

The Sphinx. Vol. 9, No. 11 March 23, 1908

Madison, Wisconsin: University of Wisconsin, March 23, 1908

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.

THE SOCIETY SPHINX



STEAM DYE WORKS: 702 University Ave.

OFFICE: 405 STATE STREET

The Pantorium Company Cleaners and Dyers

PHONES: Standard, 8628, 978; Bell, 1180

MADISON, WISCONSIN

KOEPP = MUELLER

Interior Furnishers Draperies, Curtains, Rugs, Carpets, Furniture

105 Wisconsin Street MILWAUKEE. = WISCONSIN

JOHN GRAF "THE BEST WHAT GIVES"

AND CARBONATOR OF

Lithia Water, Soda Water, Mineral Water, Ginger Ale. and Lemon Sour. Agent for West Baden Water, Beef Extract, and Bromo Soda.

Cor. 17th and Greenfield Avenues MILWAUKEE

Madison Agt., FRANK STATZ & CO., 110 N. Fairchild

KIRCH THAT'S ALL

The Finest Equipped Billiard Parlor in the Northwest.

THE John Grinde Clothes Shop THE BEST OF

> Everything in Men's Wear

Brown Bros. Livery

> Party Carriages a Specialty

Corner Broom and Gorham Sts. MADISON. - WISCONSIN Phones: Standard 53, Bell 1165

E STUDENTS

- We solicit your patronage and will leave no stone unturned to give you the best of satisfaction in your dealings with us.
- We will sell you anything from a piano to a Jews Harp and and will give you a "square deal." We will also extend you credit.
- Special discounts on technical and all teaching music. Latest popular and Opera music. New records.

WISCONSIN MUSIC CO. NO. 14 NORTH CARROLL ST.

Kentzler Bros.

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

Telephones: Office 718, Residence 6447

DR. J. B. BAKER
DENTIST

...Mendota Block

Painters and Decorators

GET YOUR PICTURES FRAMED AT

Mautz Bros.

"THE UP-TO-DATE BARBER SHOP"

J. C. MCFARLIN, PROP.

COR. MAIN & CARROLL STS.

OPPOSITE PARK HOTEL

Subscribe for The Sphinx

Make Your Dates Early At Keeley's

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

Our Lunch Rooms Are Now Open

Editor in Daily Office—"Say, Buck, have you read my last editorial?"

"I hope so," was the crusty reply.—Minnehaha.

"Me brudder's goin ter Cornell. He's one of dem sub-frosh."

"Huh, dat's nuttin, my brudder's preparing fer de Navy. He's a submarine.—Widow.



W. J. GAMM JEWELER AND OPTICIAN

Fine Watch Repairing

J West Main St. Telephone 685

William Owens

PLUMBER

118 North Pinckney Street Telephone No. 121 Madison, Wis.

The Mueller & Son Co.

445-475 CANAL STREET Milwaukee, Wis.

MAUFACTURERS

WOODEN BOXES

FOR ALL PURPOSES

OUR SPECIALTIES:

CIGAR BOXES, BOTTLERS BOXES
CANNERS BOXES

Write them-they are right.-Ed.



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

U. W. GROCERY

Dealers in

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

> OLWELL BROS. 625 University Avenue

EAT Spencer's Roston Brown Bread

brown bread

and

Boston Baked Beans

Try our Cookies and Cakes

607 UNIVERSITY AVENUE

Kemmer Bros.

Wholesale and Retail
Dealers in ALL KINDS of

MEATS

112 N. PINCKNEY ST.

Telephone 1359

SUMNER & CRAMTON DRUGS

502 STATE STREET

CUSTOM TAILORING

Woolens carefully selected for Spring and Summer Wear from the best manufacturers, both foreign and domestic are now on exhibition. Never were the blending of colors more beautiful than this season. Your early inspection is invited.

SCHMEDEMAN & BAILLIE

25 EAST MAIN STREET

Ester Oyster Co. Fish, Oysters and Cheese

That's All

206 East Main Street

Baumbach = Reichel Co. HOPS AND MALT

Agent for National Ammonia, for Ice Machines and other purposes

89 HURON STREET
Milwauke e, Wis

Capital City Fruit Store

GEO. ELLMAN. Prop.

Standard Telephone No. 1021 Bell Telephone No. 732

402 STATE ST.

Stage Door Maxims

(Not the maxims in the Merry WIDOW.)

All's well that spends well.

Little bell-boys have big ears.

Though you can lead a pony to

Though you can lead a pony to the café, you can't make her drink water—Widow.

DR. JOHNSTON Eye=Sight Specialist

20 Years' Experience

At University Co-operative Store
Every Alternate Friday Afternoon

Next Date

FRIDAY AFTERNOON MARCH 27

The New St. Nicholas Restaurant

BEN. STITGEN, PROPRIETOR
Phenes: Standard 2703
Bell 922
118=120 WEST MAIN ST.

Have you heard of "L System" clothes? They are that entirely different style of young men's clothing sold exclusively by "THE HUB," which every student wants the minute he sees and tries on.

A. M. HILSENHOFF Merchant Tailor 302 STATE STREET

The Curtiss Studio

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

WISCONSIN BLOCK, OVER PALACE OF SWEETS

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

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

BANK OF WISCONSIN

CAPITAL AND SURPLUS, \$150,000.00

ADDITIONAL LIABILITY TO STOCKHOLDERS, \$100,000.00

State Street Branch for Accommodation of University Professors and Students
Cor. State. Johnson and Henry Streets

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 Joel Boley Geo. Soelch Frank Kessenich A. L. Sanborn Joseph M. Boyé

The Model Creamery

FANCY ELGIN BUTTER, PURE PASTEURIZED CREAM and MILK, BUTTERMILK and all DAIRY PRODUCTS

207 State Street

TELEPHONES

Standard 1150 Bell 979

Wherever You Travel

You are judged by your luggage. There's a snappy style, as well as a sturdy excellence of construction about our Traveling Equipment that creates a favorable impression.

ROMADKA'S

MILWAUKEE

81 Wisconsin Street

ESTABLISHED 1848.

216 Grand Ave.

William Franzen & Son

PROPRIETORS

n & Son Milwaukee, Wis.

Northern Glass Works

Output, 300,000 Gross Per Year

P. O. Address, Station D, Milwaukee Furnaces on Lincoln Avenue

NEAR KINNICKINNIC RIVER

PAUL HAMMERSMITH,

BENJAMIN KORTMEYER,



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.

"Good Clothes"

Are an essential part of your education. That's the only

kind we make. :: ::

E. J. SOUTHWICK MERCHANT TAILOR

4 SOUTH CARROLL ST.

THE PARK BOWLING ALLEYS

GEORGE PALTZ COMPANY



FILLS ITS OWN TANK

To fill Conklin's Self-Filling Fountain
Pen simply dip it in any ink and press the
Crescent-Filler. It fills its own tank in a jiffy
—ready to write instantly. Nothing to take
apart—no dropper—no inky fingers—no loss

of time. For student, professor, business man, and for the man who moves about

CONKLIN'S SELF- PEN

"THE PEN WITH THE CRESCENT-FILLER"

is the only pen. Besides the self-filling, self-cleaning advantages over all other pens, is the perfect feed—the smooth glide of the Conklin—the splendid writing qualities. Ink flows as smoothly as a class reunion. Won't scratch, blot or leak.

