

The Sphinx. [Vol. 10, No. 11] [March or April 1909]

Madison, Wisconsin: University of Wisconsin, [March or April 1909]

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.

Page Image not available

Front Cover is missing

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 7529

Dr. J. B. Baker

MENDOTA BLOCK

Painters and Decorators

GET YOUR PICTURES FRAMED AT

Mautz Bros.

THE "UP-TO-DATE"
BARBER SHOP

WE CATER TO STUDENT TRADE

J. C. MCFARLIN, PROP.

COR. MAIN & CARROLL STS.

CHESTER A. TAYLOR Men's Furnishings

The pen of the past and future Waterman's Ideal Fountain Pen
THE SPOON FEED AND THE CLIP.CAP

SOLD BY THE BEST DEALERS EVERYWHERE

Soldeliman Co., 173 Broadway, Ny

Make Your Dates Early At Keeley's

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

Our Lunch Rooms Are Now Open

OLSON...

The Students' Tailor

Snappy Clothes

213 STATE ST.

W. J. GAMM JEWELER AND OPTICIAN

Fine Watch Repairing
3 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.

MANUFACTURERS

WOODEN BOXES

FOR ALL PURPOSES

OUR SPECIALTIES:

CIGAR BOXES, BOTTLERS BOXES
CANNERS BOXES

Write them—they are right.—Ed.

Every Engineer Should Know

THAT

CRAWLEY FEED WATER HEATERS

Constitute the best dividend paying investment in any steam power plant

Manufactured by

MANTHEY-SIEKER CO.

MILWAUKEE, WIS.

LEWIS Drug Store

507 STATE ST.

GEO. T. STEHLING

Manufacturer of

Wagons-Buggies-Carriages

10th and Walnut

...MILWAUKEE...

All Breakfast FoodsareGood but

SPENCER'S BREAD

Is The Best

607 University Ave.

Get Your Cutlery
THE KEEN=-KUTTER=-KIND

Wolff, Kubly & Hirsig

Cor. State and Gilman

A. G. Elsner

HARNESS AND HORSE FURNISHING GOODS

417 CHESTNUT STREET
MILWAUKEE

CUSTOM TAILORING

Woolens carefully selected for Fall and Winter 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 402 STATE ST-Bell Telephone No. 732

Badger Creamery

Pasteurized Cream and Milk, Butter and Eggs

Phones: Stand. 2633 Bell 778

610 Univ. Ave.

PHONE 9-9-9



LIVERY

The New

St. Nicholas Restaurant

BEN. STITGEN, PROPRIETOR Phenes: Standard 2703 Bell 922

118=120 WEST MAIN ST.

Our Garage and Autos Speak for Themselves We Solicit Your Patronage HOKANSON AUTO CO.

M. DIEDERICH FANCY GROCER

CANDY - FRUITS - OLIVES
PICKLES, ETC.
816 UNIVERSITY AVENUE

The Curtiss Studio

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

WISCONSIN BLOCK, OVER PALACE OF SWEETS

Joseph M. Boyd, Pres't and Cashier.

Frank W. Hoyt, Vice Pres't.

Chas. O'Neil, Ass't Cashier.

W. B. Roys, Ass't Cashier at Branch Bank

BANK OF WISCONSIN

MADISON, WISCONSIN

Capital \$100,000.00. Surplus and Undivided Profits \$100,000.00. Additional Liabilities of Stockholders \$100,000.00 SAVINGS DEPARTMENT. Safety Deposit Boxes For Rent at Reasonable Prices.

(Branch Bank Located Corner State, Johnson and Henry Streets)

DIRECTORS: A. L. SANBORN, FRANK W. HOYT, A. O. FOX, EUGENE EIGHMY, JOEL BOLEY, GEO. SOELCH, FRANK KESSENICH, R. R. KROPF, JOSEPH M. BOYD, H. L. RUSSELL, GEO. E. GARY.

The Model Creamery

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

207 State Street

TELEPHONES

Standard 1150 Bell 979

Princess Cadies' Cafe Beautiful

Princess Candies

TOOTHSOME WHOLESOME GETSOME

Alhambra Building

Milmankee

William Franzen & Son

PROPRIETORS

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

NEAR KINNICKINNIC RIVER

Northern Glass Works

Milwaukee, Wis.

Output, 300,000 Gross Per Year

AUL HAMMERSMITH,

M

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

116 STATE ST., 2nd FLOOR
Palace of weets Annex

THE PARK BOWLING ALLEYS

GEORGE PALTZ COMPANY



A.G. SPALDING & BROS.

The Largest Manufacturers in the World of Official Athletic Supplies

Foot Ball, Basket Ball, Ice Skates, Hockey, Golf

Official Implements for all Track and Field Sports
Uniforms for all Athletic Sports—Gymnasium Apparatus

Spalding's handsomely illustrated catalogue of all sports contains numerous suggestions—Mailed free anywhere

A. G. SPALDING & BROS.

147 Wabash Avenue

CHICAGO

Good-Bye To Freak Clothes

We were originators of extreme styles in Clothing for the University men.

And how they did sell for a few seasons—But all America copied them.

The young man of Madison must have something different. — We have it in our Spring Models.

Smart, Snappy and Yet no Freaks. See them.



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.

Sam Elzas

Men's Furnisher

Pabst Bldg. Milwaukee

50 FEET

Clothes

Have nothing to do with a man's morals or mentality, yet there is no denying the fact that they're everywhere accepted as a passport to good society—

Here's the Passport Kaufman's Clothes

are preshrunk and guaranteed to satisfy

\$15 and Up

The best thing "to top" off with and always look well is the

Roswelle Hat

Sold only at "50 Feet" for \$2.50

FIFTY FEET

from Capitol Square 112 E. Mifflin St. S. A. Woldenberg, Prop.

When in Milwaukee do not fail to visit the beautiful

FOUNTAIN INN

RESTAURANT CUISINE UNSURPASSED

Fred L. Herwig, Prop.

147-149 Third Street Milwaukee





APRIL FOOL





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 annun will be charged.)

