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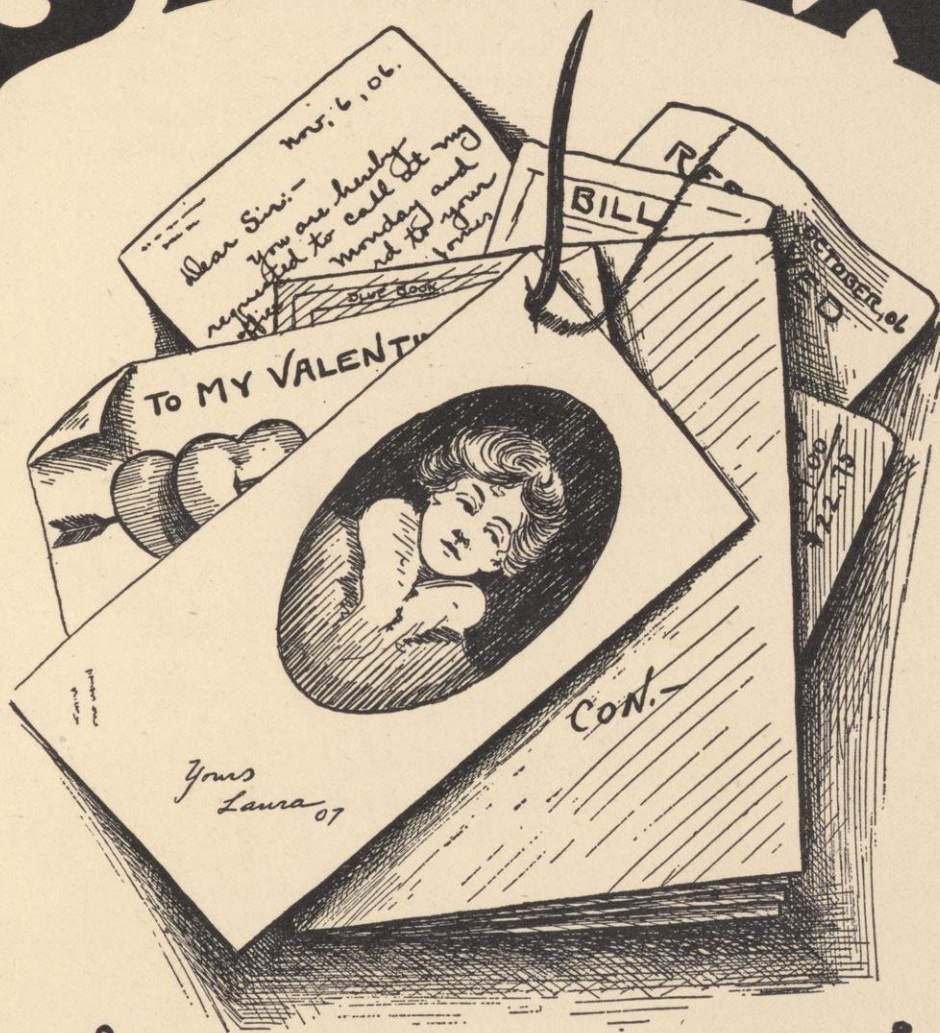
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THE SPHINX



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IEBER 07

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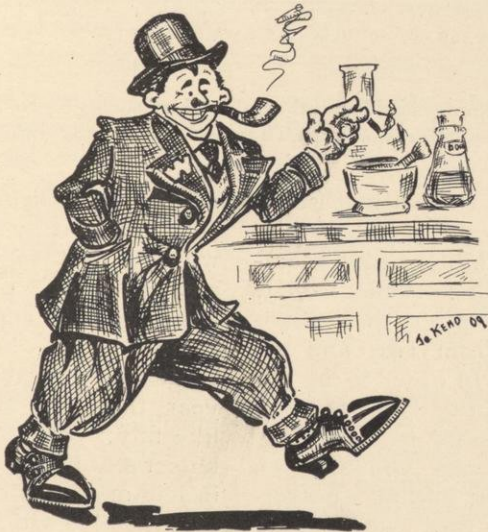
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The Sphinx

Naramore *of*



A jolly young Chemistry Cuss,
In a hurry to rush out and fuss,
Dropped a match in his biz,
Then Oh! Hear it sizz,
And Gee! What a horrible muss.



THE SPHINX.

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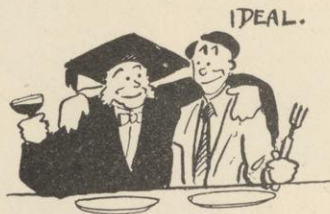
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Always remember that this is only pretence, so that you are not to believe a word of it, even if it is true.—Kingsley

NOTICE: There is a whole lot of Economics in this number, doped up for us by Red Taylor and Sol Levitan. The Prom verses were done in collaboration with Thomas W. Lawson, author of "Fricassee Finance."



