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# OCTOPUS



Mike  
STIVER

October 1924

Price 25 Cents

# The new CORONA FOUR

A STANDARD four-bank typewriter with all the sturdiness and capacity of a hundred dollar office machine—yet portable.

It's light to the touch, quiet to the ear, a delight to the eye. Every time-saving feature is there, from self-spacing carriage return to 12-yard self-reversing ribbon.

*Mail the coupon below and let us tell you the whole story of this new Corona.*



**CORONA TYPEWRITER CO., Inc.**  
161 MAIN ST., GROTON, NEW YORK

Please send me full information  
about CORONA FOUR and the address  
of the nearest CORONA Store . . . . .

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

## Paying Bills By Cash Is As Old Fashioned As The Stage Coach



### Pay Your Bills By Branch Checks

**A** GREAT many years ago the average person lugged a huge lot of coins with them when they went to market. Later with the use of paper money they had a lighter burden, but still they had to wait for and usually insist upon a receipt. But all

that's old fashioned—it went into the discard with the stage coach. Today they pay their bills and purchase their supplies with checks. The annoyance of carrying large sums of money is gone—and the check is the receipt.

#### The Branch Bank Conveniently Located

The Branch Bank of Wisconsin is conveniently located to the campus. You may deposit your monthly allowance without going out of your way, and have the advantages of the best college bank in the country. That's why most every student banks at the Branch.

#### THE STUDENTS BANKING HEADQUARTERS

## Branch Bank of Wisconsin

State at Gilman



"How is that Gloria always manages to look like she'd just hopped out of a picture in Vogue?" asked one of the new girls at the house.

"How? Well, I went shopping with her several times, answered Mary. "She buys her clothes carefully, and I've noticed that she found her smartest things at Manchester's".

## John Grinde

It doesn't require any special skill or any additional expense to be among the "best dressed"—not if you come to **John Grinde!**

18 N. Carroll Street

### The Grip

Some girls are very mushy,  
They admit it under teasing  
But explain that they have got that way  
Because of constant squeezing.

—Pelican.

She: Then you do really love me, darling?  
He: Passionately, my own; I am yours until death!  
She: And have you any references from your last engagement?

—Brown Jug.

A powdered face  
Two well used lips  
A pair of knickers  
Bulging hips,  
Some wild bobbed hair  
Without much curl  
And there you have  
The college girl.

—Mugwump.

"Look, papa, Abie's cold is cured and we still got left a box of coughdrops."

"Oo, vot extravagance! Tell Herman to go out and get his feet wet."

—Puppet.

THE HOME of "THAT SOMETHING NEW"



# The Store The University Girl Has Chosen As Her Own

The closest store to the Campus  
Only a few blocks away

**O**N STATE street, and close to the campus—Kessenich's, the nearest big store to the University. Close by it is, to allow you to shop during your spare hours between classes. This convenience, together with the fact that stocks which are chosen to appeal to the co-ed especially, make Kessenich's truly the University Girl's store.

Managed By University People

Former University of Wisconsin students own and manage Kessenich's. They know, through personal experience, the needs and desires of the student. They are sympathetic—and this is reflected in the store atmosphere and policies—in the way of doing business and in the wonderful stocks. It's the University Girl's store.

*Kessenich's*

State At Fairchild  
Telephone Badger 7530

THINGS EXCLUSIVE BUT NOT EXPENSIVE



Copyright 1924 Hart Schaffner & Marx

## Clothes that please College men

**T**HAT'S saying a lot. College men are the best and most ruthless critics of clothes. They have an eye for the details--style touches that many men overlook. We give them what they want at this store in style, fabrics and good values too.

**Olson, Veerhusen & Co.**

7-9 North Pinckney

## ARE YOU

MISSING HALF YOUR COLLEGE LIFE?

**T**HOSE cozy midnight suppers with the bunch—talking over everything from the new freshmen girls to religion and philosophy—flavored with Kennedy's clean, pure milk, some cottage cheese, topped off with a brick of

## VELVET Ice Cream

Our Wagon Passes Your Door

**Kennedy Dairy Co.**

629 W. Washington Ave.

Badger 7100

## *The* PARK HOTEL

Announces  
NEW MANAGEMENT



MESSRS. BEVARD—LIST—POWERS

**T**HE Park Hotel wishes to announce that The Elizabethan Room has been enlarged and they respectfully solicit the privilege of serving you.

The Famous Student Dollar Dinner

New Owners

Messrs. Bevard & Powers



WE furnish the University and other institutions of the  
State of Wisconsin with lumber

OUR prices and our service are right for them

WHAT can we do for you?

# YAWKEY-CROWLEY LUMBER COMPANY

Two Yards

805 E. Washington Ave.

Badger 123

Camp Randall

Never monkey with a grass widow, Horatio, you might  
get caught in the weeds.

—*Jack o' Lantern.*

Salesman: This car has a wonderful pickup.

Dignified banker: Neither my wife or myself are inter-  
ested in that sort of thing.

—*Pelican.*

"Why do you call your dog 'Revue'?"  
"He's all legs."

—*Showme.*

The meanest man in the world is the guy who proposes  
to an old maid over the telephone and after she accepts  
him, tells her he had the wrong number.

—*Purple Cow.*

## STUDENTS RECEIVE THE PROFITS

The Co-op is the only store in Madison not operated for private benefit. All the profits are returned to members in the form of a rebate on purchases. For the last three years members have received a 15% rebate. The year before that the rebate was 20%. The rebate applies on everything at the Co-op.

Every Wisconsin student should join the Co-op.

## THE CO-OP

506 State Street.

E. J. Grady, Mgr.





**A**UTUMN TIME! Frosty mornings! Brisk days! Slip into a Bradley and out of doors! Slip into the knitwear that's warm but not bulky—that's serviceable and yet smart! It's a complete line of sweaters, sportcoats, and outerwear for men, women, and children, that expresses the spirit of sport in finest worsted and wool. See the latest Bradleys at dealers everywhere. Pictures and prices in our style book, sent free on request.

Write BRADLEY KNITTING COMPANY, Delavan, Wisconsin

Slip into a  
**Bradley**  
KNIT WEAR  
—and! Out-of-Doors!

# MEAT

*Goeden & Kruger*  
Inc.

F. 500



*"I was impelled by the craziest idea."  
"I see: sort of a loco motive."*



*"Rasmus, why you all look so powerful sad?"  
"I done left open my door last night an' all ma chickens  
have gone off home."*



*"Vic dear, were you really cool when the light went out at  
the end of the hall and the woman screamed?"  
"Cool! I was so cool I actually shivered."*



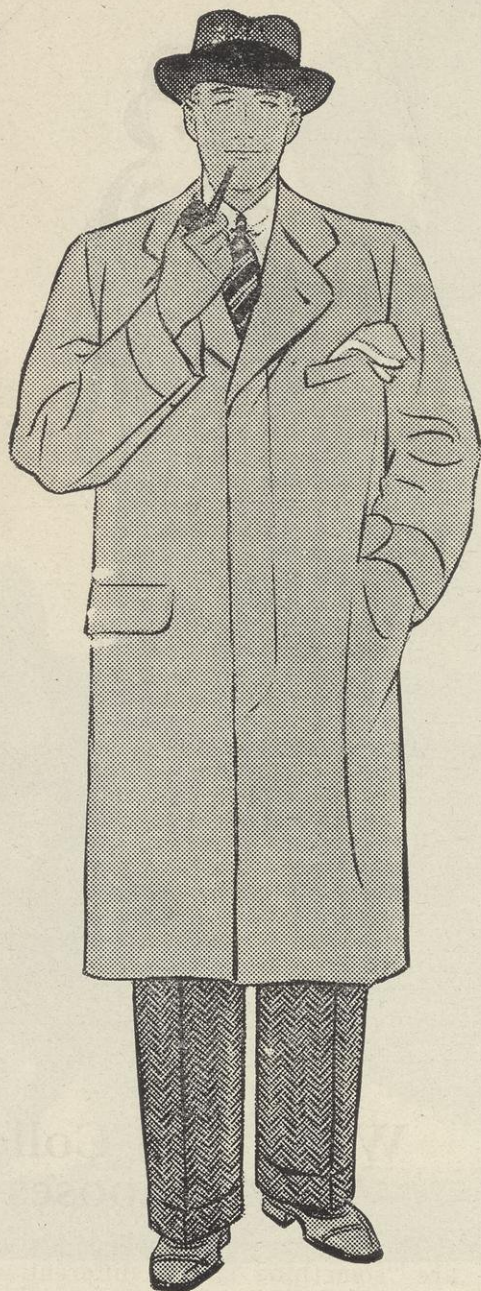
## When The College Girl Chooses

The demands of the college girl in apparel are "something smart, different, and individual."

She finds "that something" here, and chooses this store as her shopping mecca. Ask her about Simpson's, and she will call it "the store of nice things."

# Simpson's

(Just South of the New Belmont Hotel)



## The Coat That College Men Prefer

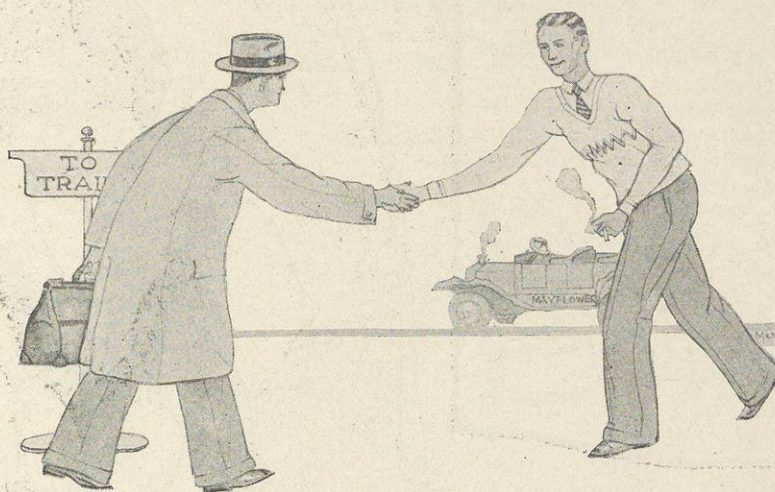
Cut very full, with a loose, easy drape from wide, square shoulders; fly front. The Dartmouth, a Society Brand college style, a favorite with university men because it's made exactly according to their ideas.

**Society Brand  
Clothes**

*A rich selection at*

**\$40**

**BAILLIE O'CONNELL & MEYER**  
INCORPORATED  
QUALITY  SERVICE



"You back again?"  
"Sure."  
"Well!"  
"Well!"  
"Well, well!"

He:

They think that I'm returning to get more  
education,  
To study Malthus' theory of overpopulation;  
They look upon my eagerness with untold  
admiration!

It's true

That my heart is pounding, pounding, with  
a fiery elation

At the thought of who awaits me when I  
reach my destination;

But they haven't guessed the reason for my  
new-found concentration

—It's you!

She:

They think that I am longing for my classes  
and my friends,

That my precious dreams are only those the  
thought of campus sends.

And they warn me to remember the enchant-  
ment distance lends

To the view;

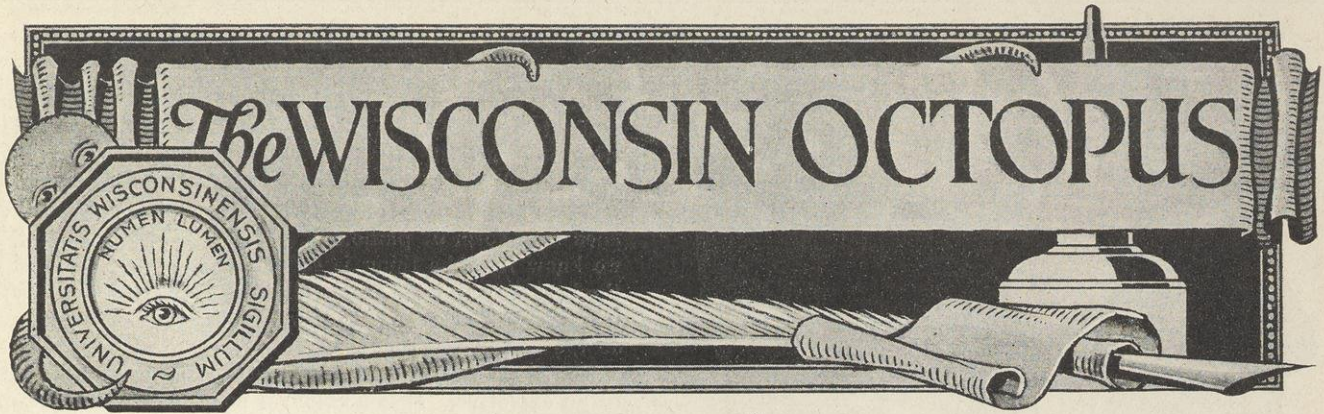
But they haven't guessed the reason my  
imagination tends

To go leaping to the future, and my sing-  
ing heart ascends

At the thought of what I'll find when my  
impatient journey ends—

It's you!





### Romance from Mars

Up in Mars where Speezooks caper, live a race of strangest type; all they drink is oyster gravy, and they live on pickled tripe. Hepzidoola was a maiden that the Speezooks most adored—square of head and not upholstered—she resembled most a board. But her eyes were past all verbage, green they were and speckled red. She was so winsome and so fetching that she knocked the Speezooks dead.

