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APR 17 1929

# DOCTOPUS



EXCHANGE NUMBER

APRIL

25¢



# Hi-jack!

31st Annual Production  
**HARESFOOT CLUB**  
**PARKWAY THEATER**  
 April 26, 27—May 3, 4  
 Matinees on April 27 and May 4

PRICES

	Matinee	Evening
Main Floor -----	\$2.00	\$2.50
Loges -----	2.00	2.50
Balcony—		
First six rows -----	1.50	2.00
Next five rows -----	1.00	1.50
Balance -----	1.00	1.00

*“All Our Girls Are Men; Yet Everyone’s A Lady”*

# Raleigh Cigarettes

Twenty Cents



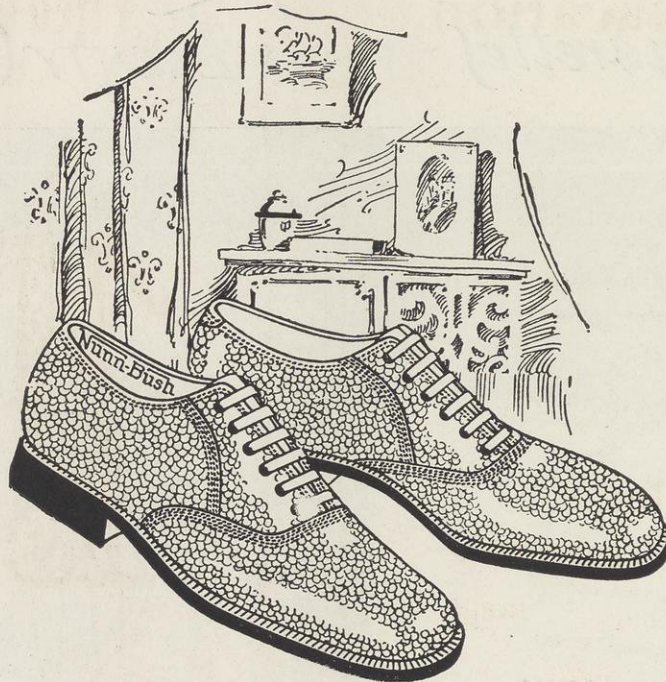
Blended  
puff-by-puff



In the clubs and at the better hotels and tobacconists' and in the pockets and handbags of people who *instantly* and *instinctively* know how and where to get the best.

BROWN and WILLIAMSON TOBACCO CORPORATION *Louisville, Kentucky*

Buy Every Thing Possible On Your Co-Op Number . . .



### NUNN-BUSH SHOES

Ankle fashioned so as to fit snugly at the heel. . . A very popular shoe with the University men. . . .

**\$8.50** AND UP

### NETTLETONS

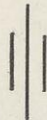
The finest shoes in America. . . If you have never been properly fitted and you desire the utmost comfort and long wear try a pair of Nettletons. . . . .

**\$12.50** AND UP

### MARION

A very fine shoe. . . and for the man who desires a good shoe at a very low price we will let you compare the Marion with any in Madison. . . .

**\$6.50** AND UP



# THE UNIVERSITY CO-OP

E. J. GRADY, Mgr.  
STATE AND LAKE

## After Vacation

Come topics and theses.

Come and see us to get guaranteed work  
at reasonable prices.

## College Typing Company

519 Campus Arcade  
720 State Street

Badger 3747

Facing Lower Campus

*If Eugene O'Neill Wrote the History Books*

Nathan Hale: I regret that I have but one life to give for my country.

(The jig is up. I'll get off this hero stuff. But where-inell are the reporters?)

Patrick Henry: Give me liberty or give me death.

(Give me death! Huh, I wish they'd give me a cup of coffee. This session has lasted for seven hours.)

Lord Nelson: England expects every man to do his duty.

(—for the express purpose that one very fine gentleman, Lord Nelson, may get himself a statue in Trafalgar Square.)

Napoleon: The Alps? There are no Alps! (—in China.)

Walter Raleigh: Permit me, your Majesty. My cloak.

(If that iron-jawed virgin calls my bluff—)

Governor of South Carolina to the Governor of North Carolina: It's a long time between drinks.

(And if that isn't enough of a hint, may I go drink-less.)

Admiral Dewey: You may fire when ready, Gridley.

(Wouldn't it look great in history books if I said, "Ready, Gridley? Get set. Go!")

Anonymous: I saw my duty and I done it.

(Oh gosh, I should have said did!)

—Jack-o'-Lantern

## FRED W. KRUSE CO.

205-207 State St.



## VELVET

### Coats and Jackets

*Undeniably Chic*

As a basis for the spring ensemble and for sports wear the new velvet coats suggest a variety of intriguing possibilities. They come in rich solid colors and black and depend upon novel details of tailoring for trimming.

### Coats

\$19.50

\$29.50

### Jackets

\$5.95

# Babro Offers You All That is Possible in Fine Hosiery



Everyone sold  
with the usual  
guarantee.

A complete choice of weights and styles in plain and new novelty heels. And in the season's newest shades.

**Baron Brothers**  
Inc

— THE HOME OF THE HOT FUDGE —

**T**HE Chocolate Shop meal-time menus offer you the choicest foods, expertly prepared, daintily served. The foods are as delicious and as tempting as the refreshments for which this rendezvous is famous.

*The Chocolate Shop*

— THE HOME OF THE HOT FUDGE —

*The Lord Provideth*

"Brethern and sistern, when the last day arrives there shall be weeping and gnashing of teeth."

"Oh, Lordy Gawd!"

"Sister, Mandy, what ails you?"

"I ain't got no teeth."

"Teeth will be furnished," added the parson.

—Malteaser



Swxxt Marix Typxwritxr Co.  
Jrxsxy City  
Dxar Sir:—

What thx hxll kind of a typxwritxr is this? I will nxvrx ordxr by mail again. As you can sxx thx silly machinx has no lxttxr "x," you know thx fifth lxttxr in thx alphabxt. I am sxndng it back immxdiatxly and if I don't sxx my monxy back in thrxx days, you will hxar from thx bxst lawyxr in Grxxnx County.

Xbxnxzxr Jonxs  
HMcC

—Yale Record



## Put Your Best Foot Forward In Florsheim Shoes

Most Styles

**\$10**

Dollar for Dollar—no shoe surpasses the comfort style and value qualities of these Florsheims. College men have been quick to recognize this—hence you'll see more Florsheims on the campus than any others.

Pictured above is the Stride—fits most comfortably—looks decidedly smart—a well rounded toe—Blucher pattern to be had in sturdy, long wearing leathers.

*Twenty-Two Styles In Every  
Size And Width Are Here!*

22-24

WEST MIFFLIN  
STREET

**THE  HUB**

22-24

WEST MIFFLIN  
STREET

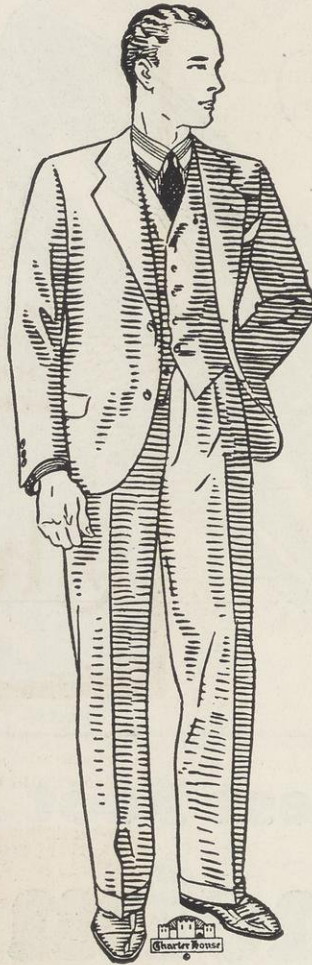




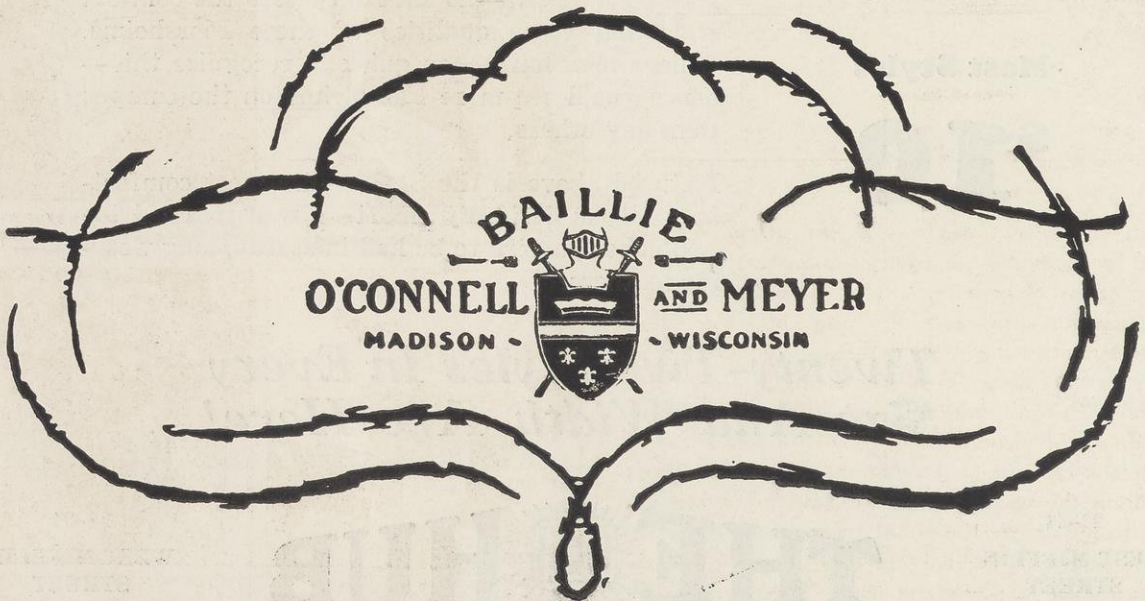
# Charter House CLOTHES

Ready-made  
And Cut to Order

\$40, \$45, \$50



THOSE WHO INSPECT  
CHARTER HOUSE  
CLOTHES SHOULD UN-  
DERSTAND THAT EACH  
GARMENT IS PROFES-  
SIONALLY CORRECT  
ACCORDING TO CUR-  
RENT ENGLISH UNI-  
VERSITY STANDARDS  
AND THOROUGHLY  
RELIABLE.



BAILLIE  
O'CONNELL AND MEYER  
MADISON - WISCONSIN

"Mary, I'll feed the canary this morning. The doctor says I need more exercise."

—Black & Orange

Hi Jones went to town and soon found himself in a penny-arcade in an Amusement Park. He deposited a coin in a slot and heard a phonograph sing out—Yes, we have no Bananas—"hell," roared Hi, "I don't want any bananas—I want my gum."

—Black and Blue Jay

*She's the Last Word*

Hamlet: My God! how I love you, fair wench.

Ophelia: Oh, go to, go to!

Hamlet: Don't say it—

Ophelia: Don't say what?

Hamlet: That last word—you naughty thing.

—Punch Bowl

Mistress: My husband doesn't like this hat on me, so you may wear it, Anna.

Maid: That's no use—he doesn't like it on me either.

—Dirge

Au: It certainly is too bad that Mary is so near-sighted.  
Revoir: What now?

Au: She stood under a bunch of white grapes last night, thinking that it was mistletoe.

—Black and Blue Jay

*What to do in Case Your Automobile has Hardening of the Cam Shaft*

Hardening of the cam shaft is a particularly insidious disease, and most common in eight cylinder cars where the cam shaft is likely to be a big affair. The disease makes itself evident in the appearance of a slight pink rash about the rear fenders just above the hub cap, and a tendency on the car's part to sleep on its side at night.

As soon as the owner is sure of the nature of the ailment he should drain the alcohol out the radiator, drain the oil out of the crank case, drain the gasoline out of the tank in the back, drain the water out of the gold fish bowl, and put fresh alcohol in the radiator, fresh oil in the crank case, fresh gasoline in the tank in back, buy a new gold fish, put on woolen pajamas and take a good night's rest.

—Harvard Lampoon

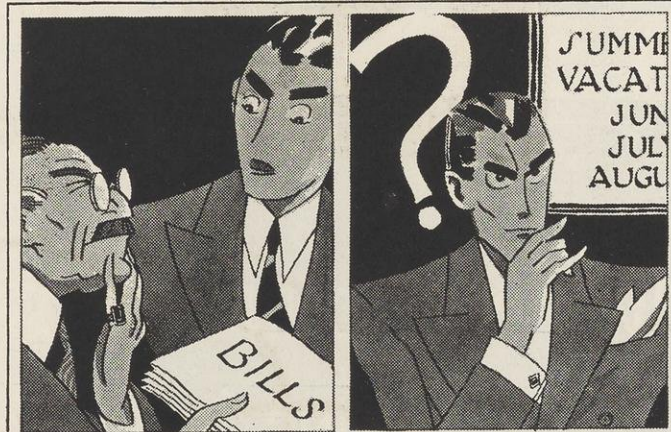
**CLOTHES**  
Ready-made  
And Cut to Order

ESTABLISHED ENGLISH UNIVERSITY STYLES, TAILORED OVER YOUTHFUL CHARTS SOLELY FOR DISTINGUISHED SERVICE IN THE UNITED STATES.

**Charter House**  
Suits \$40, \$45, \$50 Topcoats

"Idleness and pride tax with a heavier hand than kings and parliaments. You can get rid of the former at **PARKS** this summer and more easily bear the latter afterward."

(With apologies to the guy who complained about the Stamp Act July 1st, 1765.)



The work of polished idleness has its pains and penalties

Why not make your summer vacation this year pay dividends



**PARKS** will show you how

full details on page 27

QUALITY APPAREL FOR YOUNG MEN

# Anderes & Spoo

MADISON

Authorized Exclusive  
agency for  
"Sports-Wear"

America's most outstanding  
line of apparel for sports  
of every nature including

*Watch  
Our  
Show  
Windows*

Four-Some Suits  
Sport Top Coats  
Sport Jackets  
Tennis Coats  
Knickers  
Riding Breeches

18 North Carroll

On Capitol Square

He: Have you heard about the traveling salesman—  
She: Shut up! I'm a farmer's daughter.

