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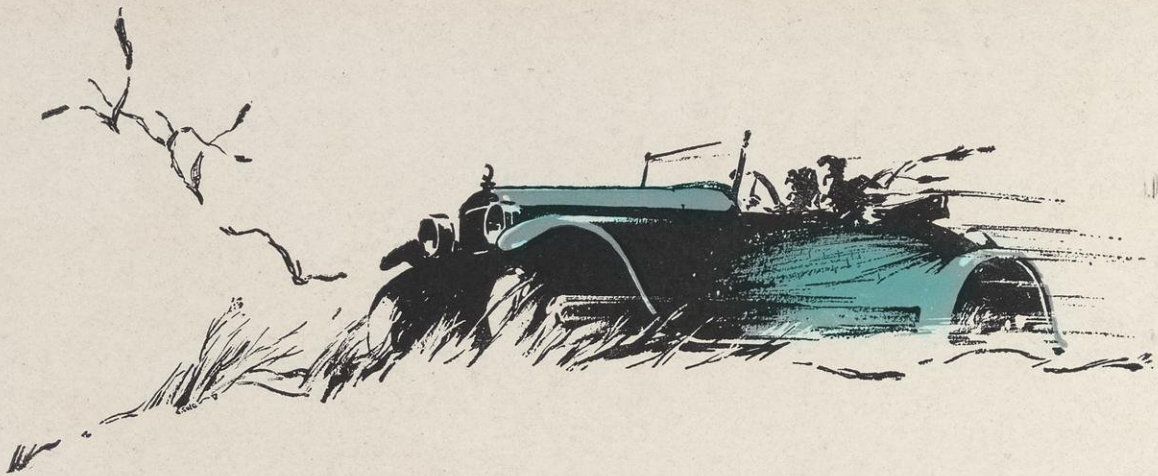
Octopus

Fashion Number



THE WELL
DRESSED MAN FROM
VANITY FAIR GOES WITH
MISS VOGUE TO A
SHADOWLAND
DANCE

OSWALD



A Touch of Something Known as Youth

Here is a car for a man's man—that's certain. Or for the girl who loves to take the open road with the top down, in the summer.

It's the Jordan Playboy—a thing of muscle and brawn—quick, responsive, strong and unrestrained.

Step on it, and this masculine car springs quickly from the traffic, sails roaring up the hill, and makes for the land of Somewhere-we-have-longed-to-go.

With balanced ease and power, it levels the beckoning hills, which invite you up and entice you down.

Nimble, snug, hammock-

swung, close to the skimming road, it carries young hearts and hopes to places where we like to go.

Lighter than any of its size—clean and shapely like the body of an athlete—it plays happily with its work and makes countless friends along its way.

Respect for it you already have, for it's a thing of character,—built to ideals of truth.

But the love for this car, which owners feel, can best be understood by the man who owns a scrappy Airedale, which he knows can whip a bear.

To the men and women of the leading colleges who expect to enter business, the Jordan Company is making an unusual proposition. A card, addressed to the sales department will bring complete information.

JORDAN

JORDAN MOTOR CAR COMPANY, Inc., Cleveland, Ohio

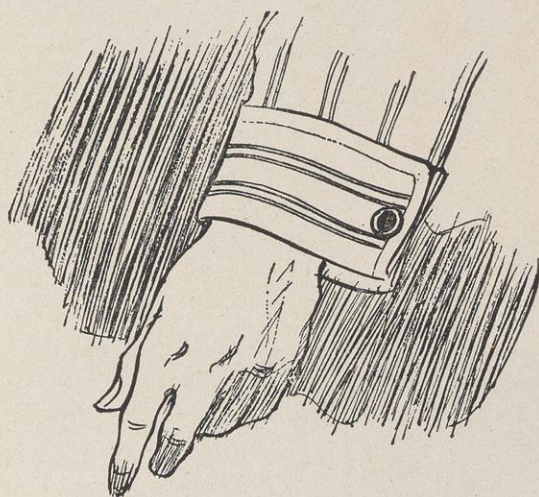
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A delicious candy bar—
Maple Cream center
dipped in peanuts and rich
sweet chocolate

10c

At All Stores

Teckmeyer's



Clean cuffs without scrubbing

Cuff edges become grimy and soiled very quickly, and the home laundress knows of but one way of getting them clean—by scrubbing them. When a fabric is scrubbed something is bound to wear—and it isn't the wash-board.

We clean cuffs spotlessly without scrubbing. Simple soap and water, combined with our modern washing process, cleanse without a sign of wear.

That's why men who send their shirts to us regularly have fewer shirts to buy. Let us save your shirts—you'll feel better, too, in professionally laundered linen.

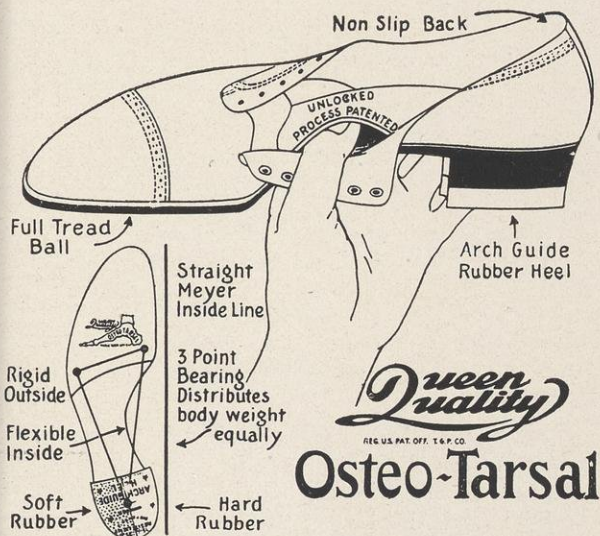
Our representative will call—just phone.

Alford Bros. Laundry

113 N. Carroll Badger 172



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Correctly Guides the Foot

Huegel & Hyland

TWO STORES

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Promptness, Courtesy,
Comfort, Safety---
You get them all when you
ride in a
YELLOW CAB
BAD 500 GER
for thrift, too, Call a Yellow

Why the "Y?"

Home Cooked Foods
Reasonable Prices
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University "Y" Cafeteria

740 Langdon Street
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FOUR DAYS ONLY
Wednesday to Saturday
Starting February 21

"THE BEAUTIFUL AND DAMNED"

From F. Scott Fitzgerald's
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Prices
Adults
22c
Plus
Tax



With
KENNETH HARLAN
MARIE PREVOST
HARRY MEYERS
LOUISE FAZENDA
CLEO RIDGELEY
And 8 other Stars

Yes, Yes, Go On

Talk about your co-eds—
Here's one you should have seen!
Her face was like an angel
But her line was rather mean.

O well! This little co-ed;
Her skirts came to her knees—
O yes! She had some wings too
But they were fluttering sleeves.

This little co-ed had wild eyes—
How she could vamp those "eds"!
They bought her "gee-bo" and balloons
And fixed up sumptuous "spreads."

O say, she went an awful gait—
Her middle name was speed—
I'd tell you more about her
But this is all you need.



A Matter of View-Point

First Ruff: Did you notice that girl—the one
with the black hat, and blue silk socks?

Second Ruff: Did she have on a black hat?
—Chaparral.



22's Keenest: How did you get that wonder-
ful wavy hair, George?

00's Pride: Turning somersaults on a corrugated
roof in my youth, m'dear.

—Orange Owl.



She: Aren't you Owen Jones?

Dub: Hell yes, I'm owing everybody here.
—Sour Owl.



Culture

Stude Prune: Thash my girl across the street.

Stude Baker: Rather stout, don't you think?

Stude Prune: Nope, just collegiately broad.
—Beanpot.



She: And when your captain said 'Strike for
home and country,' what did you do?

He: I struck for home.

—Goblin.

The Slynx

On desert sands resides the silent sphynx
 Its countenance unchanged by passing time
 The prototype of our modern slynx
 Whose languid, limpid lines inspire this rhyme.

What once were known as flappers' haunts
 The Slynx invades with much the same intent,
 And no rebuke this scheming female daunts
 When on vamping some mere man her mind is bent.

Though cold of face as her Egyptian model
 Her glance is fatal, and she talks much more
 While indulging in the Frisco, Waltz, or Toddle
 In her favorite haunt, the polished dancing floor.

Now you may think I speak ill of this maid
 And, feigning goodness, hold myself above her;
 But I confess, in spite of all I've said,
 I'm a mere man, she's vamped me too, I love her.



"Just run along, sun," said the cloud, "while I have my shower."

—Orange Owl.



Websterian

"Father, what is a necromancer?"
 "A petting fool, my son."

—Lampoon.



Wrong Aisle

Young Man: I wish to buy a—a er—a sleeping garment for my wife.

Clerk: Knapsacks two aisles over.

—Pitt Panther.



New Interpretation

Pat's boss had been a "mule driver" when it came to handling men. Upon the boss' death the company's flag was flown at half mast.

"What's that flag in the middle of the pole for?" asked Mike of his friend, Pat.

"Faith," said he, "they'll haul it up and down when they find what direction he's going."

—Mass. Ag. Squib.



Correct

Bull: How many cigs dye smoke a day?

Durham: Any given number.

—Nebraska Awgwan.

SCOTCH MOOR

The new oxfords from
 Johnston & Murphy are
 made of Scotch Moor
 calf; a smooth, soft calf,
 ideally suited to the
 needs of young men at
 college.

Olson & Veerhusen Co.

SHOE DEPARTMENT

The Woolleys

are back

at the

Bell Studio

509 State

Tel. Bad. 634



Sta Shape
HATS FOR YOUNG MEN



"They Retain the Style Lines Longer"

F. BERG & CO., NEW YORK, BOSTON, SAN FRANCISCO Factory Orange, N.J.



College grad (proud of his Spanish):
D'ame Usted una cigareta?
Native: Me no comprehend English.

"Oh!"

I love my girl—I love her line,
Which is "Oh!"
If I say it's late, I'd better go—
She smiles—a non-committal "Oh!"

If I suggest an escapade
Her mother might think rough,
She lifts her eyebrows, breathes a
breathless "Oh!"
And that's enough.

And shall I stop the car.
Or shall we ride the evening thru?
She hesitates—a gentle "Oh!"
Of course we do.

So Long!

"If the Dean doesn't take back what he said to me
this morning I'm going to leave college."
"What did he say?"
"He told me to leave college."

—Record.

Geology Prof.: The class will now name some
of the lower species of animals, starting with Mr.
Smith.

—Royal Gaboon.

Always A Warm Meal

at

Frank's Restaurant

From 6 A. M. to 1 A. M.

We deliver from 9 to 12 P. M.

B. 887

Popular Jazz Poetry

Now Sally Brown, she went downtown,
Followed by her little blue-black houn',
Cr-r-r-rik, zam, clang, swish-h-h-h,
She went into a clothing store, bam,
And all the clerks let out a roar, cram,
Z-z-z-z-, smash, she couldn't pay cash,
Here's where the orchestra breaks out with the rash,
Cree-e-e-k, me-e-e-ek, slee-e-e-ek, whir-r-l
Sally Brown's my little cullud girl.—Copyright by
Irving Paris in United States, Canada, and Madag-
ascar.



Customer: Check.
Waiter: Naw, Slovak.

—Voo Doo.



One Drawback

"I have only one objection to the long skirt."
"What?"
"The length of it."

—Life.



She: I tore my expensive handkerchief yesterday.
He: That must have been a terrible blow!

—Brown Jug.



Be Careful

Room: Hey there! Don't spit on the floor.
Mate: 'S matter. Floor leak?

—Chaparral.



How Absurd

"Do you believe all the angels are in Heaven?"
"Certainly not! What sort of heaven would that
be?"

—Bison.



"I'm worried about my complexion. Look at my
face!"

"You ought to diet."

"That's a thought. What color should I use?"

—Yale Record.



Gracious

She: I don't understand.

He: Well, it isn't that you're stupid; it's just
because I'm so transcendently clever.

—Bison.

WE endeavor
to make busi-
ness more profit-
able by making it
more friendly.



First Showing of

Spring Oxfords

You will now find in our stocks a com-
plete line of all the latest models of "Spring
Oxfords."

Nunn Bush oxfords are made of finest
quality of leathers, can be had in both tan
or black.

Price \$6.50 to \$9.00

THE CO-OP.
E. J. GRADY, Mgr.



One Thing Worth
While---For You
To Know-----

*Burdick & Murray Co. at 17-19 E. Main St.
will do for you anything, any good store ought
to do.*

PARK HOTEL

Elizabethan Room

A SUPERIOR place to dine for those who desire privacy combined with the convenience of consummate service. Especially popular is the Sunday Table D'Hote Dinner, 12 M. to 8 P.M. with delightful music. Per Plate, \$1.50.

The Elizabethan Room is excellently adopted to student functions.

PARK



HOTEL

Your Spring Costumes

IT'S not too early to choose your spring suits, frocks and gowns now. The new mode 3-piece suits are now on display.

Although extremely original and of fine quality, these costumes are moderately priced.

Either Ready to Wear or Made to Order

SHOPPERS' AND BUYERS' GUIDE

*Conducted by the Octopus for
the Convenience of Its Subscribers.*



Beauty Culture

HOMELY? We will reduce your weight, your bank account, or what have you? We sling mud (clay) and keep you in hot water (if you like). Don't go through life ugly, kill yourself.

SWEET AND PRETTY,
Thin Street, Walla Walla.

Books

UNEXPURGATED editions of George Eliot, Mark Twain and Edgar A. Guest. Old books accepted in trade if accompanied by full cash payment. Miners will get the coal shoulder. Send picture for catalogue describing 1 million books. S. Oak, Tarry-a-while, N. Y.

