



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

The Wisconsin Octopus: Exchange number. [Vol. 13, No. 7] March 18, 1932

Madison, Wisconsin: University of Wisconsin, March 18, 1932

<https://digital.library.wisc.edu/1711.dl/WPMRQCZLCIZAP8G>

Based on date of publication, this material is presumed to be in the public domain.

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

The Wisconsin
Octopus



Courtesy—Life Publishing Co.

MARCH

Exchange Number

25c



Where Turkish tobacco comes from



Let's all go to Turkey...



In every important tobacco-growing center of Turkey, Chesterfield has its own tobacco buyers.

Eastward ho! Four thousand miles nearer the rising sun—let's go! To the land of mosques and minarets. Let's see this strange, strange country. Let's see the land where the tobacco* grows in small leaves on slender stalks—to be tenderly picked, leaf by leaf, hung in long fragrant strings, shelter-dried and blanket-cured. Precious stuff!

Let's taste that delicate aromatic flavor—that subtle difference that *makes* a cigarette!

XANTHI • CAVALLA • SMYRNA • SAMSOON Famous Turkish Tobaccos

*Turkish tobacco is to cigarettes what seasoning is to food—the "spice," the "sauce."

You can *taste* the Turkish in Chesterfield—there's enough of it, that's why. Four famous kinds of Turkish leaf—Xanthi, Cavalla, Smyrna, Samsoun—go

into the smooth, "spicy" Chesterfield blend. Just one more reason for Chesterfield's *better taste*. Tobaccos from far and near, the best of their several kinds—and the *right* kinds.

That's why Chesterfields are GOOD—they've got to be and they *are*.



Wrapped in No. 300 DuPont
Moisture-Proof Cellophane...
the Best Made

Music that Satisfies
Every night (except Sunday), 10:30
Eastern Time, Columbia Coast-
to-Coast Network.

Finest Turkish and Domestic Tobaccos Blended and Cross-Blended



Life Is Hardly Worth Living Without Some New Spring Clothes!

And Easter is the best excuse in the world to secure some new clothes . . . in fact, no self respecting woman would try to exist without a new Easter ensemble . . . a frock and coat with its matching hat and shoes. Again this season, university girls are agreeing that MAN-CHESTER'S is the place to secure the smartest spring things . . . not just good looking clothes, but the sort that do things for you!

INDEX TO ADVERTISERS

	PAGE
Manchester's	1
University Co-op	3
College Humor	4
Whitmans	15
New Chevrolet Six	17
Baron Brothers, Inc.	19
University Floral Co.	20
Anderes & Spoo	21
Life Saver	22
Kennedy Dairy Co.	22
Karstens	23
Straus Printing Co.	24
Tiffany's	25
Conklin & Sons Co.	26
Brock Engraving Co.	26
Baillie & O'Connell	27
Brown Book Shop	28
Varsity Hair Shop	28
Goeden & Co.	28
Pantorium Company	29
Capital City Rent-A-Car	29
Netherwood's	30
Hoak & Dunn	30
Photoart House	30
Marinello Shop	31
Mouse Around Gift Shop	31
Lettercraft	31
University Pharmacy	31
Belmont Tavern	31
Democrat Printing Co.	32



BOARD OF DIRECTORS

Faculty

DEAN SCOTT H. GOODNIGHT, *President and Censor*
 WILLARD G. BLEYER, *Vice-President*
 RAY L. HILSENHOFF, *Sec'y and Treas.*

Student

Editor

HOLLEY J. SMITH, 1931

Business Manager

ROGER A. HAMILTON, 1932

EDITORIAL BOARD

PHILLIP HOLLIDAY, 1932, *Art Editor*
 FRANK J. UNGER, 1932, *Art Editor*
 W. MAC STEWART, 1933, *Publicity Mgr.*
 FRED PEDERSON, 1933, *Exchange Editor*

EDITORIAL STAFF

DAVID GEORGE, '34 BILL HARLEY, '34
 CARL GRUBERT, '34 JACK WITTRUP, '34
 HENRY KUPFERSCHMID, '34 ADELAIDE GILLAN, '34

EXECUTIVE BOARD

RAYMOND GUTZ, *Assistant Business Manager*
 ROBERT BRUINS, *Local Advertising Manager*
 MARY E. STEPHENS, *National Advertising Manager*
 ROBERT DAVIS, *Circulation Manager*
 EDWARD MAYER, *Collection Manager*
 JOHN HIGBY, *Survey Manager*
 BETTY COEN, *Secretary*
 CHARLES METZNER RUTH EWING

Copyright March, 1932, by the Wisconsin Octopus, Inc. Exclusive reprint rights granted to College Humor. Contents must not be reprinted without permission. Member Midwest College Comics Association. Entered as second class matter at the postoffice, Madison, Wisconsin. Subscription, \$1.75 a year.

Taking advantage of the interlude before Haresfoot and Military Ball OCTOPUS presents its annual exchange number---with representative bits of humor from the college comic magazines of America. We are especially indebted to 'College Humor' for much of the art work appearing in the book and to 'Life' for the cover.

Cambridge Gray

The New Spring Shade

\$25 to \$45
with two trousers

EASTER and the fine spring weather are less than two weeks away. In preparation for the early Easter season, Mr. Joe Ripp has obtained the new styles in that newest of shades—the CAMBRIDGE GRAY. As usual the quality and wear resistance of the materials are as high as possible at the price.

And A Fine New Topcoat \$24.50

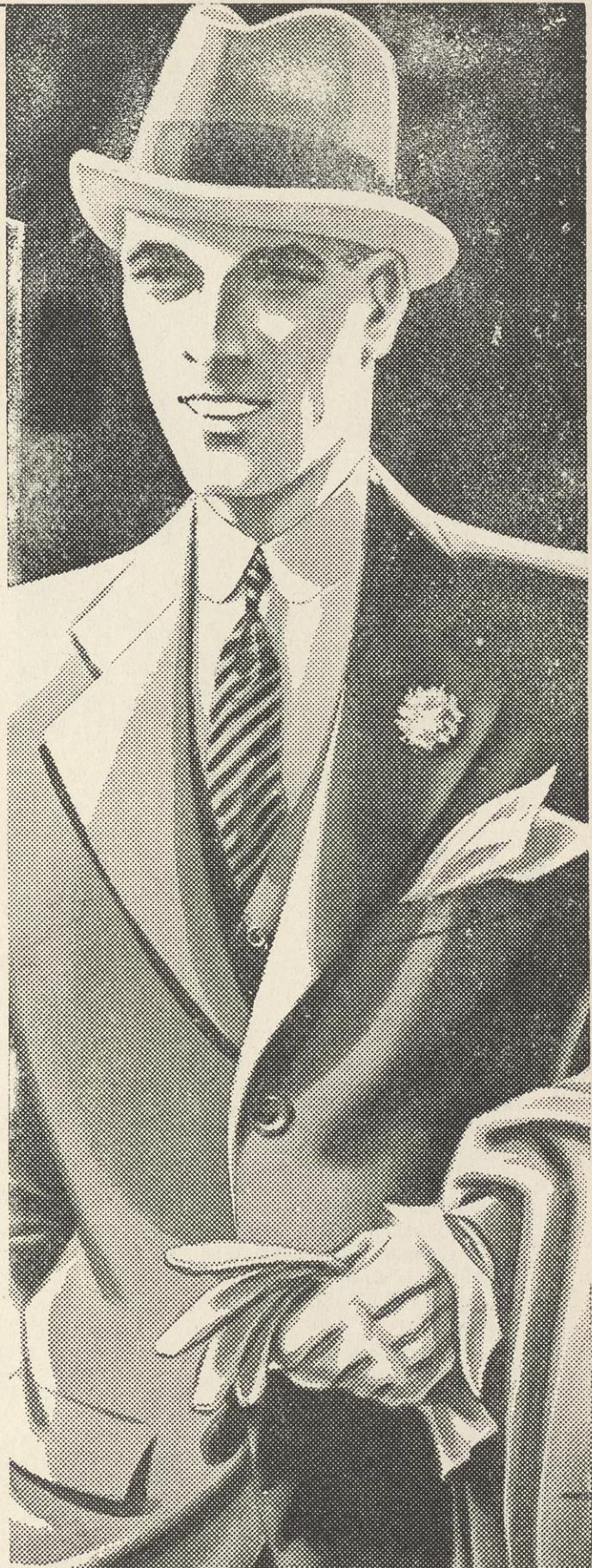
The new spring models feature raglan shoulders with full belt in tweed and camels hair.

UNIVERSITY CO-OP

State at Lake

E. J. Grady, Mgr.

FOR THE STUDENTS' BENEFIT—NOT FOR
PRIVATE PROFIT





SMOOTH or SHAGGY?

WHICH shall it be? The good old grads are attacking the Eastern colleges and calling names. It all came about because their football teams didn't win. If you want to know why, read HENRY MOTON ROBINSON'S defense of the effete Princetonian in the March COLLEGE HUMOR.

Darrell Ware again writes a smooth story about LITTLE BLACK CLOUD, and the smoothest novelist of them all, DONALD HENDERSON CLARKE, has turned out a serial especially for us concerning "Baby Face," gangster's son and college man.

Other smooth stories complete an issue that is a tribute to the campus.

College Humor
MAGAZINE

IT'S CHEAPER TO LIVE

A wool coat costs twenty-five dollars; a wooden one \$100.

Taxi for the theater is one dollar; to the cemetery it is five dollars and fifty cents.

A live man pays twenty cents for a shave; a dead one pays five dollars.

For fifty cents you can fill your hide with home brew; but the embalmer gets fifteen dollars.

A hired man plants corn for twenty-five cents an hour, but for planting you he gets four times that much.

It's cheaper to live.

—Puppet

First Collich Boy: Is it true that Eve suspected Adam of infidelity?

Second C. B.: I don't know, but I've heard that she used to count his ribs every night to see if he was true to her.

—Owl

ALLOYED BLISS

There once was a maiden named SILVER
Whose soul was inlaid with BRASS
She picked up an old man of IRON
And ASSAYED to loosen his cash.
But he kept all his GOLD bags well hidden
And by blandishments failed to be LEAD
So she vowed he was not worth a NICKEL
And wed a rich COPPER instead.

—Widow

Burglar: Don't be scared, lady, all I want is your money.

Old Maid: Oh, go away. You are just like all other men.

