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University of Wisconsin

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ONCE IN A
BLUE MOON

January - 25 cents



“Prom” Specials
Parisian Danse
Frocks

of pastel colored crepe---
georgette in smart one or
two toned effects at prices
ranging from

\$14.75 to \$29.75

Underwear

Smart silk underthings de-
light the co-ed

PRICES \$1.98 and up

“Fan Tan”
Silk Hosiery

Satisfaction or replacement
guaranteed

All colors to blend with
any costume

PRICES \$1.00 and up

Mangel's
New York Waist House

27 S. Pinckney Street

Special Winter Rates at the
PARK HOTEL

To Students and Teachers at the University

Rooms--2 Persons, \$35 and \$40 Per Month.

Rooms--With Bath, and Board 2 Persons, \$50
 and \$60 Per Month.

Just think of getting Room and Board, for 2 or 3 Persons,
 at \$50 and \$60 each Per Month and

COMPLETE HOTEL SERVICE

The Park Hotel is Centrally Located, opposite Wisconsin's Beautiful
 Capitol Building and the Center of down town.

We extend you an invitation to try our new Coffee Shop and Lunch
 Room. New Carroll Street Entrance.

25c to 50c Club Breakfast; 50c and 60c Plate Lunch;
 75c and \$1.00 Evening Dinner.

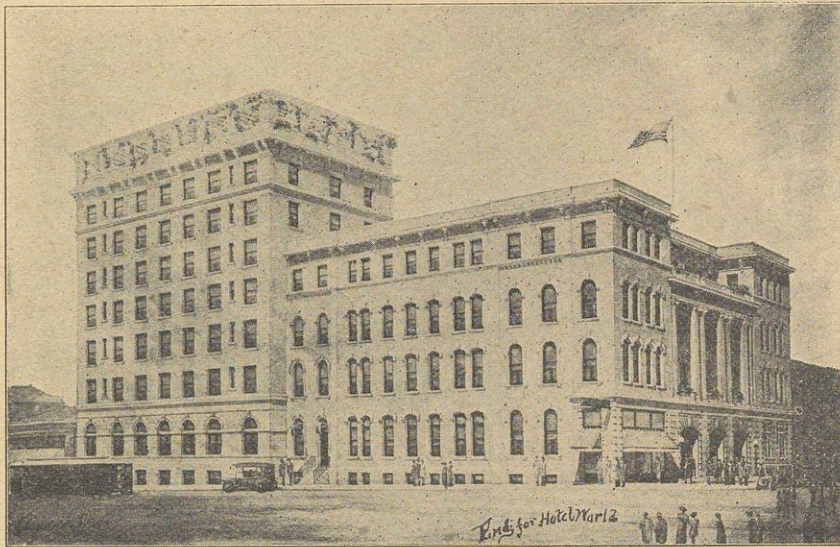
Also Moderate Priced A La Carte Menu all day.

200 MODERN ROOMS

Walter A. Pocock
 Manager

H. E. Cochran
 Asst. Manager

B. 5024



B. 5024

COME IN AND LET US SHOW YOU WHAT WE HAVE.

"a friendly store"

FRED W KRUSE CO.

209-13 State Street



Going to Prom?

The lovely gowns, wraps, etc., you will see on Prom night invariably come from Kruse's. Every year we make extensive preparations to fill all the exacting needs of our university clientele. You will admit that our Prom gowns this season are the prettiest you've ever seen! Select yours today.

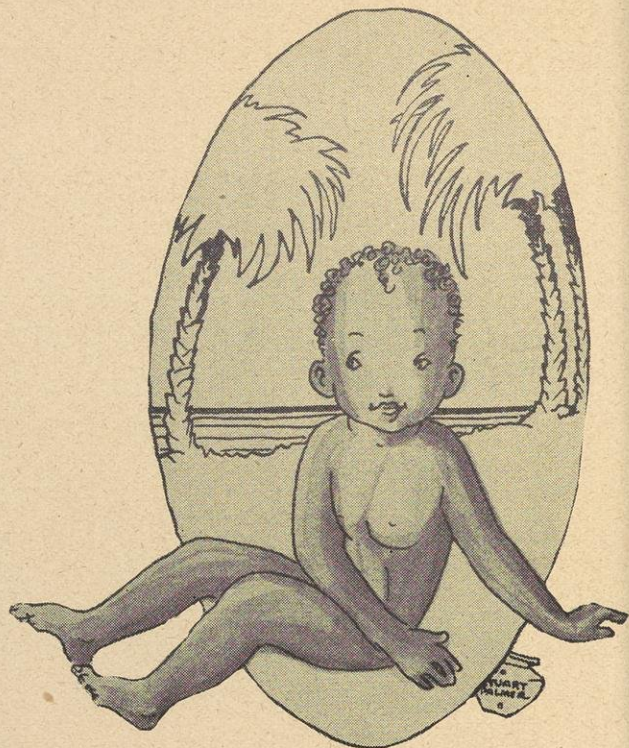
The thinking fellow calls a cop
Two chairs, no waiting
Special Rates to Students



Women exclaim over our wonderful service

City of Madison POLICE FORCE

"Just call Badger 12"
Wagon Will Call
Five can ride as cheap as one



SONNY, SOUTH



The Lumber Business as a Career

Another year gone and some of you are puzzling over your life work. Lumber in general, or any of its phases, is a fascinating study. The great increase in the number of problems and in the chances to do lasting service to mankind have made the interest, the game, the thrill of it all much greater. The problems of where our lumber is coming from, substitution products and reforestation, are of immediate importance. What are you going to do the summer after you graduate?

Number four of a series. We appear here each month.

YAWKEY-CROWLEY LUMBER COMPANY

Camp Randall

2 yards to serve you
One number B. 123

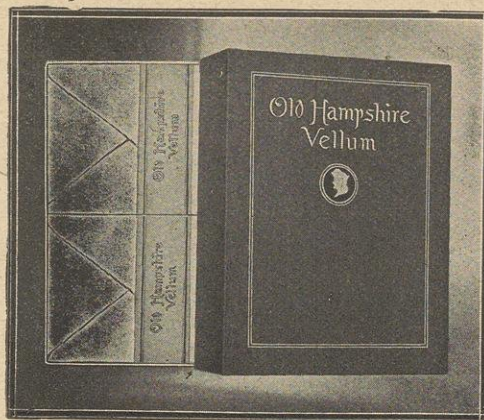
805 E. Washington Ave.

“What happened to that wonderful race horse you used to have?”

“Everything was going fine until it started to run around with nightmares.”



INCLUDING THE SCANDINAVIAN



Old Hampshire Stationery

The silent voice of the paper on which you write speaks the instant your letter is opened. It proclaims your taste, your opinion of the one to whom you write.

This alone is reason enough why you should write on OLD HAMPSHIRE STATIONERY—the paper that imparts personality to your written word.

Hampshire Paper Company

Fine Stationery Department

So. Hadley Falls, Mass.

At Prom---

Where beauty is most captivating—where admiring glances linger—where girls wondrously lovely dance in the changing lights—where laughter is gayest—where eyes are happiest—where the world for one night is a wonderland.

There a Simpson Gown Is Worn



*Gowns to
Enhance
Every
Personality*

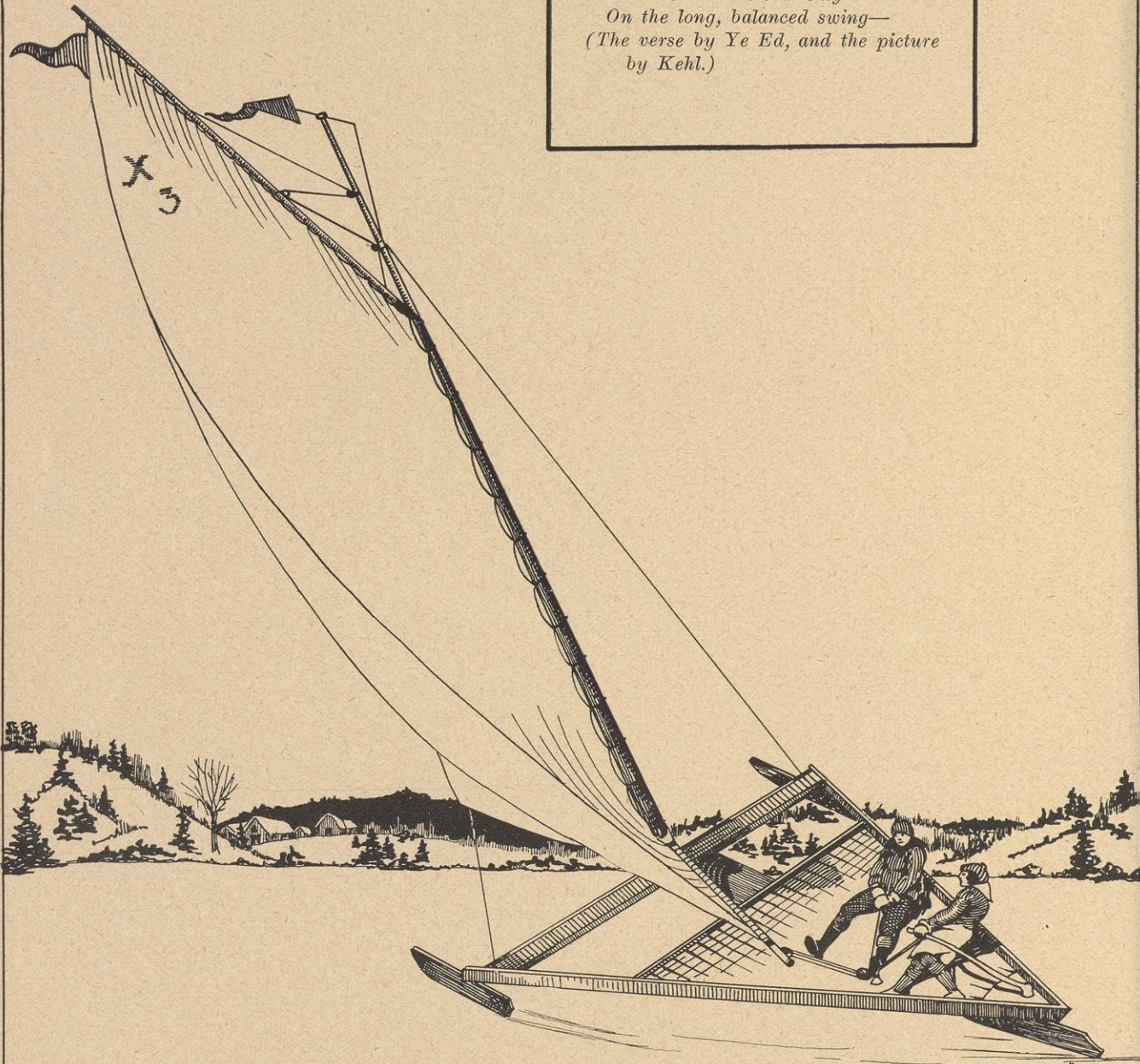
They are gowns of personality, these exquisite creations we have assembled from New York and Paris. Sumptuous velvets, glimmering metal cloths for one who could assume for one night the role of a regal princess. Filmy chiffon, fluttering georgettes for the butterfly type of girl. Gowns studded with brilliants, cut rhinestones, beaded motifs for the vivacious Prom girl we call delightfully frivolous.

Gowns at Every Range of Price.

Simpson's



*Speed in the lift of the swift soaring
sail
Speed in the hum of the murmuring
gale
And the runners that sing
On the long, balanced swing—
(The verse by Ye Ed, and the picture
by Kehl.)*



KCKEHL

The WISCONSIN OCTOPUS

Octy Awsks:

WHY—Octavus Roy Cohen never wrote off-color fiction?

WHY—H. C. Witwer never wrote for the Christian Advocate?

WHY—Irving Berlin never wrote a symphony?

WHY—Margaret Sanger never wrote for St. Nicholas?

WHY—Robert Benchley never wrote a drama?

