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Octopus. Vol. 1, No. 4 April, 1920

Madison, Wisconsin: University of Wisconsin, April, 1920

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Pat Dennis

OCTOPUS



FRED
SPERRY
+ S. T.

The Octopus

Another *Democrat* Publication

WHY?

Ask the Octopi

Democrat Printing Company
Madison, Wisconsin

Harloff-Loprich Electric Co.

"Everything Electrical for the Student"

Corner State and Frances Streets

The WISCONSIN OCTOPUS

MADISON

Founded 1919

Incorporated 1920

Published by students of the
University of Wisconsin

Office, Union Building, Madison, Wis.

Subscription price one dollar and seventy-five cents the year, twenty-five cents the copy.

Published thruout the college year, eight copies a year.

To be entered as second class matter at the Madison postoffice, Madison, Wis.

All business communications should be addressed to the Business Manager; literary contributions may be placed in the boxes for that purpose or mailed to the Editor; and all art work should be submitted to the Art Editor.

Office Hours: Business Manager will be in the Octopus office daily 12:30-1:30. Editorial staff 3:30-5:30 daily. Students wishing to tryout for places on the staff should call either the Business Manager or the Editor.

Vol. I

April, 1920

Number 4

Who's Your Tailor?

Ed. V. Price & Co. are tailors for thousands of well dressed men. In their line you will find every garment all wool, high grade workmanship and reasonable prices.

Sold by

The Co-Op

E. J. GRADY, Manager

“Jamais D’La Vie” she said,

But nevertheless we’re going to do it---

Yeh we’re going to publish

“La Vie Wisconsinienne”



If you know the life, you’d better decide now that you are going to get your valuable copy of this May number.

If you do not know the life (it’s very probable that you don’t), you simply can not do without this dissertation,—and the illustrations,—Oh student, thou owest thyself the experience.

“La Vie Wisconsinienne” will go on sale May 12. Really you should send this issue to all your friends. Send the Wrong number to them, and tell them to watch for the next edition—“La Vie Wisconsinienne.”

Send in your subscription now for next year, \$1.75

"MARY'S LAMB"

Twenty-second Annual Production of
The Haresfoot Dramatic Club
of the University of Wisconsin

The Most Unusual Musical Comedy of the Year



Bill Kellet

Don Marvin



"Mike" Rudy

Once upon a time, very recently in fact, there was a Lamb — Leander Lamb by name and character. Now Leander was a very good husband, kind, gentle and all that sort of rot.

Mrs. Lamb liked her husband as long as he admitted that she was the better three-quarters of their happy home. She was a lovable person, interested in charities and Mrs. Lamb.

But the miracle happened! One day Lamb became associated with an actress who was a sweet little virtuous vampire. And what was more she just loved her Lamb—with a side dish of green peas.

So Leander Lamb gamboled quite merrily. And for the benefit of you lovers of the theater, he stayed out all night, and—no we won't tell you what happened that night. You must see the show to appreciate it.

FULLER--- Friday, April 23 and Saturday, April 24
Matinee Saturday

Matinee 50c to \$1.50

Evening 75c to \$2.00

"All our Girls are Men, yet Every One a Lady"



"Chuck" Carpenter

Observe the gentle Octopus,
Who never howls or makes a fuss;
Eight feet he has, but pain he scorns
Sea-water is a cure for corns.

The Cleveland Plain-Dealer.



Call "Props"

Alice—"Did you see the leopards at the Vodvil last night?"

Stage Hand—"Yes, I spotted them before they came on."

Chaparral.



Jack (gallantly)—"Marie, dear, anything you say goes."

Marie (quickly)—"Jack."

Punch Bowl.

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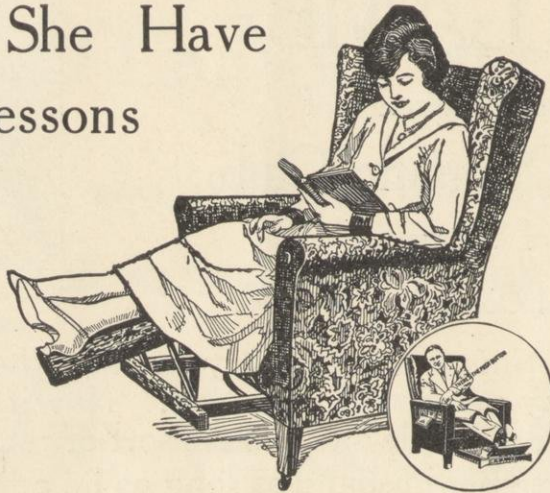
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Why Does She Have Her Lessons



Because she uses
a Royal Easy
Chair to Study in

When you study you must be at ease or you cannot absorb facts. To have a mind at ease means a better lesson. Facts and figures cannot be obtained unless you are rested and that is why you cannot report at your classes with the lesson your classmate does because they have used good judgment and purchased an easy chair to study in.

We are glad to help you pick out that chair. Try it and see what you have missed by not having one sooner.

The store that gives you service.

Van Deusen's
Better Furniture
Madison, Wisconsin

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GUARANTEED



QUALITY
SERVICE

Just to Remind You

That you can get
HOME COOKING
QUICK SERVICE
REASONABLE PRICE

at

The College Restaurant

MRS. CARROLINE HARRINGTON, Proprietor
CLAY O. RUNKEL, '21, Manager

Fellows do you know
that quite a number of
those toppy **Suits** and
Top Coats you see about
the campus were bought
at Speths?

We're featuring
Kuppenheimer
and
Fashion Park
Clothes

Your outfit is awaiting you here.

Get It Today

Speth's
222 STATE
Off the **SQUARE** in Location
On the **SQUARE** in PRICE

Modern Version

A virtuous person is one who can
find something wrong with the most
innocent jokes.

The Sun Dodger.

Sumner & Cramton
DRUGGISTS

Reliable Goods

Courteous Treatment

Convenient Location



Spring Fever



Why was he put off the floor?
He was laughing.
Yes, but—?
They thought he was shimmying.

The WISCONSIN OCTOPUS

Mine!

Felicitous Felice

Felice, Felice, I need you every hour. Oh, how I long for you. The day has lost its splendor, no more do recitations interest me, no more do evenings hold forth their charm.

Confound it, Felice, I haven't had a passing mark since you quit doing my French for me.



Assimology

On a mule we find two legs behind,
And two we find before;
We stand behind before we find
What the two behind are for.



Why Me and Mary Broke

When Mary stepped avec vitesse
Jolie! I took it as a joke,
But while I didn't mind her speed
I couldn't see her smoke.



By The Commerce Man's Girl

The men out here drink malted milk,
Tho mother told them not to.
Their shirts are made of yellow silk,
They think that all they've got to
Do, is drape my couch each afternoon;
They don't do anything but spoon.
I can't get rid of them too soon—
In fact, I've simply got to.



By The Engineer's Girl

All men are really not so worse,
Oh, corduroys! Oh, patches!
With manly grace, they spit and curse
The flannel shirt that scratches!
They scrape their hob-nails on the floor,
They bellow till their throats are sore,
Their Adam's apples' mostly core,
Oh, cigarettes! Oh, matches!

A Case of Dissatisfaction

Engineer Instructor: Your work isn't satisfactory.
Student Plumber: Nothing is now days.



