## Flamingo

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# Flamingo Vol. III N 4 

Edward A. Schmitz<br>Denison University<br>Wentworth M. Potter<br>Denison University<br>Kilburn Holt<br>Denison University<br>Delmar Ubersax<br>Denison University<br>Virginia Reel<br>Denison University

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## THE FLAMINGO

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VOL. III
SEPTEMBER, 1922

## The Home of High

 Quality FootwearFor the Men and Ladies


Priced at $\$ 6.00$ and $\$ 6.50$

## Welcome, Denison Students!

Come in and get acquainted with us. You'll find a complete line of dry goods of all kinds ready for your inspection.

> You'll Want to See the New Fall Styles of BETTY WALES DRESSES
> WOOLTEX SUITS AND COATS

The new fall styles are all on display and in addition to the above lines will be found many other stylish models in coats, suits, dresses and furs.

## FOR FURNISHING BEDROOMS

an assortment of popular priced rugs and draperies of all kinds, including curtain materials, cretonnes and tapestries suitable for cushion tops, box covers, and overdraperies.

## The W. H. Mazey Company

## THE COLLEGE CREED



THE CREED OF A FROSH
When ice cream grows on cherry trees, And Sahara's sands grow muddy, When cats and dogs wear B. Didy.-Octopus

CHANSON DU FROSH I threw a stone into the air, It came to earth, I know not where:Sut thought thared and knocked me flat -Widow.

That the college is the home of refinement. That the college is the home of the shady joke.
That everyone always flunks, or at least gets a low grade.
That exams are always frightful.
That a freshman's life is that of a bow-wow. That brilliantness and queerness are inderently identical
That "Where d'ya That no matter how much cash a college gets, it's always for "future" use.
That compulsory chapel promotes faith. That college board never satisfies. That Chesterfields do.
That the team had a successful season. That honor systems can work.
That necking is universally practiced. That too-efficient "supervision" of activities is proper.
That college students are not grown up in any sense.
That our crack runner should have been in the Olympic games.
That bridge is the national game
That Phi Bets are bound to fail in life That Phi Bets are bound to fail in life. That a moustache makes a man look distinhat a moustache makes a man ook dished, but that it tickles when one guished, but
That college comic sheets are really funny. W


SHE'S GOT THE CLOTHES, THIS FROSH SO FINE,
AND HEAVEN KNOWS
SHE'S GOT THE "LINE.
SHE'S TEETH OF PEARL THAT OFTEN SHOW
HER HAIR WOULD CURL
IF IT COULD GROW.

WITH ME SHE'S "IT," GETS BY IMMENSEBUT I MUST ADMIT SHE'S GOT NO SENSE.


A Humorous and Literary Magazine of Denison University, Granville, Ohio.

## Priest and Levite

## By Kilburn Holt, '24

The shadows were already lengthening on the historic lawns when we left the Yard and headed for the Stadium. As we crossed the Anderson Bridge we paused to watch a racing shell which was nearing the boathouse on our left. The rhythmic "hip-hip" of the coxswain and the measured plash of the oars carried clearly on the calm September air. Ieliphtful week spent as the guest of a delightful week, spent as the guest of my buady, Alden, with whom I had served in the Hill, the Old North Church, Concord and Lexington and all the rest - including Revere Beach and Norumbega Park; but he had saved the visit to his beloved Alma Mater for the last.
The crew was lifting the shell onto the landing when a noisy gang of students appeared from nowhere at the water's edge, dragging a squirming, protesting victim ly proclaimed his yearling rank fright plainan hilarious "One-two-three!" We heard sprawling arms and legs described an awk ward are; then a loud splash broke the placid surface of the Charles.

Alden smiled tolerantly
"Only a freshman, being introduced to Charles Davy Jones'," he explained. "They are all thus honored sometime during the He.
He grew thoughtful for a moment, and "Freshmen quite abruptly.
claim that distin't the only ones who can who came to know 'De however; and those had left their freshman days far behind "
He laughed a queer little laugh that mad me feel instinctively that the 'joke' was not as humorous as it might have been. But
with a shrug of his broad shoulders he evidently dismissed the subject from his mind, and turned the conversation to the Stadium, which now loomed up big in the right foreround.
I heard no more if it until we were back again in his cozy suburban home in Newton, that evening. Dinner over, we had adjourned ward bedtime the to smoke and gossip. To ar. Finally after Alden had been ouzing silently into the fire for several minutes seemingly lost in reverie, I mustered up courage enough to refer to his remark at the bridge.
"Do you know," said he, "I was just about o tell you that yarn when you spoke. As ong as I live Ill never forget what happened near that bridge just six years ago this very day. I had been out tackling the dummy and falling on the ball in Freshman practice that afternoon; and when the squad was dismissed I lingered behind, talking with anothpractice. practice.
"Esmond Priest was his name. He had been a classmate and chum of mine in prep school, and we were rooming across the corridor from each other. Priest always was a queer sort of a duck, a very rare combination of incurable book-worm and rabid sportfan. He was addicted to having what he termed 'hunches'; premonitions upon whose dependability he would stake his very reputation. The rest of us had scant use for them, and in time he had learned to keep most of "As to himself.
"As we left the grounds we saw, coming from the direction of the Square, perhaps a ives who, although bound hand and foot

## Commentary on a Poem

were giving vent to vigorous verbal protestprotest all but drowned by the exuberatches their tormentors. as far away as we were. of their jibes evently ridiculing the pleas of They were evir victims.
"'Oh, no; you're not a freshman; why the green sticks out all over you!'
green s'We'll wash some of that green off, al right!'
right! 'They won't help you; what do they care about a lousy frosh?'
"These were a few of the sentiments that reached us as they disappeared down towar the bank of the river. We meandered along discussing this play and that formation crossed the bridge, and from the farther side the gang come arted boat-house, leading two of the nolly docile, dripping wet youngsters. pathe'They sure took their time about it,' I ommented, 'the poor fellows must have had quite a ducking. I wonder when our turn will come?
"Next evening, as we again returned from
Nactice, a newsboy came by, crying his Extra's.' Priest purchased an Americanthe red headlines caught his eye-and read aloud.
TTATE STREET BROKER DISSAPPEARS
Philip Murdock Missing Since
Yesterday Morning. N
Clues Yet Found.
"' I suppose,' I ventured, 'that another fool has played the market wrong and committed suicide, or played it right and run off with somebody's wife.
" 'No,' Priest contradicted me, 'It's more an that this time, this will prove no ordinary disappearance story