WHY—Harold Bell Wrights?



*"I was the shining light of my family."
"I see—the light that failed."*

HEART'S DESIRE

Variations On An Old Theme

One:

"I am he whose dreams have every one come true
To other men. I quite rejoice to see
My friends enjoy the happiness I knew
Was meant for someone—never meant for me.
And yet at times it hurts to think that she
I loved, should love my friend instead. Oh, then
I cannot quite rejoice that I am he
Whose dreams have all come true—to other men!"

His Friend:

"I am he, they say, whose dreams have all come true!
The fools! And yet, it pleases me to see
Them point me out, and whisper, 'I never knew
So lucky a man—wish luck would come to me!'
And yet—and yet I wish to God that she
Whom my friend loved had married him Oh, then
Daily would I rejoice that I am he
Whose one bad dream came true—to other men!"



"He's an awful fusser."
"I see, a petty officer."

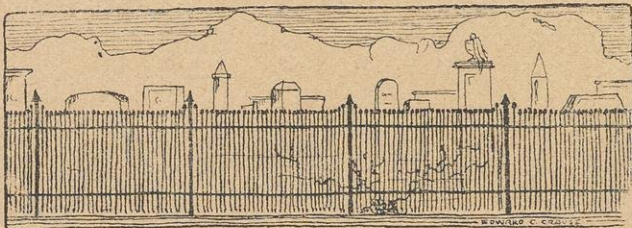
When Abel was a little tike and growing slowly up,
his mother, Eve, was never stumped to dress the
little pup; a cabbage leaf was good enough
to wrap the rascal in, and when he got
too big for that, she used a nanny
skin. But every kid I ever knew
and every little miss, wore
duds until the age of
two that folded
just like
this.

Mrs. Marshmalaprop Says,

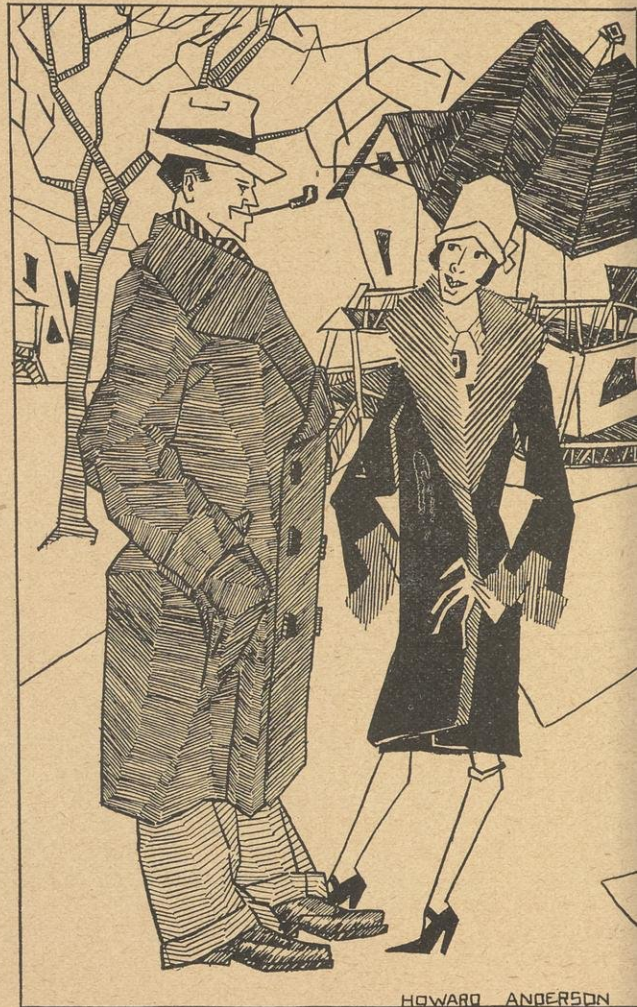
"Dat preacher suah made a lot o' scan'lous remarks about
de audyence, but he didn't stupefy anyone in p'tickler."

Our Own Prize Simile

So bored that he looked as if he had bought the world
for a nickel, and wanted his money back.

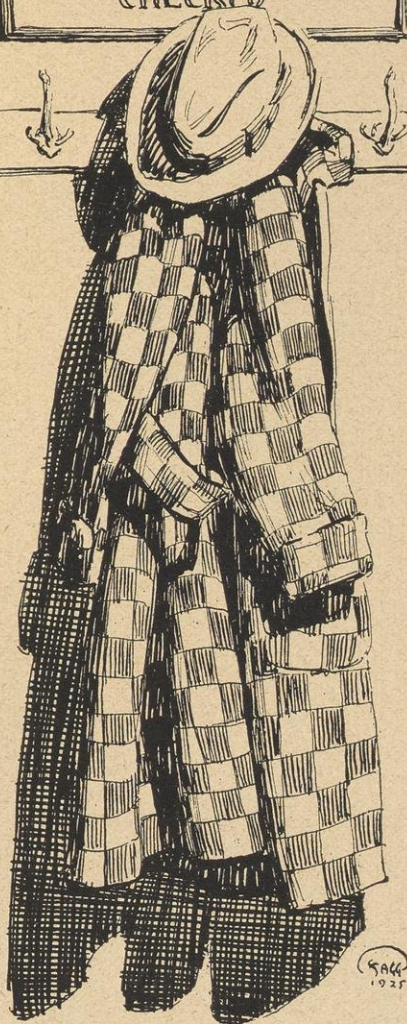


NOT A KICK IN A MILLION FEET

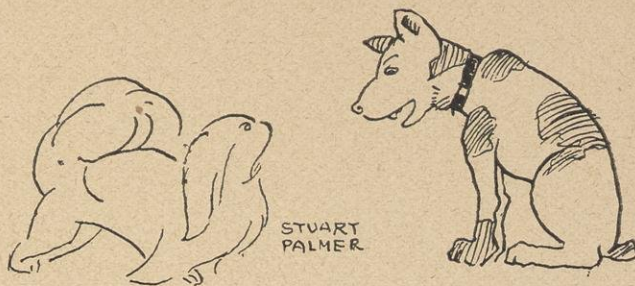


This: You've got to show me, I'm from . . .
That: Don't finish it, your ears give you away.

NOT RESPONSIBLE FOR
OVERCOATS UNLESS
CHECKED



PERFECTLY SAFE



"Yo-ho, Pollychromos, I hear that the treasurer of your house has swallowed a quarter."

"Aye, Epictetus, but some of the brethern will bring it up at the next chapter meeting."

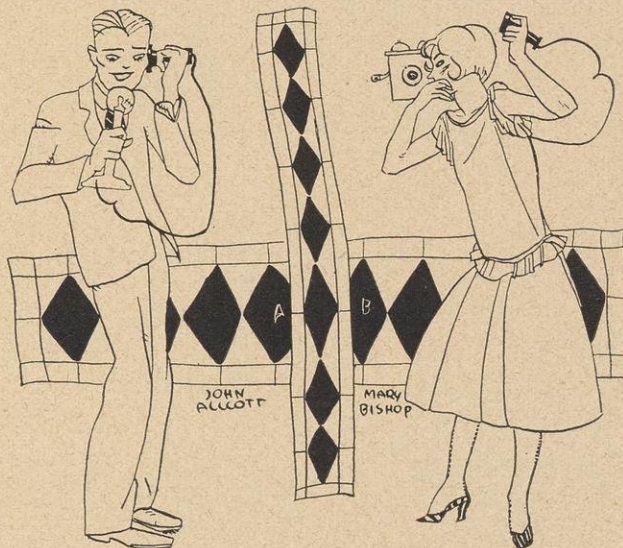


THE KISS

Over the shining silver track
That is Sea's handshake with Sea,
An stallion of fire and flying steel,
With a clickety-clackety-clicking of wheels,
And a shower of sparks for its twinkling heels,
Is bringing a Kiss to me!

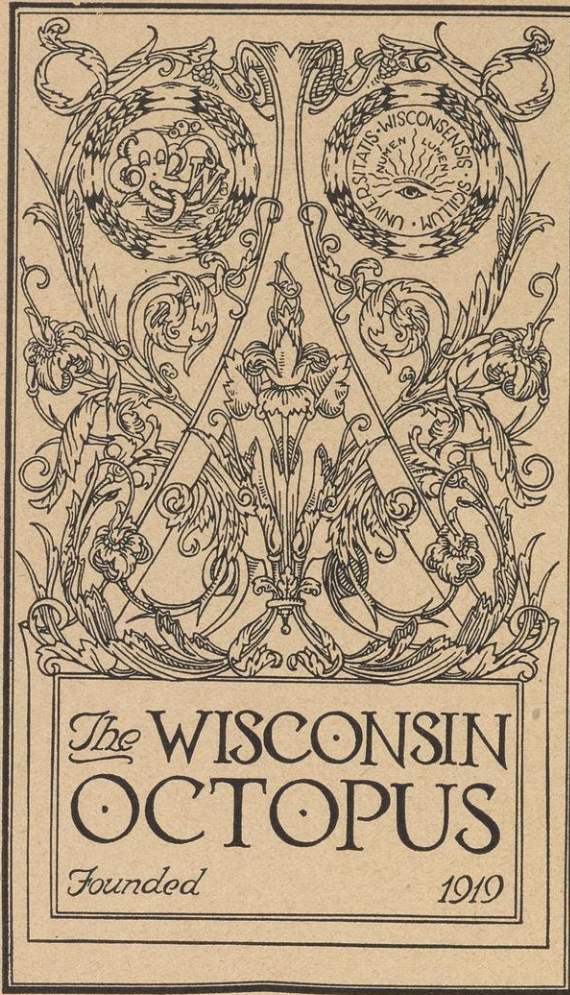
The startled poles that scurry past
Will never know of this;
But the wheeling landscape looks its fill,
The Trees are tip-toe on every hill,
And the Sunshine winks at the Window-sill,
And smiles at my flying Kiss.

It's rather little and soft and red,
As every Kiss should be;
And the sweet gray eyes a space above
Make it a pledge of an endless Love—
Heart, do you wonder I'm singing of
The Kiss that's winging to me?



She: I want to speak to—er—ah—
He: Just a minute. I'll see if he's in.

I am through with women; I can't understand them.
Last Thursday I was walking up the hill with Marie.
Marie is a nice girl, all her friends tell her so. We got confidential. "Tell me," she said, "my faults."
I thought to use tact. Flowery phrase after flowery phrase flowed from my lips. She stopped me in the middle. "You're lying to me," she said, "You're trying to be 'nice'. I hate you." And she walked on.
Last night I went on a date with Lenore. We got confidential. "Tell me," she said, "my faults."
I remembered Marie. I told her.
"You nasty thing," she said, "I hate you." And she walked ahead.
Whonell called them the fair sex?



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Vol. VIII JANUARY, 1926 No. 5



"Should Research Money be Ill-got, and Never Brought to Light?"

A Regent who lived on a Farm
 Feared that Science would do him some Harm.
 "I must stop this Research—
 It's attacking the Church!"
 And he went off to give the Alarm.
 "You're right," said a Regent in town;
 "Maybe that's why my Profits are down.
 Why, some say that War
 Shouldn't be any more—
 If that's Progress, on Progress we frown!"
 "Of course," said a humerous Stranger.
 "Your Businesses might be in Danger.
 Though you can't annex
 Just a few of those Checks,
 You can always be Dogs in the Manger!"



The Student and the Faculty Were Walking Hand in Hand

Wisconsin's University is like a Penitentiary; we seem to have a 'Faculty' for thriving as we do! The Plan is admirably clear: Whenever Criminals appear, we simply strive to keep them here another Year or two.

There was a Student recently who criticized the Faculty's Examination Policy; they swore that he'd regret it. 'Tis Sin to leave the common Rut; so, like the Carpenter somewhat, 'The Faculty said Nothing but "Sock him a Dozen Credits."

