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Octopus. Vol. 13, No. 1 October '31 (September 23, 1931)

Madison, Wisconsin: University of Wisconsin, October '31
(September 23, 1931)

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OCTOPUS



That
for you!

I'm a
good mixer.

Now, girls---

Look me
over fella.

No Kidding?

Hey you!
Que voulez vous?

Folks say
I'm pretty.

One side,
big boy!

powdy, folks!!

Who said
dumbbell?

Try
your luck?

Honest, I'm
not peeping.

I haven't a
thing to wear.

OCTOPUS
reborn '31
\$25



PARKER owners
are cheerful lenders
because no hand
distorts this point

"Since I lent him my pen *it has never been the same!*"

Often said, but NOT of Parker Duofold

Don't lose people's good will by borrowing their pens. Unless the pen is a Parker Duofold, your hand is apt to foul the point, or change its action. Don't expose yourself. That may often cost you many times the price of a pen.

But there'll be numerous occasions when you'll *have* to borrow if you don't own this sure-fire Parker Duofold. For ordinary pens never seem to work when you need them most; while all Parker Duofold Pens — even the Duofold Jr. and Lady Duofold at \$5, as well as the Seniors at \$7 and \$10 — are built to stand up to our *Guarantee for Life!*

Take a few minutes to stop at the nearest pen counter and pick the Duofold that fits your hand to a "T." You'll be prepared then for any emergency — even for lending — gracefully. For no style of writing can foul, distort, or alter Parker's miracle Duofold point. Still it writes as easily as you breathe — with amazing Pressureless Touch!

Parker's large-scale production makes a big difference in your favor when it comes to value. Even the Duofolds at \$5 have 22% to 69% more ink capacity than some pens of other makes priced 50% higher.

Yet none has Parker's stylish, balanced, streamlined design — "America's Shapeliest" — or Parker's Invisible Filler and Patented Clip that lets the pen set low and unexposed in the pocket.

The only guarantee you'll need for life is the name on the barrel — "Geo. S. Parker — DUOFOLD." Accept none without it, if you want the real thing. Avoid the borrowing habit.

BORN! An Ink that
keeps a pen *Clean!*

And dries 31%
quicker than average

Parker's new Quink is the result of 3 years of research and 1022 formulas. Entirely new principle — dries in 3½ seconds by penetration of paper. Yet Quink resists evaporation, hence keeps pen point moist and ready. Also contains a solvent that removes from pens the residue of other inks. It is 99.99/100% fluid — hence free from sediment.

**Parker's
QUINK**

Two types — Permanent or Washable. Get bottle from any dealer, or write us for 50,000-word supply, free.



Parker Duofold

PEN GUARANTEED FOR LIFE • \$5 • \$7 • \$10

Other Parker Pens, \$2.75 to \$3.50; Pencils to match them all, \$2 to \$5

The Parker Pen Company, Janesville, Wisconsin. Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo, Dallas, San Francisco; Toronto, Can.; London, Eng.; Berlin, Germany



Your Co-operative Store

Sells

Only Good Quality Suits

at

\$25 To \$55

With Two Trousers

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

We have increased the quality and have reduced the price. This is an unusual procedure.

However, it serves to emphasize the care and thought that we exercise in our efforts to offer garments that represent the maximum in VALUE and QUALITY.

We invite you to visit our clothing department and see for yourself that your Co-op carries only good quality suits.

THE UNIVERSITY CO-OP

State At Lake Streets

E. J. Grady, Manager

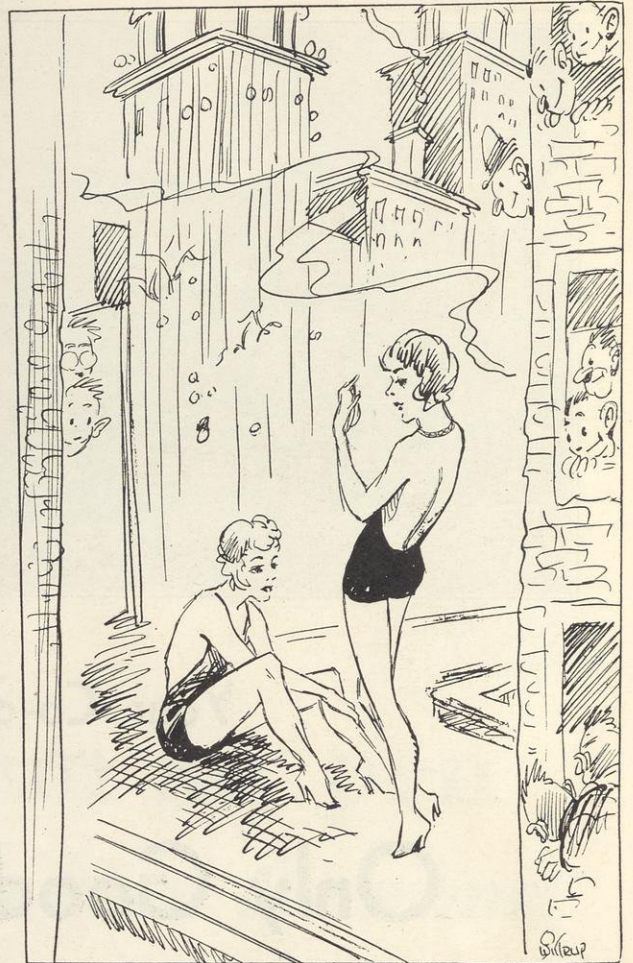
FOR THE BENEFIT OF THE STUDENTS—NOT FOR PROFIT

FORDS CHEVROLETS

RENT-A-CAR
STATE AT HENRY
FAIRCHILD 6200
WE DELIVER. RANNENBERG-PARR, MGRS.

CHRYSLER BUILT

DE SOTOS PLYMOUTHS



"Don't you love the privacy of a rooftop?"

Jolly Tom says that love first starts when you'd rather waltz with a girl than fox trot with her.

"Lord, but his arms are long, aren't they?"

"They ought to be—he's a slide trombone player and eats in a boarding house."

"What are you so dejected looking for?"

"Haven't you heard? The Glazo Toothpaste Company went busted."

"Why, I didn't know you owned any of their stock."

"I don't, but I sure enjoyed their radio programs."

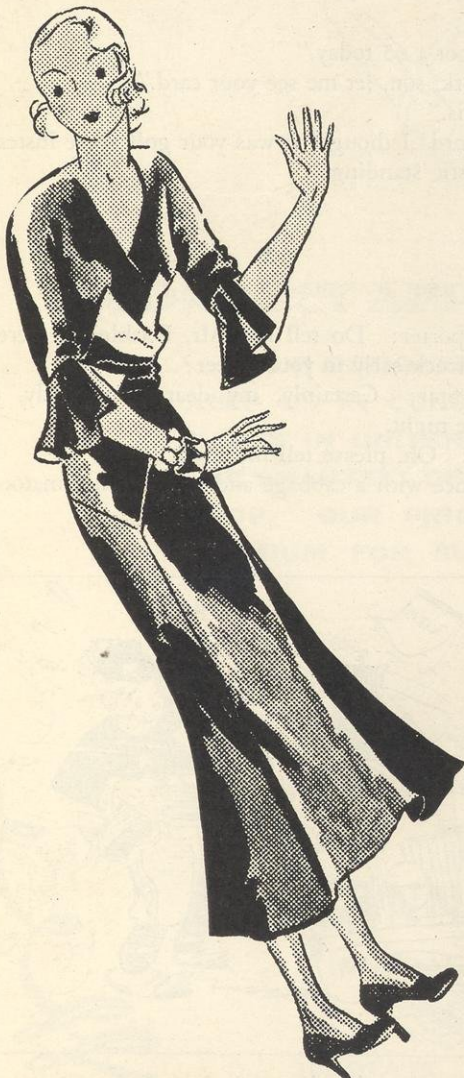
The most unkind cut of all was the last one our boot-legger gave our liquor.

"I just been in a barber shop where all the barbers are women."

"Yeah, I just had a close shave with a woman, too."

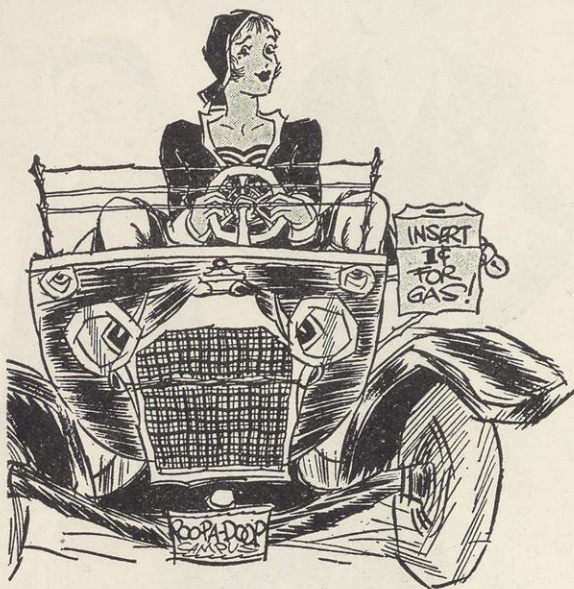
You'll be Dizzy too When You See All the New Fall Things at Manchester's!

You may even collapse, when you see such perfectly adorable styles for so little money! Fashions are so very different, you'll hardly know yourself!



Such hats! This season you won't peer bldy out upon the wild world with both eyes. Instead, you'll cock your hat over one eye, for the brazen showing of both eyes and all your forehead is now considered indecent exposure . . . you'll slip into a dress that may have leg of mutton sleeves, one that gives a broad shoulder effect, and oh, such a straight narrow hip line. Anyway, you'll get the smartest things at MANCHESTER'S . . . for all occasions.

CO-EDS!



Soon She'll Be Calling Amoebas By Their First Names



Maybe, but she also keeps on speaking terms with the other animals on the campus.

Classrooms may teem with stern professors earnestly intent upon taking life seriously, but the Greek gods and goddesses of the campus demand a touch of gayety in their education. Something young, vivid, sparkling and exuberant.

Dick Hyland's *Diary of a Football Player* is one of the literary surprises of the season. Leonora Baccante's *Can't We Be Friends?* is another. Every co-ed will want to read new things by Katharine Brush, O. O. McIntyre, Margaret Banning, Achmed Abdullah and Noël Coward—to mention but a few.



SPECIAL TO COLLEGIANS

9 Months (the school year) for \$2.00

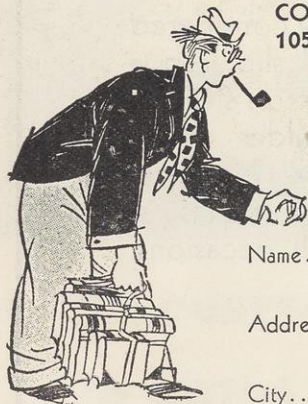
COLLEGE HUMOR
1050 N. LaSalle St., Chicago

I've sold my Greek pony and am using another fellow's. Here's the \$2 for nine issues of COLLEGE HUMOR.

Name.....

Address.....

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



"Waiter, there's foreign body in this soup!"

"Sorry, sir, it must have slipped by the immigration inspector."

Well-meaning Old Lady: And furthermore, my poor man there is nothing which will ruin your standing in the community as quickly as drink.

Inebriate: How about a shteam roller runnin' over my feet?

A politician paced the floor outside the Maternity Ward awaiting the blessed event.

Soon a nurse came out and said: "Congratulations, it's triplets."

"Impossible!" yelled the politician. "I demand a recount."

"Dad, I got a 65 today."

"Fine work, son, let me see your card."

"Here it is."

"Good Lord! I thought it was your golf score instead of your scholastic standing."

Local Reporter: Do tell me, Mr. Dashleigh, were you ever stage struck early in your career?

Visiting Star: Certainly, my dear young lady, three times in one night.

Reporter: Oh, please tell me about it.

Star: Once with a cabbage and twice with tomatoes.



Cop's Wife: You will try to pinch me!



CORRECT APPAREL FOR WISCONSIN MEN

OUR DESIGNERS AT CHARTER HOUSE AND LORD TAYLOR KEEP US IN CONSTANT TOUCH WITH NEW STYLE DEVELOPMENTS IN UNIVERSITY CIRCLES. YOU WILL ALWAYS FIND THE SMARTEST OF CLOTHING AND HABERDASHERY AT OUR SHOP. OUR PRICES ARE LOW . . . WE DON'T CHARGE A PREMIUM FOR SUPERB QUALITY AND DISTINCT STYLE.

THE WISCONSIN HAT
\$6

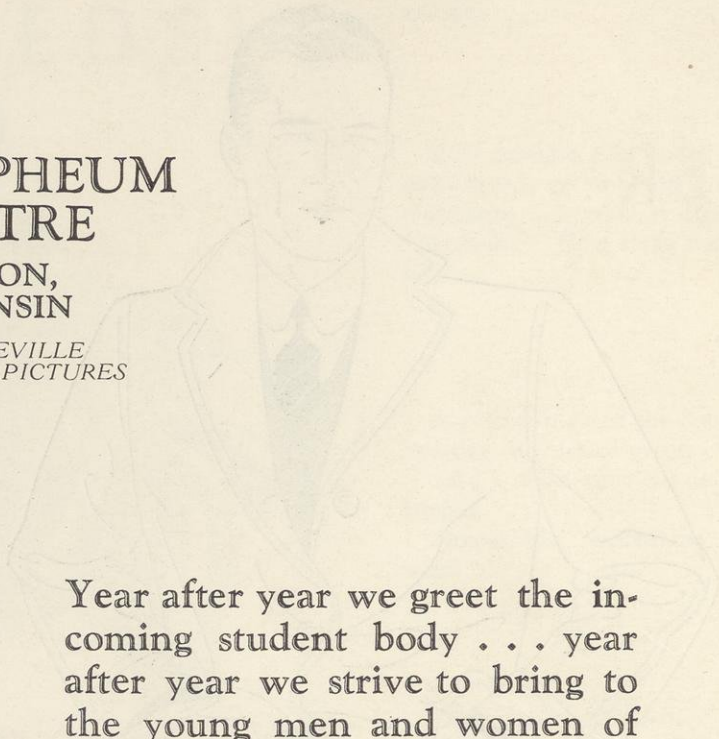
CHARTERHOUSE SUITS
\$33.50

MARTIN SCOTCH GRAIN
OXFORDS \$6



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RKO ORPHEUM THEATRE

MADISON,
WISCONSIN

RKO VAUDEVILLE
AND TALKING PICTURES

|||

Year after year we greet the incoming student body . . . year after year we strive to bring to the young men and women of the University of Wisconsin the best entertainment offered on either stage or screen; and as we go on into a greater year of screen enjoyment as well as stellar stage shows . . . we hope to offer to everyone many joyous hours of happy entertainment.

|||

RKO CAPITOL THEATRE

MADISON,
WISCONSIN

WHERE THE BIG
PICTURES PLAY

|||

O C T O P U S

OCTOBER » » »

FOR THE FRESHMEN

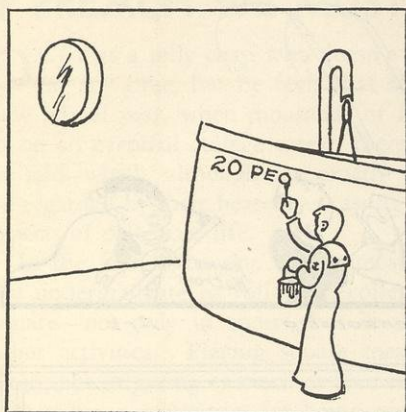


PHILIP LLOYD



"I know I'm your private secretary, Mr. Mannix,
but is this customary?"