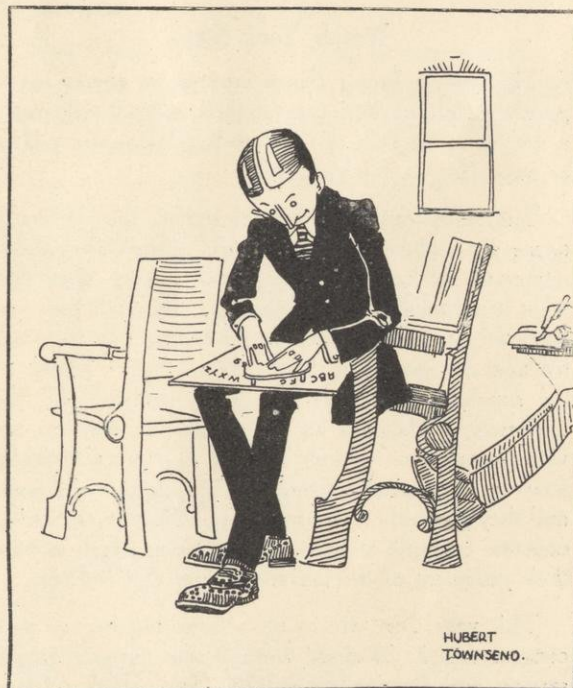
Yes, Annabelle Rose

Sweet little Annabelle Rose
Sought a moment or so of repose,
She sat down on the couch,
But a tack was there—Ouch!
Sweet little Annabelle rose!

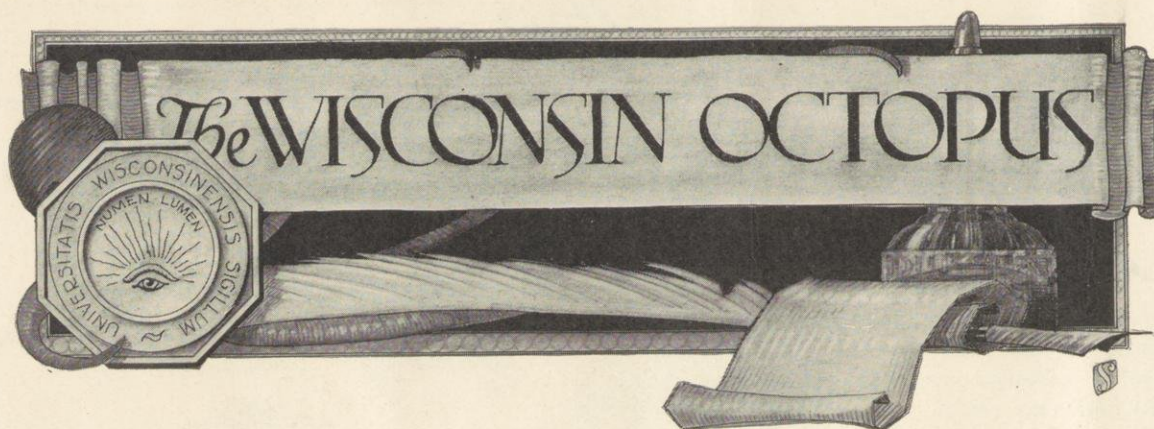


Lambentation

Mary had a little lamb,
But it is sad to state
She killed him for his sheepskin
So she could graduate.



How Al Passed His Midsemesters



Founded 1919

Published at the University of Wisconsin

Incorporated 1920

BOARD OF EDITORS

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Watch Your Step

This year's Junior Prom may be a success as a purely social function, but whether or not it will prove a success in the eyes of the state legislature is a matter as important as it is doubtful.

The state legislators do not regard the university as merely a place to spend money. They are greatly interested in knowing where that money goes and what it accomplishes, and this year, although their appropriations for university purposes have not been extravagantly increased, their interest has. Many of the representatives have no direct contact with the university. They do not go to classes; they do not visit fraternity or sorority houses; they are practically unaware of student activities either in or out of school, and they probably always will be. They have one big concrete example of university life upon which to base their judgment of the university, and that is *Prom*.

This year there are to be a large number of state congressmen in Madison for the sole purpose of observing and judging student life, and whether he or she wills it or not, it behooves every student attending Prom to see that such judgment is favorable. A con-

dition of slight inebriation, or a precariously hanging, low-necked gown may produce a profoundly unpleasant effect on a state congressman. Such was the case with Representative Pieper some two years ago, and although Mr. Pieper will not be here this year, other men with his point of view will be here in a body.

The moral then is plain. The Junior Prom must not, under any consideration, jeopardize the university's relations with the state legislature. Decorum in conduct, sanity in dress, are essential. Let us help make Prom a success by making it sensible.



The city of Madison does not adequately provide eating places for university students. The University, in its proposed Union building, can satisfactorily solve the feeding problem. In this Union Memorial building there is to be a dining hall which will seat over two thousand students, a capacity equalled only by the Yale Commons, the most famous of student dining halls. And this feeding problem is far from being the only question for which the Union Memorial building will provide a solution.

The Union Vodvil managers paid \$1,400 to the owners of the Fuller Opera House for the privilege of holding the Vodvil in that serviceable but antique theater. Movies and non-student theatrical productions draw each year thousands of dollars from student patronage. Wisconsin students will always patronize Madison theaters, but the time will soon come when university productions will be staged in a student owned and controlled theater, and the students will be making their own profit. This theater will be located in the Union Memorial building, and as far as equipment and comfort are concerned, will have the old Fuller backed completely out of the spotlight. When that time comes, Union Vodvil will be making \$1,400 a year.

Economic necessity alone demands a Union Memorial building. As far as the University is concerned, a more profitable investment could not be found. It is true that we cannot expect to realize any direct cash dividends on our individual subscriptions, but it is also true that we all realize a direct and unpaid for benefit from the University of Wisconsin. Consider a portion of that benefit as dividends on your subscription to the Union Memorial building, and **SUBSCRIBE NOW FOR YOUR SHARE OF THE STOCK.**



Starting with the next issue of The Octopus, a list of all contributors will be printed, thus allowing the castigation of the culpable.



Isn't It So?

Vixen—"This magazine is disgustingly risqué."

Blixen—"It assuredly is. May I have it as soon as you are thru?"

Pelican.

KEYS AND COBWEBS

"—so are they all honorable men."

Good morning. Have you been honored yet?

If you haven't, you will be. One of the easiest things that can happen to the defenseless student at Wisconsin is to be honored. It's as inevitable as 8 o'clocks.

Wisconsin becomes more honorable every week. Everywhere you meet students in various degrees distinguished—they admit it themselves.

Being honored is very simple.

One morning you find your name in a star-box in the lower right corner of the Cardinal. You have been elected to T Square and Tuque. It's that easy.

We used to wait for others to honor us. Now we are more progressive and do it ourselves.

If, by some inexplicable chance, you have been overlooked by Green Galoshes or Lampus, there is no need to mourn.

Go ahead and form your own little honorary society.

If you are addicted to green neckties or heliotrope perfume, there is no reason why you should not round up a few more of sympathetic nature and go shopping for keys.

Your honorary society will afford you inestimable benefits. One is the convenience with which it may be forgotten. Once you have paid your dues and received your pin, you may forget it until the time comes to honor somebody else.

The other advantage of belonging to such a society, rather than to one which requires its members to do something now and then, is obvious. It allows you to belong to so many more.

That's why there are so many on the campus.

There are a number of well established, meritorious honorary societies at Wisconsin. There are also some of the other sort.

One of the latter type held a meeting last week. At 11:15 p. m. the watchman wandered in, awoke the president, and the meeting put on his hat and adjourned.



