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## **The Wisconsin Octopus: Prom number. [Vol. 13, No. 5] January 27, 1932**

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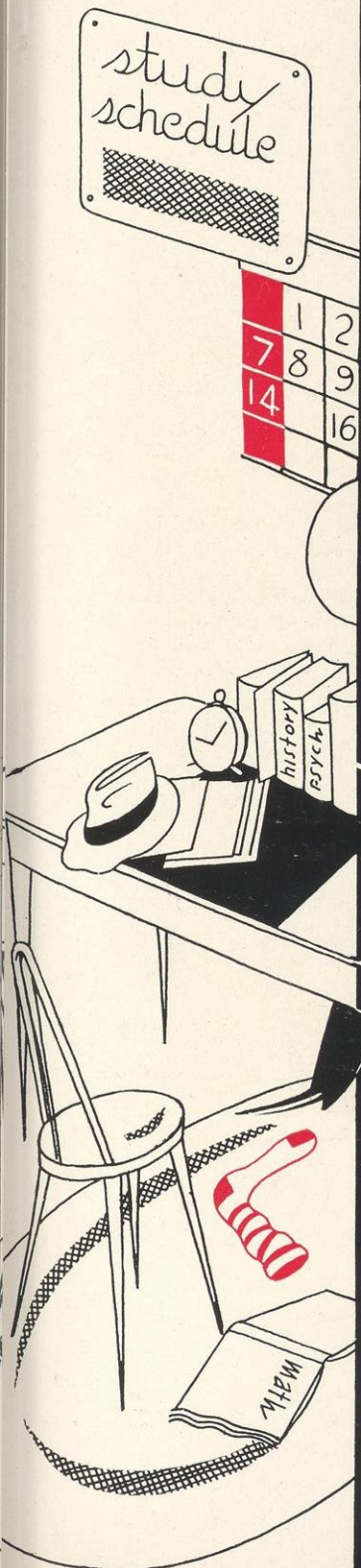
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The  
convin  
25¢

# OCTOPUS



★  
prom  
number

Jim Walrus

# Something *New* and *Exciting*



Shortly after Mr. Machamer finished sketching this scene, four men actually fell out of the window! But as they landed on the well-cushioned seat, nobody was hurt. Thank heaven, no bloodshed stained this historic occasion—the first appearance of the new Chevrolet Six on the streets of dear old Whatsis.

And, by the way, have *you* seen the car that's causing all this furore? But that's a foolish question. Everybody has who gets around at all. It's the sensation of the season—beyond question the most stunning automobile you'll see this year. The performance is just as exciting—exceptional speed delivered with amazing smoothness and quietness. Yet prices remain as low as a gigolo's I. Q.

If you have the price, you'll buy the new Chevrolet Six on sight. If you haven't—well, we aren't worried about that. Once you've seen this car, you'll find a way to own one.

The new Chevrolet Six, just announced, offers driving thrills you have never had in any low-priced car. Its new features include: the famous silent-shift Syncro-Mesh transmission—simplified Free Wheeling—60 horsepower—65 to 70 miles an hour speed—smart new Fisher bodies—even greater six-cylinder smoothness and quietness, and even faster pick-up. It is available in 20 distinctive models, priced as low as \$475, f. o. b. Flint, Mich.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
*Division of General Motors*

## **NEW CHEVROLET SIX**

*The Great American Value for 1932*

You'll want to do  
lots of  
"Prom-enading"  
in one of Baron's  
new formals!

If you want to look as sleek as a  
modern sophisticate, or as slim as  
a princess, or as quaintly fem-  
inine as a Marie Antonette, shop  
for your Prom formal  
at Baron's . . . and  
it costs less!



\$16.75  
and  
up

Accessories  
in perfect  
accord!

Everything from shoes to  
gloves . . . wraps, jewelry,  
bags, hose . . . at prices  
that will eliminate allow-  
ance worries!



# "have you heard—

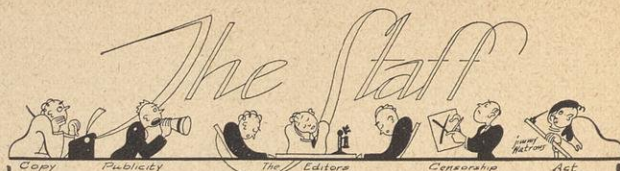
that there's still time to win \$3000? It seems that COLLEGE HUMOR and Farrar and Rinehart have extended the annual Campus Prize Novel Contest, and the new closing date is June 30th, 1932!"

"Wonderful! I wanted to enter, but last summer was so hectic—"

"I know. That's just what happened to me. By the way, the rules have been changed, too. The new ones are in the current issue. Let's run around the corner and get a copy and look 'em over."

"Oke . . . I feel this way about it—if Betty White and Cleo Lucas can do it, we can do it!"

**College Humor's  
Campus Prize Novel  
Contest  
has been extended  
to JUNE 30, 1932**



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# Wisconsin's Greatest Social Event the 1933 Junior Prom

Famous as America's most colorful college Prom . . . Wisconsin's climax to a brilliant social season, February 5th, 1932 . . . the 1933 Junior Prom. Two nationally-known orchestras, hundreds of glittering, gorgeous, gowns. A memory that you will treasure forever. In a setting of striking glamour . . . soft music, dim lights, romance and color . . . the 1933 Junior Prom!

## Plan Now To Go To Prom

You will want to make your reservations early for this happy event. Only a limited number of tickets will be available. Tickets will be on sale, Friday, January 22nd. Main desk of the Memorial Union. \$5.00

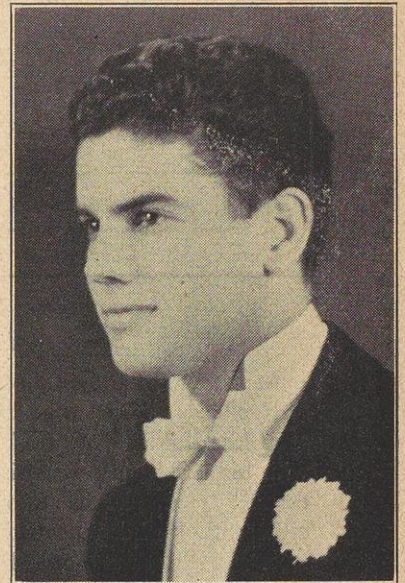


In The Beautiful Great Hall Memorial Union

## Their Majesties



QUEEN LOUISE DVORAK  
*Gamma Phi Beta*



KING EDWIN KINSLEY  
*Sigma Chi*

## The Court Entertainers

### Isham Jones

One of America's leading dance bands, which has always been popular among Wisconsin students. You've listened to his Brunswick records—now hear him in person. Superb dance music with plenty of entertainment.

### Jimmie Green

Of national fame who alternates with Wayne King in the Beautiful Aragon Ballroom will furnish music in the first floor Foyer.

*The Only True Wisconsin Tradition—Prom!"*

# INDIVIDUALITY . . .

*Is a necessity at PROM*

● RINGS

● DIAMONDS

● BRACELETS

● WATCHES

Stop in and let us help you make your selection.

## Ernest Templin

520 STATE ST. F. 8050

Expert Swiss Watch Repairing

### *Achievement*

At the age of three he pounded a nail into his mother's refrigerator. When nine he was able to build a chicken coop blindfolded. At twelve he could fashion a table leg with his left hand. Reaching the age of fifteen, he transformed piano boxes into summer cottages. On his eighteenth birthday he began manufacturing office furniture. When twenty-one, he specialized in writing desks and cabinets. But the height of his achievement was when he made his first secretary.

And even though the university didn't invite Alfonso of Spain to be prom king, it can still ask him to come on over and illustrate the business depression tango, one step forward, and two steps backward.

### *How to Keep the Prom Queen's Identity a Secret*

Have fraternity brother get blind date as queen.  
Choose girl rooming on West Johnson street.  
Disguise her as housemother of Psi Doggonit Psi.  
Keep her out of photographers' studios.  
Don't tell girl anything about it until Pre-Prom is over.

### APPLIED ECONOMICS

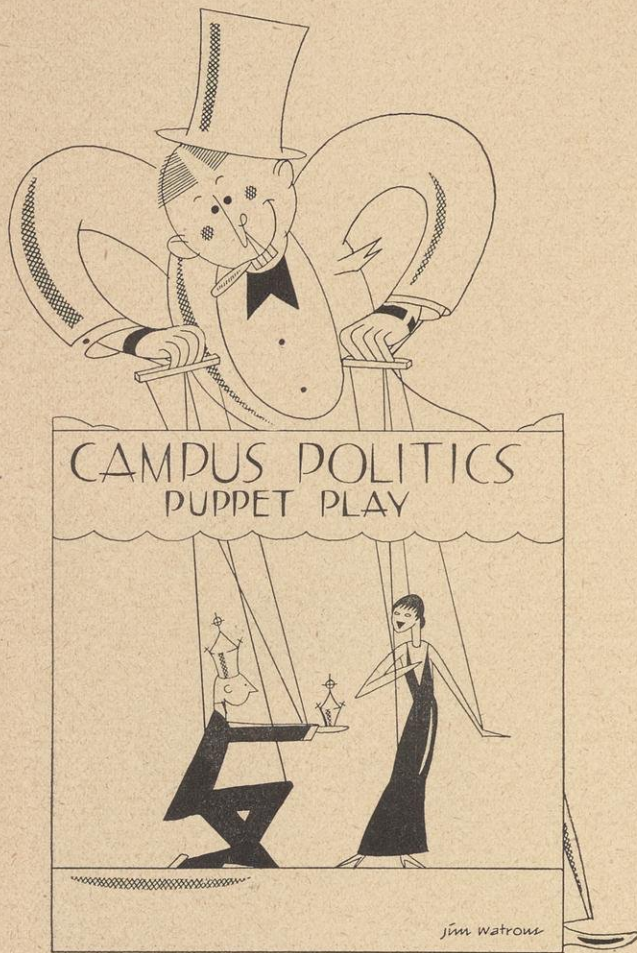
1. *Lockout*—What happens to little girls who come home after 12:30.
2. *Boycott*—An exclamation used by a scheming co-ed after she has snared her victim.
5. *Partnership*—An involuntary agreement made between room mates and fraternity brothers.
6. *Corporation*—An accumulation of fat around certain parts of the anatomy which is commonly called a bay window.
7. *Stock in bond*—Something that ain't what it's cracked up to be, costs \$6 a pint, and is considered to be among the most valuable and enticing of a fraternity's assets.
8. *Pool*—A game where one can lose his allowance in no time.
9. *Tariff*—The cover charge for a formal.
10. *Trust*—Something which nobody does to anybody else on the campus.
11. *Holding company*—Just a gigilo.
13. *Labor*—The dreaded end of a college education.
14. *Closed shop*—The condition a store is usually in when you want to buy something.
15. *Open shop*—The way stores with attractive and necessary goods appear especially when you are broke.
16. *Compulsory investigation*—A game played by deans.
17. *Money*—A standard of value.
18. *Brassage*—A golf club or a co-ed's undergarment?
19. *Rebate*—A legend told by clerks in the co-op.
20. *Interest*—A condition created by an automobile, a nice shape, or what have you?
21. *Bull market*—A place where personal anecdotes are exchanged.
22. *Watered stock*—What we pay \$3 a pint for.
23. *Check*—Half of an expression created by Amos and Andy.
24. *Rate*—A condition brought about by the ownership of a car, a tux, and a fraternity pin.
25. *Consumption*—A dreadful disease.
26. *Rent*—The final means for obtaining a tux.
27. *The abstinence theory*—It's only a theory, anyway.
28. *Real wages*—approximately one half of what you expected to get.
29. *Property*—Something that is supposed to be, but really ain't.
30. *Co-operation*—If not for this system, American colleges and universities would be empty.
31. *Inflation*—A mental condition affecting the size of the head; usually afflicting two kinds of college folks: "big shots" and athletes.
32. *Economics*—The background for fiscal education; the most popular course among bull-throwers, which includes 99% of the "students."