What makes you think so?' I demanded. "His reply was to be a by-word for the next few weeks

Oh, I have a hunch. In the morninge disappearance of Jeremia Fisher, a wholesale jeweler on Bromfield Street. The two men seemed to have vanished at the same time. Both of them were fairly well-to-do, and quite young. Neither had any enemies, as far as could be ascertained. On the other hand, each did bear the reputation of being tricky-even unscrupu-lous--in business dealings, and had the topic of friends. The whole conversation for days.
"As Priest and I returned from chapel on he morrow, he shared a hunch with me. You know,' he confided, 'I have a hunch those two guys are right
somewhere. If I were the police I wouldn't
waste my time searching the State for them to say nothing of scouring the whole country. "'Yes you would,' I retorted, for if you were they you would employ some comb sense, instead of wasting your over these absurd hunches.
"But he was right, in a way. The morning papers announced that the foot, had been found in the river near the Esplanade, in the found in the river nearch of the Advent. I tried to twit Priest, but he wasn't phased in the least.
"'I guess they were in the city, weren't they ?' he insisted. 'Just see if I don't get another hunch, even better, before long. "Sure enough, no later than seven o'clock that evening, he burst into my room, out of breath, and exclaimed, 'I have it.'
"I glanced up from my Horace. 'Have what?'
"'Another hunch; a big one. Listen: those Freshmen that were thrown in the river Thurs do
"I laughed in his face.
"'I suppose it never occurred to you that we saw those fellows returning, soaked thru, did it?'
"My sarcasm was intended to be withering, but he was unperturbed
"'That's easy; they just had two of their own number souse themselves and take the places of the men they left in the river these "'Oh, they did, eh; an'
"Again the reply was instantaneous.
"Again the reply was in don't believe they were students at all. In a University of several thousand their subterfuge would never be suspected.
" 'Marvelous!' I scoffed, 'But who, then were these masquerading assassins; and what was their motive, and how did they get hold of their prey without attracting dange ous attention?
"، 'That,' said he seriously, 'is what remains to be discovered.
'For once,' I observed, 'you are talking sense."
"A few days later came the disclosure that both of the slain men had received on the morning of the fatal day mysterious notes, which were identical but for the signatures. They read as follows:

the gate, 5:4
to-night.
"Fisher's missive was signed: P. M.; while Murdock's communication was appended J. F.

The amateur sleuth was in raptures. that
"'The gate,' he announced, '2.)
(Concluded on Page 20.

Vachel Lindsay, a living American poet, Vachel Linelled across the continent, "afoot and light hearted," trading his poems for
read and a night's lodging in the homes of he poor, has a little poem which runs as follows:

## The Leaden-Eyed

Let not young souls be smothered out before They do quaint deeds and fully flaunt their pride.
It is the world's one crime its babes grow
dull,
Its poor are ox-like, limp and leaden-eyed.
Not that they starve, but starve so dreamlessly,
Not that they sow, but that they seldom reap,
Not that they serve, but have no gods to
Not that they die, but that they die like sheep.

The virtue of the poet's art lies in ability to select the precise word, phrase, rhythm, or simile that will express most accurately and us examine the expression of Mr. Lindsay's thought in this poem.
"Leaden-eyed,", the title, connotes "heaviness," "dullness," "sluggishness." Lead is associated with coffin linings and hermetical seals-"hopelessness."
"Young souls" here evidently means young. in years, not, as often elsewhere, young in pirit whatever the age.
"Smothered" carries out the old simile of the "divine fire," and the "spark of youth." Notice the finality of "smothered out"
"Quaint" is here used in an uncommon sense. "proud," "haughty" the archaic meaning of it is meant to convey is intended, or "possibly alism," "joyousness," and "originality""personal expression," in short. "Do quaint deeds" reminds one of Ezra Pound's "An Immortality," which closes with these lines:
"Than do high deeds in Hungary
To pass all men's believing."
"Flaunt their pride" may have a double meaning. It may refer to a mental stateegotism, arrogance, lordliness-which is normal in vouth, and which has been well pictured by Orrick Johns in "The Song of

I hail me I absorb others.

Not men but parties are my comrades Not persons but nations are my associates." Or "pride," used as a collective noun, may mean all the things of which youth is proudsplendid body, active brain, ability to woo uccessfully, all the things in which youth excels-and for which youth wins admiration and regard by "flaunting" them before he world.
Observe the alliteration of "do __ deeds" and "fully flaunt."
"World's one crime." Is this an exaggeraion to center the interest, or does the poet mean it literally? Has the world no other mperfection here condemned as inclusive of mperything that is wrong with the world of all that mitigates against the optimistic artist's summum bonum for mankind,--"happiness through the medium of complete selfexpression." This is the anarchist's creed, that unfettered humanity is perfect. Mr. Lindsay elsewhere demonstrates that this fallacy does not appeal to him, so we must con-" clude that "one" means "one outstanding," as when we say "that's his one big fault."
The blame is thrown on the whole "world," leaving the reader, according to his own prejudices, to place it on a class supremacy, man fallibility or any other scapegoat.
Note the use of "crime"-not "sin." "Note," the use of "crime"-not "sin." ccurate word for wrong-doing. A sin is a contravention of some religious code of morlity. We now think in terms of extra-re-

## SONNET IN SLANG

Down to the beach I met one classy kid. Her shape was sure the bee's knees, and her face-
She'd pass for Norma Talmadge any place Did I get lovin'? Boy, I'll say I did, The middle name of that Mack Sennett queen Was "Cafeteria," or, "help yourself," Till I went broke-and then, for me the shelf She warn't so much, if you get what I mean, For glad-rags and for jazzin'. I'd have quit For glad-rags and for jazzin. aint so bad Her anyways. At that; I'll tell the world she's got a smile That is a winner. What gives me a fit Is that she left me flat-to vamp MY DAD.
"I think I'll take a dip," coolly remarked the cop as he beaned the pick-pocket.

Theodore-_" And I still maintain that clothes do not make any difference in a man." street without any."
"Power to you," said the warden to the ccupant of the electric chair as he turned on the switch.
thou parasite on un And trained idle minds
Too much it is that thou deceive all whom thy toil binds-
The cold realities of life confront each man with labor;
No time, nor mood, has he for thee, or thy presuming favor

## Apology

But hold! What man can keep such dreams But hold! What man can keep
from entering his should guard himself at front, they'd If he should guard himsel
But, as the hopeful mirage fades, and drops its false appearance,
Regard the Truths of things that be-to them give close adherence. Finis.