Letter With A Punch

"I hit the old man for \$100 in my last letter."

"Well?"

"I guess he was struck speechless."

**Beg Your Pardon**

"Would you believe that the mere failure of a fountain pen to function properly could be a matter of life and death?"

"Well, go on. Spring it."

"It was like this. The electrocution of the prisoner was set for 9 o'clock. At 8:30 the governor pulled out his fountain pen to affix his signature to a pardon. The pen was empty so he set out in search of another."

"And I suppose before he could get one the gink was electrocuted?"

"Nope. While the governor was out of the room Horatio, his six months old son, strode into the room, clambered onto the table, picked upon the fountain pen, and stabbed himself to death."

**April Showers Bring—****Love**

By Ed

This germ called Love is a funny seed,
It grows as fast as any weed,
And satisfies no earthly need;
I hate it!

I'd like to choke the pesky queen
Who makes me pine until I'm lean,
Who spends my last, lame, lonely bean.
Oh, Love's the worst darn stuff I've seen.
I hate it!

By Coed

Oh, Love is just the nicest thing!
It makes you feel so good in spring,
Especially in the evening,
I love it!

It's wonderful to have a beau
To take you for a twilight row,
Or to the Candy Shop or show.
Yes, Love's the nicest thing I know.
I love it!

**May Flowers**



What Makes the World Turn Round

Sniff, Sniff!

Psyche—I understand the Ag school has bought another drove of hogs.

Ikey—Yep, I just got wind of it, too.

**This Has A Moral**

Oh, I captured several tea-hounds,
Giving them the third degree
Just to find out what had made them such darned
asses.

Well, they said they wouldn't be hounds
After such a drink as tea
If it weren't for the bonny, tempting lasses.

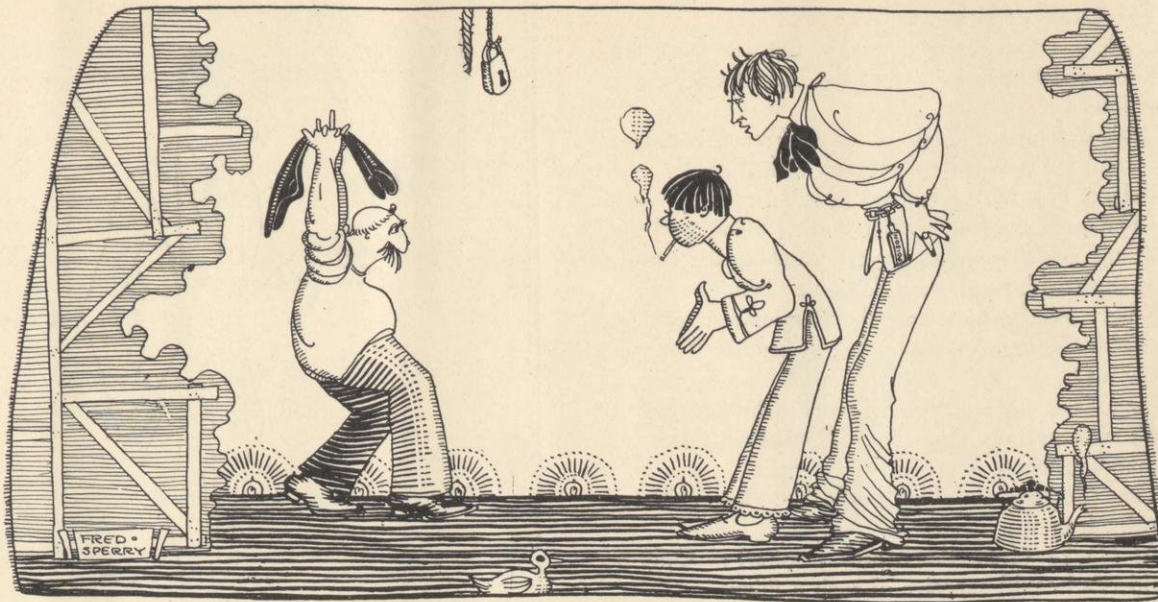
Now right here my story ceases,
But the moral of this tale
Is the part that all Wisconsinites should get.
If the female of the species
Is more deadly than the male
We will have to squelch the deadly tea-houndette!



Wisconsin natator, emerging from the w. k. Illinois swimming tank:

"I say, why don't you chaps have them serve cream and sugar with this coffee?"

**The Wrong Number****From Cellar to Buyer**



Enter Xanimork, Bearing Aloft A Pair of Silk Stockings

DRAMAS FROM OTHER PLANETS

III XANIMORK
The Unique Uncle of Jijiboom

AMONG THOSE IMPLICATED

Pat Hand, a dealer in chips.
Aunt Arctic, his reluctant ante, inventor of the galosh.
Bridget, whose engineering feats have astounded the township.
P. Ping Tom, a connoisseur of lace curtains.
Tillie Kums, a maiden tender of the port light.
Dick T. Fone, a clairaudient sleuth.
Polly Ahtchy, an Orpheum primer-donner.
C-ellery Lanyard, a stranded bard from Manila.
Tim Middity, a torpescent T-hound.
Ethyl Alcohol, one of the outcast spirits.
Al Luring, a he-vamp.

ANNOUNCEMENTS

The costumes, furnished exclusively by the Shredded Wheat Company, offer a southern, even tropical exposure, and are subject to change without notice.

Cues courteously loaned by the Brunswick-Balke-Collender Company.

Acknowledgement of the Climax is gratefully made to the American Chewing Tobacco Company, and of the scenery and cosmetics to the Sherwin Williams people.

This drama was produced before the Crowned heads of Ireland, the Roundheads of England, and the Squareheads of Milwaukee.

SCENE

(The seraglio of the Rep Rho Beta lodge. The curtain rises knee-high, but stops at that point, and the audience stroke their moustaches and strive to regain their composure. The chorus barely leaves the stage before the indignities begin.)

Ping (parking in the parquet): Wasn't it fortunate that the curtain stuck. Would it had been left down altogether.

Xanimork (winking at the flutist): Pipe down.

(Ping puts his pipe down and applies himself to Stevenson's masterpiece "Dr. Bleyer and Mr. Hyde.")

Pat (shuffling in): Is there a Miss Deal here?

Aunt Arctic (frigidly): Whose hand do you think you are holding?

C-ellery (applying for a poetic license): Most of this crew are foreign hands, but as for me, I prefer the American bo. (He redrapes his tie.)

Voice from the peanut-shelf: Why doesn't he get his hair cut?

C-ellery: Through sheer carelessness.

Dick (lighting among the footlights): AHA! You are he who has been tickling the county-seat with pungent puns these many years.

The Mob: PUN-ish him!

The Cast: Send him to Wau-PUN!

C-ellery (dodging a glacier): Let me serve my sentence in Illinois, so that at the end of my term I may Jolly-yet.

Bridget (opening the draw for the French destroyer O U 69): Do you want soprano with piano?

Polly: No, no. Rigoletto in falsetto.

(The orchestra leader chins himself twice, and the musicians and saxophone players, catching the signal, burst forth with gems from "Double Chin.")

Ethyl: As I was saying, the thermometer may be of any thickness but must be fair in height. Do you follow me?

Ping (extricating himself from the folding bed): Don't wax profane, madame. Remember there are T-hounds present.

Tim (dodging a falling padlock): She oscillates a frisky femur.

Al Haaake (from the March number): Only a putrid mind could conceive of such a thing.