WHAT was wrong with that All-most University banquet? It was not a failure (though a bankruptcy); yet it was a pretty frost-bitten sort of a success.

There were several good reasons for the hitch, but most of the reasons were: \$ \$ \$ \$. It gives THE SPHINX a blasé pain to see certain faculty members putting on crepe over "the paucity of student interest." The patriotic stude may willingly spew up his undigested securities for a definite college benefit, *e. g.*, Crew; but he is not going to altruistically blow himself on a function merely because it bears the union label of the University.

Anyway: the patient stude will not, and many of him cannot, lightly part company with a whole Dollar, especially after the inroads of the Prom Girl and the Bursar. In order to be included in the dance feature, it is necessary to take Flossie, who sets you back an extra One; and in a university like this, where only some 10 per cent wallow in wealth, the Two-plunk combination makes the All-U feed exclusive, not inclusive. You can fix up a pretty taut color-line out of green-backs.

The Prom is—excuse us, *was*—a finished function for folks who didn't need to worry about small change (for the time being); but the All-U ought not to be in the same class. It could be marked down, more reasonably than Prom, and easier. We understand that the entire proceeds, and then some, went to the genial caterer. In this sense the din-

ner *was* a benefit function. If driven to it by starvation, we could get together such another bunch of grub at any hurry-up counter for some fifteen infinitesimal cents. We trust that next year the fillet will be less like filly; that the peas will be served in spoonfuls, not in homœopathic doses; and that the oleo will be brought to the table on butter plates, instead of in the coffee. We also understand that the genial caterer pulled \$1,000 for the evening's ministrations, on the principle that he was providing for the feeding of 1,000 faces. We fail to see how the fodder which was insufficient for 750 could be further extended; the piaculous provider was probably figuring on a repetition of the miracle of the loaves and fishes.

The dinner is too formal and immobile a style of entertainment to bring about the closer acquaintanceship and ideal unity within the

University that its originators calculated on; only a football celebration or a stag smoker could help there; but anyhow the stunt is too good to be slid into oblivion. Let's see it done again, at an all-University price; with a stop-watch limit on the speakers, who had a tendency to emit warm wind until gagged; with a well-doped floor, less formality, no dress duds, and all the collegiate rough-house possible.



WHEN the crew collector calls, cough.

It irritates THE SPHINX to hear the punk complaints of the crew's detractors. They seem to be lying awake nights worrying, because the navy does not pay dividends. True, there is no fence around the Hudson; hence no gate receipts. If sports were designed for investments, the crew would be in the same class as stock in a Wausau cobalt mine. But: we faintly recollect an idealistic principle of sport for sport's sake that is theoretically supposed to prevail in universities. The crew stands pretty close up to that ideal.

If we must be truly commercial, though, we can look on the crew as the best ad Wisconsin has. The large fraction of the country lying easterly from Sheboygan never hears of this university outside of Poughkeepsie week. We are known there as the only western college with the nerve to sit in on the aquatic jack-pot, and it makes us respected,

and popular. Everyone has a boost and a bouquet for the crew there (in contradistinction to the home donation of lemons), and every unattached rooter hooks to Wisconsin.

"But," says the person with a mean habit of criticising things, "the crew hasn't won enough to seem respectable." Wisconsin has had more bum luck in a given time at Poughkeepsie than we would have thought humanly possible if we hadn't been watching. This is appreciated, outside of Wisconsin; the crew has to come home to find the simon-pure Knock. Elsewhere, they have got due and proper credit for their game-ness.

Just now it is up to us to demonstrate, elsewhere, that we have no present intention of quitting that attitude. A new coach and the old crew ought to produce something striking, anyway. But it is obvious to the nude eye that we will strike nothing, except bed-rock with a dull sickening thud, unless we wake up and cough up, immediately and efficiently. It is up to us to burrow into our artistically hung jeans and claw forth all we find loose; for the tight-wad and the quitter are two of a kind, and are hatched twinly from a double yolked egg.



WE WILL now, ladies and gentlemen, be entertained by a correct imitation of politics, by our

little classmates. THE SPHINX would be last to decry the politics; but she hates to see the wild-eyed way we go at them. Class offices, being just about without duties and wholly without honorary significance, don't amount to an inferior hill of frost-bitten beans; the lab work in practical and incidentally unclean politics though, is worth the trouble, being first class training. The objectionable part is the strain of mean personality that runs through these inter-necine scraps. Where the issues, as here, are artificial and purely personal, the mucker and the knocker and the sauer-ball have brilliant opportunities for their peculiar antics. No dinky little six-for-a-nickle office is worth emotion; we might better save up our hard feelings for serious occasions, rather than give friends and brethren the cold eye of pessimistic hate, solely because it is election time. If you want a presidency for your Badger summary, go out and take it, with our blessing; but don't take it seriously.



