Missouri Showme

Football Number

15¢
They keep tasting better and better to me!

NO matter how many you smoke! It's a fact. The last Chesterfield of the day is just as mild and sweet—as cool and comfortable—as the first. Every Chesterfield is like every other Chesterfield!

The tobaccos themselves give the answer. Only mild, ripe, sweet tobaccos—the smoothest and ripest grown—go into Chesterfield.

And the paper—notice how fine and white it is. It's the purest that money can buy! Burns without taste or odor.

All this care—to make Chesterfields taste better and milder. And they do! The millions of Chesterfield smokers—men and women both—say it in their own way: "They Satisfy!"
The passing years can never dim your fame;
It shines untarnished on the battle-field,
Giving the men who rally round your name
Ever the signal, "Forward—never yield!"
Equal and mighty, sportsmanlike and true,

Tigers, the standard that your hands uphold,
Each hope of ours is linked with pride in you,
And consecrates the valiant soul of old
Mizzou!
ANOTHER SERVICE TO MISSOURI STUDENTS

In the CO-OP’s constant effort to serve Missouri Men and Women, it has added another convenience. Subscribers to the SHOWME may now get their copies by calling at the CO-OP on the date of issue.

CO-OP

USE GAS

The more often you fuel an antique heating device, the more you wish for Gas advantages—

Economy — Cleanliness — Convenience

That’s why people are demanding Gas heat.

That’s why people say Gas is efficient and dependable.

Missouri Utilities

FEATURING . . . .

A Regular Saturday Special

12 Beautiful Roses
$1.00 per Dozen
(Regular $3.00 Grade)

Missouri Flower Shop
29 North 10th
Phone 4412

Julian: See that woman? She knows about every joint in town.
Freda: How stunning! She doesn’t look dissipated.
Julian: Oh, no. She’s a chiropractor.

Imagine the embarrassment of the young duckling when he discovered that his first pants were down.

“My best hen simply laid herself to death.”
“Died from ova-work, you might say.”

College men out for freshman sports are exposed to the danger of athlete’s foot. We wonder if they have any immunity against athlete’s brain.

Stewed (to waitress): “Shay, have you any suggestions for breakfast for a man in my condition?”
Waitress: “Yes, sir, we have stewed prunes, pickled salmon, and a plate with a bun on.”

He: Say, Amy, did you get your bust notice yet?
She: Don’t you be so fresh.

—Cornell Widow

“It Pays to Look Well”

VANITY FAIR

Cleaners

Quality Cleaning and Pressing

917 East Broadway
Dial 7048
AN EX-LINE PLUNGER BECOMES A COMMUTER

THE VARSITY GIRL

Boy! how she hollers and shouts,
For the men who fight for glory;
She doesn't know player from ball,
But who cares about that story?

She waives her arms all about,
Her face—a smiling beam,
Of her success there is no doubt,
I think she'll make the team.

—John Redmond

THE OPTIMIST

The best sample of the courage of one's convictions was shown by a young bride who recently returned from her honeymoon and immediately applied for membership in the Parent-Teachers Association of the school in her neighborhood.
When there is work to do, a man talks about women. When there is no man to work, a woman talks about how men talk about women.

—Exchange

"Those must be pretty fancy pink undies you have under that frock?"

"Wrong again, brother; that's sunburn."

—Ala. Rammer-Jammer

Chi: Can you get me a date with a good girl?
Phi: Well I can get you a good date.

—Penn State Froth

"You say you go to school for chorus girls? Why, what do they teach you?"

"Rhythm and Writhin'."

—Temple Owl

Society item: Teddy and Fanny are usually together.

Explanation: No, dear. A singletie is not one of triplets. It's something else.

WHAT BIG EYES YOU GOT

One of the old things that still is good, even in these modern days, is the alibi offered by Little Red Riding Hood.

VICIOUS CIRCLE (Counter-clock-wise)

Time—vacation;
A flirtation,
Hesitation—
Approbation,
Declamation.
Great elation!
Preparation,
Conjugation,
Celebration,
New relation!
Dissipation,
Separation,
Emancipation,
Court Probation,
Situation!
Information,
Accusation,
Indignation,
Tribulation,
Argumentation,

AN ODE TO ONE WHO WAS STOOD UP

And if he calls again,
The great big bore,
I curse at all men forevermore,
I wonder then if I'll be the fool?
I was before.

—John Redmond

HOW THE BOYS WILL HOLD THAT LINE!

Drawn by C. Beck—Courtesy Ski-U-Mah.
Rumor has it that a Chevrolet six has been placed on a pedestal in the very heart of Edinburgh. 'Round about it, day and night, you can see a circle of agitated Scotch whiskers. For on the pedestal are carved these words: "Chevrolet defies all Scotland to match Chevrolet's record for economy." And rumor concludes by saying that the defy still stands!

