

Washington University in St. Louis

Washington University Open Scholarship

The Dirge

University Archives

10-1931

Washington University Dirge: Number of the Washington U. Dirge

The Dirge, St. Louis, Missouri

Follow this and additional works at: <https://openscholarship.wustl.edu/dirge>

Recommended Citation

The Dirge, St. Louis, Missouri, "Washington University Dirge: Number of the Washington U. Dirge" (October 1931). *The Dirge*. 5.

<https://openscholarship.wustl.edu/dirge/5>

This Book is brought to you for free and open access by the University Archives at Washington University Open Scholarship. It has been accepted for inclusion in The Dirge by an authorized administrator of Washington University Open Scholarship. For more information, please contact digital@wumail.wustl.edu.

GLADY HOO

BER

SECOND LARGE PRINTING

15 CENTS



NUMBER OF THE
WASHINGTON U.
DIRGE

ter tha
OW SA
K
GRANTE
FIT
are maj
r econom
s on the
and fit a
year and
dries.
ke that
ddock. B
"shirt tu
nforized
are put
row pro
inst their
now ofte
never ti
never c
nd Padd
-a-n-e-
largest-s
pes. Here
Trump no
of smart
doubtedly
ition to

AR
SANFOR
TR
ARRO

DDO
or \$
(s)

T

"I liked Chesterfield right from the start"

"NO, I don't know a blessed thing about how cigarettes are made. But, of course, I do want them PURE. And I've heard that the blending is very important; I want *that* to be just right.

"Then the paper. I don't like to taste it. Or smell it when it's burning. I want that *pure* too.

"Another thing. I want to smoke whenever I feel like it—so I want my cigarettes MILD. But the main thing, of course, is TASTE. I don't care for over-sweetened cigarettes. I prefer them *just sweet enough*.

"Chesterfield seems to satisfy in every one of these ways. That's why I'd *rather* have a Chesterfield."

+++



Soph
I'll get
Fros
get the

A d
C
'Car
V

Ma
hags,
V
old c

D
year
St

The deen
 he stuck his finger
 out
 and pointed it
 at me
 and sed
 in fashun quite devout
 you're flunking bad
 I see
 and then he shook
 his index digit
 underneath my nose
 and sed that he wuz hurt
 and shocked
 at whut my grades disclose
 and then
 he sed with wrinkled frown
 my lad
 look here
 you must bear down
 and so i gathered up
 my pluck
 and sed
 i can't
 i ain't no duck.

—Malteaser

— D D D —

Soph: "Come on, take a bath and get cleaned up. I'll get you a date."

Frosh (cautiously): "Yeh, and suppose you don't get the date?"

—Bison

— D D D —

A divinity student named Tweedle,
 Once wouldn't accept his degree,
 'Cause it's tough enough being called Tweedle,
 Without being Tweedle, D. D.

—Record

— D D D —

See the happy moron,
 He doesn't give a dam.
 I wish I were a moron.
 My God, perhaps I am.

—Lampoon

— D D D —

Macbeth: "Where the hell are those three old hags, Banquo?"

Voice from Nowhere: "Don't get excited, Mac, old dear, and we'll bewitches in a minute."

—Wisconsin Octopus

— D D D —

Dean: "What courses will you take this half year? Accounting? Finance?"

Student: "None of your damned business."

—Lampoon

CO-EDS!



Soon She'll Be Calling Amoebas By Their First Names



Maybe, but she also keeps on speaking terms with the other animals on the campus.

Classrooms may teem with stern professors earnestly intent upon taking life seriously, but the Greek gods and goddesses of the campus demand a touch of gayety in their education. Something young, vivid, sparkling and exuberant.

Dick Hyland's *Diary of a Football Player* is one of the literary surprises of the season. Leonora Baccante's *Can't We Be Friends?* is another. Every co-ed will want to read new things by Katharine Brush, O. O. McIntyre, Margaret Banning, Achmed Abdullah and Noël Coward—to mention but a few.



SPECIAL TO COLLEGIANS 9 Months (the school year) for \$2.00

COLLEGE HUMOR
1050 N. LaSalle St., Chicago



I've sold my Greek pony and am using another fellow's. Here's the \$2 for nine issues of COLLEGE HUMOR.

Name.....

Address.....

City.....State.....

Have you seen Ballyhoo?

(Ballyhoo the clever new magazine that pans the things of today, especially modern advertising.)

Ballyhoo may be watching us, so we must be as clever as we can but just pass along a few simple facts.

Fine imported and domestic woolens; the best there are

and style—cut to your measure, hand tailoring; style at its best

and prices—believe it or not, a college man's suit from the Losse college section costs only—

\$35.00 to \$50.00.



And Johnnies

Professor Jones: "Here is a perfect specimen of a stork. Don't you think it's marvelous?"

Mrs. Jones: "No, no! Take it way. It gives me the Willies."

—Red Cat

— D D D —

She: "What caused that canoe over there to tip?"
He: "The girl probably changed her mind."

—Frigol

— D D D —

They were thrown out of the square dance because they were a couple of rounders.

—Juggler

— D D D —

Strongwinds halt liner's movement.

—N. Y. Herald-Tribune

Why not give it a box of those little chocolate tablets?

—Yale Record

— D D D —

Visitor to a Pittsburgh Hotel: "This wall is so thin that you can almost see through it."

Hotel Manager: "That's the window you're looking at."

—Pitt Panther

AUTUMN CLOTHES FOR THE WELL DRESSED MAN

As Autumn begins, the well dressed man begins to think of replenishing his wardrobe with the new fall clothes. Naturally the question arises as to which of the many new styles are authentic.

Among the new suits the usual conservative styles prevail. Most popular is the single breasted coat, with notched lapels, in brown, blue, or gray. Double breasted coats are enjoying an increasing popularity.

The usual styles in topcoats prevail. Both the camel's hair and tweed topcoats are popular and correct, although there is a slight inclination of favor toward the camel's hair type.

Still popular among the hats is the college man's old standby, the snap brim. It is available both in brown and grey, with brown predominating. Chamois gloves in the light shades of brown and buff are popular and correct. The darker shades of reddish brown and mahogany are also good in suede-finished leathers or capeskin.

The trend in shoes is much the same as it was last season. The brown wing-tip brogue is one of the styles very popular among college students.

There are several popular new color schemes of shirt and tie. One of these is blue and gray, that is, a gray tie with a blue shirt or a blue tie with a grey shirt.

For any further information concerning men's dress for sports, business, or formal wear, write to "Well Dressed Man," care of the Dirge. Any question will be taken care of immediately.

(Copy right 1932. Astorbuilt Styles)

— D D D —

"I'm just crazy when I'm away from you."
"Yes, I know. Out of sight, out of mind."

—Purple Parrot

— D D D —

"I'm fed up on that," said the baby, pointing to the high chair.

—Mugwump

— D D D —

Is this guy, Wishy Washy, who does things in that way, a Chinese laundryman?

—Pitt Panther

— D D D —

"Do you write jokes?"
"Yes, what's your address?"

—Drexer

— D D D —

"That will be enough out of you," said the milkmaid as she moved on to the next cow.

—Yellow Jacket

Indian Words the Tourist Should Know

- PUNJAB—To hit a humorist in the jaw.
- PARIAH—One who prys.
- SIKH—Indisposed.
- BURMA—A kind of shave lather.
- HIMALAYA—Bad English for "He's a lawyer."
- BRAHMA—An Indian play in two acts.
- TURBAN—A mechanical contrivance run by steam.
- SAHIB—To snifle with tears in eyes.
- RAJAH—What you get in Barber Shops.
- CEYLON—The top of a room.
- HINDUSTAN—To get what a person is saying.

—Pitt Panther

— D D D —

This is getting Sirius said the astronomer as he focused his telescope.

—Lord Jeff

— D D D —

"That's another big graft," said Herbert Hoover as the tree surgeon repaired the tree.

—Siren

— D D D —

Frosh writing a history exam, "Queen Elizabeth was the virgin queen of England. As a queen she was a great success."

—Siren

— D D D —

Theta: "Some of our pledges this semester aren't making good."

Kappa: "We have some depression pledges, too."

—Siren

— D D D —

W. C. T. U.: "But the Chiomegas aren't vulgar."

Y. M. C. A.: "Hell no, they've got it down to an art."

—Siren

— D D D —

The green between them as soft as swan's down. The two moved noiselessly toward each other, one as pale as a ghost, the other blushing red. The space between them grew less and less . . . they met. an instant later they kissed. Then . . . damn that luck . . . a little more English on the white ball and it would have been a billiard.

—Green Goat

— D D D —

"How did the Pharoahs get their names?"

"Oh, some street car conductor kept asking for the fare."

—Pitt Panther

Spalding brings new style and value to the Leather Jacket



You can keep warm without offending fashion in Spalding Leather Jackets. They offer complete comfort—blow as it will—without bulk. Made only of soft, pliant, perfectly matched skins. Leather or knit collars and cuffs knit bottoms. \$7.50 to \$25.