WHEN we hit this delightful college we must choose between being a Scholastic Light of varying candle-power, or an Active Student. THE SPHINX does not hold the conventional view that every grind is a materialization of measliness. In cases where your work happens to be exactly what is interest-

ing and important to you, you are justified in rooting into it head first with whole-souled abandon. But too many of our studies are inconsequent incidentals, and too many others are diluted until they look like the deliquescent stock of the steel trust, to justify our maliciously giving all our precious flitting time to grinding them. There are too

many things going on around, some of which may be more in our line than anything inside the curriculum. Also, while in college we are not in a state of suspended animation, as the faculty ideal seems to figure. We want to live some. Grinding is living only in the vegetable sense; the abused cranium corresponding to the tuber.

Except in the case touched on at the opening of this sapient essayette, the luckless feckless gazaboo who grinds is missing development in several directions. *E. G.*: you raise a pup under the bureau, and in six months he comes out a dachshund. You raise a student between two folio volumes, and in four years he emerges a prof. Which is an Awful fate.



Illustrated Song

PARTED AT THE ALTAR

In the Slippery Season

Look, Willie! See the engineer. Does he not look sloppy in those big spiked boots? No, he looks slipshod.

This is a bum joke and we don't blame you if you do not tumble. Work it out on your slide-rule.

Now, Willie, let us sing that touching ballad: "Oh, dem Goldarn Slippers."

How faces all
An inch do fall
(O sad, yet true)
When bills fall due!

Two Bits of History

The wild waves thundered furiously upon the beach. Demosthenes, chucking a few more cobble stones into his mouth, bel-lowed louder. "One has to roar some," said he, "to make Phi Alpha Tau."

"I have taken every course in the whole dern college, from commerce to engineering," mused Alexander the Great, "and the long course, and the short course, and the farmer's course. Gee, I'm getting short of worlds to conquer." And as a last resort, he hastily registered in the School of Music.

Alexander was a great man; yet the story of Ole Johnson shows how history repeats herself.

"I flatter myself that I generally keep my wits about me," burred the Utter Idiot, grandly.

The Caustic Gyurl inspected him critically. "Ah—where do you keep them?" she inquired, interestedly.

Modern Society Elucidated

1. *Lower classes*: Persons who eat pie with their knives; see *protelariat, hoi pol-loi, slob*.

2. *Middle classes*: Respectable people, like you are and like we ought to be.

3. *Upper classes*: Slobs with spondulicks.

3a. *Aristocracy*: For spondulicks read grandfathers.

3b. *Four hundred*: Persons who illustrate the Sunday supplements.

Reminiscence

Gone are the Prom-girls transcendently
 pretty,
 "Gone from our gaze like a beautiful
 dream;"
 All the glad light has died out of our
 city,
 Life is insipid and blue as the cream
 That we imbibe with our boarding-house
 hashes
 (Made from our landlady's neighbor's
 lost kitty.)
 Busted, we mourn in our sack-coat and
 ashes.

Gone are the conquering feminine le-
 gions;
 Gone, that ethereal bit of the year;
 So we descend from ambrosial regions
 Back to the solace of Durham and
 beer.
 Fata Morganas and Chrisie, and Maude,
 Fade. Us for Kehl's fairy-footed Nor-
 wegians.
 Back from Olympus to Flom's and to
 vaude-
 Villainous stunts by "eccentric com-
 edjuns."

Us for the usual post mortem ditty.

"So, from nativity on, till we croak,
 Beauteous things are the most evan-
 escent."
 Thusly the classic philosopher spoke.
 So we descend to the prosaic present.
 Hay-stacks of bills of imposing im-
 menseness,
 Cuff-links and watches reposing in
 Soak.
 Gone are the girls to indefinite Hence-
 ness,
 Leaving the college heartbroken
 and
 BROKE!

—Juge.



There is only one holy state of matri-
 mony. There are two unholy states—Utah
 and South Dakota.

Curriculum: Latin for curry-comb;
 meaning a thing that rasps us the wrong
 way.

His Dream—February 18.



Putting the Hobbieists on the Hog

What Charles Mickarty with a sense of humor, an absence excuse, *and* an idea did at Wisconsin.

BY SAMUEL NERVINE.

(Quoted more or less from *Success Magazine*. Also see *Saturday Evening Post*—though if you subscribed via Brice Ennis you are not likely to see the *Saturday Evening Post*.)

We have always thought that McCarthy's peculiar genius was misdirected when he went from bad to worse and abandoned the college to lubricate the legislature. The following is designed to show What Might Have Been, as Maude Muller remarked when the Judge made his getaway.)

