THE
Advertising Section
and Calendar
1917-1918

The reader is urged to remember, while looking through the following pages, that the business firms represented therein have made possible the 1919 HATCHET, and deserve, on that account, the patronage of University men and women.

Business men advertise in the HATCHET because they have goods and service to sell; and unless it is demonstrated that this advertising does aid them to secure the desired results, their future support of the student publications of Washington University cannot justly be expected.

Adolph W. Hoerny
Advertising Manager.
The Newspaper to Tie Tight to

The successful men and women of St. Louis and its wide spreading district find it pays to keep in closest touch with the live news of the day. That's why they ALL read the

ST. LOUIS POST-DISPATCH

You'll be just so much ahead of the "other fellow" when you're a constant reader of this favorite newspaper that "goes home" day after day with worth-while people to worth-while homes.

Do you know that the POST-DISPATCH sells more papers every day in the year in St. Louis and suburbs than there are homes in the city? It does, and has for many years.

Sunday
(Average Circulation Entire Month of March, 1918)
400,179

Daily and Sunday
(Average Circulation Entire Month of March, 1918)
217,347

"St. Louis' ONE BIG Newspaper"

First in News, First in Features, First in Circulation,
First in Advertising—FIRST IN EVERYTHING!
APRIL
1 Women's Club of Washington U. hold reception.
4 Marjorie Thompson elected president of Women's Council for 1917-18.
5 Fussing denounced by Chancellor Hall and Miss MacCauley.
6 Coach Edmunds formally calls off all athletics.
11th Division of Sigma Nu hold convention at Washington.
7 Hikers' Club organized. Girls walk from Meramec Highlands to Valley Park and back. Rush on Blue Jays and Tiz.

By making use of the Alphabetical List of Advertisers to be found in the back of this book, and on the bulletin boards, you will show the same sort of spirit you do by coming out to root for the team. Don't forget that you are one of those who can help to make the publications of this University an assured success.

A Knock with the "Hatchet" is a Boost for The Only High-Grade Ice Cream

Banner Creamery Company
Geo. A. Bang, President.
Let Tests on Roughest Roads Decide Which Car Excels

Will you accept this proposal to make a practical comparison of the Marmon 34 and any other comparable car? You to name the car, and the roads on which we will demonstrate the Marmon in competition with it.

Pick out the roughest ground you know, and have the demonstrator for the second car drive you over it at any touring speed. Try it at several speeds, up to that car's limit.

Then let us take you in a Marmon 34 across the same rough stretches at identical speeds. Or if you prefer, do the driving yourself in both demonstrations.

In addition to that, have the gasoline measured at the start and finish.

The performance of the Marmon in tests like this has surprised experienced motorists. It will bring home to you the lesson in advanced engineering this car has taught.

Observe the ease in starting and stopping, the quick acceleration—and how this light-weight car adheres to the road at speeds up to 55 miles an hour without the least side-sway.

Observe the luxurious riding comfort due to the low-hung body, low center of gravity, perfect balance front and rear, extra long wheel-base and Marmon special spring suspension.

This light-weight car omits a half-ton extra load that you do not have to pull when you start and you do not have to carry on your tires while you're going.

Marmon not only reduces personal exertion, but saves from 40 to 50 per cent in tire expense, and from 50 to 75 per cent in gasoline.

All we ask is a chance to prove these facts in comparison with any other car of this size and power.

Earlies Deliveries Can Be Made

MORE AUTOMOBILE CO.
3005-7 LOCUST STREET
ST. LOUIS, MO.
F. H. WEBER FLORIST

OUR NEW STORE—Cor. TAYLOR and OLIVE

We are local members of the Florists' Telegraph Delivery Association, and will see that you receive the best floral service no matter where you wish delivery made in United States of America or Canada.

APRIL

11 Girls make and follow programs at Clais Annual.
17 Annual dinner of the Chem. E. Club. Chem. Es. advised not to rush into service.
18 "Good Ship McMillan" lands co-eds on Ellis Island at party of Women's Athletic Assn.
19 Thyrsus presents "The Truth" in decidedly professional style.
21 Betas and A. K. Ds. triumph over Phi Deltas and K. As. respectively in cork-ball tournament.
24 Kappa Sigma and Alpha Kappa Delta admitted to Pan-Hellenic.
25 Clyde Smith elected president of Glee Club.
27 Fat Hastings leaves for Duenweg, Mo. Frosh disconsolate.
28 Pi Phis hold annual banquet at M. A. A. Grace Lewis, June Forshaw and Frances Lucas chosen as principals for May Day Play.

Photo supplies for the Hatchet furnished by W. Schiller & Co.

Page Three Hundred Nine
WAR TIME CONDITIONS
Do not lessen the need for LIFE INSURANCE and in many instances increase the need.