Then if you really like it here, and though your Graduation's near you'd like to stay another Year, this simple Plan is best: If from the Libe you take a Book, or in a Quiz you take a look, or take a Hat from off a Hook, the Profs will do the Rest!



"He fell from a forty foot ladder."
"Did he get hurt?"
"No, he had on a light fall suit."

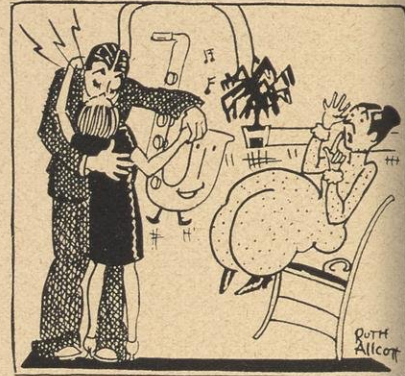
Collegiate Mother Goose

by Carl Nelson and Ruth Allcott



Mistress Mary, quite contrary,
How do your tresses grow?
With clips and shaves and permanent waves
At a dollar or so a throw.
Hippity hop to the barber shop,
Oh gosh, there's such a mob
I'll have to wait my turn, I guess,
To get my boyish bob.

Little Miss Horner went to the corner
Drug store, her Camels to buy;
There stood a Prof.; she bought things
for her cough,
For little Miss Muffet was shy.



Hickory Dickory Dock,
It's class time by the clock.
The clock struck ten,
We're late again
Hickory, Dickory, Dock.

Hi diddle diddle, trombone and fiddle,
Saxophones all in tune.
The chaperone can't see all the sport
When the couples begin to spoon.



Jack and Jill came up the Hill
Carrying their slickers,
Now which was Jack and which was
Jill?
They both wore socks and knickers.

Little Bo-Peep has lost her sleep
And I know where she'll find it:
She'll snooze away in class today,
And nobody seems to mind it.



Sing a song of sixpence, a big flask
full of rye,
Four and twenty students nipping
on the sly,
The first few got a good one, the little
flask was clean;
The other boys got angry, and told
it to the dean.

We didn't know just which was which
(I tell you I'm not joking!)
For both of them had boyish bobs
And both of them were smoking.



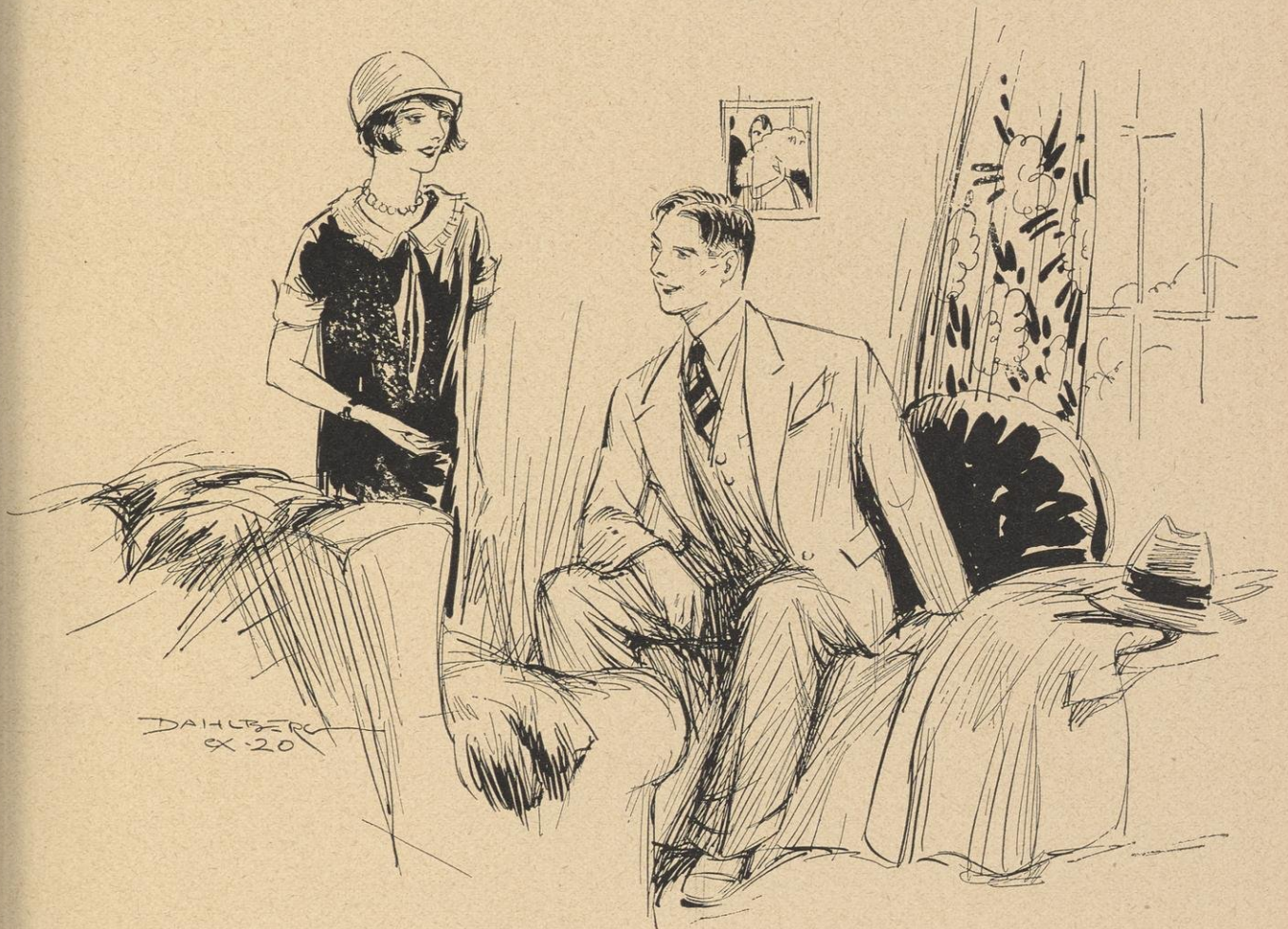
Mary had a little "Kid"
It grew to be a goat.
She sent it to the tannery
And now the goat's a coat!

Old Mother Hubbard went to the
wardrobe
To get her poor daughter a gown.
But when she got there, the wardrobe
was bare,
And all the girl wore was a frown.

The Pi Phi's had a little pup.
They called their puppy, Fanny.
But when the little pup grew up,
They had to call it Danny.

House Rules

1. It will be found that the walls make an ideal place upon which to draw pictures and to work out problems; each student is cordially asked to use them for this purpose, in order to save paper.
2. The landlord will cheerfully pay for all damages to rooms or furniture caused by playful or drunk roomers.
3. Good Music will not be tolerated in this house. Attempts on the saxophone and clarinet will, however, be appreciated.
4. Study hours are at the peril of the residents. However, it is suggested that they be arranged so as not to interfere with education.
5. Bathing at all hours, providing you can get into the tub. Never rinse out the tub; the next person will be glad to do it.
6. If proficiency in profane language is marked in any roomer, he should duly demonstrate this accomplishment for the benefit of others.
7. Students or visitors coming in late at night should take care to advertise the fact upon their arrival. The others will be glad to hear that it has been an enjoyable evening. Banging on the doors and breaking the furniture has been suggested as a good means of celebrating.
8. If these rules do not suit the occupants of the house, they have the privilege of leaving only after they have broken all the furniture and have smacked the landlord on the wrist.
9. Give a mixer once a week in your rooms for all the girls and boys that you know. If the dean of men calls you up, he's only fishing for an invitation; hang up the receiver.



*"How do you look with your eyes shut?
"How could I?"
"How could you what?"
"Look with my eyes shut."*

WHAT THEY REALLY SAID

Desdemona: Hey, you big rube, do you think that's funny?



Socrates: It ought to be good stuff; I paid enough for it.



The Lady in the Rue Morgue: You can't fool me, even if you did take your shoes off.

Marie Antoinette: Hey, quit monkeying with that. Don't you know it might drop?

KEEP OUR CITY CLEAN

The Sphinx, or What Got By The Dean Twenty Years Ago

(Jan. 12, 1900)

Once upon a time a very reckless student placed a kerosene stove under his bed before retiring. The night was bitter cold. After having slept what to him seemed but an exceedingly short time, he awoke and arose very, very rapidly because—he found he had but nine minutes to sew on a button, dress, eat oatmeal, get seventeen problems in mathematics and make an eight o'clock. Gracious, No! the stove wasn't lighted. That's where he keeps it.



(May 6, 1910)

The Lady of the formal
Is a creature supernatural,
A winsome wisp of prettiness, a vision
of delight,
Who is born for the occasion,
With the purpose of persuasion
And who fades away to vanish with
the dying of the night.

(June 15, 1905)

He: You are the breath of life to me.
She: Well, why don't you hold your breath awhile?



(May 30, 1903)

Jane: But I can be a sister to you.

Jack: Got six already, couldn't you make it a cousin?

(Jan. 13, 1908)

Historic Bit

Sir Walter Raleigh was about to engage the Earl of Liecester in deadly combat.

"The low hound had the nerve to call me a ruff neck," he explained to the sympathetic bystanders.

(Oct. 11, 1902)

There was a young fellow named Phil
Who was his own doctor when ill.

Being shifty and sly,
He would charge himself high
And then beat himself out of the bill.

(May 25, 1900)

"Do you understand the principle of this new scaffold?" asked the prison warden.

"I guess I'll soon get the hang of it," answered the condemned criminal.

(Dec. 23, 1909)

Farmer Jones: No, my daughter isn't goin' to the university. I wanted her to get more practical learnin'.

Farmer Brown: So you put her in the 4 C, did you?

Farmer Jones: No. In the 3 F.

(April 4, 1910)

"Hey!"

"What?"

"Just wanted to tell you you had two more hours to sleep."



(March 11, 1909)

He (impulsively): Let's kiss.

She (impassively): What?

Are You Going to Prom and Why?

Sure . . . I wouldn't miss Prom for anything; why, you can always borrow a tux from some fellow who isn't going . . . of course you have to send flowers to the woman . . . the whole thing can be done up right for about forty or fifty bucks . . . if you don't go to the parties at the house . . .

Maybe I'll take Bobs Merriwell . . . she's in my Eeon class . . . boy, wasn't she hot in Union Vod . . . only she'll probably have a date. . . No, I never had a date with her, but I could. I'm pretty sure I could . . . she speaks to me on the street. . .

Or maybe I'll ask Sterno Baker . . . boy, it would be the nuts to go to prom in that car . . . yes, I know that he goes around with Binny Vaseline, but you can't always tell . . . maybe I'll ask her . . . no, but I danced with her once at a Beta party and we got along fine. . .

Boy, I'd like to ask Grenadine Chessnott . . . wouldn't that be hot to drag the queen of last year's prom to this year's . . . only I don't rate so hot at the Pi Psi house since we nailed up that sign on their porch Homecoming . . . you heard about that, didn't you? . . . Well, we painted a sign and put it up on their porch . . . Bill and I . . . it read, 'WE CAUSE NO SCANDAL.' But maybe I'll ask her anyway and try it . . .

Anyhow, it won't be hard to get a date for prom . . . there'll be lots of girls crazy to go with me . . . crazy . . . Too bad I'm blackballed at Barnard . . . but next semester there will be a new chap-erone there . . . maybe I could get her to go to prom with me . . . and square myself forever . . . pretty hot to get a drag like that . . . huh?

I don't know who I'll ask . . . maybe I'll import a little wench from my home town . . . her folks live next door to my folks and when I was home I used to see a lot of her. . . Boy, she would get away big down here . . . do you have to pay a girl's railroad fare when you import her?

Uh huh, I think that every fellow ought to go to prom at least once. . . in his Junior year, at least. No, I didn't get on the prom committees. . . I got a dirty deal. But I wouldn't have taken a job anyhow . . . it's a lot of work and nothing in it . . . don't you think so? Anyhow, Jeff

Burrows told me who he's taking, only I can't tell you guys, because I promised . . . anyhow, it isn't an Alpha Glamm. . . You'll see her at prom. . . Yeh, so'll I. . .