They had a rum lot of keramic courses at Wisconsin when Charles Mickarty butted in to the 'varsity on the strength of his mustache and a crust like a boarding-house pie. The Hobbieists ruled Heaven, Earth and—the University till Charles got busy and, as delicately suggested above, set each of them astride of a porcine quadruped moving south.

If any reader of this essayette was present at the Con-Scrub football game last November he may have seen a small, compact young man packing water at a lively rate. That was Mickarty.

He noticed from the first that many youths coming to school run up against courses like "Hellenistic grubfoundries—a study of Keeleymosynary Institutions." The bewildered Rooberts just in from Lost Hollow or Milwaukee couldn't savey such combinations. So, naturally, they drifted to the Class Advisors, a shrewd, crafty body of expert mentalities completely surrounded by fog and deeply versed in all the arts of the Hobbieist. And when a youth does that his doom is packed for shipment and marked RUSH.

Charles had an idea. Ideas are rare anywhere, but at Wisconsin they are simply unheard of; the unhappy possessor of one is looked upon with dark suspicion, the assumption being that he has escaped from Mendota.

Our hero obtained permission to use the attic above the Farmers' Home, and there, with the maudlin giggles of crowds of self-styled "University sports" floating up from below, and the shingle nails sticking through the roof above, he started the "Stoodents' Bibulary," a card catalog of the habits of every prof, his favorite joke, drink, and examination question. There, too, he published the first edition of his pamphlet, since become famous, entitled, "The Primrose Path to Knowledge, or Every Student his own Class Advisor. Why Wade when you Can Ride?"

Now all is changed. The guileless student who is confronted with a horrid hard course hipers blithely over to the Home and tells Charlie all about it.

"When do you want the Dope, Jimmy?" inquires Mickarty.

"The 30th of February," replies the stude.

Mickarty punches the cash register in the solar plexus and hands out the change; once more the foul design of the soulless corporation that publishes books class advisors write is thwarted.

Often the young student bumps up against other complex problems requiring great depth and breadth of technical information for their correct solution, such as "Which can a fellow stand the most of—Hausman's or Miller's?" In deciding these grave matters Mickarty is of invaluable assistance. When he found that he could no longer do all the work alone he put through a clever deal with "the Home" management, thereby securing a large corps of efficient sophomore assistants who wanted an excuse for not drilling.

And so Mickarty at the unripe age of 23 years has done everybody from Physics lab assistants (the low limit) to Deans, and many there are who think that his worst achievements lie in the future. R. R. B.

Scottish Ballad

Oh, you'll tak' the high ball

And I'll take the cocktail:

And I'll have a jag on before ye—

* * * * *

But oh, in the morning, it's nevermore again,

On the bonny bonny banks of Mendota.

"Al," complained Mrs. Al Falfa, "here I've looked through the whole cook-book and there ain't one of them there gate receipts what *Collier's* talks about."



The Vampire

(Apologies to R. Kipling and the faculty anti-expense committee.)

A stude there was and he made his prayer
 (Even as you and I)
 To a peach petit  with Marcelled hair
 (We said "Come out of it, Bill; beware!")
 But the stude was put in a trance for fair
 (Even as you and I).

*Oh the Keeley treats
 And the bitter-sweets
 And the time when we ought to buck,
 Belong to the maid with the roguish eye.
 We all of us do it. I wonder why?
 One tender glance—Toot Toot Good-bye,
 The minute our heart is struck.*

A stude there was and his scads he spent.
 (Even as you and I.)
 On Feb. 16 to the Prom they went—
 And if it left him a darn red cent,
 The same was a fortunate accident—
 (Even as you and I.)

*Oh, twenty-three to economy
 Of the faculty-three-plunk brand!
 When Maud is here it is up to us
 To sling the simoleon, splurge, and fuss,
 So don't be a pusillanimous cuss,
 But sling it to beat the band.*

The bills came in like a Fundy tide
 (Even as you and I.)
 And stude's flat purse was as nude inside
 As a Mexican dog's indecent hide,
 And he said: Dtaelihmlontxxx
 (excuse us, the type got pied.)
 (Even as you and I.)

*That habit we have
 May be extrav-
 agant. But its sure kaslosh!
 And the stude remarked in his heart:
 "By hen
 If I had the chance I'd do it again."
 The Prom girl busteth us right. But then
 She worth it and more, by gosh!*

G. B. H.

University Day

Hot Shots and Cream Puffs in Verse Otherwise and Likewise



I.

We're going to pay a compliment
(Now don't you think it pretty?)
We've never heard our President
When he was half so witty.

II.

The profs were here, the profs were there,
The profs were all around,
The conned out freshman grabbed his hat
And hiked out on the bound.

