

Speaking of Selling Points . . .



One of the strongest inducements toward joining the geniality of the Commons mob is the omnipresent Basement Joe Heidler. For years Joe has touted the Prom Queen victories, presented boxes of candy to the touchdowners at the big games, and cheered the drearier of us with his "hello!" In fact, a Fresh Paint Musicomedy once dedicated a song to him entitled "Hello, Joe." When asked about his health he assures us he's "sick in bed with a nurse", and when questioned about his academic interests at the University he invariably cracks about his B. M. degree—Bachelor in Mopology. And say, did you ever try to crash a gate that Joe was handling . . . ? And did you ever see him wink when you made good at it?

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