A. G. Spalding & Bros.

409 North Broadway

Spring Flirtation

- Pretty girl—
- Spring day—
- Promenade—
- My way—
- Drop hanky—
- On street—
- Pick up—
- We meet—
- Tip hat—
- Slowly walk—
- To her flat—
- Nice talk—
- Chummy seat—
- Big clinch—
- Good time—
- Sure cinch—
- What's that—
- Door bell—

HER HUSBAND—!
OH HELL—!

— D D D —

Orator—the fellow who will lay down your life for his country.

—Notre Dame Juggler

OKAY

Son
but
be
sure
its



Dr. Repper

54 - 40 - or fight

Have Yourself Framed and Hung

Our picture frames are unsurpassed

Try one for your lunch?

Pay us a visit—and then pay your bill.

**Jos. Kazzazza
Restaurant**

THE ACCADIA

Dance Hall Supreme, de luxe, etc.

Where good fellows get together.
You will find Wash. U. men there any evening. Learn the Waltz Lancers, the Jefferson Avenue Crawl, the Jewish Sweepstakes, the Greasy Annie Glide, the Charleston, and all the other late dance hits.

Saturday :-: Frat Men's Nite

Admission 50c

Directory of Schools and Colleges

Mary Institute is the Institution For Your Daughter



Do you not wish to see your little girl a deb, a Veiled Prophet queen, or a snooty highbrow? Send her to Mary if you want her to marry. We allow only the best types of cads to date your daughter. Send her to Mary Institute for one semester and have her entertain your friends by saying "Re-illy?", "eyether", "I say", "Righto" and "By gad." She will even be able to understand Vivian Guilford, when she graduates. Send her to Mary.

Saint Lewis U. is an Excellent Alternative

This school offers splendid opportunities for those who fail to get in Washington University and for football players who want to make good, very good. All Irishmen are cordially invited. Located in Saint Louis, but try and find it. Ask the man for Gus and knock twice.

Warshington University For The Feeble

Entrance is allowed to all those with an IQ of under 15; those who are mentally deficient; those who are too damned dumb to get in anywhere else; and especially those morons who want to get on the college comic. If you are silly when you enter here, you will be more silly still, unless you leave as soon as possible. For rates write to W. U. Bookstore, in care of Miss Bilch, Warshington University, Saint Louie.



BALLYHOO

Published at Washington U.

NUMBER OF DIRGE

Edited by Samuel Brightman

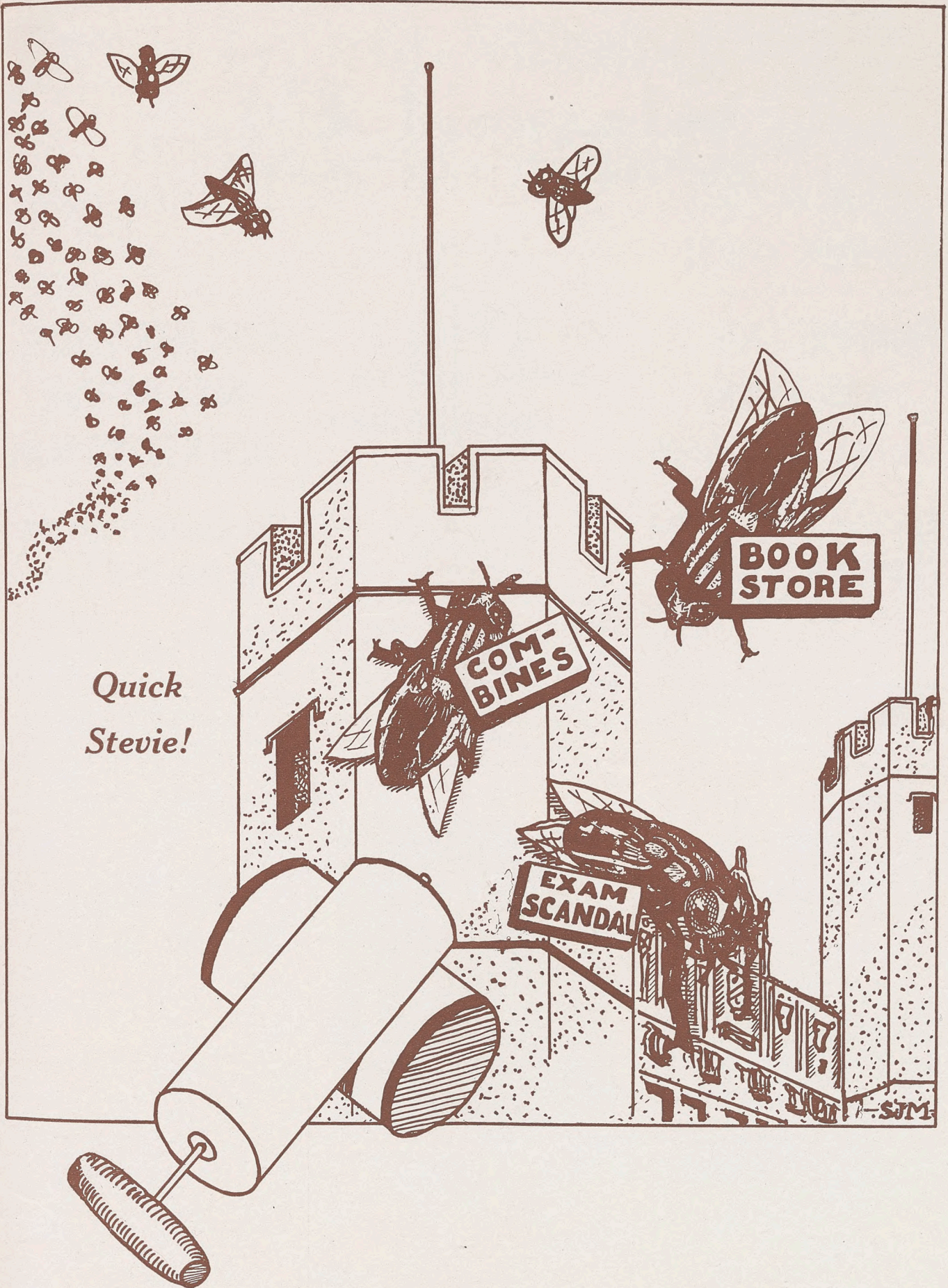
**"YOU CAN FOOL SOME OF THE PROFS
SOME OF THE TIME"**



Bill
VAUGHAN

Dedicated to
"An Outraged Mother"

Handwritten notes on the right margin, including the letters 'X', 'Y', and 'Z'.



Tryouts for
Tryout
Committee
Monday

Editorial
Writers
Needed
Help! Help!

Stagnant Life

WASHINGTON UNIVERSITY

606

Washington University, Yesterday, 1931

O YEAH? Mo

PROMINENT COED WINS HONORS AT DAIRY SHOW

Washington U. Girl Captures Signal Honor in Defeating Prize Cattle

Amidst tremendous applause, Miss Gulp received the cup that is emblematic of the National Milkmaid Championship. It was without doubt the contest of the century, competition being so keen as to cause even the contestants to get excited. The runner-up was Senator Jim Reed's "Champion Demagogue of Glenlocharty", a beautiful, Aberdeen-Angus bred right here in Missouri. Mrs. Ben Davis' Jersey cow "Miss Bridget", came in third and two Holsteins entered by F. TerBeek and P. Zoet placed fourth and fifth respectively.

Miss Gulp produced 120 pounds of milk in one hour which was 14 pounds better than the next nearest competitor. When interviewed by our reporter Miss Gulp, who is very charming, said, "It was a hard race and I'm glad I won. I owe it all to Psychology 6. Thank you so much."

The horse entered by the Washington U. Cavy Club in the cattle judging contest did not place. The members of the club are; Philip Becker, Charles Hayden, John Lionberger, Harold Clover, Edmond Gaiennie, Ruth Bedell and Bonney Black.

At the University of Wisconsin the boys are sometimes known to date the girls.

An item in the Oklahoma A. and M. "Alfalfa" says; "Great oaks from little acorns grow."

GROUCHO MARX, PROMINANT CLERGYMAN, ADDRESSES ASSEMBLY

"The world must be made safe for the college student", thundered the Rev. Groucho Marx, noted preacher and Secretary of the Methodist Board of Temperance, in an address Sunday morning in January court room. "Demon rum must be banished forever", he concluded amid the thunderous applause of a representative body of law students.

The lectures are sponsored by "Somnolents", honorary lecture-sponsoring society. The members of the society for this year are; Chester Edward Abbey, Nelda B. Abel, Theodore Dillon Abeles, Harold Joseph Abrams, Leonard Irving Abrahams, Margaret Kathryn Abuey, Frank Louis Achilles and Sidney Ackerman.

The address next week will be given by Prof. Charles W. 'I-mean-that-quite-sincerely' McKenzie. His subject will be "Dr. Clarence True Wilson, Saint or Sinner".

SCRATCHIT TRYOUTS HELD

At the annual tryouts for the year book, 234 students qualified for the staff of the Scratchit. The following students were accepted; Dorothy Rebecca Zadow, Delbert Earl Zeck, Harry Morris Zeffren, Henry B. Zeffren, Lola Olivia Zelle, Dorothy Josephine Zirnheld, Arnold William Zimmerman, Dorothy Dean Zimmerman, Dorothy Mae Zimmerman, Ralph Conrad Zimmerman, Marian Estelle Zonnis, The list will be continued in subsequent editions of Stagnant Life.

