# The Sphinx. Vol. 8, No. 2 October 13, 1906 

Madison, Wisconsin: University of Wisconsin, October 13, 1906
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.


## When You Drink BLATZ BEER MILWAUKEE <br> JUST note, if you please, that most convincing hop fragrance - and malt body. Then observe its brilliancy-whether bottled or from the keg. These are uniform characteristics which bespeak for Blatz Beers their un questioned honesty. These beers represent the very topmost achievment in the art of brewing - Blatz own process. Try any of the Blatz brands. Be as critical as you like. "Your beer" will be "Blatz" ever after. <br> Bottled B1atz is available, or should be, in most first-class places. Ask for Blatz Beer. <br> ASK YOUR DEALER. The celebrated brands-Private Stock, Wiener, Muen= chener and Export-are <br> Brewed Exclusively by <br> VAL BLATZ BREWING CO., MILWAUKEE <br> 

# In the Good Old Winter Time 

What is more cheerful than a bunch of fellows around the open fire -- with mandolins and guitars and a few bully singers? (I) You furnish the talent and we will furnish the instruments. II We have just imported from Saxony the finest line of strings that has ever been received in Madison. $x$ 尤 $x$ 天

## Wisconsin Music Co.

## BANK OF MLISCONSIN

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 Box̃es 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. Boyd

KEMMER BROS.
Wholesale and Retail
Dealers in ALL KINDS of

112 N. Pinckney Street Telephone 1349

## William Owens PLUMBER <br> E. SUMNER \& SON Drugs

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

15 SOUTH PINCKNEY ST. 502 STATE ST.

# Hausmann Breछing Company 

 333 STATE STREET MADISON, WIS.Lager and Kulmbacher Keg Beer. Export Pilsner and Kulmbacher Bottle Beer

CAPITAL HOUSE BURTON \& NICHOLS, Props.

Rates \$ 2.00 Per Day

* Special Attention to Banquets

Carl Thomas
PHOTOGRAPHER
Photos taken at night by appointment Groups a specialty

Ester Oyster Co.
FISH AND OYSTER DEALERS
No. 206 East Main Street

## Schiller Cafe Co. 27 E. Main Street

INCORPORATED
A METROPOLITAN RESTAURANT AT REASONABLE PRICES
FIRST


LASS
 SERVICE

Flom's Theatre TO-NIGHT

Grimm's BINK OOK
Book Binders, Rulers and Blank
Book Manufacturers
Telephone 469, Third Floor, 119 and 121 East Washington Ave., Madison, Wis

Tr. 正. $\mathfrak{E}$. $\mathfrak{J B r o w n}$
Mendota Block

The Students' Favorite = The Park Bowling Alleys All High Grades of Cigars Geo. Paltz Co.

## HURLEY-REILLY C0.

89 Wisconsin Street MILWAUKEE

## Ready

In this department of our store are to be found a large number of staples and a most carefully selected line of novelties. It comprises nothing but exclu $=$ sive styles and patterns; the kind usually sought by those who would dress correctly.......

## Men's Furnishings

## Hats

## JOIN

THE

## C0-0P

A $\$ 2.50$ Waterman or Rider Fountain Pen given with each membership. . . . .
"If you must wear clothes"
Why not wear good ones

## WE MAKE THAT KIND



## E. J. Southwick

4 South Carroll Street
We make a specialty of Fine Die and Engraved Stationery, Invita= tions, Programs, Cards, Etc., Etc.



## THE SPHINX.

Published fortnightly during the College Year by Students of the University of Wisconsin.
Entered at the Postoffice of Madison. Wis,, as Second-Class Matter, September 28, 1901.

SUBSCRIPTION, \$1.00 PER ANNUM.
SINGLE COPIES, TEN CENTS
(If not paid before January 1st, $\$ 1.50$ per annum will be charged.)

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

ADVERTISING RATES MADE KNOWN ON APPLICATION

Address Communications to the Business Editor
All contributions, subscriptlons and remittances for same should be addressed to

Editor, 202 Park St
D. C. Nicholson, ${ }^{\prime} 07$, Editor.

Lucian Cary, '08, Asst. Editor.
T. Stempfel, '08, Art Editor.

Gustave G. Blatz, '08, Manager.
W. H. Lieber, '07. George
John V. Mulaney, '08.

