

"Summa Cum Laude"

To graduate "with highest honors" is the goal toward which we all direct our ambitions no matter what may be our vocation in life. And there is certainly a great deal more satisfaction in achieving top honors than in merely "passing."

French-Bauer's constant aim is not the mere meeting of inspection requirements for its milk and dairy products but the attaining and maintaining of a consistently high quality. Tens of thousands of satisfied customers have awarded their "summa cum laude" to French-Bauer products.

FRENCH - BAUER INCORPORATED

(Continued from Page 138)

malt, schnaps,—in short, beer. Before entering "The order of the coffin," a neophyte must forever forswear hop, snow, hashish, gin, scotch, rye—and must pledge himself to beer and beer alone. The title, "The order of the coffin," is a misnomer, however. The pin which appears to be a coffin is really in the shape of an early type of beer keg, before barrel staves could be satisfactorily bent.

STIERS' Pharmacies

Particular Druggists

• • • •

Clifton

Price Hill

After the neophyte has pledged himself to beer and beer alone, he is placed in an empty beer keg and gently rocked to and fro to take up time while the home brew is being made for his initiation. This rocking to and fro is done in a darkened room, lighted only by a candle in a beer bottle, which is quite impressive. The beer—in the making—is cooked rather close to him so that the malt-essence will be wafted toward him.

When the brew is about 45 minutes old and ready for drinking, the pledge is awakened from his jag, stripped and dressed in a beer barrel, and brought before the altar of Bacchus, patron god of the order and symbol for yeast. The ceremony is supposed to be quite long and very involved, but as the brothers are, at this stage, under the influence of the patron god, they become too absorbed in their religion to think of the pledge. They are often fanatic that way. Thus the rest of the ceremony symbolizing the growth of yeast, the preparation of hops, etc., is often forgotten.

At this point, a brief time is spent in groaning and what is called "belching," "erping," or "yipping," the mysteries of which are known only to the initiated. As soon as someone awakens he yells beer, beer, beer, or drink, chuck-a-luck; drink, chuck-a-luck, drink, chuck-a-luck as the case may be. It seldom comes in cases, be that as it may. Suddenly all remember that an initiation is in progress. The pledges are fished out of the vat with barrel tongs and the final stage of the initiation proceeds.

This is the high-spot of the week-end, wherein the pledges are baptized in beer. The dregs of all the bottles, barrels, and beer buckets are emptied into one huge vat and the nude pledges are singly tossed into the foamy liquid. As soon as his head appears, the neophyte is yanked out, redressed in a barrel, and beer is fed him through a tube passing through the bung hole of his barrel.

Two days later when the beer is all gone and no one cares much about making more, all awaken and the actives start to lament over the odor of malt. This disapprobation of the patron god is known as the "hangover" and is the first test of loyalty of the pledges. If the pledge laments also, he is known as a panty-waist, if not, he is called a rounder, the two divisions of the club. Then a hop-flower, the flower of the society, is placed in his button hole and the ceremony ends. Handshaking is usually omitted. The new member is then allowed to sleep until the next annual meeting wherein the "Now in my day" discussions are held. When everyone is talked out, each is allowed to elect several of his fraternity brothers to membership and the meeting is adjourned to some nearby homebrew cellar.

For Laundry Service —

Call Excelsior at Once

•

THE EXCELSIOR LAUNDRY CO.

Phone PARKway 2084 Cincinnati, Ohio

Dine At . . .

GRANADA GARDENS

Sandwiches
Salads

Special Luncheons, 45c
Platter Luncheons, 75c

Fountain Service
Pastries

15 EAST SIXTH STREET

Opposite Palace Theater