

Octopus: Christmas number. Vol. 11, No. 4 December 11, 1929

Madison, Wisconsin: University of Wisconsin, December 11, 1929

<https://digital.library.wisc.edu/1711.dl/WPMRQCZLCIZAP8G>

Based on date of publication, this material is presumed to be in the public domain.

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



OCTOPUS

CHRISTMAS NUMBER

DICK
ABERT

25¢



Sophomore Sal and Jo,
her pal



Senior Sam

Problem and Answer

The Problem

Several thousand students are dismissed from classes at noon for a Christmas vacation. They all want to get home as soon as possible. For example: Sophomore Sal and Jo, her pal, have dates that night in Oshkosh; Freddie Frosh is to play Santa Claus tomorrow afternoon at a party in Dubuque; Julius, the junior, has a great-big-date-with-a-little-bit-o-girl in Stevens Point; Sam, the senior flash, has big things to do in Green Bay and he doesn't mean maybe! How will they all get there in time? That's the problem.

The Answer

They'll ride THE ORANGE LINE, and call Badger 4110 and get all information on coming and going.



Junior Julius



Frederick Frosh

A Merry Christmas

to

Everyone of You

Irving Cafeteria
Irving Coffee House

Sterling at Irving

Dine Better for Less



OMEGA

*The Watchword of Perfect Time
and Taste*

Standard time piece of 87 countries—official watch of Europe's great railroads—winner of hundreds of leading observatory awards—*Omega* is truly the watch of today, a watch of precision—beauty—style.

A Most appropriate Gift for Christmas

*Exclusive
at*

E. W. Parker
JEWELERS

9 West Main

On Capitol Square

*A Small Deposit Reserves Any Article
Until Christmas*

It was snowing like hell. The weather was far below the freezing point. Through the raging blizzard a man plowed his way, head down into the wind, trying to protect his face from the icy blasts of the weather. He plowed on and on, then appeared to stagger, to falter a little. . . . A man who had been watching the wanderer's slow progress through the night from a cheerily lighted front window felt compassion for the forlorn figure at the mercy of the elements. He put on his coat, battled the wind, and approached the stranger.

"What do you say, friend?" he asked sympathetically.

"Merry Christmas!" yelled the other and went off in a flurry of snow.



"That was too bad the Santa Claus at the church Christmas party forgot his bag of presents."

"It surely was. I told the committee not to ask Jones, the plumber, to play the part of Santa."



"An' Santa, be sure and bring me a football for Christmas. I've got to have something to kick about."

Gifts with Sex Appeal

Who's getting the break here? Who cares? Anyway, what wouldn't you give to know that you were going to get a "thank you" like this on Christmas morning! There's a way--just be a bit particular about the gifts you select--first, get them at **BARON BROTHERS**----and secondly, get gifts that appeal. Pipe the gifts with sex appeal below.

Appealing to the Male Sex

A Marble Smoking Stand—he needs a large one for those cozy smokers when a dozen fellows or so get together. Marble and wrought iron, \$8.95.

Leather Clocks—one of these will assist him in getting to his date on time—what a blessing! \$8.95.

Brocaded Silk Robes—"You don't know him well enough for that?" Don't be sil! Give him a brocaded silk one with tuxedo collar of Skinner's satin, \$18.50

Two Decks of Cards—for that friendly game of poker, just before they go to bed. \$2.00.

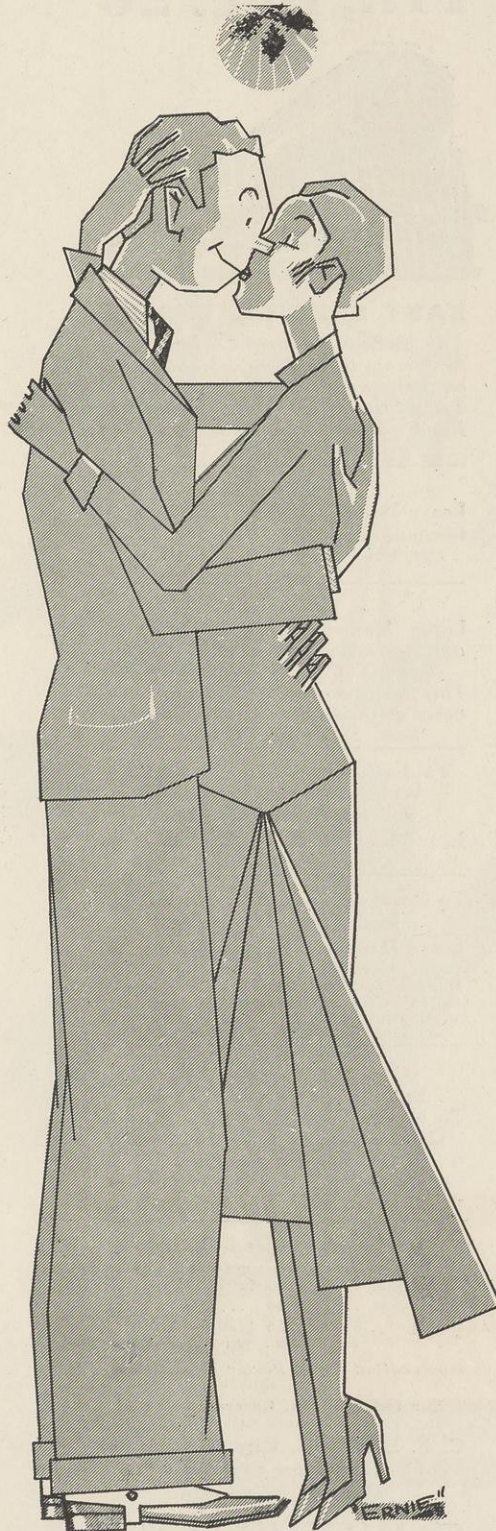
Appealing to the Female Sex

Fitted Traveling Cases—maybe she'll go home with you for Christmas vacation if you give her a stunning new fitted case of black leather. \$16.75.

A Pajama Ensemble—She'll love you for that! A silk crepe pajama with a satin coat, just to lounge in. \$22.50.

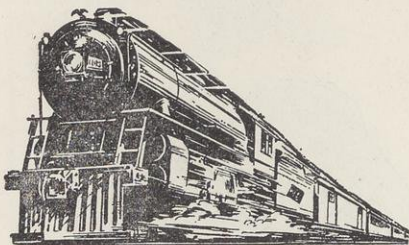
Desk Sets—You can't go wrong giving her a desk set, for certainly she has a desk in her room, whether she uses it or not. Leather in all colors. \$12.50.

A Silk Night Robe—her weakness—silk lingerie. A lace trimmed gown in just the ticket. \$10.75.





Home FOR THE Holidays Fri., Dec. 20



FAST SPECIAL TRAINS

The Madison Railways Co. has agreed to operate buses from various points on the campus, also from Adams and Tripp Halls direct to Milwaukee Road Station, connecting with all special trains.

To Milwaukee

Leave Madison..... 1:00 p. m.
Stopping at Franklin St. and Wauwatosa
Cafe-Observation Car, Parlor Cars,
Coaches

To Chicago

Leave Madison..... 1:15 p. m.
Observation Car, Parlor Cars, Coaches.
Dining Car—a la carte luncheon

This fast non-stop special train connects at Chicago with trains for the East, South and Southeast.

To LaCrosse-Wisconsin Rapids-Wausau-Merrill-Tomahawk and Intermediate Stations

Leave Madison..... 1:05 p. m.
Parlor Cars, Coaches

To Omaha-Kansas City-Sioux City-Des Moines-Davenport

Leave Madison..... 4:30 p. m.
Through Sleeping Cars to Omaha and Kansas City; connections made at Savannah with Sleeping Cars for Des Moines and Sioux City. Dining Car serving \$1.50 table d'hôte dinner

"The Sioux"

Extra Fine Regular Service
To Mason City-Sioux Falls-Austin-Owatonna-Faribault-Northfield-St. Paul-Minneapolis

Sleeping Cars, Dining Car, Coaches
Leave Madison..... 10:00 p. m.

To Milwaukee and Chicago

	am	am	am	pm	pm	pm
Lv. Madison..	4:12	7:30	9:05	1:00	5:10	5:30
Ar. Milwaukee		9:40		3:40		7:40
Ar. Chicago...	8:00	11:55	1:30	5:45	9:30	10:05
	am	am	pm	pm	pm	pm

Observation Cars, Parlor Cars, Dining Car, Coaches

For Information, Reservations and Tickets call

C. F. DAHNKE, City Pass. Agent
Phones: Badger 6300 and 6301

Madison, Wisconsin

The MILWAUKEE Road

Musical Xmas Gifts at Low Costs

Portable Phonographs - - -
20% Reduction \$7.50 to \$20.00

Cabinet Phonographs (All Makes) - -
\$15.00 to \$45.00

All-electric Radios - - -
Table Models \$57.00 & up

George E. Richter Piano Co.

202 King Street

F. 678

Joe Collitch says that he bets it was the W. C. T. U. that put the "Sanity Claus" in Christmas.

What the little Wall street lamb said when he was sheared was Bah!

Christmas is a business of buying something you like and giving it to somebody who doesn't want it.

The best kind of Christmas spirits for Dad is ammonia (when the bills begin to come in).

Are you going to resolve not to resolve to resolve to make any new year's resolutions this year?

THE LITTLE GAME OF CRAVATTING !

You do it quite easily indeed! . . . this choosing of a cravat is surely no ponderous business. : : : Ask your haberdasher to bring out the Cheney's. Pick one . . . twist it . . . hold it to your collar . . . reject it, perhaps . . . choose another. But you'll find yours . . . since, for every occasion — for sports, for day wear, for the more formal event — there's a Cheney Cravat for you! : : : When you've found it, prize it! You've had the fun of discovery.



**CHENEY
CRAVATS**

Made by

CHENEY BROTHERS

AN INVITATION TO LADIES

This shop
Long the favorite of
Wisconsin Men
Invites
You to inspect
Its display of
Wearables
And accessories which
Gentlemen
Would choose as
Their own gifts.

Varied assortments
Carefully chosen
With the correctness
That has always
Characterized

Pete E. F. Burns.

608 State Street

THE OBSERVER

*Our own Magazine
Now in circulation
Presents
The articles in detail*

Fair Prices -- Friendly Service

BROWN'S BOOK SHOP CORNER STATE AND LAKE

To Solve

YOUR CHRISMAS GIFT PROBLEM

- ¶ BOOKS—Newest fiction and non-fiction; Illustrated gift editions; Juveniles; \$1.00 fiction and non-fiction.
- ¶ WAHL—EVERSHARP—Fountain Pens, Pencils, and Desk Sets. 60c to \$50.00.
- ¶ STATIONERY—Beautiful gift boxes; Pound papers; University Seal paper.
- ¶ EVERY PURCHASE wrapped for mailing free of charge.

"Come in and browse"

BROWN'S BOOK SHOP CORNER STATE AND LAKE

And did YOU fight with your girl friend or have you decided to buy her a Christmas present?



Gee Joe, dis idea of hangin' mistletoe all around the room is the berries!



Drunk (observing two Salvation Army Santas with their kettles): Gosh, thish cut throat competition ish getting terrible.



He: Just one!
She: No, sir!
He: Aw—please, just one!
She: Indeed not!
He: Just one tiny one!
She: No, Junior, and if you ask again I'll tell papa.
Those cookies are for the party to-morrow.



"BACK IN '89" WHEN CO-EDS STARTED
BUYING CHRISTMAS GIFTS AT THE "STORE
THAT IS NOW "MANCHESTER'S."



The Answer To The Christmas Question

The Question: What shall I get—
FOR HIM (For Dad Also)

- A Fountain Pen Desk Set (Priced \$6 to \$85)
- A Poultry Shear (Especially for Dad — Makes Carving Easy).
- A Good Fountain Pen (All Makes and Styles at Rider's).
- An Eversharp to Match his Pen.
- A Pocket Knife to match his Pen and Eversharp.
- A Genuine Leather Billfold for the new size money.
- A Leather Key Kaddie.
- A Leather Cigarette Case.
- A Set containing Key Kaddie, Billfold, and Cigarette Case. (All Genuine Leather.)
- A Portable Typewriter.

FOR HER (For Mother Also)

- Scissor and Letter Opener Set with Leather Sheath. (Beautifully designed.)
- A Fountain Pen Desk Set. (Rider's specialize in Desk Sets.)
- Leather Hand Bag.
- Leather Cigarette Case (If she smokes).
- A Portable Typewriter.
- A Lap Table. (This is something very new, unique and useful.)
- A Personal-Point Pen. (Many colors and point styles.)
- An Eversharp Pencil to match her pen.