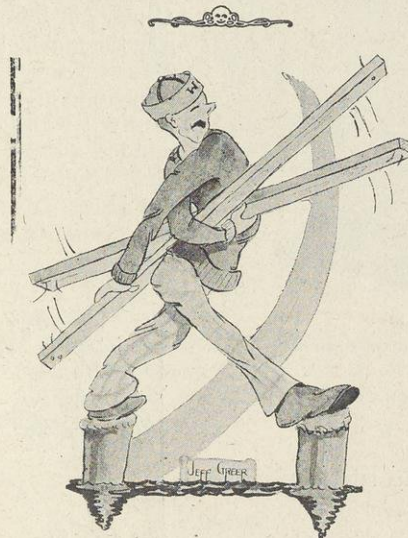
In the cheese swamps lived a warrior fighting with the singing loons. "Grant me respite from my labors; give me many many boons." Then upon him sleep descended: Gone were all the brave man's woes. Dreamed he of sweet Hepzidoola and her tiny purple toes. Up he jumped and started searching on the highways and the plains, on the soup-streams, in the cities, throughout all the subway trains. In a radish field he found her, and crushed her to him with a shout. She then called for an introduction and said he was a forward lout. But Hepzidoola was a woman, even though a Speezook kind, and to the warriors' spicy actions she could not for long be blind.

Many boons were his thereafter, little Hepzidoolas came; and he was Mr. Hepzidoola known to all in Speezook fame. So a warrior wooed a maiden on the far-off unknown sphere where they've never tasted saurkraut, and they know not bottled beer.

If a popular coed had three gentlemen friends whose names were respectively William, William, and William, could it be said that she had the wilies?

### Why Men Rob the Cradle

Say, when I was born, I was so surprised that I couldn't talk for a year and a half.



AMONG HIS PIERS

### No No, Nanette!

Give me the girl I love the best,  
Give me the girl that says "No" for  
"Yes"  
For I'm fed up on all the dates  
Where the girl says "Yes" but pro-  
crastinates.

Our idea of a joyous accident would  
be to split a lip in a necking party.

Mary has two pretty calves.  
They are both creamy white.  
They're children of her Holstein  
And were only born last night.

### Phantasia

A formal dress  
A rainy night,  
And not a taxi  
Was in sight.

Her escort sighed  
Tears filled his eye,  
He kissed his girl,  
And said goodbye.

He placed a gun  
At her head,  
Sighed again, and  
Shot her dead.

Fathers send  
Your son a Ford,  
And fewer girls will  
See the Lord.

Teacher: Willie, who was the  
strongest man in Rome?

Willie: Caesar, he pitched his tent  
across the river.

Jesse: What's the matter with  
Rollie?

James: Painter's colic.  
"Howeum?"

"Out last night with a chorus  
girl."

### Why I Don't Date

1. It takes time from my studies.
2. I don't think it right to squander an allowance foolishly.
3. Men are more companionable and better pals.
4. Dates make me sleepy the next day.
5. I enjoy just staying home and reading.
6. *Nobody will go out with me.*



*Co Ed: Stop that man; he wanted to kiss me.  
Cop: That's all right, there'll be another along in a minute.*

I wish every kiss from a miss had been misses  
For now as I travel through life  
The misses whose kisses were blisses  
Forget that I have a wife.

Life, in two telegrams

Dear Dad:

Dean and I cannot agree on credits. I have therefore withdrawn. Think it will be best for my health to seek a school in a warmer climate, say Florida. Please send \$500 so that I can make the trip. Let me know what you think of the plan. My health comes first you know.

Jack (collect)

Dear Son:

Seek your warmer climate in h—.

Dad (paid)

One: I can't stand Moira. Her patriotism is obnoxious.  
Another: What led you to that conclusion?

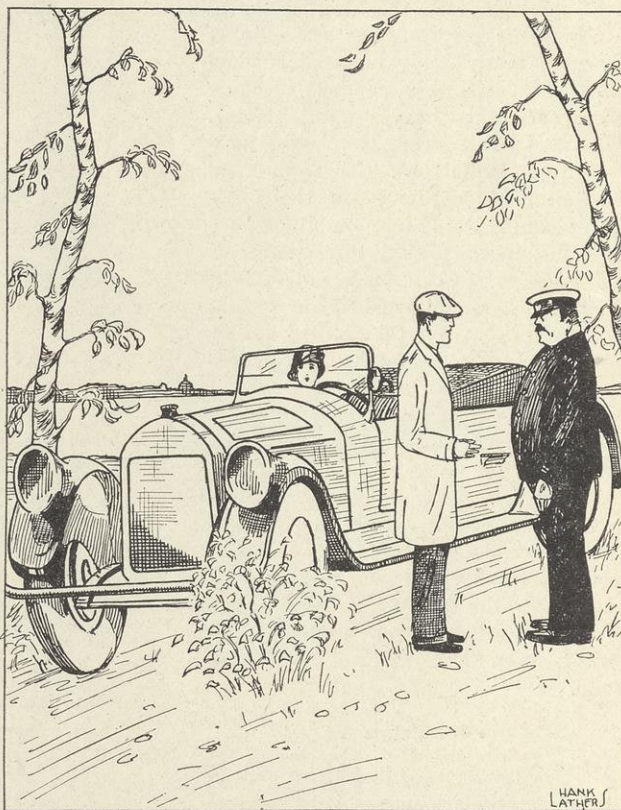
One: When the orchestra played the Star Spangled Banner at the banquet the other night, she got up and waved the American cheese.

LOVE

Love is the best seller—and the most expensive—of all time. It is the one thing that you can write too much about without its being too much, because there is always a FULL crop of youthful IDEALISTS, middle aged SUCKERS, and SENTIMENTAL OLD-TIMERS. Love has been defined as two darn fools wasting time. It has also been defined as a form of pathology. This is probably correct, as we know that the thing is contagious. Strangely, though, the best way to keep from falling in love is to hear people talk who are already that way. Your sense of humor will do the rest.

The word LOVE may be construed as a noun, a verb, or an expletive. It is a common noun, and should be distinguished from the noun LOVING, which is considered by some grammarians to be improper. Loving may also be an adjective, verb, adverb, or a descriptive paragraph. These words have a number of synonyms, which need not be explained here.

Love is a science because it employs a TECHNIQUE. Courses in this technique are not mentioned in the university time table, but may be taken privately by arrangement. Recent years have brought about a number of important changes in methods. Young men were formerly admonished to say it with flowers. Now they must say it with a house and lot, a check book, and a life membership in the country club. Some people hold that love is dying out. This is not true. Love will hang on strong as long as there are two people on earth with any leisure time to waste.



*Cop: Don't you know you're not supposed to park on the drive?*

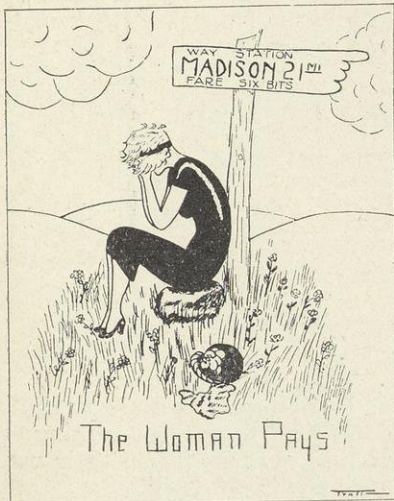
*Stude: But officer, there's a miss in my car!*

## Our Old Friend, the A. M. P.

He walked along, absorbed in the latest work on the Greek philosophers. One foot followed the well-beaten path on the sidewalk but the other trod the unfamiliar region of the gutter. Suddenly he passed and, passing a hand over his moist brow, exclaimed, "My, how lame I seem to be this morning!"

Colored Parson: Dey's a chicken thief amongst us today Brethren. But to prevent your consciences from bein' stricken I'm going to point him out.

My love's like a red, red rose,  
My love's got a red, red nose,  
She's deaf is one ear  
But that's not from beer,  
And neither (she says) is the nose!

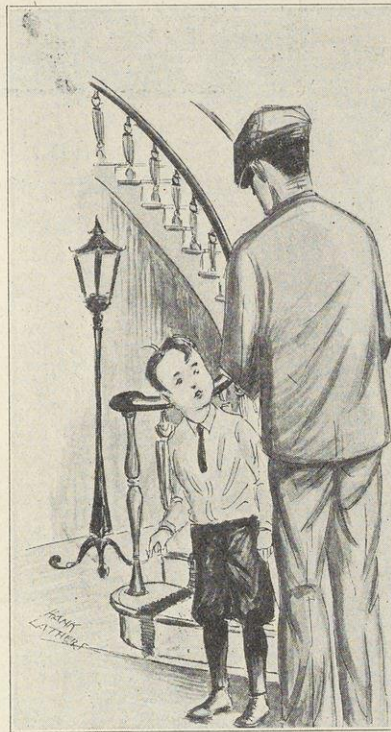


## Rushin' Ravin'

Buckets of mush,  
Bushels of bosh;  
That's how we rush  
The innocent frosh.

Handshakes, laughter,  
Eat till we bust,  
Frosh we are after,  
Pledge 'em we must.

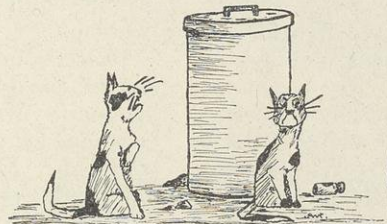
Applesauce, bull,  
Flattery, slush,  
Till the house is full,  
Then damn the rush.



*Bold Bad Man (getting the lay of the land): Say kid, whose yer folks?*  
*Naive youngster: Daddy is a retired text book merchant and mama used to be a co-ed.*  
*Bad Man: Den I might as well leave. A common stickup like me ain't got no chance wid dese high class robbers.*

## Foresight

An inebriate laddie said "Yesh,  
It is one of the sins of the flesh;  
But in Hades I think  
It is too hot to drink,  
So I'll sow my wild oats here I  
guesh."



*Kat: Say, what's your name?*  
*Cat: Plutarch.*  
*Kat: Plutarch?*  
*Cat: Yeh, 'cause I've got so many lives.*

## Ode to Infinity

(No apologies to Card Sandburg)

Mathematical and inconceivable,  
Dim stars and income tax,  
Horses, dogs, and salamanders  
We think all were futility  
And Cosmus all was bunk  
Streets.....  
Love, garlic, and woodlands  
I hear drippings from the trees.  
Do you remember Podunk  
And its swirling madding calm?  
Here once in Nepal's grandeur  
The length of infant's thought  
Streets.....  
and Podunk  
Lincolnshire and Bernard Shaw!  
But mind and minds one cannot  
fathom  
Are sands as thought a-flowing  
"Cogito ergo sum."  
Descartes and apple blossoms  
But you know not of my dream  
Because I am the whole cheese period.  
—C. D.



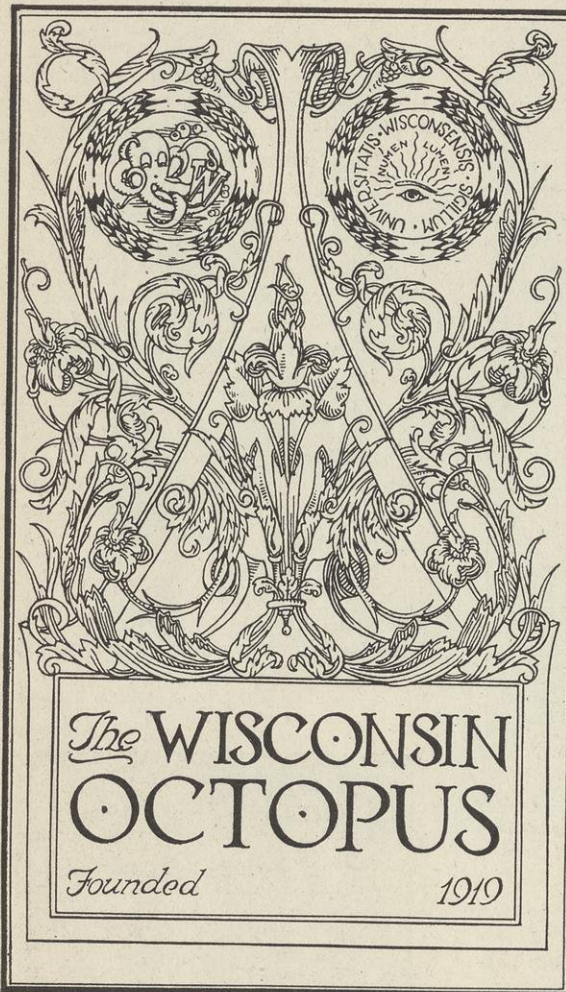
THE VARSITY SLICKER

"What do you think of our new house?"  
"Well, at least the doors are pretty nobby."

## Winkum, Blinkum

If I were eighty-three I know  
The girls would not affect me so.  
They'd smile—and I would pass them  
by,  
Or wink—I would not bat an eye.  
But now when they do this to me  
I'm glad I am not yet eighty-three.





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Vol. VI

OCTOBER, 1924

No. 1

THE Octopus herewith extends to you in greeting all of its six tentacles and, hoping that you will become entangled in its meshes, it embraces you. Perhaps, with its half-dozen long arms it may help you hold your sides as you laugh your way through these pages.

This is going to be a big year. Yes, every new year is going to be a big one. But this really is honestly going to surpass in actual bigness any year that Wisconsin—or the Octopus, and we're not abashed at mentioning the two in one breath—has ever enjoyed. Or the freshmen, either, for that matter, since they enjoy life here much more now that the girls have tabooed lake parties, despite the consequent increased sorrow of the sophomores.

Which brings us to the matter of tradition. As an institution grows older it is expected to acquire tradition. But in one way or another, as Wisconsin grows older, it seems to lose tradition about as fast as it acquires it. Let's try to keep what we have, says the Octopus. We lost the lake parties—and good riddance; we lost the red-wagon days, and are now trying to revive them with some degree of success; we lost the frosh green cap and substituted it with a little boy's sailor hat which needs only a small boy's middy outfit to complete the ridiculous effect.