Cafeterieaters

CAFETERIA frequenters, listen! Travelling seats, with shelf for tray. Concealed pockets in which to slip olives, pie, etc. Sit while you stand in line. Pays for itself in food "mooched." Send dime for catalogue and book of instructions.

ROLL-ALONG-CHAIR CO.,
Wheeling, W. Virginia.

Clothes

TWEEDS and good-looking suits. Made-to-measure with pint-size pockets. Monkey-fur socks for golfing or classes. Try us.

E. F. G. H. I. Bournes, Madison.



Dogs

PEDIGREED PUPS, from our open range. Best stock possible to get. All sizes and varieties. Dark or light. Served with onions on rye or wheat.

HOT DOG KITCHEN, Canineville, Va.

Etiquette

ARE YOU embarrassed when your garter slips? The purchase of our books will save you this trouble—you won't have enough money left to buy garters. What to do when seasick, how to fall over a rug, etc. "How to Behave"—at all book stores.

Gifts

PIPES, lead and briar. Either equally acceptable for gifts. Some pipe courses, but hard to get. Pip-cleaners very suitable for ladies' gifts.

PULL AND PUFF, Sweet Briar, Ky.

Hotel

TODDLE INN, a fashionable hotel near Pslam Beach. Golf courses, bowling rink, tennis and saddle horses. Still hunting, no revenue agents.

Red Moon, Kentucky.

Schools

TICKLE-ME-on-the-Kinnikinnik, a school for manly boys. Brewing, dicing, cards. Special attention to bridge-work. Girls' schools near-by assist broad educational facilities. Address Principal Regglar Feller, Mamamyneck, N. Y.

GRAFTING HALL, a school for girls. Instruction in how to be a private secretary, stenographer or what-not. Age limit: 18 to 80. Send 10 cents for catalogue, package of chewing gum and 12 beautiful pictures. Sal O. Complexion, Principal. Box FF, Hammond Eggs, Indiana.



Vehicles

KIDDY-KARS for konsumptive karpenters. Equipped with three wheels and a handle. Circular and three assorted toys for 2 cent stamp. Ford Motor Co., Detroit, Mich.

POGO-STICKS, fine for making your eight o'clock. Parking-light, upholstered seats and copy of Gargoyles with each machine. Two cocktail receipts and an ice-pick in tool-kit. Box 000, Octopus.



Quelclasse as Salome

The Dance Over Which the First Critic, John, "lost his head."

The WISCONSIN OCTOPUS

Mr. Trumpetpuffer Goes to the Play



THE FAIRY APE, a romance in six episodes and the Colodion Theater, with the following cast: *Tank*, Looney Bullheim; *The Girl*, Laura Bullheim, etc. Produced by Zo Fliegfield and Jal Olson.

* * *

The critic was surprised—nay, delighted!—at this inconsequential drama of the frozen north. It is verily a dream-play, and he dreamed throughout the last five episodes of it. Never in the history of the theater have so few lines (including life-lines, line plunges and telephone lines) carried so much meaning.

The humor is of the most delicate sort. Take this scene:

Tank: "Leggo my shovel."

The Girl: "Won't!"

Tank: "Gr-r-r-r"

The Girl: "Here you are, dear."

(He fells her with a blow.)

The audience shrieked with merriment in that scene, and only subsided after about a hundred peo-

ple had left the floor (taking their coats with them) to laugh themselves out somewhere else. In another scene the Girl falls through the 'atch in the deck. With unconquerable English humor the sailors comment that she is "droppin' hin hon Tank hunexpected-like" and the audience goes wild.

But the "Fairy Ape" is not all humor. Nope, not by a long shot! It was written to be satirical, and it is, by Jove! Here is an example of the pungent witticisms running through it.

Tank: "Hist!"

(Audience shouts: "You're darned right you are.")

Tank: "He's got whiskers like a billy-goat."

One would be surprised at the amount of expression which that line can carry. Mr. Bullheim, led by the orchestra-leader, put more meaning into it than Ben Hecht has achieved in all his novels to date. There is no doubt but that the audience felt it keenly—many of them could not bear up under it, and left the theater.

Tank was a touching lover. One could see that he felt for *The Girl*,—in fact, he reached her several times, and one scene, in which he choked her, was pathetic beyond all words.

The Girl: "That's right, cut me!"

Tank: "Ha! He-he! I halve you at last!"

(*Tank* cuts her in two with one stroke of his knife.)

The Girl, naturally, falls into a tantrum, and is wheeled from the stage.

"What wreckage wouldn't wun work, wreaking weangance! shouts *Tank*, thus winning applause and a hundred-dollar prize for Tongue-Twisters. About this time the hero realizes that he is no better than a chimpanzee. "I am an Ape!" he shouts, and the audience answers "You're right!" It was thrilling.

His final scene can force tears from the eyes of the most hardened theater-goer. The audience wept tears as one man, which it was by this time, the critic not yet having awakened. *Tank*, sure now that he is a gorilla or guerilla, goes to the zoo and begs the animals there to change places with him. They turn away in disgust, and he can find no one to love him. He cries like a child, and is only placated by being given a lollypop and a Hershey bar.

The play is not one for children. It is not one for honey-mooners. In fact, it is not a play for anybody. But the gripping strength shown in it (by the ape) can never be forgotten. It is a play that will never desert the memories of those people who came to see, and left to drown their memories.

Simon and Eileen

By Pish.



Eileen Barker was a beautiful girl. She often said so herself, but never really believed it until Simple Simon came along in the form of a poor little rich boy who made the Harvard law course in two years and his father crazy in another. Although the girl was not a pianist, she did know that piano was not the name of a Roman congressman, and consequently, manicured the ivories



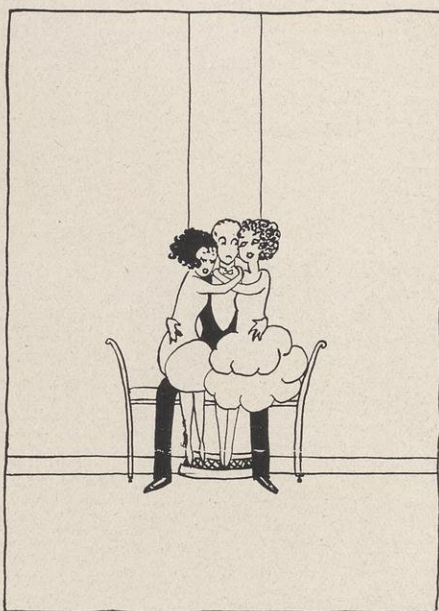
The girl knew a fish-and-souper from a ham-and-egger. She dropped a coy look and he picked up the acquaintance. The boy was not dumb. He was far worse. So he got the "gubernor's" consent to drive the car back to school. She said she would marry him, but it was a white lie.



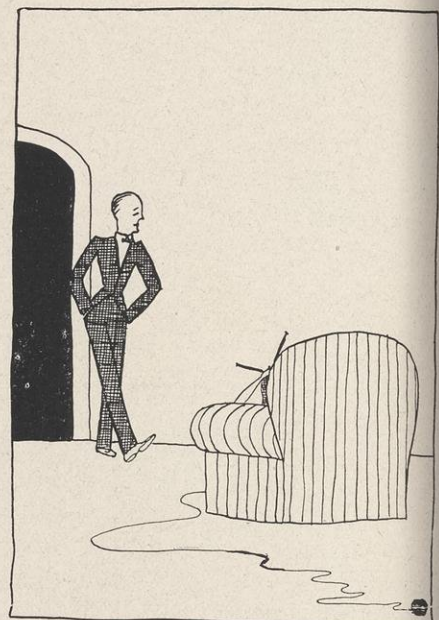
Alas! Alack! For here enters Myrtle Borer, an athletic girl who usually carried a tennis racquet and an idea she could lick the world at 118 pounds, ringside weight. Nobody could convince her that Morvich wasn't a Russian novelist. Myrt was a strong girl which may have been why some of her friends called her "Cheese."



She volleyed her way straight to Simple Simon's heart and would have scored a service ace if the boy hadn't discovered that her father was a night watchman. The trouble was he always interrupted them at 3 o'clock.



What could Simple do with two women on his hands all of the time and on his lap during successive nights? Nothing but marry both of them, one of them, or neither of them. He decided to do so at once.



leitzell 24

Then he suddenly remembered something. It was the little wife whom he had forgotten and who sat at home knitting stockings for the Ziegfield Follies chorus. Good footwork had kept her going. Simple Simon quit school and returned to the girl he had left behind him. He had been absent only six months, so she asked, in a tired voice, if the lodge meeting hadn't lasted a bit longer than usual.

The Fashionable at Palm Beach

By Special Correspondent

"Stunning" was the way Mrs. P. Potent Dingleberry characterized the season at Balm Beach, when Clarke Whatwood Bentover, of Horse Hill, picked her up from under a polo pony. Roses are red, violets are blue, and all's well along O-Me-O-My shore, except for the furore created when Stilly Still, millionaire moth-ball king, was discovered kissing his wife back of the filling station.

The younger set continues to lead a gay whirl of balls, hoops, and circles, and their escapades are the talk of the Florida Keyes, a branch of the family of Newark and Muscle Shoals Keyes. Gossip suggests wild fishing parties off the Hotel Leap pier. Goldielocks, debutante daughter of Mr. and Mrs. Teddy Bear, was nearly ruined by a splinter assimilated while sliding down the Atlantic seaboard.

Nights are a fairyland of Hawaiian music, Japanese lanterns, and East African checkers. Amid the wail of the saxophone can be heard J. Oily Magnet eating his soup, "Come Seven", and the plaintive call of the hotel cow.

The St. Paul colony was augmented yesterday by three lap dogs and a baby. The mother is doing nicely. It looks like a prosperous season for milkmen, icemen, and highwaymen.

Sunday devotional exercises at the winter colony are lead by the Rev. Persistent Sticky Rant, who was nearly convicted of heresy last season because he said there wasn't any Santa Claus. Mrs. Close, of Close Up Manor-On-The-Up, had to retain her contribution to the heathen of South Chicago because there wasn't change for a quarter in the collection plate.



Rumor has connected the name of John Billionbucks, wealthy batchelor, with Miss Shilali Pshaw, one of the beauties of New York.



Miss Betty Beechnut, with the prize fish of the season, landed after a six-week's fight.

New York has sent its full quota to the balmy South during the past few days. Among them are the Goldbergs, Rosensteins, Cohens and Espanheimers.

The debutantes, who have a Monday afternoon bathing club, usually postpone it until Wednesday, unless it is not held until Saturday. They had a clam-bake Sunday night—so far the water has been too cold for swimming.

A remarkable exhibit of bathing-suits was brought out by the Prize Contest at Palm Beach last Sunday. Miss Odelia Cards, in a peach-colored parachute effect, won first prize. The suit was ruined shortly afterward by a sudden shower.

Very keen interest is being displayed in social circles over the game of hide-and-seek that the Ku Klux Klan is going to play with the K. of C. for a Hebrew benefit. The contest will be held the first dark night. Rufus Johnson (colored) has consented to act as referee. Local merchants report a large sale of guns and sand-bags.

The Cookienut Grove orchestra has been the subject of much comment from their newly-made decision to play only classical music. The Chopin Chase, Beethoven Tango and Wagner Walk are all being danced. "Death March" from *Saul* is one of the most popular songs, followed only by the Alaskan national anthem, "Oogie-Oogie-Wa-Wa", which is sung in memory of friends in the north.

One of the amusing changes made in the hotels here is the change in the signs on hotel doors from *Have you left anything* to *Have you anything left*. It is most apropos, say the society-leaders.

A very sad event has occurred, resulting in Miss Regina Grape being confined to her bed from endeavoring to eat a Florida Cracker.



Bagatelles

A series of free forms by Yollup V. Zabroosch

Editor's note: These verses are the first ever published from the facile typewriter of Mr. Zabroosch, who is one of our most significant campus laureates. Flippant as they may seem at first reading, these verses are poignant with a profound philosophy of

life and an infinite psychology of humanity.

The above sketch is an impression, drawn by himself, of his work: to move the world. His touch is as light as the wings of a dub—it is beautifully illustrated in "Reincarnation" and "The Siren."

Reincarnation

Yes
You are unbelievers,
But I
Take a bath
But once a month.

Procrastination

I often think
I have fooled Kronos;
But every time
The pendulum
Swings back it sears
And cuts a gash
In my cheek.

Oblivion

Well . . .
I sipped my coffee
With a spoon.
They gave me one
Didn't they?

Decadence

All my life
God and the devil
Have been playing checkers
For my soul.
Ha! Ha!
The joke is on them,—
I haven't any!

College Education

A new way
Of curling the hair.
A new way
Of creasing the hat.