Greeting Cards for Everybody

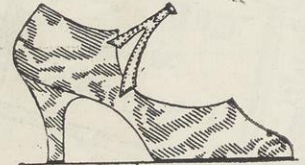
Rider's Pen Shop

656 STATE STREET

FASHIONABLE

For every occasion when
Fashion assembles

**Du Barry DeLuxe
Slippers**



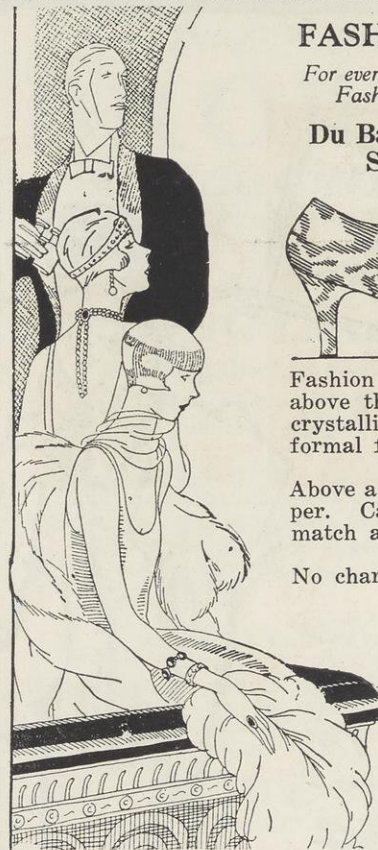
Fashion soars high... far
above the crowds... in
crystallizing original
formal footwear concepts.

Above a Silk Brocade Slip-
per. Can be tinted to
match any frock.

No charge for tinting.

Other
Beautiful Models
\$7.50 to \$14.50

KESSENICH'S



Heard in a Church

Priest: And give us this day our daily bread—
Ex-Waiter: White or rye?

—Widow

Headline in the New York Times

"Anna May Wong on the Stage."

She may and, then again, she may not.

—Lafayette Lyre

"Ah threw mah knee out of joint doin' the Charleston."
"Man, you is lucky—s'pose you had been doin' the
Black Bottom!"

—Crimson

Yeab?

With a bottle or two of rare old wine,
And a maiden with features and form divine;
On a night just made for love and laughter—
Say—who gives a damn for the morning after!

—Dirge



GIFTS FOR THE HOME

The folks will appreciate your gift much more if it is selected in Madison. On our four display floors you will find scores of original solutions to your gift problems—items of the highest quality

such as are displayed in America's foremost shops—and very reasonably priced. Come in and browse around leisurely whenever you have time. You will not be urged to purchase.

Any gift you select at this store will be delivered to your home for Christmas without any additional charge.

JERDIN'S

Furniture

CORNER STATE, HENRY AND JOHNSON STREETS



A Gift That He Can Wear Will Please Him

We have searched the markets and are now ready to present to you the best from each manufacturer. Every article in our Christmas display is distinct and bought with the forethought of pleasing a man.

Silk Robes

Flannel Robes

House Coats

Evening Accessories

Smoking Sets

Imported Wool Hose

Sweaters

Shirts

And many other Gifts a man would be pleased to receive.



109 State

Street

the perfect gift

... candy, favors ... gift packages ... tree decorations ... it's so easy to shop at the chocolate shop ... leave your order before you go ... we'll mail it or deliver it just in time for Christmas ... come in and see the perfect gift at

the
chocolate shop
528 State Street

"Here, here, what's all the excitement?"

"A cave man just got into the Garden of Eden and Eve can't tell him from Adam."

—Purple Cow

"I have a great memory. I can recite all the names on three pages of the New York telephone directory. Wanna hear me? All right, then: 'Levy, Levy, Levy, Levy, Levy!'"

—Lion

Old-Time Mosquito (to young mosquito): And to think when I was your age I could bite girls only on the face and hands.

—Sun Dial

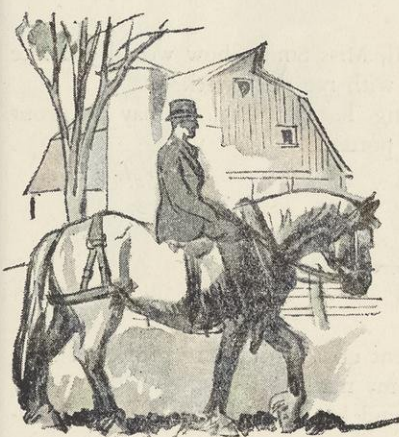
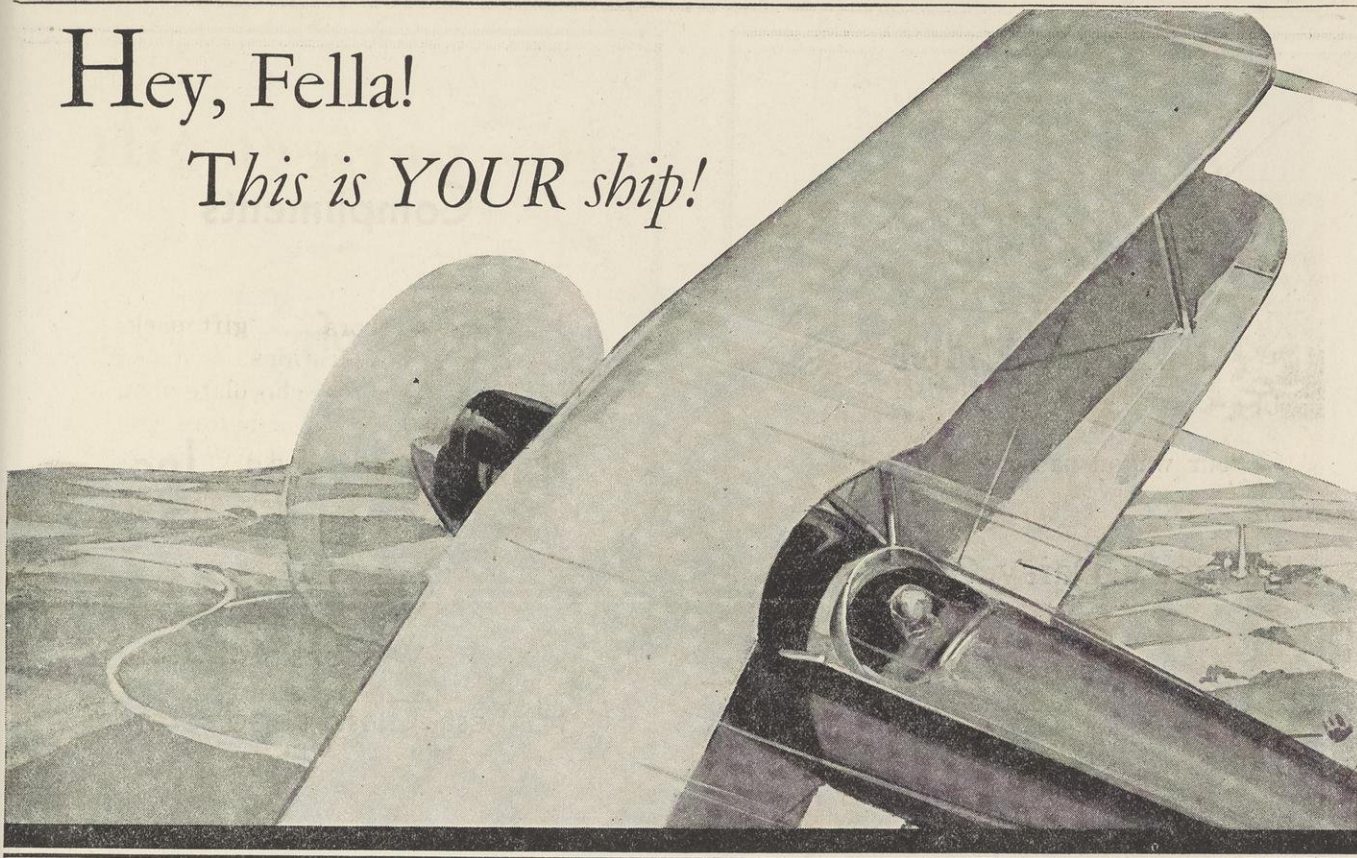
Imported Farm Assistant: There was a mouse in that bucket of milk.

Woop: Did you take it out?

Assistant: No, sir; but I put the cat in.

—Goblin

Hey, Fella!
This is *YOUR* ship!



YOU wouldn't learn to ride in the barnyard! Whatever the big, broadbacked dray horse teaches you about horsemanship will stand you in mighty poor stead when you climb on the back of a spirited polo pony, or slide your leg over a prancing hunter!

WHEN YOU LEARN TO FLY—learn in a spirited ship. Learn in a thoroughbred that responds to the slightest touch of the joy stick—that roars along at lightning speed, and throttles down to a slow, smooth, three-point landing!

The flying school that teaches you how in a Great Lakes Trainer is offering the most modern and safest flying equipment developed. A swankier ship than the Great Lakes Trainer never took the air. Graceful and speedy—it slips along like a swallow going south for the winter. Balanced—with an uncanny, almost human coordination between rudder and ailerons. And sturdy as a hobnailed boot!

There's a world of power in the Great Lakes Trainer's American Cirrus motor—Zip—Speed—Life—Why, man—it's *built* for YOU—for any blooded, spirited chap or leather-coated, helmeted girl who wants to learn *right*!

Maybe you've already started to learn in something else. But be sure to do yourself the justice of finishing your training in a Great Lakes Trainer. Two minutes after you've hollered "Contact!" you'll know why! — — If you're not yet a flier, but would like to be, write for our new illustrated book "Learning to Fly." It's yours for the asking.

GREAT LAKES
C O R P O R A T I O N



AIRCRAFT
C L E V E L A N D

Velvet

IT'S ALL CREAM

ICE CREAM

"our wagon passes your door"

Kennedy Dairy Company

Perfectly pasteurized
Milk, Cream, Butter, Buttermilk, Milcolate,
Selected Guernsey Milk

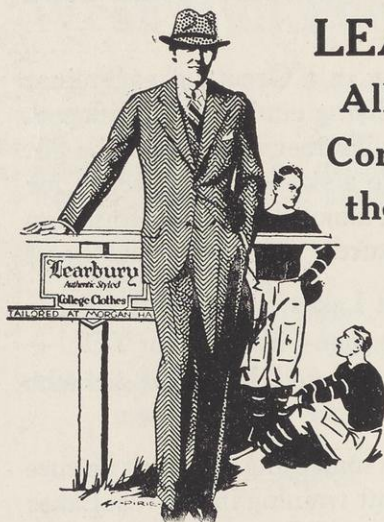
Phone B. 7100

Compliments

of

Hommel Bros. Inc.

Wisconsin's
Highest Class Food Stores



LEARBURY
All-American
Contest brings
thousands of
replies!

Winners
to be
announced
soon!

The makers of Learbury Clothes ask us to express appreciation for your great interest in Learbury and the All-American Football Team contest. The winners of the contest will be announced as soon as the judges have made their selections.

Come in and see The New Learbury Models.

KARSTENS

Business Man: Well, Miss Smith, how would you like to take a business trip with me next week?

Miss Smith (chewing hard): Say, I may be your typewriter, but I'm not portable.

—Purple Parrot

The flapper co-ed went up to the young prof. and said, "Profy, dear, what are my marks?"

He put his arms around her and whispered sweet nothings in her ear.

—Wasp

The professor was calling the class roll rather haphazardly one Saturday morning (?). Each member of the class, as his name was called, responded with the usual "here."

The name, Jenkins, was called. No one answered.

Finally, the professor said, "If Mr. Jenkins hasn't any friends in this class, aren't there at least some fraternity brothers?"

—Banter



PAUSE AND REFRESH YOURSELF

AND ANYBODY WHO
EVER RAN AFTER A
TRAIN THAT WAS
GOING FASTER THAN
HE WAS KNOWS THERE
IS NOTHING ELSE TO
DO BUT.

Run far enough, work long
enough, play hard enough and
you've got to stop. That's when
the pause that refreshes makes
the big hit. Happily you can find
it around the corner from any-
where, waiting for you in an ice-
cold Coca-Cola, the pure drink
of natural flavors that makes any
little minute long enough for a
big rest.

The Coca-Cola Company, Atlanta, Ga.

OVER
8
MILLION
A DAY



YOU CAN'T BEAT THE
PAUSE THAT REFRESHES

IT HAD TO BE GOOD TO GET WHERE IT IS

C-6



You are a thoughtful soul, Celia . . . How did you know my secret yearning?