—Rice Owl

First Stude (gazing at posted marks): Well, now I'm as famous as Napoleon.

Second Stude: How come?

First Ditto: I went down in history today.

—Widow

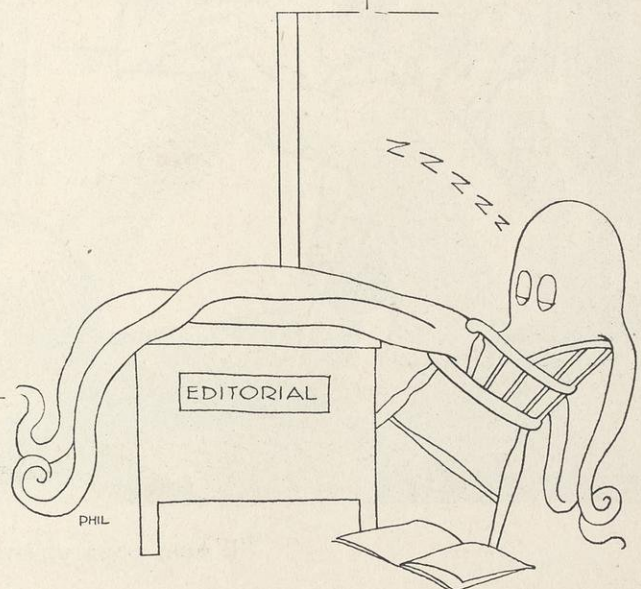
"Ith Thanta Clauth a myth?"

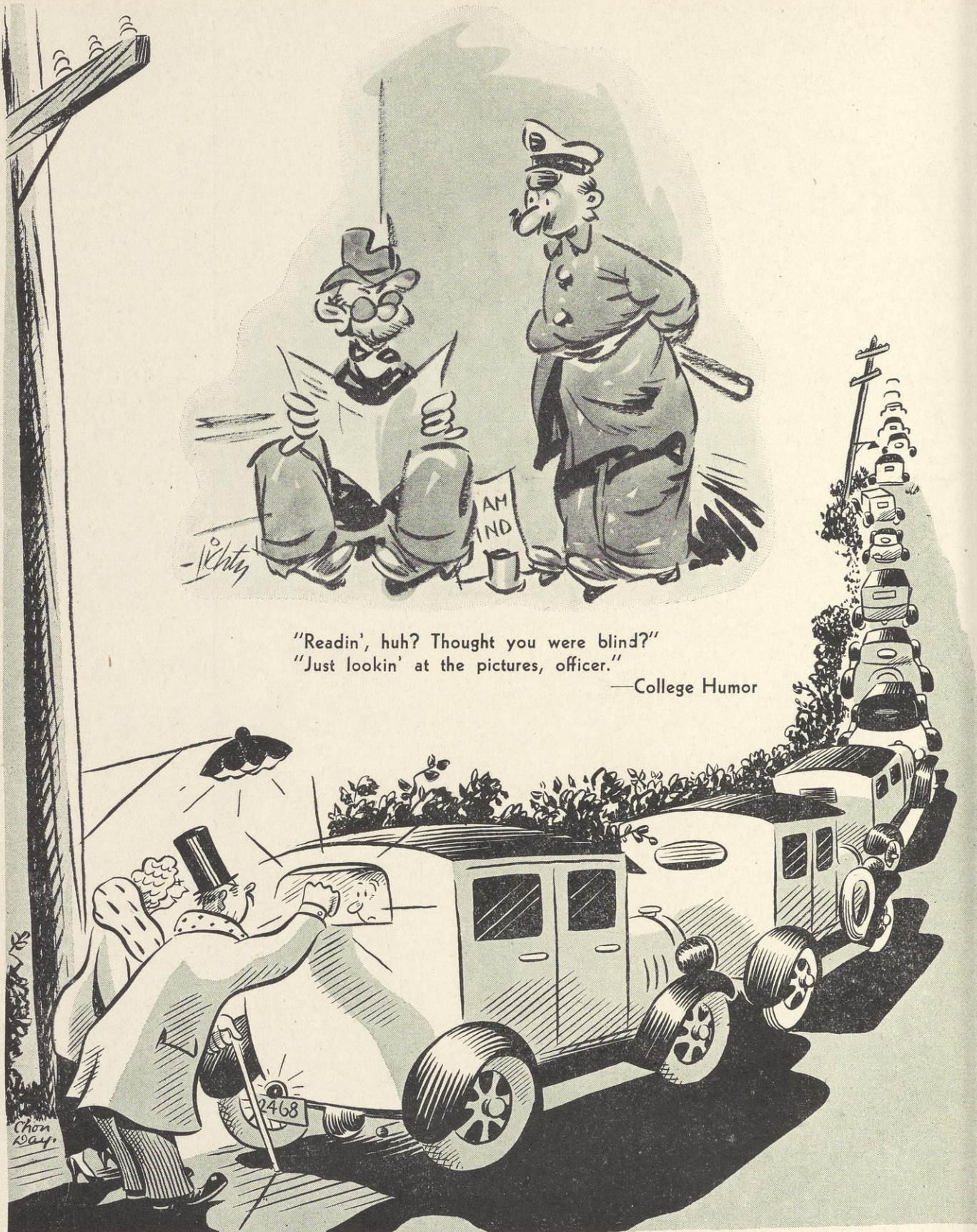
"Hell, no! What decent woman would go around wearing red pants?"

—Punch Bowl

O C T O P U S

MARCH » » »





"Readin', huh? Thought you were blind?"
"Just lookin' at the pictures, officer."

—College Humor

"C'mon, open up---we've been here before!"

—College Humor

FROM THE YELLOW PRESS

Latest War Reports as the average reader sees it:

Washington:

'Tis rumored that Count
Showawa
Will go to Whangpohala
To talk with General
Wo-To-Them
Who will proceed to Kri-Fo-Gin.

Tokyo:

The Japs' heavy armored
syllable boat
The Blazeawayandkilema
(The longest naval name afloat)
Is soon to sail to Hongkewa.
The jaw-destroyer Keikioluria
Is sailing for Manchuria.

Shanghai:

Admiral Bangem's battleship
The splendid For-Ti-Tun-alee,
This morning met an accident.
That much expensive damage
meant
Her first three syllables exploded.
Bang didn't know the name was
loaded.

—Pelican

Undertaker: You say your son
died in college? How sad—What
type of coffin do you want?

Male Parent: Well—er—do you
have any snappy sport models?

—Rice Owl

Mr. Dollar (Arriving at a dinner
party with family): Please an-
nounce Mr. and Mrs. Dollar and
daughter.

New Butler: (Announcing in
loud voice): Three bucks.

—Wampus

Barber: Haircut, Sir?
Customer: Naw; just lower my
ears!

—Voo Doo



"You sneeze and I'll crown you!"
—Black and Blue Jay

Visitor: And what's your name,
my good man?

Prisoner: 9,742.

Visitor: Is that your real name?

Prisoner: Naw, dat's just me pen
name.

—Frvol

"Let's make a date for Saturday."
"I have an engagement Saturday."
"Make it Sunday."
"I'm going out of town Sunday."
"How about Monday?"
"Oh, damn it; I'll go Saturday."

—Wampus

WEATHER MAN'S AMOK

Weather report for Monday: Oc-
casional showers; cool with light,
variable winds.

(Monday turns out fair, calm and
very warm.)

Report for Tuesday: Fair and
warmer.

(Tuesday it rains and hails.)

Report for Wednesday: Foggy in
morning, clear and cold in afternoon.

(It is clear Wednesday morning,
with a heavy frost.)

Report for Thursday: Warm, calm
and clear.

(A heavy wind is blowing on
Thursday, and the heaviest rainstorm
of the year happens in the afternoon.)

Report for Friday: Clear and
warmer after rain.

(Rain continues all day Friday.)

Report for Saturday: Well, hell!
It might rain, or snow, or hail; or it
might be fair and warmer; or it might
thunder and lightning; but it probably
won't, it'll probably be foggy and
cold, so go to hell.

—Pelican

Cop: Who was driving when you
hit that car?

Drunk (triumphantly): None of
us; we were all in the back seat.

—Longhorn

Mark Anthony: I want to see
Cleopatra.

Servant: She's in bed with laryn-
gitis.

Mark Anthony: Darn those
Greeks!"

—The Carolinian

BROTHERS! » »

Initiation either has been, is being, or will be foisted upon the Octy's little Freshman friends by about this time, and Octy feels it incumbent upon herself to drop a word of explanation where it will do the most good. After it lands there, you can do what you want with it.

Initiation is an old custom originated to give the upperclassman a chance to satisfy his lust for blood without getting his teeth backed down his throat. You will not be told this, however, but will be made to think that it is for your own good. You have been pledged to Sigma Sigma Sigma, and now you are about to be

pounded into brotherhood. It is all in a spirit of fun, and not half as bad as in the old days when they used to have to put a black border around the *Sun* for a week in reverence to the dead. The official title of this period of playfulness is Hell Week, because it's a hell of an idea.