JANUARY . . .



Miss Louise Dvorak, 1933, Gamma Phi Beta, who will be Queen of the Junior Class Promenade, February 5.





•  
A puppet show that's yearly staged,  
With nothing new except the actors,  
Retains the same old hackneyed plot,  
The same old scenes, the same old factors.

Of course, the "boss" who runs the show  
Demands that he shall pull the strings,  
And choose the cast with all its players—  
Down to selection of the King.

"The King" is nothing of the sort  
He is a browsy henchman too,  
And was selected for the job  
Because he would not miss his cue.

And so we watch this annual farce,  
Produced by Campus Politics,  
To see the crown placed on the "Queen"—  
From the Sororities' "Big Six".



Winkin'

"Say, mug," said the gangster chief to one of his henchmen, "where d'yuh t'ink yer goin'?"

"Oh, just to pay off a couple of deat's," was the reply.

Father: I've been hearing things about you, my boy.

Son: It's not so, I never did it.

Suitors should go to Miss.  
 Singers should go to La.  
 Miners should go to Ore.  
 Andy Gump fans should go to Minn.  
 Laundresses should go to Wash.  
 Sighers should go to O.  
 Prayers should go to Mass.  
 Doctors should go to Md.  
 Writers should go to Penn.  
 Flunkers should go to Conn.  
 Babies should go to Ga.  
 Invalids should go to Ill.  
 Farmers should go to Mo.  
 Suckers should go to Tex.  
 Counters should go to Tenn.  
 Republicans should go to Cal.  
 Debtors should come to ME!!!!!!

We will now present "The Prince and the Pauper" or "Prom—the Night Before and the Morning After".

She was only a sailor's sweetheart, but still there was plenty to sea.

"C'mon, let's trip the light fantastic."

"Why—what have you got against him?"



Blinkin'

"C'mon, Tony, give a sentence using the word 'recompense'."

"I slip on sidewalk an' recompense."

Rather than be on the Oxford crew, I'd play football here; for win or lose, The halfback or linesman gets his letter,  
 But all the stroke gets are his "blues."

Dora wasn't so dumb when she thought Phi Bete was something to lure the fishes.

Hard times are making poor people in the old country go back to wooden shoes. Well, wooden shoe?

Customer: May I please have a soda with a Cockney taste?

Soda Jerker: What do you mean, a Cockney taste?

C.: Limey.

"You say you and your girl crashed the gate at Prom?"

"Yep, she talked our way in—she's got plenty of backbone."

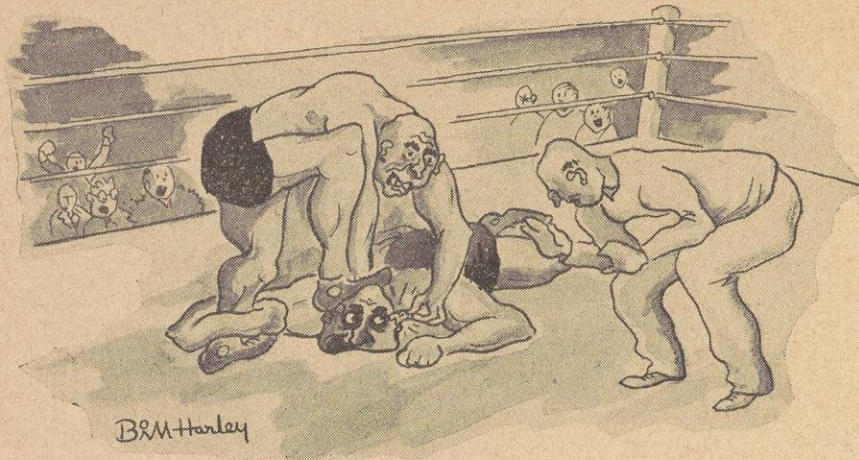
"So I noticed."

"How did you like the low back on your girl's formal?"

"Tut tut, that's a ticklish proposition to talk about."



And Nod



"C'mon, Helen, have a highball. This is real good alcohol."  
 "Oh no, you can't fuel me."

First Haresfooter: Are you going to work the marionettes this year in the show?

Second ditto: No. There are too many strings attached to the job.

"What got you down, Rembert?"  
 "It was the depression."

Rumors have it that the Deans have suggested cutting the tails off the men's coats and putting them on the women's backs in order to make Prom a bit more respectable."

When the college man told his girl friend he was going to the game in his bearskin, she asked him if he wasn't afraid of catching cold.

"So you think you're the man to float this bogus stock?"  
 "Yes sir, I think I can. I was Prom Chairman once."

"The waiter spilled ice cream down my girl's neck at Prom."  
 "Did she have to take her formal to the cleaners?"  
 "No, she just washed her back."

The scene takes place in Egypt. A cute young thing is being shown around an ancient tomb. Suddenly she spies a sign on the wall and asks the guide what it says and what it means.

"Why," said the guide, "that says '3674 B. C. That's the year in which this great king died.'"

"Oh, I thought it was the number on the automobile that he had."

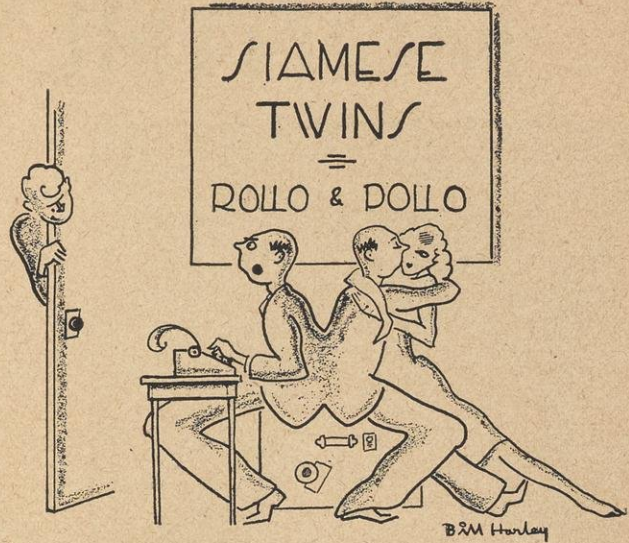


"What do you think of over-emphasis, Mr. Warbleplush?"

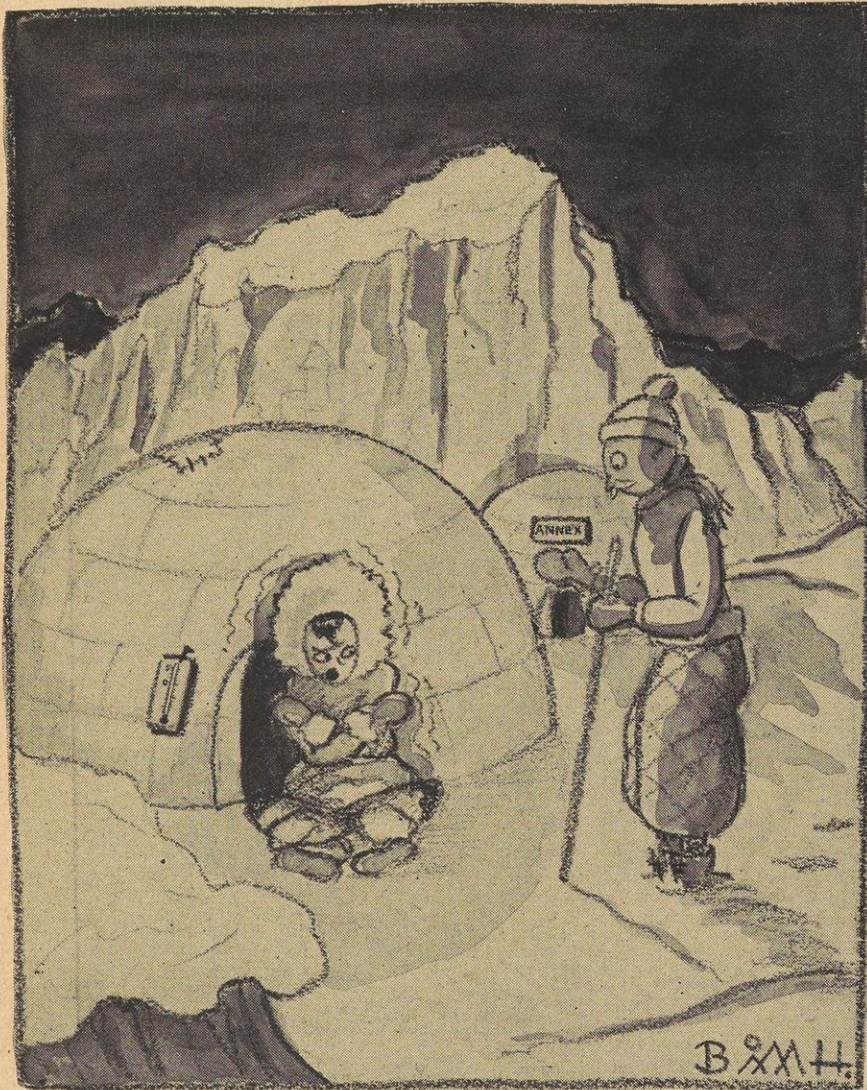
The more popular models are not model girls.

"Alas! Alas!" said the passionate king, "My kingdom for alas!"

And then there was the fraternity man who got dressed for Prom early and went out of the house. Later in the evening, when the others started dressing, Bill couldn't find his tie, Bob was frantically searching for his suspenders, Frank was arguing with the cleaners about a tux that was missing, Harry accepted the sudden disappearance of his last clean tux shirt with an air of resignation, Dick's patent leather shoes were A.W.O.L., Jimmy decided that his socks must have walked out on him, and Fred had to wear a green felt hat, after just purchasing a derby.



"What are you doin'?"  
"Oh, I'm writing a love story."



"Nice little place you have there."  
"Oh, it's not so hot!"

1st Convict: I wonder if I could get a pardon?  
2nd Tax Evader: What ya in for?  
1st Convict: Killin' the governor's mother.

