



The Sphinx. Vol. 7, No. 12 April 7, 1906

Madison, Wisconsin: University of Wisconsin, April 7, 1906

<https://digital.library.wisc.edu/1711.dl/VLDRVFM TZUMQR8S>

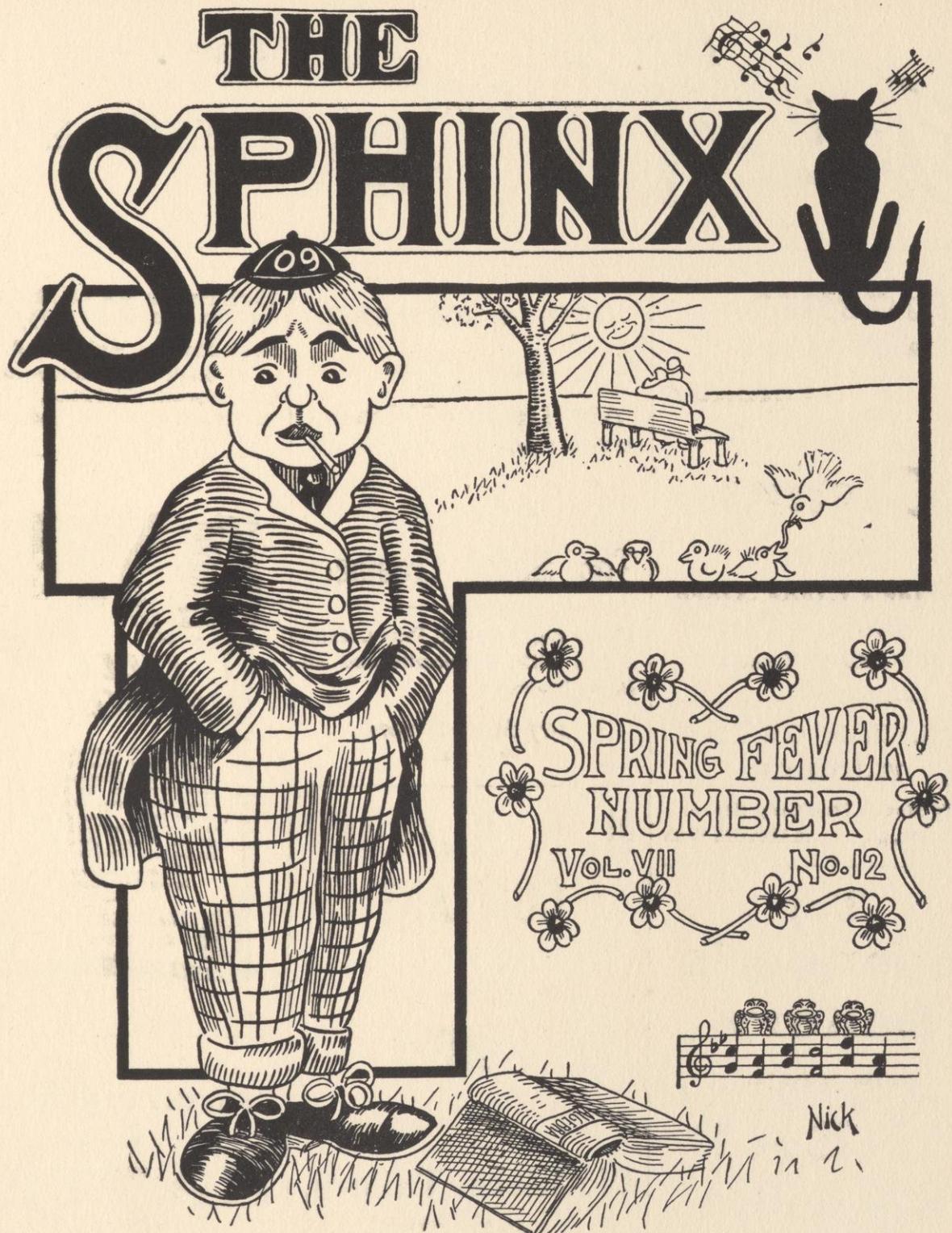
Based on date of publication, this material is presumed to be in the public domain.

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.



MADISON, WIS., APRIL 7, 1906



Students
WHEN GIVING A
Smoker
FOR
Cigars

CALL AT
*Fenner's Cigar Store
and Billiard Parlor*
21 W. MAIN STREET

WILLIAM OWENS
PLUMBER
118 North Pinckney Street
Telephone No. 121 MADISON, WIS.

