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WISCONSIN

OCTOPUS



January
Number
25¢



PROM FROCKS

AS important as the music for the "prom" is the frock in which you will dance that festive night.

Mangel's offer a wonderful collection to which is added our daily arrival of new models from New York.

14.95 to 35.00

*The foundation
of smartness*

*Mangel's
Lingerie*

*Put your best
foot forward*

*Fan Tan
Hosiery*

Mangel's
NEW YORK WAIST HOUSE

27 So. Pinckney St.

Madison, Wis.

GELVINS



And now go ye forth and Celebrate Prom

Be joyous---be glad---make ye welkin
ring---ye ogre exams are behind---Cast
ye them from your thoughts---ring
out ye jazz---pull up ye lounges---for-
get ye curriculum---

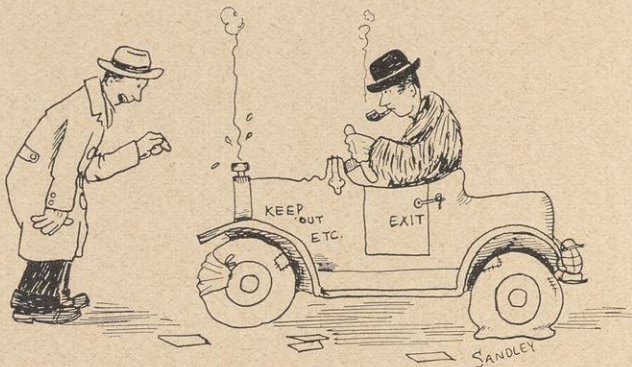
Laughter and song---pretty girls---the
whirl of ceaseless activity---

Wisconsin men, smooth, polished---
Gelvinized men---correct to the last
detail---that's Prom---

Gelvins of Madison

644 State St.

Apparel for Wisconsin Men



First Gentleman---

!!--- ? Blank---Blank---I can't get this blankety-blank car started a'n I got a date in five minutes.

Second Ditto:

Well why don't you junk the darn thing and rent a new car from Paul over at the Capital City; He'll fix you up right and you'll be free from worry and trouble.

Capital City Rent-A-Car

434 West Gilman

Fairchild 334

Fair Prices and Friendly Service

**Remember
Cash and
A Square Deal**

for your used books anytime and
all the time, at

BROWN BOOK SHOP

621-623 State Street

"Come in and browse"



"Has your roommate ever had skates on?"
"Yes, but now he's on the wagon."

Blondes Prefer

Braeburn

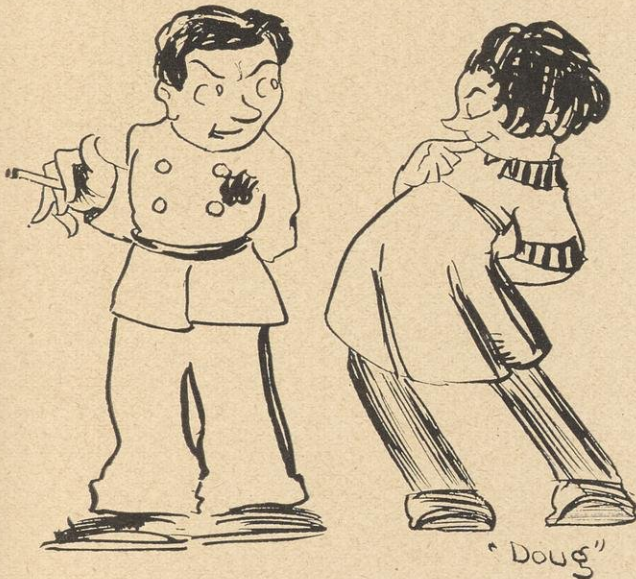
Smart Styled Clothes For College Men
Tailored At Rochester

So do Wisconsin Men!
They're procured at

SPETH'S
222 STATE ST.



Be Old Timer



He: Umm, your hair tastes good.
A lemon rinse?
She: No, egg shampoo.

Look for the name TECK'S

And you are sure that you
have the best candy bar money
can buy. Teck Bars can be
had at any candy counter.

Teckemeyer Candy Company
Madison

College Men Prefer The University Co-op Because Here They Find Only College Men's Clothes



Excellent values in overcoats are now being offered. Let us show you the savings.

No wonder the clothing department of the University Co-Op has grown tremendously. Here, exclusively, you can don a "VARSITY-approved" suit, overcoat or tuxedo. At the University Co-Op college clothing is featured, to the exclusion of all other types. Here you will find men who know exactly what you want and can fit you with the greatest dispatch. Here you will find the biggest values.

See the new type of clothing, you will appreciate the new lines, the rich fabrics, the low pricings, the wide assortments.

**The New Varsity--
Approved Tuxedo
is the Smartest you
have ever seen**

Tailored according to the dictates of the style committee, one member being Joe Ripp, manager of the University Co-Op's men's department.



New spring clothing is already being shown. We will be very glad to explain the style changes.

The UNIVERSITY CO-OP

E. J. GRADY, Manager
STATE at LAKE

Why We Have Ad Writers

Editor, the Daily Screech,
Dear Sir,

Years ago, when I was a young man and my hair entirely covered my head, I lost a fine watch much valued as a keepsake. Immediately I placed an advertisement in your paper. After inserting the ad for some six years I finally gave up in despair.

Yesterday, however, I happened to wander into a pawn-brokers establishment, and there I found the watch!

I can't thank you enough.

Truly yours,

Colonel Hoople.

P.S. I hocked the chain, it *did* look so well with the watch.



"Hear Marge threw a swell party out at the club last night."

"Yes, it was my coming out party."

"A coming out party?"

"Yeh. The butler said, 'Will you please come outside with me for a minute?' and I never got back in."

In the role of an hysterical serving maid she shoots the poet's brother in the epilog.
—Ohio Paper

FRED W. KRUSE CO.



Formal Modes for Winter Evenings

Prom and other important social functions, dances at softly lighted supper clubs and all smart rendezvous will find you needing many Frocks of a dancing, formal kind.

Simple, gossamer-light, colorful chiffons, shimmering satins, taffetas, and silver lames in a myriad of brilliant, unusual styles are ready at Kruse's.

Kruse's January Clearance Sales Brings Unparalleled Savings !

The exclusive garments, for which you no doubt have yearned, have been brought down to an irresistible price level.



"Bill, you missed it by 300 years"



Quality

15¢

THE FIRST DIFFERENT SMOKING TOBACCO IN A GENERATION

Students, Alumni and Faculty

Walter A. Pocock and the Park Hotel has made this wonderful connection for you and Madison---Intercollegiate Alumni Hotels

Introducing an international effort sponsored by the alumni organizations or magazines of more than 90 colleges and universities to coordinate alumni interests and activities in a selected group of hotels, each of which is specifically prepared to cooperate with alumni organizations and the individual alumnus.

Main Features of the Intercollegiate Alumni Hotel Movement

At each Intercollegiate Alumni Hotel there will be maintained a card index of the names of all the resident alumni of all the participating institutions. This will be of especial benefit to traveling alumni in locating classmates and friends.

The current issues of the alumni publications of all the participating institutions will be on file at each Intercollegiate Alumni Hotel.

Reservation cards will be available at the clerk's desk in each designated hotel and at the alumni office in each college or university. These reservation cards will serve as a great convenience to travellers in securing advance accommodations in other cities.

The managers of all Intercollegiate Alumni Hotels are prepared to cooperate with individual alumni to the fullest extent.



WALTER A. POCOCK
Manager

PARK HOTEL
200 Modern Rooms
Popular Prices
Cafe and Coffee Shop
Our Success Your Gain



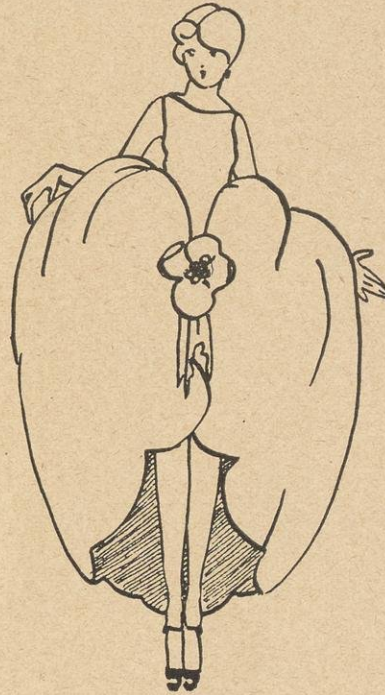
"Quick!! Save that man, he might be somebody's mother!"



Where does the secret of charming dressing lie?
In the expert selection of apparel to enhance
an individual, of course! Because every
girl does not have an in-born knowledge
of dress, she depends upon her favorite
shop to supply it. Simpson's have
outfitted the smart Wisconsin
girl for years and years!

Simpson's

23-25 North Pinckney Street

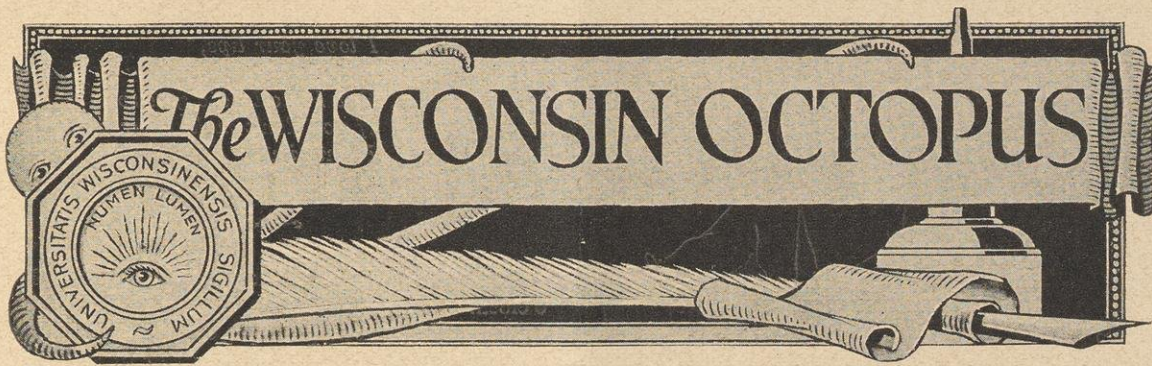


A Tentative Date



"You say Jean is a cashier?"

"Well, she registers when there is money in sight."



Prom As Seen From Different Viewpoints

Joe Collitch: Not a bad trot.
 Esther Coed: Perfectly adorable!
 Simon Student: Inexpressibly stupid!
 The Dean: There was absolutely no drinking!

First old settler: Where's our little Nell?

Second old settler: She's out in the woods playing with the bars.

First: Won't the bars hurt our little Nell?

Second: No, she has a bicycle and she knows how to handle bars.

That #&%&———&!! Tux Shirt

Since the death of Houdini no man has been able to get out of that modified form of the strait jacket known as the "button-up-the-back" dress shirt unaided. Here are a few suggestions, nevertheless.

1. If you are double jointed, you are O. K.; just reach around and unbutton it.

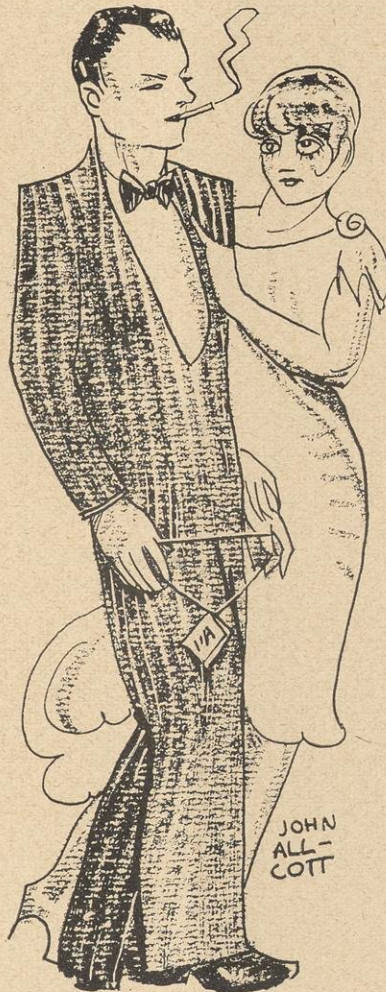
2. Try gluing a razor blade to a long stick. Procure a large mirror and cut the buttons off one by one. Remember, however, that everything is backwards in a mirror or you'll probably cut yourself into ribbons. (It is not advisable you use this method unless extremely sober.)

3. If you think you are strong, try ripping the buttons off by pulling hard on the sides of the shirt. This won't work so lie down on the floor and yell until your roommate wakes up, then get him to unbutton it for you.

4. Wear the kind that button up the front.

"There's a man here with some potatoes."

"What nationality?"



"Have you seen Lohengrin?"
 "No, but I've heard Minnehaha."

Data for Daters

Making a date is a very unpleasant experience, but when one tries to make a date for the Prom, it is terrible. Thousands of boys commit Hari-Kari annually because they were embarrassed before the one and only woman. Study these little dialogues and avoid disgrace by planning your attack accordingly.

You: Are you going to Prom?

Her: Why—of course.

You: I always said you'd get to Prom some day.

Here's another type of opening.

You: Would you like to go to Prom?

Her: I am going——

You: I didn't ask you that!

Try this.

You: Well, if Bill doesn't ask you to Prom pretty soon, I'll have to do it myself.

Her: I'm going with Bill's roommate.

You: I knew he'd pay off that election bet sometime.

Here's another.

You: Will you go to Prom with me?

Her: Sorry—I'm going with Bill.

You: Goody! Now I can ask Mary.