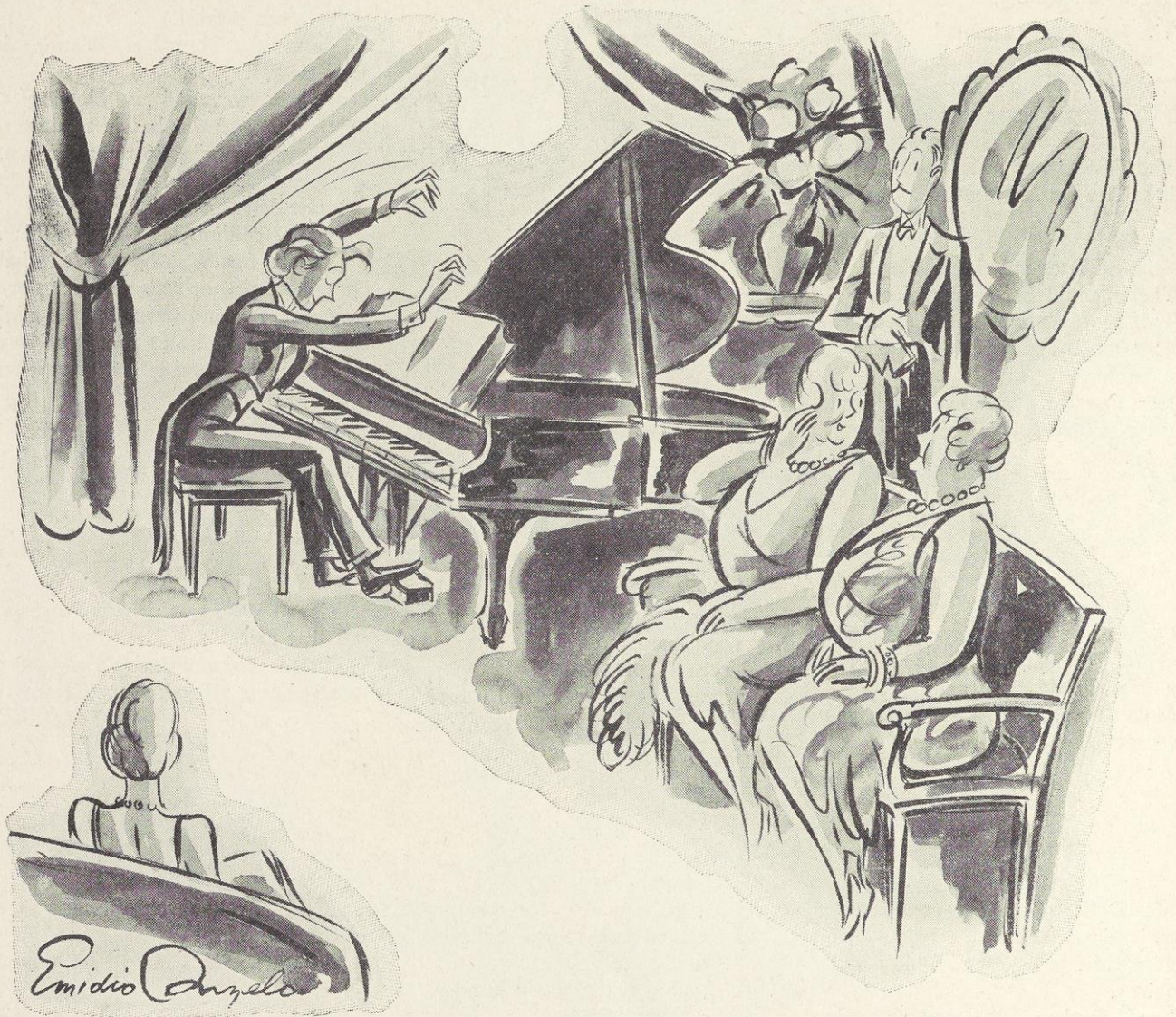
You will probably be put on silence. This means that it would be safer to have your dates somewhere back of the Ag campus, because in a place like that you won't even want to talk. And besides, you will find that the rest of the house is more likely to be on the road to Westport.

During the daytime you will be pestered constantly, but do not worry about that; you are boring everybody

to death. By the end of three or four days they will be so tired of you that they will decide to initiate you and get it over with. Now you are about to learn all the secrets over again, because if you remember, one of the brothers told them to you last week while he was drunk. Sigma Sigma Sigma stands for Service, Self-sacrifice, and Sardine. This last will keep you guessing for a while until you realize that a sardine is also fish.

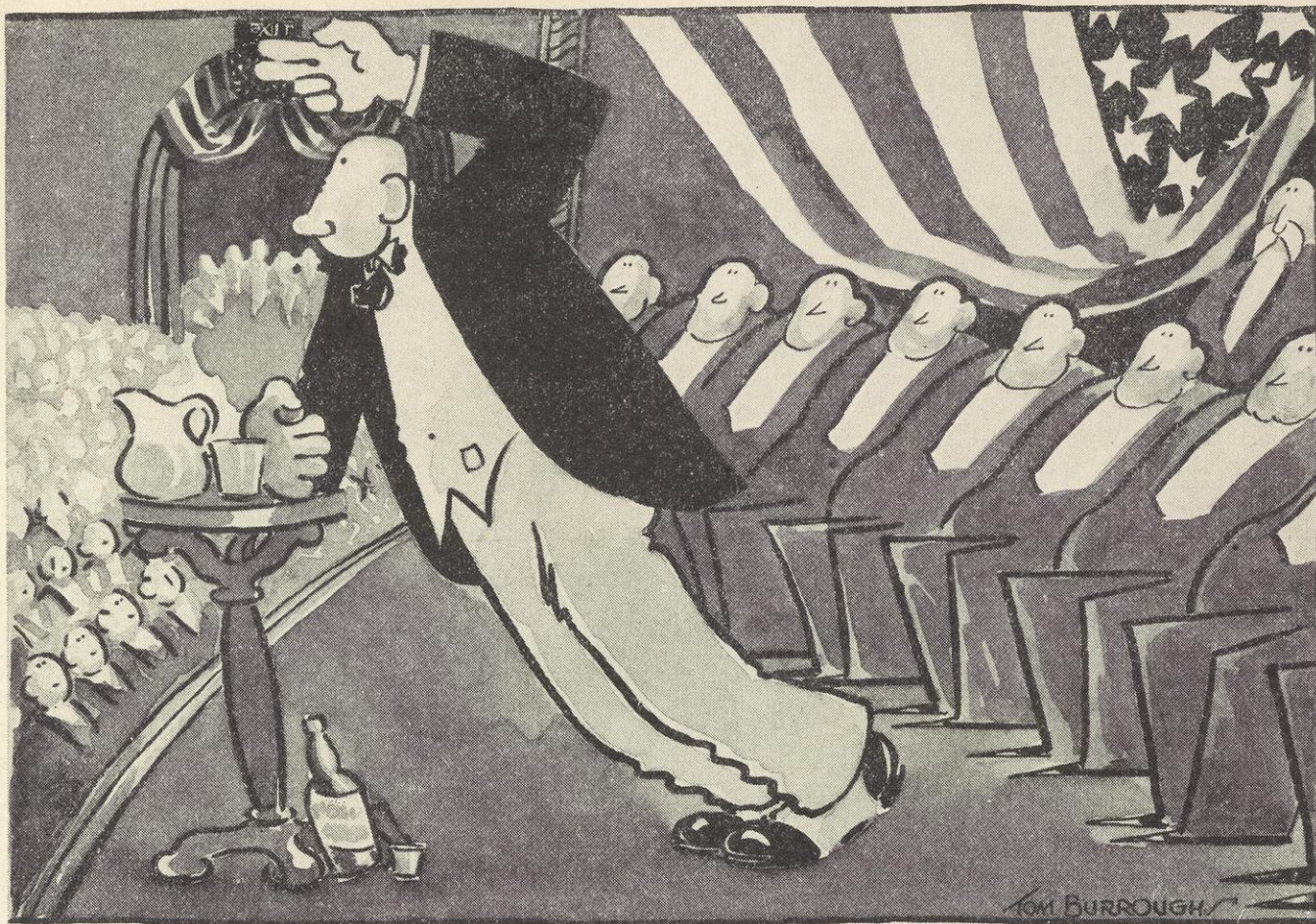
Your only worry now is the initiation fee. You, of course, will not be able to pay this, and will be thrown out on your ear, but, oh me, oh my, think of the fun you've had.

—Widow
(With Apologies)



"My dear, have you ever heard Mickey Mouse play?"

—College Humor



"Union Board politics are crooked---look at the pretzels in the Rathskeller." Thus did Garvin Garfinkle spellbind the dorm boys in his frantic scramble for votes for Union Board Member.

(Cut courtesy 'College Humor')

COLLEGE! » »

As the Movies Describe it

Up at ten and amid the luxurious surroundings of my room, leisurely dressing and selecting appropriate attire from my wardrobe of twenty some suits. To class in my twelve cylinder roadster and reclined comfortably in a modernistic chair for an hour listening to Prof. Adonis about whom the femininity of the campus is crazy. Lunch with Diane and Babe and thence for a drive. Returned for tea at the Thi House. Dropped over to the stadium in time for the third quarter of the game and hurriedly changed into uniform, scoring the winning touchdown and was carried on shoulders of excited mob. Dinner and dancing with Lily and then for a drive whereat I proposed and was accepted. So to Covington to be married

and returning. Home and to bed.

According to the Reformists

Awoke at eleven with brown taste and headache. Took an eye-opener. Slept thru two classes. Took another eye-opener. Slept for an hour. Went to cocktail party. Went to dinner. Went to joint. Went to crap game. Went after date. Went after drink. Went to roadhouse. Went to bed. Went to hell.

As Calvin Coolidge Would Lead You to Believe

Arose at seven. Arising is very important. Without arising we could have no retiring. Retiring is a necessary evil. Too many things are necessary in this world. There are too many evils, too. Evils wreak hardship. Hardship is an evil.

The depression is an evil. Without evil there could be no depression. Without depression the Republicans would have a chance. What the Republicans need is a chance. George Washington was the father of his country. What this country needs is more fathers. More fathers would make more children. Children eat bread. Bread is made from wheat. Farmers sell wheat. Hence they would sell more wheat. That would cure the depression. College is the means of securing an education. Education is a great thing.

As it Really is

Up at seven and put on socks which were standing in corner. Went to class from eight to twelve. Went to lunch. Went to library. Studied till five. Went to dinner. Went to library. Went nuts.

—Sun Dial

THE ZILCH THEME

Mr. and Mrs. Oscar Zilch announce a New Year's Eve new born babe. The child will be known as Zilchy Zilch, the Zilcher.

Mrs. Oscar Zilch is the sitting son of McZilch Zilch, founder of Zilch University. Oscar Zilch graduated from Zilch University in the year 1927, by the Grace of Zilch. He was a four-Zilch man, having played on the Zilch team as a flying tackle. He made the Zilch All-American in 1926 and 1927, and in the latter year received the Zilch trophy for being the best Zilch player in the country. He belonged to the Zilch Zilch Zilch fraternity.

Mrs. Oscar Zilch, the former Antoinette Zilch of the famous Zilching Zilches, also attended Zilch University. In 1928 she was chosen as the most beautiful Zilch in Zilch county. She was a member of the Zilch Zilch Zilch sorority.

—Wampus

Man (at church confessing his sins): Father, forgive me, for I kissed a pretty girl.

Priest: How many times did you commit this terrible sin?

Man: Father, I came here to confess and not to brag.
—Buccaneer

"Men will wear brown this winter," says a stylist. They will if they did last winter.

—Life

A fire broke out in a deaf-and-dumb asylum, and one of the inmates broke his thumb yelling "Fire!"