Of course, with the old green lid we also lost the compulsory element. Some think well of the new custom of not enforcing the wearing of the green. Some think ill of it. When the yearlings are asked to wear the hat out of loyalty to their class and university, loyalty seems to prove a pretty poor thing on the whole, for the yearlings go merrily on their way in utter scorn of the request.

But we have acquired some traditions—Varsity night with its attendant fraternity sing, which, by the way, ought to be extended to include unorganized groups—and we have retrieved the Poughkeepsie tradition.

That Poughkeepsie tradition, with its retrieval, is one of the greatest accomplishments that Wisconsin has made in many a moon. But the tradition can be broadened. And how? By making it a first place tradition. Not that the actual winning is as important as the spirit behind the sport, but that we can make the country sit up a little more and take notice.

Freshmen, there is your chance. "Dad" Vail wants you, lots of you, all of you who are six feet or over. He says the rower can not be made in a year. Start right in now. Otherwise it may be too late.

And then another tradition may be revived when a freshman crew joins the Varsity on the Hudson.

## If At First

We were sitting by the lake-side  
Me, and Jess.  
I asked if I could kiss her  
But she wouldn't answer "Yes."  
Then I got so sad and wretched  
That she said, "There, there, don't cry.  
You shouldn't be down hearted  
After only just one try."



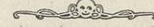
"Why do they call this Turkish cigar Cleo?"  
"Because its wrapper is missing."

## Hollywood

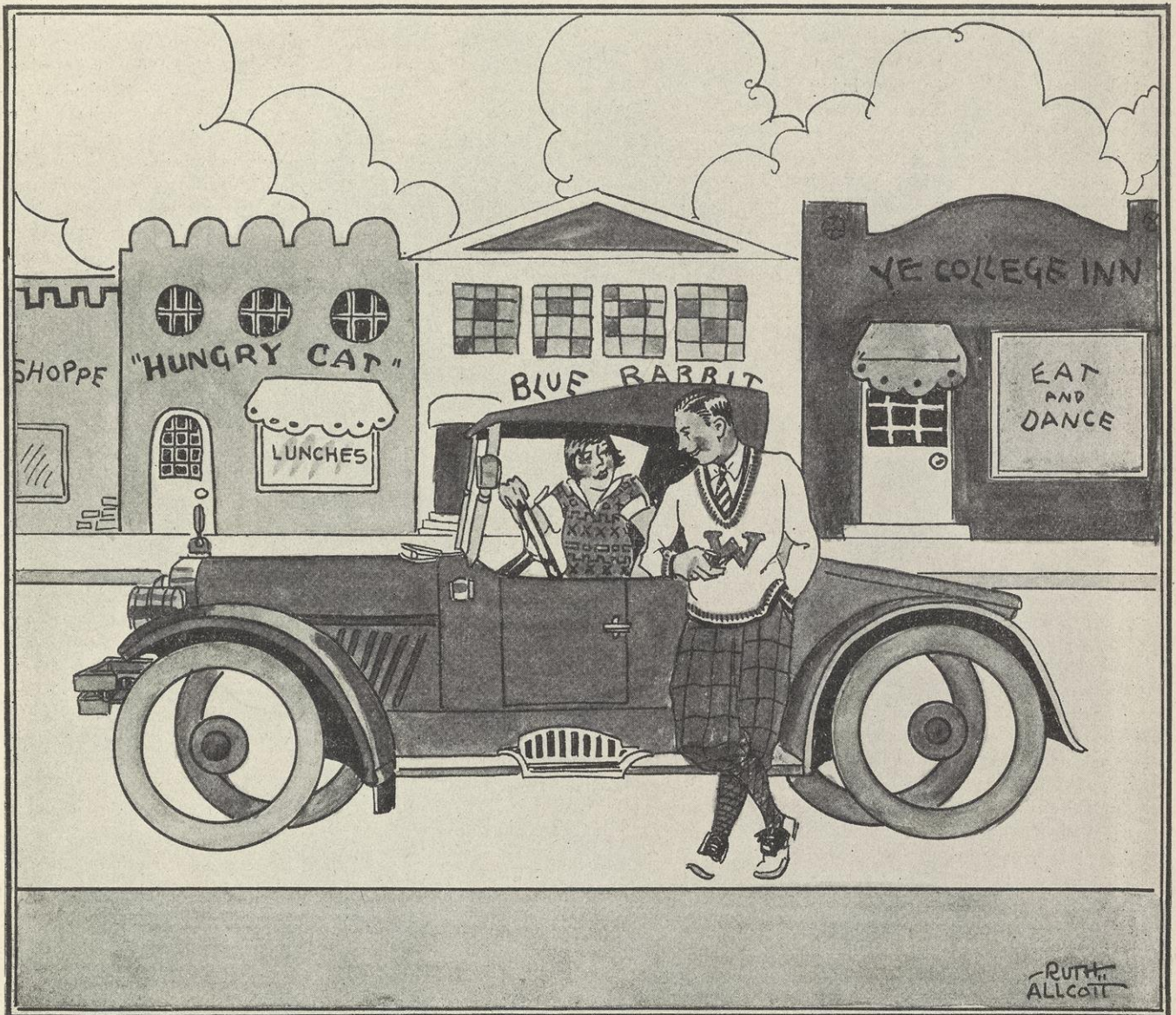
Mr. Newlywed: My dear, these pies are so good you ought to sell them.  
Mrs. Newlywed (blushing modestly): To whom dear?  
Hubby: To the movies, they're so good and heavy to throw.



"Have you heard what they are doing with the revolting Chinese?"  
"No, what?"  
"Why, they are plastering the chinks in the Great Wall."



Some frosh are so dumb that they think chielets are young chickens.



RUTH  
ALLCOTT

"I didn't hear from you all summer."  
"Did you listen?"

## A Short History of the United States

This land of the tee and the home of the rave was founded in 1776, or thereabouts, to conquer the British Isles and part of Ireland. The Redcoats, after gaining several home sites in the battle of Lexington Avenue, misjudged their capacity and got spiked on Concord grapes. Then everything was jake for the Wigs, who later became hairs to the administration of this country.

The trouble had all started when the English, under the leadership of their rex Geo. 3, tried to force the downtrodden colonists to drink tea. They had not at this date even come to playing bridge, so disguised as advertisements for cigar stores, they tossed the Oolong into the briny. "Let's get up the United States of America," said our own George, mowing down a few cherry trees. So he started an ice plant on the Delaware river and froze out the British, who were dabbling in Trenton potteries for Christmas gifts.

After the war was finally settled and everybody got the government job he wanted, the time dragged placidly for a number of years. Texas (not Rickard) was annexed bringing with it a number of steers and the Ku Klux Klan. Chicago, Evanston, and Zion City were also admitted to the union during this period, but Zion City later withdrew after Bill Voliva finally discovered an earth which he believed to be absolutely on the square.

### Gold Diggers

We meant to tell you that gold was discovered in California in 1848: that played out long ago, but the gold diggers are going bigger every year. The gold that was found was mostly lost playing the hosses at Mexican race-tracks. This led to the war with Mexico, which has not been settled yet, and the establishment of the New York Stock Exchange. For gamblers who do not care to plunge so deeply, the institution of the Blind Date was thought up. The Mexican war also served to acquaint Americans with the quaint forms of Spanish outdoor sports, at which the Spaniards have since been outdone by the college trained youth of our own country. That is one reason why we have so many bond salesmen.

The Civil War in 1861 was won by Rhode Island after a mighty combat. The bad effects of this great conflict were felt as late as 1896, when Bill Bryan started running for president with Chick Darwin as trainer. Bryan upheld the principle of "free silver" because since the advent of paper money, silverplating had nearly become a lost art. The rumor that Mr. Bryan would run this year for Senator of Florida on the platform of "free grapefruit" has been definitely confirmed by his announcement from Tallahazsee that he will support his brother Charlie this Fall in his own contest for—what is it, president or vice-president?

### Rudolph Born

The victory over Spain in 1898 was a great triumph for American naval genius. The dispute arose over the interstate transportation of bull fight pictures, and could have been settled peacefully had not Rudolph Valentino been born at about this time. It seems that during a Fourth of July celebration in Manila somebody was playing with a torpedo, and it back-fired or something. As a result of this war the United States got Porto Rico, the Philippines, and Influenza.

The Great War in Europe took many a good man to Paris that otherwise would have made good family material, but it also brought some French over here and we learned that a demi-tasse is not like charlotte russe. This proved a great boost to sorority rushing. Nobody is quite sure who won the war, except that the Republicans know the Democrats didn't do it and vice versa. Marks went way down, both in Germany and in German, and economists began to explain the difference between "ruble" and "ruby." We think French money deteriorated too, but it is impossible to be perfectly franc on that subject.

The last eight or ten years of our history have been crowded with important dates—dates no less expensive than important—but it is impossible to remember them all. Edsel Hankson Ford has taken up the study of history and Semitic languages at the request of his father, who has

always shown a great interest in culture and the Chicago Tribune. The Fords have given Detroit a public library for working men, where laborers in the family plant can bring their sewing in the evening.

### Original Tea-Hound

The idea of the tea party, which originated in Boston, has shifted to Washington recently. Sometimes it is called the tec party, but that is neither here nor there. The party is like this: a bunch of congressmen get together over cups of tea and start to pan each other—that is where we get the term, Pan-American; it is sometimes used as Panned-American. Al Fall was recently attacked at one of these parties because he had refused to fill his motor with Red Crown gas. He retaliated that Red Crown did not work well in the winter, and that he was tired of being secretary of the interior anyway.

Not so long ago, Bill Hayes (not Haywood) became tired of handling so much of Hollywood's mail indirectly through Washington, so he left to take up work at the studios as he was not exclusively interested in the males anyway. Speaking of Hollywood, things have been moving rather slowly out there in the last few years: very few murders per week any more, and only members of the exclusive staffs are poisoning themselves to death. Some people think that radio will kill the movies; but this is probably not true, as there are a number of deaf people in the country at the present time.

It is foolish, nay impossible, to gaze into the future and predict what tomorrow may have in store for this country, but we may hope for a time when no liberties will be suppressed except that of chewing gum in public; when voting citizens will demand twenty-five cent cigars and get them; when eight o'clocks will be absolutely abolished; when restaurant waiters will not spill soup on your sleeve; when telephone operators can secure your number within the first hour after you call; when blind dates are all good looking; and when a man can get three hours of sleep a night and feel happy about it the next day.



"What do you think of the Community Drive?"  
"Oh I know a better place than that to park."



*When demure and dainty maids  
Lock the door and draw the shades  
As the every-day world fades  
Into night,  
Some strange power to revert  
Do they suddenly exert  
Into witches, hair ungirt,  
Eyes alight?*

*For our dreams cast potent spells  
That bewitch our mortal shells  
(Reference: Mr. H. G. Wells)  
So, a miss  
Whom you know as shy and pure,  
In her dreams attains, forsure,  
Deep and sirenish allure •  
Such as this!*

### Dear old Batches advice to lovers

- I. When to fight with your girl:
  - a. December 24, of course.
  - b. The day before Irene drives into town with her own big Packard.
  - c. Just before the Exams. (One mustn't study too hard.)
  - d. When the Cameo Blond mentions that she has those outside reading notes all written up.
  - e. Whenever you feel like it.
- II. How to fight with your girl:
  - a. Making her start it:
    1. Blond hairs.
    2. Drive Irene around in her car.
    3. Forget to mail that letter.
    4. Go to the same movie twice to see that French maid.
  - b. Starting it yourself:
    1. Encourage her to go out with other fellows.
    2. Don't kiss her.
    3. Kiss her.

(These last two, if used with judgment and timeliness, are surest.)

“I'll bet that there are a hundred men making love to their sweethearts on the drive tonight.”

“Naw, you mean ten sweethearts and ninety telephone operators.”

### Girls

I've often wondered why the girls  
Have straight hair mornings, evenings curls,  
And why when they get out of bed  
Their lips and cheeks are not so red,  
And why their eyes are not so bright  
At morning as they are at night,  
And also I am at a loss  
To know why they are so darn cross  
Between the hours of six and ten  
On frosty winter mornings when  
Their hands are blue as their eyes should be,  
And their noses red, as usually  
Their lips are—but their lips are blue!  
(I do not like these thoughts, do you?)  
But golly! What a difference  
You notice when, at your expense,  
She dances, dines, or goes to shows—  
Then is no shine upon her nose.  
Her eyes are blue, as they should be,  
Nor is she cross, coquettishly  
She talks of marriage, love or kissing,  
Or all the classes she is missing,  
Or else (the idol of the frails)  
That haberdasher Prince of Wales!  
'Tis strange, that girlies most forlorn  
And fagged out when they rise at morn  
Can be transformed to beauties quite  
Seductive when the sun's cruel light  
Is gone. Then greets your eager sight  
Woman, The Creature of the Night!



"Dear me, they say Boston's so cultured that many children have never heard of the Three Bears."

"No, but they've all heard of the Forebears."

### She Understood

He was trying to explain her first baseball game to the girl of his heart when a quarrel broke out on the diamond.

"Why, what is the matter now, Jack?" she asked. "Who is that man they're all quarreling with?"

"He's keeping the score," replied Jack.

"Oh," said Jean with illumination, "and he won't give it up."

### Of Course

He was a new one in a new class. Ye gods! whatever possessed him to register for this course. He must have been loco. And what a dumb looking professor. Thumbs down on this class. He might as well quit school. And what a gang—collegiate perhaps but ugh! The whole dumb outfit was wet. He was disgusted with "higher education."

Said professor was seating the class alphabetically. Regular kindergarten stuff. He came to Holmes. Wearily, he took his seat. Dumb school. Someone was settling next to him. Alphabetically, he glanced sideways. Black narcissus, wisps of damp curly hair, black eyes—dimple. She was smiling at him. Shucks, this class wasn't half bad. That professor was a good old sport after all. She was asking him something. Her voice was soft and melting. Say, he was going to get loads out of this class. He smiled back at her. Ah, well, school isn't such a bad place after all.