Communicate with
WARREN C. FLYNN, MANAGER,
Massachusetts Mutual Life Insurance Co.
SUITE 604 THIRD NATL. BANK BLDG. ST. LOUIS
Olive 6585-6
Central 6589

PRIZE CUPS AND TROPHIES
Our collection of Loving Cups, Trophies and Prize Cups is very complete, including every desirable size and all the newest models.

We have cups and trophies appropriate for sports of all kinds in sterling silver, bronze and the finest grade of silver plate, ranging in price from $2.50 to $150.00.

Jaccard's
Locust at Ninth St. Louis

"The Cab that Took the TAX out of TAXI."

Yellow Cabs—
Are popular because—
—Our Rates are Right.
—Our Service is Excellent.
—Our Drivers Courteous.

Call Bomont 800—Central 1100

Yellow Motor Car Company
3320 PINE STREET

The German Mutual Life Insurance Company
OF SAINT LOUIS
INCORPORATED UNDER THE LAWS OF MISSOURI
1 8 5 7
Office: 1102-08 Third National Bank Building
ST. LOUIS, MISSOURI
MAY
1. Seven Juniors appear with Skull of "13." Hatchet issued on time as unusual.
2. Co-ed Carnival includes everything from dancing to track.
5. Union gives farewell banquet in honor of men leaving for service.
6. Dan Bartlett elected to head Thyrsus.
7. Junior and Freshmen Girls tie for first place in swimming meet.
8. Freshmen team wins.

Missouri Tent and Awning Co.
Established 1873
Incorporated 1884

D. Jannopoulo, Pres.

206-212 Chestnut Street

Sole Manufacturers for
Carpenter Patent Spring Roller Shade

This awning is without doubt the neatest and best thing in the window awning line ever invented. It is operated with one cord only, is easier to put up than any other awning and cannot get out of order. When open for use it is a decided ornament, and when closed is on a line with the sash in the center of the window and can be scarcely noticed from the street.

Canvas Goods
Of Every Description and
Camping Equipments.
For Rent, Sidewalk Canopies, Carpet Covers and Tents.

Decorations Done on Short Notice.

Photo supplies for the Hatchet furnished by W. Schiller & Co.
A Savings Account—A Mercantile Savings Account—has very aptly been called “trouble insurance.” With a Mercantile Savings Account you can better face difficulties. It is a cash reserve.

Generally the most difficult part of saving is the beginning. After you actually open your account, you easily fall into the habit of making regular deposits.

With the Mercantile your savings are under United States Government Protection.

Mercantile Trust Co.

Eighth and Locust—to St. Charles

Member Federal Reserve System—United States Government Protection

---

MAY
10 Thirty-nine men leave for Ft. Riley.
Lock and Chain pledges to funeral march.
12 Sixteen leave Washington to join American Ambulance Service.
16 Half-a-hundred co-eds present Bessie Seifert's May Day Play to large appreciative audience.
W. U. Knitting Unit formed. Helen Banister, president.
17 Base Hospital Unit No. 21 leaves for France.
21 Pre-Lovefest party of Sophs and Frosh enjoyed by Sophs. Frosh still unconscious.
22 Luncheon ends year's activity of W.A.A. Lower classmen bury the "Hatchet." Two Sophs enliven the usual dance.

---

Buy W. S. S.
AMERICAN NATIONAL ASSURANCE COMPANY  
SAINT LOUIS ::: ::: MISSOURI

Extends to readers of the HATCHET the road to success in selling life insurance.

Operating under the compulsory deposit law of Missouri with exceptional policy contracts to offer the General Public.

When thinking of Life Insurance, write

W. FRANK SMITH, Agency Manager,
5th Floor, 3rd Nat'l Bank Bldg.
St. Louis, Missouri.
Swagger Clothes for Young Men

Thinking men eliminate risk these days of uncertain values and look for substantial brands of clothes such as we offer. Be fair with yourself and look at our wonderful clothes.

ONE PRICE ALWAYS

$20

Delivery

SANDPERL’S BETTER CLOTHES

Seventh at Olive
Open Saturday Evenings Until Nine

MAY
24 Tau Pi Epsilon, honorary Pre-medie Society formed.
25 Keed picks six Juniors.
26 Mo. Valley Conference votes to continue athletics.
27 Announcement of new local fraternity, Chi Alpha Pi.
28 Beaming sunshine does not daunt Sheeps Club pledges from carrying umbrellas. Mooted question whether they are sheep or goats.
29 Students decide they had better begin studying. Exams approach.

JUNE
3 Ad Men open their convention on Quad. Welcome to our city.
8 Architects hold annual exhibition. Herber, Pelton, Leinukel and Simpson awarded honors.
9 Alpha Chi Sigma, National Chemical fraternity grants charter to Beta Rho. Juniors lay down on the job and senior co-eds have to buy their own feed.
11 No Senior banquet.
No Class Play.
No Pilgrimage.
No Tree Planting.
No Class Luncheon.
No Faculty-Senior baseball game.
Sherman’s vocabulary was sure mild.