Leading dealers handle the Conklin. If yours does not, order direct. Prices, \$3.00 and up. Send at once for handsome new catalog explaining the advantages of the Crescent-Filler.

THE CONKLIN PEN CO., 310 Manhattan Building, Toledo, Ohio

Our New Department

Gents'
Furnishings
and...
Fine Shoes

The Co-op

"Watch the Co-op Grow"

When Down Town

Do not forget to visit Madison's finest and most up-to-date

Clothing, Furnishing and Tailoring Establishment

You can find all the latest and up-to-the-minute Haberdashery shown by all the swell shops in the large cities.



27 NORTH PINCKNEY ST.

Hurley-Reilly Company...

Men's Outfitters

89 Wisconsin St.
Milwaukee



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 heresatisfactorily, economically.

Bunde & Upmeyer Co.

94-D, Mack Block

Milwaukee, & Wisconsin

WELCOME STUDENTS!

The Student down-town headquarters is

COLLYER'S PHARMACY

See our new lines in University Stationery

COR. STATE & CARROLL STS.





Girls! behold the can-dy kid Who thrice each step takes off his lid, Dis-play-ing that nice pomp-a-dour The bar-ber fixed one hour be-fore.

His coat has creas-es all a-round. How aud-i-ble his neck-ties sound! He nev-er wears a flannel shirt For fear he'll meet a pleat-ed skirt.

The maids a-dore this Percy But heck! This toy can't line a bov.

This almost-grown-up Fauntle-roy:

They over-work the tel-ephone

alone.

shaft.

He doesn't know Pete Schram from Taft:

Our Libe won't hold what he don't know.

To let him know when they're But ain't he dec-o-rat-ive, though!

M

Anthropology 4 C == Etiquette for the Million

Primarily for Shorthorns, but may be elected by anyone that needs it

Lesson Leaflet I-When invading a room, make for a strong chair, dodging the other furniture. Having attained this refuge, withdraw as much of your feet as possible under the chair. Drape your hands languidly over one knee. Strive to look intelligent.

Conversation will be chiefly attended to by your vis-a-vis. For fussin' purposes a vocabulary of 500 words and a few pleased noises is ample. Spring no extraneous orignal remarks; such shocks are often fatal.

The face where not occupied by features serves chiefly as a playground for your whiskers. These are generally nipped in the bud, for, when mature, they render it impossible to eat soup in an aesthetic manner. Blonde whiskers do not need shaving so often as brunette, but peroxide is a false economy. Should you unwittingly chip the subwhisker stratum of skin, it is chic to put on a patch, giving the effect of a colonial beauty. A thorough harvest should be made before going fussing, the closeness and finish of the shave depending on the probable degree of intimacy of the queening.

Trousers terminating between knee and ankle are called Hiawatha trousers and are

not worn in the best society.

There. This is only a sample of what we can do in frankly, almost brutally, grasping the nettle of the social problem and choking it in its cradle. The most frivolous social birdie, if approached by our system and fed regularly, will, eventually, eat from the hand.



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.

(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, subscriptions and remittances for same to Business Manager, 2 Langdon St. Phones, Standard 6365, Bell 2127.

Business Manager will be in his room from 5-9
P. M.; M., T., W., T., F.
Address contributions to Editor, Room 9,
Association Hall, or leave in Sphinx boxes, Main Hall and Co-op.

GEORGE B. HILL, '08, Editor.

JOHN V. MULANY, '03, Asst. Editor.

Jo Кено, '09, Art Editor.

GUSTAVE G. BLATZ, '08, Manager.

RALPH R. BIRCHARD, '10. T. STEMPFEL, '08

HILBERT C. WALLBER, '08.

WALTER A. BUCHEN, '10 D. S. Burch, '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



AY back in the days of dormitories and the simple life, when our forefathers fed their faces out of a common stew-pan in Arcadian simplicity, Wisconsin wouldn't have known a social system if she'd seen one. This primitive attitude croaked but a few minutes ago-it was 1906 that graduated that admirable engineer who used to telephone bids to his wide female acquaintance on the evening of the Function, in rotation, till he landed one that had her hair up and was willin'.

We are witnessing a social elaboration that makes a Schlicter formula look sweet and simple by comparison.

The real frenzied fussee of 1911 e. g. is just about dated for her senior swingout, now. Considering the competition, is it a wonder that one glad round of Keeley feed has become the sine qua nothing doing of amorous dalliance? (Not that the SPHINX blames you, girls; she would want a salary, herself, for having a thing like a Wisconsin fusser around.)

Our hearts were recently wrung by the vision of a brother stude shamelessly attending the Fuller in a decollete vest and a coat with a bifurcated tail. Whereas Stanford officially tied a tin to the cab-shark two Proms back, and Michigan went and did likewise lately, the Wisconsin stude expects to indulge in a hacking cough whenever he totes his Dulcinea 3 blocks.

A stude in Advanced Decomposition once said caustically of a realistic Prom skit: "They don't do that in Society." Sure Mike; but We Ain't Society.



All the rubes arn't taking Agricul-

WE are blood brothers to the common or domestic short-horn. Whereas, we act as if our blood was blue enough to put in your fountain pen.

The peach grown in the suburbs of South Glanders is deposited at the deepo by a buckboard of uncertain age driven by Dad. When, two hours later, she does a glide down the Madison platform, you'd think she was Harry Lehr's kid sister. On a basis of five weeks with an aunt in Connecticut. she lets on that it hurts her to live west of the 55th meridian.

Her male equivalent doesn't even look his part. At Prom, if ever, we are

due to soar above the abyss of jayness. On the contrary, 60 per cent of the bunch looked as uncomfortable in their dress suits as if they expected the owner to claim them any minute. Everything in the lid line went, from a cady to an Ezra Kendall stove-pipe, and in overcoats, anything from bilious yellow to stripes and maltese. When THE SPHINX rubbered

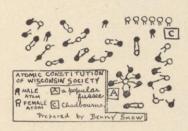
through the curtain hole before the junior play, her eyes were pained by fourteen sets of horrible gold studs glowing blatantly in the midsts of dress shirts like tacks in a bulletin board.

Half our froshes start their social paddling under the kindly tutelage of Prof. Kehl and a blonde biscuit-shooter. Lots of us never lose the habit. Some day Sorority Row will turn out an Edith

Wharton to write the muck-rake novel of Wisconsin high life entitled: "'Twixt the Park and Park Street, or Horrid Harold."

If we were content to be rubes frankly we might lead the idyllic life John Corbin imagined for us; but at present we are making supernal goats of ourselves in a vain attempt to lead champagne existences on a soda-water income.

In the spring the young man's head is lightly turned with thoughts of love.