Hockey Game

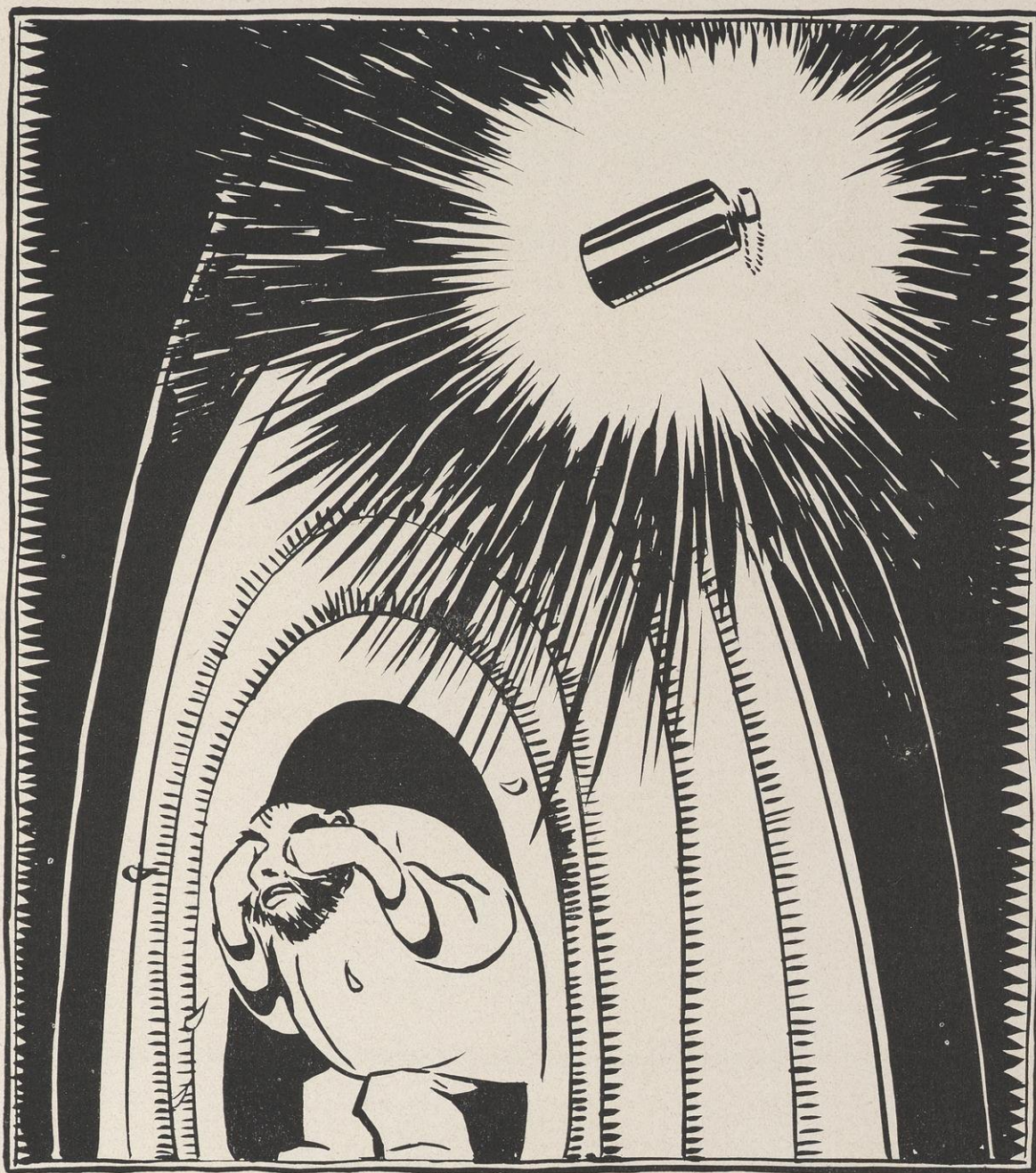
Somehow
I can't seem
To get my puck
Past the Goal-keeper . . .
Even at night
He is on the watch.

Animus

I used to sit and read
And while that damned fool
In the next room
Scraped on his violin
How I cursed him!
Two long months
I listened,
Hoping
That eventually!
He'd be able
To produce some harmony
A little music . . .
But the scraping
Continued
Anathema!
Had he no soul?
But today
He loaned me two dollars.

Boomerang

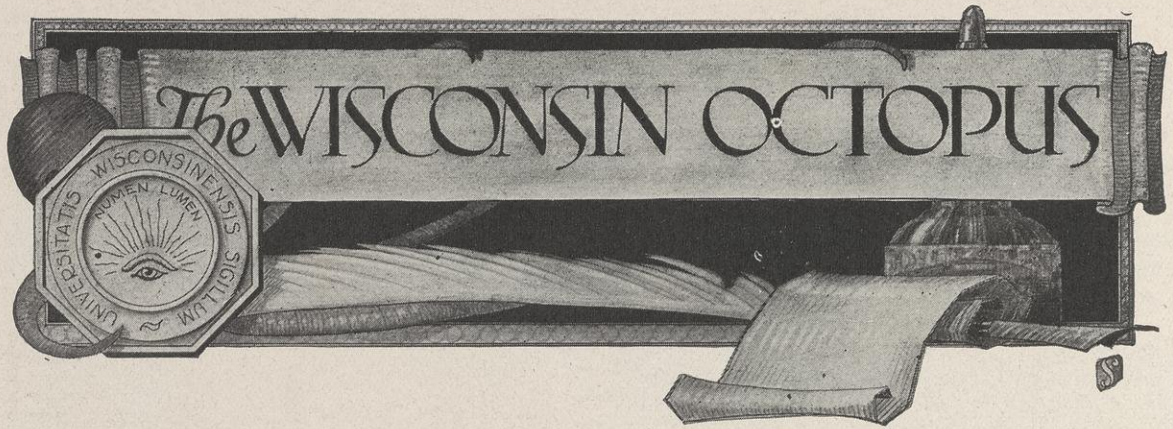
My autobiography
Is written in my mirror.



Mueller

The Lost Flash

There is something Appealing About This Woodcut of Spatter Ink-naud's, Which Is One of the Series Portraying the Results of Indulgence. Although His Work Usually Possesses Calm Conventional Quality, He Has Instilled Throbbing Reality in His Recent Drawing.



Founded 1919

Published at the University of Wisconsin

Incorporated 1920

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Vol. IV

February, 1923

No. 5

FASHIONS

In The Name Of Fashion!

What rules the world? Some might answer, "Gold." Others might think it is Love, while many have heard that it is the Hand that Rocks the Cradle; but to get down to the facts of the case and leave poetry alone, it will be found that things are done or left undone because of the dictates of Fashion.

Fashion is thought of generally in connection with clothes, and woe to the persons who announce what they will wear, for they know not of what they speak. If a young lady's limbs are slightly—er—bowed, she will wear short skirts when Fashion speaks, and if a young lady is eligible for Ziegfeld's chorus, she will drop the edge of her skirts to the soles of her slippers at Fashion's whim. And a year ago America's womanhood through the press emphatically stated that the long skirt was doomed to die unborn.

If the Volstead law has been a failure, it has been due to the fashion fostered by bootleggers, that a nip of the forbidden liquor is the thing to do. Fashion dictates our conversation and one might as well be deaf and dumb unless he can swap recipes and perscriptions. Cuba and Bermuda are fashionable, so the islands are about ready to sink under the added burden.

Fur coats on men used to be used exclusively for motoring, now fur bearers stagger weary blocks on foot, and the person who expects the perambulating bear to step in a Rolls-Royce just around the corner, is doomed to disappointment.

Everyone has a suppressed desire that they hope will become fashionable some day, that it may be satisfied. One student wants a full grown beard, right up to his eyes, because he thinks he would look better. Because Fashion says, "no", the poor young man has become a Smith Brothers Cough Drop fiend. Where will Santa Claus get an apprentice?



Spring is Coming Tra-la!

This talk of spring and posies and all of that may seem a little premature, but the first robin has been seen and the lucky discoverer is always entitled to announce the fact. The historic bird by this time is probably laying flat on his back under a half a foot of snow, but nevertheless he sang his song from the bare top branches of a naked tree, and claimed the honor.

Mother Nature is becoming a discipline of Coué and pretty soon she will start working on the stiff limbs of Father Winter, with a little "ca passe", "ca passe". Then the student body must chant together, "Day by day, in every way; it is getting warmer and warmer." This formula has been tried many times this winter on certain radiators without much success; but one should start on something easy. Besides no one ever really believed a boarding house radiator would get warm.

Several people have been discovered chopping holes in the ice to see what the lake looked like, and budgets are beginning to make allowances for canoe repairs. Sure signs of spring.

The most hopeful signs have appeared in the morning paper. The weather expert has predicted much more cold weather, and working on the proven formula that the opposite will come true, one must not be surprised to find a tulip on his window sill almost any morning.

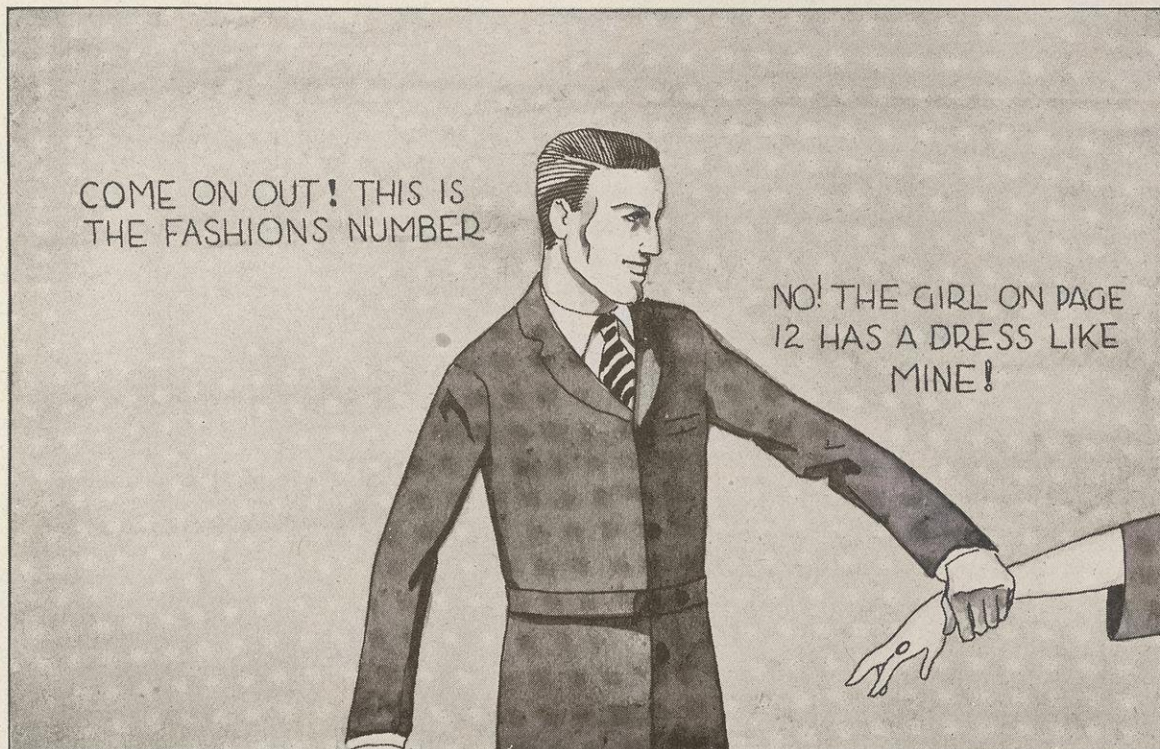
But back to the books, for this is the time to store away a few "exs" with the winter "heavies," before you lay los libros in the corner and throw daisy chains at them.

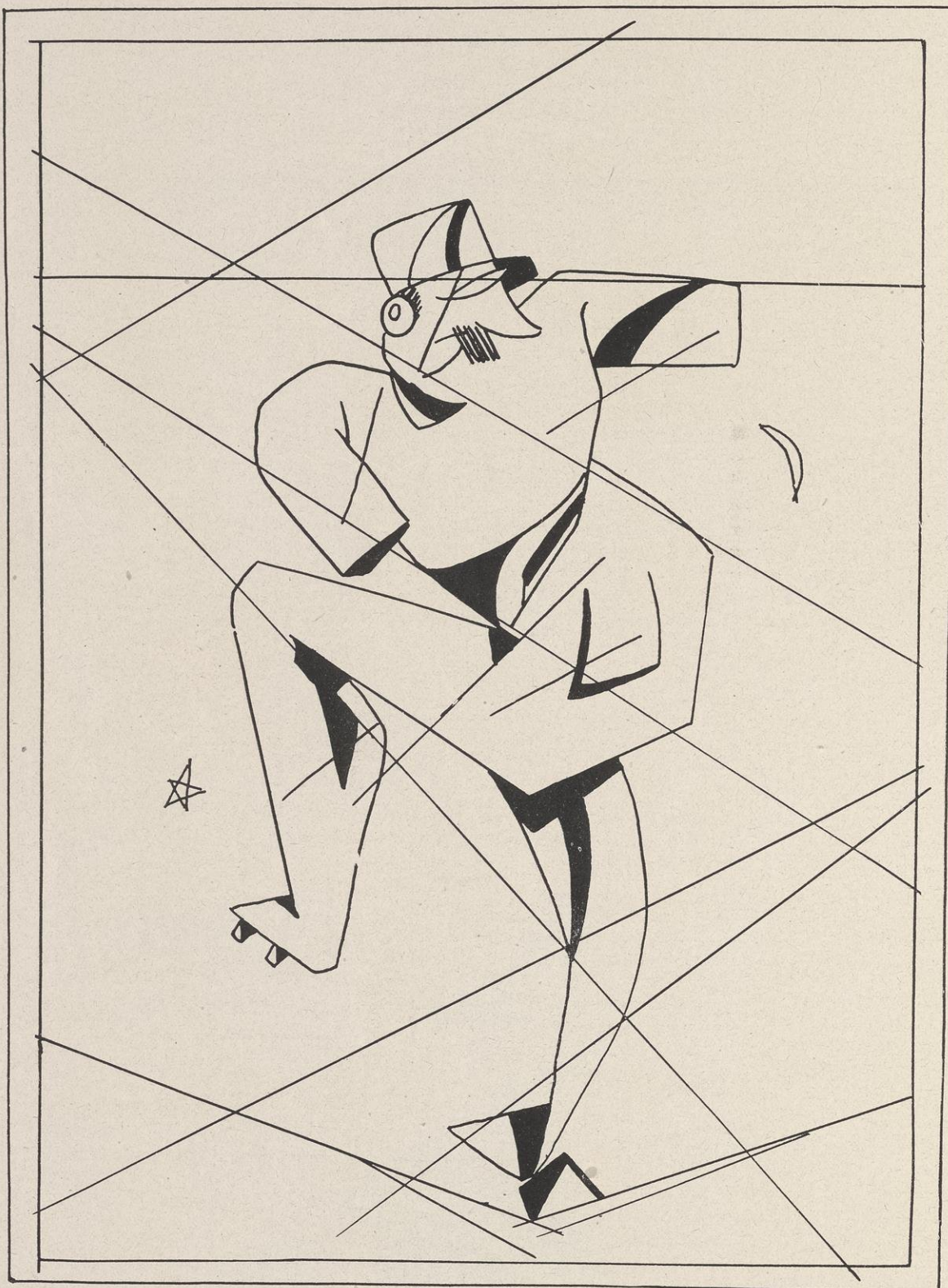


TOWN AND GOWN by L. and L. S. Montross, published by Doran Company, is the latest word on how terrible college can be. This the Mid-West version of Fitzgerald bla-a-a, and everything has been exaggerated just enough to make the student reader sit up all night to find out what he is missing.