O C T O P U S



Gangsters are getting so highhat that instead of giving a guy a ride they take him for an X-cursion.

They claim the next development of the cinema will be odors which will be circulated through the audience. That's nothing, we were at a show Saturday night that smelled pretty bad.

And have you heard that new song—the wales lament—"I'm Just A Cagabond Blubber?"

"My Dear, you say there is a clandestine liaison between them?"

"Indeed not, Ma'am, jes' a sort of underhanded love affair is all."

"What do you mean—he got a date with Sue because he saw the handwriting on the wall?"

"Yeah, he was in a fraternity house telephone booth."

"How would you use the word 'penance' in a sentence?"

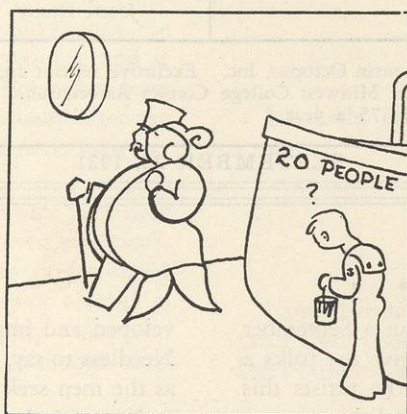
"I wouldn't use it in a sentence. I'd use it to decorate the walls of my room."

Eddie Cantor speaks of his five daughters as the Cantor School for Girls, but we wonder if he calls his wife a gagster's moll?

"Business is looking up."
"Yeah, because it's on its back."

It's a smart street car conductor who can tell his wife where to get off!

No matter how beautifully a church is decorated there is always something gawdy about it.



"Look! Isn't that an Indian woman going down the street with a papoose on her back?"

"No, the wind blew an Austin against her back and the driver can't unhook it from her dress."

"Is he drunk?"

"No, he always likes to nap on the running board of his car at 3 A. M. with his tux on."

The trouble with most freshmen is that they think the university is a place to come and play. This also applies to the sophomores, juniors, and seniors.

Then there is the sad circumstance of the young Miss who won a bathing beauty title in Carriage, Col.

"I'll see you anon," said the boy as he left his sister at the convent.

"I saw a toe dancer at the Rialto last night."

"Look at my shoes—I danced with one!"

"Why the dark glasses, Tom?"

"Got into some bum liquor."

"Hurt your eyes?"

"No, I don't want the girl I proposed to while I was drunk to recognize me."

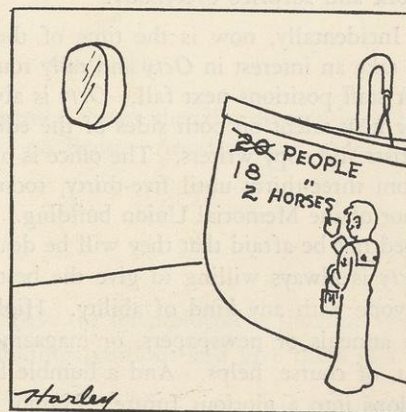
"Here, here, Sam. Why are you beating up that nigger?"

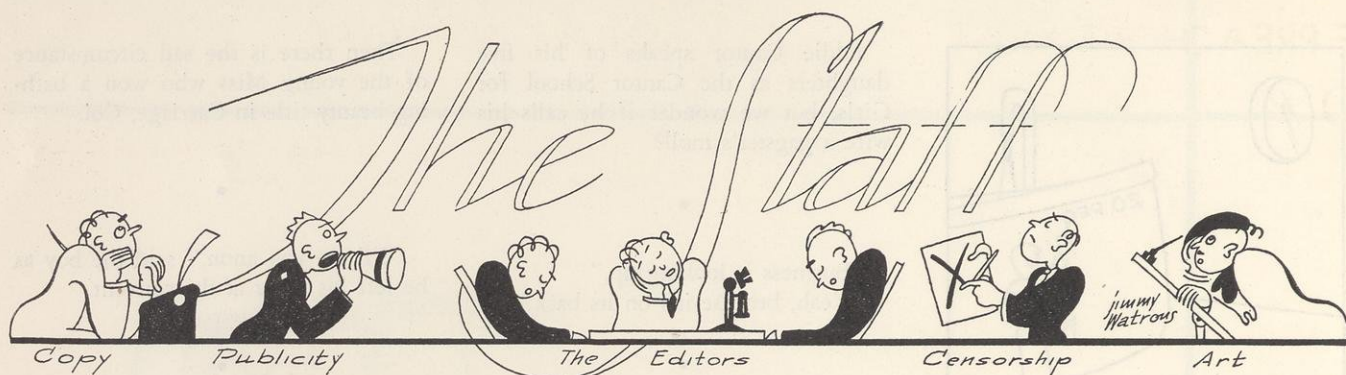
"'Cause he done sold me a lazy, no-good setter dog under false pretensions."

"Ah didn't neither. Ah tol' you he was a sitter dog."

"How come Tom is lying in the gutter? Is he drunk?"

"No, someone just told him to curb his voice."





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Vol. XIII

SEPTEMBER 23, 1931

No. 1

INSIDE STUFF . . .

OCTY Says: This business of getting out a September book isn't what it might be. Just to give the folks a little info, the copy staff had it all over the artists this month, and should receive a tin-plated fruit dish or something for the raft of humorous tib-bits that flowed into the office. It might not be going too far to say that the copy was excellent, although the art—what there was of it—was good.

In the Office: It is rumored that *Octy* has some new ideas for the coming year—just as it has been rumored every fall, but maybe dat ol' debbil ob de sea will squirt a little ink and in the ensuing cloud do a bit of underhand work and surprize everybody.

Incidentally, now is the time of the year for everyone to take an interest in *Octy* and rally round to start working for staff positions next fall. *Octy* is always on the lookout for new talent on both sides of the editorial staff—that is, artists and copy writers. The office is open every afternoon from three-thirty until five-thirty, room 301 on the third floor of the Memorial Union building. Aspiring humorists need not be afraid that they will be dealt with casually, for *Octy* is always willing to give the best chance possible to anyone with any kind of ability. High school experience on annuals or newspapers, or magazines is not necessary, but, of course, helps. And a humble beginning often develops into a glorious future. Humor writing can be de-

veloped and improved, as any other kind of literary work. Needless to say, the art material is constantly being bettered as the men seek new styles and mediums.

Around the Stove: *Jimmy Watrous*, former art editor of this maggy, will depart shortly for Philadelphia where he expects to study more advanced work in oil painting and live in the slums . . . in Appleton, *John Ash*, editor in '28 and '29, works for the Post-Crescent . . . *Gordy Swarthout* (*The Old Man*) '31 managed to chloroform *Lansinger* and *Swanson* down at *College Humor* and got them to give him a job handling some kind of a combination subscription racket—memories of the *College Comic Convention* last April . . . new burlesque rag called *Ballyhoo* is very funny, but how long can it stay that way? . . . *Katharine Brush's* latest—*Red Headed Woman* in the *Post* is interesting, no doubt it will be seized by Hollywood soon for *F. March and C. Colbert, Inc.*; it should be . . . the *Teke* house got its face lifted and some new store teeth, but the body is still the same . . . visited *M.I.T.* this summer and went up to the *Voo Doo* office but no one around, by peeping through a mail slot discovered that they have carpet on the floors, such luxury! . . . grass in the *Harvard Stadium* is not as good as that in *Camp Randall*, too many weeds . . . at last the remodeling of the *South Station* in *Boston* is finished . . . well, next month there'll be more dope for the cash customers . . . sssshhhh!

—THE EDITOR

IF PREACH WE MUST . . .

OCTY is a jolly chap who doesn't like to spread gloom at any time, but he feels that at the beginning of a new school year, when thousands of freshmen are starting in on an eventful college career, there are a few things to be said, which, although not exactly gloomy, are likely to be regarded by their hearers as casting a damper on certain aspects of collegiate life.

In the first place, one of the most important rules for the undergraduate to follow in college is that of playing square—not only in sports, but in the classroom and in other activities. Playing square means not only playing clean, but in giving as much as your opponent gives. Wisconsin has a reputation for being one of the best schools in the middle west; it is harder than some, and it may be easier than others. But it can be easy for anyone who is willing to give as much as he receives. And that, in simple language, means—study! No one can get through a university without studying.

If the undergraduate allows the proper amount of time for study—it varies with each individual—the student has solved the whole collegiate problem. For if he studies enough to get the requisite grades, he is certain to have apportioned his time correctly, since study should occupy the major portion of the average freshman's evenings, and if necessary, afternoons. When once the adjustment has been made between study and resulting grades, usually after the six weeks marks have been issued, the student is fully acclimated.

Choosing a method of disposing of the time left over when studying is done is something that is even more variable with each individual. For those who prefer social life, and like to be with people, a fraternity or sorority is advisable. The Greek letter societies also help those who are interested in extra-curricular activities, although they *do not* take the place of good hard work.

And along with hard work, comes that faculty which so many people seem to lack—the ability to deliver what is wanted when it is wanted. If the student learns nothing else in his four years, he will have spent the time profitably if he goes into the world prepared to do what is asked of him promptly. Many a mediocre person has risen to heights that have not been attained by those possessing greater ability merely because he was on hand when he was needed and did the job as best he could.

Aside from extra curricular activities which are connected directly with the university, there are numerous diversions which every undergraduate nearly always partakes of at some time or other. Drinking takes place at Wisconsin, as it does at every other school in the country, and everyone knows it. It is a matter of personal decision. Dating is also a question that rests with the student—his financial position, fraternal connections, and looks governing the frequency of his "stepping out".

It is always difficult to give advice without making it seem the raving of a self-important individual who seems bent on butting into other people's business, so *Octy* doesn't care whether anyone believes this or not. Experience is a great teacher!

SHORT 'N' SWEET . . .

ABSENT TREATMENT

How could anyone accuse Jimmy Walker of misgoverning New York? He wasn't even there!

OUR NEIGHBOR'S SON HAS ONE

Among weapons used by rioting prisoners at Joliet were several saxophones. At least *one* good use has been found for them.

DIAPERS TOO?

Sign seen on Harvard campus near Peabody museum: Automobiles—Watch out for School Children! Well . . . ?

WHAT A RACKET!

No doubt Tilden turned pro to increase his net earnings.

AT LAST!

Now that the government is trying to collect income taxes from bootleggers it is assumed that liquor traffic is a legal business so taxable. They'll issue licenses soon.

YEAH?

Henry Ford says these really are good times, but only a few of us know about it. Since money talks, maybe that's why so many of us haven't heard.

8—9—10

Estelle Taylor Dempsey insists that the divorce is to be in California instead of Reno. Another long count for Jack!

The best way to relieve the unemployment situation is to fire all those now holding positions and give them to the unemployed!

THIS WINCHELL WORLD

No. 3

Cleopatra's footman carried her wrapped up in bedclothes to Julius (Hot Shot) Caesar's Alexandrian suite, killing two stones with one bird . . . A conference lasted all nite but local chatter has it that it was not strictly biz . . . Cleo proves contagious and both are That Way . . . The war sitch-ee-ay-shun takes Juley to Yurruup while Madam Queen is heir'd, the baby lad being tagged Caesarion . . . His Imperial Majesty had a tiff with Calpurnia, the ex-headache, when Cleo comes to Rome . . . The Nile goddess goes back into circulation when her employer is pistoled . . . Mark (Bacchus, Antony and Octavian (Playboy) Caesar ankle up in line . . . What little gal in Egypt displays her shafts to advantage before the highest sassiety gents?

Judge: So you want a divorce from your wife, Tony? Well, what do you know about the English language—Give a sentence using the word “decimate”.

Tony: I want a divorce because I don't like *decimate* I have!

The *best* things in life are free—that accounts for the prices of bootleg liquor.

I always like to read fables because they Aesop my conscience!

Some say love comes in short pants and others that it comes in breeches of promise.

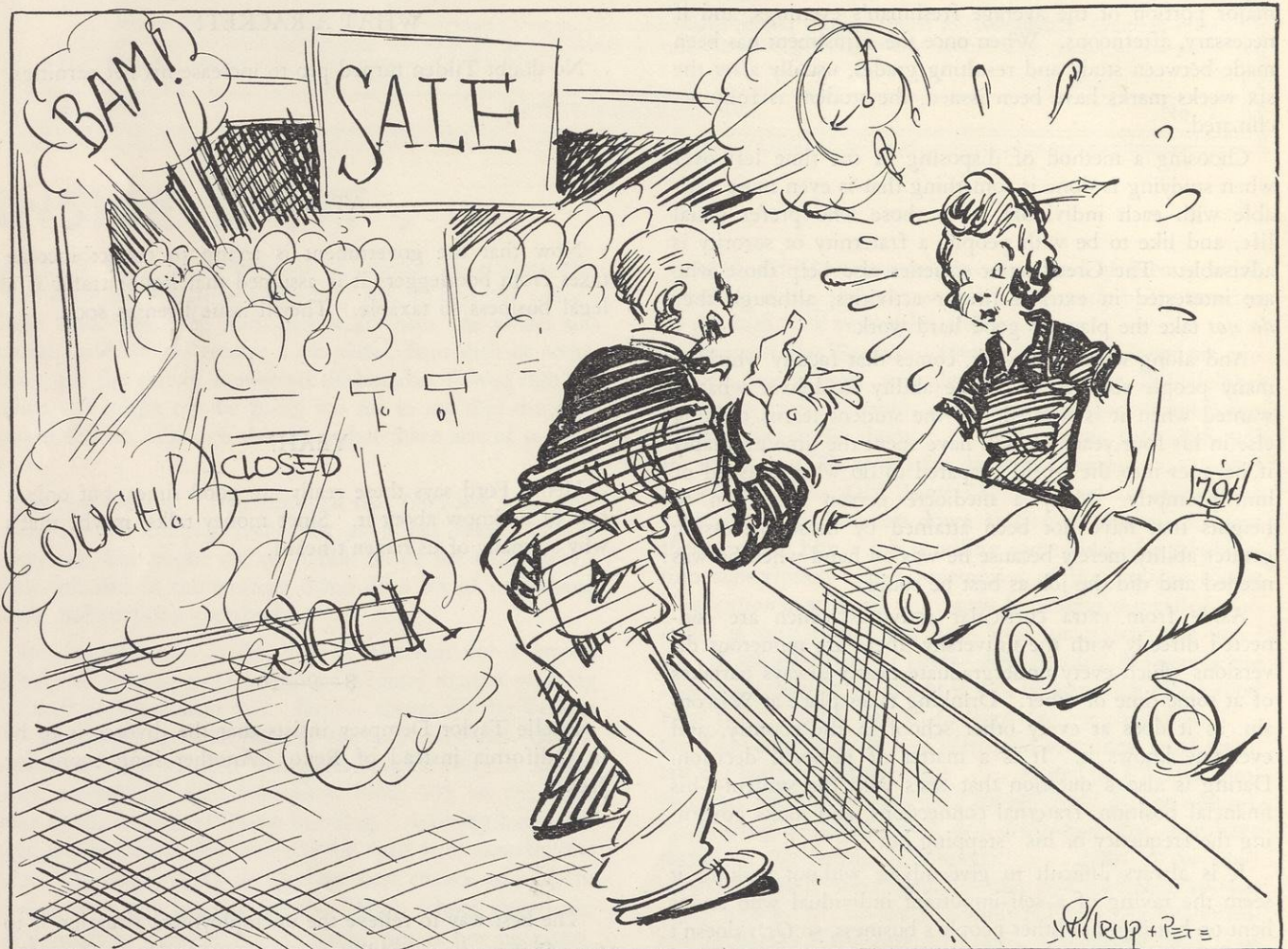
"Went crazy rather suddenly, didn't he?"