You talked in your sleep one night . . . and I fled to Simpson's at the Co-Op.

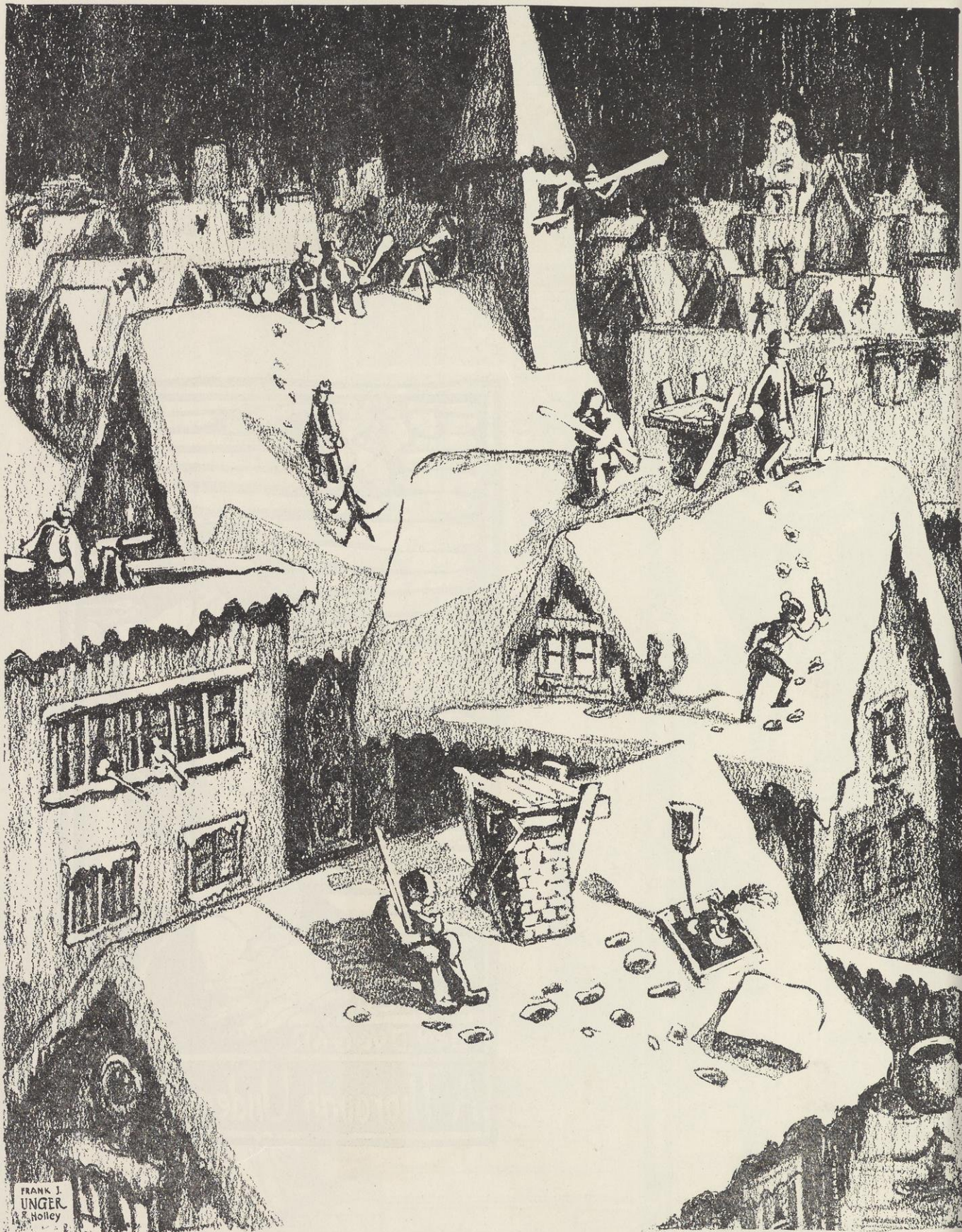
Such a perfect roommate!

(And such a perfect shop!)

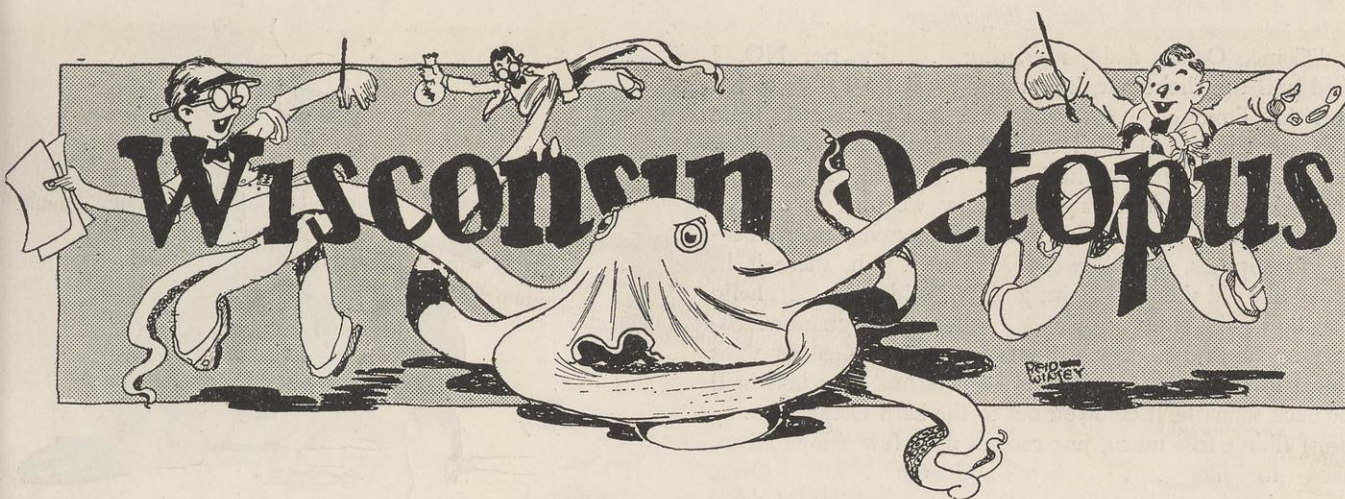


Christmas Number...





Peculiar Situation in Boston When it Was Discovered That Santa's Pack Was to Contain a Copy of "Strange Interlude"



The wages of sin is sables.

"The President's wife is in utter disgrace; she missed the boat."

Where there's a will there's a litigation.

"But it's no disgrace to miss a boat."

"Yea, but she was christening it with champagne."

"Is he very religious?"

"Well, he says grace in a cafeteria."

"Aaron talks in his sleep."

"How do you know?"

"He knocked all the pictures off the wall last night."

"You say your little brother was weeping, and you gave him a handkerchief?"

"For cry's sake yes."

"But how did you know that Sandy McDougal was crazy?"

"Because I saw him doing some Christmas shopping."

"Are you afraid of Betty's new bulldog?"

"No, but my pants are."

"What do you mean pants—are?"

"Frayed on account of the dog!"

"Whacha gonna give the sweet one for Xmas?"

"Oh, a coupla compacts."

"Yeah, why two."

"She's two faced, dammer."

Wife, on telephone: John, someone stole our car, the garage is empty.

Husband, also on phone: Notify the police right away and—no wait, first look at Junior's last letter and find out when he was coming home for the holidays.



"Stop! You're squeezing the breadth out of me."

"Ha- Ha! The choke's on you."

Kind old gent: And what do you want for Christmas, my little man?

Hard boiled kid: A law to keep guys like you from calling me "little man."

The Family Pilgrimage

"Come, Oscar, daddy's waiting . . . no, NO, I said pull the choke out, how many times do I have to tell you that Emma . . . should've had that starter fixed . . . shut up Oscar, I can't help if you are cold, we'll be there in a little while . . . listen, I've driven through here often enough; I know we turn at the red brick house . . . Henry, I've forgotten Uncle Abed-nego's slippers, what'll we do? . . . ah, there it is, looks like old times all right, gosh it's cold . . . hello ma, how's the cider pa? . . . come kiss grandma Oscar, my ain't he grown though? . . . George went down to the corner to get me some raisins, I reckon he'll be back soon; he'll take you out to the barn Oscar . . . no, I didn't fuss much, just cooked up a few things Henry used to like . . . here's George . . . Oscar shake hands with George, he's your cousin, daddy's brother's little boy. . . . George, show Oscar the cows and things . . . no, you just sit here, I won't be a minute . . . Mary's got everything ready . . . oh, here you are Oscar, dinner's ready . . . what have you got on your shoes Oscar? . . . no, you leave that cider alone, Oscar . . . have a cigar, pa? . . . now let's see what Santa brought . . . thank George for the mittens, Oscar; . . . just what I (I've got my fingers crossed) wanted Mary . . . they ain't much, but I thought on these cold days when you drive to the office you might appreciate 'em . . . sorry you folks can't stay a while longer . . . goodbye . . . say goodbye to George, Oscar . . . hoo-hoo! 'bye! . . . the nerve of George, giving Oscar a pair of mittens, why that train we gave him cost ten dollars! . . . they never did appreciate what we've done for them . . . golly, that cider was hard!"

*Six Appeal!*

"Gentlemen, there is a motion before the house," said the chairman as Gilda Grey advanced to the speaker's stand.

"Well Ted, what are you doing around this part of the country?"

"Oh, just getting the lay of the land."

"A sort of scout?"

"No, an egg collector."



Edwin Suidke
+ PRV

Abandon All Soap Ye Who Enter Here

Venus De Milo was left out of Hoover's disarmament plan, but she ought to be on probation for carrying concealed weapons.

"Lo Joe, I hear you changed your major, what is it now?"

"Petting."

"Be careful, and don't get a minor in trouble."

"Why is a duck like a burlesque dancer?"

"Because the only thing you can get is a bead on her."



Born to Blush Unseen

"That big ox has danced everywhere but on the floor!"

"Oh, I see, your arch-enemy, eh?"

"Yeh, I'm his sole support!"

The little boy writing letter to Santa: Hey, pa I'm asking Santa for a Ford.

The Old Man: Thank Gawd he can't spell Isotta-Fraschini!

1st correspondence school student: So you cut class to-day, eh?

2nd ditto: Yeah, I didn't have any stamps!"

'Twas a Blind Date

He: I'll meet you at the drug store at 7:30, O. K.?

She: Yeah, but how'll I know you?

He: Oh, I'll be wearing a brown suit and a narrow brimmed brown hat!

Eugene O'Neil

Sends out Christmas Cards

"We are sending out three hundred engraved Christmas cards—because we like to remember all our friends." (The reason I am sending them out is to show three hundred people we can afford to buy Christmas cards that cost twenty-five cents a piece and because it makes me proud to see our name engraved.)

* * *

"I am going to send Nellie something real nice—she is such a dear." (I am going to send Nellie something nice because I know she will send me something nice, and I do not want to let her outdo me.)

* * *

"I don't think I shall remember Maude this year—I doubt if she scarcely remembers us." (The reason I am not remembering Maude is because we sent her that expensive lamp last Christmas and she sent us a card.)

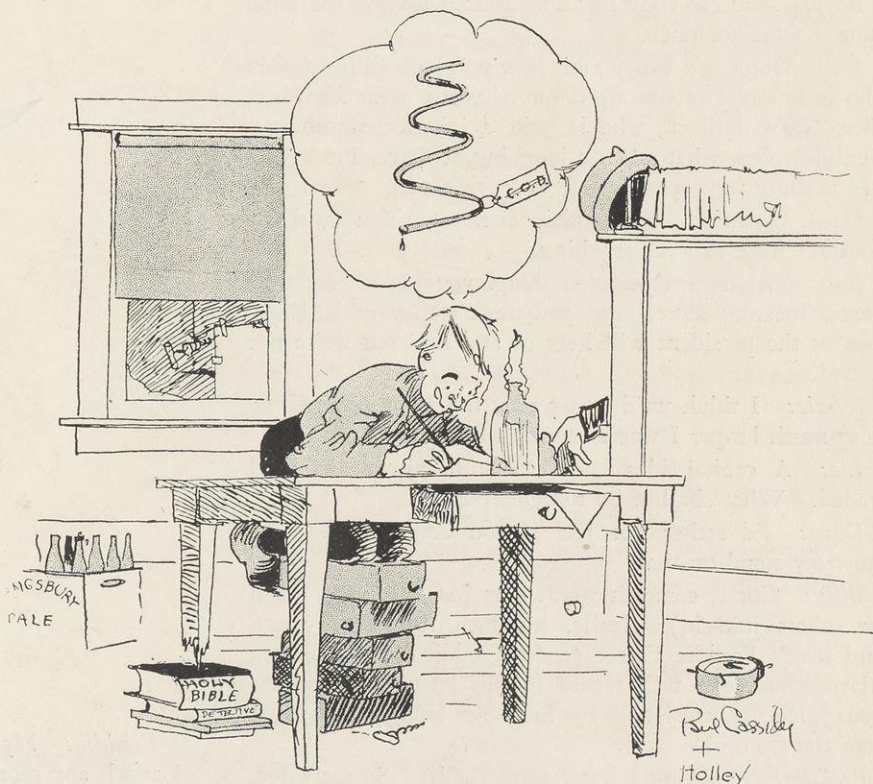
"Sure, I'll subscribe to the charity fund. I certainly want to help others have a merry Christmas!" (I am only subscribing because this girl who is soliciting is so pretty, and I don't want her to think me cheap.)

