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# OCTOPUS



25c MAY

REGATTA  
NUMBER





*Announcing*  
The Formal Opening Of

*Lurosé*  
205 State Street

THURSDAY, MAY 15

You are cordially invited  
to attend the opening of  
Madison's newest and  
smartest fashion shop for  
women specializing in  
wearing apparel, millinery  
and shoes.

Co-ed Models Will  
Interpret  
The Midsummer Mode

Souvenirs





HE SAYS, IT'S  
**OCEAN GREY**  
THIS SPRING

And he should know, because he represents the majority of the students at Wisconsin. It's a new shade, very conservative and yet such an outstanding color that every man that tries it on just goes for it ... certainly dresses you up to the nth degree. Very reasonably priced, too ... \$35 to \$55 ... And don't forget to use your Co-op number ...

**THE UNIVERSITY CO-OP**

E. J. GRADY, Mgr.

STATE & LAKE ST.





*Ecuadorian*  
**"Supernatural"**  
TRADE MARK  
*Genuine*  
**Panamas**

The trend of style has turned to Panamas.  
 They are the fashionable hats for summer.

When you buy a "Supernatural" you will surely  
 get the latest style, the utmost in value and a  
 Panama famed for comfort and long wear.

*Good stores sell these hats with pride.*

ECUADORIAN PANAMA HAT COMPANY  
 297 Mercer Street New York, N. Y.

For your protection  
 look for our Trade Mark



Registered  
 U. S. Patent Office

Contributors to—

## THE REGATTA NUMBER

Ted Holstein	Paul Fulcher
Carl Buss	Ozzie Johnson
Cal Lennox	Loren Moore
John Lanckton	Carrol Finch
Bill Ballinger	Dick Abert
Fred Pederson	Phil Holliday



Styles exceedingly smart,  
 values so remarkable the  
 frocks alone are  
 worth \$15.00.



The Tuxedo short  
 jacket ensemble;  
 full silk lined to  
 match blouse of  
 dress. In black,  
 fleet blue, sprig  
 green, linen blue,  
 with contrasting  
 color combina-  
 tions. Sizes 12  
 to 20.

# Bonnie FROCKS

231 State Street





—At the country club—on  
the links—at the tennis  
match—at the formal  
evening function—  
and in the class room, too—



CHENEY CRAVATS!

Your favorite shop carries them.

CHENEY  
CRAVATS

MADE OF CHENEY SILKS



# SPORTS APPAREL

Two tone ensembles—tan or grey jackets — belted black, patch pocket and white flannel trousers.

**\$25.00**

Linen Suits of four piece—coat, vest, trousers and knickers.

**\$25.00**

Knickers of linen or white whipcord—Plus 6

**\$3.75 to \$6.00**

Sweaters—with or without sleeves  
in all the pastel shades.

**\$3.50 to \$7.00**

### Golf Sox to Match Pastel Sweaters.

**\$2.50 to \$5.00**



109 STATE STREET



**Frosh:** That girl's a Life Saver!

*Soph:* What do you mean?

**Frosh:** She's so sweet she takes my breath away.

He: Aw, honey, let's just stay out here in the woods and kiss each other.

She: Naw, we can go to a show and see all the kissing we want without wasting a bit of effort. Step on the starter, now.

—Texas Longhorn



Telephone rings. Receiver is lifted.

"Hello. I want to talk to Sis."

"Sis who?"

"Says me! That's who."

—Stone Mill



Little Rollo (age 7): Mama, where'd I come from?

Mama: Why, the stork brought you, of course.

Rollo: And where'd you come from?

Mama: The stork brought me, too.

Rollo: And where'd grandma and grandma come from?

Mama: The stork brought them, too.

Little Rollo sits down at his cute little desk with green ducks painted on it and begins to write: "Insofar as I am able to ascertain, the origin of myself and my family for the past two generations has been of a most unusual nature

—Gargoyle

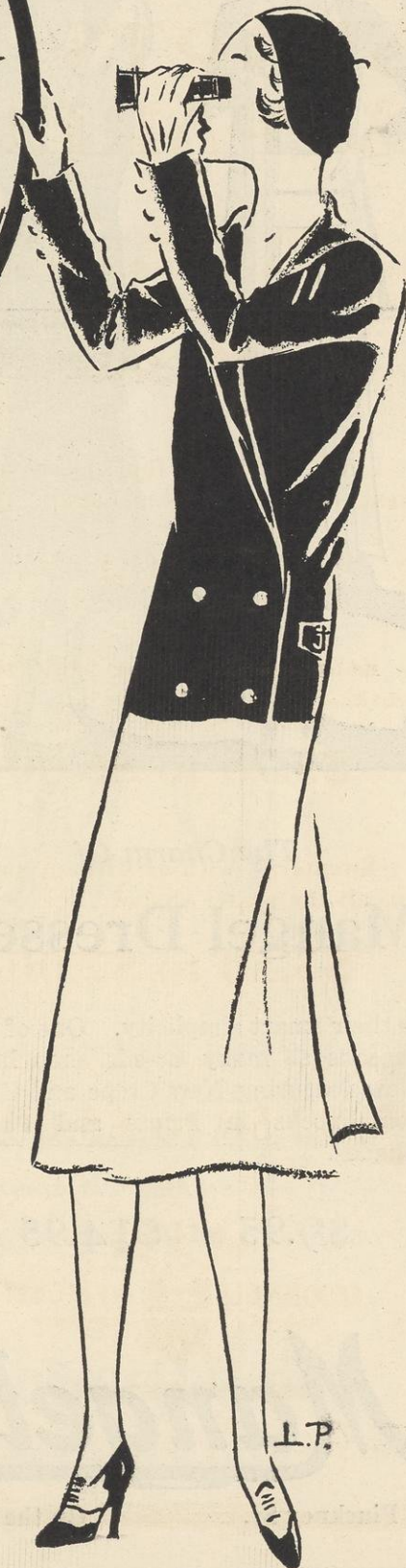




## Nautical

Coeds . . Smart young moderns who set so many fashions, are choosing nautical-minded Apparel for Regatta affairs . . for many a Skipper to note should he cast a knowing glance shoreward.

**Harry S. Manchester, Inc.**







*The Charm Of*  
**Mangel Dresses**

is their smart simplicity. One of the reasons so many Co-eds shop here. Now featuring New Crepe and Chiffon Frocks in Prints and Pastel Shades.

**\$9.95      \$14.95**

***Mangel's***

23 S. Pinckney St.

On the Square

"Goodbye, Rachel, when I come back from college I'll probably be kissing you and everything."

—Jack-O-Lantern



Gamma: They say that Horace Glamph is a pauper now.

Phi: Oh, dear, to think that one so young should have a child!

—Orange Peel



"No, you can't take my daughter out riding!"

"Why not, sir?"

"Aren't you a college student?"

"Hell, no. I work over to Kelly's pool hall."

"I beg your pardon. My daughter will be ready in a moment."

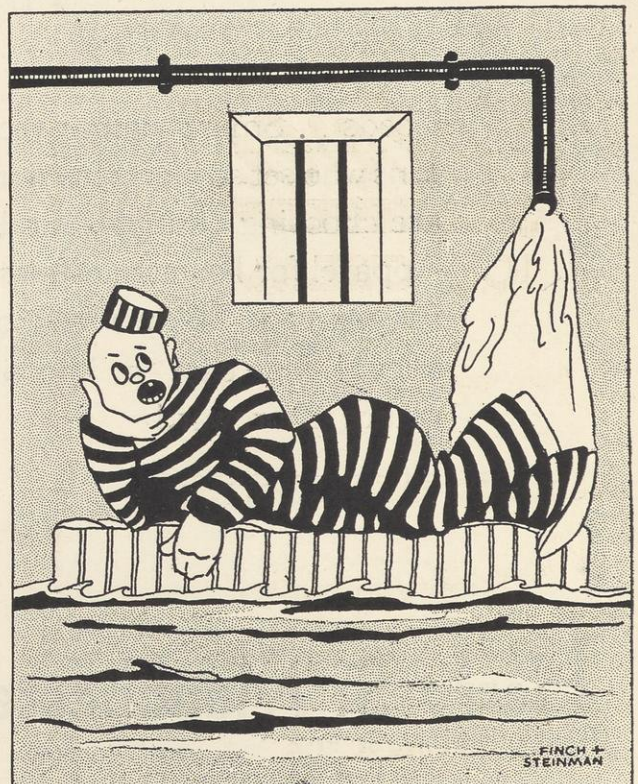
—Orange Peel



First Show Girl: The famous artist, Mr. Colorby, wants me to pose for his next painting, entitled "Cleopatra and the Snake."

Second Show Girl: That's great—whom has he selected to pose as Cleopatra?

—Film Fun



"Bail Me Out!"



## spring shoe styles . . . . .

. . . the appearance of any gentleman's spring ensemble will be enhanced by the finishing touch of his Johnston & Murphy shoes . . . they are available in two-toned style for dresswear and in many other interesting models . . . particularly popular is our own semi-English last, designed by us and especially built by these famous shoemakers . . . .

*Pete E. J. Burns.*

608 State Street

CLOTHING-IMPORTED HABERDASHERY-HATS-SHOES

**Velvet**  
IT'S ALL CREAM  
**ICE CREAM**

"our wagon passes your door"

**Kennedy Dairy Company**

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

Phone B. 7100

## MY DEARS . . . .



—and the uninteresting gossip goes on forever. Not so with COLLEGE HUMOR. This versatile magazine brings to you each month the nation's newest in Humor, Fiction, Articles and Styles.

**College Humor**

1050 N. LaSalle St., Chicago

The Magazine with a College Education



# COLLEGE MEN



You Get the Credit  
for the  
**LEARBURY**  
Suit

College men select the new Learbury patterns. Fabrics used by Learbury are of college men's choice. Learbury styles are created by college men. Is it any wonder that Learbury is the preferred clothing of Well-dressed college men?

**Learbury**  
Authentic Styled  
College Clothes

*Says Learbury—*

"College men make Learburys,  
and Learbury makes the college  
man."

**KARSTENS**

24 NORTH CARROLL STREET

## SHABBY SHOES *must walk alone!*

WHEN your top-coat stays at home on a hanger . . . and you feel light as air in a new spring suit . . . and the straw hats blossom again, don't let "shoe-shame" ruin the whole effect.

The first step toward popularity and success is to *look successful*, and more than ever *shoes mark the man!* Come in and see some of our light and feather-weight shoes. It pays to wear shoes that go well with the clothes you wear and the things you do. And don't forget sport shoes . . . they are headliners in footwear this year.



## WALK-OVERS

8 S. Carroll St.

On The Capitol Square

Coeds  
are particular . . .

They don't like  
car(e)less men

Boys—

Get yours at the

**COLLEGE RENT-A-CAR**  
315 N. Henry

Call Fairchild 12 or 13

Once upon a time there were two Irishmen. There are lots of them now.

—The Log

A man sat down in a swell restaurant and pointed to a line on the French menu card and said to the waiter, "Gimme some of that."

"Sorry, sir," answer the waiter, "the band is playing that."

—Exchange

### Class Dismissed

Teacher: Johnnie, give a sentence with "seasonal."

Johnnie: The cops are in the cellar seasonal the liquor.

Teacher: "Winchell."

Johnnie: Don't stop the car so sudden—you'll throw me through the Winchell.

Teacher: "Literal."

Johnnie: The old woman sat down and literal pipe.

Teacher: "Finite."

Johnnie: It's a finite for a murder.

Teacher (passing out): "Oh, Gawd!"