(Troops are heard in the distance, counting off in Roman numerals.)

Ping (volplaning forward): This performance must stop. I've seen too much of you.

Tillie (appointing a committee): Patience, sir, there's not much more to see.

Bridget (gulping wood-b alcohol from a canteen): Don't you *dare* to kiss him, Tillie Kums!

C-ellery: May I remark that badinage is bad in age?

Dick (gargling a malted): That he's a parent is apparent.

C-ellery (to Polly): You look comely.

Polly: Homely! (Stabs herself with a slipstick. Time out. Scotty goes in for Polly.)

C-ellery (looking at her askance): Strike her name from the census.

Dick (shining his W): I hereby pinch the whole house.

Pat (issuing rain checks): On what charge?

Dick: Holding a dress rehearsal without costumes. Aunt Arctic (slipping on her slippers): Astounding!

Bridget (jumping out of her jumpers): Unutterable!

Ping (vaulting out of the vault): Dumbfounding!

Polly (diving out of the dive): Reprehensible!

Tillie (tearing along the terrace): Terrible!

Tim (hopping out of his hop): Heinous!

Ethyl (peering into the peerage): Pusillanimous!

(Enter Xanimork, bearing aloft a pair of silk stockings, and smiling from year to year.)

Xanimork: *Whose* do you suppose these are?

Ping: Perhaps they're Billy Turke's.

Xanimork: How near-sighted of you, professor. They're stockings!

Voice from the Victrola: XANIMORK, XANIMORK!

(The Scenery Collapses.)



Notorious Nuisances No. 1

T. Dan Syre

Who thinks the wearing of a cigarette without the holder is worse than no cigarette at all. His well-brilliantined hair, parted in the middle, is set off adorably by the dazzling white shirt and No. 10 black thread which he uses for a necktie. The co-ed who cannot see what organizations have elected T. Dan a member is criminally unobservant. He is simply exasperated because Haresfoot has annexed an afternoon that is rightfully devoted to slinking about the waxed floor of the Candy Shop. He has no use for these boorish roughs, who don't even shave under their arms, and bore one so with silly prattle about the "good old days."



They parted coldly.

There had been warmth in their meeting.

They found themselves companion pieces in the scheme of things,—made for each other.

And now the frigid parting—the strange shrinking from each other.

Ain't it hell what a laundry can do to a new pair of pajamas?

He heard a sweet voice moaning around the corner. "Oh, dear," it cried, "I've lost my teddy."

The young man tore wildly into view.

"What did it look like?" he queried.

"White with a brown tail," moaned the girl. "He was the cutest dog I ever had."

College Dictionary

Frosh—

A mutation with potentialities—long in ears and short in intellect.

Professor—

An abstract entity who talks at you two or three times a week with indifferent success.

Instructor—

The guy who is run ragged by everyone from professor to stenographer—God bless 'em (the stenographers).

A lecture—

An exuberance of uninteresting material escaping from an underpaid professor.

Quiz—

An attempt on the part of an instructor to find a germ of knowledge in a series of vacuums.

Examination—

An opportunity to tell a professor a lot of things he doesn't know.

A Con—

Abbreviation for a Consumation Devoutly to be Wished, referring to the possibility of your learning something sometime.

Mathematics—

"The vagaries of a diseased intellect" originated by Omar Khayaam to keep track of his 893 wives.

Co-ed—

I'll bite, what is it?

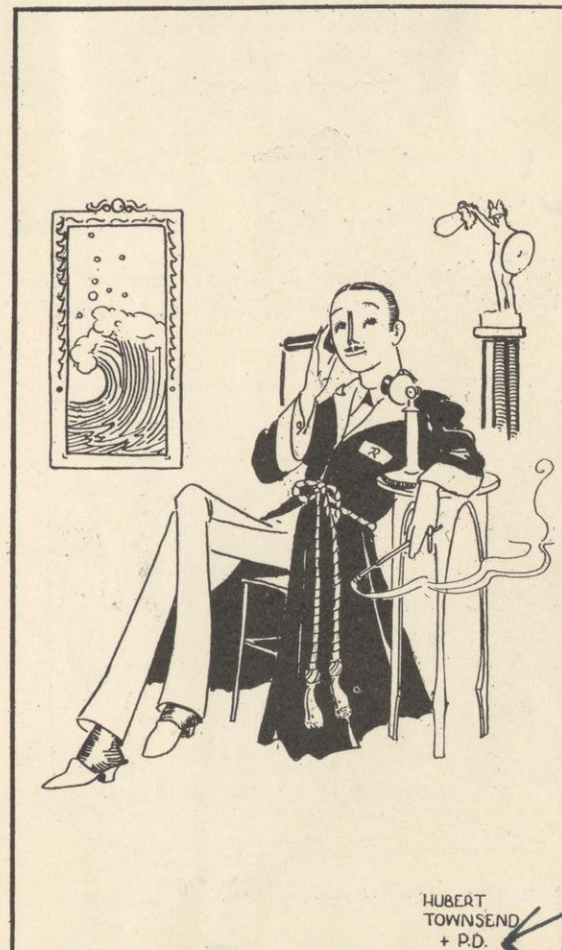


Spirits of the Past



THEN

Holding the Line



NOW

HUBERT
TOWNSEND
+ P.D.

my idea

Alimony Blues

Loves of movie stars remind us
As we strive to live and learn,
That perhaps we'll leave behind us
Letters that we ought to burn.



Isaiah Told 'Em

There is a crying for wine in the streets; all mirth
is darkened, and there is no joy in the land.

—Isaiah XXV, 11.



Free Verseless Thought

I went to find my tickless clock
Which I had placed for rent;
Although I knew it could not go,
I saw that it had gone.

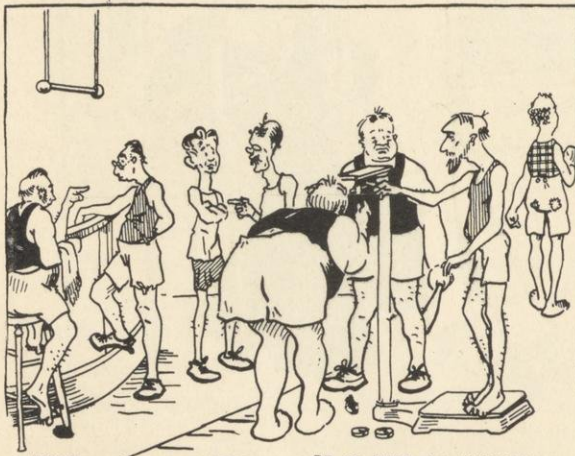
I then picked up my coinless purse,
My only bid for fame;
Although no bill nor coin was there,
Anon three bills had arrived.

Said I, "This is a fearsome thing,
Odds bodkins, and s'blood;
I'll seek a caffless teria
And dine on feedless rations."



Navy Work

"Yes, Jackie, they made us swim so much in the
navy that my hands were covered with water blisters."



(From a hitherto unpublished photograph taken at the "Gym".)



Enraptured Man: I could kiss you forever.
Cynical Woman: Oh I suppose it will be
bushels of kisses before marriage and pecks
after!



Spring Peals From Poe's Bells

Hear the clamor of the bell,—
Hated bell!
What a dreaded hour of quiz its clangor doth compel!
How its jangle, jangle, jangle
On the anxious student's ear,
And its sudden cursed wrangle
With that sharp, discordant tangle
Seems to resurrect the fear
That already he's forgot
What indeed he studied not.
And that recitation prelude is again the awful knell
For the hope of stalling through it, which before so
often fell
At the clang of the bell, bell, bell, bell, bell,
At the clamor and the clangor of the bell!

