

the stanford
CHAPARRAL

may 35c

Vol. I.

OCTOBER 5, 1899.

No. 1.

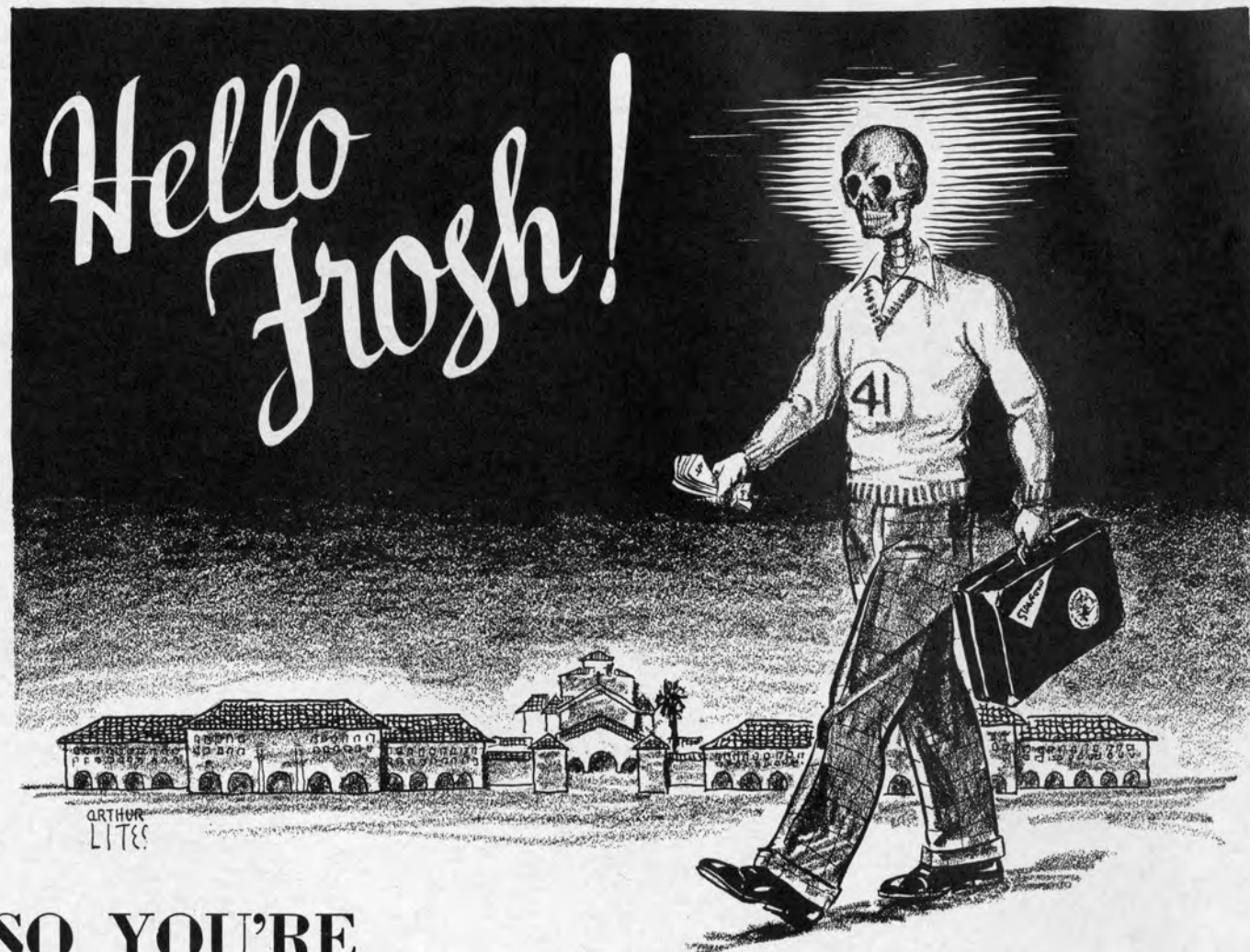


"There was a roomer afloat in Encina last night."

L.B.
B.A.

**VOL.
60**

Douglas Newton



SO YOU'RE GOING TO THROW AWAY \$5,000!

THAT'S A LOT OF MONEY, ISN'T IT? BUT A
GOOD EDUCATION IS CERTAINLY WORTH
THAT AND MORE

But don't forget, an educated corpse is no better than an uneducated one. It stinks just as much.

Perhaps \$5,000 isn't so much, after all. The enemy will spend \$7,100 to kill or maim you. And your own government will have to chip in \$7,542 to send you to war, plus about \$4.89 for a blanket, in case you happen to get killed and they have to bury what's left of you in a trench with your classmates and, possibly, a few horses.

In the last war, you had about a 50-50 chance of coming back intact. Next time the odds probably won't be so good.

Four thousand American undergraduates died in the World War, and a lot more fellows who should have been in college.

That war cost enough to send through high school every American child born from now until the year 2105 A.D.

The total cost of that war would build and endow a university twice the size of Stanford in every city of 1,000 or more population in the United States.

Maybe it seems cold-blooded to talk about these things in terms of money. There are a lot of things lost that can't be valued, such as brains and character and youth. And life itself can't be appraised. But those who want war seem to figure in dollars and cents.

In Memorial Hall are the names of Stanford men who died for an ideal. Though misled, their valor should inspire us to live for our ideal — peace. Maybe you, Frosh, will find the answer. You'll save a lot more than \$5,000, if you do.

(All facts contained herein have been secured from carefully verified statistics. CHAPARRAL invites reprint or imitation of this page.)

Chaparral
October, 1937



The Colony is featuring
a completely new selection
of Spring fashions,
one of which is modeled
here by Beth Johnson.

the colony
TOWN and COUNTRY CLOTHES

STANFORD SHOPPING CENTER
HILLSDALE

Isn't it exciting, Sue...how many of the girls are having June weddings? It's heavenly...but thank heavens for Wamsutta Supercalc sheets and cases, or I'd run out of shower ideas! Everyone knows Supercalc is the most luxurious sheet you can buy...and those divine new styles make them perfect gifts! I'm giving "Versailles" to Eloise...that's the new piped and scalloped hem design...and for Jill I think "Marie Antoinette", with that marvellous new printed hem, would be terrific! I only hope that by giving everyone else beautiful Supercalc sheets, they'll take the hint when it's my turn for bridal showers! Love that Supercalc!

Wamsutta Print Dress of Dacron-Cotton Voile by NANCY GREER at all SAKS FIFTH AVENUE STORES



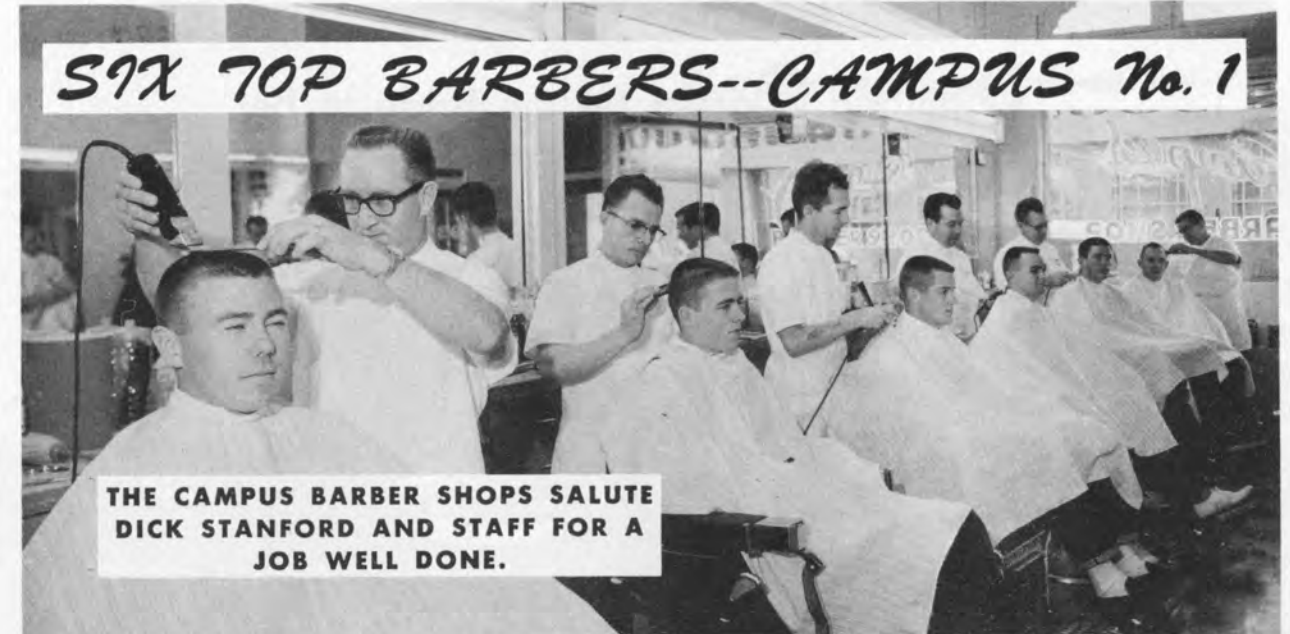
Wamsutta Supercalc

WAMSUTTA MILLS, Dept. S74, 1430 Broadway, New York 18, N. Y., Division of M. Lowenstein & Sons, Inc., makers of Wamsutta Debucalc®, Wamsutta Heritage Towels, Babycalc crib sheets, fashion fabrics for men, women and children.