"Yeah, trying to get a date with a waitress in an Automat."

Voice on Phone: I'm going to retuin de vashink machine you sold me and sue you for damages!

Sales Manager: I'm sorry to hear that, madam, but what causes you to take such drastic action?

Madam: De foist time I try to vash my hands, I break tree fingers.



"Remember, Miss Klutz, courtesy, first, last and always!"

GEORGE JEAN NATHAN WRITES FROM HIS SUMMER RESORT

The whole summer was an absolute zero, and the sooner I can leave this boring hole for some serene speakeasy the happier I'll be. The swimming is out and out lousy—the water is dirty with a nauseating odor of fish continually about it, and the morons which frolic on the muddy beach are about as companionable as so many clam shells (and about as intelligent for that matter). My hotel, if I may call the barracks by that name, is a dingy structure ideally suited for a poultry farm just as its keeper should have been a poultry farmer, the anemic egg. As for summer sports here there just aren't any. I don't play golf because I don't think I'm crazy—yet. Tennis is too much like chasing butterflies, and as for gallivanting around on an old plug—not me. The food is hardly digestible. They try to use everything that grows in the back yard which is so much assorted shrubbery—enough to make a well fed cow stick up her nose. Every time I crawl in bed I am distastefully reminded of the night I slept in Central Park just for the experience, but I really came here for a rest.

A Strange Case

If you were to look in the student directory of five years ago, you would find almost at the back of the book the name of Christian A. Zoes. The gentleman to whom this name belonged created quite a position for himself among the campus play-boys, and a certain sub-rosa drinking organization to this day reveres the name Chris Zoes as that of one of its outstanding members. Zoe's father was a wealthy manufacturer, a widower, and unfortunately did not set a very good example for the son. In fact, the doctors told the father that if he pursued his life of debauchery he would not live much longer.

Five years ago, you will recall, there was a certain slang expression, which, when used as a taunt, evoked much anger. If the taunted one were under the influence of alcohol—so much the worse. It was this combination of circumstances that caused the unfortunate expulsion from the university of the notorious Zoes.

The night his father died, Zoes was terribly drunk. A friend attempted to inform him of the sad event. "Zoes," he began, "your old man—" That was as far as he got. Chris bellowed, "Say that again and I'll kill you." In desperation, the friend tried once more. "Zoes, your old man—"

Chris was arrested in the riot which followed, and soon after was expelled from the school.

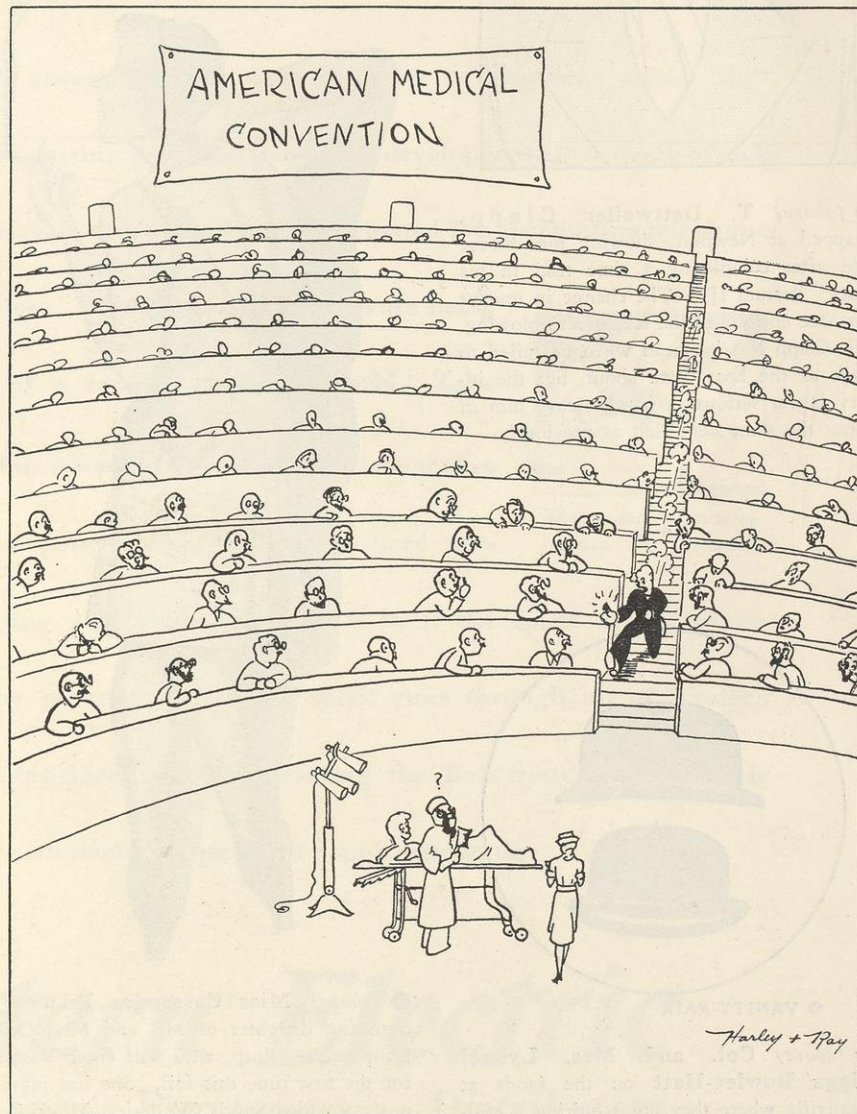
WHO?

I am very tolerant. I never get angry when the neighbors keep me awake half the night with one of their frequent jazz parties. I don't become especially irritable when I'm with some old bore whom I have to listen to. I never complain when it's up to me to take care of some troublesome drunk and see that he gets home all right. I invariably try to help out my friend and take out his girl's not-so-attractive guest. In fact I'm sort of a good fellow, BUT would I ever like to get my hands around the throat of that radio announcer who always introduces the next number "By special permission of the copyright owner"—just once would be enough.

"Did you hear that old Moneybucks only daughter had a son this morning?"

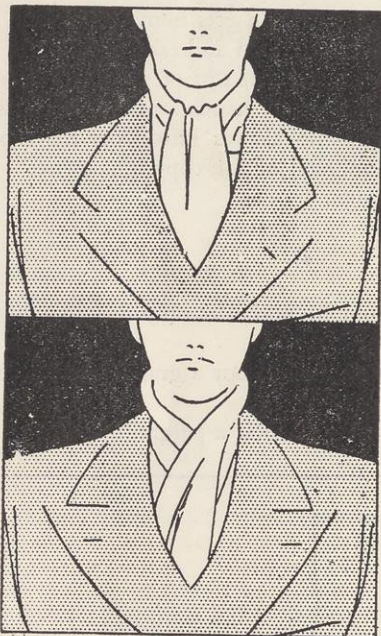
"Well, well, that made the old boy a grandfather, didn't it?"

"Yep, and it also makes the heir a parent."

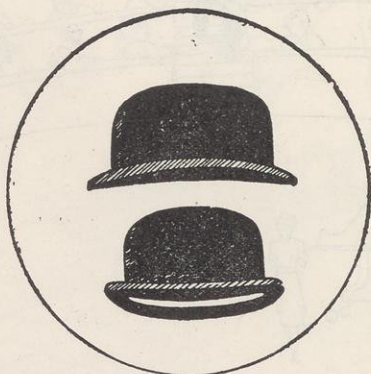


"Hey, is there a doctor in the house?"

MAY WE PRESENT » » »



● (above) T. Dettweiler Clapp, snapped at Newport, showing him before and after completing a time trial in his yacht "Postum II". The change in muffler was due entirely to the stiff breeze blowing. Mr. Clapp lost his head when he failed to duck as the boat came about, but the injury is not serious as it will leave him in about the same condition as previously.

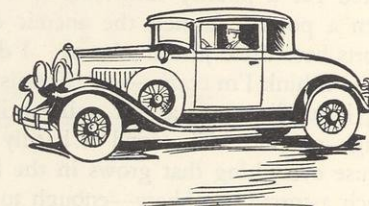


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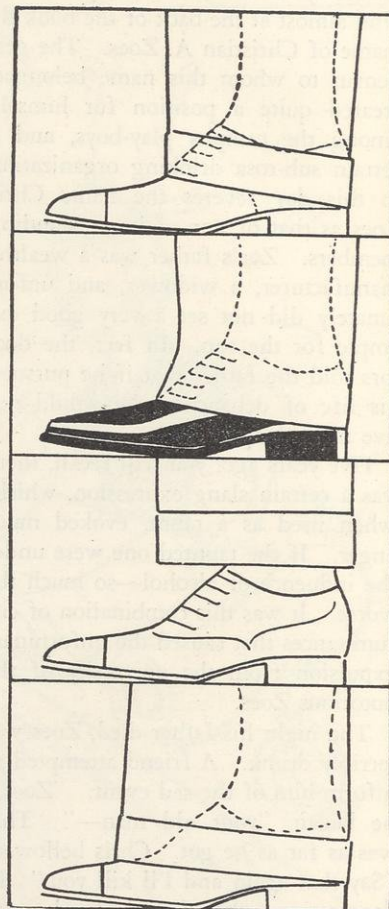
● (above) Col. and Mrs. Lyonel Riggs Bowler-Hatt on the sands at Deauville where they are acquiring a mid-winter tan, as well as anything else they can lay hands on.

● (right) Augustus B. C. X. Plots, VI, caught in his car smiling and uttering the words that have made him famous as a host in Juan-Les-Pins, where he spent the recent season and a lot of money besides.

Drive our car



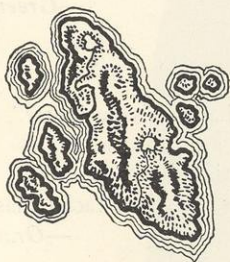
● (above) Miss Cassandra Blurp, charming daughter of Mr. and Mrs. Otis Eliot Squire Blurp, who will enter Vassar for the first time this fall. She has previously attended Smith, Wellesley, Mt. Holyoke, Radcliffe, and Bryn Mawr, and stated that this would be her last attempt.



● (below) Hippolyte Arbuthnot Quail, Jr., putting his best foot forward at Bar Harbor where he has been watering this summer in the absence of his faithful gardener, Jenkins.



Every year is 1492 in telephone making



*Raw material from the
far corners of the world.*

It's always the era of exploration in telephone work. New manufacturing processes are being developed, new sources of raw materials found, new methods originated for distributing telephone

supplies... New kinds of apparatus are being

built to meet the needs of a rapidly changing world. Take

communication products for example. Western Electric makes

equipment for aviation, for police radio, for ship-to-shore tele-

phony... Intensely interesting, this work is. There is in it the spirit of the adven-



*The modern pilot tele-
phones the ground.*



*No anchoring to
tradition, here.*

turer, of the pioneer. The same spirit runs through all of Western

Electric's many-sided activities—serving the Bell System in the triple

capacity of manufacturer, purchaser and distributor.

Western Electric

Manufacturers... Purchasers... Distributors

SINCE 1882 FOR



THE BELL SYSTEM



Love may make the world go around, but it hasn't anything on swallowing a chew of tobacco.

—Log

Nurse: Mr. Jones, you are the father of quadruplets.

Jones: What! One of them things that runs around on four legs?

—Ski-U-Mah

When caught looting a fish store, be nonchalant! Smoke a herring.

—Jack-o-Lantern

First Kangaroo: Annabelle, where's the baby?

Second Kangaroo: My goodness, I've had my pocket picked!

—Orange Peel

Sandy MacTavish got married. He went to Niagara Falls on his honeymoon. While strolling around the Falls he met a friend. After congratulating Sandy, the friend asked, "And where is the little bride? Back at the hotel?"

"Oh no," replied Sandy, "I left her back in Philadelphia. She's seen the Falls."

—Ski-U-Mah

"I am the greatest pianist in the world."

"You don't say!"

"Yes I do. Last spring I saved my life with my musical ability."

"Impossible."

"Not at all. Do you remember the big flood last spring?"

"Uh huh."

"Well, my father floated down the river on the chicken coop."

"What the hell did you do?"

"I accompanied him on the piano."

—The Widow

I went up to the doc and sed now doc you tell me trooly just what is rong that makes my brane and stummick seem unruly. the doc he look at me quite grave and then he sed my glory your helth is not too bad but don't start a continued story.

—Beanpot

No matter how you slice it, it's still a golf ball.

—Panther

Student: I'm stuck on this problem.

Prof: I'm glad you like it.

—Green Griffin

"What is his business?"

"He's a panhandler."

"Panhandler?"

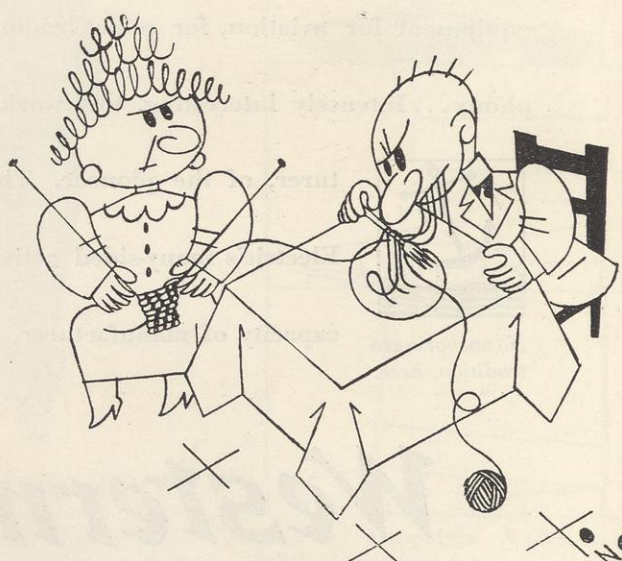
"Yes, he gives facial massages."