* * *

"Merry Christmas everybody!" (I don't really care whether or not they have a merry Christmas. I do not even stop to think what I am saying, but say it merely because it is the conventional and easy thing to say.)

House president (severely): Somebody was drunk around here last night. . . . Why, this morning when I tried to find a bromo there wasn't a bit left. . . .

Al Jolson is one guy who sure owes a lot to his "Mammy!"



"---And Please, Santa, Bring Daddy a New Copper Coil for His Still"

"OH FY!" SYED TH

By WINSO

It is ten-thirty P. M.

The scene opens on a luxuriously furnished room in the FySy house (plumbing by Kohler). A soft light is diffused thru lacy boudoir lamps. A delicious and dainty perfume wafts its fragrance from an elegantly appointed dressing table, while Joe Jenedy, charming in a flesh pink tea jacket (from Finchley) arranges some flowers in a soft blue bowl.

Notwithstanding its air of luxury, the room actually appears to be that of a pedant. A large picture of Stratford on Avon dominates the room over the fireplace, a scholarly and original touch. Busts of the poets overlook the scene from the tops of high bookcases, which are filled with first editions of all the Greek writers. But we are diverted from our survey of this charming room by a gentle banging on the door.

Joe: Come right in boys. Remember, no formality with me.

(enter: Billy Bierce, Dave Dillock, Johnie Jompsen)

Billy

Dave } Joe! How sweet you look! Where did you
Johnnie } get it?

Joe: (turning around for their approval) I'm sure you've seen it before, it's quite old. You remember, John, you helped me pick it out in Chicago. It was between a Chinese blue faille and this. But I don't see what you fellows have to say when you all look perfectly knockout yourselves, and I told you not to dress up.

Billy: You can't say that I'm dressed up, it's the same thing I wore to lunch.

Joe: Don't you worry a bit how you look Billy, anyone who is as sweet as you are doesn't have to wear anything. (here, Dave Dillock, who is quite a jokester, smothers a giggle) Now what are you laughing at Dave, I'm sure I said nothing improper.

Dave: (almost in convulsions now) You said he wouldn't have to wear anything.

Joe: Oh you evil minded thing, you know very well what I meant. Here, here, you must stop your laughing boys or the president will hear us and find out we're not in bed.

Johnie: I think we'd better start the game now, if we delay much longer I won't be able to keep awake.

Joe: A capital idea, John. You're always so level headed. What shall it be tonight, poker?

Dave: I'd rather not Joe, if you don't mind. You know my stand on that.

Billy: Come, come, it won't hurt just this once. (all the others join in) Really, it's such fun, be a sport. And here's Freddie Farret (enter Freddie, who has been delayed, but he is well repaid for his lateness by the envious glances occasioned by his new lounging pajamas from the Co-op.)

Freddie: (removing a water wave comb) So sorry Joe, but I've had such a devilish time with my hair. You know that part in the back that I'm trying to train . . .

Joe: (ignoring the pajamas) Perfectly all right, you are just in time to sit in on a game.

Freddie: Not poker!

Johnie: Yes, poker, and this isn't the first time I've ever played it either.

Dave: I wouldn't brag about it. Rummy's good enough for me.



"I ordered three more

Freddie: My dear boys, don't think for a minute that I attach any moral significance to poker.

Dave: Very well, I suppose I shouldn't be a wet blanket, so I'll consent if there'll be no gambling.

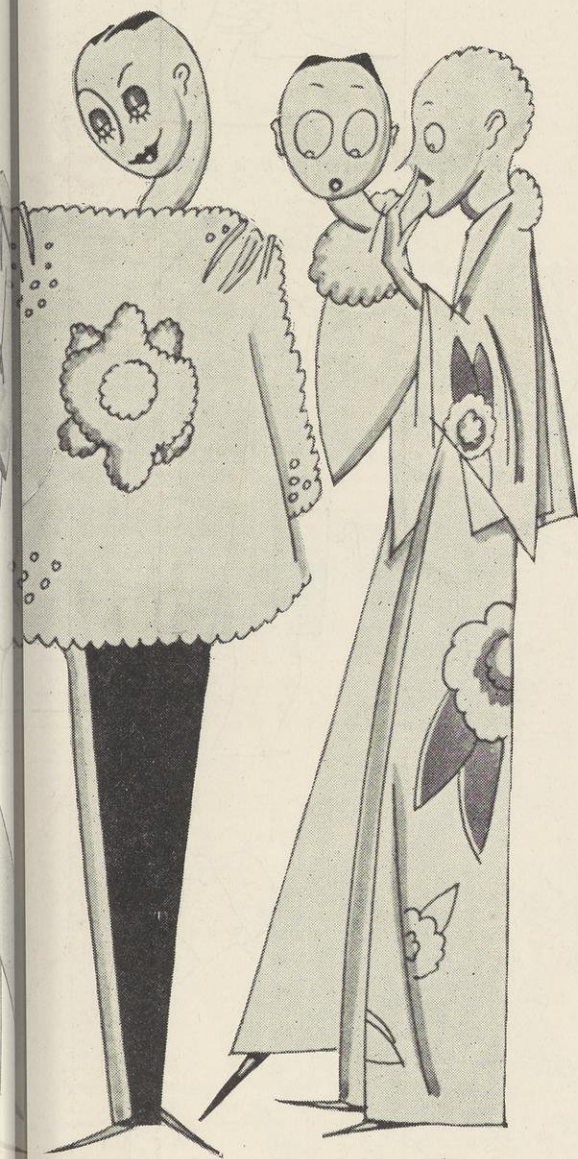
FLIGHTY FY SYS

WINSTON

Billy: Of course there won't be. We just use matches, Joe sells them to us at a cent apiece.

Freddie: Subterfuges—you know that isn't living up to the standards of our fraternity.

Joe: Listen, Fred, take my word for it, everyone has his little slips—why even the president of our fraternity puts money on punch boards.



Christmas gifts."

Dave: Come on Freddie, we've got to learn to be men.

Freddie: All right, I'm on. Someone will have to show me.

Johnnie: Joe's the one that knows the rules. I haven't played an awful lot myself.

Joe: Well neither have I really, but I used to watch my brother a lot. (shuffling the cards) First, there has to be a dealer; I will be that until you fellows get on to it. Let me see your hand Freddie and I'll tell you what to do. (the explanation that followed will be omitted in deference to our young readers who might be tempted to indulge in this iniquitous pastime themselves)

One hour later

Freddie: My goodness, it's nearly twelve o'clock. This must be my last.

Billy: No fair quitting when you're ahead. I'm going to win my twenty cents back if I have to stay up until two.

Joe: No quarreling friends. I was about to suggest we break up now anyway. I've fixed a little lunch and we'd best eat it before it's too late. Bad dreams you know.

Johnnie: I hope you didn't fix anything for me Joe, I don't dare eat a thing. I'd come right down with a nervous headache. What do you have?

Joe: Just a little *Milanais soufflé* dotted with caviar and mushrooms.

Johnnie: Very well, just a wee taste.

Dave: I hope you're not going to use this beautiful Madeira set just for us!

Joe: I really haven't another thing but this hand knotted lace one. Besides, here's a surprise, guess how much I paid for that Madeira set.

Billy: \$22.50?

Joe: Guess again.

Freddie: I'll say \$12.98.

Joe: You're all wrong. \$2.27!

Johnnie: You don't mean it.

Dave: You're kidding, Joe.

Joe: No, it's the truth. I've simply been dying to show it to you. I ordered three more just like it for Christmas gifts.

Billy: Don't mention Christmas, it wears me out to think of it.

Dave: Speaking of shopping, how do you like my new shirt

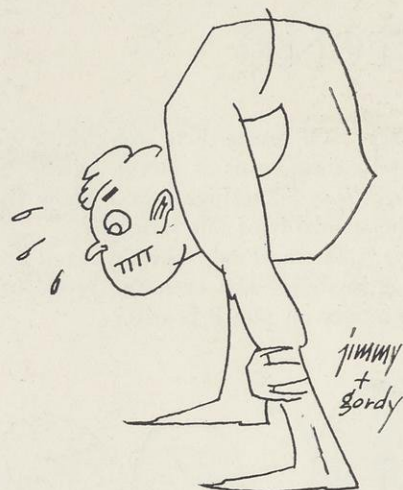
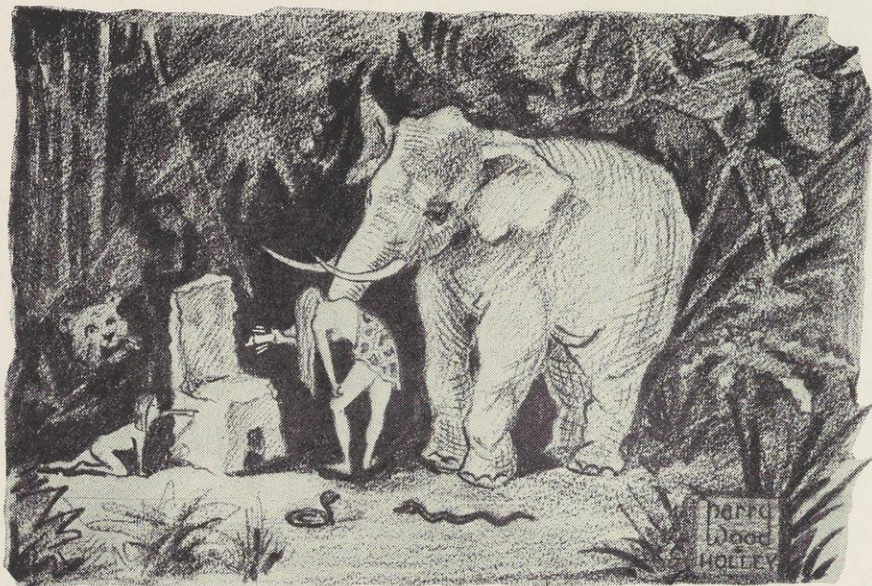
Freddie: I've been admiring it all evening Dave. Take off your vest so we can see it better.

Dave: See how nice and roomy it is in the back. Those three tucks end in unpressed pleats, giving extra breadth at the point of strain.

Billy: It's certainly sweet, I had one in Chrysanthemum yellow just like it last year, but I like yours much better.