Page Three Hundred Fourteen
to you—the future leaders in the thought and business of this world this talk is addressed

My Friends:—

You are preparing for life. It rests with you what you will make of that life. Soon you will graduate and come out into the world. You will enter upon careers. Some of you will become famous. All of you will, I know, do the things that will make your Alma Mater proud of you.

Some of you will become great engineers, some great artists, others master business men, a few perhaps will see the wonderful good life insurance does, the immense throngs of women and children it saves from want, the prisons it keeps from overflowing, the young men and the young women it educates (there must be many of you who are getting your education at this university through life insurance).

You will see the men life insurance enables to enter business, the wonderful teaching it gives for thrift and the many other good things this greatest thing in the world does for humanity.

Those of you who do enter this beautiful profession will be more than amply repaid in accumulation of the world's goods alone, but in addition they will have earned what is better still, the satisfaction of creating happiness, for happiness is what life insurance brings to those who take advantage of it and who secure its comforts and its protecting arm.

I know, my friends, that with your highly trained mentality, none of you will neglect having insurance protection on your own lives and I am certain that many of you will enter the extremely lucrative profession of selling it. As for these, they, at the twilight of their lives will look back into the past and say to themselves, "I am happy for I lived a useful life and have added to the sum total of human happiness.

Sincerely,

Eugene T. Oebst

EUGENE LOEB ISAACS, General Agent
EQUITABLE LIFE INSURANCE CO., OF IOWA
SUITE: 400 THIRD NAT'L BANK BLDG., ST. LOUIS
Phones: Bell, Olive 389; Kinloch No. Central 6549
Cotrell & Leonard

Intercollegiate Bureau of Academic Costume

Makers of Caps, Gowns and Hoods to the American Universities from the Atlantic to the Pacific, to University of Missouri, University of Colorado, Yale, Harvard and 600 others.

CLASS CONTRACTS A SPECIALTY

SUNSHINE CLOVER LEAVES — a charming sugar wafer with delicious cream filling.

SUNSHINE PERFETTO — appropriate for every dessert.

SUNSHINE TAN-SAN — truly a confection, with a flavor you remember pleasantly; better than candy.

Yes, These Dainty Goodies Are Sunshine Biscuits Made only by Loose-Wiles Biscuit Company

The Strong Arm of Missouri Guards
Every Night and Day Account

Times Are Good
Save Now

Take advantage of these prosperous days and open a Savings Account with the Night and Day Bank, where any week-day from nine in the morning until nine at night you may make a deposit; Saturday night until as late as ten.

You do not have to go out of your way to come to this bank, as it is in the very center of downtown business, on the city's most traveled thoroughfare, and at night the lightest.

One dollar is sufficient to start an account in the Night and Day Bank, the regular additions to which of even small deposits, with the 3½% interest we pay, soon amount to a substantial sum.

Night and Day Bank
The Bank of Convenience
808 Olive Street
JUNE
14  56th Commencement. 48 of 218 degrees awarded in absentia to Seniors in Service. No Senior Prom.
28  Sigma Chi hold Grand Chapter on Campus.

SEPTEMBER
22  Civil Engineers end annual surveying trip. Three weeks spent on Campus to save R. R. fare.
24  Registration day.
27  Classes begin. Co-eds and a few men to be seen on Campus. Co-eds have that "over there" look in their eyes.
28  Quad decorated with pledge ribbons and flowers. Much osculation in greeting new sisters.

A Mississippi Valley Account
means to you--

1—A place to keep your money safe.
2—A place to make your money earn compound interest.
3—A place where the smallest sum can be deposited safely and quickly.
4—A place where as much as you need can be withdrawn as soon as you need it.
5—A place where courtesy, attention, good advice and good service will help you build up a competence.

We want you for a customer

Mississippi Valley Trust Co.
FOURTH and PINE
Member Federal Reserve System of the United States

Photo supplies for the Hatchet furnished by W. Schiller & Co.

Page Three Hundred Seventeen
THE MOST POPULAR PLACE NEAR W. U.

Washington Pharmacy Soda Fountain

Drop in here at 11:30 any Wednesday to be convinced.

QUALITY explains the popularity of our Fountain.
Goods of equal QUALITY are carried in these lines:

- Pennants and Pillow Tops
- Cameras and Photo Supplies
- Johnston and Lowney Candies
- Popular Brands Cigars and Cigarettes
- Writing Paper, Fountain Pens, and Supplies

Our PRESCRIPTION DEPARTMENT is second to none.