—V. M. S.

### Science

Sociologist: Well old toper, what did you find out about your family tree?

Geneologist: Ah discovered that it was of the nut-bearing species.

Stude: Eligible?

Athlete: Naw, played marbles for keeps.

### To A Modest Co-ed With The Cheesecloth Skirt

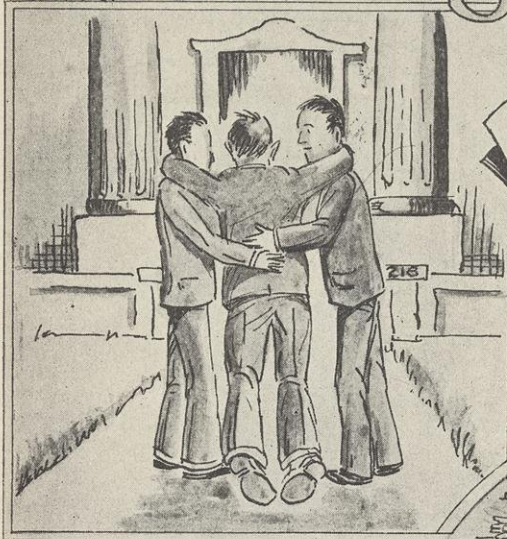
Whither, midst gaping crowds,  
Through all the dreary classes of the day,  
And why, with downcast eye, dost thou pursue  
The solitary way!  
Vainly seeking fun,  
We mark thy quiet course to sing our song,  
As, darkly outlined 'gainst the sun,  
Thy figure floats along.



The wind that blows our hair about,  
That scatters papers, makes a rout  
Of all the loose stuff in the street  
And whirls the leaves about our feet,  
Is not so darn bad after all:  
For—'specially in the spring and fall—  
It gives milady's skirt a lift,  
The wind, at that, is quite a gift.

# Octy's Rotogravure Section

HANK LATHERS



Another Student Holdup On Langdon Street. The youth in the middle does not know Greek, thus the boys will now talk Turkey to him.



Entire Student Body Gives Walter Eckersall a rousing welcome. For those who do not know, Eck is the famous impartial football spectator.



Balloon Rubber-Heels—The latest thing to absorb the shock when the young lady's husband unexpectedly arrives upon the scene.



"Ships That Pass In The Night".

Freshmen stand for hours on the banks of Mendota watching fleets of apparently unoccupied canoes drift aimlessly about. They shall learn however.



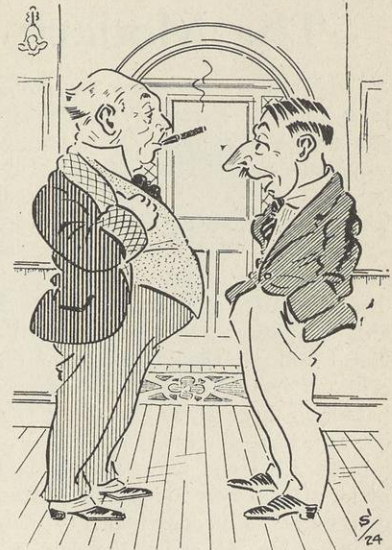
Due To The Recent Raids, crowded laboratory conditions, and heavy assignments, some ambitious students have installed "labs" in their study rooms. This stude's name is Tom Collins.

## Omar

A breezy Whiz Bang underneath the bough,  
A jug of whiskey, cigarettes and thou  
Beside me telling tiny little stories—  
Oh Lord! If old Khayyam could see us now!

“Jones is an awfully easy anatomy prof.”

“A pipe organist, as it were?”



“I hear it was a sad crowd at the game today.”

“Yes, the whole grandstand was in tiers.”

## Mary's Room

Mary's room's in order;  
No clothing on the chair;  
No powder on the mirror;  
Neatness everywhere.

Telephone starts ringing;  
Mary jumps in haste;  
Grabs her roomie's half-sox,  
Pulls out eye-brow paste.

Mary's room's a turmoil;  
Clothing on the floor,  
Lipstick on the cover,  
Powder on the door.

Shoes upon the bed-spread,—  
Signs, as sure as fate,  
That little Mary's busy  
Getting ready for a date.

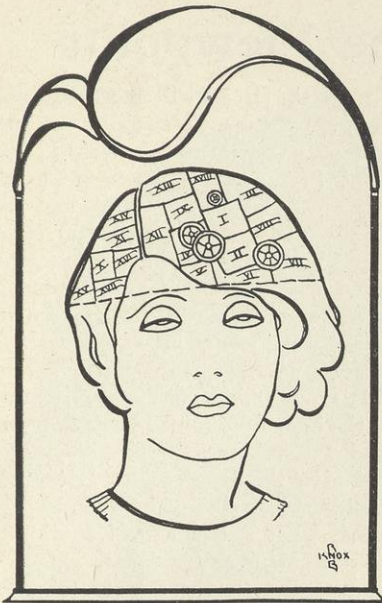
“Who stands behind the fair Co-ed?”

“Oh, Coty, Madame X, McCallum, Guerlaine, Kayser, Williamson, Sally Milgrim, and-ah-Fathah.”

Ophelia: Addition isn't what it used to be when I went to school.

Bumps: How come?

Ophelia: Why, last night I went out along the lake and blest if one plus one didn't equal one.

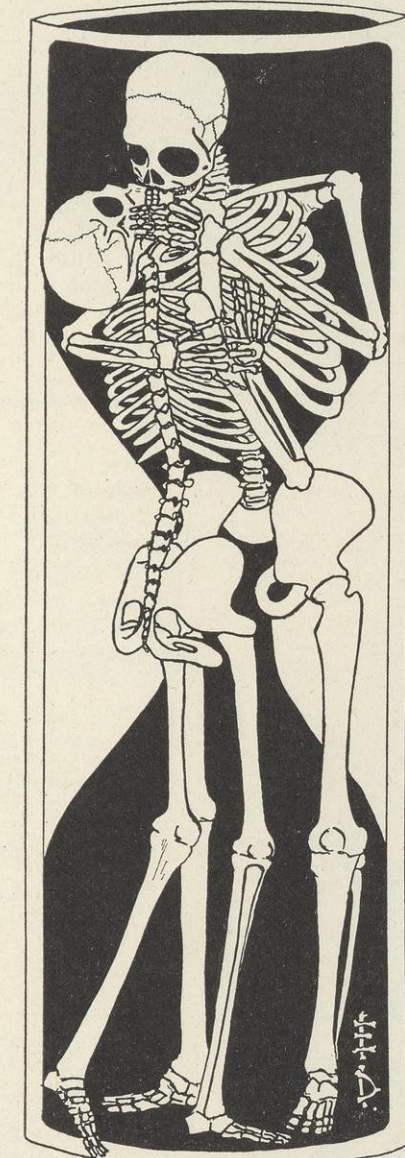


## Cross-Section of a Co-Ed's Mind

- I. Charley's car.
- II. Charley.
- III. Clothes.
- IV. Date for check from the folks.
- V. The folk's new car.
- VI. Last Friday night.
- VII. Tomorrow night?
- VIII. The next free meal.
- IX. Clothes.
- X. and XI. Me and myself.
- XII. How any girl can be as plain, dress as vilely, or be as smart as the egg in P. S. 7.
- XIII. The Greek God in English.
- XIV. The prospective prom date.
- XV. Possibility of a new formal for Christmas.
- XVI. Where and how the deuce Esther gets all her clothes.
- XVII. The dust in that wonderful new novel.
- XVIII. Whether that dumbell in Econ will kick through with her lecture notes.

## Hodge Podge

Co-eds, registration, yellow slickers, painted cars, painted faces, slacks, profs, jeweled pins, moonlight walks, rah rah boys, eight o'clocks, dates, saxaphones, books, cigarettes, football, boresome lectures, liquor, radicals, checks, bobbed hair, Deans, letters home,—COLLEGE!!!



Beauty's but skin deep, they say  
And love is beauty's slave  
But their love's bone deep, you observe:  
The situation's grave.



## The Modern Era From an Airplane Viewpoint

"This world of ours is going wrong," quoth Hiram P. McTavish; "our nation's morals are a fright; the people are too lavish; the old adage of some wise man we greet with much contention; it's laziness, not necessity that's the mother of invention."

Now I for one think Hiram's right, but he puts it rather mildly, when I tell all that is to come the world will cry out wildly. A mere treatise on aircraft will fill the world with awe and congressmen will scurry forth with one more useless law. Not long from now air traffic will assume immense proportions: to help the vegetables to grow, the sun will make contortions. Engine trouble in the air will bring the falling wrenches; for those of us who reside below a reminder of the trenches.

If this were all, we could rejoice, but sadly I'll relate the gruesome grimy details of the fate that we will

rate. Upon a Roman holiday, an Irish celebration, or a festival in sunny France, we'll feel much consternation. On any Sunday in the year, the glorious Fourth or Lent, the air will swarm with picnickers who are on pleasure bent. Now sadly I beseech thee, in this land of the free, with these merrymakers in the air where wither shall we flee? Either we must join this reckless flight or spend the day in bed; for who would want to venture forth and be smitten on the head? Pop bottles, paper boxes will fall upon our casements. In practice from evading storms we'll crawl into our basements and cringe and tremble there in fear 'till quiet will arouse us,—then venture meekly forth and view the damage to green-houses.

Those of us who can't afford to own an air-machine will go out with a shovel and dig a hole in a ravine. Lunch baskets, paper-napkins hang-

ing on the trees will meet our gaze at every turn, a'swaying in the breeze. Our lawns bedecked from front to rear, will fill us with dismay,—can-openers, hairnets, and hats all spread in gay array. Our living rooms will be a sight, fire-places overtaxed with junk that falls from air-machines right down our own smoke-stacks. Ice cream buckets from Hindustan, napkins from Peru, auction bills from China, and advertisements of the Zoo—toothpicks from the Shetland Isles, bones from Albuquerque will give the house-wives lots to do. Wedding bills the girls will shirk.

See what a life we all shall lead, we'll all wear suits of mail when e'er we venture on the streets to guard against this hail.

Weather reports will read like this: *Cyclone to the north we'll miss. Steady, people, steady, a tourist bunch'll pass o'er at noon; get garbage wagons ready.*  
—F. K.



*Bell-Hop: What is it, mister?*

*Guest: Shay, boy, bring me another bottle c-c-citrate magneshium. Thay surely makes a dumbd good mixture.*

### A Freshman's Travel

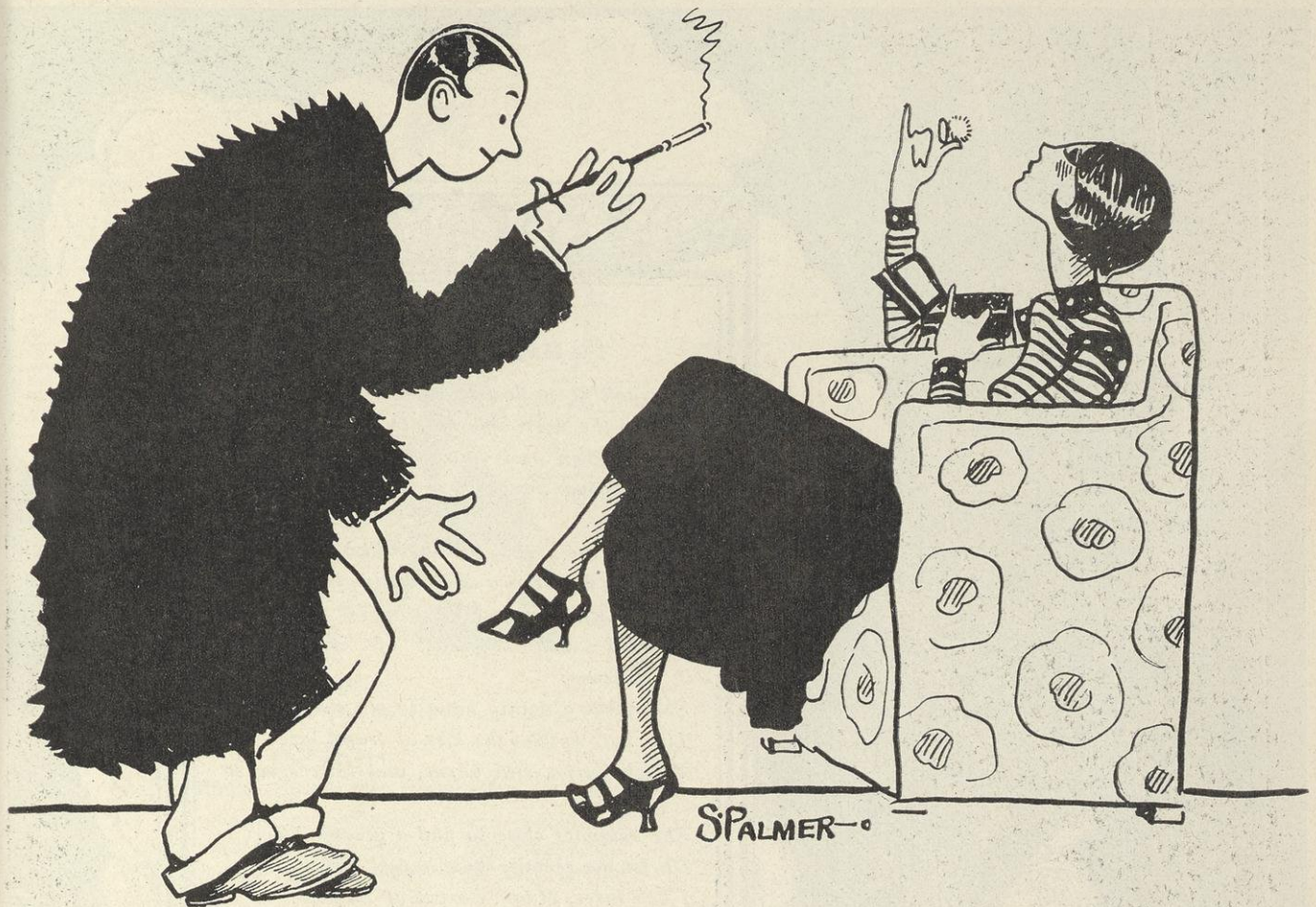
Most of the subjects which freshmen take develop in them the urge to travel. History, geology and languages are examples. In many cases the faculty recognizes this in the frosh by requiring a one way trip home at mid-semester. At this time of the year the Most Misunderstood Person is the frosh who really, actually, truly has to quit school because of sore eyes.