Hear the tinkle of the bell,—
Blessed bell!
What a world of anxious fear its melody doth quell!
With its jingle, jingle, jingle
At the recitation's end
How the students' spirits tingle
As they gaily intermingle,
For no dangers now impend.
To another quiz they go,
In their hearts a pleasant glow;
And their thoughts are ever gladsome till again they
hear that knell.
Thus their spirits ebb and flow at the mercy of the
bell,
With the vacillating spirit of the bell, bell, bell,
With the jangling, then the jingling of the bell.



Some Wrong Numbers

THE WISCONSIN OCTOPUS

Ideas of Humor Garnered From Contributions by Chaste Readers

Spring is here, tra-la-la-la!

Wooley's Hand Book is immoral—not immortal—he is too plain spoken. Be moral and speak as we speak; e. g., a table has four limbs. All tables should wear tablecloths which sweep the ground or else we will have our attention drawn to things which we never noticed before.

"The corporal of the detail took us to the tool sergeant, arranged us according to the bag in the knees of our perfect fitting trousers, then says he, 'Here are the tools. We must dig a trench. Take your pick.' And I took a shovel."

Immoral One—I am reading the Octopus piece by piece.

Chaste Reader—How terrible! How can you read such immoral trash. I spend my time reading the world's best literature, such as, Boccaccio's Decameron, Dryden, De Maupassant, and Walt Whitman.

Consistency! Consistency! Where art thou? "Let us ignore the evils of the campus and confine ourselves to moral topics."

Easy Lessons in Humor For Our Critical Readers

Children, this is a column of jokes. The editors have been very sorry to learn that some of you disapproved of their ideas of humor, and since they cannot afford to print a funny paper with this issue, they contritely submit the following merry quips for your edification. Now listen very carefully so that you may catch the point:

1. Al and John sat in their room. Al was studying economics. John was not studying his lesson. All at once John said:

"Why does a chicken cross the road?"

Al pondered for some time. Finally he said:

"I give up, John. Why does a chicken cross the road?"

"To get on the other side," exploded John, and the boys both laughed heartily for several minutes.

2. A little later Al looked up from his book.

"John," he said, "I'll bet you don't know when a door is not a door."

John's eyes sparkled. "I'll bet I do," he said, "when it's ajar (a-jar)."

"That's right," answered Al and the boys both roared.

3. All was quiet for a few minutes. Then John spoke up:

"Al," he questioned, "what makes more noise than a pig under the fence?"

Al could hardly control his curiosity until John finished the enigma.

"Two pigs under a fence," said John with a twinkle in his eye.

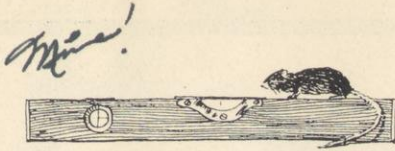
Provided, of course, that Mr. Pig-gie got stuck and did not relish his position.

There; now you have had your jolly quips and enjoyed a merry laugh, so button up your nighties and run a-long to bed before the Sand-man comes.



CENSORED

Think Of What You Would Have Seen, If It Had Not Been For The Censor



On the Level



"How did you make your way
thru college?"

"By waiting."

"Where?"

"At the Dean's office."

Yale Record.



Eat and Grow Thin

Jerry—"I hear that Ruth New-
lywed worships her husband."

Jim—"Yes, she places burnt of-
ferings before him three times a
day."

Orange Peel.



The motto of the girl of today is
apparently "Eat, wink, but be
wary."

Punch Bowl.



There are meters iambic
And meters trochaic,

And meters of musical tone;
But the meter that's sweeter,
Completer and neater

Is to meter in the moonlight
alone!

The Pitt Panther.

Spring Is Here



We are prepared with a battery of
experts to take care of your photo-
graphic needs.

Masters in Developing and Print-
ing.

The Kamera Kraft Shop

State and Frances

THE UNIVERSITY CIRCUS NEEDS

100 Clowns—30 Big Acts—100 Floats
Call M. V. O'Shea, Jr., Mgr., B. 191

The Junior Class

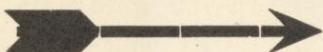
presents

Cheating Cheaters

A Comedy of Crooks



Fuller Opera House May 8

Remember the Date 

A Tragedy Entitled, "Oh, Death! Where Is Thy Sting?" or "It's All Wrong"

SCENE I.

The Time: Saturday Evening.

The Place: Candy Shop.

The Girl: A Snappy Frosh from Chi.

He: "See that girl over there?"

She: "The one in blue? Yes!"

He: Well, she is one of the best dancers in this University."

She: "We can't all be good dancers, you know."

He: "Listen who's talking. You've nothin' to kick about. I'll say you're one of the best yourself. Not a good dancer! Can you beat that?"

SCENE II.

The Time: Midnight.

The Place: Frank's.

The Girl: The Same.

He: "See that girl sittin' up at the counter?"

She: "The one with the mink coat? Yes!"

He: "Well, she is one of the best looking girls in this university."

She: "We can't all be good looking, you know."

He: (After registering silence and gazing counterward rapturously) "What do you want to eat?"



Cn The Square

Spring and the Lovable Lady

Out of the rustle of willowy trees
Down by the lake's dim shore,
Light came a voice like the sigh of
the breeze,
Saying, "Now, Joe, no more!"

Then came Joe's pleading in deep
burly bass,
"Mabel, I've only had three!"
Mabel cried, "Stop it; you're hurt-
ing my face!
You're terribly strong, don't you
see?"

Up in the willows the foxy old owl
Grinned as he watched the em-
brace,—
For last night the cave-man who
made Mabel howl
Was a tenor instead of a bass!



Instructor—Simplicity is the key-
note of art.

Art (half asleep)—For the lova
Mike, who's insultin' me now?



A Show Down

Con Stude—I got a raw deal on
that examination. I'd like to have
you show me my paper.

Irate Prof.—All right, I'll show
you the cards. You rated lower
than a bob-tailed flush.

Con Stude—That may be.
You're a good Joker, but if you'd
had a Heart I'd been eligible.

There is a wrong way and a right way
to decide how your portrait should be
made.

Ask for a sharp (microscopic) picture and you
will get the old method used since photography was
discovered, and you will be disappointed.

But ask for diffusion (not out of focus) and you
will have the modern method of portraiture and you
will be pleased.

Diffusion is a science not mechanical, and will
produce **that** something in your portrait that will
please you—that **lives** your sub-conscious self.

Bell Master Portraits are diffused.

Thinking people demand more than just a photo—
A Portrait.

GEO. C. BELL

Artist Photographer
19 West Main Street

A Moral with a *Think* in it-

Once upon a time there lived a man who went to school and after
a while he did finish.

And all the while he didn't use a Kodak. In spite of himself he
gradually forgot all about his Alma Mater and the many friends he
had made and the good times he had had.

He still lives but he has been a "dead one" for a long time. He
has nothing to help him recall his past life, and thus he has lost interest
in it. He missed one of the really big things that go to make up a
college career—Kodaking—and he will regret it as long as he lives.

Moral:—(say it yourself.) We've told you often enough. Now,
get a Kodak.

The **PHOTOART**
HOUSE

WM. J. MEUER, PRESIDENT

Kodaks—Fresh Eastman Films—Finishing

A Padded Cell like a padded price

seems soft at first—but try to get out—what you put in.