Try
Spencer's
Bakery
FOR YOUR
B R E A D
It is Better
and Cheaper

457 W. Gilman St.

GEO. A. KEMMER

Wholesale and retail
Dealer in

All Kinds of Meats

12 North Pinckney St. • Tel. 1709

The Model Creamery

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

207 State Street
Phone 1150

M. S. KLAUBER
COMPANY



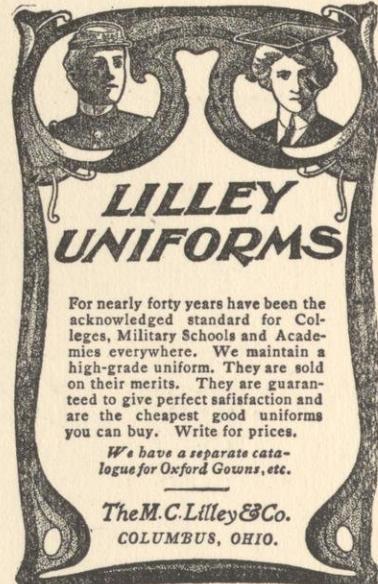
Clothiers, Tailors,
Furnishers.

Subscribe for The Sphinx

**The Students'
Favorite Brew**

**Grimm's BOOK
BINDERY**

Book Binders, Rulers and Blank
Book Manufacturers
Telephone 469, Third Floor, 119 and 121
East Washington Ave., Madison, Wis.



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

We have a separate cata-
logue for Oxford Gowns, etc.

The M.C. Liley & Co.
COLUMBUS, OHIO.

SIDNEY P. RUNDELL

High Class

HATTER

...and...

Men's Furnisher

7 East Main Street

A. G. Spalding & Bros.

Largest Manufacturers in the World of Official
Athletic Supplies

Base Ball	Lawn Tennis
Foot Ball	Archery
Roque	Quoits
Lacrosse	Golf
Cricket Croquet	

Implements for all Sports

Spalding's Official Base Ball Guide for 1906. Edited by Henry Chadwick. The most complete and up-to-date book ever published on the subject. Fully illustrated. Price 10 Cents.

Spalding's Official League Ball is the adopted ball of the **National League**, and must be used in all match games.

Every requisite for **Lawn Tennis** and **Golf**. For over a quarter of a century **Spalding's Trade-Mark** on **Base Ball** implements has marked the advancement of this particular sport



Spalding's Trade-Mark

on your Athletic Implement gives you an advantage over the other player, as you have a better article, lasts longer, gives more satisfaction.

Every Base Ball Manager should send at once for a copy of Spalding's Spring and Summer Catalogue—Free.

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.
	Hamburg, Germany	

Suits! Overcoats!

Perfect in Fit Perfect in Style Perfect in Finish

and every garment accompanied by a certificate from the makers that it will give absolute satisfaction. We will show you **The Kuppenheimer Clothing**—with pleasure—a comparison of prices with other clothing insures a sale.

Sales Agents

Quammen, Danielson & Mueller
23 South Pinckney St.

Make Your Dates Early

At Keeley's

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

Our New Cafe will be open
about the first of December

A. M. Hilsenhoff FINE TAILORING a Specialty

Business Suits, Frock Suits, Dress Suits and Overcoats made in very latest style. Cleaning, Pressing and Repairing on Ladies' and Gents' Clothing promptly and neatly done. Telephone 859.

302 STATE STREET

Subscribe for the Sphinx



is equipped with clip-cap for men and chatelaine attachment for women, both of which afford protection against loss, and yet are easily detached for use. Our Ideal flows steadily, never floods or blots, is easily filled and cleaned. For sale by all dealers

CAUTION—Insist on the genuine for your work requires the best.

L. E. Waterman Co.

173 Broadway, New York

BOSTON CHICAGO SAN FRANCISCO
MONTREAL LONDON

New York Store

DRY GOODS, CARPETS AND RUGS

Student Trade Solicited

5 and 7 West Main Street MADISON, WIS.

— GO TO — WALTZINGER'S for Exquisite Ice Cream, Sherbets and Confectionery

19 N. PINCKNEY ST.

Subscribe for The Sphinx

HURLEY-REILLY CO.

89 Wisconsin Street

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



THINK of this best Jewelry and Silver store whenever you are in want of something in such lines for birthday or wedding presentation, or for personal or home use. Think also of our Factory if wishing for pins, badges, trophies or medals. Think likewise of our Stationery Department if needing invitations, programmes, calling cards or correspondence paper. Your thoughts can be materialized here—satisfactorily, economically.

Bunde & Upmeyer Co.

94-D, Mack Block

Milwaukee, 8th Wisconsin

HUMOROUS BOOKS

See complete
...line at

CO-OP

Our new W pin is a winner

PAUL HAMMERSMITH,
PRES & GEN. MGR.

