



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

The Sphinx. Vol. 11, No. 13 June 3, 1910

Madison, Wisconsin: University of Wisconsin, June 3, 1910

<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.

IWV
SP3
11
13

179 60



~CREW NUMBER~

Vol. XI. No. 13

Madison, Wis.

June 3, 1910

LIBRARY OF THE
UNIVERSITY OF WISCONSIN



Hardy Bros., Foster & Co.

CORRECT DRESSERS OF MEN

announce a complete assortment of

Spring and Summer Importations

comprising all the

Novelties in Various Fabrics for Men's Wear

Fourth Floor, Atwood Building

N.W. CORNER CLARK AND MADISON STREETS

CHICAGO, ILL.

The Curtiss Studio

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

WISCONSIN BLOCK, OVER PALACE OF SWEETS

J. F. NEWMAN

11 John Street

New York

MANUFACTURING JEWELER

FRATERNITY JEWELRY

And Novelties in Fine Grade
only, also Medals, Trophies
or other Special Work. -:- -:-



ORIGINAL
DESIGNS FOR
SPECIAL GOODS
SENT WITHOUT
CHARGE.

Hurley-Reilly Co.

Men's Furnishings
and Hats.

Sellers of the Finest
Ready-to-Wear Clothes

89 Wisconsin St. Milwaukee.

The SPHINX

Joseph M. Boyd, Pres't and Cashier.

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, T. H. COLEMAN A. O. FOX, EUGENE EIGHMY, JOEL BOLEY, GEO. SOELCH, FRANK KESSENICH, R. R. KROPF, JOSEPH M. BOYD
H. L. RUSSELL, GEO. E. GARY.

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

John Rea Woolley

Photographic
Portraits . . .

509 STATE STREET

By Appointment Only

BELL 3030

AUL HAMMERSMITH,
PRES & GEN. MGR.

BENJAMIN KORTMEYER,
SEC'Y & TREAS.



116 Michigan Street, MILWAUKEE

"THE COLLEGE PUBLISHERS"

Annuals

Catalogues

Bulletins

Calendars

THE PARK BOWLING ALLEYS

GEORGE PALTZ COMPANY

MATT

Call for

GEORGE

“THE College”

Billiard Hall

225 STATE ST.

The Exclusive “Student’s Place”

Kentzler Bros.

LIVERY 

Keep the “Best Equipped Livery” in the state (no exception) and meet all the requirements of Fashionable driving, and to this fact is due their wide-spread popularity. A fine stock of vehicles and well-bred horses constantly on hand for your pleasure.

Badger Creamery

Pastuerized Cream and Milk,
Butter and Eggs
610 University Ave.

Grimm’s BOOK BINDERY

Book Binders, Rulers and Blank Book Manufacturers.



The Range especially built for the home in which good cooking is appreciated. It is not at all like the old-fashioned, or ordinary kind of ranges— it is free from all their faults.

ARCADIAN MALLEABLE RANGE CO.
MILWAUKEE - WISCONSIN

WALTZINGER’S

For Delicious Lunches
Ice Cream, Sherberts
and Confectionery

19 N. PINCKNEY ST.

OLWELL BROS. GROCERIES

FRATERNITY, SORORITY and
BOARDING HOUSE TRADE
SOLICITED

Phone 1037 Cor. Frances and Univ. Av.

BROWN BROS. LIVERY

PARTY CARRIAGES
A SPECIALTY

NEAREST BARN TO UNIVERSITY
Corner Broom and Gorham Sts.
Phone 559

Ester Oyster Co.
Fish, Oysters and Cheese
THAT’S ALL 206 E. Main



Moving :: Illustrated
Pictures :: Songs
Entire Change Daily
ALL SEATS 5 CENTS

KIRCH THAT’S ALL

The Finest Equipped Billiard
Parlor in the Northwest

DRUGS
PERFUMES

Sumner & Cramton
502 STATE STREET

PHOTO SUPPLIES
DEVELOPING
PRINTING

Archibald
228 STATE ST.

Originator and Designer
OF COLLEGE CLOTHES

Spring Suits

From \$25 to \$40

THE

Capital City Commercial College

Madison - Wisconsin

Offers Unsurpassed Opportunities in All Lines of

COMMERCIAL EDUCATION

3,000
GRADUATES IN
GOOD POSITIONS

ANNUAL
ENROLLMENT
500

DEPARTMENTS OF INSTRUCTION

Bookkeeping Gregg Shorthand English Typewriting Banking School in Session Entire Year
Every Day Enrollment Day Special Shorthand and Typewriting Course for U. W. Students.

Call, Phone, or Write for Full Information.

32 Page Catalog Free

O. R. PIEPER

HOTEL
HOSPITAL
INSTITUTION

SUPPLIES

Write For Complete Price List

WHOLESALE GROCER

192-194-196 Broadway

MILWAUKEE, WIS.

The
F. C. GROSS BROS. & CO.

---PACKERS---

Corner Moskegon and Canal Strs.
MILWAUKEE WIS.

Funny Thing

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

The Menges Pharmacies

TRY OLSON!

AND MAKE

MONEY

213 STATE STREET

COLLEGE

STYLES



WHEN THE COWS COME
HOME ON

**GAY'S
STOCK AND DAIRY
FARM**

The PEOPLE'S TAILORING CO.

FINE TAILORING - POPULAR PRICES

250-252 West Water St.

MILWAUKEE, WIS.



The Quick Laundry

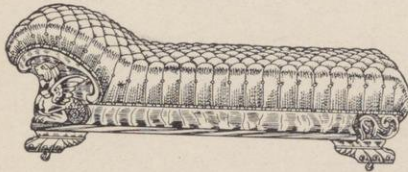
THE IDEAL

SHINING PARLOR

211 1-2 State St.

We make a specialty of dying and oiling shoes. Work done by expert men. Bring your old shoes around, we'll oil them, scrub them and make them look like new. @ @

JAMES MORTON



Robert H. Barwig

BARWIG BROTHERS

Geo. B. Barwig

3008-10-12 Lincoln Ave.,

CHICAGO, Ill.

3336 Clark St.

Two large well stocked stores. Furniture, Cook Stoves, Heating Stoves, Brussels Rugs, French Wilton Rugs, Oriental Rugs, Imported and Domestic Lace Curtains. Complete Furnishings for the House. We extend Credit. Telephone Lake View 872.