—Ski-U-Mab



He was a censor because he liked to see the things  
other people shouldn't see.

—Punch Bowl



Tony's horse lay down and died, whereupon Tony tele-  
phoned the fertilizer company.

Tony: I've got a dead horse over here on Kuskiosko  
street.

Fertilizer Co.: What street?

Tony: Kuskiosko street.

Fer. Co.: Spell it.

Tony: K-er-er—Hold the wire a minute.

Tony returned to the phone about half an hour later  
much exhausted and a little the worse for wear.

Tony: Hey, fertilizer company! I've got a dead horse  
for you over on Davis street.

—Log

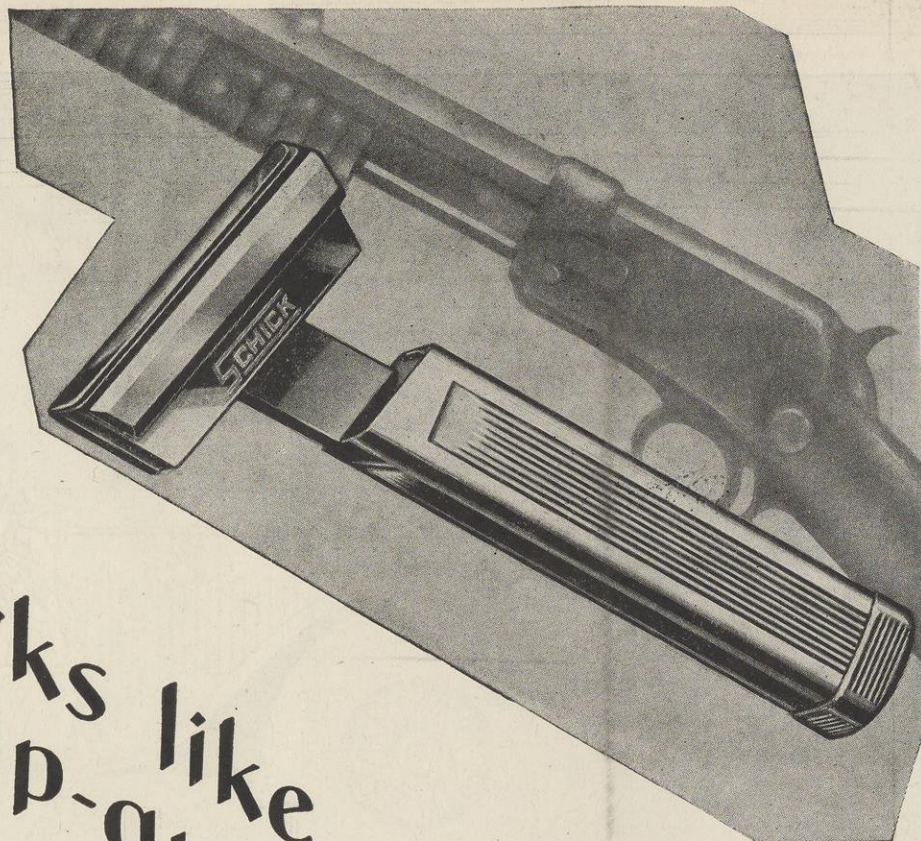
*Yes Sir!*

WE DO  
**DEVELOPING  
AND  
PRINTING**

BRING YOUR NEXT FILMS  
TO  
**MVICAR'S PHOTO SERVICE**  
(At the University Floral Co.)

723 UNIVERSITY AVE. FAIRCHILD 4645

# There are 20 Blades in Schick's Handle



## It works like a pump-gun

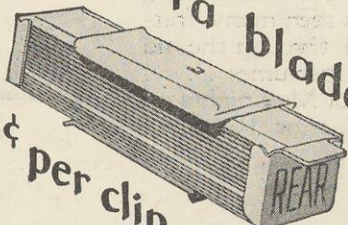
Pull and push the plunger. The Schick blade, used so many times it has lost its first crisp keenness, is shot out and a new, superkeen blade of Schick Steel is automatically placed in shaving position.

Twenty times you change blades before the blade clip in Schick's handle is empty. Four to ten perfect shaves with each blade without stopping. Then it takes but a moment to insert a new clip of 20 blades, and they cost but 75c a clip. No fuss or bother with a Schick—no broken package of blades to take care of—nothing to take apart—no complicated cleaning or drying—and the smoothest, coolest shave you have ever known. Schicks cost from \$5 to \$50 with a clip of 20 blades included. You can get your Schick at almost any good store where men trade. In Canada the price is a trifle more.

Ask your dealer to show you how the Schick works—take one home and try it. Shave this modern way one week, and you'll never go back to old-fashioned shaving tools. Magazine Repeating Razor Company, 285 Madison Avenue, New York.

Canadian Distributors:  
T. S. Simms & Co.,  
Ltd., Saint John,  
N. B.

# Schick Repeating Extra blades 75¢ per clip of 20 Razor



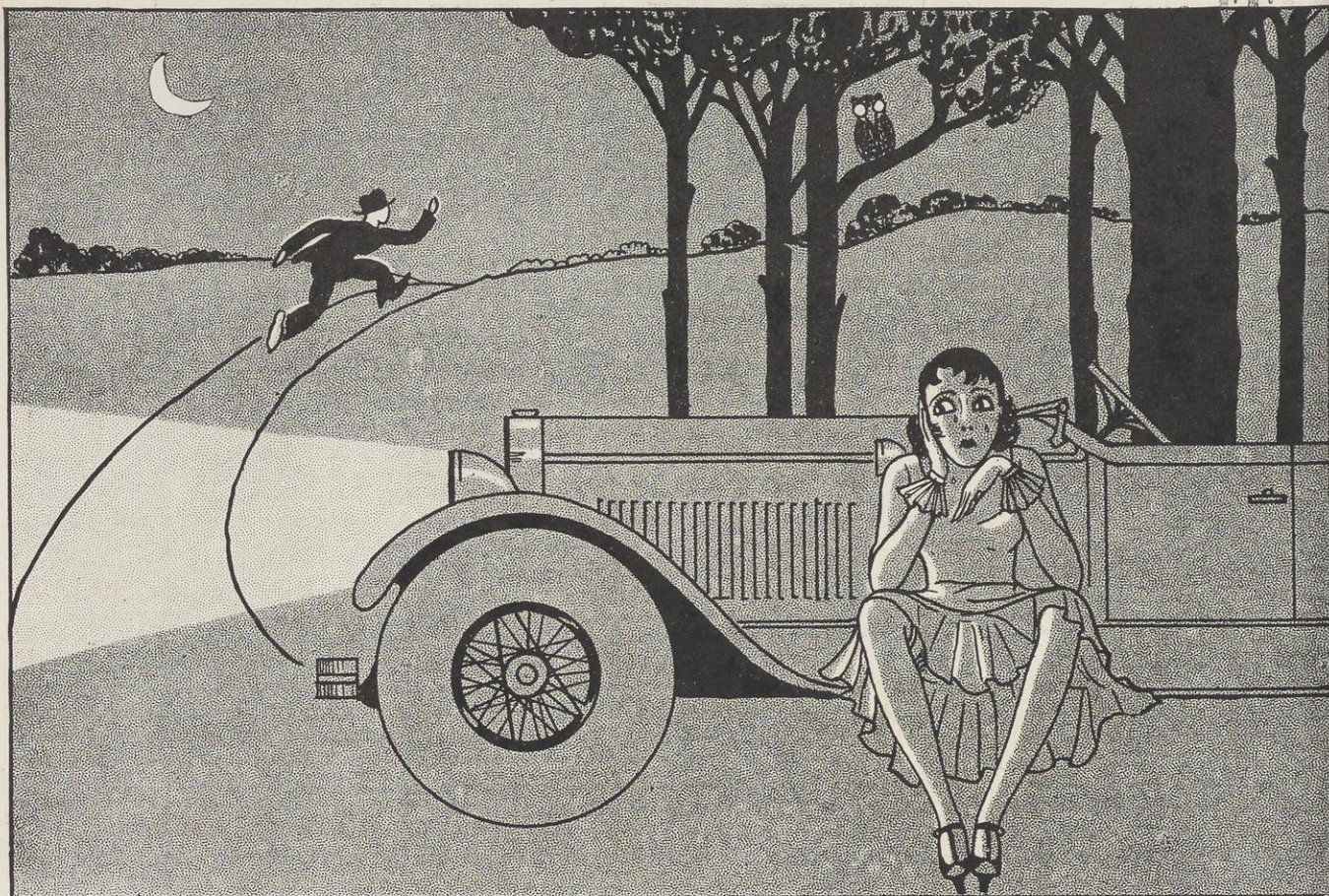
Simple as ABC  
to  
change blades

pull out plunger

snap it back  
(old blade drops out—new blade slides in)

shave

(Read the announcement on page 36)



### “She Scented Him Away”

She sat by her car at mid-night;  
 In her heart was bleak despair,  
 For he was fleeing o'er the hills  
 And left her sitting there:  
 Oh, why hadn't her best friend told her?  
 Sad end of fair romance in May!  
 Her roommate loaned her that vile perfume—  
 She had scented him away!

N. B.

A wise old owl whose whoo-oo-o's have echoed along the lake drive for many Mays, has seen many fraternity pins cinched (permanently) through the aid of certain exclusive Manchester perfumes . . . . Lelong, Lenthéric -- and breath of May nights -- you should discover Isobey's Lilac or Renaud's Orchid!

**“This one ought to go well with my gray suit”**



**CHENEY  
CRAVATS**

made by Cheney Brothers

— and he has selected other Cheney Cravats with other suits in mind — blue ones — brown ones. ▲ ▲ ▲ He has thought of the occasion, too. In his chosen pile are Cheney Cravats for semi-formal daytime — for sports wear. ▲ ▲ Naturally, then, he is finding it easy to satisfy his wants — and his haberdasher experiences no difficulty either.



peter . and after  
we're married—

pan . . you'll buy all  
my clothes at  
Simpson's

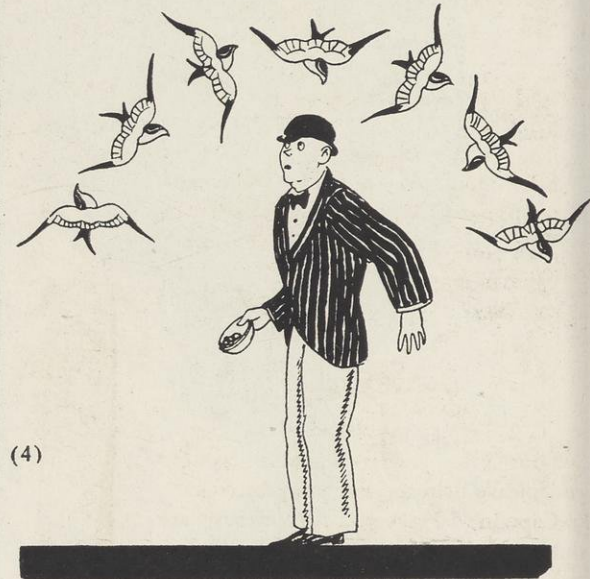
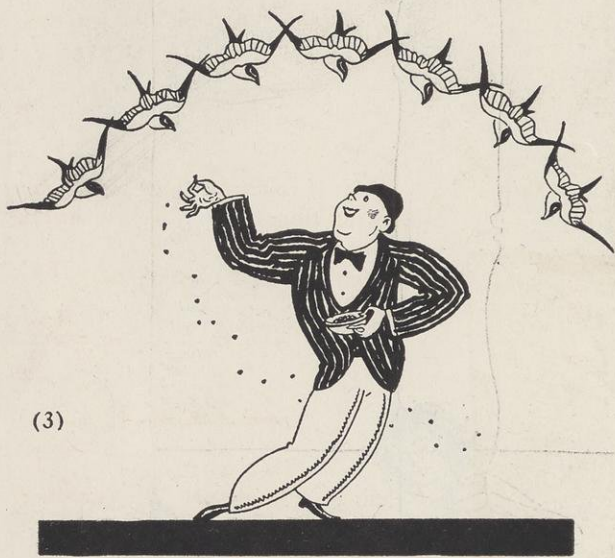
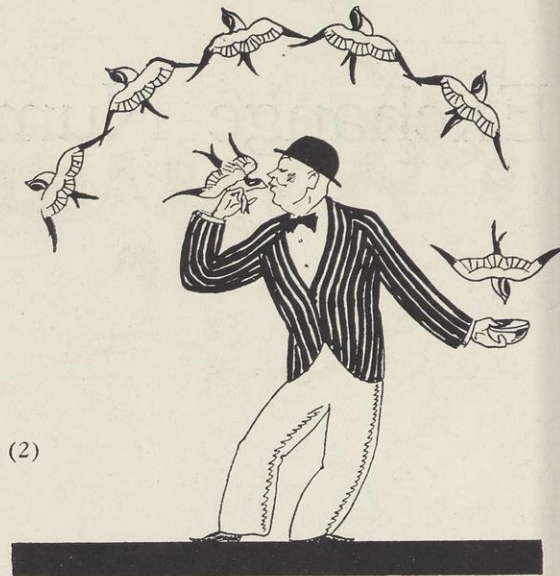
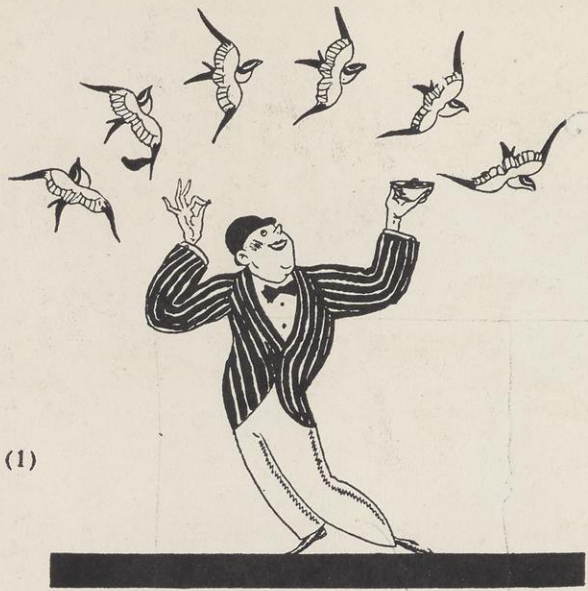
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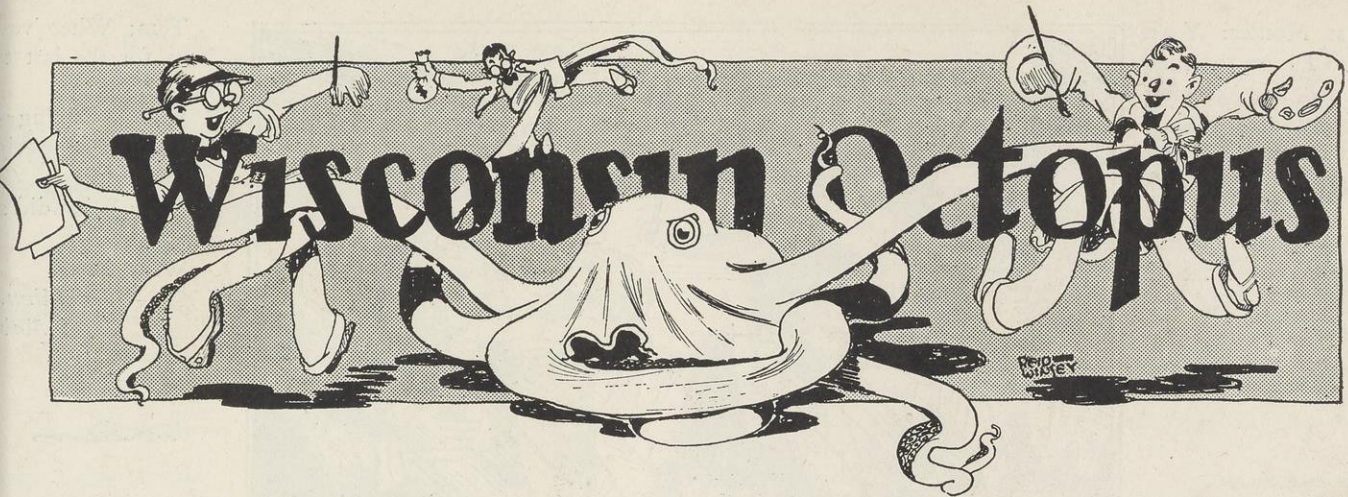