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


WHEN a student does anything unusual the rest stand back and hand him a few. The idea seems to be that anything that everybody does is all right and anything that everybody can't, won't or doesn't do, is bad form.

When a student gracefully accepted the invitation of the young woman who sang "Cross Your Heart" in "The Umpire" and walked across the stage with the show girl on his arm, the crowd was delighted. After it was over many voices accused him of trying to show off.

The incident is trivial in itself and The Sphinx has no opinion to express on its
propriety. It merely illustrates the student-point of view.

In small matters there is no tyranny like that of a democracy and no democracy so intolerant as a student body. Each student must conform to a hundred little conventions of dress, speech and manner or suffer for it. This influence is in many respects a good one, so good that we could hardly get along without it. Thanks to it, the freshmen from the country soon learn how to act, or more properly, how not to act, for the principle beneath student ideas of good form is this, "When in doubt, keep quiet." The trouble is that men learn the lesson of laiz zez faire too well. There were many men conscious of Wisconsin's need of athletic reform before Jordan's articles appeared. They did not act
because they had been taught that it was bad form.

One reason that Wiscon$\sin$ has no distinctive customs or traditions is because no student dares to inaugurate them. We are all afraid that our friends will think that we are pushing ourselves forward and that our enemies will kill future additions to our Badger summaries.


We have opinions on the matter of hazing. We do not believe in compelling a man to turn handsprings until he faints, nor in applying the hair cut and iodine treatment to a man who has been maliciously misrepresented. If under classmen
persist in violating upper class resolutions they will have to take the consequences. We approve of the plan formulated by the Student Conference committee, and expect to see their resolution ratified by the various classes. The report which was approved a week ago provides that men going to and from regularly organized university meetings shall not be molested, that the demands of property holders shall be respected, and best of all, that $W$ men, class officers and members of Iron Cross and the Conference committee shall have the right to interfere in any hazing episode which has, in their opinion, gone far enough. Under this plan we shall not lose the benefits of hazing-which exist in spite of the Madi-
son Democrat-and we shall not be likely to afford the Milwaukee Sentinel any excuse for sensational stories.


We want contributions. If you have invented a joke, composed a limerick or drawn a cartoon, send it in. We prefer material with a local and not a personal flavor, but anything goes that is good. There are always places on the board for men who will furnish the stuff. Just now we are trying to get out more pages than usual. The board is small. It is nearly a year since we have elected a new man; we will welcome new members.


We hope that members of the lower classes will not continue to encourage the Proc graft by buying the copies on sale at the book stores. A Proc must be authenic to have any value as a souvenir. The socalled Freshman-Sophomore posters which were put up this year were no more the work of the respective classes than they have been in previous years. The Freshman challenge was a slight variation of one printed by a grafting student in the name of the class of 1907. Such a copy has no legitimate purpose, and ought to receive no consideration



## TO THE TEAM.


hey have rallied again to the standard To fight for the time honored red; They have given the lie to the quitter's Who hinted athletics were dead; They will gallantly work for Wisconsin And struggle her name to redeem.

Let them say what they will,
We are proud of her still,
Hnd we offer a toast-
"To The TeamI"
With "Hustler Hutchins" to coach them, They can rival the vict'ries of King: With twenty-five hundred behind them, We can give them the backing to win. Our contests may not be of moment, Hnd yet they are more than they seem, For our men are true gold, They are not bought or sold, So we give you this toast-

"To The TeamI"

Let us gather about on the campus, Hnd cheer as we have in the past; Let us follow them on to the gridiron, And stick by the team to the last, For our playing surpasses in cleanness, The sport of a faculty dream.

So let us turn out
And join with a shout,
In a rousing Rah! Rah!-
"To The TeamI"
$-M u$.

Our correspondent had an ice cream social to report and was unable to attend the rush, but we have read all about it in the Milwaukee papers. These publications have said more about the "fiercest rush Wisconsin ever saw" than our limited inventive genius would permit us to state. However, we might say we have heard since that hundreds of students were ducked without permission or even introduction. We haven't received a list of the killed, but if anxious subscribers to the Cream City papers will send us descriptions of their missing loved ones, we will send our private detective to the morgue.

Lawrence has had five weeks of practice; Wisconsin was not allowed to practice until the University opened. Lawrence has eight or nine veteran players who have played in games against the strongest teams in the West; Wisconsin has but three "W" men on the squad, and is not allowed to pick new players from the freshmen class. Lawrence has a great deal to gain in a victory over Wisconsin; Wiscon$\sin$ has nothing to gain in a victory over Lawrence. Are you going to the game Saturday?