A noted educator, when asked why his beard grew so profusely, said, "I owe it all to mother."

BEARS HOLD STRONG MARY INSTITUTE ELEVEN TO 20-0 SCORE

Tea Given for Players after the Game by W. S. G. A.

Throughout the game held last evening at Francis field, the R. O. T. C. was kept active chasing youthful gate crashers out of the park. This was a welcome diversion for the spectators, many of whom became restless after a while. Cries of "Get him soldier", "Call Colonel Boorstin", etc. were frequently heard.

During the half a humorous interlude was furnished by the band which performed in an unusually painful manner. Several pieces were played, one of which was recognized by an alumnus (class of '26) as the Alma Mater. The rendering of this song was almost ruined by the low-comedy antics of the leader who constantly tried to divert the attention of his band.

Towards the end of the game Washington uncorked a sizzler and passed out. The score was Mary Institute—20, Washington—0.

After the game the players repaired to the Women's building where tea and cakes were served by W. S. G. A. Those without hats were Miss Helen Schregardus, president of W. S. G. A., Miss Beryl Henselmeyer, Vice-President, Miss Isabelle Bonsack, secretary, Miss Marguerite Newton, treasurer. The other members of W. S. G. A., whose names we were unable to ascertain, assisted.

A professor at Dartmouth says that College students are superior in mentality to Mongolian idiots.

Flat
Wheel-
ing

Transit Nuisance

Ride
'Em
Cowboy

Volumes

ST. LOUIS

Safety in Numbers

PUBLIC NUISANCES

Who are these insidious racketeers who are besmirching our fair city and mulcting our honest citizens? Who are these fiends who prey upon dead bodies and revel in all manner of unholy slime. Who are these desperadoes who terrify little children and wreck happy homes?

They are not Stanley Clerk and his associates. They are the Hearse Chasers. They stop at nothing. Whole strings of them may be seen following a hearse. Often they follow it even to the grave. Ugh!

They are quick to pounce upon a living man, throw his body into a hearse and follow it to the grave yard. Women and children are not safe. They chase co-eds with avidity.

Beware of them. Some are so slick they can convince you that you are dead. Do not believe them. Often they are in league with Lawyers, Engineers, Pre-Meds, and other crooks.

They have made our fair city one of the worst Hearse Chasing cities in our fair country. Stamp out these repulsive Maggots. Preserve the integrity of our Undertakers. They are Public Nuisances in every sense of the word.

Rouse that torpid liver—Ride the Street Cars.

ST. LOUISAN LOSES WEIGHT ON CARS

Mrs. Minnie Peavy (address on request), says:

"When I was driving an automobile I weighed 260 pounds. When my husband deserted me three months ago he took my auto so I had to ride the cars. Besides rousing my torpid Liver I found that the constant jolting and bouncing, horizontally as well as vertically, removed my excess fat at the rate of a pound a day. Now I weigh 170 and feel fine".

You too can take off excess fat just as Mrs. Peavy did. The street cars SOOTHE your fat away. There's one on every corner.

Be kind to your Adam's apple—Ride the Street Cars.

Heroic Conductors



Jules Belch, Conductor No. 341.

"I want to thank Conductor No. 341 for what he did to my mother-in-law. As car No. 43 was passing Grand and Washington he saw my mother-in-law stoop to retrieve a street directory of St. Louis from the sidewalk. Stopping his car, he leaped off and threw my mother-in-law beneath the wheels of a fast moving bus."

Stanley Clerk



Molar Paunch, Conductor No. 003

"Thanks to conductor No. 003. I thought I heard a man in my basement so went to the window and screamed. Car No. 84 was passing and Molar stopped it, leaped out and came to my assistance, delaying the car for more than an hour. I think all P. S. C. men should be clean shaven like ice men".

Mrs. Stanley Clerk

STREET CAR BESTS AUTO IN SPEED TEST

Street cars have again proved their superiority over the automobile and the horse. The results of a unique race held last week substantiate our claim that the street car is the fastest transportation to be had for a dime.

The race course was laid on Olive street from Grand to Twelfth. Stanley Clerk fired the shot that sent the contestants off on their mad race. For a moment they were all even, but car No. 29, piloted by Mr. Thad Belch, quickly drew away from its competitors and reached Twelfth street ten minutes before the auto, where it was presented with the keys to the city. The horse was of the mechanical variety and was unable to get away from the starting line. The 1901 Oldsmobile, used in the test, puffed into the finish line amid the jeers of the assembled Street Car Motor-men's and Conductor's Union, and the waving of the American flag by Stanley Clerk who had been waiting for some time, having come down town in the Mayor's automobile.

Fool the Hearse Chaser—Ride the Street Cars.

YOU ARE SAFE ON STREET CARS

As a result of recent statistics compiled by our traffic manager we are able to say truthfully that you are safer in a street car than any where else in St. Louis. The results show that 50,027 persons died or were killed in St. Louis last year. 49,602 died in bed, 228 were killed in automobile accidents, 21 were killed by gangsters, 25 committed suicide, 7 killed by fumigating gas and only TWO died on street cars. The rest died of hot air and red tape.

So you can see that only TWO out of the 50,027 persons who died last year died on street cars. This is only .004% of the total number of deaths in St. Louis.

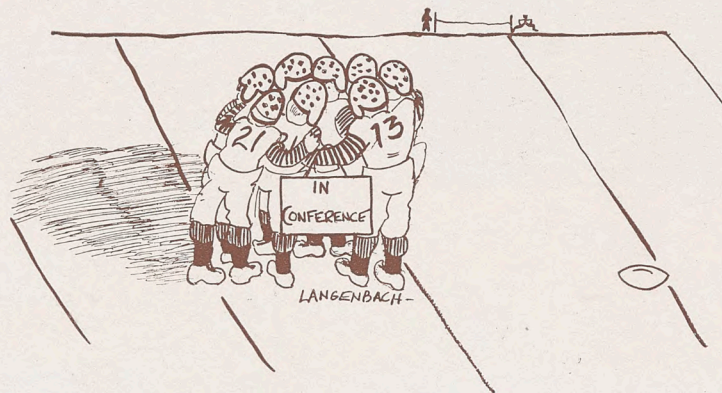
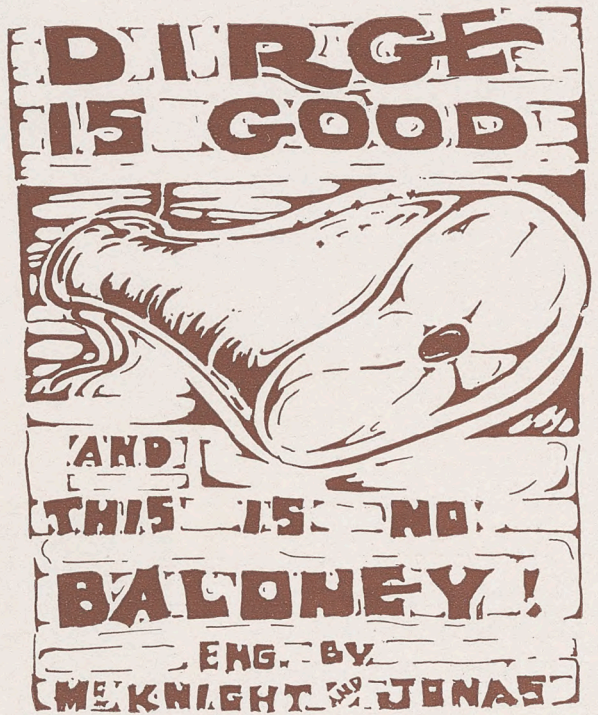
Take off that excess fat—Ride the Street Cars.

Do a good turn daily—Ride the Street Cars.

Save \$236.08—Ride the Street Cars.



*Curses!
That Fuller Brush Man
is Here Again*



*The Business-like
Football Players*

Burp

Funeral Service



JULES BURP



OSCAR BURP



OTTO BURP



PETE BURP



ERNIE BURP



FRED BURP

Burp Funeral's Satisfy. Good! They've Got to be Good!



Our Burials Are Permanent



Say, Mister—Got A Light?



Friends of Joe Zilch Congratulate Him on Joining a Sub Rosa Fraternity



BIL VAUGHAN

Yeh, Dean, I'm Poring Over My Books Now

Br

I went
We were
across th
What do
to me, a
saying a

Little
the raic
"Hold
winning
as a w

Man
existen
up fro
as one
"Yes,"
deman
ence!"

Isa
name
black
she
she
thou

V
long
star
he
wit
loo

sh
ex
pl

Bright Sayings of Adults

Silence Is Golden

I went to the house of my nice, plump Fanny Bilch one night. We were setting on the settee following that old policy of "hands across the knees," when without warning the lights went out. What does this suggest to you, dear Ed? Well, it did the same to me, and, insulted beyond endurance, I left the house without saying a word.

—Josh Joshua, Little Rock, Arkansas.

Ferdie Airs His Views

Little Ferdie, age 69, was listening to the football game over the radio. The stands were chanting in a wooden monotone, "Hold that line!" The announcer announced that "Columbus is winning, 21-7." Little Ferdie, age 69, who was listening, quick as a wink remarked "The line is busy!"