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

ADVERTISING RATES MADE KNOWN ON APPLICATION

Address all communications, subscriptions and remittances for same to Business Manager, 644 Francis St.

Address contributions to Editor, 740 Langdon St. Bell Phone No. 3063.

RALPH BIRCHARD, '10, Editor. ERNST JUNG, '09, Bus. Manager.

Eugene A. Dinet, '09 Walter A. Buchen, '11 H. J. Newman, '10 Hugo H. Hering, '10 Roy C. Phipps, '11 B. P. Stiles, '11 H. N. Crawford, '11 Carroll Bickelhaupt, '11

W. A. Klinger, '10

Geo. B. Hill, '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



ELL, kidoes, we have been shooting the advisory dope at you pretty steady now all winter, without appreciable effect, and this time we are going to cut it. Also we were thinking some of flinging our winter garment of repentance in the fire or words to that effect, but it came up cold as time so we put in some anthracite instead and decided to stick to our mutton hides a little while yet. Stick to them is literal, also uncomfortable, but not so bad as blowing your left nostril intermittenly like a fog horn while your right is out of order.

THE SPHINX has spotted one case of spring fever. She did think some of quarantining the patient, but it is too late now. Every-body has been exposed—some more than the season makes proper. THE SPHINX is enough of an old busybody to have noticed.

Anyhow it isn't very serious. She has seen every SPHINX board fall victims to the contagion and it never seemed to hurt them much. Last year's editor used to prescribe fussing in large doses, basing his advice on the old gag that desperate diseases, etc., or maybe it was that like cures like. THE SPHINX, however, was never quite persuaded that this was the real remedy. She thought perhaps the editor's opinions were warped by personal considerations. What had been health, strength and happiness to him might not be the same to all others. Fussing in small sugar-coated packages she can unhesitatingly recommend, but from observation it appears that too much gives you that morning after feeling. But, as we said in the first place, this is no time for advice. The pearly little rootlets are taking a last nap while the intermittent alarm runs down. It is sad for them but glad for us that they must soon stick their shy retreating tootsies out on the uncarpeted floor.

Yes, she is feeling much too good to furnish you with any rules of conduct old or new. Isn't the circus Saturday night? And isn't the lake commencing to break up? 'Sposin the Democrat is getting itself in wrong with the University? 'Spose some one has handed the Editor of the Skate Journal another lemon? What do we care? Nothing, and a whole lot of it.

Speaking like a Senior Engineer Minstrel THE SPHINX'S perfectly modulated contralto was heard to murmur:

"O Scissors! I feel like cutting up."



Would-be Journalists, Attention!

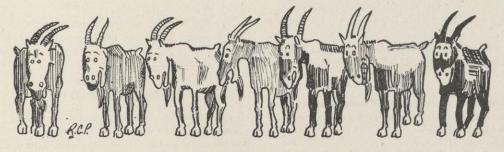
THE SPHINX has received authentic and entirely private information to the effect that their will be an important change in the Faculty within the next two weeks. She dares any and all of the other city papers—college or otherwise—to find out what this change is before the next issue of THE SPHINX. We tell you what the nature of the news is. We dare you to scoop us on it. We announce that we intend to publish it in our next issue if none of you have been able to discover it by then. The authorities have thus no reason for concealment. Get busy you with the pencils and the complimentary tickets.

IN THE NEXT TWO WEEKS, REMEMBER.

UNIVERSITY CIRCUS

Programme of Vaudeville Features by the Faculty

Song—"Watch for the Litte Bean,"	E. F. Bean
Solo-"Listen to us Twitter," or "the Lay of the Chicken"	
Ditty-"The Snow, the Snow, the Beautiful Snow,"	
Recitation—"Dear Me,"	
Lecture—"The Arctic Circle,"	W. D. Frost
Laughing Song	
Ditty—"Pebbles I Call My Own,"	
Ballad—"Fust a Fraction of a Horse Power That is All,"	. Mr. Watt
Elocutionary Stunt—"Caught in the Webb,"	Prof. Bleyer
Lecture—"Wild Animals I Have Met,"	Mr. Wolff
Song—"Mr. Knock, the Knocker,"	Ir. Hammer
Sketch—"Despised Spelling," Mr.	Zdanowicz
Oration—"Safety at Last,"	Mr. Gillett



FACULTY SECTION IN THE MENAGERIE



Illustrated Song

"When Paddy's Little Finger Got the Pip"

The Press Club was a-sitting in a very happy mood!

In the Card'nal dump not very long ago, They'd dated Padereweski for to elevate the stude,

And bring the Press Club fame and likewise dough.

Then the phone did jingle softly, 'twas the artist's man-a-ger,

O'er the phone there came the plaintive little yip:

'Oh, I much regret to say that we can't come out to play,

For Paddy's little finger has the pip."

(Chorus)

People say and it is true
There is many a miscue
Intervening 'twixt the lager and the lip.

Thus we got it (pretty tough)
In the place where we are rough—
When Paddy's little finger had the pip.

They were prostrated a moment, then they framed a way to take

Mean advantage of what they alone did

And in turns they called up pippins and a hasty date did make,

To take them unto Paderewski's show.

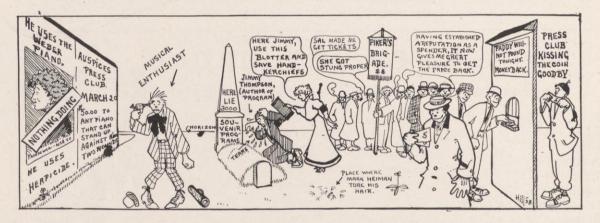
Thus those shagnecks got a stand-in for devotion and expense

Knowing—due to their exclusive private tip—

That they wouldn't have to cough, for the date would ne'er come off:

'Cause Paddy's little finger had the pip.

(More chorus.)



At the Circus

Ringmaster—Dean Birge—"Notice the babies here. How I would like to take them to my arms."

Clown—Mr. Kind—"None for mine."

Ringmaster—"Don't you like to fondle babies?"