'Till there has yielded to its crash
Eight months at least of college hash,
'Till it has learned to stab discreet,
To thrill K. M. or co-ed cheek
Let no mouth hold the pipe perique. .

Ere it has plucked the flowers gay
That grow in Madison in May, Ere it has held a thousand quite

Of wee soft fivers, ivory white
Let no hand wield the cane polite.
'Till cons and flunks and other hell
Have stopped its tendency to swell,
'Till it has learned the grand eclat
Of age, experience and that,
Let no head wear the derby hat.

## Senior Resolutions Adopted by the Class of 1905.

1. "No freshman shall smoke a pipe or be seen to carry a pipe when on the street or outdoors within the city of Madison.
2. "No freshman shall carry a cane or walking stick at any time unless such a cane or stick is necessary because of injuries making it impossible for him to walk without the aid of such cane or stick.
3. "No freshman shall wear any derby or stiff hat whatever during the year until May 1, save only upon 'prom' night.
4. "No freshman or sophomore shall under any circumstances whatever sit upon the fence in front of the gym. This rule applies to all freshmen and sophomores without exception."

## When Procs Are Out.

Little Freshie on the hill, Stopped to read an auction bill; Sad to say, but I've been told 'Twas the Freshman that was sold.

## Summer Improvements.

I quite agree, about old Main Hall, With the sophomore girl who sings
The praise of the "Hill" as a "heavenly course"
Since the Hall has a pair of wings.


These are Them.

## More Don'ts for Freshmen.

DON'T wear a Derby. There is a tradition against it; and anyway, when you become a sophomore you will immediately need a hat four sizes larger. (Observe 1909.)

DON'T sit on the gym fence. There is a tradition against it. (True, we have never yet seen any one chucked off it, but we once knew a freshman who fell off it, and sprained his thumb.)

DON'T smoke a pipe. There is a tradition against it. Besides, it will make you sick.

DON'T maintain silence in the library. There is a tradition against it.

DON'T monopolize the spoon-holder. We want to use it ourself.

DON'T overeat. If you are in a boarding house, you can't. Anyway, don't.

DON'T go to the Farmer's Home every night. There are plenty of other places in town equally deserving of your patronage; besides there is nothing like variety.

DON'T forget to subscribe to THE Sphinx. It isn't always as bad as this. Besides we need the money.

## Fie!

Thusly did our Prexy speak
At the convocation:
"Shamie, soph'mores! Do you think Throwing freshies in the drink, Putting Chadbourne on the blink, Proper occupation?
"You should use them tenderly,
You should feel maternal.
If you love them, they'll love thee,
Let your attitude agree
With the etiquette of the
Homely Ladies' Fournal.
"Ay, caress them lovingly,
And should one resist
Do not chuck him in the lake, Do not make so crude a break, But for Alma Mater's sake

SLAP HIM (on the wrist).
"But if he be very fresh
Him to the Committee!
In a dark and secret place
They will settle with his case
While naught-nine and ten embrace.
Wouldn't that be pretty!"
Rah for the Committee, and
Rah for moral suasing.
Be as mild as new mown cream.
Isn't that the cutest scheme!
Rah! Rah! Rah! for Prexy's dream,
Fie and fudge on hazing.
-H., 'o8.

## Has it Come to This?

The foot-ball candidates of the local high school met for their first practice on Friday night and a crowd of some fifty spectators witnessed a lively scrimmage. Coach Hardtakle, a former half-back on the Ripon college eleven, expressed himself as well pleased with the outlook for a successful season. Challenges have been issued to Carroll college and the University of Wisconsin. While the local team is scarcely confident of winning from the former formidable aggregation, it has strong hopes of holding the Badgers well in hand, the state institution team, as we understand, being considerably weakened by athletic reform. Let all good citizens come forward and support our team.
-Honey Creek Boomerang.

h, a brave bold man named Archie
Journeyed hence from Vandersee Just to get a bunch of learning

At ye olden 'Varsity.
So he hip-hipped him to Riley's, O he hip-hipped him hipped he.
And he laid down ten big boners Where the other boners be.
"Now my education's paid for," Spake our man of might and brawn, And to show the boys a thing or two He straightway gat him gone.