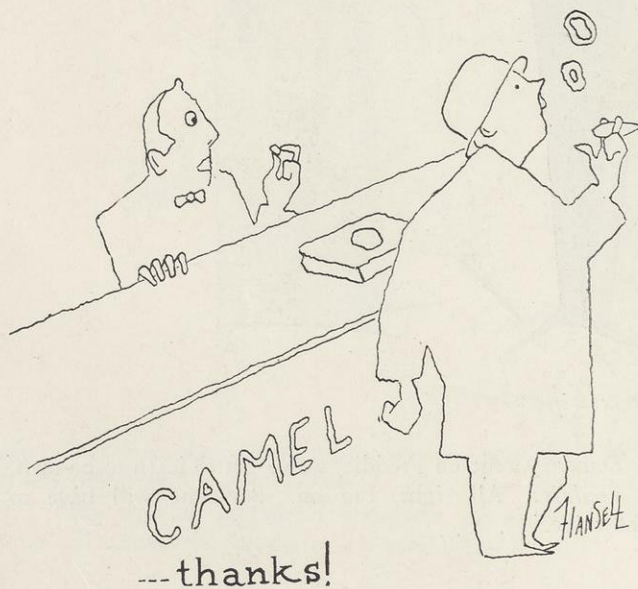
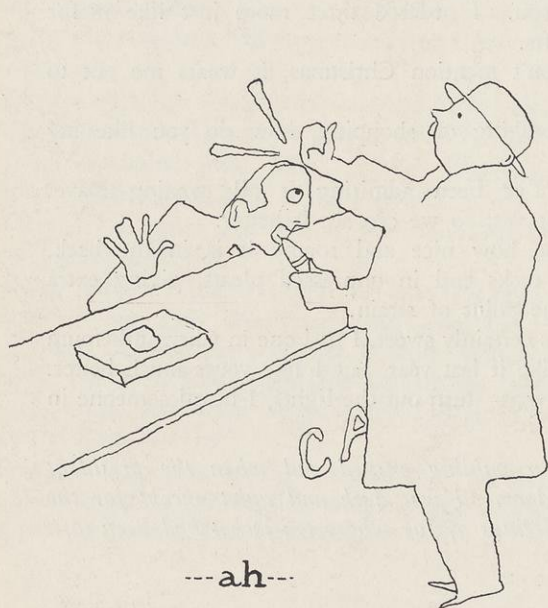
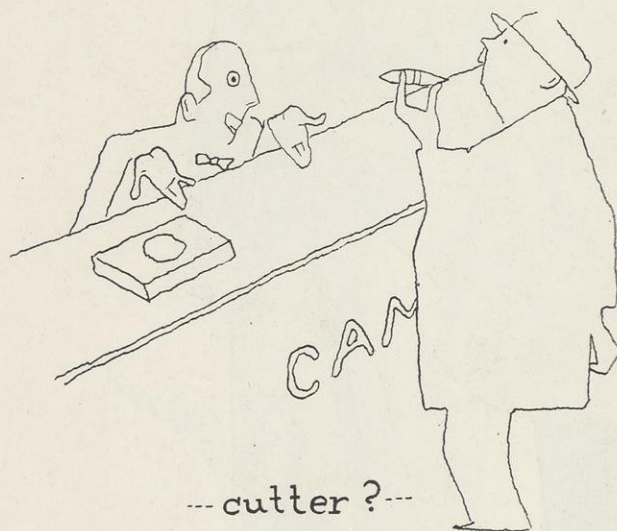
Joe: Heavens—turn out the lights, I heard someone in the hall!

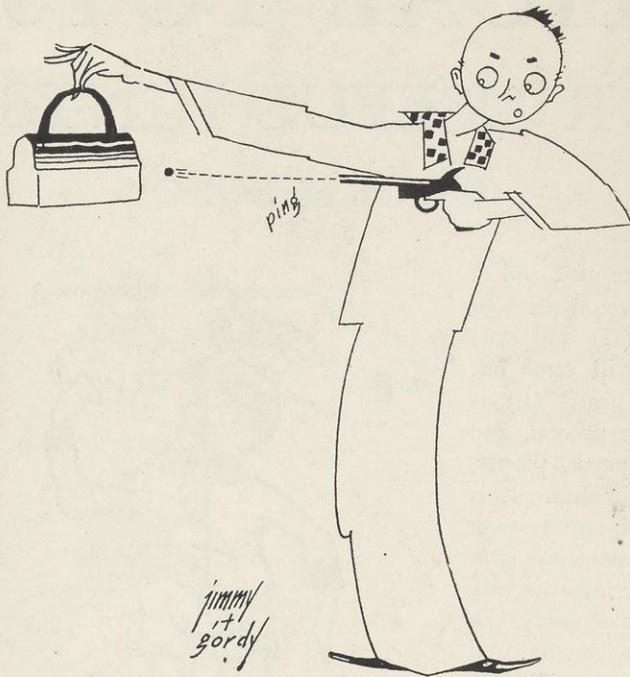
(A great scrambling ensued and when the president opened the door, all was dark and quiet except for the agitated mutterings of Joe whose tea jacket had been torn in the rush)



"Gee Mom, Where'd You Get the Swell New Vacuum Cleaner?"

Picture of a Man on a Bender.

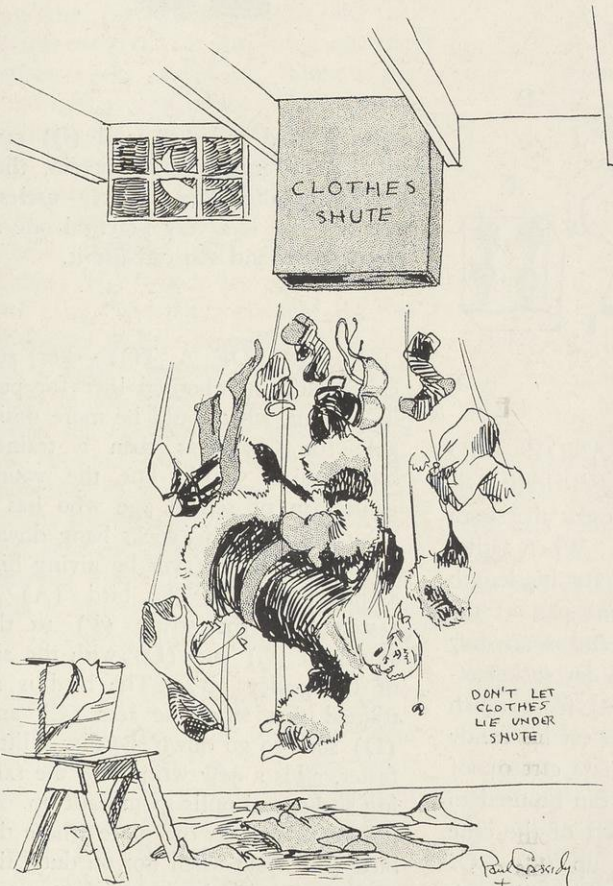




Picture of a Man Shooting His Lunch



The Mad Hatter



Santa's Mistake



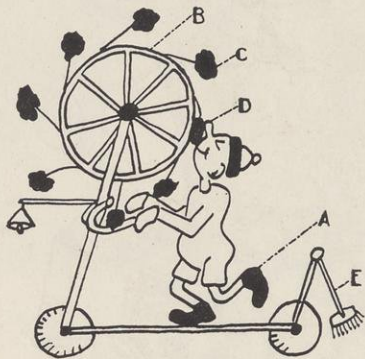
And They Lived Heavily Ever After

PRACTICAL TOYS OR USEFUL HINTS

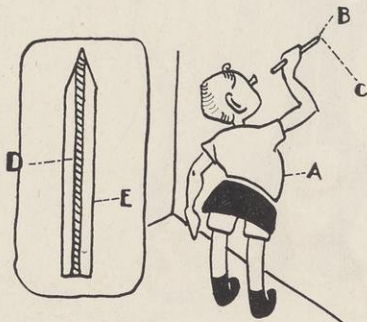
Written by GORDY

THE SCOOTICAL NOSEWIPER

—An ingenious device for keeping the schoolboy amused and presentable at the same time. When the boy

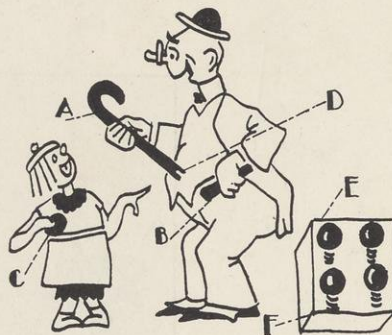


goes into action with his foot (A) and produces a speed on the machine of one half mile an hour or more, the cylinder (B) commences to revolve from the wind power produced and forces the patented absorbent pad (C) against that part of the young man's anatomy designated by (D). In course of time, if the lad becomes too attached to his machine and uses it too much, it may cause his nose to turn up a little, but as he will acquire that trait on his arrival at university about ten years later, the disadvantage is more than offset by the cleanliness and saving on laundry bills. The clever little brush (E) would be very handy if the scooter was a horse.

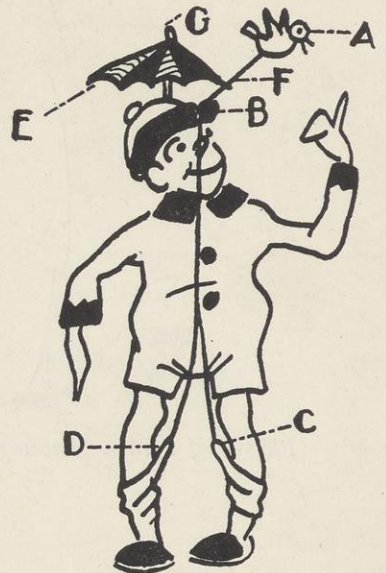


FADING PENCIL—The two diagrams in this drawing are tended to illustrate a most valuable gift for artistically inclined young men and

women between the ages of 2 and 6. The child (A) can write on the wall (B) with the pencil (C) and even pictures of elephants will come off. The lead (D) in the pencil (E) is constructed by a patent process, and it will fade from wallpaper, plaster, or paint in 24 hours or less. It is also non-poisonous and rather sweet to the taste, so if the young one is in the habit of chewing things, he may eat the pencil as a stick of candy. A slight trace of cascarras in the lead will make this process doubly valuable.



COMBINATION CANDY AND WALKING CANE—Practicality is the by-word for the present that both father and son can use. When father has used the cane (A) for his length of time, he unscrews one part of the cane (B) from (A) and sonny-boy can insert the patent all day sucker effect (C) in the slot (D) from which the candy cane. Illustrated (E) is a closeup of the candy refills which can be used to replenish the candy effect of the cane when sonny has eaten up (C). Of course, the screw effect (F) will break off in the slot (D) the first time the



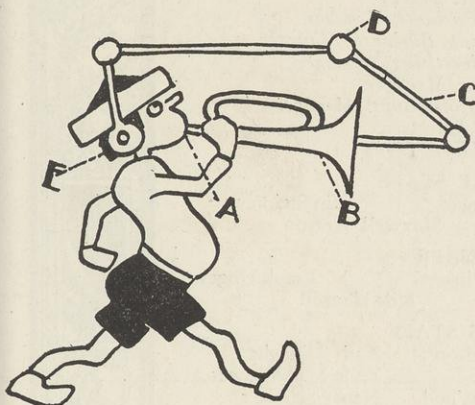
cane is used and (A) and (B) cannot be fastened together again, thus rendering the cane entirely useless, but the gift is a very practical one as both father and son can use it.

A BIRD OF A TOY—For any child with an inherited love for pets or petting, what could be more desirable for Christmas than a trained canary-garter bird? For the young gentleman of school age who has a habit of letting his socks hang down, do him a double favor by giving him a practical pet. The bird (A) is fastened by the string (F) to the stockings (C) and (D) with the aid of the pulley (B). The bird is so trained that when he sees (C) and (D) start to go down, he flies a little faster, adds a new wrinkle to the falling socks, and pulls them back up. As the perch (G) is the place where the bird (A) rests when not on duty, the awning (E) has been added as an accessory.

FOR LITTLE TOTS

FOR THE HOLIDAYS

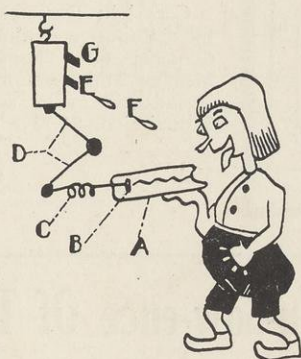
Illustrated by NILS



A SOUNDLESS HORN—Any little boy can play the blues on this clever bit of mechanical trickery and have himself a time without disturbing the practicing violinist in the apartment above or drowning out the boiler factory next door. There is no need now to destroy the old Christmas tradition of horning in, as the (A) boy blowing into mouthpiece of the trumpet (B) forces the resulting sound through the tube (C) past the sound deadners (D) and into the phones (E) which are fastened over the ears. It is thus possible for the youngster to hear himself make a hell of a racket without disturbing anybody in the house. Of course, quite often his eardrums are shattered and he becomes hard of hearing. This, however, is nothing to worry about as the young man will be thankful for his deficiency when he grows up and marries a scolding woman (Well, he has to marry a WOMAN doesn't he . . . and what other kind is there?)

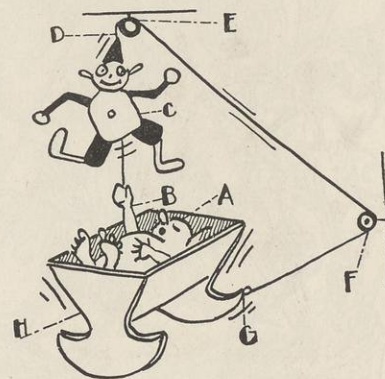
AN AUTOMATIC FACE WASHER—For the youngster who exhibits a weakness for jelly sandwiches, a parent can do no better than buy him one of these practical Christmas gifts. When the child eats the sandwich (A) down to the button (B) the spring (C) is released ma-

nipulating (D) in such a way as to turn on a valve (F) which sprays water (E) over the dirty face. A second automatic valve, (G) turns on a current of hot air 40 seconds later for half a minute to dry the kid's face. The only trouble is that, in order to have the face washed perfectly clean, one must put soap in the water (E) which spurts from (F) and that this soapy water invariably gets into the child's eyes causing some discomfort.