Clown—"Not unless they are girl babies over eighteen years old."

There once was a prophlet named Snow, Who ought to have been with a show, His kinetic theory Made 'em all leery That's the reason they won't let him go.

Suiting the Action, Etc.

The Chicago team had just won the Conference Relay.

"Curses on them," softy murmured the loyal Wisconsin stude.

Saying which, he went home and kicked the Standard oil-can off the back porch.



Due Credit

Hey, Diddle, Diddle! An out-of-tune fiddle, The Glee Club was sad, I'll confess; But Stempfel and Hill threw the spot-light until The affair was a howling success.

CHEER UP. THE MARCH WIND IS FOLLOWED BY THE PEEK-A-BOO SHIRTWAIST.

The Course of True Love

He was dressing with unusual care. He stopped to choose a tie, and while doing so his glance strayed to a picture on his dresser. He picked it up, tore it into pieces and threw them into the basket. Immediately he sorted out the pieces, tried to put them together, and, failing, swept them angrily aside.

He took a coin from his pocket and tossed

it, saying,

"Heads I go."
It came up tails.

"Best two out of three."

Again it came tails, but he finished dressing.

He picked up a book.

"Even number of pages I go."
The book had ninety-nine pages.

He put on his gloves and hat and walked to the corner. He walked west half a block, then east some five blocks, which took him past the Pal.

☐ He turned about face once more, reached the door, hesitated, then went in and bought a box of "Best."

He came down State.

"If it takes ten steps to make this cross-

ing I go."

He tried not to be unfair, but stride as he would it took him eleven steps to reach the crossing.

He came to the house, then walked back to the corner. He felt some matches in his pocket.

"Even I go."

There were thirteen.

Nevertheless, he went again to the house, rang, and was on the point of leaving when the maid answered the bell.

He handed her the candy with directions to give it to Miss ——.

The maid closed the door after him and started to climb the stairs.

He rang the bell again and inquired if Miss —— was in.

He stepped into the hall to wait for the information.

He decided to flee, but it was too late, for *she* was coming down the stairs.

He removed his overcoat, saying that he positively could not stay.

He was seen to leave the house at eleven thirty, although the girls say he started to leave at ten.

Moral—Do not tempt Fate.

-F. W. I.

One Thing The Sphinx Believes In



Pushing a Good Thing Along

Attention, Please!

Doc. Bardeen, in Natural History, delivering a lecture on the chimpanzee, noticed that the attention of the studes was wandering. "Gentlemen," he cried sternly, "if you expect to conceive of the appearance of this remarkable beast, you must keep your eyes fixed on me."



Dr. Cook—Briggs, what is a hypocrite? Briggs, '12—A hypocrite is a stude who comes to Freshman English class with a smile on his face.



"Did you know I was an end man?"

"What in-the minstrels?"

"No-Mineralogy."



"This is what you might call a three ring circus," observed the Pippin as she slipped the third engagement sparklet on her slender digit.

He—Would you like to hear Dopie read? She—No thanks, I can read myself.

M

Crude—I hear Jim Hogan's a whizz at figures.

Stewed—I saw him dancing with a good one the other evening.

THE GARDEN OF EDEN WAS THE FIRST AGRICULTURAL EXPERIMENT STATION.



The Whatsthesensis Idea

By George Rankand Chesty

The barkeep paused to mop his streaming brow. "That makes the fourteenth cocktail for that fat guy in ten minutes," he gasped. "He says they're rotten but he licks 'em up fast enough."

'Shades of Jaques Pfannstiel! Who is he?" ejaculated the noisily apparelled Tau Tau

who was leaning over the bar.

'Jay Rufus Wallingford," admitted the spent barkeep.

"What? The scout we've been reading about in the Saturday Evening Boast?"

"The same," said the roly-poly Mr. Wallingford easing up to the bar with disconcerting rapidity. Mr. Wallingford had the art of approach down to a fine thing. "But why," he continued, "do you call my press agent the Boast?"

'It says 'One Million Copies' on the cover.'

"Well, there are at least that many. This is one of them.

"What?" inquired the astonished stude.

"This story. Of course this is a story. Everything I do is a story. I am a story."

"You seem to be quite a strong one," said the proprietor unctuously.

"Oh, fair," said Jay Rufus pulling a couple of valises of thousand dollar bills out of his left vest pocket, and scattering their contents carelessly about the cash register.

All present gasped as one man. Presently two bunches of erstwhile merry studes rose and went out with faces long as those of Seniors making up military drill. It was too much for their nerves.

See here, Jay, '' said the Prop, "This can't go on. You're ruining my business?"

"How much is it all worth?" asked Mr. Wallingford, carelessly. He was an impressive young man. Every inch of him from the 9 dollar ties on his soft pedal extremities to the delicately scented pomade on his luxuriant locks radiated prosperity as a radiator radiates heat. The Baroda on his ample bosom was reflected in the mirror behind the bar, and the reflection sparkled and corruscated like an electric arc.

What I make would be mighty good dividends on \$40,000," said the Prop.

"Take \$50,000 out of that," said Mr. Wallingford carelessly, indicating the fabulous wealth lying on the counter, "and keep the change for your trouble."

The manager set feverishly to work counting the money. Never, since Madison was Mad-

ison had there been such a splendid exhibition of superb carelessness.

And say, when you get through, beat it," added Mr. Wallingford.

"With pleasure," said the Prop., and taking his trusty automatic from the drawer of his desk he stole stealthily down the street and sat up the rest of the night guarding the treasure.

Mr. Wallingford poured two bottles of priceless champagne into beer steins and offered

one to the Tau Tau, who had watched the proceedings in open-mouthed wonder.

"To the new enterprise," said Mr. Wallingford, with the utmost gravity. They drained the steins to the last trickle. He wondered what he was going to do with the place now that he owned it. All that stood between him and starvation was a small but well furnished bar. Reaching across it he made a deft sardine sandwich and staved off starvation for the time.

