



# WATCH YOUR STEP!

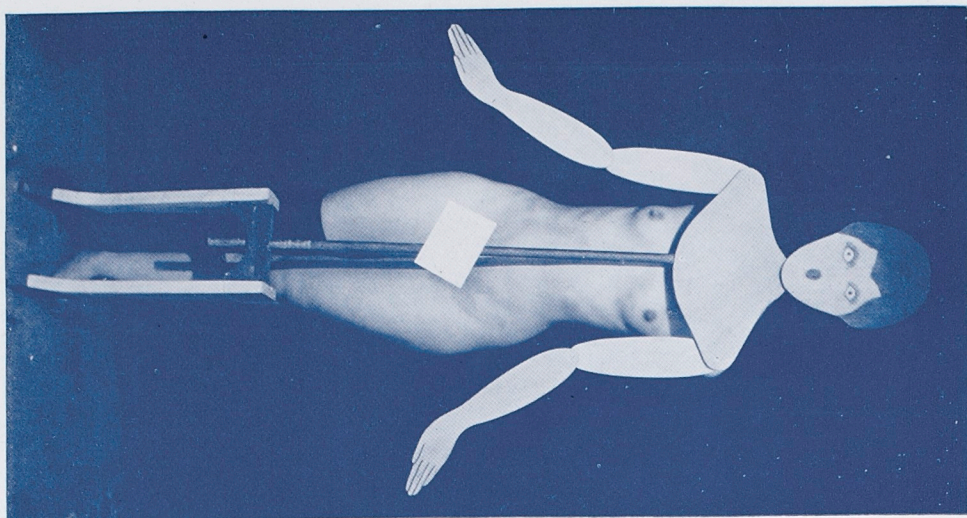
I understood that I was hurting his feelings; the sea air did us no good.....  
That she was hurting his feelings; the sea air did us no good.....  
They did not get along in the world. When they will have given  
rise to suspicions in his mind they will not be so well treated. You  
will not be so well treated..... We had better write to him. You  
You would hurt his feelings..... Had I told you I would ha  
mouth ..... I am delighted you have got o  
not hurt him, after having hurt him you tr  
having made our mouths ..

I understood that I was hurting his feelings. I understood .....  
 that she was hurting his feelings; the sea air did us no good .....  
 They did not get along in the world. When they will have given  
 rise to suspicions in his mind they will not be so well treated. You  
 will not be so well treated ..... We had better write to him. You  
 You would hurt his feelings. I understood .....  
 mouth .....  
 not hurt him, after having hurt him you try to console him. Do  
 after having made our mouths ..... do you not offer us .....  
 Why I would have made his  
 you have got on in the world. Do  
 you try to console him.





dadaphoto  
Trademark Reg.



EYE-COVER

ART-COVER

CORSET-COVER

AUTHORIZATION

#### NEW YORK-DADA:

You ask for authorization to name your periodical Dada. But Dada belongs to everybody. I know excellent people who have the name Dada. Mr. Jean Dada; Mr. Gaston de Dada; Fr. Picabia's dog is called Zizi de Dada; in G. Ribemont-Dessaigne's play, the pope is likewise named Zizi de Dada. I could cite dozens of examples. Dada belongs to everybody. Like the idea of God or of the tooth-brush. There are people who are very dada, more dada; there are dadas everywhere all over and in every individual. Like God and the toothbrush (an excellent invention, by the way).

Dada is a new type; a mixture of man, naphthalene, sponge, animal made of ebonite and beefsteak, prepared with soap for cleansing the brain. Good teeth are the making of the stomach and beautiful teeth are the making of a charming smile. Halleluia of ancient oil and injection of rubber.

There is nothing abnormal about my choice of Dada for the name of my review. In Switzerland I was in the company of friends and was hunting the dictionary for a word appropriate to the sonorities of all languages. Night was upon us when a green hand placed its ugliness on the page of Larousse—pointing very precisely to Dada—my choice was made. I lit a cigarette and drank a demitasse.

For Dada was to say nothing and to lead to no explanation of this offshoot of relationship which is not a dogma nor a school, but rather a constellation of individuals and of free facets.

Dada existed before us (the Holy Virgin) but one cannot deny its magical power to add to this already existing spirit and impulses of penetration and diversity that characterizes its present form.

There is nothing more incomprehensible than Dada.

Nothing more indefinable.

With the best will in the world I cannot tell you what I think of it.