This volume tells the qualifications of a fusser, an athlete, a barb, and a fraternity man. With such instructions in plain English there is no reason why every man shouldn't become one of these four.

This handy volume also tells why deans hate bass drums, and henceforth no pictures of said instruments will be allowed in the pages of the *Octopus*.



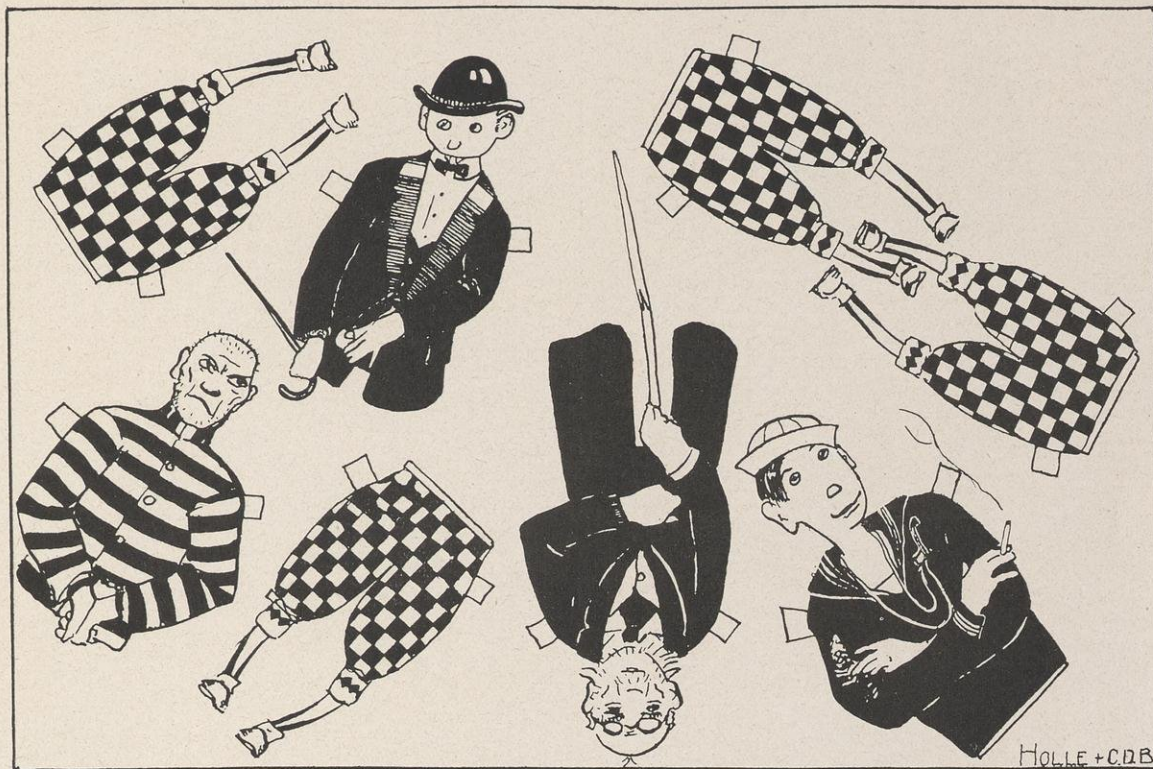


Star Light, Star Bright

by AGNES LIPSTICK.

The latest painting of this talented artist shows the exquisite value of the shifting planes.

College Department



Aunt Sophy has this lovely puzzle for college kiddies all ready for you. Just cut out the different pictures and put them together with the proper bodies on the proper trousers.

It will teach you styles and develop your minds, so work hard, and write Aunt Sophy if you like it.

Does the College Man Work?

Is it proper to send a young man to college or is it better that he spend all his money at home? This is a question which has been troubling more than one father who has fought a grim battle to earn an honest dollar in Wall street. Certainly, the attitude of the young man of today needs correction; it is one of disdain for the better things to be had at college,—disdain for good liquor, for example. What is going to become of this man who drinks nitro-glycerine mixed with Worcestershire sauce? How can we help him?

When a parent reflects on the problem sufficiently his first impulse is to cut down his son's monthly stipend. But this only brings about more baneful effects as the youth will then drink worse liquor because his purchasing power (not to be confused with consuming power) has been decreased. He will go the limit; he will gamble, using his father's oil wells and limosines as security; he will take to Coco-cola; he will eventually ruin his physical self.

The college will work but he must be approached from the right angle. He must not be told he is a disgrace to the family name, as he does not remember

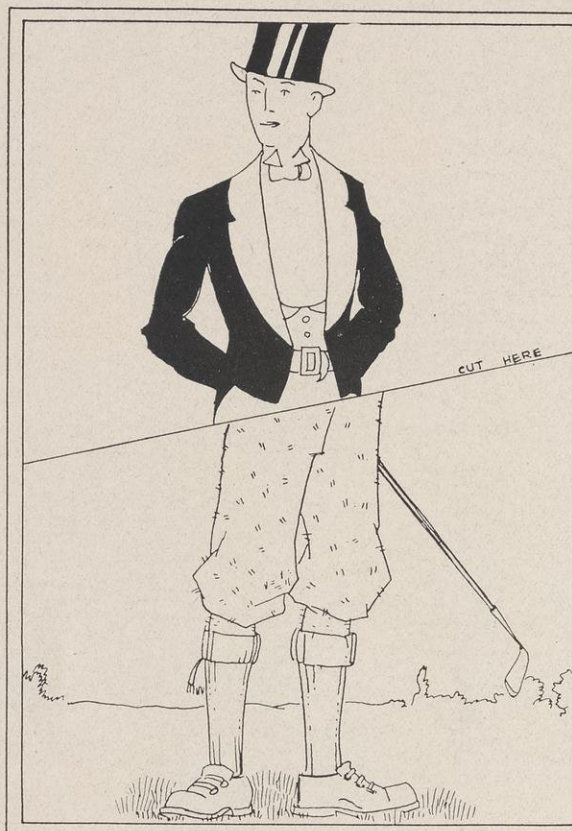
it when he is intoxicated and should not, therefore, be held responsible. Fathers make the big mistake of discouraging their offsprings. It would, indeed, be a valuable lesson if parents could look back to the shaky parties they attended when they were young, and recall the wonderful toots they went off on when Hayes was elected in 1876.

The modern college youth is not hopeless. Remember, if he can entertain chorus girls he must be unusually clever; if he can spend your last cent on a pair of deuces in seven card stud he has courage; and if he drinks poor liquor he is making the best of conditions. Give your son a chance!



Misanthrope

You see
Life whispers to me:
"On with the Dance!"
But I can't dance.



This is our sporting costume for either night or morning wear. Notice the heavy, leather buckle fastening the coat, this is an original Octopus note. It is attention to such little things as these that makes the well dressed man stand out from those less knowing. The half rolled stockings is a little touch that was borrowed from the flapper, that some of the oldest remember. Before adopting this *bon mot*, if the weather is in the least unsettled, it might be advisable to go into training for a week or two on rolled oats and Burns poetry.



We are entering this design for the 1923 Nobel Prize, which we expect to receive for aiding suffering humanity. If you have morning classes to make it is essential. Simple yet, complete; it is the first one man top, that has lived up to its name. Sleep under it as a blanket. When you get up it will drape about your body, and you walk out the door and up the hill. Our thoughtful designer has placed such added features, as a small change pocket, holding enough for a roll and coffee, and also a collapsable tooth brush.

The Well Dressed Man

Clothes Make and Break the Man.

Knowing that our readers are tiring of the stereotyped figures portraying "correct form" for men, found in our National Fashion Magazines, the Octopus feels that better and more harmonious results can be obtained by letting the reader's innate sense of what is "correct form" be his guide. Therefore, instead of specific directions such as "the jacket should be worn with only the lower two sets of buttons fastened," the Octopus presents only general ideas, believing that the slightly diverging results that will result as these ideas are put into practice will be "well worth the effort" necessary on the part of the individual. The designer has been careful to stress costumes that are especially adaptable to those in attendance at a State University. For instance, the fact that the time at the disposal of students with eight o'clock classes is not as limited as that of the students who make it a point to have ten o'clocks, is given careful consideration. The styles illustrated will make it possible for the *roue* and the *rouee* with a ten o'clock to sleep until twenty minutes before the hour, and still attend the "first class" promptly upon the hour.

Whereas the type of students that generally have eight o'clocks are also able to get up at five thirty and really need to give more attention to their clothes, their clothes should be more elaborate.

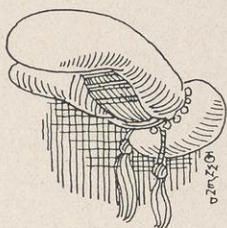
The simple little number that we have illustrated on the right has been designed for the habitual ten o'clocker. In its simplest elements it is nothing more than a blanket with a hole cut in its center, through which the head may be stuck. The blanket has been cut to button up between the legs. Of course the wearer must appear perfectly "at home" in this costume, and this may be gained by shutting one's eyes and grabbing for footgear.

Remembering the old saying, "Two heads are better than one" the Octopus fashion editor conceived the idea of taking the best features of the two best dressed men of the campus, and getting something real chic. This has resulted in our sporting costume on the left. There is something distinctive about this, and there is such a comfortable feeling when the well dressed man feels he is ready for anything.

Fashion's Latest Notes

Little Things from Shop and Ball Room.

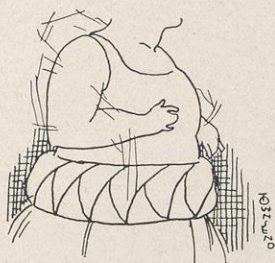
Sport has come to the assistance of Milady and her fair hands. Pea Grab has replaced the Ouija Board in the best homes, and is played at all dinner tables. The game consists of equipping each lady with boxing gloves, and placing all of the cold peas in the center of the dining table. The object of the



game is for each lady to pick up the peas with her boxing gloved hands and place them down her gentleman's cuff without rolling any off the edge of the table.



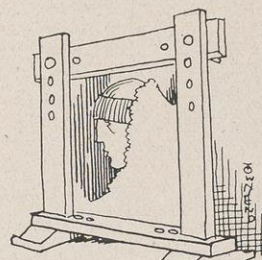
Beauty has bowed once more before utility. Keys are now being worn on the ears instead of beautiful jades. All of the mode shops are now showing complete lines of Yale keys done up in beautiful enamels. This little fashion has smoothed over many embarrassing situations. When the girls across the hall are quarreling over some man, and the landlady comes up the front steps, just remark, "Really, it is frightfully inconvenient to have to place one's ear so near the keyhole in order to unlock one's door."



So many evening gowns now have a padded ring around the waist, and it seems they are most popular among the slightly stout. They are guaranteed to double the size of any waist they surround. One can get the same effect by jumping through automobile tires. Before dying, the editor would like to see some thin person equipped with these bumpers, and he would be convinced that something different had happened.



The gaily colored neckchief is worn by everyone who has two dates every week end. These scarfs were sent from the land of Valentino and Ibanez on the same boat with the toreodor trousers so popular with the big city flippers, but failed to find the instant success that greeted the male garments. But as Mrs. Flanderbilt has often said of cheese, "The later it comes, the stronger it gets" and this also holds for the neckchiefs.



I have seen the picture frame illustrated above on some of the most distinguished dressing tables of the city. Conceived by pure generosity, it is a thing of beauty and a joy forever. This frame may be changed to fit any picture of any size. Give one to your lady friend with your picture framed. In a week or two when you have been forgotten for a day or two, she can slip in her latest picture with a few adjustments. I have never known it to fail that the fair one sheds a tear, in taking out the donor's picture, and remarks, "It was so thoughtful of—of— oh darn! what was his name?"



Many nice things have been said about the large buckles and bows that now grace the well shod foot of the ball room beauty. It has made feet so democratic, for behind those walls of beauty, the largest of feet are very indiscreetly hidden and mere man is none the wiser.

Form

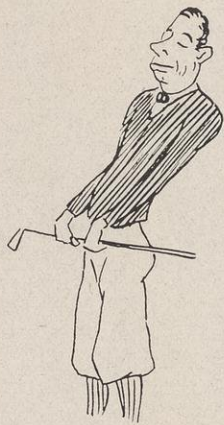
By SARSAPARILLA



Although you slice in the rough register satisfaction. While searching you may find someone else's ball in the fairway.



Be careful of this. For the sake of good appearance keep your sweater down in back.



For men this position of holding the club is advised, and for women the position below.



Always make a good impression when women are around. Many rich men's daughters play golf.

Fail down in your game if you must, but maintain your form. This latest picture of me shows the tremendous force of my swing, yet with grace in the movement. It is my superb form.



Always instruct your caddy before going out on the links. Remember, formality always.



WONDER!



NOT BAD—
NOT HALF BAD!