THIS IS A FANCY AFFAIR SO ARE SPRING FORMALS

You want something fancy for yours. Our programs are that kind.

THE PRINT SHOP

427 STATE STREET

MADISON, WISCONSIN

ST. CHARLES HOTEL

MILWAUKEE

Everybody likes the good old AMERICAN PLAN. Three good meals a day and a good bed at night. While the desirable and still popular American Plan hotel is rapidly disappearing, owing to the fact that the European Plan is more profitable to the hotelkeeper, the ST. CHARLES HOTEL nevertheless retains the more homelike American Plan, with rates from

\$2.25 and Up.

Today the St. Charles is the best American Plan Hotel in the State of Wisconsin

Co-eds Pumps

They fit snugly around the ankle without bulging, gaping or pinching; made to stay on—Are you from Missouri?

COME IN

SHUMACHERS SHOE STORE

21 State Street

Madison

KEELEY'S FAMOUS BITTERSWEETS

Enjoy the Universal Favor
and Highest Reputation.

Always Imitated, Never Equalled.

They have the Largest Sale
in the World

THE PAL

Luncheon

After Theater Refreshments

Make Dates Early For Dancing and Banquet Halls.

1. Executor, Trustee, Guardian.

2. 4 percent Certificates of deposit.

3. Safe Deposit Vault.

Central Wisconsin Trust Co.

No 1 S. Pinckney St.,

Madison, Wis.

When Down Town

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

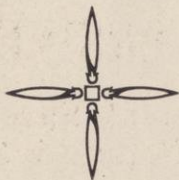
**Clothing, Furnishing and
Tailoring Establishment**

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

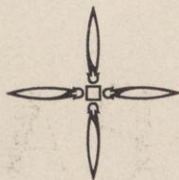


27 North Pinckney Street.

Co-eds Favorite?



**DAY'S
POP CORN**



**Kroncke's Corner
ON THE SQUARE**

One Reason why the men in this city
look so well dressed is
most of them are wearing HART SCHAFFNER
& MARX clothes, at least that is what the
CO-EDS SAY. **Olson & Veerhusen Co.**

N. B. VANSLYKE, Pres.
M. E. FULLER, Vice-Pres.

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

**U. S. DEPOSITORY
FIRST NATIONAL BANK
OF MADISON, WISCONSIN**

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

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

DIRECTORS:

Halle Steensland Wm. F. Vilas Wayne Ramsay F. F. Proudfit

Foreign and Do-
mestic Exchange
Surplus, \$100,000.00

The Sphinx

Naramore CA



Ah, commencement maid;
The praise you have had
From the men you dismayed
Ah, commence meant maid
In the dreams that have stayed
With many a grad.
Ah, commencement made
The praise you have had?



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

EDITORIAL AND BUSINESS OFFICES, 427 STATE ST.
PHONE 2836

Address all communications, subscriptions and remittances for same to the Business Manager.

Contributions may be handed or mailed to the Editor or will be collected from the box in Main Hall.

WALTHER BUCHEN '11, Editor,	
H. J. Newman, '10	Ralph Birchard, '10
W. A. Klinger, 10	Carroll Bickelhaupt, '11
	B. P. Stiles, '11
H. N. Crawford '11	L. G. Bonesteel, '10
M. B. Mitchell, '12	Roy Phipps, '11
Hollis Lorenz '12	Jack Floyd, '12
	Dennis Crile, '13.

W. T. BRUNOW, Business Manager	
Ferd Meinecke, '11	Ray Sanders, '11
Assistant Business Managers	

Vol. XI, No. 13.

Madison, Wis.,

June 4, 1910

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

When she takes stock of the many remarkably fine things in this remarkably fine world, the Sphinx places the good sportsman among the very first. The pluck and push of the lads from the coast in coming so far to see who the better oarsmen are is to be admired. It is no small handicap to travel a few thousand miles before a race in a branch of sport that requires as perfect physical condition as rowing does. Of course we cannot go so far as to hope that they will beat us, but if they do, it will be a pleasure to us to be defeated by lads from Washington.

Who cannot remember away back to the time when he was a mere freshman and cannot vividly recall how he then ached for the time to come when he could match his trained manhood against a waiting world and begin to win fame and fortune right from the jump. How irksome was the deadly round of buck and quiz, and how insipid the childish college joys to the freshman's manly soul! The senior, harking back, remembers his freshman rhapsodies to the above effect, remembers that his time here is short, remembers that he has been having the time of his life for the last four years, and the remembrance cools his ardent ache to battle with an ill-prepared world. The life we live here is good and the great pity is that we do not realize its worth until we are seniors and June is drawing near.

The seniors are not the only ones who are sorry for the seniors, there are hundreds of good scouts who hate to see them go. It may be truthfully said that the class of 1910 was an exceptional class as to the number of efficient, patriotic, earnest men it produced and the university is genuinely grieved at losing them. The Sphinx is sorry also and writes this as a fond farewell drool to them and as an excuse for working in a "Goodbye and go to it" to the boys of 1910.

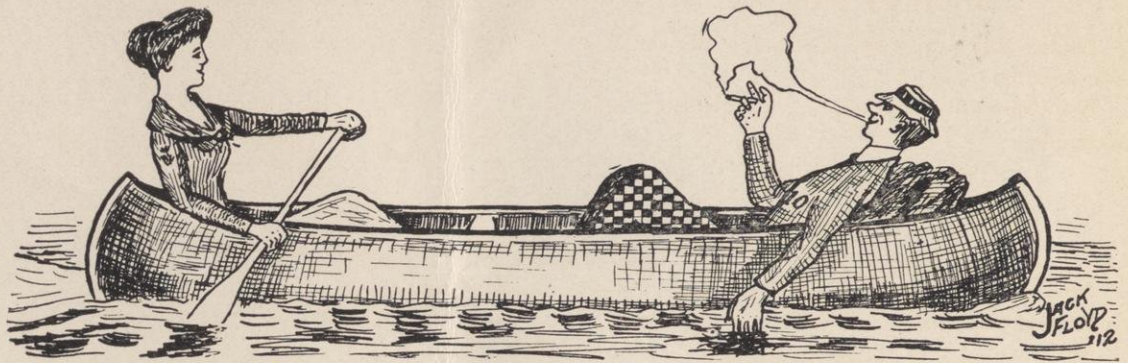
Wow! Another little thing to administer a little tap of reproof about. Why are we all so disgustingly averse to staying in beautiful Madison for commencement. Every Junior, Sophomore and Freshman seems to think it his bounden duty to make a flying grab for his somewhat battered suitcase and take the first train out as soon as exams are over. During commencement time the university is at its holiday best and its holiday best is both inspiring and worth seeing. Stay and see what the old lady's like when she doesn't have to bother her head about your fool education! Stick around—the sticking is good.

