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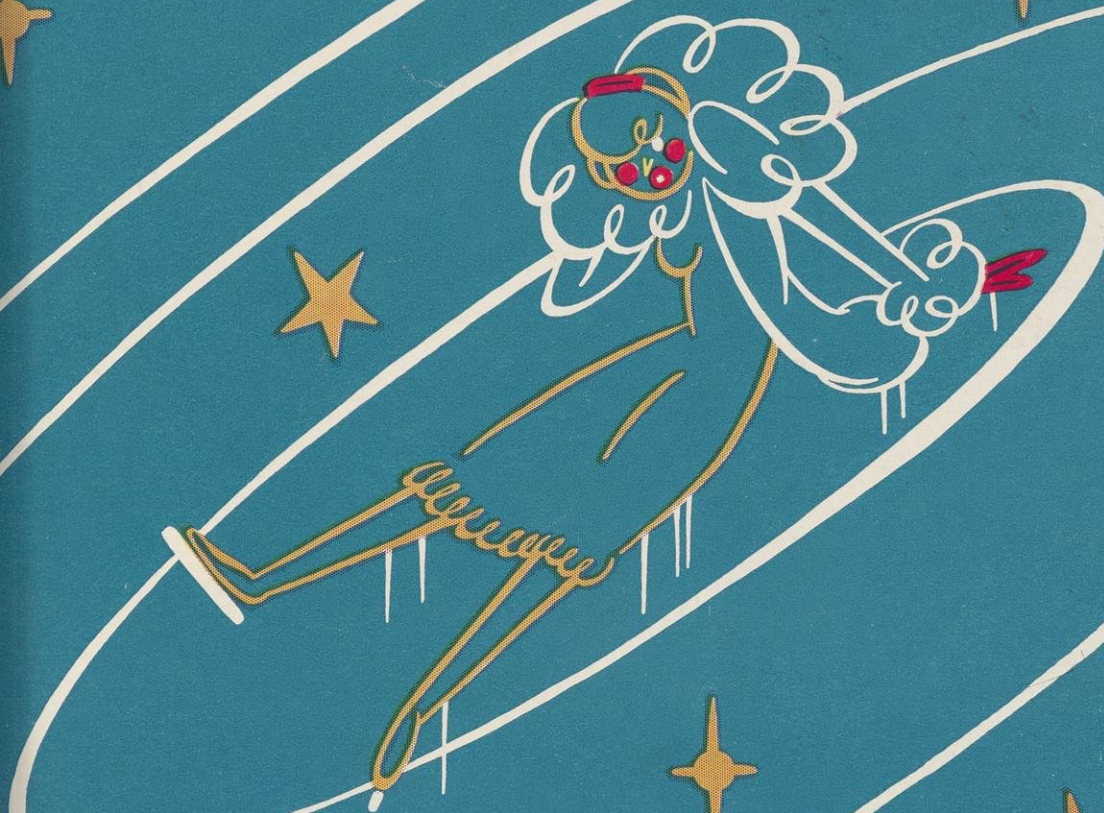
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the Wisconsin OSTOPUS



February

25 Cents

Jimmy Watrous

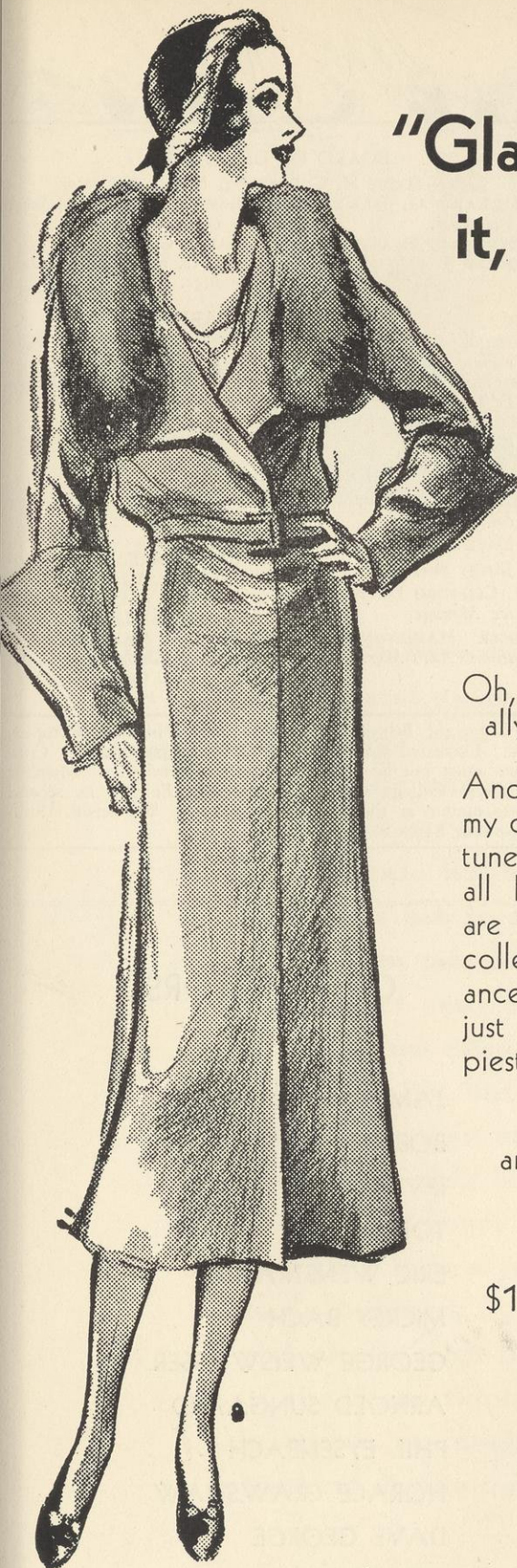


The most efficient way of
shutting off the blues since they first put
switches on radios . . . cigarettes
that really SATISFY!



Chesterfield

MILDER . . AND BETTER TASTE



"Glad you like
it, Anne!"

"But it looks
like a million
dollars, and
my new spring
coat simply **can't**
cost more than
\$40. Where
did you get it?"

Where?

Oh, why, quite natur-
ally at BARON'S.

And you needn't think
my coat cost me a for-
tune, either, because
all BARON'S things
are priced to suit a
college girl's allow-
ance, besides being
just about the snap-
piest styles in town.

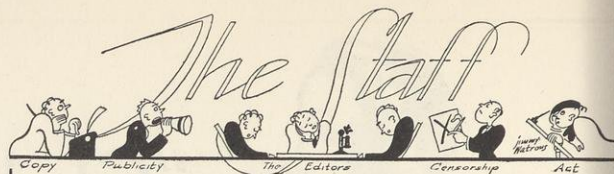
Sports
and Dress Coats
\$39.75

Others
\$16.75 to \$89.75

Babro Frocks
\$16.75

Others up to
\$45.





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It's a BLURB FEST

● Just a couple of the girls—but they're discussing a matter of rare importance. Small talk is out—the weather and the business depression have gone the way of all good bromides, and there is something new under the sun. It is BLURBS, the game everybody is talking about. It's not only entertaining, but it pays—twenty-four cash prizes each month—and it's good keen fun. It's a new way to spend an evening and not spend anything else. Any number can play, and the possibilities are endless. So simple that even your cousin Gus from Germany, who can't speak a word of English, can play it. All you need is a copy of the latest issue of College Humor Magazine, a pair of scissors and an open mind.

THE GAME YOU PLAY ON WORDS

Rules and key picture every month in

CollegeHumor

MAGAZINE

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● ● ● you don't have to go . . .
 to a crystal gazer . . .
 to find out that . . .
 doing your banking business . . .
 at the State Street Branch . . .
 of the State Bank of Wisconsin . . .
 while you are in school . . .
 equips you admirably . . .
 to conduct your banking business . . .
 along sound efficient lines . . .
 when you get out of school . . .
 most Wisconsin students know that . . .
 they know this is a safe bank . . .
 and that it saves them many steps . . .
 and that it is a pleasant place . . .
 to do business . . .
 and that's why the State Street Branch . . .
 of the State Bank of Wisconsin . . .
 is known as faculty and student . . .
 banking headquarters. Come in



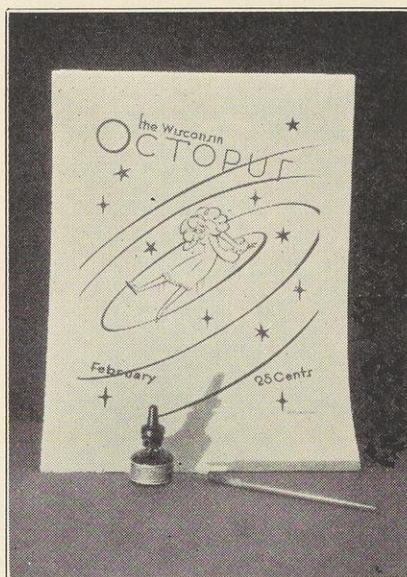


"The World Is So Full Of A Number Of Things"

Sounds like a dissertation on R. L. Stevenson's Pollyanna theme . . . but that's not it at all! It's the *fashion-world* I'm talking about, and there's no better place to see the *heavenly* new styles for Spring than SIMPSON'S AT THE CO-OP.