—Stew.

INVOCATION

R. Waldo Izard

*That you may wake of night
And hear
The rain that drips so dead
And drear,
I pray the Gods. . . .
And on your lips may feel
The flame
Of love, and call aloud
My name,
I pray the Gods.
That you may see dawn bring
Regret
For dead Love you can ne'er
Forget. . . .
Ah. . . . I pray the Gods!*

PSALM

Margaret Powell

*The memory of stars will keep me sane,
The memory of winds will keep me clean.*

*I have sat at the back of a sunset
And seen the colors drift out of the sky.*

*I have seen the blue evening come out of the earth
Like fragrance out of a flower.*

*I have seen the white scythe of the North Point Light
Reap the sky.*

*The memory of winds will keep me clean,
The memory of stars will keep me sane.*

A Little Nonsense

*Oh! Oh! The night is pitchy black!
There's bats in all the air!
There's pollywogs in the clover stack,
And chewing gum in my hair.*

*Oh! Oh! The blithering moon-beams flit
In riot 'round my head,
Crocodiles coo when the lamp is lit;
There's mud in my trundle-bed.*

*Oh! Oh! I shall wake in a gory blaze,
With twenty suns in the sky,
With wits as clear as a London haze,
Since man is born to die.*

THIS modern age—when a man has to spike the whisky to get drunk!

"Is your cold worse?"

"No, indeed—husky as ever."

A Big Radio Man from Ayre

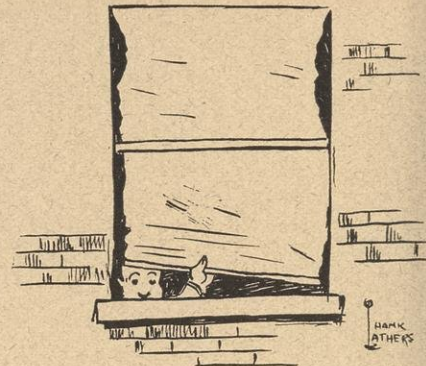
"Pardon me, is that the drug store, with the candy in the window?"

"No, that's it over there—'Motorcycles and Radio'."



"You'll soon be running up a bill with the undertaker if you don't stop drinking bad liquor."
"Thash all right, I won't have to pay for embalming, anyway."

It is not true that Red Grange is a Chinaman just because he belongs to the ice tong.



THAT HOUSE NEXT DOOR

"What's Greek for boiled water?"
"Soup."

Pardon, if I laugh at you;
You really are quite funny—
I asked you for a ten spot
And you gave me the money!

"You went right by me yesterday
and didn't even recognize me."

"Well, you see, I had my room-
mate's glasses on and he doesn't know
you."



"College has made me a man."
"Oh, where is he?"

There Were 90 and 9—and 44/100

"I have a very nice girl. Every-
time I go over to her house she gives
me lots of soap."

"Soap?"

"Yeh. Soft soap."

The chorus contained nineteen
beautiful and charming young ladies.
That is, if figures don't lie.

"That, Martha, is an tyrannosau-
rus."

"But they died millions of years
ago, didn't they?"

"Yes."

"And there aren't any alive to-
day?"

"No. No man has ever seen a live
tyrannosaurus."

"Then how did they find out that
their name was tyrannosaurus?"



"Time flies."
"You can't—their flight is too uncertain."



"An' th' Dean said to me . . ."
Fine feathers make fine feather-beds.

Author: This part calls for a man of iron.

Actor: I see, a hard character.

"I played Santa Claus at the Signify nothing Christmas party last month."

"Well, you've played Santa Claus for one of their girls all year."

Mrs. Marshmalaprop Says,

"Ah suah answered de jedge in proper terms dis mornin'. When he asked me did Ah beat up my husban' las, night, Ah says, 'Jedge, de answer to dat question am in de infirmary.'"

Sad-Eye Slim slouched into the Sunup Saloon and slumped saggily into a sitting posture on the sofa.

"Kin ye give a pore feller a hand?" he asked.

"Our largest glass," replied the bar-keep coldly, "holds only three fingers."

No, Clarabella, locks do not grow on trees, in spite of the fact that the papers say burglars pick them.

The maiden smiled encouragement
Our hero took his cue

* * * * *
* * * * * 000000!

"What horse do you think will win?"

"The one I haven't bet on."

"I know a man that has been training for forty years."

"Huh?"

"Yeh. He's a railroad conductor."



At the party last night Bill asked me to laugh and be merry, but I said I'd rather be myself.



'Liza Lou Says,

Big Brother said Sis was so dumb she thought Elinor Glynn wrote the Passion Play.

"It's Art, but is there any money in it?" said the stude who received a fancy envelope from home.

She: What is slang?

He: Slang, my dear, is a new way of saying something old so that no one can understand it.

OH GIRLS
AIN'T IT
GREAT TO
BE ALONE
WITH HIM
WATCHING
THE SUN
GO DOWN
AND HAVE
HIM SAY
HOW BEAUTIFUL
AND THEN
FIND THAT
HE WAS
REALLY
LOOKING AT
THE SUNSET!



"Wonder what old Joe is trying to grow on the rink;
he's always watering it."
"Probably an ice plant."



"They do say you're a jinx."
"Who do?"



The Qibjub

The qibjub is the strangest bird.
(But, of course, you must have heard
About this creature's crazy actions.)
His favorite food is proper fractions.

(What a bird!)

He wears rings and light fawn spats,
And purple cuffs and orange hats,
And a green and gold necktie.
(He has a monocle in his eye

So I've heard!)

He's always swathed in Turkish towels
And yells the most unhealthy howls
Whene'er he goes on dates alone.
(He always wants a chaperone!

How absurd!)

He never smokes, nor gets too tight,
Nor pets, nor stays out late at night,
Nor sings so loud he can be heard.
I'm glad I'm not a quibjub bird!

(You're assured!)



Once there was an old and righteous king, who had
three pages, Winkin, Blinkin and Nod. Historians tell
that one night Winkin and Blinkin and Nod obtained the
key to the royal wine cellar and two hours later were dis-
covered by the watch tearing up the sidewalks around the
castle. After a short interment they were brought be-
fore the wise and just king and he gave them each ten
years in the regal hoosegow.

"Why," queried the Warden, "Why such a long sen-
tence?"

"Because," said the King, "I can use only one sen-
tence on each page."



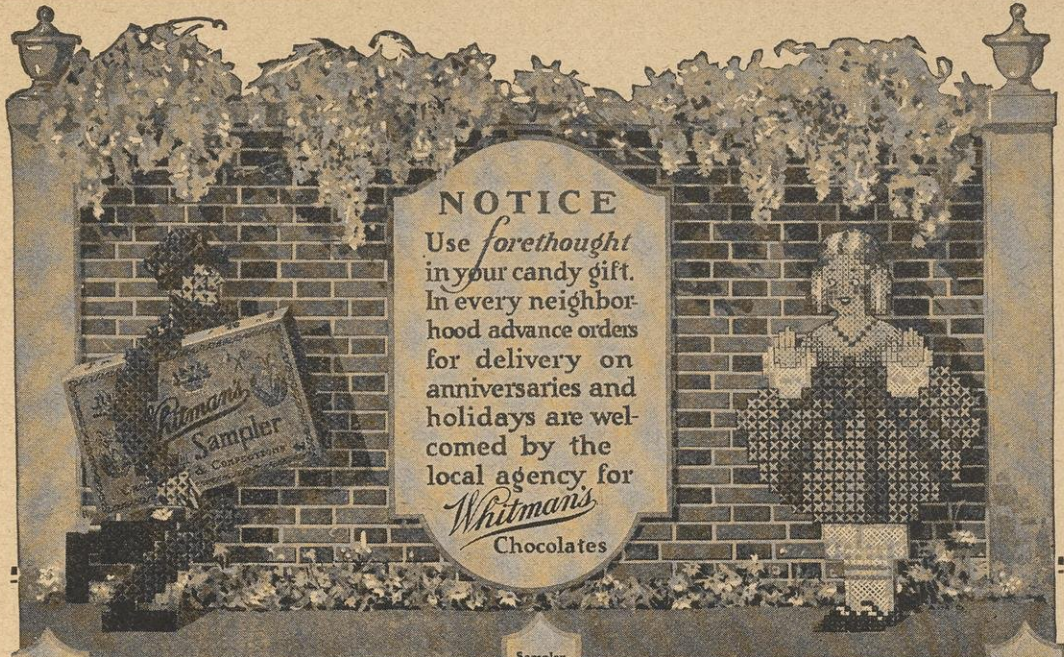
"Give a sentence using the word, 'deduce.'"
"My old man gave me de duce last night."



"I can't wear my pajamas out."
"Why?"
"It would be indecent."



THE EYES HAVE IT



Now there are more than sixteen thousand active "agencies"—stores serving the public with Whitman's Chocolates.

These are *selected* stores, one in nearly every neighborhood in the land. They are drug stores, mainly, because the "drug" store today is the outstanding public servant among retail stores, a popular store by day or night.

Last year these progressive stores were able to serve thousands of people better by taking their orders in advance of holidays and anniversaries. At the proper time they sent the candy containing the customer's card and greeting. It is human nature to remember—and then forget. Our agencies did the remembering.

Let the local Whitman agent have your order when you think of it—for the Valentine box, the Easter gift, the Mother's Day remembrance, the *bon voyage* package, for the birthday or wedding anniversary. Then though you forget it, your remembrance will be on hand at the proper time.

Whether you buy Whitman's in a large city or a remote village the dealer is a selected agent, with an interest in maintaining our reputation for quality and service. The candy is sent him *direct* from Whitman's, not through a jobber or middleman. Every package he sells you must give complete satisfaction. It is doubly guaranteed, by the agent and by Whitman's.

STEPHEN F. WHITMAN & SON, Inc., Philadelphia

New York

Chicago

San Francisco

Whitmans famous candies are sold by

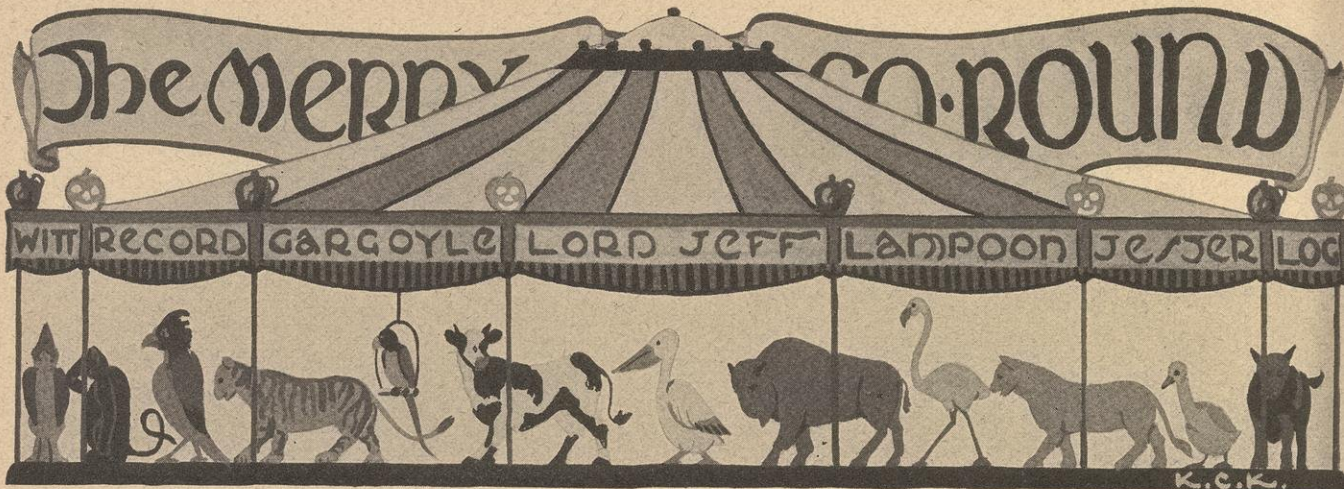
Loemier's Candy Shop,
426 State Street.
Cardinal Pharmacy,
831 University Ave.
The Chocolate Shop,
528 State Street.
Collyer's Pharmacy,
14 E. Mifflin Street.
Dettloff Pharmacy,
Main & Pinckney Sts.