WASHINGTON PHARMACY
F. A. Hoch
SKINKER AND BERLIN
Cabany 1441
Cabany 6050
Delmar 391

OCTOBER
3  Sophs entertain Frosh for first time. No casualties.
5  John Jones explains honor system to the strangers in our midst.
   Juniors and Seniors play model hockey game.
6  Frosh give varsity good opposition, but lose 12 to 6.
8  Upper classmen elect. Seniors pick Walter Kamp and Margretha Roth.
   Henry Duncker to edit 1919 Hatchet.
9  Lower classmen follow example set by uppers; Arthur Becker and Mary Frances Price head Sophs, while Frosh elect Wm. Aulepp and Catherine Cushing.
11  Fraternities announce spiking of 57.
   Alice Wills chosen president of McMillan.
12  Webster High defeats Frosh, 12 to 7.
   Peppy crowd attends Union Mixer. Regular eats and dancing. Frosh tablerace and crewrace. Greased pig gives up without a squeal.
13  Varsity starts season right: Lombard, 14; Washington, 26.
   Lock and Chain pledges give native dances between halves. Co-eds shocked.
13  Women told at Council's athletic luncheon to wave handkerchiefs as it is more lady-like than vocal cheering.

Page Three Hundred Eighteen
"Something Electrical for Everybody"

We are manufacturers and distributors of electrical supplies, and have a complete stock always.

Your attention is particularly called to our stock of "Wireless Apparatus." We have, in our opinion, the most complete stock in the West.

MANHATTAN ELECTRICAL SUPPLY CO., Inc.
1106 PINE STREET

BRANCHES AND FACTORIES

New York    Chicago    Jersey City, N. J.    Ravenna, Ohio
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HAIRDRESSING    SHAMPOOING
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MISS MARY DOUGHERTY

EXPERTS IN ALL KINDS OF HAIR WORK

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Rudolph Gruen
Pianist
Student in the College, Washington University

Concerts - Recitals - Musicales
Serious students accepted.

5095 Cabanne Avenue
Phone, Forest 7852

Page Three Hundred Nineteen
The Friend of All Students

CORONA

weighs only six pounds yet has all the features of the heavier and bulkier typewriters and can be folded compactly into a dust-proof case which one can easily carry or slip out of the way when the machine is not in use.

Price, $50.00

Sold in St. Louis by

CORONA TYPEWRITER SALES CO.

Olive 3505
408 N. Seventh St.

BROADWAY SAVINGS TRUST CO.

BROADWAY AND LUCAS AVE. (Opposite Union Market)
RESOURCES $1,700,000.00

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Highest rate of interest paid on deposits. Safe deposit boxes, $3.50 per year and upwards. We render prompt and efficient service and extend liberal accommodations for legitimate needs.

OPEN MONDAYS UNTIL 7:30 P. M.
"The Right Tackle"

Here are the right clothes to tackle, if you would look your best. This is true of your overcoat as well as your suit. The quality of Kaminer's Clothes goes beneath the surface. They preserve their style—their "shape keep" regardless of war or weather. Consult us before buying your next suit or overcoat.

$15, $17.50, $20

KAMINER'S
N. W. COR BROADWAY AND PINE

HORSMAN Tennis Rackets
Unsurpassed in 38 years. Fulfill every demand of the Tennis Player. Do not select a Racket for 1918 until you have seen the new HORSMAN MODELS

If your dealer can't show them, write to us. The PERFECT Tennis Ball is the "AYRES" Used the world over by players who know. We are sole U. S. Distributors.

Write for catalogue.

E. I. Horsman Co.
11-15 UNION SQUARE,
NEW YORK CITY.

YOUR CREDIT
Is Good With Us

Meyer Tailoring Company
614 PINE ST.

Suits to your Measure
$25.00 to $45.00
OCTOBER
16 Women Dormers give annual dance. Frosh prove to have natural ability as performers.
17 Men vote to revise athletic council.
19 Lock and Chain initiates eight men at first dance of year.
20 Ten men, six women and one jinx accompany team to Manhattan. 61-0.
26 Sumptuous and painful initiation of Art School Frosh.
27 Rose Poly loses to tuned of 7 to 0.
31 Women's Union discuss war work.

NOVEMBER
2 Pep Patrol revived. Establishment of Delta Theta Pi, Legal Fraternity announced.

Ask the Commons Chef for some

Purina Branzos Hurryups

a delicious muffin made from Purina Branzos. They are delicious, nutritious, laxative.

Also Try

Ralston Wheat Food

as a Breakfast Porridge

Both products made in St. Louis by Washington U.
graduates

Photo supplies for the Hatchet furnished by W. Schiller & Co.

Page Three Hundred Twenty-three
TYPEWRITERS RENTED
Non-visibilitys, 3 mos. $5.00
Visibilitys 3 mos. $7.50 and up
REBUILT TYPEWRITERS
$25.00 to $75.00
TYPEWRITER SUPPLIES
American Writing Machine Co.
807 Pine St.
Main 4413 Central 1215

Furnished Costumes for
WASHINGTON UNIVERSITY
PLAYS,
PAGEANTS,
FESTIVALS,
BANQUETS,
UNIVEE SURKUS
And all other occasions and always with satisfaction, for several years.