The journalists who say that Dada is a pretext are right, but it is a pretext for something I do not know.

Dada has penetrated into every hamlet; Dada is the best paying concern of the day.

Therefore, Madam, be on your guard and realize that a really dada product is a different thing from a glossy label.

Dada abolishes "nuances." Nuances do not exist in words but only in some atrophied brains whose cells are too jammed. Dada is an anti "nuance" cream. The simple motions that serve as signs for deaf-mutes are quite adequate to express the four or five mysteries we have discovered within 7 or 8,000 years. Dada offers all kinds of advantages. Dada will soon be able to boast of having shown people that to say "right" instead of "left" is neither less nor too logical, that red and valise are the same thing; that  $2765 = 34$ ; that "fool" is a merit; that yes = no. Strong influences are making themselves felt in politics, in commerce, in language. The whole world and what's in it has slid to the left along with us. Dada has inserted its syringe into hot bread, to speak allegorically into language. Little by little (large by large) it destroys it. Everything collapses with logic. And we shall see certain liberties we constantly take in the sphere of sentiment, social life, morals, once more become normal standards. These liberties no longer will be looked upon as crime, but as itches.

I will close with a little international song: Order from the publishing house "La Sirene" 7 rue Pasquier, Paris, DADAGLOBE, the work of dadas from all over the world. Tell your bookseller that this book will soon be out of print. You will have many agreeable surprises.

Read Dadaglobe if you have troubles. Dadaglobe is in press. Here are some of its collaborators:

Paul Citroen (Amsterdam); Baader Daimonides; R. Hausmann; W. Heartfield; H. Hoech; R. Huelsenbeck; G. Grosz; Fried Hardy Worm (Berlin); Clement Pansaers (Bruxelles); Mac Robber (Calcutta); Jacques Edwards (Chili); Baargeld, Armada v. Dulgedalzen, Max Ernst, F. Haubrich (Cologne); K. Schwitters (Hannovre); J. K. Bonset (Leyde); Guillermo de Torre (Madrid); Gino Cantarelli; E. Bacchi, A. Fiozzi (Mantoue); Krusenitch (Moscou); A. Vagts (Munich); W. C. Arensberg, Gabrielle Buffet, Marcel Duchamp; Adon Lacroix; Baroness v. Loringhoven; Man Ray; Joseph Stella; E. Varese; A. Stieglitz; M. Hartley; C. Kahler (New York); Louis Aragon; C. Brancusi; André Breton; M. Buffet; S. Charcoune; J. Crotti; Suzanne Duchamp; Paul Eluard; Benjamin Peret; Francis Picabia; G. Ribemont-Dessaignes; J. Rigaut, Soubeyran; Ph. Soupault, Tristan Tzara (Paris); Melchior Vischer (Prague); J. Evola (Rome); Arp; S. Taeuber (Zurich).

The incalculable number of pages of reproductions and of text is a guaranty of the success of the book. Articles of luxury, of prime necessity, articles indispensable to hygiene and to the heart, toilet articles of an intimate nature.

Such, Madame, do we prepare for Dadaglobe; for you need look no further than to the use of articles prepared without Dada to account for the fact that the skin of your heart is chapped; that the so precious enamel of your intelligence is cracking; also for the presence of those tiny wrinkles still imperceptible but nevertheless disquieting.

All this and much else in Dadaglobe.  
TRISTAN TZARA.





R. Goldberg

## PUG DEBS MAKE SOCIETY BOW

Marsden Hartley May Make a Couple—  
Coming Out Party Next Friday

A beautiful pair of rough-eared debutantes will lead the grand socking collion in Madison Square Garden when Mina Loy gives a coming-out party for her Queensberry proteges. Mina will introduce the Marsden Hartleys and the Joseph Stellas to society next week, and everybody who is who will be whoter than ever that night.

Master Marsden will be attired in a neat but not gaudy set of tight-fitting gloves and will have a V-back in front and on both sides. —He will wear very short skirts gathered at the waist with a nickel's worth of live leather belting. His slippers will be heavily jewelled with brass eyelets, and a luxurious pair of dime laces will be woven in and out of the hooks. He may or may not wear socks. He has always been known as a daring dresser.

### Attire of Debutantes.

Master Joseph will wear a flesh-colored complexion, with the exception of his full-dress tights. He has created a furore in society by appearing at informal morning battles with coattails on his tights. The usual procedure at matinee massacres is for the guest of honor to wear tuxedo trunks with Bull Durham trim-

ings. He will affect the six-ounce suede glove with hard bandages and a little concrete in 'em if possible. His tights will be silk and he wears them very short.