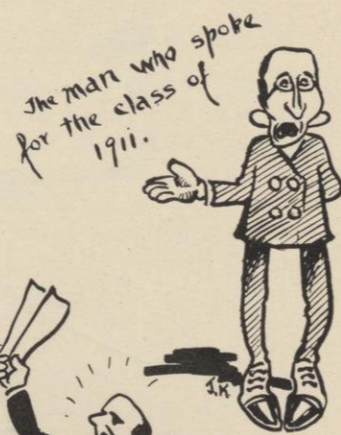


III.

The lunch, a church fair supper might be-
token,
You ate of sentiment and drank in spirit:
Though thus it was, let no harsh word be
spoken;
Such is the custom, let us all revere it.

IV.

Fifty waiters hustled
Serving up the hash,
But ten times fifty peopled smiled
To hear the dishes crash.

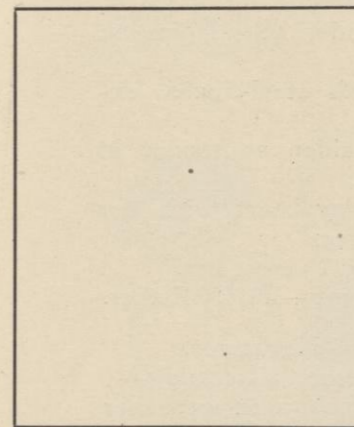


V.

Skovgaard, who played, was truly great,
—Yet Sletten we must mention,
Fair Nora—Samlag's right hand man
Attracted much attention.
John Baker, too, was eloquent
His speech inspiring awe—
Yet greater still,
Dispute who will,
Was Secretary Shaw.

VI.

Advice is nice—when in its place,
And so are politics,
The booster, boosting all he can,
The knocker, throwing bricks,
But when we go to banquets
And gladly pay the money,
We go to be diverted and
We look for something funny—
One man we know
Is always so
And here's a toast to "Sunny!"



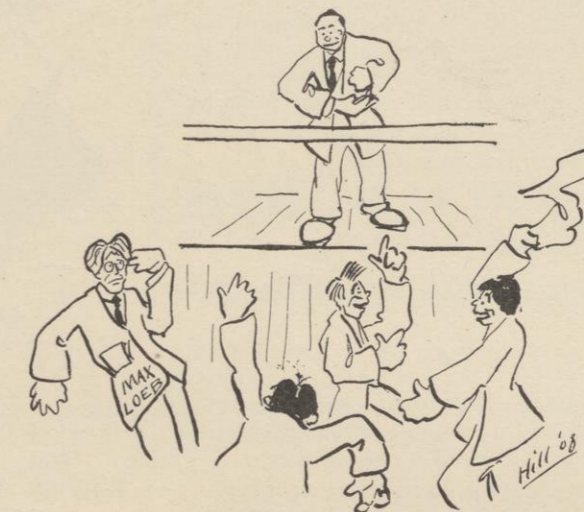
Picture of Secretary Shaw giving his Toast.

VII.

Professor Olson led in song,
McAdam led in prayer,
But Shaw forgot to give his toast—
Because he wasn't there.

VIII.

"Kind hearts are more than cor(o)nets"—
These last are hard to play,
So some one found
And hence the sound
That jarred the orchestra.



IX.

"Cudge" Hannan well deserves his name
As you may plainly see,
He landed on "the yellow kids"
To all the students' glee.
To use the mucker's homely phrase,
"Cudge" Hannan is the gravy
So let us hail this champion—
Defender of the Navy!

X.

The speech was cheered,
The floor was cleared,
They signalled to the band;
In eddying swirls
The boys and girls
Went dancing on the sand.

—Mu.

February 18

My girl of last year?—aw, forget it!
 Don't you think that a fellow can change
 If he wants to, and ask in another?
 Can you see anything at all strange
 If a fellow is wearied?—beg pardon,
 No reflections at all on Miss Wendt,
 But we had a slight misunderstanding,
 We parted—by common consent.

A winner!—say, Bobbie, old fellow,
 That girl was an *angel*,—a *dream*,
 But she's—well, let me tell you, between us,
 Girls often are not what they seem.
 —Yes they are—I'm a fool and a scoundrel,
 Don't believe anything that I say!
 For it hurts—let me tell you the trouble,—
 She is going to be married in May.

“Our committee will take up your bill
 today, for—ah—consideration as usual,”
 said the senator, deliberately.

“What for did you say?” smiled the
 high-browed young lobbyist who was near-
 sighted in his hearing.

“For a consideration, as usual,” mur-
 mured the senator absent-mindedly.

Sinsinawa,—this little town
 Has gained as yet no great renown,
 But think of it; if on some day
 A Badger team went there to play,
 This sporting news we'd read with awe,
 “Wiscon-sin 's in Sin-sin-awa!”