Here is some data in the form of government intoxication statistics based on a 150 pound man. (Taken from the New Yorker)

Alcohol	Effect
5 oz. -----	Practically sober
7 oz. -----	Inconsiderate
14 oz. -----	Exalted
17 oz. -----	Unfeeling
24 oz.	Dead drunk (Unconscious)

What a wonderful constitution those Easterners must have.



"How do you make a maltese cross?"
"Rub its fur the wrong way."

"She said some nasty things about me, and I met her only yesterday."
"It's a good thing you aren't old friends."

Customer: Are you serving fish to-day?
Waiter: I'll wait on you right away sir.

Final Exams and Women

Final exams are like women. You can't depend on them; you always have to be careful with them; you never know what they're going to ask you; you don't know whether you'll get by or not; the result is often disastrous; a good line is invaluable; sometimes they leave you flat; you want to keep away from them and yet you can't; if you know your stuff they're easy; if you don't it's your hard luck; and they are responsible for the downfall of man.

Final exams are not like women. Because final exams are important; because sometimes you can get used to women; because the exams only bother you two weeks in a year; because exams are why you go home and women are why you leave home; and because we can get along without exams.

Warning

*I love your lips,
Your pearly teeth,
But I shall hate you so
If you don't make your kissing
Pianissimo.*

She: I told you to come up after dinner. It's only six o'clock.
He: Didn't you tell me to come up after dinner?
She: No, I said to come up *after* dinner.
He: Oh, pardon me, I thought you meant "after dinner."



"Is that hasheesh?"
"Is what hasheesh?"
"Is that hasheesh making in the kitchen?"



"Pardon, old man, got a toothpick?"
 "What the hell are you, a gold digger?"

Bull Sessions

You sprawl around the fire and smoke and sling the dirt, you tell how all the Barnard girls like to try and flirt. From the mothballs comes a tale full eighty-nine years old, you have to sit and try to smile as the awful stuff's retold. One bird starts a thrilling tale about some drunken brawl, and then the campus boozier tells how he passed out last fall. And someone tells how sick he got and then the subject changes; Valencia is then discussed and Moonlight on the Ganges. "Man and Nature" is brought up, the athiests stand out, and everyone has new ideas on what it's all about. Some bird tells a silly yarn about a great lakes freighter, and then you get the dope on girls from some infrequent dater. From Frisco clean to Florida, from Florida to Maine, the fires all are started, the bull-fight's on again. So let your courses go to hell and join the bulling blokes, as they sit and smoke their Luckies and tell their dusty jokes.

The bull is mightier than the bullet.

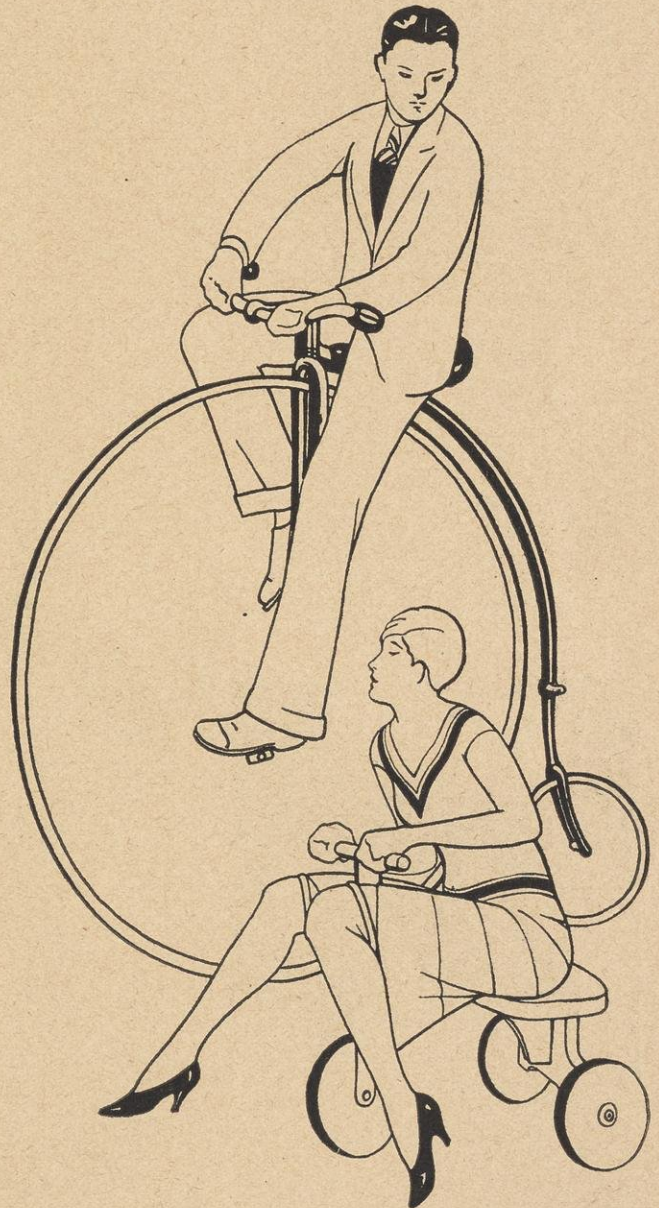
The Italian Assassinator's Society is appealing for an easier ruling. As it now stands, one miss at Mussolini disqualifies the shooter.

The only way to get your Liquor cheap is to make it. Here is a simple recipe. Take about three quarts of warm salt water and one pint of H_2SO_4 , pour into a Ford Radiator and run the engine for two hours. Drain radiator and strain. Let the outwash cool in a rubber receptacle (a hot water bottle will do). After three hours, drink slowly. If you are careful you will call up the State Hospital and order a room. In case you do live, however, let us know and we'll try it ourselves.

Proposed Yell for Duke University

We're ready tobacco 'ld Duke,
 We're willing tobacco 'ld Duke!
 Bully, bully, bully,
 Bully for old Duke!
 Inhale! Inhale! Inhale!
 WATCH

OUR
 SMOKE!!!



JAMES
 GARDNER
 MEYST

"Gee, that bass sings way down in his stomach!"
 "Yes, he's what they call a Navel Base."



The game of "Tiddledy Winks" (Ger. Tuddel mit Wunx; Fr. never played it; O. E. Rip van Winkle) is thought by many commentators to be a reform on the old Scotch game of "Winkum," brought back by Caesar with some gall. The custom of saying, "Teedle-de-dee, Kid," to the person winking was corrupted by the Women's Purity League into Tiddledy, as some of the Leaguers were a trifle deaf.

An example of the Drive-from-tee, or Forward Pass. The huddle-system exemplified here is an Eastern innovation. The cup contains raw alcohol, one of the hardest shots there is.

The game of tiddledy winks comes to us in the form made popular, by some miracle, by Brother Parker, and his brother, Brother Parker, of Salem. For children, poker chips make excellent winks; the grown-ups will prefer plates, waffles, or (as in parts of Illinois) man-hole covers.



A REMARKABLE VIEW

This is the sort of thing that a Tiddledy Winks cup thinks about. Our cameraman has here risked life and lens to portray for you the chip off the old block in the background. The chip, like most of those off of old blocks, has an edge on.

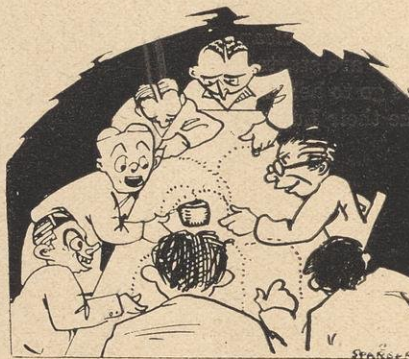
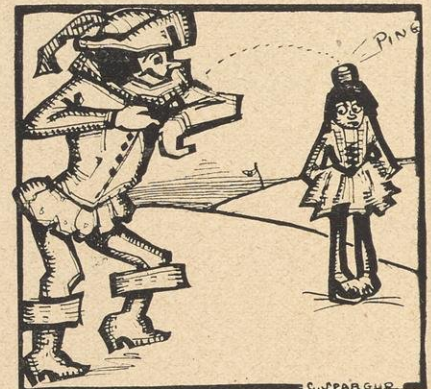


DIAGRAM FOR PLAYING FIELD

Reading from one to the next: Joe Miller, proprietor of the Olympia General Store; Trade Smith; Mark Smith; Ed Gish, whose wife instigated the Olympic Games in the General Store, after her sister, who visited Olympia in 1906, when the old hotel, which Ed Gish had owned before he became proprietor of this store, one of the oldest in the state.



A FAMOUS SHOT

(from the engraving on wood by the Swiss, Chiesz; 17th Century)

This remarkable bit of evidence throws, some think, a new light on the history of the game, and, others say, on the personal reputation of Wilhelm Tell, who later shot one Swiss cheese full of holes, as the quaint old legend has it.



She: I'm taking a correspondence course. I get my knowledge through the mail.

He: Oh you're just like all the rest of the coeds.

Dear Dean:

Of course college education helps. Before I went to college I had a job sweeping out the cellar of a clothing store. After four years at your institution, I am now sweeping out the main floor.

Yours,
Simon Dingurmung.

"There's only one thing I'd rather do," says the office manager, "than see a man smoke a pipe, and that is to smoke it myself."

"I found fifty cents today."
"Must be mine, I lost a half a dollar this afternoon."
"Golly, 'at's too bad, but what I found was two quarters."
"Must be my half. It probably broke when it hit the floor."



"Why are brokers so sententious?"
"Oh, they have so many stock quotations."

THE OCTOPUS ANNOUNCES A CHANGE OF STAFF TO TAKE EFFECT IN FEBRUARY

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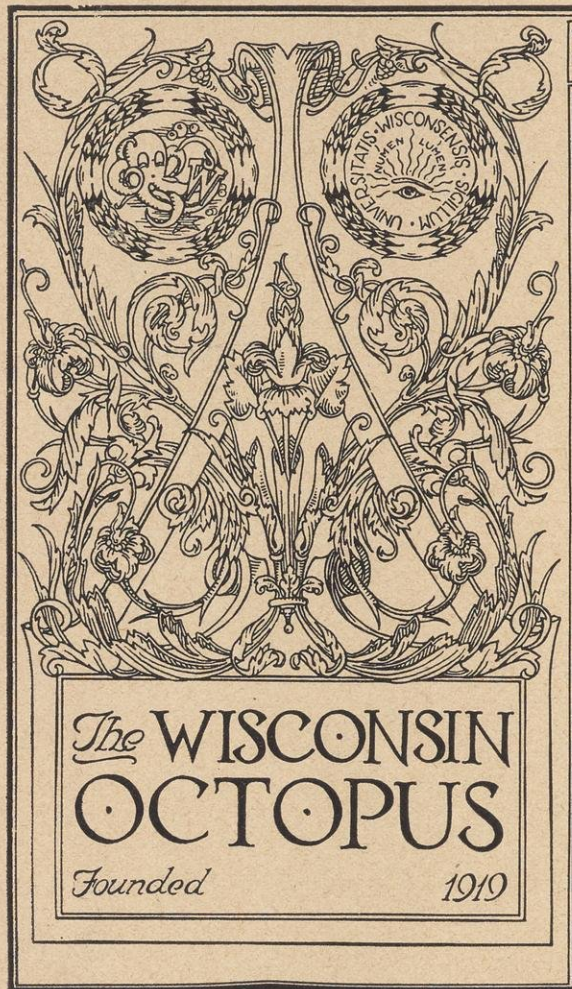
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No. 4



While editorials are fun, and offer quite a pastime, my editaurus days are done; this mag will be my last time. We change and grow, for all I see, so welcome, innovation! We change our present policy to fit our situation; our paths were straight and narrow until circumstances bent them,

but when important changes come we hasten to present them:

We used to change the staff in Spring; the lazy days of May rang out the old, rang in the new, and gave the bride away. And then the scented Summer blew warm breath across our

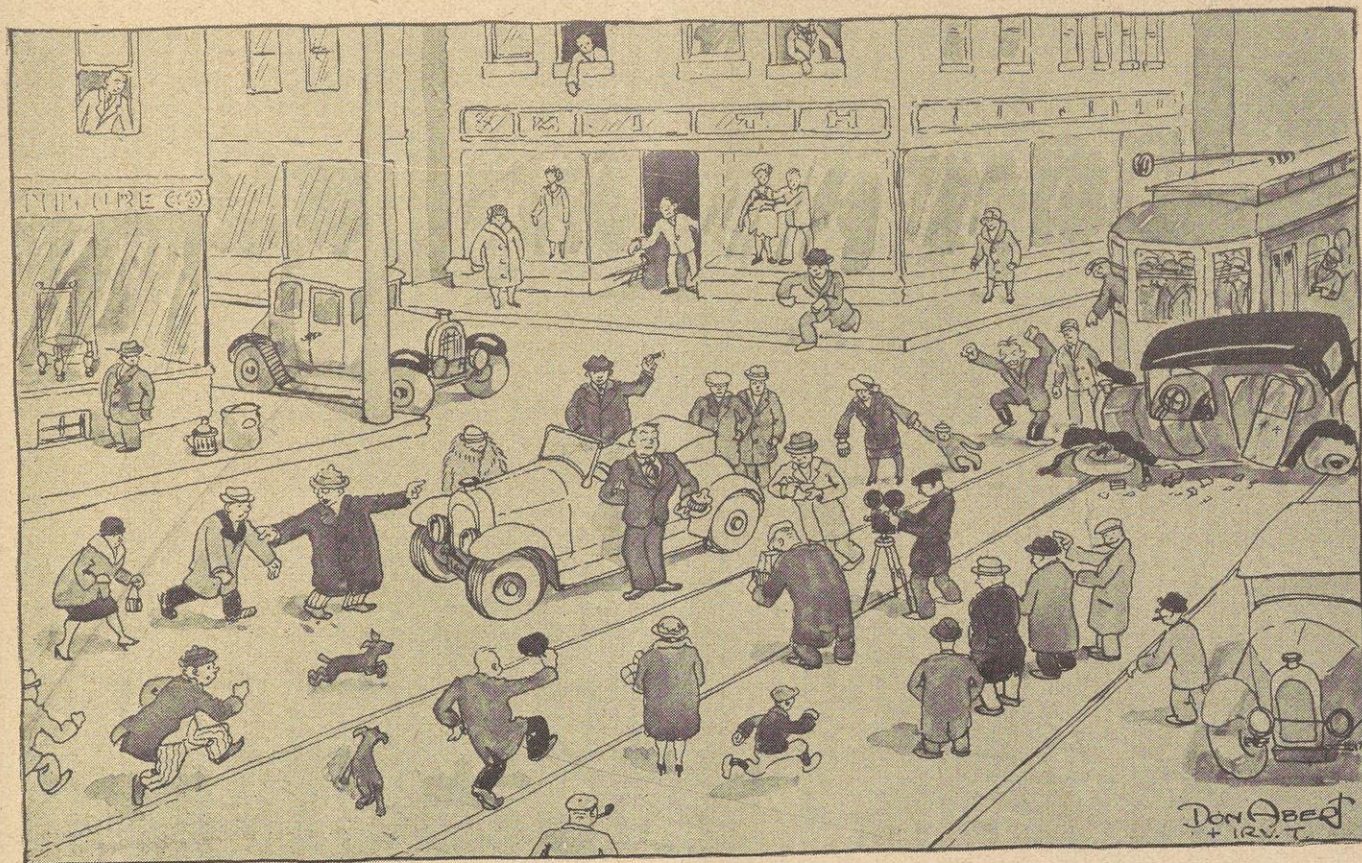
way, and while we had so much to do, it seemed so far away! And so, for reasons good enough, we forced our plans to vary: Now each new staff will do its stuff beginning February.