Remember form; then do as you see done in this illustration—whenever you hole in one.

Mueller

What They Are Doing

At Lake Plastered

Fashionable society has completed its representation at this cosmopolitan winter resort, and every afternoon sees a veritable parade of the elite. Mrs. F. Gobson Gobs of Philadelphia arrived Tuesday after a prolonged absence. She left the hotel for a skate over a week ago, but she is back safe and sound despite her bruises, and expressed surprise that her friends were anxious about her. Mrs. Gobs remarked that her only loss was a vanity case given her by her fourth husband thirty years ago. The article was thrown from her grasp on one of her unusually heavy falls Saturday when she found herself nearly two hundred feet from the hotel without a single cigarette in her possession.

The Misses Helene Rosenrotter, Adele Fitzpatrick, and S. Mignon Laura Gutenmorgen arrived last week and were soon seen ski-jumping off the side porch of the hotel veranda, a drop of at least two and one half inches. The young folks seemed to enjoy the sport a great deal and were later joined by K. Witherbound Oldfellow, and James Rogers Paul Revere George Washington Gungadin, Jr. The latter is the son of the late James Rogers Paul Revere George Washington Gungadin of Coney Island. His engagement to Miss Florence Magdalyn Self-starter was announced at the Major League Ball last season.

On account of the partly cloudy weather of last week the lovers of outdoor sports have been forced to stay inside. Mrs. Breadon Butterfingers of Providence therefore entertained with a dance and dinner for her daughter, Marie Butterfingers, at the West Side Aesthetic club. Covers were set for twenty

couples and the table was arranged in the form of an ice skate and two golf clubs. The club house was decorated in old Renaissance heliotrope, and over in one corner of the ballroom was a living drinking fountain made up of some of the gentlemen on the party. During the dance a carload of bricks was emptied through the skylight, giving a stunning effect to the party.

Society, ever on the alert to invent new entertainment, is now indulging in what is known as ski-tea. The contestants line up at the top of the hill, the gentlemen holding cups of boiling hot tea and the ladies bowls of cream and sugar. One lady is selected to be the lemon. All the party then start downward, and as it reaches the ski-jump the ladies try to drop cream and sugar into the cups held by the gentlemen. The effect affords much merriment, especially if the tea is boiling hot. Another form of amusement, partaken of by the ladies especially, is that of cigarette. All the ladies start smoking on the ice, at the same time skating in a small circle. The last lady to collapse wins the game.



At Balm Beach

The hotels at this resort are at the height of their seasonal prosperity, and at the Hotel de la Banana as well as the Royal Flush all the available accommodations have been taken by winter guests.

The ten piece bathing suit is again in vogue on the beach and elsewhere, smart society having stamped its mark of approval on the garment.

Something new in the way of beach parasols was observed last week when Mrs. Mortimer Quicksand Camferball, of New York and Washington, stumbled out of her car holding a parasol of Brussels cheese-cloth in green, jasmine, and Pittsburg black with an elaborate cord done up in rhinoceros blue. With her was Miss Priscilla Hafshott, of Chicago and Alton, attired in a trique sports costume of Venetian bloomers, "W" sweater, malted milk gray hose, and a chapeau de Coué.

The one-button coat with a special pocket for golf clubs and turf is being worn by the men golfers. The outfit looks very stylish when displayed with a four-in-hand vest and a pair of police suspenders.

The links are crowded during the bright hours of the day and also at eleven o'clock at night when Mrs. Stymie Dubbs sneaks out to enjoy the night air. Following Mrs. Dubbs' evening round of practice the ground keepers drive up with a carload of earth, and when the players resume their games in the morning the course is much improved. Scores for the preliminaries the other day are: Mrs. Faxon, Chicquot Club, 95; Miss Caviar, Axahachakasca, 98, and Mrs. Dubbs, Bumview Country Club, (space reserved for Mrs. Dubbs).

A fox hunt took place Tuesday at the estate of Mr. A. L. Goodshot who brought several foxes from New York for the purpose. During the hunt a horse was accidentally shot by Mrs. Crabtree who mistook the object for her husband.



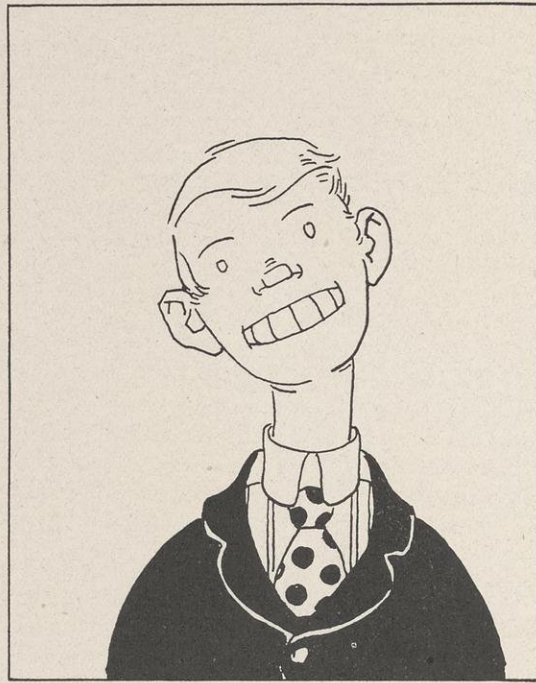
NEVER TOO COLD TO SLIDE!

The above shows Miss Mollie Periwinkle Montague, Stoughton, ten year old daughter of Mr. and Mrs. J. Montague, Stoughton, of New York and Butte, Montana, sliding down the banister leading to the palm room of the Hotel Astorbilt.

Hall of Fame



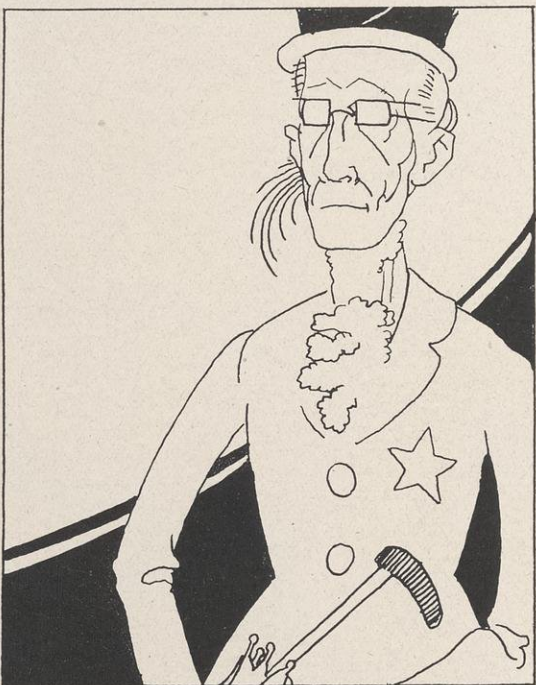
TICKLED PINK.
a member of the younger school. If we failed to publish his picture, he would start a paper of his own, name it the Tarantula, and give himself even more publicity.



GEORGE GOOF
is always original. He has received much attention as the man who always grows violent with skyrockets, just before any set of examinations. Professors after recovering from their surprise, always remember him.



ERASMUS JONES
the promising young journalist. Mr. Jones has an enviable record as a journalistic statistician. His stories of when the ice went out April 3, 1879, February 11, 1897, etc., etc., have featured the Madison press for a great many years and we are about due for another one.



LUELLA SARDINE.
who gave student dances back to the students. This lady originated what is known as the Sardine Plan, for which she receives blessings from a great many students. Everyone with a fee card is permitted to enter a student dance, the place is suddenly closed, and the contents carted to Boid's. Then the doors are opened and the students waiting without flock in.

Shadowland, Vogue, and Vanity Fair

THE CYNIC CYNICS

Perfumes create what at first there was not
And cover with sweetness you never know what,
Coty, Djer Kiss, and Rue de la Paix,
Regent Street, Jockey Club, Coeur de Jeanette,—
These make believe that what isn't is there,
Like Shadowland, Vogue, and Vanity Fair.

Jewelry bedecks with its tinsel and gold
And covers with brilliance the must and the mold,
Smaragds, sardonyx, and aquamarines,
Platinum, jade, and green serpentines,—
Trying to cloak what is homely and bare,
As Shadowland, Vogue, and Vanity Fair.

Flowers are the lies of sinners and such
Who seize for their own whatever they touch,
Begonias, roses, and pale cyclamens,
Orchids, and lilies, the mournful tube-rose,—
"Say It With Lies" is the tale that they bear,
Ah! Shadowland, Vogue, and Vanity Fair.

Reply

Can beauty be labelled a hoax and a sham
Because one or two wolves steal the clothes of a lamb?
Perfumes, jewelry, flowers, are dreams become true,
And 'tho you're in bracelets you're still simply you,—
Take them away and still you are there,
Reading Shadowland, Vogue, and Vanity Fair.



He: May I have one more kiss before I go?
She: Heavens no! It's eleven now and
your car leaves at twelve.

Fine!

Judge: What was the offense?
Prisoner: This man walked up to me and said
he was dry.
Judge: And what did you do.
Prisoner: I soaked him!

Con-current Wit

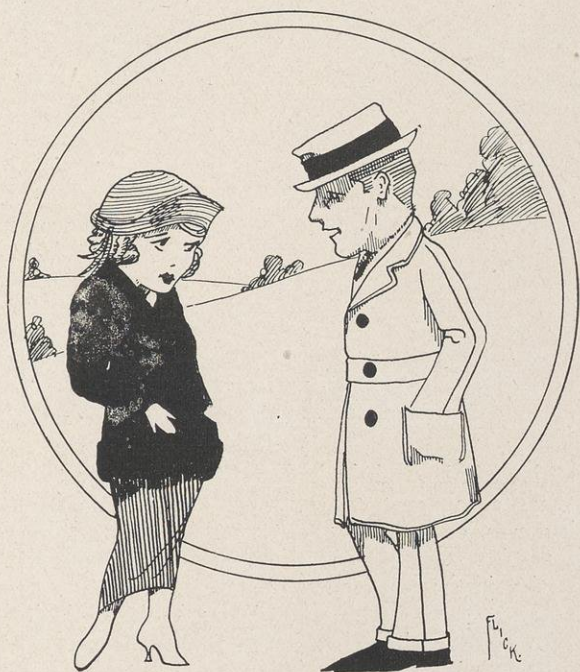
"One con kept me in school this whole semester."
"What did you get it in?"
"Didn't get it—that's why I'm in school!"

His Line is Busy

He: Every time I ask my girl for one kiss I get
two or three.
Him: How's that?
He: She's a telephone girl and always gives me
the wrong number.

The Question

Jack: I couldn't make up my mind whether to
get a car or to get married.
Jock: Decide on matrimony?
Jack: No autonomy.



"I certainly would love to go to your
house party."
"If that's a promise I'll take you."

Intimate Chats on Fashions

A Page for Those Who Look Behind the Fashions Themselves.

Fashion Notes for Women

"Spring fashions for women will be characterized by splashes of color everywhere."

—Spring Fashion Forecast.

The air-brush is recommended, although very stunning affects can be secured by having a maid fling appropriate shades of house paint from a wet brush. It will be found that a one-eyed person, or one suffering from nervous trouble, will be best for this task. Glasses should be worn by milady during the dressing, however, to protect the eyes. A simple costume by Poiret consists of three colored transfer-papers neatly wrapped in an envelope. It is designed for evening wear and is economical, since after the colors have been transferred to the skin, the papers can be thrown away. Combinations of green and blue are the popular shades.

"Spring fashions for women will be characterized by a metal bird on hats."

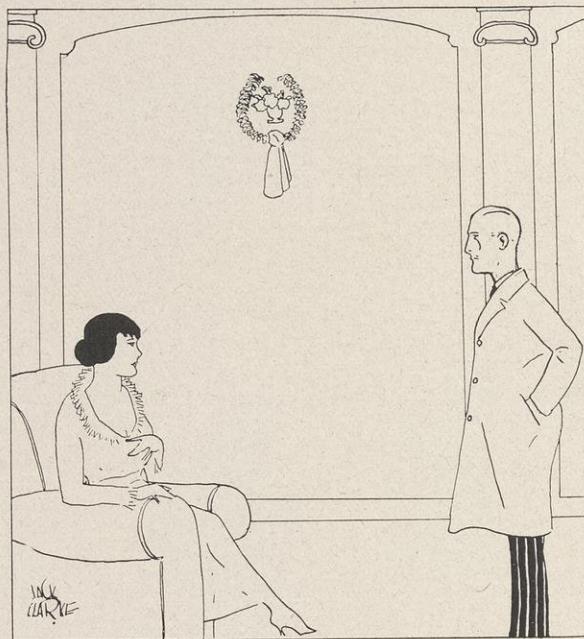
—Spring Fashion Forecast.

An interesting hat shown in one of the exclusive Fifth Avenue shops consists of a simple cloth turban surmounted by a bronze turkey. The bird is held upright by metal braces attached to the shoulders. Turkeys, ducks, geese, and chickens will be the popular birds, although the salmon is preferred in some circles. Sportsmen's wives are adopting a charming mud-hen decoration, and the swan is favored in collegiate society because of its long neck. With the advent of some of the larger birds, such as the ostrich and the condor, thick-necked women will again become the style leaders. The open season begins April 1.

"To go with this "joyous effect" will be any number of kerchiefs. They will be thrown around the neck, about the waist, tied at the elbow, at the wrist, at the hip . . ."

—Spring Fashion Forecast.