## HELPFUL HINTS FOR FOGGY FRESHMEN

1. "General Jam" is not the commander of the R. O. T. C.


ONCE MEN LIKED THE GIRLS WHOSE ACQUAINTANCE THEY MADE FOR THE SHY, BASHFUL GLANCES THEY MET BUT NOW IT'S THE HANG OF

THE FARRINGS OF JADE, AND THE TILT OF THE CIGARETTE.
2. The seal of the university is not kept in an aquarium
. Eska Mo Pi is not a Greek fraternity.
4. "Necking" is not a new scarf material
5. The trustees do not hold their spring board meeting at the swimming pool.
6. The Commons Club is not an eating house.
7. The Student Volunteer Band is not a musical organization.
8. The "shifters" are not the Masquers' stage-hands.
. The phrase "and when our steps have feeble grown" does not refer to the ap-
proach to the Plaza.
The wearing of Freshmen caps is not

Why is it that in a battle of tongues, she that holds her own, doesn't?

"CAN YOU FIGHT?"
"NOT WITH A WOMAN."
"COME ON THEN YOU PIE-FACE!"

## VITRIOLA RECORDS FOR SEPTEMBER

## Hudson Seal Records

BOREU, HOWICAN
41144 Ou avez vous appris cette chapeau? Stetson.
This delightfully novel and piquant selecThis of the best known of popular oldtion, one of the best known of popular oldrembling glassy, high-C, presents an artistic riumph of the first water to Vitriola fans. The garlic tempo in the first spasm reiterates and rereiterates the passionate ardor of the talian noodle-vender, who, according to legendary lore, is, in this lyrical ballad, charmngly calling to his mate, the famous, if noorious, Spumoni. "Boreu has outlived his sefulness," says Popular Mechanics after hearing this record.

## Dance Records

3.1416 Hot Scatts-Fox Trot

The Black Boys from Hell. Giraffe Neck-stretch

The Dippy Dozen.
"Hot Scatts" is a Fox Trot a lot of us who ive next-door to fraternity houses have been ooking for with dread. "The final word in dance music, is what it his optimism is unwarranted. The emphasis of the sax has been brought to its logical conclusion in this record, the Black Boys having so regulated its sinful harmony that the entire record is a sax solo with sand-paper obligato. The most entrancing measures of the entire selection are found in the last part, however, when these harmony hounds play in stop time throughout. In fact the stop is so pro nounced that during the recording the entire orchestra went out for a smoke between beats.
"Name It" depicts the Dippy Dozen in a moment of aphasia. The score of this volcano ( 16 to 1) was written in memory of the umpire of a Wittenburg football game shortly after the ats rendition. In all this record is an excellent example of why people leave excllent example of why people leave apartment houses.

## Novelty Records

13/4 I Love-I Love-Oh, I Love Any Body Rebecca O'Flanigan

I'll Eat Ham On Any Day But Friday Rebecca O'Flanigan

Miss O'Flanigan, champion light-weight necker of this hemisphere, has at last joined the "ranks" of Vitriola artists. We wanted to put a red label on this record, but Johnny McC. objected so we have awarded it the yellow ticket. Really Miss O'Flanigan cops everything in the known world by this performance. We will not attempt to describe it further, lest second-class privileges be withdrawn.

## Special Announcement

The Vitriola Company takes especial pride in announcing the recent adiction of Prof. Nassau Lamps to its staff. His superb count ing from one to 18 (inclusive) on the three records of his , famous series "Twelve Rolls for the Obese," or "The Baker Outwitted," marks a new era in recording technique. Health and strenguy them we urge and give these records. Burhbors in the next block, or to the man who beats your rugs.

Anastigmatic-"Where have you been al ummer, visiting friends?" Rectilinear-"No. Relatives."

Robert Burns-"What kind of a cigar are you smoking?'
Tom Moor. "It's Souther General Lee."
R. B.-"Is it a good cigar?"
R. B.-"Is it a good cigar?"
"Prexy's chapel talks seem to have gotten him into trouble.
"He was arrested for being a second-story man."
Prof.-"State the difference between an indignant and a disgusted person."
C. D.-"If a man tries to kiss a girl and succeeds she is indignant; if he fails she is disgusted.'
Prof.-"Check"

"Nobody Lied" here today.-_Window Sign. Virtuous establishment, what?

What a man seweth, that shall he also rip.
"The Ladies' Aid Society's weekly meeting will be hell at the home of Mrs. Hotchkuss this Wednesday."-Church Bulletin.

One on the printer's devil.

What a woman knoweth, that will she also telleth.
"Eve was made for Adam's express com-pany."-Whizz Bang.
And she came C. O. D.

We suggest a motto with which to placard the U. S. Mint: "God help those who hel themselves."

"DO YOU THINK YOU COULD CARE FOR A "OHAP LIKE ME?"
"OH I THINK, SO-IF HE WASN'T TOO MUCH LIKE YOU."
"Don't kill vour wife!
Let us do the dirty work!"
Advertisement.
"Minister asserts that when the average society girl enters a ballroom these days she has on only four articles of apparel.'

News Item.
absurd! He
Two shoes, two stockings, how absurd! He forgot the wrist watch.

Whoa be unto him, and giddap unto his brother.

## "Cole's Nectar

Have You Tried It?"
What neckst?
—Advertisement.

Of course the workman should have his beer-that is, root beer anyhow. Doesn't the Scripture tell us that the laborer is worthy of his Hire's?
"I hear the watch-makers called off their meeting to-day."
"Rain, or darkness?" couldn't get a second to any motions."

BASIC PLOT FOR SOCIETY DRAM
Act I-Their eyes meet.
Act II-Their lips meet.
Act IV-Their lawyers meet. Et Al-imony

Belle--."Didn't you used to say that Heaven must be like Dayton?"
Adona-"Oh, I used to, but Dayton has improved a hell of a lot lately.'


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| :--- | :---: | ---: |
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tions may be mailed to Address all communications to THE FLAMMNGO, Box 568, Granville, O. Contributions mas be be returned Address adress or placed in the FLAMINGO Box on the hill. No editoriar or art contres the right to make minor unless accompanied by a self-add
changes in accepted manuscripts.

Two Dollars the Year.
Twenty-five Cents the Copy
tritism about love being two somethings tritism ach other. Old stuff. Only it's not after each other. not so mutual. Anyway that way; closed, for spring moons and sumthat topic's closed, for resorts have shut down for the season. Now for some, er, shall we say, work.