So Bert and Jawn are signing off, and three succeeding jesters named Don and Jon and Al hold office now for two semesters. And half-way through their senior years, when pressure swift increases, each one can quit this job of fears and finish up his thesis.

You'll note, we followed Notre Dame: two captains were elected; and, while their duties are not the same, their functions are connected.

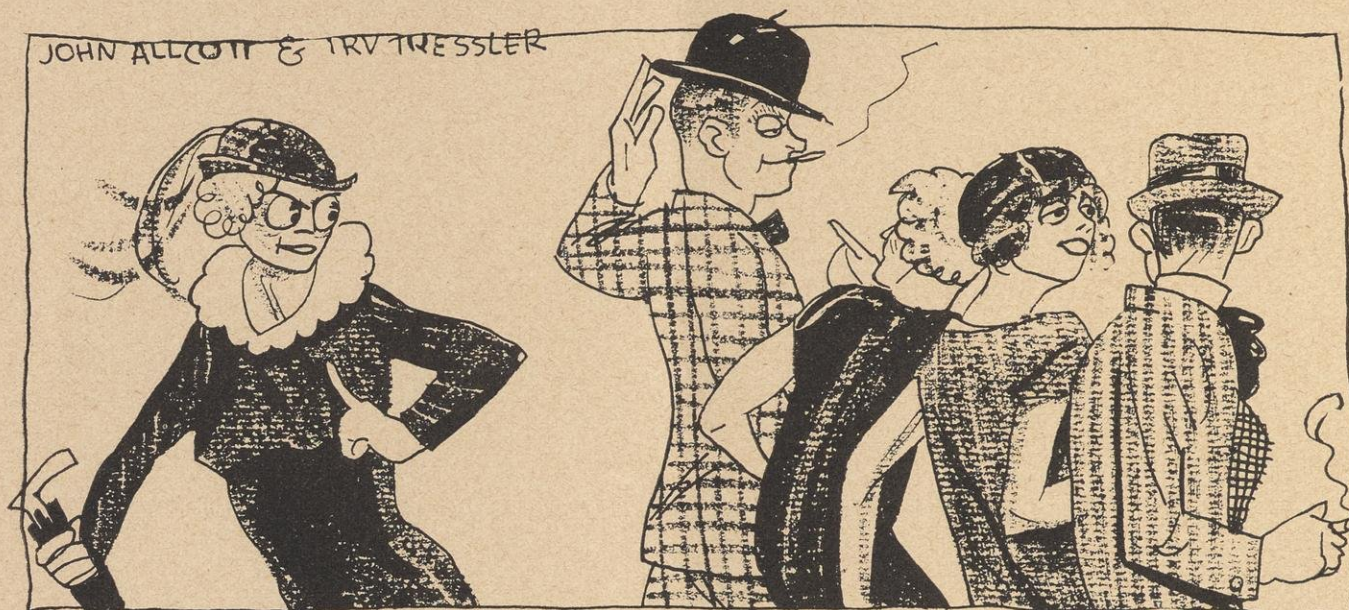
"Moraturus te saluto"—what's that line the poets carry?" I've a rendezvous with Pluto."

Signing off till February.



The Man Who Won the Argument With the Taxi Cab Driver.

Uncle Jasper Stays Single or You Don't Have to Be a Victim of Foul Play to See the Bright Lights



Uncle Jasper was full of more wise cracks than the House of David is of whiskers. Folks around town loved to kid him about being such a confirmed bachelor. Once Ed Derfer came upon him with his arm around Matilda Hitchcock. Uncle Jasper chased Ed two blocks before he caught him and made him promise to keep quiet about it. "After all," said Uncle Jasper, "It's such a petty matter to talk about isn't it?" Ed went off chuckling. When Uncle Jasper had reached his thirtieth birthday Cousin Beulah remarked to him one day, "Why don't you go ahead and marry Nettie Gallup? You know she's been after you these ten years!" Uncle Jasper continued to pick his teeth for a few moments before replying slowly, "Want me to be hand-

picked and henpecked, eh Beulah? Nosirree! Be he ever so humble a man likes to roam!" Cousin Beulah said she got a stitch in her side from laughing. Uncle Jasper and one of the young drummers stopping at the Elwell House went into the city one night to one of the cabarets. Old Mrs. Herb Murray, who happened to be visiting her daughter, passed them on the street and, as she afterwards described it, "They were in the company of two painted hussies who oughta' been spanked for wearin' sech clothes!" (When Uncle Jasper heard of this, later, he replied by lifting his glass of bicarbonate of soda high in the air and shouting, "To the women—God dress 'em!") The quartette had no sooner finished their hors-d'oeuvres than the two women insisted

upon dancing. As they glided about the room Uncle Jasper's partner said kittenishly, "Don't you think I waltz well?" Uncle Jasper poked her coyly through three layers of dress, pads, and whatnot and simpered, "Perfect form, my dear, perfect form!" She took it like a lady. As they were leaving the place the young drummer nodded approval at Uncle Jasper's lady-friend and whispered, "Some chicken, eh?" Uncle Jasper gazed at something in his hand and then muttered, "Yes, you are right. Look at the bill." In telling the boys about it the next day Uncle Jasper remarked as he ruefully displayed a thin wallet, "Judging from my pocket book she was what you might call a trim number." Ez Potter laughed so hard he loosened a new filling.

It is against the law to sell or give away cigarettes in Kansas.

The latter part of the law is said to have been originated by a former fraternity man.

"Is your room decorated in collitch fashion?"

"Well, there are usually three or four fellows hanging around."

She: What does your father do?

He: He works in bonds.

She: How awful! To think that I have been going with a prisoner's son!

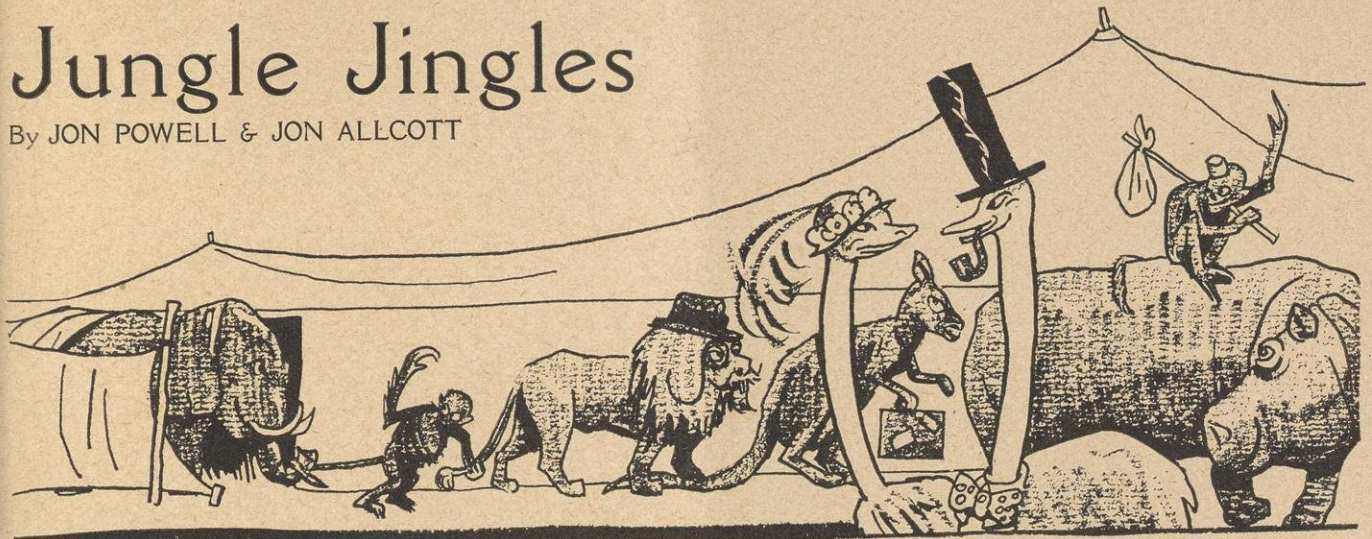
"Hear Bessie's gone in for social reform."

"Yeh. How come?"

"Well, she says she wants to do bigger and commoner things for the better people."

Jungle Jingles

By JON POWELL & JON ALLCOTT



II. Vacation Days

To all in tents and purposes,
A Circus is a rich strike;
They're always canvassing for sales,
They water stock, and sich like.

But once a year vacation comes
When each is free to roam,
And do a little swaggering
Among the folks at home.

They're like the Lion's ancestor
(A-burning now in Tophet)
Who visited Jerusalem,
And ate up all the prophets!



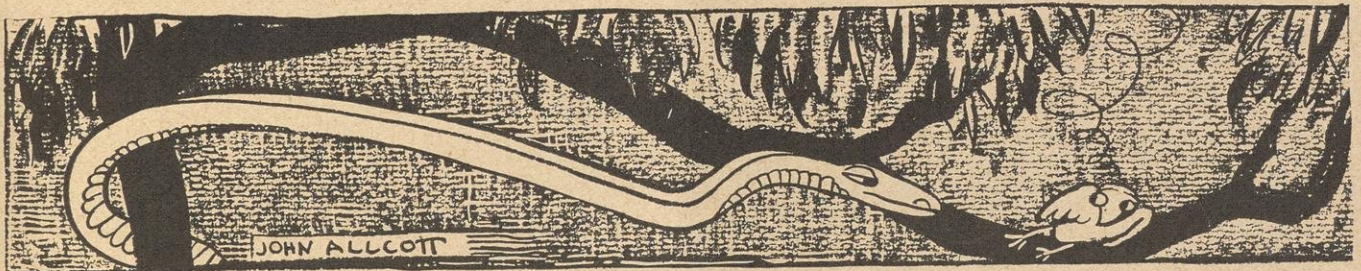
You've heard about the Leopard
Who never changed his spots?
Our Leo isn't like that—
He really travels lots.
"If he gets loose," the owner said,
"Just shoot him on the spot."
"D'ye take me for a firing squad?
Which one—he's got a lot!"



Wally the Wallrus is really a beau;
Never a Wall-flower—nothing so slow.
His Wallet's so wealthy, you Wall-
ways would say,
He'll Wallop them Wall-eyed in Wall
Street some day".



His pony-chorus-girl was gone,
The circus lost its charm;
So Hiram Horse came back, perforce,
To Letty, on the farm.
How saddle be her bridle day!
For, though with joy she's tingling,
His heart is in the Shetlands, and
His hat is in the Ringling.



The Snake's a fascinating creature;
Hearts he breaks are hard to cure.
When he says, "I'm pleased t' meet-
cher,"
Betty Bird says, "Charmed, I'm
sure!"

Double Play

First Bro.: Your girl has been two-timing you.

Second Thief: How do you know?

First Bum: I had a date with her last Friday night.

Second Loafer: Huh, that's funny! That's the same night that I was out with your girl.



"How's your new radio?"

"Better still, old man, better still."

"How's for borrowing \$5?"

"Check."

"Haven't you got it in cash?"

"What was all the commotion in the library?"

"Well, it was this way: John, Fred, and Mary is in the library, John and Fred picks up 'Alice in Wonderland' and wax merry over the tale."

Passing Strange

"Won't you go for a ride, little one?"

"Oh, no, sir. My mother told me never to go riding with strange men."