There was once an absent minded quarterback who always called signals before he shifted gears.

California, land of sunshine,  
With flowers all dripping with dew,  
Hollywood, where women are women,  
And where the men are, too.

He: Are you going to prom—  
She: No, but I'd just love to.  
He: I was going to ask you if you'd promise not to get sore if I took another girl.

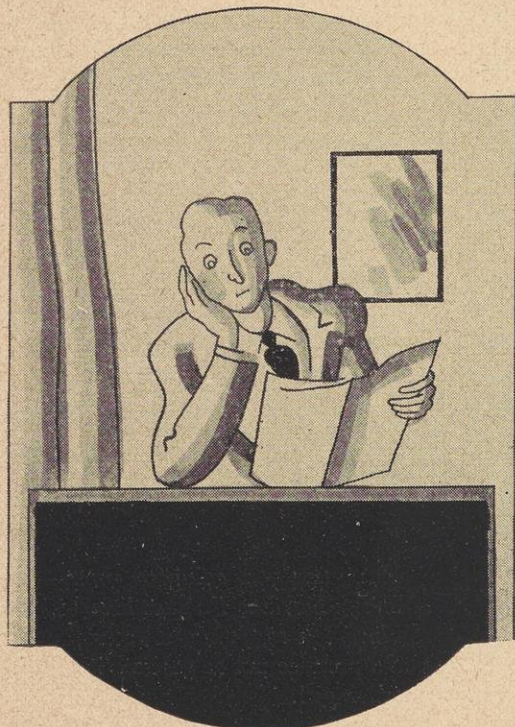
# MONTHLY GRAPHIC



• (Above) After the ball was over—one Prom goer takes in nourishment before going into hibernation for the rest of the week.



• (Above) Burton Blurp, of Rathskeller fame, suggests a practical use for the Badger Bowl, which the Wisconsin Country Magazine is abolishing.



PJL HOLLIDAY

• (Above) Solons investigate University athletics. "Where's that towel that was in here last year?" heckles Senator Mudfludge.

• (Left) Boo Hoo Becker, Badger business manager, may mismanage his book, but he certainly doesn't slip up on his publicity campaign.

PROF. SNIZZLE'S NECKTIE RETRIEVER

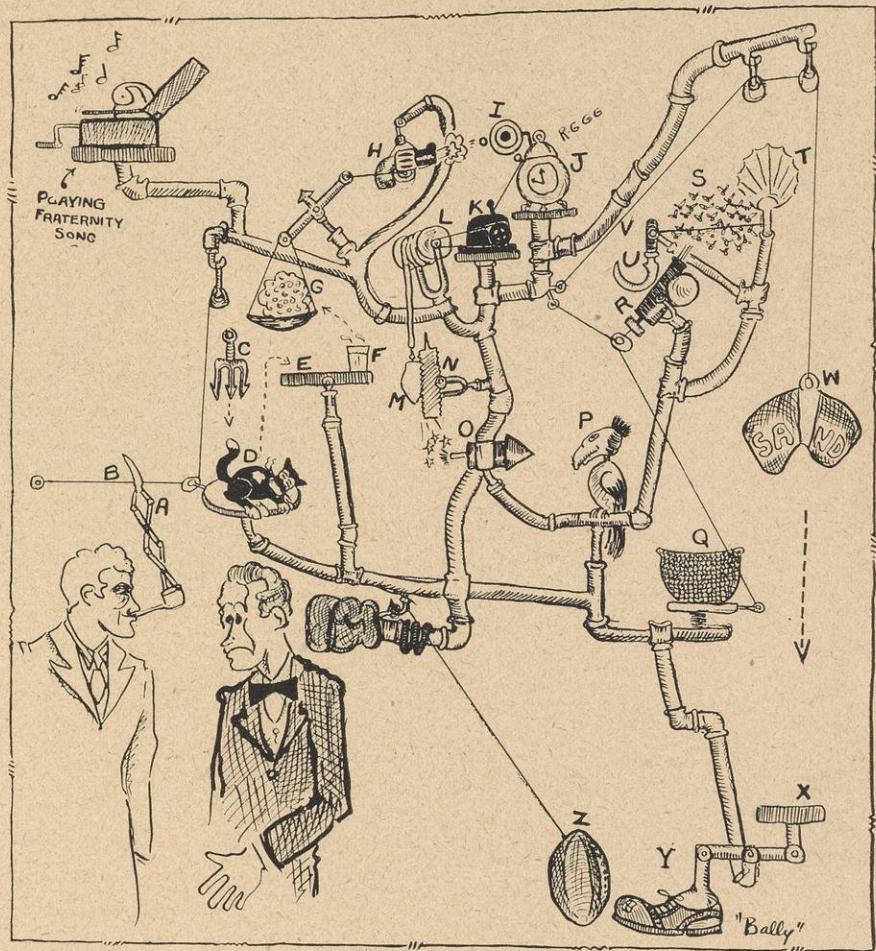
"Never dance with a fat man."  
 "Why."  
 "He might paunch you in the stomach."

"I hear it's cheap to attend Prom with the Independent group."  
 "Hell no, I did and I've been dependent ever since."

"Did Tom get a bit tipsy?"  
 "No, I didn't see him give the waitress anything."

"It's all off for tonight!" cried the fair co-ed as she washed her face before going to bed.

"Is that real liquor?"  
 "Sure, it's genu-wine."



The knife (A) which is concealed in bowl of pipe is released, knife cuts string (B) releasing fork (C) which falls on tail of slumbering cat (D). Startled feline jumps to springboard (E) upsetting glass of water (F) into sponge (G). Sponge absorbs water thus releasing pistol (H) hitting bullseye (I) starting off alarm clock (J). String attached to alarm hammer automatically starts electric motor (K) which winds hoist (L) dragging flint (M) over file (N) causing sparks to fall and ignite skyrocket (O). Parrot (P) dies of fright and collapsing in basket (Q) pulls string releasing flint gun (R). Flies (S) frantically trying to escape beat against fan (T), thus causing fan to pull knife (U) cutting string (V). Sand bag (W) falls to peddle (X) giving away football (Z) a nifty boot by means of shoe (Y). Football sails gayly releasing a plaster of Paris soaked boxing glove which lets the tie swiper have one in the back of the neck.

The tie is then removed while its wearer is unconscious.

Wild Dreams

All those desiring fifty dollars (\$50) with which to attend Prom in style please leave your names at the Bursar's office and you will be taken care of.

Post Prom Interviews

1. Joe Glurp: If steamboats sold for two-bits apiece I couldn't buy the echo off the whistle.
2. Carl Campus: 'Texas' Guinan couldn't have cleaned me any better.
3. Ray Rahrah: Who'll stake me with money to weigh myself?
4. Cliff College: Got the time on you? I just hocked my watch.
5. Sammy Society: It was a 'break'—but not a lucky one.

"You may take this for granted."  
 "Hell wit' dat guy—I want it for myself."

"I'm gonna raze a little hell," said the tongue of flame licking the pane of a tenth story window.

"Did it snow the night of Prom?"  
 "Yes, empty bottles."

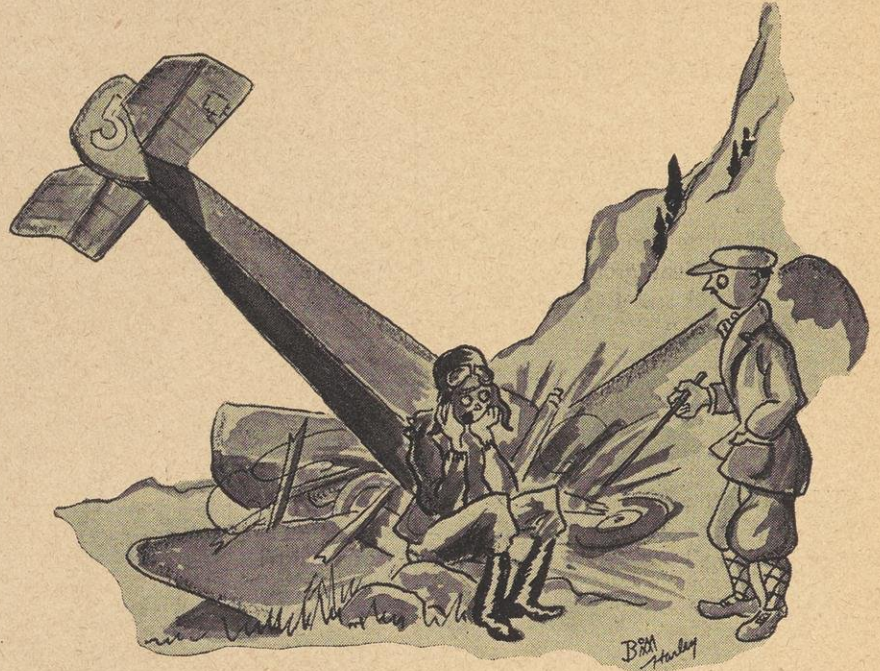
"Of corsets all right", said the lingerie salesman as he viewed the new model.

"What's a breathless undertaking?"  
"Deep sea diving."

"Is your sweetie a libertine?"  
"My yes, he reads it every week."

"He's got a heart as black as ink."  
"Yeah. One of these bold-face types."

"What's that guy hanging his head down so funny for?"  
"He's doin' the 'Noo Yawk'."



"You're safe?"  
"Yeah, the depression got me down."

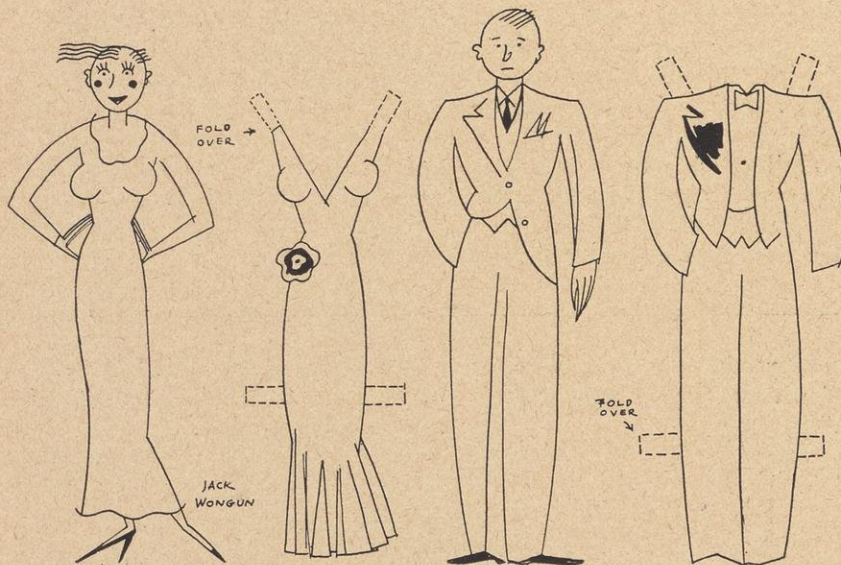
Prom music:  
"Before: "I'm Flying High."  
After: "I Fall down and Go Boom."  
(With special permission of the copyright owners.)