Exaggerated? Well, at least it's no exaggeration to say that the Chevrolet will actually cost you less for gasoline, oil and upkeep than any other car you can buy. That's been proved so often that there is no longer any need to keep it secret. Take the case of Joe Zilch of Burning Stump, Okla. Or rather don't take it, because it's too long a story to tell here. Take a ride in a Chevrolet instead, and note the mileage you get on every gallon of gas you buy. If you still feel mercenary after that experience, remember Chevrolet's low prices. They simply remove every reason why you can't own one of these handsome sixes—smart as a Winchell wisecracker and even faster than that!

NEW CHEVROLET SIX
The Great American Value
The Showme Show

We find on file this question for the month: why isn't the Hall Theater have the pigeons removed from the front of their building? If it happens again we are going to present them with a hat-cleaning bill. Don't the Gamma Phi Betas wear nice looking pajamas? T'sk, now, we know what you're thinking, you sneak, you! But you're wrong, cause we saw them when they came out on their roof to hear us sing. And that gong upstairs in the Beta house, just why is it there? Is that the Zetas are seldom absent minded, or are there certain ones?...UICK, Henry, The Flit!...What was the occasion for the Sig Alphas driving round the Kappa yard late at nite in an automobile recently. Sally Levin's new name "Witch"...so we have more advertising endorsers on our campus...Would you ever dream of this: one of our polo players, while attending a party given in honor of the team while playing the St. Louis Country Club, squirted gin into the lap of a heiress to quite a bit of mazuma. And did she return it?...well, yes...

Guess Hal Foster will never get out of school. We've been hoping to miss him for a long time...And Freddie Horn, we know you are an engineer, so leave your green shirt at home til St. Pat's, puleez!...Just because Gail Allee didn't like their singing was no reason to throw a bucket of water on the songsters...Or was it?...Milam's "Boilermakers" just can't be toned down it seems...oh, well, we must have some big noises on our campus...

Do THE Pi Phi jellies have a mortgage on that corner booth or is it just that old habit of "we girls stick together"...The Zebs were certainly fixed up nicely this election. Perhaps their caucus feared losing them...Von Allen Carlisle is still our favorite tin soldier...Clarence Rehagen sure keeps that white sweater spotless...how does he do it in the Engine School with all its dirt?...Mary Haley is reported as having gone to her English class in Mumford recently but found an apple exhibit there in its place...so plucking, (nonchalantly) from among the potential prize winning specimens, a good sized gin, you'd better tell Martha Kok-en how to vote on the spring elections. Apparently she didn't know this last time...Kappas still flock to their old favorite haunt instead of moving to our more recent new ones...what's the attraction?

Hard times turned into good times—so it seems at the Kappa Sig Hard Times party...the best they've given in years...The Lawrence Bros. and the Mann Bros. were a sight for sore eyes...Who wore that plain ole gunny sack?...Dunwoody and Shoebock looked right at home in their outfits and did Ed Smith have himself a time? We ask?

Arnwarmin' bigger 'n bet-ter'n ever before...even tho the Queen almost broke an ankle coming down the chute...Kermit Moore was seen asking Jack Hacketthorn to leave. Was that nice?...And the next war looks as tho it will be between the Betas and the Pi K A's as a result of a shaving affair following the Tomb and Key initiation...We understand it all started over that old, old song...sorry for Hoax's hair and for what might follow if the two organizations tie-up some dark night...We will stay at home that night!

In answer to the requests we have received from those who were unable to secure copies of our Freshman Number in which Mr. O. O. McIntyre's picture appeared, we are again publishing it in this number,—this time with an exclusive article from him. The picture and article appear on page 13.

And again we are getting more tips as well as inquiries concerning the Observant Mule. He knows all and sees all, although we are unable to publish all that he does know. Next month the Observant Mule will work in cooperation with the Observation Post, and with these two great mystic powers combined the campus should beware!—(Be where they can't find you).

We deeply regret that we were unable to list all those entitled to places upon the M.U. Jelly Team but your name might be there...turn to page 11 and see.

Apple, she wheeled around and proceeded to munch as she sauntered homeward...you, know, Mary, an apple a day...

Lucille Fountain and Betty Palmer might explain just what they were doing under the steps of Jesse Hall late one night not so long ago. Did they really hope to find some stencils, or the like?...Well, maybe they'd rather not tell...And again our boy of injunction fame breaks into the news...Power to yuh...Virginia, you'd better tell Martha Kok-en how to vote on the spring elections. Apparently she didn't know this last time...Kappas still flock to their old favorite haunt instead of moving to our more recent new ones...what's the attraction?