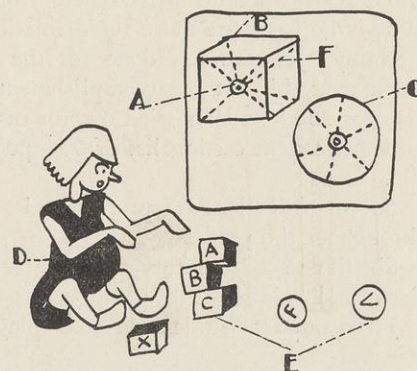


THE SELF ROCKING CRADLE—For a child who exhibits athletic tendencies, have Santa bring a self rocking cradle for Christmas. The child (A) pulls the string (D) with one arm (B) attracted by the antics that the jumping jack (C) will perform. The cord (D) running over the pulleys (E) and (F) and fastened to the rocker (G) will make the cradle rock like (H). As long as the child is awake and keeps pulling the string (D) the cradle will rock with a soothing motion which will, sooner or later, put it to sleep. When the baby goes to sleep and stops pulling the string the cradle will stop rocking, at which time the baby will wake up again and start to cry. What to do then is up to you.

A CORNERLESS BLOCK—On the square, this is one of the most practical toys that it is possible to buy for the youngster's Christmas. These



regular A, B, C, blocks, in addition to helping the child learn the alphabet, have a special device incorporated for the pulling in of corners so that when the blocks are left around on the floor at night, and around 2 A. M., when father gets up to walk the floor with baby, there is no danger of his stubbing his toe on the sharp corners of the block. The button (A) in the block (B) pulls in the corners by means of the wires (F), making the block round as in (C). The child (D) and the blocks (E) are merely in illustration of a child at play. Of course, a father walking the floor might step on a



round block (C) and fall down rather than stub his toe on the sharp edges of (B) but if he does, that's his hard luck.



EDITOR
Irv Tressler

BUSINESS MANAGER
Franklin Clarke

BOARD OF EDITORS

TED HOLSTEIN, *Associate Editor*
JIMMY WATROUS, PAUL CASSIDY, *Art Editors*
Carl Buss
Gordy Swarthout

EXECUTIVE STAFF

RALPH PARKIN, *Ass't Business Manager*
ORMOND MESLOW, *Ass't Business Manager*
TED MANDELSTAM, *Advertising Manager*
FRED STARE, *Circulation Manager*
FRANCIS MCGOVERN, *Collections Manager*
ELEANOR PARKINSON, *Secretary*
Prof. Ken Olson, *Guiding Light*

EDITORIAL STAFF

Marcia Todd
Ray Rothman

Ben Duggar
Maxwell Krasno

Sam Steinman

ART STAFF

Ed Sinaiko
Harry Wood

Reid Winsey

Frank Unger

Nils Hansell

BUSINESS STAFF

Ted Hartridge
Barney Michelson
Pete Smith
Jus Ford
Herb Mueller

Bill Donaldson

Betty Reed

Catherine Wood

Eleanor Kettle

Jean Elliott

Ruth Albright

Zella Mae Spencer

Nancy Schutter

Joyce Booth

Margaret McNeil

Copyright December, 1929, by the Wisconsin Octopus, Inc. Exclusive reprint rights granted to COLLEGE HUMOR. Contents must not be reprinted without permission. Member Midwest College Comics Association. Entered as second class matter at the post-office, Madison, Wisconsin. Subscription, \$1.75 a year.

Vol. XI

December 11, 1929

No. 4

Did You Ebb'er Sea The In-flow-ence Of The Moon On The Yule-tide?

Hats Off!

Octy doffs its hat to Professor "Bill" Troutman—the best amateur dramatic coach in the United States. In the three years since he arrived here from the University of Illinois he has done more for dramatics at Wisconsin than "Johnny" Johnson has done for the local Deke chapter. Look over this list of accomplishments:

Over 2000 students tried out for cast positions last year.

A permanent casting list of 750 persons with names on file.

Seven full length professional productions staged throughout the year.

Six three act laboratory shows directed by graduate students and "polished" by "Bill".

Fifty one-act, student-directed plays presented during the year.

Fifty graduates from last year now coaching dramatics in high schools and colleges.

Three persons coached by "Bill" last year now on Broadway in professional productions.

Sixty different students directed shows under "Bill" last year.

Three hundred students tried out for backstage work during year.

Twenty-five graduate students attracted to Wisconsin from other schools because of dramatic program here.

How is that for a record! Wisconsin has the liveliest, most capable, and popular dramatic coach in the country on her campus and doesn't even know it. We've got the whole of the United States sitting up and watching the work being done here! Hats off to "Bill" Troutman! Don't let him get away!

The necktie you get from your girl is the tie that blinds.

In America the kids hang up their stocking on Christmas eve, in Holland they put their shoes in front of the fireplace, but in the South Sea Islands. . . .

Christmas—Oh Yeah!

It's darn funny how one's attitude towards Christmas changes as he grows older. When we were little kids we believed just as firmly in the Santa Claus Myth and all that went with it as we did in God. Then one day some older kid made fun of us for being such "babies" and we began to wonder whether there was a Santa Claus, or a God. Pretty soon we discovered that the one was a man-made creation and the Other, no one could prove very much about. So after that we sort of grew hard-boiled towards Christmas and didn't get so darned excited over it, and sometimes even got a big kick out of laughing at smaller kids, who still believed in such things. But still we got an awful thrill out of Christmas morning, Or Eve, and along about two or three days before the twenty-fifth we were pretty near ready to believe anything, there was

Such a lot of mysteriousness in the air. But it's pretty different now that we're in College. We forget all about Christmas until all of a sudden, just after football is over, it bursts upon us and we realize that there's only a few more days left before we'll be home again with the family. So we bustle around and pick up some presents for everybody. And then we can hardly wait for school to end. Finally it does and we get home and find everything as it was when we left, and there are so many parties and things that we hardly think about Christmas until it's over. And then we feel a little disappointed in vacation and everything and can hardly wait until school opens again. Then at last we do get back and find everything the same and everybody lying about what a big time they had at home. Makes you feel a little disappointed all around, doesn't it? As if life was a big sham, h-m-m? But you've forgotten all about it in a week, haven't you?

Fred Pederson
Jim McGuinn

Nancy Schutter

Lora Benjamin
Dick Abert

Anne Chamberlain Hodges

Anne Kendall
J. Kraust



An Artist at Work



PHI GAMMA DELTA

Name	Affiliation	Degree and Thesis
John Swansen	Haresfoot dance, University hunt club, Kappa (Once), Theta (once), Gamma Phi (once)	... Esthetic Dancing ... <i>The handicap of flat feet in relation to the Haresfoot club and Scotty.</i>
Stan Herlin	Pi Phi (?), holder speed record, Minneapolis to Madison	... B. A. ... <i>The advantage of the auto over the aeroplane as a means of speed.</i>
Scott Goodnight	Pi Phi, Alpha Phi, Delta Gamma, University Hunt club, Fatstock judging team, Nurses Dorms	... Social Problems ... <i>The disadvantages of University life as applied to immediate family.</i>
Dick Abert	Delta Gamma (Phi Beta Kappa)	... Applied Arts ... <i>The Delta Gamma house and the Black Plague.</i>
Lee Gulick	Badger, Lonesome, Santa Claus	... Finance ... <i>The failure of ordinary financial methods in regard to the fraternity house, and Hog products.</i>
Al Reed	Pi Phi, Kappa, Theta, Sigma, Law, D. A. R., Elk	... Mechanics ... <i>The obvious advantage of the Chrysler over the Ford as regards pick up.</i>
Robt. McCormick	Music Haresfoot (attempt Gamma Phi) (attempt Kappa) (attempt Theta) Studio	... The cornet ... <i>The value of Music and activity keys in University social life.</i>

PSI UPSILON

Name	Affiliation	Degree and Thesis
Braymer Sherman	Delta Gamma, busy, busy	NO CHANCE! ! ! !
Tully (Leave'm) Brady	Sigma, Beta Sigma Omicron, Theta Phi Alpha, Beta Phi Alpha, A. O. Pi, Grady's, Barnard Hall, Studio	... Public Speaking ... <i>The relative degree of satisfaction of three dates an evening in the same apartment.</i>
Charles Winding	Theta (By the gods and Phi Psi's)	... Psychology ... <i>Behaviourism simplified from examples at the Theta house.</i>
William Meyst	Gamma Phi, Theta, Tri-Delt	... Home Economics ... <i>The heating problem in relation to the Delta Delta Delta house.</i>
Art Williams	Theta (once), Theta (twice), Theta (three times), Phi Mu	... Commerce ... <i>Roller skates as a means of transportation at the Theta House.</i>
Raymond Van Wolkenten	Pi Phi (largely), and every place else	... Medicine (taking) ... <i>The physiological failure of the Pi Phi house.</i>
Warren Reimers	LANGDON HALL! ! !	... Sociology ... <i>The Advantage of the alley entrance to Langdon Hall in regards to fraternity social standing.</i>

(Continued to page 34)

At a recent Phi Psi formal, the women were somewhat disturbed to see a naked gentleman with a derby and a long cigarette holder walk into the ball room.

John Zeratsky and Bill Ramsey are both willing to admit that the Minneapolis police are too tough for them. If the truth be known, both John and Bill spent a fairly unpleasant Saturday, and it is said that Bill didn't even see the game.

Did you know that a member of this year's senior class wrote the popular song hit, "I'm Just a Vagabond Lover", and that he can prove it by the copyright in Washington! !

Editor's Note: This little Scandal item was censored, but it had to do with a rather novel gift sent the Pi Phi's on which they had to pay 98 cents dues.

GREETINGS YULETIDE

GIFTS MODERNE

KESSENICH'S YES . . .

Gertrude Stein writes
clever modern verse
like this
Gertrude Stein verse
verse smart clever
Kessenich's have smart
and clever Christmas
gifts gifts gifts
beautiful gifts lovely
lovely gifts practical
gifts gifts Kessenich's
Kessenich's for gifts and
gifts . . . shopping service
for men 25 Gift Departments
gift departments Gertrude
Stein smart clever verse and gifts gifts
pewter pottery linen wearables lamps
frocks hose jewelry bags gifts gifts gifts
smart clever verse and gifts
Gertrude Stein
Kessenich's
Gifts

KESSENICH'S

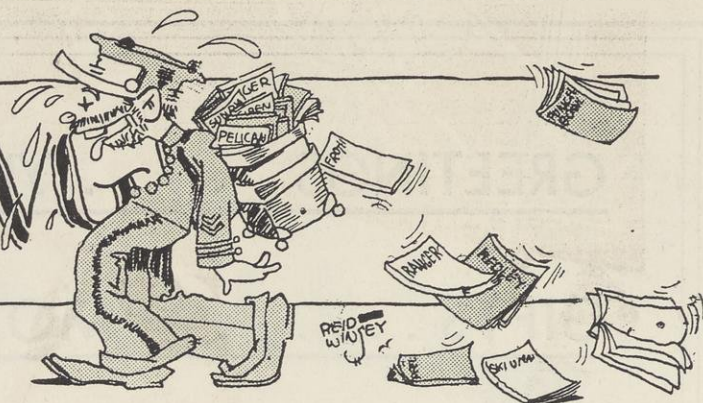
201 STATE STREET

Collegienne Shop - 903 University Ave.

CHRISTMAS

1929

EXCHANGE



Eyes of glass,
Teeth of clay—
Peroxide blonde—
She's phoney that way.

—Sun Dial

"Get hot, get hot, get hot," cried the irate Jewish papa to his erring daughter, "get hot of my house."

—Mirror

A shrill scream rent the deserted house. "Hooray," said the landlord, "the house is rented."

—Dirge

Man: Here's a nickel, son.
Newsie: So you're my old man?

—Orange Peel

Maid: I can give a better kiss than you.

Surprised Mistress: What! Has my husband been . . .

Maid: No, ma'am, your chauffeur told me so.

—Sun Dial

A fencer never is hungry because he always has his lunge with him.

—Froth

Biology Student: What becomes of your lap when you stand up?

Anatomist: It pops up in the back under an assumed name.