BENJAMIN KORTMEYER,
SEC'Y & TREAS.

Hammersmith Engraving Co.

116 Michigan Street, MILWAUKEE

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.

MADISON REPRESENTATIVE:

PAUL W. HAMMERSMITH
19 MENDOTA COURT

Dane Co. Phone 535

Bell Phone 199

— THE —
NEATEST, SWELLEST,
HANDSOMEST

SPRING WOOLENS

that ever was shown in Madison
Prices that you can reach

E. J. SOUTHWICK
Merchant Tailor Madison, Wis.



The Sphinx

Naramore 4

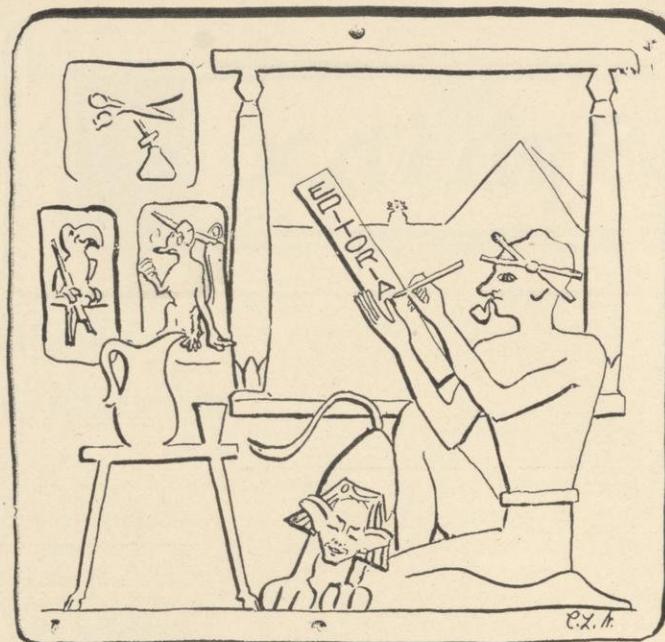


SPRING FEVER.

When springtime comes a floatin'
O'er the Latin part of town,
My spirits drop a foot or two,
With Hausman's they go down.
All the woes a hibernatin'
In the marrow of my frame
Come forth right cross and sleepy,
And their wrongs to me proclaim.
Oh, I wish that I was livin'
In the bottom of the lake,
Where fishes wee would sing to me
And fan my feet awake.
Spring fever is the worst disease
That I have ever had;
It ties my brain in twenty knots
And drives my liver mad.
When I go to solemn meeting
Sunday morning with my best,
My heart, so disrespectful,
Beats "Cheer! Cheer!" upon my vest.
Oh, I wish that I was livin'
In a corner of the sky,
Where birdies cuss and make a fuss,
'Till troubles homeward fly.

—Nick.





THE SPHINX.

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

Entered at the Postoffice of Madison, Wis., as
Second-Class Matter, September 28, 1901.

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.

ADVERTISING RATES MADE KNOWN ON APPLICATION

Address Communications to the Business Editor

All contributions, subscriptions and remittances
for same should be addressed to

EDITOR, 615 Lake St.

F. W. MACKENZIE, '06, Editor.

M. C. OTTO, '06, Art Editor.

T. STEMPFEL, '08, Asst. Art Editor.

R. B. HETZEL '06, Manager.

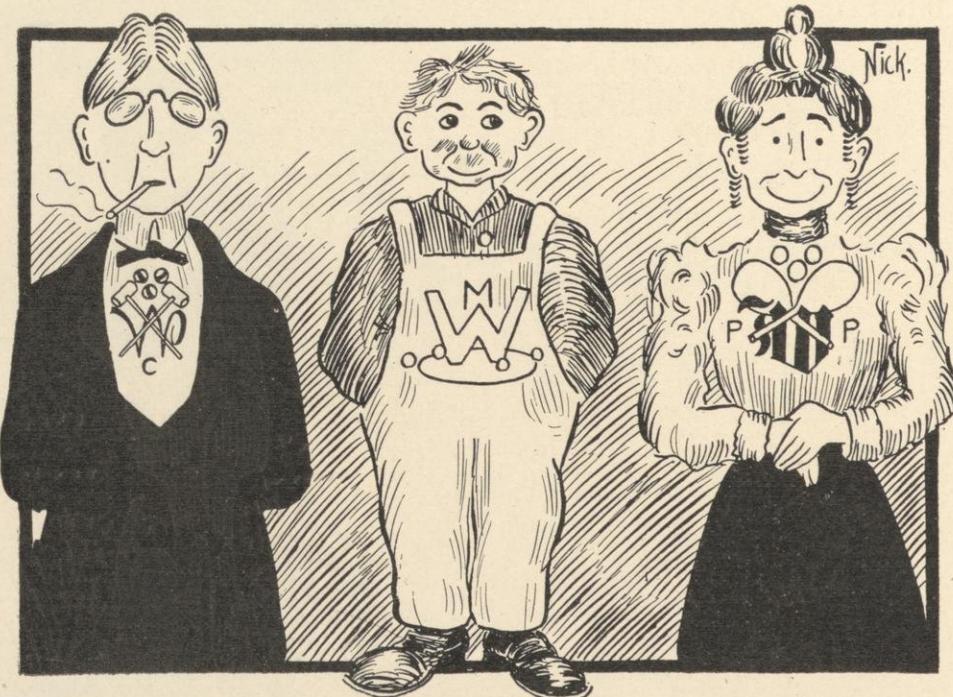
W. H. LIEBER, '07. LUCIAN CARY, '08.