"Vat's your inventory?"  
"Five tousand dollars."  
"Insured?"  
"Yep."  
"How much?"  
"Ten tousand dollars."  
"Vel, vat you vaitings for?"

### Song

"One I drink,  
Two I drink,  
Three I drink—I'll say!  
Four I spill upon my shirt,  
At five I pass away—"

Oh, counting drinks is not the way  
His time a wise boy spends;  
Because he always loses count  
Before the party ends!



"What's the idea of the fur coat?"  
 "Just trying to get so hot that I can melt an icicle."

## PERFECT BEHAVIOR AT TEA

Taking tea is one of the most diverting forms of afternoon entertainment ever developed. It affords a splendid opportunity for the elite to show just how well versed they are in "Perfect Behavior" a new book on good manners, by Emily Post. Faulty etiquette reveals itself sooner at tea than at any other social function, and for this reason tea is the criterion of good breeding.

Speaking from my many years of experience as a tea-hound, I shall try to give an example of the well bred man at tea.

Mr. Dudley arrives at tea long after the time appointed, elegantly attired in large knickers, golf coat, white shirt with a wing collar, and a derby. He carries a cane in one hand and a pair of yellow Italian suede gloves in the other.

Boldly strutting up to the door, he knocks violently on the glass panes. Instantly the door is opened, and he steps into the corridor and announces his arrival. Taking off his coat, he hangs it and his cane on an electric light fixture. Satisfied that he has made a proper entry, he slaps his hostess on the back and ceremoniously relieves her of her hand at bridge.

All through the afternoon he is quite successful as the

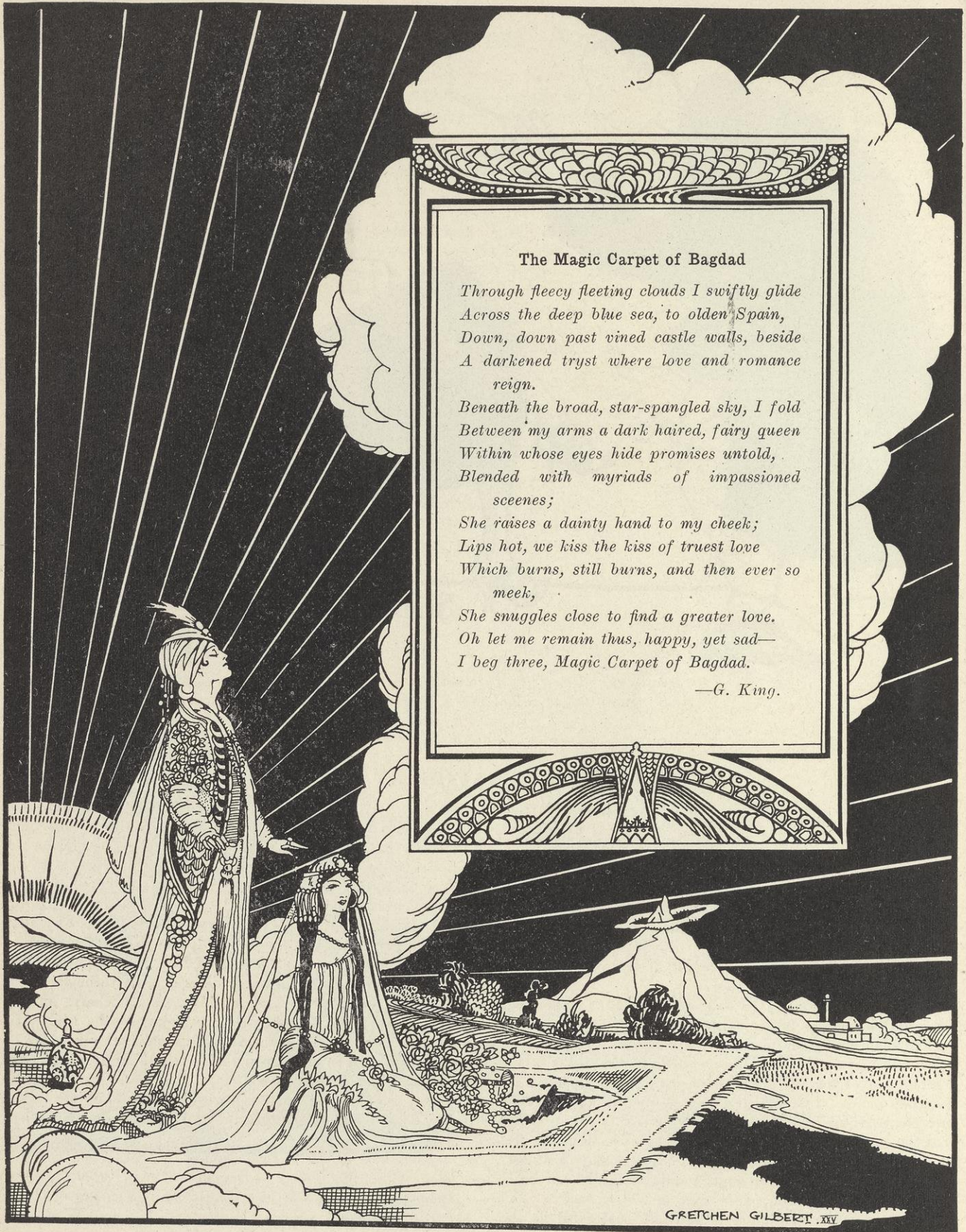
dummy. His conversation is varied and entertaining, but he speaks best on operations. How spellbound his audience is by the minute details of his recent operation for appendicitis. Just then tea is served, and he profits by the strange loss of appetite. A cup of tea is offered him, but he requests a larger one.

It is quite individual for everyone to have his own little trick. Mr. Dudley picks up his lemon and cleverly throws it across the room into the cup of Mrs. Van Astor, spilling tea all over her new gown. This is enough to ostracize almost any one, but because of his personal charm and his perfect behavior, the event is overlooked as the whim of a genius. He stirs his tea vigorously, and deftly holding his spoon upright in the cup with his middle and index finger, gulps his tea in great oceans.

But the hostess soon realizes her mistake in inviting Mr. Dudley, alias gentleman, and has her servants help him out.

As he sits on the curb dreaming of the success that had been within his grasp he invokes a curse upon "Perfect Behavior," or "How to be Gentlemen in Ten Lessons," and mutters "Fake."

—W. A. J.



### The Magic Carpet of Bagdad

Through fleecy fleeting clouds I swiftly glide  
 Across the deep blue sea, to olden Spain,  
 Down, down past vined castle walls, beside  
 A darkened tryst where love and romance  
 reign.

Beneath the broad, star-spangled sky, I fold  
 Between my arms a dark haired, fairy queen  
 Within whose eyes hide promises untold,  
 Blended with myriads of impassioned  
 scenes;

She raises a dainty hand to my cheek;  
 Lips hot, we kiss the kiss of truest love  
 Which burns, still burns, and then ever so  
 meek,

She snuggles close to find a greater love.  
 Oh let me remain thus, happy, yet sad—  
 I beg thee, Magic Carpet of Bagdad.

—G. King.



"Was the dance a full-dress affair?"  
 "Er—yes, but barely so for the women."

### Little Emma Enters the University

"What are you majoring in?" little Emma asked her brand new room mate who was lovingly fingering a cut glass gaboon she had gotten from little Ollie back on the farm at Six Corners.

"Majoring? I'm not majoring in anything." And playfully she imprinted a permanent mark of affection upon the skimmed milk-white brow of little Emma with the study table. "I'm here for a little research work."

"Now research work—" began little Emma, but was interrupted by Wilhelmina, the dainty little athlete who just came in from a strenuous game of croquet—almost tearing a hand-embroidered towel which she had worn about her head to catch the beads of perspiration, because Hiram, the football captain, had beat her.

"And I know he doesn't love me," she sighed, at the same time jumping out of the cellar window—landing safely on the porch above.

"Well, research work—" began little Emma when she was interrupted by the gas man who was looking for a wash basin in which to bathe his aching limbs, but thoughtfully fainted into the arms of the waiting girls who laid him out on the newly polished ice box and thoughtfully poured two glasses of jelly and a tea kettle of water down his alimentary canal.

"It isn't just exactly research work I'm going in for—more investigating."

"Well, investigating," said little Emma, but in strolled the cook who had forgotten to put kerosene on the lettuce and almost the girls didn't have any dinner.

"What I want to find out is why Alexander Carlyle said, 'In the spring'."

And little Emma hopelessly grabbed a long sharp knife and gracefully cut her finger nails.

### Try This

Landlady: What are you looking for on the parlor floor?

Fritz: My collar button.

"But you dropped it in the attic hall."

"That's why I'm looking for it down here. The darn things roll and I know all about them."

"Was there any mail for me at the room?"

"There were a few cards, but the landlady hadn't finished reading them when I came away."

One day the representative of the Bargain Corporation came to Ikyville to take several orders. As he approached the down-town district, he noticed that the business house of one of his customers was burned to the ground.

"What's the matter—electric lights?" he asked.

A small boy on the corner spoke up, "No, mister, Israel-ites."

"My girl always wriggles when I kiss her."

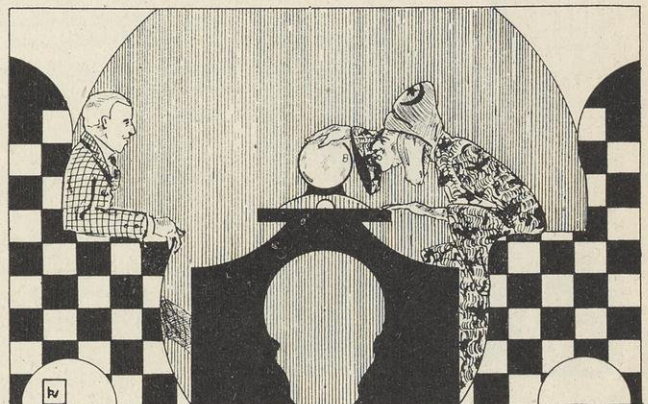
"Well, you know they call this the restless age."

She (fishing): I wonder why all the boys call me Sun Kissed.

Collegiate (who has entertained): You're probably the most perfect lemon they know.

"Man dies at 104."—*Headline.*

Centigrade or Fahrenheit?



"My man, you will wed a co-ed, your mother-in-law will live with you, there will be thirteen children in your family, your brother-in-law will have inclinations to tap you for spending money; but do not be disappointed; for as a college graduate you will earn the handsome sum of \$1200 per year."



**That's A Thought!**

1st Laborer: How would you like to be up there with that aeroplane?

2nd Laborer: I'd sooner be up there with it than without it.

—Goblin.

"I think Salome's dance before Herod lacked originality."

"Why?"

"It was just a take off from start to finish."

—Judge.

To prolong the life of your swimming suit take it off before entering the water.

—Judge.



"That young man stays to an unearthly hour every night. What does your mother say about it?"

"Well, dad, mother says men haven't altered a bit."

—Toronto Goblin.

**Fashion Note**

Many an alley cat can look at a swell ermine coat and say: "There goes papa."

—Outlaw.



Sheriff: Smells like you're havin' chicken out t'your house tidday.

The: No, ih' wife's cleanin' my Sunday vest.

—Outlaw.

Prof. of Civilization: What is your idea of civilization?

Stude: It's a good idea. Somebody ought to start it.

—Pitt Panther.

Edna: Didja ever dance the "Elevator?"

Co-Ed: No, what's that?

Edna: No steps.

—Texas Ranger.

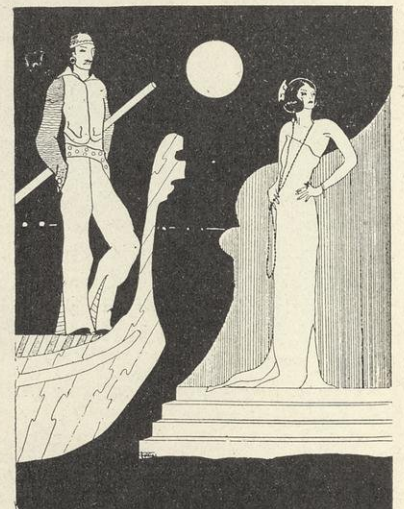
**Ye Tactful Lover**

If I were a millionaire or king  
And you were a heathen slave,  
I'd make you a glittering gorgeous thing  
And we'd sail upon the bounding wave.

I'd give you the joys of eternal spring  
And you'd bask in the things you crave,  
If I were a millionaire or king  
And you were a heathen slave.