And he eke did swagger greatly, With his chin held high in pride, And a score of brimming tankards Did he sit him down beside.

That night when fearless Archie Sat a-smoking unawares,
A multitude of mighty men
Came marching up the stairs.

But this was meet for Archibald,
And one great knotted knee
Took many times unto itself
The other one in glee.

Then to the wide arena In front of Chadbourne Hall They marched our fearless hero, Nor did he let a bawl.

And on the roof fair damsels
Did form a mighty jam
To see him fight a rooster fight With another freshy man.

But, alas and alack, was Archibald Sore beaten in the fray.
The dainty thumbs were all turned down, 'Twas Archie to the spray.

Right merrily they swung him
This crowd of mighty men.
They swung him once, they swung him twice,
They swung him thrice; and then-

Well the cunning sea babe triplets
Who fetched this wond'rous tale, Said, "Arch keeps house with a mermaid At fourteen Fathom Dale."



## Barbarossa.

Der junge Barbarossa
Wer Emmet Angel heist
Hat einem Bart gewachsen,
Und looks wie mein goodness.

> Sein Bart hat seit letzt' Frühling
> Attained ein grossen Size.
> Ein Wachtum hat arisen
> Das sollte take erst Prize.

Die parasitic Germen
Which durch das Germ-schloss roam Spiel' hide und seek in seinem Bart, Und machen sich at Home.

Sein Bart ist nicht von Flachse
Obgleich es looks sehr neat,
But es besteht aus etwas Das looks wie shredded Wheat.

Und einmal ging er quickly wo
Sie hatten Soda thin,
"Ach, leg' den shöne Foam," er sagt',
"Clear auf dem Bottom hin."

Barbarossa sagt zu Elsom
"Geh hin down town Herr Doc.
Mach schnell und find' den Orten
Wo mein razor ist in Hock."
"Und wenn ich hab' geschaven
So set ich up die Beers,
Ich will nicht Barbarossa sein
Die nächsten hundert Years."
-D. S. B., 'o8.

## Communication.

Madison, Sept. 30.

## Editor of the Sphinx:

Last night, after a day of extreme and prickly heat, I took a towel and went down to the lakeside for a cooling dip. The foot of Park St. struck me as properly secluded, and I was just about to prepare for my swim, when I fortunately looked about me.

Estimating conservatively, there were seventeen couples in sight. By couples I mean pairs of persons in such close juxtaposition that they were not distinguishable as individuals. One pair, visible against the moon, looked like a silhouette of the Si amese twins.

I heard a noise like a slap-stick. But it wasn't, for a feminine voice said, "Oh, do it again, Jack." He did. Then a stick snapped and the first voice said, "Jack! What was that?" "The thirty-third I think," he said "This is thirty-four." There was a noise like another slap-stick, and then she said, "I never was good at arithmetic. Let's begin over again."

After that, can you wonder I wanted to jump into the lake?

Pretty soon they discovered me and an embarrassed silence fell. Then I heard
whispers, viz: "What's he butting in for?" "Where's the other one?" "Well, I don't care if he does see us. We're engaged." And presently arose angzy murmurs of "Three-and-twenty." "This is our busy day." I stood on one foot and did a nervous twiddle with the towel. I could feel those seventeen double pairs of eyes staring out of the darkness at me. Under such circumstances, how could I go swimming?

I felt as de trop as a clove in a high-ball, and I withdrew, ungracefully.

Just as I left I heard a gentle voice say, "Now, Will, you quit that." He said, "There are no quitters at Wisconsin."

Then I crossed a path of moonlight. There sat a girl I knew alongside a fellow. He was treating her like a lemon. She knew I recognized her, and at our boarding house next morning I asked her if she didn't feel ashamed, at the time. She said she felt crushed.

Now, Mr. Editor, I have myself found other places, just as romantic as the neighborhood of the Spoon-Holder (I like to call it the Stone-Crusher). If we must have fussing, let it be less concentrated.

Pro Bono Public.

## Lawrence Expects to Defeat Badgers.

(A head line which recently appeared in the Mil waukee Sunday Sentinel.)

Is it thus that Wisconsin honor Is trailed by the weak and small? Is the hope of a third-class championship The prize that we win this fall?
Alas! for our Badger traditions, That ever the time should be When the Lion of many a gridiron fight Should be swallowed up by a Flea.