—Orange Peel

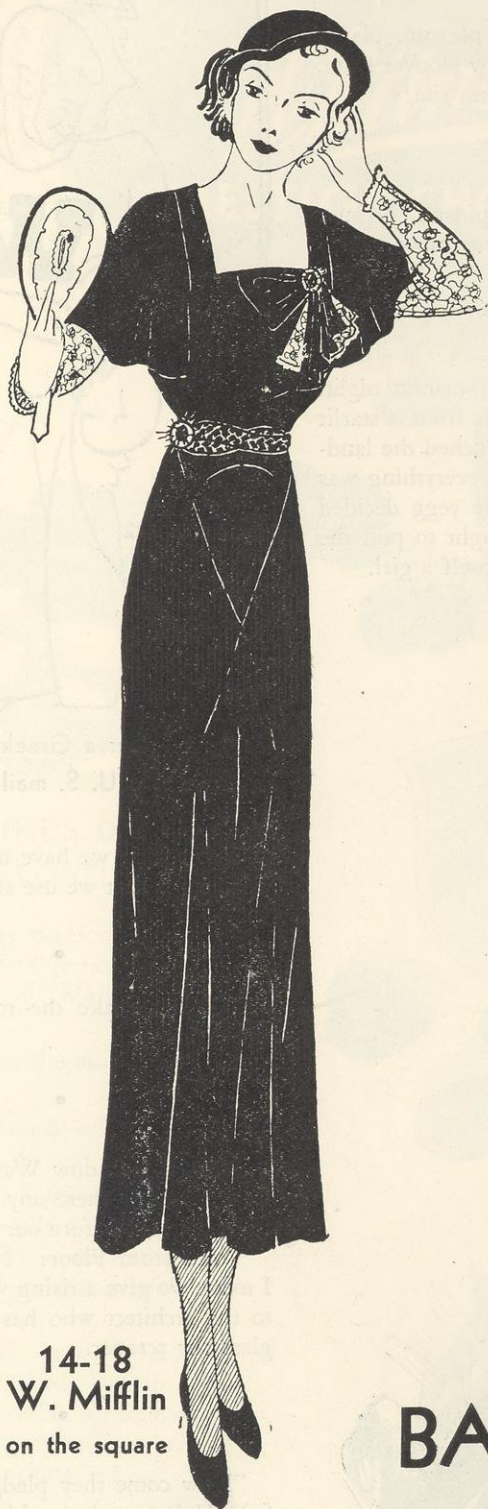
"O dear, O dear, I made you the loveliest pie and the cat's gone and eaten it!"

"There, there, don't cry, I'll get you another cat."

—Purple Widow



"I've asked you time and again not to knit while I was eating Spaghettil!"



14-18
W. Mifflin
on the square

Take a
"squint"
at yourself
in Baron's
charming
fashions!

You'll see a picture of saucy feminine charm a hat tip-tilted over the right eye a frock with tiny waist, broad shoulders, and slender skirt! And you'll be convinced that Baron's fashions can make the most of your charm and the most of your allowance.

BARON BROS., Inc.

Many fellows with an A.B. degree don't know the letter that comes after B.

Geographically the torrid zone may be around the equator, but you can usually find it in the vicinity of any of our American dance halls.

She was in the best sorority and rated with all the most popular girls there, but the fellows seemed to shun her—they even shied at the sight of her—avoided her—in fact the most daring among them would like to get rid of her. On the other hand the girls there vied with one another in doing her favors—they actually courted her good will. She was the house mother.



"Yes, those are the blessed events."

Hell hath no fury like a woman housecleaning.

They want to keep pleasure planes from flying over the new Hoover Dam. Free air? Not by a dam site!

I call my sweetie "Spinach" because she spent all her time on a sandy beach this summer.

It was a glorious, romantic night. The moon blazed forth from a starlit sky and completely drenched the landscape around. In fact everything was ideal—so ideal that the yegg decided to wait for a darker night to pull the job, and left to get himself a girl.



"Was your father a Greek letter man?"
"Naw, he was a U. S. mail carrier."

The reason we have no more stable business is that we use autos now.

"Clothes make the man; so dress up, girls!"

Pres. of Window Washers' Union: Gentlemen, is there any new business to be brought before our organization?

Voice from Floor: Mr. President, I move we give a rising vote of thanks to the architect who has invented the glass sky scraper.

"How come they pledged that misfit? He's round shouldered, pot belied, and wears heavy, dark glasses."

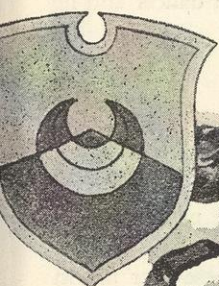
"Oh, that's easy. He's round shouldered from leaning over bars, pot belied from beer, and has weak eyes from some bad alcohol he ran into last summer."



PRESTIGE CHOCOLATES



J.W. Hawkins



VANILLA

THREE KINDS OF CHOCOLATE COATINGS

In the Prestige package of chocolates we offer fine examples of three kinds of Whitman's coatings:

Vanilla Chocolate, flavored with vanilla beans.

Milk Chocolate, made with rich whole milk.

Semi-Sweet Chocolate with half the usual amount of sugar, depending upon the sweetness of the center, and giving a rich chocolate tang.

These coatings are readily recognized by their color. Vanilla, a rich seal brown; milk, a creamy chocolate color; and semi-sweet, darker than the others.



MILK



SEMI-SWEET



Whitman's Famous Candies Are Sold By

US SODA GRILL . . . 714 State Street.
CHOCOLATE SHOP . . . 528 State Street.
NS PHARMACY . . . 1941 University Avenue.
YER'S PHARMACY . . . 1839 Monroe Street.
LOFF'S PHARMACY . . . King, Main and Pinckney.
LOFF'S PHARMACY . . . 831 University Avenue.
ARDT PHARMACY . . . 1345 Williamson Street.
LAND PARK PHARMACY . . . 2602 University Avenue.
McGRATH . . . 1921 Monroe Street.
KREHL . . . 408 Wilson Avenue.
S PHARMACY . . . Regent at Allen.
ATT PHARMACY . . . 708 State Street.
McCARTHY . . . Atwood Ave and Division.
IS COURT PHARMACY . . . 920 E. Johnson Street.

PALACE DRUG STORE . . . 114 State Street.
UNIVERSITY PHARMACY . . . State and Lake Streets.
WALTER DRUG COMPANY . . . 111 E. Washington Ave.
RENNEBOHM DRUG STORES, Inc.
No. 1—1357 University Ave.
No. 2—208 State Street.
No. 3—13 W. Main street.
No. 4—123 W. Washington Ave.
No. 6—18 N. Pinckney Street.
No. 7—901 University Ave.
No. 8—702 University Ave.



"Special University
of Wisconsin Package"



Consider your Adam's Apple!

Radio Station Visitor: Why do you have this studio fitted up like a bathroom?

Station Manager: You see we believe in doing everything possible to enable our artists to do their best, and this is the studio for our vocal artists.

ADVICE

"Never play a game of stud, Son," the dying mother said,
 "Nor into five card draw ever get misled,
 And if you're ever found in a game of craps
 I hope they bump you off, or give you ten good raps.
 'Twould break your mammy's heart," the hag went on to say,

"If to Monte Carlo you did go and roulette did ever play.
 Never deal a hand of bridge, and then, too, of course
 Never let them get you to gamble on a horse.
 Steer clear of card sharks, Son, for your wallet they will crack

If you ever dare play with them—even some blackjack."
 "My Gawd, Maw," the troubled lad bothered to reply,
 "With all those limitations I'd damn site rather die.
 Please think of what you're saying and use discrimination,
 Or all your boy will ever play is eight ball or rotation."

The only thing high toned about the Bogg's new mansion is their radio.

"Boy, look at that lady wrestler. I wouldn't want to dance with her."

"But I'd rather dance with her than sit one out."

Producer: Did the lad have a good singing act?

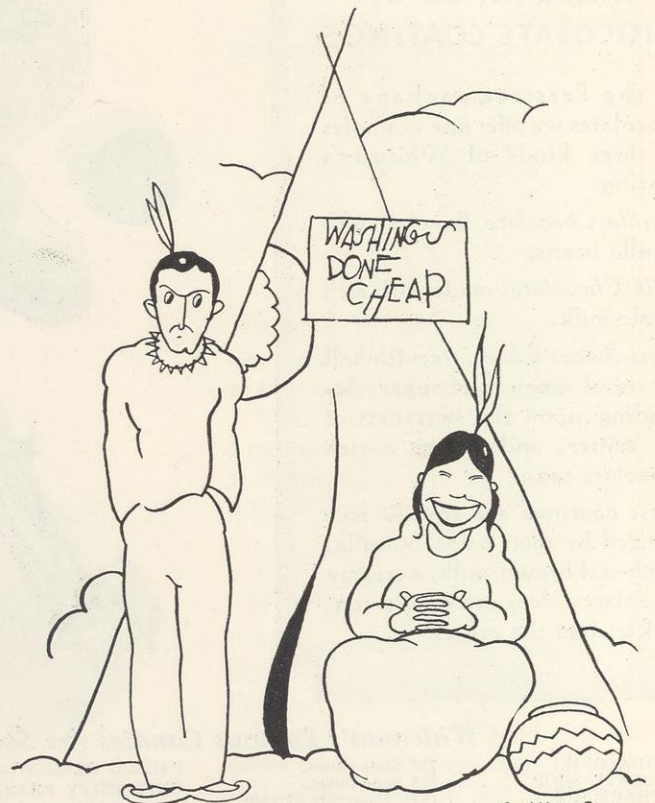
Spotter: Say, the only time he was musically inclined was when he leaned against the piano.

"So they're happily married, eh?"

"They ought to be. She used to be a taxi dancer and he was a gigolo in a night club."

THE EIGHTH WONDER

He sneaked down the dark alley—stopping every few steps to gaze suspiciously behind—finally he paused before a sturdy looking door and gave a peculiar rap. A minute later he was admitted—admitted into the best beer flat in the town. Ah, how glad he was to be there at last and to once more wrap his fingers around a stein of the good, old beer. This was true bliss at last. He quickly drained the stein, ate one pretzel, and left now that his thirst was quenched.



The depression hits Chief Big Horn's Wife

Even Alma Will Flirt With You

If she likes your looks and she'll like your looks if you're smartly dressed as a modern Wisconsin man should be. Insure yourself by outfitting here—at Madison's largest and finest store for men. You and she will be more than pleased—and it won't be too expensive either.



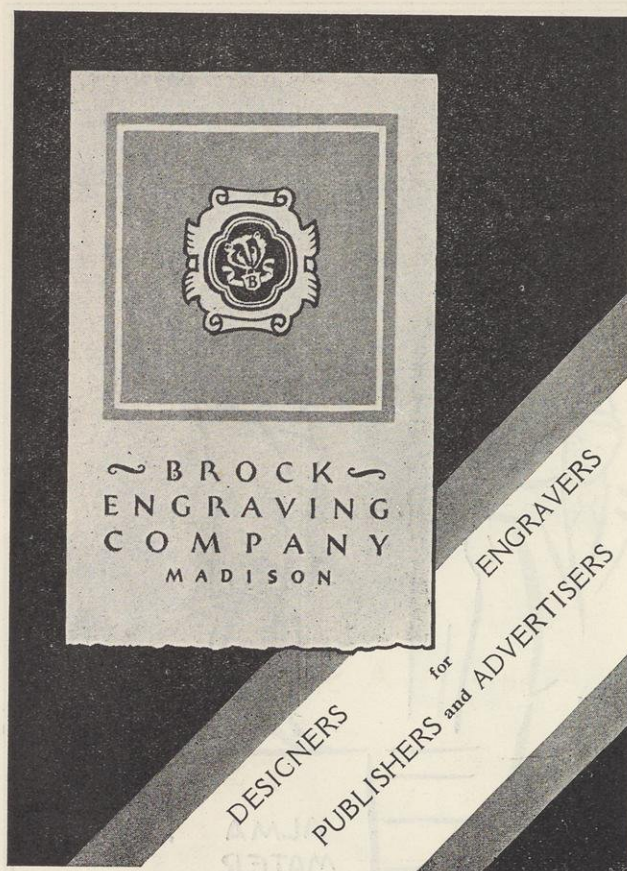
Two Trouser Worsted Suits	-	-	-	-	\$29.50 to \$50
Half or Full Belt Top Coats	-	-	-	-	\$25 to \$40
Bostonian Oxfords	-	-	-	-	\$6.50 to \$9
Lee Felt and Knapp Felt Hats	-	-	-	-	\$5 to \$7

KARSTENS

On Capitol Square

:::

22 North Carroll Street



"How come you're all battered up, Si, I thought you slept in the hay loft last night?"

"I did, but this one happened to be a hey! hey! loft."

We see a distinct correlation between the recent popularity of roadsters with rumble seats and Old Gold's new advertising slogan "Keep Kissable".

Busy Lines on a Telephone Operator

"Give me a ring," the girlie pleaded
Of the tired business man.
"I'm sorry but it's out of order,"
Said the boss in re her plan.
"I've fondled, kissed, and even petted—
But they do not seem to answer—
I guess you need more male affection
Than a pretty follies dancer.
You have the line, if any ask you,
But your reasoning is phony.
You plug away at operating—
I'm hooked up in matrimony."

This was a ticklish proposition, but then back in her younger days she had been a masseuse.

She had led an eventful and interesting life and had written her memoirs in a graceful, entertaining fashion, but no book company would publish them. Poor woman—too bad she wasn't a Russian Grand Duchess.

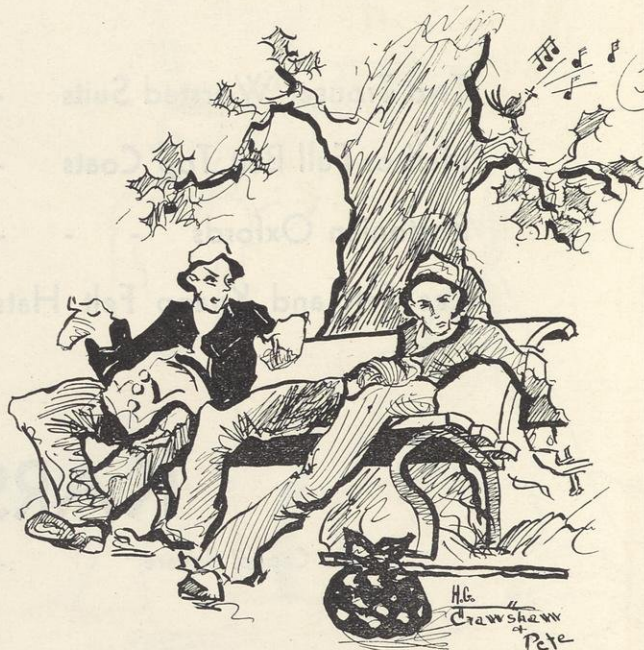
1st Jr. League Troupers: She was stage struck and forgot her lines, poor dear.