February . . .

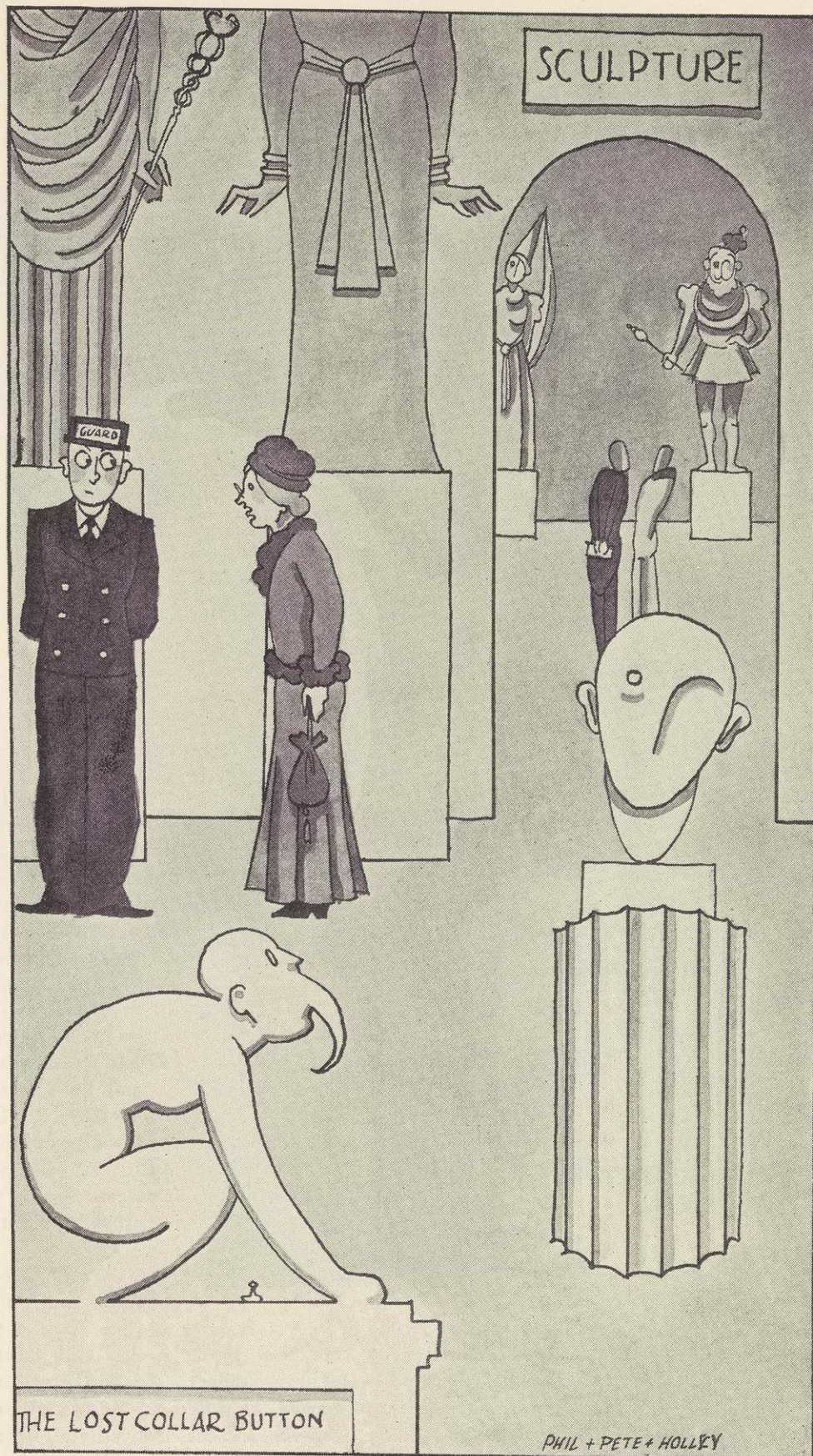
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● Now that exams are over we feel like potential Mutton gamboling on the green. The new semester is here, and the artists come down from their garrets brandishing brushes dexteriously, and the writers come from their speakeasies full of new spirit. It's infectious. Spring's just around the corner.

With a spirit of abandon the staff

has cast aside the worn-out features of this book and has enthusiastically set about to make the book more humorously modern in every aspect. For instance you have the smaller page size---the different type of cartoon idea---the sparkling make-up---and the changed mast-head---you have the new Octy. And why not? Four out of every five have it.



"Have you something
inexpensive in a birdbath?"



THE CREAM...

Five men were trapped in the stoke-hole of a big boat. All ventilators and doors had become jambed. The members of the rescue party estimated that the temperature of the air in the hole after the period of inclosure was close to 300 degrees. When the rescue party finally succeeded in breaking down the door, they found four men dead, and one, a slightly built person, as lively as ever. The leader of the rescue party examined the strong looking, dead men and then turned to the weak looking man and asked, "How did you manage to survive this intense heat and hot air when these four strong looking men couldn't?"

The man replied, "I was a Senator for four years."

A drunken sot was standing on one side of the street looking at a row of taxis on the other side. A stranger asked him what he was doing. The sot answered, "Gee but thish's a funny town. All the automobiles are alike. Hic."

Theme song for the State Insane Asylum: "The Call of the Wild".

Justice of the Peace: Do you take this woman to be your lawful wedded wife?

Meekness personified: Well, ah, sure, since you insist.

Premier Mussolini's next edict will probably order all Italian families to fire their butlers.

AESTHETES

Long black hair
Indicates
Dark skinned
Sophisticates.

Idiosyncrasies
They invent,
Starting our
Firmament.

Conscious glances
Oft betray
Our ill-hidden
Naivete.

So we hasten
Thru the corridors
Thus avoiding
Union boarders.

---J. Watrous

"Check and double check," said the pretty young blackmailer as she handed the millionaire his love letters.

And then there was the girl who wanted to be an angel, but she had smoked Wings.

When you're parked out in the country, all cuddled up with your sweetie, and her father drives up alongside of you and gets out—be nonchalant, although it won't do you a hell of a lot of good.

"Take it philosophically," said the Philosophy prof as he handed the student a flunk.

He (after big stag party): Gee, I'm afraid to go home now after drinking so much beer. The folks'll smell it on my breath.

Shining Light: Call up Jane and get a date. She'll leave you breathless.

When he declared that he wouldn't trade his Ford for the best Hispano-Suiza on the road I was just slightly irritated.

When he argued that the government was going to the dogs and that he could do a lot better he bored me a bit.

When he claimed that he once got Cuba on his crystal set I was really quite shocked.

When he praised Prohibition, and then bragged about the swell beer he was making I felt quite out of sorts with him.

But when the waiter at the Ritz recommended some excellent pate de fois gras, and he told him to shut up and then ordered pigs knuckles I had reached the end of my rope—I up and left him.



"Do you know that my name is in 'Who's Who'?"

"Honestly?"

"Sure, I was up to the library and left my calling card in it."

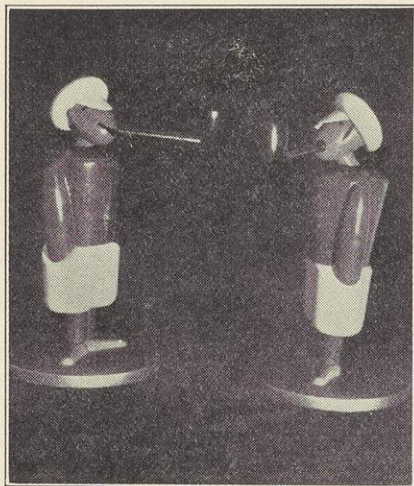
Minister: God be with you, my son.

Dying Crook: No, not where I'm going.

"Where's the fire?"

"Down at the city dog pound."

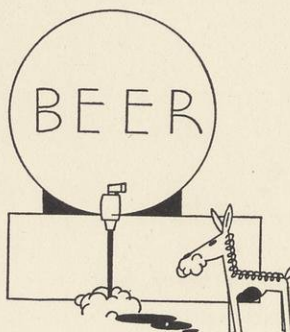
"Hot dog, let's go!"



"Abie, give a sentence using the word delinquent."

"My cuff is open because delinquent broke."

"Greek fire" is not as ancient
As the histories declare.
Campus men reveal it
In the heavy love affair.



REVISED EDITION . .

Working is a pastime
In which few pros indulge
Yet, in rather fast-time,
Their inner pockets bulge.

They write a foolish text-book
Revising as they need,
And calling it their "next-book",
On royalties they feed.

"I say, can you tell me where to find ladies undergarments?" asked Reggie blushing.

"I could, but I won't," answered the floorwalker primly.

"Aw, you don't know beans."

"Yes I do, I'm a sailor."

He: But why do you want to live in a log cabin, dear?

She: So the chinks can do the wash.