"I am looking for a good graft," he said to the Tau Tau, who wriggled with pleasure at

being thus familiarly addressed, "Know any?" "Well, the field is pretty well covered here," replied the Tau Tau sagely. Between our bunch and a few others most of the soft ones have been snapped up. Seems to me that you ought to open up a new one."

'Pardon me!" exclaimed Jay Rufus with an urbane smile, and reaching up, he drew forth two more bottles of the priceless dope. Encouraged by this evidence of appreciation,

the Tau Tau continued:

There are, of course, some skinny old grafts that might be combined to make one fat Take the Mags, for instance. I know that some of the Profs would like to see them roped in."

"Now you are ridding yourself of some valuable verbiage," said Jay Rufus. "Proceed,

as hereinbefore stated."

'Oh, there ain't much to it except that if you want to work the gag, see Prof''-he look nervously, then leaned over the bar and whispered something in the pearly ear of Jay

Rufus. The face of the latter expanded in a broad grin.

"I've heard about him before," he said unctuously. "The Whatsthesensis Publishing Co. will file articles of incorporation tomorrow, and the first official act of the Board of Directors will be to take over this property as a general office and reception room. We will dispense with the customary composing room and put in a couple of automatic authors direct connected so as to feed the presses with the greatest possible economy. With this equipment there will be no chance of our running any erratic toilfull efforts such as have been inflicted in the past. It will be much simpler, too. One High School kid can look after the whole thing after school hours."

Where do you come in?" inquired the Tau Tau with breathless interest.

"I will act in the humble capacity of treasurer," said Jay carelessly.



"I can see that some one is about to grasp the heated end," said the Tau Tau. "Let me give you one piece of advice, though, Jay. Don't get any co-eds into this if you value your reputation. You may be some slick grafter-but don't risk any contest with them. They have got Circe tied to a post—or left at it—(Take your choice of metaphors); lots of them wouldn't hesitate a minute at the idea of giving John D. a wigging; Harriman runs his road way around by Mendota so as to steer shy. Take my advice, Old Top, and profit by his example."

'I profit by everything," said Jay Rufus with an oleaginous smile. "Thanks, all the

same, for the word to the wise."

Don't mention it and I'll beat it," said the Tau Tau. Thus speaking he oozed airily out of the front door.

Jay Rufus took a light heart and a heavy stomach with him that night to his apartments

The following morning saw Mr. Wallingford busily engaged in completing plans for the new Whatsthesensis Co. At 9:30 he met Mr. Swifty, the banker, at that gentleman'so ffice, and succeeded in separating the bank from a medium (not cold) \$25,000. At 10:00 he let the contract for alterations in the property, and at 10:35, after a long and exhaustive examination of the claims of the various manufacturers, he completed arrangements for the installation of the new machinery.

The really crucial moment of the morning, however, occurred when Mr. Wallingford met Prof. Blank by appointment, and escorted him into the gilded banquet hall of the Ark with no little ceremony. The head-waitress was obsequious to a degree which caused Mrs. Wallingford to look at her rather carefully. To the Gentle Reader wno had not heard that Mrs. W. was in town we will say that she never leaves her husband's side. She doesn't dare to.

The Professor was very favorably impressed by Mr. Wallingford and wife. A Prof's judgments are naturally founded on little real perception. Mr. Wallingford explained with a wealth of illustrative detail, that by combining all the student papers into one, the Whats-thesensis and holding this one directly under a certain large and threatening thumb, they could put an end to expressions of plain truths by foolish little students, and establish beyond fear of opposition, the imperial majesty of faculty rule. And the Professor, draining a second glass of buttermilk with careless abandon and power unimaginable, agreed hastily to everything Mr. Wallingford said. Visions of prestige danced deliriously before the half closed eyes which seemed only to regard the creation in green mulle cheeseeloth which Mrs. Wallingford wore.

"Of course," Jay Rufus finished, "A considerable amount of money will be necessary for

the successful flotation of an enterprise of this kind."
"Certainly," agreed the Professor. "Don't let that gross and unpleasant side of the question enter your mind. I will have an appropriation through the legislature in a couple of days. I happen to be in possession of a few choice facts about our noble hearted solons that would be of much interest to the general public and their particular families. I trust I shall be able to use them to the best advantage."

'Professor," said Jay Rufus, rolling gracefully out of his chair, "I can find no words

adequate to express my admiration for you. You are a great man."

'I have long suspected it," admitted the Professor with a strange touch of shyness.

A few minutes before twelve o'clock on the morning of the third day after the interview with the Professor, Mr. Wallingford was seen to ascend the capitol, and conduct his imposing bulk down the greater part of the severely classical main corridor. A skinny man in a dilapidated black coat came to meet him.

Things had been going rather well for the Whatsthesensis. A bill appropriating \$50,000 was, in a few minutes, to become before the house for final action. The seedy looking individual with whom Jay Rufus was now holding animated converse was known to have the deciding vote. How to influence him had been a hard problem; he was so entirely impecca-

ble that even the Professor could find nothing to use as a club.

It was Jay Rufus who solved the problem. Through the placing of an order for a half carload of chocolates and a regular reservation in the parquet he had ingratiated himself with the sororities. Miss Sadie Skimmer, the daughter of the aforementioned impeccable person, was a member of one of these combinations for the promotion of the confectionery industry. Jay Rufus' neat tailor-made suit had appealed to her sense of the fitness of things. The results were as charming as the methods employed were artistic. Reuben Skimmer, iron to the world without, was wax in the hands of his capable daughter. He was even now assuring Jay Rufus that the appropriation bill would have his cordial support.

As he did so two women approached them from the opposite ends of the corridor. The one was an elegantly dressed but rather overpowdered lady whom the acute reader will surely recognize as Mrs. Wallingford. The other, being a mere slip of a girl, is, of course, Miss

Sadie Skimmer. Strange as it may seem the latter reached them first.

"Father," she said, "I must confess that Jay has persuaded me to be his."

"That's all right," said the old scout urbanely, and placing one of his hands on each. But just then a wild shriek escaped the older woman and went hurtling down the long corridor. With a wild cry Jay Rufus set out in mad pursuit.