D. C. NICHOLSON, '07.

GEORGE B. HILL, '08. JOHN V. MULANEY, '08.

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

Wearers of the "W"



WHAT MIGHT HAVE BEEN



ISCONSIN athletic conditions just now seem to be at the lowest ebb. We are at the turning point between the old and the new organization. Whether or not the future holds in store success or mediocrity is still a matter for conjecture—and there is no dearth of surmises on either side—but after all, Wisconsin's position in the years to come with regard to athletics will be determined by the wisdom with which the new organization is builded up. In the attitude of the student body will rest the fate of the new organization (whatever it may be), so it behooves us to be builders and not destroyers. "Don't cry over spilt milk," is a wise proverb; one that is particularly applicable at the present time. No good will come of digging up the dead past. There will be hope for what is to come only when we cease looking regretfully backward and fixing our eyes steadfastly forward to the time when Wisconsin will be once more in the van of the Big Nine.

How it Happened.

(From the Minutes of the Faculty meeting.)

. . . The following clause was then inserted in the resolutions: "Outdoor athletics will be hereafter conducted as scientifically and systematically as the indoor gymnastic training has been heretofore."

Asst. Prof. X. inquires what science and what system is referred to. No one can give him information.

Prof. Y. paints a touching word picture of the athletics of the future, "when the rosy-cheeked association of football players will stand in an orderly line while Eddie takes their numbers. (Cheers. Prof. Y weeps for joy.) Resuming, he recommends inter-fraternity football under proper restrictions and chaperonage.

Prof. X—"I object to this discrimination. Why not inter-sorority football, too?"

(Prof. X. called to order.)

Dean Henry takes the floor; when remonstrated with he gives it back, however. He says: "There is too much graft in stu-

dent athletics. The faculty ought to take hold of this with a firm hand."

Prof. Z. reads the report of the committee on Substitutes for Football. Croquet is condemned because of the dangerous implements employed; ping-pong because of the abnormal inverted postures necessary when hunting for the ball under the piano; marbles because of its element of chance and the gambling spirit fostered. Consternation in the meeting. . . .

Pa Williams, emeritus professor, solves the difficulty. "Why not," he says, "permit football with the smaller teams, viz: Of Ripon, Lawrence, the Academy, the Orphan's Home. It would be safer than ping-pong, with no element of chance. It would foster a love for the simple life. Say to the students: 'You may play football, but not for keeps.'" Cheers. Cries of "The very thing." Wild excitement.

"It is a simple, soulful, sober substitute, and should be satisfactory to the strenuous students," says Sunny, lingering lovingly on the alliteration.



"MAN'S INNERMOST THOUGHT"

Poor Willie

An old fortune-teller once said, "Mr. Bill,
You'd better get busy and make out your
will."

Your little hand tells me you were born
very late,
A very sure sign you will soon meet your
fate."

But Bill he just smiled him an overgrown
grin
With a mouth so extensive a team could
drive in,
And a snipe that he carelessly left on his
lip
Was swallowed alive as the shock made it
slip.

The stoggie set fire to some "Force" with
which Bill
Had that very same morning attempted his
fill.

Billy swore hard and hystericaly laughed,
Which, alas for poor William, created a
draught.

The doctor examined Wili's leavings and
said
He wasn't surprised the poor fe'lou was
dead;
For the grub in his stomach, and lunch-
counter trash,
The fire had turned into boarding-house
hash!

—D. C. N.



In 1919.