"I'm a Yale man—"

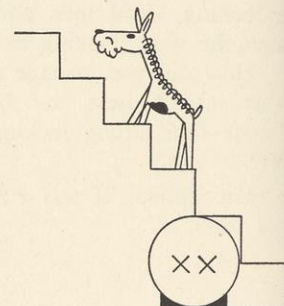
"Ah, yes, how delightful."

"And I wondered if I could interest you in a new lock for your garage!"

"Hello, Mamy, I understand B gave you a new Ford for your birthday."

"Yes, he did. What did Jerry give you?"

"Only the Willys, dear, only the Willys."



Ronny and Mack were a strange pair. Ronny made Phi Beta Kappa and Mack made the campus vanguard. With Ronny it was all honor and money; with Mack it was all money and no honor.

The Smith a mighty man is he. He should be with all of his relatives.

"See that fellow over there? He's 'One Round O'Reilly.'"

"What's the matter? Won't he take a second drink?"

"What price glory?"

"Fifty francs'll buy yuh a Croix de Guerre, buddy."

"She was the most gorgeous creature I ever laid my eyes on. She simply dazzled one—so striking looking, so aristocratic, so piquantly charming. She sat on the opposite side of the lecture room from me—constantly gazed at her. The mere sight of her thrilled me through and through. If I only knew her to speak to—if she'd just smile at me once—what heavenly bliss."

"I met her in the hall to-day for the first time. Good Gawd, what an unshapely, bowlegged girl she turned out to be!"

It was probably a Scotchman who waited until summer to buy a thermometer because then it contained more mercury.

In chess, it's check-mate, in magazines, it's rejection, mates.



"They've invented dry ice, I see."
"What a pity, think how the practical jokers will suffer."

"I can still hear those shots ringing in my ears—and her father's angry words. Oh, it was awful—I mean awfully embarrassing; well anyway I earned my lesson. It was high time I received a jolt—I was too cocky. Me for the straight and narrow from now on. Wonder where I can start all over again? It's just as well that I get out of the bookselling game—never again will I try and sell Vina Delmar's latest to a Methodist minister's daughter."

Query

I've given her orchids,
And kisses. And dough.
I've acted quite meekly,
But still I'm *de trop*.

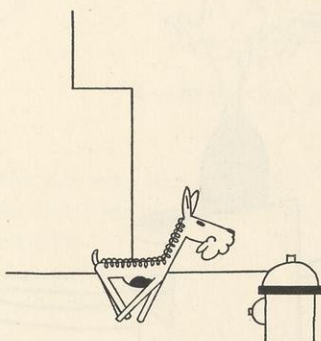
I can see why the orchids
And kisses don't go;
But what's her objection
To getting the dough?

The two were sitting in their home. The man spoke to the woman, "Will you go down to the river and fish with me in the morning?"

The woman answered, "But dear, I haven't a thing to wear!"

And it was the truth. Her name was Eve and his was Adam.

When the mother-in-law comes
we sometimes wish Mr. Einstein
would help us solve our problems
of relativity.



Then there was the fellow who got into trouble with the Plumber's Federation of America—he had a union suit.



An Inside Glimpse of the Hooked Rug Industry

"Greetings, your Lordship, and how have things been going with you?"

"Just splendid, your Majesty. Did not His Highness tell Your Majesty that I have just returned from Ravenswood Manor where I sojourned for the grouse season?"

"Egad, no. But tell me, did your Lordship find the shooting quite fascinating? No doubt you brought back a splendid bag. By the by, did your Lordship indulge in the chase any while you were away?"

"Ah, yes, dear, old Lady Whifflesnaffle invited me over to Brothwothingham Castle for a merry fox hunt, and . . ."

"Listen, you two mugs," interrupted the movie director, "if you can't put any more feeling into your lines than that I'll fire the both of you, savvy?"





"Did you hear what happened to
rs. Hen's children?"
"No, what?"
"They turned out to be bad eggs!"

"What do you think of love?"
"It's necks to nothing."

Imagine the embarrassment of the
cum cleaner salesman who once
eried of the President's wife, "Have
u a little Hoover in your home?"

King Solomon Receives a Shopping
st:

- 1 gross *teething rings*
- 5 gross *plain diapers*
- 50 doz. *prs. white socks*
- 2 doz. *white cribs*
- 50,000 *safety pins*
- 2 gross *Teddy bears*

The life of a Peeping Tom is just
series of panes.

▲
Fraternity Life at
Wisconsin
No. 9
Sigma Phi
▼



"Couldn't you just put yourself into that---"

"Did you ever take elocution?"
"No, but I knew a fellow who took
electrocution."

It's dollars to doughnuts that no
cigarette manufacturer will ever dare
to advertise, "You can't match our
cigarette."

"So you won't take the contract for
wrecking this bridge?"
"No, I've got two broken arches
now."

A new book about Chicago has been
written: *Alley Baba and the Forty
Thousand Thieves.*

Boys will be boys—if they were
anything else the girls wouldn't have
near as much fun.

Polar Bears . .

By Bob
De Have

SOME smart guys, like the kind that hang around cigar stores and airports during school hours, might think it is pretty easy to raise polar bears. Well, that may be as it may be or even sooner but when you buck up against the proposition of raising polar bears for profit, it is a different matter altogether. End of paragraph.

Twenty years ago I didn't have a penny (Editor's Note: Ha! Ha!) the rent was due and the children's stockings were going to be empty on Christmas Eve. In fact, they were empty every night because I had taught my children to take off their clothes before going to bed. My ventures in oil, both drilling and painting, and freelancing in literature had failed. (Editor's Note: Are you sure that last was only twenty years ago?) I sat down on the edge of my dilemma and thought the matter through. "Don't Ever Say We're Through!"

After I had thought (through) for three or four months, we were living in the street and Christmas was all over so I really could start from scratch, like my blood poisoning, with my wonderful idea for making money. Aren't you excited? I was going to raise polar bears! I was now at the business so I didn't realize the profits then.

It seems almost silly of me to mention the fact that the first step in successful polar bear raising is to procure two polar bears. These two should be, reading from left to right, a omyay earbay and an opayay earbay, or, if your children understand pig-Latin as mine do, merely spell it out thusly, a m-o-m-m-a b-e-a-r and a p-o-p-p-a b-e-a-r.

After you once obtain these two bears described above, the first thing to do is to make them happy. Now there are two methods of making a bear happy, the Reverse Method, commonly known as the Dr. Bernersimper Method and the Flying Dutchman with a Half Twist Method, commonly

known as the Flying Dutchman with a Half Twist Method. The Reverse Method of making a bear happy is rather simple and it's a wonder you didn't think of it without me telling you. I'm laughing. All you have to do is turn the bear loose in Alaska and you'll make him happy. But the other method concerns us because you can't make any profit by turning him loose. (Alaska, my wife tells me, is pretty far away anyway. We tell each other everything.)



"--each bear gets two bits a week spending money--"

The Flying Dutchman With a Half Twist Method (this is not to be confused with the well-known croquet shot of the same name) originated, I must confess for the sake of authenticity, with myself. And it consists in three things, namely; kindness, good food, faith, hope, chastity, 10 free cartooning lessons, comedy, tragedy and the boll weevil. There may be more than three in that list but there's no point to getting sore and writing me a letter about it.

The first night that new bears are on my farm I always have an old fashioned dance just to get things going nicely. I announce this by a clever display of electric lights spelling, "I Can Sit in a Tree Longer Than You Can." This gets the idea of an

old fashioned dance over to the bear somehow, and I don't exactly understand it myself. (Editor's Note: After twenty years? ? ? Author's Note: You heard me.) One of the favorite tunes of polar bears "Ankles Away", an old Annapolis se chanty, no, not shanty . . . CHANTY!

Readers, ever gentle, have probably been perspiring under the collar (optional) until they get to the explanation of profits. Human nature is that way as Ruskin has so well said. Was it the Times? Now I have an average of seven hundred bears on my farm in the winter and seven hundred in the summer. I go to football games in the fall and I go to see Aunt Clara in Freeport every spring so the average number of beasties on my farm is about three hundred. They will multiply at the rate of two hundred cubs a season. (They will divide too, the little devils, if you aren't looking), and if they die at the rate of two hundred a year, I know that they were Chicago cubs.

Figuring that each bear eats an average of fifty pounds of meat and two raw boned keepers every year (meat at twenty cents a pound and keepers at a hundred a month which we cease to pay after they are eaten) and each bear gets Saturday afternoon and holidays off and two bits a week spending money, his hide and meat bring a dollar seventy, I am in the hole about two hundred dollars for each of the three hundred bears on my farm (I'm not really in a real hole, that's just an expression of mine.)

There is one thing that I never fail to mention when I have an intelligent audience open-mouthed (this isn't really necessary) about polar bears. I must brush up on that and find out what it is. And My- My! I haven't said a word about bear skin.

A La Winchell

Adam and Eve are on fire. . . . He had little voice, incidentally. . . . Both take their orange juice each yawning. . . . What couple hurled a midnight wim party on the Euphrates on Sat. eve? . . . Eve damb ticklish. . . . Adam demon-strated this. Eve has thefted a coupla lemons. . . . The angel hands them a sour look. . . . Current chit-chat says unpaid bills caused their Eve-acuation. . . . It is out that she anticipates a blessed-eventually. . . . It's a joy. . . . Adam and Eve raise Cain. . . . They have garbed themselves in fig greens with little ones for junior. . . . Mater and pater increase their kin and cause an unenjoyment situation.