—Ferdie Frederick, Bile Gulch, Mont.

May She Rest in Pieces

Mamie was complaining to her husband about the mournful existence they led in the English industrial town. Hubbie looked up from his communistic journal and became irate. "Don't irate as one of the best drawers of dole in this here shire?" he asked. "Yes," said the tearful Mamie "Then why are you griping?" demanded the husband. "Because we live such a doleful existence!" chortled Mamie.

—John Wolk, Canterbury Tailles, Eng.

Why She Did It

Isadora Freiberg was taking the test for color-blindness. She named the blue string, the red one, the yellow one, the dirty black one, and the magenta one, but when shown a green one she left the room. She was later asked why she did this, and she replied "Because green means 'go'!" Her acumen was highly thought of by her assembled children.

—Thekla Gill, Half-Pint, Mo.

Hip-Wrecked Tale

Weld Sporleder had been marooned upon a desert island for longer than it takes to tell it. In fact, he was almost dead of starvation. As he sat upon the promontory, musing pensively, he seemed lost in an infinity of loneliness. There was no one within a thousand miles of him. As if stung to the quick, he looked up with anger and rasped "I cannot agree with you!"

—Mss. found in a flask.

The Heavy Role

While on a big party one night, Julie was told to get off, she was getting heavy. As she left for another big party, she exclaimed, with hidden venom and a sardonic sneer, meanwhile playing an imaginery piccolo, "He who laps last, laps best!"

—Nu Jerz, Manasquan, N. J.

Rubin Elboes had just gone on the stage, and the first night he panicked the house by yelling "Fire!"

—W. W., N. Y., N. Y.

DOROTHY FIX says

"Men
fall
in
love
with
the
feminine
femme."



DOROTHY FIX

"Dear Miss (or Mrs.) Fix:

"No man has ever requested me to marry him. Other women envy me my good position (due to Lordhelpus Corsets) but I think I'm a blooming failure—I'm missing the real things—love, marriage, love, a home, love, and even children—Eliza F....."

"Extra clever girls like Eliza so often forget that men fall in love with the feminine femme, not a carbon copy who has already been burned out.

"My dear, the thing to do is to feel yourself a real woman—be womanly—be feminine. Can't you already feel the delicate corpuscles coursing through your fiery veins? Can't you picture the added allurements that will be yours when you are clothed, if at all, in pretty lingerie, negligent negligees, and sheer hosiery.

"These shimmering, exquisite, underthings cannot help but make you feel joyously feminine—others respond to this feeling at once—and how. I continually urge (at ten cents a word) every girl to:

1. Go easy on the lingerie.
2. Always keep it color-fresh with your darling little cake of Pipso.
3. Always keep yourself flesh-color with your darling littler cake of Pipso.

These suggestions are practical. Three Hollywood movie stars tried it and got an average of two husbands apiece in the first four years.

Moreover, not only can lingerie and Pipso help you snare a husband, but a liberal application of valuable stocks and bonds to the sitting room table will help you weave the magic spell which will get you a help-mate (kept dainty with Pipso).

Dorothy Fix

Lips Now Stay Well-Kept for 8 or 9 Hours

New 8 or 9-hour (depending on use) lip coloring formulated on new principle. Just discovered in Bilchistan by Edna Wallace Wopper. Waterproof. Ginproof. Fireproof. Wear, tear, and galley-proof. Ends constant "making" and "Making-up".

No more biting your lips to make them red. Miss Wopper has just been messing around in Bilchistan and discovered this new cosmetic. An utterly different kind of lippaint. She smuggled it past the custom officers, and it swept through New York City like a fleet of White-wings. Old-time lipsticks were brushed off men's cheeks overnight. They refused any other kind.

And now—Missproof has obtained the formula from Miss Wopper and presents it to YOU! You put it on before you go out. Then forget about it, you evil-minded thing. One hour, two hours,—three hours, five hours—nine hours—twenty-four hours later your lips are still naturally lovely. At least, we hope so.



UTTERLY NEW PRINCIPLE. It does what no other lipstick can do, or won't do. That's because it is a natural. It leaves no trace of greasy residue, or chance for breach-of-promise. It ends that artificial smirk, or even if the smirk is real, it ends it.

— WHAT TO ASK FOR —

First, not too much. Wait a while. Then simply ask for the **NEW MISSPROOF** Indelible Lipstick (or shellac). Remember it is not the same as other lipsticks. In fact it is different.

"You keep off dat grass, you hear? Vot you tink you doing? Iss dat your car parked dere? Come to mine offus, you—you scoundrel! You poys tink you are funny. I show you!"



He Tinks He Is Speaking Correct English!

Can each of you find his many mistakes?

If you were introduced (against your own will) to the man in this splendid-looking uniform, and he constantly erred in his conversation, what would you tink? You could not help tink that this person lacked true, cultured oral expression.

And YET, unless you have made the speaking of English a *habit*, you might be dumb, unable to talk correctly to a professor. You can never be sure. NO one but your English Instructor will tell you—and he is liable to fail you in your hour of need.

You may not make such glaring faults as saying "Can I kiss you?" to a Theta, when you should say "May I", or calling a Dean "Mister", but perhaps you unknowingly offend countless taxi-drivers, and cause them to judge you unfairly.

WHAT CAN YOU DO?

For many years Surewin (Bilch) Cody studied the question of using good English. He found that older methods were valueless. In fact the methods of all his competitors were terrible. The new Cody plan succeeds by calling your attention to only your mistakes, and soon you will be able to converse fluently with the inhabitants of Belleville. Send for booklet from Cody English Asylum, 112 Bilch Ave., N. Y.



FLYMOUTH

The Four that burns gas like an Eight

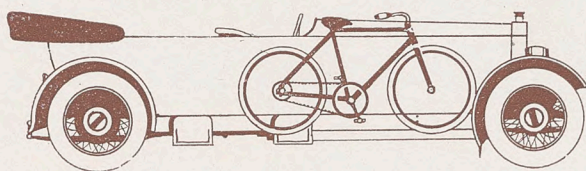
What other car has these features?

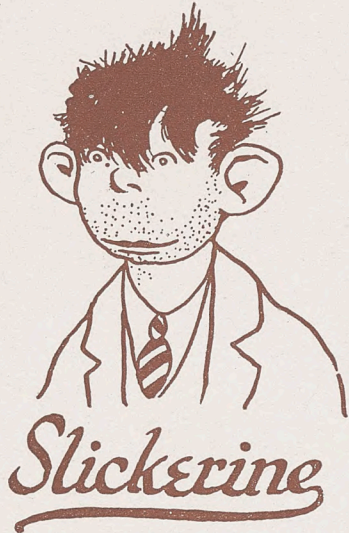
Floating Kidneys

Two Headlights

Rubber Transmission

A Roomy Back Seat





ARE YOU A HICK?

Do people snigger in your face? Do they laugh heartily when you speak? Can you see through it all? Your hair is in your eyes—that's what's the matter. Try

SLICKERINE

for your thatch, and your troubles will be ended. SLICKERINE contains nothing harmless—a blow-torch will loosen it when you desire to part your hair another way. Try it. Be a Slicker. Put it on once, and you'll never be without it!

For sale at all hardware
and paint shops

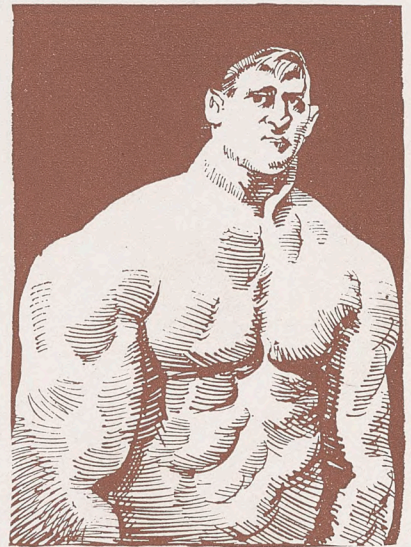
ADD A MUSCLE A DAY BY THE WIGGLEY WAY

Think what it would mean to you to add a new muscle every day—without taking time off from your job. That is just what Professor Tendon R. Hidebound will do for you. And it will cost you nothing—nothing—nothing. We want to see this a nation of brave, strong, rugged MEN—men who can raise a beard without depleting their systems.

As each muscle is added, you pay a little something. Not much just enough to permit us to import a new shipment of muscles from abroad.