Chairman of prom decorations: Don't you think a little bunting around the hall would be O. K.?  
Vice-chairman: Hell no! you can't play baseball at the prom.

A group of folks from the old country were talking about their wives and fathers-in-law.

"When I got married," said one old gent, "my father-in-law made me a present of one dollar for every pound my wife weighed. I got only \$100."

"That's nothing," said another, "when I got married, I had to memorize one passage in the Bible for every pound my wife weighed. I had to memorize the whole Old Testament."



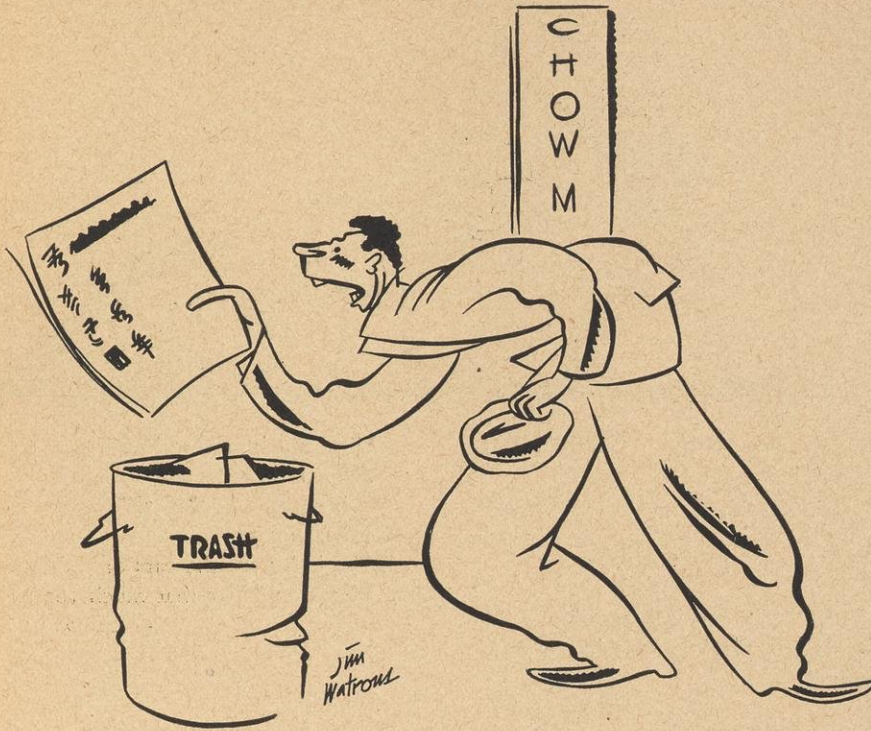
This is to amuse your date while you're sneaking a dance with that cute out-of-town girl.

*The Morning After*

"Anything left in your flask, Tom?"  
"Yes, it's filled with remorse."

And then there was the barber who gave all his customers a trimming.

The adage 'It isn't the original cost it's the upkeep' must have been first spoken about Prom.



"Damn yellow sheet!"

Farmer lad (to chorus girl): Am I the apple of your eye?

Gold digger: Not quite. I like 'em ripe.

Girl: Young fellow, your father owes me twenty five dollars, but I'm going to collect from you.

College: Why should I pay?

Girl: The sins of the fathers, you know.

"Your baby takes after you, doesn't he, Mrs. Yifnif?"

"No, he's just like his father—always yelling for a drink."

Would one call a versatile public enemy a jimmy-of-all-trades?



The annual Chi Psi Prom Party is always a jolly event. Alex Cannon snapped this exclusive photo for Octopus.

"Good! They have to be good," said the chaperone as she climbed the fraternity house stairs to investigate the goings-on on the second floor.

34: Who are you writing to?

33: A girl friend in Pennsylvania.

34: What is her name?

33: I call her Lincoln because she has a Gettysburg address.

"Why was the doctor mad when two invalids died?"

"He wasn't mad—he merely lost his patience."

"Where yuh goin'?"

"To Lehigh Valley."

"Aw, whaddya wanna see him for? They got better orchestras right here."

"What's Prof. Roozenhoofel so mad about?"

"He wrote a book on the solution of the depression, and they listed it as a mystery novel."

He: Where's the missing link?

She: Ye Gods! Is that thing around here?

He: I hope so—I can't drive this car without chains.





"What beautiful lashes."  
 "Yes, her father was a slave driver."  
 —Stone Mill

New Wax Song—"Cheerful Little  
 Earful."  
 —Record

"How much is this hat?"  
 "Fifteen dollars, sir."  
 "Where are the holes?"  
 "What holes?"  
 "The holes for the ears of the jack-  
 ass who would pay that much for it."  
 —Lampoon

*Diapers*  
 Wouldn't it make grand copy for  
 Murad if Mahatma Gandhi were to  
 lose his pants?  
 —Jack-o-Lantern

The latest musical paradox: Paul  
 Whiteman playing "I Ain't Got No  
 Body."  
 —Punch Bowl

*Extracts From a Frosh Entrance  
 Exam Paper*

*Hi, Omar!*  
 Doc: This wine, women and song  
 racket is killing you!  
 Soph: I'll never sing again as long  
 as I live.  
 —Voo Doo

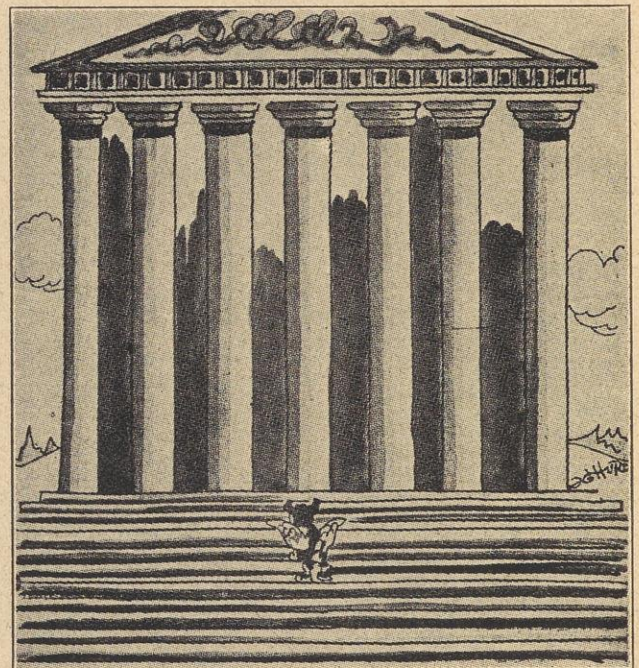
"Hey, Gadget, suppose you're of-  
 ficer-of-the-deck of a ship at sea. It  
 is night and a heavy sea is running.  
 Suddenly you see a rocket go up to  
 leeward, followed by another and an-  
 other, what is it?"  
 "Coney Island, sir."  
 —Purple Cow

George Washington married Mary  
 Curtiss and in due time became the  
 father of his country. (What a man).  
 A blizzard is the inside of a hen.  
 Pompeii was destroyed by an erup-  
 tion of saliva from the Vatican.  
 One can prevent typhoid fever by  
 fascination.  
 —Owl

Lost: A lead pencil by Marjorie Weats, blonde, blue  
 eyes, good dancer. Finder please call Holloday 9998 be-  
 tween the hours of seven and nine p. m.  
 —Pelican

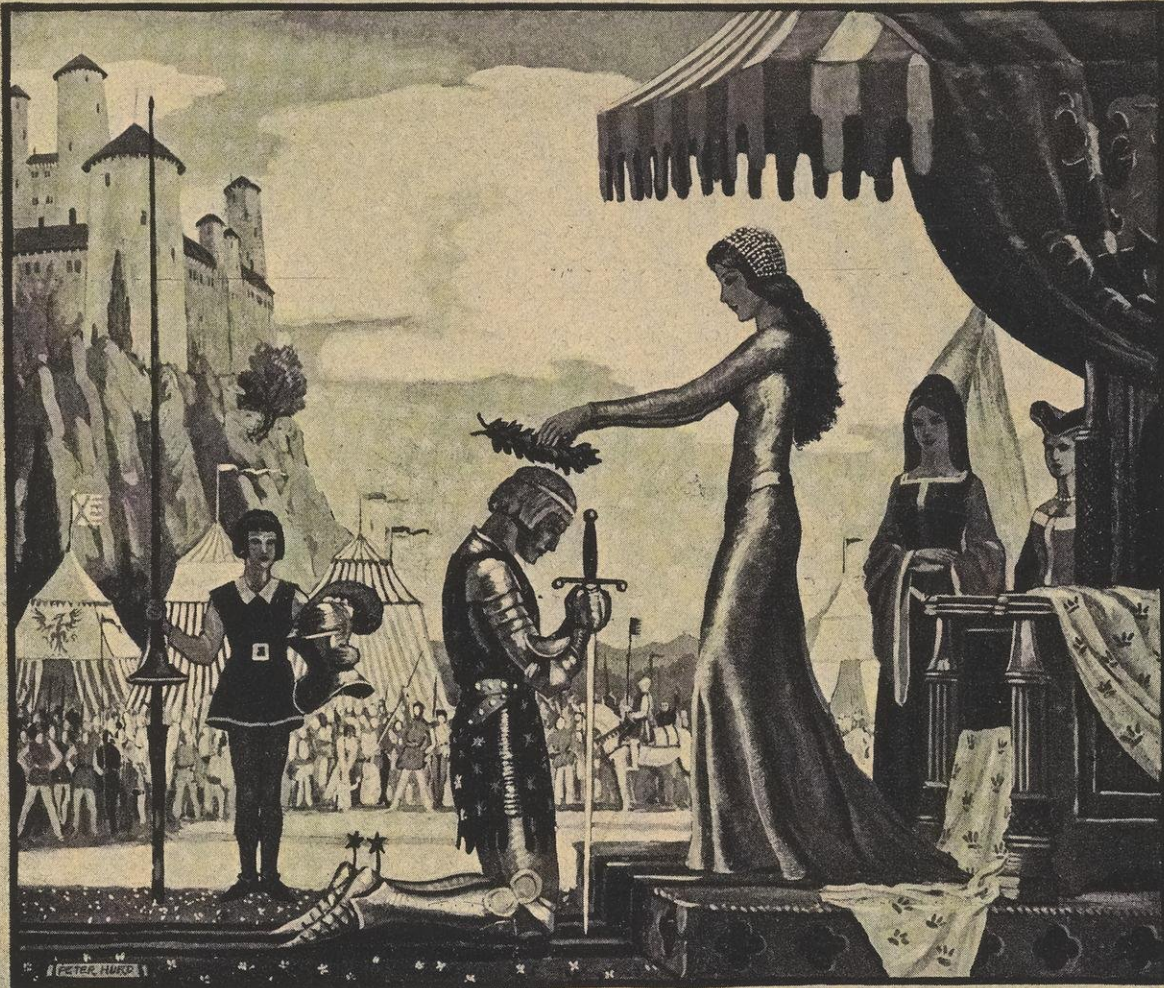
He was too emotional  
 He resolved to keep a firm grip on himself  
 The coed was alluring  
 He compromised  
 He kept a firm grip  
 —Dirge

"If you couldn't have wealth or riches, what would you  
 choose, my boy?"  
 "Credit."  
 —Juggler



Fido Reaches Paradise —Red Cat

# Prestige



## The REWARD of ACHIEVEMENT

Victories, success, the charm and glamour of battles fought and won, are in the word—PRESTIGE.