I call my bridge partner guinea pig—because she doubles and redoubles.

LOVE

What is love but a strange disease
That comes in the spring
On the vagrant breeze?

Or perhaps it came with the snow
To leave again
When spring winds blow.

Love is like an orange, yellow-red,
Some men want an orange
But get a lemon instead.

Saint Peter was questioning an applicant:
"Have you been of upright character?" he asked.
"Yes, sir," answered the applicant.
"Has your honesty been unquestionable?"
"Yes, sir."
"Have you kept yourself mentally, physically and morally clean?"
"Yes, sir."
"Have you been loyal to your friends and not played politics?"
"Yes, sir."
"Have you endeavored to train your mind by going to school?"
"Yes, sir, I have been a college student for the past three years."
"Oh, so you've been lying to me, eh?"

"Half a loaf is not better than no loaf at all", said the seldom employed baker.

Grades

"I only got a one point and you need a one point three to stay in school. If you get one point one, however, they'll put you on probation."

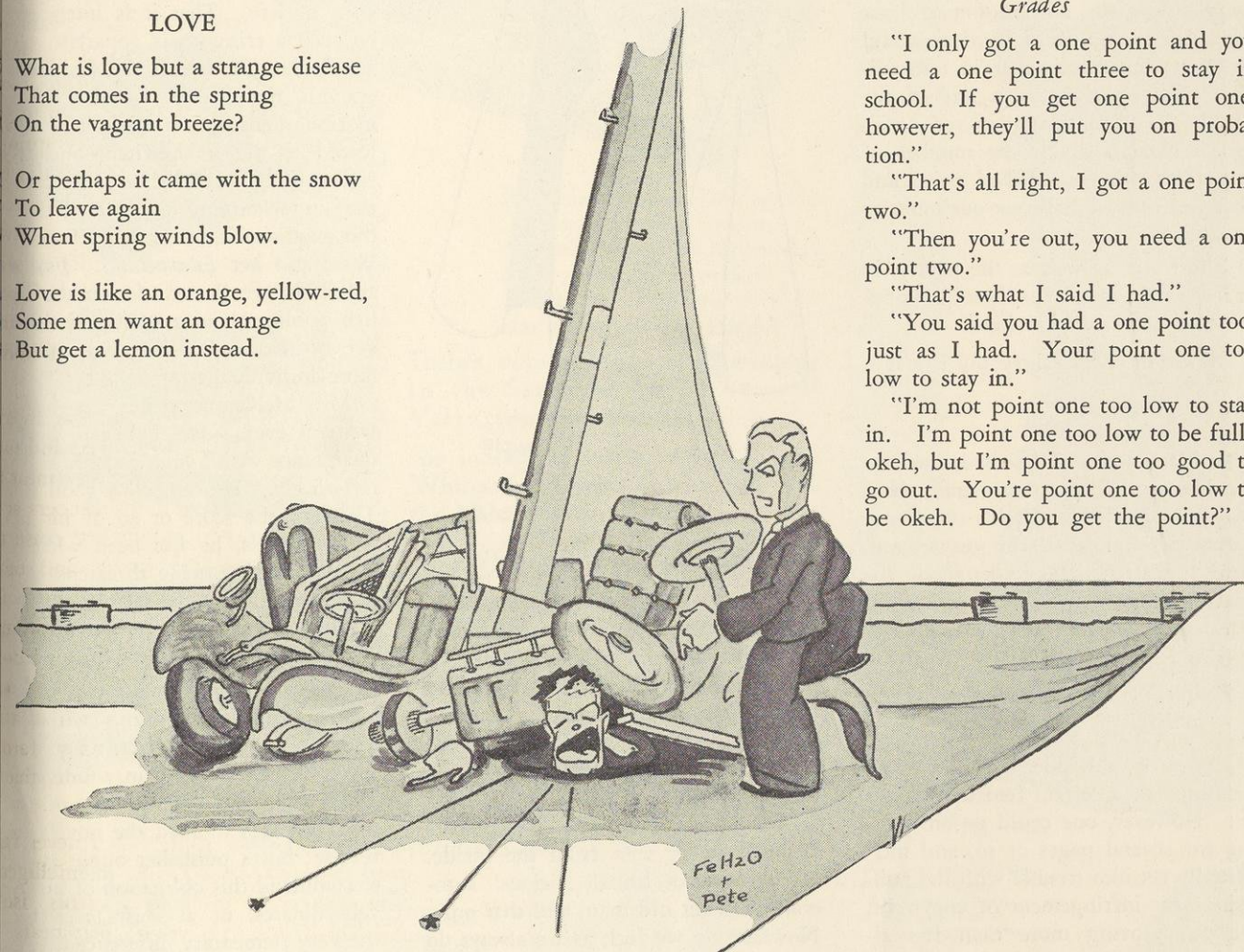
"That's all right, I got a one point two."

"Then you're out, you need a one point two."

"That's what I said I had."

"You said you had a one point too, just as I had. Your point one too low to stay in."

"I'm not point one too low to stay in. I'm point one too low to be fully okeh, but I'm point one too good to go out. You're point one too low to be okeh. Do you get the point?"



"Don't shriek so, I can hear you!"

Book Banter . .

By Prof.

Paul Fulche

THE sublime audacity of Ogden Nash's book of verses, *Hard Lines* (Simon and Schuster), is one of its chief charms. Were it not that the word contagious has the most unpleasantly realistic of associations for me just now, I would apply it to the glee that so manifestly bubbles out of Mr. Nash as he takes his indecorous liberties with the English language—coining, rhyming, and spelling as he pleases—and he pleases invariably. Chiropodist and John the Bodopist delight both eye and ear; and Bldg. and gldg. are a positive inspiration. By all the definitions of poetry Mr. Nash is not a poet. There is nothing simple, sensuous, and passionate about him, there is no overflow of powerful emotions, no recollection in tranquility. Yet *Hard Lines* is one of the few books of contemporary verse with which we can divide the number of pages into the established price and still feel that we have got our money's worth.

The truth, as well as the poetry, in *Hard Lines* is of the breezy, impudent, and unorthodox kind.

When I consider how my life is
spent,
I hardly ever repent,

says Mr. Nash. That is honest, at the least; no "wintry garment" about that—evidently Mr. Nash's conscience wears B. V. D's all the year round. And worth ten times its length in the graveyard poetry of the eighteenth century is the calm statement:

Among the anthropophagi
Peoples' friends are peoples' sar-
cophagi.

"Gender on a Bender" is not a bad definition of a certain female evangelist. However, one could go on quoting for several pages or so, and incidentally get into trouble with the publishers for infringement of copyright, without proving more than has already been said. And if you think the sort of thing that Mr. Nash does

is easy, try it yourself. It will probably give you the mumps, as it did me.

The Cast-Iron Duke, by Stephen McKenna (Dodd, Mead), is another study of the English patrician surviving into an upset twentieth century world, whose existence he recognizes



"Gender on a Bender"

only as something to be barricaded out of his domain. To the Duke of Leominster, property is still, as Meredith called it, "a masculine noun in man's grammar book". In various forms, he is a familiar figure in the modern novel, and he has often been better done. For Mr. McKenna's Duke is never seen from the inside. He remains a brutal, vicious, autocratic, sinister old man, and that only. Nowhere do we feel, as we always do in Galsworthy, for example, that there is any mixture of ideals with some re-

spect due to both sides, any possibility for divided sympathy. Metaphorically, the characters cut each other throats, but never, as in Galsworthy "for the best of motives." Here the forces of reaction are of a too solid blackness; and the forces of radicalism dazzle one with a too, too obvious kinship with the sons and daughters of light. The castle in which most of the scenes are laid, with its battlements, its long, chilly galleries, its moats, its hidden doors and secret passages, savors of the Gothic romance of Mrs. Radcliffe and adds to the sense of unreality which impairs the whole value of the book as a criticism of life. That it is intended to be such a criticism is apparent. The attack on feudalism is fashionable enough, though one wonders if the moribund institution might not be allowed to die its inevitable death in peace, or be attended to its grave by the understanding of Galsworthy or the exquisite irony of Miss Sackville West and her *Edwardians*. Fashionable, too, are the attacks on the English public school system and the advocacy of an education that will promote individuality.

Mr. McKenna writes, as he has written ever since I began his acquaintance with *Sonia*, capably and interestingly. He can tell a good story. Through the score or so of his published novels, he has been what one calls promising. He threatens to remain only that to the last.

The publisher's blurb on the jacket speaks of part of the story's taking place "in a university steeped in age-old culture yet vibrating with new theories." In actual fact, no scene of the novel takes place in a university. There is, I suppose, no way of forcing reviewers to read the novels themselves; but a publisher ought at least to command this obligation of his own subordinates, or at least teach them the very elementary difference between an English university and an English public school.