THE Wandering Wraith floated through the vast, empty, expensive halls of the Library. He drifted up the stairs and through the crack between the swinging doors into the reading room. The air that greeted his ethereal nostrils was the old familiar air of 1906, consisting of 80 per cent. nitrogen, 10 per cent. carbon dioxide, 10 per cent. of assorted microbes, and a trace of oxygen. He glided invisibly toward two pale, thin, bloodless, scholarly creatures, who were barely able to support the load of scholarship badges and pins of Phi Beta Kappa, Phi Phe Pho, Phi Phui Phudge, etc., etc., which adorned their attenuated bosoms. They bent together over a volume which had not been disturbed for long years.

"Only see, Archibald, this peculiar verse inscribed upon the fly-leaf," said the paler one.

The wondering Wraith looked over their shoulder at the writing. It was:

'Varsity, 'Varsity,
U-rah-rah-Wisconsin,
Praise to thee we sing.
Praise to thee, our alma mater,
U-rah-rah-Wisconsin.

"How exceptionally meaningless," ejaculated the first scholar. "Goodness gracious, I—"

"Remember, Archibald, profanity is forbidden," interrupted his companion, reproachfully. "But, truly the passage is without logical denotation or connotation. I am curious to know where it originated."

"I am unable to enlighten you," replied the other. "I myself have never before heard it."

With a low moan the Wandering Wraith faded into Outer Nothingness.



Prophecy.

The farmer may talk of the blue-bird;
Of zephyrs the poet may sing,
But a tack, upright
On the floor at night
Is the cause of an early spring.



"LA PETITE FADETTE"



The Spring Bird Class

Song of the Signal Corps.

We sit around luxuriously
 In elegant kitchen-chairs,
 And listen at ease to the weary tramp
 Of the sons of the gun upstairs.
 We ghoulishly chuckle to hear the plank
 Of their heavy guns on the floor,
 For we are soldiers of leisure now—
 We are the Signal Corps.



Oh, we have a card, on which is a code,
 Which we are supposed to learn;
 Some of us buck it diligently,
 Others don't give a dern.
 Don't let it worry you, captain dear,
 Some day we'll know some more;
 (We'll have to know more for we couldn't
 know less)

We are the Signal Corps.

We practice at first with neat little sticks,
 Which we are supposed to wag,
 But after awhile, we put on style
 With a weather bureau flag;
 'Tis a brute of a thing in a gale of wind;
 It maketh your shoulder sore.
 If it wasn't for that we would all get fat
 In the Sedentary Corps.

We are the Signal Corps,
 As I remarked before;
 We are the leisurely soldiery—
 We are the Signal Corps.

Engineering Note.

Naughty-nine they had some tickets,
 Which were anti the machine,
 Mr. Stiehm he ran for proxy,
 Now the class is run by Stiehm.

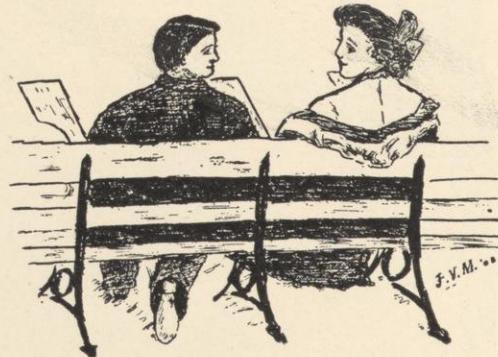
(Puzzle: Which is more a crime,
 That there pun or that there rhyme?)

MEMORY—How infinite thy variety!
 Strong and intense and vivid as the first
 unstudied draught of Straight Whiskey;
 dull and commonplace and monotonous as
 the landlady's monthly Tale of Woe; faint
 and fragrant and elusive as the Odor of
 Perfume wafted from the Superb Gown you
 once escorted from some by-gone ball.

Mrs. Henry Peck—Henry, pay attention
 to me. Here I have been writing and writing,
 and all you have been doing has been
 to read and read. Shall I say "disillusioned"
 or "disillusionized"?

Mr. Henry Peck—I don't know. Why
 don't you say "married" and let it go at
 that.

This is the way it came to us.
 She stepped up to the attendant at the
 delivery desk in the Library and asked for
 Patmore's Poems. The attendant dis-
 appeared into the stacks and emerged in a few
 minutes with this remark, "We do not seem
 to have Patmore's Poems, but I can give
 you Tom Moore's."



Mixed Phrasing.

Freshman Girl (in German class)—
 "Have you translated any of this 'Jung-
 frau' for to-day?"

Freshman Grind—"O yes, it's easy! I've
 gone over it a half dozen times at least."

Freshman Girl (raptuously)—Goodness!
 you don't say so, why you must be a regu-
 lar German carp!"