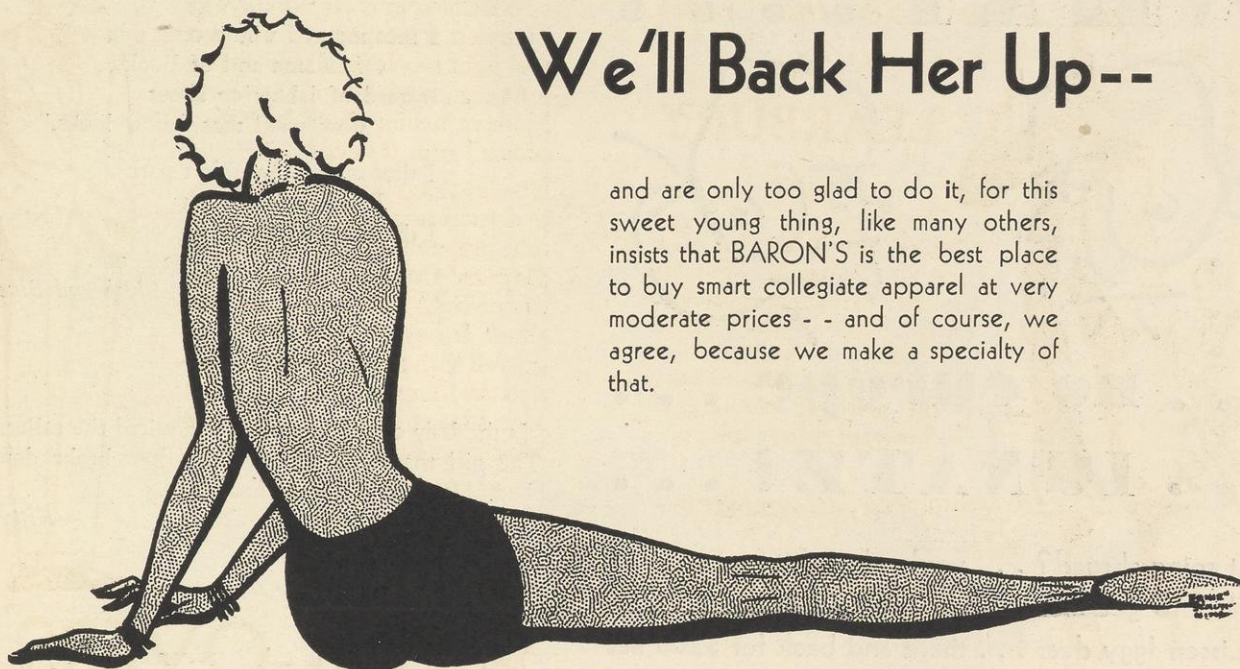
Johnnie: Mamma's a progressive, but Papa's in the Oh Gawd!

—Maxwell



## We'll Back Her Up--

and are only too glad to do it, for this sweet young thing, like many others, insists that BARON'S is the best place to buy smart collegiate apparel at very moderate prices - - and of course, we agree, because we make a specialty of that.



Fair prices -- friendly service

▼  
CASH  
for  
USED  
TEXTS

▲  
**BROWN'S**  
BOOK SHOP



*Carry a Bag*

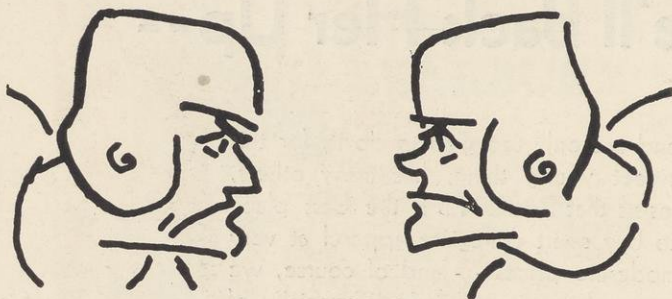
**TAKE** along a bag of Planters Salted Peanuts. Wholesome and zestful as a game of golf. Slip a bag in your pocket for that outdoor hunger. Big, whole, salted. 5c everywhere. "The Nickel Lunch."

PLANTERS NUT &  
CHOCOLATE CO.  
U.S.A. and Canada

**PLANTERS**  
SALTED PEANUTS



# WHAT . . . .



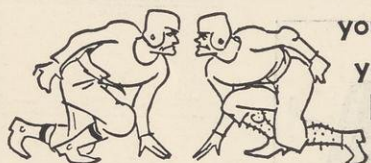
## . . . no europe . . .

## . . . IGNATZ? . . .

Not going abroad? . . . you've heard it costs a demi grand to get there and a heap after you do? . . .

Lissen Iggy dear . . . there and back for \$200 flat and six gazebos a day in Europe . . . How? . . .

What's the secret? . . . STCA . . . God's gift to the wise . . . yes STCA Iggy . . . takes you over and back on two of the swellest times



you've ever had and leaves you free as the wind in Europe with the Hand-Me-Down . . . book of

the ages . . . to help you spend your freedom and save your coin . . . snap to Iggy . . . react old boy . . . ask, write, telegraph, or see

**JESSIE PRICE**

2142 ROWLEY AVE. BADGER 1690  
MADISON, WIS.

OR - - - -

# STUDENTS THIRD CABIN ASSOC



Holland-America Line

40 N. Dearborn, Chicago, Ill.

The Hand-Me-Down, STCA'S expose of Europe's swellest secrets, and the best Drivurself service in Europe are yours when you sail STCA.

[[ Sailings are weekly to and from ]]  
[ England, France and Holland ]

# IATION

I thot my girl was different  
Than others of her sex;  
Different than the silly types  
That specialized in necks.

I thot my girl would only talk  
Of Drama and of Books,  
Instead of jabbering about  
"How swell that fellow looks."

I thot my girl wouldn't park  
Beside a lonely lot;  
I thot my girl was different,  
But, thank God, she is not.

—Black and Blue Jay



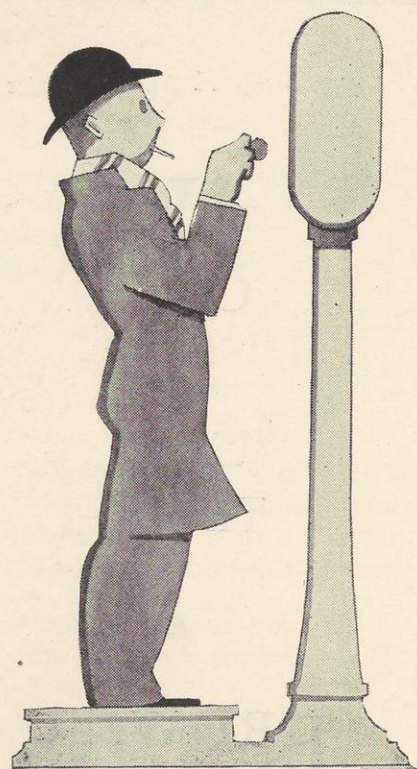
"Is the lady of the house in?" inquired the caller.  
The girl that had answered the door broke down and sobbed. It was the Chi O house.

—Kitty Kat



Our idea of futility is a delicatessen owner trying to tuna fish.

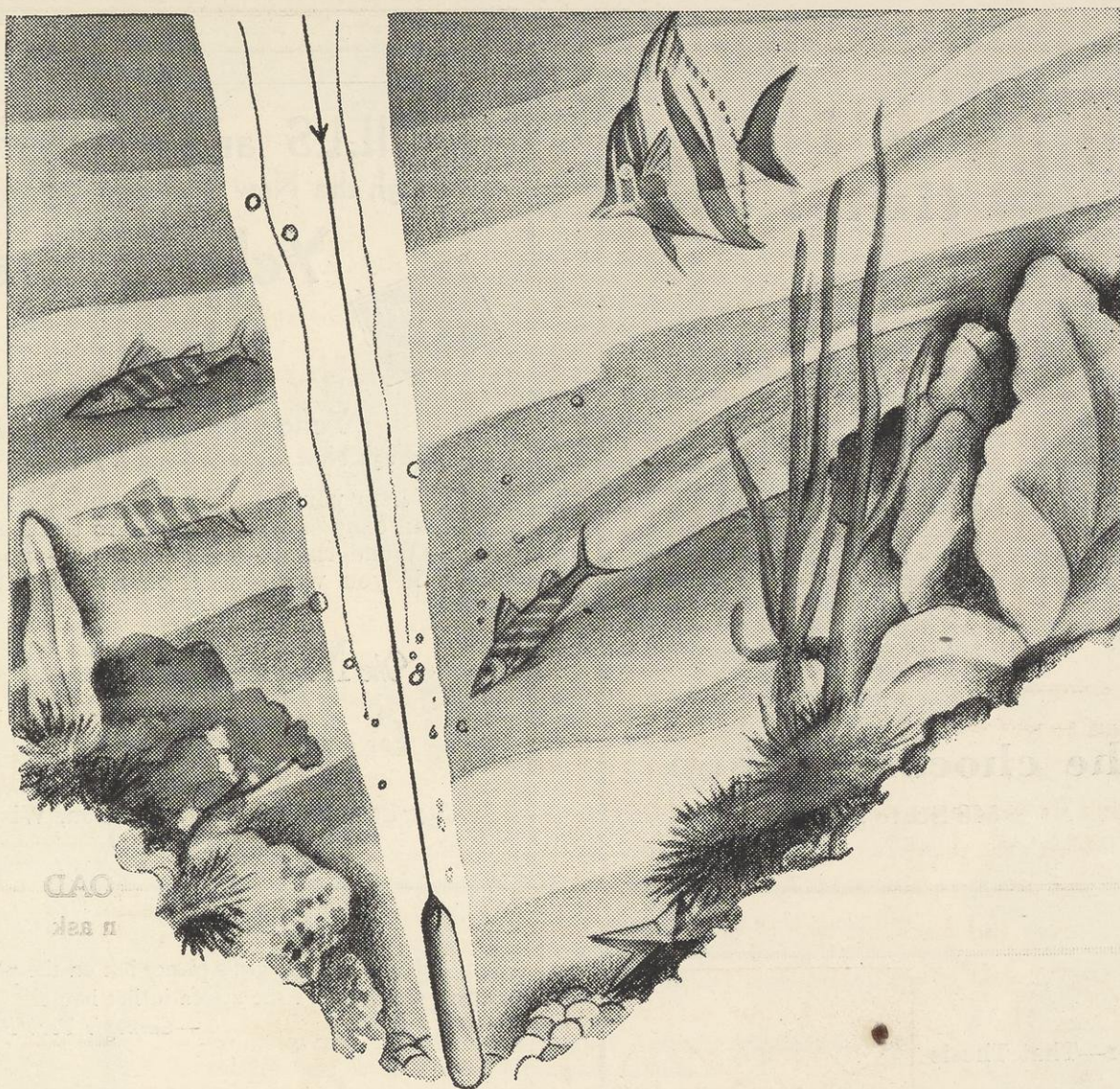
—Pennsylvania Punch Bowl



PULL HOLLIDAY  
+  
TOMMY

Plugging A Weigh





## *"Take Soundings"* before you graduate . . . .

On entering strange waters the careful navigator always takes soundings to make sure he is in the right channel. And that's a good thing for college men to do, too, before they enter the world of business.

There are many channels—many lines of work—which can be followed. But there is one particular channel where you can do your

best work and go farthest. Perhaps it is engineering—perhaps it is merchandising—or law. Your natural aptitudes point surely to the kind of work you should do after graduation.



Take your "soundings," make your decision *now*—industry likes men who know what they're about and where they're going!

# *Western Electric*

SINCE 1882 MANUFACTURERS FOR THE BELL SYSTEM



## any time is candy time!

no matter what the occasion, you can make it sweeter with a gift of candy . . . to express congratulations, good wishes or any message of kindness there's no better gift than our own candies . . . famous for their goodness for many years . . .

WHITMAN'S candies are part of The Chocolate Shops' regular stock.

## the chocolate shop

548 State St.

Senior—That Thesis

Students—Those Term Papers

Spring Fever Addicts(?)