Milady will look particularly joyous if she drapes three kerchiefs from each knee and throws one over her face. A very stunning effect can be secured by throwing a dozen Circassian kerchiefs into the air and pinning them where they touch the body on the way down. Distinction can be achieved by tying a kerchief about each ankle and suspending one from each ear. Paisleys and chaillies are recommended, with thinner Batiks for warmer weather. If colors run they can be readily removed from the body with soap and water. Those who find the high grade kerchiefs expensive will use red bandanas as a successful substitute. Milady can now make her nights gay by tying three kerchiefs end to end and draping them over the left shoulder of her pajamas.



Our Artist In the Studio.

Our Artist recently had the great fortune to catch Lady Claire, well-known designer, conversing with Henry Herbert Delaney Tareton on the moot subject of pocket-flasks.

Lady Claire, somewhat shocked by Mr. Tareton's suggestion that the ladies bring their own liquor, has inquired where they would carry it. We are unable to print Mr. Tareton's answer, as the artist was thrown out bodily at that interesting moment.



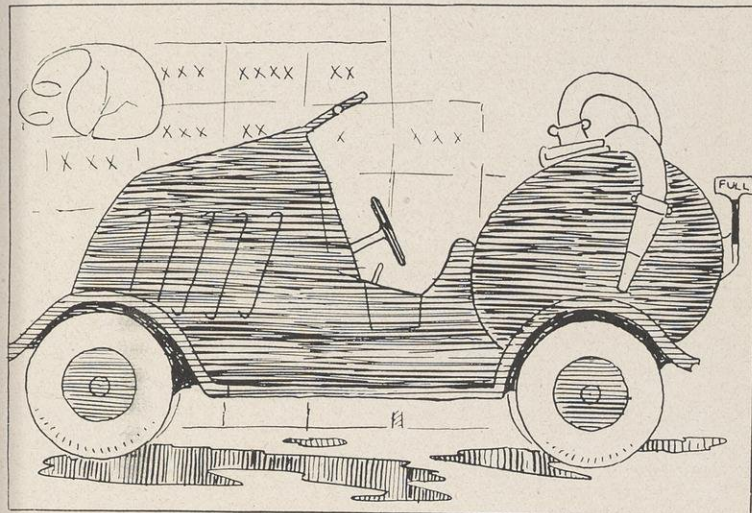
Realization

Armand DuBois was a famous designer of women's clothes. For a generation he had dictated fashions and his creations were imitated on both sides of the Atlantic. A gown had to bear his approval to be in vogue, and the evolution of style could be traced in his sketch book. But Armand was growing old, and he realized that his life work would soon be over. All his designs were planned as stepping stones to a final goal. He worked feverishly, and on the day of his death he had carried his scheme to its logical conclusion. Around his atelier were hung his gowns, each in a separate compartment, each but a stepping stone to goal, with the final magnificent creation in the last locker.

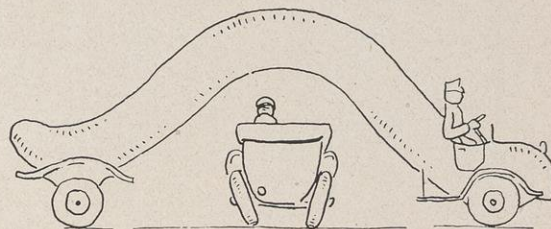
The executor of his estate began in the beginning and opened each locker. There were satins, silks, georgettes tulle, each pointing the way to its successor. As the executor proceeded, his glance into the lockers became shorter and shorter, his smile broader and broader. Finally he whistled, like one satisfied. The last locker was empty.

New Body Styles

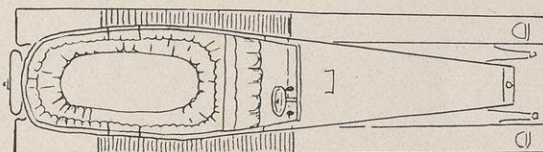
by CAB RIOLET, Jr.



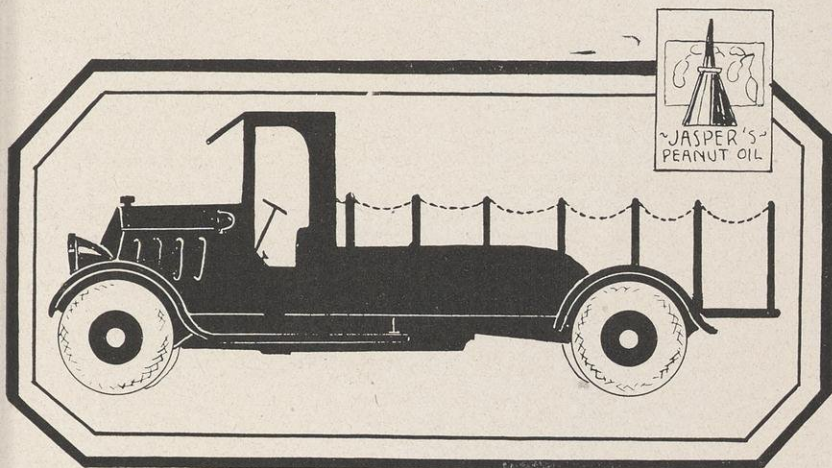
The "Licker" Special is the latest bootleg transportation car assembled. Already the Cameldry manufacturing company has a demand which exceeds the possible production for the next fifty years. A 500 horse-power motor and a 360 gallon container explain the popularity of this "wagon".



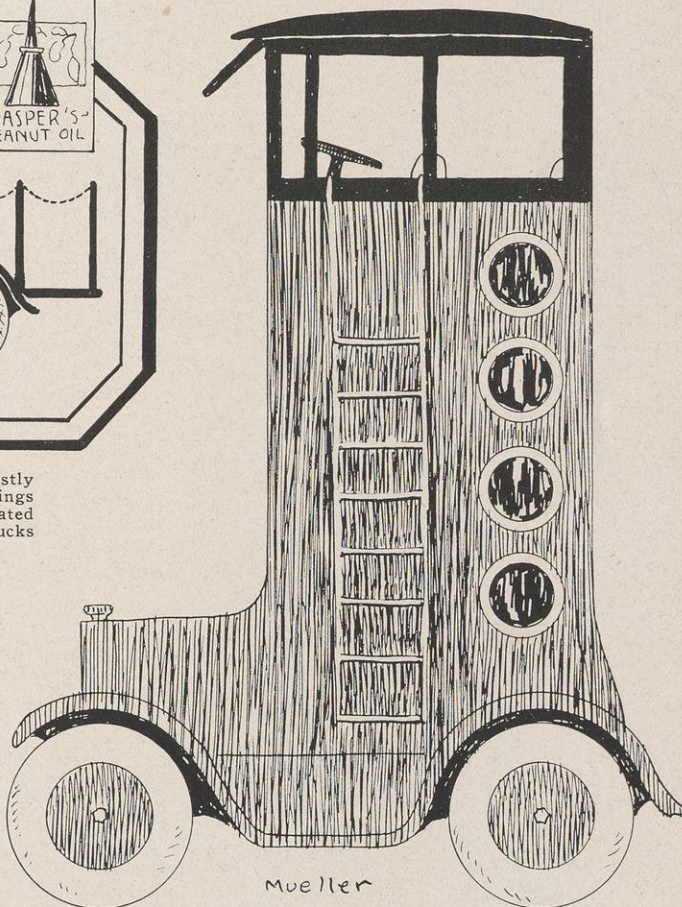
This "Caterpillar Craft" is now taking its place in the large cities. It promises to bring traffic congestion to an end.



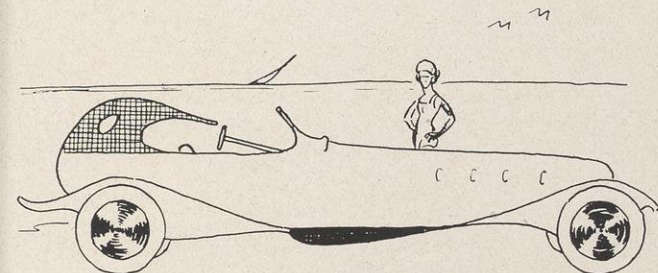
With accommodations for ten passengers the Moron Twelve leads all other cars in roominess. The latest design seats fifteen.



This dreadnaught type truck was designed for the Honestly Human Hair Net company of Singapore. The special castings are of Thorton steel, and all running parts are lubricated with Jasper's peanut oil. At the present time 500,000 trucks of this design are in the use of the Singapore company.



The Slimentall Two is a high hitter. This car is especially adapted to crowded streets, but it was originally designed for those who wished to get away from the dusty thoroughfares.



Among the gentle Minervas and Venuses is the Fairy Flute, designed by La Dupe and built by Bolton Knut. The designer got his inspiration on a Florida beach.



"Jack seems so at home on the ice."
"He should be. He's down on it often enough."

Romance

There was a craving in me that felt like romance—a feeling of vacancy, of impending doom. I wandered alone beside the frozen beauty of the lake, but it grew upon me. I watched the stars—those worlds of mystery—and it was not satisfied. I read the poets, alone in the cheerful light of my study-lamp, and felt—in them, too—the pangs I myself suffered.

"What, Oh what can it be?" I wondered, as I again walked the snowy streets. "Is it beauty I desire? No, there is beauty enough here for any man. Is it love? Ah, no! Charmion loves me, and still I crave. Can it be fame or high places . . . ?"

Just then I felt the craving fanned in me by a warm breath of air, coming from a little shop. And I knew, as I turned into "The Slippery Spoon," that I was hungry.

A Model Man

The lighthouse keeper ne'er was wed,
He's never been a-wine-seeking;
He cooks his meals and makes his bed,
And does his own light-house-keeping.

He ne'er was wed; he often tells
About his troubles and his joys,
Yet oft he lauds his pretty bells
And puts in praises for his buoys.

A Shirt Story

Salesman: This is a De Luxe shirt.
A. Hick: I don't care for de looks; what I want is de wear.

To the Man in the Collar "Ad"

Vain, vapid ass!
I think of brass
And grinning apes,
When I espy
Your limpid eye,
You jackanapes!

Your curly hair
And forehead fair
Do not breed awe;
Instead, they make
Me grimace, shake
With each guffaw.

You look so sleek;
Each ruddy cheek
Is like a girl's;
Yet Jill and Joan
Can never own
Such wond'rous curls!

Hermaphrodite
You sooner might
Be, than a man,
Such cheeks and eyes,
Boast, advertise,
No mere male can.

I am no novice
Rara avis!
You are so dumb
('Tis no mere guess)
You can't possess
A cerebrum.

You are a sight
For neophyte
To fawn upon:
With countenance
And lordly glance
So overdone.

Such color gain
And tint attain
No man can strive;
I know I'm rude,
But you're too good
To be alive!

The Charms of Music

Bill: I'm going to get a divorce; I took my wife to a dance last night and she kissed every man in the orchestra?

Pill: Why get a divorce now?

Bill: I'm afraid Susa's band might come to town.



Building a famous box of candy

How each one of these sweets won the right to its place in The Sampler

If you were to have in front of you at this moment the ten most famous Whitman packages and were to select from each candies to make up an assortment that would be a "sampler" of them all, you would follow exactly the method we use in making up Whitman's Sampler.

Every sweet in this unique package is a long-tested favorite from other packages of Whitman's—famous since 1842. Every sweet in the sampler has "won the votes" of the most critical purchasers of candy in America.

Everything about the sampler is unusual—the quality of the sweets, the way they were selected and the quaint box that women like so much to keep.

Stores that sell the Sampler sell the other Whitman packages, and receive them all direct from the makers.

STEPHEN F. WHITMAN & SON, Inc., Philadelphia, U. S. A.

Whitman's famous candies are sold by

CARDINAL PHARMACY, - - 831 University Ave.
 TITLOFF PHARMACY, - Main and Pinckney St.
 THE CHOCOLATE SHOP, - - 528 State Street
 W. KREHL, - - - - 403 E. Wilson
 UNIVERSITY PHARMACY, - Cor. State & Lake Sts.

TIEDEMANN'S PHARMACY, - 702 University Ave.
 WALTER M. ATWOOD, - - 1054 Williamson
 BADGER PHARMACY, - - 1320 University Ave.
 CENTRAL STORE, - - - - 208 State St.



Special Wisconsin Package



A Friend in Need

Yes, a traveling bag
is always a good friend

You seldom realize it until you are ready to travel and there you have no opportunity to make a selection and get the bag you like.

Not only once or twice, but many times during the year you have use for a roomy, cow hide bag. And they last and look good for many years. Look over our large stock today and make a useful investment.

Also a complete
line of travelling
equipment

We have a great variety
of oriental Novelties
shipped direct to us.

Madison Leather Goods Co.
416 State Street

GIVE YOUR HOME
THE PROPER CARE—
KEEP YOUR
PLUMBING
IN
REPAIR!



Wigglesworth's Little Plumber

Don't neglect the plumbing of your home. It is as serious a fault as neglecting your own health—in fact it is one and the same thing. If there is something out of gear with your water pipes or drainage, call us in at once.

F. Wigglesworth Plumbing Co.

1511 Monroe St.

Badger 6396

Resolutions

As a flapper I haven't succeeded,
So I'm on the reform right away;
I'm afraid that she's no longer needed
In the social arena today.

Melachrinos and Straits fail to beckon
And I've given up blowing out rings
Now instead of promiscuous neckin'
I am flying to church with my wings.

I have parted with flapper traditions
Like galoshes and bobbing the hair;
My new wardrobe consists of additions
That I never once thought I could wear.

For the dresses I wore nearly choked me,
Now they drag on the floor when I walk.
While the tilt of my hats soon provoked me,
So "she's mean!" is no longer talk.

Thus farewell to those teahounds all lazy
And goodbye Larry, Phil, George, and Ray,
You can phone till the central goes crazy
But I'm through turning night into day.

As a flapper my days are all over;
Once more I'll be natural, sane,
I'd much rather live out in the clover
Than to tear around town and raise Cain.