J. C. Keefrey,
19 N. Pinckney St.
Rennebohm Square Drug Store
13 West Main Street.
University Pharmacy,
State and Lake Sts.
Rennebohm Badger Pharmacy,
University and Randall
Norris Court Pharmacy,
220 E. Johnson St.

Rennebohm Central Store,
208 State Street.
Menges Pharmacy,
26 West Mifflin Street.
Menges Pharmacy,
901 University Ave.
Menges Pharmacy,
1825 Monroe Street.
Menges Pharmacy,
1511 Monroe Street.



Special
Wisconsin
Package



Garbage Light

Those who burn their trash by day
Do it in a provincial way—
They should let their firelight
Glimmer through the dusky night,

With old cardboard's fevered flare
Throwing shadows here and there,
And their stacks of unpaid bills
Making beautiful the hills.

—*Yale Record.*



A back fence is the shortest distance between two gossips.

—*Punch Bowl.*



Coach: Smoking, hey?
Fullback: No, Camels.

—*Augwan.*



Board of faculty: But, remember, professor, your university is calling you!

Dean (who has just resigned): Yes, but different parts of the university are calling me different things.

—*Vagabond.*



In most of our modern plays the curtain lowered during the act indicates, not a lapse of time, but a lapse of morals.

—*Vagabond.*



Doctor: It's a boy, professor.
The A. M. Prof.: What is?

—*Royal Gaboon*

Monkey on a Rope

Why do I grope
On life's rope
Holding fast?
The end so near
Should dissipate fear,
Yet slipping, I climb
Till my span of time
Has passed.
Capricious juggling. . . .
Monkey struggling. . . .
Poor me!

—*Beanpot.*



She (noticing some ashes): Oh, someone has been smoking in this beautiful building.

He: Be quiet, dear. This is the crematorium.

—*Vagabond.*



One night a prowling leopard
Was shot by an angry sheopard,
And the next day they found,
Lying dead on the ground.

The leopard the sheopard had peopard.

—*Yale Record.*



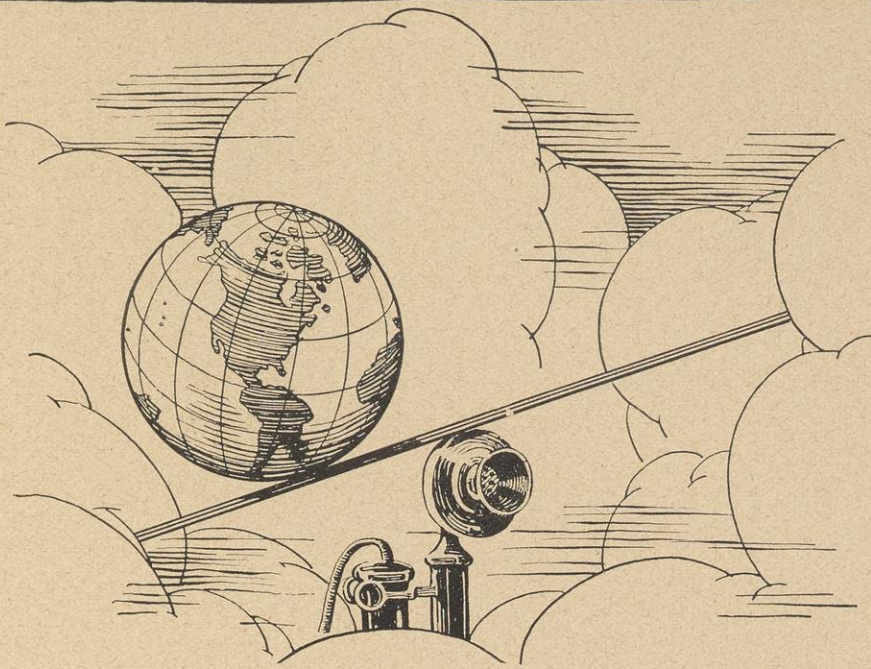
"Have you lots of friends in the navy?"
"Oh, yes—Gobs!"

—*Royal Gaboon.*



Camels on the table denote a hell of a strong table.

—*Jack-o-lantern.*



A fulcrum for every modern Archimedes

“GIVE me a fulcrum—and I will move the earth” said Archimedes. Too bad that he lived twenty-two hundred years too soon.

For you modern followers of Archimedes, you men who apply his well known principles in the study of mechanical engineering, the fulcrum is ready. If a part in helping the earth to move appeals to you, look for your fulcrum in the communication art.

A world of possibilities opens up here for the man whose bent is mechanical. Distances shrink because mechanical engineers have found how to draw well-nigh every bit of air out of a repeater tube. A million telephones are made—and the millionth is like the first because mechanical ingenuity has shown the way. Quantity production in a great telephone plant calls for constant improvement in mechanical technique.

Every day is a day of new facts, new things, new achievements by mechanical and electrical engineers. Nothing stands still. Here the world *does* move.

Published for the Communication Industry by

Western Electric Company

Makers of the Nation's Telephones

*Published in
the interest of Elec-
trical Development by
an Institution that will
be helped by what-
ever helps the
Industry.*



Fine Tuxedos

The social calendar calls for such clothes and here they are. Correct in style, fabric and tailoring.

\$47.50

BROWN & BAREIS
220 STATE STREET
"Trade with the boys"

MEAT

Goeden & Kruger
Inc.

*Get out for something
See George Berg*

"Listen, wife, I can't come home tonight. The boss is keeping me late to check up some books for him and then I'm going over to see old Hank McCarthy, he's sick, you know. Thought I'd better drop in and see how he's getting along. I may be home about one or two, but don't expect me."

"All right, Joe, but remember, I get half of what you win."

Wouldn't it be fun to see all the germs celebrate in a baccinal?



Unsuccessful Hunter: I only had one shot all day.
Irate Wife: What did you do with the rest of it?

*WE wish to extend our
heartiest and best wishes
for a happy new year, to
all the students and alumni*

The University Music Shop

511 State Street

JESS COHEN

HARRY MINIK



UNFINISHED WORSTED, OF THE TEXTURE AND SOFTNESS REQUIRED FOR MODELING ELEGANT AND COMFORTABLE DINNER AND STAG CLOTHES, HAS BEEN EMPLOYED BY FINCHLEY IN EXECUTING A MOST DISTINGUISHED STYLE. THE JACKET IS COLLEGIATE IN CHARACTER AND HAS BROAD SHOULDERS, CLOSE-FITTING HIP LINES AND PEAKED LAPELS.

SIXTY-FIVE DOLLARS

TAILORED TO MEASURE

FINCHLEY

**Fifth Avenue at 46th Street,
NEW YORK**

The experiment of having women as wardens in the state penitentiaries has been given up. The first woman warden was a former telephone operator and it was her duty to lead a man out to be hanged. After the hanging was over, and it was a very successful hanging, it was discovered that she had gotten Convict F6053 instead of G6503, as had been ordered.

“Will you love me?”
 “But I’m already engaged.”
 “Who said anything about an engagement?”



Papa, give me some pin money, I want to go bowling.

O. M. Nelson & Son

Incorporated

Diamond Merchants

and

Silversmiths

Prom Party Favors

21 North Pinckney Street

Nelson Building



Photo by Vinge

Illustrating the Trifles that Make Perfection

The broad, long lapel, finished in heavy ribbed silk instead of shiny satin—low buttons and pockets—wide, straight trousers—

The stiff bosom shirt, wide wing collar, and full sized bow, all adding to the more formal effect so evidently correct this year.

The new black hat, in the popular small shape.

A perfect turnout for Prom.

And most reasonably priced, quality considered. The coat and trousers illustrated are

\$45

BAILLIE O'CONNELL & MEYER
INCORPORATED
QUALITY SERVICE

23 E. MAIN

On the Square

Our rebate checks can be used NOW

*Come in and browse around
 in Madison's only
 "old book shop"*

Thousands of second hand books **10c** and up
 on all subjects - - - -

Text Books and Students Supplies

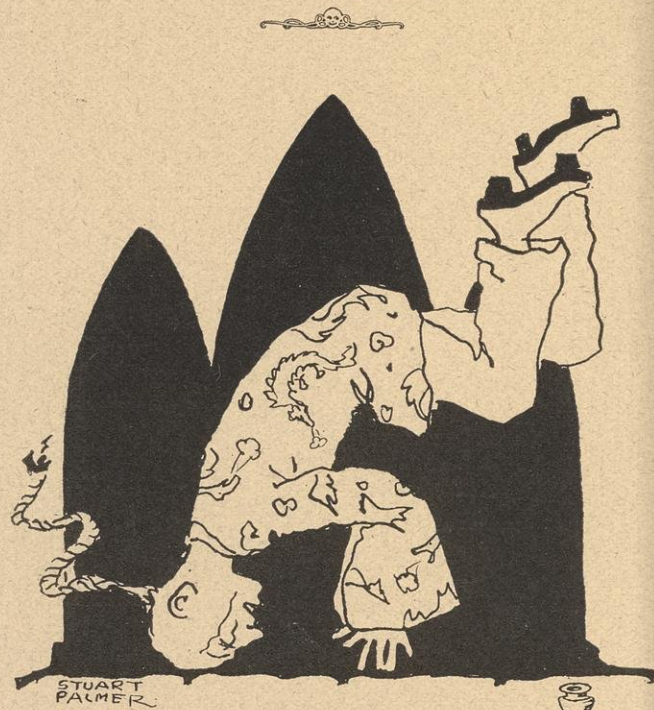
BROWN BOOK SHOP

Established 1911

623 State

Opposite Lawrences

'Tis better to be suspended in a university than in a penitentiary.



Something Preying on His Mind

Diamonds

Watches

R. W. NELSON
JEWELER
320 STATE
WATCH REPAIRING

Clocks

Silverware

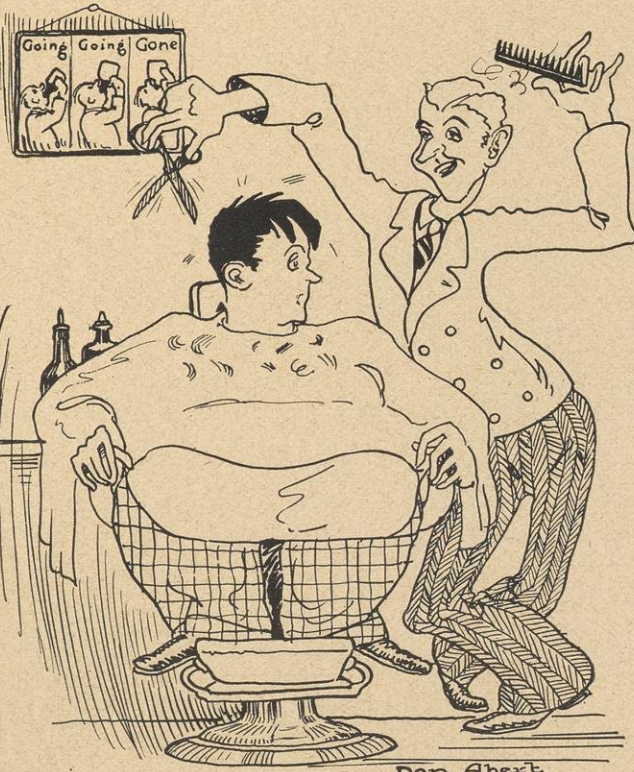
Have you met our new Chef?

If not, come in and get acquainted.

University **Y** Cafeteria
Home Cooking Reasonable Prices

740 Langdon

Fairchild 2500



"Why all the cutting up, Figaro?"
"For shear joy, sirrah, for shear joy."