No doubt this season of balmy weather has you under—Have Hope—There is a Remedy and—

## The College Typing Company is the Doctor

515 Campus Arcade  
Call Badger 3747

## THRILLS are TRUMPS Through the New Gallatin Gateway



To

## Yellowstone Park

### Yellowstone Park

Through New Gallatin Gateway \$53.80

Let us help you plan your geyserland vacation—an easy sidetrip enroute to the Northwest Wonderland — Escorted all-expense tours if you wish. Just like a big house party.

## The MILWAUKEE ROAD

For complete information ask

C. F. DAHNKE

City Passenger Agent, Madison, Wis.

Phone Badger 6300

Sam: Believe me my girl's plenty hot on the piano!

Ham: Gosh, hasn't she a sofa in her house?

—Carnegie Tech Puppet

He: How's your companionate marriage coming on?

Him: Not so good. I lost my wife's address.

—Purple Parrot

Journalism Prof.: Define mast head.

Smart Girl: The place in the paper where the editor pays political debts and gets himself in good with the girls he loves.

—Kitty Kat

Pres. of Fraternity: Brothers we are in a very serious position and we must act quickly, but with diplomacy.

Brothers: What's the trouble?

Pres. of Fraternity: Well, it seems that the drunk that we threw out of the dance last night was our national president.

—Puppet





# Prestige

All that Whitman's have learned in eighty-eight years about making good chocolates is summed up in this box of Prestige Chocolates. The pieces are small, shaped with care, beautiful as well as tasteful. Centers are new confections, covered with three kinds of those distinctive Whitman's chocolate coatings, vanilla, milk and semi-sweet. The metal box containing the Prestige pieces is a step forward in the combination of art and utility. Sold everywhere by the selected stores — usually drug stores — that sell the Sampler and other Whitman's candies.

*Whitman's*

PRESTIGE  
CHOCOLATES

in one, two & three pound — \$2 the pound

## Whitman's Famous Candies Are Sold By

WALTER M. ATWOOD	1054 Williamson.	KEEFREY DRUG STORE	1921 Monroe Street.
CAPIUS SODA GRILL	714 State Street.	A. W. KREHL	408 Wilson Street.
CARDINAL PHARMACY	226 State Street.	LOOKS PHARMACY	2138 Regent Street.
CHOCOLATE SHOP	528 State Street.	MALLATT PHARMACY	708 State Street.
CLINS PHARMACY	1941 University Avenue.	J. L. McCARTHY	Atwood Ave. and Division St.
CLYER'S PHARMACY	14 E. Mifflin Street.	MENGES PHARMACY	1825 Monroe Street.
CTLOFF'S PHARMACY	King, Main and Pinckney.	NORRIS COURT PHARMACY	920 E. Johnson Street.
CTLOFF'S PHARMACY	831 University Avenue.	OTT & PALM	14 N. Carroll Street.
OF OAK	1118 Atwood Avenue.	UNIVERSITY PHARMACY	State and Lake Streets.
HARDT'S PHARMACY	1345 Williamson.	WALTER DRUG COMPANY	111 E. Washington Avenue.
STROM'S PHARMACY	122 W. Washington Avenue.	WINGRA PHARMACY	2530 Monroe Street.





*Jean . . . the most popular member of her sorority . . . and quite deservedly so . . . since she formal-shops at Simpson's where evening gowns are the acme of smart sophistication and feminine charm.*

**SIMPSON'S AT THE CO-OP**

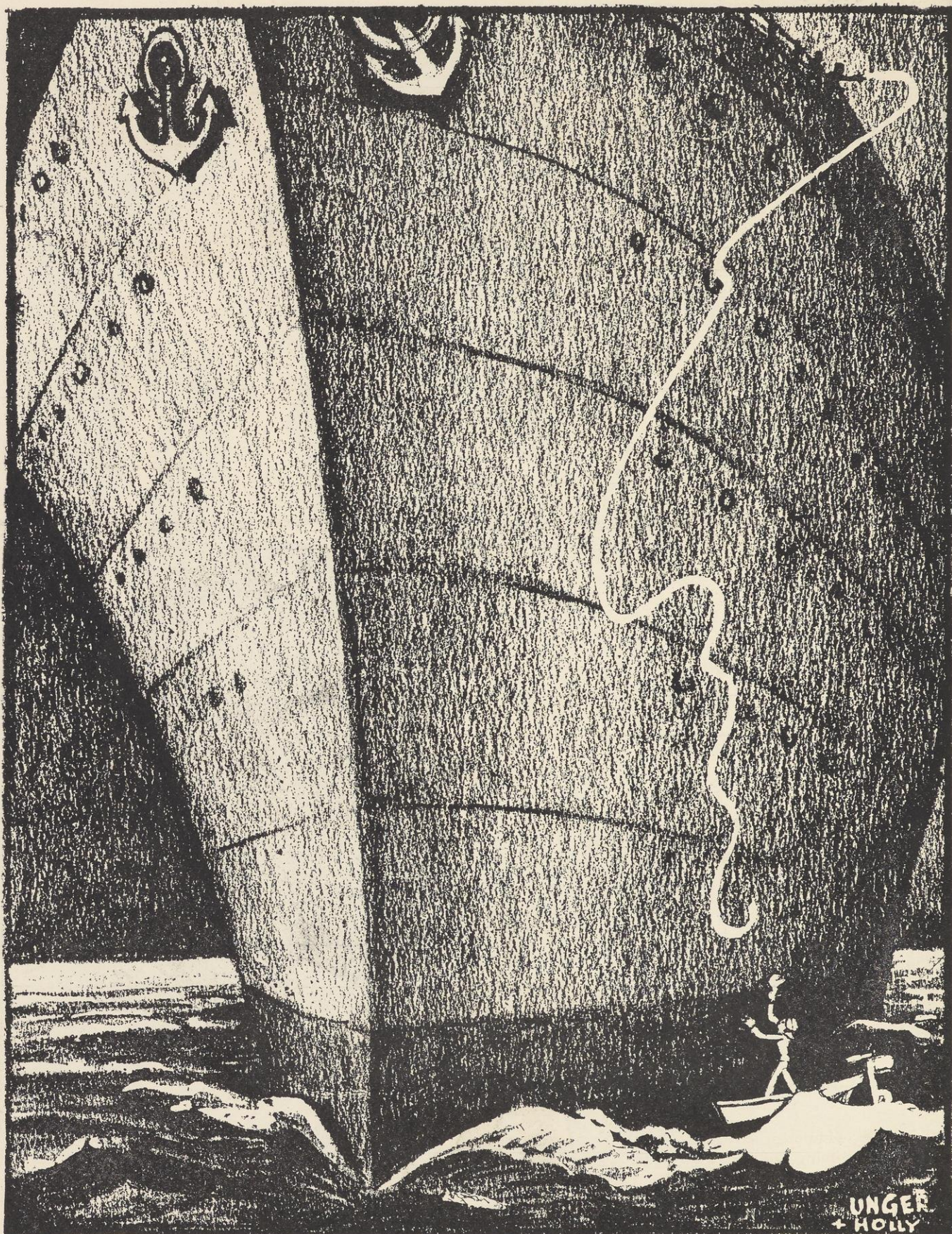


# Regatta Number » » »



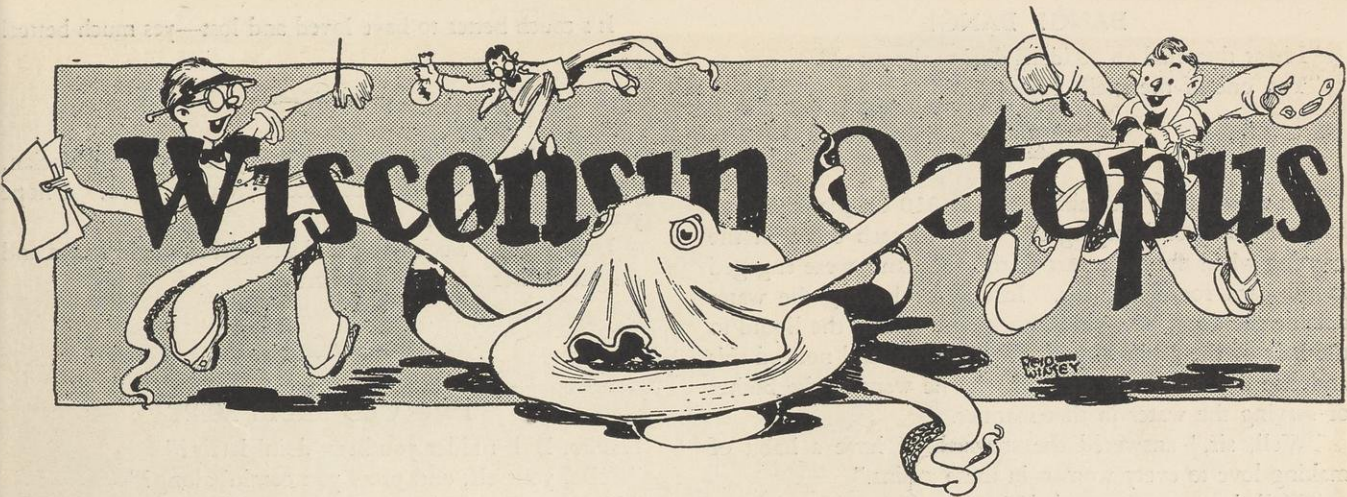
MIKE  
MURPHY





"Hey! can you lend me a gallon of gas?"





Of all the Piers of rank the Betas is the rankest.

It was a berry crate disappointment for the crew to lose at Poughkeepsie.

Some of the stuff that's "just off the boat" never enjoyed more than a ferry ride.

"Why did you go out for crew?"

"Well, you see I plan on getting married right after I graduate and I want to practice putting my oar in."

In crew, the coach can be said to really give oarders.

Co-ed (to Librarian): I want that crew story by Ibanez.

Librarian: What?

Co-ed: Yes, the "Four Oarsmen".

Rowing seems to be the old shell game.

Tom: I'd hate like hell to be out there in that boat.

Jerry: Well, I'd hate like hell to be out there without that boat.

We hope that the crew's stroke won't be fatal.

Visitor: How long do you train the crew?

Mr. Murphy: Oh, aboat two hours a day.

"Do you love me, dear?"

"Sh-h, my husband will hear you."

We could fill a galley with crew items.

"Don't you think that leading boat threw the race?"

"Yeh. It looked like pretty crewd work to me too."

"Why do they call those darn things outboard motor races?"

"Well, if you enter a race you have to sleep and eat away from home and if you don't win any prizes you're outboard."

She: Oh, admiral, what is that?

Admiral (having suffered much): That, ma'm is where we put people who ask too many questions.

She (undaunted): Yes, but what do you call it?

Admiral: That is the booby-hatch.



Venetian Knight

"Yes, I like this crew life. It develops one so—my muscles are getting bigger all the time. Nothing like it—out in the air all day. Good clean exercise. But if I can get a good job on a road gang I'll quit this construction crew in a minute."



BANG! BANG!

"I hear they had an accident during the race?"

"Yes, one of the shells exploded."

The steward of the cabins 300 to 310 on the first deck had the habit of bringing ice water to each cabin in the evening when the male part of the occupants were engaged in the card room and bar. Instead of leaving the water outside the door, he would knock and present the liquid to the lady of the cabin in person. One husband noticed this and one day asked the steward why he went to the bother of serving the water in that manner.

"Well, sir," answered the steward, "I have a habit of making love to every woman in these cabins."

"Well, have you succeeded?"

"In every case but one," was the modest reply.

The husband went angrily to his wife and told her of his conversation with the steward. "He said he had succeeded in all of the cabins but one," he snorted.

His wife thought a moment. "I'll bet it's that snooty woman in 309," she said.

It's much better to have loved and lost—yes much better!