Wiskocil won three points in the Illinois meet, 6 in the Minnesota meet when he tied for a first, and one in the Chicago meet. Sanders won 4 points in the Minnesota meet, when he tied for first, and 4 in the Chicago meet. This gives Wiskocil a total of ten points and a tie for first and Sanders a total of eight points and a tie for first. Under the rule a track man is entitled to a letter when he wins eight points or a first in a conference meet or in the Illinois or Chicago dual.

The athletic board also elected Kelly for track manager when every man on the squad asserts that McKey was the better man, and when McKey had the recommendation of the present track manager besides. Almost universal criticism and indignation has been aroused because of these two, to say the least, questionable actions of the athletic board. Only a few weeks ago we heard that body loudly protesting across much valuable Cardinal space that it was all right and had been cruelly maligned.

We are done for the year. With a sigh of relief we lay down our well worn oil can, prepare to put the cover on the typewriter that has written so many things during the past year, stick the scissors carefully into the paste pot where we will be sure to find them next year, and prepare to do our semester's work before the dark and dreadful days of exams snatch us bald-headed.

It is, of course, customary to say modestly that the editorial we is conscious of having slipped a cog or three in attempting to run at ideal speed, but we will not follow the custom. It is also customary to indite hopes about the ensuing year, but we will not follow that custom either. It is also customary to slip in a "goodbye" to the subscribers, both paid-up gentlemen and villains in arrears, and to the patient and adventitious advertiser, but we will not follow that custom either. In fact we would rather be conned in Freshman English than follow any whatever. We prefer to meander along the pleasant paths of what t'ell and be our own leader. Custom can go take a jump in the lake. This is our last editorial and we wont even say we are glad we are through. In fact we didn't intend to say anything in this thing and we are vain enough to think that we have succeeded to a deplorable extent.



Oozy: What made him change from a stocking manufacturer to a newspaper reporter:
 Woozy: He didn't change. He just kept his old job of stretching yarns.

S S S S S

Slap (picking glass from his friend's coat sleeve): How did you come to stick your elbow through that cigar case?

Stick: I didn't come to stick my elbow through it. I came to buy a stamp.

The Long-Haired One: It has always struck me as excessively curious that young ladies should learn to play the violin so easily.

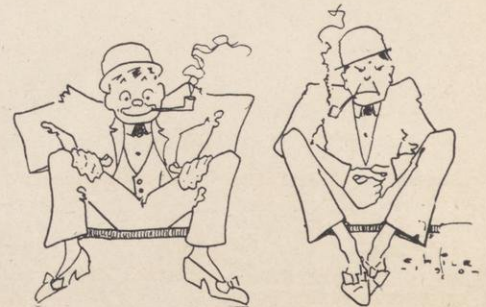
The Low-Brow: Well, you see, they are used to handling the beaux.

S S S

S S S

HE LANDED HARD

HARD TIME



City Editor: Do you know what the sporting editor did with that fight story?

Cub: Did you look in the scrap book, sir?

Pickens: Why have you nicknamed your wife Crystal?

Dickens: Because she is always on the watch.

MUCH IN THE WAY

Baldy: Have you got anything in the way of a seat near the front?

Box-Office: I can give you a seat behind a large picture hat.

S S S

Mrs. Poorun: Why is it our baby puts his toes in his mouth so often?

Mr. Poorun: He's practising at making ends meet, my dear.

S S S

Riddler: Who is the oldest sailor?

Fiddler: D, of the Alphabet, who has always followed the C.

S S S

INTELLIGENT QUERY

Co-ed [to the captain of the crew] If it is rough at twelve o'clock will you hold the race in the forenoon?

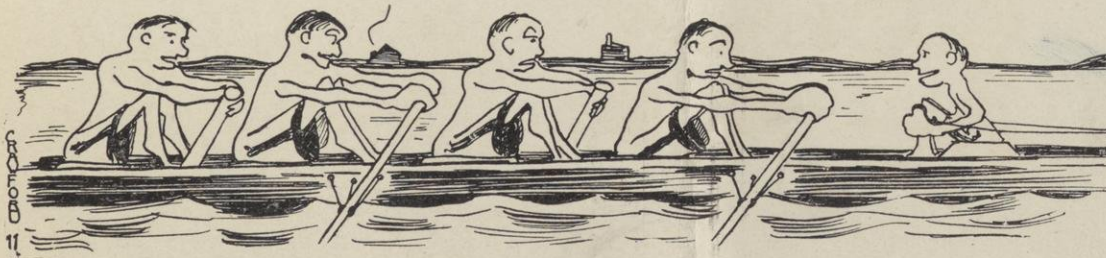
S S S

No, Cutest, the Blackfriars Club is not an organization of colored cooks, nor is the Mortarboard a branch of the Hodcarriers' Union.

So he is letting her hold him at four all?

Yes, but it would be "love" for "all" if it were not all for love.

S S S S S



They Feathered their Oars and the Coxswain Crew

THE DEUCE



BILL OF FARE



A Hamburger



A Denver



One With



One Without

- CRILE + P.J.
- MAY, 1910 -

S S S

AFTER THE CHOCOLATE

"An excellent line of goods," said the critical student as he surveyed the row of co-eds waiting to get Badgers.

S S S

Zealot: You understand that the biblical hell is not to be taken literally?"

Helot: I don't care about taking it at all.

S S S

FRIDAY

Going to the race tomorrow?
No, I went last night.

S S S

AT HENRY LEWIS'S

Anxious Inquirer: Are you out of the last Sphinx?
Callous Clerk: No, do I look it?

S S S

HE COLORED UP

Queener: When I kissed Alice goodbye last night, all the color left her cheek.

Beaner (looking at Queener's coat): So I see, so I see.

A thing of beauty is a joy for ever.



THE THIRD DEGREE.

He: He was a bachelor of arts, but she was a master of arts.

She: And so they are married now?

He: Yes, and now he will have to be a doctor of philosophy to bear the burden.

S S S

OFFENCE

Willy: I hear they are going to fence in the campus.

Nilly: That chestnut about keeping the trees from leaving, I suppose.