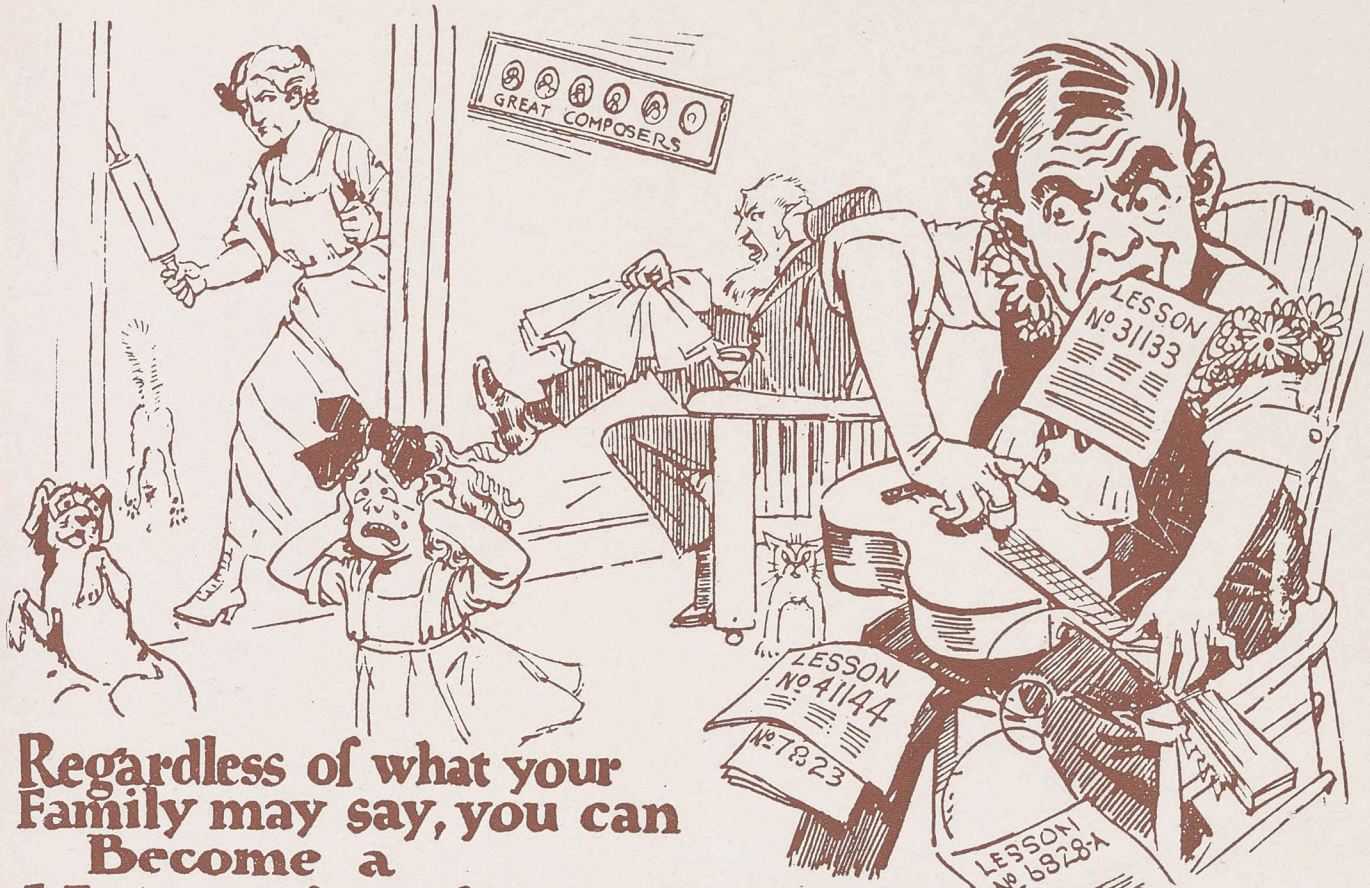
Be strong, vigorous, and with a flash in your eye. In three lessons we will make a life-guard out of you, and you can wear a bathing suit without blushing.

Make yourself fit to face the world. Just a few short years ago, Professor Hidebound weighed less than eighty pounds, and at birth, he weighed even less than that. Look what a diet of salted almonds—and plenty of exercise did for him. It's difficult to believe that this is an actual photograph—in fact, it's only partially one, as we were compelled to retouch some of the muscles out—there were too many of them.



—Ten-1 i

ABSOLUTELY FREE—a little booklet, written for the sole purpose of finally persuading you to spend your good money. If you can't write, ask a friend to place your name on the dotted line below.



Regardless of what your
Family may say, you can
Become a

HAWAIIAN GUITARIST

in 1½ Easy Lessons!

You can't be a native of Hawaii without serious inconvenience, but we CAN teach you how to fill your soul and house with the music of Hawaiians. Wouldn't it be wonderful if you could actually play a piece on a guitar the first lesson? WE'LL SAY IT WOULD!

We have reduced the number of motions to a very few—you simply pick the strings. You play the melody, the accompaniment and the tune, all on THE SAME INSTRUMENT. This is alone more than anybody else can promise you—or would dare.

Your instructor will be a native Hawaiian and he will write out all your lessons in his own language, just to preserve the atmosphere. Send no money—but be prepared to do it the moment you answer this advertisement. (Don't tell anybody you intend to take Hawaiian guitar lessons—it might break the charm.)

VOX BWERP

She Likes Us

East St. Louis—I have just been married about six months, and I live all alone in our apartment, as my husband travels. Reading the Dirge is one of my ways of passing the time. I think it is just too cute. All the boys think so too. Here's to a bigger and better magazine.

—A Hopeful Newlywed.

An Idea

Chicago—Your magazine is pretty good. Why don't you do something with it? Start a campaign for light wines and beer. It's the only way to bring prosperity back.

—Spagetti Joe.

Customers Kick

New York—Snap out of it! Let's have something better than those bum jokes you pulled last issue, or you'll get the proverbial Bronx cheer. We kicked the slats out of our cradles laughing at the stuff you've been running. We've had a lot of complaints from the Wall Street trade. Get going.

—Manhattan Circulation Dept.

A Famous Subscriber

Hollywood—Ay tank yur magazine bane purty good. Der jokes make me tank off John Gilbert. You haf my permission to run my pictur on der next cover.

—Gertie Grabo.

A Protest

Punkin Center—I think it is positively scandalous to print such vulgar jokes as you do. Where are your high ideals and lofty morals? It is such magazines as yours and the tabloid newspapers that is making the world unsafe for young womanhood today!

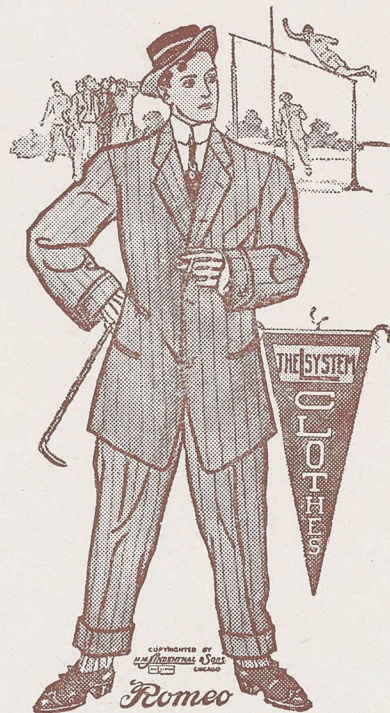
—Mrs. Tobias Longwind.

Innocent Admiration

St. Louis—I think your magazine is just to funny for words. My mother doesn't like it, but I buy every issue and read it cover to cover. I hide them under my pillow and read at night. I just can't wait for the next number.

—Just Dorothy.

GOOSEBERRY TIGER



Gooseberry Tiger Suits
Are Different. They Re-
flect The Haut Monde
For College Guys. Buy
One Now Before They're
Out of Style.

SOLD IN ST. LOUIS

At

Infamous Bar

Short Short Verse

LOVE

Cut class
For a lass
Didn't pass
What an ass.

POEM

Curses!
More
Verses.

ODE

Lend me
Twenty.

TALE IN TWO LINES

I was fond
Of a blond.

INDICTMENT

You dance
With ants
In pants.

I KNOW—TOO LATE

Actives paint
Frats as
They ain't.

OBSERVATION

Girls home-grown
Lean to bone.

IN DIRGE OFFICE

ED pulled a pun—
ED. pulled a gun.

TSK

The Colonel bemoans
One who prones.

Glee Hall COMMONS

Eat here and you'll never eat anywhere else

BREAKFAST	LUNCH	DINNER
in the morning	at noon	at night

The GREAT GREY TOWER of CLAYTON COURT HOUSE

can be seen from W. U.

Come out and get pinched!

Rent a Ford Try and Drive It

Deposit 35c and the car is yours. We refund
10c for every piece brought back. Cars with side
curtains for special parties.

CRUISES—TOURS

Outdoor Sports Indoor Sports Naughty Sports

in fact all kinds of sports, will find ample to entertain them at Winehurst Resort. Luxurious accommodations, rates seasonable.

Golf tees—for outdoor sports

Afternoon teas—for indoor sports

Girls who tease—for naughty sports

It's a sporting proposition, gents. Step right up and lay your money on the board. Guess under which thimble the green pea is hidden. You can't win but neither can Herbert Hoover, so that makes you equal to the president.