—Brown Jug

Modern Nursery Rhymes
Hickory, dickory, dock,
Two mice ran up a sock
One stopped at the garter,
The other was smarter,
Hickory, dickory, dock.

—Ex.



"Well, I'll be darned—listen to this, Alf!"

—Yale Record.



Some decisions can't be put off *till tomorrow!*

The basketball player who took very long to decide between passing the ball and trying for a basket would soon lose his chances to do either.

And the man who keeps putting off his decision in the choice of a career may lose his chance to be very effective at anything. Isn't it true that not a few men

up to their senior year are still very uncertain what work to take up after graduation?

The result is that many a born artist, becomes an indifferent engineer, and many a potential lawyer, a poor salesman.

Put yourself under the microscope and then—*be* yourself.



Western Electric

SINCE 1882 MANUFACTURERS FOR THE BELL SYSTEM

Be Xmas Wise!

Shop Early!

and bring home that gift
from a New York Shop.



Silk
Undies

.....
Silk
Hosiery

-- AND --

Silk
Negligees

- PRICED FROM -

\$1.00 to \$15.00

The greatest array and selection of
beautiful underthings in this city!
And prices lower too!

EVERY PURCHASE BEAUTIFULLY BOXED
FREE OF CHARGE

DRESSES

FOR EVERY OCCASION

EVERY NEED

EVERY MATERIAL

\$9.⁹⁵ TO \$29.⁵⁰

Diamond Brothers

11 E. MAIN ST.

Madison's Most Beautiful Shop

IT'S THE HANG OF THE TROUSERS THAT MATTERS



WELL turned out university men know that sartorial perfection depends not alone on the quality of the fabrics of which the suits are made, nor on their "cut", but is equally dependent on manner in which they are worn.

They seem to have taken to heart the words embodied in Pioneer's slogan—"It's the hang of the trousers that matters."

PIONEER SUSPENDERS • PIONEER BELTS
BRIGHTON CARTERS

PIONEER
America's word for
SUSPENDERS

By the
same makers



CHRISTMAS SHOPPERS

or

Through the Department Store

It's not going to be a very big Christmas in the Putter family this year, but Mrs. Putter is looking for a "few little things" with which to make up a box for Paw and Maw who live out west. Socks and a hairbrush for Paw, and a bottle of bath salts and some "marked down" towels for Maw, to say nothing of the bottle of *Fleurs de Sicilia* perfume, a left-over gift from last year, which will go in for Cousin Roberta.

* * *

Tressie is all smiles, and why not? Tressie works in the steno department of the life insurance company, and the girls have agreed to bring their lunches the last day before Christmas and exchange presents. Not more than fifty cents is to be expended on the present and not less than twenty-five. Tressie cannot decide whether to get something useful like that doll in which to stick the telephone which is 49¢ or to get one of those huge all day suckers at 25¢ and just have a lot of fun.

* * *

The Simpson sisters had the best of intentions in getting their Christmas shopping done early, but Flora came down with a cold the first part of November, and neither of them have been able to venture out until now therefore. They have purchased linen handkerchiefs for the entire round of relatives, and have just been taken with the

(Continued on next page)

"Two Stores With a Thousand Gift Ideas"

That's what one Wehrmann enthusiast said, and modest as we are, we can't help agree. For in these luggage and leather stores are gathered thousands of gifts for any person, for any purse, for every purpose. Simplify the gift problem by shopping at Wehrmann's.

WEHRMANN'S

dainty underthings on sale in the basement, and wonder if it would be quite proper to give some of these to the sister-in-law's hired girl.

* * *

Edna, a co-ed, is looking for "some nice inexpensive gifts for some girls at the house", and when the clerk suggested a book for the chapter president, Edna could not resist pulling that old one about the president "having a book", and then she giggled like all—get out, oh, my dear! She has about decided on a boudoir lamp for her room-mate and some glass ear-rings for the cook.

—C. A. B.

The demure young bride, a trifle pale, her lips set in a tremulous smile, slowly stepped down the long church aisle, clinging to the arm of her father.

As she reached the low platform before the altar, her slippered foot brushed a potted flower, upsetting it. She looked at the spilled dirt gravely, and then raised her child-like innocent eyes to the face of the sedate old minister.

"That's a hell of a place to put a lily," she said.

—The Syracuse Orange Peel

He: Who spilled mustard on this waffle dear?

She: Oh John! How could you? This is lemon pie.

—Buffalo Bison

It's a Gift!



WHEN this time of year rolls 'round and you are still on speaking terms with your girl, you realize that some sort of gift is in order.

With this question weighing you down, you stop to purchase the magazine you always take to her on that first night of each month. . . . Your eyes light up at the thought . . . an idea . . . your own brain child! Why not give her a subscription to this best of all books-of-the-month? Another year of holding hands and reading the smartest humor in America—the "humor with a college education."

What a break! A special Christmas offer of \$2.50 each for two subscriptions or more. You can include yourself, Mother and Dad and of course the Nuisance, now at preparatory school. You write a check and COLLEGE HUMOR does the work, not to say the trick, by sending out an attractive Christmas card, announcing your thoughtfulness. No standing in line with parcel post packages under your chin.

Sender's Name

Address

Send COLLEGE HUMOR
and a nice big Christmas Card to

Name

Address

City.....State.....

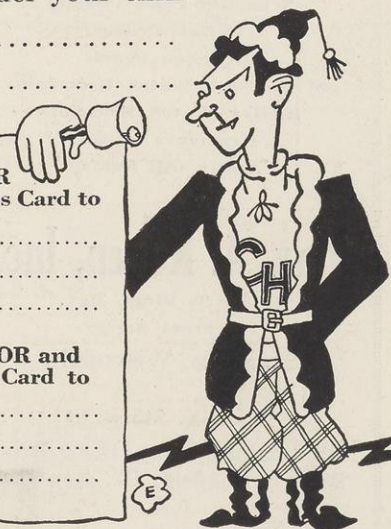
Send COLLEGE HUMOR and
a nice big Christmas Card to

Name

Address

City.....State.....

COLLEGE HUMOR, 1050 N. La Salle, CHICAGO



You've read about them in
the MAGAZINES

Famous

**WATCHES, JEWELRY
and SILVERWARE**

Buy them **HERE** on **EASY
TERMS** at **Nationally Ad-
vertised CASH PRICES**

There's a feeling of safety, of absolute security associated with every purchase made at Max A. Kohen's, Inc. You know that back of your purchase stands not only this firm, with its mighty resources and guarantee of "satisfaction even months after purchase," but also the honor, integrity and reputation of the largest jewelry manufacturers in the world, each the outstanding leader in their line.

**These Nationally Adver-
tised Articles Sold at
M. A. K's.**

Illinois Watches
Hamilton Watches
Bulova Watches
Elgin Watches
Howard Watches
Waltham Watches
Community Silverplate
Ronson Lighters
Clark Lighters
Golden Wheel Lighters
Parker Pens, Pencils
Schaeffer Pens, Pencils
Deltah Pearls
Richelieu Pearls
Wadsworth Watch Bracelets
Hadley Watch Bracelets
Krementz Links
Amity Bill Folds

Max A. Kohen, Inc.

Harry T. Blum, Mgr.
220 State Street

Madison, Wisconsin

M. A. K. Stores at
Minneapolis, Minn., Eau Claire,
Wis., Springfield, Ill., Kenosha,
Wis.

State-Lake BEAUTY SHOP

PERMANENT WAVES . . .
OF DISTINCTION . . .
WATER WAVING . . .
FINGER WAVING . . .
MARCELLING . . .
MANICURING . . .

**B. 7170 672 STATE ST.
2nd Floor, Corner Lake**



**For the House or for
Her Christmas Formals**

Suggest

FLOWERS

from the

**University Floral
Shop**

723 University Ave. F. 4645



(Continued from page 28)

BETA THETA PI

Name	Affiliation	Degree and Thesis
Charles (corned) Atwell	The tri-delts rate—Fish on Friday nights	... Agriculture ... Iowa, and its relation to beefing.
Joe Lucas	Cornet Haresfoot Orch. Tri-Delt. (Would like Kappa, or what have you?)	... Organic Chemistry and the Alcohols ... The evolution of the Runts and Berner.
Jazz (Scales) rous	Wat-Delta Gamma, Alpha Phi, Theta Phi Alpha, Toronto, Arden Club, Elk	... Applied Arts ... The comic-strip as applied to Delta Gamma.
Bill Smith	Kappa Delta, holder world's non-stop record, Madison St. Louis	... Architecture ... Advice to frosh against cut-up interior of the Kappa Delta house.
Laurence Shomaker	Girls at random, volley-ball, football in Minnesota game	... Accounting (to Glenn) ... The failure of the card index system in relation to Fraternity chapters.
Ebert (Hot) ren	Football, Alpha Phi, wrestling, Gamma Phi, Boxing	... Physical Education ... Athletics for all, and the points to guard against.
San Levings (By Gawd!)	Y. M. C. A., Union, Co-op, Library, Theta house, World's record non-stop jokes	... Animal Husbandry ... The devolution of a frat pin in relation to the Villain Maria.
Guy Shorthouse Jr.	Gamma Phi, politics, Beta Sigma Omicron (On sly) Sleep Walking	... A. G. AND P. ... The ease of manipulating an election at will.



What Scotland needs is a good five cent box of cigars.
—Mercury

Authentic!!!

The name of HOAK and DUNN on a garment is not alone a trade-mark of quality. It is also a guidepost to the smartest and authentic styles.

HOAK and DUNN
644 State Street

CAPITAL CITY RENT-A-CAR CO.

Remember Fairchild 334
When You Want a Car
Delivered To Your Door

531 STATE STREET

Quality Printing

For Those Who Care

STRAUS PRINTING CO.

118 East Main St.
Phone Badger 1763

The Mouse-Around Gift Shop

Upstairs at 416 State street, offers a varied assortment of Christmas suggestions, including Christmas Cards, Pictures, Antique and Modern Costume Jewelry, Leather Goods, Persian and Turkish Cotton Prints, and Authentic American Antiques.

No Christmas season is complete without a visit to



The Mouse-Around Shop

Netherwood's

Is the place to get
your
Christmas Cards

Make your selection
early

519 State St.

Make— Pantorium Co.

Your Master Cleaners

**\$5.00 in advance gives
\$6.00 credit.**

**10% Discount on cash
call orders.**

558 State B. 1180
2613½ Regent St. B. 1182

IMPORTED BOUDOIR SLIPPERS

In Suede or Metallic

Make ideal Christmas
Gifts

Also the famous
DANIEL GREEN
slippers in the
popular colors : :

THE College Slipper Shop

AT THE CO-OP

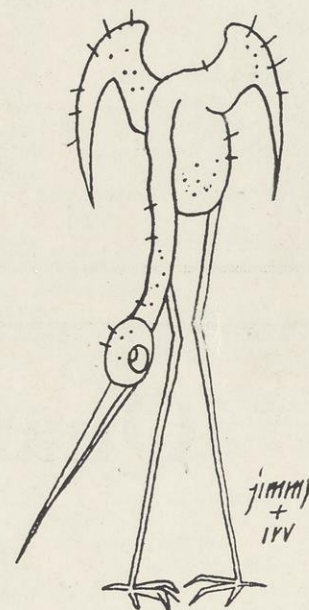
Christmas a la Vachel Lindsay

The holiday season, with its snow
And the bells—bells that go
Ting-a-ling, ting-aling
Singing
Ringing
For Christ's sake.

Muffled sound of traffic in the street
The package laden people that you meet
Aunt Ella, Cousin Susie, Kate
Christmas shopping being done late
Rumble
Mumble
Of old men muttering over shopping lists.
Christmas bursts upon the world
Unexpected, a meteor hurled
To give the laborers a holiday.
Ivy greens
Family scenes
That will be repeated again and again.
Christmas—with its Santa Claus
Reality because
Little children have been deceived.

"Pickin' on a poor little kid," cried
the monkey as he examined the young
goat's head.

—Punch Bowl



Stork Naked

Prof. What is the first thing mis-
sionaries to Africa should teach the
natives?

Stude: To be vegetarians, sir.
—Ski-U-Mah

Our Christmas line is
now complete
with
Costume Jewelry
Diamonds
Watches
and other
desirable gifts

**J. A. Meinzer
& Son**
531 State

THE
Gifts
Of Town
Are Upstairs
At The



Reindeers never
delivered such
fine stylish gifts
for men



This display of gifts for men not only shows something new to Madison but to the world.

This year men's gifts have taken on a new significance.

It isn't a question of giving him a shirt, tie or pair of stockings any more. New ideas that 1928 Santa never dreamed of are here for 1929's Santa to deliver.

