

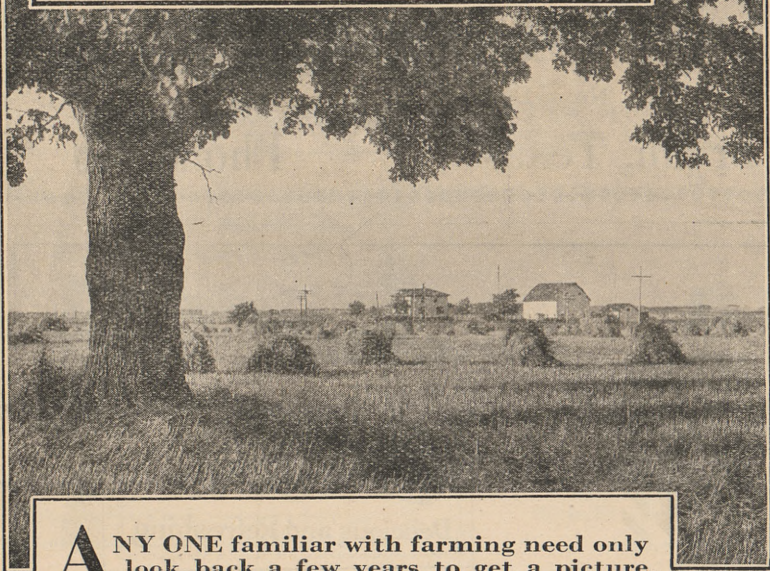
UNIFORM TAILOR SHOP

TAILOR-MADE SHIRTS, BREECHES, BLOUSES  
AND SLACKS

Mendl & Hornak, Props.

THIS IS NUMBER ONE OF A SERIES OF ADVERTISEMENTS TO COLLEGE MEN

HAS THE FARMER  
MADE HEADWAY?



ANY ONE familiar with farming need only look back a few years to get a picture of the marked progress that has taken place in agriculture and to visualize some of the possibilities the future holds in store for the farmer.

The quality of farm products, both crops and live stock, has been raised. There has been a slight gain in the acre yield of the principal crops despite the depletion of soil fertility. Diversification has been extended with attendant increase and stability in income. Better utilization of farm crops and by-products is opening new opportunities. The standard of living on the farm is substantially higher.

But the most amazing change has taken place and is now taking place in farm operations. The operating efficiency of the farmer has more than doubled in the last generation due to continued development of new and better farm machines. Recent advancements toward the perfection of farm power equipment and accessories offer still greater possibilities in efficient production.

It is true that these results cannot all be measured in net profit. Nor have all farmers shared alike in the benefits. The farmer who has taken advantage of these opportunities has made headway.

J. I. CASE CO., Inc., Racine, Wis.

**CASE**

QUALITY MACHINES FOR PROFITABLE FARMING



The Greater Case Line includes a machine for practically every farm purpose

SLANTS AT  
THE CROWD

If Patrick Henry, that famous gentleman who uttered those immortal words "Give me liberty or give me death," were here today with us, I believe that enterprising young man would either "do something" or, in deep despair, go out behind a tree and commit suicide. He would have no other choice than to do so. It's a pity he isn't here today—he certainly would get an eye-full.

You unfortunate boys that are without ward-drobe trunks are in a pitiable state. The best thing you can do is to find a good, strong box somewhere, buy about ten cents worth of moth balls, and lay to rest that new Fall suit that you were planning on "stepping out in" at an early date. If you can't manage to do this then be sure and get it out of your respective clothes closets. It's absolutely necessary. As for that new pair of high-toned shoes—lay them to rest also and give them your paternal blessings. Your socks, if hidden well, may be kept in the clothes closet, that is—if they are clean enough not to attract attention during inspection. Have all your

serge shirts, pants, ties, and other necessary army apparel cleaned, pressed and hung in a conspicuous place for these are the things that meet with favorable approval.

That dilapidated old bathrobe, which you have probably worn for the past two or three years—this, too, should be carefully removed from the khaki receptacle and placed in an unobtrusive spot on the inside of your four walls. It would doubtless be out-of-place elsewhere.

The flashy, bright colored ties, which graced many a waxed floor during the past summer—these also must be taken out of no-mans land and hidden in the recesses of your trunk. They are superfluous to the public welfare. Throw away those outrageous green, lavender, and blue shirts that you were so justly proud of—they are not needed here unless, perhaps, you are planning on going to the Cowboys Ball given later on. If you can't get enough courage into your system to throw them away—merely lay them to rest by the side of the ties that matched them so well.

Throw in a few more clods, Parson, may they rest in peace—until next June rolls around.

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Improvements are now in vogue on the campus; it seems to be the thing

The Greater Palace

THURSDAY . FRIDAY . SATURDAY

NANCY CARROLL

In "Dance of Life"

All Talking

Matinee 50c. Night 60c.

Queen

Thursday . Friday . Saturday

SUE CARROLL

"Chasing Through  
Europe"

Admission: Adults 40c. Children 20c.