Arkansas's bigger 'n bet-ter'n ever before...even tho the Queen almost broke an ankle coming down the chute...Kermit Moore was seen asking Jack Hacketthorn to leave. Was that nice?...And the next war looks as tho it will be between the Betas and the Pi K A's as a result of a shaving affair following the Tomb and Key initiation...We understand it all started over that old, old song...sorry for Hoax's hair and for what might follow if the two organizations tie-up some dark night...We will stay at home that night!

For an eye is O. K. but not for the D. U.'s...who is it over there that has the six-power binoculars? Watch out you Phi Mu's...The boys who park at the old hotel on upper Stewart Road still have their private parties after all others are over...and they get good dates, too...

Next month we scoop around for the Inside or backstage chatter and activities of the Journalism Show...see you then, THE OBSERVANT MULE.
WE SELECT AS

CAMPUS PERSONALITIES
FOR THE MONTH

Harriet Shellenberger—because she is the president of Delta Delta Delta, her sorority, of the Women's Pan-Hellenic, of the Fine Arts School, and of Workshop; who is a member of Mortar Board, Purple Mask, and W.S.G.A.; who was Art Editor of the last Savitar; and because she is much admired by all who are fortunate enough to know her.

Dorothy Andris—Phi Mu, whose real first name is Susan; because she was President of W.S.G.A. last year; who is a member of Mortar Board and is the Captain of the Varsity Women's Debate team; and because she won the Pan-Hellenic Scholarship Cup her first year here. A lady who has a perfect poker face and comes from Kansas.

Harold Cline—who is the local head of a good fraternity; who ranks third scholastically among the men in the senior class, is practically assured of Phi Beta Kappa honors, and is one of the five candidates for the Rhodes Scholarship awarded Missouri this year; and because he is our newly elected President of the College of Arts and Science. He is well liked by those who know him. Fraternity, Phi Delta Theta.

Gene Ensminger—who has a Master's degree in Agriculture; who is a member of Alpha Gamma Sigma social fraternity, Alpha Zeta scholastic fraternity, and also Lambda Gamma Delta, National honorary judging fraternity; because he is in on practically everything of any importance in the Ag school; and because he has been an instructor in his chosen field. A man who really does well in his chosen line.

Betty Trimble—who is the Secretary-treasurer of the Student Government Association; because she was President of the Junior League of Women Voters of the University last year, and who is now the President of the Missouri College League of Women Voters; who is a guiding hand in the affairs of Kappa Kappa Gamma; and because she always greets you cheerfully. And—she is one of the best dancers on the campus.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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CHEER LEADERS—Kay Collister, Phi Mu; James McKay, Sig Ep; Ruth Vincent, Pi Phi.
COACHES—Fern Spolander, Delta Gamma; Bob Sprinkle, Sigma Nu.
WATER BOY—Stinky Davis, Lambda Chi.
TRAINERS—Faron Owens, Delta Gamma; Bill Powell, Phi Gam.
MASCOT—Roy Schumacher, Alpha Sigma Phi.
IN-ACTIVE CAPTAIN—W. Robbins, Farm House.
**Lucille Newcomer, Co-captain; Ida Lee Cannon, Captain-elect.
*Approximate weights.
THE MISSOURI SHOWME

The evils of Proms are only too evident. George Washington was an inveterate dancer, and became the Father of his Country.

Eb: "He sho was lucky at craps las' night."
Ony: "Yassuh, dat's a case of snap judgment, I guess."

AND CLOSE THEM TOO

Jim: Are you going out on a blind date again?
John: No, this is one that will open my eyes.

Bearded Lady: So you are in love with the Strong Man.

Tattoed Miss: Yes, he has quite a hold on me.

PROBABLY NOT

Betty: That man deals in red flannel underwear!
Co-ed: Well, he has nothing on me!

Girl basket ball coach: "You say she weighs exactly 108 pounds. Stripped, eh?"
Scout: "I dunno, I was watching the scales!"

POET'S VERSION OF THE GAME

'Zwounds.'
Yea verily, 'tis falsely told
Music hath charm to calm beasts bold
When clarion notes of "Dixie" soar
One hears the striped Tiger roar
And sees him leap from out his lair
In mortal combat fill the air
With flying turf and strands of hair
And when the grisly deed is done
The Last down made, the last yard run
Then he looks on the scene of gore:
And licks his chops and growls for more
—Shirley Ann Brown

DAZE ELEGY

The referee toots the whistle of starting play,
The towering guard steps heavily o'er me,
The fullback goalward plows his wary way,
And leaves the world to darkness for me.

—S. O. S.
A Message From Our Godfather . . .

MR. O. O. McINTYRE

"I am not, unhappily, an alumnus of Missouri University, but if I were, I feel certain that as this is written I would be preparing to return for the homecoming.

"Every Missourian should return to his state at least once a year without such an especial lure as the big football game. Missouri is at its loveliest in late Autumn.

"There is about the dying splendor of such days a rich pulse . . . a brooding promise that something superior is guiding the destinies. And in the vast pandemonium now sweeping a world in chaos, we need the renewal of a sturdier faith.