Walk-Over

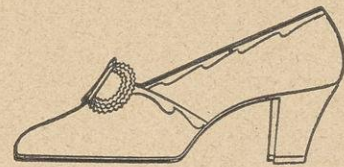
TRADE MARK REG. U.S. PAT. OFF.



*Cold Weather
"Welts"*

A joyous freedom seems to envelop one when briskly stepping forth in new welt soled slippers.

They are designed for out door wear and their sturdy smartness seems to take the sting out of the cold wintry days.



Balaban's Walk-Over "Boot Shop"

611 STATE STREET



Come on —help!

I've been writing this Mennen Column for twelve years— with an average of thirty thousand miles a year in Pullmans on the side. I'm not quitting, but I'm not too big to call for help. Pretty nearly every man whose mind hadn't hardened before I could work on him has tried Mennen Shaving Cream. It's no use to argue with a man who is convinced.

It will take a smarter writer than I am to add to the appreciation of a shaver who, after years of suffering, has known the deep, soothing joy of Mennen Dermutation. You know dermutation is the laboratory name for what we regular guys refer to as a licked beard.

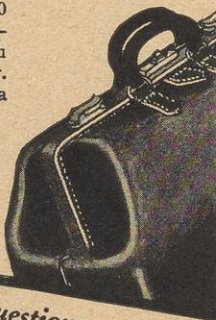
I can't, and I doubt if you can, express in words that thrill of victory when, for the first time, your mean, tough piano-wire bristles quit like a dog—just naturally collapsed so that about all a razor had to do was to wipe off the wilted stubble.

But here is my proposition: I want the shavers of America to help write my stuff.

At the bottom of this column, I ask a question. The best answer to that question wins a splendid traveling bag that you couldn't buy for \$50.

I want quick action—this contest closes February 15. I'm the judge. Contest open to all. No strings or conditions except that answers are limited to 100 words. Winning answer will be published as soon as I can pick it. If you don't win this contest, watch for another. I may run several of them. The bag's a beaut. I've never toted one as good. Hand made—big, classy and will last like the Mennen habit.

Jim Henry
(Mennen Salesman)



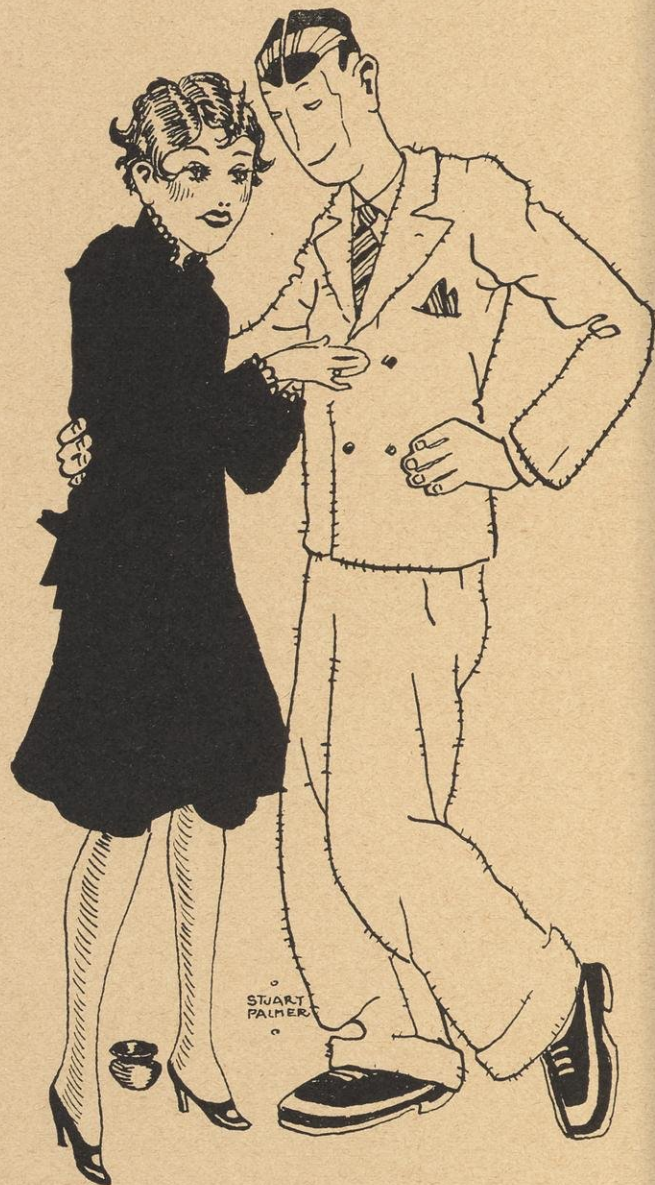
Here's
the Bag

Here's the "Prize" question:
When did you first use
**MENNEEN
SHAVING CREAM**
—and why?
Are you a regular Now?

Contest closes February 15. Write 100 words or less. Watch for another question in early issue. Mail your reply to THE MENNEEN COMPANY, Jim Henry Contest, 353 Central Avenue, Newark, New Jersey

"Come on over to our party tonight."
"Sorry, old man, I can't, I have Saint Vitus Dance."
"Come on along anyhow. We'll give you the cocktail shaker."

A man in Milwaukee saw a sword-swallower perform at the side-show, so on the way home he bought six knives at the ten-cent store. He wrote the nurse on a pad of paper that he thought there was some trick to it.



She: Why don't you like my father?
He: Because his footprints leave an awful impression on me.

Are You Ready For Prom?



Prom festivities will soon be upon us, so it's not a bit too early to think about your evening clothes. If you haven't a tuxedo come in and let us show you the new models. You'll find that this season coats are wider at the shoulders, lapels are very broad and notched, Trousers are of medium width and straight-hanging. Perhaps you already have a tuxedo. If so be sure to look through your accessories and see that you are well supplied.

\$30 to \$45

506-508
STATE ST.

The Co-op

ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER

Waistcoats of black plain or figured silk, both single and double breasted \$6 to \$12.

Semi-stiff bosom shirts, plain pleated, or pique, including the new one button model \$2.75 to \$6.00.

Black ties in plain or figured silk either bat wing or the new butterfly style 75c to \$1.25.

Studs of smoked pearl bordered with silver. Set includes cuff links and three studs 50c to \$5.00.

Evening pumps in dull or patent leather, with pliable sole for dancing \$7.50.

Mufflers of knitted or rayon silk in white, black, grey, or combinations \$2.50 to \$5.00.

WHAT'S WRONG WITH OUR MEN?

An editorial written exclusively for the Wisconsin Octopus.

As it is, our men are all right, only except that they've got funny ideas and sometimes they look funny. Now they think — of course you can't blame them for that, because even we girls do that—what I'm trying to get at is what they think. Well, they think we girls are all dated up three weeks beforehand and so they make dates four weeks ahead of time, and

(Detour for Picture)



"Then I went home to take care of all the little incidentals."

"Why, I didn't know you were married."

then the girls make believe they've got to write it on their wall so's they won't forget about it, but you just go into any sorority house and you won't find many names on the wall 'cause all the girls have got to think of from the time you call them until the date is the date and the letter she writes home telling all about how popular she is.

Another thing they think is that you've got to say nice things about a girl—and you know it's awfully hard to think up nice things about a girl who really isn't that kind, and so you've

(Top of next page, please)

Do You Want Something

- Artistic
- Beautiful
- Decorative
- Useful
- Unusual



Come to
The Unique Shop

130 State Street

Prom Parties--

Are a success with Chocolate Shop favors, novelties and punch.

The Chocolate Shop

The Home of Hot Fudge STATE STREET

Let us help you make this the most enjoyable and profitable year of your college life.

Bring in your topics, notes and themes, and let us put them in good shape for you.

You may bring us your thesis in any form and be assured it will be accepted by the library.

We also do mimeographing and tabulating on all widths of paper.

College Typing Co.

Corner Lake and Langdon

Badger 3747

Prom Footwear

Silver, Satin, Patent Pumps

\$5.00 to \$8.00

Men's Patent Dress Oxfords

\$5.50 to \$8.00

SANDER'S
Formerly
Blind & Sander

217 State Street

Tan and Black Balloon Toe Oxfords \$5.00 to \$9.00



The Glow of Health, Happiness and Youth

is the reward to the woman who cares for her beauty, who turns to the expert for advice and help in developing her natural charm.

It is this woman that we serve; the woman who realizes that hers is an individual beauty problem, a special need requiring the individual attention of an expert.

SCOTT'S BEAUTY SHOP

672 State St.

Make your appointments now for Prom

just got to use something you learned from Ethel M. Dell or Octy, and all the while the girl is thinking about her toothbrush which she left on the wash basin and wondering who's using it now and what a fool you are.

Which all shows that men think even if they think all wrong, and now I'm going to show you that they look even if they look all wrong. Now I don't mind trousers that flare on the sidewalk as long as it isn't done at the sacrifice of the top and the flowing trouser are hard on us girls because we

(Just skip the picture)



She: No man shall love me for my beauty.

He: Never mind dearest, I love you anyway.

can't see the Rockfords to see whether the man is old-fashioned or collegiate.

I've talked about trousers, and now I better say something about coats because they sometimes wear them too when the cuffs on their blue shirts are dirty, which is quite often, judging from the men I see with coats on. Well, all I've got to say about those new coats is that they're so big and square that I hate to dance with a man wearing one, because I feel like the buttons down the front in contrast.

"Straus for Student Printing"

1926 and YOU

A new year means new printing problems. It's the beginning of 1926, and a happy one. What are you going to do about it? Are you going to keep it a happy, a prosperous New Year by looking carefully into your printing needs? Come to Straus and we'll help you analyze them.

And you—the college student—are you going to neglect your best educational opportunities? We'll gladly show you through our printing plant.

There's Added Weight in the Printed Word



118 E. Main—Near Square
Badger 1763

For that Formal--

Flowers from Rentschler's are always most acceptable.

Rentschler
FLORAL CO

Store at 226 State
Open evenings till eight



Prom!

The time to look your best.

Make appointments early to avoid disappointment.

Expert operators in all lines of Beauty culture.

**EBERHARDT'S
CARDINAL
Beauty Shop**

625 State. F. 3966

Suits Cleaned and Pressed
\$1.00

Wool and Serge Dresses
Cleaned and Pressed
\$1.00 up

Suits Steamed and Pressed
50c

Yours for better work at a lower price.

Pantorium Company

538 State Street

B. 1180

“What did you see in Quebec?”
“Well, I saw a mounted policeman walking down the street.”

A NEW POLICY

under

THE SAME MANAGEMENT

hurrah! They haven't flunked yet

FEB. OCTY Dos bittos

No, Alonso, it is neither correct nor proper to say that the chief mathematician of a company is a mere figurehead.

Petted: Say, you're pretty smooth
Petter: Yeah, I know my oil.

BOOKS

The Students Book Exchange

The logical place to secure your second semester books. 30 to 50% reduction on used copies. 10% discount on new books.

Gatewood



The Hub Features
**SOCIETY BRAND
TUXEDOS**

Here's a tuxedo that's absolutely correct in cut, faultless in tailoring. Nobody has ever made tuxedos like Society Brand, and we don't believe anybody ever will.

THE HUB
MADISON, WIS.

F. J. Schmitz & Sons Co.

What To Do Week-Nights!

It's estimated that over 158 Wisconsin men ask themselves, "What to do and where to go with the date?" every week-night in a college year.

Walking is very "butter and egg" in these days of roaring motors and so the "big league boys" rent a car for a comely stipend and enjoy what is known as a "large evening". And the lads who know their stuff call

Capital City Rent-A-Car Co.

Fairchild 334

434 West Gilman



The Hetty Minch Shop

226 State Street
Phone B. 3029

Now is the time to phone for an appointment to plan your prom gown, or wrap.

ISN'T THIS WHAT YOU WANT?

A gown to bring out the full charm of your own personality and to make prom an outstanding success.