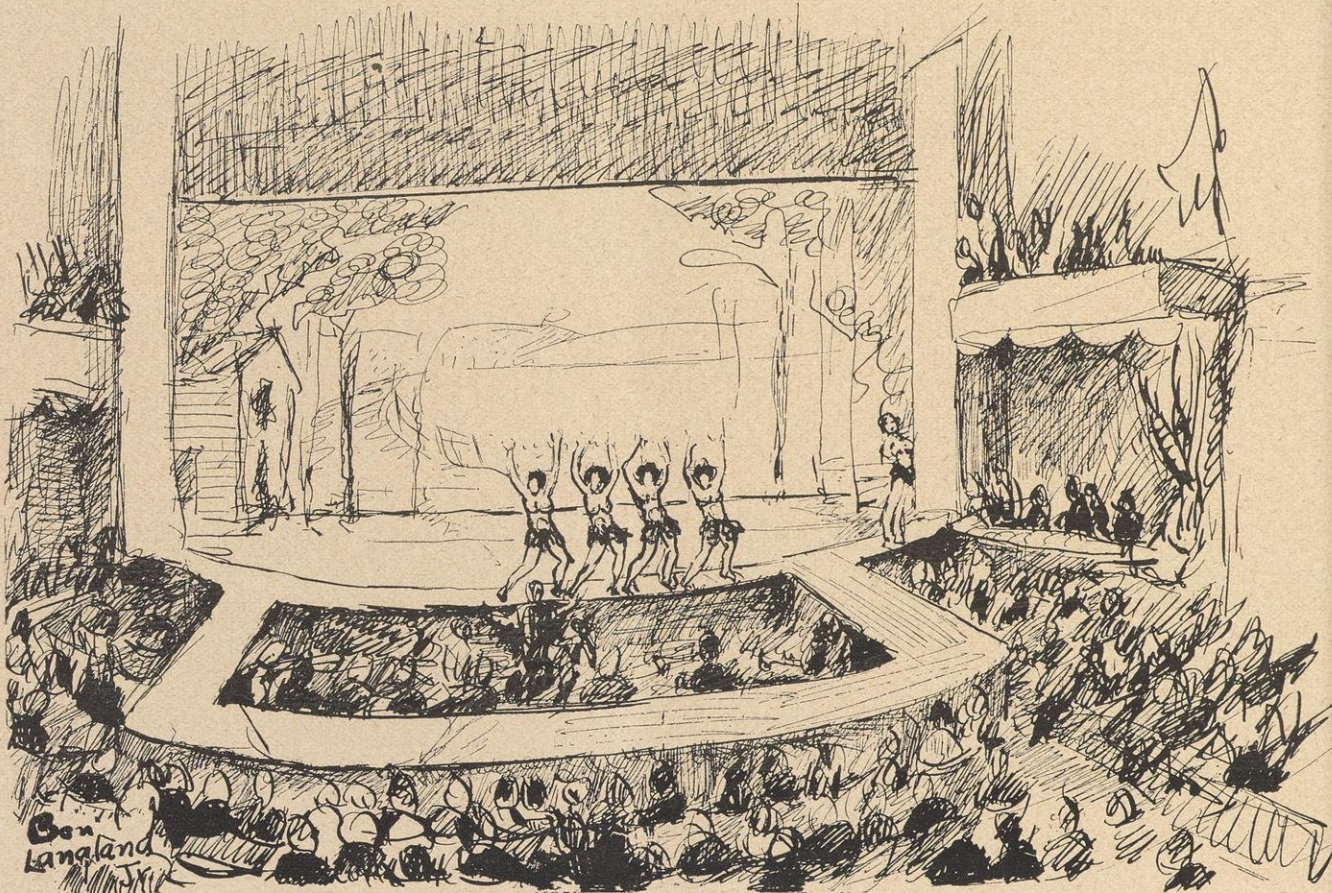
"But you know me, little one."

"Yes, sir, and I think you're one of the strangest men I ever met."

Radio Announcer: I detest these cat letters. Here one man writes in to say that our program Thursday night was the best he had ever heard from our station.

Friend: I wouldn't call that a slam; he is complimenting you on your fine work.

Radio Announcer: Yes, but Thursday was our silent night.



Earl Carroll stages "Topsy Turvy" the 1927 version of Uncle Tom's Cabin.



"I like you."

"I like you too."

"Whaddya think I am, the Siamese Twins?"

OCTY'S SLUMBER STORIES FOR LITTLE TOTS

Uncle Wiggily Comes Home From the Convention

"My!" thought Nurse Jane Fuzzy Wuzzy as she tapped her cigarette on the rug, "Uncle Wiggily must be very tired from his convention, but still he should get up and eat a nice warm breakfast." So Nurse Jane went to rouse Uncle Wiggily. On Uncle Wiggily's door she found this sign fastened with a hairpin:

QUIET IS REQUESTED FOR THE BENEFIT
OF THOSE WHO HAVE RETIRED
The Pullman Company

Nurse Jane put the hairpin in her pocket and threw the sign into the fireplace,—to think of Uncle Wiggily stealing things from the choo-choo train—why the conductor was probably worried sick about it!

"Uncle Wiggily," she called softly.

No answer.

"Uncle Wiggily!" said Nurse Jane much louder.

Still no answer.

"UNCLE WIGGILY!" bellered Nurse Jane at the top of her voice.

"Wassa matter?" asked Uncle Wiggily very weakly.

"Gettahellouta there!" shouted Nurse, "It's way past breakfast time."

"I dowanna," announced Uncle Wiggily, "I'm not feeling well."

"Hmmm," said Nurse Jane, "Why not."

"Just sumpin' I ate, I guess."

"Perhaps," thought Nurse Jane out loud, "I should fix Uncle Wiggily a bromo-seltzer."

"Dowannany bromo-seltzer, I wanna sleep," protested Uncle Wiggily.

"Hmmm," said Nurse Jane, "But you'd better take one anyway."

So she trotted off and fixed a nice bromo-seltzer for Uncle Wiggily, then she went back to his room.

"Here," said Nurse Jane, "Drink it like a good boy."

Uncle Wiggily drank it, then he pulled the covers back over his head. Nurse Jane started away, and then stopped.

"Whose hairpin is this?" she asked.

"How should I know?" said Uncle Wiggily, "I don't use 'em."

"Well, you used it to put that sign up on the door," and Nurse Jane looked very stern.

"Musta found one of yours," whispered Uncle Wiggily very weakly, "Please go away."

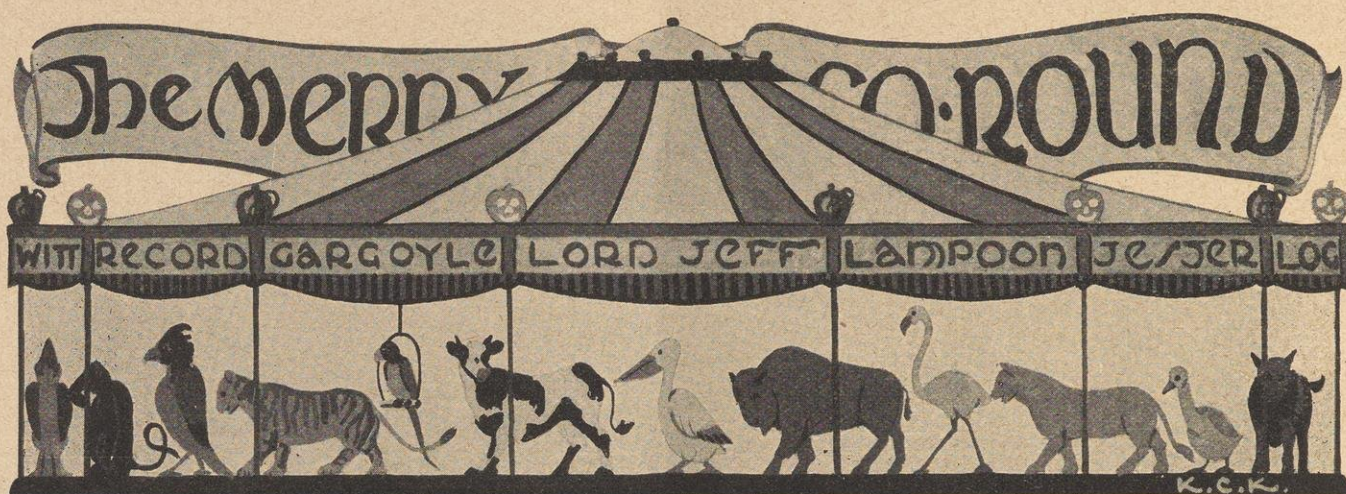
"Hmmm, but I don't use blonde hairpins," said Nurse Jane as she started for the door, but she stopped again and pointed to something on the knob, "What's this?"

Uncle Wiggily poked one eye out from the covers and looked, then he trembled.

"That's an arm band," he said in a muffled tone, "They gave 'em out for souvenirs."

Nurse Jane looked at the doorknob, then she looked at the hairpin.

"Hmmm," said Nurse Jane as she went out the door.



The Loud Speaker

Husband: Where did you get the recipe for this cake?

Wife: Over the radio.

Husband: There must have been a lot of static.

—Juggler

His Last Resort

"Speaking of bathing in famous springs," said the tramp to the tourist, "I bathed in the spring of '86."

—Scream

Post: That sergeant of mine ought to be hung!

Bellum: Not hung, my boy, hanged.

"Hung I say; hanging's too good for him!—Awgwan

Mate on Board Ship: Let go the topsail halyards!

Freshman Working His Passage: I ain't touchin' them.

—Red Cat

Officer: What do you mean by going sixty miles an hour through this town?

Husband: Why you?—*—†—*—†—*—†—?

Wife (helpfully): Don't pay any attention to him officer. He's intoxicated.

—Brown Jug

"I want a bottle of iodine."

"Sorry, but this is a drug store. Can't I interest you in an alarm clock, some nice leather goods, a few radio parts, or a toasted cheese sandwich?"

—Froth

Time: Are you an actress?

Tide: No, my husband smokes that damn pipe in spite of me.

—Puppet

Judge (to victim of accident): Have you any scars.

Victim: No sir, I don't smoke.—Washington Dirge

The Inquiring Reporter

Question.

"Have you pyorrhea?"

Answers.

"Yes."

"Yes."

"Yes."

"Yes."

"No."

—Puppet

Hey—Hey

"There's a dance at the B. & O. Station tomorrow night."

"G'wan."

"Yep, two trains are going to Charleston."—Puppet



St.
Valentine's
Day



Easter



Mother's Day



Birthday



Halloween



Christmas

The store that never forgets !

One of life's haunting shadows is forgetting birthdays and anniversaries one *should* remember. It's such a distinct pleasure when the little gift is there on time!

Trust your nearest Whitman agency to take charge of this small but important detail for you. The store that sells Whitman's has been selected for dependability. Let it have your list of Whitman's Chocolates for delivery, or mailing, to the proper person on the date it is due.

All Whitman agencies take advance orders for candies for birthday gifts and anniversaries. After you have filed your order you may forget—but the store won't.

All Whitman packages can be purchased at Whitman agencies—usually the leading drug stores.



**Special
Wisconsin Package**

In buying chocolates, or ordering in advance, seek the store that shows the sign—



Bon Voyage



Graduation

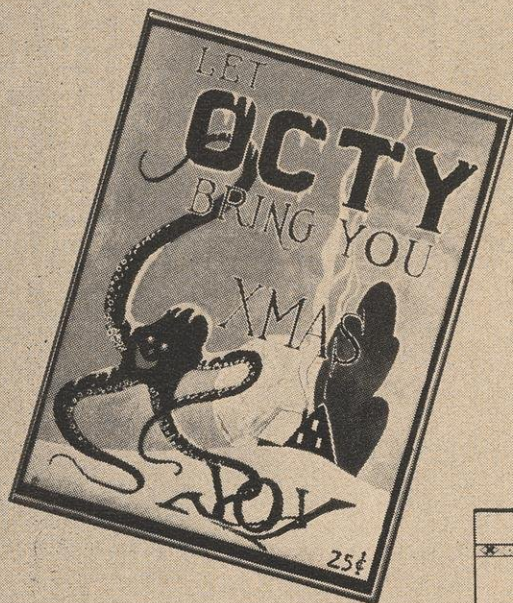


Thanksgiving

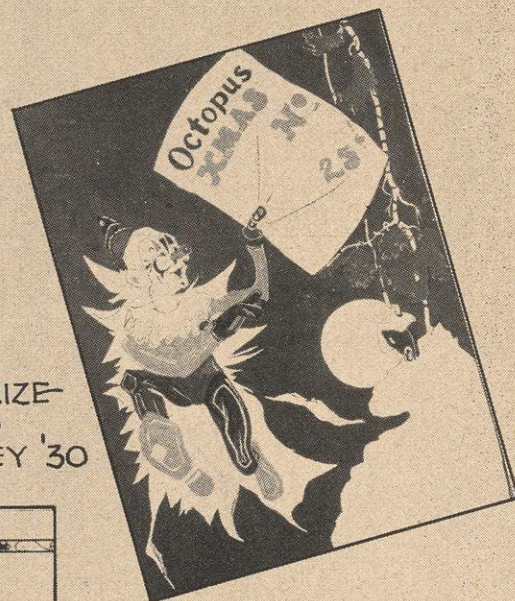


Week-End

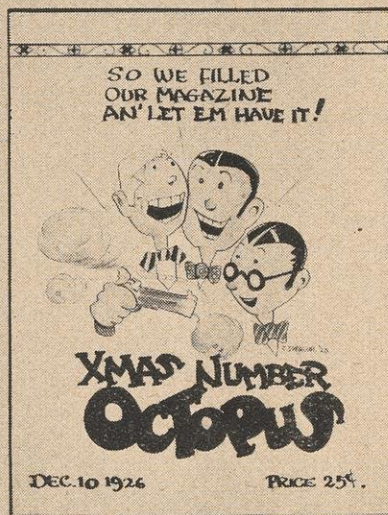
Some of the winning boards in the OCTYXMAS POSTER CONTEST



2ND PRIZE-
LAWSON
WOODWARD



3RD PRIZE-
REID
WINDSEY '30



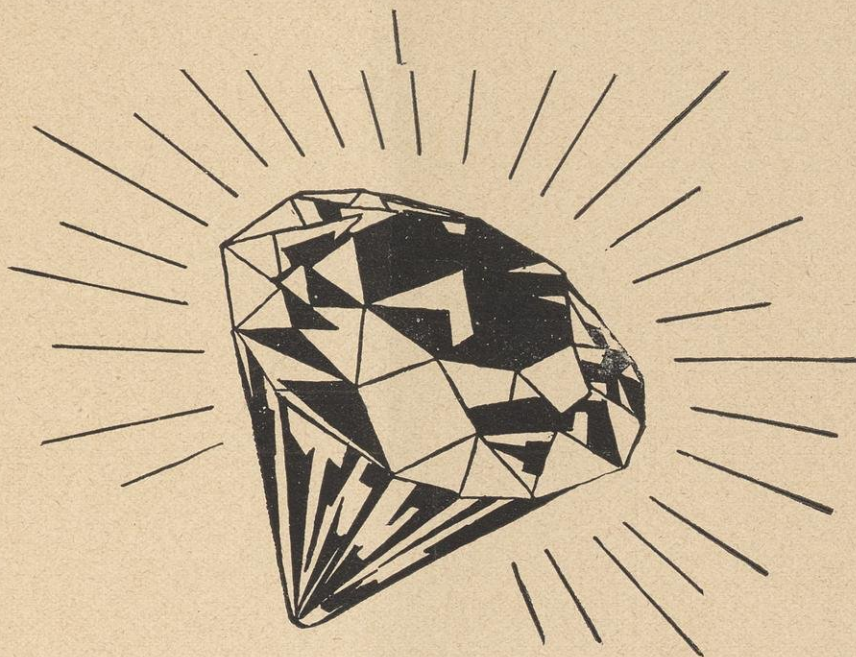
1ST PRIZE-
CLARK SPARGUR '28



CHRIS ROMES '28



DON EASTON '29



A sermon in stones

CECIL RHODES, the diamond king, had a real idea which he passed on to diamonds in the rough.