Come in—Look around.

Let us show you why you simply look!

Neckwear, Shirts, Dressing Robes, Luggage, Hosiery, Belt Sets.



**Crescent
Clothing Co.**



"I don't believe a word you say."

At Night School

Prof: How come you're not going outdoors for recess?

Stude: I forgot my flashlight!

It takes a lot of jack to keep a big car up.

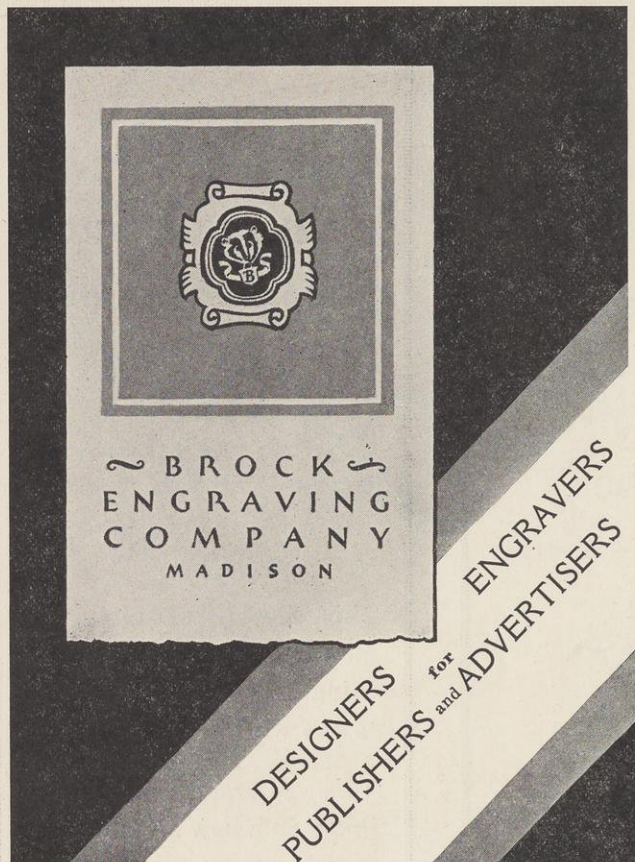
"Oh yes, when she goes motoring she takes along her chauffeur and pets."

"Mercy, how scandalous!"



*She's a wholesome girl. She holds
some six quarts.*

Among girls I hate,
Are those sweet young misses,
When they call on the 'phone,
They begin: "Guess who this is."



BROCK
ENGRAVING
COMPANY
MADISON

ENGRAVERS

DESIGNERS for
PUBLISHERS and ADVERTISERS

Thinking of those gifts you are planning to give this Christmas? Then think of **Godard's Gift Shop** as the place to buy them. You are sure to find the very things you are looking for at prices you can afford to pay.

Remember the place.

Godard's Gift Shop
512 STATE STREET

Italian Importations

327 State Street

Cigarette Boxes	Jewel Boxes
Picture Frames	Fortuny Prints
Parchment Shades	Wrought Iron and
Hand Embroidered Linen	Pottery Lamps
Solid Silver Necklaces	

The Student Laundry

MADISON STEAM LAUNDRY

20 % Discount for Cash Call

429 State Street

Fairchild 530

A. B. C. of Christmas Humor

- Species A:* The department store Santa Claus.
Species B: Bright Kiddie: "And then I saw Santa go into Mamma's bedroom."
Species C: The Scotchman saving on his Christmas presents.
Species D: The number of shopping days left before Christmas.
Species E: The exaggerated size stocking.
Species F: The modern Santa Claus in an airplane.
Species G: The sophisticated youngster meets Santa Claus.
Species H: The liquor pun on Christmas Spirit.
Species I: Kissing the ladies under the mistletoe.
Species J: Parents usurping the children's gifts and other Christmas tree incidents.
Species K: Employees and menials trying to work their big bosses for gifts—before and after.
Species L: A list of Christmas presents for celebrities.
Species M: Paradox on "Peace on Earth; Good-Will to Men."
Species N: Wondering how Santa Claus will get down a modern chimney.
Species O: Sorely disappointed traditionalist and snow-less Christmas.
Species P: Sentimental picture of cold child in snow looking warm, happy home with children and Christmas tree.

A new and distinctive line of
JEWELRY
SCARFS
DANCE HANDKERCHIEFS
HOSIERY

For your Christmas gifts

Cherry-Beth Shoppe
Hand Blocked Hats to Fit the Individual

538 State Street

Madison, Wis.

Phone Fairchild 5443

Season's Greetings
to all our Friends on the Campus

Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

Species Q: The usual campaign against people who write it 'Xmas'.

Species R: Exchanging the gifts the day after.

Species S: The Christmas card.

Species T: Walking down the street with one of the wife's neckties.

Species U: The radio fan who mistook "Jingle Bells" for the national anthem on Christmas.

Species V: Embarrassment of sending back to someone that party's gift of the year before.

Species W: Christmas Belles (You catch on, don't you?)

Species X: Christmas in a tropical land showing Santa Claus in summer clothes and seasonal paraphernalia.

Species Y: One about Santa Claus, Saint Nicholas, Kris Kringle, and all the other names they use for him.

Species Z: (Fill in your favorite variety.)



We offer as worthy of close study a recent evasion from the hand of Mr. Ring Lardner:

My dear Mrs. Pokey-Poges:

I regret very much that I must refuse your kind invitation for Thursday, but that is the kiddies' night out and I have to stay home with the nurse.

Yours, Ring Lardner.
—Phoenix

Christmas Cards and Gifts

at

Cramton Drug Co.

PRESCRIPTIONS—KODAKS
DRUGS—SODAS

Phone B. 694

670 State Street

St. Nicholas Cafe

(Back of the Park Hotel)

STEAKS . . . CHOPS . . . FISH

Booths for parties of 3 or more

Phone Your Order

120 W. Main—Badger 922

THE FREDERIC METHOD

of

PERMANENT WAVING

Rewaves the New Outgrown Hair

Wengel's Marinello Shop

125 State Street



Are You The Man?

Do you know what the profession of life underwriting offers the college man?

The Mutual Life Insurance Company of New York has openings for high class representatives in the city of Madison and vicinity. To those who can qualify we are prepared to offer a highly developed course of instruction and an income limited only by aptitude and willingness to work.

A great educational institution has prepared a book designed to help the college man determine the profession which will bring him maximum success, and we are anxious to place it in the hands of ambitious college men. A copy will be sent to you without cost on receipt of the attached coupon:

L. E. Pennewell, District Manager.
Mutual Life Insurance Co. of New York.
205 Wis. Power and Light Bldg.
Madison, Wisconsin.

Please send "What the Profession of Life Underwriting Offers to the College Man" to:

Name

Address

Occupation



The Democrat Printing Company
Extends to all its Student Friends
A Most Merry Christmas

How to be *Generous* to a man at Christmas



JUST how does the Gillette Fifty Box qualify as the ideal Christmas gift for a man? Here's how—on these eight counts:

It is practical . . . Man, famous for his practical mind, insists on useful gifts.

Yet he probably wouldn't buy this for himself . . . From long habit, he is used to getting his blades in packs of five and ten. This will be a new and refreshing idea for him.

He'll be sure to use it . . . Blades are a daily necessity in every man's life. The Gillette Fifty Box is the most convenient way to have them.

It is personal . . . It's all to himself, for his own intimate, bathroom use.

It is good looking . . . Packed, as you see, in a metal box, velvet lined, with a spring-hinge cover. Blades are enclosed in brilliant Cellophane.

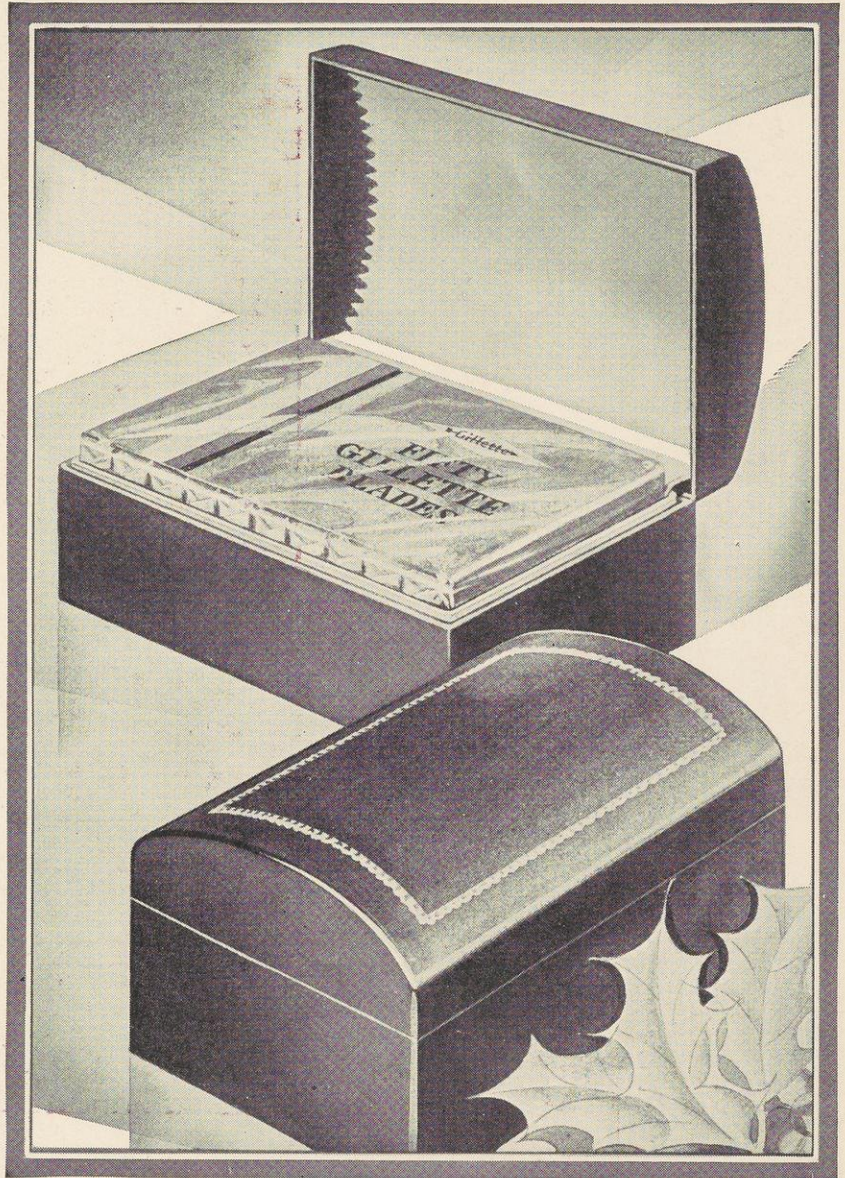
It is truly generous . . . With fifty smooth, double-edged Gillette Blades in easy grasp, a man can look forward to more continuous shaving comfort than he has probably ever enjoyed before in his life.

It will last well beyond the Christmas season . . . For months his mornings will be free from all thought of buying Gillette Blades.

It is reasonable in price . . . Five dollars buys this *ideal* gift. On sale everywhere.

RADIO—Tune in on "The Gillette Blades" every Saturday evening, 9:30 to 10:00 o'clock, Eastern Standard Time, over the National Broadcasting Company's Blue Network, WJZ and associated stations.

GILLETTE SAFETY RAZOR CO., BOSTON, U. S. A.



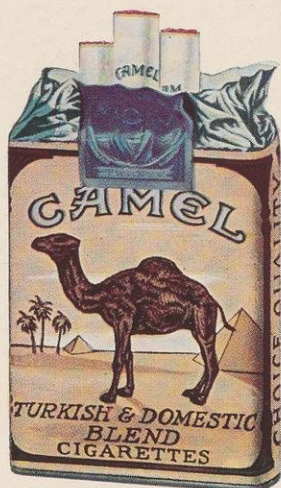
Five Dollars

Gillette



GIVE HIM shaving comfort in abundance
with the famous Fifty Box of Gillette Blades

QUICK—toss me a Camel . . .
pull your skirt down, Pete—
you make me nervous. . . .
Overture! . . . they're not "sit-
ting on their hands" tonight
. . . good house . . . wait for
the laughs . . . here Mac, give
me a pull on that Camel before
we go on . . . wish I could smoke
one during the butterfly scene
. . . all set? . . . Curtain . . . hip!



*When it comes to a showdown on the quantity of quality,
Camel rather runs away with the show. Those who smoke
for pleasure have given Camel "the big hand."*