St. Valentine's Messenger



*Whitman's Candy, at this season,
Adds to sentiment a reason;
Not just "reason" in the abstract
But a reason for a compact
Such as Saint and Cupid stand for
And a maid would give her hand for.*

There's sweetness as well as meaning
in the Sampler. Let it be your
Valentine messenger.

For individual tastes, other popular
Whitman packages can be had with
the Valentine touch added.

Whitman's Chocolates

© S. F. W. & Son, Inc.



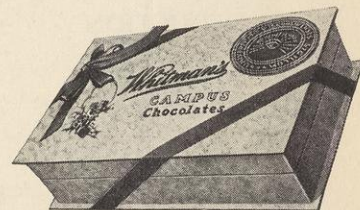
Whitman's Famous Candies Are Sold By

IPUS SODA GR...
DINAL PHA...
CHOCOLATE SHOP...
LINS PHARMACY...
LYER'S PHARMACY...
TLOFF'S PHARMACY...
TLOFF'S PHARMACY...
ROAK PHARMACY...
HARDT PHARMACY...
STROM'S PHARMACY...
I. McGRATH...
W. KREHL...
K'S PHARMACY...
LATT PHARMACY...
HLAND PARK PHARMACY...

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920 E. Johnson Street.
State and Lake Street.
111 E. Washington Ave.
114 State Street.



"Special University of Wisconsin Package"



A Scotchman, an Irishman, a German and a Jew were eating dinner together. When the meal was finished and the waiter came with the bill the Scotchman promptly said he would take it. The next day a Jewish ventriloquist was found murdered.

—Puppet

The golf theme song: "My County, 'tis a Tee."

—Punch Bowl

A bull frog saw his sweetheart
And said, "Won't you swim with me?"

The answer came in muffled tones,
"I'd rather croak," said she.

—Beanpot

Question: Oh
Where, Oh Where,
Has My Little Dog
Gone?

Answer: Around
the Corner and Under
the Tree.

—Sour Owl

DEDUCTION

Gents prefer blondes,
Courts prefer charges:
Gents court the blondes,
And pay the charges.

—Banter

He (hands over her eyes): If you can't guess who this is in three guesses, I'm going to kiss you.

She: Jack Frost, Davey Jones, Santa Claus.

—Claw

Helen: I could go on dancing with you forever.

Hal: From the looks of things, I should say that's exactly what's going to happen.

—Tiger

I hear that sophomores are in the habit of exaggerating terribly.

Yes, everything they tell you has to be taken with a dose of salts.

—Medley

"I think she's priceless."

"I know she is, I tried."

—Medley

He: Did you make these biscuits with your own little hands?

She: Yes. Why?

He: I just wondered who lifted them off the stove for you.

—Purple Cow

Customer: Murads, please.

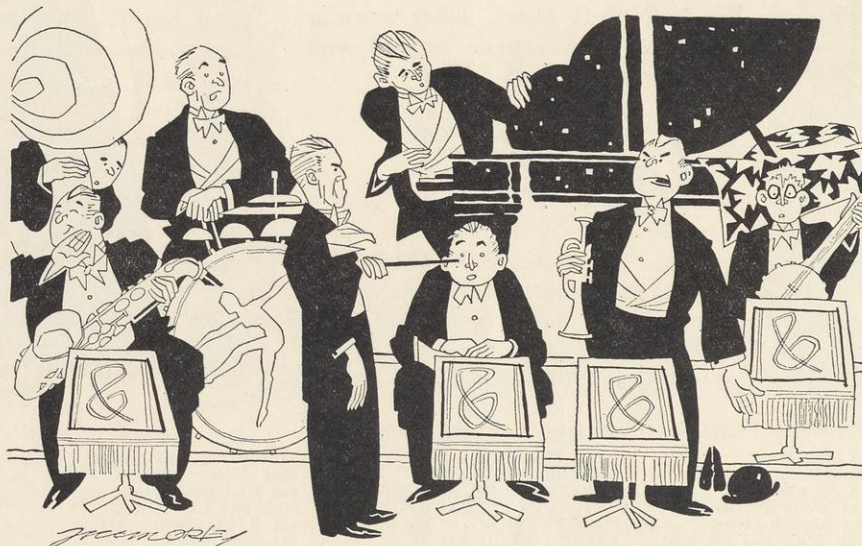
Drug Clerk: Anything wrong, sir?

—Gargoyle

"What's your line, baby?"

"Line of least resistance, brother."

—Puppet



"I should hide my talent under a derby!"

--Pitt Panther

A wealthy Hebrew died, and at his funeral a young man in torn clothing was sobbing bitterly.

"Is he a relative of yours?" asked a bystander.

"No," answered the young man.

"Then why are you weeping?"

"Becuz he isn't a relative of mine."

—Medley



The "Riding Coat" that became the **Redingote** has become the Fashion

And a delightful fashion it is because it couples together the smart, fitted-line, colorless coat with a most stunning printed or solid color frock. And either garment may be worn with others achieving many costume possibilities. Here is more for your money than any fashion offered this spring. You will find many at Kessenich's two smart stores at \$19.50 and \$29.50.

Most popular is the dark coat with colorful printed dress revealed beneath it.

Also high in fashion is the dark coat with tailored frock of the same color.

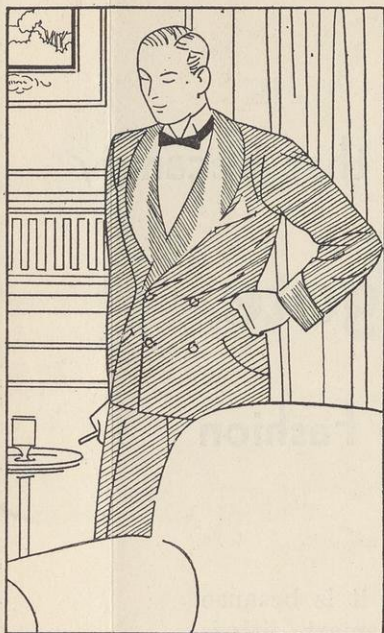
Both coat and frock are touched with smart trims so that each can be worn separately.

Kessenich's

Town Shop - 201 State Street

College Shop - 903 University

MENSWEAR FOR MID-WEST CAMPUSES



© VANITY FAIR

A HOUSE OR HOST SUIT

The old-fashioned house-jacket or smoking jacket has returned to fashion and with it has come a pair of trousers, making it a house suit. It is a far more elegant outfit in these days, however, than its predecessor.

No longer is it made of flowered silks and brocades, but is perfectly plain and simple. As made by New York's finer tailors, it is usually tailored of a medium weight cashmere cloth. The lapels are silk-faced. Sleeves have silk cuffs and silk lining is used throughout the jacket. An even greater luxury is the pair of silk-lined trousers. All the careful tailoring and attention to detail that are given to a dinner jacket or a tailcoat are given these suits.

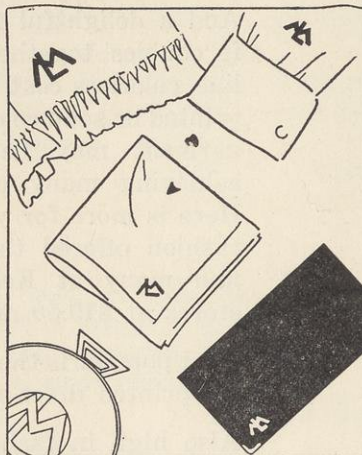
In the accompanying illustration, we see the suit worn with informal evening accessories including starched shirt, wing collar and black bow tie. It is frequently worn in this way for small dinners at home, that is, for six or eight people. The host wears a suit of this sort in bright blue, maroon, or green and the other male guests come in dinner jackets—hence the name "host" suit.

The bow tie may match the silk facing of the lapels, which is usually a darker tone of the color of the jacket itself. And when a double-breasted jacket of this type is worn, no waistcoat need be worn with it.

THE PLACE FOR MONOGRAMS

Monograms on the well-dressed man's clothes and accessories are quite appropriate, especially on those things which must be laundered and which are often disfigured by the hieroglyphics of the laundryman.

While monograms are primarily for purposes of identification they are at the same time decorative, but, like anything decorative in men's dress, they should not be displayed like a distress signal, as some men use them. A muffler, for example, should not hang over the lapel of the coat like a banner, nor should it be obviously knotted and puffed to show its monogram.



© VANITY FAIR

In the same way a handkerchief should not be tucked into a pocket carefully pressed out to show the monogram.

Monograms should be embroidered on a man's linen; they should be stamped on his leather things, and should be put, in some way, on everything with which he travels.