"Be well-rounded men, broad in your sympathies," he said, and he made this the basis for selection of Rhodes scholars.

Surely there's a lesson for every man—graduates alike in arts, in pure science or in applied science—to balance the student in him with the athlete, the individualist with the man of sociability, the specialist with the "citizen of the world."

For Rhodes' idea was no theory. It is shared by hard-headed business men today.

Published
for the
Communication
Industry
by



Western Electric Company

Makers of the Nation's Telephones

A Date

"Pardon me, but what did you say your first name was? Helen? I've always liked that name. Shall we dance? Fine! Gee this place is crowded! Let's beat it. J'ever see the lights of the city from across the lake? No?

"—Here we are! Aren't they swell? Always liked the water didn't you? You say you're from Chicago? Well, well that's funny. I was down there only a year ago. Queer I didn't run into yuh. Heh! Heh! You know, Helen, I like you a whole lot. Your eyes remind me of diamonds 'er pearls 'er sompn' like that. Do you mind if —! Oh, if that's the way you feel about it, all right!"

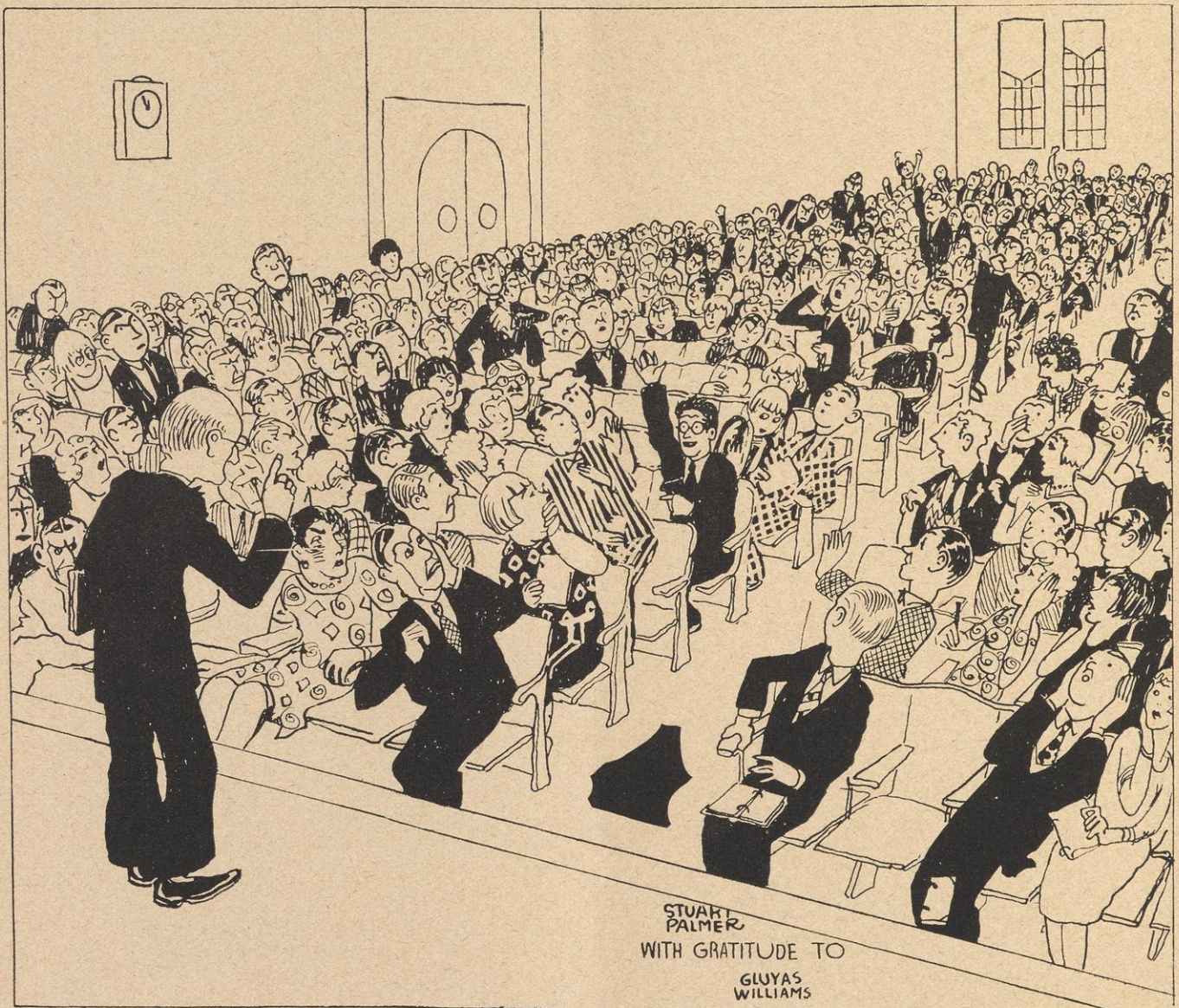
Bring on the Spirits

He: Do you believe in life after death?

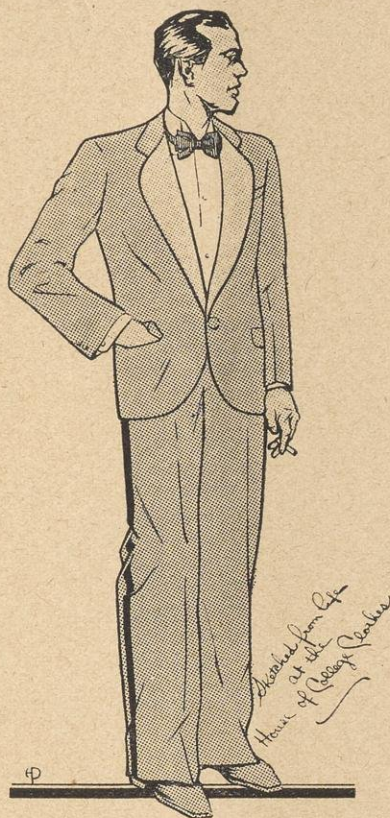
She: No—but I do believe in life before death. Let's go!

Yes, I believe every college man should work his way through school. The experience is invaluable, and the sacrifices a lad makes are really after all very petty. Give me the boy who is putting himself through every time, for HE is dependable, HE is going to make something out of his future life, and HE knows the value of money.

But the thing that is bothering me just now is whether the poppa will raise my allowance another fifty.



WITH GRATITUDE TO
GLUYAS
WILLIAMS



Learbury Tuxley

Exactly as sketched---Long dull silk lapel---rounded front---short coat; trousers straight and carrying the wide, dull silk seam stripe.

\$45

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On the Square—Carroll Near State—Badger 453

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Is The Season of
Frozen Pipes - -

Have Them Repaired
Immediately!

Call

R. T. ROYSTON

1319 University Ave.

Fairchild 378



Dainty Evening Footwear
HOSIERY

JENSEN'S BOOT SHOP

614 STATE STREET

Frank Brothers
Fancy Groceries and Fruits

611-6-3 University Ave.

Phones: Badger 5335-2689-71

An Epitaph

*A prayer from your lips for good old
Ned,
Found in the library, cold and dead
Not a suicide
Not knifed from behind
Just read a book
That wasn't assigned.*

*Man in restaurant says: I would
like some fried oysters.
Waiter: Sorry we have no oysters.
"Oh well bring me an oyster stew."*

*"What does your brother do?"
"He handles ties."
"Oh, a haberdasher?"
"No, he's a section hand on a rail-
road."*



*"That touches me in a soft spot."
"You mean it goes to your head?"*



Dance Programs and Distinctive Stationery

From

LETTERCRAFT, Inc.
725 UNIVERSITY AVE.

Think of Mallatt

WHEN YOU
THINK OF DRUGS
We Deliver

MALLATT PHARMACY

708 State Street

F. 3400

Very Effective, Though

Mrs. Sandflats: Is this the store that sold us the electric washing machine?

Store: Yes, ma'am.

Mrs. Sandflats: Well, take the darn thing back. I went to wash myself in it, and never got such a beating in my life.—*Black and Blue Jay*

Cinderella: Godmother, must I leave the ball at twelve?

The Good Fairy: You'll not go at all, if you don't stop swearing.

Old Lady (as car gives a jolt): Was that a serious accident, conductor?

Conductor: Not to us, madam; the car just ran over a dog.

Old Lady: Was it on the track?

Conductor: No, we chased him up an alley.
—*Exchange*



"Do you smoke a pipe?"
"Milano!"

CLOTHES

Ready-made
And Cut to Order

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



Charter House

Suits and Overcoats

\$40, \$45, \$50



Retort Courteous

"How are them pedigreed pigs of yours gettin' along?"

"Fine! How's your folks?"

—*Ranger*

"I just heard King Solomon say that he is through with women for life."

"That makes the 999th time that he said that."—*Black and Blue Jay*

Magistrate: What is the complaint?

Farmer Brown: Smith's dog chases my cows.

Farmer Smith: It's a lie, sir. My dog's a bulldog.

Magistrate: Complaint dismissed.
—*Illinois Siren*

Prom Time!

Is Formal Dress Time---
for the unusual

SHOP AT ADA'S!

ADA'S WOMEN'S WEAR

A. Andelson, Manager

219 STATE STREET

Madison's Exclusive Dress Shop

Everything comes to him who orders hash.

—Penn State Froth

She: John! What's the baby chewing?

John: Tobacco.

She: Give the little dear a new spittoon and send him
to the nursery.

—Virginia Reel

Director: What part are you playing?

Actor: I'm proprietor of the billiard hall.

Director: Do you know your part thoroughly?

Actor: Well, I know my cues.

—Oklahoma Whirlwind

"Jack ordered a big dish of chop suey for himself last
night."

"Putting on the dog, eh?"

"No—putting in the dog, I'm afraid."

"Blessed be the tie that binds—with a knot that slips."

Passed Out: I was awfully drunk on New Year's eve!

Flunked Out: O, so you were the guy!

Minister: Doesn't that little boy swear terribly?

Young member of his flock: Hell yes, his pronunciation
is awful.



"I almost got killed twice today."

"Once would have been enough."

Books under arm he slowly climbed the hill, his feet
patiently striving to make the grade; he scowled angrily
at an innocent squirrel gaily frisking at his side. Beyond
the shadow of a doubt he was moody—unbearably so. He
seemed to see no one, classroom windows scowled vacantly
at him, to his dull ears there came no noise of scraping
feet and laughing voices. A janitor stared curiously at
him through a doorway. Now the dejected figure was
muttering something to himself—why hadn't his room-
mate come in last night—where the hell was everybody
at breakfast—where was that unfaithful girl he had asked
to wait for him? Morosely he turned into Bascom . . .

The poor sap had forgotten it was vacation.



Coach One: Guess we've got the Indian sign on your pitcher.

Coach Two: No, that's just his hi'watha mark.



That Famous Post Xmas Letter to Santa Claus

Dear Santa:

As usual, you got things all balled up. I didn't want that lavender polka dot necktie or a pair of wool mittens. And who sent them garters? Holy Moses! Santa, why did you let my girl give me that godawful pen and pencil outfit? Did you mean to have my Aunt Jennie send me that fuzzy wooly muffler that she knitted herself. What good will that fur cap, size 6, do me? Is it your fault that I got four embroidered pongee handkerchiefs? And why o why, Santa did you let mother give those five suits of long flannel underwear?

O gee, Santa, what I wanted was a shiny tin flask and a deerskin kit bag and a Chrysler Roadster, and O Santa how I wanted a coonskin coat!

Tearfully yours

Joe Zilch



"These lots are just a stone's throw from the station."
"Show me the stone."

EAGER FINGERS EAGER EYES



And stationery that makes them eager

WRITE and mail a letter on Old Hampshire Stationery—and picture its reception.