*"Gosh, babe, I'll be glad when spring football training is over."*

*—Tawney Cat*







Here lies the body of Mary Jones,  
Her life held no terrors.  
Born a virgin—and died a virgin,  
No runs—no hits—no errors.  
—Buccaneer

"The poor fish looks kinda musical."  
"Yep. Perhaps a piano tuna."  
—Arizona Kitty-Kat

Snappy Sam: How come Hi's got a  
bull hitched to his plow?  
Ready Rube: Dunno, dunno. Mabbe  
he's tryin' to show the dern thing this  
life ain't all pleasure.  
—Yale Record

Doctor (inquiring after boy who  
had swallowed a half dollar): How is  
the boy today?  
Anxious Mother: No change yet.  
—Satyr

Bill: Did you know that a woman  
is relatively stronger than a horse?  
Will: I couldn't say; I've never  
dated a horse.  
—Froth

She: I think that men should have  
to wear rings when they are married  
to warn us girls.  
We: They do, girlie, under their  
eyes.  
—Panther

Dear Old Lady: Captain, would  
you please help me find my stateroom?  
Captain: Have you forgotten what  
number it is, madam?  
D. O. L.: Yes, but I'll know it if  
I see it again, because there was a  
lighthouse just outside the window.  
—The Log



"When you meet a girl like your  
mother, will you marry her?"  
"I dunno—ma bumped off the old  
man!"  
—Siren

House President: We can't very  
well phone the police about that sorority  
not pulling their shades down.  
Pledge: I tell you, it's outrageous.  
H. P.: As far as that goes you  
can't see anything from here, anyway.  
Pledge: No, but just stand up on  
that table and take a look.  
—Coleman

A gentleman slipped on the top  
stair of the subway and started sliding  
to the bottom. Half way down, he  
collided with a lady, knocking her off  
her feet, and the two continued the  
journey together. After they had  
reached the bottom, the lady, still  
dazed, continued to sit on the gentle-  
man's chest. Looking up at her poli-  
tely, he finally said, "Madam, I'm  
sorry, but this is as far as I go."  
—Trumball Cheer

Night Work  
"I don't mind washing the dishes  
for you," wailed Deacon Brown to his  
better half, the other evening, "I don't  
object to sweeping, dusting and mop-  
ping the floor; but I do object to run-  
ning ribbon through my night gown  
to fool the baby."  
—Exchange

1st Mother: You know I have the time of my life keeping dirt out of my children's ears.

2nd Mother: It's just the same with me. My husband doesn't seem to care what he says in front of the children.

—Stevens Stone Mill



Tom: Where've you been for the last two hours?

Will: Talking to the girl at the cigar counter.

Tom: What did she say?

Will: No.

—U. of Minn.

Ski-U-Mah

"I wanna quarter wortha rat poison ing."

"Do you wanna take it with you?"

"Hell, no; I'll send the rats in after it."

—Ski-U-Mah

... You say my account is overdrawn thirteen cents? Do you really need it right away?

—Black and Blue Jay

An Old New England Boiled Dinner

—Cornell Widow

Peggy: Does your husband talk in his sleep?

Polly: No, and it's awful exasperating. He only smiles.

—Ollapod

"What's your son doing?"

"He's a naval surgeon."

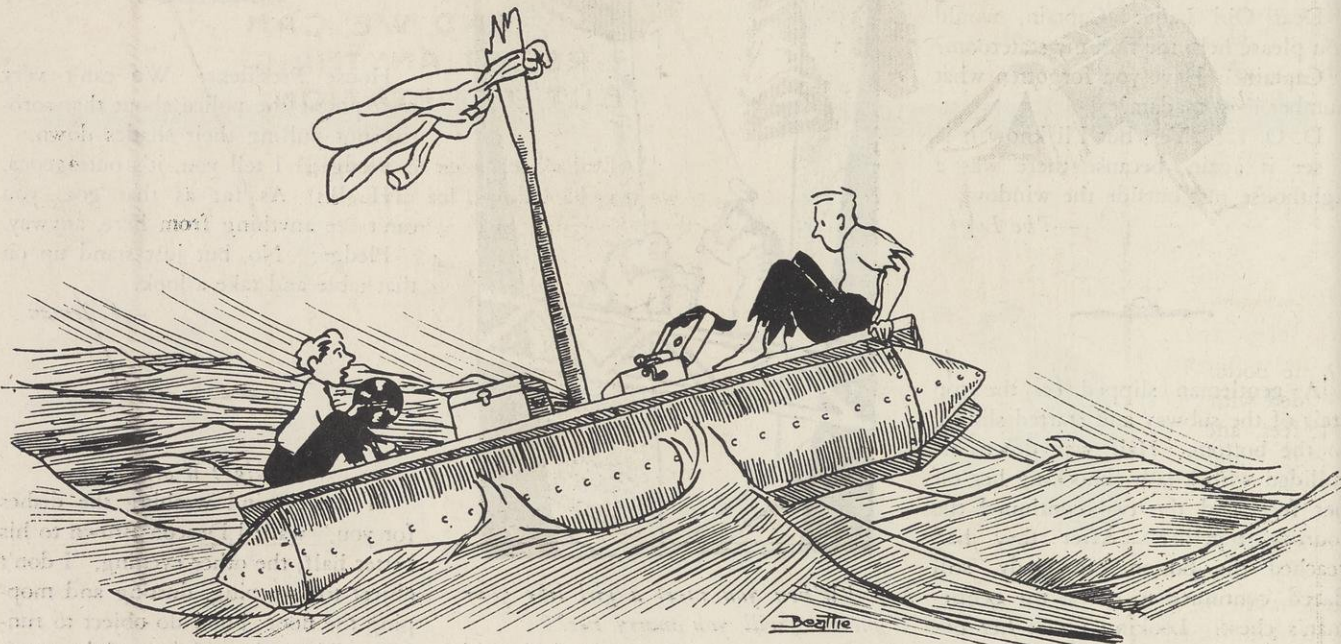
"My, how they're specializing!"

—Hulla-Baloo

Fourth Clubman: So you've sworn off drinking?

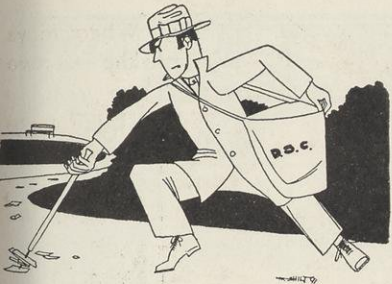
Eighth Clubman: Yes, I'm doing it for the wife and kidneys!

—Judge



Wouldn't you know the one record we saved would be "Sonny Boy?"

—Yale Record

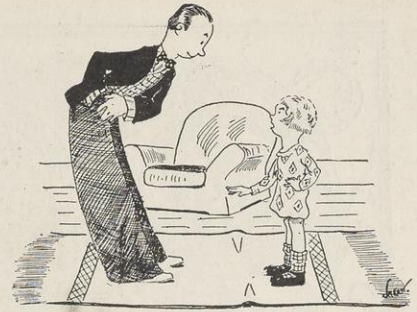


The fencing champ goes on in life.  
—Yale Record

Aunt Hilda, after a brief survey of the college comic, looked up at her nephew with a horrified expression of wonder.

"Aren't you afraid, she asked, "that young ladies will read these papers?"

—Jack O'Lantern



Boy Friend: I'll give you a penny for a kiss.

Modern Child: Gwan, tightwad; I can get two bits from Pop for taking castor oil.

—Satyr

"Poppa! What makes people walk in their sleep?"

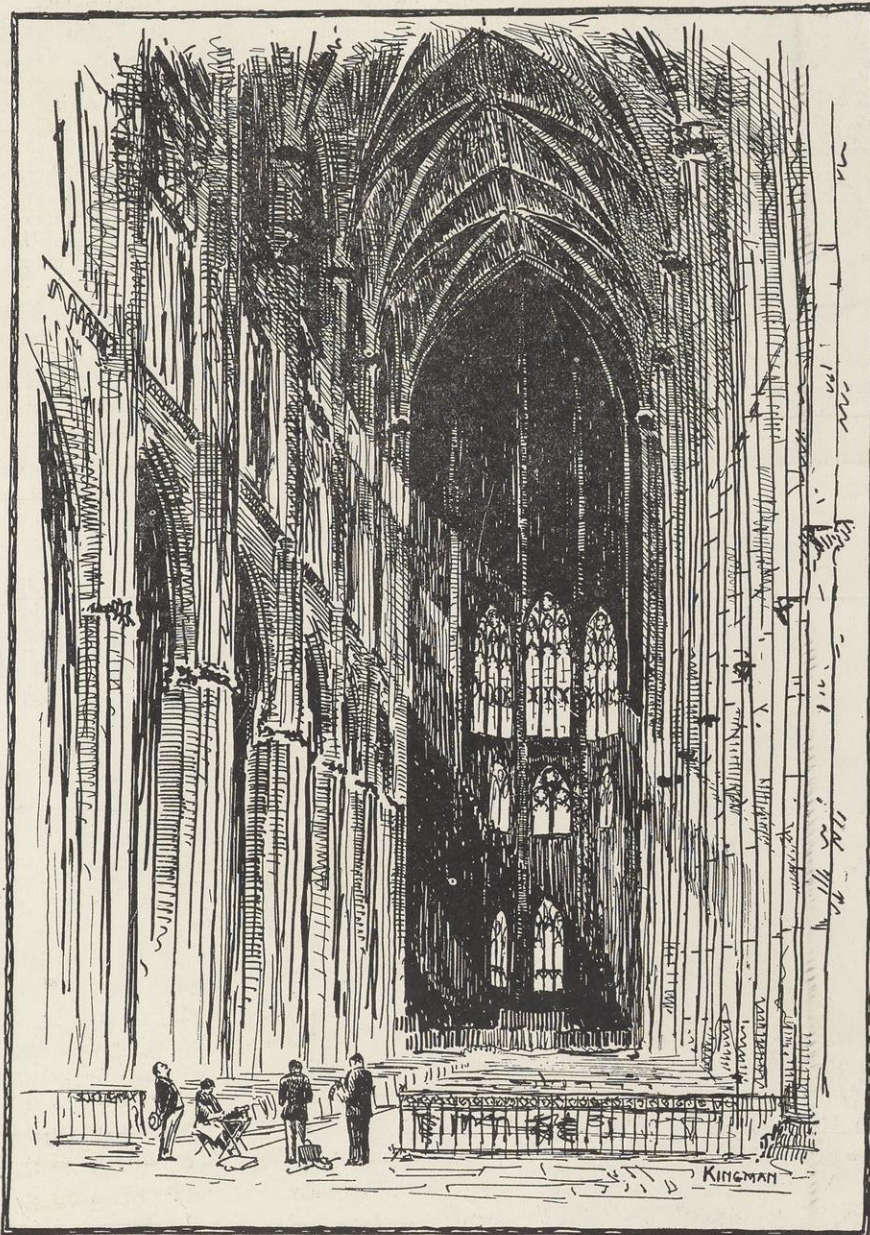
"Twin beds, my son!"

—Yellow Jacket

Delta Gam: Well, well, Mary. It has been five years since I have seen you.

Kappa: Really, dear, I wouldn't have recognized you except by your hat.

—Ski-U-Mah



The Crane Co. sends a committee abroad to find new ideas in bathroom designs.  
—Yale Record

Night Club Habitué (staggering out of a dive at 4 a. m.): Good Lord, what is that strange odor around here?