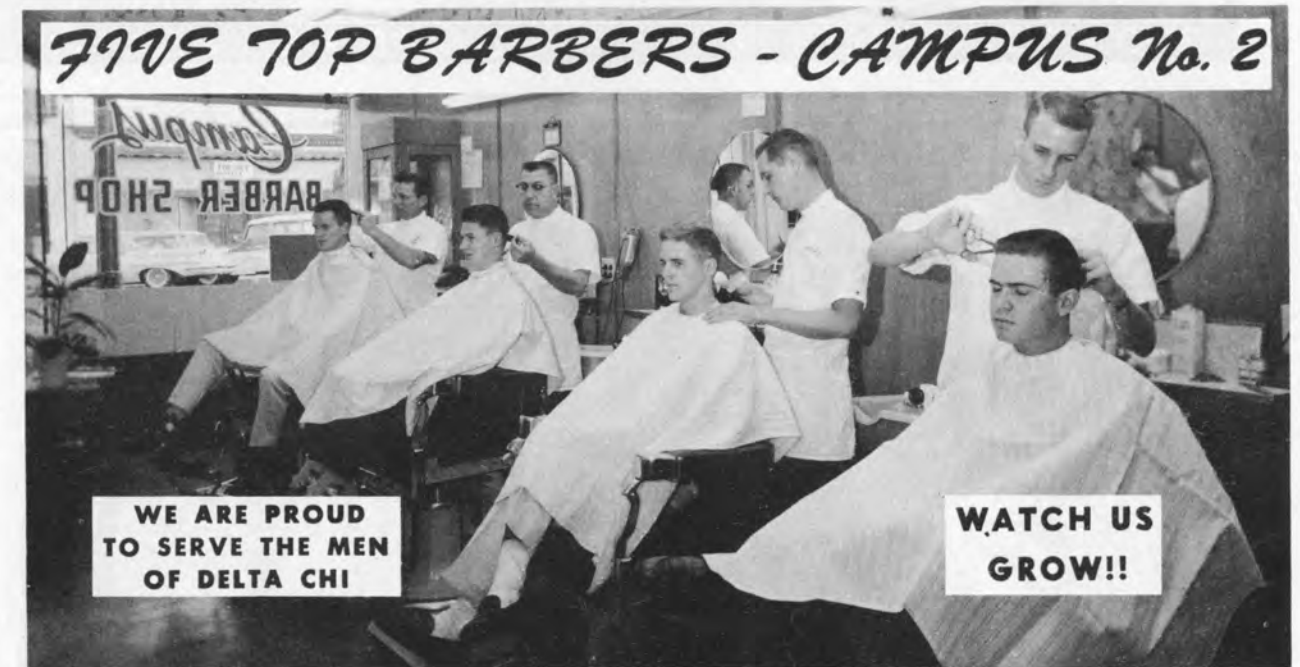


LOOK, STANFORD MEN!

ELEVEN STANFORD CREW-CUT KINGS ARE HERE. COUNT THEM!



THE CAMPUS BARBER SHOPS SALUTE DICK STANFORD AND STAFF FOR A JOB WELL DONE.



STANFORD MEN COME VISIT Charlie and Mike AT THEIR ALL NEW

THE CAMPUS BARBER SHOPS

Charlie's Campus No. 1
493 California Ave.
DA 5-9728

AND

Mike's Campus No. 2
480 California Ave.
DA 1-5460

"Same old place"

"Across the street"

Hours: 8:30 to 6:00 (Closed Mondays)



you'll love our **Diamond Classics** for the-bride-to-be

Fine, lustrous diamonds in settings of classic beauty by Paul de Vries. Each a ring to be treasured. From a distinguished collection of diamond rings for every taste, every budget.



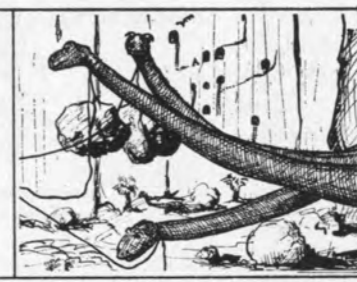
(top) one carat, tiffany set . \$450.
one carat solitaire, 2 tapered baguettes \$550.
prices include fed. tax

slightly enlarged to show detail
charge accounts, budgets • yu 2-5571

300 POST STREET at UNION SQUARE • SAN FRANCISCO

the stanford CHAPARRAL

CONTENTS FOR MAY VOL. LX, NO. 8



page 7

page 16

page 26

Six Decades of Campus Humor

page 8	1899-1909
page 11	1909-1919
page 16	1919-1929
page 21	1929-1939
page 26	1939-1949
page 32	1949-1959



Stanford University founded 1891; *Stanford Chaparral* established October 5, 1899, by Bristow Adams. Owned and published by the Chaparral Chapter of Hammer and Coffin National Honorary Humor Society, founded at Stanford University April 17, 1906; Barney Gilmore, president; Robert d'Alessio, vice-president; Bill Sater, secretary-treasurer. © 1959 by *The Stanford Chaparral*, chapter of Hammer and Coffin Society. Entered as second-class matter at Stanford, California (Palo Alto, California, Post Office), under Act of Congress of March 3, 1879. Published monthly nine times a year, October to June, by the Stanford Chaparral Chapter of Hammer and Coffin Society; subscription price, \$3.00 per year. An official publication of the Associated Students of Stanford University. Bona fide college humor magazines are granted reprint rights of material herein contained if credit is given to *The Stanford Chaparral*; all others should seek reprint rights from the editor or be held liable for actions involving infringement of copyright laws. Address all communications to Box 3013, Stanford, California. Represented nationally by The National Advertising Service Inc., 420 Madison Ave., New York 17, New York.

IT'S BETTER TO HAVE LIVED 60 YEARS THAN NEVER TO HAVE LAUGHED AT ALL



The Chappies

EDITORIAL

JON BARNARD GILMORE
Editor

DOUG NEWTON
Art Editor

RAY FUNKHOUSER
Managing Editor

JIM SUTHERLAND
Photo Editor

BILL CORBUS
National Secretary-Treasurer

BILL SATER
Secretary-Treasurer

AL DODWORTH
JOHN FRANKENSTEIN
Associate Editors

DREW FAGAN
Associate Art Editor

BUSINESS AND CIRCULATION

ROBERT D'ALESSIO
Business Manager

FRANKLIN KELLY
Advertising Director

DAVID HENDRY
Advertising Sales Manager

RALPH THOMPSON
Circulation Manager

HAMMER AND COFFIN AUXILIARY

LINDY MOORE
Women's Manager

CAROLINE COOLEY
Secretary-Treasurer

BARB EWING
SHERI BALLEW
JULIE BYRER
HELEN HAWTHORNE
MARY LOU CLARK

HONORARY

ANDRE FRELIER
PIERRE FRELIER
ROGER FRELIER
JOAN BOHRER

HAMMER AND COFFIN

BILL RINEHART
CHRIS WHORF
RUSTY WILLIAMS
CHUCK LANDIS
ED TUCKER
MORT HARDWICK
BOB BOIVAN
ANDREW FREDDY SCHWARZ
BILL CROWELL
KENNETH RIEDMAN
TIG TARLETON
DUFF HELSING
TOM TIMBERLAKE
RON FREUND
JAMES M. GLEASON
BURT KUFUS
HAL TREACY
BELTON FLEISHER
CARL BLOM
MARK HAMMER
WARD MC AFEE
CHRISTOPHER ADAMS

NOW THAT the Ancient One has survived his sixtieth year of publication he would like to share with you some of the wisdom that humor and history, and their intersection, have uncovered. It is the Old Boy's admittedly biased belief that humor can serve a unique function as a criticizer and tension reducer. It is the painless way of learning the hard way. And it is fun.

Now it is the traditional function of the Old Boy's column to use humor to expose the humbug which protocol ordinarily forbids criticizing, to ridicule it, and hopefully, to vanquish it. But in this issue the Ancient One will let history do that for him. Instead, he proposes to use this column as a kind of prologue to aid in the enjoyment of the fruits of history. Let us start at the beginning.

Chappie was founded in 1899 by Bristow Adams. Since its founding, the *Chaparral* has overcome war, depression, and censure, to become, according to the vote last month of over thirty campus humor editors, the nation's best college humor magazine.



BRISTOW ADAMS, '00

A sketch of the founder of the CHAPARRAL, drawn by himself for an anniversary edition of Chappie

In times past the Chappie masthead has held such names as Herbert Hoover Jr., Will Rogers Jr., Bill Irwin, Goodie Knight, Lester Summerfield, Doodles Weaver, and a host of others. If the reader will look closely at the art work to follow he can find the drawings of Miss Marjorie Bailey, a Chappie contributor for six years. Even Stanford's board of trustees has had its share of *Chaparral* contributors, the most recent prominent being Lloyd W. Dinkelspiel, past president.

Now the humor expressed by former Chappie staffers has taken many forms, including jokes, cartoons, articles, pictures, and variations in the form of parodies and satires. But our anniversary issue has only cartoons.

Before 1938 or so, all the jokes (like most of the cartoons) were based on puns. By about 1938, it seems, the finite number of possible puns had been exhausted and there began to appear the "current" type of joke. And in the course of reading Chappie for four years you will have seen many many of these. Thus, we are letting the cartoons speak for the jokes.



"It spreads thirteen different diseases and sounds just like an All-Clear signal."

The cartoons in this issue reflect very well outlooks and situations of the times. The problem to which each cartoon seems addressed is treated in the best style of the day. While each is funny in its own way, the reader will no doubt find that many seem, at best, to be only mildly amusing however. But there is something wonderfully funny in the sad-eyed dinosaur being led off to be drowned, that captures one only after he has considered this for a moment. And many cartoons will be the same. Any collection of cartoons must suffer from the tendency for the reader to satiate himself by reading them too fast or all at once. Individual consideration of each cartoon, slowly done, will greatly repay the reader and add to the meaning of these cartoons.



The Ancient One has found the preparation of this anniversary issue a labor of love. There have been many items that were hard to resist including. One especially tempting item was the ad for a 25¢ dinner. (The Old Boy succumbed to only one ad, anti-Chappie, tongue-in-cheek, which appeared in volume one.) The elusive item that we have tried to capture is the tone of the issues past. We have only partially succeeded. You will note that in the first few decades or so there is some art that is art alone. The cartoons were, for lack of a better term, noticeably quiet at first. With the coming of the first war the stories and cartoons took on a more violent turn. Cartoons were sometimes literally drawn in the trenches in France. It seems to be the general rule that cartoons deal with current "problems," or, if there don't seem to be any of these, they deal with love. And the wars make this quite obvious.

For this reason the Old Boy has emphasized the war cartoons. They are a sub-theme for our anniversary issue. Their plea is the same as that of the prophetic pieces on our inside covers. War isn't really funny. It is the Ancient One's hope that the cartoon below wasn't as prophetic as our cover pieces turned out to be. It would be nice to survive sixty years more.

—The Old Boy

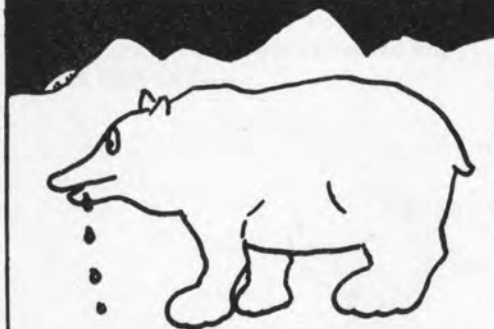




ONCE UPON A TIME A LITTLE STANFORD BOY AND GIRL WENT OUT AFTER DARK



AND THEY MET A HORRID BEAR WHICH DEVoured THEM



AND THAT IS WHY LITTLE STANFORD BOYS AND GIRLS SHOULD NOT GO OUT AFTER SIX O'CLOCK.