Land: I was out at the Boat Club yesterday with Marian.  
Lubber: There was a bad storm, wasn't there? I hope you weren't caught in it.

Land: No. Luckily we had thought it would storm and sought shelter on the davenport.

## TWO OLD SALTS MEET

"Hello, Bill, rudder you been doin' lately?"

"Hello, yourself, and prow you comin' along?"

"Oh, knot so good—my stomach sailing."

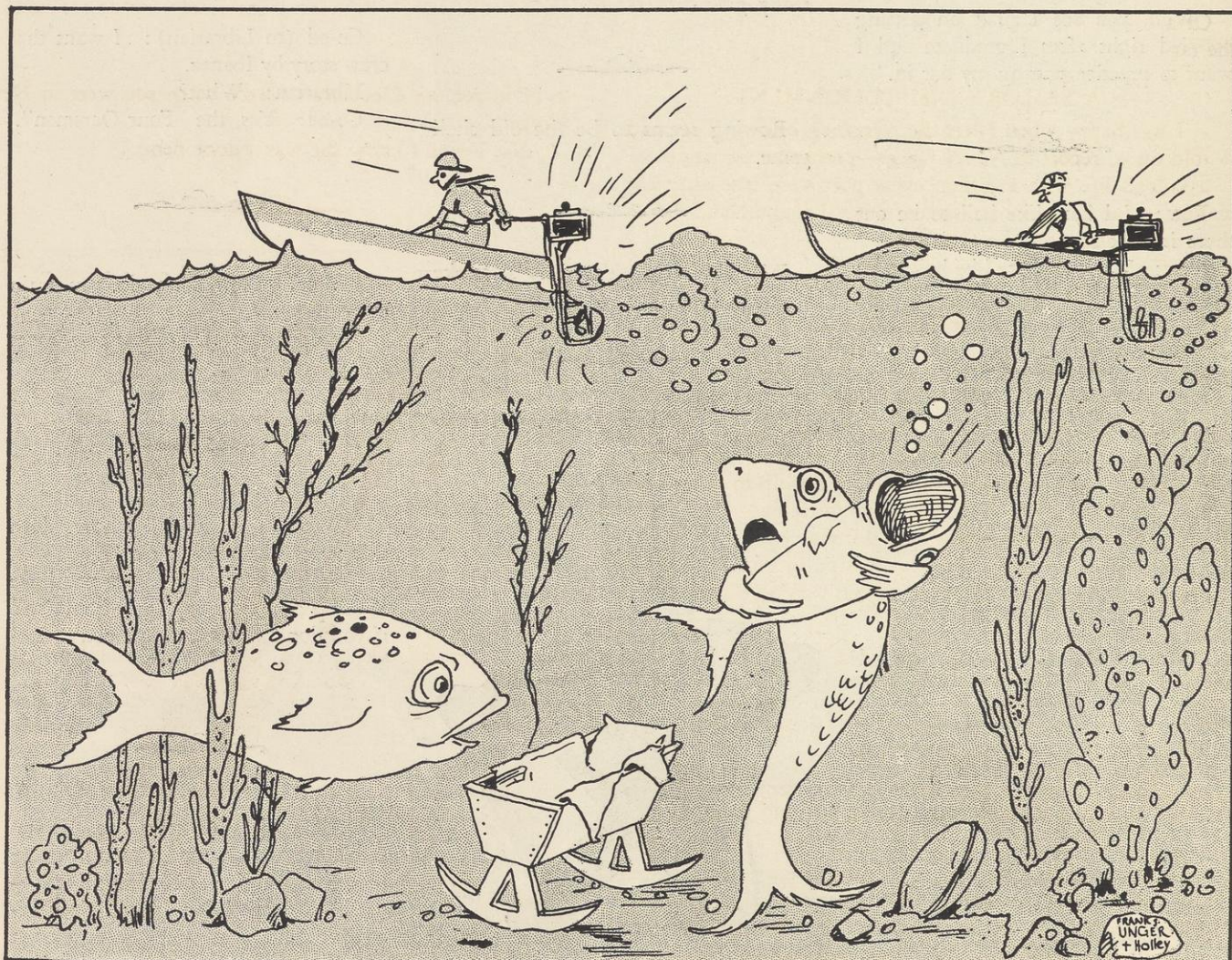
"Something you ate oar drank, probably."

"Yeah, the stuff you get nowadays makes you keel over."

"Well, guess it's stern near time I paid you that five I owe you."

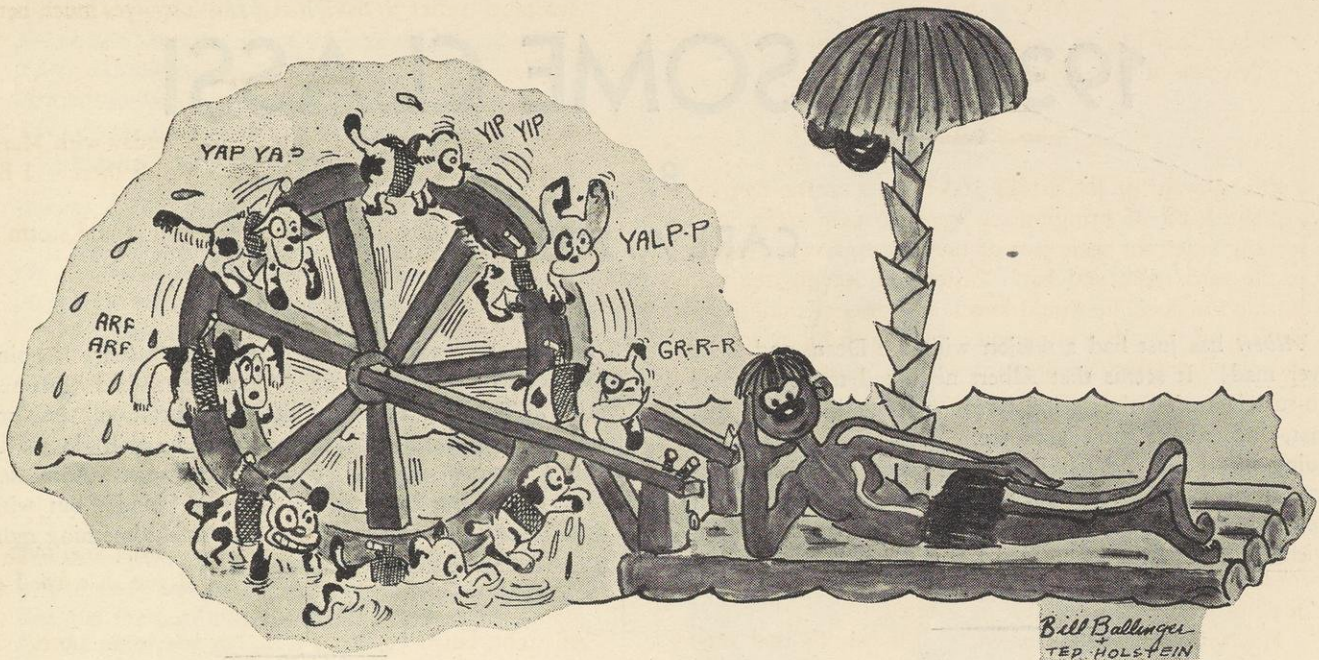
"All right, but if you need it harbor you some more."

"Gotta be sailing along, sea you again sometime."



"Oh Henry, why did we ever move to this speed course?"





*The Original Outboard Motor*

### A SAILOR'S DISILLUSIONMENT

I was happy when I left the recruiting office. They had told me to report to *Nancy James*—perhaps these stories of a sailor's life with a girl in every port were true after all. But, imagine my embarrassment when I found *Nancy James* at the wharf and she was a boat!

"Did you see *Cleopatra's needle* when you were in New York?"

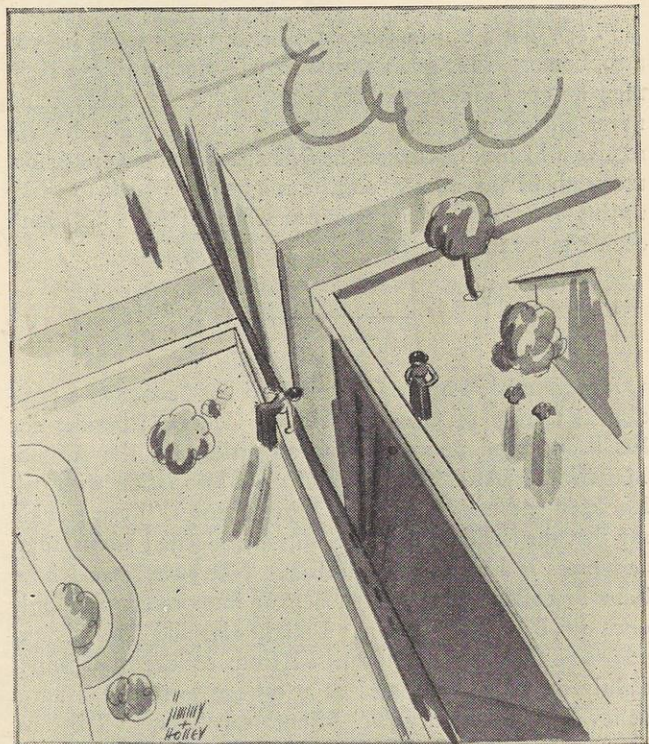
"No, I didn't know she was a dope fiend."

It was a tense moment in the big race. The two boats were bow and bow driving through for the finish a quarter of a mile distant. The coxswain of one shell was exhorting his men, "C'mon fellows, let's get this up to thirty-four—heave—going up, let's take it to thirty-five—c'mon, we can make it thirty-six—who says thirty-seven?"

Suddenly the husky Jew who was pulling number 4 oar sung out, "Hey, you better sell, it von't go no higher."

### THE PICNIC

"C'mon, Willy, papa's ready—*junior*, stop that this instant and get in the car—oh, Henry I forgot the pickles—yes, I know you don't like pickles, but I do—yes, this is the right road—that looks like a nice place Henry—the grass is all wet—*junior*, come away from that pond this minute—Henry, there's ants in the salad—oh, dear, it's going to rain—put on the curtains quick—well, here we are again—we can eat this right here at home and have just as much fun."



"We were coming over to see you yesterday, Mrs. Bierbach, but Otto had a headache and it's such a trip."



# 1930 . . . . SOME CLASS!

By

CARL A. BUSS

*Albert* has just had a session with the Dean, and is he ever mad! It seems that *Albert* neglected to go to some no-cut class after the spring recess, or something silly like that, and *Albert* can't graduate. *Albert* also overlooked doing his thesis and the Dean had plenty to say on that score too. But *Albert* is not too downcast; sometime when he's a big man he'll do something to make that ol' dean wish he hadn't been so mean, I tell you!

*Amelia* majored in French and at last, after several interviews with school superintendents, who she terms "country yokels", has obtained a position in Plugwump High School. Besides French, she will have to teach mathematics, art, music, and mechanical drawing which she calls "what a break", and Zella, her sorority sister and roommate, exclaims frankly, "My dear, how CAN you bear it?"

*Filbert* got a con in American history back when he was a sophomore. He got set-back in a few other things right after he got so interested in chorus work for Haresfoot and never did get caught up. On Commencement Day he will receive a blank diploma so the folks back home won't know the truth of the matter, and he might come back to make up his deficiency during summer school if his folks don't decide to go to Europe.

*Minnie* made Phi Beta Kappa, and has "accepted a position as teacher of Greek in Wilton College"; besides she has been called upon to write an article for the Alumni Magazine. "After four years of close association with college men and college women" *Minnie* writes, "I can frankly say that the 'wild college life' so much decried from pulpit and press is a myth and a fallacy. Not once since I have been to college have I seen a man intoxicated, and only once did I see a girl smoke. I might also add that this girl who smoked was later dismissed from college and cannot rightly therefore be classed as a 'college woman'. I am a believer in college people," *Minnie* concludes. "I believe in their morals and principles." A girl like *Minnie* just goes to show you can have a good time at college even if you don't take in Prom and a few other things.