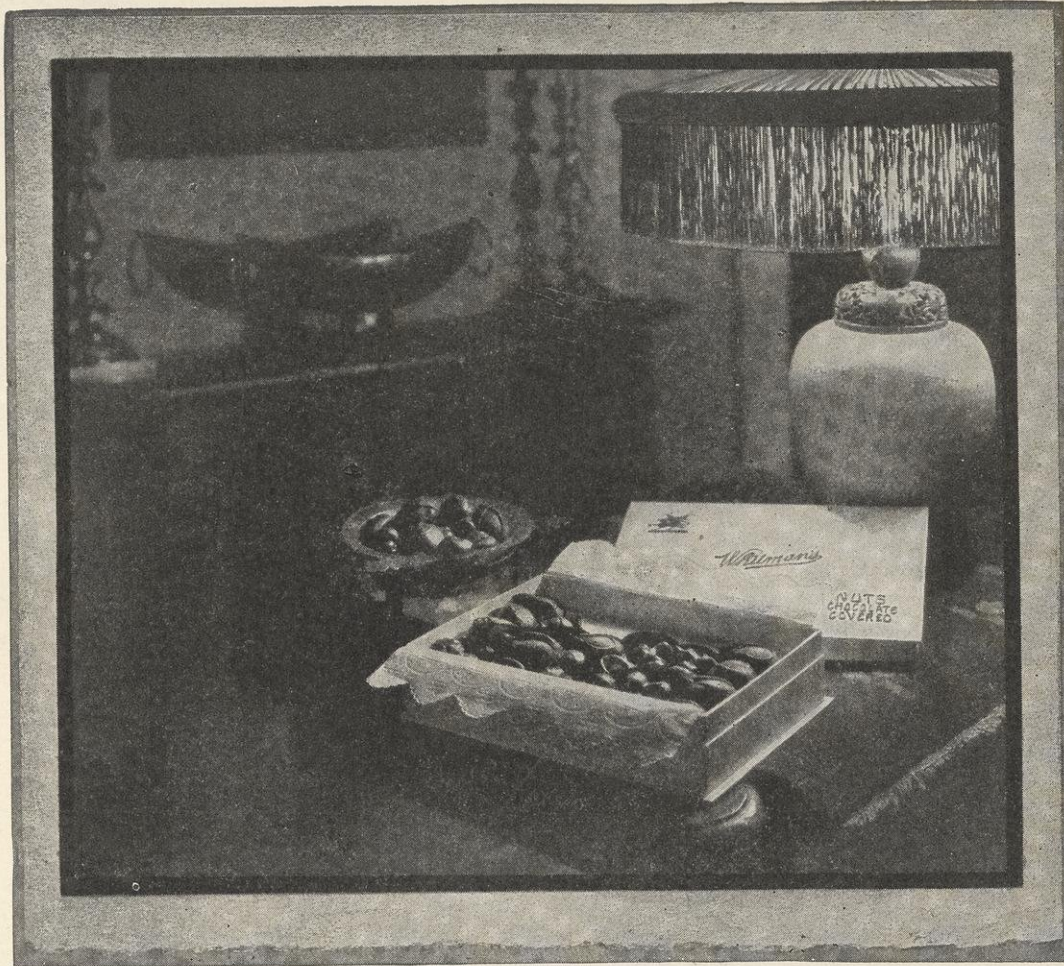
But I am a slave, and you, cherie,  
Have a million bucks or two,  
So let's be wed and you give to me  
What I would have given to you.

—Ontario Goblin.



Sanio: Gondola ride, little girl?  
Franciscio: No thanks, just swam home from one.

—Wasp.



*Whitman's*

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A very special appeal to the taste of those who want the best nut meats the markets of the world afford, combined with chocolate of Whitman's Super Extra Quality.

There are no combination centers in this package—nothing but nuts, whole nut meats thickly coated with delicious chocolate.

We believe the kinds are assorted to appeal to most tastes. We know that the package is a first favorite with many good judges of fine confections, and its popularity has increased steadily for many years.

Nuts Chocolate Covered is one of Whitman's Quality Group of special candy assortments for discriminating lovers of sweets.

This package has a special Hallowe'en wrapper for that holiday.

All Whitman's chocolates are sold only by selected stores in every neighborhood that are chosen as agents for the sale of Whitman's. Every agency receives frequent fresh supplies direct. Every package of Whitman's is guaranteed to be fresh and to give complete satisfaction.

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- Filbert Clusters
- English Walnut Clusters
- Almond Clusters
- Peanut Clusters
- Pecan Clusters



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- Collyer's Pharmacy, 14 E. Mifflin St.
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- J. C. Keefrey, 19 N. Pinckney St.

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- University Pharmacy, State & Lake Sts.
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**Old Hampshire Stationery**

die stamped with the college seal or your fraternity or dormitory die.

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Ground Floor

**Steak--Chop House**

**Cor. King and Webster  
Badger 7190**

**Chiclets**

"Waiter, have you any shelled corn?"

Waiter: (surprised) I think so, sir.

"Then take this egg out and feed it!"

—*Aggie Squib.*



"Who is that homely looking girl?"

(Angrily) "That's my sister."

"She sure can dance."

—*Aggie Squib.*



Fond parent: What's worrying you, son?

Offspring: I was just wondering how many legs you gotta pull off a centipede to make him limp.

—*Aggie Squib.*



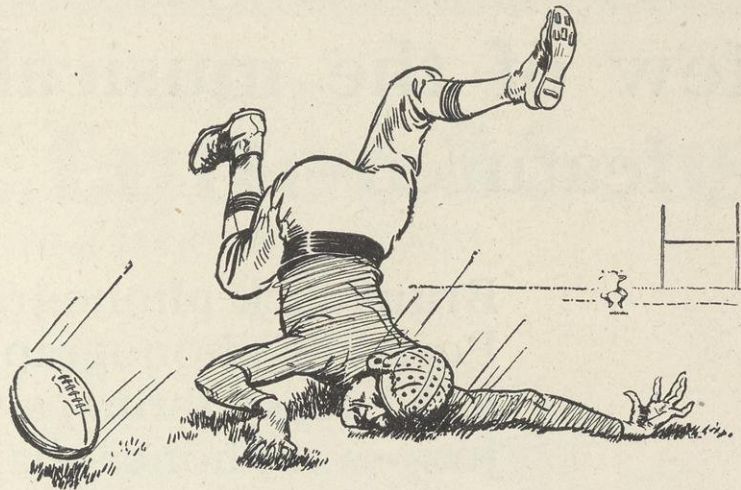
The Modern Girl's belief: Never leave off tomorrow what you can leave off today.

—*Medley.*



A flapper is a little bobbed-haired girl who paints, powders, rouges her lips, pencils her eyebrows and then says: "Clothes, I'm going down town. Want to hang on?"

—*Centre Colonel.*



## As a football player he's a good poet

**L**ET'S admit that all men are not born for gridiron honors, just as all men are not born poets.

You can admire a man's grit for plugging away at the thing that comes hardest to him. He does derive benefit in developing himself where he is weakest. But to achieve real success it is only common wisdom to pick out the line for which you have a natural aptitude—and go to it.

Particularly if you are a freshman it may be useful to remind you of this principle, because it can help you start off on the right foot in both your campus activities and your college courses.

If your fingers love the feel of a pencil, why not obey that impulse and come out for the publications? You can serve Alma Mater and yourself better as a first-class editor than a third-class halfback.

Similarly, when it comes to electing your college courses, you will be happier and more efficient if you choose in accordance with your natural aptitude.

The world needs many types of men. Find your line, and your college course will be a preparation for a greater success.

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

# Western Electric Company

Since 1869 makers and distributors of electrical equipment

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*(Punch Served)*

F. 2606 Mrs. Main, Mgr.

#### Oh Rats

Roomie One: Durnit! A mouse  
crawled in my laundry and died.

Roomie Two: That's probably why  
he died.

—Banter.



#### Another Good One

"A traveling man told me—"

"Hush, wait till we pass these  
girls."

—Yellow Jacket.



#### Some Difference

"Times certainly have changed."

"How's that?"

"Pirates used to own ships, but  
now they own hotels."

—The Puppet.



"Mother, may I go out to neck?"

"Yes, my darling daughter,  
But don't tell Dad, or you'll get  
heck,

'Cause he thinks you hadn't  
oughter."

—The Puppet.

Park your sick Fountain  
Pen with us and let us  
fix it for you so that it  
will write as good as the  
day you bought it. We  
repair all makes of foun-  
tain pens.

All Work Guaranteed

### Netherwood's

519 State St.

The Students Supply Store

THE HUB  
**Henry C. Lytton & Sons**  
STATE at JACKSON—CHICAGO



# College Style

## In the Lytton College Shop

**I**N a separate room—distinctly apart from the rest of our great young men's floor—The Lytton College Shop has become a very definite factor in the eyes of college men. Catering exclusively to their wishes—in an atmosphere as individual as the smallest shop—it has introduced the last word in Clothes correctness with the accompanying economies that our great volume of business permits.

# THE HUB

F. J. SCHMITZ & SONS



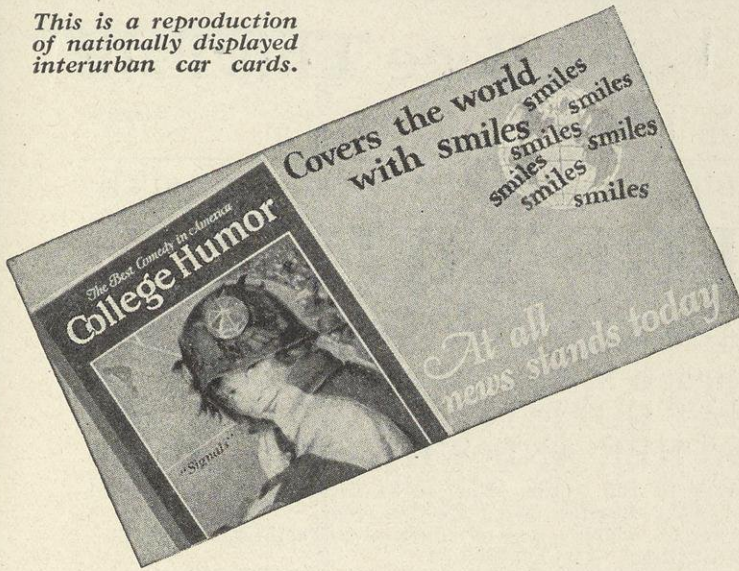
## Clothing Tailored for the College Man

**O**UR suits are the last word in style for college men—loose easy coats with wider English shoulders—straight wide trousers—and fabrics that are smartly Autumn in their colourings. The type of clothing that is being worn on all of the famous campuses, they are precisely what you want in suits.

**THE LANGDON**  
the three button

**THE HARRIS**  
the two button

This is a reproduction of nationally displayed interurban car cards.



# College Humor

What it is  
What it does

IT is exactly what its name indicates—**College Humor**—*your* humor. When it is advertised in street cars and **PRINTER'S INK**; when it is broadcasted by radio and whenever **College Humor** is read it popularizes your comic.

IT is read by approximately 3,000,000 people each issue and focuses the attention of everybody on the college comics.

**PAGE 79** of the Autumn Issue now on sale (the cover is reproduced at your left) tells you of the considerate policies of **College Humor**. We now maintain a College Comic Service Dept.

**THE** three letters at your left speak for themselves—for us—for you.

*The college comic is popularized, advertised and helped nationally by*

## College Humor

Chicago, Ill.

DEAN AVERY, *Editor*,  
"The Pelican,"  
University of California.

Says: "The PELICAN has always regarded COLLEGE HUMOR as the most worthy magazine representing the college comics and is, as ever, behind you, shoulder and all. You may look to us at any time for our utmost co-operation."

HARRY J. TAYLOR, *Editor*,  
"The Virginia Reel,"  
University of Virginia.

Says: "We appreciate your service to us. Your diversified advertising and material, by its nature, approaches our alumni and independent readers in a way which we could not hope to achieve in our own pages."

LAURENCE A. DUNN, *Bus. Mgr.*,  
"Colorado Dodo,"  
University of Colorado.

Says: "We believe you have done more than any other publication can ever do for all of the college comics of the country."

### Hot Stuff

She (from corner of the auto): You look dreadfully cold over there, Larry.

He (hopefully): I am.

She: Bend over here till I turn up your collar for you.

—Brown Jug.



If all the people who threaten to end their troubles by jumping in the river would do so, there wouldn't be any room for the fish.

—Sun Dial.



When a girl looks sweet enough to eat don't give her the opportunity.

—Parrakeet.



Doctor: What's matter, Rastus?

Rastus: I'se done been hit by a hoss shoe.

Doctor: That shouldn't lay you up in a hospital like this.

Rastus: No sah, boss, but dey was a hoss on dat dar hoss shoe.

—The Pointer.

### Eat at

## The W Cafe

### Some of Our Breakfast Specials

Buttered Toast .....	5c
Buttered Toast with Fried Ham .....	10c
Buttered Toast with Bacon .....	10c
Buttered Toast with Sausage .....	10c
Wheatcakes .....	10c
Rolls and Coffee .....	10c

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\$5.50 Book for \$5.00

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# Are You Going To College This Fall?

## Let Us Help You

FORTY-EIGHT \$100 SCHOLARSHIPS TO BE GIVEN AWAY TO INTRODUCE

# COLLEGE LIFE

THE ONLY MONTHLY MAGAZINE FOR COLLEGE FOLKS

One scholarship will be awarded in each state to the writer of the best letter stating **WHAT QUALITY YOU ENJOY MOST IN A TEACHER AND WHY**

Write on one side of paper only and limit letter to 200 words. Enclose \$1 for six months trial subscription to COLLEGE LIFE. Regular price \$3.00 a year.

Write name of state in upper lefthand corner on address side of envelope to facilitate sorting.

**THIS OFFER CLOSES NOVEMBER 1**

Scholarships will be awarded January 1 and the winners announced in our January number.

Trial subscription commences at that time.

## COLLEGE LIFE

THE ONLY MONTHLY MAGAZINE FOR COLLEGE FOLKS  
CONTAINS IN EACH ISSUE

**An Editorial** by an eminent educator. Something to remember and think about.

**Athletic News** of all colleges. You do not need to scan the newspapers of forty-eight states to get the records. They are all here written in a concise and interesting form, with special features of the bigger events.