A Chinaman stepped on his queue
Which gave him an inverted vueue.
The misfortune was slight
But 'tis apropos quight
That pigtails are hard tueue renueue.



1899=1909

THE BUG-A-BOO



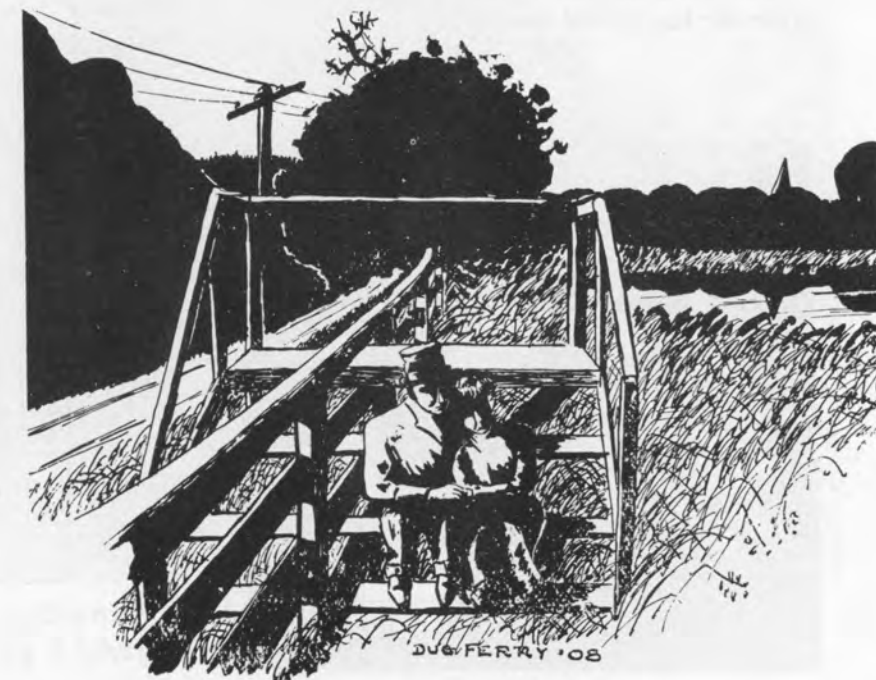
Look out for the wild Bug-a-boo!
He's a hid-e-ous-mon-ster-to-view!
Fer-o-cious, bi-zar'e,
He's the dread-ful-est-ear,
And he's out with his Ax for You!



DUG FERRY '08



THE OFFERING



DUG FERRY '08

Supporting Her in the Style She Was Accustomed to.

THE CHAPARRAL

IS THE POOREST PAPER AT STANFORD, BECAUSE IT HAS NOTHING TO SAY AND WOULDN'T KNOW HOW TO SAY IT IF IT HAD.....

DON'T ADVERTISE IN IT DON'T SUBSCRIBE FOR IT DON'T

ITS HUMOR IS VAPID, ITS VERSE IS LAME, ITS EDITORIALS ARE IMBECILE, ITS DRAWINGS ARE CRUDE; ABOVE ALL IT AIMS TO DISCOURAGE ATHLETICS AND THE ATHLETE

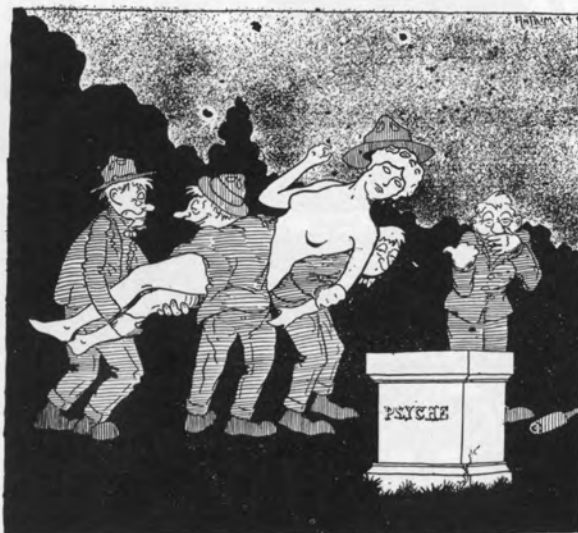


1909-1919

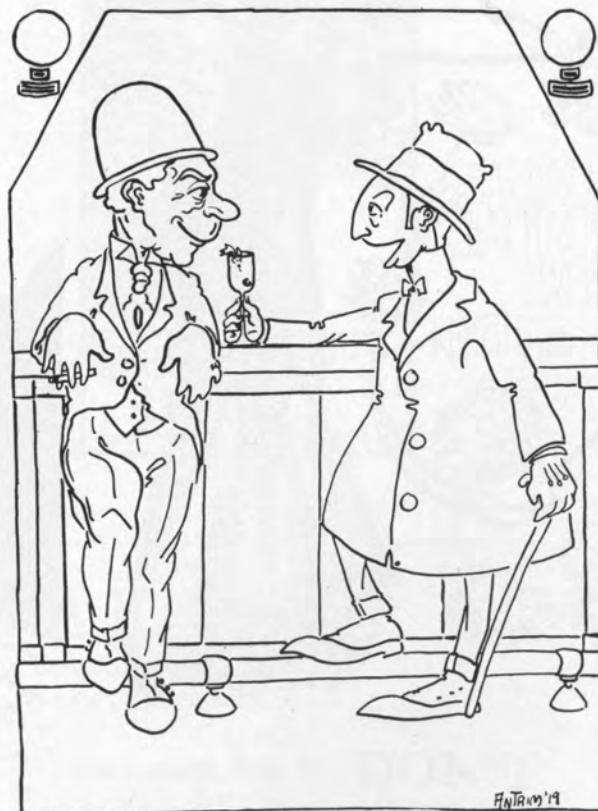


AFTER PROHIBITION

The Man Outside—"Curses, Maud loves that villain for his alcohol breath."



TAKING PSYCH



A FAST FRIEND

'19—Wonder why Vera wears a wrist watch.
Pre-'20—Dunno. Oughta be a speedometer, eh?

Photograph by *Hans Roth*
173 University Avenue
Palo Alto, California
DA 4-2224



Peninsula Creamery is proud to present TONI LEWIS, of Florence Moore. Peninsula is also proud to present its FAMOUS MILKSHAKE and other fine dairy products for your enjoyment.

Hamilton at Emerson

Peninsula Creamery

DA 3-3176



Well Prepared

In a great university over the sea
 A Russian Bolshevik a student
 would be;
 "You can't," said the Registrar—"ig-
 norant one—
 "You've no preparation, no back-
 ground—begone!"
 "Tut, tut, let him in, sir," a passing
 Prof said—
 "Although he's unschooled, he is
 jolly well-Red."



"I am going to kiss you," said Reginald Wall
 To Priscilla von Prude, as they stood in
 the hall;
 But girls are so queer that it goes without
 question—
 She was quite up in arms at the very suggestion!



"DON'T THOSE GERMAN STUDENTS LOOK FUNNY?"



Bill—What's matter, Jim? You look as
 glum as an owl.
 Jim—I'm thinking of those poor people over
 in the States, starving.



AS WILHELM DER KULTURED LOOKS
 TO THE MAN WHO FLUNKS OUT



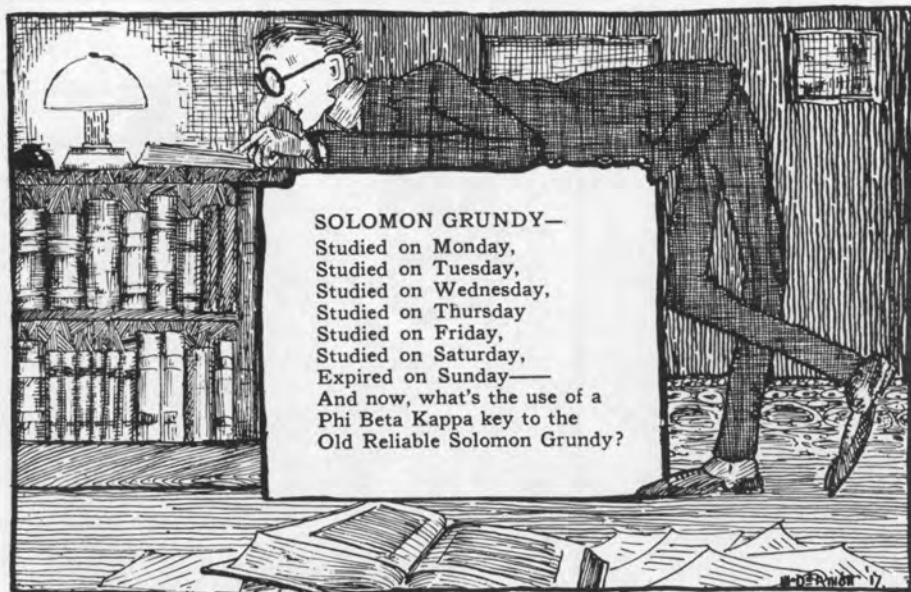
A MILITARY COUP



THE PEN IS MIGHTIER THAN
 THE SWORD



WONDERFUL!
 NEW SPECIES.
 STRIDE 2 INCHES!



MORAL TALE.



He walks with nose upturned in air,
Nor seems to note the smiling lass,
She nods and speaks—he doesn't care—
He's cutting class.