Exactly one week after school is out, *Ambrose* is going to work in his father's office. *Ambrose* has had "Business Ethics", "Practical Problems of Administration" and any number of practical things, and what he will do to his father's business is, well, nobody's business. *Ambrose's* father thinks the business needs "new blood", but what father is getting when he gets *Ambrose* is something more than that—thinks *Ambrose*.

"You'll just die when I tell you this!" *Phyllis* exclaims to the boy-friend. "You know I was to do my thesis on 'Some Renaissance Influences on Early Elizabethan Satire', and what I know about the Renaissance is even less than what I know about satire! Well, I just took two books and copied alternate chapters from each of them night before last until I had 50 pages! Can you imagine! And Professor Snively is *such* a dear, he just said, 'Okay,' and let it go! Oh, my dear."

*Flossie* and *Tommy* had the leads in the mid-year play, *Pelleas et Melisande*. And now on the eve of graduation they have become engaged. It just goes to show when you put two such young people together love comes, that's all. *Flossie* had her picture in the State-Journal Hall of Fame at the time of the *Pelleas* performance and she has not come back to normal yet. She's all set for Broadway, and if she doesn't click on Broadway, "why there's always Hollywood!" she reminds you. The only thing that prevents *Flossie* and *Tommy's* immediate marriage is "her career".

*Mabel* came to college to get married—and didn't. She has just read some statistics on college marriages, which state that if a girl doesn't become engaged while in college it is generally five years after that before she marries—if she does. *Mabel* hates statistics anyway; and life looks a little dreary.



LATE CRUISE

When the sun goes down, the canoes go out.  
Their destinations we do not doubt  
Are not so far from the maddening throng,  
Though their occupants, as they drift along,  
Have drowned their cares for the time.

On the shore, gazing out upon the scene,  
Are eyes not used to the sight, marine,  
Of a hundred hulls without spar or mast,  
A sight to make stout hearts aghast.  
Oh, whence this derelict fleet?

"Sargasso Sea of poetic lore!" . . .  
One thinks as he scans the lake from the shore.  
But likely as not no souls have been lost,  
Nor the ship and its crew by a storm been tossed—  
A mystery of the deep.

The hour grows late, becalmed the skiff  
Which early embarked from the pier,—Oh, if . . .  
But pity the fool who bewails the fate  
Of the craft so frail adrift so late!  
Housemothers lock the doors and await:  
The end of the late cruise!

—John Lanckton



The Moor you see the Moor you Want

LAST WEEK

Monday night I didn't have a date, so we went out and drank beer.

Tuesday night I had a date, so we went out and drank beer.

Wednesday night I had another date, so we went out and drank beer.

Thursday night I didn't have a date, so we went out and drank beer.

Friday and Saturday nights we went out and drank beer, but I don't know whether I had dates or not.

And I can't remember at all whether there was a Sunday night last week. If there was, we must have gone out and drank beer.

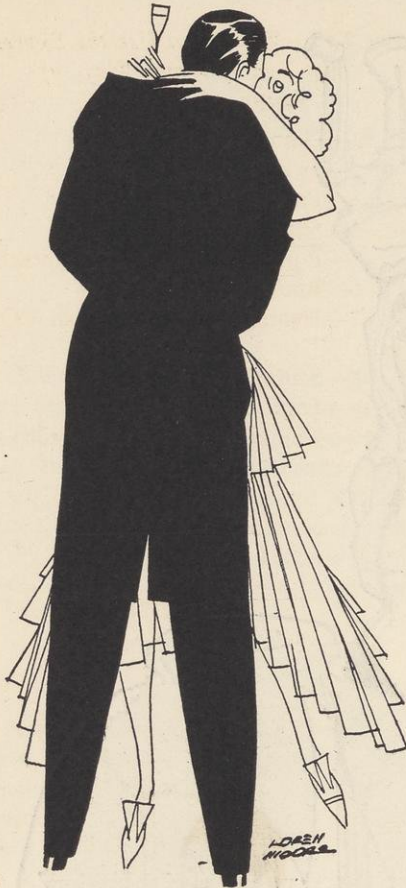
—Maxwell



"I see by the paper that Chief Davenport says serenades are out sofa's he's concerned."

"Yea, I guess the chief is aiming to police."





"Let's settle this thing right," said he taking a stomach pill.

And a coed we know must have swallowed her chewing gum, she's so stuck up.

He: May I have the key to your heart, lady?

She: 'Tis said that the way to a man's heart is through his stomach—

He: Shall we discuss the weather?

He: Every morning you are my first thought.

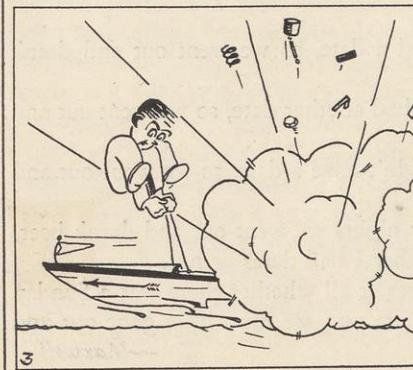
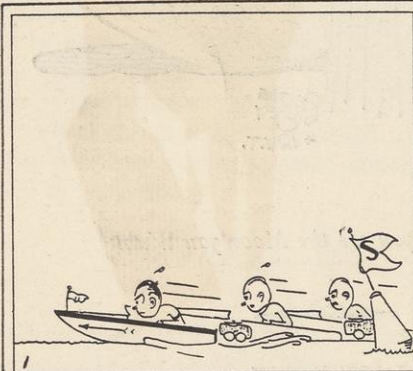
She: Your roommate tells me the same thing.

He: Oh, but I get up an hour before he does.

# AT THE RACE

He: Gosh, number seven caught a crab!

She: Oh, do they let them fish while the race is on?



*I Wish I Were a Chinaman*  
For clear discourse, diplomacy and such,  
In which each word means that and nothing more,  
The rigid German speech is hard to touch;  
But German *Stelldicheins* are such a bore!

And to talk of love is to talk in French,  
In its *rendez-vous* and *embracez-moi*;  
It will win the heart of the coldest wench  
With its *tête-à-tête* and its *tout-à-toi*!

And English just splinters like wood,  
You'll always be misunderstood,  
Sing down-a-down-derry,  
Go jump-off-a-ferry,  
You'll always be misunderstood!

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# The Baby's Name

We'll call him Tom, his father said,  
On Jack I'll never pass—  
'Cause Tom-As for a Christian name,  
Is better than Jack. . . .





"Hello, Beachy."  
 "Why call me 'Beachy'?"  
 "You're looking so smooth and warm."

She: What are your views on kissing?

He: None, your hair always gets in my eyes.

"You must have a complex."

"Oh no, it's only a seven room apartment."

### OUTLYING HISTORY

*All Englishmen of sentiment  
 Know Britain ruled in grace  
 By staying sweet and redolent  
 With lavender and lace.*

*Historians who write of George  
 Know why he did not catch it;  
 He prayed to God at Valley Forge  
 And used his little hatchet.*

*And Scots wha' hae wi' Wallace bled  
 Knew whom they had to face;  
 Determined men, on beef well fed  
 And expert with the mace.*

*So you see, children,  
 Lavender and lace,  
 The hatchet and the mace  
 Had each its little place  
 In our Great Nordic Race.*

—Maxwell

### Poetic Sentiment

"Where are the ices of yesteryear?"

"There was no need for them when we had beer."

"I see Jim crashed into the social swim at last."

"Yeah?"

"Sure. Took a nose dive into the ocean at Palm Beach."

She: When I go boating I always wear a bathing suit.

He: Fine, how's for going for a little sail?

*For Those Who Must Use the Expression Ten Original Ways of Saying "Oh, Yeah?"*

- 1—German, "O, ja?"
- 2—Swedish, "Oh, jah?"
- 3—French, "Oh, oui?"
- 4—Spanish, "Oh, si?"
- 5—Pig Latin, "Ohtay, Yeahtay?"
- 6—Roosian, "Oh, yessky?"
- 7—Hebrew, Yiddish, Jewish, "Oi, yeah?"
- 8—Sanskrit, — — —
- 9—English, "Oh, yaws?"
- 10—Chinese, "\$!\$!\*, %\$&\*æ?"



PHIL  
HOLLIDAY

*Asleep On the Post*





*He Held Him up as an Example Before the Class*

### SHORT COURSE IN JOURNALISM

*How to review concerts, recitals, lectures, etc.  
Fascinating, easy work, good money*

1. Always refer to audience as "packed house". For instance, "Packed house greeted so-and-so last night. . . ."
2. In criticizing, if a soprano, say, "Miss So-and-So demonstrated a clear, lovely soprano voice."
3. If an alto, say, "Miss So-and-So demonstrated a clear, lovely alto voice."
4. If a violinist, say, "The pistacatto and scherzo passages were performed beautifully, and even most difficult passages rendered with ease."
5. If an orchestra concert, "An organization of rare musicianship played last night and delighted the Packed House" (Refer to Rule 1 regarding "Packed House".)
6. If a lecturer, "He immediately held his audience."
7. If a poetess: "She charmed, captivated her audience."
8. If a poet: "Rare distinction characterized the work of Damon Soupbone speaking to a packed house" (Refer to rules 1 and 5).
9. When all these rules are carefully mastered (including this one), have entire set up on a rubber stamp of reliable make. Supply yourself with good pad of ink. Apply stamp to ink and use to suit occasion.
10. N. B. In case house is not packed and you cannot refer to audience as "packed house", substitute "a small, but appreciative audience."

Lecturer: Now class, for tomorrow you must read three plays from any modern dramatist you may choose.

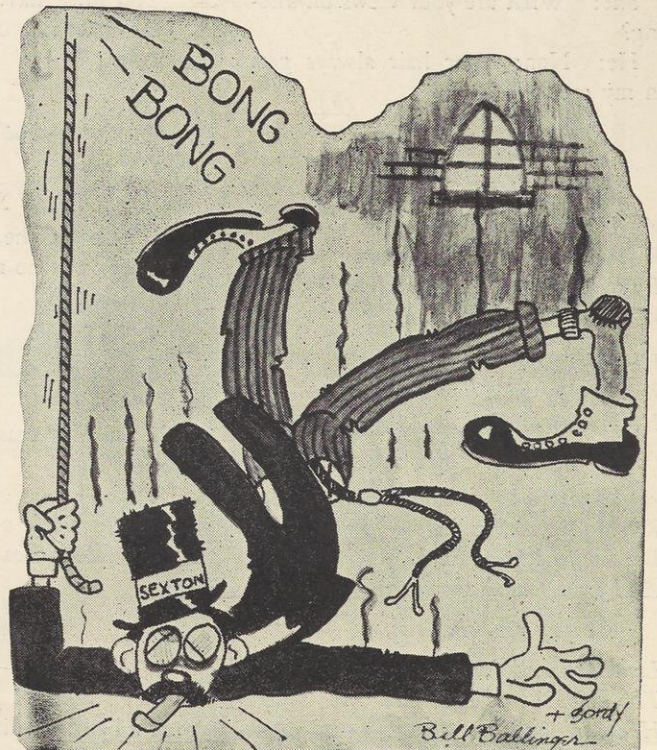
Class: Oh, Shaw.

"What kind of a date is this I have."

"Well, she never did anything you couldn't write home about."