Willy: Man, if they wanted to do that, they'd cut off the lower limbs.

S S S

English Prof. (to aspiring Englishette): No, hardly think that reporters who get out the early morning edition of a paper can be classed as Early American Writers.

S S S

The Stude: I stand for the best things in school. The Dean: I refuse to stand for the worst. Good-bye.

S S S

[From the "Memphis Appeal" of May 8th.]

FACULTY ORDERS BEER.

Officially Displaces Water at University of Wisconsin.

MADISON, Wis., May 7.—Beer has displaced water as a thirst destroyer at the University of Wisconsin, and the faculty is acquiescent thereto. The existence of ten cases of typhoid fever among the students, due to germs in the city water and the improbability of prompt purification of the water supply, has literally driven the university community to lager. No deaths have yet occurred.

NEGRO HURT BY AUTO.

He attempting to board a street car at Atkins street and Poplar avenue, yesterday evening at 8 o'clock, a negro, of



It is hard to dye like this

S S S

Rupert and Evadine were sauntering along the drive. Suddenly she stopped.

"What's that!" she exclaimed, listening intently.

"Probably some catfish mewing in the lake," answered her sturdy protector.

Evadine's countenance brightened.

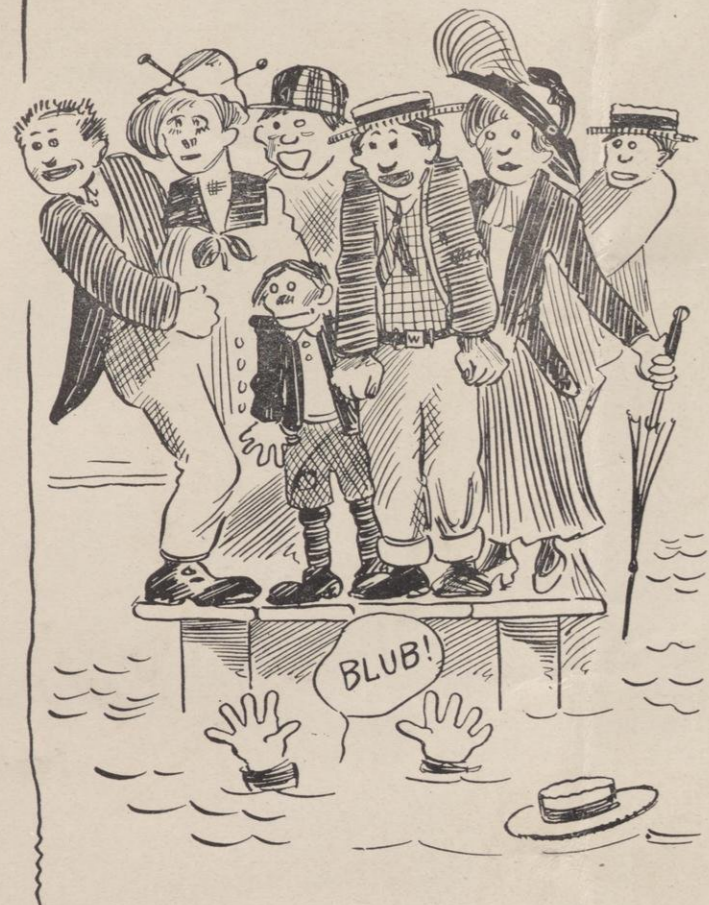
"I wonder if its mother is putting it to sleep in the bed of the river with a sheet of water over it," she murmured ingenuously.



Boomy: I saw Jones over at the dog wagon last night after twelve.

Roomy: Who were the other eleven for?

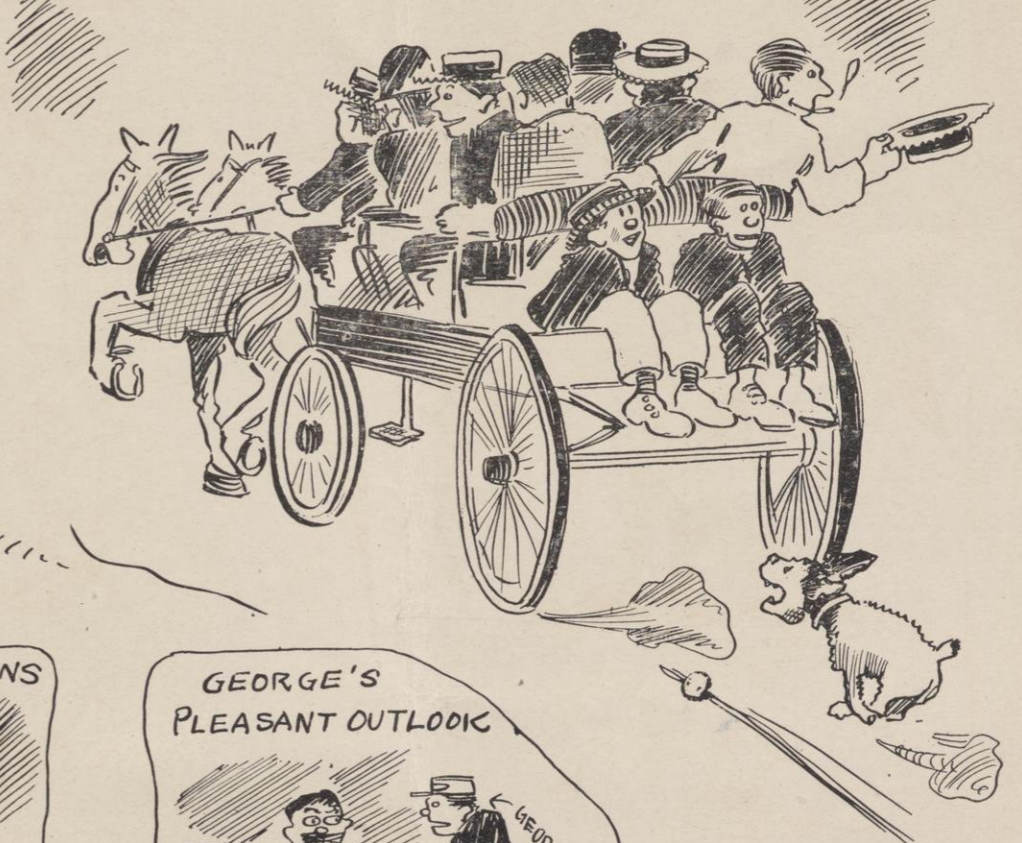
A SAMPLE PIER ON REGETTA DAY



THE OLD CLOTHES MAN IS HERE



RUSHING IS NOW ON !!
"BUT WHY NOT GET A DRAY?"