Before the pug-debs are introduced, Miss Loy will turn a gold spigot and flocks of butterflies will be released from their cages. They will flutter through the magnificent Garden, which has been especially decorated with extra dust for the occasion. Each butterfly will flit around and then light on some particular head. If you get two oleofeas on your dome, try and keep it a secret.

### Description of Ring

The ring will be from the Renaissance period with natural wood splinters. The gong will sound curfew chimes at the end of each round. It will be played by a specially imported pack of Swiss gong ringers. The ropes will be velvet and hung like portieres. Edgar Varese, the violinist, has donated a piece of concert resin to be used on the canvas flooring, which will be made in Persia. Incidentally, the tights worn by the fighters will be made by Tweedleham, of London, purveyor to the Queen by highest award.

Master Marsden will give his first dance to his brother pug-deb Joseph, which will probably fill Marsden's card for the evening. Visiting diplomats in the gallery de luxe will please refrain from asking for waltzes.

—With apologies to "Bugs" Baer.

## VENTILATION

On the question of proper ventilation opinions radically differ. It seems impossible to please all. It is our aim, however, to cater to the wishes of the majority. The conductor of this vehicle will gladly be governed accordingly. Your cooperation will be appreciated.

DADATAXI, Limited.



# YOURS WITH DEVOTION

trumpets and drums.

## DON'T MISS

Kurt Schwitters and other  
ANONYMPHS at the  
SOCIÉTÉ ANONYME, INC.  
19 East 47th Street, New York



Elsa  
Baroness  
von  
Freytag  
Loring-  
hoven

Dearest Saltimbanches-----  
beatrice-----muriel-----  
shaw-----not garden-----  
mary-----  
OTHER WAY-----dearest-----  
REMEMBER-----  
Mary so knowing-----emma-----emily-----  
bandwaggon of heavenly saltimbanches-----  
yes yes-----girls-----performance at eleven in the late afternoon-----  
wires all spread-----canvases-----stretched-----  
and YOU-----and YOU-----for YOU-----  
saltimbanches come straight from HEAVEN-----  
Toto-----ella-----and ethel-----  
french naac-----frigidly english-----ALL-----ALL-----  
hurdygurdy-merrygoround-----  
Offset of delicious word DISCUST-----  
saltimbanches are from HEAVEN-----  
eh bien TOTO-----et toi-----ELLA-----so murderously  
aware-IMPECCABLE ELLA-----BERtie-----  
having given us  
the difficulties of  
to feel  
SNIPESHOOTING in the gutters of the  
STRAND-----  
with a prince albert to cover those votive limbs  
hungrier for chops-----than for the immoral  
Nudeless of the Truth-----  
shall we invite minute-----that one who had the courage-----  
to run-----  
the gamut-----from hedda to hannele-----  
never-----glorious one-----having to my knowledge  
taken advantage of any innocent word in our  
novel SPEECH-----  
and Lily?  
lena, naturellement-----  
most perfect legs since Pauline Hall  
so the old ducks say.  
shall we phone for Lily?  
saltimbanches are from HEAVEN-----  
c'est tout-----ma chere-----  
TOTO-----pav-----  
WATTS-----Pav-----  
give us these gentlemen pavs-----who turn PIROUETTES  
into handspings-----standing upon skates  
of wood-----and upon  
muscles of chalcodony-----  
saltimbanches are from HEAVEN-----  
beatrice-----and muriel-----  
astarte of the SKATING rink-----  
Puppets fill their own strings if having the  
intelligence-----of bea-----  
and Muriel-----  
they pull them well-----  
WELL-----I said-----  
W.E.L.L.L-----  
saltimbanches are from HEAVEN-----  
Franklin and Charles-----muscles-----muscles-----  
George and dicky-----lines-----lines-----lines-----  
saltimbanches are from HEAVEN-----  
I have a thousand monchoirs-----  
Phyllis and Philippe-----  
send us many another bandwaggon, GOD  
filled with saltimbanches like  
Franklin and Charles-----and ELLA-----  
You have heard what I said-----  
SALTIMBANQUES ARE STRAIGHT  
from heaven-----  
That's all, infinitely all-----  
That's all-----  
ALL-----  
ALL-----  
Dance hellions, all of you-----  
for your very lives-----





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