When you purchase this dainty, artistic collection of chocolates as a gift, you have selected candy with prestige that adds to the value of the gift, but not to its cost. Two dollars a pound—in one, two and three pound metal boxes.



*Whitman's* PRESTIGE CHOCOLATES

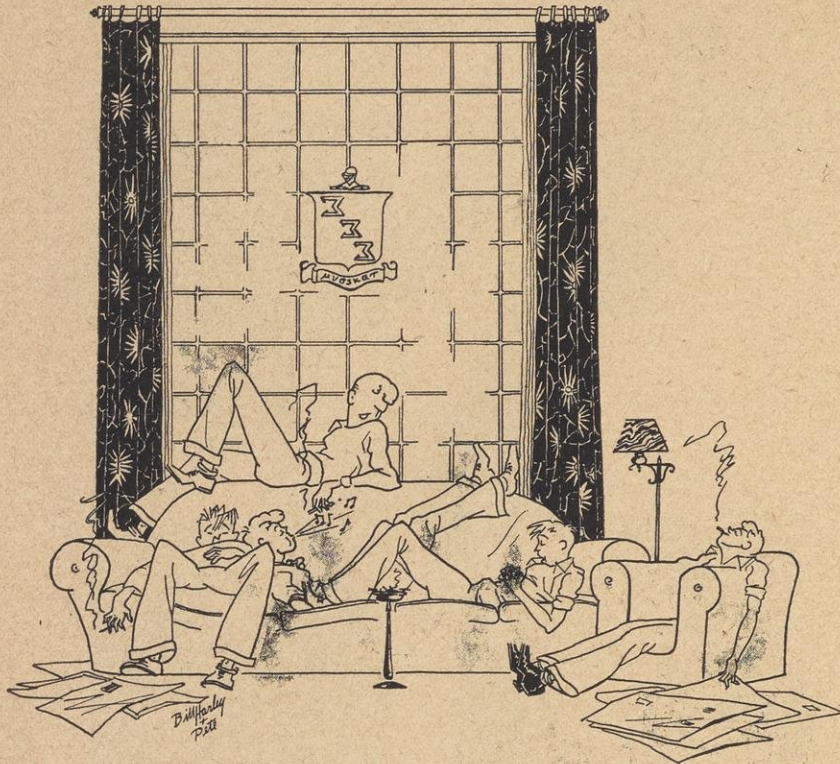
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### Whitman's Famous Candies Are Sold By

CAMPUS SODA GRILL . . . . . 714 State Street.  
 CARDINAL PHARMACY . . . . . 266 State Street.  
 THE CHOCOLATE SHOP . . . . . 528 State Street.  
 COLLINS PHARMACY . . . . . 1941 University Avenue.  
 COLLYER'S PHARMACY . . . . . 1839 Monroe Street.  
 DETTLOFF'S PHARMACY . . . . . King, Main and Pinckney.  
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 No. 3—13 W. Main street.  
 No. 4—123 W. Washington Ave.  
 No. 6—19 N. Pinckney Street.  
 No. 7—901 University Ave.  
 No. 8—702 University Ave.



Exam cramming begins on Langdon Street.

"I haven't got anything to kick about," said the little boy as his football went through a neighbor's window.

"The Phi Xi's are making a pretty hot time out of Prom."  
"No wonder, they have the furnace room for a box."

How Notables Will Attend Prom

Mahatma Gandhi, of the Calcutta and Delhi Gandhis, will appear in a creation featuring a yoke of white, un-mercured cotton with sun-tan waist and skirt. This will be worn with a wrap of similar material.

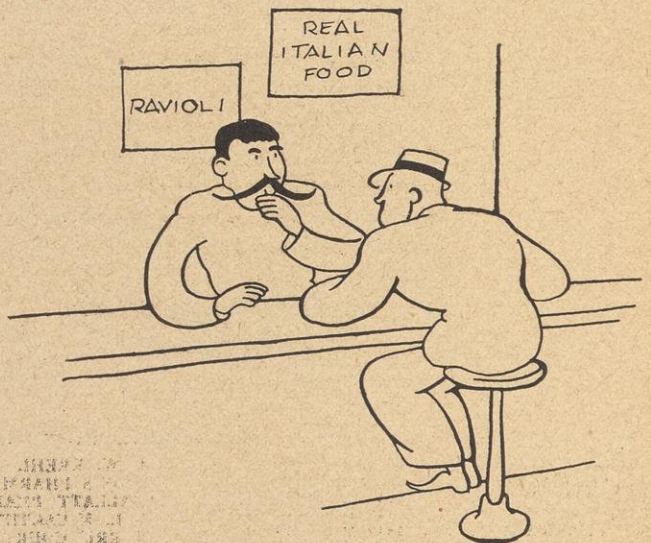
Joseph Stalin, Moscow magnate, will be seen in a delightful red ensemble. In fact, all you'll be able to see is red.

Hon. Herbert Hoover will be present with a beaming countenance and a full dinner pail. He will be attired in his favorite and familiar apparel introduced in 1929.

A fashionable party from Berlin, Germany will give style connoisseurs in this country a long-awaited thrill when it displays the charming new shade, *au naturel*, which is the current mode in European circles.

Alphonse Capone, leader in Chicago society, will wear a novel striped affair with hat to match. The well-known stylist has said that his acquaintances think he looks so well in that costume that he believes he will be wearing it for five years or more, darn it all.

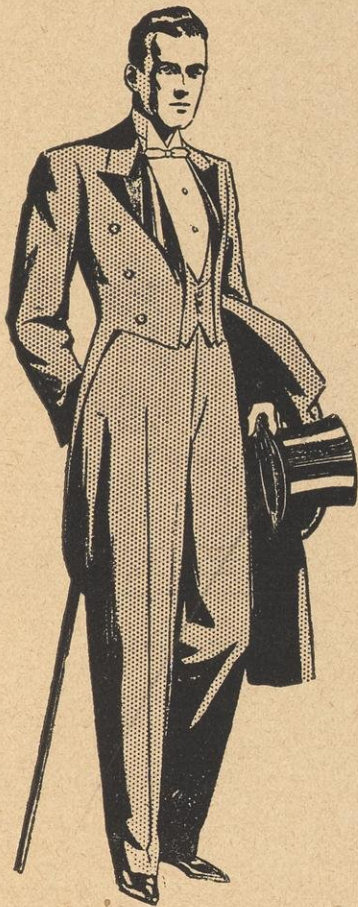
Dumb Dora wonders why dachshunds don't run in the dog races.



"Irish Stew!"

"A lot you know about animals. Why, you don't even know what a lioness is."

"Hum, you can't catch me there. Lioness is no animal. Lioness is potatoes!!"



## Complete Formal Attire

Correct style, good tailoring, and quality cloth are the most important items in a suit. Your Co-op has taken every precaution to see that you get only the **latest college styles**, the best possible tailoring and cloth that will wear well.

Tuxedos and Full Dress

\$25 - \$35 - \$40



Dress Jewelry  
Studs - Links  
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Formal Furnishings  
Shirts - Hose  
Ties - Shoes

# UNIVERSITY CO-OP

State At Lake Streets

E. J. Grady, Manager

FOR STUDENTS' BENEFIT—NOT FOR PRIVATE PROFIT

**Princess Pat Shoppe**  
418 STATE STREET

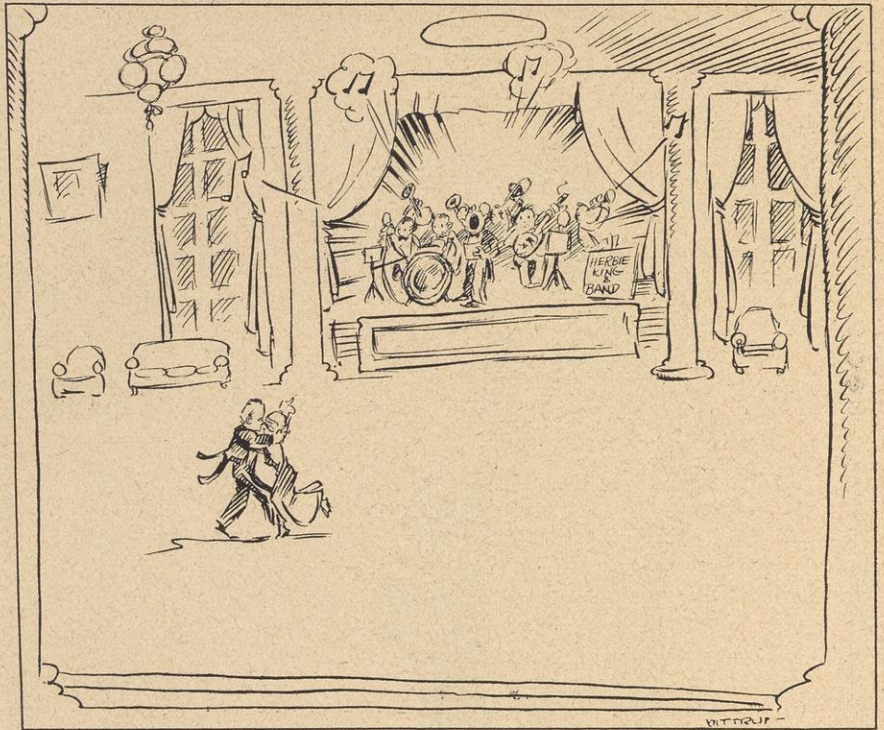
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Pajamas

**\$1.98**

*All the Newest Styles and Creations.*

**Lovely Chiffon Hosiery**  
**98<sup>c</sup>**

PARIS      LONDON      NEW YORK

There was no drinking at Prom!

Things are so tough that even two hearts now beat in three-fourths time.

—Owl

“What would a nation be without women?”

“A stagnation, I guess.”

—Mercury

**CARDINAL PUBLISHING COMPANY**

**On the Campus**

- Dance Programs
- Fraternity Papers
- Rushing Cards
- Invitations
- Stationery
- Tickets

*Try our service and quality.*

740 Langdon St.    B. 1137

Friend: Where ya goin’?  
Wrestler: Oh, I’m going to throw a party tonight.

—Purple Parrot

“Does your husband ever take your little hand in his?”

“Yes, and twists it until I drop the gun.”