"Nothing will do this like a trip back to the old 'Show Me State.' Too, when successful men leave their desks to come back to a college campus, it implies a profound humility that the world needs more today than ever before."
A Prophecy From an Old Blade

(Take a deep breath before reading.—Editor’s Note)

If there’s anything that’ll getcha nowhere in less time why its a college education for its the nerts, s’help me because I’ve gone through it and know what its all about and feel qualified to discourse on this matter since I spent five good years in one of the most prominent so-called “Halls of Learning” and let me tell you it was great while it lasted . . . but it lasted too long, s’help me if I’m not right but I really shouldn’t talk all about myself since you are already bored and I certainly don’t blame you for I would feel the same way toward you if you were writing this about yourself so everything is oke, s’help me if that isn’t right . . .

(inhale again) In the first place the average person who goes to college does not know how to study and after all that’s the prime reason he came to college for—but what of it, if I’m not right, s’help me and in the second place students bull too much . . . I don’t like to beat about the bush about what I want to say so pardon me when I seem a bit too outspoken since I like to straightforward (inhale again) . . . my policy has always been to confess ignorance about a subject because it saves embarrassment in the end so when you are given a question on a quiz don’t try to fill three pages by saying things that distinctly general for the profs will soon get wise, maybe . . . so if the matter is foreign say it’s foreign . . . sometimes it might even be foreign and your frankness will be re­warded . . . so all in all foreigners shouldn’t be ridicul­ed because some of our biggest men have been foreign­ers.

(Prepare for another deep plunge)

In the third and last place there is this to consider and it is of the foremost importance for it’s about dating which is perhaps the most difficult thing about college . . . my policy on this is never date the same girl twice for by doing this you are apt to fall in love and then you have started something . . . wait at least three hours before you want the date and then call her for this will give her three hours to tell everyone she is going out for the second time this month . . . (inhale here) . . . when you call her don’t act as if she is the idol of your eyes because she will very often dis­appoint you and how, s’help me . . . and when you have left her room or front door step—if you are lucky enough to find a girl with a door step—why then ask her just where she thinks she’s going . . . this’ll knock them gaga also . . . and after the show it’s customary to go some place for a coke or a glass of beer and you can generally knock them cold by ordering a malted milk or a bowl of chili when all they have ordered is a 5c coke . . . the idea here is to keep them guessing all the time and when you have this you’ve got ‘em where you want ‘em whether you want ‘em or not . . . after you drinks ask her if there’s anything else she would like to go or anyplace she wants to do . . . tell her the evening is yet young but she’s not so young as all that herself . . . this’ll knock her gaga again or else I’m wrong s’help me . . . and finally when you have taken her home don’t say anything about don’t say anything about call­ing again because it is understood that it’s out of the question for she has had her moments with you, such as they were, so tell her goodbye, but not good night.

(Final Pause) all of the above material is based upon one’s experiences who has gone through the mill, if I may call college a mill, which is taking a lot of lib­er­ties to say the least which I feel free at any time to take. If there is any doubt about my sanity or sin­cerity, you may write my alma mater, and they will tell you what a man I was when I graced their campus and disgraced their name. I was one great success, s’help me.

—Oscar Korbholz.

QUITE CONTRARY, MARY

Mary had a little flame,  
Who filled her life with woe;  
For everywhere that Mary went  
The sap was sure to go.

He followed her to school, they say,  
And still his love she spurned.  
One day he made the football team,  
And how the tables turned! —H. D. L.

He crossed the goal mid shouts and cheers,  
His face alight with joy.  
The hero of the game? Well, no . . .  
He was the water-boy!

LEAVE IT TO THOSE SOPH-O-MORONS

Frosh: “I’ve just been reading ‘To a Bad Girl’.”  
Soph: “Is that all you knew to do?”

Easterner: “This suit is made out of virgin wool.”  
Westerner: “Who told you the sheep’s history?”
Seven fighting Claws and the Brains
Missouri Players

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Names in capitals are lettermen.

OFFICIALS

Referee—Dwight Ream, Washburn College.
Umpire—Frank G. Dennie, Brown University.
Field Judge—C. E. McBride, Mo. Valley.
Head Linesman—Joe Reilly, Georgetown University.
Oklahoma Players

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<td>Orville Coret</td>
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Names in capitals are lettermen.

* Denotes squad men.

Six Fighting Tigers

ASBURY, WILBURT—170 lbs.—End, Maryville, Mo. Bill is playing his second year on the Varsity. He is a good ball lugger and can tackle with the best.

HARTMAN, FRED, Columbia, Mo., 200 lbs., Guard. This is Fred’s second year of playing. He is a good heavy man who is steady and can be depended upon to play the game.