—Log

Ballyhoo editor: We're slipping—only five new imitators this month.

—Juggler

"Bane any letters for me today?"
"What name, please?"

"Ay tank de name is on de letter."

—Jack-o'-Lantern

First Sparrow: Are you going South this winter?

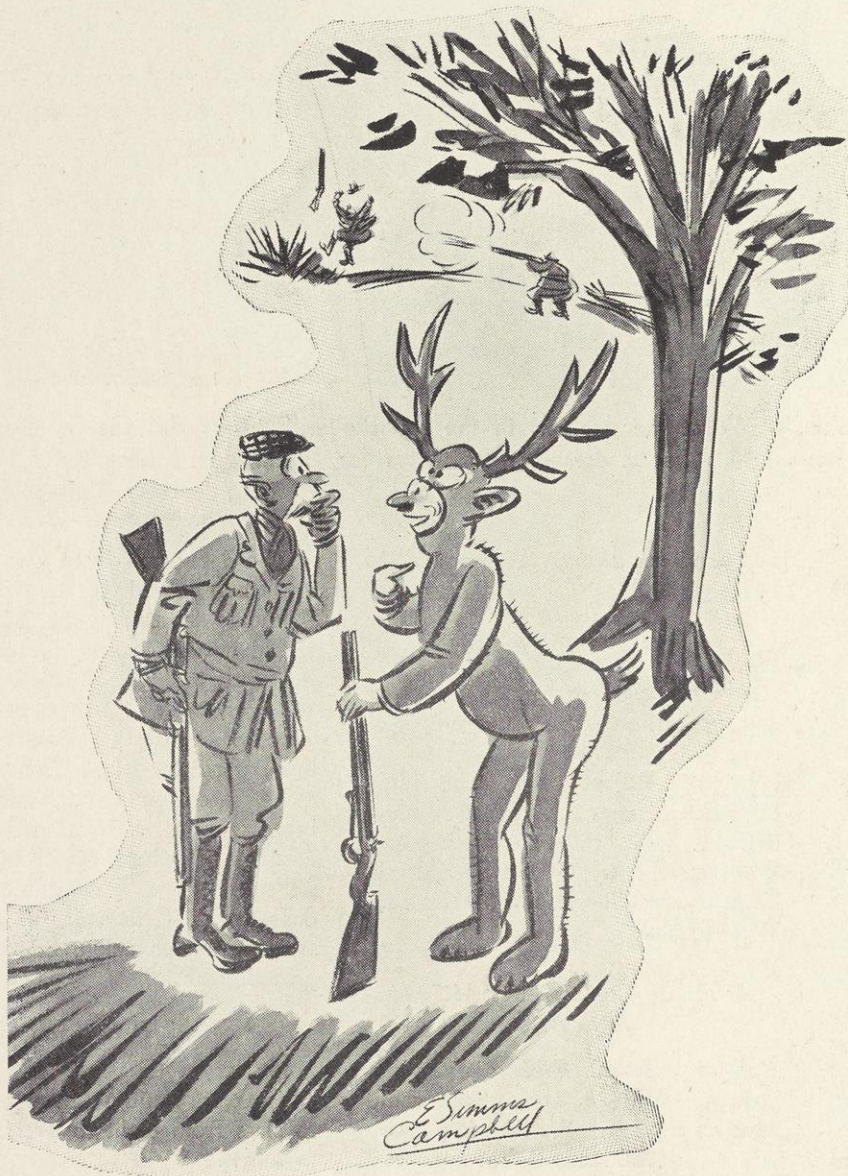
Second Sparrow: Am I? Say, I wouldn't miss the Agua Caliente Derby for a peck of grass seed."

—Voo Doo

Delt: Here's some candy for you. Sweets for the sweet.

Kappa: Thanks. Here are some nuts.

—Purple Parrot



"It's the ideal hunting suit---no one ever hits a deer!"

—College Humor

Prof. (after a very bad recitation): Class is dismissed; don't flap your ears when you go out.

—Bean Pot

What a Nose!

She (at prom): Wait here for me, Bill, while I powder my nose.

She (three dances later): Been waiting long?

Frosh: No, but I've been looking all over for you to give you your compact.

—Humbug

"How's everything with you, Mister Winchell?"

"O. K. Business is peeking up."

—Owl

"My best hen simply laid herself to death."

"Died from ova-work, you might say."

—Showme

Have
you ever
seen
a man
who could
look
intelligent
while
he shaves
his upper lip?

—Bean Pot

A vacuum has been defined as a conversation between a bridge fiend who does not play golf and a golf fiend who does not play bridge.

—Aggrievator

Helen: Why do you wait fifteen minutes after you arrive to kiss me.

Carl: I have to wait for the paint to dry.

—Puppet

HOT DOG PALACES

Hot Dog Palaces are swell places.

No campus would be complete without them.

Hot Dog Palaces are where you get hot dogs and indigestion.

You can also get nickle hamburgers, chile, tamales and indigestion.

Hot Dog Palaces are located in front of University buildings.

They are of strikingly original architecture.

The architectural contrast between the University buildings and the Hot Dog Palaces is also striking.

The interiors of Hot Dog Palaces are spacious, airy and comfortable.

Most Hot Dog Palaces afford accommodations for 28 students at meal time.

Among these accommodations are 3 stools.

The walls of Hot Dog Palaces are painted blue because blue makes the best background for fly specks.

No campus would be complete without Hot Dog Palaces. They are swell places.

—Wampus



"Stocksh are ver' low thish mornin', Mayfield!"

—Showme

RHYMES » » »

'NOTHER VERSION

Nine green Freshmen—one had a date,
Here comes her husband, now there are eight.
Eight scared Freshmen, praying to heaven,
Then came probation slips, and now there are seven.
Seven little Freshmen, all from the sticks,
One went to Westport, then there were six,
Six poor Freshmen, one had to dive
Into Mendota, then there were five.
Five bold Freshmen necking secretly,
Soon came the Tri-Delts then there were three.
Three stupid Freshmen, struggling to get through,
Cribbed in the finals, then there were two.
Two weary Freshmen, one couldn't run,
Crossed University Avenue, then there was one.
One lonely Freshman, full of rye and wine,
Looked in the mirror, then there were nine!

—Punch Bowl
(With Apologies)

POSTERITY

All hail to you, good Hiram Grunder,
For you our praises ring.
A nation stands in awesome wonder
To see this marvelous thing.

For here's a man with fortune wilted
And income sick since the crash.
With assets frozen, business jilted,
And creditors howling for cash.

And yet this man, though sane and fully able,
Has ever said—"Things now appear more stable."

—Chaparral

Hey! Hey!

The boy who's never kissed a girl
Can scarcely breast the social whirl,
For chivalry demands of him
He answers woman's slightest whim.

A woman's whim is ever this—
To snare a man's reluctant kiss,
And snaring it, to make him pant
For things nice girls never grant.

—Lampoon



Puppy Love

My reasoning may be unsound,
But by Almighty God above,
I'd hate to meet the full-grown hound
If this is only puppy love!

—Tiger

Rushee's Hymn

"Sure I'll come for dinner
For victuals count me in,
Stack high my platter, lads,
But keep your lousy pin."

—Wampus

ADAM'S EXCUSE

The decline of man since time began
Was not the fault of rum, a bit,
Nor dissipation of that kind,
Ah, no! 'Twas woman was the cause of it.

Who made Mark Anthony's life a wreck
When Roman stock was boomin'?
In Samson's sphere who raised old heck?
The answer is, a woman.

'Tis woman who has caused our woes
Since history's early date;
Excuse it, please, I gotta leave
So my girl won't have to wait.

—Wampus

Snow (?)

A soft white bandage
For the bleeding hurts
Of mother earth.

—Columns

MODERNE

Of all the girls I've ever seen
In all the places I have been,
Of all of them, you are the queen—
Won't you believe I love you?

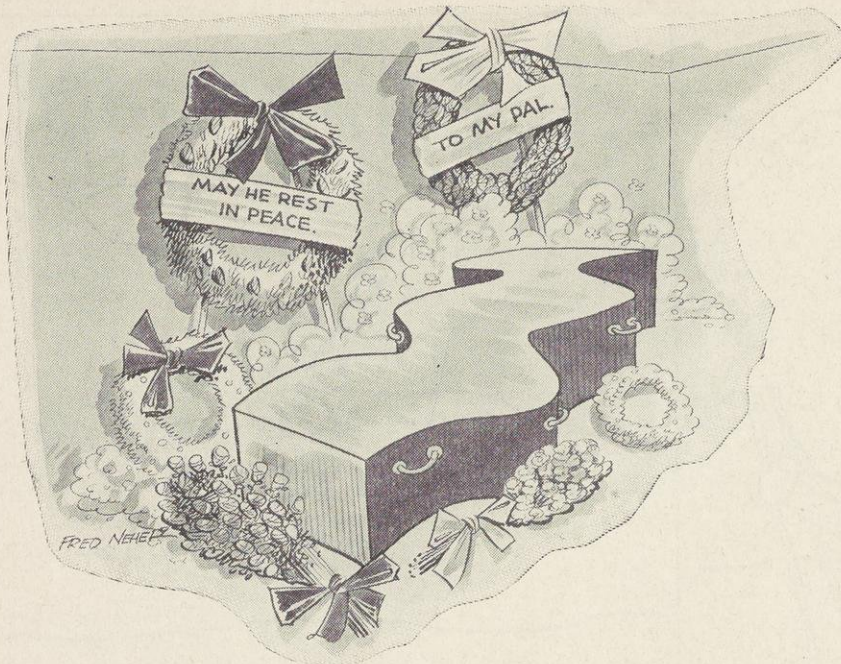
Through all the lonely miles I've trod,
Because of them, I swear by God,
And by that sacred bit of sod
When first we met, I love you!

Through all those years of loneliness
I've waited for your sweet caress,
And since at last you've come to bless
And comfort me, I love you.

To live with you would be divine,
To have your beauty wholly mine:
But "marriage?" since you take that line
I'll leave you—though I love you!

—Purple Cow





The Politician Passes On:

—College Humor

The Turkish Version

"I can't place the name but the fez is familiar."

—Juggler

Mother, entering the room unexpectedly: Well, I never! . . .

Daughter: Oh, mother, you must have.

—Owl

Sign in a grocery: The world is coming to an end. Please pay your bills now so we won't have to hunt all over Hell for you.