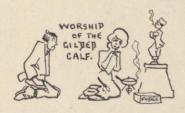


WHAT makes the soul of not the fact of fussin' but its amount. She herself in her kittenish days, used to like to curl up on the sunny side of a monolith and exchange intimate goo-talk with an eligible young seket-but she did not make fussin' her Life Work. Her disciple, Mike Braley, once gave out that fussin' was fine in moderation, but that a man was due to take a day off at times, and get busy on the he side of U activities.

In the average sorority, now, there is a Charley-boy on every piece of furniture, 8 evenings out of 7. Prof. Sharp (who has Sir Galahad backed into a corner) has to stay up nights to defend the nervous systems of our fussed' damozels from the ogre of Frenzied Festivity. It keeps the girls hopping most strenuously, because there are fewer available fussees than fussers per

given date; but there is a far-reaching multitude of fellows who would otherwise be valued members of the community whose Lives have been Wrecked by Woman. The Gondelirious Dozen have put the C. E. S. on the hummer, Friday nights. We have quit the small game and the smoke fest for the lure of the yellow pompadour.

We are indulging in a prolonged heart-interest jag. In the words of the poetess Sappho, "Oh splash."



WHAT is a Charley-boy, anyway?

There are pompadour kids that are good scouts, and tog up in clothes that would be cause of arrest outside Madison, just to be the real college devil. The Charley-boy does landscape gardening on his person solely to make the little fussee's heart skip a throb. His object is personal delectation regardless of what happens in the

collech; he is the kind of lobster that goes to the Fuller when there is a meet on; who hunts cover when approached with an athletic book, and immediately thereafter blows \$4.60 on a downtown hop.

When, like Carlyle, they wish to create a mental vacuum, the steady calling Charley-boy comes handy to the fair sex. The male population, though, are too tolerant about keeping him in their midst, and secretly admiring him as a smooth proposition, because he does the above things nonchalantly.

There has been considerable recent hot air on college democracy. This, in Badger elections is generally defined as a habit of speaking to everybody on the street. It is not possible to twine your arm round 2,300 necks, even if the owners were all the style you particularly fancied-it is about time, though, we got back to judging whether we liked a man, or not, on the basis of his personality and not of his affiliations, father, or pants.

Wanted—an active Moses for steady job putting an idol on the blink.

WANTED—active juniors of good moral character to do pleasant and profitable work hustling SPHINX ads, in competition for business managership. See Business Manager, 248 Langdon.

We tipped these



Diagram of Sunday Evening in a Wisconsin Sorority House

Makin's

The Sweet Thing was maintaining a lover's quarrel with the Utter Idiot.

"But, "she sobbed, "I'd give anything to kiss and make up."

"Quite right," rejoined the Caustic Gyurl. "Get kissed before you make up. It might come off."

3

The original old Merry Widow, Was none other they say, than queen Dido. She mourned for a while, Because that was the style. But Aeneas would not be her Fido. Though Park street marks a Great Divide 'Twixt Greek and Chadbourne Hall, All Coeds dear are creme de creme:

We love them—really—all.

The flizzerines of Langdon street Are angels (pretty near), But what would Libe Hall dances be Without each Chadbourne dear?

The Racial Club and Y. M. stunts
Where stags butt in for feed,
Without sweet Chadbourne maids would
soon
Die out and go to seed.

To feed me fudge, to soothe my soul, For swing-out, Grand or ball, Pick ye the peach of Courting Court But me for Chadbourne Hall.

S. G. A.

The Sweet Girl Association—(also, sometimes, Sour Grape Association)—fusser's protective union organized in the interests of early closing.

Motto—We strike when the clock does. CREST—Device, a chaperon rampant. Shield: quarterings, a Fruit, aureus; one pair goo-goo eyes, censored; a freshman blush, gules; an alarm clock and a fusser, hikant; the whole surrounded by a chevaux de freeze of icicles.

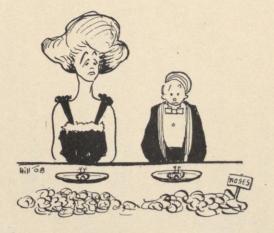
The Fable of a Fusser Who Lost Out

Once there was a Fusser who loved to be Swell. He wore his Dress Suit upon All Occasions and his Passionate Cravats were the Pride and Despair of the Asinine Club. His Sartorial Taste was consulted by all whose Brains varied inversely as the Square of their Pile. The Fact that this Fusser's name was neither Algernon nor Percy shows that Exceptions prove the Rule. Harold was certainly a Keen Konception.

The Fussee at the time when this narrative begins was more to be Pitied than Scorned. She had no Mother to Guide her and her Rather Limited Intellect told her that her Admirer was the First Choice. He was Liberal with the Old Man's Dough and did not look upon the Konfectioner as a Highway Robber. This Quality pleased Helyne almost to Death. But more than this Reason was Another. She cherished the Belief that Harold was at Heart a Wicked Unprincipled Beast tamed by the Woman's Gentle Influence. She often urged him to Confess all the Old Sins and be Absolved, but Harold was Strangely Reticent.

Once when she asked him How it felt to be Gloriously Full, he replied that it was Simply Divine. Later she repeated the Question to her Engineer Friend. He said it felt like Hell.

Then the Suspicion began to Dawn on Helyne, that perhaps her Candy Supplier was not as Bad as she had Imagined. The Glamour began to Fade Away. The Cold Light of Reality was not the Best Light for Harold.



Next to Nothing.

Finally she Put it to him Straight. "Harold," she said, "Were you ever a Thoroughly Undesirable Citizen? If so step up with a Disreputable Past; if not, Brush By. That Engineer has done some Perfectly Terrible Things, and moreover he entertains a Profound Respect for yours truly. I am Partial to that Type."

Harold had to confess that his Record was not as Black as it might have been. He said he Believed he could Remedy the Difficulty. "That is Impossible," said Helyne coldly, "Wickedness has to be at least 5 years old before it begins to Appeal."

The next night she went to a Hop with the Engineer.

The Next Night Harold cut his lily White Throat with his Gillette.

MORAL: IT IS NOT ALWAYS SUFFICIENT TO LOOK THE PART.

Local and Personal

Prof. O'Shea is the proud proprietor of a new mother-of-pearl overcoat. He has been elected an honorary member of Delta Tau.

Edwin Booth has elected P. Karrow, L. '09, Keeper of the Hook.

The genial president of our chess and checker club is perfecting a capitol system of capturing the queen on a dark square.

University functions continue to quit at 12 o'clock Sharp, except for lunches and other digestive functions.

Prof. Schlicter computes that Theta turns out more Phi Beta Kappas and cons out more fussers than any other four clusters of peaches; and would have conned yet more if their door-bell hadn't busted.



Ethel—Isn't George's hair just heavenly, cut pompadour?

Mae—Why heavenly? Because there's no parting there?



The ball fan felt of his pitching arm, "The days grow warm," he said.

He fished his gloves from the old tool chest,

The bats from out the shed,
The ball, long kept in the bureau drawer—
Like a boy he laughed and crowed,

But sad to say his bliss was short; For it straightway up and snowed.