Renault La Dauphine \$1795.00 delivered Model: Ginger Buckhorn

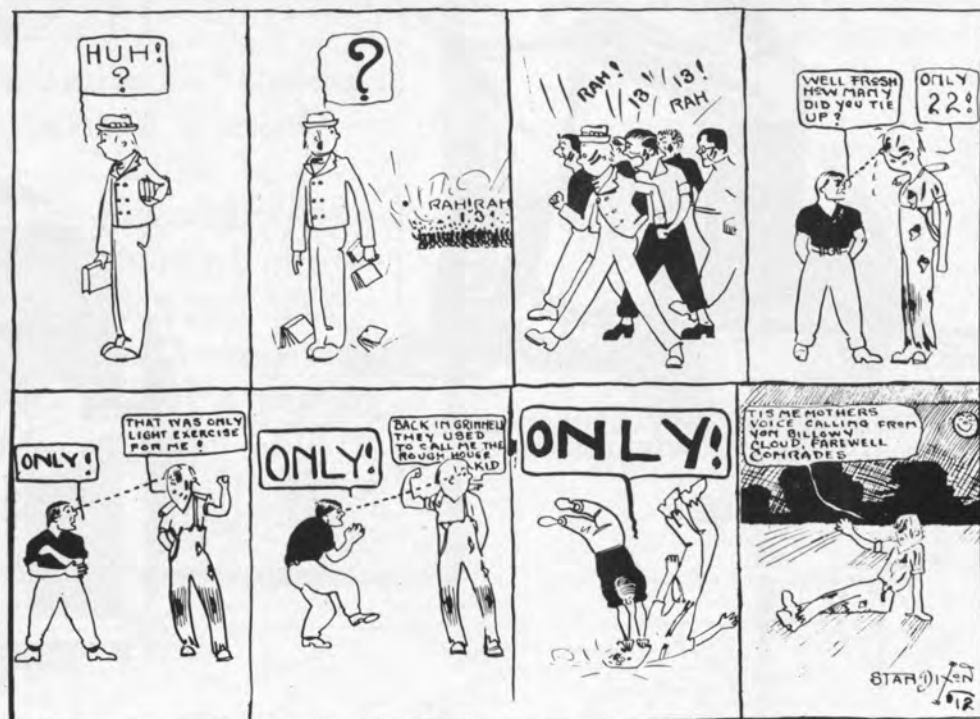
La Dauphine
by Renault

RENAULT
SALES & SERVICE

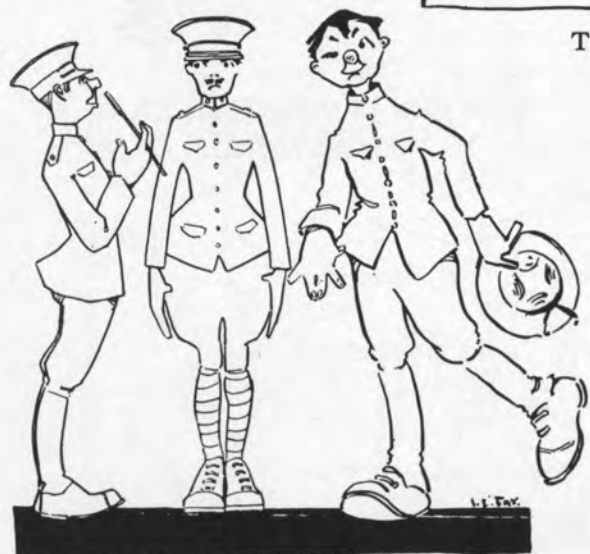
PALO ALTO RENAULT 623 ALMA STREET
DA 6-9370



ON THE BOAT



THE ADVENTURES OF BONAPARTE JONES.



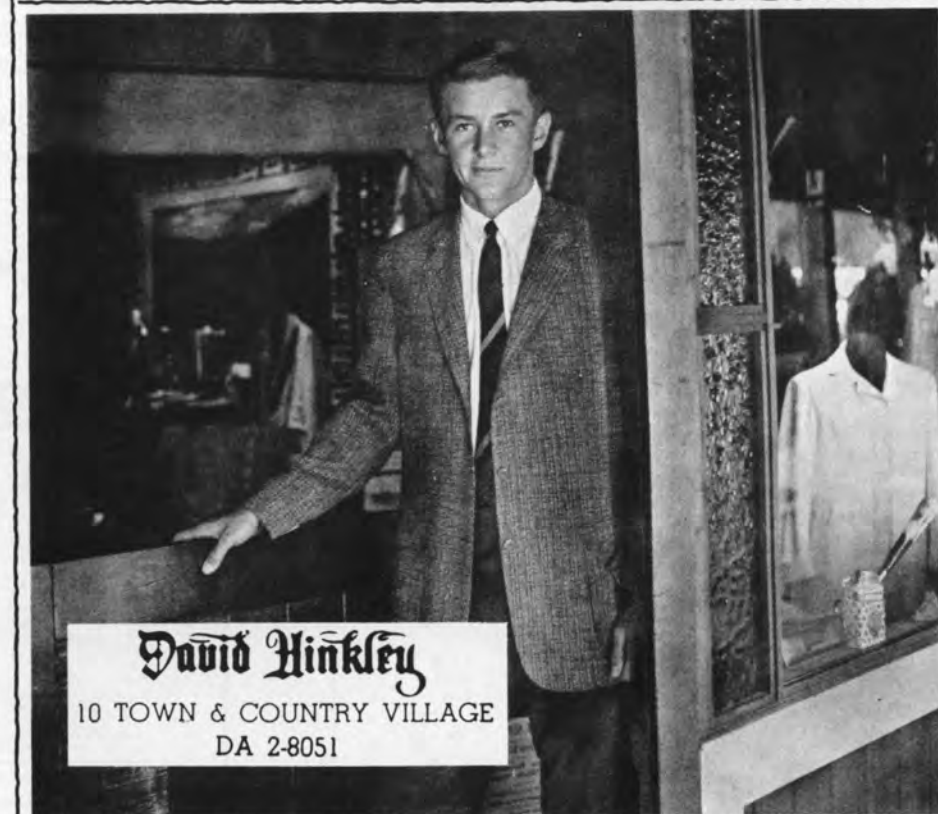
Cap.—Look what the wind blew in.
Loot—Er—beg pardon, sir, but that was the draft.



Sergeant—In case of accident whom do you wish notified?
Private—Saint Peter, room and bath.



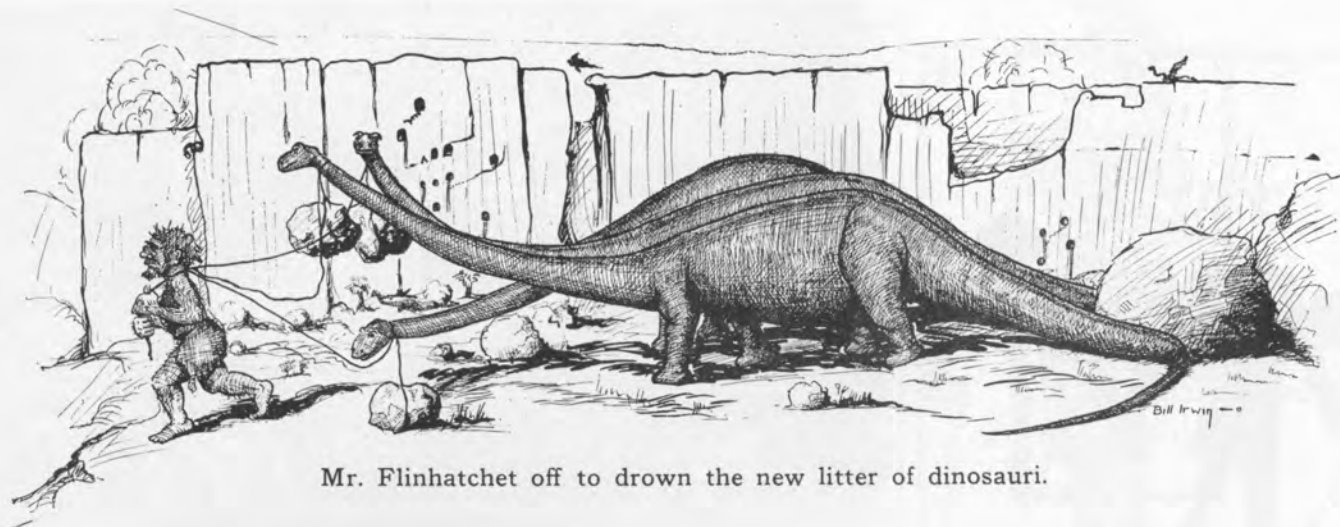
"And thus we come to see that the attractiveness of the female is an absolute and biological necessity."



David Hinkley

10 TOWN & COUNTRY VILLAGE
DA 2-8051

The ruggedly handsome Shetland coat worn by John Bohannon is hand tailored in England by Chester Barrie. Featuring saddle pockets, it is \$85.00 at David Hinkley. Silk and wool stripe tie by Berkley—\$2.50. The English Dak slack in worsted flannel—\$29.95.



Mr. Flintheart off to drown the new litter of dinosauri.



BG

"On our left we have Santa Clara County, on our right, San Mateo."



Clara Grebe

First Little One: Let's play college.
Second Little One: All right, you be the captain of the football team and I'll be the prom chairman.



LITTLE KNOWN HEROES: THE BROTHER WHO HAD TO STAY IN THE CELLAR ALL DURING RUSHING

1919-1929



Scene showing applicant being tested for Prohibition Enforcement Force. (Note: Chappie's first reference to Prohibition in three years. But then, this is leap year.)



CHARLIE LINDBERGH TAKES HIS GIRL OUT FOR A RIDE



George Jean Nathan—Who was that lady I seen you with last night?
H. L. Mencken—Why, that was no lady; that was just my old hatrack.
(IMPORTANT NOTE: This is positively the last version of this joke that this magazine will print.)



First Child Prodigy—When are you going to publish your next book?
Second Child Prodigy—I don't know. My stenographer's ill and I haven't learned to write yet.

A cordial welcome awaits you at the Allied Arts Guild.
 —a delightful place to shop
 —a California show place you'll want to see



"Traditional Shop" where brides' gifts are a tradition.
 Miss Judy Muller and Miss Pat Ogden

THE ALLIED ARTS GUILD

A non-profit organization operated for the benefit of the Stanford Convalescent Home.

Arbor Rd. at Creek Dr. Menlo Park DA 5-3259



Lisa Steere models a Rose Marie Reid swim suit with the new "Empire Line," while Wally Hawley models one of the Country Squire's wash & wear suits.



The Phi Beta Kappa does a little illegal rushing



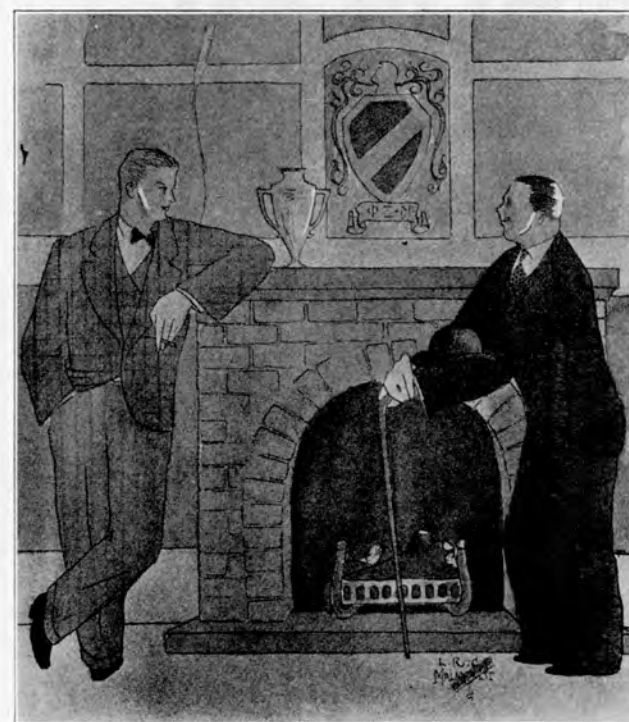
A PROMINENT ALUMNUS DECIDES TO ATTEND THE BIG GAME



THE MEEK SHALL INHERIT THE EARTH!