After Christmas

"Santa Claus certainly was good to that girl."
"Howzat?"
"See what he put in her stockings."

—Wasp.

Tom—Harry ate something that poisoned him.
Dick—Croquette?
"Not yet; but he's very ill."

—Texas Scalper.

Propriety

She: Don't you love driving?
He: Yes, but we're in town yet.

—Juggler.

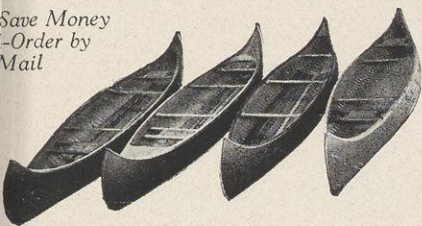
Feeder—"How did they treat you in court yesterday?"
Speeder—"Fine."

--hot--diggity--dog!!
no more waitin'--
Brunswick records
every week.
You'll have to use
asbestos needles.

UNIVERSITY MUSIC SHOP INC.
at 511 State Street Ph. B. 7272
"The Shop With a Personality"



Save Money
-Order by
Mail



Own Your
Own
Canoe!

Scores of students report paying for their THOMPSON canoe by the saving in "livery rent" alone. Not to mention the real sport they get from canoeing when "you can go when you want to and come back when you please."

You can't beat a THOMPSON for speed, beauty, strength and grace of action. Stable in a heavy sea, steady as most rowboats; responsive to the paddle. Four lengths, three different models; \$45 and up.

Rowboats	--	--	--	\$40 up
Rowboats for Outboard Motors	--	--	--	\$46 up
Speed Canoes for Outboard Motors	--	--	--	\$73 up
Motor Boats (16 to 26 ft., with Engine Installed)	--	--	--	\$200 up

State kind of boat in which you are interested

THOMPSON BROS. BOAT MFG. CO.
113 Ellis Avenue Peshtigo, Wis.

Get this
Boat Catalog!

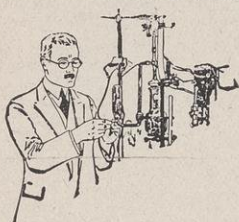


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Anywhere

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HOUSE

WM. J. MEYER, PRESIDENT

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Which Type of Research is of Greatest Value?

A stove burns too much coal. A man familiar with the principles of combustion and heat radiation makes experiments which indicate desirable changes in design. That is research.

You want to make a ruby in a factory, a real ruby, indistinguishable by any test from the natural stone. You begin by analyzing rubies chemically and physically. Then you make rubies just as nature did. Your rubies are the result of research—another type of research.

While melting up your chemicals and experimenting with high temperatures, you begin to wonder how hot the earth must have been millions of years ago, and what were the forces at play that made this planet what it is. Your investigation leads you far from rubies and causes you to formulate theories to explain how the earth, how the whole solar system was created. That would be research of a still different type.

Research of all three types is conducted in the laboratories of the General Electric Company. But it is the third type—pioneering into the unknown—that means most in the long run, even though undertaken with no practical benefit in view.

For example, the Research Laboratories of the General Electric Company are exploring matter with X-rays in order to discover not only how the atoms in different substances are arranged but how the atoms themselves are built up. The more you know about a substance, the more you can do with it. This work may enable scientists to answer more definitely the question: Why is iron magnetic? Then the electrical industry will take a greater step forward than can be made in a century of experimenting with existing electrical apparatus.

You can add wings and stories to an old house. But to build a new house, you must begin with the foundation.

General Electric
General Office Company Schenectady, N. Y.

95-6054



Double Exposure.

Trained

His Betrothed: Before you come to live with us, Georgie, I want you to realize what it means. My sister gives primary piano lessons all day, Bobby always comes in at the wrong time, father snores so you can hear him a block, and the hired man is a kleptomaniac.

Him: Never fear, dearest, I spent four years in a frat house.

—Pelican.

Mrs. Eskimo: Where have you been for the last six months?

Mr. Eskimo: Oh, just sitting up all night with a sick friend.

—Juggler.

The Better Teller

Student: A fortune-teller told me that I had a lot of money coming to me.

Sportsman: I'd rather hear a paying-teller say that!

—Judge.

Colored Officer: Eyes right!

Black Private: You am like hell.

—Penn State Froth.

See My Lawyer!

If I happen to collide with you some night,
And you happen to be worsted in the fight;
If you're set back by our fray
And you think you need some pay
From my household stay away—
See my lawyer!

If I owe you twenty dollars—maybe more,
And you happen to come knocking at my door;
All your rapping will be vain,
You can bang till you're insane;
Save your temper and your cane—
See my lawyer!

If I hit you with my crimson racing car,
And I show you gratis some new, distant star;
If you think I hurt your pride
By an unexpected slide,
And you're sore about your side—
See my lawyer!

If you're paying thirty dollars for my flat,
And I happen to install a Turkish mat;
If I raise you thirty more,
Don't come raving to my door;
If an argument you're for—
See my lawyer!

See that portrait o'er my table, done in paint,
With the scanty hair and features of a saint;
He's my savior, night and day,
'Tis for him I chant and pray;
Here's to him: Long may he stay—
SEE MY LAWYER!



Sniff! Sniff!

She: Don't you dare kiss me!
He: Oh I had no intention of doing that.
She: That's funny, your breath smells of cloves.



Just Like A Woman

He: Flo, dearest, since the first sun spread its glistening rays over Mendota, and sent its opalescent shimmerings up through the trees along the shore, I ing tip-toed on the misty mountain top. I have pic-you as the silver sanded Goddess of Morn, standing tip-toed on the misty mountain top. I have pic-tured you as the graceful Artemus, who was won't to play tag with the fleet-footed antelope in the foot-hills. I have placed you upon a pedestal as my ideal of ideals, where the touch of your hand and the look in your eyes speak more than words could ever hope to tell. The mouth cannot speak what the ear hath not heard,—the language of the soul,—the language I wish I could speak to you in tonight. I want you Flo,—will you marry me?

Flo: Oh Jack, feel how cold Fido's nose is!!!

They All Agree

RIDER'S MASTERPEN holds ten times as much ink as the ordinary pen. Why shouldn't it? There are no playthings inside the barrel to take up room. The barrel is devoted to ink only—lots of it. RIDER'S MASTERPEN is easily cleaned by the user. It is the only pen which has a Removable Feed. You can easily take out the Removable Feed at any time, rinse it out in cold water, and put it back in perfect adjustment.

RIDER'S MASTERPEN is more economical because it doesn't get out of order and have to be repaired. And if it does get out of order, Rider generally repairs it without additional charge. A good pen, kept good, all the time. Your first expense is your last. RIDER'S MASTERPEN users are especially well pleased.

Rider's Pen Shop.
REAL PEN SERVICE
666 STATE STREET

Ask Your Grocer

for

Heilmann's Homaid Bread

2 for 15c

Guaranteed to be as pure as
your home made

Irving Cafeteria

419 Sterling Court

A desirable place to eat, where
only the best is served.

F. R. and W. L. FULLER

We Help You Look Your Very Best

Our up-to-date equipment and most modern
methods will make you appear at your very best.

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Beauty Shop

Badger 3047

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Dr. J. A. Bancroft
Dr. V. G. Bancroft
Dentists

Corner Park and University Avenue
Above Menges Pharmacy
901 University Ave
Badger 3682

The Gift Shop

Gifts that express your thoughtfulness and that
exactly exemplify your sincere wishes, — such
you will find in a wide array here.

The Unique Shop

Badger 2099

130 State St.

Not So Long

Judge: The decision of the court is that you
be sentenced to life imprisonment. Have you any
request to make?"

Condemned: Yeh. Can't you knock off the
month I have already been in jail?

—Sun Dodger.



Freshie: Let's speak to those two dames on the
corner.

Wise Soph.: 'Sno use, they are telephone girls.

Freshie: What of it?

Soph.: They won't answer.

—Ski-U-Mah.



An Exception

Boris: I sleep with my dog every night.

Reba: That's very unhealthy.

Boris: I know, but he's used to it now.

—Yale Record.



"How did you get the rugs so clean in your
house?"

"Couldn't think of any other way, so we started a
crap game."

—Jester.



Value of Economics

Zene: Lend me four bits, will ya?

Ben: Only got forty cents in change.

Zene: Well, gimme that, and you can owe me
the other dime.

—Purple Parrot.



"Why so sad?"

"Went to a strictly informal dinner in my full-D
last night because I had to go right off to a dance."

"Well, that wasn't so bad."

"No, but the dance proved to be informal, too."

—Pelican.



Grace

Table Master: Freshman Blimp, will you ask the
blessing?

F. B. (looking at the food display): Sorry,
sir, but I cannot conscientiously do so.

—Mugwump.

Shavers Only!

Did you ever try the much-advertised trick of brushing shaving-cream (using plenty of water) for the space of three minutes? Did you ever start in brushing, adding water, brushing, adding more water, stopping to rest your arm, brushing, etc., etc., for the twentieth part of an hour? Did you ever try that, and have the surplus water roll down your neck and the lather splash off on your pants? Did you ever brush for three minutes, and then have to shave left-handed because your right arm was nearly paralyzed? And then did you find that there was nothing much on your face except water, and the bristles came off harder than ever?

Did you? I never tried it.



He And She

The nights were growing longer. So were her dresses. She was more than beautiful—she was lovely. And he—he never needed a shave. Few words passed between them. Yet there they were, day after day, hardly recognizing each other. Most of the time, his penetrating gaze was directed out of the large front window. He rarely moved except to accommodate a bustling person who had jostled him. She stood, dignified, queen of all she surveyed, never deigning to utter a sound for the benefit of a hundred admirers. One would have thought them in another world. One might have sympathized with them as being deaf mutes. But they weren't. They were merely mannikins in the display of Rot & Rotter, retailers.



Genuine

Jinkins: Is he a genuine Irish terrier?

Fancier: Sure, an' if that dog could talk he'd speak with a brogue.

—Judge.



Star Act

"When are you going to let me kiss you?"

"Come around on Friday. That's amateur night."

—Judge.



Mean

Miss de Muir: Papa always gives me a book for my birthday.

Miss de Meanor: What a fine library you must have.

—Goblin.



There's a Reason

She: It's nice to be a man—one dress suit lasts for years and years, whereas a woman must have a new dress for every party.

He: Yes, that's why one dress suit lasts a man for years and years.

—Judge.

after the dance---

a delicious dish of ice cream,—just enough to finish off the evening,—and an opportunity to talk without intrusion,—just such a place is The Chocolate Shop.

The individual booths insure confidential chats,—and the creams and sodas are there the most delicious.

The Chocolate Shop

"The Home of the Hot Fudge"

PUBLIC SALES

We have purchased 122,000 pair U. S. Army Munson last shoes, sizes 5½ to 12, which was the entire surplus stock of one of the largest U. S. Government shoe contractors.

This shoe is guaranteed one hundred per cent leather, color dark tan, bellows tongue, dirt and waterproof. The actual value of this shoe is \$6.00. Owing to this tremendous buy we can offer same to the public at \$2.95.

Send correct size. Pay postman on delivery or send money order. If shoes are not as represented we will cheerfully refund your money promptly upon receipt.

National Bay State Shoe Company

296 BROADWAY, NEW YORK, N. Y.

FORMAL OPENING TODAY

The Campus Soda Grill

Three doors from lower campus
714 STATE STREET

If you're looking for service, drop in

Homemade Candies
Newspapers and Magazines

Singer's Barber Shop

640 State Street

*Just as important to the University
as Bascom Hall*

7 Chairs

Badger 4989

A Place to take the Girl

Often this question arises,—“Where shall we go?”—but after one visit to the Garden Grill the question is settled once and for all. The food, atmosphere, the prices,—all are conducive to your steady patronage.

The Garden Grill
East Main Street

Campus Restaurant

716 State Street

Continuous Service

After the Accident

Abe: I got \$20,000 damages. Vat did you get?

Levi: \$25,000.

Abe: Oy, how so?

Levi: During the excitement, I had presence of mind enough to kick my wife in der face.

—Phoenix.



Fate

Mat: Would you care to go to the dance Saturday?

Nay (coily): You are rather late. You are the third one I've turned down.

Mat: What a coincidence! You're the third one to turn me down.

—Chaparral.



The Klalesman

A new York traveling salesman arrived late at night in a small Southern town where a group of silent men were waiting for the arrival of a secret agent of the Ku Kluk Klan?"

When the drummer stepped from the train a man detached himself from the group, went up to the drummer and said: "Ku Klux?"

"No," was the reply. "Klux and suits."

—Atlanta Constitution.



Dum: Do you know on which side to walk with a lady?

Dummer: I always walk in back of them.

Dum: That's wrong, you should walk on the street side.

Dummer: Oh, that's after you meet them.

—Exchange.



But She Has a Past

S. D. J.: What character do you have in the next act?

Girl: I'm not supposed to have any character; I'm in the chorus.

—Burr.



Winnifred: That fresh geek who just came in here from the poolroom makes me tired.

Gwendolin: Whatsa matter?

"When I had waited on him this morning he handed me a little round green thing offa one of the pool cues—"

"Well—"

"And then when I says 'What's the big idea?' he says 'Why, girlie, that's a tip.'"

—Youngstown Telegram.

All Balled Up

Said Mr. Cue to Mr. Ball:
 "You're staring so, what have you found?"
 Said Mr. Ball: "It's nothing, sir,
 For I was merely looking round."

Said Mr. Cue: "Perhaps that's so,
 Though I was wond'ring why you stare;
 I must admit you've been true blue,
 Although your look is not so square."

"That may be true," said Mr. Ball,
 "Please put your honor on the shelf,
 For every time I look at you,
 You don't seem very straight yourself."



A Different Member

Smith: So your son is in college? How is he making it?
 Smithers: He isn't. I'm making it and he's spending it.