The success of your Spring clothes buying is going to depend on the integrity of your clothier. If he sells you a cotton suit at any price IT WON'T HOLD UP. If he is a profiteer YOU'LL BE HELD UP; so what's the difference.

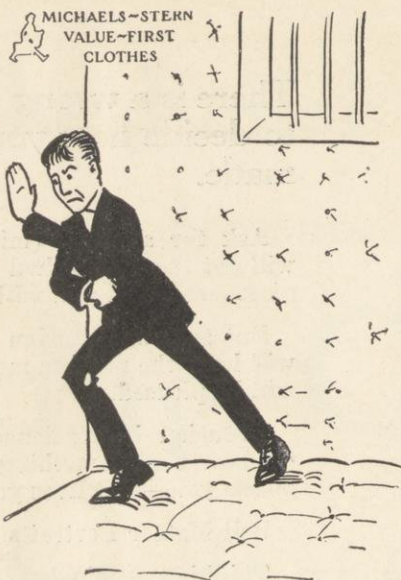
This simile is not aimed at any store in particular; it's given because it's true—so that you'll be particular.

We want you to receive the last drop of value out of every dollar you spend for Spring clothing.

It's our duty to see that you do and the U in our duty is more than skin deep.

Value First—Spring Suits

\$40 to \$95



The Crescent
CLOTHING CO
Specialists in Apparel for Men & Boys

A Diatribe on Damoselles

The co-ed makes my heart go round
In circular gyrations;
In co-eds I have always found
My highest inspirations;
I roll around, I bounce with joy,
My happiness is sans alloy,
The co-ed is the thing, my boy,
For evening occupations.

The co-ed leads a speedy life,
She picks her teeth with matches;
She eats spaghetti with a knife
And fusses men in batches.
She haunts the Orph, she bobs her hair
When she gets mad she heaves a chair;
If there's a co-ed anywhere
The trouble surely hatches.

The co-ed's really not so bad,
As she has oft been painted;
I say, just think of this, my lad
Cosmetics might be tainted
With colors that are strong and vile
Now close your eyes my boy, and smile
You'll learn to love her after while

Fieglers
CHOCOLATES



Professor: Really I cannot disrobe further in
a respectable magazine like the Octopus



A rodent romped out of the oven—
An event unusually strange—
"Shoot him," says pa,
"I can't," says ma,
"The beast is out of my range."

A Case for Autopsy

Frosh: Did you hear the bell?
 Prof: No. Did you?
 Frosh: No. Why?

**Another Trinity**

There is a rule of ancient note
 That good things go in threes:
 A pipe, a lady, and a boat
 To sail upon the breeze.

**Vamps**

Oh, each Co-ed on the campus
 Is a fascinating dear!
 She will do her best to vamp us
 Every season of the year.

Now the Spring-time vampire's
 fancy

Lightly turns to thoughts of love,
 And her tempting eyes are dancy
 Like the shimme-stars above.

But the Summer vampire lingers
 Languid-light in your canoe,
 Strumming with her stealthy fingers
 On the very heart of you.

Autumn vampires seem to capture
 All the passion of the Fall,
 Till your heart is dazed with rap-
 ture
 And you find yourself a thrall.

But the Winter vampires wear the
 Sheepskin bag and the galosh,
 So for once their charms can't snare
 the
 Silly heart of you, by gosh!

Oh, each vampire on the campus
 Is a fascinating dove;
 But give me the one who'll vamp us
 With the Spring-time kind of love!



She (to frequent caller): I'm
 afraid the sisters will be charging
 you rent soon.

He: Well, maybe so, but they
 can't charge me for light.

STRAND

Constance Binney

A New
SHINING STAR
in
FILMDOM

Her Pictures Will
Appear Exclusively
at the
STRAND

See Her in
"ERSTWHILE
SUSAN"

April 21, 22, 23, 24
WED. TO SAT.



Who Buys Your Meat?

Does he know where it is kept before it is delivered to your kitchen?

Can you rest assured that the meat you eat tonight has come through sanitary processes all the way from the stock yards?

You can be entirely assured if your meat is supplied by the Capital City Meat Market.

The person who buys meat knows that all meat from this market is **fresh** and kept for you at a temperature of 40 degrees Fahrenheit.

Phone Badger 2905 for your next meat order.

The Capital City Meat Market

421 State Street

We Made A Home Run

When we secured the exclusive agency for

Thomas E. Wilson Co.
Baseballs and Sporting Goods

For Madison and vicinity—It sure is a
Leading Card for our

New Sporting Goods Department

Lovers of sports will find here everything
for their sport or game

THE  HUB

Quo Vadis?

In search for good food, go to the

Y. M. C. A.
Cafeterias

in the

University Y. M. C. A.

and

City Y. M. C. A.

You will be pleased

Play The Game

But First

Go to the big uptown store for
your supplies.

TENNIS AND BASEBALL

Start the season. Our immense
store is ready for inspection.

Moseley Book Co.

19 South Pinckney Street
East Corner of Park

Flat rents are going up so fast that it's no wonder
that there are so many cave-men.

Famous Quotations

"The die is cast,"

Said Caesar as he passed the Rubicon.

"The quiz is past,"

Said Ruby as she passed the Caesar con.

John—Is Helen's complexion natural?

Betty—It must be; she sleeps with it on.

New maid: Madame, what kind of tooth paste
do you use? Your tooth brush tastes so much sweeter
than mine.

HE to a shy little thing: Does your room-mate
fuss much?

SHE: Oh, yes, she's always worrying and fret-
ting about something.

First

*Big Ten Conference Game***2 games---BASEBALL---2 games****Indiana University vs Wisconsin University****Camp Randall, 3:00****Friday, April 30; Saturday, May 1, 1920****Admission 50c each game, or coupon****TRACK---Illinois at Madison, May 14th****Annual Wisconsin Interscholastic, May 22nd****HOME
SCHEDULE**

SEASON 1920

Illinois at Madison May 15
 Purdue at Madison May 21
 Ohio at Madison May 28
 Ohio at Madison May 29
 Michigan at Madison June 4

Simply Killing!

2nd Floor: I heard you singing in your room this morning.

3rd Floor: Oh, I was just killing time.

2nd Floor: You probably succeeded.

Rather Subtle

He: Gosh! Billy smokes all the time.

She: Oh, no! He's only a periodical smoker.

He: What do you mean?

She: Why, he only smokes between classes.

We Have
A Complete Stock
of

Everything that you expect to find at the
Best Druggists

University Pharmacy
State and Lake

Do You Like

Tender, well cooked meats, vegetables just right, dainty deserts and pleasant surroundings? You'll find them at

The College Refectory

NOW JUST IMAGINE---

Moonlight,
The Right Girl,
A Ride Across the
Lake to Bernard's
Park,
A Cool Place to
Dance and Music by

BOYD'S ORCHESTRA

You can make this come true after May first. Boats
leave every half hour beginning at eight. Dancing
starts at nine.

Meals to Please You!

It is our policy to serve you.
Our service and the menu we
offer will delight you.

Wayside Inn

"Woman's Building"

Odd, Ain't It?

"Some things are awful funny,"
Remarked old Uncle Clem,
"The women have pin money,
But it never sticks to them."



R. I. P.

Here in this tomb,
The bones of four
Who sang at night,
Will sing no more.
Sun Dodger.