—Yowl

“Have you stopped smoking?”  
“Yes, a fellow can’t get a good cigarette on the campus anymore. It’s too muddy.”

—Chaparral

She: Why didn’t you stop and speak to her?

He: She was only a passing acquaintance.

—Red Cat

*Old Army Game*

“I’ve been a soldier in every part of the world and never received a scratch.”

“What is this power you have over women?”

—Red Cat

St. Peter: How did you get up here?

Latest Arrival: Flu.

—Jack-O-Lantern

# Was That The Human Thing To Do?

..... of course .....



And since You're His Little Whoozis at Prom and all the events 'fore and aft, you must simply slay them, sisters! The Manchester Prom protege will be going to town the evening of February fifth—be it in exotic satin, or crepe, or lace—she leads in individual charm by many a nose.

# Rent A Tux For Prom

★

We have a complete  
line of tuxes to  
rent, and best  
of all they  
fit you.

★

# Varsity Clothes Shop

809 UNIV. AVE.



"Hey, please play 'Good Night, Sweetheart'!"

"Why so silent?"  
"I can't find a cuspidor."

—Dirge

He: I hear you bought some prop-  
erty in Reno.

She: Only ground for divorce, my  
dear.

Prof.: I see where spinach was discovered by the  
American Indians.

Coed: Really?

Prof.: Yes; it says here: 'and another Redskin bit  
the dust'.

—Frivol

He tore down the glade. He tore up the glade. He  
tore around the glade. He tore out of this glade and into  
an adjacent glade. He had become glade conscious. He  
now knew all there was to be known concerning glades.  
He was gladiating from glade school.

—Widow

Eve decided to outsmart Adam so she made herself an  
apron of leaves. It happened they were poison ivy so she  
succeeded in her desire.

SAIL FOR BERMUDA ON DUCHESS OF YORK

—Herald

She floats!—Lampoon

## Smart New Creations in Social Stationery

With Raised Letter Monogram . . . Special Price \$2.00 Box

THE popular Bondcraft Line of correct personal stationery is now on display at our  
office. Leading numbers include beautifully designed laid papers in Japanese Linens,  
French Linens, Modernistic finishes and Basket Weaves. Your choice of designs in  
monograms in raised letters.

Also—we still produce as distinctive announcements, cards and programs as ever.

### STRAUS PRINTING COMPANY

214 East Washington Ave.

Phone Badger 1763



"I shan't tolerate any drinking at my prom!" Thus did Prom King Kingsbury chide the bad breathed boys who seek to make every social function a drinking bout. This photo shows Kingsbury at the age of four as refreshment chairman for the Kindergarten Frolic at which time he decided to become Prom King.

"Is Abe very religious?"

"Vell, when he buys animal crackers he has the man take the pigs out."

—Widow

•

"My fortune is made," he cried.

"How so?" she asked.

"I've succeeded in crossing a homing pigeon with a collar button."

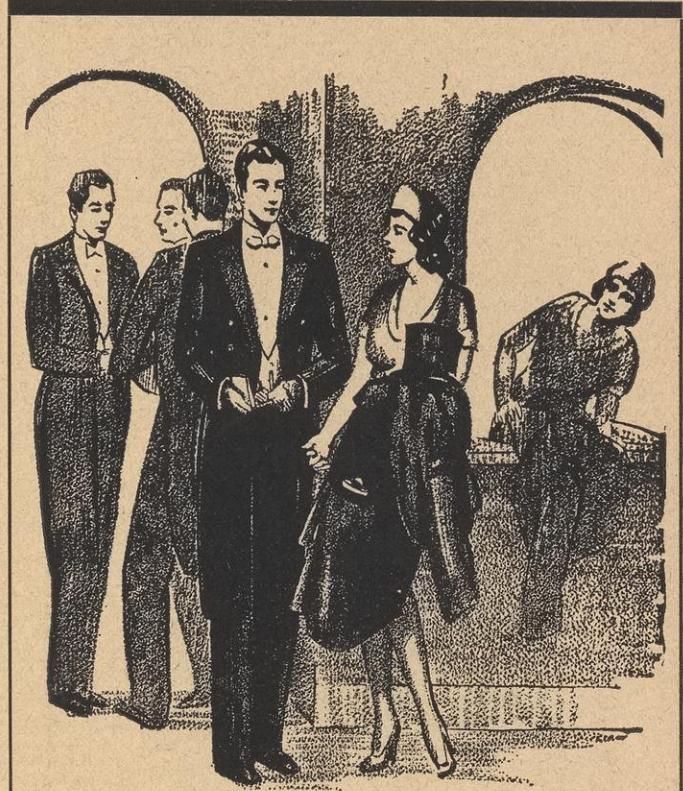
—Reel

•

First Bum: Y' ain't y'self no more. Watsa matter; sick or somethin'?

Second Same: Got insomnia. Keep wakin' up every few days.

—Voo Doo



## "Prom Prominence"

When the check girl looks at you so admiringly, and you forget to take your flask from your overcoat pocket . . . . be doubly nonchalant . . . . light two Murads.

Simply a tribute to your good judgment, for it's ten to none, she knows it's a Murray.

**Tuxedos**

\$25 \$35

**Tailcoats**

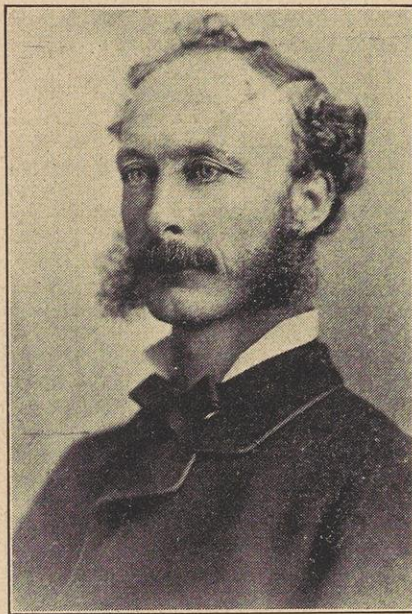
\$28<sup>50</sup> \$38<sup>50</sup>

# KARSTENS

On Capitol Square

22 North Carroll





*Of Course This Testimonial  
is Paid For !*

Read What Prof. Onderdonk  
of Yale Says About  
**OCTY**

Dear Editor:

Just saw a copy of the Octopus in the Record office here and can scarcely wait to get this letter on paper to tell you what I think of your magazine. It is the best example of lousy punning I ever saw—it is dirtier than most college magazines—and it should be printed on Scott tissue paper, but God it's funny!

That's why I enclose the jack for a subscription, and hope that Octy continues to be as uproariously mirth provoking as it has been so far.

Yrs.

A. H. Onderdonk.

P. S. I am using it as a text in one of my classes.

**NOW LOOK!**

Octy is offering a special price of \$.75 for a subscription to the remaining numbers this school year—there are five of them. No entering freshman should miss Octy—it is a Wisconsin tradition.

**75<sup>c</sup>**

Wisconsin Octopus  
Memorial Union Bldg.  
770 Langdon Street  
Madison, Wis.

Send me Octy for the rest of the year.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_



Depression hits the Dollar Line.

Son: Dad, we're studying eugenics at school now.  
Dad: What? First, your sister gets crazy over these darn hats, and now you are studying them. What is this world coming to??

—Bison

And we know that men still die with their boots on . . . yeah, on the accelerator.

—Beanpot

*The Favorite Beer . . .*

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. . . EXCEPTIONAL FLAVOR . . .

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"I can't stay in a school with a team like this. I'm going to Notre Dame next semester."

Commander: Now, suppose you are on your post one dark night. Suddenly a person appears from behind and wraps two strong arms around you so that you can't use your rifle. What will you call them?

Cadet: Let go, Honey.

—Siren

•

Don (picking up broken bottle): . . . always taking the joy out of life.

Jack: Well, there's no use crying over spilt milk.

Don: Yes, but that wasn't milk.

—Wampus

•

"I'm mad at him, he stepped on my pipe."

"You shouldn't get mad just on that account."

"It was my windpipe."

—Red Cat

•

"I'm trying to economize," said Mrs. Young Bride. "I've taken three seeds out of the bird's cage."

—Brown Jug

•

Sez She: I bought these stockings in Paris very cheaply, and you can't even touch them here for ten dollars.

Sez He: Good-bye.

—Jack-O-Lantern

## We Know Our Proms!



For years, Tiffany's have been contributing to the success of these brilliant events; for, as you all know by this time, formal gowns with just the right degree of sophistication are our specialty.

### AND IF

You think our prices are high, we invite you to come and be disillusioned at

# Tiffany's

546 State

# Send Her A Valentine

The fact there's a depression is no reason why you shouldn't remember your friends on the 14th.

You'll find a very complete selection of cards at

**NETHERWOODS**  
519 State St.

We take this opportunity to express our appreciation and thank the students, professors and student organizations for their splendid cooperation they have given us in making our studio so successful its first year.

We are glad to be of service to you in any way we are able.

**The PHOTOART HOUSE**

Wm J MEYER PRESIDENT

413 State

Many a girl who is promised a castle to live in finds that it is only a stall.

—Red Cat

She: Gracious, William! How do you put up with her?

He: At the cheapest hotels.  
—Siren

First Student: You nit-wit, you can't date that girl. Why, she's as beautiful as a poem.

Second Sleeper: Poems are made by fools like me.

—Bison

And a Chinese Laundry, Agnes, is no stronger than its weakest Chink.

—Rammer-Jammer

Yeah, the Cremona theme song is just a spittune.

—Voo-Doo

Nowadays, when a girl tells you she's insulted on the street three or four times every day, it's hard to tell whether she's complaining or bragging.

—Beanpot

### They Satisfy

"This is the skull of a man who was shipwrecked for two years on a desert island with two chorus girls."

"How did he die?"

"He wore himself out tearing down the signals they put up."

—Red Cat

First Inebriate: Was the prohibition lecture impressive?

Second Inebriate: Yes, except that the lecturer absent-mindedly tried to blow the foam from his glass of water.

—Lyre

Father (to youngster just out of bed): Now what are you crying about?

Youngster: I wanna drink!

Father: So do I; go to sleep.

—Mugwump

Little Willie: Mom, you said the baby had your eyes and daddy's nose, didn't you?

Mom: Yes, darling.

Willie: Well, you'd better keep your eye on 'im. He's got grandpop's teeth now.

—Puppet

He: I don't know why I was so drunk last night—I only had one glass."

She: Yes—but they kept filling it up."

—Jug

Yes, I want Rabelais, an' Balzac, an' Maupassant, an' a sexional book-case to keep them in.

—Medley

### Indefinitely Prolonged

She: You certainly have love-making down to a science."

He: Sure. I've learned the secret of perpetual emotion."

—Red Cat

I used to love my garden,  
But now my love is dead;  
For I found a bachelor button  
In black-eyed Susan's bed.

—Carolinian



"Heavy shake, Mister?"