—Wampus

A failing student of Sanskrit accidentally wiped his pen on his finals paper. He passed with flying honors.

—Showme

"You're an apt boy. Is your sister apt, too?"

"If she gets a chance, she's apt to."

—Showme

A broken strap on a swimming suit—

Oh, Lady Godiva!

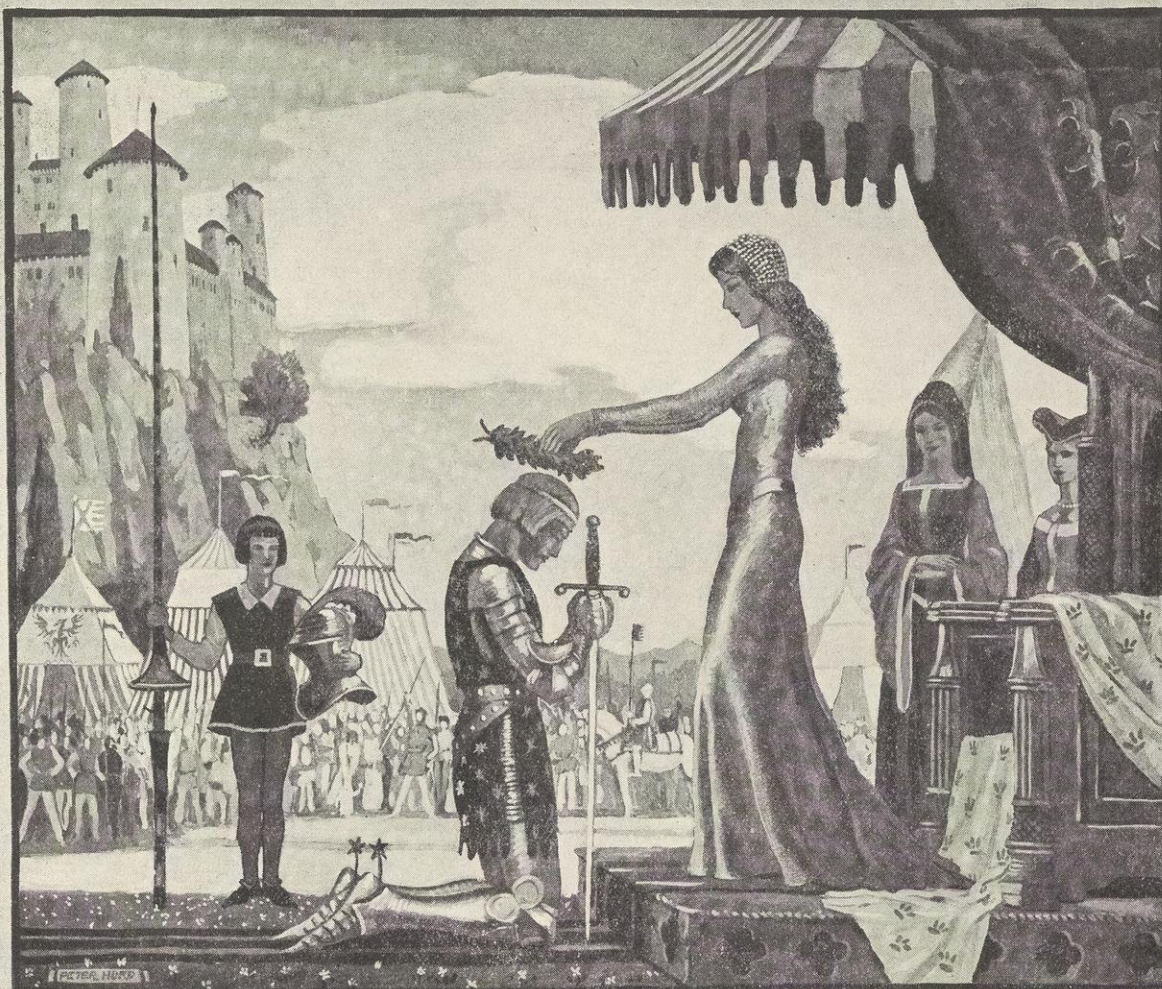
—Frvol



"No, no, this is my treat---you paid for the ginger ale."

—College Humor

Prestige



The REWARD of ACHIEVEMENT

Victories, success, the charm and glamour of battles fought and won, are in the word—PRESTIGE.

When you purchase this dainty, artistic collection of chocolates as a gift, you have selected candy with prestige that adds to the value of the gift, but not to its cost. Two dollars a pound—in one, two and three pound metal boxes.



Whitman's

PRESTIGE
CHOCOLATES

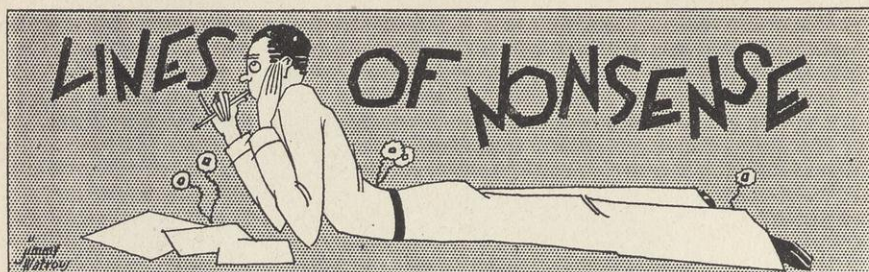
© S. F. W. & Son, Inc.

Whitman's Famous Candies Are Sold By

CAMPUS SODA GRILL 714 State Street.
CARDINAL PHARMACY 266 State Street.
THE CHOCOLATE SHOP 528 State Street.
COLLINS PHARMACY 1941 University Avenue.
COLLYER'S PHARMACY 1839 Monroe Street.
DETTLOFF'S PHARMACY King, Main and Pinckney.
DETTLOFF'S PHARMACY 831 University Avenue.
GERHARDT PHARMACY 1345 Williamson Street.
GRIMM'S PHARMACY 1875 Monroe Street.
HIGHLAND PARK PHARMACY 2602 University Avenue.
KEEFREY DRUGS (M. F. McGrath) 1921 Monroe Street.

A. W. KREHL 408 Wilson Avenue.
LOOK'S PHARMACY Regent at Allen.
MALLATT PHARMACY 708 State Street.
J. L. MCCARTHY Atwood Ave. and Division.
NORRIS COURT PHARMACY 920 E. Johnson Street.
PALACE DRUG STORE 114 State Street.
STADIUM PHARMACY 1511 Monroe Street.
UNIVERSITY PHARMACY State and Lake Streets.
WALTER DRUG COMPANY 111 E. Washington Ave.
WISCONSIN PHARMACY 1303 University Ave.

RENNEBOHM DRUG STORES, Inc.
No. 1—1357 University Ave.
No. 2—208 State Street.
No. 3—13 W. Main street.
No. 4—123 W. Washington Ave.
No. 6—19 N. Pinckney Street.
No. 7—901 University Ave.
No. 8—702 University Ave.



Too many people have bought stock one day only to discover their certificates next day so much Wall paper.

—Lampoon

The difference between a car wreck and a train wreck is that the engineer isn't always hugging the fireman.

—Owl

Love is like a poker game. It takes a pair to open, she gets a flush, he shows diamonds, and it ends with a full house.

—Log

The old theory that students attend school to keep out of work can no longer be proved.

—Columns

It isn't what a man stands for, its what he'll fall for that counts.

—Rice Owl

A new use has been discovered for the dial telephone. The faculty is going to use it to teach students to count to ten.

—Caveman

When one stops to tap the memory, these Mormon men were either unusually attractive or darn slow dodgers.

—Columns

Asking a modern girl for a kiss is like sneaking in a speak-easy and asking for a coca-cola.

—Rammer-Jammer

The modern wallflower is the girl who dances all the time.

—Malteaser

NUT CRACKER INTERLUDE » » »

SCENE: A large, spacious office. Around the immense mahogany table (as large as the property man can secure) are seated twelve directors, each dressed to suit his personality. If you want to work more of your brothers into the cast, go ahead. The curtain rises with the banging of the speaker's gavel. For good clean fun let each director have a gavel.

WASHINGTON: Gentlemen; please. (You bunch of nincompoops.)

SHAKESPEARE: Please, what?

(George is always so indefinite.)

WASHINGTON: I open the meeting with a blue chip.

(If we only had some business.)

CLEOPATRA: Hello Marc. How is Schaffner and Hart?

(Those Marx brothers are a case.)

WINCHELL: I know something!

(That new key-hole enlarger I bought yesterday is a honey.)

COOLIDGE: America is fundamentally sound.

(I wonder if Grace called up the insurance company?)

WASHINGTON: Mr. O'Neill has a proposition to place before us.

(I hope Martha has cherry pie for dinner. Is this what we fought for? Prohibition; Bah!)

SALOME: Oh, these propositions!

(Hmmmm; John better get away from that blonde.)

NERO: OKAY! Mr. O'Neill; give us the low down.

(I've got to put some resin on my bow if I play that Melody in G.)

O'NEILL: Well, you know I can write long plays; I keep 'em for eight hours at a time. My new play is going to last six months.

BOCCACCIO: Thief; you're stealing my stuff!

(As if I never stole mine.)

O'NEILL: I propose to build a combination theatre-hotel which is to set in an immense park. This contains a golf course, a stock exchange, a yachting course, aviation field, railroad, and a city hall.

(Continued on page twenty-four)



**Weary of scenes
like this?**
—then lend us your ears

This is the time of year when you feel that the lights have shone on fair women and brave men for the last time, as far as you are concerned. The feet that have trod so many miles of dance floors begin to itch for a more exciting occupation. And Absorbine Jr. won't cure *that* itch. What you need is to apply the uneasy members to the controls of a new Chevrolet Six.

And what a thrill that is! At the lightest pressure on the accelerator, the Chevrolet leaps ahead like a startled fawn (ah there, Keats), devours the miles like a ravening tiger (howdy, Byron), and skims along as smoothly and quietly as a bird in flight (and you, too, Shelley).