Once more the Bird jars an editorial key. Life is indeed just one thing after another. That's what Shakespeare would have said only he wouldn't have been so gentle about it. Since you undoubtedly expect is, mending tion might also be made of the corresponding
"To the breach-!" was the cry when some Harold assaulted some Percival's homestead shack in days gone by. Let us make it now, "To the breeches - and padded jerseys!" We've a reputation to defend, and a blot or two to swab ou
a healthy swab. Speaking of swabbing. The Bird under Speaking of swabbing. The Bird under-
stands that some of our doughty warriors have first-hand experience from manicuring decks. That'll help.

And trust Livy for the rest. One of the beauties of our athletic Ship of State is tha we never have to worry about the man at the helm. That's what makes the Activities
Fee the surest buy, next to chapel seats, on Fee the surest buy, next to chapel seats, on
the treasurer's bill of fare. It's always a the treasurer's bill
Incidentally, every man, woman, and child
in the University is in the University is expected to contribute
$100 \%$ interest on the $\$ 2.50$ investment

The Bird wishes to announce the appointment of Forrest Loveless, '25, to the office of Business Manager, which was vacated by the migration of Ralph P. Garrison to the foreign
fields of O. S. U. Also the appointment of Charles Fundaberg to the Advertising Staff. fields of O. S. U. Also the appointment of Charles Fundaberg to the Advertising Staff.

Grayce Williams, ${ }^{2}$ Edward Schmitz, '25 , '25


"I HAVE BAD NEWS FOR YOU, CLARENCE." "SO ?"
"YES. I VISITED A FORTUNE TELLER'S THIS AFTERNOON, AND SHE TOLD ME THAT I AM GOING TO MARRY A HANDSOME MAN."

## THE CAREER OF A GOOD JOKE

1. Published in the Flamingo.

Read by 800 members of the student body (estimated.)
3. Fails to register on them
4. Quoted in 10 exchanges
5. Remodeled and run as original in 13 exchanges.
6. Published under risque drawing by the 7. Texarkana Gooseberry ( see 5.)
7. Denison student receives copy of Texarkana Gooseberry from sister's fourth beau three generations removed
8. Reads joke a la illustration.
9. Laughs.
10. Tells frat brethen
11. They laugh.
. Editor asked why Flamingo can't run 13. Member of st as original and wond oody contributes it lished

GENTLE HINTS ON CURRICULUM
Synopsis of Popular Courses
GYM 1-Enrolls a large number of new students every year. An unfailing drawing card. Must be popular. If it isn't, it might as well be.

ENGLISH 1 - A mixture of inartistic themes with artistic advice on highbrow composition by an instructor of alleged literary

ETHICS-Popularly known as the "Of" course, name being derived from the universal reply of Juniors as to whether they are

PHYSICS 9-A constant struggle to crowd in class periods against the call of golf. Calculus required, but never used.
CALCULUS 4b-Phi Beta Kappa candi dates beware. Also those who like their morning siesta. 7:30 A. M. every day and
all night every night. all night every night.
SPANISH 1-The wittiest course in the college. Includes translated fairy stories of Greater Denison, flunks, tales of Spanish dancers, castles in Spain and the air. One large bull-fight. Open to all. Graduates with degree of "athlete." -W. M. P.

Salesmen to right of me,
Salesmen to left of me,
Vollied, assaulted, and thundered.
-And, oh, what a charge they made.


MAY-"WOULD YOU WEAR A RENTED BATHING SUIT ?"
JUNE-"IT DEPENDS WHERE THE RENT WAS."

You may talk about your sights All the things that you have seen
From old Broadway's bright white lights To the square of Bowling Green. But this puts 'em by the board Just like rolling off a log
Did you ever see a Ford
By a Jewish Synagogue?

## Van Ritz-"What is the name of your new lored chauffeur?

Waldorlip-"Oh that new one's Green."
"Dearest, am I the first man you ever kissed?'
"You're among the first."
FAMOUS GREENS

You'ser


Betty-"Why on earth doesn't Peggy come out of the water?" new combination bathing suit."

Henry, saying goodnight-"Aw, just one Mable."
Voice from head of stairs-"You're fast, young man, it's only twelve-thirty."

$$
\begin{aligned}
& \text { Horace-"I passed by your home last } \\
& \text { night." } \\
& \text { Hortense-"Thanks!" }
\end{aligned}
$$

"I keep my girl's photograph in the front of my watch."
"I used to do that but my new one has a plain face."
"MacUbert just died of auto-intoxication." "What kind of a car has he?"

She-"You-you rug!"
He-"Rug?
She-"Yes, all you do is lie."


A READ-LETTER DAY AT THE SEM THIS MONTH.


TIE-"HOW CAN I THICKEN MY HAIR?" CURLS-"TRY MOLASSES AND FLOUR."
'TWAS EVER THUS!
A Freshman came to Denison,
Sing "Where's My Wandering Boy Tonight?"
With an old felt hat and red tie on Sing "Where's My Wandering Boy Tonight?"
Fare thee well, fare thee well Fare thee well my little lad, For he's off to Licking County, Where they have a special bounty

On all good students gone bad
He said he'd come to study Math Sing "How'd He Ever Get that Way?" nd other things that the college hath Sing "How'd He Ever Get that Way?"

Fare thee well, fare thee well,
Fare thee well my little lamb, For he thought he'd go to college And absorb a lot of knowledge

With a head that's mostly made of ham
He boned hard, but didn't get much; Let's all sing "I Want to Go Home.' When finals came he was in Dutch, Let's all sing "I wan to Go Home."

Fare thee well, fare thee well
Fare thee well, my little Frosh,
Although the folks may think he's dumb, Outside of class he travelled some,

For he got A in fussin', b'gosh!
whoever wrote the notes wanted to meet with his gang of cut-throats at the gate to the Yard from Harvard Square; and the time corresponds perfectly with the episode which we "witnessed.
"It certainly was uncanny, but I was far from convinced
'And what is there about such ? I continued. should have brought them? And don't the initials, prove that each one wrote to the other?'
"' 'On the contrary,' he argued, answering my last query first, 'it is much more plausible so, than that both should have the to think such queer messages to the other on the same day. The 149 S will prove to be the key to the whole affair.