Ain't it aggravating to be on the hill,
 with a radiant shine on your trilbies, and
 see Hazel on the other walk, and attempt
 to rush across one of these sunshiny days—
 say: ain't it aggravating?



Esther

No more will her slender lithe figure be
 seen

Aglide o'er Mendota's steel-frozen ex-
 panses.

Gone! gone is the maiden so tender of
 mein,

Who bowed down my heart with her
 lightest of glances;

Sacred, in memories sad I invest her.

Out of my life she was reft—ah my Esther.

She was airy as fairyland's creatures,

She was so fragile, ethereal-seeming—
 Oft on our long autumn walks were her
 features

Pale; softly framed by her hair dully
 gleaming

Gold where the glow of the sunset caressed
 her.

Why art thou gone from me, Esther—my
 Esther?

Esther was made to be guarded and cher-
 ished,

Never to wrestle a difficult thing:

So in mid-winter she gracefully perished

Like a frost-blasted bud-violet in spring.

* * * * *

Huh? “What t'ell struck your little friend
 Esther?”

Conned. That is why she ain't here this
 semester.

Across the Styx

“What in hell’s the row?” asked the haberdashery imp, politely.

“College sport, just arrived,” answered the gibbering wraith. “Refuses to go haunting in a winding sheet—says he wants something tailor-made, in colors.”

“Oh! Sort of pink sporting sheet.”

Undismayed

I asked her last year—
She refused me!
This year she froze me again
But I’ll ask her once more
If I stay here,
For it takes perseverance to win.

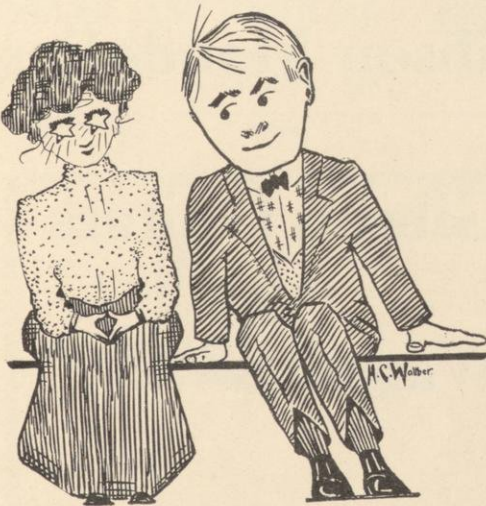
Notice

The Senior swing-out has nothing to do with a hand-out or a hang-over, though from the name it looks as if it might be either.

A local vaudeville joint advertises:

PRETTY GIRLS! GORGEOUS CLOTHES!
—ENTIRE CHANGE EVERY WEEK.

Quite right girls. Change every week and be hygienic.



Goo!

Why are you taking that course in Astronomy?

The better to read your eyes.

(nausea)
(indigestion)
(sea-sickness)



**Smart
Boots
for Men**

Schumacher Shoes are renowned for their distinction—their 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 Branch Stores.

An Chicago co-ed recently foiled a hold-up man by jabbing him in the slats with her hat-pin. On such occasions, the pin is mightier than the sword.

“Bill visited the chicken-pox hospital, and he’s all broken out.”

“Fool-hardy!”

“No—rash.”

Art is long and coin is fleeting,
And the bursar cops it all;
Ten-cent lunches we are eating,
Where, oh, where’s the wherewithal?

A Simple Story

THE SPHINX seldom attempts pathos; but just for variety we publish the following which we regard as the most simply pathetic thing we have struck:

MADISON, Feb, 18, '07.

Editor Sphinx:

Please send my SPHINX to Aragon, Wis., the rest of the year. I will not be in Madison the second semester.

Yours respectfully,
— — —, '10.

History

History! And what is history?

A splendid tissue, woven of the ever-moving mental and spiritual and physical changes of the ages, vibrant withal with human life and emotion—a panoramic tapestry of the world's life—a—

Not on your tintype. Come out of it, kido. To us it is a jungle of unpronounceable names, overgrowing a morass of dates, and haunted by a shadowy rabble of resurrected rummies, chiefly royal, purposelessly haled from deservedly forgotten graves to harass our memories.

For when the instructor asks brightly, "What does the date 1066 suggest?" the first thing it suggests to our psychic subconsciousness is the simple yet adequate epithet, "Damn."

Justifiable Homicide

The leading man went crazy,
Got a gun and slew the cast.
"A shooting star," the Comic Man
Explained, and breathed his last.

We saw a tight-wad who stood on one leg in the Co-op and read the Knock Department of THE SPHINX. "Under the spreading chestnut tree the village blacksmith stands," he muttered. We considered this an aspersion on our jokes, so we threw him down and stabbed him three times fatally under the left ear.

You can kick your dog, and can beat your wife,
And poison your children's drinks;
And we don't give a dern, for troubles of her'n,
If you do not sponge your SPHINX.