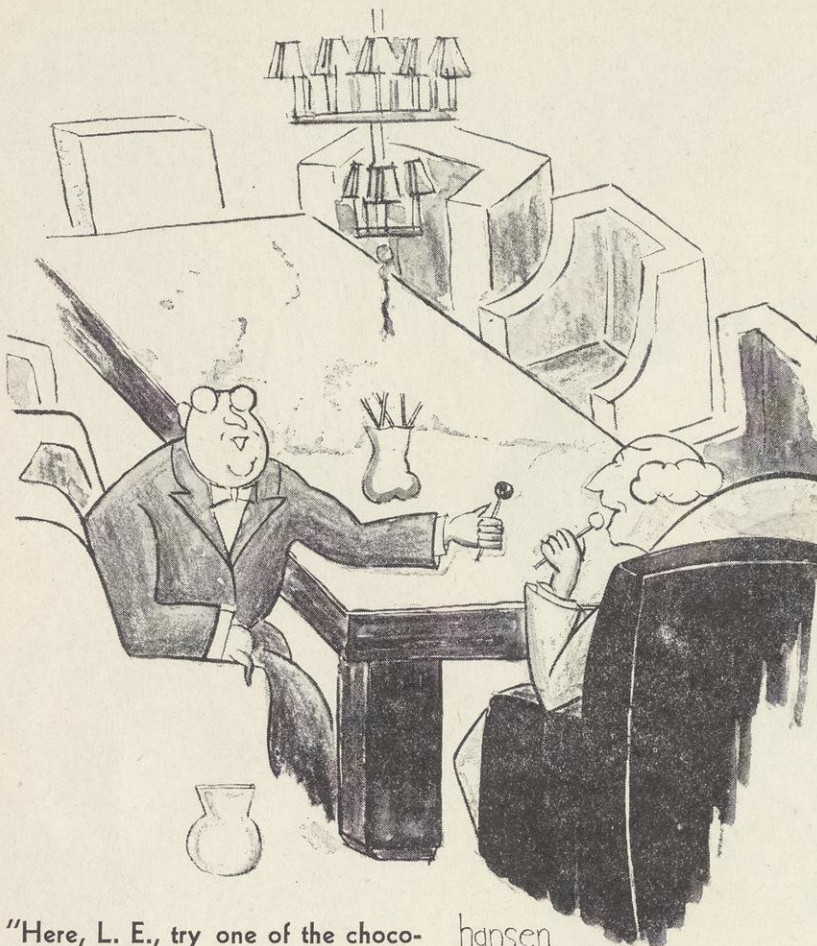
To be less zoölogical, you get places in a hurry, laughing mockingly at heavy traffic the while. For Syncro-Mesh gear-shifting combined with Free Wheeling makes the new Chevrolet Six as responsive to your touch as a generous parent. And wherever you go, heads turn, for the new Chevrolet Six is one of the smartest cars on the road. Moreover, you won't have to pawn those discarded dress clothes to pay for one, since Chevrolet prices are among the lowest at which motor cars are sold! So climb into a coat—anybody's coat—and go down and see the new Chevrolet Six. It's a guaranteed sure-fire cure for winter jitters.

Twenty beautiful new models,
at prices ranging from \$475 to \$660

All prices f. o. b. Flint, Mich. Low delivered prices and easy
G. M. A. C. terms. Chevrolet Motor Company, Detroit, Michigan.
Division of General Motors.

**NEW
CHEVROLET
SIX**

The Great American Value



"Here, L. E., try one of the chocolate flavor."—Awgwan

hansen

Soldiers here are peaceful chaps
Quite unlike the Chinks and Japs;
While Orientals tear their shirts,
Our soldiers tear around with skirts.

—Froth

Hyrum: How are you getting along at home since your wife left?

Cyrus: Oh, life is much less complicated. I can now put on my socks from either end.

—Wampus

Japan Stays Offensive

—N. Y. Herald-Tribune.
To most of us.

—Lampoon

"And has your baby learned to talk yet?"

"My, yes! We're teaching him to keep quiet now."

—Cornwall Advertiser

Mother: You know, George, Louise is nearly 17 years old; so today I had a frank discussion with her about the facts of life."

Father: Oh, and did you learn anything?

—Log

Judge: What's the charge?

Cop: Impersonating an officer, your honor; he took a couple of bananas from a fruit stand.

—Purple Cow

"Sins of the fathers are visited—"

The saying must be so.

I have my mother's lack of brains,
My father's lack of dough.

—Pelican

"Don't you find this voyage boring?"

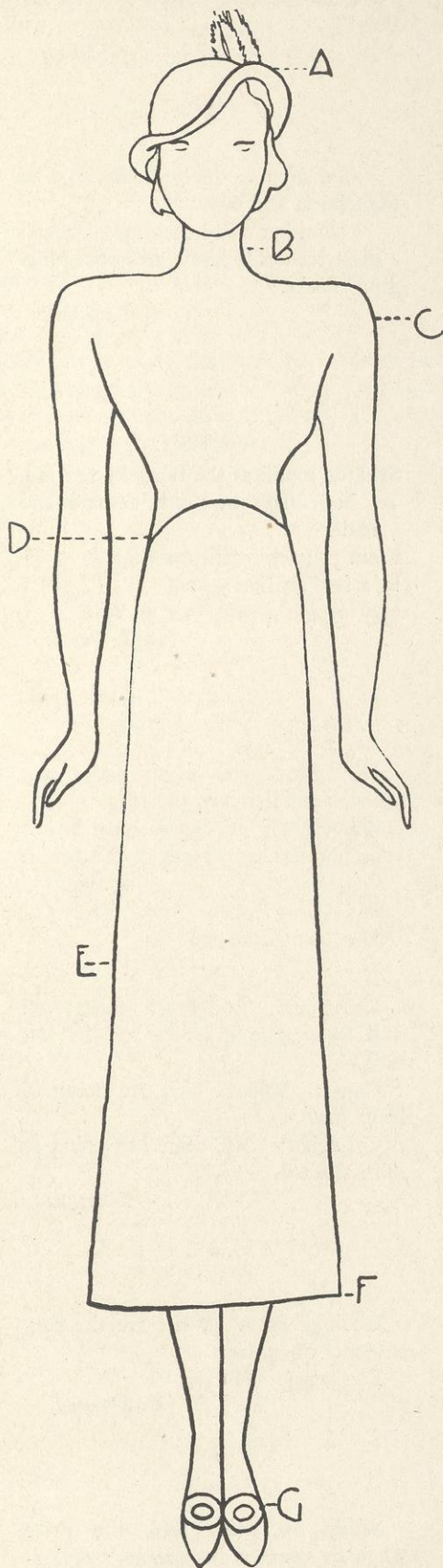
"Oh, no; things keep coming up all the time."

—Belle Hop



"I'm sure I could appreciate it if I knew just where to stand."

—Panther



We're not playing "paper dolls"
this time!

No . . . this cut-out at the left is merely a way to tell you of the important new tricks Fashion is effecting in the new silhouette for Spring, 1932! And every single influence finds full expression in the smart things you find at Baron's!

Watch for these new
fashion points
in Baron's chic clothes!

- A . . . Hat higher in back, and dominating the face.
- B . . . Higher neck line.
- C . . . Extra width at shoulder.
- D . . . Rising waistline.
- E . . . Slimmer skirt.
- F . . . Slightly longer skirt.
- G . . . Trimming interest on shoes.

BARON BROTHERS INC.

Little Jane walked into the corner drug store and said her mama wanted some tissue paper. The clerk wrapped up three rolls and handed them to her.

"Charge them please," she lisped.

"Certainly," replied the clerk, "but who are they for?"

"All of uth," sighed the little girl as she walked out.

—Mountain Goat



Easter Flowers

To gladden a woman's heart

To brighten a woman's hearth

Lovely EASTER Flowers

Flowers add charm to any Easter costume. And to any home! So be sure to remember "her" on Easter morn with a fresh, lovely corsage or bouquet or plant. To avoid disappointment, order now!

UNIVERSITY FLORAL CO.

723 UNIVERSITY AVE.

"Dis cow won't give no milk."

"Dat's too bad. Ain't dere no udders?"

—Bison

"And suppose that you had to go to Manchuria and fight."

"I wouldn't mind that, my ol' man's a plasterer and I know all about plugging chinks."

—Battalion

Evolution

Said the monk as she hung by her tail,
To her offspring, both female and male,

From your children, my dears,

In a few million years,

May evolve a professor at Yale.

—Purple Parrot

He: Since you won't marry me, perhaps you'll return the ring.

She (tersely): If you must know, your jeweler has already called for it.

—Wampus

Collegian: Sweetheart, today you will look upon my face for the last time.

Co-ed: What! You are going to leave me?

Collegian: No, dear, I'm going to raise a beard.

—Wampus

Geology prof: What are the constituents of quartz?

Freshman: Pints!

—Wampus

Sandy McTavish took the prize when he counted his partner's epileptic stroke while playing golf.

—Red Cat

Covered with dust in the drawers of the desk over in the Ranger office are reams and reams of yellowed jokes and poems that have never cracked the light of day. Just for the fun of it we sorted them over and this is how the jokes stack up.

4470 jokes about 1st and 2nd drunk with a great many whoshes and shays.

670 cracks about collegiate fords.

200578 jokes of doubtful purity using a word that is a synonym for create.

48903 jokes about necking.

240 doubtful ladies that someone has seen you with last night.

280 it must have been two other fellows jokes, and, if you want to be exact, that makes 560 other fellows.

4 jokes about the tough job it is to get to classes.

198 smart sayings about bathing suits, evening dresses, etc., that don't cover the ground.

1 really funny joke, and now somebody has gone and misplaced that, so don't be looking for it in this issue.

—Longhorn

•
Hi-De-Hi-De-Oo

Teacher: R-a-t, rat.

Class (in unison): R-a-t, rat.

Teacher: B-a-t, bat.

Class: B-a-t, bat.

Teacher: F-a-t, fat.

Voice in Back of Room: Who da hell do you think you are—Cab Calloway?

—Punch Bowl

•
Professor (in appreciation of music course): Mr. Jones, just what is your conception of the term "Hot Music"?

Well, how about a tuba player with the hiccoughs and a trombonist with St. Vitus' dance trying to play "Tiger Rag" as a duet?

—Belle Hop

•
When the Mahatma meets John Bull
To talk over affairs of the nation,
The strength of a safety pin
Holds up the dignity of the situation.

—Punch Bowl

•
"I'm awfully glad to have made your acquaintance."
"Yes, I notice you liked her when I introduced you."