—*Detroit News.*



Taking a Chance

Magistrate of Irish Court (after a turbulent scene amongst general public): The next person that shouts "Down with England," I'll have thrown into the street.

Prisoner (excitedly): Down wid England!
 —*London Opinion.*



How to Say Good-Bye

Ikey and Izzy were separating after an evening together, when Ikey said: "Au revoir."
 "Vat's dat?" asked Izzy.
 "Dat's 'good-bye' in French."
 "Vell," said Izzy, "Carbolic acid."
 "Vat's dat?" asked Ikey.
 "Dat's good-bye' in any language."
 —*Old Doc Gaggs.*



Caution

They were sitting in the hammock.
 "If I should kiss you, would you scream?" he asked cautiously.
 "Well," she answered coyly, "I don't see how I could if you did it properly."
 —*Bison.*



A Toff Customer

Salesman: I'm selling quite a lot of these ties this year, sir.
 Brummel: Really! Dashed clever of you, I'm sure!
 —*London Opinion.*

"Say it with Flowers"

AT PRE and POST-PROM AFFAIRS

That most wonderful girl in the world will think you ever so thoughtful if you order a pretty corsage from the

New York Floral Store

Corner Mifflin and Carroll

*As much a part of the University
 as Bascom Hall*

Morgan's Malted Milks

A Brisk Hike
 In The Country
 Then A
 Delicious Sunday Dinner
 At

FRED HICK'S

A Dainty Gown for Spring

Parisian models for spring accurately reproduced—in shades and styles of the charming new modes.

In addition we are prepared to give immediate attention to pleating, button work, hemstitching and embroidery.

MISS HETTY MINCH

Badger 3029

226 State Street

Good Clothes Mean Nothing

UNLESS KEPT IN GOOD
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Groceries

The finest products, plus service that makes
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B. 1163—1164

Badger 1730

419 State St.

William Schwoegler Plumber

A B Gas Stoves and Ranges
Repair work promptly attended to
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Devoc Art Materials

For Best Results

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Wall Paper and Paints

724 University Ave.

Phone B. 7900

Attention!

This military drill
Is really
Fine.
Builds the boys
Up,
Teaches 'em discipline—
Really it does.
I'm all for it,
I don't have to
Take it.

—Burr.

The doctor was examining a hospital corpsman for advancement in rating. "What would you do if the captain fainted on the bridge?"

"Bring him to," warbled the aspiring corpsman.

"Then what?" said the doctor.

"Bring him two more," returned the gob.

—Judge.

Oh!

1: Gee, she's an awful flirt.

2: No fooling?

1: Oh! well—she isn't so particular.

—Beanpot.

Information That Should Be In All College Catalogues

Number of sandwich counters within a cigarette's distance from campus.

Time-tables of trains from nearest city, between midnight and dawn.

House party facilities of leading fraternities.

Garage accommodations in the village.

Nearness of local beer.

Number of times instructors are permitted to call on a student to recite in any semester.

Number and capacity of motion picture theaters and whether managers enjoy rough-house.

—Life.

Prize Cups

New designs and prices

Expert Watch Repairing

Optical Department for Quick Service

H. H. Ratcliff Co.

Jewelers & Opticians

Corner Main and Pinckney Streets

Gash

"Where did you guys get the crumbs you had the other night?"

"Oh, we picked 'em up at the Cake Eaters' Ball!"
—Pitt Panther.



High Class Music

Son (as music starts at the expensive restaurant):
Well, father, how do you like that music?

Father: Oh, that's all right son—it don't bother me none.

—Cracker.



Overheard in the Louvre

American Girl (giving the Venus of Milo the once-over): "Well, she's pretty, but I never could rave over her!"

—Lyre.



A Second Thought

Don't refuse to marry a girl because she can't cook. She may have money enough to pay your board.

—The Medical Quip.



Easy

"Give for one year, the number of tons of coal shipped out of the United States."

"1492: None."

—Cornell Widow.



Poem

Late to bed,
And early to rise,
Keeps the "dear brothers"
From wearing my ties.

—Pitt Panther.



Faith

Judge: Prisoner, the jury finds you guilty.
Prisoner: That's all right Judge; I know you're too intelligent to be influenced by their opinion.

—Jester.

The Rays' Barber Shop

GRENZOW & HAIG, PROPS.

New Modern Up-to-Date Tonsorial Shop

Sterilized Tools and Towels!
Soft Water

Two doors from lower campus

714 STATE STREET

Enjoy a game of Billiards

at

MAUTZ'

on

well kept tables

in a pleasant, well lighted room

We have added more tables for you

Fraternities and Sororities

If contemplating the purchase of a new set of silver our efficient sales force will deem it a pleasure to show you our many patterns. This will better aid you in making a selection.

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Catering for Weddings and Formals a Specialty

Private Parties

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All thats' New in

Spring Suits and Topcoats

Every suit has two pairs of trousers and more pleasing fabrics and styles than ever.

The Topcoats are mostly loose fitting in. coverts, Whipcords, Bedford cords and Knit-tex.

Drop in and try them on

Speth's

A Write Good Friend

You will find the New Monarch Pen a perfect writing instrument,—steady flow, large capacity, handsome. Come in today and see them.

SUMNER & CRAMTON

State Street



The Vogue Studio
Correct Apparel
for Women and Misses

FORMERLY THE MODE SHOP

We are Phenominally Successful

WHY?

Our Apparel Appeals to the Most Discriminating.
Our Prices are Right

2nd FLOOR SAVINGS LOAN AND TRUST CO.
28 W. MIFFLIN ST. — CAPITOL SQUARE

Persistence

Sum: Got a nickel?
Bum: Nope.
Sum: Got a cent?
Bum: Nope.
Sum: Den givvus a match.

—Beanpot.



Repartee

As I stepped up to the lonesome lady in the hotel lobby, I inquired, “Are you looking for a particular person?”

“I’m satisfied,” she said, “if you are.”

—Frvol.



Not Nice

Flossie: Were you at the ladies’ track meet?

Chollie: Yes,—the way you ran in those tight skirts was a revelation.

Flossie: You horrid thing.

—Froth.



Dirge

Here lies the body of William Gray
Who died maintaining his right of way.
He was right, dead right, as he sped along,
But he’s just as dead as if he was wrong.

—Bison.



Labelled

Hard: Why are you so wild about Edith?

Boiled: Do you see that rouge on the tip of her nose?

Hard: Yes, yes; go on.

Boiled: Well, that’s not rouge.

—Burr.

RESTAURANTS WILL COME!

and

RESTAURANTS WILL GO!

But

The Lawrence Lunch

GOES ON FOREVER!

The oldest restaurant on State street catering to student trade.

“THERE’S A REASON”

Why

Eunice: I can't comprehend it, Herb playing around with a milliner's little messenger girl.

Jack: Neither can I, unless it's because she delivers the goods.

—Phoenix.



Judge: What's the charge?

Officer: This man was caught stealing eight bottles of beer.

Judge: Discharged. You can't make a case out of eight quarts.

—Lord Jeff.



Courtesy

Professor: Mr. Smith. I want you to answer this question—

Mr. Smith: Professor, I am absent today.

Professor: I beg your pardon, sir, the next man will answer the question.

—Cracker.



Sympathetic

Walter: Why so downcast, old man?

Raleigh: Suzanne rejected me last night.

Walter: Well, brace up; there are others.

Raleigh: Yes, of course, but somehow I can't help feeling sorry for the poor girl.

—Tiger.



A Matter of Distance

First Junior: Did you get the second question in calculus?

Second Junior: No.

First Junior: How far were you from the right answer?

Second Junior: Five seats.

—Froth.

1st CO-ED—Did you see that girl's complexion—just like a rose petal laid on a piece of cream satin.

2nd CO-ED—(Marinello customer,) she got it by using

MARINELLO BLEACH PASTE

I'm dying to try mine. You put it on just like cold cream and leave it a little while. You can buy it at the Marinello 225 State or at the branch parlors, Loken Brothers.

Remember dear—

MARINELLO BLEACH PASTE

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"A good place to live"

*University Exchange Cafe
and Tea Shop*

The best place to eat

"Our Coffee Pot never runs Dry"

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SPRING SUITS

with all the new styles and fabrics, are arriving daily with tailoring in them of the best, and made to retail at moderate prices.

\$30—\$35—\$40

RUPP'S

234 State Street

Flowers For The Spring Formal

Flowers make this social function complete. No where can you find a wider and finer display than here. "Say It With Flowers"

Rentschler
FLORAL CO

Store 226 State Street. Phone B. 179

Polly's Shop

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is sufficiently distinctive in its tea room service to have attracted patrons it is a pleasure to serve.

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PROGRAM
FOR EVERY
SOCIAL FUNCTION



The PRINT SHOP
DESIGNERS ENGRAVERS
MADISON, WISCONSIN

Drink More Milk

You will feel energized the whole day long if you drink milk at your meals. And if you're hungry between meals drink milk,—its easier to digest. You won't be troubled with "tired spells."

Kennedy Dairy Company

Perfectly Pasteurized Milk and Cream

618 University Avenue.

Badger 710

A man is known by the linen he wears. We take particular pride in the quality of our work. Send us your shirts and other clothes and you'll be proud to wear them.

Madison Steam Laundry

429 State Street

Fairchild 53

The WISCONSIN OCTOPUS

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No. 3

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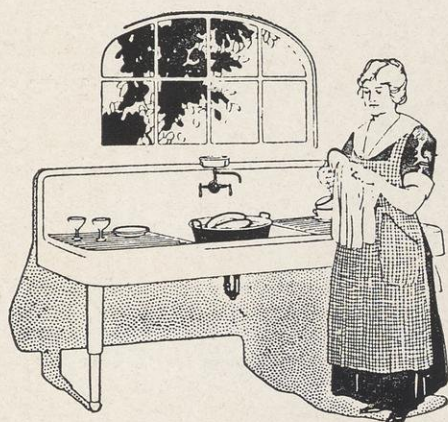
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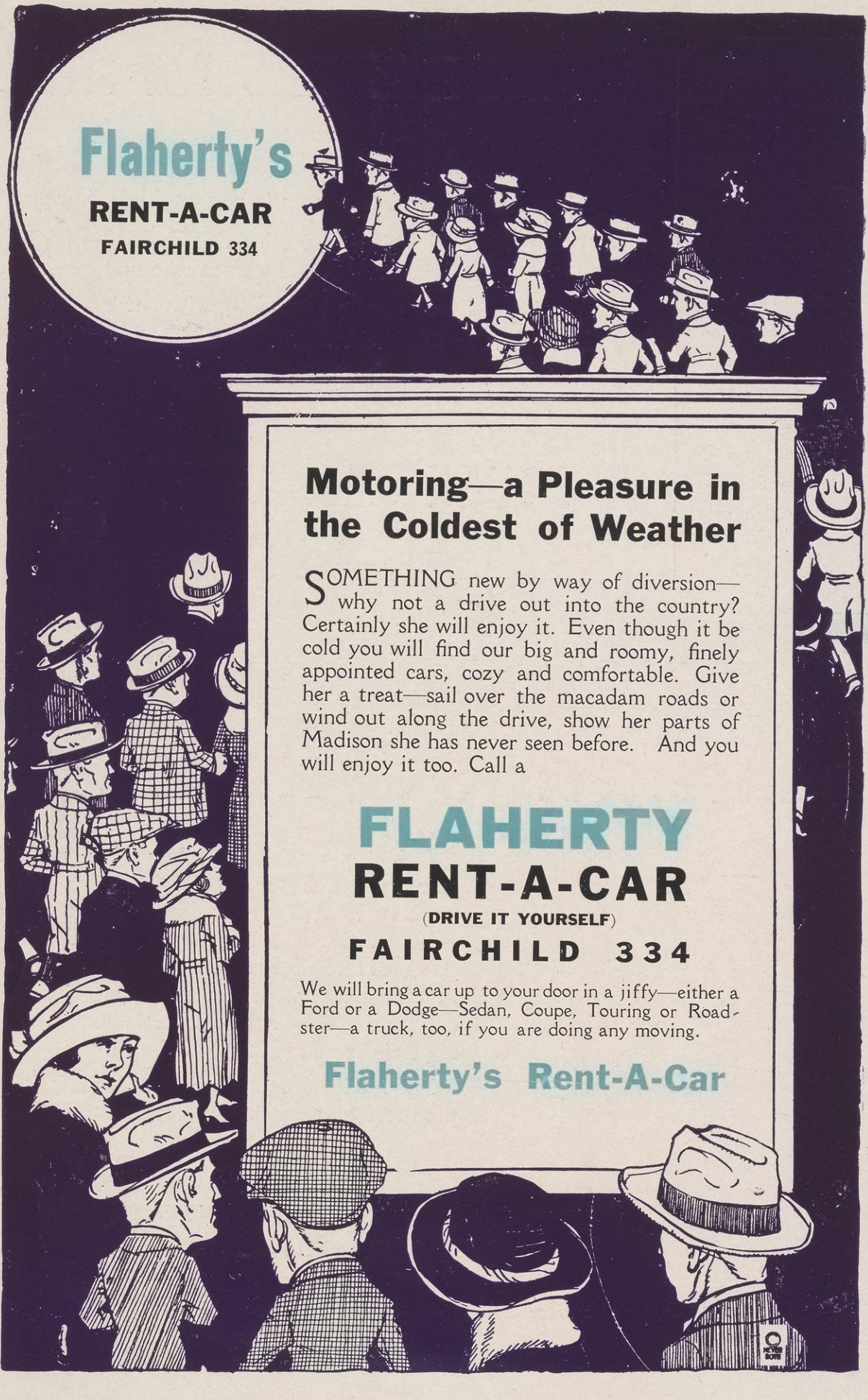
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