## At the Rush.

"But why don't the guards tell them to stop being so rough?" asked the maid of nineteen ten.
"They will as soon as things get quieter," her sophomore companion assured her.

## Snap Shots at the Rush.


[Yesterday one of our slyest correspondents stuck a hat pin through the slit in the English theme box and drew forth this skillful character sketch. It is written by Louis Pickleblister, of the sub-freshman class.]

## Pres. Rooservelt.

Presdent Rooservelt is a grate man. He's ben workin fer the goverment 6 yrs. and aint ben shot or fired. He has glasses and big teeth and keeps all the countries of the world from pickin on to every other country. Pres. Rooservelt is called Teddy because all Theodoors is called that, and he wants to be one of the boys.

Come to think I wunce knowed a Theodoor what was called slim. But he's dead now anyway. He goes around the country speakin and tellin the people how glad he is everybody is happy fer which he gets \$ fifty thousand dollars a year. Havin lots of kids of his own Teddy has announced that he don't believe in race suercide.

He has a daughter who dives off from high places. A feller named Nick who hasent nothin but a job in the congress married her and got her life insured.

He says he wont run fer presdent again, so I'll close now and wright my next theme on Williams Jenny Bryan.

"Pride goeth before a fall."

## Assurance.

Though the on coming storm Of footboll reform
Had given us students a fright, We still felt no lack
Of a good quarter-back
For we knew that our man was all Wright. $-M u$.
"You remind me of a royal flush," said the faithful lover to his 300 -pound lady-love.
"Why?" came the expectant question in a dainty whistle.
"Because a man seldom succeds in holding all of you at once," he answered, straining under the weight of her soft white hand.
"Two dollars this year for a lockert" Hu, cut out those howls, Don't they wash all your towels? So why be a confounded knocker? $-M u$.


Schumacher Shoes are renowned for their distinctiontheir shapely, stylish appearance. They fit, retain their shape. and afford absolute comfort in walking. A favorite among neatly dressed men, and once you wear them your favorite too.
$\$ 4, \$ 5$ and $\$ 6$ the Pair.
SCHUMACHER BROS. MILWAUKEE, WIS.
We Have No Branct Stores.


## E. R. CURTISS Has Removed to the Wisconsin Block

OVER PALACE OF SWEETS

# KEEP YOUR EYE ON 21 <br> <br> WEST MAIN STREET 

 <br> <br> WEST MAIN STREET}

## Pitman Dry Goods Co.

DRY GOODS
CARPETS AND RUGS

Student Trade Solicited

5 and 7 West Main Street MADISON, WIS.

W. J. GAMM JEWELER AND OPTICIAN<br>Fine Watch Repairing<br>3 West Main St.<br>Telephone 685

## Removal

FENNER'S Billiard Hall

REMOVED TO
225 STATE STREET

A continuance of your patronage is solicited
M. B. FENNER

CRONIN'S RESTAURANT ...THE...
PLACE TO EAT


Painters and Decorators get your pictures framed at

## Mautz Bros.

Telephones: Office 718, Residence 6447
DR. J. B. BAKER dENTIST
...Mendota Block

Teachers and Students
in School and College, work with the
Watermanis Ideal FountainPen
because it keeps pace with thought, is always ready, (Clip-Cap holds it in pocket), is never tired, keeps clean and is easily filled.

## GUARANTEED.

FOR SALE BY BEST DEALERS.
L. E. Waterman Company, 173 Broadway, New York.
209 State Street, Chicago. 8 School Street, Boston. 742 Market Street, San Francisco. 136 St. James Street, Montreal.

Students will be interested in the new line of "Bench made" $\$ 5.00$ shoes at The Hub.

The Customer-"Why is the lady cashier so sad?"

The Proprietor-"Because she is shy."-Widow.

## The Model Creamery

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

## 207 State Street Phone 1150

For Your Stomach's Sake EAT Spencer's Bread It's Better and Cheaper

Try our Cookies and Cakes


He Smiled a Smole
of satisfaction and delight, as all men do when we deliver their goods after we have launderd them to suit His Royal Nibs. The Czar of all the Russias never donned collar, cuff or shirt that was laundered any finer than we can do it. Bring your laundry work here and we will prove it.