Robt. Schmidt
The Costume
206 and 208 S. 4th St.
St. Louis
Olive 682 Central 4903 L

FRESH FLOWERS
—the kind you're proud to give—
can always be had from

C. D. Hecht, Florist
"The House of Flowers"
6600 Delmar Ave.
"The right flowers at the right time and at the right price" is not merely a slogan but a promise that "The House of Flowers" will unfailingly keep.

Simply telephone on the Bell
Cabany 519

Page Three Hundred Twenty-four
Incomparable Success of the Peerless Harvard Dental Chair

is demonstrated by the character of its purchasers. The U. S. Government sought to purchase more PEERLESS HARVARDS than its manufacturers could deliver in the required time owing to tremendous private purchases having already depleted the stock of the Dental Depots and the manufacturer; yet the requisitions for and The Harvard Company deliveries of PEERLESS HARVARDS have been unprecedented.

Already delivered for use in the U. S. Army and Navy. In fact all the permanent Dental Chairs bought for the Navy have been PEERLESS HARVARDS. All by the Red Cross, 50 in addition to the above, have been PEERLESS HARVARDS. All for the Motor Dental Cars furnished by American Dentists, Dr. S. M. Weaver, of Cleveland, Chairman of the purchasing committee for Army use, are PEERLESS HARVARDS. The purchasing boards for all these departments seek first of all the highest quality.

The PEERLESS HARVARD is being more rapidly installed in the highest class offices and industrial corporation Dental Departments than any other chair. This also could not prevail were it not the best chair.

The Harvard Company, Canton, Ohio

Support the
Red Cross

NOVEMBER

3 Varsity defeats Rolla 21 to 2 in spite of loose playing.
   Girls' Athletic luncheon.

6 Collimation Club eat, drink and are merry.
   Junior girls have lunch
   Second Lock and Chain.

10 Seven years' hoodoo ends when Drake loses 20-0. Pikers tincan Bulldogs.

13 Dignified Seniors forget themselves and enjoy second childhood at their first party
   and play drop the handkerchief.

14 War is forgotten. German Club gives very good presentation of "Kopnickerstrasse 120."
   Women arrange to buy service flag for University.

16 Lively pre-game mass meeting in Gym.
   Party at Lenox counter attraction.

17 Mizzoo plays under handicap but wins 20-3.
   Norma Sante's song wins Kood contest at lunch.

19 Washington gives more than $1500 to Y. M. C. A.

21 Louise elopes with Washington dents. St. L. U. closes to locate her.
Quality — Accuracy — Character

Consistency in the maintenance of standards of quality and accuracy are two of the basic operative principles of this complete plant, equipped with modern machinery, operated by skilled mechanics, and devoted exclusively to the manufacture of Ritter Dental Equipment.

These standards are reflected in the character of work being done with the tens of thousands of Ritter Chairs, Engines, Lathes, Air Compressors, Distributing Panels and Unit Equipments that are in daily use in dental offices throughout the world.

Free upon request:—Interesting illustrated literature describing our product and service to the profession and also, if so desired, a little booklet explaining the practical and convenient deferred payment purchase plan, which makes it possible to install and have the use of a complete modern outfit, while paying for same.
We only handle Highest Quality of Dental Goods

THAU AND NOLDE DENTAL SUPPLIES
FRISCO BLDG.

ST. LOUIS

WE SELL EVERYTHING A DENTIST USES

Thilenius & Summersby Dental Laboratory

The Best Dentists and Most Successful Men in the Profession, in St. Louis and the surrounding territory, are our Regular Customers. They Know.

Olive 808
Central 1511

ST. LOUIS

YOU CAN ALWAYS DEPEND ON
"THE OLD RELIABLE"

St. Louis Dental Mfg. Co.
(Hettinger Bros.)

Tenth and Olive Streets
ST. LOUIS, MO.

The Largest and Most Complete Dental Depot in St. Louis

November
22 Coach quarantined and squad vaccinated to prevent spread of smallpox.
23 Juniors and Seniors win hockey semi-finals. Delta Sigma Delta give their informal.
26 Junior party—hot dogs and cider. Jumping rope vies with dancing.
28 Colonel treats men to turkey dinner (at 50c a head).

Shirt tail peorade to Garavellis. Police persuade marchers to disband.
Next to a Liberty Bond

a bottle of Union Dairy milk daily is the best investment you can make. It pays interest in the form of better health and gives greater food value than can be obtained from an equal investment in any other known food.

*It is Nature’s food.*

Union Dairy Company

---

NOVEMBER

29 Washington, 0; St. Louis U, 13. No remarks fit for publication.

DECEMBER

1 Freshmen eleven again cleans up on Principia, 35 to 0.
4 Prof. Van Ornum entertains Collimation Club. Eats and cider.
5 Middleyear Lawyers banquet and visit Orpiluem. Nuff sed.