Another Expression of Spring Fever

In the glow of early morning Prof. Tiddle de Tum set forth from his home out near Monona to make his eight o'clock on the third floor of University Hall. It was a beautiful spring morning. No sound was heard save the noisy twitter of the sparrows in the gutter or the joyful lay of Sunny's milkman making his daily rounds. Professor Tiddle de Tum stepped joyously along, swallowing huge gulps of the Mendota breeze and cogitating on the "Joy of Living." By the time he had reached Main Hall his step was buoyant, his spirit exuberant and his poetic soul was saturated with the pristine joys of spring.

The members of the class stirred uneasily in their chairs. They looked longingly out across the budding tree-tops to where the ice was breaking on Mendota, and discontentment stirred the souls within them. At the sound of the professor's voice, however, they sat up and took notice.

"In expressing the spirit of culture instilled within us by daily contact with the great and beautiful," he began, "this message of the Gods, this quintessence of Helen, as I may say, we become winged Mercuries from Olympus, veritable pipes from the Helicanian springs." The members of the class looked concerned and importuned by the mission thus thrust upon them. They glanced about furtively. "However," said the professor, "we must endeavor to cultivate the positive expression of these intellectual concepts by explicit terms, with the absolute eradication and elimination of the artifices of metaphor."

In the distracting silence which followed this efflorescence of culture, an Olympian semi-public debate man on the back seat was heard to sigh heavily. The girl on the front seat swallowed her gum, and a former country school teacher in the second row fainted with a despairing shriek.



Style In Shoes

The well-dressed man is as particular about the style of his shoes as of the cut of his clothes.

Schumacher shoes are inimitable in style and shape, and have won their way to the good graces of hundreds of men of notable correctness in appearance.

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

SCHUMACHER BROS.
MILWAUKEE, WIS.

We Have No Branch Stores.

Extracts from a Recent Novel.



"A LIGHT STEP WAS HEARD IN THE PASSAGE, AND IMOGENE CAME TRIPPING INTO THE ROOM."



"THE VILLAIN GROUND HIS TEETH."

Sing a song of Sunny Pyre,
How we raised his righteous ire,
When we cut his class two minutes after
nine.
How he talked of truth and right—
Gave the co-eds all a fright,
While the fellows all repented, fair and fine.
O, we'd ne'er have cut at all
If we thought that in the hall
We would meet him and get hustled back
in line!

THE SPHINX

Subscribe Now!

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

FINE CUSTOM WORK A SPECIALTY

JONES-SMITH MUSIC COMPANY

We sell, rent, repair, tune and refinish pianos. Carry large stock of Washburn, Brandt, and Martin Mandolins, Guitars and Banjos. Popular Sheet Music, 10 cents and 14 cents.....

27 EAST MAIN STREET MADISON, WISCONSIN

The New Fall Hanan Shoes

You will probably be interested to know that the new Fall Hanan Models are now ready. The extensive variety of modish styles, newest leathers and exclusive lasts makes us feel sure, that we can satisfy your most particular shoe wants.

Hanan-DeMuth Shoe Co., :: Milwaukee, Wis.

W. H. S. — G. S. & J. B.



Mayer
HONORBILT
Shoes for Men

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





Lawn **Stables**
Phone 313-317
W. Johnson & Co.
Madison, Wis.



The Most Carping of Critics

cannot find any fault with our laundry work, as we aim to please the most fastidious—and what's more, we do it. No one finds fault with our up-to-date laundry work in shirts collars and cuffs. The best work is what we strive for and attain.

ALFORD BROS.,
Phone 172.

Stiff Hats for spring are mostly on the narrow brim order, many of them flat set. Full line is now on display at "THE HUB."

There was once a pair of young beaux,
Who sported the loudest of clothes,
And the noise that they made,
Put the sea in the shade,
By the sound of the serge, I suppose. —*Punch Bowl.*

I can satisfy the most fastidious taste in the smoking line.

CARL BOELSING.

For the finest professional Mandolins try THE STAHL. It speaks for itself. Exclusive Agents, WISCONSIN MUSIC CO., J. W. Groves, Mgr., 20 North Carroll St.

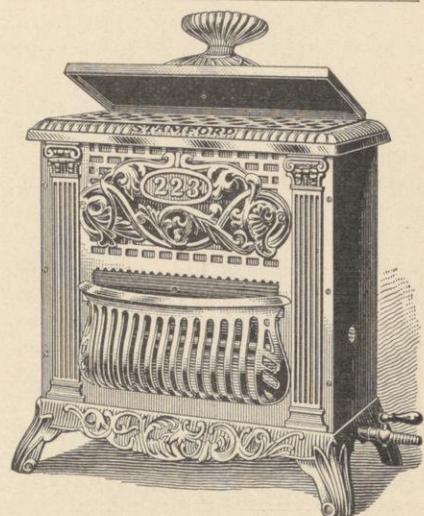
Subscribe for The Sphinx



Jung
CARDINAL
A New Milwaukee Beer

That "Serves you Right"
Order A Case Tomorrow





THE RENOWNED **STAMFORD GAS HEATER**

First Prize for efficiency at St. Louis Exposition. Absolutely sanitary.