The key, however, remained undeciphered, and no further hunch came to enighten Priest for a week. One warm even ing while we were visiting to-gether by the open window, some students came down Masthey swung for the sixth time into songs. As of 'Solomon Levi,' Priest jumped to his feet and began to execute (the verb is well chosen) a clog dance; shouting the while,
"Hooray! that's it; that's it!'
"By way of answer he began a solo, start ng with 'Oh, my name is Solomon Leviand concluding with a disconcertingly emand forty-nine!'
"'A hundred and forty-nine what?' he proceeded to ask, merely for rhetorical effect, as he immediately answered, 'Why, 149 Salem Street, of course. And Salem begins with an S.' Here is the significance of the puzzling 49 S ; see? It's the Mystery of the Murerous Missives again!
"I saw the coincidence, but more to reasure myself than anything else, I told him that. He was obstinate. hat. He was obstinate
'Mark my word,' he declared, 'when the uate, just as his victims bere Harvard gradone of a group of at least three members, which derived its symbol from the famous college song.
"It sounded more and more convincing as he outlined it, but when, after he left, I reviewed it at leisure, it all seemed so unthinkmy friend's ingenious could only marvel at
"In
"In December of the same year, Jim Hor'Chief,' the head of a notorious New York
'gang,' to perpetrate a huge theft from the killed a man in his efforts to escape shot and and after he had received his death sentence he wrote a long confession implicating himself as well as several prominent New Yorkers in many of the sensational crimes of which the gang had been guilty in the last couple of years. A part of his engrossing' document is very carefully treasured by Es-
mond Priest. It reads like this: mond Priest. It reads like this:
in Cambridge last September. Flisher, Murdock and I attended Harvard together. We somehow got to gambling and drinking, and went rapidly from bad to worse. Before long we mixed into scrapes which out. As we were equally involved, we we formed a
sort of triumvirate; swore never to betray one sort of 'triumvirate;' swore never to betray one We took our sign from an old college song, 'Solomon Levi,' and called ourselves the 'Levites.' To make ning than I, and kept me from 'getting' anything criminal on them, but one day they discovered that Inatched a wallet from a bank messenger who was cutting through an alley, and had made a big haul. The d-sneaks double-crossed me, sent me to the pen, and took the jack, whose hiding place they had
accidentally discovered. The Chief and I made our
escape together two escape together two years later. I resolved to 'get' my betrayers, but waited to evolve a scheme which Chief offered to place all his men and resources at my disposal. So when I was ready, I dispatched the two notes, and stationed ten helpers at the gate,
hoping my quarry would be curious enough to come. They came, and I had my revenge. No one paid any attention to the supposed 'students' who crowded
closely around their captive 'Freshmen' to keep any outsider from seeing the details. It was done right in the middle of the hazing season, and folks saw nothing extraodinary in two struggling forms being
rushed to the river by men whom I had provided with typical college garb. The leader simply had the rascals conducted to the river, told them why they
were being killed, and threw them, bound tirhtly, into the water. So painstaking were my plans that even had two of my own men return wet, to allay ny possible misgivings.
he police would not have had one too-clever student, used, fortunately for me me, to listen a to clue. They reysies told me of a lad who had worked out my whole to follow, but I had made my plans of the roight trail ulous that they merely laughed at the book. Io ridicke to inform him of the one flaw in his deductions. He advised the police to search for a harvard grad.
uate. But we were only Sophomores when they uate. But we were only Sophomores when they
'sent me up, and so I never took my degree. Out 'sent me up,' and so I never took my degree. Out-
side of that,'the kid had it perfectly, though I confess
I can't imagine how he did it.-"

Alden paused to empty his pipe, which had long since gone out "I used to say," he concluded, "that with
Esmond and Horrocks we had both Priest and Levite, but that if a Good Samaritan had shown up there would have been no story."

The End.


## For Autumn Wear

Now at the Walk-Over Shoe Store you will find the new styles for Autumn wear. Every style the well dressed women will want is on display in Oxfords and strap patterns, done in black satin, patent leather, black and brown kidskin and black and brown calfskin. Every style from the evening slipper to the sturdy street shoe is here.

## See Our Window

Phoenix Hosiery Phoenix Hosiery the new shades and patterns at moderate prices-
$\$ 1.10$ to $\$ 3.50$
Ask to see them.

## Manning \& Woodwards Walk-Over Shoe Store

West Side Square

## Sardeson-Hovland Co.

Newark, Ohio

Smart Wear for Women and Misses

Exclusive Models in Suits, Coats, Dresses, Sweaters, Blouses, and Furs for the Critical Buyer.

23

## J. E. Thompson

Hardware, Furniture and Spalding

## Athletic Goods <br> ner

Granville, - - Ohio

| HEADQUARTERADIO for | In the practical sense of the word this is a headquarters because the amateur and expert radio |
| :---: | :---: |
|  |  |
|  | telephonist can buy all of |
| K | LABORATORIES |
| 30 N. Park Place | Newark, Ohio |

Swift-"Morris certainly is ignorant. Until recently, he thought that the Sherman Act was Marching Through Georgia." Cudahy-"Why my friend Armour thinks that the Mann act is a vaudeville team.'

Jack-"Phyllis sure has good taste." Mack--"Yeh, she uses a vanilla lip-stick."

Hymn No. 1-"What kind of a girl is Anne?"
Hymn No. 2-"When she blushes, you have to take her word for it."

## Like Dainty Perfumes?

Everybody likes dainty perfumes. The Evertiest in the world is sold right here. Cody's That's not our fault, but the fault of Quelques Fleurs our public which has always demanded Ideal Houbigant the best. We have the daintiest of im- Djerkiss ported and domestic products, simple Colgates
odors or bouquets; small packages or Hudnuts large, or even sold in bulk.

## Toilet Water Dainties

Toilet waters supply all the dainty odor of heavy per fumes, but yet are more economical to use and they do not contain alcohol enough to roughen or make the skin smari Imported and domestic brands in the most elusive most perfect creations made. Many size bottle

## Evans Drug Store

East Side Square

Newark, Ohio

Her's was a sad Lot after she had been turned into a pillar of salt.
"I hear that the Jewish golf players don't call 'Fore' before a shot anymore."
"Why not?"
"They've made it ' 3.98 ',"

Ollie-"Do you know that girl that won the swimming race?
Voille-"Sure, I have a date with her tomorrow to teach her how to swim."

## Denisonian:--

We Welcome You!
Our new Autumn footwear is now ready for your inspection.
CHAS. O. EAGLE \& SON

## DR. HECK

DENTIST
Over Cordon's Restaurant


Ask your grocer for
Good Health or Butter Krust Bread and you will be pleased Made by

## Weiant \& Crawmer

 Newark
## M. C. HORTON

The Arcade Jeweler
3 Arcade
Newark, Ohio

## Our very best wishes to

## "DENISON UNIVERSITY"

We hope you will all have a happy
and successful school year

## The Home Building Association Co.

Corner Third and Main Streets
Newark, Ohio

> Can-"I think the long skirts are so graceful." Did-"Yes, I'm knock-kneed too." -Purple Cow.