Page Three Hundred Twenty-eight
Hope, Courage, Animation, Ambition are mirrored in your shoes. Our feet feature the facts.

—ELBERT HUBBARD.

M. J. CLARKE
THEATRICAL COSTUMER AND WIG MAKER

Costumes and Wigs Rented for PLAYS, OPERAS, PARADES, MASQUERADES, PAGEANTS, etc.

Schools and College Dramatic Societies Furnished Complete.
Theatrical, Street Wigs and Toupees MADE TO ORDER.

American Pageants—We make a special feature of renting Costumes for Pageants, whether State, National or local. Our line of Costumes for these events, from the landing of Columbus down to Civil War time and after, are complete and cannot be outclassed.

315 N. TENTH STREET
(Fourth Floor)
ST. LOUIS, MO.

DRINK
Old Judge Coffee
ASK YOUR GROCER
IT BRIGHTENS THE INTELLECT AND IS SO GOOD
MEYER BROS. COFFEE AND SPICE COMPANY
WHEN IN NEED OF

Glasses or Kodaks

CALL ON THE

Fisher Optical

Company

2 STORES

801 LOCUST  510 N. GRAND

Kodak Films Developed and Printed
EYES TESTED FREE

Give the Kiddie's Feet a Treat

THE

Billiken

SHOE

America's Most Successful Shoe
for the Younger Generation

McElroy-Sloan Shoe Co.

ST. LOUIS, MO.

The smart appearance and excellent serv-

ice of "Hutcheson Special" and

EDWIN CLAPP SHOES

are an irresistible plea to the fastidious
dresser. Reasonably priced, and fitted by
men's shoe specialists, they command the
attention of the discriminating buyer.

"HUTCHESON SPECIALS" $7.50
EDWIN CLAPP SHOES $10.00 to $14.00

The "Ritz"
popular with the
young men,

$12.00.

Geo. Kilgen & Son
Pipe Organ Builders
3820-3825 Laclede Avenue
ST. LOUIS, MO.

Builders of
Organs—
Graham Chapel,
Washington University. Over 200
in St. Louis
churches, and
2,000 in all parts
of the U. S.

WRITE FOR CATALOG
Service—
is the word embodying the present American spirit of patriotism, —service for the flag and the nation.

SERVICE—long and efficient—has been the principle upon which the KEEN KUTTER HATCHET, an example of the high grade tools made by the Simmons Hardware Company, is constructed. It is made to serve a life-time, and its efficiency will increase with its length of service.

It is the spirit of serving which has directed the policies of the Simmons Hardware Company in the past and which guides its present work. In the spirit of greatest service to the nation's workers, the principle that Quality comes first has been insisted upon; and the trade-mark, KEEN KUTTER, has now come to mean Service.

"The Recollection of Quality Remains Long After the Price is Forgotten."

—E. C. SIMMONS.

SIMMONS HARDWARE COMPANY
WHY IS IT THAT during the entire school year, the volumes of the ENCYCLOPÆDIA BRITANNICA are never lying idle on the shelves of Ridgely Library?

WHY IS IT THAT just before the "finals" the student always consults the articles in the ENCYCLOPÆDIA BRITANNICA, New Eleventh Edition?

Because the student knows and professors and teachers know that the ENCYCLOPÆDIA BRITANNICA contains facts accurately stated and logically arranged on every subject prepared by the leading scholars of the world.

Ask us about Britannica Service.

Encyclopaedia Britannica
204 PIERCE BUILDING,
St. Louis, Mo.
I never fail to please those who want the best

Morris J. Yawitz
TAILOR

4906 DELMAR AVENUE

Dec. 5.
Henry Duncker joins Collegiate Temperance Society. 'Atta boy, Henry.

Dec. 6.
Hockey Championship again goes to 1918 girls.
Frosh start out bad—fight over ice cream at their first party.

Dec. 7.
Eleven men initiated at Obelisk Dance.

Dec. 8.
Faculty places ban on Soph-Frosh clash. Class differences to be settled in spring. Probably a championship croquet game on quad.

Dec. 10.
Senior Hockey team hostess at party to losing teams who entertain the conquerors.

Dec. 12.
Sigma Nu gives an informal dance.

Dec. 15.
Andy Kurrus elected captain of 1918 Varsity at annual football banquet.

Dec. 17.
Thyrsus presents three one-act plays at Mary Institute. Lots of leg-room.
Nu, Freshmen society to arouse pep, formed.

Dec. 18.
Men Dormers give dance to McMillanites. Danglades win dancing contest.

Dec. 19.
14 Ws. awarded to football men at Union meeting.
Service flag presented by women raised on the other toothpick.
Capt. Masseck speaks at Chapel.

Dec. 20.
Flags form decoration for Freshmen Prom. No German flags visible.