2nd Ham Actress: How mortifying. Couldn't she remember a single word?

1st: Not a single one in either line.

He was a brilliant detective. He always found his man and found him quick. Nothing ever stumped him for very long—just a short time and he had everything figured out—and figured out correctly too. However, like all great men, he also met his Waterloo. For the past year he has been vainly trying to find one of those stores where it is possible to buy things so much cheaper than previously because of the depression.

My girl friend asked me to get a date for her out of town guest. She said she was really beautiful, had a divine shape, possessed a charming personality, and came from a wealthy family. Of course I had to get this girl a date, and after talking the arm off of several of my friends finally convinced one that he ought to take this blind out. And would you believe it, folks, she actually was beautiful, had a divine shape, possessed a charming personality, and came from a wealthy family!



"I hear the Follies are terribly obscene this year, Bo."
"Yeah, I dunno what the world is coming to."

Kessenich's Collegienne Now Offers A Complete Service In Vanity Fair Hose and Lingerie

Vanity Fair full fashioned silk stockings are styled for beauty—priced for economy, sheerer, clearer, longer wearing,—and in ensemble colors—dull grey tones.

Special Vanity Fair Features

Cradle foot, high narrow heel, pecot top, smart dull finish and silk to top.

Chiffon Weight, \$1.00 pr.

Service Weight, \$1.25 pr.

Extra Sheer Chiffon, \$1.50

Select From These Shades

Beige Clair
Matan
Tropique
Moon Beige
Tahiti
Smoketan
Off-Black



Vanity Fair lingerie is fashioned for the college girl and priced to fit her budget. This famous line offers a group of fabrics each with a place in her wardrobe. Here are two.

"Taffie"—A Smart Fabric

The new undies with the spun, candy stripe effect. Youthful, flexible, well fitting.

Flare Step-ins \$1.25

Famous "Shorts," \$1.25

Brassiers, 75c

Onesall Garments, \$2.50

Pettycoats, \$2.00

Vanity Fair's Silkenese

Regular Brief \$1.65

Crochet Top Brief \$2

Brassiere, \$1.00

Crochet Bottom

Brassiere, \$1.50

Others, \$1 to \$3



Kessenich's Collegienne

903 University Ave.

WHEN it comes to deliciousness and food value, Planters Peanuts win—hands down.

The familiar glassine bag of Planters Peanuts contains more calories than a beef steak costing 60c at most restaurants. And Planters cost only 5c! They are "The Nickel Lunch."



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CHOCOLATE CO.
U.S.A. and Canada

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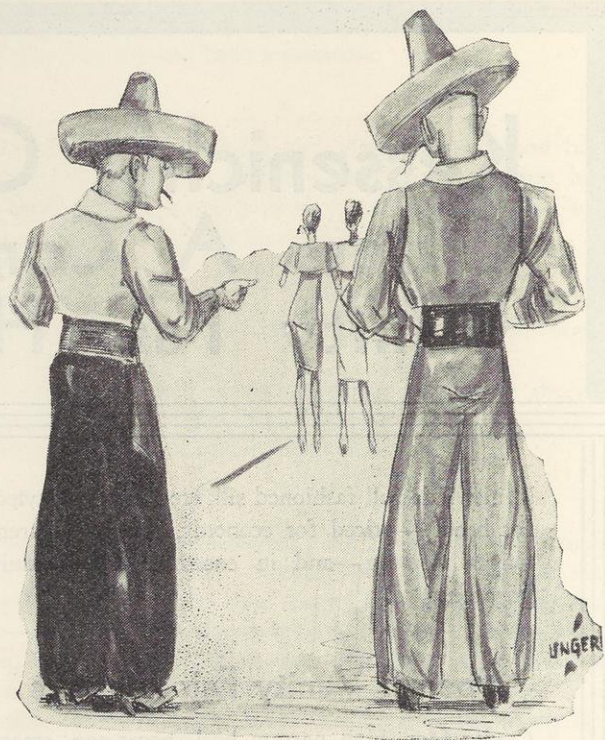
Films left before 8 A. M. will be ready
5:30 P. M. same day

After 8 A. M. will be ready 5:30 P. M.
next day.

McVICAR PHOTO SERVICE

PHOTOGRAPHIC SPECIALISTS

723 University Avenue, Madison, Wisconsin
Phone Badger 4642



"What's that posse bein' organized for, a bank robbery?"

"Nope, 'taint a posse; 's a wedding party."

TEN YEARS HENCE

"And that, Son", said the father, "is what we used to call a factory where men worked from morning till night years back."

THE EVILS OF DRINK

- (1) Water often contains typhoid germs.
- (2) The lack of the right chemicals in water may cause goitre.
- (3) Water is absolutely tasteless.
- (4) Pop is just sickly flavored and ugly colored water.

Friendly globe-trotter to feminine tourist as custom officers do their duty:

"Just get back from abroad?"

"Yes."

"Enjoy Paris?"

"I didn't go to Paris."

"Oh, I see, you stopped in London?"

"Sorry."

"Then it was the Mediterranean?"

"Nope."

"Well, —er, perhaps it was Germany?"

"Not me."

"Really, ha ha, —er, er, of course, it was Russia?"

"Not this trip."

"Say—who are you, anyway?"

"Texas Guinan, you sucker!"



It's a Great Moment

when Freddy Frosh and his Dad
step up to get him all registered
on the hill . . . Soon Freddy will
learn that the student printing
headquarters is at the

Democrat Printing Company
Madison Wisconsin

And in line with recent trends may we suggest a final exam moratorium?

They were alone in the glorious moonlight—just he and her—and they loved each other. She lay in his arms and gazed temptingly into his eyes. He caressed her, but, alas, he did not dare kiss her. Was he afraid of a rebuff? Not a bit. He had been smoking Fortunate Strokes instead of Aged Gilt that evening and wasn't kissable.

"Doc, I've an awful bad cold—gosh, but I feel rotten. How about letting me have a prescription?"

"H-a-r-u-m-p-h. Why, there's nothing the matter with you. Don't you know it's against the law to drink for pleasure's sake?"

And the man went home and died of pneumonia.

She had been in one of his freshman classes, and he sure did admire her. She was a queen. He must get a date with this girl. He used to meet her on the hill quite often during his sophomore year—she even smiled at him once. He must get a date with this girl. She was at one of the many parties he attended as a junior—he danced with her once. He must get a date with this girl. When spring and spring fever came around in the midst of his senior activities he determined to get a date with this girl, called her up, and found out that she was going steady.

MALONE GROCERY

Groceries, Fruits and
Vegetables

Wholesale and Retail

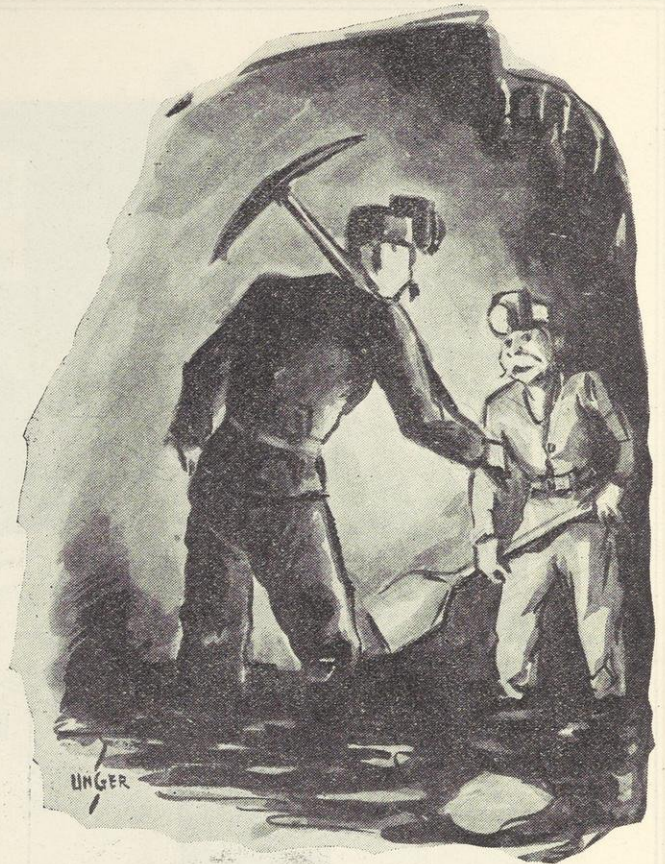
434 State St.

Phone Badger 1163-11

Welcome Back

Mouse-around Gift Shop

Upstairs at 416 State



"I never thought I'd sink this low, Jim."

"How come Willy suffocated out in the open air?"

"He gargled listerine and ate some life savers and his breath was just taken away."

One cannot imagine a more pitiable looking person. He was haggard and worn—the rings beneath his eyes and the furrows in his forehead showed the toll of worry and care. He had completely lost his self confidence and avoided people—even his friends—on the street. He seemed lost to the world, but why not? Of the hundreds of students who left school at the end of the semester he alone had left really and truly because of sore eyes.

Three stern faced men strode into the small, bare room in which their prey was sitting. It was easy to see that they meant business—and not monkey business either. Their leader, a tall but sinister looking chap, stood forward a bit, eyeing him from the top of his head to the bottom of his feet, while the other two kept back a distance with their hands in their coat pockets. The poor fellow was covered. What had he done? Muscled in on their territory? shot one of their pards? refused to buy their beer? No, none of these. He was merely an innocent freshman, and these three fellows were fraternity men. They were about to offer him the coveted bid of Epsilon Tau Omicron.



THE WISCONSIN BADGER

"Something New in Year Books"

As new and as different as an annual can be those are our plans the art work in four co'ors by Charles Overman depicting the changes in University life here at Madison an unusual scenic section with unique treatment in photography and engraving an editorial as well as a photographic presentation of the years events

By buying your Badger now and you'll certainly be getting a copy sooner or later you are saving money and making it possible to turn out a better book than ever before four dollars until November first.

Your
Name
in Gold
Free

After
November
First - -
\$4.50

Wife: I'm going to take up horseback riding. It will increase my social standing.

Hubby: I don't know about the social part.

—*Beanpot*

"Your methods of cultivation are hopelessly out of date," said the youthful agricultural college graduate to the old farmer. "Why, I'd be astonished if you got even ten pounds of apples from that tree."

"So would I," replied the farmer. "It's a pear tree."

—*Chaser*

Son: Ma, what's the idea makin' me sleep up here every night?

Mother: "Hush, Bobby, you only have to sleep on the mantelpiece two more weeks and then your picture will be in 'Believe-It-or-Not' cartoon."

—*Banter*

S'tough

I'm a bear at mathematics,
I've a flare for hydrostatics,
and the theorems of Euclid make me scoff.
I can talk in style bedlamic,
About symmetry dynamic,
And analyze the curves of Mazie Moff.
With other astral dabblers
I've solved Einstein's Parabolas.
At problems four dimensional I'm great.
It's apple pie to plot an' use.
The square of the hypotenuse.
But I'm damned if I can give my girl the gate.

—*Log.*

The small girl from the city was making her first visit to the country, and on her first night there she went to the barn to see the hired man milk the cows. She was much impressed, but said nothing. The next morning the hired man came running with the news that one of the cows had been stolen.

"Don't worry," piped the kid, "they won't get far, because we draained her crankcase last night."

—*Green Goat*

Young Mosquito: Say, is it hard to make a living nowadays?

Old Ditto: No, it's much easier nowadays. I can remember when the only places you could bite a girl were her face and hands.

—*Pointer*

Reporter (conducting interview): And how much do you make a night?

Gigolo (being interviewed): Financially or figuratively speaking?

"I hear your brother made two fraternities at college."

"Yeah, and five sororities."

The government at Washington is becoming more efficient. The care of the Virgin Islands was recently transferred from the Navy to the Department of the Interior.

"Is that your baby at this party in the blue dress?"

"Yeah, what's it to you?"

"Oh, nothing, only she's out on the porch taking nourishment from some other guy's bottle."

Dean. Young man, there is no place for drinking in this college.

Stude: I guess you haven't seen Louie's Place, dean.

Music while you dine—from 6:30 to 7:45
p. m.—is another addition to the services
of the

BELMONT TAVERN

Belmont Hotel

Phone for Appointment Fa. 79

MARINELLO SHOP

Permanent Waving Hair Dyeing
Finger Waving Marcelling Manicuring
Facials Electrolysis Hair Bobbing
Chiroprody

MRS. W. WENGEL —:— 125 STATE ST.

Some folks smile in the night time.
Some folks smile in the dawn.
But the man worth while is the man who can smile
When his two front teeth are gone.

—Columns

Author: How was the story?

Editor: Just right! If it had been any cleaner we
couldn't have printed it, and if it had been any dirtier we
couldn't have sent the magazine through the mails.

—Kitty Kat

"Going to a summer resort this year?"

No, we'll just take off the screens, lock up the bathroom,
take the mattresses off the beds, and tear some holes in the
roof."

—Purple Parrot

Boss: What kind of a position do you want with this
company?

Applicant (a college man): As near horizontal as possible,
sir."

—Kitty-Kat

"if any one knows any reason why this man should not
marry this lady, let him now speak, or forever hold his
peace."

(Voice from the rear): That's no lady, that's my wife.
—Lampoon

"I just saw the tattooed lady and she's lost her job."

"What's the matter?"

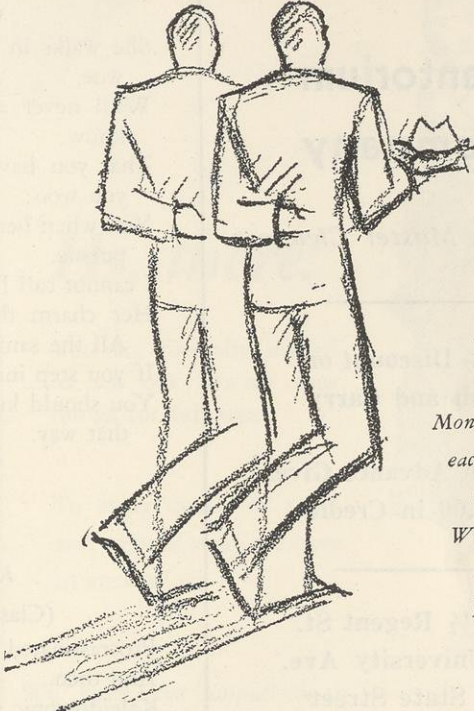
"People want talking pictures nowadays."

—Ollapod

He (nervously): Margaret, there's been something
trembling on my lips for months and months.