Check

Fellow student — "Have you
dropped your Spanish?"
Uneager one—"No, I haven't
picked it up yet."

Chaparral.

DRINK MORE MILK IT'S HEALTHY

Be Sure Your Milk and
Cream Comes from the

KENNEDY DAIRY CO.

618 University Avenue

Phone Badger 7100

Style

—In—

THE MURRAY STYLE SHOP

is

Always Core

Visit the shop in the Park
Hotel for spring fashions of
young women.



Sight safety is assured you if you
anchor your eyes on our eye saving
harbor.

It will mean the end of poor vision.
It will mean glasses right in focus
and fit.

It will mean eye comfort, happi-
ness, rest, and contentment.

Our long, practical experience is
at your service.

VICTOR S. MAURSETH
OPTOMETRIST

531 State

B. 7462

THE CO-EDS SHOP

GOWNS

Afternoon and Evening
All kinds of alterations

FRENCH SHOP

107 W. Mifflin St.

ARMAND COMPLEXION POWDER

In The LITTLE PINK & WHITE BOXES

DON'T take our word for it when we say that Armand Complexion Powder is wonderful! Try it once for yourself—you'll love its fineness, its clinging qualities and its delicate perfume.

You can get Armand at any of the better shops in Bouquet, a medium powder, at 50c and Armand's wonderful Cold Cream Powder at \$1. Armand Rouge and Talcum each have a touch of exquisite cold cream which makes them different and Armand originated them all!

If you prefer, send us 15c and your dealer's name for a sample of Bouquet, Cold Cream Powder and the wonderful Cold Cream Rouge. Address

ARMAND, Des Moines

In Canada—Armand, St. Thomas, Ont.



A Personal Portrait

IT is a Camera study of YOU. A mere likeness is not enough—the portrait must express your individual qualities.

Visit our Studio anytime

“An institution of Personality”

The Portrait Shop

PHONE BADGER 6813

608 STATE STREET

The Art Student

Looking for new ideas visits the McKillop Art Shop where he finds both the old and new products of artistry.

There are pictures with frames that harmonize; there are odd examples of creative art in desk ornaments, — and many other things for your room.

The McKillop Art Co.

650 State Street

Quite So!

The Boy—“At least I can give you the necessities of life. At first you could not expect such things as cooks, mansions, and motor cars.”

The Co-ed—“But, silly, those are the necessities.”

Chaparral.



Too—“But why the deuce did you sell that new roadster?”

Troo—“Well, I had to pay for a new suit.”

Yale Record.

Wrong Number?

You will never “have the wrong number” if you take your friends to the Chocolate Shop.

Put yourself in right by bringing “her” here for luncheon some afternoon or after a dance.

The Chocolate Shop

Get in the Mammoth Street Parade

Of the University Circus

CLOWNS—ANIMALS—FLOATS—BANDS—RIDERS



Follow the
ARROW
and you follow the style in
COLLARS

Cluett, Peabody & Co., Inc., Troy, N.Y.

Make Your Old Clothes Do **Pantorium Co.**

Quality Cleaners

538 State Street

Phones 1180-1598

There's A Well Beaten Path

that leads to our door. You have made it because you know how good our food is, and how reasonable. You who have classes in the Agric or Home Ec building have found how conveniently situated we are.

We want you to keep coming and to tell your friends about us. We will serve them as faithfully as we are serving you.

THE BADGER CAFE

1317 University Avenue

Without Suspicion.

This exam will be conducted under the honor system. Please take seats three apart and in alternate rows.

Jester.



Prof.—“Success, gentlemen, has four conditions.”

Student — “Tough luck, the Dean will kick it out of this college.”

Lehigh Burr.

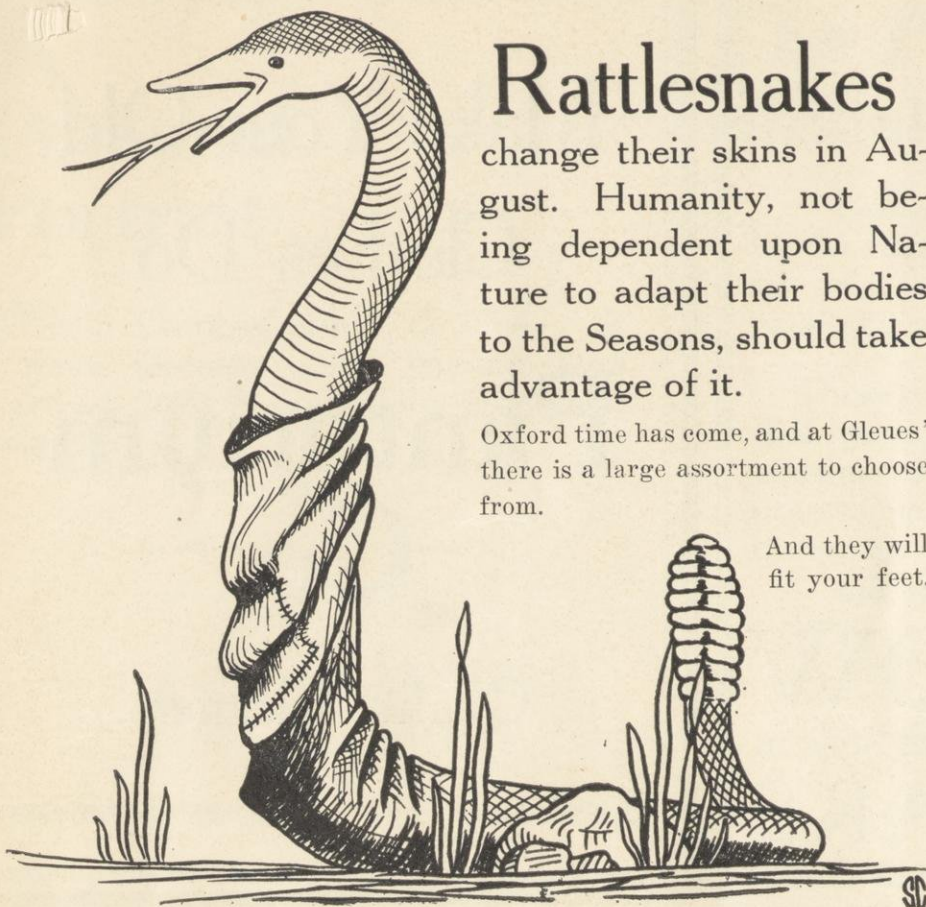


A Real Help

“What are you doing to keep alive the old traditions?”

“Flunking accounting.”

Yale Record.



Rattlesnakes

change their skins in August. Humanity, not being dependent upon Nature to adapt their bodies to the Seasons, should take advantage of it.

Oxford time has come, and at Gleues' there is a large assortment to choose from.

And they will fit your feet.

GLEUES'

THE PLACE TO BUY SHOES
GAY BUILDING

Copyright 1920, W. S. Culver

Anent the Halls of Fame.
By a girl's pretty picture you shall not know her.

Voo Doo.

"Washing—\$5.00"

Francis—"Shall I send you a corsage for the formal or a potted plant?"

Frances—"I'd love to have a corsage. But then my room does need a plant."

Sun Dodger.

Materialistic

Harriet—"I don't believe in long engagements, do you?"

John—"Sure; why shouldn't a young couple be happy as long as they can?"

Juggler.

Though college days

Have their delights

They can't compare

With college nights.

Widow.

Prof. (to students in back of room)—"Can you all hear me back there?"