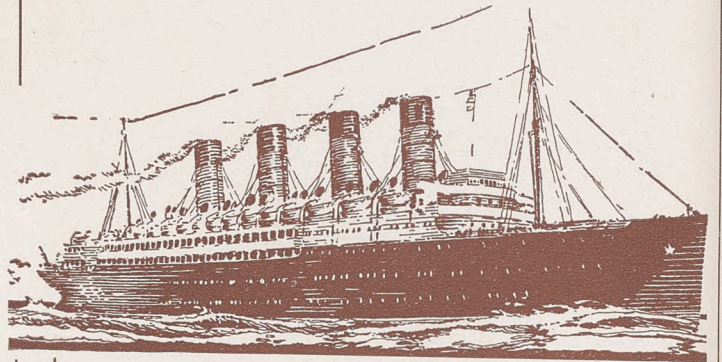
Write

SPORTING WOODS, Inc.

West Indies

Havana

Bermuda Onions



Funard again does the unexpected. The famous MORATORIUM, Hoover's favorite ship, is in a splendid distinctive new cruise. (It has a captain too). All this is at your service at special low cost (the cost is at the bottom of the ad.)

Spend Thanksgiving in Havana watching the native boys in an endurance spit-tipping contest. Observe the colony of model homes built entirely out of Cuba-fours.

Utmost comfort is assured for all—you need not fear vermin in your bedclothes—excessive rates are provided against by our corps of special mousers and terriers.

\$99.99 round trip. Return \$5.55 extra.

THE FUNARD COMPANY

SPEND CHRISTMAS IN THE EAST

Barge through Bergen, visit the ammunition works at Bombay, and let your Christmas feast be a Turkey dinner. See Delhi polo free on a Khyber Pass and investigate what were formerly the mysteries of the harem. Personal valets or maids supplied at no decrease in cost.

Tourist third, including rail privileges the first three days at sea, only twice as much as anyone is willing to pay. See you in the Navy!

RECRUITING OFFICE

% Fifth and Larket

Are You Getting For Your

Next time you drive, drive two cars instead of one. Use ordinary gasolene in one—in the other use Pillsbury's Natural Gas from our big Burp Gas Works. Use exactly the same methods with each—the same girl in the seat beside you, the same route, the same cop to arrest you. Do this with both cars simultaneously. When you run out of gas, do three things:

First, take a ruler and measure the distance you traveled in the first car as compared with the second. (You will find the second is first).

Second, tear the feed pipe from each car.



doubt that you get more for your money in Pillsbury's Natural Gas than for any other gas which is non-Burp-Produced. Try it sometime—even in small quantities it's vital stuff.

Really The Most Money?

Taste it. Crumple a bit between your fingers. See which pipe has the softer, more delicate texture.

Third, sit in each car with the girl for two days, and then see if you have gotten any further than you had when you ran out of gas.

We believe the simple test mentioned above will interest you. We've made it time and again in our own cars. Each time it has shown beyond a shadow of a

PILLSBURY NATURAL GAS

Burp Refineries

Naturelle, Minn.



Tough Fuzz?

MENEN

women recommend this shaving cream. If you think your beard is tough, you should have seen Bismark's, who's body was of blood and who's beard was of iron. He used a blow-torch, but MENEN'S would have done the dirty trick just as well.

MENEN'S contains specially processed carbolic acid— $(C_{94}H_{20})_3X_{31}B$. This makes it a lather good preparation for shaving, though ointment and adhesive tape is often what is really needed.

NO FUSS! NO STRETCH! NO BULL!

While you shave it pours into the pores, eats away the tissue, and leaves only the sleeping dirt deposits embedded in the pores. It prevents skin ailments because there is no skin left to ail.

"Remove the crop with MENEN, the shaving Cream of the Crop!"

Do you need MONEY? Here are two ways to BORROW IT

Method No. 1: Upon your paying us a cash sum of one-hundred dollars in gold or $\frac{1}{2}c$ stamps, we will lend you, without any further security whatsoever, any amount up to and including \$75.49 (special sale price this century). Also, we will agree not to dun you for the money if you do not pay your honest debt. We believe that a man who will not pay his honest debt is dishonest. So there, you cheap sucker, take that! Shame, and fie upon you, you dishonest cheater! But you just wait and see—we'll get you debtor alive!

Method No. 2: You borrow some money from us, giving us a note to the effect that you believe yourself to be of sound mind. We will charge you only 2% interest. Then wheel-barrow the money back from you, at an interest rate of 10%. All of which makes it very interesting, eh? Well, then we'll loan the money back to you without any interest rates at all. Then you loan—well, anyhow, we'll keep this up until the money is worn out, after which we'll have to hunt around and find some other game to play. Won't that be fun. Oh—we forgot to tell you—the interest we pay will be computed yearly—the interest you pay will be computed weekly.

ECONOMIC LOAN CO.

approved by the Wetter Business Bureau,
Al Smith, head.



In Any Mouth Peoria May Lurk 10 Years Unnoticed

Who would suspect that these two lovely debutantes, with their twin rows of perfectly formed gleaming molars, are suffering from PEORIA. But the very insidiousness with which PEORIA attacks its victims is the pernicious thing about it. A long-time sufferer from PEORIA will often become ILL.

Dental authority states it may infect your mouth early in life or even earlier. The first germs lodge in the "garter line," and then breed virulently in your gums.

No Gum Is Immune

Juicy Cruit, Spearment, Teabury, or even Dentine can not long withstand the ravages of PEORIA. These gums become stale—therefore, massage them twice a day with Forfeet.

Forfeet Was Discovered

Forfeet is the discovery of a dental expert, R. J. Forfeet, T.S.K., who used the treatment for the five years immediately preceding his death. To rejuvinate your gum, use Forfeet, for it carries the stamp of excellence.

FORFEET

"For The Gum"

"As I Wus Sayin' "

It happened at one of them there peace conferences. China said she's be dog-doned if she's ditch another of her cruisers, and Russia was stubborn too, and it looked like a stale-mate. Then the canny 'Merican there pulled out a pair of focky rords, handed them to the Chink and the Russian, and they lit up. The Yankee meanwhile told them that for every ship they docked there would be that many more nickel focky rords transported to smokers over the world.

As those two hard boiled ministers puffed away, with closed eyes and complacent smiles, you could fairly see those battleships going up in smoke. The only reason they didn't fall on each other's neck across the table's because they'd have to lay down their smokes. When they finally got through disarming on the sea they only had a junk and two dinghys left.

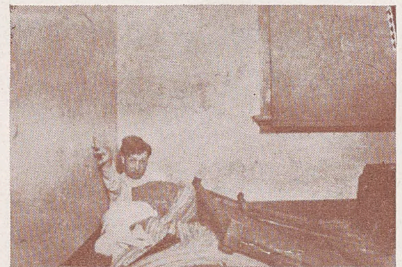
And it's sure a tough break for Japan that this here little tale's only a pipe dream on my part.—Abe Sartin.

Long Filler

5c FOCKY RORD 5c

Sleep! All You Want of It

Without
Use of
Drugs!



Do you fidget when you get in bed or do you go to sleep immediately like a good little boy. If you fidget try our remedy. Recommended by 10,000,500,000,499 doctors and used by none. Anyone can administer our remedy. Use ONALFINE. The Swiss Hammer. One Sock and you're out.

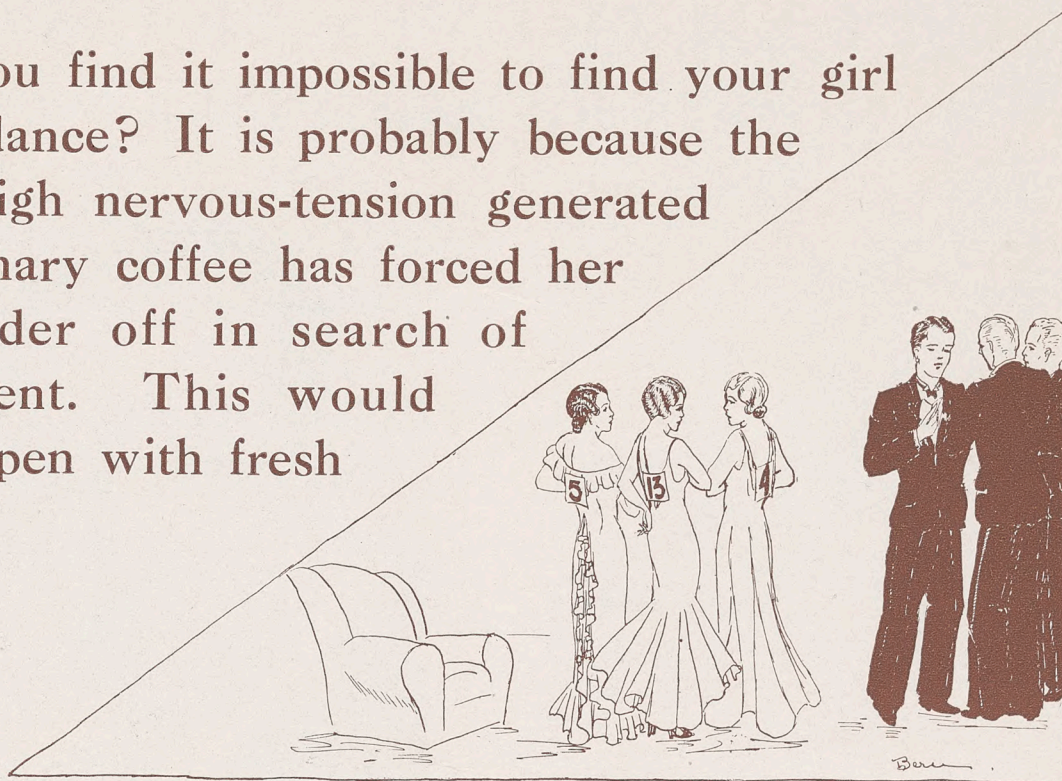
It does three things that nothing else can do:

1. It induces sound restful sleep
2. It helps massage the scalp
3. It gives others a chance to get some sleep too.

Get our Free Trial Package of Three Socks (that ought to put anybody out)

ONALFINE ** THE SWISS HAMMER

Do you find it impossible to find your girl at the dance? It is probably because the extra high nervous-tension generated by ordinary coffee has forced her to wander off in search of excitement. This would not happen with fresh coffee.