HATFIELD, WOODROW, Lamar, Mo., 170 lbs., Half. This is his first year of varsity playing and there is a bright future for him. He is fast and dangerous on an open field.

NIBLO, ELMO, Dallas, Texas, 175 lbs., Center. His second year of competition. He is fast and is good on the defense.

RAWLINGS, OTHA, Marshall, Mo., 194 lbs., Tackle. His second year in varsity play and is considered one of our surest and steadiest players.

OTH, RAY, St. Louis, 200 lbs., Center. Ray is in his first year of Varsity play. He is big, fast, and plays his position well.
Now . . . ask for Gaymode

SHEEREST
SHEERER
SHEER

Full-Fashioned Silk Hose
Only at Penney's

Colors: The very latest!
Quality: Nothing Better
Price: The lowest possible!

J. C. PENNEY CO., INC.
COLUMBIA, MISSOURI
EAVES, DONALD—165 lbs.—Halfback—No. 2, Cameron, Mo., two years of varsity competition. Plays a strong game behind the line, a hard tackler and good blocker.

BITTNER, FRANK (Capt.) Greenfield, Ia., 170 lbs., Half. Frank is also playing his third year of competition. Frank is good at most everything, but is a superior blocker.

AUSTIN, HAL, Mt. Vernon, Mo., 192 lbs., Guard. Hal's last year of competition with the Varsity. He is a fast and good all around man to be feared when ever he is around the ball.

JOHANNINGMEIER, CARL—198 lbs.—Fullback—No. 39, the best smasher and blocker playing with the team. Much will be expected from him in the next year, meanwhile he is living up to expectations this year.

KERBY, KENNETH—195 lbs.—Tackle—No. 43, Kansas City, Mo., two years varsity competition. A power in the line, charges and blocks with vengeance and big enough to stop anybody.

MORGAN, GRANT—195 lbs.—End—No. 37, Independence, Mo., two years varsity competition. He is making good this year, he is fast, powerful and gets away fast enough to be useful on passes and kicks. A good blocker and hard tackler.
THERE'S NO NEED TO GO
BEHIND THE BUSH ABOUT IT.

DEAR OLD VARSITY

Up through the past's blue haze
You've ever striven
With steady tread and fine
Integrity.
And won and lost in countless frays
Dauntlessly. Driven
Through each impregnable line
In unity
Fight onward to success
Eternally
And crown the name of dear old
Varsity.

—S. A. B.

WORLD SERIES

AMERICA
Al Murray (Alfalfa) LE Kaiser Bill (Germany)
Herb Hoover (Stanford) LT Alphonse (Spain)
Big Bill Thompson (Wilberforce) LG George (England)
Jim Walker (St. Francis Xavier) C Grand Duke Ivan (Russia)
Sec. Stimson (Yale) RG Grand Duke Alex (Russia)
Franklin Roosevelt (Harv.) RT Grand Duke Nicholai (Russ.)
Oliver W. Holmes (Harvard) RF Grand Duke Peter (Russia)
Cal Coolidge (Abherst) QB George (Greece)
Bill Borah (U. of Kansas) LH Abul Khan (Afghanistan)
Bob LaFollette (U. of Wisconsin) RH Victor (Italy)
Smitty Brookhart (Corn College) FB Albert (Austria)

EUROPE

—Cleve Kerndt
Voice from Sidelines: "Hold That Smile."

(As Milt Gros Might Announce A Football Game)

So... was comink hon de feld de team wit cleppink from de stends—halso was comink hon de feld de hudder team wit cleppink yet louder from de stends. De football game is now hon, ladeez hand gentlemen. Was playink down by us de gret football game wit tecklink, wit pessink, wit fest playink hull de time. Oi-yoi-oi, de men is romink wit de ball, is pessink de feefty yard line, is by de forty yard line, is down by de twenty. Hooray wit Whoopie! Cum hon Junior—a cheep huf de hole block you is yat! Ladees hand gentlemen, stend by—de stetion hmunition is comink by us.

De hef is hover. De bend is comink hon de feld—lat's see if we can get you de musik. Ha! Hain't dese pappy tunes yat? Now, de teams is comink. De game is goink de lest hef. De cheerink, wit yalllink, wit shoutink is comink. So... was romink de men by de gul-posts. Touchdown! Wit de stends stending hup. Fest playink. Ha! Heppy days is comink. De men is tryink fur de punt. Stend by ladeez hand gentlemen, de stetion hmunition is comink by us.

De game is now goink into de lest quarter. Hmmm, luke like stallink beezniss from de hudder team. De seur is—wait won meenut ladeez til de hadding maachine gats hover de hedak. Wit nur men romink by de gul-posts—yat de game is hover. Wit snek-denceink, wit yalllink, de game is hover.

—Kathryn Bayne

She: Did you know you'd make a wonderful fireman?
He: How's that?
She: You never take your eyes off the hose.