—Tiger



We Present —

Spring Braeburns To the Manner Born

Interesting, unusual, exclusive
fabrics, originally styled - - -

\$35.00

and thereabouts

Exclusive in Madison at

Anderes & Spoo

18 N. Carroll—On Capitol Square

*Passing the Buck*

Dear Son:

Please join a fraternity as I cannot afford to keep you in clothes.

Your Dad.

—Rice Owl

A professor of mathematics wrote this notice on the board of his class room: "Prof. A. will meet his classes at 2 p. m." A student erased the C and the notice read: "Prof. A. will meet his lasses at 2 p. m." When the professor came he noted the changed sentence, took his eraser and rubbed out the letter L.

—Wampus

Then there was the couple who went riding in a chilly rumble seat. To make things more comfortable, they used magazines as a blanket, then proceeded to get hot under the Colliers.

—Orange Peel

Scotty: She's the most economical girl I know.

Mac: I'll say she is. I gave her a marshmallow the other day and she powdered her nose with it.

—Belle Hop

She: Did you know that you'd make a wonderful fire-man?

He: Really?

She: You never take your eyes off the hose.

—Green Gander

Interested Gentlemen: It's a male, is it not?

His wife: No, I think it's a female.

Small Owner: Aw, yer both wrong. It's an airedale.

—Green Gander

House President: We can't very well phone the police about the sorority not pulling their shades down.

Pledge: I tell you it's outrageous.

H. P.: As far as that goes, you can't see anything from here, anyway.

Pledge: No, but just stand up on that table and take a look.

—Coleman

Kennedy's

VELVET

ICE CREAM

Fast Frozen

For

Finer Flavor

Kennedy Dairy Company

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

621-29 W. Wash. Ave.

Phone B. 7100

First Co-ed: Does your car have a worm drive?

Second Co-ed: Yes, but I tell him where to drive.

—Exchange

•

Fond Mother: Yes, Genevieve is taking French and Algebra. Say good morning to Mrs. Jones in Algebra, darling.

—Whirlwind

•

There was a new baby brother in Johnnie's household.

"Where did he come from?" asked Johnnie.

"He's a Christmas present," his mother replied.

"Well, then, if we put the little howler away and do not use him, can we give him to somebody else next Christmas?"

—Punch Bowl

•

"Do you like short skirts, Mike?"

"Naw, they get lipstick on me shoit when I dance wit 'em."

—Tiger

•

Captain (to belated passenger who has suddenly appeared on the deck of the abandoned ship): Jump, man! Jump, quick! Don't you see she's going down?

Passenger: Is my wife saved?

Captain: Yes.

Passenger: Well, goodbye. I can't spend the rest of my life explaining why I let her take this steamer.

—Outspan

•

First Actor: We've got sinus trouble.

Second Ham: Go ahead, this gag should wow 'em.

First Porker: Nobody wants to sinus up.

—Red Cat

•

Coach: Does he know anything about athletics?

Ditto: Not a thing. He thinks a pole vault is in a bank in Warsaw.

—Froth



It Won't Be Long Now..

Pretty soon you'll be making a visit to the old home town---during Spring Vacation. Better take along one of those swanky grey Polo coats. They're so reasonable now --anywhere from **\$20 to \$35** here. And the new Spring Suits are "knock-outs." A great variety of light colored tweeds, twists and worsteds. All with two pairs of trousers at **\$29.50 to \$38.50.**

Stop in any time.

KARSTENS

On Capitol Square at 22 North Carroll Street

(Continued from page sixteen)

FORD: What about an automobile factory?

(I'll put a Ford in every aisle.)

O'NEILL:—and an automobile factory.

(Nerts to you, Ford.)

Thus we will get all the business and recreation monies of our customers. We can even open up a speakeasy. And when this six months' play is over, I have one that will last for SIX YEARS!

(Am I good?)

NAPOLEON: I move we adopt the six-year plan.

(I think I'll give Josephine a buzz before Casanova dates her up.)

WASHINGTON: I vote we make it unanimous.

(If Hamilton would have lead out his trumps he would have got Hoover's queen.)

WARDEN: All right, you fellows, get back in your cells; here comes the governor's party.

(The governor ought to stay here a bit.)

Curtain falls slowly as the warden greets the governor, and replies to the governor's questions with a steady stream of "Yes, governor."

"You're right, governor." "Absolutely, governor."

(Curtain)

—Pelican



"Lay off, Sailor!"

—Pelican

Smart New Creations in Social Stationery

With Raised Letter Monogram . . . Special Price \$2.00 Box

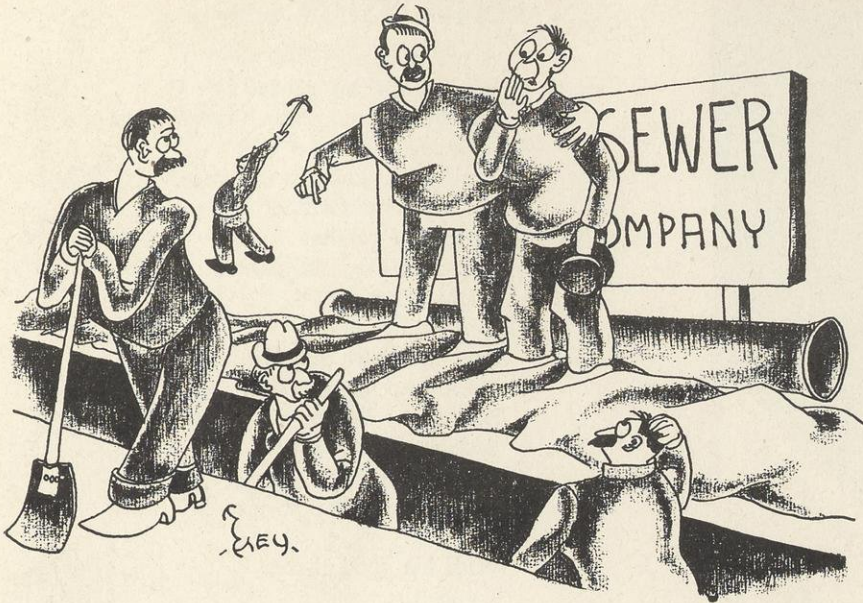
THE popular Bondcraft Line of correct personal stationery is now on display at our office. Leading numbers include beautifully designed laid papers in Japanese Linens, French Linens, Modernistic finishes and Basket Weaves. Your choice of designs in monograms in raised letters.

Also—we still produce as distinctive announcements, cards and programs as ever.

STRAUS PRINTING COMPANY

214 East Washington Ave.

Phone Badger 1763



"Boys, meet Joe; make yourself right at home, Joe."

—Pelican

In spite of what others may say, what this country needs is a good five cents.

—Phoenix

MORE POPULAR SCIENCE

The Widow's Own Re-search department announces the following inventions—designed to help out humanity:

1. Inverted lighthouses for submarines.

2. Shortened cigarettes. (These cigarettes eliminate the usual waste due to the throwing away of the un-smoked butt—a loss of at least 1 inch of cigarette. As our new cigarettes are 1 inch shorter than the average—this waste is completely overcome.)

3. Because so many people are hurt every year on account of crashing into telegraph poles, we believe our invention will be a boon to the automobile world. Here is the idea: Instead of hanging the wires on the poles, why not hang the poles from the wires? Thus when the pole is bumped by a car, it will, like a co-ed, offer no resistance, and will merely swing harmlessly back and forth from the wires.

—Widow



No, no!

We didn't sell this young lady what she has on, but WE DO SELL WHAT SHE IS GOING TO PUT ON—for she is a wise little girl and said

Yes, yes!

I am going to have, right now, one of those smart new


\$15 Dresses

made at

TIFFANY'S

Dresses Exclusively

546 State



BROCK
ENGRAVING
COMPANY
MADISON

DESIGNERS
PUBLISHERS and ADVERTISERS
for ENGRAVERS

Established 1854

Conklin & Sons Company

COAL, COKE, WOOD AND ICE

**FUEL OIL BEST SUITED FOR
YOUR PARTICULAR BURNER**The service and personal attention given
each order, insures your entire satisfaction**BUILDING MATERIALS**Main Office 24 E. Mifflin Street
Phone Badger 25

A weary guest at a small country inn was repeatedly called on the morning after his arrival.

"Dammit, didn't I tell you not to disturb me," he burst forth.

"Sorry, sir," came the answer, "but they must have the sheets. It's almost eight o'clock and they're waiting for breakfast."

—Yellow Crab

"It takes guts to do this," said the moth as he popped on the windshield.

—Columns

CENSORSHIP » » »

A movie censor is he
Who keeps the movies free
Of filth and crime, keeps love
divine
And skirts down to the knee.
No too short fashion
Or kiss of passion
Escapes his cynical glance.
No girl is wooed
If she's not good,
And far apart they dance.
He lets no movie queen appear
In step-ins if they are too shear;
Each word they say
Must be O. K.
Or else he strikes it out . . .

With his good chance
To see the dance
Of life in all its grime,
You'd think his own life
Would be rife
With sin of many kinds.
Although he states
That he doth hate
The lowness of his job;
He'll soon admit
When time is fit,
The following to the mob:
"I must tell you
That Ballyooo,
Hooley and Slapstick—
Tickle-me-too."

—Purple Cow

When the setting sun has set
And hatched a moon in yonder sky;
When the day is dead and done,
And you, my dear, have passed me
by—
When events have happened thus,
In the past and present tense
I'll curse a mighty curse or two
For having been so very dense.

And ode to you, my maiden fair,
I'm tickled pink I got the air.
(Had you not been so very fickle
I'd soon have been in a pretty pickle.)

—Wampus

How can the barbecue still enjoy
favor when spit is such a horrid
word?

—Beanpot

AN ARISTOCRATIC AUNT

You are old and skinny;
Your hands are like claws.
You sit all day
Wagging your jaws.

Your eyes are sunken;
You have no lips.
You drink your tea
With gasping sips.

Your teeth are false;
So is your smile.
You will be dead
After awhile.

—Wampus

Mrs. Feitlebaum: Didn't your
Morris go to Lehigh?

Mrs. Giltburg: Yes, and he is so
humorous, I'll bet he makes the glee
club.

—Lyre

Breathlessly running in he an-
nounced, "I'm a pauper!"

"Swell! Boy or girl?"

—Yellow Jacket

"Say! Do you notice any change in
me?"

"No, why?"

"I just swallowed a dime."

—Red Cat

"Why use such a high crib for your
baby?"