Gowns designed and made at this shop have been outstanding at prom for many years. All garments will be personally planned and fitted by Miss Minch.

READY-TO-WEAR

A few imported beaded evening gowns at very attractive prices.

(Over Rentschler Floral Store)



A.K. BRAYTON

"What do you think of Shakespeare's plays?"

"Never heard of them. What did he play, quarter-back?"



"I've got your goat now," said the fraternity house burglar as he snatched up three fur coats.

ALFORD BROS.

Laundry Company

A
Student Laundry
for
Forty-one Years

113-115 North Carroll Street
Badger 172



Sweet: Did you say you took Gym on the lower Campus?

Ness: No, we usually go to the Drive.



“Jeff” is busy with elaborate preparations for the glorious

“Prom”

the sparkling social function of school life. The function that calls for such faultless attire as we have prepared to serve you with.

The Tuxedo will of course be the outstanding garment and we are featuring them with all the correct refinements in tailoring, styling and trimming effect.

The “Reeves”

At \$60.00

The Langdon \$50. Others \$40, \$70

Here you will also find every acceptable accessory — Waistcoats, Mufflers, Hats, Shirts, Gloves, Ties, Hose and Jewelry.

The “Bostonian” Tuxedo

A dance shoe of style and grace befitting the best dressed.

Patent \$9.00 Dull Calf

KARSTENS

Talking about jokes - -

—the funniest thing we know of is a student's going thru college.

SANS KODAK

—but in the after college days that will not be so funny.

Start a Kodak Record

now

Of Your College Days

The House of a Thousand Kodaks



"Jim's a 'con' man!"
"What class of people does he swindle?"
"College professors."

"Did you know there's only one Chick in Chicago?"
"Yes, but there's more in Baltimore."



Modest Young Man Going to a Poker Party.

NOT Fire Insurance
NOT Life Insurance
BUT

OCTY announces a
New Policy
for FEBRUARY
shh shh it's a secret

Ford

NEW CARS

USED CARS

SERVICE

Fox

MOTOR SALES CO.

330 W. Johnson Street
Badger 390

"I'll meet you, sirrah, behind the palace, at daybreak."

"Jake with me, old top; but I'm going to taste the stuff before I pay for it."

"What kind of neckties did you get for Christmas?"

"Rotten! Not even my roommate will wear them."

"My head aches."

"Ah, the aching void!"

MAKE IT A MORE Successful Year

By
"Taking Your Cue from Mautz"

! CIGARS **MAUTZ** BILLIARDS

821 University Avenue

20% discount for cash call

Are You Ready for PROM?

Get Those Tux Shirts and Collars
Laundered at the

Madison Steam Laundry
429 State Street

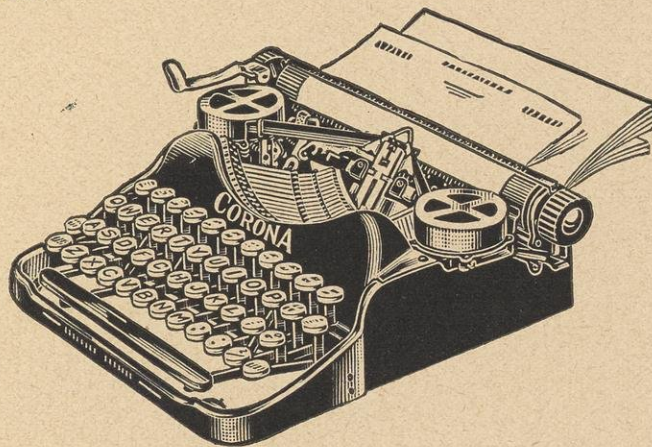
The Corona Four and 1926

In 1925 93% of our portable typewriter sales were CORONA sales; yet we sell all makes of new portables. And why? Because the Corona Four is the **only** complete portable. Because it has all the features of the big machines and because it stands the gaff of hard usage and still is priced at only \$60.00.

Many students take advantage of our easy time payment plan whereby the machine can be paid for as low as \$5.00 per month.

Come in and buy a new Corona and make 1926 a "grade point" year.

"It is cheaper to own than to rent a typewriter."



Brewington Typewriter Co.

Distributors for Southern Wisconsin

533 State Street

Badger 222

We Rent Tux's

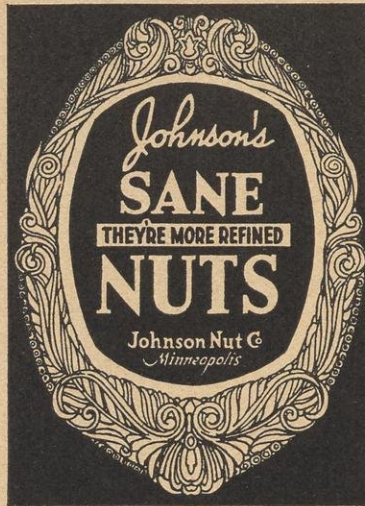
—
For All Occasions

Reserve Yours
For PROM
Now

—
\$4.00 Per Evening
\$5.00 Two Nights

Campus Clothes Shop
University Ave. at Park

*Satisfaction Comes
from the
Highest Quality*



Do You Know Yourself?

Or are you hiding under
a six months' growth of
hair.

Come out from under.

at

RUNKEL'S

BARBER SHOP
624 State Street

Anything From

A SHAVE

to

A SHINGLE

"Hey, that election is crooked."

"Howcum?"

"Why, I went into the voting booth and saw Jim
Feebly and Roy White stuffing the ballot box."

"When did you see that?"

"The third time I went in to vote."

Ever hear about the man who put the sign in front of
his restaurant, "Service With A Smile"? His rival across
the street then went him one better with a sign, "Service
That's a Scream."



"Did you ever work at the Mint?"

"Sure, but the gin always spoiled the julep."

How Is Your Coal Supply

WHEN IN NEED OF COAL

WHY NOT RING

CASTLE & DOYLE

BADGER 1993

College Beauty Shop

Now in our New Location

- Marcel - - - 50c
- Shampoo - - 50c
- Bob Curl - - 35c
- Manicure - - 50c

Call Badger 5306 for appointments
414 W. Gilman St.

J. B. Drives Fuel Co.

COAL, WOOD, COKE
BUILDING MATERIAL

Phone B. 628; F. 4191
303 S. Patterson St.

“GOOD COAL MAKES WARM FRIENDS”



“Their Formals are glorious”—

“At Ada's ?”

“Ada's-of Course- and you know Prom is'nt far off—”

219 State Street

Mrs. Malaprop Says,

“My ma was so strick, she never let me set in de parlor with a man, without a shampoo.”



He: I understand that our friend Jim has six new law suits.

She: Is that so? He always was a classy dresser.

“Mother, what kind of a suit has Daddy got on?”

“That's a dress suit, Bobby.”

“Where's the skirt?”



“Back to the 'stics,” cried the industrious student.

Good Food--Good Music

You can get both at the same time. The food is good, well-seasoned, and you can get plenty of it at reasonable prices. The music is plenty hot. Come in and hear for yourself.

The College Refectory

State Street near Lake



*Those Who Banked At
“The Branch”
Can Go To Prom*

A “Branch” checking account allowed them to keep their expenses in hand with the result that they saved enough this past fall to go to Prom. *Try it YOURSELF!*



Branch Bank of Wisconsin
The Students Banking Headquarters
State at Gilman



"It Won't Be Long Now"

As The Monkey Said When He Backed Into The Lawnmower

The 1927 Prom isn't far off. You can take your prom date everywhere without going broke paying taxi fare. Drop in at the corner of Johnson and State, and talk it over with us. Or call us, and we'll deliver a car to your door.

Low Price

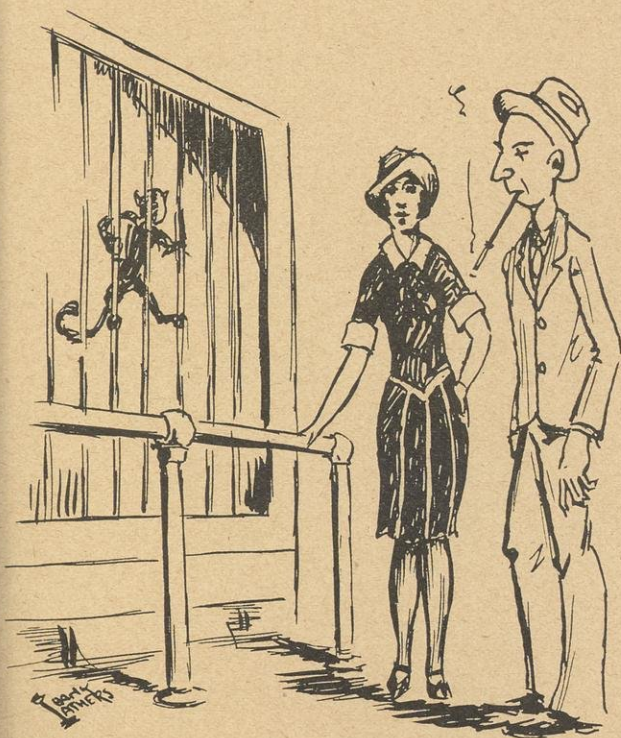
High Service

Badger Rent-A-Car Co.

250 State Street.

A. HAUGE.

F. 2099



Mrs. Marshmalaprop Says,

"Ah never seen a house so full of odds an' en's as ma mother's. When she moved hyah, it took her a whole day to take down all de brickbats."



A Vermont salesman walked through an Atlanta hotel the other day whistling "Marching Through Georgia." The life insurance companies are refusing payment to his widow on the grounds that he committed suicide.

SINK YOUR TEETH

in our Doughnuts

Good clear through the hole

The Doughnut Shop

422 State Street

"Why! that doesn't look any more like a monkey than I do."

"No! it couldn't."

B. H. Vollrath.

W. G. Damerow.

HICKS CAFE

108 E. Main Street

Downstairs—Tenney Building

STEAKS

CHOPS—FISH—OYSTERS

Orchestra Every Evening

Booths—Private Banquet Room

For Reservations

Phone B. 2037

TECK'S

*Look For This Name
On Candy Bars*

It means that you are to
enjoy the best tasting
bars in the store. We're
mighty proud of our

RAH-RAH-BAR

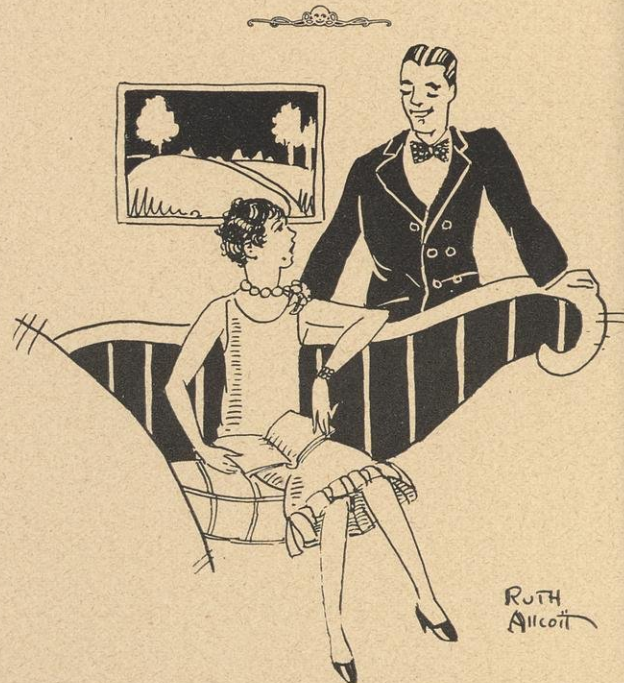
Teckemeyer Candy Co.

Morgan's Malted Milk

Yellow BAD 500 GER Cab

Mrs. Marshmalaprop Says,

"Ma aunt throwed a big pahty foh de minister; he said
he never befo' had seen sech a display of hostility."



He: Will you let me kiss you?