BLUB!

"ALAS!"

MA'S & PA'S EXPECTATIONS



GEORGE'S PLEASANT OUTLOOK



GOOD-BYE !!



THE LANDLADY IS FREE AT LAST

AFTER THE LAST CELEBRATION FIRE

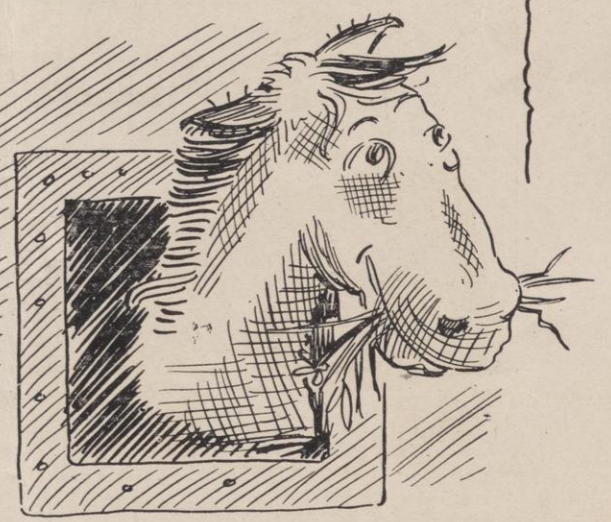


GEORGE GRADUATES



PHIPPS

VACATION LOOKS GOOD TO THE LIVERY HORSE



DO YOUR OWN TYPEWRITING.



Was your thesis long enough?
Yes, by a wide margin.

S S S

IN THE GARDEN.

Maud: Have you seen papa's shrubbery?
Mutt: Why, has he quit shaving?

S S S

"I haven't been feeling very well lately,"
said the phrenologist, as he showed another
disappointed customer to the door.

S S S

ROUGE ET NOIR

Poke: Have you heard of that new play, "On
the Eve?"

Bloke: Don't try to string me, Bill. I always
play on the red.

S S S

HOW FAR AFTER LIGHT?

How far must you go after dark?
About half a mile.

S S S

Pater: Are you making good in your
studies?

Son: Making good? Well, rather. I
wrote off two out of three cons this semester.

S S S

Do you drink distilled water now?
Not distilled water.

S S S

BASEBALL



Three Balls and a Strike

A Sacrifice Hit

One Out

Gink: Does Jones put his music on the rack when he sings?

Yap: Not much. He puts his audience there.

S S S

"Yes," said the old soldier politician as he took another load of fine cut. "I had my leg shot off in the war and have been on the stump ever since."

S S S

First Senior: Don't you think it is lovely here in summer?

Second Senior: Shake, old man, I got bumped too.

S S S

Co-Editor: Did you carry out the improvements in your publication that I wrote you about?

Editor: Not yet. But the office boy will in the morning.

Gym: There's nothing funny about military drill.

Germ: Oh, I don't know! What about being the butt of the gun.

S S S S S

TERMS



CRAWFORD



Two Out

Two Strikes and a Ball

A Squeeze Play

COLLEGE CUT SHOES



Are here in a hundred different varieties, shapes and styles.

Every pair high class, good looking, perfect fitting---the swell shoes for street or dress.

FOR MEN AND WOMEN

\$3.50 to \$6.00 the pair

SCHUMACHER BRS.

93 Wisconsin Street 93
MILWAUKEE, U.S.A.

He: What are you laughing at? I thought you got a con in Chem?

It: Sure, but it was a silicon.

S S S

Cut: Wonder if the inspector will spot these tan shoes.

Mutt: They do spot easy.

S S S

Prof. (passionately to a bonehead class): How long will I be among idiots?

Toff (in the back row): To tell the truth, Professor, I don't think you'll never get no education.

S S S

WHIST

Jack (merrily, as they are sitting down to play): And shall we play the heart convention?

She (icily): I never do when the lead is a jack.

ALARMING

Spent: I got ambitious last night and set the alarm for six-thirty.

Bent: Get up and buck?

Spent: Nope. Stopped the clock.

S S S

BUTTONED UP THE BACK

Wifey: Did you get the hook?

Hubby: Yes, right in the eye.

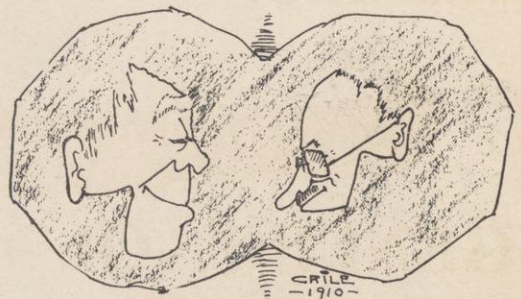
S S S

"Heard about the lady who planted an egg-plant and thought she'd have chickens? Imagine her surprise when she got only a crop."

S S S

Joyful Talker: Going to the conference Saturday?
Phi Beta Kappa: No, mine comes on Friday afternoon.

S S S



The Mournful One: I have an awful cold. I'm a little hoarse and have a hack--

The Cheerful One: Go into the livery business, man; go into the livery business.

**THE TEARFUL TALE OF TILLIE, THE "LODGE"
LADY-SERVANT.**

'Now aint men the deceivers! The way the fellows up to the place where I works slipped it over them poor, little, innocent high school kids who come out for that track meet bizness Saturday was something awful. Why, us skirts wearin' rats an' puffs to fool the men aint nothin' compared to how they was deceived. To start things they rides up to the house in those sporty hand-me-down-a-match rigs, the black and red step-ladder effect, you know. Of course our boys acts as if they was used to drivin' around that way every day in the week and tells the kids as much. Then they brings 'em into the house—all cleaned up nice, floors waxed for the first time since Prom and everything else to match (They had the whole freshman gang at work on it for 'tree days straight to clean up the mess prevyus.) For dinner that night we has a better feed than

on Sundays even; and all through the t'ree days they has chuck twice as good as what we gets other times. Why, for breakfast they has real cream on their shavin's, and to top it all the steward says to always have enough so they can send out their plates for a secon' helpin'. What-cha know about dat?