She: Yes, so I see; why don't you shave it off?

—Witt



Tune in
WIBA
Monday to Friday
each week for
O & V's
WISCONSIN
SPORTS
REVIEW

A Great Team

HART SCHAFFNER & MARX
O & V COLLEGE SHOP

You can't beat this combination. They offer the predominating campus styles plus handcrafted quality plus an attractive price. And convenience too — right next to the lower campus — where Wisconsin styles are established and approved.

Suits With Two Trousers

at \$40



Pantorium Company

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20% Discount on
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\$5.00 in Advance Gives
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Job Printing, Mimeograph-
ing, Stationery, Note
Books and Supplies.

Come in and learn about
Parker's offer of FREE
mechanical pencil.

Coquette

(I'vy Way)

She walks in glory, trailing clouds of
woe,
With never a misgiving. You must
know

That you have lost this creature 'ere
you woo;

Yet, when her eyes look at you, you'll
pursue.

I cannot call her fickle, cannot blame
Her charm that proves your poison.

All the same,
If you step into ivy, none can say
You should know better than to stroll
that way.

—Showme

Kleptomania

(Class Poem, 1931)

Procrastinated graduation
And then
Kaleidoscopic psychological vicissitudes
Clawing, tearing, ripping
At the brain!

Anthropomorphic fates,
Jealous,
Planning, plotting,
Dragging earthward all our hopes,
Tearing,
Ripping,
Grasping

All our visions of success!
Criteria of certitude
Evidenced at last—
We cannot find a job!

—Juggler

Monday night she swore to Joe
that he was the only one she loved.

Tuesday night she swore to Frank
that he was the only one she loved.
So Wednesday night she didn't have a
date. Joe was Frank's roommate.

—Juggler

Voice on police station telephone:
"Officer, a burglar broke into the Old
Maids' Home and they caught him.
Could you send someone down to
take him into custody?"

Cop: "Sure. Who's this calling,
please?"

Voice (now with a Helen Morgan
tear): "The burglar."

—Aggrievator

Dad: Will you graduate with
honors?

Son: They're not giving any hon-
ors this year.

Dad: But why not?

Son: Haven't you heard about the
depression?

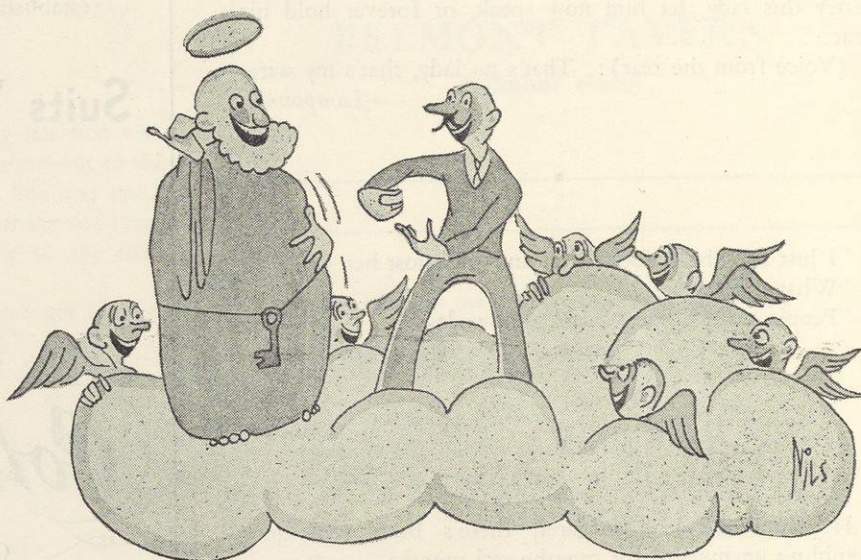
—Wampus

"O dear," wailed the young mother.
"I had a contract for a new house, and
the baby swallowed it."

"Too bad," sympathized a visitor.
"Was it binding?"

"I don't know, but I suppose it is
now."

—Siren



The Traveling Salesman Arrives in Heaven

Rod Smith: What'cha been drinkin'?"
 Bob Rope: Carbona.
 Rod Smith: My Gawd, man, that's cleaning fluid.
 Bob Rope: Yeah, I had spotsh in front of my eyes.
 —Skipper

First Model: I said some very foolish words to my boy friend last night.
 Second Model: Yes?
 First Model: That was one of them.
 —Owl

Tom: What do you think of Hoover's Pan-America policy?
 Jerry: I thought the Pan-America policy was Mencken's.
 —Lyre

There was a young woman named Florence,
 For kissing she held an abhorrence.
 One night she got kissed.
 And saw what she'd missed,
 And her tears trickled down in great torrents.
 —Green Gander

She (dreamily): When did you first know you loved me?
 He: When I began to get sensitive when people said you were brainless and homely.
 —Siren

First Old Maid: Do you always look under the bed?
 2nd: Always.
 1st: Ever find anything there?
 2nd: Only in old-fashioned hotels.
 —Belle Hop

"I hear you've bought an estate in Reno."
 "It's only to have grounds for divorce."
 —Lampon

Hi, there!

You are cordially invited to see our many new things for fall wear.

To every querie of sport and tailored attire we have an answer!



We have just unpacked the best values ever offered in Knitted Suits and dresses, only

\$10 and \$15

The daintiest silk crepe lingerie is only **\$1.95 and \$2.95**

And every one of these accessories is priced so reasonably you can afford to buy more!

Holeproof Hose

Formfit Foundation

Pendleton Jackets

Kayser, Luxite Underwear

Fine Kid Gloves

Sport Jewelry

Wagner's

College Shoppe for Women

528 State

"Economy with utmost Style"

Diamonds—Watches Beautiful Jewelry

Ernest Templin

320 State — F. 8050

Swiss Watch Repairing by
German expert who has
opened a new shop

*Come in and see our
new store*

320 State Street

HOAK & DUNN

Outfitters to gentlemen
who demand the finest in
Clothing and Haberdash-
ery.

Our lines are now open
for your early inspection
and we trust that we shall
be of service to you.

HOAK & DUNN

644 State Street
Madison, Wisconsin

Frank: I don't see how you tell those Smith twins apart.

Hank: That's easy. Mabel always blushes when we meet.

—Tiger.

A policeman brought in a negro woman. The desk sergeant scowled and roared at her.

"Liza, you've been brought in for intoxication."

"Dat's fine," beamed Liza. "Boy, you can start right now."

—Skipper

Mr. and Mrs. J. E. Sweet and family left Sunday for Wichita, where they will take treatments for his ears, and the family will enjoy the show.

—Kansas Post

Anything to please the wife and kiddies, eh, J. E.?

—Jack-o'-Lantern

Two old maids were in an insane asylum for years, always knitting and knitting.

"Gee," sighed Mayme one day, "I wish some tall, handsome man would wind his arms around me and squeeze me until I gasp."

"Now you're talking sense," from Hattie. "You'll be out of here in a few days."

—Bison

"I hear you and the leading lady are on the outs."

Electrician: Yeah, it was one of those quick change scenes with the stage all dark. She asked for her tights and I thought she said lights.

—Sun Dial

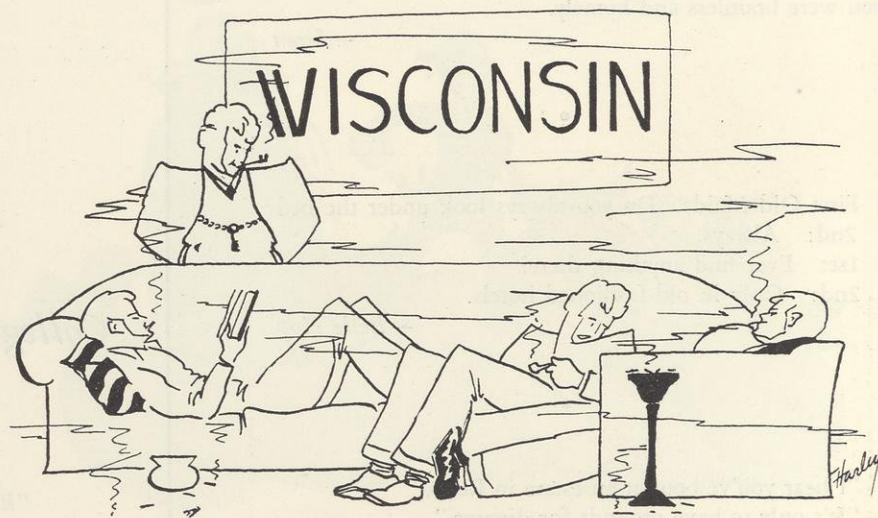
According to Ripley, if all the Chinese were to march past a certain spot, four abreast, the line would never stop. According to him, there are so many Chinese that it would take twenty-two years to pass the spot, and by that time there would be new generations. What I don't understand is this. If they were so busy marching for twenty-two years, how . . . marching all the time, how in the world . . . would they be able . . .

—Banter

City Girl: And I suppose at dusk, when the sun is stealing over the Rockies in purple splendor, you cowboys are huddled around the campfire broiling venison and listening to the weird, eerie, unnatural howling of the coyotes.

Rattlesnake Gus: Well, ma'am, not ezzackly, ma'am. Usually we go inside and listen to Amos and Andy.

—Panther



"Say, fellows, let's have a smoker

If you are caught in hot water, be nonchalant—take a bath.

—Log

Teacher: Willie, what is an adult?

Willie: An adult is one that has stopped growing except in the middle.

—Malteaser

Some girls are built like this one Others are more like this

But they usually end up like this.

—White Mule

He: I see your sex has surrendered at last.

She: Where'd you hear that?

He: Just saw a sign, "Ladies Ready to Wear Clothes."

—Widow

"Women burglars are becoming quite common, the paper says."

"Then perhaps we'd better keep a mouse instead of a watch dog."

—D—REX—L

Is That All?

Maid: I can give a better kiss than you.

Surprised Mistress: What! has my husband been . . .

Maid: No ma'am, your chauffeur told me so.

—Sun Dial

Never ask if a girl necks; get it from her own lips.

—Burr

Office Boy: There's a salesman outside with a woman.

The Boss: Tell him I've got a woman.

—Exchange

Son: Do cats go to heaven, papa?

Papa: No, son.

Son: Then how about the angels' harps, papa?

Papa: You've gut me there, son!

—Columns

"They say she used to be the belle of the town."

Yes, but someone tolled on her."

—Green Griffin

First Herring: Why don't you take better care of your brother?

Second Herring: "Why should I? Am I my brother's kipper?"

—Punch Bowl

One of those Dear Old-Fashioned Gentlemen: May I kiss your hand?

She: What's a matter, is my mouth dirty?

—Rammer Jammer



Claire Tiffany of Tiffany's suggests velvet as being very suitable for the rushing season this fall. She is shown here wearing one of the new models designed and produced by Tiffany's. We might add that the prices this fall are much easier on dad's purse. You are invited to call at 546 State.



"I'm sorry folks, but I've lost the mountain!"

First Motorist: I'll get damages for this I will!

Second Motorist: Well, so long, see you suein'.

—Wampus

Professor (in Engineering class): What's a dry dock?

Student: A physician who won't give out prescriptions.

—Drexerd

Irate Guest (phones down): Say, night clerk!

Clerk (snippily): What's on your mind, now?

Guest: Mind, hell, they're all over the bed.

—Phoenix

Freshman Co-ed: "I have a date to go on a picnic with a Senior tomorrow. He's going to take some food and gin. What do you think I ought to take?"

Experienced Ditto: "Care."

—Rice Owl

"What is that tough-looking fellow over there?"

"Why, that's Slippery Munzo, the noted Detroit gunman. He has shot down and killed twenty-three men."

"Really!"

"Yes, only three more and he wins the district championship; then he gets to shoot in the championship round against the Chicagoans."

—Juggler

Fresh Meat

Uniformly High Quality and a Great Selection

Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

Indian Words the Tourist Should Know

PUNJAB—To hit a humorist in the jaw.

PARIAH—One who prys.

SIKH—Indisposed.

BURMA—A kind of shave lather.

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

BRAHMA—An Indian play in two acts.

TURBAN—A mechanical contrivance run by steam.

SAHIB—To snifle with tears in eyes.

RAJAH—What you get in barber shops.

CEYLON—The top of a room.

HINDUSTAN—To get what a person is saying.

—Panther

— CLIP THIS AD —

and bring to the

Cardinal Hand Laundry and Shirt Hospital

and receive **20%** discount
on your laundry

Mending, darning, collars and cuffs turned free

Phone Badger 698

617 State Street

When

You desire first-class workmanship and individual attention call at the

UNION BARBER SHOP

Stop on your way to and from classes
Ground Floor, Memorial Union Building

LOUIS TOPP, Manager

"How do you find yourself on cold mornings?"

"Oh, I throw back my covers, and there I am."

—Burr

•

The Hen is immortal—Her son will never set!

—Witt

•

"The meals are wonderful."

"Yeah, when you eat one you feel like having another."

—Mercury

•

Jailer: Why are you here to see the man who robbed your house last night?

Husband: I want to find out how he got in without waking my wife.

—Green Griffin

•

First Stewd: Who's your close-mouthed brother over there?

Second Stewd: He ain't close-mouthed. He's waiting for the janitor to come back with the spittoon.

—Exchange

•

Fond Mother: Willie, you've been a naughty boy. Go to the vibrator and give yourself a good shaking.

—Wampus

•

Did you ever hear of the contortionist who got absent-minded and threw his wife out of joint and then kissed his hip good-by?

—Sour Owl

Yawns

A yawn is an exaggerated void between your lower jaw and your nose. It is full of air, tongue and teeth. Occasionally it can be made to produce noises like howls, grunts or sighs. There is much energy expended in yawns and the quick, vicious snap of the jaws at the finish is well adapted to use on mousetraps, subways or other annoyances. Yawn is also used in making repairs on socks.

—Punch Bowl

Established 1854

Conklin & Sons Company

Coal, Coke, Wood and Ice

Fuel Oil Best Suited For
Your Particular Burner

*The service and personal attention given
each order, insures your entire satisfaction*

Building Materials

Main Office 24 E. Mifflin Street
Phone Badger 25

WALK-OVER



Young man!

We have new fall models that have been especially designed for you. The narrower toe has hit the campus and hit it hard. We have it!

\$8.50

Walk-Over Shoe Store

Eight
East
Mifflin

Next To Manchester's

Eight
East
Mifflin

Reporter: I've got a perfect news story.

City Editor: The man bit the dog?

Reporter: Naw, a bull threw a congressman.

—Battalion

"I've been trying to think of a word for two weeks."

"How about fortnight?"

—Froth

Communist: Have you any Russian money?

Foreign Exchange Teller: No, I haven't a red cent.

—Lyre

Doctor: You should go out to the country where you can smell flowers all day long. Think you can manage it?

Patient: I guess not, doctor. You see, I'm a florist, and this is in my busy season.

—Wampus

Lad: I'd like to get a job in your mattress factory.