### BEFORE AND AFTER

"Oh, Mr. Bumblebush, I'm so glad I've found you in. I just dropped in to kind of talk over your course. I just love French, you know, and I've enjoyed your course so much, but I did think the final was terribly hard. Oh, yes, I did, and in spite of the fact that I studied like mad for that exam. Let everything go for that because I just love French, you know. I could study it all the time. I think French plays are darling, don't you, Mr. Bumblebush? And you have a natural born faculty for teaching. I just think you're the most marvelous French teacher I've ever had, and I've had the best in the department. Uh huh. By the way, could you tell me how I came out in the course? (Long Pause) You don't mean I flunked it? Not really, Mr. Bumblebush? Actually? Oh, dear. Oh, dear. Well, there's this much about it: I'm a good student I know that. It's all your fault. French is a rotten course and you're a rotten teacher that's all! So there!" (Snapping sound, as of fingers.)



*A Dead Ringer*





Fraternity Life at Wisconsin  
NO. 4: DEKES





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Vol. XI.

MAY 14, 1930

No. 9

## OCTY PUTS HIS OAR IN

### TO THE MOTORS—

Although there are some regrets in going to press this month as the May book is the last issue of the year, there is a certain amount of compensation in the fact that the Octy-College Humor Outboard Motor Regatta is already assured of success.

During the week end of May 23-24 with its tradition, color, and events, the afternoon of May 24 will mark a new epoch in outboard motor racing in Madison when a large fleet of the fastest outboard motors from this section of the country will compete for the College Humor Gold Trophies and other prizes. Entries from Northwestern, Chicago, Purdue, and inquiries from other "Big 10" schools promise to give the races an intercollegiate aspect and provide stiff competition.

Octy sits back then and waits, waits to take its final bow on the campus for the year 1929-30 in a flash of speed, in colorful thrills, and a burst of enthusiasm as the sponsor of the First Annual Octopus-College Humor Outboard Motor Regatta.

### TO THE MEN—

Crew . . . which is to intercollegiate athletics what horse racing is to the sporting fraternity . . . is on the Wisconsin campus with a vengeance.

With an interest behind the sport which brought out more men for crew this year than for varsity football, and with Mike Murphy as a guiding light and leading spirit, with home contests scheduled as well as the annual trip to Poughkeepsie, there is no reason in the world why Wisconsin should not forge into the limelight, to victory, and to glory.

At any rate, competition and athletic relations with universities like Washington and Pennsylvania help add a spirit of nationalism to Wisconsin sports and lifts them out of the inner circle of the "Big 10", putting athletics here on as high a level as the broad and ambitious intellectual aims of the university.

To our good will ambassador, to a bunch of our finest men, to one of our best coaches . . . TO THE CREW!



## GET YOUR MAN!

W. S. G. A. has had nerve enough to come out plainly before the campus with a suggestion that there might be an improvement made in the rules governing co-eds, especially those rules concerning the hour of the evening at which the young lady must be in her sorority or rooming house.

Of course, from the point of view of the faculty and university officials, the mere idea of women being allowed liberty on this campus is shocking and completely impossible. In the first place, the university owes it to the young lady's parents to see that she is kept in a condition of semi-imprisonment for the good of her immortal soul and physical well being. And then, through the faculty domination of the female element of the campus, it is much easier to control the men.

We wonder now . . . why an institution such as this will double cross itself. It admits women to full standing, then deprives them of the things for which they come to college. The average woman comes to university for two purposes, to study . . . and now we come to the crux of the problem . . . to get a husband. And does the school which attracts her to its bosom help her to achieve this second ambition? No! It locks her up.

Our plan is very simple: Freshmen women should be required to keep nine o'clock hours. That would do away with study hall, get a date off their minds, and have them in early enough so that they may make their grades and become sorority girls.

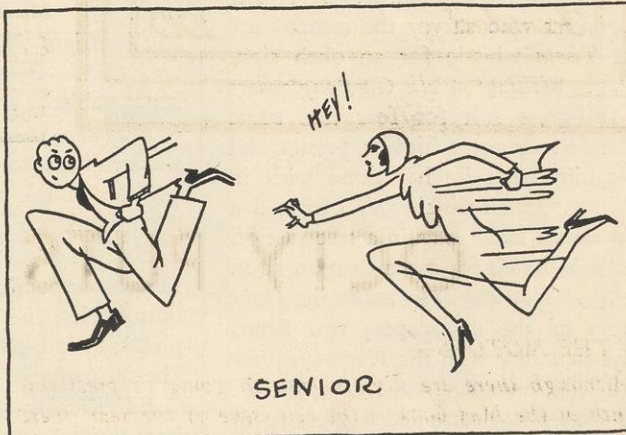
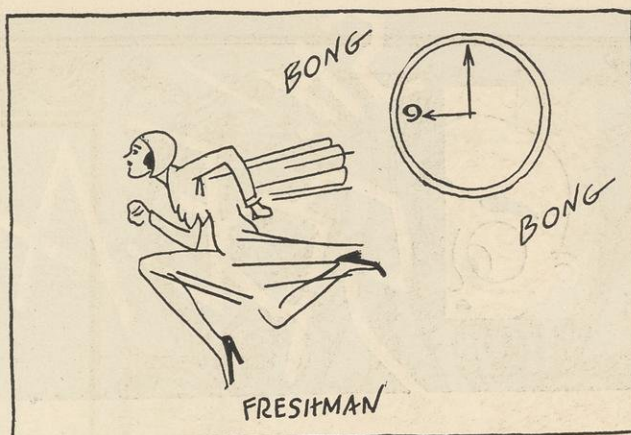
Sophomore and junior women ought to have 11 o'clock nights. These are the fraternity pin collecting years and a self respecting girl has to work too fast for her own good to complete the desired gold digging by 10:30.

As for senior women . . . they should be given 12 o'clock week nights and 1:30 week ends at least, if not complete liberty. Why it's their last chance! Just think of how the girl who has wasted her time studying a year and then collecting fraternity pins feels when she realizes she may have to go home to Pine Center without a diamond or plain band on her left hand! Visualize, if you can, how earnestly and wholeheartedly she goes after her man . . . how she plots and schemes. And just when she gets him alone in a corner, the house mother comes in with, "10:30, children!" And the spell is broken.

This certainly should prove that the university is giving its Nells a dirty break with 10:30 nights. To our mind it is undeniable proof that women in this school are down-trodden, that they need more liberty. And to the contrary individual who may try to argue that perhaps SOME girls come here for an education, to study . . . we have merely the reply that there are no restrictions on studying. A woman that wants an education can get it.

But how about the poor girl who wants a husband? The university certainly encourages the type coming to school, drags down its standards for her benefit, keeps her here when she should be kicked out, and then double crosses her. Poor Girl! How unfair this university is!

*Gordon Swarthout*







## THE OLD LOWDOWN—

One of the new *apartment hotels* in this burg refuses to take in *students* because, say they, another place of similar ilk has been ruined by student parties. . . . *Miss Margaret Ellingson*, of *Dean Goodnight's* office will receive her degree with the class of 1930. . . . *Mike Murphy* is the only coach who doesn't give a hang about what the local press will say. . . . There is an *anti-liquor gal* on this campus who goes with one of the biggest guzzlers and she has never caught him red-handed. . . . The *engineers* who survey the campus use the *Theta* whistle for an okeh sign. . . . *William Walk Garstang* wears a full-dress suit for fear that some friends may meet him at parties and ask him what he has done with it. . . . A small *airedale* cornered a big Greek letter man in a tree just off *Lake Mendota* for more than an hour. . . . *Howard Suby* made the front pages of the newspapers two Saturdays in a row with the *Herfurth prize* and "*the serenade*". . . . *Prof. W. G. Bleyer* has compiled a glossary of naughty phrases which have been used in talking picture advertisements. . . . It is the easiest thing in the world to get around *Dean Goodnight's* rule about no outside orchestras for *fraternity dances*. . . . Even though the Cardinal board of control is supposed to keep the name of the new editor secret during the week between the election and the banquet, the secret is usually revealed at chapter meetings by a brother who is on the board. . . . *Bob Calkins* made a name for himself on *Lake Mendota* on the day of the varsity-jayvee-frosh crew race. He manipulated an outboard motor which was tacked onto a boatload of five.

## HALL OF SHAME

*Chief Davenport*—Because he thinks he can kill serenades by merely arresting students.

*Chuck Dollard*—Because he has hidden from view all exhibits of himself as he was with the growth on his upper lip.

*William P. Steven*—Because he ran out on the old Cardinal staff immediately after announcing the new appointments and has refused to be seen around the office for too long since then.

*The Eight Members of the Women's Crew*—Because it was all a personal publicity stunt.

*Braymer Sherman*—Because he expects to leave town on the day that the winners of the personality contest are announced.

*Don Halverson*—Because on the summer announcements for the men's dormitories, he tells about all the pleasant inducements including the "bridal paths."

*Ed Kesting*—Because he manipulates the "varsity skull" in front of the fraternity piers on days when the gatherings are unusually large.

*Nathan G. Mayer*—Because he is "only 18 years old" and has, nevertheless, "knocked around quite a bit."

*"Cap" Isabell*—Because he has not been interviewed on the number of students he has rescued from *Lake Mendota* for the first time in years.

*Prof. Alexander Meiklejohn*—Because he sat in the front row at the Haresfoot show and laughed only at a joke about the Experimental college.

*John Robert DeHaven*—Because he wears initialed shirts.

. . . *Charles Morton*, whom the press agents continually chronicle as a University of Wisconsin alumnus, has never been heard of by the bureau of alumni records. . . . When *Prof. Carl Russell Fish* dislikes the behavior of a class, he walks out on it; if he dislikes the behavior of one of his assistants, he bawls him out in public. . . . *Marcus Ford, jr.*, and *Gilbert D. Williams* are past masters in the art of transferring Chicago hotel rooms to Madison. . . . Less women have worked less nights on the *Badger* this year than was the case under *Mr. Stuart Higley*. . . . The latest fad among the ladies of the Greek orders is keeping rabbits in spare closets. . . . It has been suggested that the third unit of the *Union* consist solely of telephone booths that lock from the inside. . . . To what seat of learning will the *Lindbergh* offspring go when it is of age is what they are asking around here.

## CAMPUSGRAM—

The rarity of days in June is exceeded only by the need for canoes on a summer night when the moon is full.

## AMONG THE MISSING—

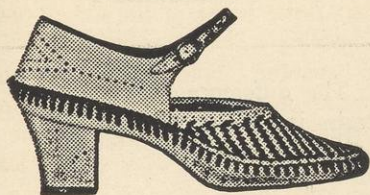
*Herbert Otto Tschudy*  
*Milton Edward Gantenbein*  
*Newell Coyt Munson*  
*Francis Xavier Cuisinier*  
*John Lewis Dern*

~ Magpie



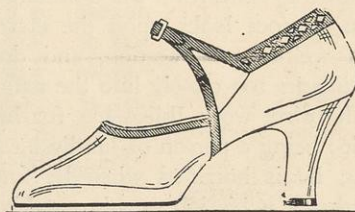
This Is No. 1 Fashion For Warm Summer Days

# The Shantung Jacket Frock



With Jacket frocks wear genuine Deauville Sandals, 10 different models. widths AAA to C

**\$4.95 to \$8.50**



Also excellent are white linen fashions trimmed with eggshell kid. Dyeable any color.

**\$8.50**

When the jacket frock was first introduced in Palm Beach, its immediate acceptance was certain. For here is a frock which has everything. Trim . . . summery in both weight and appearance . . . colorful, for those who want color . . . all white, if desired . . . in pastel combinations with new blues, new greens, new blossom tones . . . a summer dress for hot days . . . a matching jacket for cooler ones. And because it is smart . . . Kessenich's present many styles for summer. Priced for most value at \$19.50 and \$29.50

# KESSENICH'S

Main Store  
201 State St.

Collegienne Shop  
903 University Ave.