Look For The Date In The Can

Coffee is now classified as a "fresh food," and must be delivered fresh every day. To prevent your being gypped by sellers of acrid, rancid coffee, the date is stamped on the inside of the bottom of each can of Shase and Canborn's. Drink the coffee, then examine the date. If it is the date of the battle of Waterloo instead of that of Henry VIII's fourth marriage, return the can FULL of coffee, and your money will be cheerfully refunded.

Dated coffee is the modern drink—keep abreast of the times by insisting that the saleslady give you a date with each pound of coffee.

The time will soon come when a man who drinks stale, rancid and toxic coffee will be mentioned by Ripley in his "Believe-it-or-not." Prevent yourself being called a freak—drink only fresh, aromatic coffee—drink Shase and Canborn's.

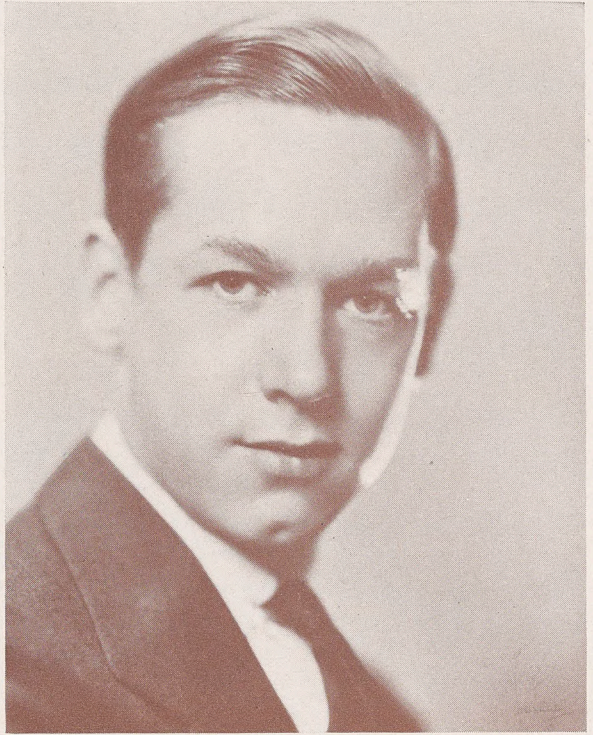
SHASE & CANBORN'S

DATED COFFEE

"Best for dunking"

“YES! I AM TWENTY YEARS OLD” SAYS JOE LEDBETTER

This charming swimming star tells the complexion secret 812 of W. U.'s 512 important coeds know.



“I don't mind confessing it a bit,” says Joe Ledbetter with his warm irresistible smile, “I really am twenty years old! A swimmer never worries about birthdays as long as his time in the dashes is good. To face the cruel test of the gruelling fifty yard dash the swimmer must keep the fresh loveliness of youth—bounding, exuberant youth, exulting and free!

“That is why at the Phi Delt house we guard complexion beauty above all else. Any tankster who wants to hold his charm and his girl should keep her skin always soft, smooth, youthfully aglow.”

Even when this star is all wet he guards his complexion beauty. How? As 812 of W. U.'s 512 important coeds do! “I use Dux Toilet Soap regularly every semester,” he says, “and have for years.”



JOE LEDBETTER
WITH TWO OF HIS
SONS: Dick, twenty-two
years old, and Fatty, in
suit labelled “Stout”. Ob-
serve that Joe is still radi-
antly youthful.

ESTABLISHED 1818

Brooks Brothers, CLOTHING, Gentlemen's Furnishing Goods,

MADISON AVENUE COR. FORTY-FOURTH STREET
NEW YORK

Clothes and Accessories for Autumn

The next visit of our Representative to the
HOTEL JEFFERSON
will be on November 9 and 10

Send for Illustrations of Overcoats
Prices \$60.00 to \$100.00

BRANCHES

NEW YORK: ONE WALL STREET
BOSTON: NEWBURY COR. BERKELEY STREET
NEWPORT PALM BEACH



© BROOKS BROTHERS

1818 AND TO-DAY

Hometown: "Where have you been for the last four years?"

College Student: "At school taking medicine."

Hometown: "And did you finally get well?"

—Exchange

— D D D —

Turn About

"Daughter, you shouldn't go through Bob's pants like that. Just suppose you caught him going through your—"

"Why, Mother!"

—Texas A. and M. Battalion

— D D D —

Natural History

Teacher: "Rastus, what animal is most noted for its fur?"

Rastus: "De skunk; de more fur you gits away from him de better it is fur you."

—Goblin

— D D D —

"You should have seen Blanche run the half mile last night."

"What did she run it in?"

"I don't know what you call the—things."

—Lehigh Burr

The worst case of halitosis on record: The angel of death destroying the army of Sennacherib by breathing on them.

—Medley

— D D D —

"A man was arrested the other day for walking the street without clothes."

"What was the charge?"

"Impersonating a woman."

—Lyre

— D D D —

Then there is the girl who was so dumb she thought she was supposed to dance with her feet.

—Kansas Sour Owl

— D D D —

"Why is that sailor being arrested?"

"For assault."

—Harvard Lampoon

— D D D —

"When did you get all the dimples?"

"During these times of depressions."

—Siren

— D D D —

"Did you ever take fencing?"

"Yeah, once, on Halloween night."

—Siren

CABANY
5016CABANY
5017

NELSON'S ICE CREAM

of Finer Quality

Pastry Cakes Salads
for every occasion

440 DE BALIVIERE AVENUE

Pleading

The still of night was broken only by the crooning of the swaying pines. Across the star-lit sky a reckless moon scattered tantalizing moonbeams over an already chaotic scene. The boy slowly lowered his eyes to gaze on the still, mistily clad figure nestled in the hollow of his arm. His passionate eyes devoured every inch of her beautiful figure so placidly reposing there. Greedily he admired the shapely limbs, firm, girlish bosom, the smooth, white throat before he spoke with a voice filled with emotion—

"Darling—please—just this once—I'll never ask again."

She answered, softly, "No, John."

"Please, darling," he cried, more fervently than ever.

"All right," she whispered, "just this once, but don't ever ask me to go wading again."

—Texas Battalion

— D D D —

Joe Blow says that when he graduates he is going to get a job as auditor for Flo Ziegfeld and look over all the figures.

—Juggler

— D D D —

Goodnight, baby, if you talk in your sleep, don't mention my name.

—Texas Battalion

— D D D —

Missionary to Tennessee mountainer: "Can you read?"

Backwoodsman: "Nope, but I can whip the man that can."

—Siren

— D D D —

He Let the Tea-Stand

Olive: "How do you find this tea?"

Branch: "Say, this tea is so weak that I'm leaving it on the table to rest up a bit."

—Boston Beanpot

Success

"Well, of all the dumb fools! What's the idea of leaving a can of condensed milk for the cat?"

"Sallright, I left a can opener too."

"O, well, why didn't you say so?"

—Siren

— D D D —

Russian Words the Tourist Should Know

VOLGA—Something uncouth; in bad taste; a hootch dancer.

TSCHAIKOWSKI—A phonetic sneeze to be used in Petrograd.

PUSHKIN—To quit doing in a crowded street car.

GOGOL—To make trickling sound in throat with Listerine.

CASPIAN—And adept actor.

LENINGRAD—An M. A. from Lenin College.

STALIN—Refusing to go; like Fords.

TROTSKY—Race track vernacular for also-ran.

TARTAR—A sailor's duet.

GORKY—Something to open front doors with.

COSSACK—To swear at somebody.

—Pitt Panther

— D D D —

And then there's the contortionist who dreamed he was eating dried peaches and chewed his ears off in his sleep.

—Pointer

— D D D —

Business Man (after interviewing his daughter's suitor): "I regret I cannot see my way to allow you to marry my daughter at present, but give me your name and address; then, if nothing better turns up in the near future, you may hear from us again."

—Passing Show

— D D D —

"Just think, this silk came from a worm in China."

"Don't call them that. That's showing racial prejudice."