Doorman: That, sir, is fresh air!

—America's Humor

And then there was the man who was thrown out of the zoo for trying to kid the goat.

—Punch Bowl

Beautiful legs will be recognized even in woolen stockings.

—California Pelican

Plan for Crackers

We have a friend who is quite a jolly fellow. He says he has discovered a plan for eating crackers without strewing them all over the bed. He says you just dissolve them in water and drink them.

—Tiger

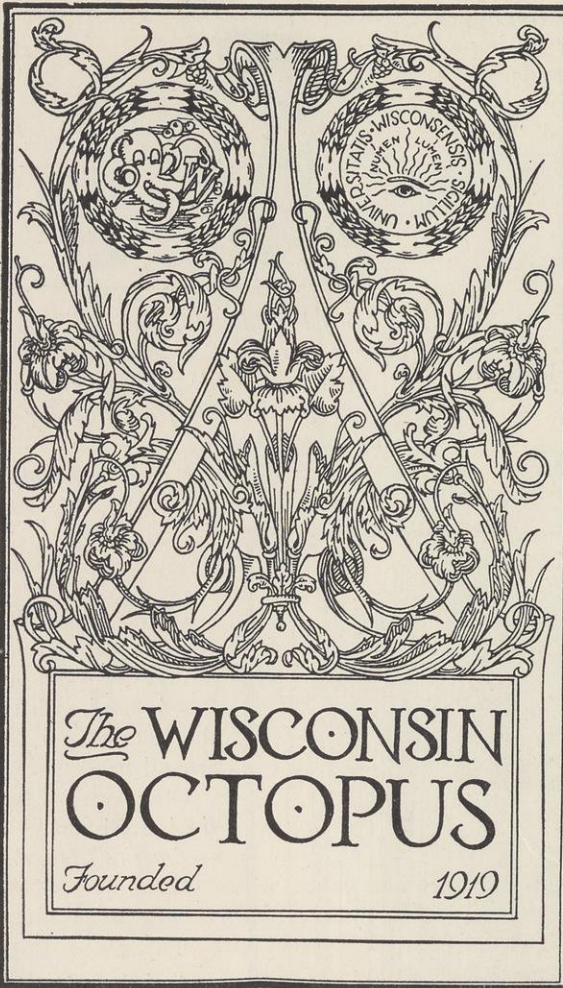
Late in June lives there a man with soul so dead who never to himself hath said, I wonder why these turnips grow from all the sweet-pea seeds I sow?"

—Exchange

At Carlsbad Ethel (at a spa): What's the difference between the effect of wine and the effect of this mineral water? Both are supposed to be stimulating.

Frederick: Well, you see, wine goes to the head, while mineral water—ah, shall we throw stones at the ducks?

—Punch Bowl



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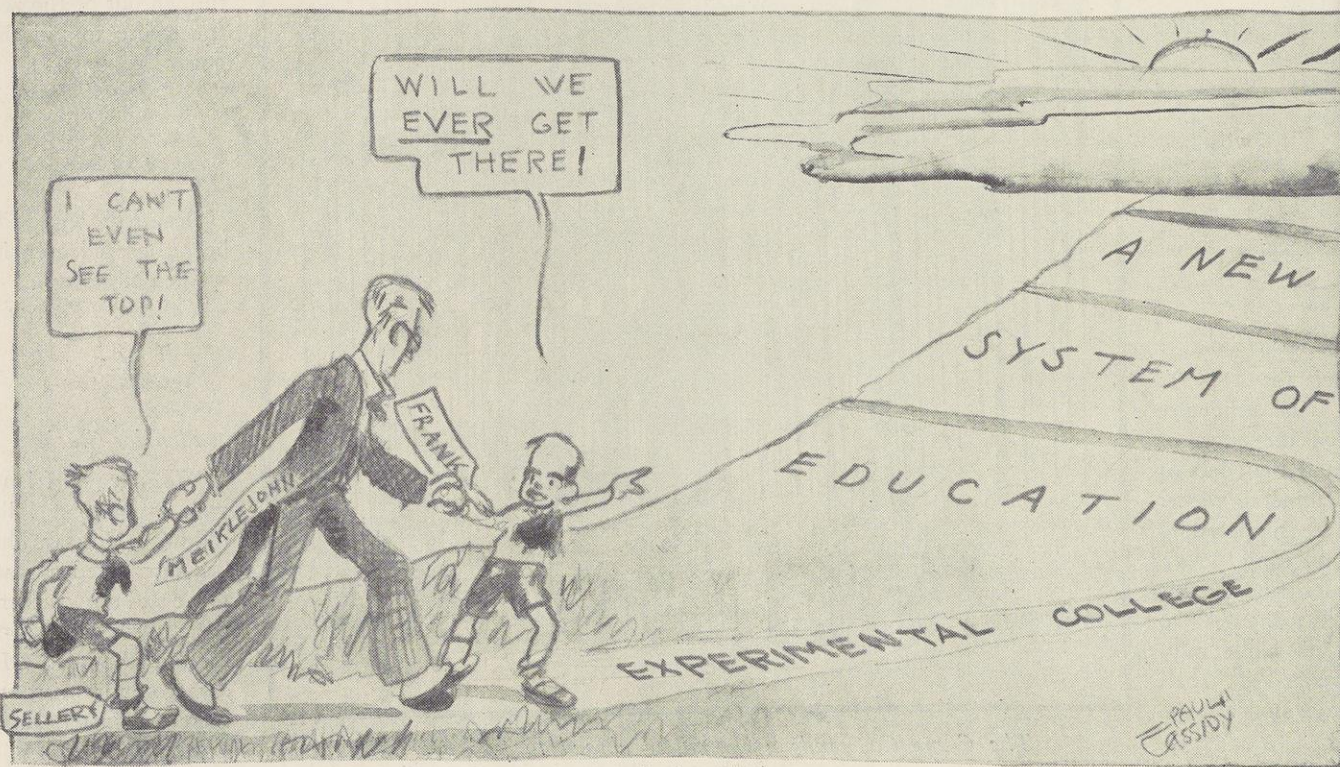
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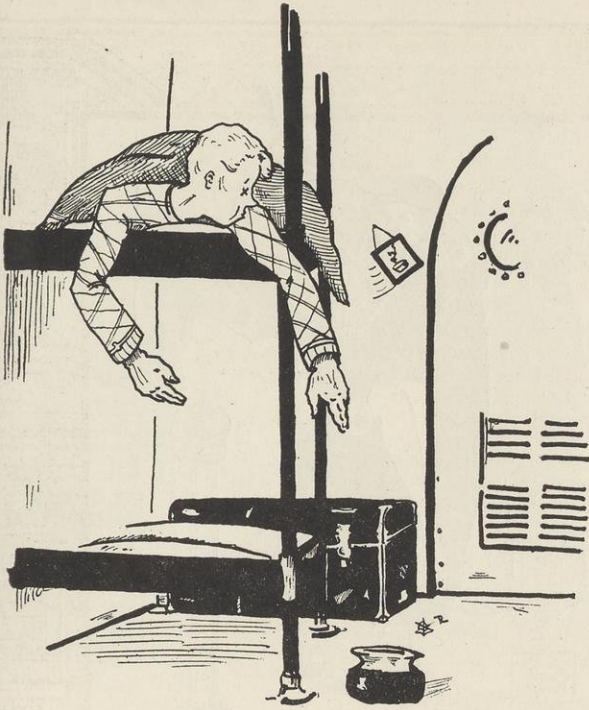
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Vol. XI                      April 17, 1929                      No. 8





Sea-sick Student Tourist: "Gawd! Am I for that berth control stuff now!?"

—Dirge



Our idea of the most ambitious person on earth is the street cleaner who got kicked in the eye.

—Whirlwind



(To grandmother): "Madame, what is the name of your child?"

"Diploma."

"Why do you call her that?"

"It's what my daughter brought back from college."

—Mountain Goat



The man went into the hat shop and asked for a derby. "Fine," said the salesman. "What color?"

"Oh, it doesn't matter what color," said the man.

"So much the better," said the salesman. "What size?"

"Well," replied the man, "I don't care very much about the size."

"This," said the salesman, "is indeed strange. You come in here and request a derby and don't care about the color or the size!"

"No," said the man. "Ye see, it's for my trombone."

—Goblin

After reading several hundred columns in the daily papers about Katie Pullman and her Eugenic Baby, we have arrived at the conclusion that there is one born every minute. There's nothing new about a eugenic baby. Lots of people have them kicking around in some place or another.

—Lyre



Astronomy Professor: Can you name me a star with a tail?

Stude: Sure. Rin-Tin-Tin.

—Whirlwind



M. Beard: I want something to wear around the dormitory.

Sales Girl: How large is your dormitory?

—Rammer Jammer



Student in car (to sweet young thing): Pardon me—er—but—

S. Y. T.: NO, you've never met me at Palm Beach, Newport, or Saranac Lake. I wasn't in the Pullman car on the New York Express last Tuesday afternoon. I know I'm good-looking and I'm not bashful. I'm not going your way and I wouldn't ride with you on a bet. I didn't ever go to school with you, I'm not waiting for a street car, I don't want a lift and I know plenty of college boys. Furthermore I have a 220-pound fiance waiting for me. Now, were you going to say something?

Student in car: Yes, dammit, you're losing your underwear!

—Froth



Surprised Golfer who has just made a long drive: "Wow! Look at my caddies go after that ball."

—The Claw

## Little Red Riding Hood Rides Roughshod

A dialogue adapted for radio broadcasting. Translated from the French by Q. P. Klutz. Words and Music by de Slypia and Crawfish.

L. R. R. H. (*in a dreamy voice*): . . . What's wrong, Mother . . . the house on fire or something?

Mother: No the house isn't on fire, but nevertheless you must get up. I want you to take some things over to Grandma.

L. R. R. H. (*in a sort of whine*): . . . Oh, Mother, do I have to hike way over there? . . . I went to the Firemen's Ball last night and I'm all in. . . . Those smoke-eaters danced like they had snow-shoes on. . . . My feet are wrecked. . . . Oh Mother do I have to go?

Mother: Yes . . . you have to go; so stop the small talk and get dressed.

L. R. R. H.: Oh all right. . . . I'll be down in a jiffy.  
(*soft music to be played here*)

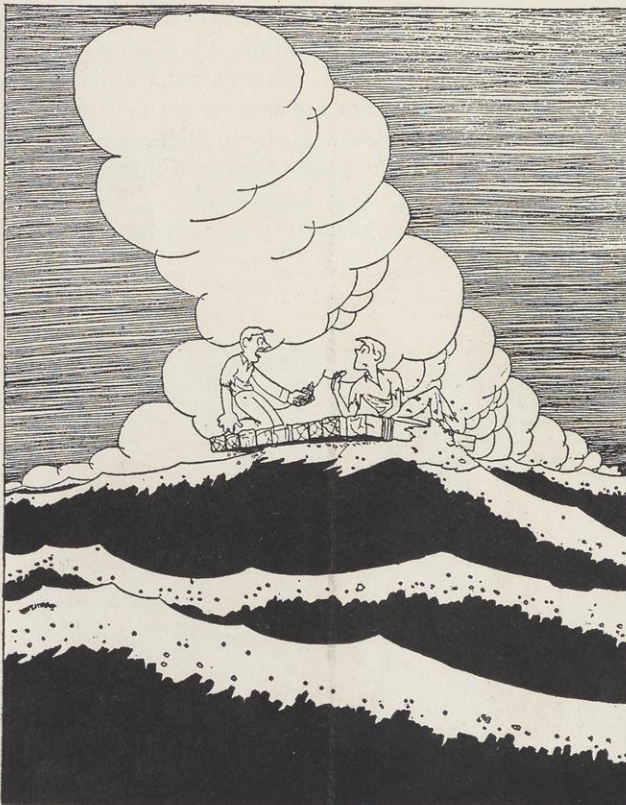
Mother: Good heavens, child, where did you get that outfit . . . a red bérét (*tsk! tsk! tsk!*) . . . and what's the idea of the big E on your sweater?

L. R. R. H.: Charley gave that to me. . . . He won it playing football at Pennsylvania.

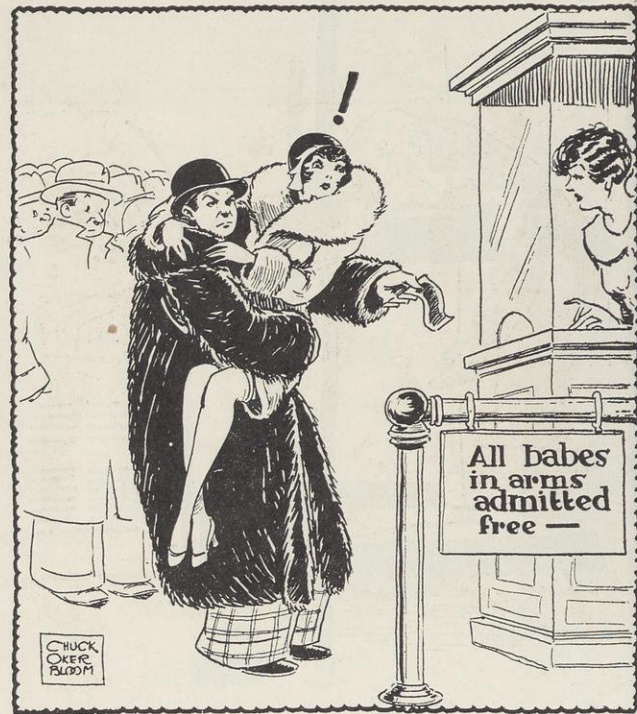
Mother: He went to Penn and won an E . . . how come?

L. R. R. H. Well, you see, mother . . . He was on the second team.

Mother: Dear me . . . I don't see for the life of me



I'd Rather Have a Chesterfield.  
—Yale Record



Sandy McTosh Takes His Date to a Show.  
—Ohio Sun Dial

where you children get such crazy ideas. . . . Your breakfast is ready, and I've left the whiskey, cigarettes and 3-in-1, for Grandma on the table in the front hall.