Ah, Gee! kid, I'm happy.
Why talk about snappy,
Your eyes are the prettiest yet.
Don't think that I'm brassy
To say that you're classy,
You're simply the keenest I've met.

I hopelyou will pardon
The common or garden
Slang talk that I'm handing to you.
You set my tongue flying—
I'm not good at lying—
And slang is the best I can do.

This voluble rhyming
I'm carefully timing
To give it the greatest effect.
Although it is teasing
It's not so unpleasing,
On the level now, ain't that correct?

Why, honestly, kidoe,
If you were a widow
You couldn't look better to me.
One look and I'm taken—
That's honest—no fakin',
Well, Babe, what's the answer to be?

-Curly.

The Engineers in Constellation

"Say, Mistuh Ach Louie!"

"What is it, Mr. Hellmore?"

"Ah wants fo' to ax you a question. When am it dat a member ob de University Club am a polished gem'man?"

"Why, Ahm sure Ah don't know, Mr. Hellmore. When is a member of the University Club a polished gentleman?"

"Well! Well! Don' you know dat? Why it am when he hab got a shine on. Ha! Ha! Ha?"

Mr. Huels will now favor us with a heart rending little effort entitled "The reason why the Gamma Phis don't use the bowling Allie More."

—M., '12.

Same Dope

She: "Do you believe in love in a cottage?"

He: "Do you believe in Santa Claus?"

Bink—Why is history like a writer of comic operas?

Gink.—Damfino. Why? Bink—History repeats itself.

Lent

"Can you play in March time?"

"No, I'm a dance musician."



Homesick

After reading Rats Winslow's "College Doings"

"Dear Mother of the Hill and Lake,"
I dreamed I had forgotten you,
But memory is now awake
And I have found my dream untrue.

Over the narrow space of years,
Across the intervening miles,
I thrill responsive to your tears,
I smile responsive to your smiles.

Your glories are as dear to me
As when, of olden days and sweet
I joined, whole souled, in "Yarsity"
Through victory or fell defeat.

Upon the lower campas bare,
Amid the smoking, careless throng,
I cheer the foolish contests there
And "Help to boost the game along."



Of games and rushes, toil and town
I feel, as once I was, a part;
The co-ed's smile, the bookworm's frown,
Alike are treasured in my heart.



Ah, days of perfect carelessness!

Ah, nights of play or midnight oil!

Four years that I shall live to bless

Through joy or sorrow, rest or toil.

I would not ask to live them o'er,
Those four brave years I can't forget,
But I am fain to thank you for
The thoughts that make my eye lids
wet.

So let me join in praising you
With those good friends who love you
still,

Whose pen and pencil limned you true, "Dear Mother of the Lake and Hill."

-Berton Braley, '05.

Butte, Montana, March 4th, 1909.







CIRCUS

Circus day's the day for fun
Leave the work for future time.
Stunts the foolest ever done
Make work on this day a crime.

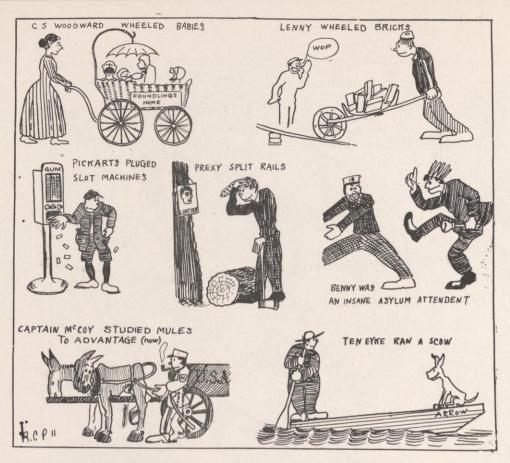
Clowns of every size and shape, Animals from lands afar, Dancing Dolls with pompadours, Hobo bands our ears to jar. Fake perfortights
Divers from blue sea
Popcorn self fights,
All join th

SIGHTS

Girls are there in new spring gowns,
Chewing gum and drinking pop.
Clapping when the villain clown
Slays the hero clownish cop.

Last and best there comes our pet
Badger from the land of fir,
Alma mater's one best bet—
Drink a toast to "Him and Her."





HOW THEY GOT THEIR STARTS

In the Deep of Time

In Tyre, a mighty slave-worked winch
Was builded on the trieme piers.
They lynched thereon a slave who japed
About that engine's engine-ears.

In Ninevah, a gamesome wop
Got off with admirable vim
That crack about "a chocolate drop."
Whereat they tore him limb from limb.

In stone-age days, a semi-ape
Made up a jest he thought was slick;
And carved on rock that subtle jape:
"The list of men that I can lick.

What proud old guys they would have been—
A hundred thousand years ago—
To know their jests would be exhumed
For Billy Huels's minstrel show.

Out West

"I am not a robber," shouted the collector.

"No, just a footpad," agreed Broncho Bill. And he suited the action to the word.

Frightful

1st. Panic at the Fuller last night.

2nd. Leading lady havena stage fright?

1st. No. Was.

20

The self-sacrificing sororitine was slumming at a short-horn reception. "Do you like," the Toast?" she inquired politely. "This here ain't no toast, it's a cracker," replied the shag neck with a pitying smile.

29

"I hear they're going to give a course in typewriting."

"So? Under Scott?"

"No. Underwood.

The Lays of Mother Goose 1st Setting

I. The Ten Bad Ones

Ten little freshies standing in a line,
One got hazed and then there were nine.
Nine little freshies, each had a date,

One went to Chadbourne and then there were eight.

Eight little freshies on the road to heaven,

One met a chorus girl and then there were seven. Seven little freshies burning late the wicks,

One flunked a chem exam, then there were six. Six little freshies start to take a dive,

Doc Elsom snapped one and then there were five.

Five little freshies drilling in the corps,

One slugged an officer and then there were four. Four little freshies starting on a spree,

One had his booze mixed and then there were three.

Three little freshies—derbies, nice and new, One couldn't run fast, then there were two. Two little freshies, playing for some mon,

Agric held five aces and then there was one.
One little freshie, who, none of these had done,

But he was too good to live, so now there are none.