Beta: Are the boys at your house superstitious?  
 Phi Delt: Oh, yes, we never sleep thirteen in a bed.  
 —Puppet

*Open Confession*

"I'll be frank with you," said the young man when the embrace was over, "You're not the first girl I've ever kissed."

"I'll be equally frank with you," she answered, "You've got a lot to learn."

—Burr

"Its only me from across the sea," roared Barnacle Bill, the sailor.

"You're too late," said the fair young maiden, "an aviator beat you here."

—Dirge

*Ernest Hemingway*

Dear Santa Claus:

Please bring me a shotgun. A big gun. One that shoots. Shoots bullets. Big bullets that hurt. Hurt like hell. Tear into the flesh and break. Flesh. Futility.

Bring some more periods. I am running out of periods. My God. I'll have to use commas, Please hurry, It is killing me, I want periods, Periods, PERIODS,

E. Hemingway  
 —Sun Dial

SURPRISE!

Yes, sir, we have a real surprise waiting for you this season in the new Spring styles now on display. There's too much news in this feature to try to tell you about it here. It's entirely new and the way these new Spring garments are selling in January, we're certain it's going to represent the outstanding Spring style trend in men's clothes at Wisconsin!

By all means see the new Spring styles of 1932 . . . . authentic campus styles now showing at the



# CASH

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USED TEXTS

We will give you a Liberal Trade Allowance for your Used Texts if you prefer.

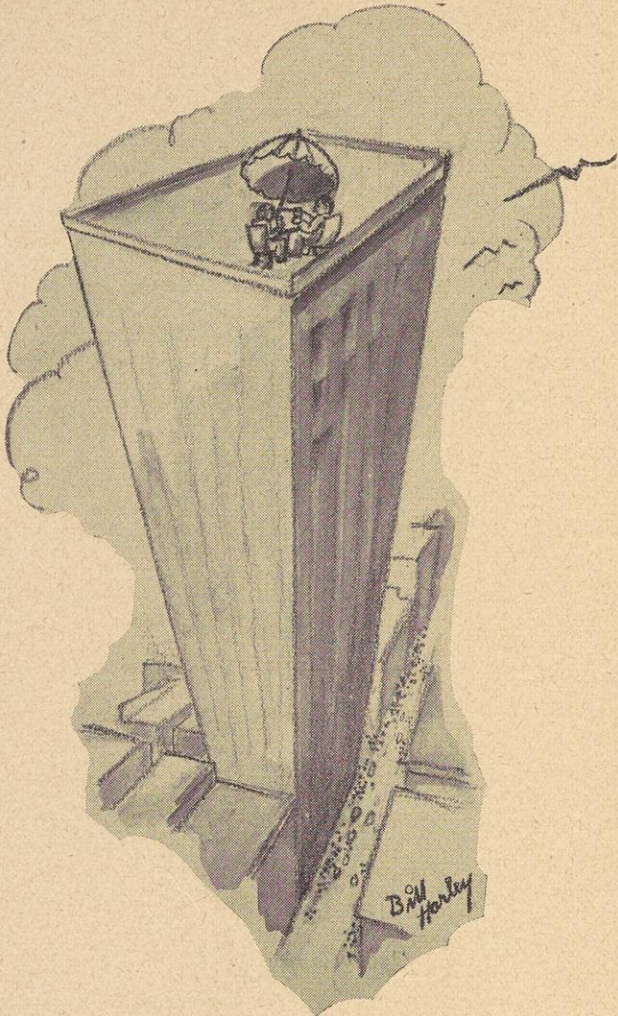
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**Beauty Service**  
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In All Branches of the Profession  
**VARSAITY HAIR SHOP**  
Main Floor  
640 State Fairchild 6391  
Open Wednesday and Friday Evenings



"If the elevators aren't running how do you get to the street?"  
"Oh, the depression gets us down."

Jailer, (to prisoner): You have an hour of grace."  
Prisoner: O. K., bring her in.  
—Banter

And then there's the contortionist who dreamed he was eating dried peaches and chewed his ears off in his sleep.  
—Pointer

"Why are good liquors like a Phi Bete's classes?"  
"Cause they're never cut."  
—Dirge

Some bright college boy should write the next best-seller. He can call it "Ex-Room-mate."  
—Juggler

*Popular Beliefs About the Origin of Prom*

1. It was instituted by local business men and found quite lucrative.
2. Some student who was practicing for mob scenes in the movies started the idea.
3. A group of student racketeers and grafters thought it a pretty good idea.
4. Music Booking Houses began the idea in different colleges and universities all over the country.

She (to housemother): Gee, we hurried to get here on time—the last corner nearly took my breath away.

Housemother (sniffing): I don't think you went around it quite fast enough.

*Prom*

Gee, the tailcoat fits fine—aren't the things hard to get used to? Sure have a smooth date for the affair—wonder how we'll bat 'em off three or four nights straight—ought to fall in love. Reminds me I wish I could get my hands on some champagne—can't drink spiked beer during Prom week—wonder if the old man—oh, I guess not. Good band at Prom—always like real music—relief after road-houses—no doubt there'll be plenty of room to dance, yeah! The parties at the house ought to be the nuts—hope the girl friend thinks so too—well, guess I ought to be studying for the finals.

*Observing People*

- The miner who saw daylight.
- The convict who sawed his way clear.
- Dr. Jekyll who looked another way.
- The man with the field-glasses who saw double.
- The fireman who viewed with alarm.
- The aviator who looked down upon.
- The surveyor who saw the sights.
- The Peeping Tom who looked behind the scenes.

Years ago the girls wore hoop skirts to Prom. Now they wear hoopee dresses.

---

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**Wally Lillesand**

And Book For Your  
Next Party

THE

**CAMPUS BAND**

Fairchild 2221

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In Spite of The  
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Dropping  
Out  
Of  
Everything

No One Has Thought To  
Tell  
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- JONQUILS
- VALLEY
- VIOLETS
- OR
- ANY
- OTHER
- FLOWER
- IN
- ITS
- SEASON.

ROSES ARE JUST AS

Lovely and really they are not expensive. Think of the added joy and happiness you can give HER with the delivery of our corsages during the events of this social weekend. Incidentally you can still be prepared to say it with flowers on Valentines Day. Remember us with your order, it will leave us both with that happy feeling.

Let us arrange a lovely corsage  
\$1.50, \$2.00, \$2.50 and up



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20% Discount on  
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558 State Street  
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# Correct Evening Clothes

PROPER styling and perfection of essential details as embodied in formal evening clothes by HOAK & DUNN assures distinguished appearance unmistakably that of the gentleman.

Hoak & Dunn  
644 State

And, M'love, there's much difference between letting a fool kiss you . . . and letting a kiss fool you . . .  
—*Beanpot*

"But mother, if the musk ox is in Lapland and Moscow is in Russia, where do the little ones come from?"  
—*Purple Parrot*

Customer: I'd like some rat poison.

Clerk: Will you take it with you?

Customer: No, I'll send the rats over after it.

—*Malteaser*

Mary had a little cow  
And, oh, how it did stutter  
In place of every quart of milk  
It gave a pound of butter.  
—*Rammer-Jammer*

First Collich Boy: Is it true that Eve suspected Adam of infidelity?

Second C. B.: I don't know, but I've heard that she used to count his ribs every night to see if he was true to her.

—*Owl*

Some sailors never can understand why it is that the fast girls never get home first.  
—*Owl*

Professor: If coal sold for seven dollars a ton, how many tons would you get for thirty dollars?

The Brains of the Class: Three.  
"That's wrong."

"Maybe it is, but they do it just the same."  
—*Sun Dial*

One: Did you say you are subject to fits?

Two: Yes.

One: What do you do when you have one?

Two: Oh, just walk back and froth.

—*Widow*

### Indian Words the Tourist Should Know

PUNJAB—To hit a humorist in the jaw.

PARIAH—One who prys.

SIKH—Indisposed.

BURMA—A kind of shave lather.

HIMALAYA—Bad English for "He's a lawyer".

BRAHMA—An Indian play in two acts.

TURBAN—A mechanical contrivance run by steam.

SAHIB—To sniffle with tears in the eyes.

RAJAH—What you get in barber shops.

CEYLON—The top of a room.

HINDUSTAN—To get what a person is saying.  
—*Panther*

She: And if I sit over in that nice dark corner with you will you promise not to hug me?

He: Yes.

She: And will you promise not to kiss me?

Him: Yes.

Feminine: And will you promise not to—

Masculine: Yes.

She: Then, what in hell do you want me to go over there for?  
—*Rammer-Jammer*

# RIDE TO PROM

MAKE THE BIGGEST PARTY OF THE SEASON  
COMPLETE . . . BY DRIVING TO PROM IN ONE  
OF THE NEW HEATED CLOSED CARS FROM

## Capital City Rent-A-Car

531 STATE STREET - WE DELIVER - F. 334

No one has ever complained of a parachute not opening.  
—Chanticleer

Suggestion to Mr. Wrigley for a radio theme song:  
"When You Gum to the End of the Day."  
—Purple Parrot

The luckiest fleas were those in the ark. They had a  
dog apiece.  
—Purple Cow

One thing about rushing—the backslapping doesn't stop  
after the boys are pledged. It just moves further down.  
—Voo Doo

Xerxes: Horrible tortures they used in the Orientals,  
weren't they?

Sula: How come?

Xerxes: I've just been reading how they plastered up  
chinks in the walls.  
—Dirge

Recipe for a sorority: Thirty girls in all, eight grinds  
for grades, twelve hot numbers for popularity, five little  
sisters and five mistakes for blind dates.  
—Siren



## For The Prom . . .

### Party Decorations and Corsages

No prom, no party is complete without flowers. Their charm is indispensable to a happy evening. Their lovely beauty and fragrance a part of modern affairs. Let us help you select your flowers for prom.

*Rentschler*  
FLORAL CO

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Badger 177



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Fast Frozen  
For  
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**Kennedy Dairy Company**

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

621-29 W. Wash. Ave. Phone B. 7100



"C'mon Dudley, get hot!"

We wish to apologize for calling the Hotel Utica a second-rate hotel in our last issue. It is not a second-rate hotel. We are very sorry.

—Royal Gaboon

For . . .

## SPEED . . . . ACCURACY

. . . Use . . .

### Postal Telegraph

THE INTERNATIONAL SYSTEM

All American Cable . . . Mackay Radio  
Commercial Cables

Ask telephone operator for Postal Telegraph

L. G. Vanzelow  
Jack Robineau  
Bert Kerns  
Campus Representatives  
for details

Reporter: And do you also think, Mr. Pacone, that prosperity is just around the corner?

Gangster: Naw! Dat's Joe's dive.

—Orange Peel

"Just got back from a trip around the world."

"Great. Did you stop in Egypt?"

"Oh, yes."

"Go up the Nile?"

"Sure. Swell view from the top."

—Red Cat

## A PROM TRADITION

▼  
A Dinner Date

At The

### St. Nicholas Cafe

(Formerly Ben Stitgens)

STEAKS . . . CHOPS . . . FISH

120 W. Main—B 922

The latest report says that the man who has an office on the top floor of the Empire State Building in New York can't write letters because his ink freezes.