Dec. 21.
His Satanic Majesty, aided by Go-eds
A WONDERFUL NEW POLICY

THAT PROTECTS YOUR LOVED ONES IN EVENT OF YOUR DEATH AND
PROTECTS YOU IF YOU BECOME INCAPACITATED FOR WORK

Issued by THE NEW YORK LIFE

from $1,000 to $25,000

Assume you apply for $10,000. If you die from any cause, the Company pays... $10,000

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car, railway train, licensed steamship, jitney, taxi, or other public conveyance,
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If you live and are incapacitated 10 years, you receive... $10,000
If you live and are incapacitated 20 years, you receive... $20,000
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G. W. TAYLOR
SPECIAL REPRESENTATIVE
700 DOLPH BUILDING

TELEPHONE OLIVE 3870
7th FLOOR DOLPH BLDG.

Page Three Hundred Thirty-four
DECEMBER

with pitchforks, "entertain" the faculty in effigy.
Junior lawyers wallop Middles and claim basketball championship.
22 Open house: doughnuts, cider and cider.
24 Vacation begins.
31 Glee and Mandolin Clubs leave on annual trip.

JANUARY

2 Vacation ends, grind begins.
3 Miss Denison qualifies as United Railways road boss and gets students out in time for 9 o'clock.

GLOBE Tires

Guaranteed 6000 Miles

Globe Tire Sales Co.
1415 Pine St.

Reduce the Operating Cost of Your Car

WHERE other tires have yielded, inch by inch, to the pressure and temptations of big volume production, Globe standards have stood unshaken for that supreme quality that embodies longest uninterrupted mileage.
JANUARY
11 Glee and Mandolin Clubs outdo themselves in annual concert. Cold? Ears frozen?
17 Tigers win, 17 to 14.
18 Funeral services of Dr. Engler, Treasurer of Washington U.
22 John Sharon leaves Washington to enter active service of Navy.
24 Examinations begin. Lots of pale faces on the quad.

FEBRUARY
1 Things begin to come in for our advertising manager, who decides that 3rd National Bank protection is best.
2 Examinations end. Gott sei dank.
7 Kansas Aggies defeat Varsity, 36 to 30.
8 Performance repeated with a little worse score, 40 to 31.
11 Jayhawkers wallop the Varsity, 51 to 22.
12 Once more, 40 to 25.
13 Student Lifers meet and dance.
14 Clais Freshmen ride the goat.
15 Muench elected president of Thyrsus.

MUNICIPAL BONDS
LOCAL INVESTMENT SECURITIES

Little & Hays
Investment Company
ST. LOUIS
Main 1889 509 Olive St.
Established over a quarter century

When You Want to Buy or Sell U. S. Government Bonds
SEE
Stifel-Nicolaus Investment Company
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Mrs. Ben Westhus
Florist
SKINKER ROAD AND BERLIN AVE.
Special Attention Paid to University Patronage
RECEPTIONS WEDDINGS FUNERALS
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Your problem of adjusting yourself to the best possible conditions for success is both interesting and important.

What field of endeavor will best fit your personal qualities?
From my experience I may be able to make you a helpful suggestion.

My phone is Olive 3389.

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Established 1860

Policies provide for Waiver of Premiums and Annuity in case of Disability; also Double Indemnity in case of death by accident.

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Assets - - - - - - - 54,664,135

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Three direct car lines from Union Station, ten minutes’ ride. European plan; every room has a private bath and circulating ice water.

Rates, $1.50 a Day and Up.

Rooms for Conventions and Banquets
We also do outside catering.

“Cleco” in St. Louis
Means dependable merchandise, Prompt and Efficient Service at the Lowest possible Market prices.

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This issue of the Hatchet is printed on
our
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We specialize on fine Coated Papers for College Publications.

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ST. LOUIS, MO.

Page Three Hundred Thirty-eight
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OCULIST—OPTOMETRIST—OPTICIAN
FOURTH FLOOR, CARLETON BUILDING
SIXTH AND OLIVE
You will receive here, and here only, the combined services of Oculist-Optometrist-Optician and if glasses are needed we will prescribe and grind them for you right here. Saves you time. Saves you money. Try us!

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Trusses, Orthopaedic Apparatus, Elastic Hosiery, Crutches, Invalid Chairs, Dressings, etc.
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High or Low
—just the shoe for style, comfort and endurance.
You Washington men can’t find anything that quite compares with this newest Walk-Over last—the DEVON. Clean and trim of line at..........................$6.50 to $9.00

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Sample Work and Repairing Our Specialty

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TWO STORES.
914 OLIVE STREET
BROADWAY near WALNUT
WE HAT YOU RIGHT
$2—TO STETSON’S FINEST

No Matter How Far Away You Are
We Are Near Enough to You
For Your Flowers

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Grand Avenue Bank
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Capital and Surplus, $150,000.00
Total Resources, $1,800,000.00
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George W. Clarkson, President

ADOLPH KOCH
Prescription Druggist
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St. Louis County

MAKE OUR STORE YOUR HEADQUARTERS
*If you are particular about the way your clothes are cleaned, pressed and repaired.
*It pleases us to please you, so we overlook nothing in our desire to satisfy you.
*May we have the opportunity to convince you?
University City Cleaning & Dyeing Company
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Let us help you win
North End Cleaning & Dyeing Co.
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DRAWING AND SURVEYING INSTRUMENTS and MATERIALS
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HOWARD BUILDING
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If you want one of the best Life Insurance Policies extant yourself, or if you have leisure time to sell such Policies to your friends and University mates, your time will be well spent to call and see, or communicate with

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with offices on the Fifth Floor of the Bank of Commerce Bldg.