L. R. R. H.: O. K. . . . Mother.

(*breakfast music to be played here*)

L. R. R. H.: Mm! Four Roses XXXX, "Not a Jag in a Jugful," . . . and pipe the cigarettes . . . Abdullahs, "Not a Hack in a Handful" . . . Well, I hope Grandma gets a kick out of 'em . . . not for this baby, though . . . I've got stronger ideas . . . (*calling*) . . . Hey Mother! . . . where are my roller skates . . . (*noise of skates clanking*) . . . Never mind . . . I've found 'em . . . s'long.

Mother: Goodbye . . . and for goodness' sake hurry or you won't find Grandma home. (*Door slams.*)

(*Noise of someone walking, whistling a popular song. A screeching of brakes interrupts the whistling.*)

L. R. R. H.: Aha! . . . Simon Legree . . . Now I wonder what his sad sales talk's gonna be.

Machine Gun Salesman: Gee kid . . . yuh look just like a million dollars direct from the mint.

L. R. R. H.: Oh yayuh . . . and listen, daddy, I'm just as hard to take, make, and break.

M. G. S.: Well, we'll see about those. . . . Do you want a ride? . . . Where yuh goin'?

L. R. R. H.: Please don't tell me . . . I'm just dyin' to guess.

M. G. S.: Listen, babe, can the wisecracks. . . . I've got some time to kill; so if I can give you a lift . . . hop in.

L. R. R. H.: No thanks, Mother said I should never ride with strange men . . . besides, I'm just goin' over to Grandma's.



Hey Joe it looks as if that d-m printer put us on the wrong page

—Cornell Widow

M. G. S.: Where's Grandma's?  
 L. R. R. H.: Up over Gray's Drug Store on Fifth and Pine. . . . It's not very far.  
 M. G. S.: Well when you get tired walkin' . . . run. (Noise of car starting up and driving off). . . . Up over Gray's Drug Store, eh. . . . Well, I know Sam Gray . . . and if the back door's open . . . I'll fool that smart babe. . . . I'll dress up in Grandma's clothes. . . . (dirty laughter) Oh Boy! . . . (more dirty laughter.)  
 (slow music to be played here)  
 (Sound of knocking on door)

M. G. S.: Come in.  
 L. R. R. H.: Hello Grandma! . . . I've brought some whiskey and cigarettes. We'll make plenty yipee.  
 M. G. S.: You dear little girl . . . You can give me the cigarettes. . . Take the whiskey out to the kitchen and shake up a couple of quick ones. . . . I'm dying for a bracer!  
 L. R. R. H.: Take one, Grandma.  
 M. G. S.: Thank you, dear. . . . Well here's looking at you.  
 L. R. R. H.: Hope you can see me.  
 M. G. S.: (after spasms of violent coughing) . . . God! but that's good!  
 L. R. R. H.: Swell, ain't it. . . . Some left over from the batch dad made yesterday. . . . He was goin' to use this for his radiator, but I didn't like to see it wasted like that.  
 M. G. S.: No, of course not. . . . Will you have a cigarette, dear?  
 L. R. R. H.: Thanks,—Grandma, what a deep voice you have!  
 M. G. S.: It's this blamed cold . . . I'm quite hoarse.  
 L. R. R. H. (in a more excited tone): . . . But Grandma! . . . What large eyes you have!  
 M. G. S.: I've been using Slinx dear . . . doesn't it make a difference?

L. R. R. H.: Yes . . . but Grandma! . . . What large white teeth you have!

M. G. S.: Klutz's Tooth Paste. . . .

L. R. R. H.: Klutz's Tooth Paste, hell! . . . I'm wise to your game. . . . I thought I recognized that voice. . . . S'long. (sound of running)

M. G. S.: No you don't!

(Sound of much commotion, running and slamming of doors, noise of roller skates and of car starting up and driving away.)

M. G. S.: Got away from me again! . . . Well I'm a sap right. . . . A machine gun salesman in Chicago for ten years and then havin' a dame give me the slip twice in one day. . . . Well I'll step on the gas and if this straight-eight can't beat a pair of roller skates,—I'll be a so and so. . . . (noise of skates increases) . . . Ah there she is now!

L. R. R. H.: Good night . . . that bozo's right behind me. . . . Come on skates, get rollin' . . . You're as slow as church.

M. G. S.: I've got you now, sister!

L. R. R. H.: Yes you have . . . like hell! . . . What's this in my pocket . . . M'gosh—a can of 3-in-1 that I was supposed to give Grandma . . . Well, here goes . . . (sound of bumping a can of 3-in-1.)

L. R. R. H.: S'long, big boy. . . . You can't win without 3-in-1. . . . 'Scuse my dust . . . (noise of skates gradually dies away.)

M. G. S.: 3-in-1, eh? . . . Well, strike me pink if she didn't give me the old oil.

(Curtain)

—Puppet

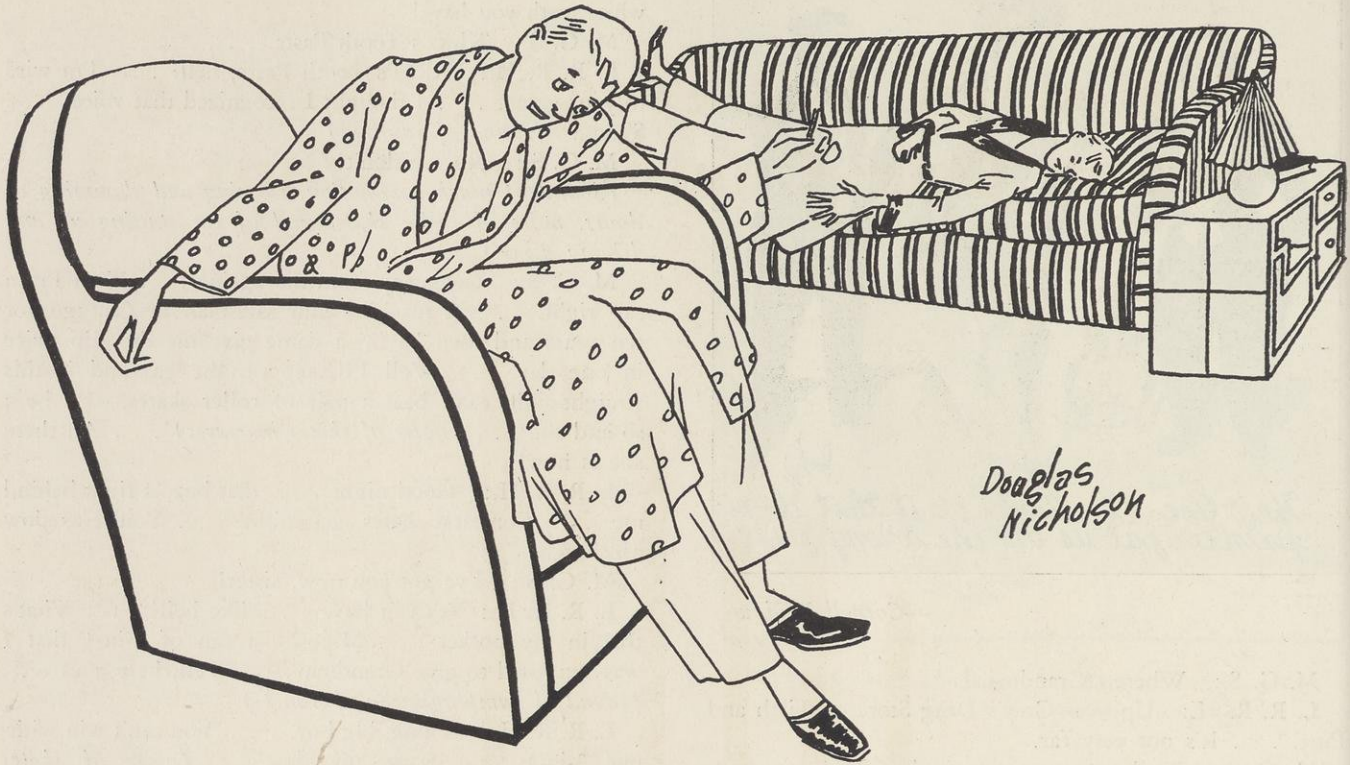


"You remind me so much of Valentino."  
 "But he's dead."  
 "Yes, I know."

—Gargoyle



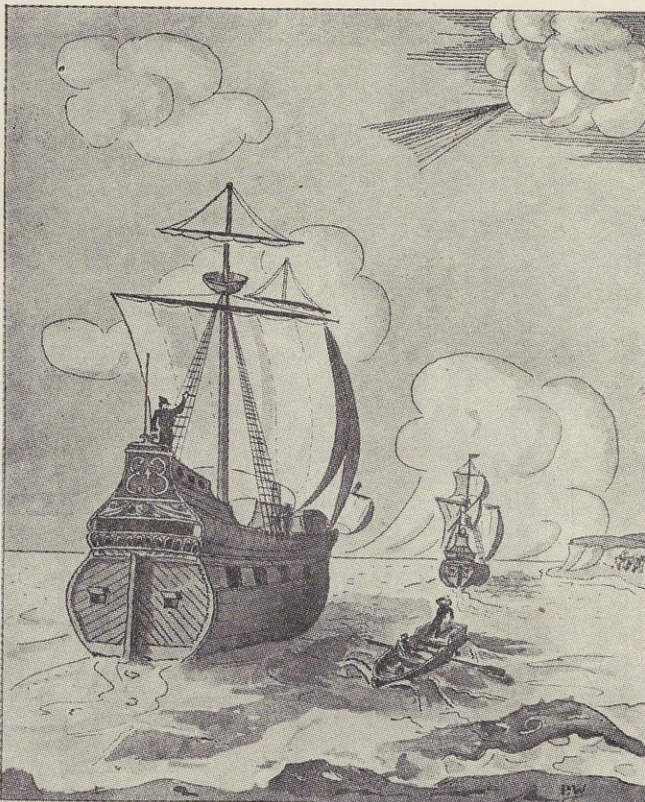
UNDERGRADUATE INERTIA



Douglas  
Nicholson

"Have a cigarette."  
"Can't reach it."  
"Sorry."

—California Pelican



"Hi there, Christopher, how did you make it this trip?"  
"About the same, three thousand miles to the galleon."

—Harvard Lampoon

One night a burglar broke in the room of a well known old maid, took a ten-dollar bill that was on the table, and kissed her. Now she leaves a twenty-dollar bill there every night.

—Ghost



Endurance Test

First Toper (at beginning of night): How much wood would a woodchuck chuck, if a woodchuck could chuck wood?

Second Toper (answering): He would chuck as much wood as a woodchuck could chuck, if a woodchuck could chuck wood.

First Toper (about 11 o'clock p. m.): How mush wood wooda woodchush shush, if a woodchush could shush wood?

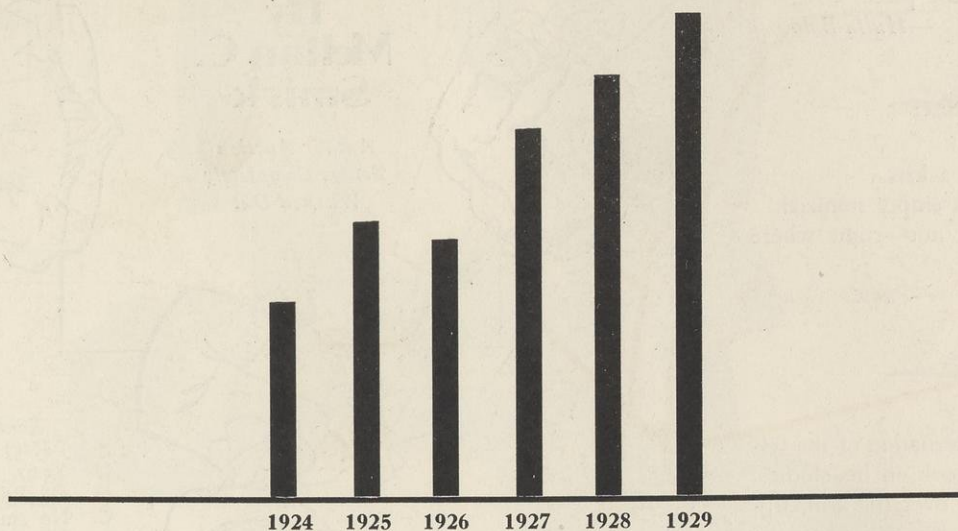
Second Toper (answering): He'd swush smush wood 'sa wooshush c'd shush 'ic, 'fa woodshush shush shush--

First Toper (going home at 2 a. m.): HIC! Ho mush wood . . .

Second Toper (answering): Aw, goddahell. Donshano wenna stop?

—Wampus

## A Record Achieved By Having What Our Customers Want—



The above chart shows the growth of Karsten's sales volumes during the month of March of this and the past five years. It is a record of remarkably consistent progress—made possible by our policies of service and our ability to select the kinds of apparel wanted by the men of Madison and the University.

A very large proportion of our customers are students or faculty members of the University. They come here for clothing, haberdashery, and footwear, because they have found here the styles and qualities, which they favor, the courtesy and friendliness which they expect, and the unusual selections which they appreciate.

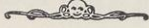
An inspection of our spring lines of apparel and footwear may make you one more of Karsten's customers and friends.

# KARSTENS

On Capitol Square - Carroll Near State

A Scottish general was examining his troops on their knowledge of warfare and when one of his men answered "I give up," they shot him for a spy.

—Satyr



Our police dog was O. K. until she began to litter up the place.

—Hulla-Baloo



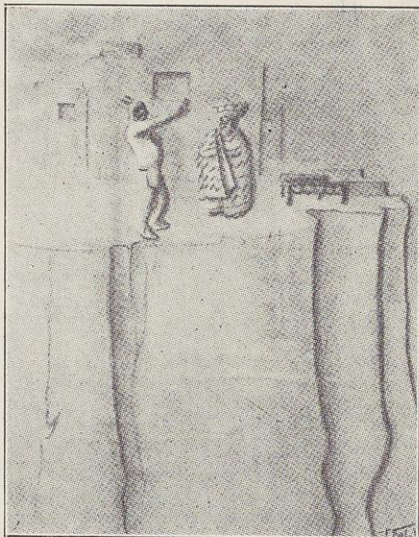
He: Let's have a kiss.  
 She: Not on an empty stomach.  
 He: Of course not—right where the last one was.