Then after dinner they sits and sings just like if they always did it, but they had to practice up beforehand on all the frat and college songs, an' it came like pullin' wisdom teeth for some of 'em. (I'll bet half those guys aint got no wisdom teeth.)

Will you believe it Liz? One of them fellows even told his prodigy,—protegy, I mean,—that none of the fellows here at Wisconsin fuss the co-eds at all. I guess the high school kid must have been a woman hater; but the older guy spoiled all the effect afterwards by saying that students did fuss us town girls once in a while. What-cha know about dat, Liz?

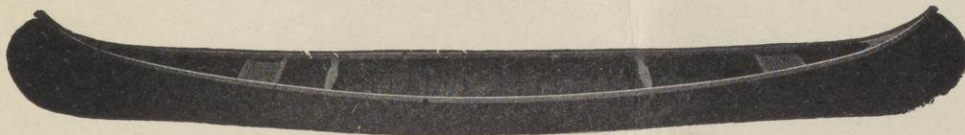
S S S S S

Woldenberg's Dressmaking Annex

Look at our New Models in Spring Suits.

Have a talk with Miss Edgington, she will be pleased to give you her ideas.

Woldenberg's - - Corner Pinckney and Mifflin Sts.



GENUINE OLD TOWN CANOES

Are Guaranteed, Correct in Model, Quality and Finish

We have them in stock in carloads and can make immediate delivery in any length and finish. Also carry paddles, cushions, chairs, rugs, drip cups.

H. C. REED CO.

392 East Water Street

Milwaukee



These are amusing days
 And I have a Senior girl.
 I walked down the drive a ways--
 These are ah, musing days--
 And I saw some quaint displays
 That gave me a merry whirl.
 These are amusing days
 For I have a----seen your girl.

Reporter: I understand your patient is dead.
 Yes. The operation was very successful but she died of the shock.
 —Gargoyle.

His hand neared hers, he whispered low,
 She heaved a little sigh,
 And gently put her hand in his—
 "Fares, please! she'd heard him cry."
 —Chaparral.

He: I dreamed I died last night.
 She: Did you forget to turn off the steam heat before you went to bed?
 —Chaparral.

The herring is a funny fish
 Of that be well assured;
 In every case it must be killed
 Before it can be cured.
 —Tiger.

AT THE BONFIRE OF THE SPRING BUST

Dainty bed-room slippers peeped forth from the folds of a long white garment nearly hidden by a dark coat buttoned up the back. Curl papers crowned the forepart of the head, while the long, brown, unbraided locks at the back disappeared beneath the collar of the coat. The two sylph-like figures moved stealthily down the court until they came in view of the blazing fire and the exuberant studes gamboling around it. Four more will-o'-the-wisps who had stopped to add kimonas to their attire approached the couple in feverish excitement. A swish of skirts as they vaulted the fence---such is the advantage of heavy gym---heralded the addition of two more to the group.

"Gosh, Dutch, how'd you like to be a street car conductor in a college town?" whispered Annabelle.

"Huh," responded Lizzie, "I'd rather be a con than a trolley."

"Oh, being next to a live wire," explained Madeleine to Phyllis.

"I wouldn't like to be pulled so much either," admitted Elizabeth.

Doris wiped away tears of anguish at seeing the addition of a cigarette stub to the smouldering flames.

"Why don't they get some more sidewalks? The fire is nearly out," lamented Margaret.

"Let the fire go out and get them," advised a hoarse voice from the shadow of the stately elm.

And the suffragette meeting adjourned in haste.

EXCHANGES

That new drinking song is no good.
 Why not?
 No rest between bars.
 —Widow.

He: Have you read Darwin's theory of the missing link?
 She: No. I never did like those detective stories.
 —Widow.

Which two popes are the most famous in history?
 I am not sure sir, but I think Toledo and Hartford.
 —Lampoon.

Rocks: What do you do when you come home late at night and your wife meets you at the door with a threatening stare?
 Knocks: I try the "back-stair".
 —Punch Bowl.

The depths of a woman's eyes may be the height of a man's ambition.
 —Life.

TRUNKS

Suit Cases and Traveling Bags
--All kinds of leather Goods--

Chas. Wehrman

116 King - Phone 666 - Opposite Majestic

ASK TO SEE THE CUSTOM LAST

It is a short vamp last made in dull wax calf or dark winter tan.

A. E. AUSTIN & CO.
13 S. Pinckney St.

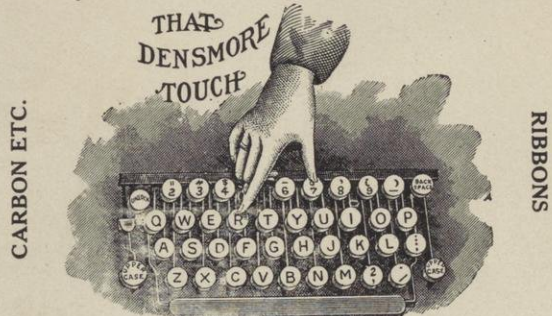
The DOLLY MADISON

for afternoon tea and after-theatre lunches.

130 State Street

REBUILT TYPEWRITERS

We save you 50 to 75% on any make. Send for catalogue



CARBON ETC.

RIBBONS

LOW RENTAL RATES

Portion of rent applied on purchase price if you buy.
THE MILWAUKEE TYPEWRITER EXCHANGE
130 MASON STREET

A. D. & J. V. FREDERICKSON General Contractors

Pine, Hemlock & Hardwood Lumber
Manufacturers of Builders Material
MADISON, WIS.

Buy where you can get QUALITY and the LOWEST AVERAGE PRICE.

Quality and Lowest Prices at

OPPEL'S

PALACE Drug Store

OPEN DAY AND NIGHT

Next to the Pal.

CONKLIN AND SONS

Coal and Wood

MENDOTA LAKE ICE

Office 105 E. Washington Avenue

Residence, Bell Phone 3118
Office, Bell Phone 3119

DR. C. F. RODOLF, Dentist
BLIED and SCHNEIDER BLOCK
OPPOSITE PARK HOTEL

Danielson Mueller & Simpson

Tailors, Clothiers, and Men's Furnishers.

Twenty Three
So. Pinckney St. Madison, Wis.
The Home of First Class Clothes

Men's Shoe Shining Parlor FIRST CLASS

---COLORED SHOES BLACKENED---
302 1-2 State St. Geo. Paps, Prop.