HEARD AFTER VACATION
'25-"I'm sorry I had to cut, Professor, but, I was detained by very important business." grace?"' 25 -No, sir ; of Louise."-Purple Parrot.

THE COST OF CUSTOM
Senior-""This cold weather chills me to
the bone." Soph-"You should wear a hat."-Octopus.
"Yes, he is a prominent man in college."
"What's his official capacity,"
"Oh, several quarts."-Purple Cow.

## ALL THAT GLITTERS-

 Hungry Hal-"Say, Boss, this four bits is Kind Old Gentleman-"Oh, pardon me. give you a better half." H. H.-"No you don't; I'm what I am because of one of them."-Chaparral."Say, I'd like to try on that dress in the "Sorry, lady but you'll have to use the dressing room."-Jack-O-Lantern.

Prof.-"Aren’t you Mr. Smith ?" Stude-""No, sir, I'm Mr. Smith's twin
brother." brother."
Prof-"Ah, I see, what name please?" -Juggler.
"Isn't Dolly a perfect picture?"
"Well, she has a pretty good frame"
-Virginia Re

## GREETINGS

LEIST \& KINGERY, Book and Stationery Store, 34 W. Main Street, Newark, Ohio - Agents for CORONA Typewriter.

Your Patronage Will Be Appreciated.

## The Granville Filling Station

We Handle
Sinclair Gasoline; Vedol, Mobile and Freedom Oil
"Service" is Our Motto
Corner of Broadway and Cherry
Grove B. Jones
Phone 8841

## OH, GOSH!

The campus was shrouded in the mystic veil of the scented night. The moon, spread ing a soft radiance of quiet light, made
strange shadow patterns with the stately beeches in the Cemetery, and revealed the dim forms of two, seated on the old, old, style on Sunset Walk, where lovers had sat before. Together they gazed off across the hills towards the Cat Run road, twisting as a
silver ribbon in the distance. A cricket hummed drowsily in the grass. The two murmured in low tones. Slowly, yet boldly, his arm curved to her supple waist, and his The night leaned over them in suspense still. pelled by a sudden emotion, his passionate
words burst from him:

## flaric Schaller

Art Shoppe
17 W. Church St.
Silk Underwear
Silk Hosiery
Minerva Yarns
Greek Maid Corsets, Girdles and Corselets B. \& J. Brassieres

Gifts and Novelties

## James E. fllorrow

Funeral Director
MOTOR AMBULANCE SERVICE
Mortuary 129 E. Broadway
Phone 8126
Granville, Ohio

The Brute-"Are you doing anything this She (ea
She (eagerly)-"No, nothing at all." time."-Brown Jug.

TRY AND LAUGH THIS OFF Snake-"Got your traveling clothes ready ?" Eve-"Yeah, Adam gave me the sweetest made away gown you can imagine. It's made of leaves of absence."-Orange Peel.
The quickest method of obtaining a squar oot: Get behind a mule and pull his tail.

Alex-"I hear Harry likes only brunettes." him."-Banter.

## H. E. Lamson

## HARDWARE

## For

 HARD WEAR"The Hardware Store on the Corner"
GOLDSMITHS ATHLETIC GOODS

Phone 8214

EXTRACT FROM MYTHOLOGY And Pyramus gazed down and said: "Who
can Thisbe?"Funch Bowl.

Ted-"Why the hurry, Jim?" Jim-"I'm going to a rushing party."

When we die do we go to the great beyond, or the grate beneath?-Puppet.
PAGE MUELLER

Straw - "Why are they arresting that photographer?"" $\begin{gathered}\text { Berry - "For violating the eighteenth }\end{gathered}$ amendment.'
Straw-"How so?"
Berry-"He has a lot of stills in his posses-
sion."-Orange Owl sion."-Orange Owl.
Customer-II'd like to see something cheap in a fall hat."
Clerk- "Try this one on. The mirror is at your left."-Juggler.

A Sinking Fund-The College Man's Aïjw. ance.-Widow.

Minister - "My son, women are awful geese."
goese." "Is that what you meant last night when you said you'd been on a wild goose chase?"-Gargoyle.

## A Neighborly Bank

## *******:

This bank has won the esteem of Newark people as a friendly, human sort of bank, always efficient, and always ready in its intelligent co-operation.
We want more of these good neighbors from Licking County. Ask us how we can serve you. We Ask us how will be interested.

## The Newark Trust Company

4\% INTEREST PAID ON SAVINGS $4 \%$
Newark, Ohio

## The Granville Electrical Supply Co


" Everything Electrical"
Come in and see the new Westinghouse Curling Iron that can be rotated without twisting the cord.
EVEREADY FLASHLIGHTS
Let us put your old flashlight in good condition before the serenade.
140 E. Broadway
Phone

School Supplies
Successors to
SCOTT'S BOOK STORE
The A. L. Norton Company 29 West Church
Remington Portable Typewriters
26 Arcade
Fine Stationery Newark, Ohio

Gifts and Novelties

## Granville Service Garage

Kelly-Springfield Tires and Tubes

Philadelphia Diamond Grid Batteries

THE DEVIL'S DICTIONARY
For the benefit of those who can not exist without the latest in "cute" remarks, we avail ourselves of the American language as compiled by the
New York "World."
APPLE-KNOCKER—A hick, a goof. A
Brush ape.
BLOUSE-To girl. A flapper
BLISCUIT-A pettable flapper it
CRUMB-SNATCHER-A sponge, a teacrasher. A bun-duster.
DUMBDORA-A stupid girl
DUDD--Individual given to reading or
EGG-He lets the girl pay her way.
FLAT-WHEELER_Young man whose idea ontertaining a girl is taking her for a walk. GERRYFLAPPER-A maid who thinks he looks like Geraldine Farrar.
she looks like Geraldine Farrar.
HOLAHOLY-Girl or boy who objects to necking.
ting.
ting.
MAD-MONEY-Cash a girl carries in case NECKER-One addicted to "Cheeky"
dancing.
MONOG-He-or she-is "goofy" about OVIy one person at a time.
OVERDOSE OF SHELLBACK-Too much
RUG-HOPPER—A parlor hound who never takes the girls out.

## Johnson's Barber Shop

Next to Ullman's Drug Store
Enoch's Orchestra Furnishes the Best Music for All Occasions.