-A. B. Schuster.



Fig. A

Girl-1 year before graduation-going 2 blocks to a dance, in a hack.

Elegy on a Varsity Campus

With horrible apologies to Thomas Gray.

Libe Hall bell tolls the knell of parting day, The bunch on lower campus quit their play, The Norm'lite to the stacks now plods his way,

And leaves the world to darkness and to

Now fades dishevelled State street on my

And all the air a solemn stillness holds, Save where old Benny, shivering with delight,

Expands his physics and its laws unfolds.

From off this campus that the elm trees shade.

Where now but buckers climb the hill at dawn—

Where now but kandies fuss the lovely maid,—

Wisconsin's real men have forever gone.

Great men were these for whom I thus lament,

Not quitters they, but kids with lots of gall, Good scouts, good sports were they and always bent

To make their Almama the queen of all.

Now, boast of winning teams, of might, of power,

And all that spirit, all that strength e'er

Await alike the inevitable hour.

The path of glory leads but to the con.

Brace up, dry water wagon riding fools, Who buck and dig and grind from night till morn'.

Back up the team, back-slide on social rules,

Lick up by-products of the golden corn.

I plant an epitaph upon this hill, E'er it is mid-night and the town goes dry, For him, the dead one, man who never will Be aught but mucker, groping 'neath the sky.

EPITAPH.

Here bucks, his head filled but with sand and earth,

A youth to fortune and to fame unknown. Fair science subjects filled his soul with mirth.

Phi Beta Kappa marked him for her own.

Large was his noodle and his spirit sham, His brains could solve huge problems, quite complex,

He gave his school ('twas all he could) much cram,

He gained from her ('twas all he wished) an ex. -C. G. W.

斯

Primrose Pippin—Didn't you think that the Prom this year was a kind of a joke?

O. Money—Yes, and you enjoyed it at my expense.

M

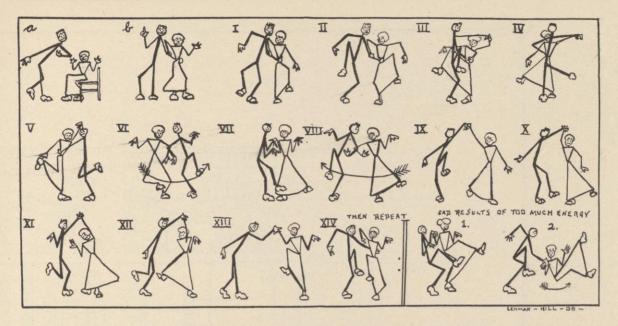
Testimonial

"Paul! * * * * Come—come from this; I want the desert and the Sphinx!" (page 119.)



Fig. B

Girl-1 year after graduation—going 4 miles through the snow to teach a 2 x 4 school.



HOW TO DANCE THE BARN DANCE

Prof. Kehl's Correspondence Course—Why Wait for Thursday?

All Diagrammed so Plain that a Mere Child can Learn in His Own Home!

ONCE upon a time two freshmen and a check from home hied themselves to the post office to mail a pale pink note to dear Mamma, so that she might know that on the morrow her Percival would hand in his second long theme and that Harold looked almost natural in his new open-faced clothes.

At 10:30 there was no news from the front.

Now inasmuch as the High Ski Fraternity have tied a can on Bacchus and are learning their golden texts out of Prof. Sharp's well-thumbed version of Carrie Nation's Keeley-Cure-Leaflets, and have taken unto themselves a house rule which makes State street look like the Sahara desert in July to everything "Fresh," a duo of lean seniors were dispatched with all haste and a suit case to apprehend the derelicts and slap them three times on the wrist for splicing the main-brace after dark.

After three laps around the square, the "Froshies" had a handicap of two doors, so the L. S. 4's beat it—also beat the hang over record between the Rathskeller and Lake street.

At 12:30 one was picking bugs off a polka-dot necktie, while the other had gone to bed on the book-case.

MORAL: Send a camel after your Freshmen. -U.

Communication

Dear Sphinx:

meeting.

Our chaperon just got her lamps on A pome on the subject of Samson.

She threw such a fit—
Where can we buy a Lit?
We hear too, it's shocked a Phi Gam son.

-Chi Uneeda.

M

Prof. Bode wants 30 early Christian mar-

tyrs. Suggest some! Anxious.

The Y. M. C. A. freshmen that roll out at 6:30 A. M. to ring buzzers for prayer

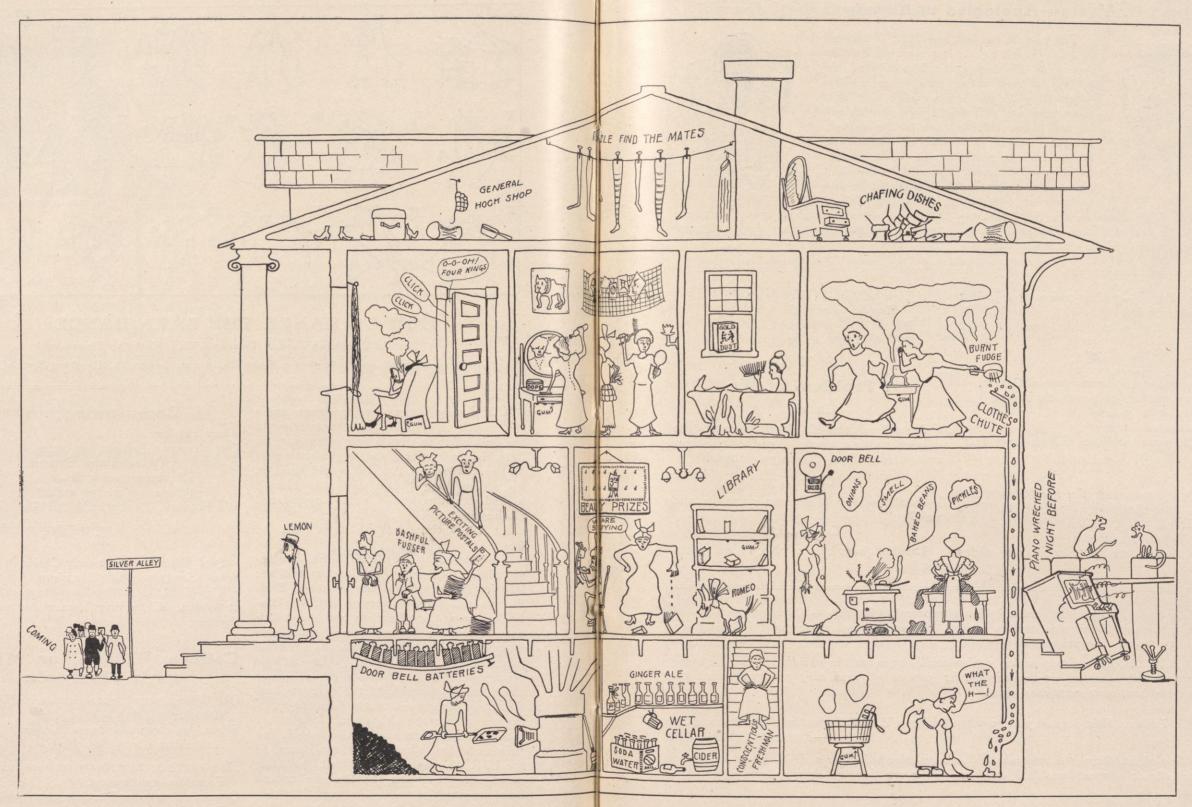
College Widows, or Madison's Thirty-six

Oh, Wilson street, you cloistered place, With sighs I sing of thee, When you conceal widows thirteen, And old maids twenty-three.