HER FIRST WEEK AT STANFORD SHE THOUGHT THE "CACTUS GARDENS" WAS A CAFÉ; SHE LONGED TO GO THERE. NOW SHE HAS BEEN THERE. SHE KNOWS IT IS NOT A CAFÉ. SHE WANTS TO GO AGAIN.



First College Bootlegger—Our team won, and my stock's sold out.
 Second Collegiate Bootlegger—Ours lost, and so is mine.



"PLEASE give me back my compact."
 "Never. I am going to use it to keep grand-father's pogo-stick in."



- | | | |
|------------------|--------------------|-------------------------|
| Hamburgers | Hot Dog on a Stick | Shrimp and French Fries |
| Cheeseburgers | Shakes | French Fries |
| Steak Sandwiches | Sundaes | Coffee |
| | Freezes | |

WE MAKE UP ORDERS TO TAKE OUT

Don't forget Foster's Freeze for that next party

Just south of the Stadium on El Camino Real
Corner Park Avenue

Phone DA 2-0340
Open 11 A.M.-11 P.M.



You say that you have a problem? You say you're going to get engaged & you don't know what to do; you don't know where you are going to get the ring; and you don't know where you are even going to get the money for the ring? Well, then, GROGAN THE JEWELER your ol' buddy has some advice for you. In the first place,

you should get out of the country as fast as you can, but if you are too far down the primrose path to turn back then you should drop by and see good ol' GROGAN. Tell him just how long you expect it to last and how much you think you can spend. If the last bit of information doesn't get you thrown out of the shop, you can talk about the setting, diamond, and terms. GROGAN can fix you up with his own kind of special, sardistic type of time plan. Mention you saw his ad in the Chappie -- We'd appreciate it and GROGAN will hit you right in the mouth. GROGAN THE JEWELER 205 University Palo Alto

BYRON



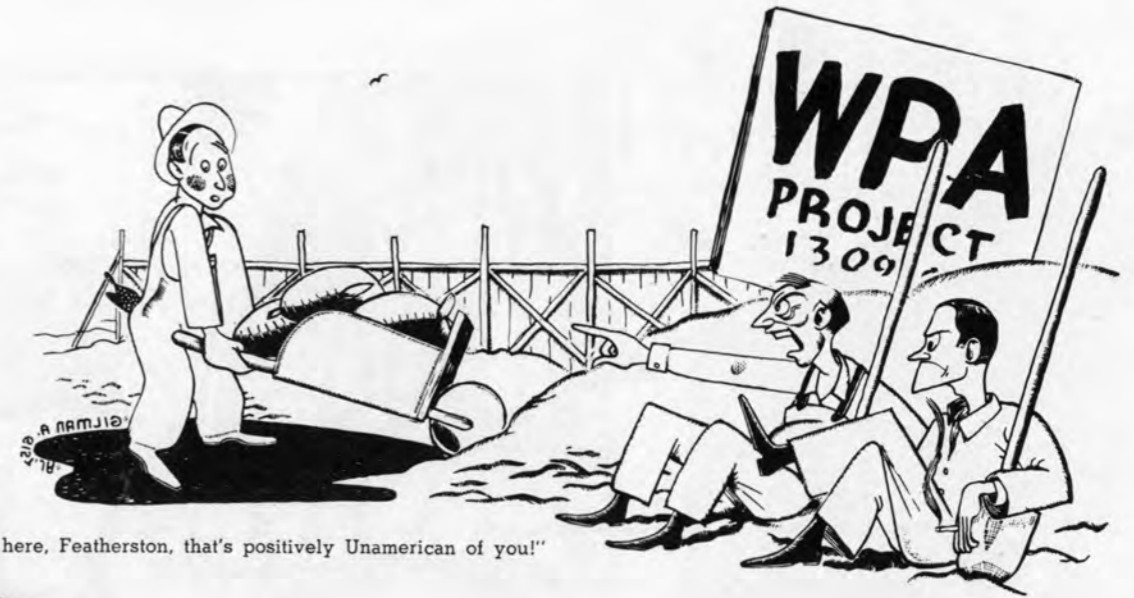
on Life Savers:

"Give away thy breath!"

From My 36th Year, line 36



Still only 5¢



"See here, Featherston, that's positively Unamerican of you!"



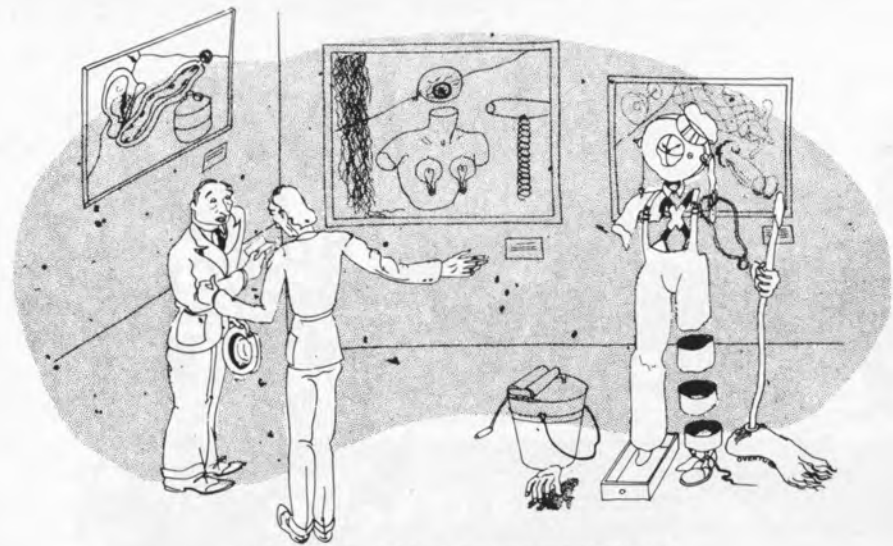
"My God, my son's a Democrat!"

1929-1939



All Quiet on the Western Front

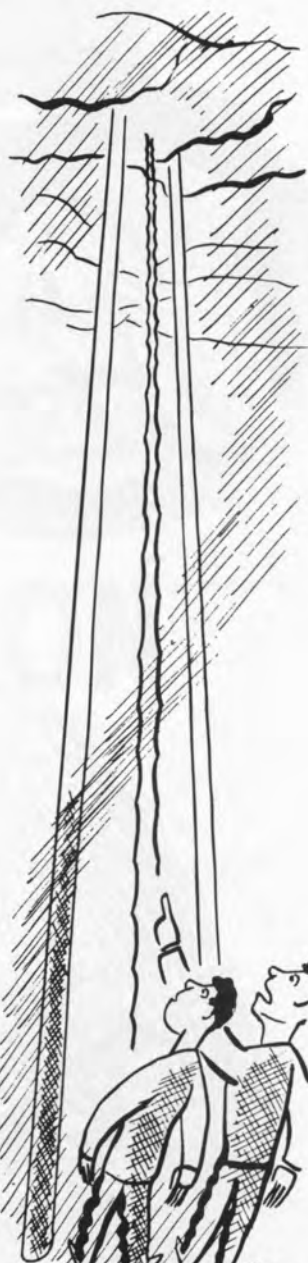
"D'you know, Bill, at times I get downright homesick."



"Oh, that's the janitor. He's been that way since we hung the exhibit."



Sir Basil Zaharoff: "Think of what it will do for the birth-rate!"



dink
"Pole vault or no pole vault, if he isn't down soon, I'm going to send someone up to find out what's wrong"



"Are you a good caddy?"
"Yes, sir."
"Can you find lost balls?"
"Yes, sir."
"Well, then find one and we'll get started."

Drawing by Ned Hilton



"Wouldn't it make a wonderful jigsaw puzzle?"



"Personally, I don't like it."
"Me neither, Gus, but at the same time you gotta admit it's got something."



"Oh, hello, Dean"

Gleim's Rings to Capture her Heart

Palo Alto's Oldest Jeweler
Never a charge for credit!




\$195.00

\$375.00

\$450.00

Prices are for ring sets.
Federal tax included

Before a diamond ring is put into our stock, the stone is tested for weight, color, cut and clarity. Together, these factors determine the value of a stone. Our careful tests...our carefully-guarded reputation...are your guarantee of *unsurpassed* value when you purchase your proud diamond ring here.

Certified Gemologist

119 Stanford Center 408 California Ave. 322 University Ave.



JUDGE—Do you understand the nature of an oath?
Boy—Do I? Ain't I your caddy?



"I didn't know that you hashed."



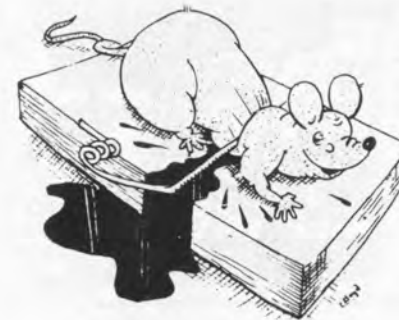
"Yeah—Lindbergh's sure got guts!"
"Mercy!"



"Every one of those pins shows where one of our girls is tonight."



"You were wonderful when you kicked the ball right in that horrid Bill Jenks's face!"



"Well, anyway, I got their goddam cheese!"

Slow down the easy way . . .

Let Dorn's
✓ your brakes
stop your shimmy
get you started

(free rides back to campus)

DORN'S
SAFETY
SERVICE



801 Alma Street, Palo Alto

DA 3-3928



Congdon & Crome



Binders (zipper and 3-ring), writing implements (ball points, "Snorkel" point, regular point), paper (all kinds) . . . we even cash students' checks!

School Suppliers & Stationers
University at Ramona

"Serving all your
typing needs"



PALO ALTO TYPEWRITER
palo alto office equipment co.