# BOOK BANTER



There is a great deal of diverting nonsense, and no small measure of sense, in *The Devil's Spoon*, by Theodora DuBois (Frederick A. Stokes Co., \$2.50). The fantasy recounts the mundane adventures of Haroot. Haroot is not, as might be supposed, a new kind of dandruff cure, but one of the lesser known angels. It seems that for some unspecified laxnesses unbecoming in an angel and a gentleman, Haroot had been given his choice of being punished through time or through eternity. Wisely realizing that time, like space, is relative, he had chosen the former, and was therefore unhappily suspended by the heels in a pit under the tower of Babel. Naturally enough, when he is told that Iblees, the Arch-Fiend, wishes him to go down to earth for a while in human form, Haroot looks upon the errand as a well-earned vacation, and does not inquire too closely into the nature of the dirty work Iblees has for him to do; being a person of kindly intentions, he is horrified when he finds out that it is his job to ruin mankind.

Haroot's first earthly mistake is to take possession of the body of the lately deceased Benjy Bingham. The body is unprepossessing, and the soul that had left it was apparently unprepossessing, too; Benjy was obviously something of a rounder, in spite of his charming wife and three charming children. Mrs. Bingham, Haroot discovers, has about as much affection for Benjy as the World's Greatest Newspaper has for the League of Nations, and far less interest. Now Haroot was accustomed to feminine popularity; even Saint Cecelia had enjoyed having him in to tea. So Haroot naturally regards his oddly acquired wife as a kind of test case.

What happens thereafter is a very pleasant human story, interrupted now and again by the supernatural machinery. The blend is so skilful and the transitions are so easy that we pass

*It is with a feeling of mingled pleasure and pride that Octy takes its first opportunity to draw the attention of its readers . . . at least to those who have not already had the pleasure of reading the book . . . to "Guests of Summer" (McMillan, \$2.50) of which the author is none other than Prof. Paul M. Fulcher, the creator and conductor of this department.*

*A man whose faculty for judging books is as keen as Mr. Fulcher's, one would think, would be able to write a very entertaining novel. And that is right. "Guests of Summer", which is the life story of Ellen Trey and Ned Brock and their son against the drab background of Ebenezer, comes to life under your very finger tips as you read.*

*Jonah, the illegitimate son, runs away at the age of seven from a deliciously portrayed religiously fanatic aunt and becomes Jack Amory for the rest of the book and the better days which befall him. As a young man, he goes to France as an ambulance driver and meets Céleste, who leaves her mark upon him. And with the discovery of who his father and mother really are, with the knowledge of what life has brought them, Jack is able to overcome his hereditary tendencies and bring an end to his wanderings in the mysteries of life.*

*There are parts of the book which soar in pure poetic description, passages which show an understanding and deep sympathy with the characters who stroll through the pages like shadows from life, tense and dramatic scenes handled with just the right amount of emphasis.*

*So well does the author know his ground and such is his vast capacity for sympathy that one leaves "Guests of Summer" with a regret . . . with a vague but penetrating emotion of having said goodbye to some very dear friends. —Gordon Swarthout*

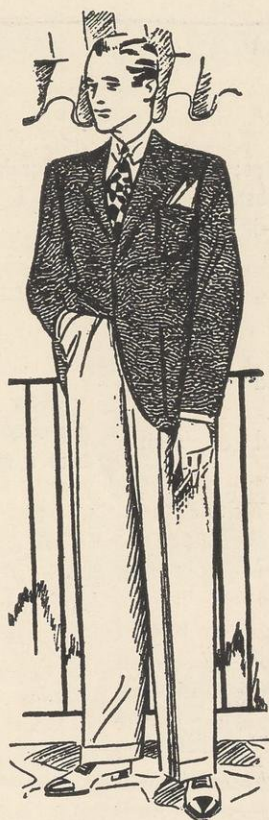
from the domestic scene to encounters with Noah, the Archangel Michael, Pallas Athena, Wotan, and a charming Valkyr named Gerhilde with as little surprise as a student feels in going from French 1a to French 1b. The temptation to farce is deftly avoided. The allegory does not obtrude itself, and many readers will finish the book without realizing that there is any allegory at all, which is as it should be. And there is a touch of pathos here and there that is all the more effective because it rises naturally and is quickly dispatched.

*Paul M. Fulcher*

The difference between crews and cruise is a matter of work.

Interested Young Thing: "I hear you write for those lurid confessional magazines, the kind all the shopgirls and co-eds buy! Is it really true? Oh, imagine! Well, I write too, you know, but I couldn't think of writing for magazines like that! No, really! How much do they pay? Really! Well, think of that! People often ask me, now why don't you write for some popular magazine and get paid for it, but you know, I just won't do that sort of thing. I couldn't prostitute my art! Uh huh. And do these horrid, lurid, magazines pay promptly? Just imagine that! Well. Well. By the way, could you give me the address? Not that I'm interested, you know, I just might want to look them up sometime. That's all. Thank you. Good bye."





Venetian night » regattas »  
moonlight twosomes » re-  
unions » all call for smart  
summer apparel. And as  
apparelists for Wisconsin  
men we suggest a few  
of those things which  
this merry month of May  
is calling for.

Tan Flannel Sport Coats  
Blue Double Breasted Jackets  
White or Bisque Flannel Trousers  
Sport Oxfords » in Black and White  
Sweaters and Matching Hose  
Linen or Flannel Knickers

# KARSTENS

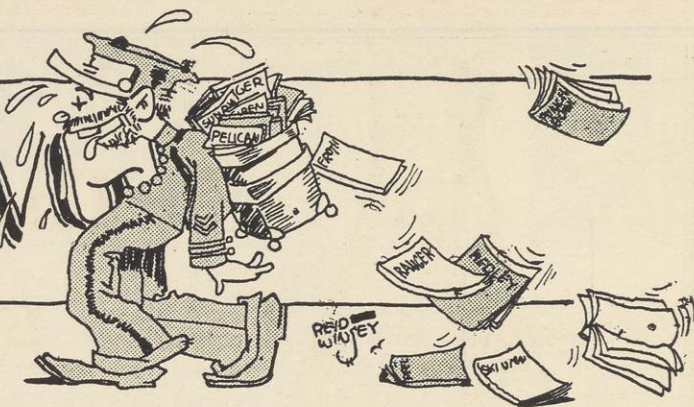
On Capitol Square

«-»

Carroll Near State



# EXCHANGE



"He who hesitates is lost; but she who does not hesitate is lost."

—Wampus

Our Modern Maidens: There's seldom a slip 'twixt the dress and the hip.

—Record

Wouldn't you just love to go to the dance to-night?

Not if I could get there any other way.

—Malteaser

He: You're the kind of girl mother spoke to me about.

She: You're the kind of man mother spoke to me about.

—Puppet

How to tell whether a girl is experienced or not—watch her crawl into a rumble seat.

—Pitt Panther

She: What's your advice to women on this clothing situation?

He: Don't give up the slip.

—Exchange

Professor: And now how old would a man be if he was born in 1860?

Co-Eds (in chorus): Too old!

—Exchange

His Honor: Did you ever appear as a witness in a suit before?

Witness: Yes, of course.

His Honor: What suit?

Witness: I believe it was my blue serge.

—Exchange

## How to Kill Mosquitoes

1. Catch mosquitoes in nets. Dip mosquitoes in nitro-glycerine. Let mosquitoes drop suddenly. Net results good.
2. Hold the insect firmly. Have the mosquito stick out tongue and say "ah." Stab mosquito immediately with needle. Chop up and sell as caviar.
3. Inject several ounces of bichloride of mercury into your left arm. Allow mosquito to bite arm. Mosquito sucks up poisoned blood. Handle dead mosquito carefully so as to avoid poisoning.
4. Chop into fine bits one PUNCH BOWL. Feed to hungry mosquitoes. Mosquitoes laugh so hard that they die. Season with salt and pepper.
5. Use fly paper.

—Punch Bowl



"Now, Millicent, remember what I've told you about philanderers."

—Orange Peel

"It happened after the dance was over. I was taking the Girl-in-Red—you know the one I mean—I was taking her home. We were going about fifty." The bundle emitted another groan. A Ford passed us as though we were standing still. Without thinking, I stepped out to crank the car—and here I am."

—Harvard Lampoon

A Freshman came to school with an ambition to work his way through. Seeing an advertisement in the paper he applied for the job. His prospective employer told him that besides driving he would have to cut the grass, trim the shrubbery, keep the car in good mechanical condition and take care of the tennis courts. After considering the proposition for a few minutes the Frosh asked, "What kind of soil surrounds your place?"

"Just ordinary loam."

"Well, I won't take the job then. I wouldn't have anything to do in my spare time. If it was clay I could make you some bricks."

—Punch Bowl





*the* ***Pause***  
*that refreshes*

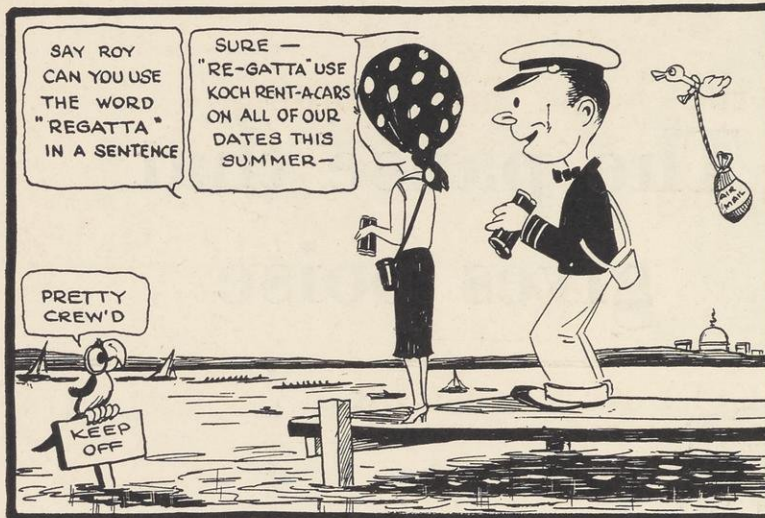
Comes a time (as they say) every day when it's good to drop things—relax—and, calm, collected, cool, seek the hidden meaning of life.

Sign-off for just a minute, now and then, and refresh yourself with an ice-cold Coca-Cola. Ready for you—anytime—around the corner from anywhere. Nine million times a day the Thinkers and Doers of the nation find the pause that refreshes is what keeps the world wagging.

The Coca-Cola Company, Atlanta, Ga.

— **LISTEN IN** —  
Grantland Rice — Famous  
Sports Champions — Coca-Cola  
Orchestra — Every Wednesday  
10:30 to 11 pm. Eastern Daylight  
Saving Time — Coast to  
Coast NBC Network —





## The Old "Shell" Game.

After the regatta—"paddle" your way to the nearest phone and call B-1200 for one of our nifty roadsters.

You'll enjoy piloting one of these smart new "skiffs."

WE DELIVER

PHONE

B — 1200

### Only Two Views

Sula: I wonder why a woman repeats everything you tell her?

Anthanasius: My dear girl, a woman has but two views of a secret. Either it's not worth keeping, or it's too good to be kept.

—Medley

Landlady: Did you rent a room to that good-looking Freshman?

Daughter: Yes—and my, but he's handsome.

Landlady: Well, put an extra carpet on the floor in front of his mirror.

—Punch Bowl

Excited Bystander: Officer, quick, stop that man!!

Officer: Wassa matter, lady, wassa matter?

Ex. Bys.: He's a bootlegger!

Off.: Oh, that's all right; there'll be another one along in a minute.

—Froth

Ask For

Frederics Viva-Tonic  
Compound Process  
Of Permanent  
Waving

It's New—

More Lovely—

Safer For Your Hair.

Mrs. Wengel's  
125 State St.  
**Marinello Shop**  
Fairchild 79

Launches for Private  
Parties

Sole Madison Agent for

LOCKWOOD

Outboard Motors

**Bernard's  
Boat Line**

624 E. Gorham Street  
Badger 373

Your Graduation  
Problem Solved - -

Not Credits,

But—

Beautiful and  
Really Smart  
Gifts



**Mouse-Around  
Gift Shop**

Up-stairs at 416 State



No need to keep the home fires burning - -

It's Spring!