Fingers are eager to open the clean, well cut envelope; eyes read your words with added respect because of the superbly surfaced paper.

Unmistakably the atmosphere of good taste impresses the reader.

Correct stationery of fine quality is an asset hardly less important than correct attire.

Old Hampshire Stationery is always correct for social correspondence.

Old Hampshire Stationery

Made in three distinctive finishes / BOND / VELLUM / LAWN

Fine Stationery Department
HAMPSHIRE PAPER COMPANY
South Hadley Falls, Mass.

NEW YEAR'S RESOLUTIONS

Are usually broken before the year is out.

However, if you make a resolution to use a RENT-A-CAR for your dates, our service will prove so satisfactory that you will not want to break it.



BADGER RENT-A-CAR CO.

250 State Street.

Fairchild 2099

H A V E A C A M E L



[Mothers visit the club-house]

Camel attracts the quality smoker

CAREFUL observation will reveal that men of quality demand quality in a cigarette—smoke Camels. A Camel smoker goes straight to the point in cigarettes and demands enjoyment.

For there are no better tobaccos or blending than you get in Camels. There is no other cigarette taste and fragrance that can compare with Camels, because they are rolled of the choicest Turkish and

Domestic tobaccos grown. In a cigarette, as in the smoker, there is nothing that can substitute for quality.

If you want to know what experienced smokers like, just try Camels. Each year new millions try them all and find in Camels enjoyment realized. Camels *never* tire the taste. To test the quality of Camels, compare them with any cigarette made regardless of price. "Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

How is Your Coal Supply?

WHEN IN NEED OF COAL
WHY NOT RING

CASTLE & DOYLE

BADGER 1993

Little girl playing dentist, looking in little boy's mouth: You have a cavity, what do you want it filled with?

Boy: Fill it up with chocolate.



Little boy: Papa help me find the least common multiple.

Papa: My God, haven't they found that yet?



Lady Godiva, so the legend says, made her famous ride in Heidelberg in 1157. The University of Heidelberg was founded in 1158.



"Our baker is also a minister."
"Well! What denomination is he?"
"Holy Roller, I guess."

At The Dance

10 o'clock

She: Aren't the lights pretty?

He: Yes.

10:30 o'clock

She: I think the orchestra's awfully good, don't you?

He: Uh huh.

11 o'clock

She: Don't you think you're holding me pretty close?

He: I was thinking about my mother.

11:30 o'clock

She: Your memory isn't very good tonight, is it?

He: What makes you think that?

She: Why you've forgotten all about your mother.

Flowers
For
PROM

Delivered From
Choles Floral Co.

Badger 476

Fairchild 5790

MORGAN'S
Malted Milk
MOVED TO
672 State Street

CARL THOMAS

PHOTOGRAPHER



On the Square

Badger 2407

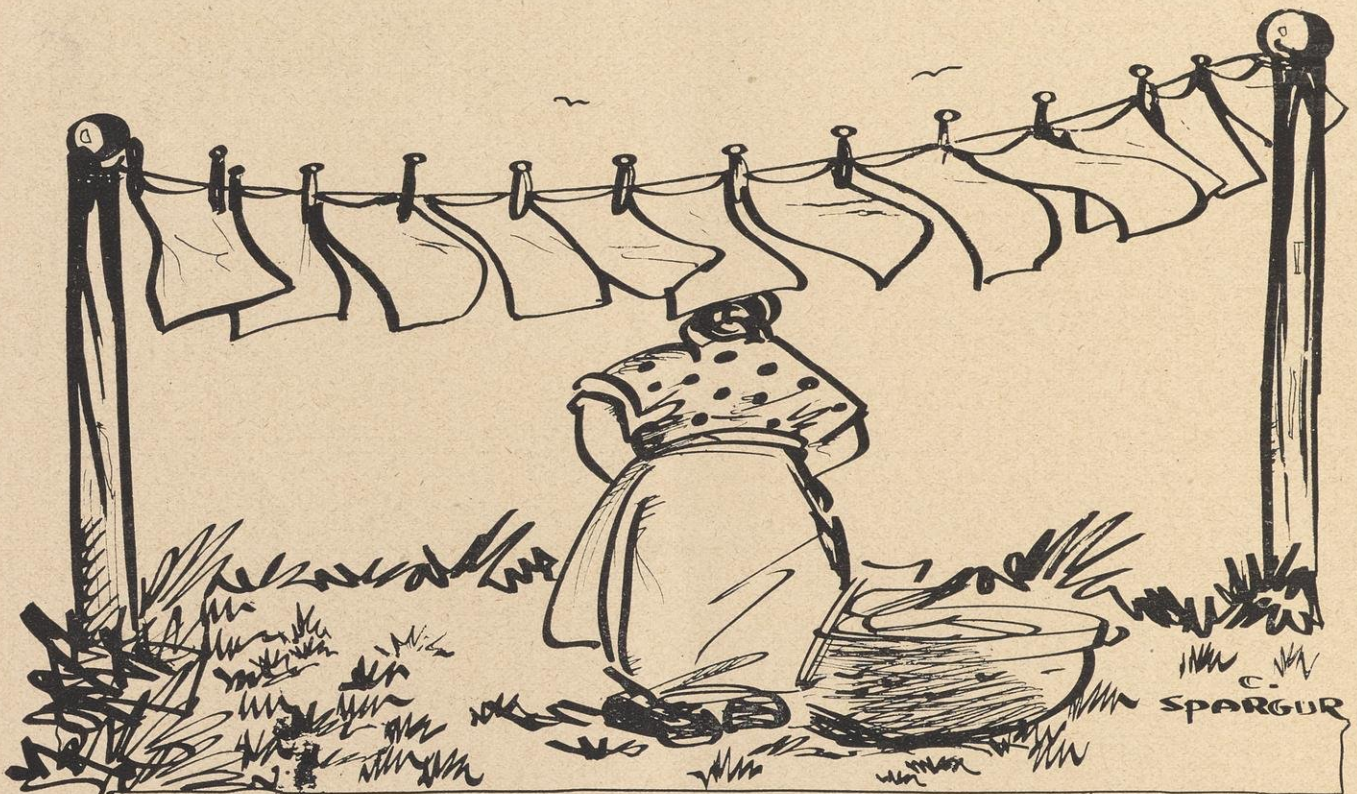
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Artists and Engravers



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State Journal Building

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Her Daily Dozen

The Spanish Tea Room

in

Green Gables

A place decidedly different and very cozy
in its surroundings.

Luncheon—65c-85c. Dinner—85c-\$1.10

MRS. MABEL H. CLARK

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148 Langdon



Snow and slush hold no terrors for Walk-Overs. These sturdy shoes will carry you through the winter clear into spring. After a season of hard wear, they will still be smartly styled, smoothly fitting shoes—just as aristocratic as the day you bought them.

611 STATE STREET

STEPPES IN THE DARK

A Story for the Kiddies

Deep in the Wastelands of Siberia, cruel Ivan Godinoff ruled his drunken bullies with an iron hand. On winter nights beneath the cold Russian moon, Ivan led his band out to pillage the countryside.

The peasants of Pryxzgl lay in a deep sleep, dreaming of their lost Katinka, when suddenly through the icy night they heard the bloodthirsty yell of Ivan Godinoff. In a few minutes the village was in an uproar. The merciless scream of the whips was mingled with the oaths of the drunken bullies and the cries of the tortured. Ivan's men raged through the streets, slaughtering the villagers to prepare a feast of their more tender victims. Finally everything was ready, the drunken brutes smacked their lips in anticipation. Then Ivan stood forth.

"Scum," he shouted to the cooks, "this stuff must all be thrown away." He sighed deeply and continued. "We cannot eat flesh now."

"Why not?" shouted the men in Russian.

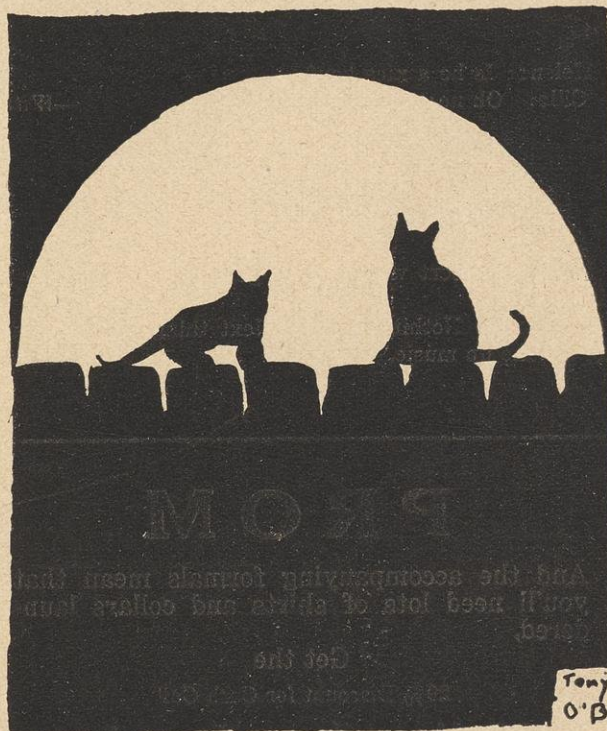
Ivan answered with tears in his eyes, "My boys, you forget—we must sacrifice! This is National Apple Week!"

"Why did your maid quit, Mr. Feep?"

"We installed an electric ice box."

"Was that relation of yours who just died very close?"

"He must have been. He left a lot of money."



Bessye: My dear, so gladja came. We were jus' talkin' aboutcha.

Marye: Thank ya, dear. That's why I come.

THIS ISN'T A CHURCH!

But We Can Save Soles

Bring In Your Old Shoes - Take Them Away New

Hill's Shoe Repair Shop

State at Dayton

Basement---Hill's Store

Fantasy

The pale moon sent its glimmering beams across the ripples of the placid lake. She, a beautiful maiden, lay prone in the prow of a drifting canoe, languidly exhaling the scented smoke of my imported monogrammed cigarette. Peace . . . happiness . . . perfection. Then in a nasal, flat voice she said, "Ain't it nice."

Silently I knocked the ashes out of my pipe and drowned her.

—Bison



Helen: Is he a nice boy?
'Cille: Oh no; you'll like him.

—Witt



Wife: Herbert wants us to get him a saxophone for his birthday.

Husband: Nothing doing. Next thing, he'd be wanting to take up music.

—Judge

Borrowing as a Fine Art

"Hullo, Brown. Are you using your lawnmower this afternoon?"

"Yes, I'm afraid I am."

"Splendid! Then you won't be wanting your tennis racket—I've broken mine!"

—Humorist (London)



"Is he a loyal Notre Dame man?"

"Loyal! They tell me he refused a Carnegie Life Saving medal."

—Juggler



First Frosh: Seems to be lots doing here in the way of studies.

Second also: Yeah; everything I do seems to be in the way of studies.

—Juggler

PROM

And the accompanying formals mean that you'll need lots of shirts and collars laundered.

Get the

20% Discount for Cash Call

Madison Steam Laundry

429 State Street

Fairchild 530

A Student Institution For Years

Convenient Location --- Cheerful Service

CRAMTON BROS.

670 STATE STREET

O. M. NELSON & SON

Diamond Merchants and Silversmiths

For Nearly a half Century

Dependable Yesterday, Today and Tomorrow

Prom Favors

21 North Pinckney Street

Nelson Building



THE MAN WHO DIDN'T GO TO
PROM—

Service Station Attendant: Where's your radiator cap?"

Motorist: It's on the front end of my car, but I do dislike being called such names.
—*Louisville Satyr*

Voice on Phone: Hello. Say, come out here quick, there's a man eating part of a dead cow.

Sergeant: Good Heavens! Where are you?

Voice: At Mac's Barbecue stand.
—*Illinois Siren*

Landlady: I think you had better board elsewhere.

Boarder: Yes, I often had.

Landlady: Often had what?

Boarder: Had better board elsewhere.
—*Voo Doo*



Clara Grebe

—AND THE REASON HE DIDN'T
GO

Take Your "Cue" From

Cigars **MAUTZ** Billiards

821 University Avenue

"Happy New Year Boys"

Alford Brothers
Laundry Company

We Have Done
STUDENT LAUNDRY WORK

for
Forty-one Years

113-115 N. Carroll St.

Badger 172



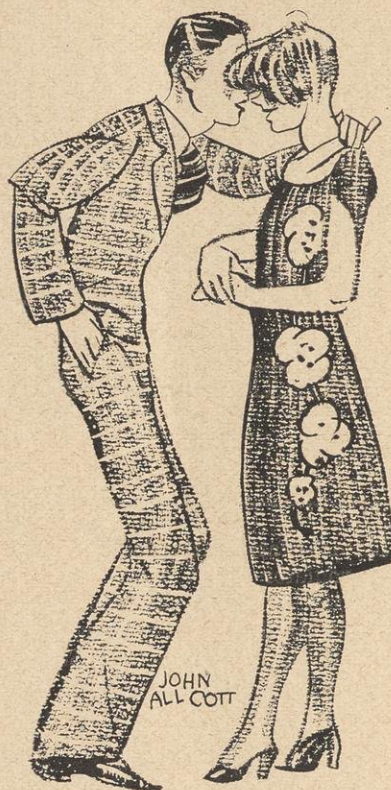
Malone Grocery

Agency

**RICHELIEU PURE FOOD
PRODUCTS**

Wholesale and Retail
**Groceries, Fruits, and
Vegetables**

434 State Tel. B. 1163-1164



"Do you believe in signing notes?"
"Love or business?"

"I like Jones. He's a fine, upright figure of manhood."

"It's nice to hear you say that. He goes around telling everybody that you're a lowdown scoundrel and a sneak thief."

"Oh, well, maybe we're both wrong."

Wise-cracks from the tattooed countess:

He's an artist, he has designs on me.