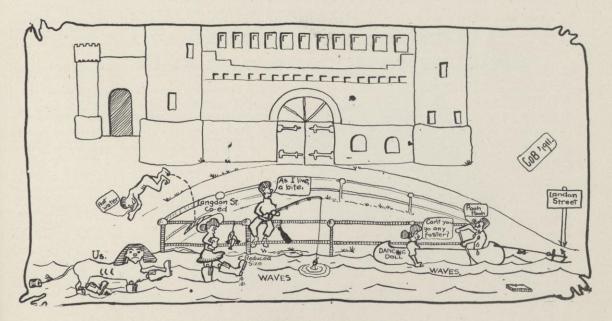
"Why do they call the end men Bones?" inquired Miss Innocence.

"Because they get rattled when you shake them," replied her Sophomore room-mate. THIS STORE squarely meets the views of college men who demand fashion plus quality in footwear. We invite an inspection of the new spring Oxfords.

\$3.50 and Up
Correspondence Solicited

We have consolidated our Grand Ave. Men's Shoe Shop with our Wisconsin Street headquarters, where we shall be pleased to meet "Wisconsin Boys" in future.

SCHUMACHER'S
93 WISCONSIN STREET
MILWAUKEE, WISCONSIN



SPRING HAS CAME

FULLER OPERA HOUSE

Saturday, April 3

Matinee and Night



The.... Musical Comedy Success



"The Runaway"



He—"What would you do, kid, if you were a man?" She-"What would you do if you were?"

-Covote.



I wonder why, if love is blind, As all the people say, It never likes a parlor light To help it find the way.

Widow.

The Gladsome Essays of Critical Nell

When I was appointed by the D—ville League to come to this University and look into its society—I pictured to myself just how it would be when I, descending from the train, should be met by a bevy of charming girls and driven to the houses of the fair. But the picture quickly faded, for when I actually descended from the car, there was no bevy, only one lone girl, who being dressed very smartly and seeming to have a good receptive appearance, like most town girls, I thought would be a good one to start with—so I said, "Do you know much about the University?"

"Everything," she answered with an air of deep assurance.
This was more luck than I had hoped to find, and I could not help telling the Jefferson Transfer man to quit trying to take my suitcase out of my hand, so that I might encourage the prim maid, to enlighten me on more of the intricate problems—which the home Society had taken a tie vote on.

"Everything!" I exclaimed, "how wonderful—pray tell me, if you have time, some of your experiences, in the Society of this great institution.

"You may not think it," she began: "but I'm the confidential secretary of the Breat the

"Everything!" I exclaimed, "how wonderful—pray tell me, if you have time, some of your experiences, in the Society of this great institution.

"You may not think it," she began: "but I'm the confidential secretary of the Prof. that collects all this society data, for a book he's going to write on The University as a Social Swirl. Of course, this is all supposed to be on the q. t., but seeing your in the same line. I might give you a pointer or two, to start you going."

This was too good to pass up, so having succumbed to the entreaties of the Transfer Line, we drove up to the Park for a bit of lunch. On the way my delightful friend pointed out the Marquette, adding that she was sorry Prof. — was not along—we might go in there; as we would surely be able to catch a few choice bits of conversation over the tops of the partitions, and that she had discovered that the sorority girls and the Varsity men generally came in the back door—it was less exposed to the public view in the day-time and sheltered from the Majestic at night.

At the Park, I questioned her about the attitude of the Varsity women toward the men, to which she responded very freely. "Now, although you may think our observations too sweeping," my fair steno began, "yet we have been very liberal. Take for instance, the average girl at a party—her conversation, if such may it be called, is far from enlightening, and I have generally found that more success is granted to those fair maids who plume themselves upon their utter disregard for convention in conversation, than to those who talk more gently. Why, it was only last week that I overheard a girl and fellow talking at a reception, and was more than startled to hear this dear girl blurt out, "I'll bet a box of Keeley's that Jack Johnson will put it all over Jeffries,"—a fine topic for a girl. To say nothing of the place in which it was offered.

To say the least I was astounded—and though I declined to believe her statement on its face—yet I thought it would bear being remembered, so that I might

BETTER BE THE SHELL GAME MAN WITH A ONE HORSE CIRCUS THAN SECOND WITH RINGLING'S.



"The Fair Co=Ed"

- and the college man - and every other one who likes "good eats," will find

Sorority Chocolates "Taylor-Made"

the Cream of Creams - the Chocolates De Luxe.

Named in honor of the college girl, because she knows good candy.

Sorority Chocolates are the candy hit of the year. They leaped to the lead from the first.

They are our "private stock" long made by us for a certain discriminating trade which wanted something fine—and finer still. Now offered on general sale.

Always pure, fresh, unbroken.

Sold at the best candy places in dainty craftsmanship boxes 60 cents the pound.

Or send \$1.00 and we will send a full pound box with three

Artists' Duplicates of Our Famous Sorority Girls



The Lasting Spell

Remember how in childhood days,
When lawn mowers and hoes would irk
us,

Our minds went wandering to the daze
Of glory of the coming circus?

The billboards down on Main street spread The glory of it all before us. Ringling's looked better to us then, Than any shapely Wayburn chorus.

Now we are old, and maybe cold; At any rate the circus billing Seems somehow to have lost it's hold And billboards are no longer thrilling.

And yet, when from afar we hear
The circus band's staccato music
We're up and hiking down the street—
Say, brother, doesn't that make you sick?

And when the afternoon wears on We think that after all, perhaps Our little brother ought to go—Perhaps 'twould keep him out of scraps.

Then, when we find he's gone, we're glum
Until the girl who tries to work us
Calls up to wonder if some bum
Won't come and take her to the circus.

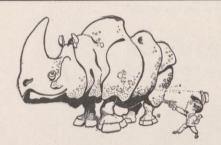
John Rea Woolley

Photographic Portraits . . .