—"Scholar and Clown"

"How does Caroline kiss?"
"Have you ever tried to play a tuba?"

—Wash. U. Columns

Did you spend an amusing evening with her?
Yes, she has a lot of pet theories.

—Jack O'Lantern

---

STEPHENS SCENES

Isn't it wonderful to see the sudden love Vera Fox has developed for the dear old school? We notice that she never leaves campus now—except to go to Church on Sunday mornings.

This week the fur-lined syrup pitcher goes to the little Freshman who playfully accused a married faculty member (male) of "stepping out" with the Seniors, and then invited him to her room to sample her mother's homemade pickles!

And then there's the one on a new Junior who said the M.U. Ag students weren't so good—they had been riding all over town on trucks for a week doing their hog calling act and nary a hog galloped down the street after them!

Of course we don't believe it, but its being rumored that the A.A. president was quite happy after the dance Friday nite. Perhaps the barrel of cider left over can account for her condition.

We're now wondering how some people rate as they do—Dot Chapman, Peggy Marshall and Edith McCoy pulled in an hour after light bell Friday night and got away with it. We'd really like to get the originator of that term, "weaker sex," into a good old hockey game with Coleman, Staser, Myers, Linderman, Nelson and a few other "weaklings."

---

GETTING HIS MARKS

—Courtsey Ski-U-Mah.
She: I don't like to ride with you, you're too reckless.
He: Yes, we have had some tight squeezes, haven't we?
—Nebraska Aungwan

Stern School Teacher: What is a relief map?
Schoolboy: My girl’s face after looking at yours all day.
—S. C. Wampus

1st Brother: I hear that Tom started another fire in his waste-basket.
2nd Brother: Yeah. Just “arson” around, as usual.
—Lehigh Burr

“My best hen simply laid herself to death.”
“Died from ova-work, you might say.”
—Green Griffin

Dentist: I’m sorry but I’m out of gas.
Girl in chair: Ye Gods! Do you dentists pull that old stuff, too?
—College Humor

“When do you plan to get married?”
“Well, if all goes well we won’t get hooked up for a couple of years yet.”
—Penn Punch Bowl

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Columbia’s Oldest Collegiate Tradition still excels as the popular Homecoming Rendezvous for the Old Grads, Visitors, and You!

For fine food and entertainment unexcelled.

JIMMIE'S COLLEGE INN
916 Bdwy.
HERO OF THE HOUR

The goal was only a few feet away. Could he make it? The opposition seemed impregnable. He tried to sneak through the defense line, but got knocked for a three-foot loss. Again he tried, but this time he was penalized for being off-sides.

A surprise attack was needed—a trick play. Again he advanced, slowly, with the goal in plain sight. His chance had come—it was now or never! Quickly, he made a break forward, while hands clutched at him in vain. Suddenly:

"If you kiss me, Jack, I'll . . . ." TOUCHDOWN!!

—H. D. L.

A ROMANCE OF THE BIG SIX

Once there was a Tiger football star labeled Blank. Blank, with a FIRST DOWN scarcely off his cheek, was a FAIR CATCH for any lass, but he was K. U. K. U. over a certain Bleacher, MISS EURA Brasker, who always made it an EXTRA POINT to have the opposite sex CENTER such comments as, "O. U., Peach," upon her as she ankled down Broadway. He told Eura, "No girl KAN. AGGY-tate me like you, so I'll SOONER change your name to NEE BRAS-KER and I'll accept no SUBSTITUTE, and will surely KICK OFF if you refuse. She refused to be caught OFF GUARD and avoided TACKLING matrimony by giving him a GRAND STAND up like this:—I oughtn't to give up my AMES now, as I OWA lot to my folks." But his SIGHELD LINES were slowly driving her OUT OF BOUNDS of reason.

She wore a gown that displayed the FULLBACK and which offered little INTERFERENCE. Blank made a FORWARD PASS at her, but only FUMBLED with the hem of her gown. She sought SAFETY and YARD him with these LINES, "Don't you dare TOUCH DOWN there anymore, as I'LL SCRIM, EDGE one inch closer to your GOAL."

"DROP KICKING at my HOLDING and I'LL PRESS BOX after box of gifts on you. I'll also forget about the twenty-five cents your kid brother owes me."

"This is the END. Everything you do makes me CROSS, BAR nothing, so here's your QUAR­TERBACK."

—Windy Shapiro

She was only the wife of the Sul­tan, but she gave her hubby the heir.