**Social News**—Doings of the fraternal societies, outing clubs, etc. The brighter side of college life.

**Book Reviews**—The best books of the month reviewed with illustrations and extracts from the original.

**Illustrations**—Photographs by the hundred.

**Contributors**—The best talent money can buy is represented here—including many of our undergraduate authors and artists.

### F I C T I O N

THE STORIES YOU HAVE BEEN WISHING SOMEBODY WOULD WRITE

STORIES OF ATHLETIC COMBAT

CAMPUS LOVES

CLASSROOM STRATEGY

SOMETHING NEW AND VITALLY INTERESTING IN THE FICTION LINE

### SNAPPY COVERS

## COLLEGE LIFE

THE ONLY MONTHLY MAGAZINE FOR COLLEGE FOLKS

is **Timely**. Forms for COLLEGE LIFE close just before going to press. You will want COLLEGE LIFE. It keeps you posted. All the college news. All the time. Get the inside dope about your rival teams.

Use coupon below and address letter to

CONTEST EDITOR, COLLEGE LIFE, PORTLAND, MAINE

Contest Editor,  
COLLEGE LIFE, Portland, Me.

Sept.,.....1924

Dear Sir:—Please enter enclosed letter in contest for a **One Hundred Dollar Scholarship**. Also find enclosed \$1 for a six months' trial subscription to COLLEGE LIFE.

Name .....

Address .....

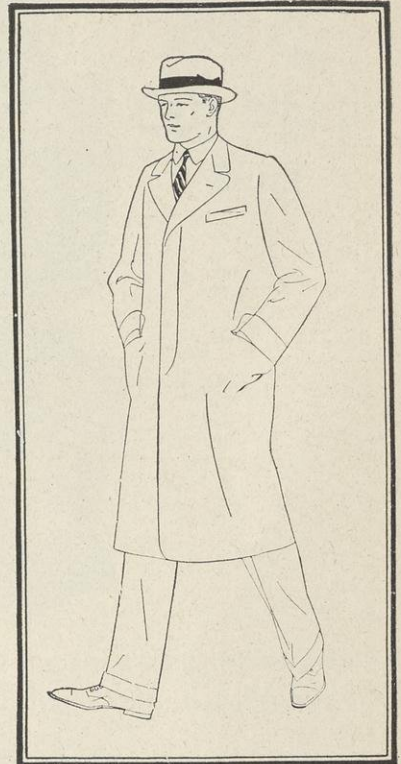


ATTENTION IS INVITED TO THE ENLARGED FACILITIES ASSOCIATED WITH THE NEW FINCHLEY ESTABLISHMENT IN FIFTH AVENUE. CLOTHES AND ACCESSORIES, DEVELOPED EXPRESSLY FOR COLLEGE MEN, HAVE BEEN ARRANGED IN LARGE AND UNCOMMON ASSORTMENTS ON A FLOOR GIVEN OVER TO COLLEGE SERVICE.

CLOTHES  
HATS ~ SHOES  
HABERDASHERY

## FINCHILEY

Fifth Avenue at 46th St.  
NEW YORK



### This Must Be Stopped

Man (to wife who has just had twins): Will you never get over the habit of exaggerating?

—Chanticleer.



Doctor: The best thing for you to do is to give up smoking, late hours, wine, women, and—

Stude: Wait! What's the next best thing?

—Gargoyle.



Tell a man there are 267,543,201 stars and he will believe you. But if a sign says "fresh paint," he will make a personal investigation.

—Keene Thrusts.



The hand that rocks the roadster is the hand that wrecks the world.

—Swamp Angel.



It's a long lane that has no turn-ed off auto lights!

—Purple Cow.

## R. W. NELSON JEWELER

320 State St.

Announces the showing of a complete line of  
JEWELRY---WATCHES  
Silverware and Novelties

Give our expert watch repairing a trial

ANNOUNCING THE OPENING  
October 15, 1924  
of

H. M. Mooradian's  
EXCLUSIVE

Oriental Rug and  
Imported Gift Shop

221 State St.

FRANK B. WILCOX  
Manager

# EVERY STUDENT NEEDS ONE



## REMINGTON Portable Typewriter

The Remington Portable will serve you well—not only in school or college, but for years and years to come. It will give you a training which will be helpful to you in all your after life.

*Compact*—fits in a case only four inches high.

*Complete*—has the four-row keyboard—no shifting for figures—just like the big machines.

*Convenient*—can be operated on your lap if you wish, for it carries its table on its back.

Come in and see the Remington Portable.

Price, complete with case, \$60. Easy payment terms if desired.

University Cooperative Company,  
Madison, Wis.

Remington Typewriter Company,  
527 State Street, Madison, Wis.

## The Campus Clothes Shop of today is the result of a High Merchandising Ideal.

Founded but Two Years Ago—it has shown remarkable growth and is today the leading College Men's Store. Good Merchandise retailing at fair prices and interested service—that's the story and that's why men express their preference for

**The Campus Clothes Shop**  
University Ave. at Park St.



**Berg**  
**Sta-Shape**  
REG. U.S. PAT. OFF.  
**Hats**

*The Bergsnap* — a smart flat-brim felt for Fall — a Sta-Shape hat that “retains the style lines longer.”

Sold by: THE HUB, MADISON, WISC.

### Home Thoughts

Paw says the best way to get rid of bed-bugs is to chase them up the spiral bed springs 'til they get dizzy and then suffocate them with a sock.

—*Cougar's Paw.*



### Fish

The novice at trout fishing had hooked a very small trout and had wound it in, until it was jammed at the very end of his rod.

Pupil: What do I do now I've finished winding?

Instructor: Climb up the rod and stab it.

—*Punch.*



“There goes a girl with her stockings on wrong side out. What'll I do about it?”

“Why, turn the hose on her, of course.”

—*Yellow Jacket.*



Dear Mr. Editor:

Will you please read the enclosed poem carefully and return it to me with your candid criticism as soon as possible, as I have other irons in the fire.

Dear Sir:

Remove the irons and insert the poem.

—*Bison.*

## Harper Method Scalp Treatment

Shampooing, Facial Massage and Manicuring

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Phone Badger 3770

Madison, Wis.

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Lake and Langdon



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**Fraternity Service**  
Typing  
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A Call Will Bring Our Represent-  
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**Clothes**

Trade Mark Reg.

**\$35, \$40, \$45**

For your approval  
we feel you will like the  
patterns and models we  
are showing this Fall.

Why not step [in?

**RUPPS**

234 State St.

**Students**  
**After-Theatre**

**Dinner**

**Parties**

**Are a Feature**  
**of the**

**Restaurant**  
**Athénée**

412 State St.



**AMERICA'S**  
**GREATEST**  
**ORCHESTRAS**  
*use the* **WORLD'S**  
**FINEST**  
**BANJO**

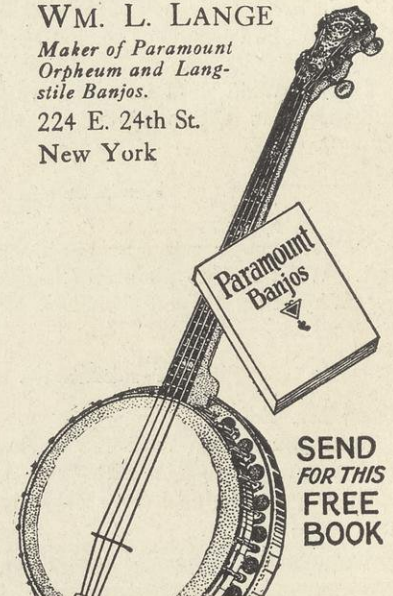
Listen to records by Whiteman Lopez, Jones, Abe Lyman, Ben Bernie or almost any of the big time dance orchestras and you'll hear the famous Paramount Banjo. The top notch dance orchestra leaders with big reputations at stake insist that their banjoists play Paramounts because of the piano volume and harp tone quality.

Look over the line at your music dealer's or write for catalog.

**WM. L. LANGE**

*Maker of Paramount  
Orpheum and Lang-  
stile Banjos.*

224 E. 24th St.  
New York



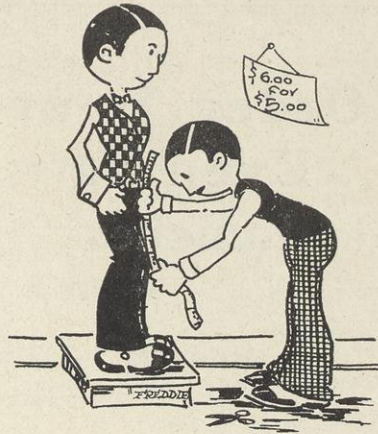
**SEND**  
**FOR THIS**  
**FREE**  
**BOOK**



Women, who make dressing an art, are naturally attracted to Luxite because it is so surpassingly lovely, sheer and perfect in fit. And they know, too, that its lustrous beauty is the outward expression of super-fine quality that gives unusually long wear.

**LUXITE PURE SILK HOSIERY**  
 \$1.00 \$1.75 \$2.50  
**LUXITE PURE SILK BLOOMERS**  
 \$4.50  
**VESTS . . . . . \$3.00**  
 It will pay you to walk around the square to

**BURDICK AND MURRAY CO.**  
 Madison, Wis.



Mr. Tailor: How long do you wear your trousers?  
 Bright young man: Oh, about two years.

"Good morning, Judge," is the American idea of being presented at court.  
 —Keene Thrusts.

**Terrible Blunder**  
 White: See here, old man, where is that good looking stenog. you had last week?  
 Black: She caught me kissing my wife and left without notice.  
 —Bison.

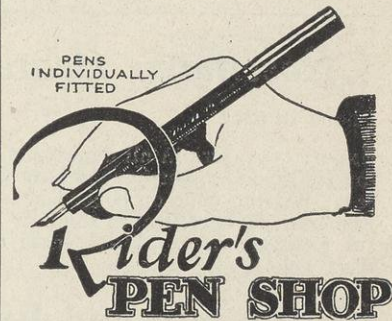
Mike: What's the difference between kissing your sister and kissing your sweetheart?  
 Ike: About ten seconds.  
 —Stanford.

Handsome Auto Salesman: Couldn't I interest you in this two-seater?  
 The girl: Well you might. Come around in it some time.  
 —Judge.

Correct this sentence: My husband is so fond of music that he goes to the burlesque show every other evening.  
 —Judge.

# THE Lecturer Doesn't Wait!!

When he gets ready  
 To lecture  
 The "Prof" doesn't ask,  
 "Is your fountain pen ready?"  
 He has a right  
 To assume  
 From the first  
 That it is ready,  
 And he starts right in.  
 The student who  
 Allows a scratching,  
 Faltering pen  
 To impose upon him  
 Must expect  
 Incomplete notes  
 and Poor marks.  
 The "Ex" Student  
 Usually carries  
 Rider's MASTERPEN.  
 With good reason!  
 Rider's Masterpen  
 Needs no coaxing  
 When the lecturer begins.  
 It writes at touch;  
 He gets clear,  
 Complete notes  
 With a minimum of effort.  
 It gives his brain  
 A chance.  
 Give your brain  
 A chance!  
 Get your  
 Rider masterpen  
 Today at



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*But The Same Old  
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invites  
Browsers and  
Book-lovers to  
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Badger 887

**Suits Pressed  
and shaped the  
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50c**

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COMPANY**

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Service B.1180 Office B.1598

**Try Our  
Heavy Malted Milks**

**Tiedeman's Pharmacy**  
702 University Avenue

**Artists**

Pie: How'd the costume ball turn out?

Eyed: Oh, everything went fine until some of the girls appeared in paper dresses and the boys went on a tear.

—Voo Doo.



Willie was being measured for his first made-to-order suit of clothes.

"Do you want the shoulders padded, My little man?" inquired the tailor.

"Naw—pad me pants."

—Belle Hop.

**Rosemary Beauty Shop**

Phone B. 6211

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Expert operators in all departments, soft rain water for shampooing, permanent hair waving by oil process. Waving done on bobbed heads so the ends curl, just like bob curl; leaves the hair soft with a beautiful natural wave. Wave lasts 6 months. Inecto Hair Dyeing.

**Chiropody and Electrolysis**  
Open Tuesday and Thursday Evenings

**Wengel's Marinello Shops**

**Marcelling—Permanent Waving—Facial and  
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Bobbers**

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Regular Dinners—35c

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We Use the Best of Everything

### Palace of Sweets

20 North Carroll St.

Mrs. Tenney, Mgr.

Candy

Ice Cream

Lunches at all hours

“You say you are from London? That would make you a Londonite, wouldn't it? By the way, may I have another one of those cigars?”

“Yes. And you say you are from Paris?”

—*Flamingo.*



“So she uses orange rouge, does she?”

“That's what I gather.”

—*Whirlwind.*



Comedy Revue Reviewer. Those girls bare a great resemblance to each other.

—*Whirlwind.*

Banquets Dinners

Individual Service

University Cafeteria  
Home Cooking Reasonable Prices

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### Dresses, New and Smart

Flannels, striped and checked, silks and woolens—every dress for every need awaits you in our Co-Eds dress section.



### Coats, Stylish and Warm

Coats that will withstand both the chilling winds of fall and the critical review of the crowds about the hill.

Our new party dresses, selected from Parisian Showings, have just arrived. Pick yours from them!

## What The Studio and STUDIO ORCHESTRAS MEAN

A beautiful hall to dance—music of an excellence surpassing anything ever offered before—bookings of nationally known and featured bands during the year—trained and organized orchestras for house parties and club dances—under the direction of Jess Cohen (formerly of Jess Cohen's Candy Shop Orchestra).

### The Studio

At 237 W. Gilman Ph. B. 7272  
Student Dances Every Friday and Saturday

Prof: How would you tell the height of a tower by means of a barometer?

Stude: I'd lower the barometer from the top of the tower and then measure the rope.