Man: Have you had any experience?

Lad: Have I? I've slept on the best mattresses in nine colleges.

—Kitty Kat

"Dear Mother:

"I arrived safely day before yesterday. So far I have had a delightful time. The boys up here are so nice and polite. I met the President of the Y. M. C. A. Cabinet last night and he has been very nice to me.

"We danced until 12:30 last night and then everyone went to bed, so that we would feel good for the baseball game today. The chaperons are an old gentleman and lady of, I should say, about fifty years. I talked with them for quite a while last night. That's about all that I can write now, as I am in quite a hurry.

"Love,

"HELEN."

"Dear Dot:

"My Gawd, what a place! I have never known such a rush. Met the college bum last night and he is simply darling. I am afraid that I am falling for him. Imagine the girl of a thousand affairs falling in love. And as for Jack, the poor dear, I haven't seen him more than twice since I arrived.

"Kay Johnson, that frightful creature, is here and she looks a mess. She passed out last night. The chaperons are a young couple who have scarcely been married for a year. They might just as well not be here for all the attention that anyone has paid to them. I have a thousand more things to tell you which don't go so well in print, so I will close and give you the dirt when I get home.

"Fondly,

"HELEN."

—Banter

Bobbie, a little child who hails from a very large family, was allowed to go see his sick father, on one occasion, on the promise he would be very quiet so as not to disturb his father. Bobbie sat in silence and looked at his father for a while, then said: "Well, Dad, I guess I had better go. Have I bothered you any?"

"No, son."

"Are you sure, Dad?"

"Yes, son."

"Well, can I come back sometime, Dad?"

"Why sure, son."

"Well, Dad, before I go, won't you please let me see the baby?"

Mugwump

Kennedy's VELVET ICE CREAM

Fast Frozen

For

Finer Flavor

Kennedy Dairy Company

Perfectly pasteurized

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

621-29 W. Wash. Ave.

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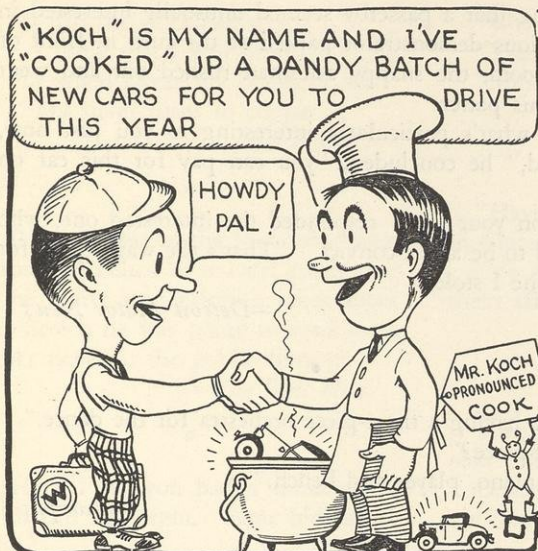


Leisure Time
or
Meal Time

Drop in to the
Campus for a
special breakfast,
dinner, or lunch.

Campus
Soda
Grill

"The Place that Malted Milk Made"



Let's Get Acquainted

Orientation week is get acquainted week . . . and we want to meet you . . . and make you acquainted with our rent-a-car service.

You'll be pleased with our new cars and low driving rates.

Come in Today or Phone

KOCH RENT-A-CAR

Badger 1200

We Deliver

"'Ow near do you think that lightning was, 'Arry?"
"Dunno, kid—but this fag wasn't lit a second ago."

—Tiger

"Is he a good soap salesman?"

"Is he? Say, he knows his stuff from 'B' to 'O'."

Black and Blue Jay

"What's the trouble, old man?"

"I'm in a bad way. Nights I lie awake thinking about my work, and days I keep going to sleep."

—Green Griffin

Third lass: I cancelled my trip to Europe.

Fourth Class: Well, non-voyage.

—Log

Stanford co-eds, trying to raise \$20,000 by a carnival for a new gym, were prevented by the authorities from having "an old fashioned kissing booth."

—From a N. Y. Sun article

Stay east, young man, stay east.

—Tiger.

"Don't you think a pun is the lowest type of humor?"

"Absolutely, there's no vice versa!"

—Punch Bowl

Another national pest is the bowl weevil. He sits behind you at the football games and sticks the toes of his shoes into your back.

—Log

For Attractive Designs in

Programs, Announcements, Cards

and

Printed Matter of all Kinds, at Moderate Prices

visit

STRAUS PRINTING COMPANY

214 E. Washington Ave.

Badger 1763

Wedding Guest: This is your fourth daughter to get married, isn't it?

MacTight: Aye, and our confetti's gettin' awfu' gritty.

—*The Bison*

Housemother: When you came home last night, you said you'd been to the Grand, now you say it's the Metropolitan.

Suspect: When I came home I couldn't say Metropolitan.

—*Tiger*

Plebe: Well, what's the matter? Didn't I do all right in the parade?

2 P. O. (sweetly): Sure, you did all right! Didn't you win it by half a yard?

—*Log*

Warden (to prisoner): You say you want a key. What in the devil are you going to do with it?

Prisoner: I want to go home nights. I was only sentenced to jail for thirty days.

—*Iowa Frivol*



*For lasting satisfaction KarmelKorn
has no substitute*

308 North Henry St.

Announcement--

Runkel Barber Shop

Has moved to 642 State Street.

Follow the arrow in front to the most popular U. W. Barber Shop.

Shortcut for haircut through Langdon Street.

Noticing that a passerby seemed unusually interested in the luxurious demonstrator parked at the curb in front of the salesroom, the snappy salesman rushed out and went through his patter.

"And, what's particularly interesting to you just now, my friend," he concluded, "you can pay for this car on time."

"Not on your life!" responded the interested one, who happened to be an ex-convict. "That's the way I paid for the last one I stole."

—*Detroit Motor News*

"We're having a three-piece orchestra for the dance."

"Three-piece?"

"Yes; piano, player and bench."

—*Wampus*

MacDonald: That's a poor blade you've got on your safety razor, Sandy.

MacTavish: Well, it was good enough for my father and it's good enough for me.

—*Pathfinder*

Bon Voyage

"Gee, Bill, I want you to promise to write me when you arrive. You'll do it, won't you?"

"Sure, honey; I'll get in touch with you as soon as I get there."

"Are you sure you have everything—?"

"Certainly. Don't worry at all, dear."

"I can't bear to watch you leave. Boo-hoo." At this point he takes out his handkerchief and wipes the tears away.

"There, there. Everything will be all right. Don't think about it at all. Good-bye, dear."

"Good-bye. Don't forget to write. And when you get to the eighty-fifth floor drop in and see Mazie in her office." The Empire State elevator man is all set for his maiden voyage.

—*Punch Bowl*

Our Business is Picking Up

If your car is in trouble

Call Us

24 Hour Service

F. 3799

First Class General Repairing

QUALITY MOTORS INC.,

2600 University Avenue

DE SOTO & PLYMOUTH

My girl she is a chemist;
I think that I will drop her,
For when I take her out with me
My silver turns to copper.
—Punch Bowl

Did you hear of the Scotchman who
wrote the editor of a local paper that
if he didn't stop printing jokes about
the Scotch he was going to read some
other paper at the public library?
—The Wet Hen.

He: I see you had a dinner date
with Bill last night. Same old menu,
huh?

She: Yeah, razzberries, bologna,
and applesauce.

—Wampus

A Toast to Woman
Here's to Woman will all her charms
Hardened or well refined;
But if she could only change her
clothes
As quickly as her mind.

—Froth

"Writing home?
"Yea."
"Mind making a carbon?"
—Dodo

"Have you seen the mounted police
in Chicago?"
"Ye gods, are the gangsters stuffing
them after they shoot them?"
—Pelican

Judge, to Policeman: What is this
man charged with?

Officer: Y're honor, off hand, I'd
say that it was gin.

—Purple Cow

College is just like a washing ma-
chine; you get out of it just what you
put in—but you'd never recognize it.

—Jack-o'-Lantern

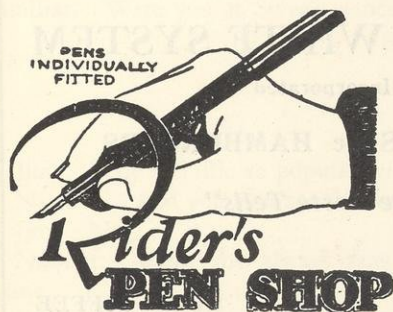
Goodnight, baby, if you talk in your
sleep, don't mention my name.

—Battalion

Pen Headquarters

Would you take your watch
to a blacksmith for repair?
NO! Neither should you trust
your Fountain Pen to anyone
but a Pen Specialist. Take your
sick Pen to The Pen Hospital.
They have repaired Wisconsin
Students' pens for over ten
years.

Purchase your pen where you
have the widest selection. Wahl,
Parker, Sheaffer, Conklin, Wa-
terman, Moore, and many oth-
ers to choose from. Each Pen
is expertly adjusted to your
hand by a Pen Specialist.



THE PEN HOSPITAL
656 State Street

DELIGHTFULLY

DIFFERENT

that's food at

Piper's
Garden
Cafeteria

Finest Foods Obtainable

Sensibly Low Prices

120 E. Mifflin
(Opposite Belmont Hotel)

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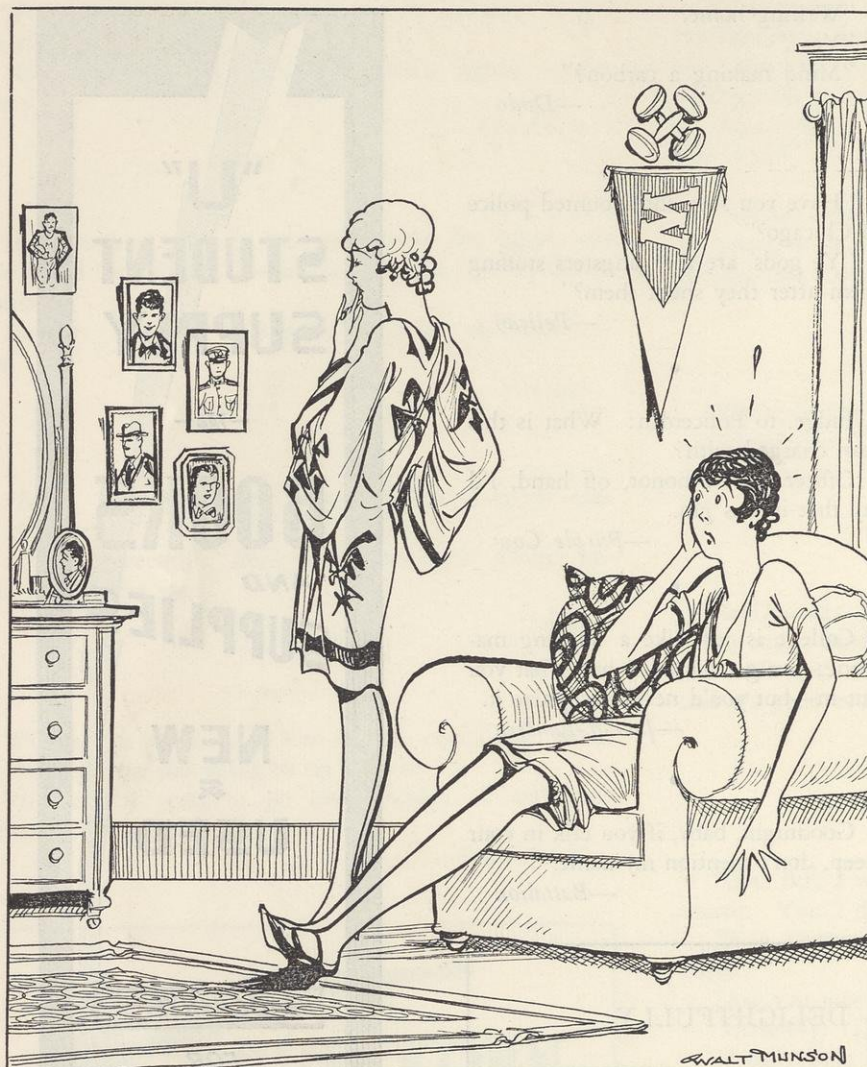
FOR

MEDICS
FROSH
ENGINEERS
AND
L.&S.

"Fair Play in a Friendly Way"

U. Student Supply

623 State Street



"D'yuh know, I sometimes wonder if they're true to me?"

"Where are you going my pretty maid?"

"There are numerous theories sir," she said.

—Juggler

"Dere's sompun' you don't see often."

"What's that?"

"A jewish ham actor."

—Banter

"Say, mister, what's Josie's last name?"

"Josie who?"

—Exchange

"I guess Jones wasn't hit hard by the market. He's just rented the office below his old one, too."

"On the contrary, it was the drop in the market that caused it. He had no place for his graph to drop to."

—Brown Jug

Acci: Bill's a triple threat man.

Dent: G'wan, he doesn't even play football.

Acci: No, but he dances divinely, pets constructively, and drinks like a camel.

—Longhorn

Education

Matriculation

Incarceration

Probation

Hibernation

Conservation

Vegetation

Relaxation

Perturbation

Examination

Graduation.

—Juggler

A celebrated white preacher had been engaged to address the congregation of a little negro church, and was being introduced by the very nervous colored pastor.

"Sistern an' bred'n" he began. "It affords me the extremest pleasure to introduce the speaker of de evening. I wants to explain dat while his skin ain't the same color as de odders here, I assures you his heart is as black as any of yourn."

—Log

Beauty Service

Specializing

In All Branches of the Profession

VARSITY HAIR SHOP

Main Floor

640 State

Fairchild 6391

Open Thursday and Friday Evenings

RED AND WHITE SYSTEM

Incorporated

DELICIOUS 5c HAMBURGERS

"The Taste Tells"

COLD DRINKS

GOOD COFFEE

Henry at State and 513 East Wilson Street

"Is he a literary man?"

"Yes—he has the best-cellar in town."

—Dirge

First Snob: I'll have you understand I'm related to the Boones.

Second Beta: Now I remember your grandmother's name was Bab.

—Sun Dial

"Hello, hello! Is this you, Mack?"

"Aye."

"Is this MacPherson I'm talking to?"

"Aye; speakin'."

"Well, Mack, it's like this; I want to borrow fifty dollars."

"All right, I'll tell him as soon as he comes in."

—Malteaser.

An actor was singing: For Bonnie Annie Laurie, I'd lay me down and die.

Voice from the Audience: Is Miss Laurie in the audience?

—Skipper

Prof: Do you remember the discussion we had in class concerning the corn borer?

Frosh: No; it probably went in one ear and out the other.

—Lyre

Coed (shyly): Am I the first girl you ever kissed?

Freshman: Now that you mention it, you do look familiar. Were you at Steve's dance six years ago?

—Skipper

Jim: Why is Tillie so popular with the boys?