—Amherst Lord Jeff
“Nonsense, Sense and Consequence”

THE PRIZE WINNING SLOGAN

Submitted By

EVELYN D. HENDREN

Student in the School of Journalism


Dishonorable Mention: “WHY READ FEELTHY POST CARDS? READ THE SHOWME INSTEAD”—“DIRTY JOKES—THEY’RE OUT SO THEY CAN’T BE IN”—“READ A FRESH SHOWME PACKED IN A CUSPIDOR PACK”—“IT’S ROASTED”—“BAD ITS Gotta BE BAD TO GET WHERE IT IS”—“EVERYONE LAUGHED WHEN I SAT DOWN TO READ THE SHOWME”—“LET THE SHOWME SHOW YOU” (submitted 19 times)—“I’m FROM MISSOURI YOU GOTTA SHOWME” (submitted 13 times)—“JOLLITY BE THE JUGFUL.”

Also Rans: “A REAR VIEW OF MISSOURI HUMOR”—“BEDROOM PARLOR & SINK” (?)—“CAMPUS CONOLER FOR COLLEGIANS CASH CRISIS”—“MIZZOU MIRTH & MUD”—“STUDENT LIFE AS STUDENTS SEE IT (oh yeah?)” “THE PULSE OF THE CAMPUS”—“A COLLEGIATE COLLECTION OF CLOWNING” “ALL THE JOKES NOT FIT TO PRINT” “SHOWME A BETTER ONE” (is this a question) “THE WATCH DOG OF THE CAMPUS” (who said so?)—“OUR COLLEGIATE COPY CANCELS YOUR CARES” (we doubt it)—“THE BOOK OF KNOWLEDGE” (thanks, ole fellow—you deserve a prize—but not for this)—“ENTERTAIN YOUR DATES WITH A SHOWME” (we know a better way than that)—“SHOWME A BETTER ONE” (yes, do!)—“WE APOLOGIZE” (you hound, you!)

MEMORIES

What is more precious, more delicate than those memories of your college days? There are hours that cannot be stolen ... entrancing music, soft lights, real romance, delicious food ... embodying the spirit of Black and Gold.

Gaebler’s
Black and Gold Inn

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Sport Frocks ........ $5.95 to $29.75
Polo Coats .................. $16.75
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Tell them you saw their ad in the Showme

OH BOY!

Wouldn’t a slice of real home-made pie taste good right now? Our pies are sure delicious ... and so are our home cooked foods! Give us a ring now.

JACKSON-FINLEY

Grocery and Delicatessen

Dial 3136 Eighth and Cherry Sta.
THERE'LL BE A HOT TIME IN THE OLE TOWN

Cautiously, he sneaked into a high unoccupied corner of the stadium and sat down. All around him the crowds were shouting and screaming . . . but he just sat there cursing to himself as he fiddled with a long wooden instrument he had found on the seat beside him.

Now the shouts were getting louder and louder . . . but he continued to sit there and mutter and curse to himself . . . Suddenly everything grew red . . . pandemonium had broken loose. What were they shouting? Was he the object of their cries? Why did he sit there in the corner and curse to himself when he alone could have saved the day?

As he glanced below he could see someone run across the field with pails of water in their hands . . . People were jumping up and down . . . Again they were calling. “What of it?” he thought . . . Finally he got courage enough to face the throngs; he was no piker—he would show them.

Rising and laying aside his fiddle, Nero stepped forward and shouted to the mob as the entire city broke into flames: “To hell with you, Rome wasn’t built in a day!”

—Leon.

A surgeon had just finished operating on an enormously fat man for rupture. Before the operation began the patient was very much afraid, saying that he felt sure he would die under the anaesthetic, bidding his family goodbye, etc. After the operation was over, and he was assured he would live, he said to the doctor: “Doc, I was pretty brave about it, wasn’t I?” “Well, I’ll say this,” said the doctor, “You have more guts than any man I ever saw.”—Chas. T. Butler
WHAT A MAN

The boy stood on the burning deck,
His head was in a whirl;
His eyes and mouth were full of hair—
And his arms were full of girl.

—John Redmond

PK

There's One in Every Family!
There's One in Every Crowd!
There's One in Every Town!

But the PK Shop is the only one of it's kind in Columbia

For Quality Food, Quick Service and Cleanliness You Can't Beat

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Come In and Be Convinced

PK SANDWICH SHOP
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Free Delivery Service Day and Night.

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Clothing and Furnishings
Missouri Theatre Bldg.
Columbia, Missouri

LIQUID HARE
DISCOVERY OF THE MODERN AGE
TWO-IN-ONE
HAIR CONTROLLED-HAIR TONIC
Will train a natural wave into your hair while you sleep. A proven germicide.

NO MUSS NO FUSS
WAVE SETTING
REATTAIN PERMANENTS
REATTAIN WATER WAVES
REATTAIN FINGER WAVES

NO DANDRUFF
FALLING HAIR
SCALP TROUBLE
ALOEPLICA AREATA

LIQUID HARE is training a beautiful natural wave in the hair of hundreds of ladies today, which is retained in damp weather. Makes the modern haircut stay put, curly or straight. Holds in place the French Contour Style. Stops falling hair and corrects dandruff and scalp trouble. Buy a bottle today at your druggist, barber, beauty parlor or department store. Literature and nearest dealer's name on request.