—Purple Cow



Imagine the consternation of the fellow who carefully took off his clothes, folded them neatly over his arm, tiptoed quietly up the stairs so he wouldn't wake his wife, breathlessly turned the door-knob, pushed open the door and found himself in the "L" station.

—Jack O'Lantern



"Oh, daughter of the Moon, where is Hopi this morning?"

"Hopi gone. He got out of wrong side of bed."

—Yale Record

*East*

S. None  
 H. None  
 D. None  
 C. None

*West*

S. 67-43-89  
 H. 13:2|5  
 D. Not quoted  
 C. §C-8922

*North*

S. A-Q-J  
 H. 6-5-4-3  
 D. 2  
 C. K

*South*

S. J-K-Q  
 H. \$5.67  
 D. G§;B6  
 C. No smoking

(From the Collier's number, Michigan Gargoyle)

The above Auction Bridge hand was given in last week's Collier's; the description follows:

*The Auction*

South opened the bidding with three thousand dollars, and West, North and East passed out cold.

*The Play*

West opened with a left-hook that sent North to his corner, yelling for the cops. South rushed in with a string of clubs and battered West until nothing was left but an unrecognizable mass. East then had a heart and took him out and buried him with a spade, much to the relief of everybody.

South then declared that he could take rabbits out of a hat and was loudly pooh-poohed, both by his partner and the remaining opponent, but he stoutly contended that that was his trick.

Trick 4 was won by North who had a Queen and four little ones, but he

had recently lost his job and the little ones were starving, so when he told his story the game was held up until a hat could be passed and everybody had stopped sobbing and snuffling over his pitiful plight.

Next, while North wasn't looking East reached over and lifted the Ace of Hearts out of North's hand, as well as a watch, fifty dollars in cash and a pack of cigarettes out of his pocket. He didn't use enough finesse, however, and North came in at that precise moment with a Trey of Diamonds, which surprised everyone.

All went well after that until North looked under the table and said "what the Deuce," and East flared up and got mad. Another battle started that lasted 3 hours and 45 minutes, and at the final bell, East was so groggy that he had to hunt up a training room for a rub-down, thus winning the rubber. This automatically closed the game, thank God.

—Gargoyle



*Customs Inspector*—"Got anything very valuable in this trunk? . . ."

*The Traveler*—"I should say so . . . a whole carton of Chesterfields!"



**THEY'RE MILD**  
*and yet* **THEY SATISFY**

smoke cigarettes?

Farmer: Where did you learn to Co-ed: In Paris.

Farmer: It's a good thing you didn't go to Norway, I hear they smoke herrings up there.

—Buccaneer



Kismet?

There was a young co-ed at St8; Who blamed all things evil on F8.

Elastic she trusted

Alas, but it busted,

But all the boys thought F8 was Gr8.

—State Lion

Stanley Jordan, a popular Episcopal minister, was for a good reason somewhat anxious about his son's college examinations. Accordingly he instructed the boy to telegraph him the result.

The son sent the following message: "Hymn 342, fifth verse, last two lines."

Looking it up his father found these lines: "Sorrow vanquished, labor ended, Jordan passed."

—Skipper



Passenger: Oh, captain, can you tell me what time the tide rises? I want to close my portholes.

—Tiger

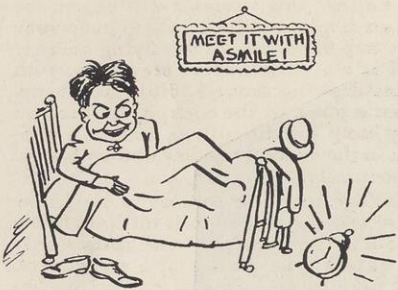


Widower: "I lost her in a fire. Her dress caught—"

"Burned alive?"

"No, luckily the firemen arrived in time. She was drowned."

—Le Rive



First Barber: Nasty cut you've given the old gent, Bill.

Second Barber: Yes, I'm courtin' his 'ousemaid—that's to let 'er know I can see 'er Tuesday night!

—News



The Only Girl

Jack had just asked Jill to marry him, and she murmured "Yes."

"Jack, dear," she ventured, after a long silence, "am I the only girl—"

The young man's arms tightened about her.

"Jill," he interrupted fiercely, "don't ask me whether you are the only girl I ever loved. You know it as well as I do."

"That wasn't what I was going to say at all, Jack," she answered. "I was going to ask you if I was the only girl who would have you."

—Caveman



Through the Day with a Comic Editor.

—Lampoon



# IN DEMAND— College Men With a Knowledge of Aviation

**M**ORE than any other industry today, aviation offers you a real opportunity. The rocket-like growth of aviation to a place along side the automobile industry has created an unprecedented demand for young executives. Men with a college education and a sound knowledge of the flying business are the kind that are wanted.



must be the executives a few months from now. The only requisites are that you be trained mentally and physically and that you give aviation all the application and industry you would give any other profession.

Here is a future you can be enthusiastic about. Here is an opportunity to show your ability in a young, thriving industry.

A few months at Parks Air College will give you the training that you now lack and start you on your career in the most fascinating, romantic and profitable business open to a young man today. Send in the coupon now.

## Come to Parks this Summer

**T**WO months training at Parks Air College this summer will fit you for an airplane pilot's job. That's your first step to success in the flying game—and it's a substantial step, too, with pilots drawing from \$300 a month up. From a place in the cockpit, it's then an easy jump for the college man, to a position in the executive office and unlimited opportunity.

College men are coming to Parks because it is the largest non-military flying school in the world, because it uses only the latest type planes and equipment, and because its corps of instructors has an enviable reputation both as pilots and classroom teachers.

A degree from Parks Air College will mean as much, if not more, to your future than your university degree will. It will mean that you have successfully mastered courses in navigation, aerodynamics, airplane design, rigging, airport management, aerial photography and all the subjects an aeronautical executive must know. It will mean that you have completed a thorough shop course in powerplants, from the big Liberty, the Whirlwind and Fairchild-Caminez to the little Velie engine.

Get your flying school training now. A vacation spent at Parks Air College will be the thrill of your life. Plenty of flying, outdoor life, novel recreation and a training that will bring you a substantial salary when you graduate.

Spend this summer at Parks. Get into aviation now. Every week you wait means hundreds of other young fellows are going in ahead of you. Send for our illustrated booklet and get all the facts about your opportunity in aviation.

## PARKS AIR COLLEGE

324-O Mo. Theatre Building

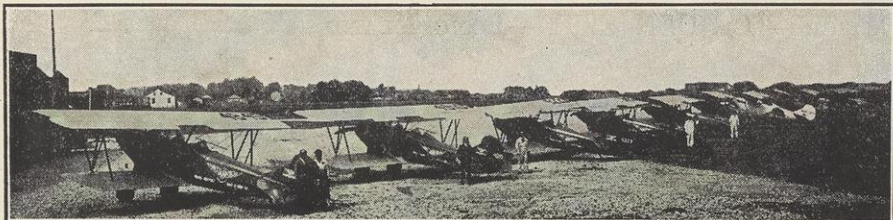


St. Louis, Mo.

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A Photograph of Part of the Parks Fleet of Travelairs Used in Training Students

PARKS AIR COLLEGE, Inc.  
324-O Mo. Theatre Bldg., St. Louis, Mo.

Send me your book with full information about your course.

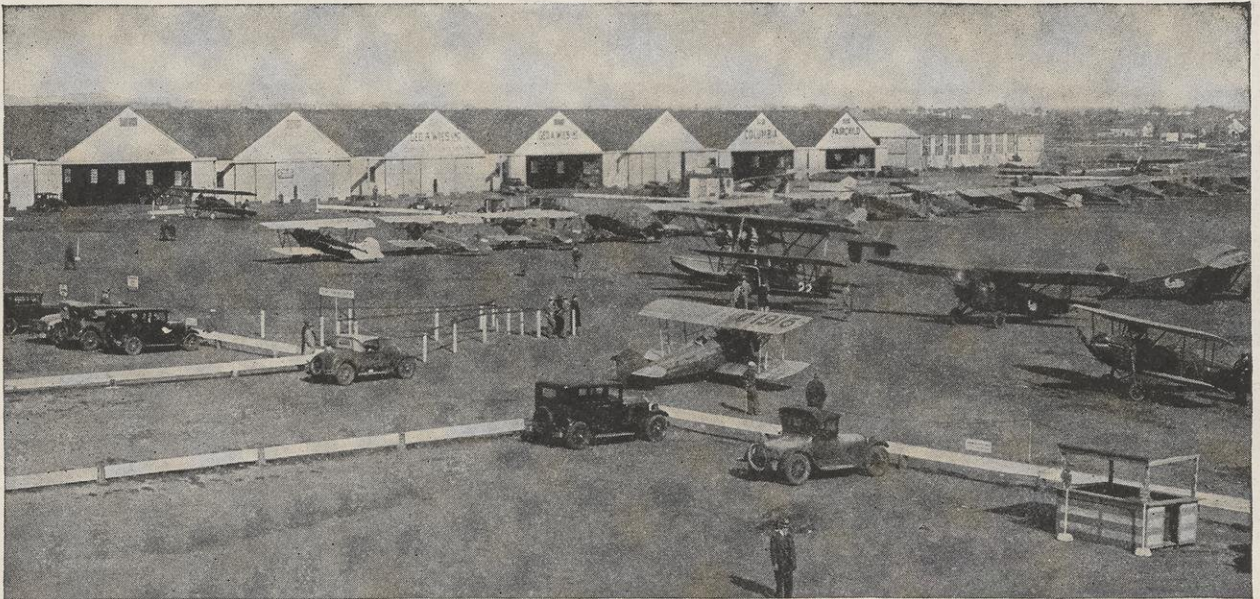
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City..... State.....

# In 1929 There Will Be 25 Curtiss Flying Fields and Schools

(10 such fields are now in full operation)



## What Goes On At A Curtiss Field?

The owner of a private plane—and there are hundreds of them—can land and take off *gratis*; he can command the immediate services of expert mechanics; he can always obtain routing and weather information and, of course, “garaging” facilities—including oil, gas and water.

At each Curtiss Field there is a Flying School—offering a *student training course* (which includes a complete Ground School Training) conducted by skilled instructors and operating with especially

designed training planes and equipment. (Courses from \$300 up, according to the license desired.)

If one wishes to “sightsee” or reserve a plane for any purpose whatsoever, all one has to do is phone the nearest Curtiss Field—this service may be had at a moment’s notice—day or night—the rates are moderate, the pilots experienced, and the equipment is first class and thoroughly modern. Write for information, and a booklet on our Flying School Course.

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CURTISS-ROBERTSON AIRPLANE MFG. CO.



# A Luxurious, Three-Place, Closed Cabin Monoplane . . . Easy to Handle and Economical to Fly . . . . .



The CURTISS ROBIN marks the first sign of spring on many a sportman's estate—for this comfortable and reliable airplane is a fast and modern means of traveling the shortest distance between two points.

*(Further Information Gladly Furnished)*

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Malacca tans, Scots greys and Dickens blues in subdued patterns — correct university styles direct from Hart, Schaffner & Marx style scouts.

**Olson & Veerhusen Co.**

7 and 9 N. Pinckney St.

*Thirty Years in the Yukon*

"Is my father in there?" piped a small shrill voice.

"Get away from those swinging doors!" cried a great big harsh voice.

"I want my father," cried the little tiny voice.

"What's your father's name?" asked a kinder voice in a lumber jacket.

"My father knows his name," replied the hungry little girl, for she was hungry. "Oh, father, toss me a pretzel," she pleaded, "I haven't eaten since last Founders' Day Banquet."

"What, not since last Founders' Day Banquet!" exclaimed the kind voice in the lumber jacket. Grabbing a great big hand full of pretzels he rushed out into the night determined not to let this poor little hungry girl starve for want of a few pretzels. Advancing toward her with the pretzels outstretched in his hand before him he was amazed to see her shrink away from him.

"No, no, no," she screamed, "I will not sell my honor for a few lousy pretzels. Oh, Daddy, remove this temptation from your daughter's path!"

Suddenly the swinging doors flew open and a man in a hat came rushing out. He was going home.

"But my dear girl," said the big kind voice in the lumber jacket, "I assure you that you are entirely mistaken as to the motives which prompted me to offer you this means of sustenance. Mine is a philanthropic nature and when I heard your plaintive cry I simply couldn't help coming to your aid. I too have lived. Harken to my sad tale.

"In the terrible winter of '76 I joined up with Pershing in his expedition against the Eskimos. God, but it was cold there in Valley Forge. All winter long we were without shoes and women. I thought we'd never reach land. But we did, finally, and the first thing we did was to gather an immense truck load of hops. You see we had Lindbergh with us and he could hardly wait to hop off. We couldn't find any full grown hops, but we got some little ones and raised them from pups. The stock exchange was closed that day so I didn't buy a paper.

"I spent all that day cracking peanuts in a vain search for pearls and, as dusk fell, I grew discouraged and, mounting my pet Jackass, I set off in the direction of Europe that lay somewhere to the east. Alas, I was never to find it for I took the wrong fork at East Orange, N. J. I rode and rode and rowed and rowed, but falling asleep the oars slipped out of my hands and when I awoke I found myself helplessly drifting in Salt Lake City, Utah. I have been drifting ever since," he concluded sadly.

"Better death than dishonor," said the little girl by way of a reply, and pulling a revolver out of her hip pocket she shot her brutal assaulter through the head.

—Froth

The Bishop: Did that go out of bounds, my boy?

Caddy: Out of the diocese, I think, my lord.