## ALFORD BROS.

Phone 172
113 \& 115 N. CARROLL
The Delmonico Restaurant 425 STATE STREET
Meals and Short Orders a Specialty
Competent Cook. Quick Service.
Wide Selection. Open all night.
CHESTER A. TAYLOR Men's Furnishings

# Hand Laundry 

## 431 West Gilman Street

> All kinds of Laundry Work. We make a specialty of Ladies Fancy Garments. French Dry Cleaning, Pressing and Repairing.

## Phone Standard 6628

The Sphinx

## Madison Storage

Furniture, Upholstering Company

417=419 W. Main Street
Bell Phone 1400 Standard Phone 6083
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

## Genuine

 Gas CokeBetter 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
"Varsity Clothes" is the name adopted by THE HUB for the original line of suits and overcoats at $\$ 20$ to $\$ 30$, designed especially for The Hub. They have all the quality, style and exclusiveness of the $\$ 45$ kind.

ESTABLISHED 1854.

## Conklin \& Sons

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

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


Stoves
and
Heaters
"Stand the Test"
A MILLION IN DAILY USE
Fully Guaranteed by BOND Sold Everywhere
manufactured by
A. J. LINDEMANN \& HOVERSON CO. MILWAUKEE, WIS.


\author{

## The New

 <br> St. Nicholas Restaurant ben. stitgen, proprietor Phenes: Standard 2703 Bell 922 <br> 118=120 WEST MAIN ST. <br> - GO TO - <br> WALTZINGER'S}
for Exquisite
Ice Cream, Sherbets and Confectionery


Let me take Your
Measure
if you seek clothes that are perfect in style, fit and fab-ric--yet at a moderate price.
I am in Madison each Wednesday.
FERD. C. SATTLER
TAILOR
89-91 Wisconsin St. MILWAUKEE, WIS.

# CUSTOM TAILORING 

We are now showing advance numbers in Imported Fabrics for our Custom Department. Please call and review them.

## SCHMEDEMAN \& BAILLIE

## Coyne Hat Shop

 $*$io S. Carroll Street Madison, Wis.


Chas. Polacheck \& Bro. Co. milwaukee, wis. MANUFACTURERS OF
Lighting Chandeliers dealers in Everything Lightable

Don't you want Style and Quality in your
PICTURE FRAMES
We have both at moderate prices. Try us.
Madison Paint \& Wall Paper Co.
203 KING STREET

## CUDAHY CASH MARKET

111 West Mifflin Street
WM. HUPPRICH, Manager
Delivery Hours: 8:30 a. m., 11:00 a. m., 2:30 p. m. and 5:00 p. m.

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

Ask any older student, or any good dresser in Madison, where to buy the snappiest clothing, furnishings, shoes, and the odds are 10 to 1 that the reply will be at The Hub.

## A. M. HILSENHOFF

Merchant Tailor 302 STATE STREET

Arion
Orchestra ${ }_{D}^{A}$ Band
CHAS. NITSCHKE, Jr. Leader and Manager
First Class Strictly Up-to-date
STANDARD PHONE 1641 BELL PHONE 870

Madison, Wisconsin
Make Your Dates Early At Keeley's
for
Dancing and Banquets.
Two Halls, the Best in the City.

Our Lunch Rooms Are Now Open


The Students' Favorite Brew

## Milwaukee - Western Fuel Company

AGENT FOR
D. I. \& W. R. R. Co's. Scranton Coal. 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.

GENERAL OFFICE:
Nos. 2 to 14 Grand Avenue MILWAUKEE, WIS.

# "The handiest Printing Office in the city" <br> PARSON'S ${ }^{\text {printing and }}$ <br> 24 N. Carroll Street 

O. R. PIEPER Good Things to Eat
WHOLESALE \& RETAIL
Hotels, Restaurants, Boarding Schools, Institution Supplies
MILWAUKEE, WIS.

# THE 

$\qquad$

## Vilter Manufacturing Co.

## Builders of

## CORLISS ENGINES

Pumps, Heaters, Boilers,
Machinery fcr Brewers and Bottlers, Ice Making and Refrigerating Machinery.
968 Clinton St., MILWAUKEE,WIS.

# Pfister \& Vogel Leather Co. TANNERS AND CURRIERS 

What you want in the line of
Go To

# Rugs, Curtains A N D <br> <br> The Famous <br> <br> The Famous 405 

may be found at this store.
We have a large assortment and at correct prices.
We have the yard goods for curtains and draperies that will please you in style of patterns, and also in price.
The most complete line of Blankets and Comforters in the city.