## Postpone all Engagements,

 Fellows!> the new Fall Suits, Overcoats, Hats and Furnishings are here! Come in the first time you have the opportunity, so we can renew our old acquaintance.

## Grafter \& Brashear

No. 5 So. Park Place
"Where the Best is Sold"

## SMOKEATER-Girl cigarette user.

TOMATO-Pretty girl who can dance, but is otherwise a Dumbdora.

SCANDAL-WALKER-A collegian.
WALLIE-A goof with patent-leather hair.
-The Cougar's Paw.
WHERE DID 10 DINE?
Clerk-"That new stenographer used to knock all the fellows dead back in her home town."
Office Boy-"Ah! One of these local anaes thetics."-Chaparral.
"No, Rollo, the king's palace is not lined with court-plaster."-Octopus.

Little Sister -_ "Do fairy stories always start 'Once upon a time?'
Mother-"No. Some of them, dear, start with 'I have to study at the library tonight.'"

Swear-"Gee, that girl is blond. She must use peroxide." Cusse-"Maybe-I saw her in the bleachers Saturday."-Widow.

Drink, and the world drinks with you.
Fail, and you float a loan.-Chaparral.
Leather Head (to new football candidate)-
Ivary Skull--"Exercise."-Malteaser.

## Auto Phone 1934

William F. Eilber
MEN'S TAYLOR

Arcade
Give Me a Call

VICTOR RECORDS in great variety. The new Victor records go on sale the first of each month and we have a large stock all the time. VICTROLAS in the various finishes and styles.

## WYETH'S

## Job Printing

Carefully Planned and Expertly Done
We cordially invite you to visit the best equipped little print shop in Central Ohio and antee to you of the service and quality you demand.

THE GRANVILLE TIMES
RAPID SERVICE JOB PRINT

Prof.-"Can you suggest any, means where by I can improve my lectures?" Voice from Rear-"Have you tried selling them as lullabys?"-Mirror.
The brunette said, "Let it be light." And it was light.-Chaparral

## HIGHER MATHEMATICS

Bachelor-"People used to call a man's wife his better half."

Benedict-"Well, what about it?"
Bachelor-"Why, the way she dresses now days.she should be called an improper frac-

Waiter-"Want soup?"
Diner-"Is it good soup?"
Waiter-"Sure, fourteen carrot." -Cougar's Paw
"Hey, Frosh, what time is it?"
"How'd you know I was a Frosh?"
"I guessed it."
"Then guess what time it is."
-Virginia Reel.

As Loyal Denison Supports
we would appreciate your
patronage. patronage.

QUALITY GROCERIES
Phone 8212
C. A. Stanforth

## The Burch Gift Shop

## 28 and 30 Arcade

You are cordially invited to make this shop your headquarters when in Newark. Meet your friends here or come in and rest while you are waiting for the car or bus. We always have scores of pretty new things to look at.

THIS MAY BE NEW TO SOMEONE Mope-"You can always tell a Freshman Dope-"You can always tell a Freshm But you cannot tell him much",
-Tiger.

The reason that we never hear of woman fter-dinner speakers is that they can't wait that long to tell it.-Dodo.
"Good morning, have you used Pear's
"No, I'm not rooming with him this year." -Purple Cow

## PAGE RED STONE

Gert-"Say, didjever try a Boston Cooler?" Sam-"Naw; none of them highbrow jails
on my list."-Widow.

Visitor-"And did your son reach the goal of his ambition at college? ?"
Visitee-"The goal? Why he didn't even make the team."-Dodo.

## The Wyant Garage

## EXPERT MECHANICS

OIL, GAS, ACCESSORIES MILLER TIRES STORAGE
L. C. FISHER, Proprietor

Taxi Service-Day or Night
Phones 8266 Granville, Ohio

## FRED H. BUXTON, Jeweler

Fountain Pens, Gold and Silver Pencils, Alarm Clocks, Napkin Rings, Henison Pins. THINGS YOU NEED

THEIR IDEA OF SOMETHING FUNNY THE FROSH-A prof arriving in class sans THE PREP-The chapter-head attempting a THE rapid descent of the icy hill in winter. THE PHI BET-Why everybody isn't that Way. way. THE FRAT MAN-To hear a prep who can't
sing, sing. versally forthcoming.
consume nourishment.
Prof-"Do you know what a dry dock is, Mr. Smith?"
Smith-"Why, it's er-er-a place where they
Prof-"Nothing of the sort. It's one of these physicians who won't take out a license for prescriptions under the 18 th amendment."

Reformer-"Can anyone here tell me why kissing is dangerous?"
The Blighted One-"Why because the average love affair starts with one."

Little Bobby looking at typewriter in father's office - "What makes typewriters go, pop?" $\quad$ Pond Parent-."Your mother, son." Contrary to popular superstition, Spain is not the scene of the world
Consider our Congress. With the present prevalence of bobbed hair, someone will be turning up with a cut
ting satire on, "Why Curls Leave Home."
"One doesn't know 'beans' until he has soourned in Boston," reminded the effete Easterner.
"Mebbe so," returned Cowboy Pete, "bu all these Bostonians seem to know is how to 'spill the beans'"

## Born Tailored To Your Order

Born tailored clothes are fashined as you dictate, of goods exactly suited to your taste they are made with proper attention to every detail you believe essential to style and comfort.
They are tailored to fit you perfectly, and to serve you long and satisfactorily - this we guarantee.
They ere in truth "tailored-to-your-order"- and you will find the price considerably lower than others are now asking
G. B. WHITING


# The Granville Bank Company 

GRANVILLE, OHIO
Capital \$50,000 $\quad$ Surplus \$10,000
Directors and Officers:
J. S. GRAHAM, President
E. A. SMoots, Vice President w. H. KUSSMAUL
our questionable department By Mml. Beatrice Bearfax
Dear B: I am in a fog. (We know it.) Dear B: I am in a fog. (Ne Answer: I am surprised at a College studwould be only natural.
My Dear Advisor: What's good for a cold? Chilly

Answer: They are best kept that way on ice. A prescription is one of the most popu-
lar but if you don't want to lose your home you might try this old family cure. Take a hearty walking date followed by a four-inhand tie and occasional fits of jealousy. A inside lining of the wind pipe until no mois-

## When Out Walking--

Stroll over to our greenhouses on Threser Street.
We want to show you through them and too, you will learn that the finest flowers of every variety are grown right here in Granville.
Whatever the event you will find our service unusual and because of loca facilities-our prices most moderate

## The Ankele Floral Co.

ARCADE FLOWER SHOP Phones: 1840, 8218, 1325 NEWARK, OHIO

Flowers Telegraphed Anywhere, Anytime.
ture shows will make you forget about irri tation from that source.
My Dear Beatrice: I have dates every time I can and then some. Is that all right. Answer: What funny courses students take in college! That's perfectly all right provided you are not serious.
tooth brush always taste the best? your own tooth brush always taste the best?
Answer: That beats me.
Question: What color is an Easter Egg. Answer: I wonder.
Dere Bee: I dearly love a young man who wears glasses but everytime he kisses me "good night" his glasses tear my veil. What new veil every day but I can't give him up. B. Hinda Veil.