171 University — DA 4-1688

ART YOUNGS
SOUTHGATE MOTORS

HILLMAN • SUNBEAM • WILLYS

Sales and Service

999 Alma St. • DA 5-5611

Specialists in All Imported Car Repairs



GENERATOR AND STARTER REBUILDING
WHEEL BALANCING AND ALIGNING
GENERAL REPAIRING TUNE-UPS
COMPLETE LUBRICATING

Stanfordites Given Special Consideration

...traditional
Japanese Dining
Sukiyaki • Teriyaki • Tempura

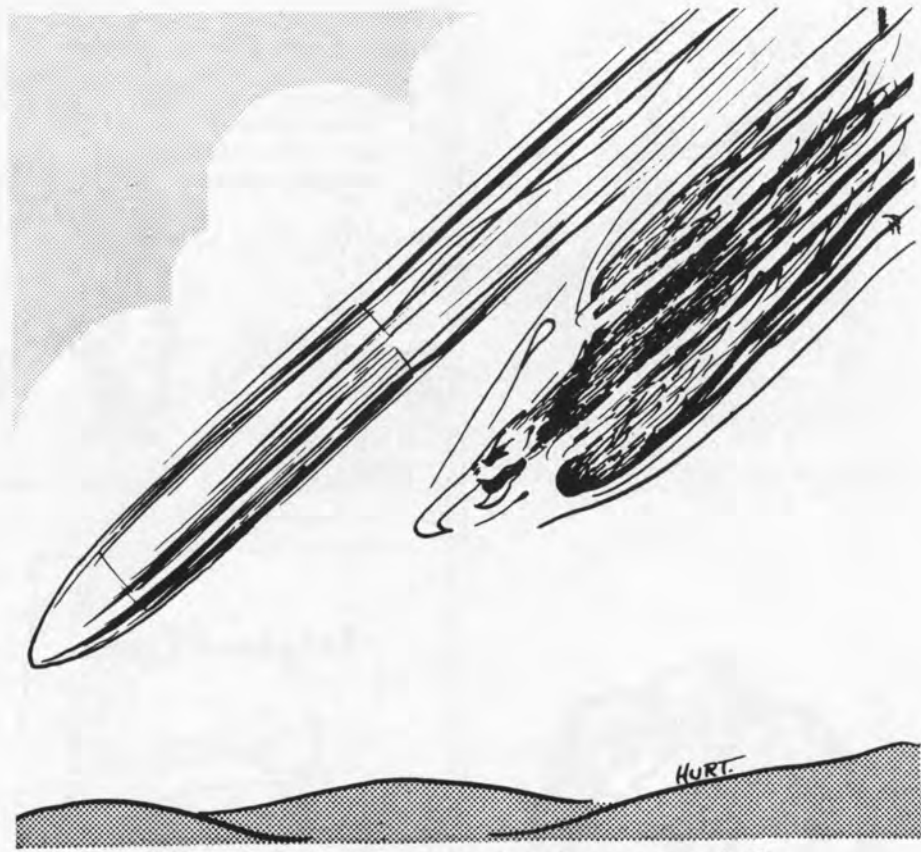
• LUNCHEON
• DINNERS
• COCKTAILS

Sakura Gardens

Closed Mon. RESERVATIONS: YOrkshire 8-1694-8-1695.
2116 El Camino Real Mountain View

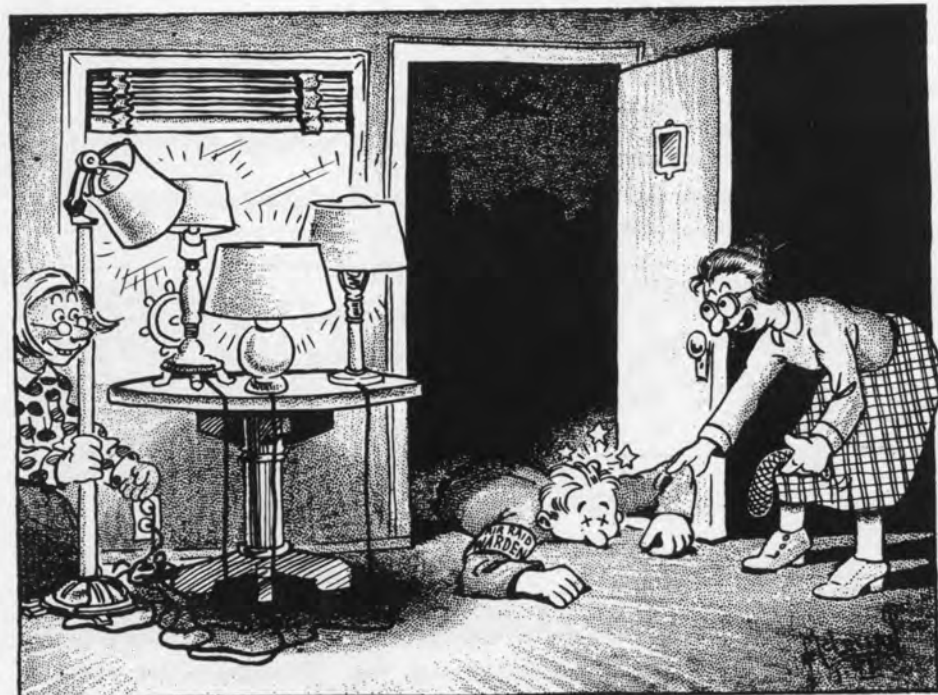


"If it's gonna happen it's gonna happen before 1:30 anyway."



"OK, so you're fast; what else can you do?"

1939-1949



"Turn 'em off, Gertrude—we've got one!"



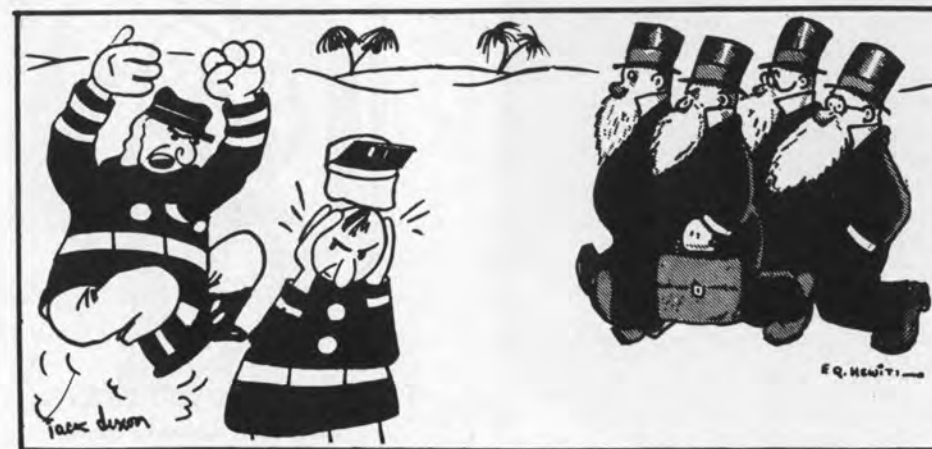
HURT.



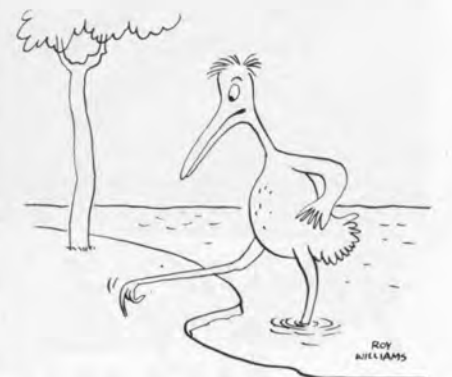
"I think half the trouble with these countries is the way the women dress!"



"But officer . . . The quality of mercy is not strained; it dropeth as the gentle rain from heaven upon the place beneath; it's twice blest' . . ."



"Gad! Look what they're sending us for replacements now!"



SOME MONTHS YOU CAN'T MAKE A NICKEL



Jearney's

"HAVE COAT, WILL SELL"

20 Town and Country Village Palo Alto
DA 3-1795

MAN'S SHOP

A wash & wear Haspel sport coat modeled by Mickey Bennet. \$28.50 to \$31.50.

Rossotti's

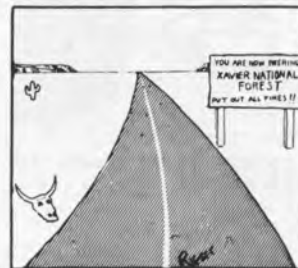
Donald Horther
Howard Stone
— Proprietors



*With an I.D. you can see the label



"Remember the days when you thought a 'Model A' was too small?"



What's cookin', Jack?



"Hold your ears!"



Pard congratulates the Old Boy
for sixty years of publication.

PARDS BAR-B-Q Open daily 6:30 a.m. to
midnight
4191 EL CAMINO REAL PALO ALTO PALO ALTO
ONE BLOCK NORTH OF RICKEY'S DA 3-5858

MARQUARD'S DRIVE-IN RESTAURANT

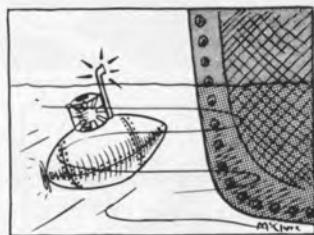


CORNER OF EL CAMINO REAL AND CAMBRIDGE, MENLO PARK

For "take-outs," phone DA 3-9562, and we'll have 'em
for you in a jiffy!



Myers
Hobberg



"Well, Admiral Yamamoto, shall
we torpedo it, or ram it?"



Rickey



"There's a Fjord in your future."

Pro Kaufman
Gert Wheat



"One thing about Schmalz,
he isn't in any hurry to get his passes away."

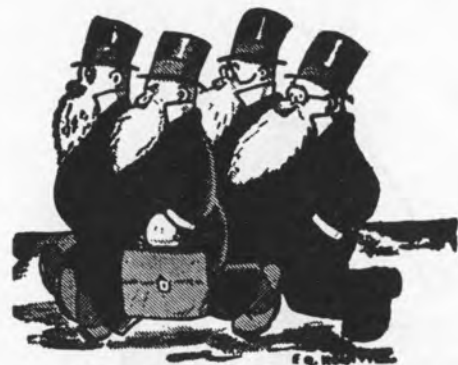


"The answers are correct, but let's
strive for more neatness."



DAVE & GERT
McKIM

"He loves me . . . he loves me not . . . he loves me . . ."



"What if we did lose the Big Game, we got a Nobel Prize, didn't we?"



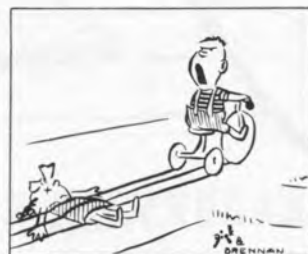
"Of course she's exhausted—giving birth to twelve children in the heart of the Belgian Congo is no small task!"