—Stone Mill.



"That tie's too loud!"

"Oh, well, I'll put on a muffler!"

—Pointer.

# Brock Engraving Company

Artists and Engravers



4th Floor  
State Journal Building

Phone: Fairchild 913

"Doesn't it make you laugh," queries Polk Daniels, "doesn't it make you laugh to see a printed article beginning 'When a man chooses a wife—'?"

—Brown Bull.



Runner: Did you take my time?

Coach: Didn't have to—you took your own time.

—Purple Cow.

WHEN you look around your community you will find that the most prosperous business houses are not those that *cut prices*, but those that *maintain them* and *give value* and *intelligent service*.

## Straus Printing Company

118 EAST MAIN STREET

TELEPHONE BADGER 1763

SERVICE that SERVES



We want to impress upon the minds of every one who needs plumbing or is apt to need plumbing or who has a friend who needs some plumbing done or some repair work looked after that our work is absolutely dependable and that we can nurse any piece of broken down plumbing back to life if it's mendable.

**F. Wigglesworth**  
PLUMBING & GAS FITTING

1511 Monroe St. Badger 6396

"I lost control of my car yesterday."  
"How did that happen?"  
"The Dean found out about it."

—Record.

"That musician said the tune haunted him."  
"Why shouldn't it? He murdered it."

—Jacko.

The most interesting news right now is that this store is ready to show the college men a complete line of



Stratford Suits and Overcoats

America's Finest Clothes For Men and Young Men.

Clothing Dept., 2nd Floor

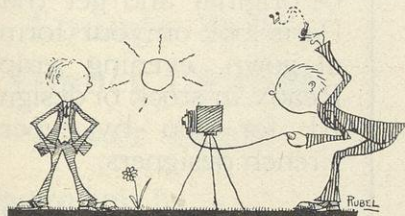
**The Crescent**  
CLOTHING CO  
Specialists in Apparel for Men & Boys

Fond Aunt: Are you Mama's boy or Papa's boy?  
Little one: That's for the courts to decide.

—Middlebury Royal Baboon.

Caller: Is your Mother engaged?  
Betty: I think she's married.

—Judge.



Photoart Phables

No. 1.

Once upon a time there were two blokes named Photo and Art. Photo used to click a snappy camera while Art was finicky about his shots and wanted results. They used to blow out where the birdies chortled and flick the mug of Ma Nature until their cameras got hot.

Photo used to be satisfied with a snap that looked like the broadside of a leopard with the measles while Art was hitting around twelve pictures out of each roll. Art ran his business the same way and while Photo was worrying how to pay the installments on his second-hand flivver Art was buying a new Rolls Royce for the baby.

MORAL: It pays to demand the best.

"Picture It For Yourself"

H. S. Rubel.

**The PHOTOART HOUSE**

WM J MEUER PRESIDENT

The House of a Thousand Kodaks

Outfitters **The E & E Store** Women & Children

20 E. Mifflin St. B. 750

## Making Friends



These are the days of making new friends for some and re-newing of acquaintances for others. Permit us to be the new friend to the stranger and to re-new our friendship with the upper classwomen. As an Out-fitter for women, we want to help you in your selection of proper clothes for the proper occasion.

### Smart Dresses

for all student occasions  
\$11, \$19.50 up to \$39.50

### Snappy Coats

\$25, \$39.50 up to \$85

### Clever Millinery

\$5, \$6.50 and \$7.50

Blouses, Skirts, Sweaters and Accessories to Fit Both You and Your Budget.



This freshman went to the mixer in the gym. He got out of it—a black eye, a sprained ankle, three corns, double pneumonia, and three dubious telephone numbers.

“Ray for the mixer!”



### Blank Verse

John asked Clara  
To take  
A walk with him  
And pick flowers.  
But Clara's brother  
Came along  
And so  
They picked flowers.

—Boll Weevil.



### High Powered Men

Gordy: Gee, one does funny things when cocked. Last night I ate a dozen powder puffs and thought they were marshmallows.

Jack: I don't know as that's so hot. A week ago I ate a whole box of corn plasters and thought they were life savers.

—Blue Baboon.



The Best Laid Plans Of Mice And Men.....

Hickory, dickory, doek, the mouse ran up the cloek,  
Of Cynthia's stocking. Now wasn't that shocking?

The mouse didn't know that her knees were knocking.

—Blue Baboon.



## For Formal Wear

be original and get that Paris look on your formal gown, evening wrap. Ready in stock or designed for you by expert French designers.

See us for your alterations.

## The French Shop

2 Stores

Park Hotel Bldg. 533 State



INCORPORATED  
111M STREET AT YALE CAMPUS

# Langrock Clothes

Are designed and tailored exclusively for University men, from English and Scotch woollens.

Lounge Suits  
Dinner Clothes  
Over Coats

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## KARSTENS

22-24 N. Carroll St.

"On Capitol Square"

Madison

## Our Service Will Please

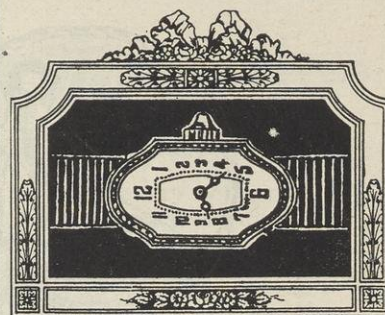
The Most  
Discriminating  
of the  
Well-Groomed  
Men

Have it done at

## Runkels' Barber Shop

640 State Street

John F. Runkel, Prop.



### Smart Watches

She likes smart things. The new graceful creations in white gold wrist-watches, now so much in vogue, will appeal to her.

Our selection includes a variety of shapes — all beautiful and distinctive.

Priced from \$25 up.



### And It Was So

Ho Squire, cried Sir Lancelot, bring me a can opener, I have a flea in my night-clothes.

—California Pelican.



Parson: Brother Jones, does your daughter trust in heaven?

Bro. Jones: She must judging from the company she keeps.

—Utah Humbug.



Fat: That auto looks pretty well worn out.

Slim: It ought to. It's the sole survivor of four love affairs.

—Dartmouth Jack o' Lantern.



Are mine the only lips you ever kissed?

Yes dear, and the nicest.

Tit-bits (London).



Teacher: Where was the Declaration of Independence signed?

Johnny: At the bottom.

—PennFroth.

DISTINCTIVE

## Fall Footwear

for those who care

at

\$5.50 to \$9.00

## Sander's

Formerly

BLIND & SANDER

217 State Street





### PLUS 4 KNICKERS

Distinctive patterns in new fall colorings—imported fabrics—they're the finest we've ever shown.

**\$9 to \$11**

**Sport Sweaters \$7 to \$10**

# Speth's

*The House of Kuppenheimer Good Clothes.*

Interior Decorations

Antiques

## The Unique Shop

Olivia H. Titus

NEW AND UNUSUAL CREATIONS

from

EVERY CORNER OF THE WORLD

A Gift That Would Suit Each and Every  
One of Your Friends

130 State St.

Madison

We are prepared to give you the best in  
Shampooing, Manicuring, Marcelling

Facial and Scalp Treatments

### SCOTT'S BEAUTY SHOP

MRS. F. SCOTT, Prop.

Mahoney Apartments  
2nd Floor

Phone B. 7170

State Street

"You can't eat your cake and have it too," as the man said on shipboard.

—Purple Cow.



Pity the poor prize fighter. He can scarcely look an opponent in the face without batting an eye.

—Moonshine.

She: Oh, look! We have three men on bases!

He: Yes, but they are at bat.

—Frigol.



Visitor: Be this a dry town?

Citizen: Be you a stranger?

Visitor: I be.

Citizen: It is.

—Penn Punch Bowl.

# Wherever Quality Candies are Sold ---you'll find---

Quality  
Candy

# Teckemeyer's

Quality  
Candy

for Sale Everywhere

## TECKEMEYER CANDY CO.

Madison, Wisconsin

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FLORAL CO

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### Aim To Please

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He: All right, I'll try it another way.

—Masquerader.



Jane: Marriage is a great institution.

Janet: So is a penitentiary.

—Goblin.



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—that's something every college  
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Want a copy? Just write.

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SCHUMACHER SHOE CO.  
21 South Pinkney St., Madison, Wisc.

## The Buckminster-Campus



### Famous Courses

In the \_\_\_\_\_ of time

Of \_\_\_\_\_

A \_\_\_\_\_ remark

A pipe \_\_\_\_\_

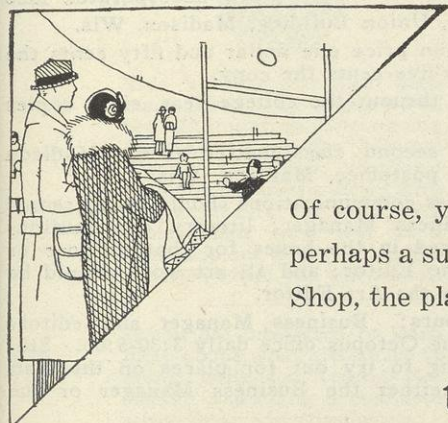
\_\_\_\_\_ et.

—Pelican.



Charity covers a multitude of sins. So do enclosed cars.

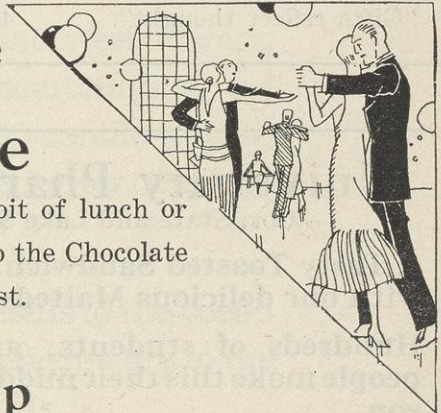
—Moonshine.



# after the game or after the dance

Of course, your first thought will be for a bit of lunch or  
perhaps a sundae and naturally you'll come to the Chocolate  
Shop, the place where you are sure of the best.

## the chocolate shop



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University of Wisconsin

Founded 1919 Incorporated 1920  
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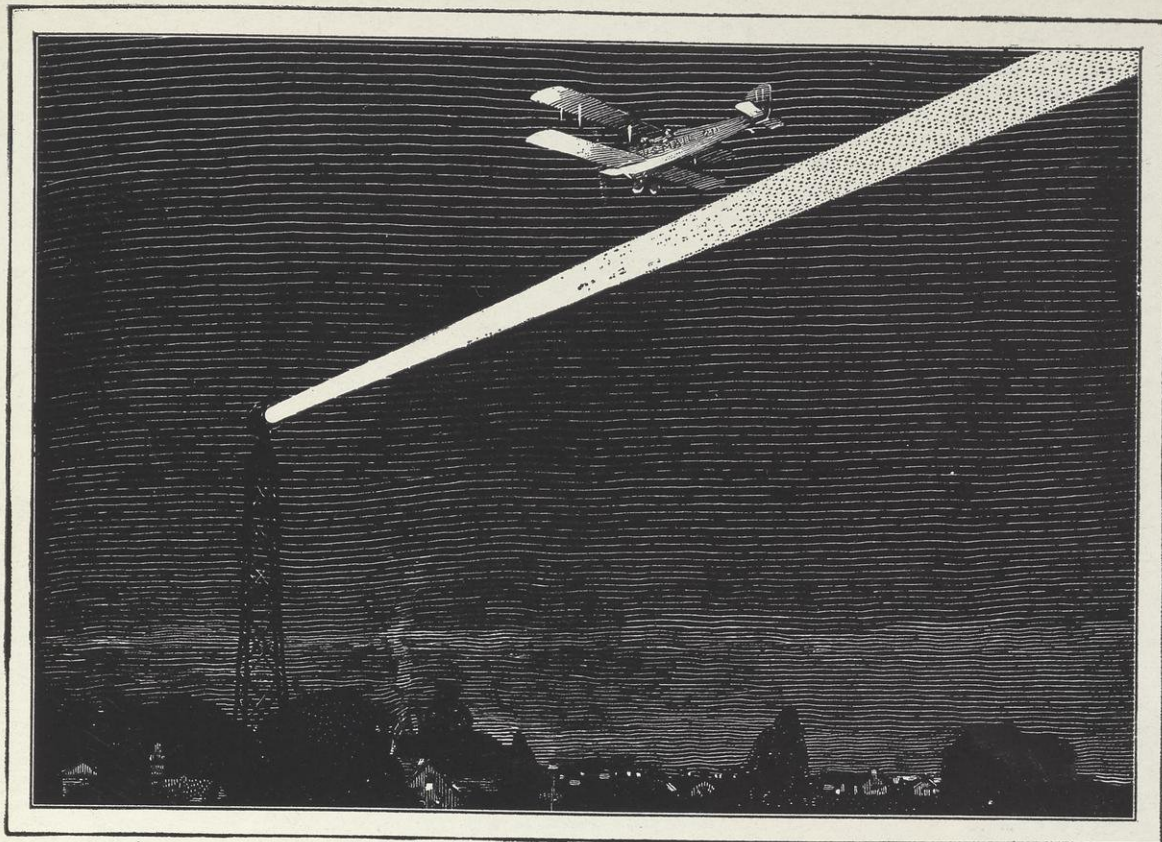
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Vol. VI.

October, 1924

No. 1



## Beacons of the sky

Between Cleveland and Rock Springs, Wyo., along the night route of the air mail service, tall beacons have been placed every twenty-five miles.



This achievement has been made possible by engineers of the Illuminating Engineering Laboratories of the General Electric Company, working with officials of the Post Office Department. A startling achievement now will be a commonplace of life in the *new* America which you will inherit.

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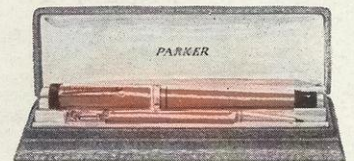
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