•

The height of noise: two skeletons wrestling on a tin roof while it's hailing.

•

Some one who doesn't care for pompos affairs asks why somebody doesn't crown the prom king.

•

*Paternal Manna*

What on earth can ail thee, son,  
 That you should mope and sigh?  
 Dost thou fear I'll rail thee, son,  
 For living wild and high.  
 Even though you drink, son,  
 And spend my hard earned dough  
 Your escapades doth stink, son,  
 Compared with mine, you know.  
 You think a swig of gin, son,  
 Is hell's defiance plenty.  
 It's really not a sin, son,  
 That's learning—till you're twenty.  
 —Arnold Sundgaard.

•

Male sausage: If wurst comes to wurst . . .  
 Female sausage: Hot Dog!

•

"Hey, the fuse blew out—we can only use the side lights."  
 "Oh, they'll do in a pinch."

**When**  
**You Miss Mother's**  
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**Visit**  
**BELMONT TAVERN**  
**in the New Belmont Hotel**  
**Phone Fairchild 3866**

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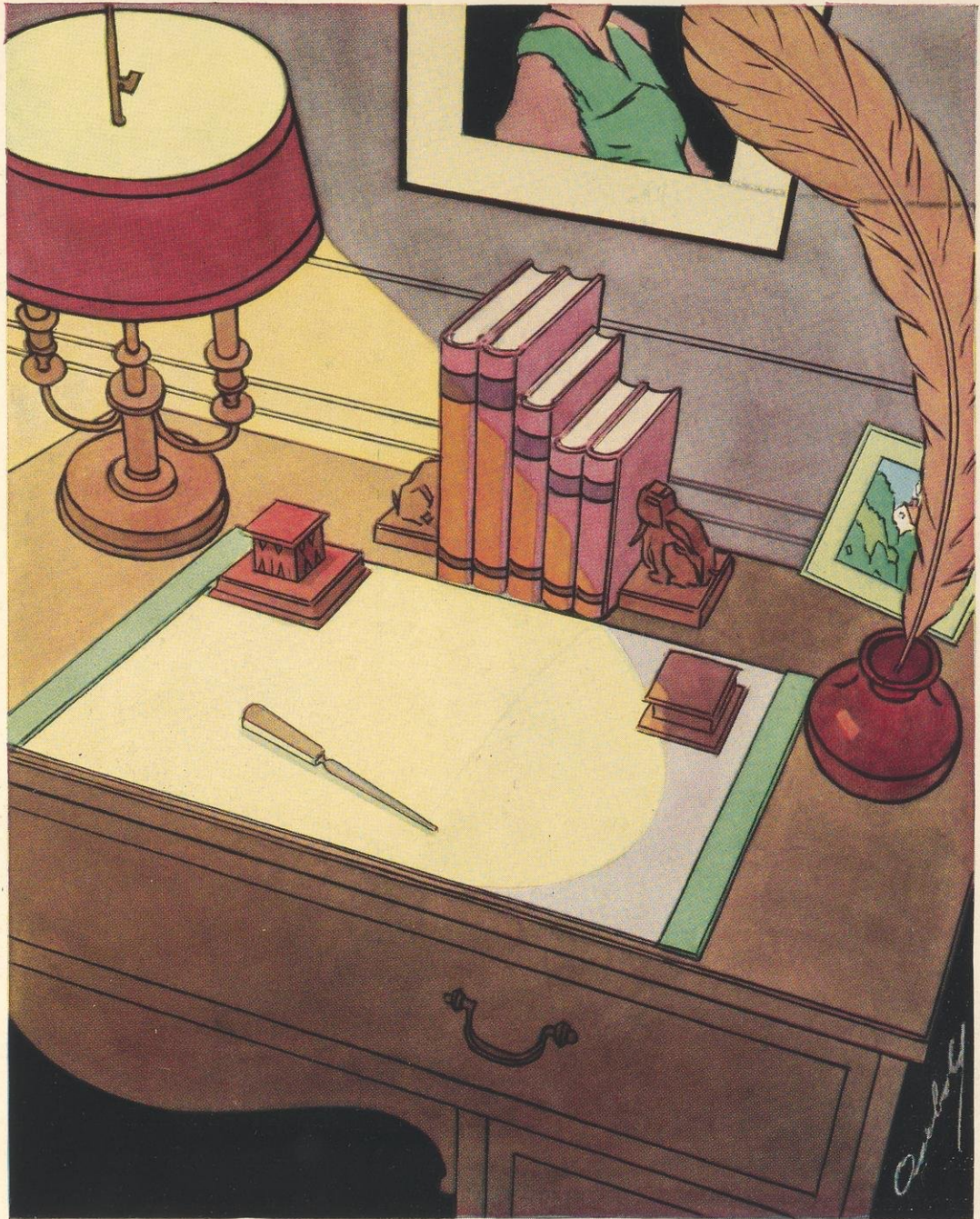
## In Oregon When It Rains

Do you know what the natives do? They let it rain! In BUSINESS, when the dull season comes, the average man assumes exactly the same stand. He just lets his work slacken.

The Oregonians cannot help themselves. Providence is regulating the supply of water. Business, though, can be helped over the poorer months by the judicious use of good printing.

### Democrat Printing Company

114 South Carroll St. - Madison, Wisconsin

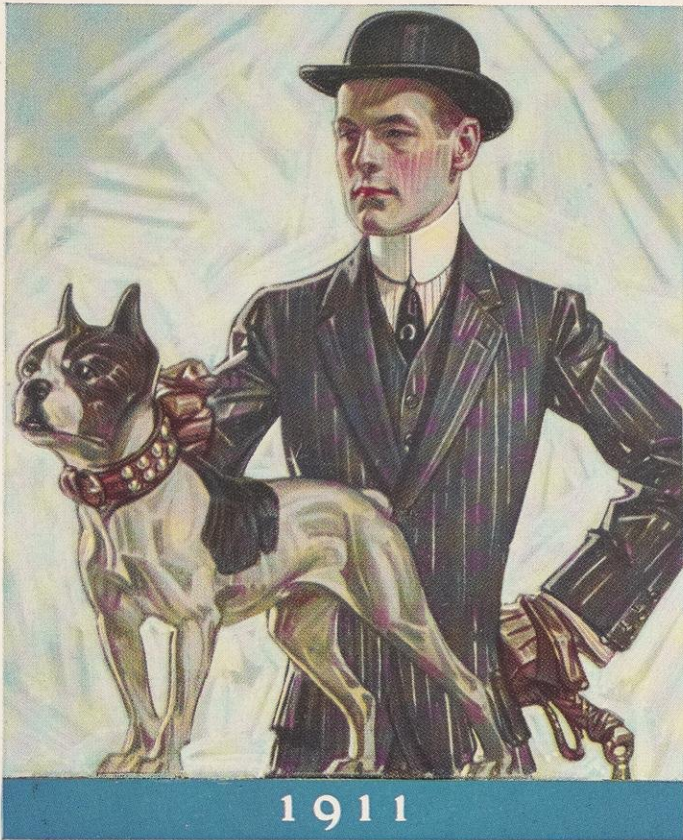


. . . . an accurate reproduction of a picture in color can be made only by craftsmen whose talent and experience have given them the ability to catch the artistry and meaning of a subject. Through years of service to advertisers throughout the Middle West, the Brock Engraving Company has developed a color reproduction department that is unexcelled. We have the equipment . . . . we have the personnel . . . . we have the desire to be of service.

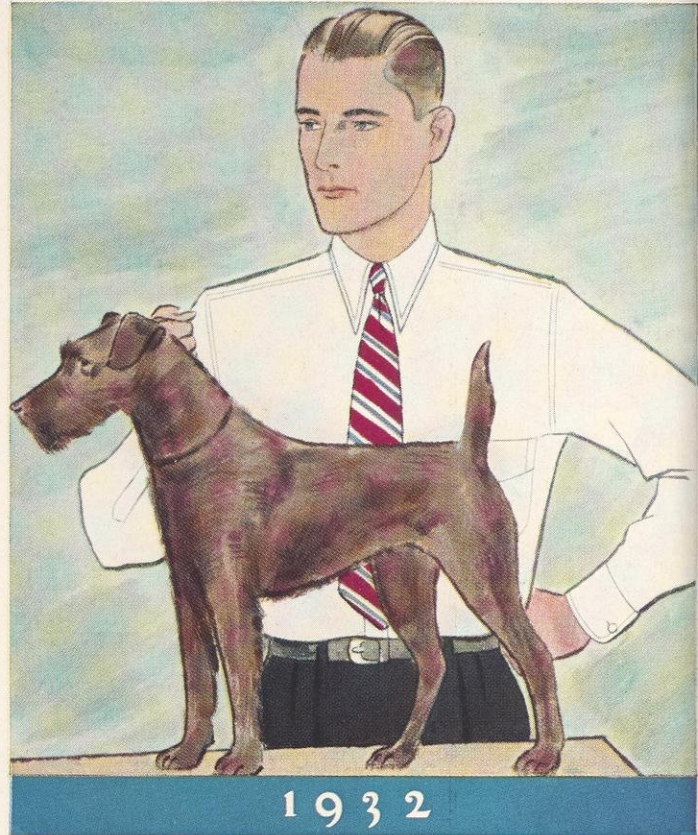
Artists  
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**BROCK ENGRAVING COMPANY**  
MADISON WISCONSIN

★ *NOW, AS THEN, ARROW SETS THE STYLE* ★



Back in the days when football players gloried in unshorn locks and the Flying Wedge, many a shoe string tie peeped from beneath a collar like this. It may look a bit goofy to you today—but remember! Your Dad probably wore a collar like this—and won approving glances from the girl who was to become your Mother. For then—as now—the style was set by Arrow.



Here is the Arrow Trump—the shirt that sets the style for 1932. Made of a specially woven broadcloth, the Trump has carefully tailored shoulders—correct arm lengths—a shirt front that lies as smooth as a summer sea—and a collar with the trim, smart fit that only Arrow can achieve. In white, stripes and plain colors. The Trump is America's best shirt value at \$1.95.

Arrow Shirts stay their original size because they are shrunk by Arrow's own Sanforizing Process. The only process of its kind. The Sanforizing Process guarantees permanent fit, no matter how often the shirt is laundered.

And that fit is worth retaining. For every Arrow Shirt is tailored perfectly throughout. And you can get your correct sleeve lengths in Arrow Shirts, and they stay correct forever.

And every Arrow Shirt has a collar that has been the despair of other shirt makers. For Arrow—maker of over four billion collars—knows more about putting fit and style and trim into a collar than anyone else in the world. When you're buying shirts, be sure to look for the Arrow label. Remember, it hasn't an Arrow label, it isn't an Arrow Shirt.

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*ARROW SHIRTS* *SANFORIZED*  
*SHRUNK*

*Guaranteed to fit you PERMANENTLY — or your money back*