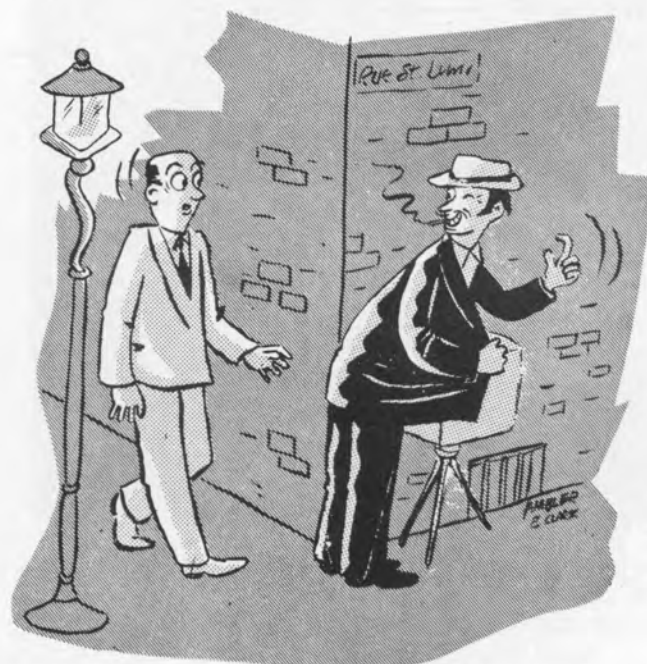
1949-1959



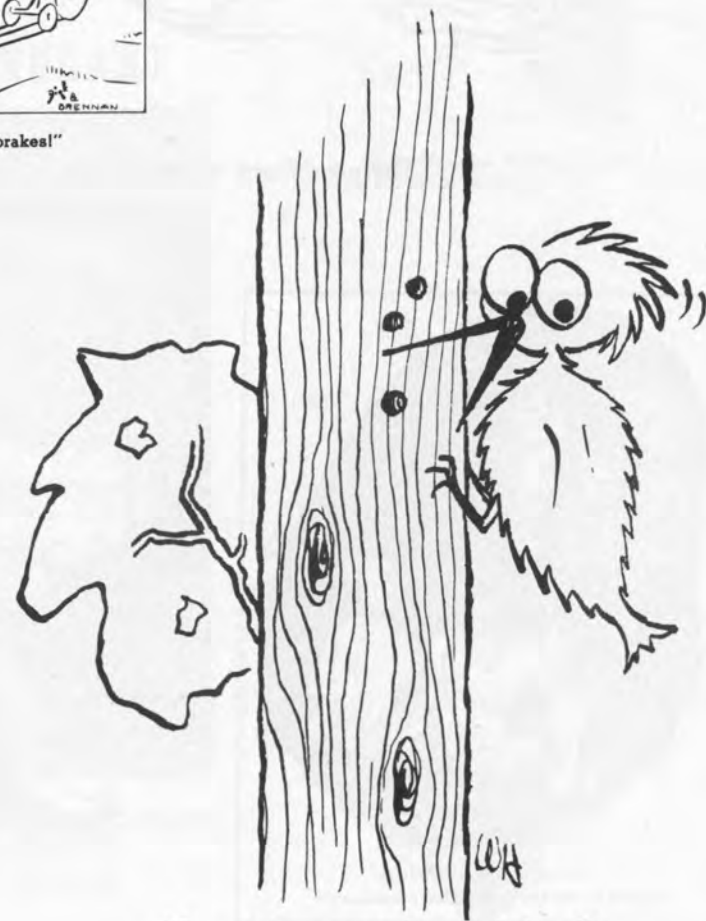
"This must be the lecture we've been waiting for."



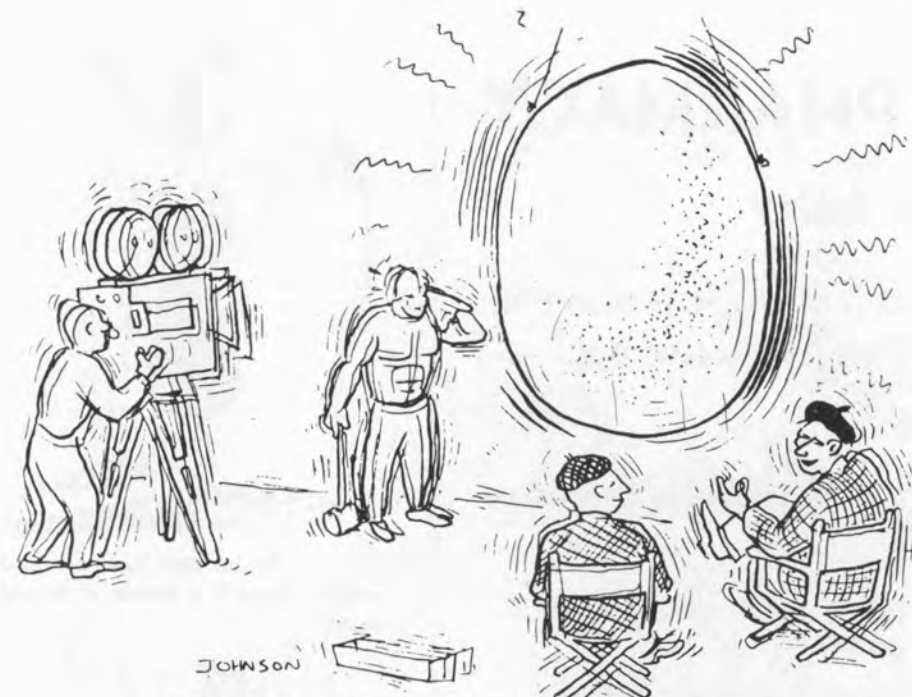
"Damn brakes!"



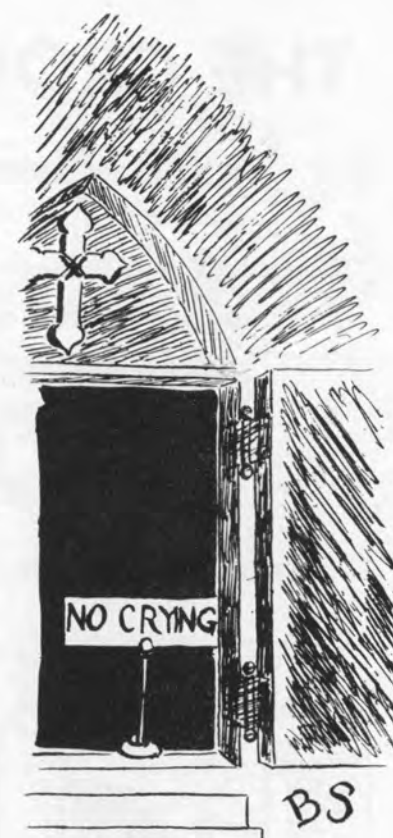
"Pssst! . . . Feelthy TV!"



"Love is a many splintered thing"



"Was that just about what you wanted, J. Arthur?"



BS



"Go out with Robie girls? Do you think I'm perverted!"



"Your fortune: You now have Asiatic flu."



"On your toes, Winesap—this may be their surprise play."

THE CROW PHARMACY

Phone DA 3-4169

Hours: Monday through Saturday: 8:30 A.M. to 6:30 P.M.
Sundays and Holidays: 10:00 A.M. to 4:00 P.M.

Free Delivery



Prescription Specialists

547 BRYANT STREET • PALO ALTO, CALIFORNIA



Your store for gifts homeware hardware

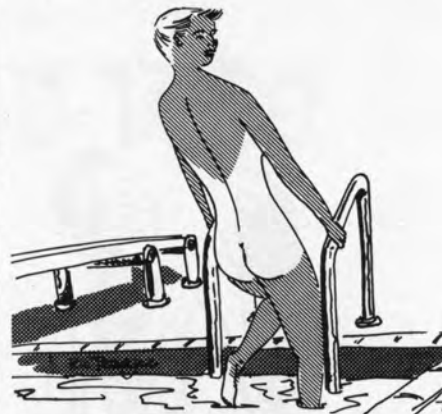


STANFORD SHOPPING CENTER

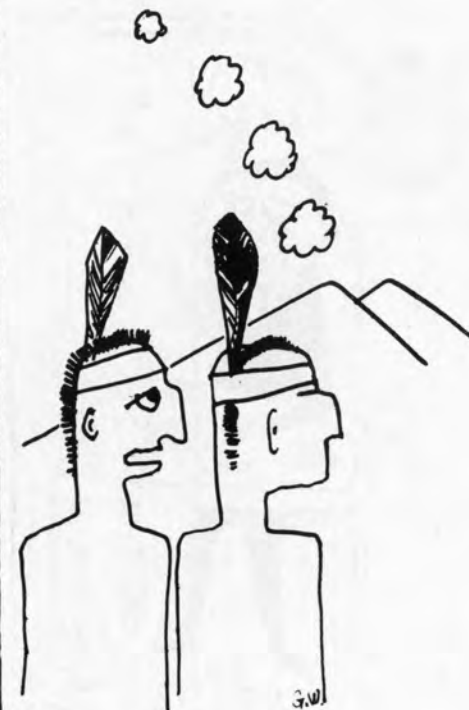
DA 5-0176



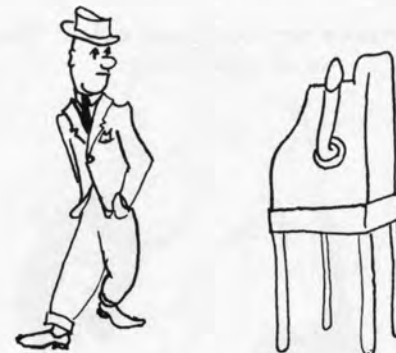
"... So he sez, 'Get out and walk!' How'd I know it would rain?"



"What white bathing suit?"



"I wish I'd said that!"



Available for
PARTIES, BANQUETS
& EXCHANGES
5:00 P.M.
to
2:00 A.M.
(Closed Tuesdays)



Rudolfo's

4020 El Camino Real, Palo Alto



Rolly Somer • Norm Standlee

JUICE

JUGS

JOKES

3005 El Camino Real Atherton
DA 2-2214 EM 6-9952

VIKING MOTOR BODY CO.