THE COMMERCIAL NATIONAL BANK

Resources Over One Million Dollars

The Wisconsin Agriculturist

Does---

- Go to 60,000 prosperous farmers every week.
- Go into 1,191 out of the 1,241 postoffices in Wisconsin.
- Reach the most receptive and the least solicited people.

Is---

- Read from cover to cover as you read your technical paper.
- Received with the confidence that comes only with long-continued fair dealing.
- The Greatest Single Selling power in the State of Wisconsin.

Can---

- Put your story before the best third of the farmers of Wisconsin—1-6 of the State's total population.
- Bring you business direct or through the local dealers.
- Make your goods the standard of comparison.

May we show you what The Agriculturist is doing and how little it costs to cover this State.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher,
Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

PANTORIUM CO.

TAILORS We will give you a
 very liberal share of
CLEANERS our profits. See our
 commutation ticket
DYERS man.

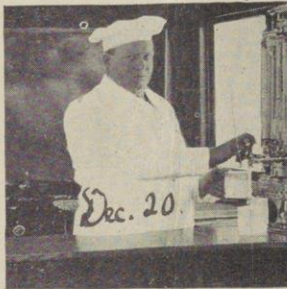
Three Shops	Phones
405 State Street	- 1180
702 University Ave.	. 1598
224 King Street	- 3163

STORE SERVICE

Service that is sincere,
 courteous and prompt.
 Service such as you indi-
 vidualy would have it.
 Permit us to try and
 judge our success.

The Menges Pharmacies

Charlie's Place



KENNEL CLUB
OPEN DAY AND NIGHT

C. E. REAMER, MGR,
415 STATE ST.

Eye, Ear, Nose and Throat Hospital
 204 Monona Avenue,
 A well equipped institution for the treat-
 ment of all diseases of the eye, ear,
 nose and throat.
 Glasses fitted and furnished.
 Phone 183 John R. Taylor, M.D.
 Resident Surgeon

FASHION LIVERY PHONE 334

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

Jefferson Transfer Co. In Connection
 Phone No. 7

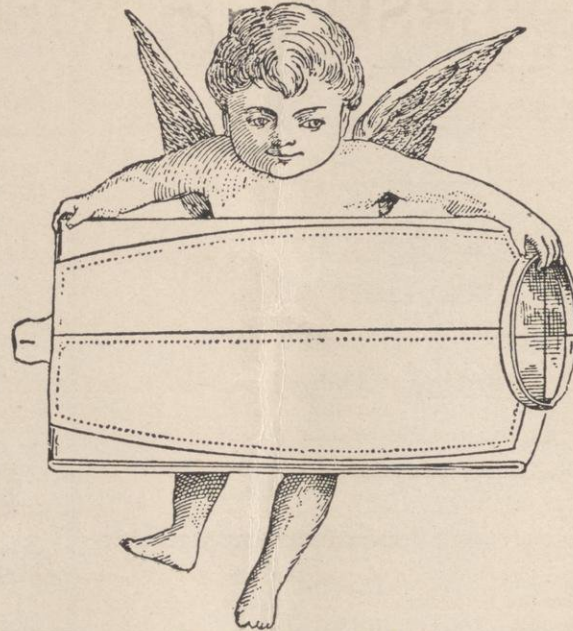
B. F. STAACK
HIGH GRADE GROCERY
 729 University Ave.


Painters and Decorators
 GET YOUR PICTURES FRAMED AT
MAUTZ BROS.

The **NEW**
St. Nicholas Restaurant
 Ben. Stitgen, Proprietor
 118-120 W. Main St. Phone 922

HAVE YOUR PICTURE TAKEN AT FORD'S

Both
Phones
172




Wagons
Call

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

M. DIEDERICH FANCY GROCER

CANDY, FRUIT, PICKLES,
OLIVES, Etc.
816 University Ave.

Gas and Electric Appliances

Always on display
at our salesroom

MADISON GAS & ELECTRIC CO.

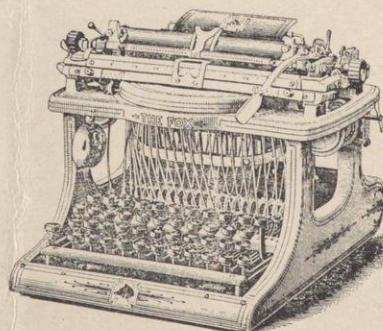
120-126 E. MAIN ST.
PHONE 144

Capital City Fruit Store Simons Bros.

Wholesale and Retail
Fruits and Vegetables

402 State

Tel. 732



Type
Writers
For Rent
College
Book
Store

THE UNIVERSITY OF WISCONSIN

THE COLLEGE OF LETTERS AND SCIENCE offers a General Course in Liberal Arts; a Course in Commerce; a Course in Pharmacy; a Course in Music; a Course in Journalism; Library Training Courses in connection with the Wisconsin Library School; a Course in Education; the Course for the Training of Teachers, and the Course in Chemistry.

THE COLLEGE OF MECHANICS AND ENGINEERING offers courses of four years in Mechanical Engineering, Electrical Engineering, Civil Engineering, Applied Electrochemistry, Chemical Engineering and Mining Engineering.

THE COLLEGE OF LAW offers a Course extending over three years, which leads to the degree of Bachelor of Laws, and which entitles graduates to 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; [6] a Course in Home Economics, of four years.

THE COLLEGE OF MEDICINE offers a course of two years in Pre-clinical Medical Work, the equivalent of the first two years of the Standard Medical Course. After the successful completion of the two years' course in the College of Medicine students can finish their medical studies in any medical school in two years.

THE GRADUATE SCHOOL offers courses of advanced instruction in all departments of the University.

THE UNIVERSITY EXTENSION DIVISION embraces the departments of Correspondence Study, of Debating and Public Discussions, of Lectures, and of information and General Welfare.

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

THE LIBRARIES at the service of the members of the University include the Libraries of the University of Wisconsin, the Library of the State Historical Society, the Library of the Wisconsin Academy of Sciences, Arts and Letters, the State Law Library, and the Madison Free Public Library, which together contain about 380,000 bound books and upward of 195,000 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.

Phone 720

CUDAHY Cash Market

THE BEST OF
FRESH AND SALT MEATS

Club and Fraternity
Trade Solicited

WILLIAM HUPPERICH, Mgr.