She: Well, I won't let you, but I can't stop you.



Kuppenheimer Tuxedos

The "U" model—low set waist, snug at the hips, straight, smooth back. Rich unfinished worsted fabric trimmed with lustrous silks.

\$50

Others at \$35.00.

Speth's

The House of Kuppenheimer College Clothes

150,000 Malted Per Year

Help Us Hit the 200,000 Mark!

From Nov. 1, 1924 to Nov. 1, 1925:

11,000 Gallons of Ice Cream

10,000 Quarts of Milk

1,300 Gallons of Chocolate

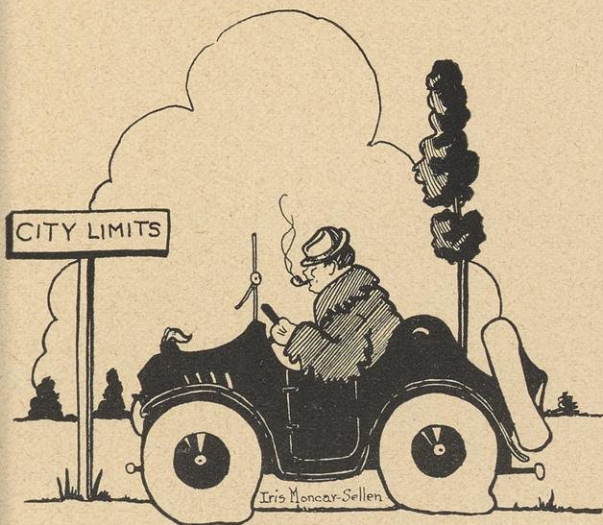
We Averaged 20 Malted for Every Student
in School

HAVE YOU ENJOYED YOUR QUOTA?

The Campus Soda Grill

"The Place That Malted Milk Made"

714 State Street



PICTURE OF A YOUNG MAN WHO HAS
TRAVELLED TO THE LIMIT

LIMERICKS!

Whole orchards of
this popular fruit
in the FEBRUARY OCTY!
toobits

Mary H. Luttrell

Wedding Gowns

Evening Dresses

Afternoon and Street Dresses

Fairchild 329

22 N. Carroll Street

*We Specialize in Permanent
Waves and Marcells*

Varsity Beauty Shop

PARLOR:
Loraine Beauty
Shoppe
Loraine Hotel 415 N. Park St.
Telephone F. 822

PARLOR:
The Vanity Box
924 E. Johnson St.
Telephone B. 429 Telephone B. 302

Delicious Foods and Red Hot Music

ONE visit to our Cafeteria and you'll know why Lawrence's is the place to eat. The best of foods, immediate service and music... Oh such music? Try it tonight.

Hear the Lawrence Syncopators

Lawrence's

RESTAURANTS CAFETERIA

State Street

University Avenue

Whether it's a leaky pipe or Plumbing for the New House

---call Royston

During our years of service to campus organizations, "Royston" has become synonymous with good plumbing. We pride ourselves upon the fact that our service is just as excellent on a small job as on the largest.

R. T. ROYSTON

1319 University Avenue.

Fairchild 378

Dr. J. A. Bancroft Dr. V. G. Bancroft

Dentists

Corner Park and University Avenue
Above Menges Pharmacy
901 University Ave.
Badger 3682

Help: These new Fords are certainly good looking.
Less: They may be, but the Fjords in Norway have better stream lines.



"You big roughneck!"



"Don't touch me!"
"I'm not touching you!"
"Who said you were?"



Malone Grocery

—AGENCY—

Richelieu Pure Food Products
Wholesale and Retail

Groceries -- Fruits -- Vegetables
434 State Badger 1163

STUDENTS' SUPPLIES

Paper of All Kinds

Job Printing

NETHERWOODS

519 State Street

William Glasser

Expert Furrier and Designer

Fur Trimmings for Prom

521 State Street, Madison, Wisconsin

Telephone Fairchild 4710

Prom Favors

CLOISENE COMPACTS

JEWELED WRIST BANDS

BAGS of varied colors in enamel

BRACELETS and NECK PIECES to match

PENDANTS of various stones

TRAVELING CLOCKS

CANDLESTICKS and BUD VASES in silver

PEARLS in ropes and lacey effects

PERFUMES in cloisene silver or glass.



23 East Main Street

Irate Papa: No sir! My daughter shall never be yours.
Hopeful One: I realize that, but I only want her to be my wife.



AN ARTIST IN HIS FIELD

"Think of a good joke on a mattress."
"All right. Get me the mattress."

You are a Capitalist

If you have a growing savings account at the

Bank of the Commonwealth

Julia Mohrhauser

Milliner

309 State St.

Badger 6398

Brock Engraving Company

Artists and Engravers



4th Floor
State Journal Building

Phone: Fairchild 913



A Burner with a reliable reputation.

Burn Oil and be warm
this Winter.

Ask us about it.

F. Wigglesworth
PLUMBING & GAS FITTING

1904 Monroe Street.

Badger 6396

You Don't Need to Go Out
Of Your Way to Get
A GOOD MEAL

Stop in at

Frank's Restaurant

821 University Ave.

What did the baggage men do to
YOUR BAGS?

Get Them Repaired At

Madison Leather Goods Co.

416 STATE STREET

Anything in Leather Goods

What do you think of
? 1950 ?
Start thinking now—
It's worth money to you!



Mary: How was that alcohol you drank last night?
Grandma: Rotten. Today whenever I spit, I spit tooth-picks.

Special Values in Tuxedos

Before you buy that new TUX drop in and let us show two numbers that we are featuring at

\$35 and \$50

When you see them you'll acknowledge that there's nothing conceivably finer to be found anywhere at the price.

A look is all we ask.

The Crescent
CLOTHING CO

Specialists in Apparel for Men & Boys

27 N. Pinckney St., Madison, Wis.

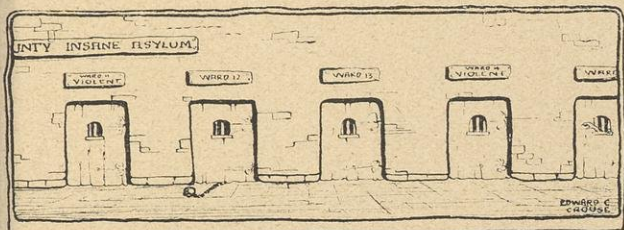
THE GODS ATE AMBROSIA

We've Got it All Over the Gods
'Cause We Can Have

Velvet
IT'S ALL CREAM
ICE CREAM

By Calling B. 7100
KENNEDY DAIRY COMPANY
629 W. Washington

Contrib: Am I too late to meet the deadline?
Editor: Hang around and I'll introduce you. I've just called a staff meeting.



THEY'RE OFF!



"My rib is broke."
"Really?"
"Yeh. Her allowance check didn't come."



"There was a young man—"
Is it possible!
Fearful disclosures in the
LIMERICK NUMBER
Of Octy
FEBRUARY!

SILK SLIPS,
SILK STEP-INS,
SILK BLOOMERS,
SILK VESTS,
SILK HOSIERY,
SILK JERSEYS, and
SATIN BRASSIERES

Thuringer & Garbutt Co.
430 State Street

*Many Students Will Find
This The Handiest
Place To Eat*

Best Wishes for the New Year

COLLEGE LUNCH ROOM
1203 University Avenue
Across from the Chem Building

“Why don't you speak for yourself, John?”

The person who waits for someone else to plead his case for him with his dearly longed-for customer will some day wake to find her flirting with a more courageous suitor. Increased business was never wooed and won by mental telepathy.

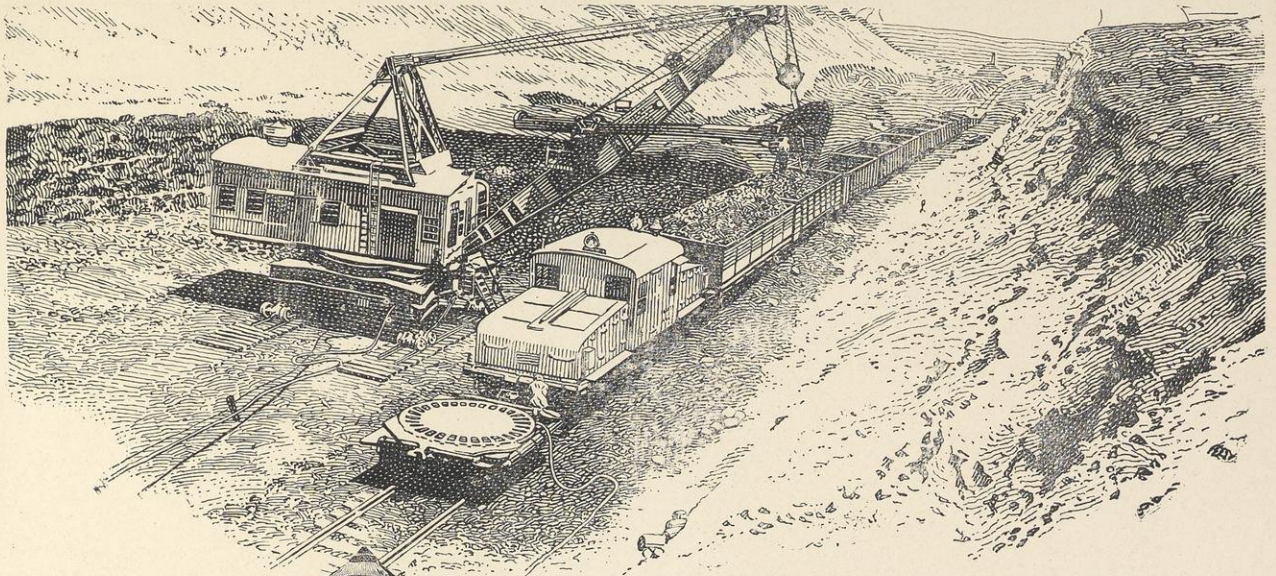
In other words, it pays to announce by intelligent, carefully planned, and well arranged advertising the excellence of quality or the completeness of service.

Whether it is a student function, publication, or whatnot, --- printing must be used to give it publicity.

The Democrat Printing Company is the establishment where proper type treatment and careful consideration are always found.



THE DEMOCRAT PRINTING CO.
ONE FOURTEEN SOUTH CARROLL STREET



Where motorized power is virtually unknown, men toil yet accomplish little. The United States has over one-quarter electrical horsepower installed per capita. Japan, leading country of the Orient, has but .04 horsepower. Electric shovel and storage battery locomotive are shown at a completely electrified open-pit coal mine, at Cclstrip, Montana.



Work without Toil

Ten or twelve hours a day toils the coolie. If he carries all he can, he moves *one ton one mile* in *one day*. For that he receives twenty cents.

Cheap labor! Yet compared with our American worker, receiving at least twenty-five times as much for an eight-hour day, the coolie is expensive labor. In America we move *one ton one mile* for less than *one cent*. The coolie, working by hand, accomplishes little; while the American, with electricity's aid, accomplishes much.

Plenty of electricity and cheap electricity—these are two great advantages which America enjoys over the rest of the world. While our present generating capacity is 20,600,000 kilowatts, new developments call for 3,000,000 kilowatts more per year.

To college men and women—potential leaders—will fall the duty of finding more and still more work for electricity, with less and still less toil for our workers. For the task is but begun!



G-E Motorized Power—
an ideal combination of
electric motor and control
properly fitted to the
individual task—is at
work the world-over,
relieving workers more
and more for better and
more profitable pursuits.

A new series of G-E advertisements showing what electricity is doing in many fields will be sent on request. Ask for Booklet GEK-1.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

IT PAYS TO INSIST ON ARROWS



GORDON
an
ARROW
Oxford SHIRT

Meets satisfactorily every test by which a mercerized oxford shirt is tried. It has a real pocket, an attached collar made by the Arrow Collar makers,

and the fabric is finished alike on both sides—a silky, pure white, exquisite finish. It's a shirt built to do credit to the label.

\$3.00

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