Chorus from back row—"No, sir!"

Penn Punch Bowl.

American Restaurant and Garden Grill

GETKING PFEIFFER CO.
PROPRIETORS.

11 EAST MAIN STREET

Entrance Same as American Restaurant

Our New Garden Grill Is Now Open

Special Sunday Dinner 12:00 to 9:00 P. M.

Noon Luncheon, 11:30 to 2:00 P. M. - 75c

Table D' Hote Dinner, 6:00 to 12:00 P. M. - \$1.25

A la Carte Service, 11:30 A. M. to 1:00 A. M.

PHONE F. 966 FOR RESERVATIONS

The Two Best Places
to Eat

Home and Cop's Cafe

Jas. I. Coppernoll, ("Cop") Prop.

13 West Main St.

Luxite Hosiery

Real worth hose at reasonable prices.
No rips and holes after the first laundry.
Luxurious and stylish all the time

Our brown hose hold their color!!

\$2.00 the Pair

Walk-Over
TRADE MARK REG. U.S. PAT. OFF.

BOOT SHOP

15 West Main Street

THERE ARE
MANY
STUDENTS
WHO SAVE
TIME
AND
MONEY
DO YOU?
IF NOT
START NOW
TO BUY
YOUR
SUPPLIES

at **The Badger Pharmacy**
University Avenue and Warren Street

Beauties of the English Language

Norah: "I hit her and she hit me back."

Her Mistress: "You should say, 'my back,'
Norah!"

Isn't it strange that if a man is described as flat-headed, he feels slandered, but if the term is level-headed, he feels flattered.

Gist of the World News

"MARY PICKFORD MARRIES
FAIRBANKS"

Weep, and the world weeps with you;
Laugh, and you laugh alone.
They weep 'cause they've nothing to give you;
You laugh when you drink your own.

Speaking About a Man—

She: You dance divinely.

He: I was an angel child.

If
A fellow who
Loves books
Is called
A bookworm,
Is
A fellow who likes
To
Stay in bed
A bed-bug?

The
Harmony
Our

Musicians

Thompson's
Orchestras

Produced has
Standardized
Our

Name

The Right Number
Badger 2020

Everything For Your Desk

We have a complete line of stationery, loose-leaf note books, fountain pens, typewriters, rubber stamps, letter files and general office supplies.

OUR JOB PRINTING DEPARTMENT
PRODUCES QUALITY WORK

Netherwood Printing Company

24 North Carroll Street

Tailored-to-Order

Young men like our tailoring service especially because we know how to put that "snap" into their clothes that makes them "easy to look at" and hard to imitate.

Suits to individual measure.

\$35.00 to \$70.00

O'Connell & Meyer

Madison, Wis.

7 E. Main St.

Springtime

is

Picnic Time

When you go picnicing, or whenever you want the best fruits and groceries you will find them at our store.

W. C. Malone

B. 1164

434 State Street

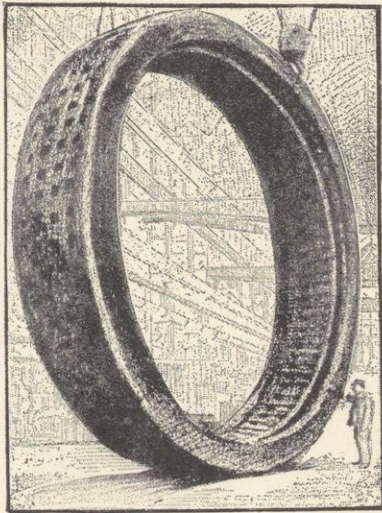
The Most Famous
Last Line is - - - -

"I'll Meet You at Morgan's"

Famous in '98

Famous Today

G. H. Q. for Wisconsin Men



A casting for one of the huge water-wheel driven generators installed in the Mississippi River Power Company's plant at Keokuk. This installation will ultimately consist of thirty of these machines, giving a total capacity of 216,000 kilowatts (300,000 horsepower). It is the largest hydro-electric development in the world. The General Electric Company builds generators for water-wheel drive in sizes ranging from 37½ to 32,500 kilowatts and the aggregate capacity of G-E units now in successful operation is in excess of four million horsepower.

Mississippi River Power Company, Keokuk, Iowa

Utilizing Nature's Power

ELECTRICAL energy generated by water power has grown to be one of our greatest natural resources — and we have only begun to reach its possibilities. It mines and refines our ores, turns the wheels of industry, drives our street cars and lights our cities and towns. The power obtained from Nature saves many million tons of coal every year.

At first the field of its utilization was limited by the distance electricity could be transported. But soon research and engineering skill pointed the way to larger and better electrical apparatus necessary for high-voltage transmission. Then ingenious devices were invented to insure protection against lightning, short-circuits, etc., which cause damage and interrupt the service. And now all over the country a network of wires begins to appear, carrying the magic power.

The General Electric Company, with its many years' experience, has played a great part in hydro-electric development. By successfully co-ordinating the inventive genius of the company and its engineering and manufacturing abilities, it has accomplished some of the greatest achievements in the production and application of electrical energy.

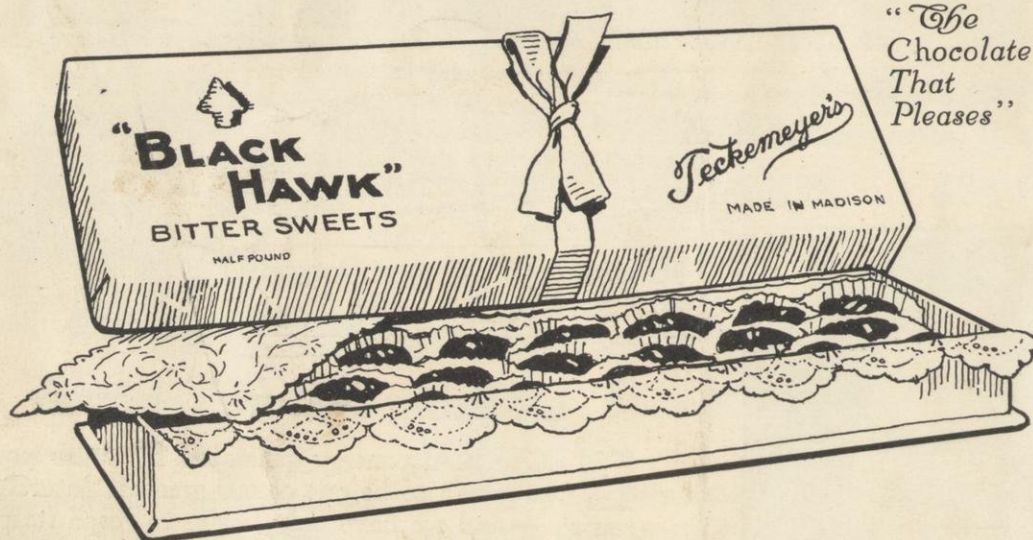
The old mill wheel of yesterday has gone. Today the forces of immense volumes of water are harnessed and sent miles away to supply the needs of industry and business and the comforts of the home.

General Electric Company

General Office
Schenectady, N.Y.

Sales Offices in
all large cities

For Your Better Taste—



"Black Hawk" *Bitter Sweets*

Reg. U. S. Pat. Off.

THESE sweet-meats will always be enjoyed with their creamy half-melted centers surrounded by the pure bitter-sweet quality of the chocolate shells.

YOUR better taste demands such a delightful satisfaction.

Teckemeyer Candy Co.
Madison