"What were you doing at the gymnastic meet?"

"Oh, I was just one of the hangers-on."

"Yes?"

"Yes, I hung on the flying trapeze."

PROM

Will not be a success this year without a thick juicy steak eaten at

HICKS CAFE

JAMES CRARY, Prop.

Make reservations early for a special dinner party.

108 E. MAIN STREET

"On the Square"

Phone Badger 2037

Soph: I killed thirty-seven bed bugs in my room last night.

Frosh: How did you do it?

Soph: I chased them up and down the spiral springs until they got dizzy and then suffocated them with a sock.

—Drexel Drexerd

"My uncle has a wooden leg."

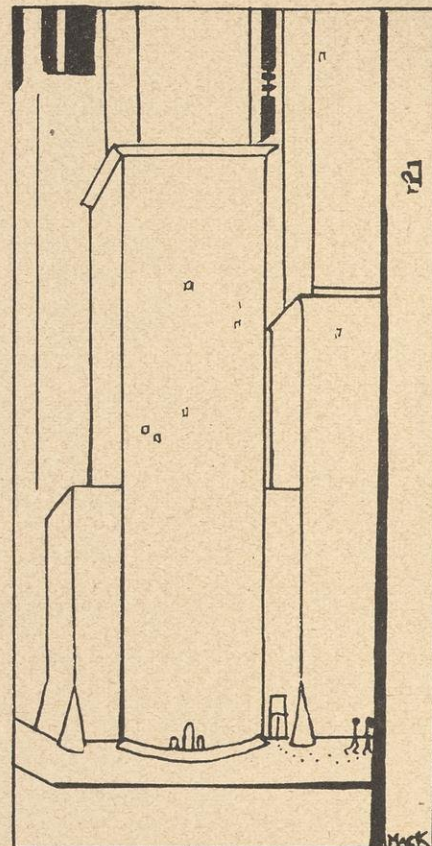
"That's nothing. My aunt has a cedar chest."

—Stone Mill

Waiter: Do you care for a little ice in your glass?"

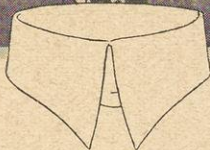
Fried: No thanks. They spread disease.

—Exchange.



"Will you draw a skyline for this?"
"Why no, the sky's the limit."

Choose the *right* collar for your Type



THE WILSHIRE

[[ROUND FACE—LONG NECK]]

This collar with points close together lengthens the face



THE TAVISTOCK

[[ROUND FACE—SHORT NECK]]

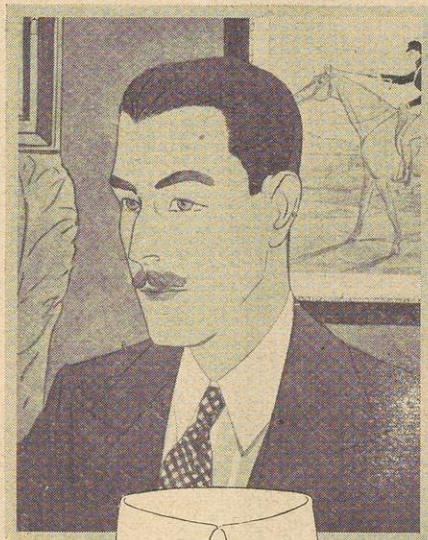
This collar with long points close together makes the face look narrower



THE HOYLAKES

[[LONG FACE—SHORT NECK]]

This collar with the points spread far apart makes the face look broader



THE GLENAIR

[[LONG FACE—LONG NECK]]

This collar shortens the neck and its wide points broaden the face

HERE is a new way to select a becoming collar. You can recognize yourself among these four general types of men—and find the styles you should wear. One of these Ide collars has been especially designed to suit you best.

In a new booklet which we will send you at your request, are also shown

the Ide styles in collars, shirts and handkerchiefs chosen by the "best-dressed" men or men voted "most likely to succeed" at ten leading universities.

Yale, Dartmouth, Cornell, Chicago, Williams, Pittsburgh, Wisconsin, Columbia, Princeton and Brown are represented.

Address Geo. P. Ide & Co., Inc., Troy, New York, for a copy of this interesting review of what American university men wear.

Ide Luxe COLLARS

P A T . P E N D I N G

"Straus for Student
Printing"

In 1927

You will have many occasions to avail yourself of our printing services — for student parties, student publications, and other student activities.

Do not lose these opportunities, for they will prove to you that—

"There's added weight in the printed word."



118 East Main Street—
Near the Square
Badger 1763

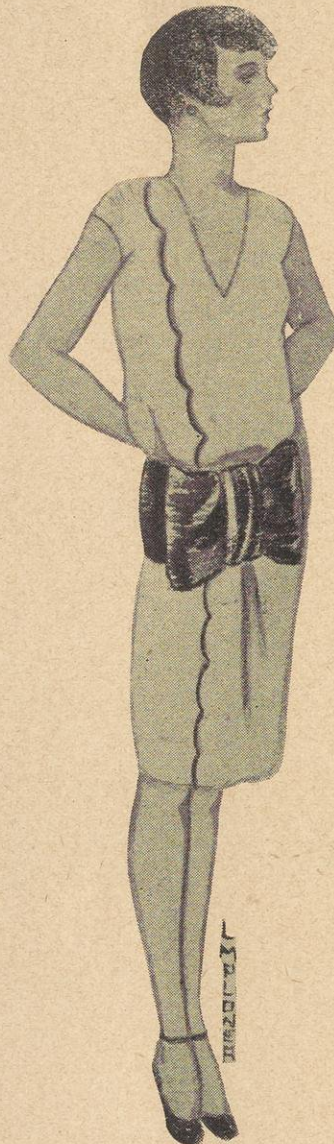
Aw Gee!

I drove along a country road,
The moon above shone bright—
For miles and miles the car sped on,
And romance lived that night!

I walked along a country road,
I walked along alone—
The moon had lost its brightness now,
For I was walking home!
—Black and Blue Jay



"That touches me in a weak spot."
"You mean it goes to your head."



*I saw a man putting sand on the
sidewalks. I wonder if he was trying
to grow a little boulder.*

ISN'T IT HELL!

To get back from a joyous vacation and have to plunge madly in work writing topics and preparing for finals all at once?

But let us help. Bring your notes, topics, themes, to us in rough form and we will turn out a neatly well-typed piece of work which will bring you good grades.

It will delight the instructor to have an easily read article when he is rushed too.

College Typing Company

Corner Lake and Langdon
Badger 3747

This Will Be

**A Happy and
Prosperous
New Year**

If You Eat at

**FRANK'S
Restaurant**

821 University Avenue

We Call

We Deliver

Owen & Vetter

**Cleaning
Pressing
Repairing**



531 State

B. 7542



A collection of

New Exclusive Prom Gowns

The new things, the smart things for formal wear you will find at this shop.

A shop of individual gowns where style, quality, and modest prices are stressed.

**THE HETTY MINCH
SHOP**

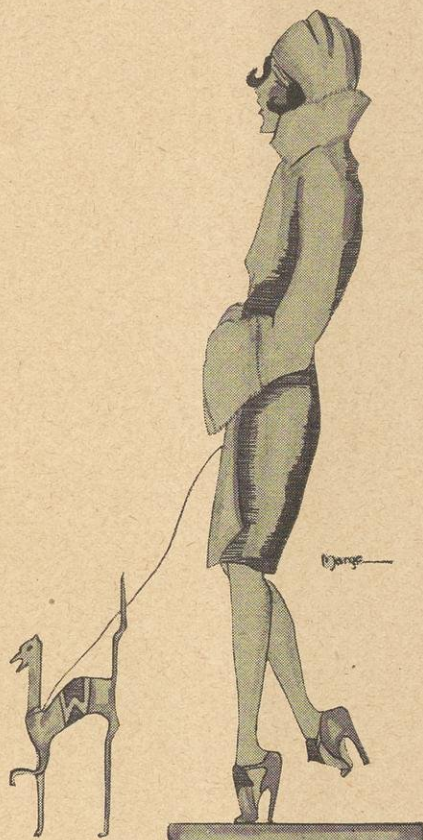
(Over Rentschler Floral Shop)
228 State St. Badger 3029

"I have a cold or something in my head."

"It must be a cold."



Advertising, it seems to us, is a method of selling something you don't want to somebody who doesn't want it.



The Date Who Really Was Blind



"Mither Smith, kin I have de afternoon off to go to muh grandmudder's funeral?"

"Again? Why, Willy, you got off to go to her funeral once last week."

"Yezzir, you're right! But the old lady has went and turned over in her grave and we got to do it all over again."
—Black and Blue Jay

Happy New Year

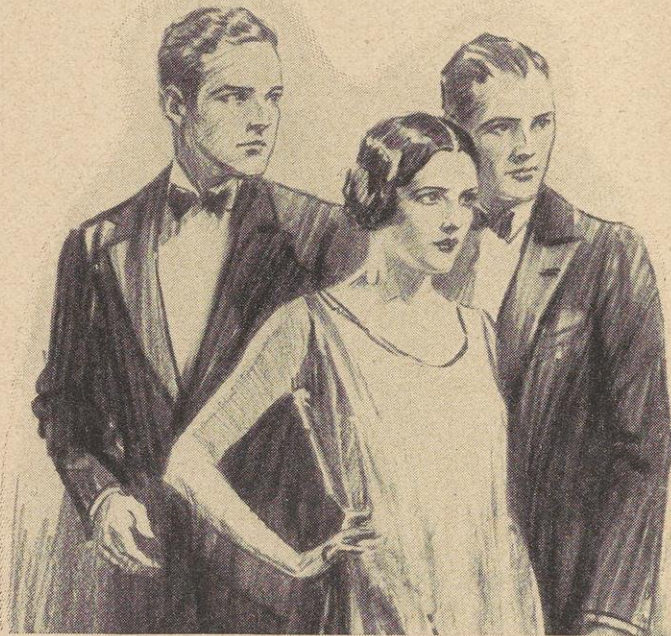


With a Rider Masterpen
It will see you through your longest Exam or your most exasperating Lecture without faltering.

RIDER'S PEN SHOP
650 State St.

Little Sins

By the Author
of "Glitter"



By KATHARINE BRUSH

What are the things these amazing young people do? Are they only indiscretions—only little sins that delight? Or have they shocked even the young people themselves?

The January issue begins the story of two girls, both products of this very sophisticated age, one of them a cabaret girl and the other a society darling . . . both wanted love.

Katharine Brush has caught all of the realities of life and translated them in terms that appeal to young people. This, her second novel, has both lightness of touch and honest drama.

CollegeHumor

At All News-stands, the First of Every Month

For
Prom Favors

See
Our Line of
Different
and
Attractive
Jewelry

WUILLEUMIERS

JEWELERS

656 State Street



He: I-I-I- l-l-love- y-y-you!

She: Say it again!

He: M-mygosh! I-I- said i-it t-t-three times t-t-the first t-t-time!

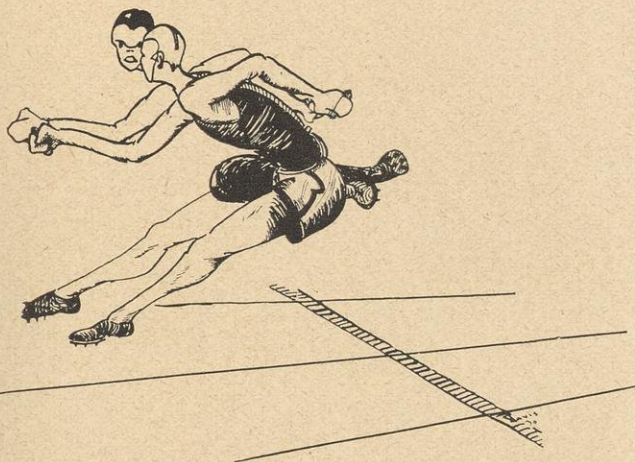
Statistics show that 99 out of 100
people like ice cream.

Then why not have the best there is?

Velvet
IT'S ALL CREAM
ICE CREAM

Just call Badger 7100

KENNEDY DAIRY COMPANY
629 West Washington Ave.



"How come your room mate lost his sex appeal?"
"His father went broke."



The cry of derision at Princeton these days is, "May all
your children go to Harvard."



"What are you playing?"
"Say It Again."
"Aw, you heard me the first time."

For Prom

Distinctive

Gowns

Gloves

Hosiery

Shawls

Scarfs

Lingerie



\$5.00

In Advance Gives

\$6.00
Credit

We Call and Deliver

Pantorium Co.

538 State Street

Badger 1180

Cleaning, Pressing,
Repairing

It Isn't Just The Food
Although
That Is The Town's
Best!

We Also Furnish An
Atmosphere That
Makes Eating A
Pleasure

But
We Don't Charge For
The Atmosphere!