How got they there, by what hoo-doo, Forsaken and forlorn?
Oncoming years and middle age.
Does Cupid always scorn?

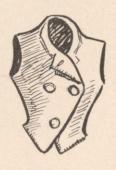
Beware, oh! men, that thoroughfare,
Yclept old Wilson street! It
'Twere safer shunned. Put in thy shoe
One fine young egg, and beat it.

—D., 'oo.



Mysteries of a Wisconsin Sorority House

Class in Vests --- Apologies to Homely Ladies' Journal



The vest on the left has class; it belongs to a real sport; he is a frat man but he does not wear his badge; he knows that the proletariat are easier juggled in politics when they do not see a badge, and that those who are still wondering how he got in, will honor him the more for his reserve. He does not carry tobacco or papers—he knows how to please lesser lights who do by borrowing theirs. The vest on the right has no class; it belongs to a spote; he is a member of everything, from the Yellow



rate drug store. He is too obvious for po- man, do not be a spote.

Monastic Kids down to the Student Con- litical purposes; though he is in Commerce ference; he looks like the window of a cut- he has never had a class graft. Young

Gym Visitor-"What makes that janitor walk in circles?"

Son-"Aw-spits, then has to walk around."



There once was a bucker named Glover, Who was noticed to constantly hover, 'Round a little co-ed, With a wonderful head. Don't be foolish and ask, "Did he love her?"



Did you hear about the horrid brawl between two candy kids at the Pi Face house?

No! What was it?

They had some spats over their shoes and socks.

Co-education at Wisconsin May be very well. But as it is, if flunked in class, You cannot holler "Hell."



A Problem of Wait

CHAP. I.

After the dance, Maud and I went to the dog-wagon for a lunch. I opened the door and called, "Two Hamburgs without!"

CHAP. II.

Charlie said, "Won't you come in and wait?"

CHAP. III.

I replied (haughtily): "No, I'll wait without."

Dear Sphinx: Life is a burden. Am also carrying 20 fifths-20 count them 20. I have a gentleman friend who invites me out, but each time I must study. Behold my -MAUD. salty, salty tears! Despairingly,

Maudie: Sit up and take notice, and we will throw out the life line. Try dropping five-fifths; pull your belt up another notch; get lots of fresh air; preferably with the assistance of soul-mate mentioned above.

Mr. Editor: How far can you go when taking a Y. W. girl to the show, in a cab. —PYRAMUS EGGOSEE.

About eight blocks. A man who will unsophisticatedly blow a Y. M. girl to a luxury to which she is unaccustomed (cab) will, we feel, never think of driving around by West Fohnson.

Dearest Sphinx: Please publish a prescription for making a rat. —ETHELINE.

Take a square yard of wire netting, such as is commonly used in hen houses. Roll this about the trunk of a tree and fashion to suit head. Then gracefully drape your hair about it. Season to taste.

'Manda Lay

By Mudyard Tipling

In the old, old Kehlic race course winking out in lazy glee, There's a nifty K. M. sitting and I know she thinks of me. 'Though the music's on the hummer and the pigs are on the blink, I'd rather be at Kehl's tonight than anywhere, I think. O that lovely hall of Kehl's, whence the K. M. pippin hails, Can't you hear their feet a-sliding, on the Square, 'way down at Kehl's?

O that nifty hall of Kehl's, where the pig race never fails
And studes come ambling home at night with strange and devious tales.

Her dress was somewhat frazzly and her hair was perfumed some,

And her name was 'Manda Something—say, she chewed a wad of gum!

And I saw her first a-waltzing with the barkeep, Half-eared Pete, And telling him she thought him just awfully too sweet.

Pretty barkeep's name was mud, to my little Kehlic bud—

Quite a lot she cared for barkeeps when I kissed her where she stood

In that lordly hall of Kehl's-

But that's all dead and done with like the grieving Conned-Out's wails,

And there's hardly any studients now that dare to go to Kehl's. And I'm learning here on Langdon what the weary Post Grad tells.

"If you've heard Kehl's fiddles calling, why, you won't heed nothing else!"

You won't heed nothing else, but those sachet perfume smells And the music, and the laughter, and the laughing K. M. belles, In that beauteous hall of Kehl's.—

I am sick of making splurges in a measured social sea, And this chaperoning business never made a hit with me, 'Though I call at Damma Gelta and fuss the Dry-Belt bunch, They never help me to forget—I've got the golden hunch—Cold as ice and quiet and—Gee! What do they understand! I've a warmer, kinder charmer 'mongst a freely laughing band In that kindly hall at Kehl's.—

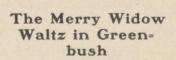
Land me somewhere down near State street where the best is as the worst,

Where there's no paternalism—supervision is accursed.

Where the K. M. pippins gather it is there that I would be,
In that wise old Kehlic race course winking lazy out at me.
O that queenly hall of Kehl's, whence the nifty K. M. hails,
Can't you hear their feet a-sliding, on the Square, 'way down at
Kehl's?

O that frabjious hall of Kehl's, where the pig race never fails And studes come ambling home at night with strange and devious tales.





I. Preliminary fling. II. Clutch. III. Ecstatic Bend. IV. Neck grab.





Just In! College "Scuffs"

The Ideal Boudoir Slipper

—and note, please, we've had them designed expressly for you Badgers. Finished in Wisconsin

Badgers. Finished in Wisconsin colors with the "W" smartly reproduced in the foreground. And mark you this: they're going to be just as big a craze here as they are in Yale, Harvard and Princeton. All sizes......



Men's 105 Grand Ave.

In Milwaukee Women's and Men's 93 Wisconsin St.

The Ascent of Man

Frosh learns to dance at the pig-race As Soph he learns to call; Junior, he takes Her to the Prom, And Sen—well, that's all.

×

The Assent of Man

The coy young maiden had just proposed to the tall, handsome youth before whom she knelt. "May I speak to your mother?" she asked. "Alas, no," he answered with manly frankness, "I honor and respect you, but I do not love you." The tears began to well up in the large brown eyes of the coy young thing. "But", he said, "I will be a brother to you."

-7. C. M.

20

Imaginative Strain

The pompadour is style you know,
They say a man looks better so.
But what would you say

If you saw this hour
A reddish-orange pompadour
A scarlet crimson
Red hot vermillion—

Flaming Pompadour?

Biffinitions

Puzzle: Find the one original joke.