## Burdick \&

Murray Co.

STATE STREET
...For Fine...

## Confectionery

Ice Cream Parlors and Cafe
open at all hours
williati haferman, Proprietor
LADIES
Mahoney \& Graham's
for strictly up-to-date MILLINERY

Milwaukee, Wisconsin
No Extra Fees

## This Semester

will be collected from Students who wear the famous hand-tailored-ready-to-wear, stylish and durable clothing, or the up-to-date exclusive furnishings sold only by the

## John Grinde

## Clothes Shop

18 NORTH CARROLL
The faculty of the clothing course unanimously endorses this decision.
ice-President.
Halle Steensland.

Wayne Ramsay, Cashier. Frank F. Proudfit.

BoESLING is carrying the most complete line of pipes in the city. Drop into his little store on State street and look them over. It will pay you.
"What is his future walk in life?"
"Well, from past records it is probably around billiard tables." -Widow.

## 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

## Traveling Equipment \& General Leatherware

That is not only honestly made but has a little touch of distinctive "get up" to its appearance. Try us on anything from a purse to a sole leather trunk.
Makers of
Trunks and Bags
Since 1848

## ROMADKA'S

81 Wisconsin
Street
MILWAUKEE

## Laundry

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

Freshmen, take the advice of upper classmen, and do your clothes and shoe buying at THE HUB, the best equipped establishment in Madison.

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

CARL BoElsing.

## OLSON \& VEERHUSEN

 The "BIG" Store
## Reliable Clothiers

7 \& 9 NORTH PINCKNEY STREET
We carry the largest stock of FINE CLOTHING, FURNISHINGS and HATS in the city. U. W. trade especially solicited


## 如 <br> HARK!!

## Kentzler Bros.

 LIVERYKeep 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
Listen to...
FORD'S

Message to all

SUDENTS

## FINDLAY'S

## Coffee List

Better keep this list so you will know just what each coffee will cost you.
Also to remind you that we roast coffee for every taste and at prices within the reach of all.
Mandheling Java, 40c. $2 \frac{8}{4} \mathrm{lb}$........ $\$ 1.00$
Mocha-Java, 35c. 3 lb ............. $\$ 1.00$
Jubilee Blend, 32c. $3 \neq \mathrm{lb}$. . . . . . . . . $\$ 1.00$
Mexican, 30c. $3 \frac{1}{2}$ lb. . . . . . . . . . . . . . $\$ 1.00$
Java Blend, 28c. $3 \frac{3}{4} \mathrm{lb} . . . . . .$. . . . . $\$ 1.00$
Rozan, 25c. $4 \frac{1}{2}$ lb.................... . $\$ 1.00$
Hotel Blend, 22c. $4 \frac{3}{4}$ lb. . . . . . . . . . . $\$ 1.00$
Bourbon Santos, 20c. $5 \frac{1}{2}$ lb.... ... $\$ 1.00$
Jamaica, 18c. 6 lb . ................... . $\$ 1.00$
Golden Rio, 15c. $7 \mathrm{lb} . . . . . . . . . . . . .$.
And now get Findlay's Prices on
other things.

## KOEPP=MUELLER COMPANY

## INTERIOR FURNISHERS

Draperies, Curtains, Rugs, Carpets, Furniture

105 WISCONSIN STREET
MILWAUKEE, WIS.

SIDNEY P. RUNDELL High Class

## HATTER

 -and-Men's Furnisher
Agent for Hole=Proof Hose 7 EAST MAIN STREET

## TELEPHONE

RILEY \& SON FOR
Fine Livery
Standard Phone 54
Bell Phone 1051
COR. PINCKNEY \& DOTY STS.

A. E. AUSTIN \& CO. ADISON, WIS.

# Trade at Gimbel's Wisconsin's Biggest Store 



NATIONAL DISTILLING CO. MILWAUKEE


## ${ }^{\text {rrs }}$ ^ FOWNES

THAT'S ALL YOU NEED TO KNOW ABOUT A GLOVE

# THE CHAMPAGNE of the 20th Century MOËT 2 CHANDON WHITE SEAL of the <br> Marvellonsy Grand Vintage <br> of the year <br> <br> 1900 

 <br> <br> 1900}

Superior in Quality, Dryness and Bouquet to Any Champagne Produced Since the Great Vintage of 1884

Geo. A. Kessler 2 Co. - Sole Importers