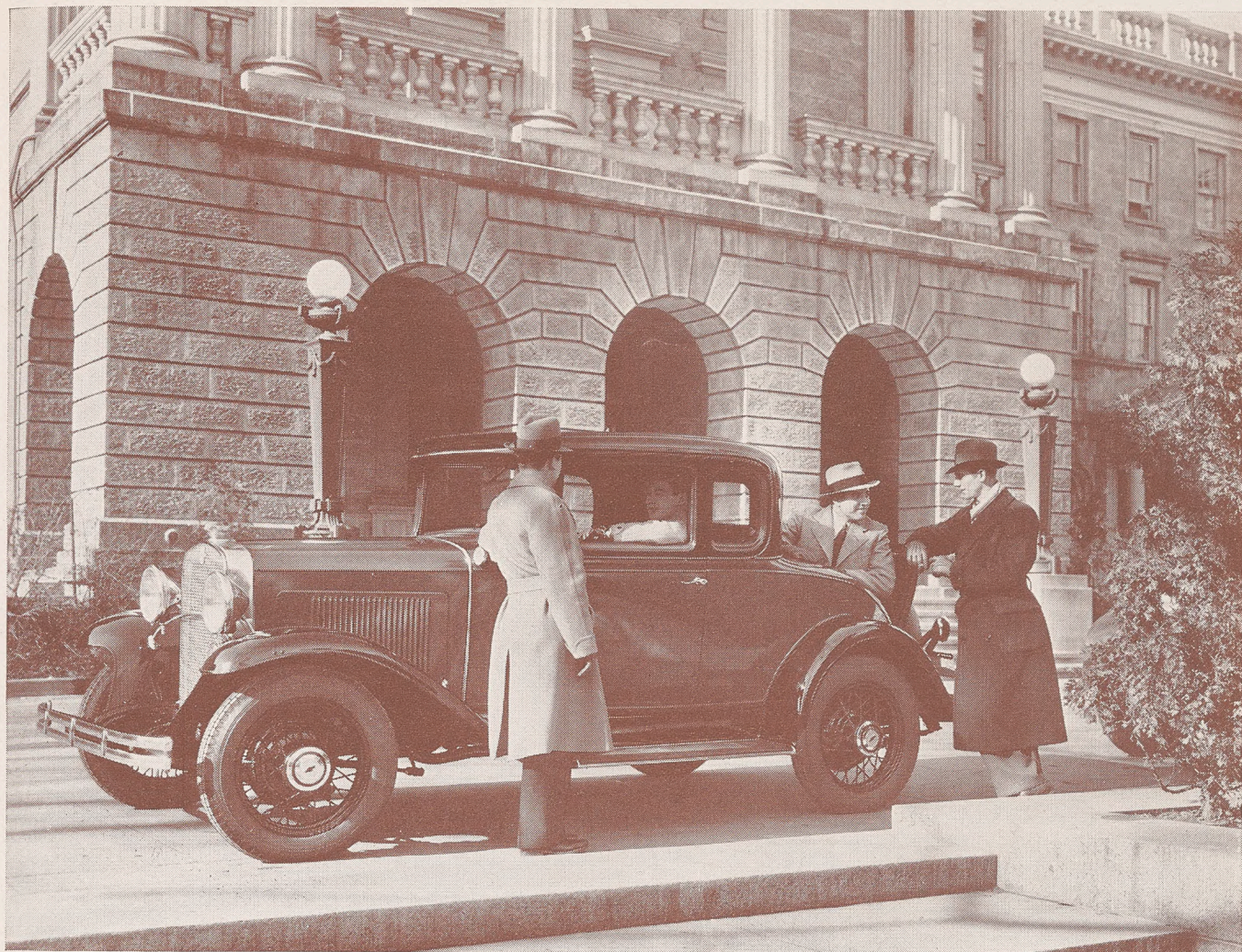
—Pitt Panther

**SHALLCROSS
SERVICE
SATISFIES**



**PRINTING
STATIONERY**

1822 Locust St. CEntral 3755



The new Chevrolet Sport Coupe photographed in front of Bascom Hall at the University of Wisconsin

A little money buys a lot of action!



Action from the word "go"—that's Chevrolet! The smooth, powerful action of the trained sprinter. Taking the lead at the getaway. Holding the lead on the straight-away. Responding with spirit and dash to every call for speed. And *looking* action, too, with its streamline body, sparkling chromium-plate, and lively, modern colors. Try out this swagger car yourself. Note its agility in traffic. Note how it clings to the road. How it buckles down to work

in heavy-going. How its big 50-horsepower engine sweeps you over hills with scarcely any loss of speed. Above all, note how little gasoline you use. (According to owners, a gallon will take you more than 20 miles!) And while you are enjoying this six-cylinder performance, bear in mind that a Chevrolet can easily be paid for from your allowance. It actually sells for one of the lowest prices in the automotive field! And if you care to, you can arrange for easy payments on the liberal G. M. A. C. plan.

Chevrolet prices range from \$475 to \$675, f. o. b. Flint, Michigan. Special equipment extra
Chevrolet Motor Company, Detroit, Michigan

NEW CHEVROLET SIX

The Great American Value
PATRONIZE DIRGE ADVERTISERS

Rastus had been arrested for speeding. It was his fifth offense, and as he was presented to the judge, he muttered something that sounded suspiciously like an oath.

"Repeat that!" thundered the judge.

"I didn't say nuthin', Judge."

"You did say something, and I want you to repeat it!"

"Well, all I says, Judge, was 'God am de Jedge, God am de Jedge'."

—Rice Owl

— D D D —

"Where did you get those big, tender, sympathetic eyes?"

"Oh," replied the sailor, "they came with my face."

—Log

— D D D —

Professor: "I'll not go on with the lecture till the room settles down."

Wise Stude: "Better go home and sleep it off, old man."

—Chaparral

— D D D —

"Have you stopped smoking?"

"Yes, a fellow can't get a good cigarette on the campus anymore. It's too muddy."

—Chaparral

— D D D —

Catty: "She certainly gave you a dirty look."

Dum: "Who?"

"Old Mother Nature."

—Pelican

— D D D —

"Were you trying to catch that street car?"

"Oh, no, indeed! I was merely frightening it away from this corner."

—Ranger

— D D D —

Wanted Company

He and his young wife were taken for a motor trip by some friends. She admired his anxiety about her comfort.

"Are you all right?" he asked.

"Quite, dear."

"Cushions comfortable?"

"Quite, darling."

"Not being jolted?"

"Oh, no, sweetheart."

"Not in a draft?"

"No, lambkin."

"Then change seats with me."

—Washington Cougar's Paw

Mother: "Johnny, go wash your face and neck."

Modern Youth: "Neck who, mother?"

—Chaparral

— D D D —

Soph: "Did you ever take chloroform?"

Frosh: "Who teaches it?"

—Ranger

— D D D —

Mister: "Do you want a one-eyed husband?"

Missus: "Certainly not."

Mister: "Then let me carry that umbrella."

—Green Gander

— D D D —

Prof: "What's this! Is someone smoking back there?"

Stude: "No sir; it's only the fog I'm in, sir."

—Stanford Chaparral

— D D D —

James: "How did you like Venice?"

Archibald: "I only stayed a few days. The place was flooded."

—The Humorist

— D D D —

Knick: "At the burlesque the other night my eyes felt like birds."

Knack: "How's that?"

Knick: "They were flitting from limb to limb."

—Cannon Bawl

— D D D —

Dad: "What is the proverb about a rolling stone?"

Collegiate One: "A revolving fragment of the Paleozoic age collects no cryptogamous vegetation."

—Lion

— D D D —

Happy Man: "Shay, waiter, find my hat."

Waiter: "It's on your head, sir."

"Don't bother, then; I'll look for it myself."

—Caveman

— D D D —

Associate: "Chief, we are being sued for a two-hundred-and-fifty-thousand-libel."

Editor: "Thank God! Recognition at last."

—Life

— D D D —

"The phrenologist said that I have a head that interests him."

"I take it for granite."

—Cajoler

— D D D —

Unfortunate Motorist "Madam, I fear your puppy is dead. If you will allow me I will replace the animal."

Owner (icily): "Sir, you flatter yourself."

A New Thrill!

See Your Name In Print



Where do you live?

What is your phone number?

Where does she live?

What is her phone number?

Who was that lady I seen
you with last night?

*Ternion answers these vital questions. Ternion hears all, sees all, and gives crystal readings from 2 to 4. Get in tune with the universe.

Ternion, the largest selling publication, will be on sale at all newstands, November 1st.

Another one of those Bernarr McFlabben Publications

*Also contains a list of the night school babes.

Consider your Adam's Apple!!*



LUCKIES are always
kind to your throat

Leone Lousa

ELSINORE, CAL.

"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellows — Heat Purifies

Your Throat Protection — against irritation — against cough

Don't Rasp Your Throat With Harsh Irritants

"Reach for a LUCKY instead"

The great Lord Tennyson in a beautiful poem refers to a woman's Adam's Apple as "The warm white apple of her throat." Consider your Adam's Apple. Touch it—your Adam's Apple—That is your larynx—your voice box—it contains your vocal chords. When you consider your Adam's Apple you are considering your throat—your vocal chords. Protect the delicate tissues within your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants! Reach for a LUCKY instead. Here in America LUCKY STRIKE is the only cigarette which brings you the added benefit of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."



© 1951.
The A. T. Co.,
Mfrs.

TUNE IN—
The Lucky Strike
Dance Orchestra,
every Tuesday,
Thursday and Saturday
evening over
N. B. C. net-
works.