—Lord Jeff

... and so to bed ... late ... exam tomorrow ... wish

I could get to sleep ... dog barks ... room-mate snores ...

time to get up ... jangled nerves ... irritable skin.

—then is the time your skin  
needs the comfort of a fresh Gillette Blade



**THE NEW FIFTY-BOX**

Fifty fresh double-edged Gillette Blades (10 packets of fives) in a colorful chest that will serve you afterward as a sturdy button box, cigarette box or jewel case... Ideal as a gift, too. \$5 at your dealer's.

THERE are mornings when a fresh Gillette Blade is better than any pick-me-up you can name.

There are mornings when your beard is as tough and blue as your state of mind;

when the hot-water faucet runs cold and your shaving cream is down to the last squeeze and you scarcely have time to lather anyway; mornings when all the cards seem stacked against your Gillette. But slip in a fresh blade. Enjoy the same smooth, clean shave that you get on the finest morning.

You have to go through the Gillette factory to understand how it's possible to pack so much dependable shaving comfort into a razor blade.

There you see some \$12,000,000 worth of machinery invented and improved continuously for twenty-five years for just one purpose: to make the Gillette Blade — every Gillette Blade — do its smooth, expert job every morning for the thirty million Americans who count on it.

There you see in operation the unique system which makes four out of nine Gillette blade department workers inspectors — paid a bonus for every defective blade they discard.

At least a dozen varying conditions affect the comfort of your shave. But the Gillette Blade doesn't change. It is the *one* constant factor in your daily shave. Gillette Safety Razor Co., Boston, U. S. A.



★ ★ ★ **Gillette** 



*Tennis players helped to make the HOOD Vantage*

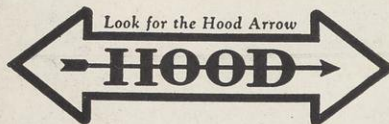
Hood shoe experts constructed the best tennis shoe possible—the Vantage. Then famous tennis stars tried out the new Vantage shoe in competitive play. They reported just what might be done to improve the shoe for tennis.

The result is a tennis shoe with exclusive and unusual features. Equally good on grass or clay courts.

The Vantage has extra toe reinforcement, sponge cushion heels to protect the feet from fast play, and long-wearing Hood Smokrepe soles.

Whether you are the school "champ" or a modest beginner the Vantage will improve your game. All styles for men and women. Get the Hood Vantage from your sporting goods dealer.

**HOOD RUBBER COMPANY**  
Watertown, Massachusetts



**HOOD MAKES • CANVAS SHOES • RUBBER FOOTWEAR • TIRES  
RUBBER SOLES AND HEELS • RUBBER FLOOR TILING**

Customer: The horn on this car is broken.  
Salesman: No, it's not, it's just indifferent.  
Customer: What do you mean?  
Salesman: Why, it just doesn't give a hoot.

—Log.



"Lissen niggah, just 'cause you all washes windows, don't think you'se so high up."  
"Lissen, black boy, just 'cause you'se always in the cellar, don't think you'se the salt of the earth."



THE WINNER OF THE GREAT MOVIE SCENARIO CONTEST!

"OUR BROOKLYN COUSIN"

By J. Horace Backscuttle, '32

Dedicated to our English Profs—may they always be lit.  
J. H. B., '32

Opening shot: Sun rising over the purple mountains. Member of the outing club frying bacon over a camp fire. Parrot (green with three purple stripes) in second tree to right flaps wings.

Caption: "Go away you saucy bird."  
Quick flashback showing Daniel Boone killing Indian. Caption: "Take that you wretch."

Follow shot: Sun rising over the purple mountains. Enter skunk—exit outing club—(also cameraman). Caption: "Phew!"

Follow shot: Indians attacking a wagon train. Brandishing tommy-hawks. Caption: "Whoopee!"

Note: This last scene was to keep you interested. It has nothing to do with the story except that on that very ground the Third Baptist Church now stands.—J. H. B., '32.

Follow shot: Night falls. During the velvety dusk—(pretty good, huh—J. H. B., '32) panthers squeal, mooses bellow, lions roar and students sing. We suggest the college orchestra would do nicely for the sound accompaniment.

Long Shot: United States Cavalry galloping along. They disappear in cloud of dust. Soft music by the Gloria Trumpeters.

Follow shot: Sun rising over the purple mountains. Student communing with nature. Enter dean at left. Caption: "Why aren't you in Math?"

Follow shot: Sun sets over purple mountains. Parrot in second tree to right mothers her young. Student asleep under tree. Wakes up. Rubs eye. Throws rock at parrot.

Caption: "Go away you saucy bird."

—Yale Record



Drink  
**Coca-Cola**  
 Delicious and Refreshing

**PAUSE AND  
 REFRESH  
 YOURSELF**

OF COURSE IT'S NO FAIR PLAYING THE PROCTOR AND SPYING OUT SUCH A DELICATE SITUATION AS THIS. BUT THEN, WE'RE NO PROCTOR. AND WE CAN RESIST ANYTHING BUT TEMPTATION.

All of which goes to prove (if we may be excused for saying so) that the pause that refreshes is the sanest temptation which millions ever succumbed to. And to these same millions the pause that refreshes has come to mean an ice-cold Coca-Cola. Its tingling, delicious taste and cool after-sense of refreshment have proved that a little minute is long enough for a big rest anytime.

The Coca-Cola Company, Atlanta, Ga.

OVER  
**8**  
 MILLION  
 A DAY



YOU CAN'T BEAT THE PAUSE THAT REFRESHES

IT HAD TO BE GOOD TO GET WHERE IT IS

C-3

# He coughed—the Villain!

and the love scene had to be taken all over!



MADGE BELLAMY, Beautiful Fox star.

*Madge Bellamy explains the growing popularity of Old Golds in Hollywood*

"The 'hero' in a movie may easily become the 'villain' if he coughs at the wrong time. A cough isn't ever nice, but when it interrupts the taking of a movie scene, it's a calamity! The high tension of movie work makes smoking a vital relaxation. But we relax with OLD GOLDS. They're as smooth as the polished manner of Adolphe Menjou, who himself is an OLD GOLD fan. While they're the most enjoyable of cigarettes, OLD GOLDS mean absolute 'fade-out' for throat-scratch and smoker's cough."

(SIGNED)

*Madge Bellamy*



Why not  
a cough in a carload?

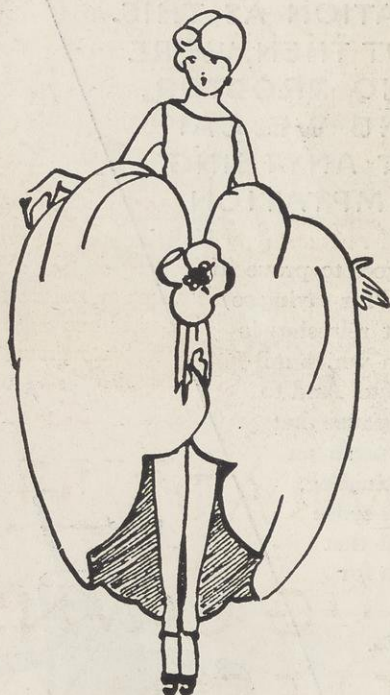
OLD GOLD cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows . . . Selected for silkiness and ripeness from the heart of the tobacco plant . . . Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.



On your Radio . . . OLD GOLD-PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour every Tuesday . . . from 9 to 10 P. M., Eastern Standard Time, over the entire network of the Columbia Broadcasting System.

eat a chocolate . . . light an Old Gold . . . and enjoy both!

© P. Lorillard Co., Est. 1760



Your  
Spring Formal

Will Be Complete

When You Have A Car

Why Buy One?

Rent One For the Evening

**BADGER RENT-A-CAR CO.**

Fairchild 2099

- We Deliver

- State at Henry

# GILLERS

**When you think about  
your Picnic, Think  
about Gillers. Let  
us do your picnic  
planning**

*Our Specialty Sandwiches, Salads  
and fountain service*

**Phone F. 5662 - 540 State St.**

"Sailors are inconsistent."  
"Howzatt?"  
"They're always pulling for the shore."



"Do you ever gamble?"  
"Well, I put my pin out the other night."



Kind Grocer: And what can I do for you little girl?  
Little Girl: Tell me what I want and save me from a  
lickin'.

—Flamingo



Kitty (passionately): Do I love him? Say, does a cat  
love milk? Does a cow like grass?

Marie (disgustedly): Aw, there you go bringing in  
that personal touch again.

—V. M. I. Sniper

ped  
drake

WRAPS . . .  
AND  
. . . GOWNS  
TIFFANY'S  
546 STATE STREET

# LEARBURY

a product for  
1,000,000

## College Men

Who Demand  
Correct Style  
in their Clothes.



Come in For Your  
Learbury Red Boy  
Stickers *free*.

# KARSTENS

22 North Carroll—Madison

## For Men Only!!!

A Silver Plated Schick Razor to the Wisconsin man with the best beard.

Beards will be judged before the Engineers' Parade on April 27. Watch the Cardinal for details.

## Start Growing Yours

### N-O-W

Remember,

## A Schick Razor---Free!!!!

The Only  
Diamonds We  
Can Afford to Sell

... are the kind of diamonds you naturally want to buy — diamonds of *known value*, appraised by experts and doubly certified by our own experienced examination. A single sale of a diamond not all we represent it to be, would damage the reputation we have so painstakingly acquired . . . We feature particularly and offer for your selection many diamond-set rings, brooches and Gruen Guild Watches at very moderate prices.

**R. W. Nelson**  
JEWELER  
320 State St.

GRUEN  
WATCHES

# MEAT

Goeden & Company

They laughed when I walked over to the piano but their laughter turned to amazement when I calmly picked it up and threw it at them. I had not taken Earl Liederman's lessons in vain.

—Black and Blue Jay



"Yer know, Bill, I'm kinda glad I never went to college. They say it's an awful waste of time."

—Yale Record

# Drive In Safety



OUR constant, careful service insures your comfort and safety, and you can depend on getting where you want to go in a CAPITAL CITY car. Furthermore, for your protection.

*All Our Cars Are Insured*



# Capital City Rent-A-Car Co.

430 W. Gilman

F. 334

531 State





# Hotel Loraine

Madison, Wisconsin

*We suggest that you make your reservations  
Now for rooms for Mothers' Weekend  
and Commencement guests.*



“That was *such* a lovely ride, Jim. Thank you just loads. And be sure and call me up tomorrow, won't you Jimmy Dear?”

Oh, yes, you can make lots of progress in one evening, if you use a car from

## College Rent-a-Car Co.

315 North Henry St.

New Cars

Fairchild 12 or 13

*Velvet*  
IT'S ALL CREAM  
ICE CREAM

"our wagon passes your door"

**Kennedy Dairy Company**

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

Phone B. 7100

Mr. Oscar: Come out some time with your wife and meet my wife.

Mr. Wilde: I haven't any wife.

Mr. Oscar: Well, come out any way and meet the maid.

—Sagehen



"I wonder why lobsters are red?"

"If you were in glass case without any clothes, you'd be red too."

—Jester



"What is it that lives in a barn, eats hay, and can see out of one end as well as the other?"

"Expound thyself."

"A blind mule."

—Sniper

**New High Shades**



**For Co-ed Frocks**

**\$10.<sup>00</sup> to \$25.<sup>00</sup>**

Clever little afternoon frocks are making their spring entree in the new high shades in chiffon and georgette and, also, in the printed chiffons and georgettes.

These frocks are so jaunty and alluring that every co-ed will certainly want at least one of them to grace her wardrobe.

**Stewart Smart Shop**

227 State St.

# For Spring Formals



Let us show you how to decorate more effectively with flowers.

Our expert service and reasonable prices will help you to make your party a big success.



## University Floral Co.

723 University Ave.

F. 4645

Bonin: Boy, does you see the form of that sweet lamb across the street?

Ronin: Be careful, darkey, that's my gal.

Bonin: Does you luv her?

Ronin: Does I luv her? Why, man, I luv her so much I wish I was twins so I could luv her day and night.

Bonin: If you'se was twins you'd sure get in trouble. You'd both want to work on the night shift.

—Frivol



Nit: What is the greatest Greek tragedy?

Wit: Oh, I never knock other fraternities.

—Belle Hop



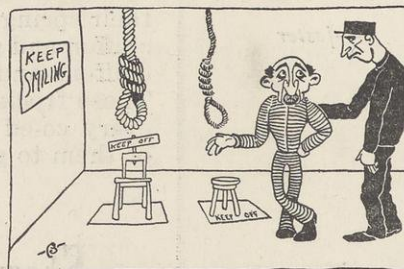
A college graduate is one that can count up to twenty without taking his shoes off.

—Phoenix



There are four great activities known to mankind and essential to mankind—and one does get tired of eating, drinking and sleeping.

—Punch Bowl

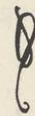


Warden: Any last requests?

Coben: Vell, voi's de latest noose?

—Yale Record

Spring, gentle Spring, is come. She's here. She has arrived. So has our gorgeous assemblage of colorful purses and of necklaces and bracelets and other jewelry for spring. Come up and see for yourself.



## The Mouse-Around Gift Shop

Upstairs at 416 State

First Critic: How do you like the show?

Second Critic: I asked you first.  
—London Calling



If party dresses become any more abbreviated, sorority pins will have to be worn in the form of stickers.

—Claw



The chairman of an entertainment on shipboard announcing the amount of the collection, said: "We have one hundred and seventy-five dollars and three cents. Three cents! We must have a Scotchman in the audience."

A little Scot in the back of the saloon arose and said: "There are three of us, sir."

—Exchange

## *Proper*

University men accord due deference to the correctness of clothes by HOAK & DUNN.

**HOAK & DUNN**

*Gelvin's of Madison*

644 State Street

## **O. M. Nelson & Son**

Diamond Merchants, Jewelers and Silversmiths

21 N. Pinckney Street

for

Nearly A Half Century

## **Better Printing Pays**

The distinctive quality of our work makes it doubly effective.