"So we can hear him when he falls
out."

—Mercury

"Lo, Sam. Ah thought yo' was
sending us a chicken fo' Sunday din-
ner?"

"So Ah was, George, but it got
better."

—Humbug



SPRING 1932

the smart new apparel for men--

sport suits in tweeds and
waffle weaves

\$22.50 - \$32.50

belt all round topcoats in
the new brown or grey
tweeds

\$18.50 - \$28.50



109 State Street

"Come in and browse"

BROWN'S RENTAL LIBRARY

Only 3c per day; 10c minimum (for most books); no deposit.

Over 1700 good novels of recent years to choose from.

Over 300 new 1932 books added since January 1.

New books added on the day of publication.

BROWN'S BOOK SHOP

CORNER STATE and LAKE STREETS

Beauty Service

Specializing

In All Branches of the Profession

VARSITY HAIR SHOP

Main Floor

640 State

Fairchild 6391

Open Wednesday and Friday Evenings

Fresh Meat

Uniformly High Quality and a
Great Selection

Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

"Were any famous men born in your home town?"
"No, only babies."

—Owl

She was so dumb she thought the Geneva Arms conference was a necking party.

—Froth

A Flower of . . . ?

Have you any pansies for an old lady?
Just a moment mum. I'll call the floorwalker.

—Sun Dial

Nit: What's the idea of the crowd at the church?

Wit: An ice man is confessing his sins.

—Battalion

Joe (to vain roommate): Have you got a picture of yourself?

Vain Roommate: Yes.

Joe: Then let me use that mirror. I wanta shave.

—Dirge.

And then there's the Scotchman who buried his face in his hands just before he died to save funeral expenses.

—Purple Parrot

Cop: Have you read the traffic rules?

Motorist: Yes, what would you like to know?

—Voo Doo

Teacher: Willie, what is an adult?

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

—Green Gander

Officer (to slightly tipsy traveler): Can't you read? That sign says "Do not spit on the floor."

Drunk: Hic! But officer—it's an old Flemish custom.

—Orange Peel



"Look, Joe, a phoney!"

—Pelican

"Another combination shot," said the co-ed as she leaned too far over the billiard table.

—Awgwan

"Did you read Gaza de Lure's 'Wild Oats'?"

"Yes, It was quite a hot cereal."

—Pelican

Pantorium Company

Madison Master Cleaners

20% Discount on Cash and Carry

2136½ Regent St.
909 University Ave.
558 State Street
Phone Badger 1180

Ever hear of Sitting Bull's daughter, "Sitting Pretty"?

—Red Cat

In Old Greece

Tailor: Euripides?
Customer: Yah, Eumenides?



The Social Demand

Of college life can be economically and efficiently satisfied by our Rent-A-Car Service.

Our Up-To-Date Models make driving a pleasure . . . our rates make walking expensive.

CAPITAL CITY RENT-A-CAR

The campus institution of friendly service

531 STATE STREET

WE DELIVER

FAIRCHILD 334

Her: I think dancing makes a girl's feet too big, don't you?

Him: Yeah.

Pause.

Her: I think swimming gives a girl awfully large shoulders, don't you?

Him: Yeah.

Pause.

Him: You must ride quite a lot, too.

—Pointer

When a man of sixty marries a girl of twenty-five it's like buying a book for somebody else to read.

—Malteaser

"How did that politician get elected?"

"He kept his wets about him."

—Punch Bowl

We call John prosperity because he lives just around the corner. (Prosperity Theme.)

—Wampus

Do you know him?

Know him? Why I knew him when he was but a worried look on his father's face.

—Mountain Goat

First Barber: What makes you so late?

Second Barber: I was shaving myself and before I realized it I had talked myself into a haircut and a shampoo.

—Blue Gator

"There's the old maid who's never been kissed, so she swears. And we don't blame her.

—Owl

The Best Place To Buy

Typewriter Ribbons
Carbon Papers
Thesis Paper
Stationery

NETHERWOODS
519 State St.

Hoak & Dunn

(Incorporated)

644 State

Quality Satisfaction

One well fitting suit that expresses distinctive appearance to the very end—is worth several suits that make you feel uncomfortable every time you wear them.

Quality satisfaction will out last price which sacrifices quality.

\$45-\$55

ready to
wear

\$55

and more
to measure

Application Pictures

Special **\$3**

These pictures may be made from any negative in our files.

If you need a new sitting we offer a special price of \$3.50.

Our regular quality work.

The PHOTOART HOUSE

WM J MEYER PRESIDENT

413 State

Book Salesman to emotional young customer: "Oh, so you want a book to arouse your love for clearer understanding for those you love? I have just the book—"What every bride should know'."

Customer: "Oh, lovely, where is it?"

Salesman: "Here, a cook book."
—Red Cat

•

The Editor's Lament

Larry: Well, old Sock, how about pulling a joke for the dear reader?

Harry: Aw, whasa use? The ones they want we can't print an' the ones we can print they don't want.

—Wampus

•

Admiring Visitor: How do you account for your success as a futuristic artist?

Artist: I use a model with the hic-coughs.

—Belle Hop

•

Things could be much worse. Suppose the apple crop had failed and the unemployed couldn't find anything to sell but spinach?

—Arkansas Gazette

Phone for Appointment Fa. 79

MARINELLO SHOP

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

MRS. W. WENGEL -- 125 STATE ST.

Unique Gifts . . .

from

Ancient China and Japan
Mysterious India
Old Mexico
and
Peasant Russia

MOUSE AROUND GIFT SHOP

UPSTAIRS AT 416 STATE

Lettercraft

Engraved Stationery
Dance Programs

725 University Avenue

Stop in at the Pharmacy

FOR DRUGS, TOILET GOODS
AND FOUNTAIN SERVICE

UNIVERSITY PHARMACY

The Rexall Store

H. W. Leonard

Cor. State & Lake Sts.

When

You Miss Mother's
Cooking

Visit

BELMONT TAVERN

in the New Belmont Hotel

Phone Fairchild 3866

RESULTS

A LETTER or folder, a booklet, broadside, or catalog has certain advantages over a man—it often enters where the man fails to obtain an audience. It very often secures a favorable audience through its ability to await the prospect's mood or pleasure, whereas the salesman who reaches his "man" at an inopportune moment may not even be granted the opportunity to return.

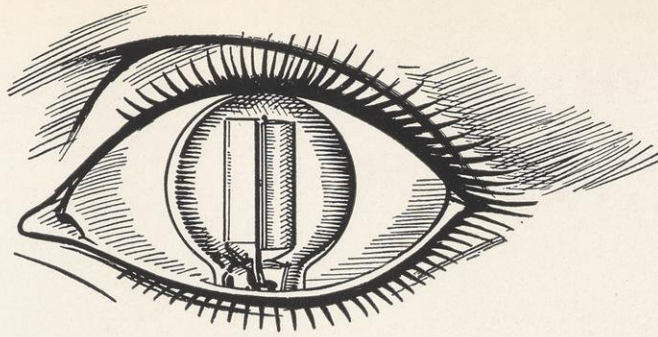
Still further, the cost of calling on a prospect by mail is, on the average, only about a tenth of the cost of reaching him with your salesmen.

PRINTING DOES MOVE GOODS!

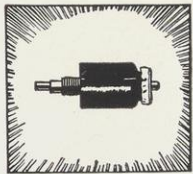
Democrat Printing Company

114 South Carroll Street

Madison, Wisconsin



One eye that sees better than two



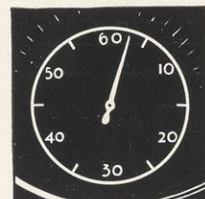
Heat coils act as tiny circuit breakers, protecting delicate and sensitive equipment from effects of stray currents.

Makers of telephone equipment cannot rely on their eyes in testing a certain type of coil used by the million in central offices. For greater accuracy they utilize the "electric eye" or photoelectric cell.

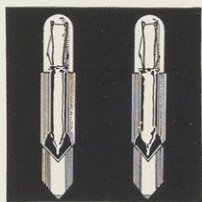
At Western Electric this uncanny piece of apparatus

"stares" all day long without fatigue recording galvanometer readings.

It forms a vital part of a machine for automatically separating perfect from imperfect coils. Its use is typical of the way this organ-



One heat coil every second — tested by the "electric eye" at Western Electric.



The human eye can detect no difference between these switchboard lamps but the "electric eye" can and does.

ization puts science to practical advantage. Here is no blind following of tradition. And yet new methods must prove themselves worthy—must be tested as carefully and as thoroughly as the telephones and telephone equipment manufactured for the Bell System.

Western Electric

Manufacturers . . . Purchasers . . . Distributors

SINCE 1882 FOR THE BELL SYSTEM



★ *NOW, AS THEN, ARROW SETS THE STYLE* ★



1911

Here, preserved for posterity, is an exhibit entitled: "The Younger Country Club Set, Vintage of 1911". While the choker collar of the Intrepid Motorist today inspires only laughter, it was a different story in those days of open-work roadsters. As the crowning touch of the well-dressed men, this collar inspired the envy of less smartly turned-out males—and the admiration of the other sex. For then—as now—the style was set by Arrow.



1932

The gentleman here is wearing the Arrow Trump. Its trim-fitting, smart-looking collar is heir to all the style secrets Arrow has learned in tailoring four billion collars. Of specially woven broadcloth, the Trump comes in white, stripes and plain colors. At \$1.95, it is America's best shirt value. A companion to the Trump is the Gordon—an oxford shirt with either plain or button-down collar. In white, and plain colors, \$1.95.

Wear Arrow Shirts and you won't have to consign shrunken shirts to the poor but worthy janitor's boy. For Arrow Shirts are shrunk by the Sanforizing Process—the only process of its kind—a process that guarantees permanent fit, no matter how often the shirt is laundered—or your money back. And Arrow fit is something to write home about. Carefully tailored shoulders. No bulging at the waist. Sleeve

lengths to suit any arm, and that *stay* the same length forever. And that snug, smart fit about the collar that seems to be an Arrow copyright . . . To be sure that you're getting an Arrow Shirt, look for the Arrow label. Remember, if it hasn't an Arrow label, it isn't an Arrow Shirt.

©1932, CLUETT, PEABODY & CO., TROY, NEW YORK

ARROW SHIRTS *SANFORIZED*
SHRUNK

Guaranteed to fit you PERMANENTLY — or your money back