English with German Measles

Prof.: Mr. Geleberwurst! Give me a sentence containing *hermit*.

Hans Geleberwurst: Oo. In Chadbourne der younge Herr mit dem fair Maedchen has gefussed.

We Are Ready for You



WE are ready for you with everything that is good and fashionable in the Hat Line.

NICOLAI COMPANY

Successors to Nicolai-Pantke Co.

67 WISCONSIN STREET
NEAR THE BRIDGE
MILWAUKEE, WIS.

We are Sole Agents for the Celebrated Dunlap Hat

Gibson Mandolins

AND

Gibson Guitars

ONLY AT

Warner's "27"

The Curtiss Studio

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

WISCONSIN BLOCK, OVER PALACE OF SWEETS

“The American” THE NEW CIGAR STORE

21 WEST MAIN STREET

Fixtures new and modern -- supplied with largest and choicest assortment of Cigars and Smokers' Articles in the City

HIGH GRADE PIPES A SPECIALTY

The Finest Equipped Billiard Parlor in Northwest

We can repair your old Pipe

Pitman Dry Goods Co.

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Student Trade Solicited

5 and 7 West Main Street
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W. J. GAMM JEWELER AND OPTICIAN

Fine Watch Repairing

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We have a separate catalogue for Oxford Gowns, etc.

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

THE “COLLEGE” BILLIARD HALL AND CIGAR STORE

225 State St. Formerly Fenner's

Cigars, Tobaccos, and a full line of Students' Supplies

“THE BEST OF EVERYTHING”

CRONIN'S RESTAURANT

...THE...

PLACE TO EAT



LADIES' HAT AND BOOT SHOP

MADISON, WIS.

A Rendez-vous for College Girls



Pabst Blue Ribbon

The Beer of Quality

For sale at all first-class places

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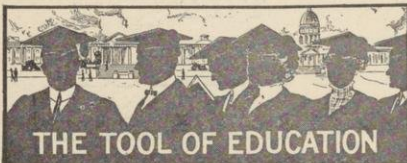
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DENTIST

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in School and College,
work with the

Waterman's Ideal Fountain Pen
The pen with the Clip-Cap

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.

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742 Market Street, San Francisco.
136 St. James Street, Montreal.

The "Ovalesque" is the newest full dress shirt offered to the good dresser. It has a peculiar oval shaped bosom, fits perfectly, and will not bulge, and is made in the "smock" style (coat shirt to button down back). You find it where all newest things are found, at "THE HUB."

An excellent assortment left at THE HUB in those nobby 50-inch black form-fitting overcoats.

The Model Creamery

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

207 State Street
Phone 1150

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Spencer's
Boston Brown Bread
and
Boston Baked Beans

Try our Cookies
and Cakes

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He Smiled a Smole

of satisfaction and delight, as all men do when we deliver their goods after we have laundered 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

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Meals and Short Orders a Specialty

Competent Cook. Quick Service.
Wide Selection. Open all night.

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Men's Furnishings

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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

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Furniture, Upholstering
Company

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Fancy Groceries and Fruits, Teas and
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School Supplies.

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625 University Avenue

**Genuine
Gas Coke**

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

**Madison Gas
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Phones: Standard 23
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**SPALDING'S
Official Athletic
Almanac**

PRICE 10 CENTS

A. G. SPALDING & BROS.

New York	Chicago	Philadelphia
Denver	Syracuse	Minneapolis
St. Louis	Buffalo	Cincinnati
Boston	Kansas City	San Francisco
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Spaulding's catalogue of all athletic sports
mailed free to any address.

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Coal, Wood and
Mendota Lake Ice.

Salt, Cement, Stucco, White
Lime. Hair and Sewer Pipe.

Coal Yards: 614 W. Main St., Ice Houses:
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A New Milwaukee Beer

That Serves you Right
Order A Case Tomorrow
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ric--yet at a mod-
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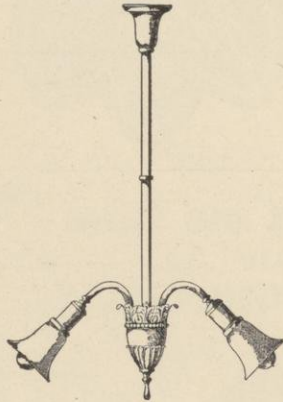
AT

Schmedeman & Baillie

Coyne Hat Shop



10 S. Carroll Street
Madison, Wis.



Chas. Polacheck & Bro. Co.
MILWAUKEE, WIS.
MANUFACTURERS OF
Lighting Chandeliers
DEALERS IN
Everything Lightable

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We have both at moderate
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WM. HUPPRICH, Manager

Delivery Hours: 8:30 a. m., 11:00 a. m., 2:30 p. m.
and 5:00 p. m.