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—Maurice Shadle

COME ON BOYS, ONLY A FEW MORE YARDS TO GO!

“Gee, dear, with a moon like that there are only two things to do—and I don’t feel like writing any poetry.”

—Notre Dame Juggler

“There’s a good combination shot,” cried the co-ed as she removed the tattered lingerie from her laundry bundle.

—White Mule

CO-ED MOTTO

Better to be fat in the head than thick in the hips.

—Caveman

What a swell time Solomon’s ice man had.

—The Owl

ALL-COLOR TEAM SELECTION

Brown (Milton College) ............ L.E.
Black (Kansas U. ’30) ............. L.T.
Rose (Freeport ’29) ............... L.G.
Rose (Georgia) ...................... C.
Greene (Yale ’29) ................. R.G.
Brown (Vanderbilt U.) ............ R.T.
Gray (Wesleyan U.) ............... R.E.
Scarlett (Princeton U.) .......... Q.
Green (Hotchkiss U.) ............. L.H.
White (Miuola U.) ................. R.H.
Cherry (Maryville U.) .......... F.B.

—Sam Brown

SHORT, SHORT POEM

Lads and lasses
Cutting classes,
Forward passes
Cheering masses.
Football season!

—Kathryn Bayne

HOMECOMING SPIRIT
Ekel: "Give me a sentence with the word statue in it."
Bedekel: "Is statue Ekel?"

The football player clenched his fist
And slowly called the numbers.
His chance again—before he'd missed,
And pulled an awful 'bone.'

"If I should fumble now," he thought—
His muscles tensed, and then,
The accents of her voice he caught,
"So nice of you to phone."
—Kathryn Bayne.

He: Your well developed arms. How did you get them?
She: Lots of exercise. Helping mother sweep.
He: Ummm—Do you walk much?

One of those Dear Old-Fashioned Gentlemen: May I kiss your hand?
She: What's a matter, is my mouth dirty?—Rammer Jammer.

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If you are caught in hot water, be nonchalant—take a bath.—Log

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THE MISSOURI SHOWME

Molly: Don't you remember, Polly, I SAID this morning he's PROBABLY PITYFULLY DUMB and OBNOXIOUS to BOOT. This PROVES it.

Polly: LOOK, GIRL, LOOK, our boys are going to TRY a PUNT.

Molly: Really, girl? Then I'm SIMPLY LEAVING. I THOUGHT our team PLAYED FAIR.

Polly: They do. What IS your TROUBLE? There's nothing dishonorable about a PUNT.

Molly: Why, GIRL, you TOLD me YOURSELF last night that a PUN was THE LOWEST FORM OF HUMOR.

FOOTBALL
(As Broadcast By Your Favorite Announcer)

Hello, everybody! This is Sunny Jim bringing you the big game direct from the Groggyheimer Memorial Stadium. The perfect day for a game! There is a slight down-pour, and the field looks like a lake! Real football weather, yes sir! And what a crowd—just as wet as the day. Hear the cheers and the band? The team are lining up, now. All the men seem to be in splendid condition. One player is handing his crutches to the coach, and another is taking his arm out of a sling. As I say—both teams are in excellent condition! . . . There comes the kick-off! Boy, what a kick! The ball landed at the forty-five-yard line!

SHOWME FOOTBALL GUIDE

Center—A point midway between two lines.

Guard—Apparatus for raising and lowering weights.

End—Extremity of a line; term in anatomy.

Quarterback—We won’t pull the one about the Scotchman.

Halfback—The Siamese twins.

Fullback—Favorite pose of the well shaped woman; see Jean Harlowe.

Point—Indication of a direction.

Huddle—Formation used in shooting craps.

Dead ball—A slaughtered pig.

Foul—Agreed, a terrible odor.

Touchback—Experimental a natomy; a parlor game.

Holding—Athletic necking

Interference—The old man coming downstairs at 2 A. M.

Clipping—Campus - Tiger theme song.

Roughness—Caveman stuff.

Penalty—No fair.

—Maurice Shadle

Both teams are swimming for it! There’s No. 37 pulling ahead with a beautiful crawl! He got it! No—he fumbled; someone else got it. That was the referee. Fast work there! The ball goes to the fifty-yard line. The crowds are hooy! The score is now 6 to 0 in favor of the referee. The teams are in a huddle! Signals! They’re off! Too bad! ‘They tried a seventy-five-yard penalty, and the ball goes to the water-boy! Sorry folks, the game is over; both teams have refused to play, saying that the referee is showing favoritism! We’ll be with you again for another big game next Saturday—and don’t forget that this program has come to you through the courtesy of the Perfect Pickle Co. Your announcer is Sunny Jim. Good afternoon, everybody!
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