Nasium: Did you ever see the way she signs her name?

Jim: No.

Nasium: Well, she always puts T. N. T. after her name.

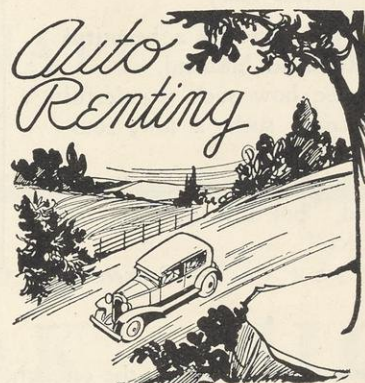
Jim: Does that mean she is dangerous?

Nasium: No, that stands for Tillie Never Tells.

—Rammer Jammer

Welcome Class of 1935!

The Capital City Rent-A-Car welcomes you to Madison—and hopes that your stay here in the next four years will be both advantageous and pleasant for you



The Capital City Rent-A-Car is always ready to serve you whenever transportation is desired. Whether it be for an afternoon drive, for a date, for visiting and for every other purpose you can always depend on a smart looking car from

Capital City Rent-a-Car

The Campus Institution of Friendly Service

531 State St.

We Deliver.

F. 334

Then there was the co-ed who was so dumb that she thought assets were little donkeys.

—Battalion

Golfer (to members ahead): Pardon, but would you mind if I played through? I've just heard that my wife has been taken seriously ill!

—Dublin Opinion

Student (buying suit): That price is too high. I haven't been buying suits before for nothing.

Salesman: I know it, but you always make a huluva good effort.

—Widow

Please Lady

She had just received a beautiful skunk coat from her husband.

"I can't see how such wonderful furs come from such a low, foul-smelling little beast."

"I don't ask for thanks, dear," said her husband, "but I really must insist on respect."

—Drexerd

The laziest man on earth is the one who let a boa constrictor do his necking for him.

In a country newspaper appeared the following ad: "The man who picked up my wallet on Fore street was recognized. He is requested to return it."

In the next issue this reply was published: "The recognized man who picked up your wallet requests the loser to call and get it."

—Log



"I tell you, Joe, the depression is hitting us hard!"

"Who is that blonde over there?"

"Why, that is Mrs. Wright."

"Man! I'd rather be Wright than President."

—Bell Hop

Girl: Horace was over to my house last night—and just as he started to leave he asked me to wear his pin, but I had to tell him I couldn't wear it until I knew him better.

Gal: But you're wearing it now.

Girl: Well, you see he didn't leave right then.

—Mountain Goat

Rosemary Beauty Shop

521 State Street

Welcomes Students and Faculty to Our City
When in Need of First Class Beauty Work

We Are Always at Your Service

Expert in Every Line

State Registered Chiropodist

Phone B. 6211

Lettercraft

Stationery

Engraved

Printed

or Plain

725 University Avenue

Good Dance Programs



Watch That Allowance!

An account here is a constant safeguard

A Banking Plan Designed For Students!

WATCH that allowance! It's fine now but later on—what of that? Thousands of Wisconsin students, have found that an account with us:

- 1—Saves chance of loss by theft or carelessness.
- 2—Gives a definite accounting of where and when money has gone.
- 3—Puts student financial affairs on a business basis.
- 4—Provides a convenient banking connection "Nearest the Campus."

UNIVERSITY AVENUE NAT'L BANK

Corner University Avenue and Park

Fair Prices and Friendly, Courteous Service

BROWN'S BOOK SHOP

CORNER STATE AND LAKE STREETS

Save 20% to 50%

Buy Brown's Used Texts

Thousands of good, clean used texts now in stock.

New books, also.

Student Supplies

Everything that will need.
Quality merchandise fairly priced.

Fountain Pens

Wahl, Parker, Shaeffer and Waterman Pens, Pencils and Desk sets from \$2.75 to \$25.00.

Your name engraved FREE on any Pen or Pencil bought here. If bought elsewhere 25c each.

Fountain Pens Repaired

- ¶ 24-hour service.
- ¶ Guaranteed work.
- ¶ Reasonable rates.
- ¶ Factory-trained repairman.

Use Brown's Rental Library—1500 Titles—3c Per Day

BROWN'S BOOK SHOP

CORNER STATE AND LAKE STREETS

The only thing harder than a diamond is paying for it.

—*White Mule*

1st Senior: Is your family coming to see you graduate?

2nd Fifth Year Man: Yeah, my old man's motto is "Seeing Is Believing."

—*Kitty Kat*

Frosh: How much are your rooms?
Hotel Clerk: Five dollars up to twelve.

Frosh: How much for one all night?

—*Yellow Jacket*

"Yes, I heard a noise and got up in my nightgown, and there under the bed I saw a man's leg."

"Good heavens! The burglar's?"

"No, my husband's; he had heard the noise too."

—*Jester*

We see her coming down the street,
There's many "Ohs" and "Goshes."
Above, her face and shape are sweet,
Below,—Damn those goloshes.

—*Beanpot*

He: You certainly have beautiful lips.

Sheba: You make the queerest statements.

He: Yes and I am going to stick to them.

—*Battalion*

Almost every quiz goes to prove that a fool can ask more questions than a wise man can answer.

—*Lampoon*

Mexican Weather Report: Chile today and Hot Tamale.

—*Log*



"Whatcha doin' mister?"

"Spikin' beer, sonny, spikin' beer."

Seven Ages of Woman

The infant.

The little girl.

The maiden.

The young woman.

The young woman.

The young woman.

The young woman.

—*Ski-U-Mah*

And the trouble with most philosophy students is that they're always getting Descartes before the horse.

—*Columns*

The green between them was as soft as swan's down. The two moved noiselessly toward each other, one as pale as a ghost, the other blushing red. The space between them grew less and less . . . they met. An instant later they kissed. Then . . . darn that luck . . . a little more English on the white ball and it would have been a billiard.

—*Green Goat*

When television is perfected we may get a great deal of pleasure out of central's giving us the wrong number.

—*Wet Hen*

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"No, marm," was the answer. He jest died, but I has the satisfaction ob telling you dat he done died cured."

—Bison

Bald Student: You say you can recommend this hair restorer?

Barbar: Yes, sir, I know a man who removed the cork from the bottle with his teeth, and within twenty-four hours he had a moustache.

—Lyre

Editor: Did you cut down the farm story to a thousand words?

Reporter: Yes, even the cow gives condensed milk in it.

—Wampus

"Was that a ladle I seen you eatin' with last night?"

"Naw, that was no ladle, that was my knife."

—Belle Hop

Distraught Mother: Papa, papa; baby has swallowed the kodak films.

Father: Gracious! I hope nothing will develop.

—Longhorn

Freshman: Do they throw many dances at this University?

She (eagerly): There's one almost every night.

Freshman: That's fine. You see, I'm selling floor-wax.

—Panther

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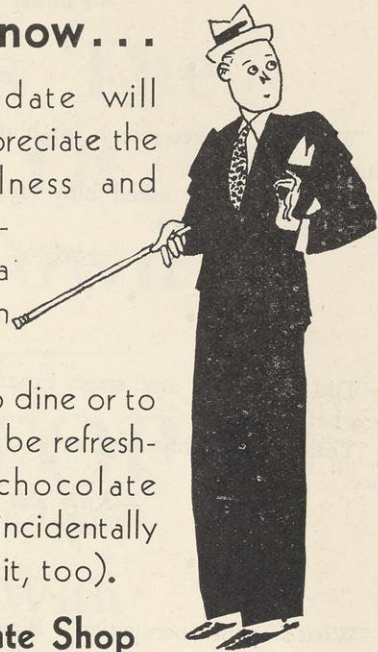
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Rastus: No suh, but Ah've rapped on lots ob dem.

—Panther

"Why did Joe get sore at his blind date?"

"She forgot and asked him for a ticket after each dance."

—Juggler

"Did you have any stage experience before?"

"Yeah, I had my leg in a cast once."

—Kitty Kat

"What's your occupation, Blawney?"

"I'm a poet, Klengensmith, I scan meters for the gas company."

—Panther

Then there was the student who took to rolling his cigarettes when the doctor prescribed more exercise.

—Frvol

He drank the nectar from her lips
As by the kitchen fire they sat,
And wondered if any other guy
Had ever drank from a mug like that.

—Lampon



"Ah, so that's where the Siamese twins live!"

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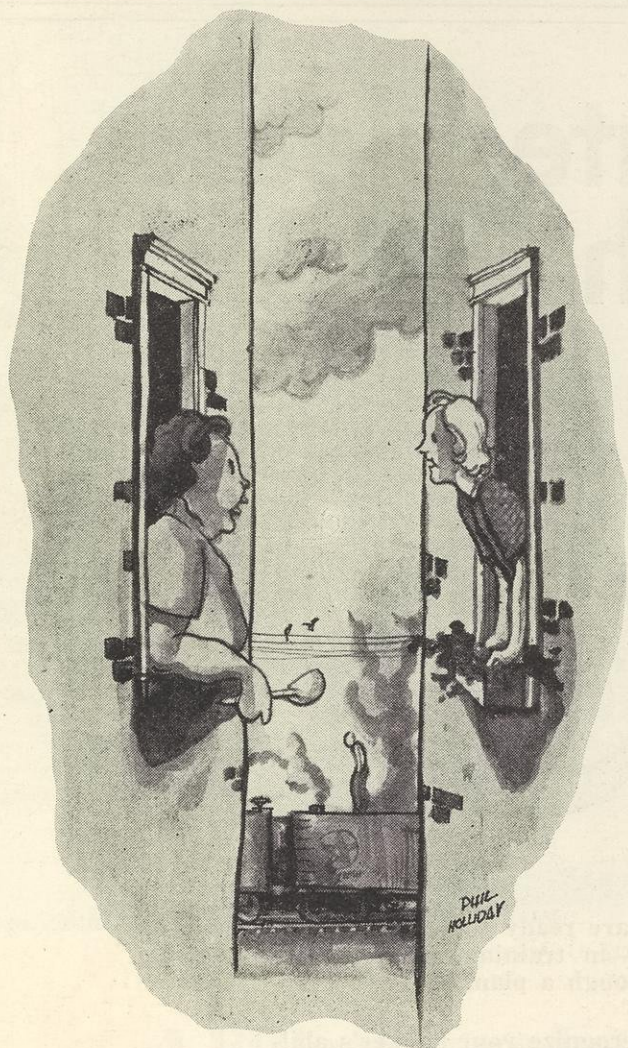
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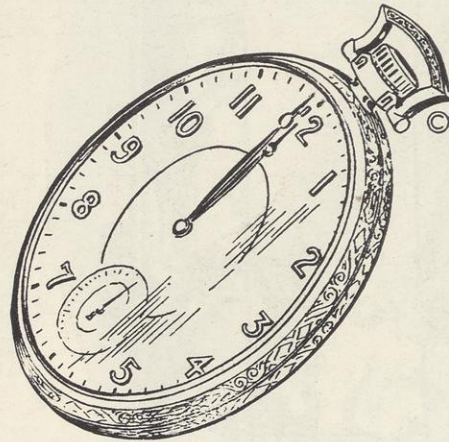
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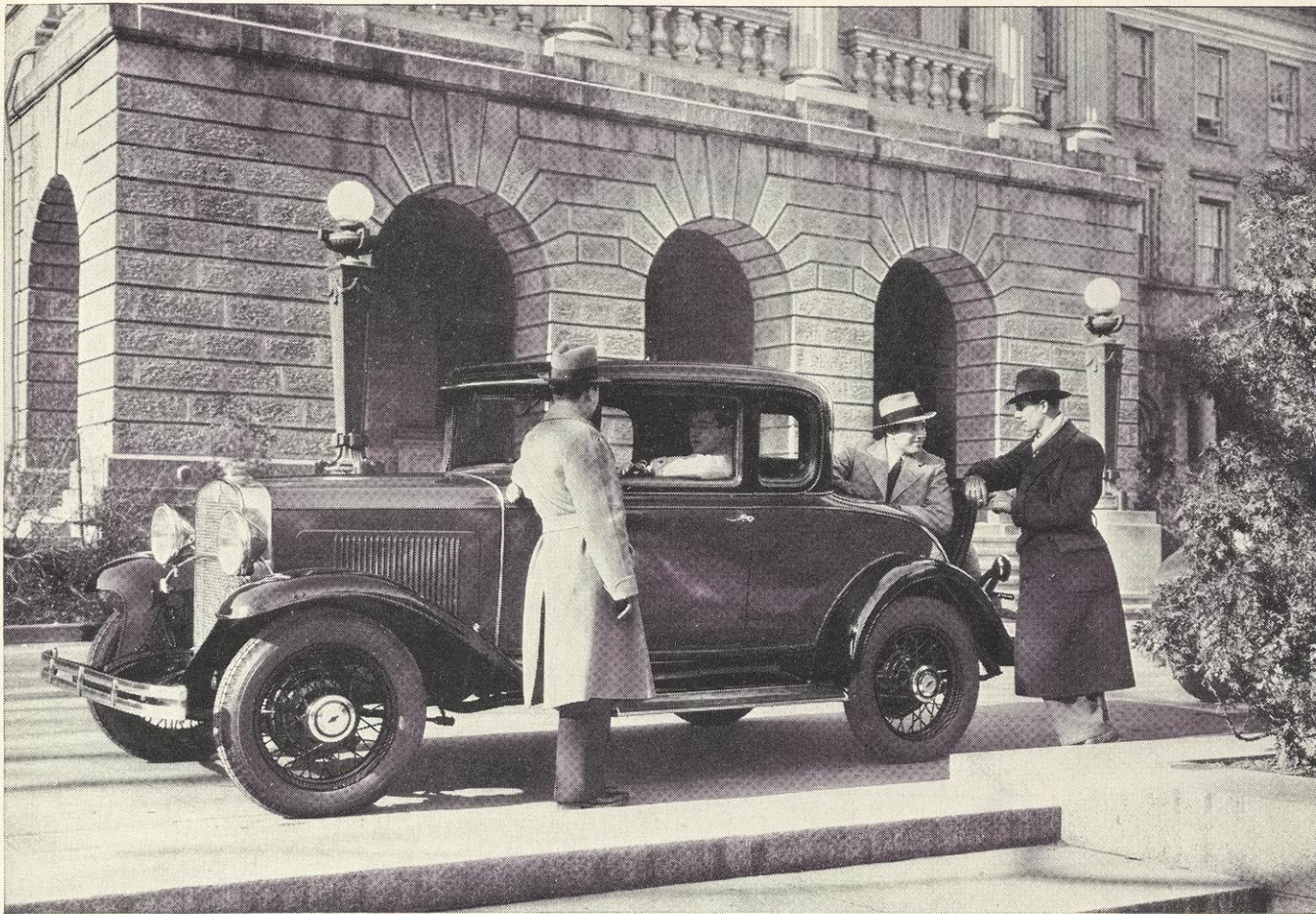
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