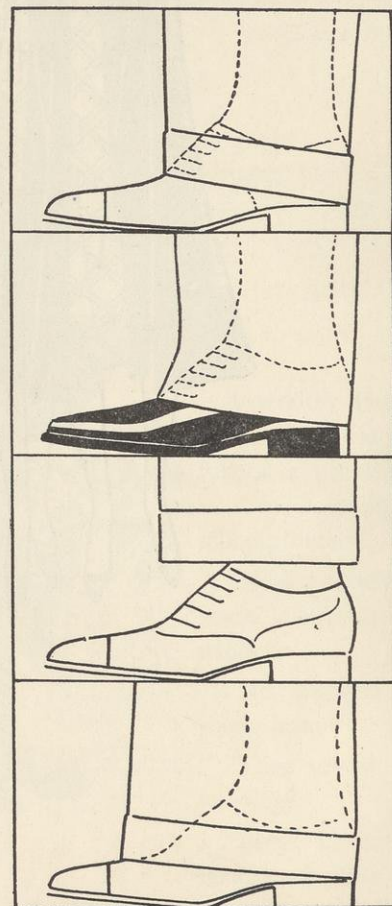
THE CORRECT WIDTH AND LENGTH FOR TROUSERS

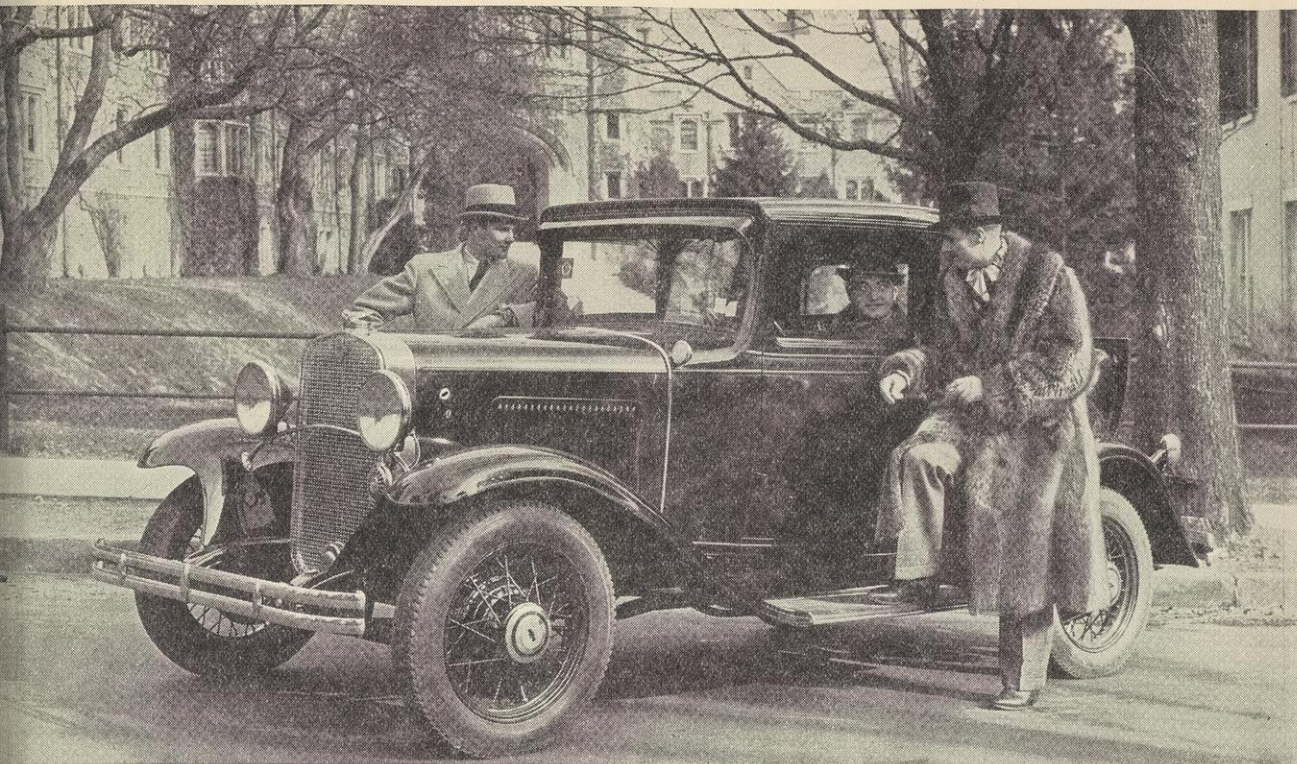
We sometimes hear that the correct width for trouser bottoms is eighteen inches. This pronunciation is usually made with a great show of authority and with a finality that invites no further discussion. And yet, a second's consideration shows us how obviously false and

wrong such an arbitrary width can be. For some men—perhaps for the average man, if there is such a person—eighteen-inch trouser bottoms may be quite right, but we are not all made from the same pattern, and by the same token, our trousers can not be cut from the same pattern.

The width of the trousers at the cuff is determined by the size of a man's foot and the shoe he wears. The trousers should barely cover the lace at the front of the shoe and hit a little above the heel at the rear. They should not cover the entire foot, nor should they be so short that several inches of ankle show at all times.

Trousers with cuffs should hit the top of the shoe without a break. Those without cuffs should break slightly over the instep. Both should be cut on the bias at the bottoms, and both should taper to their bottoms from a much greater width at the knee and an even greater width at the thigh and hip.





The new Chevrolet Sport Coupe photographed on the Princeton campus with Blair Hall in the background

Built to *modern* standards of appearance and performance



Here is the finest performing car that Chevrolet has ever built—quick on the trigger, loaded

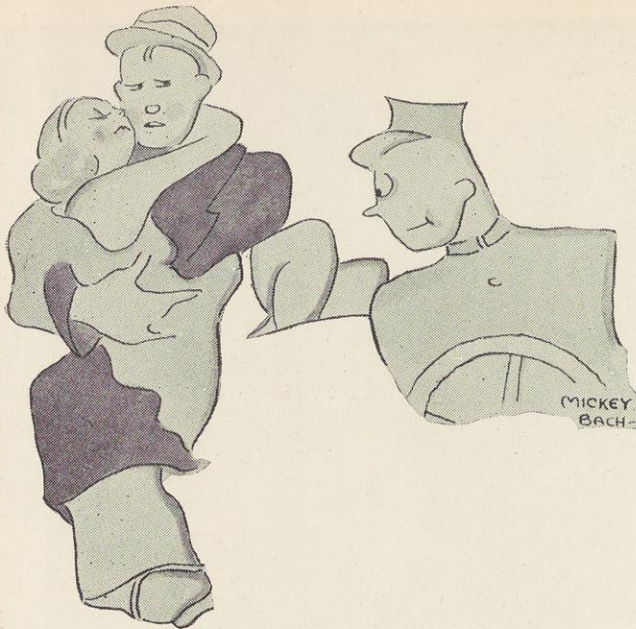
with speed and power, easy to handle, downright dependable and designed to cover more miles at less expense than any car you can buy! And it is as smart an inexpensive automobile as you have ever seen—long, low, racy lines; graceful body contours; and the very latest type of fittings and appointments. Furthermore, the new Chevrolet is a thoroughly *modern* automobile. It delivers the

smooth, swift performance of a big 50-horsepower six-cylinder motor. Its Fisher bodies have the smartness, style and comfort of fine, modern coachcraft. In no single feature that contributes to the satisfaction and pleasure of owning an automobile, is there any compromise with quality. A fast, smooth, fine-looking Six . . . up-to-the-minute in every way—as a *modern* car should be! You'll be doing yourself and your pocketbook a favor if you see and drive the new Chevrolet before you buy any low-priced automobile.

Chevrolet prices range from \$475 to \$650, f. o. b. Flint, Mich., Special Equipment Extra
Chevrolet Motor Company, Detroit, Michigan, Division of General Motors Corporation

NEW CHEVROLET SIX

The Great American Value



"Shall I turn on the heater, sir?"

Indignant Wife (to incoming husband): What does the clock say?

Semi-Plastered Husband: It shays "tick-tock," and doggies shay "bow-wow," and cows shay "moo-moo," and little pussy-cats shay "meow-meow." Now ya satisfied?

—*The Flamingo*

The Difference Between a Diplomat and a Lady

A diplomat says "Yes" when he means "Maybe," when he says "Maybe" he means "No," but when he says "No" he is no diplomat.

When a lady says "No" she means "Maybe," when she says "Maybe" she means "Yes," but when she says "Yes" she is no lady.

—*Frivol.*

Waiter: Were you kicking about the flies in here?

Patron: No, I was just knocking them about with my hand.

—*Sour Owl*

College is just like a washing machine: you get out of just what you put in—but you'd never recognize it.

—*Dartmouth Jack o'Lantern*

Second Semester Budgets Need Attention Now ...

Nearest The Campus

IF your allowance is one of the "going, going—gone" variety, you'd like the help of an account at the University Avenue National to stabilize it. You'd know where and how your money was being spent; you'd free yourself of loss risks; you'd have your affairs on a sound business basis. Come in and talk to us about it while the semester is new.

UNIVERSITY AVENUE NATIONAL BANK

University Avenue at Park Street



"Positively Adorable, Jean . . .

I got it at MANCHESTER'S . . . the most stunning frock for \$19.75! It's of plaid crepe in shades of bright orange, brown, and a wee bit of black . . . and it has a black jacket that just sets it off to perfection! I think it will be a knock-out for wear on the hill. And you should see all of the frocks that MANCHESTER'S is showing for \$19.75 and \$29.50. I'm going to Manchester's for all of my spring things! See you later. Bye-bye."