Association Hall: A building of angelic whiteness. Downstairs the card and billiard-shark spreads his feet; upstairs the attic angel spreads his wings.

Engineering Building: Otherwise known as the gallery; from which the comedy of the campus is viewed. The steps and windows only were meant for use. The ministers of Madison speak of the Engineers in hoarse whispers; the girls dote on them. Naughty girls.

The Law Building: A sandstone pile the busiest part of which are the windows commanding Chadbourne. Besides fussing, the Laws carry big books and play baseball. The building was burned red by hot air.

Library Hall: A agglomeration of angles and towers that looks like a church and is used for dancing parties.

-W. A. K., '10.

University Coughuperative Society New Branch

Social Side, furnished at moderate prices!

Carriages hired at reduced rates for parties of six or more. Saphead's famous College Clothes. Everything for the society maid from a safety pin to a picture hat.

We offer for the first time our monumental publication, Gadstreet's Ratings. Information is guaranteed absolutely authentic:

In re feminis—that is, weomean co-eds.

(1) Age. (2) Pulchritude. (3) Length of genuine hair. (4) Temperament (studious or frivolous). (5) Popularity. (6) Pillows made. (7) Color of genuine hair. (8) Ability as fudge builder. (9 No. of bids to functions: (a) formal; (b) informal; (c) accepted; (d) snubbed. (10) No. of calls received. (11) Home town. (12) Pater's pile. (13) Family prestige. (14) Times engaged (if any). (15) Social organizations or other distinctions. (16) Class. (17) Class standings (unimportant).

In re viris—that is, we mean studes.

(1) Age. (2) Manly beauty. (3) Mustache possibilities. (4) Temperament (tight or easy). (5) Popularity. (6) Athletic honors. (7) Pater's commercial standing. (8) (a) Calls made; (b) Calls passed up (9) Dances attended. This does include pig races; information about them will be forwarded on request, sealed. (10) Habits: Booze (?) Cigarettes (?) Durham or tailor made. (11) Credit at Keeley's. (12) Date of last receipted board bill. (13) Possible advantages: canoe (?) bobsled (?) iceboat (?) et cet. (14) Proposals: (a) accepted; (b) turned down. (15) Probable drawbacks: Literary, dramatic and other societies as well as other distracting influences. (16) Class (unimportant as long as not 1911).

Now Watch the Coop Grow

Declaration of Independence

Inasmuch as the male attention of the university is monopolized by some 63 professional fusees; that their standard of living is thereby raised till they expect to be fed constantly, it being Prom time all the time for them; that frenzied fussin' prevents our serious study, and keeps us away from literary society (to our great affliction); therefore we declare ourselves in favor of segregation except on Saturday!!

Also inasmuch as the latest collar threatens to close up entirely in front, so that we fear to be taken for divinity students; as creases become so frequent all over us that we look positively ruffly; as candy coats and Say-ZuZu trousers are becoming the possession of the Normalite and confer no distinction; therefore we here plight our troth to the corduroy pant and flannel shirt; and further pledge ourselves to smash at sight any plug hat; and to boycott as unfair any sorority tolerating a boiled shirt within its portals!

Signed:

John Hancock Gauerke Thomas Jefferson Hefty Victor Buchanon Ferdy Bartlett Bill Sherman

Lix Rice

E. Propriety McMahon W. I. D. Stephenson C. A. Tibbals (fusser in facultate) Pierre Kypke (fusser in urbe)

Inasmuch as frenzied coeducation must be ruthlessly checked; as the student who is painfully embarrassed by female presence should have a refuge; we therefore recommend an exclusively female walk up the center of the hill; and pending this, we set aside the south side walk for the exclusive use of male students; making this choice as 82 per cent of the coeds aiready now use the north walk. -Student Conference Resolution.

O. K.-Mrs. Cora Stanahan Woodword, for S. G. A.

The College of Engineering hereby pledges itself not to look out of its front windows.—Resolution.

The front windows of the Engineering building will be re glazed with ground glass.—Dean Turneaure.

The College of Law will exert its moral influence in support of the resolution from the front steps. The SPHINX, regretfully, but realizing the necessity, has agreed to publish the name of any young woman violating this resolution.

How would you like to be a Camel



The Camel is an enterprising individual. He has a "hump" on at all times. If you are not wearing one of our \$3.00 hats you ought to. Be a Camel—get a hump on you, and call on us for your hat.

NICOLAI COMPANY. 67 Wisconsin (near the bridge), Milwaukee

ERY LATEST IN

J. S. MAHONEY.

Did you ever have the curiosity to know if the letter you received was written on the very best stationery? Here is the way to tell.

Hold it to the light and see if it is watermarked Hurd or Crane. One quire of Hurd or Crane Linen with Envelopes 50c.

COLLEGE BOOK STORE

Cardinal Steam Dye Works

ALL KINDS OF

Pressing, Repairing Steam Cleaning and Dyeing

PHONES:

BELL 1500, STANDARD 3255

623 University Ave.,

Madison, Wis.



MILWAUKEE, WIS.

C. A. BECK & SON

FACTORY AND YARDS

1-30 East Street

MILWAUKEE. WIS.

Lumber, = Boxes,

Diamond Steel Finished

Hardwood Flooring

Tracy, Gibbs & Co.

THE PARTICULAR PRINTERS

are prepared to execute in a first-class and satisfactory manner all kinds of Printing. Particular attention given to

All Kinds of

Commercial Work Books. Periodicals Theses, Catalogues Announcements Invitations. Programmes

> Correspondence solicited Estimates furnished : : :

TRACY, GIBBS & CO. 119 EAST WASHINGTON AVENUE PHONE 296 :: MADISON, WIS.



When the cows come home ON

GAY'S Stock Dairy Farm



STOVES

Reduce the Fuel Bill

Made in Milwaukee by

A.J.Lindemann & Hoverson Co.

Corner East Washington Ave. and Butler Street MADISON. WIS.

Closed carriages and light livery a Student and city trade solicited.

E. S. BURWELL, PROP.

F. A. Averbeck, Jeweler and Optician

Olson & Veerhusen Co.

Clothiers, Furnishers, Merchant Tailors

Not only on the style of our clothes, nor solely on the workmanship of our tailoring department, but in all the essentials of high-class merchandising do we solicit your consideration. : : : : :

The Finest Repository in the State

When in the Market for a First Class Vehicle don't forget to call on

CHAS. ABRESCH CO.

4th and Poplar Sts.
MILWAUKEE, WIS.

Where People Buy
Their Carriages

PIPER BROS.