## "Gifts That Last"

Visit our gift department for the new novelties.

## GEO. STUART

Jeweler and Optician granville, $o$.

## Thist Ilresfugterian CThurch

Morning Service, Ten O'clock
Evening Service, Seven O'clock Sabbath School, Eleven O'clock Mid-Week Service, Seven O'clock
Ths Church That Serves"

## All Welcome

EMANUEL BREEZE, Minister

Answer: Get one of those that just cover the nose, that ought to fix it. If his aim is bad, train him, and keep him-it's a good
sign. ${ }_{\text {Dear }}$ Beatrice: I am a married woman and can't say that I like it (my husband). He has the silliest bunch of friends I ever heard has the silliest They persist in loading his pockets with of. They persist of things such as silk stockings, powder boxes, etc., which I run across when I go through his pockets every night to see if
there are any holes in them. He is a dark handsome man with a military bearing, bow legs and round shoulders. I am also troubled by the children eating shaving soap and
blowing bubbles through their noses.
Dome S. Teek.

Highest Grade Tires and Automobile Supplies

- at —

BIG SAVINGS
to you.
Newark Auto Supply Co.

> TRACEY and BELL

[^0]Newark, Ohio

## Rufins Johnson

Have Your Suits Cleaned and Pressed for Fall

Old Clothes Made New

## Phone 8141

CALLED FOR AND DELIVERED

Answer: If you will put a clothes pin or pins on the children's nose or noses they would not blow any bubble or bubbles thru
where the clothes pins are located. It is unfortunate about your husband's configura-tion-he was probably built to ride horseback.
Deal
Dear Miss Beatrice: What is an Oersted? Answer: It is a unit of "reluctance" very common in Sem women. "It should be care
fully distinguished from "resistance." (Cf Noah Webster's Best; we're not kidding you.)
Dear Sir: Who won the boxing bout Clyde Keeler refereed the other day. ht a "draw." What are the stripes on a Answer: huh?
Answer: They are put there so you can't are under the black are. You think they under the white ones.
—Jock Garber, '24.

McNut_"Have you any rustic furniture in your room ? "'No, but I have a log table in my math book."-Brown Jug.

Irate Diner-"Waiter! Here's a needle in the soup!" (ex-printer)_"Typographical error ir; it should be noodle."-Cougar's Paw.

QUALITY is Our First Consideration. None Better Anywhere

MINERVA
Phone 8256

For the Best that Money can Buy

- go to -


## Wm. E. Miller Hardware Co.

25 So. Park Place
BEAUTIFY YOUR HOME
— with —

Chi-Namel Varnishes and Stains
Velumnia Flat Wall Paint
Alabastine Wall Tints

Have You Tried the Famous

## Boncilla,

CLASMIC FACIAL PACK?
Women marvel at the results obtained from Women marvel at the resu aid to beauty. It an application of this skin and gives it color, but not only clears the skin ands, objectionable lines removes pimples,
and closes enlarged pores. Department at 50c to $\$ 3.25$.

THE ARCADE DRUG STORE

## P. J. CORDON

The Home Restaurant Meals at all Hours PROMPT DELIVERY TO THE SEM

## Phone 8620

Across the fiery sands of the prairie, Across the on a mission of death, and a horse. His handsome profile registered fierce determination. Nobody knew where he was going. It didn't matter. Gad, what a masterly bit of riding. But hold! T noble mustang fould gently flopped onto $h$ a gopher hole and gend the rider was le Ce fini. Ye gods. One gasping kick, a g cerine tear from our hero, and it's all. But there's a goal to go to, a duty to do, and. A carder on the horizon is a cloud of dust. A avan, no doubt. Must be. Dusty. Dry. agony of thirst he staggered on, dropping, now and then, to his knees; but ever onward! Voila! Relief was nearing closer. But could he last? Or was it the last? ? A frescuers as they ture of triumph the fog of dust, and a fullemerged flop to the shimmering, stifling sand He lay as though dead. And the funny par about it is, he was.

Stude-"What do you do for a living?" Stewed-"I write."
Stewed-"I write." Stude-"Short stories?"
Stude-"Short stories?"

She-"Isn't this evening glorious?" He (disentangling self) -"Lord. I forgo He (disentangling self) -"Purple Cow.
all about my date with her."-P

NEWARK and GRANVILLE BUS LINE
L. S. CULLISON PROPRIETOR
Busses and Touring Cars for Special

## Printers of High Grade Catalogs and Advertising Literature



Our plant specializes in the production of high grade catalogs and advertising matter, as well as House Organs and other publication work of the better grade.

A complete Advertising Service Department is at your command, to assist in planning, designing copy writing; or in any other way possible , cibuting to the efficiency of your advertising contributing to the efficiency of your advertising material.
So many others find a connection with us both pleasant and profitable, that it suggests more than a possibility of our being able to serve you to your better satisfaction.
HYDE BROTHERS, Printers
Fourth and Fifth Floors, rear St. Clair Bldg. marietta, ohio

## 椟ucher

Engrabing
Company

Llustrations
and
ENGRAVINGS

A Knowledge of

## PSYCHOLOGY

is becoming increasingly essential to the advertiser who desires to secure maximum results from his advertising appropriation.
It is a psychological fact that frequency of insertion, rather than size of the space, results in the readers' better incidental memory, on which the advertiser must depend.

THE FLAMINGO offers a medium for covering a homogeneous field frequently enough to impress the advertiser's message definitely upon its readers.

Rates on Application



COLLEGE men's CLOTHING is different than the ordinary kind-that's why we've selected special Top-Coats and Suits for them, the best of the season's fashions features, without extremeness, the kind the well-dressed college men from California to Maine will wear this Fall.

Dobb's Hats and Caps
Manhattan and Eagle Shirts

## Roe Ennerson


[^0]:    Opposite Postoffice