Prices \$2 to \$9

See these in our sales rooms.

Madison Gas and Electric Co.



The Safe and Helpful Beverage—

GOOD beer helps the stomach to perform its offices. It aids the digestion. The percentage of alcohol in **good** beer is very small. **GOOD** beer—Wiener—quenches the thirst and refreshes instantly and naturally. Athletes drink Wiener beer when in training. They know that it is good for them.

BLATZ WIENER BEER

The absolute wholesomeness of Blatz Beers is pre-determined by the Blatz Method, months before it comes to you. Pure sparkling water—hops—barley malt—brewed and matured in the good Blatz way. The ideal home beverage.

VAL BLATZ BREWING CO., MILWAUKEE
ASK YOUR DEALER

Always the Same Good Old "Blatz"

Findlays.

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. 2 1/4 lb...	\$1.00
Mocha-Java, 35c. 3 lb.....	\$1.00
Jubilee Blend, 32c. 3 1/4 lb.....	\$1.00
Mexican, 30c. 3 1/2 lb.....	\$1.00
Java Blend, 28c. 3 3/4 lb.....	\$1.00
Rozan, 25c. 4 1/2 lb.....	\$1.00
Hotel Blend, 22c. 4 3/4 lb.....	\$1.00
Bourbon Santos, 20c. 5 1/2 lb....	\$1.00
Jamaica, 18c. 6 lb.....	\$1.00
Golden Rio, 15c. 7 lb.....	\$1.00

And now get Findlays' Price List—tells of other things.

THE
John Grinde
CLOTHES
SHOP

For strictly first-class ready-to-wear clothing and men's furnishing goods, go to the Clothes Shop. Everything new and up-to-date.

John Grinde
18 N. Carroll

THE FARMER'S SENTINEL

is of special interest to farmers because it prints more complete and intelligible accounts of the markets and farm news than any other paper in the country.

Send 25 cents for Six Months Trial Subscription

Address FARMER'S SENTINEL,
Milwaukee, Wis.

Carl Thomas Photographer

26 West Mifflin Street
Madison, Wis.

Madison Steam Laundry

Goods Called For and Delivered

NO. 111 KING STREET
Phones: Standard 815, Bell 5961

THE Austin Shoe

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

TELEPHONE
RILEY & SON
—FOR—
Fine Livery

Either Phone No. 54
COR PINCKNEY & DOTY STS.

A. Haswell & Co.
26 and 28 N. Carroll St.

Good
Furniture

IF IT'S
Printing
or...
Paper
THERE'S NO QUESTION
PARSONS
Printing & Stationery Co.
24 N. CARROLL STREET

IT IS A JOKE

For any dealer to claim that they have a better stock of stationery than we carry. Eaton Hurlburt's, Hurd's and Cranes are the best. We have the very latest styles in these three best lines. We also have a distinctively new University Stationery—a small seal on the new two-tone linen—50c.

COLLEGE BOOK STORE
412 STATE ST.

Sofa Pillows, Stamping and Fancy Goods, Hair Dressing and Shampooing
MRS. L. ESSER, Hair and Fancy Goods Store, 2 S. Carroll St.

The Danger

Cool-headed Citizen—What are you running for? That mad dog is running the other way.

Fleeing Citizen—That's right, too. But a policeman is shooting at it, and I am not taking any chances losing my life.

An item in a Milwaukee paper informs us that some English travelers have discovered Jacob's well. We are certainly glad to hear it. We have been laboring under the impression and delusion for some time that Jacob was dead.



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.

Telephones: Office 718, Residence 7479

DR. J. B. BAKER
DENTIST

Mendota Block

STANLEY C. WELSH
DENTIST

24 W. MIFFLIN ST.
OVER "THE HUB"

HOURS
-12 A. M., 2-5 P. M. PHONES
OFFICE 5292, RES. 6442

CAPITAL HOUSE

BURTON & NICHOLS, Props.

Rates \$ 2.00 Per Day
Special Attention to Banquets

F. F. F.
STEAM LAUNDRY

Students—\$5.00 Commutation Tickets
for \$4.25, and \$3.00 Tickets for \$2.60.
We are making a specialty of domestic
finishes.

Soft Hat styles for spring are again much on the telescope order. Gray will be the color. New spring styles are now shown by "THE HUB"—\$1.00 to \$3.00.