Wholesale & Retail GROCERS



If you want to spend a pleasant evening go to the

Grand Theatre

The Home of

REFINED VAUDEVILLE

THE UNIVERSITY OF WISCONSIN

- THE COLLEGE OF LETTERS AND SCIENCE offers a General Course in Liberal Arts, of four years, which leads to the degree of Bachelor of Arts; a Course in Commerce, of four years, which leads to the degree of Bachelor of Arts; a Course in Pharmacy, of four years, which leads to the degree of Bachelor of Science in Pharmacy; a Course in Pharmacy, of two years, which leads to the Degree of Graduate in Pharmacy; a Pre-Medical Course of four years which leads to the degree of Bachelor of Arts; a Course in Education, of two years, which leads to the degree of Bachelor of Philosophy in Pedagogy (a course especially adapted for graduates of Normal Schools who desire to pursue advanced work in philosophy, pedagogy and similar branches); a Course in Home Economics, of four years; adapted for young women who expect to teach this branch or to pursue other professional work; a Course in Music of four years, which leads to the degree of Graduate of Music.
- THE COLLEGE OF MECHANICS AND ENGINEERING offers courses of four years in Mechanical Engineering, Electrical Engineering, Civil Engineering, Sanltary Engineering, Applied Electrochemistry and General Engineering, including the Mining Engineering group of elective studies, each of which leads to the degree of Bachelor of Science in Engineering; and u pon the completion of an additional year's study in the College of Engineering, or of three years' study in connection with approved field work, to the degree of Engineer.
- THE COLLEGE OF LAW offers a course extending over three years, which leads to the degree of Bachelor of Laws, and entitles graduates to admission to the Supreme Court of the state without examination.
- THE COLLEGE OF AGRICULTURE offers (1) a course of four years in Agriculture, which leads to the Degree of Bachelor of Science in Agriculture; (2) a Short Course of one or two years in agriculture, in which exclusive attention is given to studies in theoretical and practical agriculture, (3) a Dairy Course of two terms of four months each, in which the student is taught the most successful method in the manufacture of butter and cheese; (4) a Farmers' Course of two weeks designed for busy farmers, and providing only the most practical instruction.
- 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. The students in the College of Letters and Science who are candidates for the degree of Bachelor of Arts may register in the College of Medicine during their senior year; and those candidates for the degree of Bachelor of Science may take two years in the College of Medicine 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 degrees of Master of Arts, Master of Science, or Master of Pedagogy is conferred upon graduates of the University or of other institutions of equal rank, who have previously received the degree of Bachelor of Arts, Bachelor of Science, or Bachelor of Pedagogy, and who pursue successfully at least one year of graduate study. The degrees of Civil Engineer, Mechanical Engineer, or Electrical Engineer, are conferred on graduates of the engineering courses of the University or other institutions of equal rank, who have received the degree of Bachelor of Science in Civil, Mechanical, or Electrical Engineering, and who pursue either one year of advanced professional study in the University, or three years of such study in connection with professional work of an approved character. The degree of Doctor of Philosophy is conferred upon successful candidates after not less than three years of study, of which the first two years, or the last year, must be spent in attendance at the University.
- THE SUMMER SESSION extends over a period of six weeks, from the last week in June through the first week in August, and is designated to meet the wants of teachers and undergraduates who desire to broaden and deepen their knowledge; of regular undergraduates who desire to shorten their University course; and of graduates who wish to devote part of their vacation to advanced courses.
- THE SUMMER SCHOOL FOR ARTISANS AND APPRENTICES extends over a period of six weeks, from the first week in July to through the second week in August, and provides for practice shop work and scientific instruction.
- Detailed information on any subject connected with the University may be obtained by addressing W. D. Hiestand, Registrar, Madison. Wisconsin.

Spring Styles

College Shoes

For College Folks who know

See our window display

Schumacher Big Shoe Store

21 South Pinckney Street Madison

He-"I cannot reform without help. I need some guiding star." She-"You wouldn't if you were not out so much at night." -Widow.

CARL THOMAS

Photographer

GROUPS A SPECIALTY

2700 **Telephones**

All 'phones con= nected with Uni= versity Exchange Toll line service with surrounding cities and villages as shown on 1st and 2d pages of directory. : : :

Dane County Telephone Co.

(Independent)



Colonial Roller Rink & Bowling Alleys

STUDENTS ESPECIALLY INVITED

COOLEY The Koal Man

SELLS THE

Lehigh Valley COAL

Both Phones No. 10

Capital City Fuel Co.

D. L. & W. SCRANTON BEST COAL ON EARTH

All latest comic opera songs played .. Hoeveler's Orchestra...

Fraternities, Sororities, hear Mr. Hoeveler's own arrangement of Varsity songs played Once heard, never forgotten

JOHN A. HOEVELER, U. W. '10, Mgr.

S. Phone 6634

412 Francis St.

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. Office: 105 E. Washington Avenue.

MADISON. WIS.

Blickensderfer Typewriters

Posses Every Desirable Feature to be Found in Any Machine. Over 125,000 Users Can Testify to This Fact::

No. 5 MODEL



No. 7 MODEL

No. 8 MODEL \$6

WRITE FOR CATALOGUE

THE BLICKENSDERFER MFG. CO. 277-279 Dearborn Street CHICAGO, ILLINOIS



Special Agent:

BREITENBACH BROS.

TECKEMEYER'S

GYPSY QUEEN BITTER SWEET CHOCOLATES

Put up in 1-2 pound, 1 pound, 2 pounds, and 5 pound boxes

Sold by all DRUGGISTS, CONFECTIONERS and GROCERS

Trostel's Phoenix Kid

Trostel's Phoenix Kid is worn by all the best dressers. There is that neat and dressy appearance about shoes made of Phoenix Kid that gives patent leather shoes several degrees to windward. And yet it is so soft and pliable that it never cracks.

It represents style and comfort in just the proper proportions. Use but brightens, strengthens and heightens the original beautiful lustre of Phoenix Kid.

Next time you buy a pair of shoes don't you think you had better ask your dealer to show you a pair of shoes made of Trostel's Phoenix Kid, and be in the swim with all those who prefer distinctive dress?

Boston

ALBERT TROSTEL & SONS Milwaukee

London



Ladies' Hat and Boot Shop

MADISON, WIS,

Rendezvous for College Girls

Economy Leads to Wealth...

You can economize by trading at Sol. Levitan's, the man who keeps the prices down on everything you eat or wear..... Investigate.

CHESTER A. TAYLOR Men's Furnishings

Largest Stock of

GERMAN BOOKS MAGAZINES AND PERIODICALS

English Books ordered for Customers

Large Bindery Facilities

Geo. Brumder Book Dept.

Germania Building

MILWAUKEE, WIS.

Grimm's BOOK INDERY

Book Binders, Rulers and Blank Book Manufacturers

Telephone 469, Third Floor, 119 and 121 East Washington Ave., Madison, Wis.

Freshmen, who are in doubt as to where to get the snappiest clothes and furnishings are advised to consult with upper classmen. The chances are that nine out of ten will advise you to go to "The Hub."

"Doing anything to celebrate leap year?"

"Jumped my board bill."—Widow.

-GO TO-

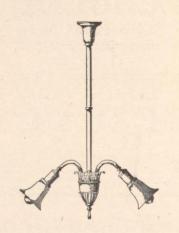
Waltzinger's

For Exquisite Ice Cream, Sherbets and Confectionery

19 N. PINCKNEY ST.

Coyne Hats

Distinguished for Quality and Design



Chas. Polacheck & Bro. Co.

MILWAUKEE, WIS.