The Irving Coffee House
The Irving Cafeteria

STERLING AT IRVING

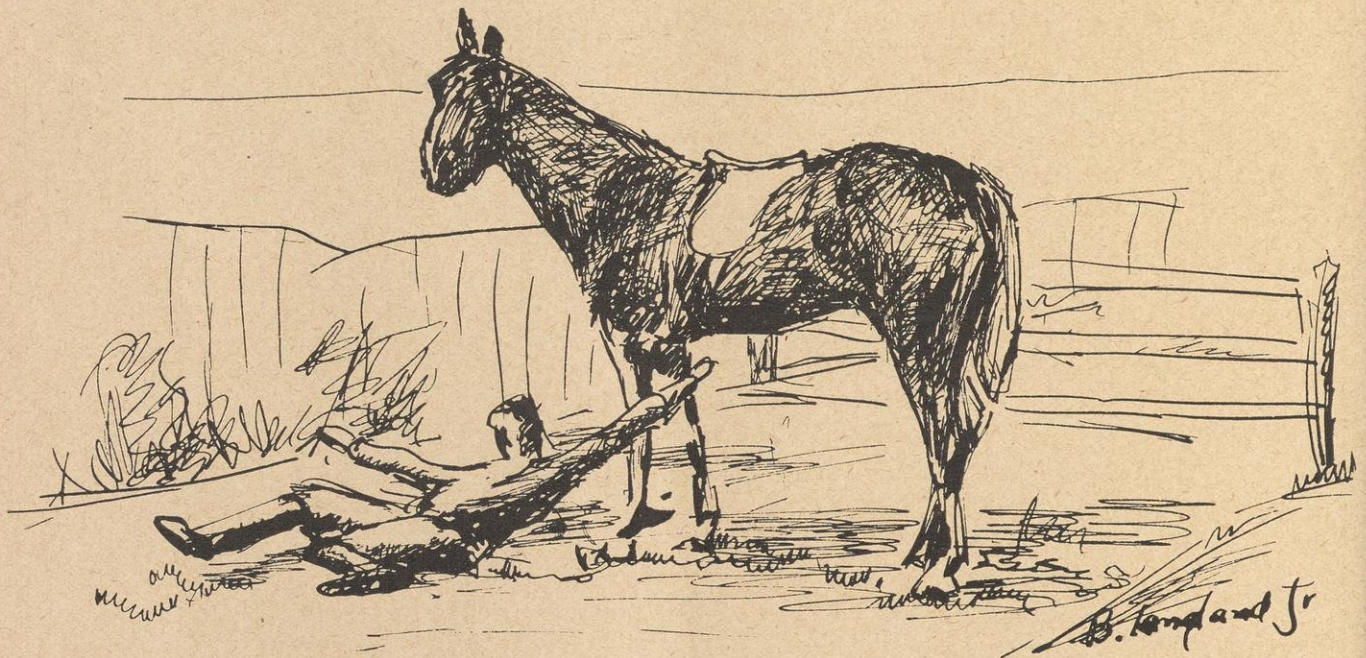


When considering
favors for
PROM

Be sure to see the
selection of exclu-
sive novelties at

The Unique Shop

130 State Street



A PRINCE OF A FELLOW

College gentlemen prefer P. A.



BLOND gentlemen and dark-haired gentlemen, diffident* freshmen and august seniors . . . Prince Albert is the overwhelming campus-favorite of every type and every pipe. (Yes, the pipes do have a voice in the matter. They can act in a docile, friendly manner or they can be mean. It depends on what you feed them.)

Open a tidy red tin of good old P. A. That first fragrant whiff will tell you why gentlemen prefer Prince Albert. Tuck a load into the bowl of your pipe and light up. Fragrance and taste alone are enough to win you.

But P. A. doesn't stop there. It is cool-smoking. It is mild as Maytime, yet it has plenty of body. It is kind to your tongue and throat. You can hit it up all you like and it never hits back. Try a tin of P. A. You'll certainly prefer it after that.

*Not too diffident.

PRINCE ALBERT

—no other tobacco is like it!

P. A. is sold everywhere in tidy red tins, pound and half-pound tin humidors, and pound crystal-glass humidors with sponge-moistener top. And always with every bit of bite and parch removed by the Prince Albert process.



FOR PROM

Look Your Best For HIM
Make An Appointment At

Scott's Beauty Shop

672 State Upstairs B. 7170

To Be Well Groomed

VISIT
the

Campus Barber Shop

720 State—Facing the Lower Campus

Good Things to Eat

*Our Home Made Candies
Luick's Ice Cream*

The Candy Shop

426 State Street

THOMPSON'S ORCHESTRAS

OFFICE
610 STATE STREET
BADGER 2020

DANCES EVERY
FRIDAY AND
SATURDAY NIGHT
AT THE
CAMEO ROOM



AARON B-R-R-R

High Pressure Boss: What are you doing here?

"Waiting for my train."

"Well, make it snappy—make it snappy!" —Judge



Bill: I hear that Jake had to go to Colorado for his lungs.

Wm.: Oh! Quit your kidding, he never lost them.

—Froth



He came home and, as they say in the movies, found his wife sewing on a tiny garment.

"My dear, my dear!" he cried.

"Don't be silly," she replied. "This is my new dinner gown."

—Witt



Boss: Here, file these papers.

Boy: Wouldn't it be easier to cut them with a scissors?

—Stone Mill

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Prom Favors

R. W. Nelson

Jeweler

Watch Repairing

320 State Street

COLLEGE JEWELRY

S
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For that Formal—
Get Flowers from the

Rentschler
FLORAL CO

New Store - 228-230 State

Badger 179

For Unusually

Attractive

PARTY DECORATIONS

— See —

NETHERWOODS

519 STATE STREET

Julia Mohrhauser

Milliner

309 State Street

Phone Badger 6398



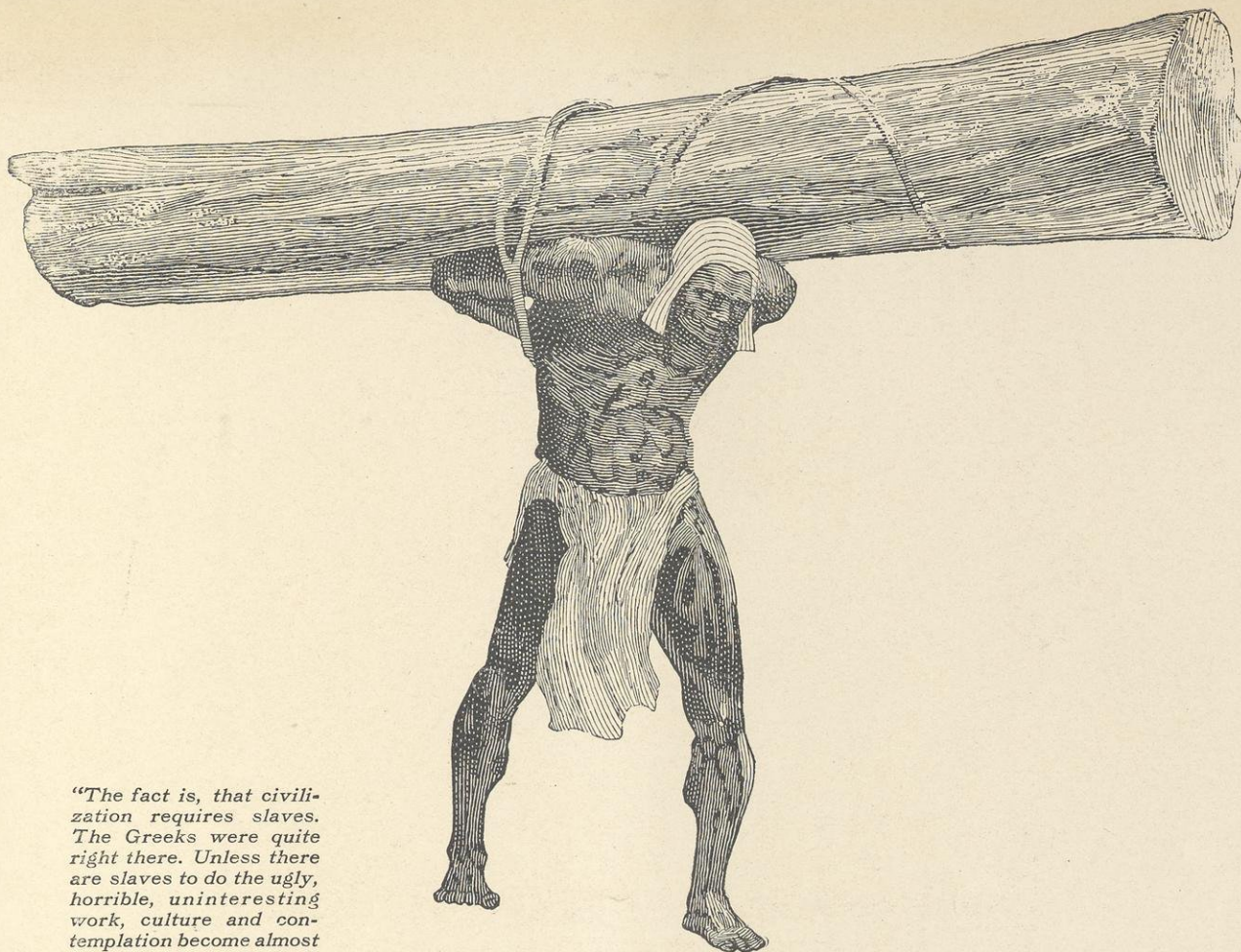
The heartrending burial of the man who dragged a blind to Prom.



*Pipe Your Troubles Away
With Printing*



Democrat Printing Company
MADISON, WISCONSIN



"The fact is, that civilization requires slaves. The Greeks were quite right there. Unless there are slaves to do the ugly, horrible, uninteresting work, culture and contemplation become almost impossible. Human slavery is wrong, insecure, and demoralizing. On mechanical slavery, on the slavery of the machine, the future of the world depends."

—Oscar Wilde

SLAVES

In a quarter-century the General Electric Company has produced electric motors having a total of more than 350,000,000 man-power. Electric light, heat, and transportation have also contributed their part to the freeing of men. These are America's slaves. Through their service American workers do more, earn more, and produce quality goods at lower cost than anywhere else in the world.



You will find this monogram on all kinds of electrical machinery. To insure quality, ask for it on equipment when you buy for factory, office, or home.

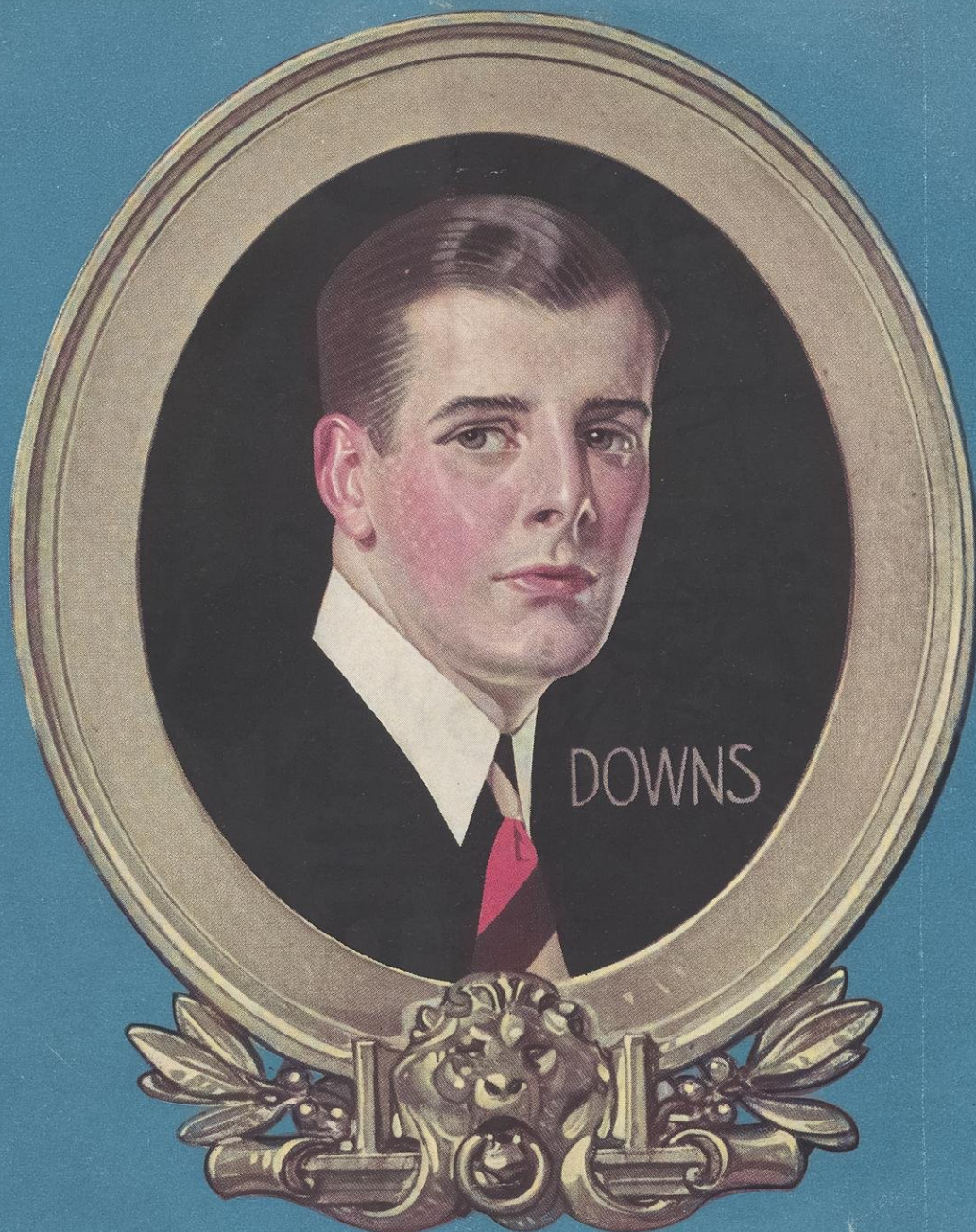
A series of G-E advertisements showing what electricity is doing in many fields will be sent on request. Ask for booklet GEK-18.

The college-trained man is the first to grasp these facts which raise man from a mere source of physical power to be a director of power, thus realizing the true economic value of the human mind.

201-57DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK



ARROW COLLARS

ARE STYLED FOR WEAR BY
MEN WHO APPRECIATE SMART-
NESS IN EVERY ITEM OF DRESS

CLUETT, PEABODY & CO., INC.