Reorganization SALE

Now In Progress

We are closing out all dresses at a price
far below cost of making.

A Sale You Can't Afford To Miss



Group I
Values Up
To \$10.00
\$3⁹⁵

Group II
Values Up
To \$15.00
\$6⁹⁵

Group III
Dresses
Values Up
To \$25.00
\$9⁷⁵

Bonnie FROCKS

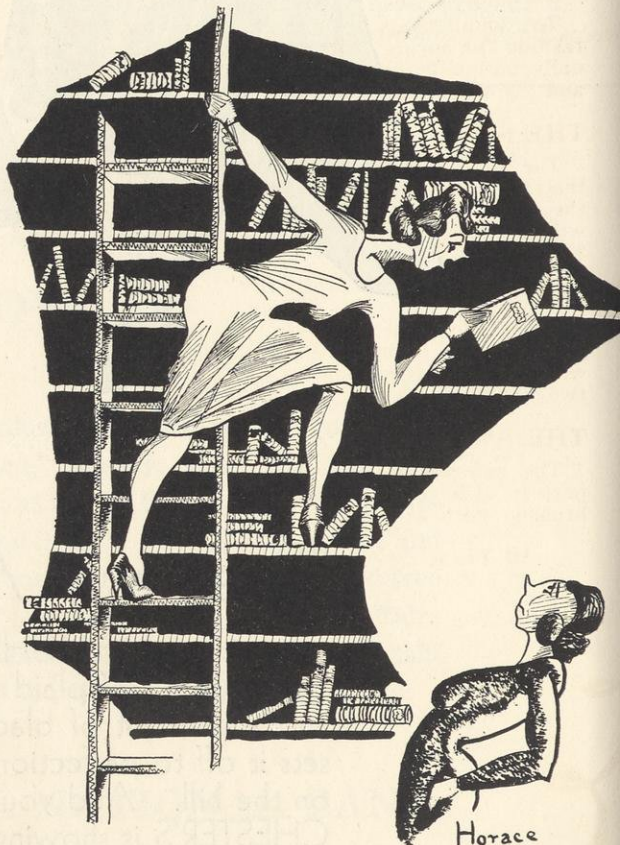
231 STATE ST.

Waiter: "What's the trouble with the oyster soup?"
"There's no oysters in it."
"Well, I'm sorry, sir, but you know you wouldn't expect to find a horse in horse radish, would you?"
—Michigan Gargoyle

"Did you make the debating team?"
"N-n-no. They s-s-said I w-w-wasn't t-t-t-tall enough."
—Jack-o-Lantern

Judge: And where were you at 8:00 o'clock, February 30?
Prisoner: Now, wait a minute. Gimme time to think.
Judge: Oke. Thirty days.
—Red Cat

Bored Fan: Ten bucks if you sock that guy!
Referee: Cut that stuff, will ya? You tryin' to start a fight?
—Troubadour



Horace
Crawshaw

"Gawd, Maizie, I can't find John Brown's body anywhere!"

CORRECT - APPAREL - FOR - EVERY - OCCASION

SPRING

Style Notes As Observed By Nationally
Known Style Scouts

THE TOP COAT

Is double breasted with a full belt in fleecy plain shades or single breasted with a half strap-belt in Harris Tweeds. These garments are on display at our shop; priced from twenty five to forty dollars.

THE SUIT

A great number of the sport type of suit will be seen, patch pocket, plain or belt back, quarter stitching on edges. These suits are being featured in plain flannels, new shading of brown, and grey; or may be had in tweeds and homespuns. Some of the suits have one trouser and one knicker while others have two trousers; the price ranges from thirty-five to fifty dollars.

THE HAT

The small-swap brim, high crown hat still leads the fashion for spring; with the lighter shades of grey gradually outnumbering the tans and browns. Priced at five and six dollars.

THE SHIRT

The solid blue shirt will be more popular than ever, the short round collar and the medium point will dominate the collar style. Pin stripes on white and blue grounds will also be in favor. See them at our shop priced from \$1.95 to \$2.50.

THE TIE

Light colored neckwear in rather plain silks, some with small shadow figures will have the greatest call, foulards will be worn with sport ensembles. Priced from one to two dollars.

THE SWEATER

The new arrival in sweaters is a slipover cut on the pattern of a vest; The garment is knit of zepher weight brushed yarn in plain colors. Priced at six dollars.



*The New
Two
Button
Sack Coat
For Street
And Dress
Wear*

All These New Spring Ideas In Apparel For University Men Are Now On Display At Our Shop

BAILLIE
— — —
O'CONNELL AND MEYER
MADISON ~ WISCONSIN

A logo featuring a shield with a crown on top and three fleurs-de-lis inside. The shield is flanked by two crossed swords. Above the shield is the word "BAILLIE" in a stylized font. Below the shield are the words "O'CONNELL AND MEYER" and "MADISON ~ WISCONSIN".

109 STATE

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In A

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RANNENBERG-PARR, Mgrs.

Wife to hubby who had stumbled over a chair in the dark trying to get to bed after a large evening:

"Is that you, John?"

"Yesh, m'dear, if 'taint I'm going to 'ply for a d'vorshe."

—America's Humor

A pretty schoolteacher who prided herself on knowing the parents of all her pupils thought she saw one of them on the street-car one day and said: "How are you, Mr. Smith?" Then perceiving he was a total stranger, she apologized: "I beg your pardon, I thought you were the father of one of my children."

—The Log

Then there's the story about little Johnny Gether as a usher in church. He didn't quite know what it was all about, but he was resolved not to miss any tricks. Presently, a deaf old lady with an ear-trumpet entered and Johnny suspiciously ushered her to a seat. But little Johnny wasn't going to be fooled so he leaned over and whispered: "See here, one toot out of you and out you go!"

—Jack-o'-Lantern

A young man working for a Hebrew merchant asked for a raise. The Hebrew got his pencil and paper and began to figure. "There are 365 days in a year. You work eight hours a day, that makes 122 days that you work. Dere are 52 Sundays vich leaves seventy days. Dere are 13 legal holidays and three Jewish holidays vich leaves 54 days. You get 1 hour for lunch vich makes 14 days, dat leaves 14 days. Den I give you two weeks vacation every year. So ven in the Hell do you work?"

—Black and Blue Jay

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(Formerly Ben Stitgen's)

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Booths for parties of 3 or more

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DO YOU LIKE FASHIONS?

IF SO
HEAD VANITY FAIR

Do you know where to purchase a hat that
flatters your face, or do you always cut the brim
(the hat) with a pair of scissors? . . .
What are garters for, and where can they
be purchased? . . . What did they wear at
the Downs this year—beer suits or two-
toned sack coats? . . . Do you have to own
a yacht to wear a yachting cap, and vice
versa? . . . What are the various uses of
suey-colored trousers? . . . Can you wear
a linen suit without looking like a barber?
How many tons of raccoon coat should
be worn to a football game on a warm day?
Will she ask you in, with *peaked* lapels?
Will she kick you out, with *notched*
lapels? . . . It's important to know these
things. Vanity Fair gives you the latest out-
side dope.

to figure out how much it would cost you to buy the
latest talked-of new books . . . to go to the best shows,
theatres and musical comedies . . . to visit the London
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to attend the world's great sporting events . . . to arrange
demonstrations of the latest cars and planes . . . to
learn the inner secrets of Backgammon and Contract
Bridge . . . to go to the opera: in short, to know what's
going on about everything that is interesting and new in this
modern and quick-moving world.

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ICE CREAM

"our wagon passes your door"

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

Phone B. 7100

Take Your Time

With a stealthy tread he let himself in at the door. was late and all the lights in the apartment were save one which glowed feebly in the corner of the room. For a moment he looked around, then turned and tiptoed over toward the feeble light.

"Oh!" just as he had suspected, his wife was sitting there in the arms of another man! Well, he would show them!

He reached into his pocket and noiselessly took out a revolver. Two shots rang out and the two lovers slumped down on the sofa.

He put his gun back into his pocket and moved closer to inspect his work.

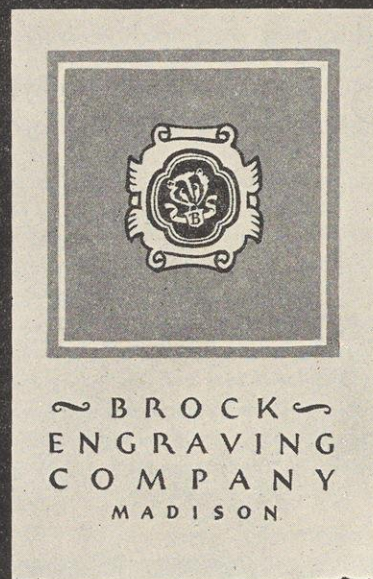
"Curses," he cried, "I'm in the wrong apartment!"

—Siren

He: How did you get home from the dance?

Haw: Souse by yeast.

—Puppet



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Quality Job Printing

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Badger 1763

Different Reasons for Divorce

The artist: "There was a clash of artistic temperaments."

The business man: "We were just incompatible."