GEO. E. BLACK, General Agent.

TELEPHONES:
Bell, Main 933
Kinloch, Central 656.

FEBRUARY
18 James Jocko tried; sentenced to death by the water route and executed at Union meeting.
Eight new "13" skulls appear.
19 Chem Es. have no refreshments at party. Why not? You will have to ask the lawyers.
21 Payne Ratner chosen as Washington's delegate to Missouri Valley Conference Oratorical Contest.
22 Thetas give their annual "pink." Washington gets even with Jayhawks, 47-23.
23 Washington takes another game from Jayhawks, 32-18.
27 Washington takes close game from St. L. U., 21-19.

MARCH
1 Sixth Lock and Chain. Hot dogs sold for tobacco fund.
2 Washington wins City Basket-ball Championship, defeating St. Louis U. at Municipal Athletic Carnival, 30-23.
5 Tigers again romp, 32-18.
8 Patriotic dinner replaces Alumni banquet. Barnes, president.
Engineers give annual smoker—lots of sandwiches and stogies.
Madam Humann addresses Y.W.C.A.
Funeral of Ex-chancellor Chaplin from Graham Memorial.
11 Eleven medics with Base Hospital Unit receive degrees.
Delta Sigma Delta holds annual banquet.
Mathematical Club organized.
20 Senior girls frolic at their party.
Dr. Waddel lectures before engineers of St. Louis.
Lieut. Roselli addresses Mid-week Assembly.
22 Eight men receive Ws. at basket-ball Lock and Chain.
27 Dr. Chenery addresses student body at Chapel exercises.
Corporation approves compulsory military training at Washington.
31 Vain attempt made to set the sun dial ahead.
Printers to growing business houses

Experience of an Authority

"I DO not see how I am to blame for the way it turned out," said Henderson. Henderson was distinctly unhappy. For the Old Man had just said that the new booklet looked like something the cat had brought in. And he had said other things with simple and sententious eloquence that bit, says D. & W. Chats. Henderson had just tried to save the House some money—that's all. He had received a promotion recently, and the promotion carried with it the buying of all printing. He had glimpsed the flies of his predecessor on the job and it seemed to him that printing cost a lot of money—much too much. He would change all that. And he certainly did.

It wasn't the Printer's fault—that booklet. The new broom was thorough. Henderson practically said to the Printer that he himself had set the figure for the job and that it couldn't go over that. So the printer took the work—and did the best he could. But he didn't put his imprimatur on it.

"We'll not discuss the matter of whose fault it is," said the Old Man. "Fact is, the very best economy folks can practice these days is to economize only where economy is profitable. We can't afford to cut down on the quality of our sales literature—not after the kind we've been sending out. And it won't break us if we have to bale this lot of booklets and sell 'em for old paper. Maybe we will. I suggest that you get in touch with a Printer who will sell you something other than just paper and ink. You'll then get pointers that will help this business more than any additional cost it may entail."

And when Henderson emerged from the Old Man's office he looked like a man who had seen a great light.

Let us help you analyze your Advertising and Printing requirements—you'll get better results—because it's not what you pay, but what you get for what you pay that counts.

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Will issue a policy on your life providing:

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FRITZ K. GROLOCK
will be glad to explain the policy to you.

FRITZ K. GROLOCK

Page Three Hundred Forty-three
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The Best Tire in the World
A Broad But True Statement

It is not so much the car, it is the Tire That Gives That Feeling of Security and the Thrill of Genuine Satisfaction.

HOOD TIRES are made with the most exacting care and of the finest possible material. Will give you more mileage, provide more safety, save you more money and satisfy you with the length of service that you never expected to get out of any tire.

TRY ONE, YOU WILL WANT FOUR

For a high-class TIRE at a standard tire price, we recommend the Puritan Tire made by the HOOD TIRE CO. under the same supervision as the wonderful HOOD.

PURITAN TIRES will give you a wear and a life far beyond any of the usual standard types on the market.

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<td>3,500 miles</td>
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We Have Everything in Automobile Accessories
Always Remember What You Buy From Us Is Good!

Geller, Ward & Hasner HDW. CO.
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St. Louis' Most Exclusive Jewelry Shop
FINE PEARLS A SPECIALTY
Awarded Gold Medal at the San Francisco World's Fair
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The Best Milk

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