Iron brew is often wood alcohol.
—*Hic Jacet.*

...

Why is it that most of the boys prefer to do their trading at "THE HUB?" Try it on, and the chances are you will understand and "get the habit" yourself.

A. M. HILSENHOFF
Merchant Tailor
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CHAS. NITSCHKE, Jr.
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First Class Strictly Up-to-date

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

Our Lunch Rooms Are
Now Open

Fauerbach
Brewing Company.



**The Students'
Favorite Brew**

Judge — "Well, Pat, what brought you here?"

Pat—"Two policemen, your honor."

Judge—"Drunk, I suppose."

Pat—"Yes, sor, both of thim."
—*Ex.*

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

Monetary.

"Who were those men in Malcom's room,—family?"

"No, just financial relations."
—*Yale Record.*

First Sub.—"Gee! I wonder who that big man is."

Sec. Sub.—You dummy, that there guy ain't no man; he's a professor."
—*Crimson.*

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.

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Trunks and Bags
Since 1848

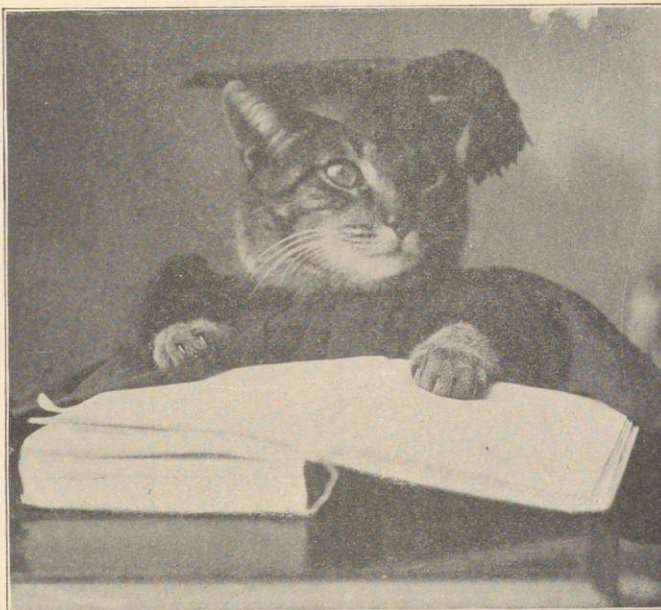
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Seniors should be as wise as "Johnnie Bear" and have their photos taken at Ford's. Special rates to all students.

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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

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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. 2½ lb\$1.00
- Mocha-Java, 35c. 3 lb.\$1.00
- Jubilee Blend, 32c. 3¼ lb.....\$1.00
- Mexican, 30c. 3½ lb.....\$1.00
- Java Blend, 28c. 3¾ lb.....\$1.00
- Rozan, 25c. 4½ lb.....\$1.00
- Hotel Blend, 22c. 4¾ lb.....\$1.00
- Bourbon Santos, 20c. 5½ lb....\$1.00
- Jamaica, 18c. 6 lb.....\$1.00
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Builders of

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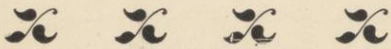
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.....Milwaukee, Wisconsin

What you want in the line of

Rugs, Curtains

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Couch Covers

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.

It's the store that is not afraid to buy
novelties and introduce new styles, that
gets the young men's trade. Hence the
great popularity of "THE HUB."

A Bit of Local Color.

He put his arm around her waist,
And the color left her cheek,
And on the shoulder of his coat
It showed up for a week.

—Ex.

Harry was bringing the new
kittens to show them to a visitor.
His mother, hearing a shrill mew-
ing, said, "Don't hurt the kit-
tens, Harry." "No, mamma,"
came the reassuring reply, "I'm
carrying 'em carefully by the
stems."—Ex.

In the air castles girls build you
never find any wash tubs.—
Crimson.



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Students—\$5.00 Com-
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We are making a spe-
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**Draperies, Curtains, Rugs, Carpets,
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High Class

HATTER

—and—

Men's Furnisher

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7 EAST MAIN STREET

Spud—"Miss De Skin would made a good match, wouldn't she?"

Thud—"I should say not—What's the answer?"

Spud—"Why, she's so thin and got such red hair."—*Inlander.*



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MADISON, WIS.

Trade at Gimbel's

Wisconsin's Biggest Store

OUR GINS ARE GINS THAT ARE GINS



PURITY

Boys let's have another **Mistletoe Dry Gin Fizz** or a **Ruby Sloe Gin Sour.**
They are Winners.



QUALITY

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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.

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ABOUT A GLOVE

THE CHAMPAGNE of the 20th Century

MOËT & CHANDON

WHITE SEAL



of the

Marvellously Grand Vintage

of the year

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

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