The farmer: "Well, Mandy made eyes at the hired man."

The laborer: "I couldn't get on with the old hag."

It may be 2,000 miles from New York to Reno as crow flies—but it's a lot shorter when the wool flies!

"Quick, Watson, the needle," said Sherlock Holmes as he took a spool of thread from the table.

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of old world romance

from

Ancient China and Japan

Mysterious India

Old Mexico

and

Peasant Russia

Come up and Mouse around

MOUSE AROUND GIFT SHOP

Upstairs at 416 State Street

And I know a girl, too:

When I told her my uncle was a traffic manager she said she thought it must be a great honor to be in the police department.

She's interested in politics but when I mentioned the caucus she said that they were terrible looking plants and why they should bring them from Arizona to Washington was beyond her.

When I told her that the doctor advised me to use a carminative she said it was a sad state of affairs when doctors advised young men to use lipstick.

When she heard of the Federal Statutes she said it was nice of the government to show their appreciation of the famous by putting up monuments to their memory.

She thinks a gramophone is something that teaches you grammar, that genuflection is a new exercise, that vitamins are germs, and that a sinking fund is what they use to pay the relatives of people who are drowned at sea.

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What! You've never indulged your Epicurean tastes in fragrant smoke wreaths of rum-flavored tobacco? Then scamper out to any of the stores below for a Rumidor*. Whether you select the College Bowl model in cardinal or the Varsity model in cardinal with a Wisconsin Badger on the cover—you're in for a new-found smoking pleasure. Rumidors sell from \$1 to \$150.

*Rumidor is a scientific, patented container for cigarettes, tobacco and cigars, using 12-year-old Medford rum for a preservative. The rum keeps the tobacco moist and mellow and imparts a delightful aroma. Poor tobaccos taste good. Good tobaccos taste better. Beware of imitations. Look for name on cover.



VARSITY MODEL
complete with rum
refill and divider
\$3 and \$5

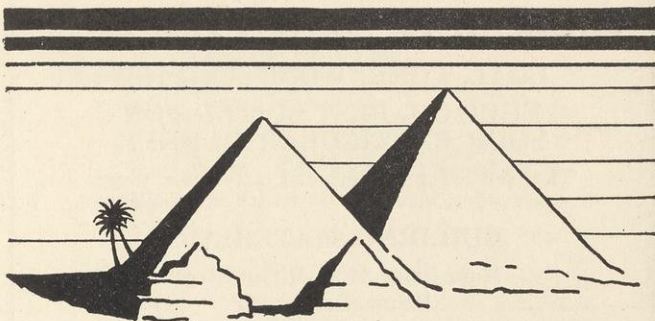


COLLEGE BOWL
rum refill included
\$15

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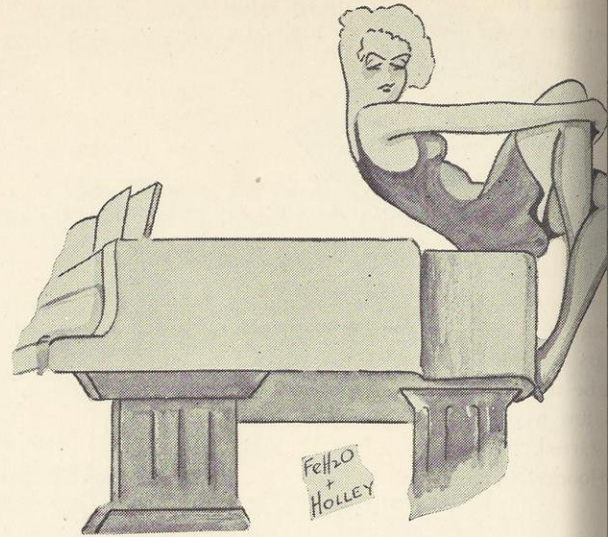
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You Miss Mother's
Cooking
Visit

BELMONT TAVERN

in the New Belmont Hotel
Phone Fairchild 3866



Portrait of Fannie on the Piano

The "Garden of Eden" song: Love Me or Leaf Me.
—Wash. U. Dirg

Phi: How were your grades last quarter?

Kap: Jules Verne.

Phi: How's that?

Kap: Twenty Thousand Leagues Under the C.
—Sun Dia

Maid (from another apartment): Mr. Snort sends
compliments, and would you please shoot your dog as
keeps him awake.

Mr. Snapp: Give my respects to Mr. Snort and tell
I shall greatly appreciate it if he will poison his daughter
and burn her ukelele.

—Texas Range

MALONE GROCERY

Groceries, Fruits and
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Wholesale and Retail

434 State St.

Phone Badger 1163-11

A man had two sons and a daughter. One day his first son came to him. "Father, I'm in trouble with a girl. Can you let me have a hundred dollars?" The father, wishing his son to be complicated in no such manner, quite reluctantly gave him the hundred dollars and said, "Yes, I'll give it to you, but for goodness sake be careful after this."

A few weeks later his second son came to him. "Father, I'm in trouble with a girl. Can you let me have a hundred dollars?"

The father again wishing his son to be complicated in such manner, quite reluctantly gave him the hundred dollars and said, "Yes, I'll give it to you but for goodness sake be careful after this."

A few weeks later his daughter came to him. "Father," she started, "I'm in trouble with a man——."

"Hooray!" yelled the father. "We collect for once."
—*Lehigh Burr*

AMERICANISMS

Driving like heck to nowhere only to find it's late and I'll have to hurry back.

Preaching about cleanliness and then looking all over town to buy a suit of clothes that won't show dirt.

Printing an editorial against gambling and giving racing tips in the same newspaper.

—*Banter*

Editor: Did you ever write anything before?

Author: Oh, yes, I wrote a confession story once.

Editor: Did the editor send it back?

Author: No, he came all the way from New York and California to meet me.

—*Kitty Kat*

Phone Badger 698

617 State Street

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¶ Only 3c per day; 10c minimum; no deposit.

¶ All the best fiction since 1928.

¶ 2 full sections of mystery and detective stories to choose from.

"Come in and browse"

BROWN'S BOOK SHOP

CORNER STATE AND LAKE

▲▲▲ come in for luncheon

... these Lenten days when most menus are so scanty, so lacking in variety, are fine days to come here for luncheon, noon or evening. Because these are the days that Chocolate Shop menus are especially inviting . . . salads, sandwiches, soups, delicious drinks in a great variety . . . relieve the pale monotony of the daily fare by an excursion to the Chocolate Shop . . .

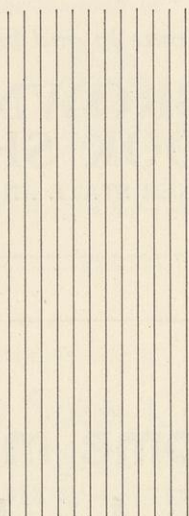
the chocolate shop

548 state

.. Good

Typography

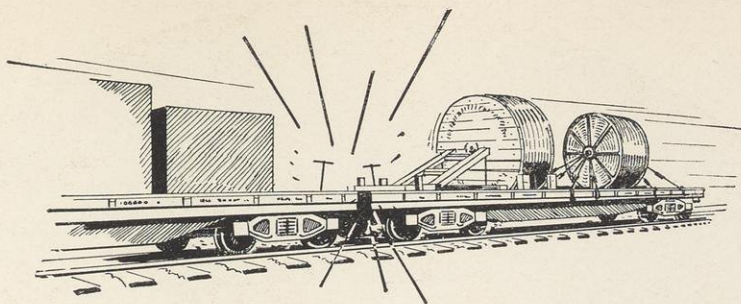
and its object



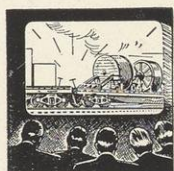
Good typography will attract the reader, earn his attention and make his interest greater; subconsciously the eye is influenced—the mind accepts. There is a definite, tangible selling value to good type construction; it lends character to the advertisement.

Democrat Printing Company

Madison :: Wisconsin



The cars that collided on purpose— for a laboratory test!



Slow movies of the test caught what no eye could.

Crash! A flat car loaded with reels of cable slams into a standing

freight train. A movie camera grinds away. Watching intently is a

group of men — Western Electric engineers . . . What did such a test

show? Just this — that the new steel reel for telephone cable does not

break under severe impacts — and the old style reel may . . . The stag-

ing of this collision is just one more evidence of Western Electric's



Changing a familiar scene. Steel reels replace wood.



Always open to new ideas and better methods.

never-ending quest for certainty . . . It is a part, too, of a policy

of giving new ideas a thorough trial — a policy which enables Western

Electric to meet its ever growing responsibilities in the Bell System.

Western Electric

Manufacturers... Purchasers... Distributors

SINCE 1882 FOR THE BELL SYSTEM





“LET’S GO!”

GOING places . . . doing things . . . and smoking Camels. All three are in the modern tempo.

Camels, gloriously mild and mellow, retain all the delicate fragrance of choicest, sun-ripened tobaccos, through the scientific care with which they’re made. There’s life and joy in such a smoke . . . never flat nor over-treated.

You’re going somewhere when you go with

CAMELS