509 STATE STREET

BY APPOINTMENT ONLY

Bell 3030



THE RHINOCEROS

Is too thick-skinned to be easily convinced. He's like the average buyer. None the less, an "argument" of heavy calibre will penetrate his hide. Because other hatters have found you thick-skinned to their propositions, it doesn't signify that values of the right calbre won't "penetrate."

TRY

THE NICOLAI COMPANY
67 Wisconsin Street

"Near the bridge" MILWAUKEE

HATTERS & FURRIERS

The largest display of New High Grade Furniture ever shown in Madison

Bailey Mercantile Co.

418 State Street

and at display room over College Book Store

BETTER FURNITURE AT LOWER PRICES



Use a
Parker Pen
One Week
Free

If you can get along without it then your money refunded.

COLLEGE BOOK STORE
412 STATE STREET

HOTEL CUMBERLAND NEW YORK

S. W. Corner Broadway at 54th Street Near 50th St. Subway Station and 53d St. Elevated

KEPT BY A COLLEGE MAN HEADOUARTERS FOR COLLEGE MEN SPECIAL RATES FOR COLLEGE TEAMS

Ideal Location Near Theatres, Shops Central Park



New Modern and Absolutely Fireproof

MOST ATTRACTIVE HOTEL IN NEW YORK. TRANSIENT RATES \$2.50 WITH BATH, AND UP. ALL OUTSIDE ROOMS

HARRY P. STIMSON, Formerly with Hotel Imperial R. J. BINGHAM, Formerly with Hotel Woodward

10 Minutes Walk to 20 Theatres

HEADQUARTERS FOR WISCONSIN MEN

SEND FOR BOOKLET

Milmankee National Bank of Wisconsin

Cor, E. Water and Michigan Sts.

CAPITAL AND SURPLUS, \$550,000.00

Solicits your business Does Banking in all its branches

DIRECTORS AND OFFICERS:

JOHN P. MURPHY, Vice-Pres. L. M. ALEXANDER, 2d Vice-Pres. hier JNO. F. STROHMEYER, Asst. Cashier J. F. WM. INBUSCH GEO. W. STROHMEYER, Pres. JOH WM. F. FILTER, Cashier

Olson & Veerhusen Co.

have given much of their attention to satisfying the clothing demands of college men. How well they have succeeded is amply shown by the fact that Wisconsin College Men are the best dressed college men in the west and the Best Dressed Men in College wear Olson & Veerhusen Co.'s Clothing

The Fines 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**

Hackendahl Schmidt Co.

Structural Steel and Architectural Iron Works

1513-1521 St. Paul Ave.

MILWAUKEE, WIS. 334 STATE STREET

Grimm's DOOK DINDERY

Book Binders, Rulers and Blank **Book Manufacturers**

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

Fashion

Corner East Washington Ave. and Butler Street

MADISON, WIS.

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

E. S. BURWELL, PROP.

L. L. ROWE Grocer



FVFRY

is guaranteed in quality, true mili-tary style, fit and the highest grade of workmanship.

We are making the best uniforms for the best Colleges in America.

Send for Catalog

THE M. C. Lilley & Co. COLUMBUS. O.

CARDINAL

Tailoring & Pressing Shop

Suits from \$17.50 to \$60.00

PHONES: BELL 1500, STANDARD 3255
623 University Ave., Madison, Wis.



The Quick Laundry



MILWAUKEE, WIS.

C. A. BECK & SON

MANUFACTURERS - WHOLESALERS - RETAILERS

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.

North Side Carriage Works

F. J. GIESE, Prop.

Manufacturer of

Fine Carriages, Wagons, Sleighs

4th and Sherman Sts.
MILWAUKEE



When the cows come home ON

GAY'S Stock & Dairy Farm

THE UNIVERSITY OF WISCONSIN

- THE COLLEGE OF LETTERS AND SCIENCE offers a General Course in Liberal Arts; a Course in Commerce; a a Course in Pharmacy; a Course in Music; Courses Preparatory to Journalism; Library Training Courses in connection with the Wisconsin Library School; 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, Sanitary Engineering, Applied Electrochemistry, and General Engineering, including the Mining Engineering group of elective studies.
- 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 admission 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 in Agriculture; (4) a Dairy Course; (5) a Farmers' Course.
- 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 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' college work in letters and science or its equivalent. The Engineering courses range from advanced work for graduates to elementary courses for artisans.
- THE LIBRARIES include the Library 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 276,000 bound books and over 150,000 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. HIESTAND, REGISTRAR, MADISON, WIS.

Millinery

Fashions latest styles can be had at this store Ø Ø

Veilings

Popular meshes in Novelty and Staple lines Ø

Burdick & Murray Co.

17 and 19 E. Main St.

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)

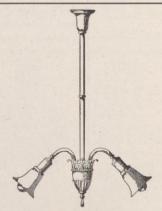
CARBOLINEUM WOOD PRESERVING CO.

Sole U. S. Agents for **AVENARIUS CARBOLINEUM**

WOOD PRESERVING PAINT STAIN

126-128 Reed Street

Milwaukee, Wis.



Chas. Polacheck & Bro. Co. MILWAUKEE, WIS.

MANUFACTURERS OF

Lighting Chandeliers DEALERS IN

Everything Lightable

Drugs Perfumes Cigars

Sumner & Cramton 502 State Street

Photo Supplies Developing Printing

"The handiest Printing Office in the city"

PRINTING AND STATIONERY CO 24 N. Carroll St.



The store that serves you best at all times

MIFFLIN & PINCKNEY STS.

Capital City Fuel Co.

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

HOEVELER'S **ORCHESTRA**

PLAYS THE LATEST MUSIC

JOHN A. HOEVELER, U. W. '10, Mgr. 412 Francis St.

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

- THE -

Vilter Manufacturing Co.

Builders of

CORLISS ENGINES

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

968 Clinton St., MILWAUKEE, WIS

ATHLETES

and others who desire a tonic

TAKE

A Non-Intoxicant

With Meals and at Bed Time

Don't accept a SUBSTITUTE

VAL. BLATZ BREWING CO. MILWAUKEE

C. DICK, Dealer.

PHONE STAND. 18.

