Fitter 212 E. Main St.

Phone 710

## Small 8 Stevens Co.

Repairing of all kinds promptly attended to.
Bicycle, Typewriter, and Motorcycle repairs a specialty AGENTS FOR THE

## Indian and Thor Motorcycles



## O. R. PIEPER

HOTEL
$\underset{\text { INSTITUTION }}{\text { HOSELTAL }}$ SPPTEP
Write For Complete Price List

WHOLESALE GROCER
192-194-196 Broadway MILWAUKEE, WIS.

## Have a Look!

at

## THE

## SORORITY

 VIEWLUNCH
WAGON

Corner University Ave. and Park St.

## Phone 2154

## We Are Poor At

## "Cracking Jokes"

But we know how to buy Clothes and Furnishings that appeal to young men. We sell them in quantities to the most critical trade in the state--U. W. students. Isn't the pride we take in this success pardonable?

## BON TON CORSETS

Bon Ton Corsets have made the American figure famous the world over and are recognized as the highest achievement in the art of modern corsetry.
Every wearer of the Bon Ton Corset is the proud possessor of a wealth of style, health, comfort and symmetry. There is a subtle charm and grace about all Bon Ton corsets which appeals to your finer tastes and excites your admiration and fancy. Bon Ton Corsets are absolutely without a rival, each model an original conception of surpassing excellence in every detail. Ask our corsetier to show you the latest models.

## Burdick \& MurrayCO.



## FOR PARTICULAR PEOPLE <br> 

Fancy Line of Ice Cream, Candies, and Luncheons BEN and FRANK Corner of Irving Place and Park Streets Telephone 2371

# Badger Company 

 TAILORS AND CLEANERS DODO \& FOSOTelephone 365
513 State Street

## SCHWOEGLER'S

 New Candy Store The largest and most up-to-date retail candy kitchen in the city. STRICTLY SANITARY. EQUIPPED WITH A FULL LINE OF

| Bitter Sweets Bon Bons Chocolates | Fancy Boxes |  |
| :---: | :---: | :---: |
| Milk Chocolates | Hot Chocolate | Ice Creams |
| INSPECTION | CORDIALLY | INVITED |