**Straus Printing Co.**

118 East Main Street

Phone Badger 1763



## Rollo's Pants Have Gone To Press!

A LARGE number of middle west buyers have found that the ideal place in which to "go to press" with their catalogs, advertising matter and publications is at the—

Democrat Printing Company

Madison

Wisconsin

# Brock Engraving Company

Artists and Engravers



4th Floor  
State Journal Building

Phone: Fairchild 913

Prof: Can anyone name a case of great friendship made famous through literature?

Mary: Mutt and Jeff.

—Northwestern Purple Parrot



Fly: Where have you been, on a vacation?

Flea: No, just on a tramp.

—Exchange



"You say that your son was on the Nevada Campus?"

"Oh, yes."

"What did he take up?"

"The garbage."

—Nevada Desert Wolf



Dickering, dickering doc,  
With patients lined up a block.  
With fits and conniptions,  
They wait for prescriptions,  
Liquor me, liquor me doc.

—Jack-O-Lantern

THE  
★ ALL-AMERICAN ★  
HOCKEY TEAM  
OF  
1929  
PRESENTED by  
JOE GODFREY,  
JR.  
ALSO  
"To the Dogs and Back" by  
ROLAND KREBS  
"Net Tilt" by  
HOLWORTHY HALL  
"The Art of Picnicking" by  
FRANK SULLIVAN  
"Twilight of the Gods" by  
STEPHEN F. WHITMAN  
"May Day" by  
OCTAVUS ROY COHEN  
"Broken Glasses" by  
STEPHEN MOREHOUSE AVERY  
"Joe College" by  
COREY FORD & T.H. WENNING  
AND  
★ WEST POINT ★  
IN THE MAY  
College Humor

Enjoy these warm  
Spring Nights

*with a new car*

*... from ...*

U. W.  
Rent-A-Car Co.

218 N. Bassett.

F. 6676

## State-Lake Beauty Shop

(Formerly Scott's)

Permanent Waves  
of Distinction

Flat, Natural Waves  
with Ringlet Ends

Realistic Leon Oil  
Frederics

672 State St. B. 7170  
Miss Rae Quale

## PANTORIUM COMPANY

# SAVE

\$5.00 in Advance Gives  
\$6.00 Credit

558 STATE STREET  
Phone Badger 1180



"I stepped outside for a bit of  
breath."

"So I notice. Better take a Life  
Saver and get rid of it."

*"Yes" Oar "No"*

Scene—Moonlight night on Lake Mendota on a warm night in June. The waves are rippling around the boat in which the Wisconsinites are riding—the breath of spring is in the air.

He: Darling, won't you kiss me?

She: No, I should say not.

He: Then you may swim home.

Now she couldn't swim—so she smacked him for a row.

"Don't you dare to kiss me! I'll call my brother."

"I just saw him drive out in his car."

"Don't lie to me! You did not see him!"

"How come?"

"I have no brother."

—Stone Mill

"Did you ever hear about the absent minded professor flunking his own son out of school?"

"No, I never did."

**Malone Grocery**

Agency

**Richelieu Pure Food  
Products**

Wholesale and Retail

**GROCERIES, FRUITS  
VEGETABLES**

434 State Street

Telephone B. 1163—1164

**Cardinal  
Beauty Shop**

Why worry about April showers when you can get a permanent as reasonably priced as ours.

625 State St.

Phone: F. 3966

"Come in and browse"

**BROWN**  
BOOK SHOP

621-623 State Street

**1/2**

**Price Sale**

Hundreds of NEW Non-fiction titles at 1/2 price or less.

10% Rebate check with every purchase - good any time.

**BROWN**  
BOOK SHOP

621-623 State Street

She: Do you like surf bathing?

Was: No, the ocean is too dirty when you consider the number who bathe in it.

Fat: True, but remember, it washes continually upon the beach.

—Wampus



"I understand Mrs. Smear objects to that traffic light outside her windows."

"Yes; she says the red light casts such a terrible reflection on her apartment."

—Lyre



The shades of night were falling fast,  
When through the air, an airplane passed.  
The airplane wavered and struck the ground,  
The driver uttered not a sound,  
For when they opened up his head,  
They found—EXCELSIOR—

—Whirlwind

**IT'S THE HANG  
OF THE TROUSERS  
THAT MATTERS**

SOME fellows have to tutor to get by their hard subjects. But those who wear Pioneer Suspenders pass every style exam with high honors--and set an example in correct dressing which every undergraduate would do well to follow.

PIONEER SUSPENDERS • PIONEER BELTS  
BRIGHTON GARTERS

**PIONEER**  
*America's word for*  
**SUSPENDERS**





**It's sweeping the city like new brooms---this \$37.50 suit value.**

A suit with style but without value interests some—and a suit with value but without style beckons others.

**BUT** here is a suit that all men like on sight and well they should.

We think it is the greatest merger of style and value presented this season.

Tailored by Michaels-Stern

**The Crescent**  
CLOTHING CO  
Specialists in Apparel for Men & Boys

**Lettercraft**

Stationery

Engraved  
Printed  
Plain

725 University Avenue  
Good Dance Programs

**Spring Formals**

Require Clean Linen

**Madison Steam Laundry**

429 State

F. 530

20% Discount for Cash Call

You are invited to see the new

**Spring Frocks**

at the

**HETTY MINCH SHOP**

Cor. Gorham & Henry

B. 3029

"You can't make me believe Milt was drunk last night."

"Very well, but ordinarily, he doesn't insist on shaving the fuzz off of his bath towel."

—Columns

Optimist: Spring is almost here.

Pessimist: So are mid-semester exams.

Lady Customer: So you're sold out of garters already. I don't see where they all go to.

Clerk, blushing a fiery red: Neither do I.

Shy Youth: Do you love me?

Pretty Maiden: I love everybody.

Shy Youth: Aw! Let God do that—we should specialize.

—Pelican

**FRANK BROS.**

*Fancy Groceries and Fruits*

611-613 Univ. Ave.

Phone Badger 71

**Sawyer's**  
Bakery and Delicatessen

Quality Baked goods  
Roast meats, Salads  
Tasty Sandwiches  
Picnic Supplies

Picnic Lunches put up for  
one or large groups

*We Ex-spec So*

"Oh, I just love your period furniture."

"Well, you see the flies were worse than usual last year."

—Widow



"Did you ever read 'The Tale of Two Cities?'"

"It's a dickens of a story, I think."



"I didn't know how we were going to elope until I got the idea of buying a second-hand Ford."

"That's a rattling good idea."



Eve: My child, don't your legs get cold in those thin silk stockings?

Daughter of Eve: Yes, but you can't pull the wool over men's eyes.

—Sun Dial

Use Your Head and Save Your Heels

Eat at

**Shorty's Dug-Out**

613 State St.

*We Never Close*

M. H. Levenick

A New



in

**Costume Jewelry**

You will have to see our Costume Jewelry to appreciate it. It is new—it is different—it has a charm that is irresistible and represents good taste at its best.

Come in and let us help you select your new Spring Jewelry.

**E. W. PARKER, Inc.**

9 West Main St.

Successor to Gamm's  
Jewelers

**MARINELLO SHOP**

...

Elite

Now is the time for that

**Fredericis Push Wave**

Make your appointments early.

225 State St.

Phone F. 79  
Phone F. 3677

Choice Cut Flowers

Potted Plants

Corsages

Telephone F. 6896

**EDW. F. MEIER**

Florist

101 W. MIFFLIN STREET

Decorations for Formals  
Flowers Telegraphed Anywhere



**Plenty of Records  
to be broken, yet!**

IT may not be as serious as it seems that not every undergraduate in college can "make the team."

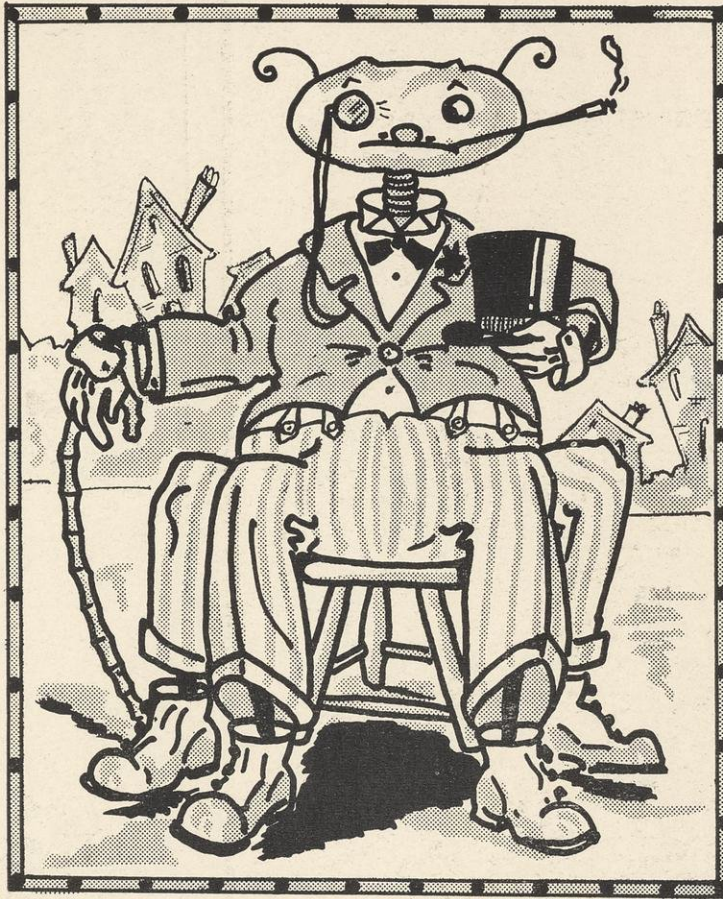
The world beyond the campus is full of teams to which well-nigh every man is eligible who has the will to be.



Industry—the telephone-making industry, in particular—moves forward on a broad front. Its problems are many: Work involving closer co-ordination between groups. A better seal at the base of a tiny switchboard lamp. A new and revolutionary industrial process to be evolved. All kinds of records to be broken!

**Western Electric**

SINCE 1882 MANUFACTURERS FOR THE BELL SYSTEM



## No One is Immune ... In the Spring

The etymology of the bug is a bit hazy. Its origin has been merely guessed at. All that is definitely known is that it's at its best in the spring. Although it is no discriminator of age—it finds youth most susceptible . . . always.

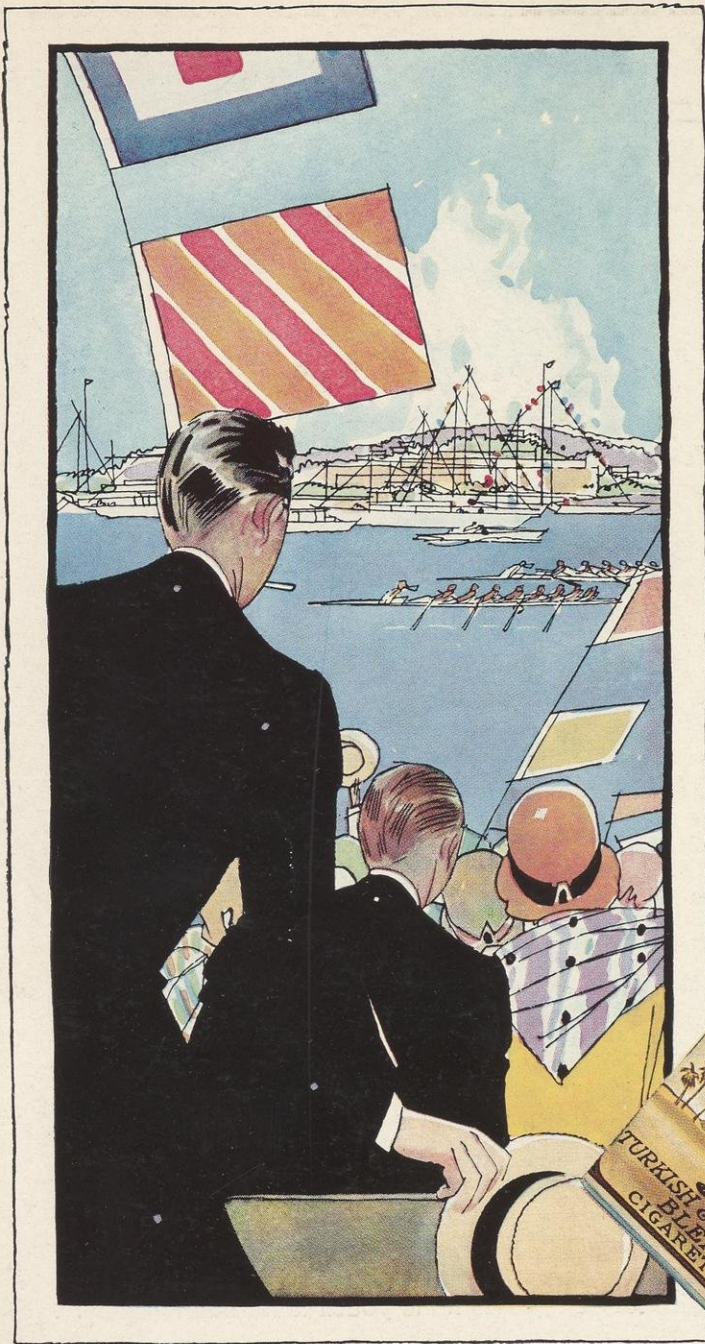
Spring is here. You are young. The bug is "at large". Don't say we didn't warn you! And remember—it's not so much the size of the bug as the virility that counts!

It's the "dress-up" bug we're speaking of. No doubt, it's already on your trail. Should it follow you to Milwaukee and to GIMBELS, you will recognize it is an intelligent bug. For it knows its fashions.

# GIMBELS

Wisconsin Ave. at W. Water St.

Milwaukee, Wis.



## They've a long pull to equal Camel!

ALL we claim for Camel is this: it packs oodles of mild and mellow aroma . . . and the fullest measure of smoking pleasure is the meed of its canny adherents. This and nothing more. And what more would you? Sift a cloud of cool Camel fragrance through your smokus . . . and you'll hold thenceforth that Camel is right down your boulevard—so to speak!