First Aeronaut—Couldn't you get the insurance company to give you an accident policy?

Second Aeronaut—No. They found out I was going to give up my business and settle in New York.—Life.

BOESLING is carrying the most complete line of pipes in the city. Drop into his little store on State street and look them over. It will pay you.

For the finest Professional Mandolins try THE STAHL. It speaks for itself. Exclusive Agents, WISCONSIN MUSIC CO., J. W. Groves, Manager, 20 N. Carroll Street.

Brown's in Town

WITH

Dress Suit Cases

Travelling Bags

College Trunks

BROWN'S TRUNK FACTORY

118 E. Main St.

Get Your.....

Pictures Framed

at...

MAUTZ BROS.

Subscribe for The Sphinx

ESTABLISHED 1854.

Conklin & Sons**Coal, Wood and
Mendota Lake Ice.****Salt, Cement, Stucco, White
Lime, Hair and Sewer Pipe.**

*Coal Yards: 614 W. Main St., Ice Houses:
322-4 E. Gorham St., 548 W. Wilson St.,
Offices: 105 E. Washington Avenue.*

MADISON, WIS.**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**

**Flom's Theatre
TO-NIGHT**



See those nobby Patent Leathers and Gun Metals, in "J. & M." and Stacy-Adams make, at "THE HUB."

Boggs—I hear Toggs lost ten thousand in the deal last week.

Joggs—What was it? Wheat or cotton?

Boggs—Neither. Full house against fours.—*Princeton Tiger.*

If you want a cigar that is right, or want to find a nice brand that will suit you, just call and see Boelsing.

For the finest professional mandolins try THE STAHL. It speaks for itself. Exclusive agents, WISCONSIN MUSIC CO., John W. Groves, manager, 20 N. Carroll street.

New Models in Black and Gray "Mackinette" Rain Coats at "THE HUB."



HARK !!

Listen to...

FORD'S

Message 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

WM. F. VILAS, President. FRANK W. HOYT, Vice-President. JOSEPH M. BOYD, Cashier.

**BANK OF WISCONSIN,
MADISON, WIS.**

Capital paid in	100,000.00
Surplus	50,000.00
Additional liability of stockholders	100,000.00

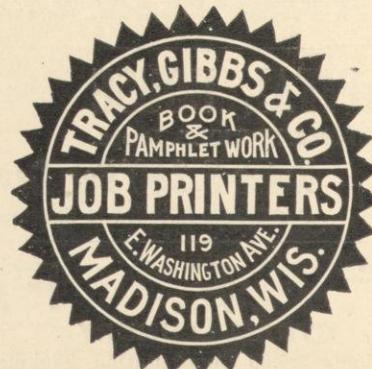
Savings department. Safety deposit boxes for rent at reasonable prices.

DIRECTORS: Wm. F. Vilas, Frank W. Hoyt A. O. Fox, S. H. Edison, Eugene Eighmy, Joe Boley, Geo. Soelch, Frank Kessenich, A. L. Sanborn, Joseph M. Boyd.

**Give Me
a Boost,
Fellows!**

I am getting close to the \$1000 prize and every subscription to *The Saturday Evening Post* helps.

BRYCE ENNIS.



TELEPHONE 53
BROWN BROS.
LIVERY

W. J. GAMM
JEWELER and OPTICIAN
Fine Watch Repairing
3 West Main St. Telephone 685
Cardinal Cream Co.
F. A. HASS, MANAGER
Clarified, Pasteurized Milk
....and Dairy Products
703 UNIVERSITY AVENUE
STANDARD PHONE 2415

Hausmann Brewing Company

333 STATE STREET

MADISON, WIS.

MANUFACTURERS OF

Lager and Kulmbacher Keg Beer. Export Pilsner and Kulmbacher Bottle Beer

Bookkeeping

Have you ever thought of the fact that nearly all men of great responsibility in large commercial centers owe their success and advancement to **SHORTHAND**? The "4C" prepares you.

The Business Man will not use you without a practical knowledge and preparation of **BOOKKEEPING**.

INVESTIGATE this COURSE at the
"4C".

Shorthand

Typewriting

Seven Offices are maintained in the Office Training Course at the "4C". Latest devices used. Loose Leaf Ledgers, Card Filing Systems, Latest Wales Adding Machine.

Call or write for a copy of our Catalog

Business Practice

THE "4C" COLLEGE, Spohn & Atkinson, Props.,
Madison, Wis.

LOTS OF PEOPLE NEVER WORRY
ABOUT STYLE, JUST BUY

FOWNES GLOVES

AND HIT IT 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