S. Phone 6634

"Had my picture taken at Ford's" STUDIO OPEN DAILY

THE RESOURCES and MANAGEMENT of the Commercial National Bank assure Strong Protection to its depositors. It is required that every investment and loan is amply secured. Your account and banking business respectfully solicited.

THE COMMERCIAL NATIONAL BANK

Commercial National Bank Bldg.

Capital \$200,000

MADISON, WIS.



Ladies' Hat Shop

Madison, Wis.

A Rendezvous for College girls



GO TO

Waltzinger's

For Exquisite Ice Cream Sherbets and Confectionery

19 N. PINCKNEY ST.

Coyne Hats

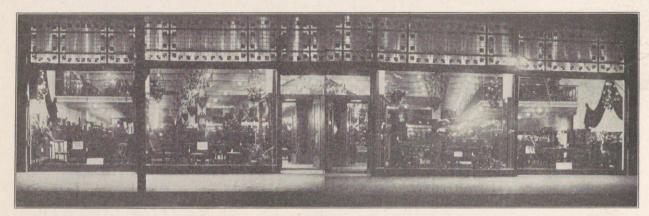
Distinguished for Quality and Design

Students may come and Students may go

Charlie's Lunches

At the new Kennel Club

Are all the go



Known East and West as one of America's handsomest Furniture Establishments. Here one can get all modern Furniture, Carpets, Rugs, Curtains, Draperies, Art Pictures, Ranges, Heaters

C. NISS & SONS, Inc. MILWAUKEE ESTABLISHED 1867

80,000 Square feet of Floor Space, Fire Proof Building



Billiard Hall

225 STATE ST.

The Exclusively "Students' Place"

NECTARINE

NECTARINE is one of the most nutritious and healthful malt tonics on the market to-day. It is prescribed by physicians for convalescents and many assert that their return to perfect health is due alone to NECTARINE. We deliver it to the home in the city, and ship in cases and barrels.

BOTH PHONES 17

FAUERBACH



Originator & Designer of College Clothes

Suits to order from \$25 to \$40

Gas and Electric **Appliances**

Always on display at our salesroom

Madison Gas & Electric Co.

120-126 E. Main St.

Phones: Standard 23 Bell 144

Funny Thing

Not one complaint from our many student cus-tomers last year

The Menges Pharmacies

PHONES: BELL 1840 STAND. 1677

Palace Livery

GILL BROS., Props.

213-215 E. Washington Ave. MADISON

Standard Phone 164

ANTON METZ PLUMBER

113 W. Mifflin St., Madison, Wis.

Barrett's Dept. Store

Retailers of Everything

Milwaukee

Northwestern Litho. Co. ART LITHOGRAPHERS

ORIGINATORS, DESIGNERS, ENGRAVERS OF Stocks, Bonds, Letterheads, Billheads, Cards, Etc. Etc.

Cor. 15th and Clybourn Streets

MILWAUKEE, 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.

Dr. E. A. Brown

Mendota Block

Standard Phone 1307 Bell Phone 720

The Best of

Fresh and Salt Meats

Club and Fraternity Trade Solicited

William Hupprich, Mgr.

111 W. MIFFLIN ST.

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

N. B. VAN SLYKE, Pres. M. E. FULLER; Vice-Pres.

U. S. DEPOSITORY

OF MADISON, WISCONSIN

Interest Paid on Certificates of Deposits Capital, \$100,000.00

Foreign and Domestic Exchange Surplus, \$100,000.00

N. B. Van Slyke James E. Moseley M. E. Fuller

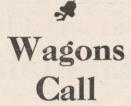
DIRECTORS:

Wm. F. Vilas Halle Steensland

F. F. Proudfit Wayne Ramsay

Both Phones 172

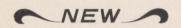




The society man and the dainty summer girl alike have their linen laundered at this establishment. We launder delicate shirt waists, and linen collars, cuffs, and shirts with conscientious care, and without tear or fray, and never fail to give general satisfaction to our patrons.

ALFORD BROS.

113 AND 115 NORTH CARROLL STREET, - MADISON, WISCONSIN



Spring Styles

....OF....

FOOTWEAR

Schumacher's Big Shoe Store

21 S. PINCKNEY ST.

KERNS' SUCCESS FLOUR

Finest Produced

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



SHOE UPPER

and Sole

HARNESS and GLOVE LEATHER

Calf, Cow, Horse and Kid Chrome and bark tannages

PFISTER & VOGEL LEATHER CO.

Milwaukee, Wis.



Student's Desk and Book Case

Combined. Saves space in your room and makes a most artistic and desirable piece of student's furniture that can be added to as the library grows. Because

It is Globe-Wernicke

it is easily moved and adjusted to meet varied conditions.

Send for our Catalogue

Northwestern Furniture Co 271-73 West Water St. Milwaukee Wis



When Body and Brain Protest

at the strain imposed upon them, the timely use of

IRMAL

Malt and Iron Tonic

quickly and gently supplies the needful energy to the over-worked tissues, and restores the necessary stock of reserve force

Prepared by

JUNG

Milwaukee



A.MEINECKE&SON

MANUFACTURERS OF

ENGLISH
WICKER
LAWN and

Veranda Furniture

WOODEN TOYS and CHILDREN'S VEHICLES

MILWAUKEE,

WISCONSIN



You may see

FOWNES GLOVES

on the man who doesn't know what's what you are *sure* to see them on the man who does know.

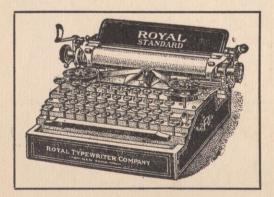
702 University Aveuue

405 State Street

PANTORIUM COMPANY CLEANERS AND DYERS

Agents for Strauss Bros.' Celebrated Custom Made Clothing

Phones: Standard 978, 868 Bell 1180



THE

Royal standard Typewriter

Unlimited Speed Visible Writing Lightest Action

\$65.00

You can pay more but you cannot get more

UNIVERSITY CO-OPERATIVE CO.