MANUFACTURERS OF

Lighting Chandeliers

Everything Lightable

A. Haswell & Co.

Good Furniture

Madison, = = = Wis.

NECTARINE

NATURE'S OWN TONIC

PHYSICIANS PRESCRIBE IT

NECTARINE will make you strong, Make you happy all day long, Make you work with pure delight, And sleep a healthful sleep at night.

THE FAUERBACH CO.

MADISON, WIS. NO. 17 BOTH PHONES

Genuine Gas Coke

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

Madison Gas & Electric Co.

Phones: Standard 23 Bell 144

O. K.-We Say-

The Real Good Things Are
Found at

The Menges Pharmacies

Introduced for first time to U. W. students and faculty—the famous "Knapp-Felt" hats, for which "The Hub" has secured agency. \$3.50 to \$6. You must see the "Six Dollar Derby."

Standard Phone 164

ANTON METZ
PLUMBER

113 W. Mifflin St., Madison, Wis.

Billiard, Pool and Combination Tables

For Sale

Matt R. Cronin, Madison, Wis.

Repairs and Supplies for all kinds of Tables. Estimates made on Billiard and Parlor Furnishings.

Subscribe for

The Sphinx

Dr. E. A. Brown

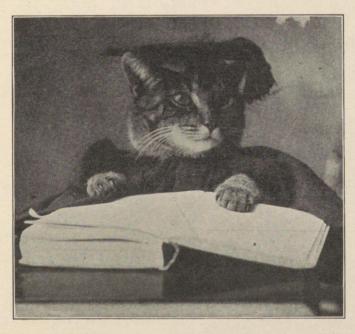
Mendota Block

The dege

Billiard Hall

225 STATE ST.

The Exclusively "Students' Place"



FORD'S

SPECIAL RATES TO ALL STUDENTS



The Malt and Iron Tonic

PREPARED BY

JUNG --- MILWAUKEE

Milwaukee - Western **Fuel Company**

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

CENERAL OFFICE. Nos. 2 to 14 Grand Avenue

MILWAUKEE. WIS.

"The handiest Printing Office in the city'

PARSONS PRINTING AND STATIONERY CO 24 N. Carroll St.

O. R. PIEPER

Good Things to Ear

WHOLESALE & RETAIL

Hotels, Restaurants, Boarding Schools, Institution Supplies

MILWAUKEE, WIS.

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

Vilter Manufacturing Co.

Builders of

CORLISS ENGINES

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

968 Clinton St., MILWAUKEE, WIS

MILWAUKEE Cor. 1st Ave. and Oregon St. CHICAGO: 193 Lake St. ST. LOUIS: 205 Board of Educatiofi Bldg. CINCINNATI: 805 Sycamore St. NEW ORLEANS: 604 London, Liverpool & Globe Bldg. BOSTON: 85-89 South St. ST. PAUL: 23-24 Davidson Block.

GLOVERSVILLE, N. Y.: 55 South Main St. NEW YORK: Cor. Cliff and Ferry Sts. FRANKFORT, A. M., Germany. LONDON, S. E., England, 18 Market St. Bermondsey.

Pfister & Vogel Leather Co.

TANNERS AND CURRIERS

....Milwaukee, Wisconsin

"Forest" Underwear

Quality and comfort at honest prices. Buy a trial garment today and judge for yourself.

"Albion" Hosiery

Complete lines in all grades. You are never disappointed if you wear "Albion" Hosiery-25c to \$1.00.

Bon Ton Corsets

The perfect fitting, easy and correct. A style for every form -\$2.00 and up.

Complete lines of notions, Millinery, Suits, Jackets and

Burdick & Murray Co.

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

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

 Mandheling Java, 40c. 2\frac{3}{2} lb
 \$1.00

 Mocha-Java, 35c. 3 lb
 \$1.00

 Jubilee Blend, 32c. 3\frac{1}{2} lb
 \$1.00

 Jubilee Blend, 32c. 3½ lb.
 \$1.00

 Mexican, 30c. 3½ lb.
 \$1.00

 Java Blend, 28c. 3½ lb.
 \$1.00

 Rozan, 25c. 4½ lb.
 \$1.00

 Hotel Blend, 22c. 4½ lb.
 \$1.00

 Bourbon Santos, 20c. 5½ lb.
 \$1.00

 Jamaica, 18c. 6 lb.
 \$1.00

 Golden Rio, 15c. 7 lb.
 \$1.00

 And now get Findlay's Prices no other things

other things.

KERNS' . SUCCESS FLOUR

Finest Produced

Made by JOHN B. A. KERN & SONS Milwaukee, Wis.



Laundry

Students - \$5.00 Commutation Tickets for \$4.25, and \$3.00 Tickets for \$2.60. We are making a spe-

cialty of domestic finishes - but can give gloss if preferred.

There is lots of foot wear sold in Madison, but there is only one place to get that "Collegy" style of shoe that appeals particularly to the stu-dent. The place is "THE HUB."

> Standard Phone 1307 **Bell Phone 920**

CUDAHY: CASH: MARKET

The Best of

Fresh and Salt Meats

CLUB AND FRATERNITY TRADE SOLICITED

William Hupprich, Manager

111 WEST MIFFLIN STREET

First National Bank, Madison, Wis.

United States Designated Depository

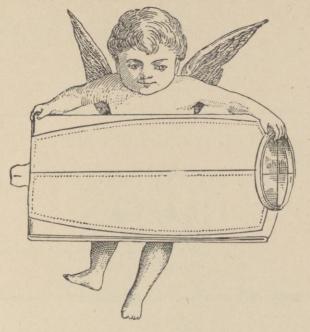
Directors: N. B. Van Slyke, President. Wm. F. Vilas.

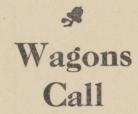
James E. Moseley.

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

Wayne Ramsay, Cashier. Frank F. Proudfit.

Both Phones 172





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

Do You Want 9 la Raise

Use

Red

Star

Compressed

Yeast

Yeast

Lang

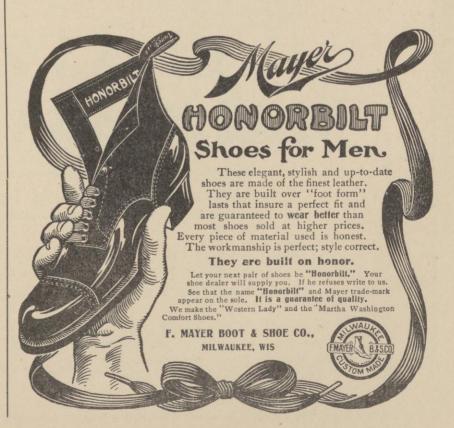
Yeast

Lang

Yeast

Lang

Yeast



You can pay the price of

FOWNES GLOVES

and not get Fownes style, fit nor service

BLATZ MALT-VIVINE

A Non-Intoxicating Tonic

Taken with meals it aids digestion. A wine glass full on retiring promotes sweet, restful sleep
Athletes derive great benefit from Blatz Malt-Vivine

ASK YOUR DRUGGIST