Enjoy it!

## CAPITAL CITY RENT-A-CAR

*The Campus Institution of Friendly Service*

531 State

We Deliver

Fairchild 334

Sweet Young Thing: Have a cigarette?

Elderly Woman: What! Smoke a cigarette? I'd rather kiss the first man that came along.

"So would I. But have a cigarette while we're waiting."

—Exchange

Teacher: If you subtract fourteen from a hundred sixteen, what's the difference?

Johnny: Yeah, I think it's a lot of foolishness, too.

—Orange Peel

Mrs. Duck (out hunting for a new nest): How much will I have to pay for it?

Mrs. Hen: Well, one egg a week will be enough.

Mrs. Duck: One egg a week. Well, how much down?

—Sun Dial

## Stationery

To  
Please  
The  
Most  
Exacting

For  
Formal  
And  
Informal  
Occasions

at

**Netherwood's**

519 State

Make—

## Pantorium Co.

*Your Master Cleaners*

\$5.00 in advance gives

\$6.00 credit.

10% Discount on cash  
call orders.

558 State

B. 1180

2613½ Regent St.

B. 1182

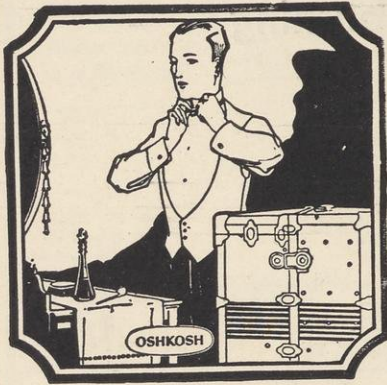
Come Yourself  
And Bring  
Mother  
To  
The

## Unique Shop

130 State St.

Upstairs





## \$50 Will Buy This Full Sized Oshkosh

and that's quite a value when you stop to think of it! For it has 12 hangers, a hat and shoe box, laundry bag and protective dust curtain. It's made as only Oshkosh can make a trunk and it's specially priced

## Packing Trunks \$15.00

## WEHRMANN'S

508 State Street

You know where  
to get the  
perfect picnic  
lunch - - -

Of course

## GILLER'S

Also Complete  
Fountain Service

540 State

F. 5662

Traveling men know lots of tales  
And roadhouse men, you bet,  
But till the flivver learns to talk  
You ain't heard nothin' yet.

—Burr

"Let's have some ginger ale."  
"Pale?"

"No, just a glass will do."

—Drexel Drexerd

F—ierce lessons  
L—ate hours  
U—nexpected company  
N—ot prepared  
K—icked out

—Frivol

He: That certainly was a Scriptural dress Johanna had on last night.  
Ditto: How come Scriptural?  
First: Oh, sort of low and behold.

—Kitty Kat

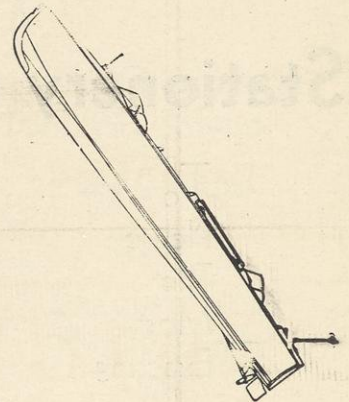
## Evinrude Outboards

Speed With Service

Service With Speed

A single, flip-of-the-switch vastly more simple than automobile starting is commonly known to be! No clutch to disengage, no starter pedal to press — no gears, no springs, no noise. Instantly, the electric starting EVINRUDE Speeditwin whirls ten times faster than human hands could spin it.

Starting is immediate, and recharging of the battery is automatic. Running lights and spotlight are generously supplied with current.



See the new **Sixteen-Foot Runabout by Dodge**. Two generations of proud prestige built into sixteen feet of glorious sport. Now on display at

## TRACY BOAT CO.

412 N. Franklin Street



Young men---and men who stay young---insist on having their clothes as smart and up-to-date as their opinions.

Clothes bought here, give the wearer that essential confidence that like his manners and his personal reputation---are "right".

**HOAK and DUNN**  
644 State Street

## Better Printing Pays

The distinctive quality of our work makes it doubly effective

**Straus Printing Company**

118 E. Main Street

Badger 1763

## HIGH PRICES PAID

For All Books To Be Used Here Again

Don't Save Your Books  
For The Junkman

*We Pay  
Cash*

**SELL YOUR BOOKS**

AT

*We Buy Everything  
Anytime*

***Gatewood's***

712 State St.

Book Store

Phone F. 4091



## 49 m. p. h. plus

Ride the water and express train speed with a Sea Horse, world's champion outboard motor.

The things you can do with a Johnson Sea-Horse! Race at express train speed! Cruise leisurely along a tree-lined shore, or follow a winding river, meeting fresh adventure around each turn!

Go far to fish or hunt or simply for the fun of exploration. Seven miles or seven hundred—any pier your port of call, any pool your fishing ground, any cove your mooring place. Pack the zest of two vacations into the space of one. Crowd every hour of a week-end with interest and adventure.

All these joys are their greatest when you drive a Johnson Sea-Horse—monarch of outboard motors. They hold the American speed record of 49.34 miles per hour. They have the ease and certainty of automobile starting and the quiet of the under-water exhaust. Propellers tilt safely over obstructions in shallow waters where inboard boats dare not venture. And now the larger Sea-Horses are available with electric-starter and auxiliary rope-starter.

Of their many features, nine are so vital to outboard performance that people buy more Sea-Horses than all other makes combined. Let us tell you why.

**University Battery & Electric Co.**  
1905 Monroe Street B. 1277

## A Trip You'll Always Remember!

A twenty mile water trip of scenic delight including Lakes Monona and Waubesa and the Yahara River.

**Round Trip 60c—Plan To Go!**

Special boats chartered for private parties and picnics.

### WIRKA BOAT LINE

Opposits East Madison C. M. & St. P. & P.  
R. R. Station

Lake Monona

Fairchild 54

## St. Nicholas Cafe

(Back of the Park Hotel)

— . . . —  
STEAKS . . . CHOPS . . . FISH

Booths for parties of 3 or more  
— . . . —

**Phone Your Order**

120 W. Main—Badger 922

## Fish - - Meat

High Quality — Wide Selection  
Reasonable Prices

## Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

"She laughed when I sat down on the park bench, but when I started to play—"

—Frigol



Caller: I wonder if I can't see your mother, little boy.  
Is she engaged?

Willie: Engaged, hell!! She's married.

—Grinnell Malteaser



Ned: That swell looking girl is dead from the neck up.  
Ted: Well, she can bury her head in my arms any time.

—Tennessee Mugwump



### PHILADELPHIA

First Indian: Let's go on the warpath.

Second Indian: We can't. It's being paved.

—Ariz. Kitty Kat



flowers

for the

graduate

University Floral Co.

723 University Ave.

F. 4645



*The Student Laundry*

MADISON STEAM LAUNDRY

*20 % Discount for Cash Call*

429 State Street

Fairchild 530

**A WELL PLANNED TOUR**

For Your Summer Vacation

Round The World Through The Orient or  
A Collegiate Trip To Europe

By One Who Knows

**KESSENICH'S TRAVEL SERVICE**

VIVIAN MUIR SMITH, Manager  
MADISON, WIS.







Hello? Democrat Printing Company?

"This is Mr. Careful Buyer. I have often heard the statement that representatives from your concern stand ready to give advertising and direct by mail advice and to help iron out printing problems.

"I have also heard that you claim that miles of separation make no difference in promptness of delivery and personalization of service.

"If that is true, I now realize that I can have the advantage of a *large and ultra modern plant* at my disposal with all the intimacy of a nearer but less completely equipped plant.

"Recent experiences of some of my advertising friends begin to make me think you are justified in your claims. I am going to give you a trial. Will you have a man at my office tomorrow morning?

*"If you can solve my problem, I will certainly join the host of permanent patrons of the----*

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## DEMOCRAT PRINTING COMPANY

114 South Carroll Street

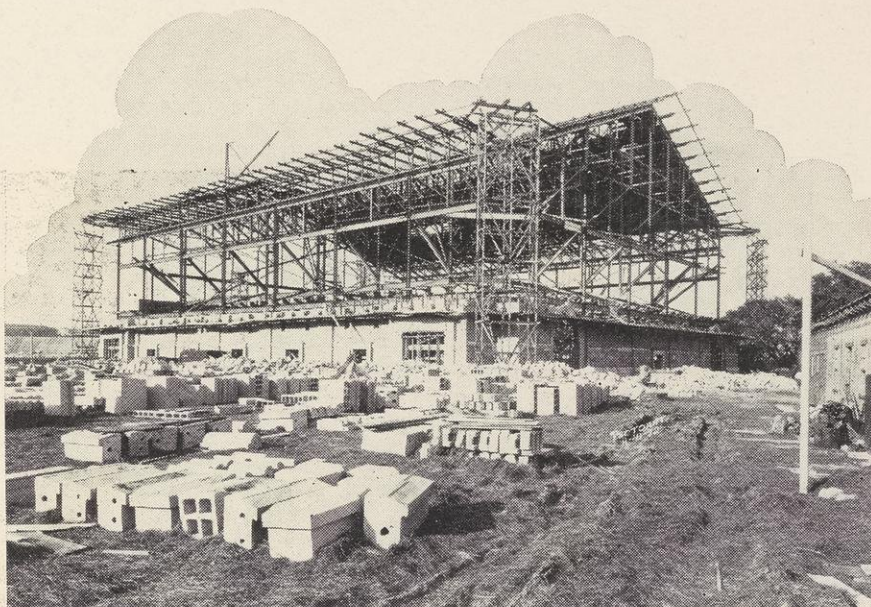
MADISON, WISCONSIN

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# Leaders always look beyond tomorrow



Wisconsin's new Field House, the long cherished dream of George Little and the hope of Badger coaches, awaits merely its permanent coat of terra cotta and Madison stone before it fits in with a truly great athletic plant which has been developed at the university. The realization of this grand structure is a fulfillment of the hopes of Wisconsin for a modern athletic site and answers a long awaited need by Cardinal teams for proper equipment which will place them on a par with other teams in track, basketball, baseball, and football. The contractors feel proud of the fact that they may construct such a building for the state and will complete it by this September.

## Wm. M. Christensen Construction Co.

*General Building Contractor*

Racine, Wisconsin

PHARO HEATING COMPANY

Plumbing

WATERMAN & SON CO.

Fuel and Building Material

KOLMAN ERECTING COMPANY

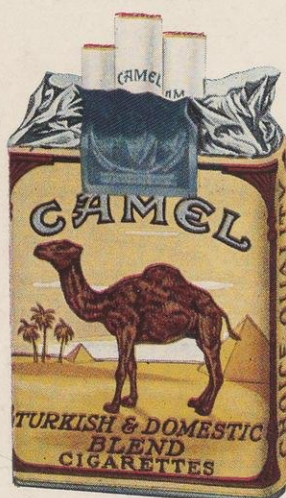
Milwaukee, Wis.

C. C. COLLINS & SON, INC.

Lumber



GUS brought his four kids . . .  
what an Alumni Day *he'll* have  
. . . '21 has a live bunch back . . .  
dressed as hula dancers . . . twenty  
cartons of Camels in their tent  
. . . and overflowing with hospi-  
tality . . . pay 'em a visit. . . How  
the boys do change . . . there's  
good old Turk . . . five years  
out, and he's fat . . . but still  
smoking Camels . . . hasn't for-  
gotten everything he learned. . .



*Smoke one Camel out of a pack — and you'll know why  
Camel is the one cigarette that stands out of the pack.*