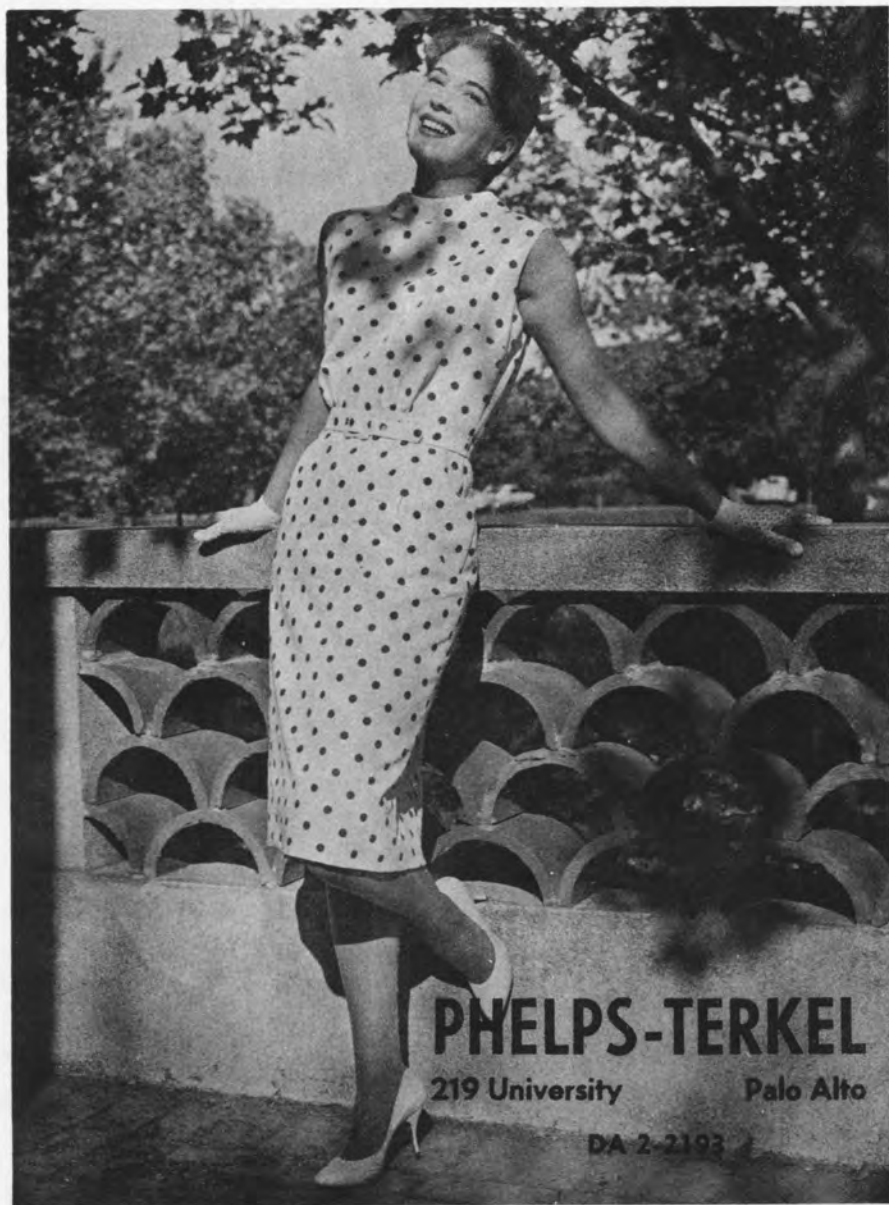
JOE G. CALVELLO

HAL E. HAMERTON

COMPLETE MOTOR REPAIRS—PAINT & BODY WORK
BATTERIES—TIRES—MOTOR TUNE-UP—WASHING
POLISHING—SEAT COVERS

DAvenport 3-6222

98 Churchill Avenue
PALO ALTO, CALIF.



PHELPS-TERKEL
 219 University Palo Alto
 DA 2-2193

- Fashion by LANZ from 1959 Spring and Summer group
- Dress is Swiss Cotton with Navy Polka Dot
- Sizes 7 to 15 \$29.95
- Also comes in full skirt with puff sleeves at \$29.95
- Model: Linda Langlois

We give S & H Green Stamps



FREE PICK-UP AND DELIVERY.....DA-3-4400

STANFORD UNION OIL SERVICE
 Behind Stanford Shopping Center



"Get me a psychoanalyst, quick! This is an emergency!"



Peter Knaf
 "What's Santa going to bring you for Christmas, little girl?"



"Crazy mixed-up college kids!"



"Ah, come on, Mister, stick 'em up!"



"It's too late to agree with me. I've changed my mind."



"I am not now, and never have been, a member of the Communist Party!"

ARE YOU GOING SOMEWHERE?



Passport Photos guaranteed to get you out of the country

KEEBLE & LOHMAN

New portrait studio in the Stanford Shopping Center

DA 1-0321



PLAYING IT COOL... Gordon adds the discipline of Dacron to handsome Hopsack Linen — in a suit that meets scholastic requirements, stays neat and unwrinkled. Completely washable, in taupe, olive, martini and navy. About \$55. Jackets about \$35.

at **FOX LTD.**

FOR FURTHER INFORMATION WRITE: GORDON-FORD SALES COMPANY, EMPIRE STATE BLDG., NEW YORK 1, N. Y.



"Comrades, arise!"



"What say, Jacque . . . How they hangin'?"



"Then when I got my Ph.D..."



"No, no, my children! Just a simple kiss . . ."

GENUINE REGISTERED
Keepsake
DIAMOND RINGS



LONGMONT \$500.00
Also \$300 to \$575
Wedding Ring \$150.00



BRENNAN \$300.00
Also \$350 to \$400
Wedding Ring \$100.00



CAMERON \$200.00
Also \$100 and \$2475
Wedding Ring \$12.50

**When You Buy a Keepsake
You KNOW It's the Best**

Keepsake is perfection —
the engagement ring that
assures a perfect center
diamond, the finest quality
money can buy.

Rings enlarged to show details
Prices include Federal Tax

**CARLYLE'S
Jewelers**

218 University Ave.
Downtown Palo Alto

DA 3-2834

CONVENIENT TERMS ARRANGED
NO EXTRA CHARGE
OPEN MONDAYS AND THURSDAYS 'TIL 9 P.M.

Stanford students
enjoying the
ice cream parlor at

Edy's

73 EMBARCADERO TOWN & COUNTRY



CAMERA SHOP

541 Bryant
Palo Alto
DA 2-1715



340 California
South Palo Alto
DA 6-3344

photo finishing • cameras
application & passport pictures
photographic supplies
picture framing
photostat copies

CLEAN CLOTHES



Smart Appearance

**VILLAGE
SUDSETTE**

85 Town & Country
Village
Palo Alto DA 2-6432

It takes
the average
olive stuffer
6 months to ride
a unicycle from
Walla Walla
to Kokomo



By strange coincidence
that's the same amount of time
you can have to pay at R/A.

You need nothing but
a reg card to get a charge!

ROOS/ATKINS

STANFORD SHOPPING CENTER / and The Shack on Campus

Our Advertisers

ALLIED ARTS	38
CAMERA SHOP	39
CAMPUS BARBER SHOP	3
CARLYLE'S	30
CHESTERFIELD	BACK COVER
COLONY	1
CONGDON & CROME	25
COUNTRY SQUIRE	38
CROW PHARMACY	34
DONNELLY'S	34
DORN'S	39
EDY'S	39
FOSTER'S FREEZE	20
GLEIM'S	24
GORDON FORD	37
GROGAN'S	20
DAVID HINCKLEY	15
KEEBLE'S	37
KIRK'S	28
LOUIS & CO.	4
LIFE SAVERS	20
L'OMMIE'S	4
MARQUARD'S	30
PALO ALTO OFFICE EQUIPMENT	20
PARD'S	25
PENINSULA CREAMERY	10
PHELPS-TERKEL	36
RENAULT	15
ROLLY & NORM'S	35
ROOS-ATKINS	40
RUDOLPHO'S	35
SAKURA GARDENS	39
SOUTHGATE MOTORS	24
TEARNEY'S	28
VIKING MOTORS	35
UNION OIL	36
VILLAGE SUDSETTE	39
WAMSUTTA PERCALE	2



...LES, Dric-brac and
riod furn. Call after 6. BA 7682
DESKS, chairs, files, safe—used.
Terms: 60% bdw y.
FOR SALE, Croix de Guerre, \$6.
Box 54
Singer latest model sewing ma-
chine, reduced \$35; real bar-
ber. WE 36000
Atwood 567 C

Classified Ad in a New York Sunday paper,
October 1920.

**THE PRICE OF
HONOR**

WHEN the next war comes they'll ap-
peal to your honor. What's that honor worth?

Well, if you live, and murder more of your fel-
low men than you're expected to, you may get a
shiny bauble like the one above. It was Napoleon
who said, "Men will go to their deaths for one
of these toys."

Of course, you can't all get medals. Most of
you will have to be content with a missing arm
or leg as evidence of your courage and honor;
or half a face, lungs seared away, or eyes perma-
nently darkened; a lingering, loathsome disease ac-
quired in rotten trenches or filthy prison camps;
a mind haunted with roars of shells and unspeak-
able sights and deeds, or completely shattered so
as to render you a pitiful, babbling idiot.

A fortunate few will be killed outright. Even
those who will lie for days in the mud or on the

wire, until their tongues swell with thirst and
their brains crack with unbearable pain and they
cry out for their mothers and curse and implore
God for a merciful bullet—even those will be
better off than many who come home more dead
than alive. For if you die, people will mouth
patriotic speeches over your grave for ten or
twenty years, until another war provides them
with new heroes and fresher corpses.

These things aren't meant just to turn your
stomachs. Be thankful they're only words. They
may soon be realities. Such things are common-
place in war.

Maybe it's honorable. Is it?
Maybe it's necessary. Is it?
Maybe it's inevitable. Is it?
Maybe there's nothing YOU can do about it.
Are you sure?

(CHAPARRAL invites reprint of this page.)

**Chaparral
December, 1937**

**MEN
OF
AMERICA:
THE RANCH
HANDS**

*Live-action shots—
Saddle Mountains, Wash.*



*Driving cattle!
Desert sun ablaze!*



*Pounding leather
rounding up the strays!*



*Herding steers across the range
you'll find a man*



*Takes big pleasure when and
where he can... Chesterfield King!*



*Top-tobacco, straight Grade-A,
Top-tobacco all the way!*



*This sun-drenched top-tobacco's
gonna mean...*



*That you're smokin' smoother and
you're smokin' clean!*



*Only top-tobacco, full king-size,
For big clean taste that satisfies!*

*Join the men who know—***NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO**

CHESTERFIELD



EXTRA LENGTH
top-tobacco
filter action...
tops in friendly
satisfaction!

KING