111 W. Mifflin St.

CARL THOMAS PHOTOGRAPHER

GROUPS A SPECIALTY

S. H. CHASE

DENTIST

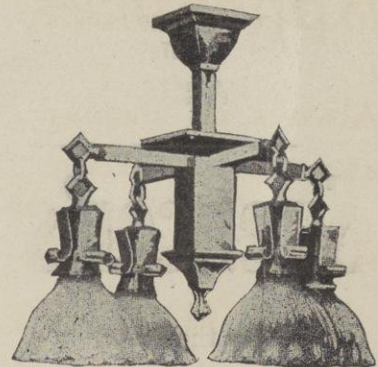
302 State St.

Phone 977

Res. 3493

J. MASSINO GAS AND ELECTRIC FIXTURE MFG. CO.

for your
Gas and Electric Fixtures
651-3rd Milwaukee



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

Manufacturers of

Lighting Chandeliers

Dealers in

Everything Lightable

**Milwaukee
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

J. F. WM. INBUSCH FERD. MEINECKE CARL PENSCHORN
GEO. W. STROHMEYER, Pres. L. M. ALEXANDER, Vice Pres.
WM. F. FILTER, Cashier. JNO. F. STROHMEYER, Asst. Cashier

**BASE-BALL
UNIFORMS**

Made up right and delivered on time.
Fit guaranteed. **LOWEST PRICES TO CLUBS.**
Catalog and 100 samples free; order from mfrs. and
save money. **WESTERN UNIFORM CO.**
220 Clark St. CHICAGO

**LEWIS
DRUG STORE**
507 STATE

**KERN'S
SUCCESS FLOUR**

FINEST PRODUCED

Made by
John B. A. Kern & Sons
Milwaukee, Wis.

BASE BALL GOODS

at the

**KEEN-KUTTER
STORE**

Wolff, Kubly & Hirsig
Corner State and Gilman

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

—THE—

Vilter Manufacturing Co.

Builders of

CORLISS ENGINES

Pumps, Heaters, Boilers
Machinery for Brewers and Bot-
tlers, Ice Making and
Refrigerating Machinery

968 Clinton St. Milwaukee

Fred Klein
**PICTURE FRAMING
AND DECORATING**
413 State

PIPER BROS.

2 STORES

Wholesale and Retail
GROCERS

"The Handiest Printing Office
in the City."

PARSONS PRINTING AND
STATIONERY CO.
24 N. CARROLL ST.

Spencer's

for the best

Boston Brown Bread

and the best

Home-like Baked Beans

**ANTON METZ
PLUMBER**

113 W. MIFFLIN ST. MADISON

Fashion Livery

Cor E. Washington Ave. and Butler St.
MADISON, WIS.

Closed carriages and light livery a
specialty. Student and city trade solicited
E. S. BURWELL, Prop.

**L. L. ROWE
Grocer**

334 State Street

Rendtorff & Zilisch Co.

Successors to

The Model Creamery

Full Line of Dairy Products

Milk Butter
Ice Cream Cream

207 STATE STREET

TELEPHONE 979

A. G. SPALDING & BROS.

The
SPALDING
Trade Mark



is known throughout the
world as a

Guarantee of
quality

are the Largest Man-
ufacturers in the
World of

OFFICIAL
EQUIPMENT

FOR ALL
ATHLETIC SPORTS AND
PASTIMES

IF YOU are interested
in Athletic
Sport you should
have a copy of the Spalding Catalogue.
It's a complete encyclopedia of
What's New in Sport and is sent free
on request.

A. G. SPALDING & BROS.
147 Wabash Avenue Chicago

Remember!

Schwoegler's BITTER SWEETS

are the Best and Original

Its Quality and Flavor
Wins its favor

425 State

Phone 684

Haswell Furniture Co.

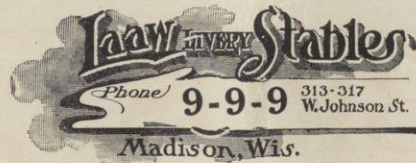
The Home of GOOD FURNITURE

Clayton W. Haswell, Pres. and Treas.

MANHATTAN SHIRTS
BAKER COLLARS
HOLEPROOF HOSE
KNOX, and YOUNG HATS

RUNDELL
7 E. Main Street

PHONE 999



LIVERY

CHESTER A. TAYLOR
Men's Furnishings

East Side Livery

Full Line of Livery

We will teach you to ride horse-back

Phone 343 W. E. Campbell, Prop.

The FAIR PLAY

208-212 State Street.

Continuous Motion Pictures.

Using Licensed Films only

Admission 5c. Sherwood & McWilliams

W. J. GAMM,
Jeweler and Optician

Fine Watch Repairing

3 W. Main St. Telephone 685

Badger Cleaning Repairing and Pressing Co.

Phone 365

511 1-2
State St.

Ladies and Gents Clothes Cleaned, Dyed, Repaired and Pressed. Clothes
called for and delivered. All work guaranteed.

Hotel Cumberland

NEW YORK

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

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

Ideal Location
Near Theatres,
Shops, Central Park



New,
Modern and Abso-
lutely 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



EVERY LILLEY UNIFORM

is guaranteed in quality, true military 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.

BON TON CORSETS

Bon Ton Corsets have made the American figure famous the world over and are recognized as the highest achievement in the art of modern corsetry.

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

Burdick & Murray Co.

THE HUB MADISON, WIS.

Why is this Store
the favorite of the
Student Body?

There Must Be
Reason for it

Supposing you step
in and see the new
FALL STYLES for
yourself . . .

Mayer's
HONORBIT
Shoes for Men

These elegant, stylish and up-to-date shoes are made of the finest leather. They are built over "foot form" lasts that insure a perfect fit and are guaranteed to wear better than most shoes sold at higher prices. Every piece of material used is honest. The workmanship is perfect; style correct.

They are built on honor.

Let your next pair of shoes be "Honorbit." Your shoe dealer will supply you. If he refuses write to us. See that the name "Honorbit" and Mayer trade-mark appear on the sole. It is a guarantee of quality. We make the "Western Lady" and the "Martha Washington Comfort Shoes."

F. MAYER BOOT & SHOE CO.,
MILWAUKEE, WIS.

You may see

FOWNES GLOVES

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

For Particular People

LE REVE

Fancy line of Ice Cream Candies and Luncheons
BEN AND FRANK Corner of Irving Place and Park St.
Telephone 2371

CAMERA LOVERS

Anti-Trust Goods at Anti-Trust Prices

**CAMERAS,
Photo Supplies
on your rebate**

The CO-OP