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## **Octopus: Coeds. [Vol. 7, No. 7] [March, 1926]**

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# Octopus

MARCH  
1950



O E D S



# Your Spring Suit and Top Coat



To be the latest in collegiate style your topcoat must be of a light shade of tweed or cassimere with a diagonal weave. A faint plaid pattern of a contrasting color adds a further touch of distinction. The correct length is from forty-six to fifty inches.

Your suit must be in one of the lighter shades of tan, grey, or blue-grey. Here also you'll find the smart diagonal weaves and invisible checks and plaids. Every Spring suit in our stock---no matter the price has two trousers.

Suits \$30 to \$55  
Top Coats \$25 to \$40

506-508  
STATE ST.

# The Co-op

ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY  
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER



They are talking about the wonderful  
improvement in the

# PARK HOTEL

under the Management of  
**WALTER A. POCOCK**

New Proprietor - Manager

The Park Hotel is centrally located, opposite Wisconsin's  
Beautiful Capitol Building and the center of down town.

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

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

Also Moderate Priced A La Carte Menu all day.

## BEAUTIFUL LARGE BALL ROOM

Banquet and Convention Hall Accommodating 750 People

**Banquet Facilities For 1200 People**  
Ready for Formal Dinners, Dances and Parties  
Fine Private Dining Rooms for Small Gatherings  
Menus submitted for all occasions

## PARK HOTEL

200 MODERN ROOMS

\$1.50-\$1.75. With Bath, \$2.00-\$2.50



**WALTER A. POCOCK**  
New Manager Since August 1, 1925

A Notable Achievement  
On Feb. 11th, 1926

Served Banquet for  
**1000**

Master Builders  
Convention

The largest banquet ever  
served in any hotel in  
Madison.

No party or event too small or  
too large for us. Let us figure  
with you before you decide.

**WALTER A POCOCK**  
Manager  
Badger 5021

**HARRY HOLBROOK**  
In charge of  
Catering Department  
Badger 5021

MADISON, WISCONSIN



# FRED W. KRUSE CO.

209-13 State Street



*"Something that Isn't  
ALL OVER TOWN"*

Kruse's great popularity among university women is due largely to the fact that here co-eds can always find "something that isn't all over town, without going all over town to find it."

## Want A Little Lovin'?



Remember the  
**POST OFFICE**  
you once enjoyed?  
Be a child again, just for tonight

"There's a letter for  
**YOU**  
at the Post Office!"

Wisconsin Ave.  
at the Square

A kick in  
every lick

GEN. DELIVERY, Prop.



Bill says, "When a girl hears a whistle and turns around, it shows she's conscious; if she doesn't turn around, she's self-conscious."





## And Then What?

NINETY-ONE DAYS—THIRTEEN WEEKS  
TILL LAST EXAMINATION DAY

What are you going to do after this last examination day, after graduation? How about the lumber business as a career?

*Number six of a series. We appear here each month.*

# YAWKEY-CROWLEY LUMBER COMPANY

Camp Randall

2 yards to serve you  
One number B. 123

805 E. Washington Ave.



LATE TO AN 8 O'CLOCK!



*Cheap stationery is expensive stationery. You take no pride in its use and the recipient experiences no thrill of pleasure over its receipt.*

## Old Hampshire Stationery

costs more but it is the cheapest in the end. It is a paper of distinction and gives your message added importance.

*Fine Stationery Department*

### Hampshire Paper Company

So. Hadley Falls, Mass.



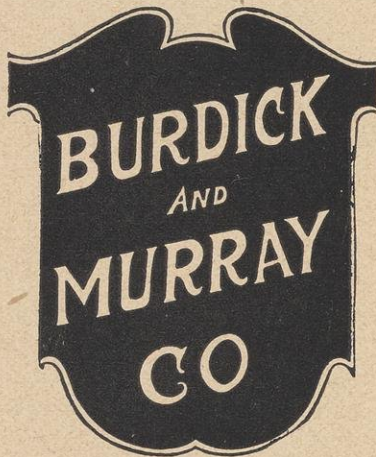


*Luxite*  
Hosiery

**The Style Hose---That Is Easy  
On Your Pocket Book**

LUXITE Hosiery has a remarkable reputation for durability. This has been earned through using the finest silk and exclusive methods of manufacture. There are special reinforcements in LUXITE found in no other hosiery. The heel and toe are three-ply and all points of strain have been ingeniously guarded.

- Full Fashioned Fine Silk.....\$1.65
- Full Fashioned Fine Chiffon..... 2.00
- Full Fashioned Silk to Top..... 2.50



**MADISON  
WISCONSIN**



**MILK**  
**Good Sweet and Clean**

Where else but at the

**Kennedy Dairy Co.**

627 W. Washington

B. 7100



*OUR MARCH 17 JOKE*

"How did St. Patrick preserve his reputation?"  
"He got the snakes out of Ireland, and none of his parishioners knew it."





## Bill's Always Welcome

Bill's always welcome---In springtime or fall,  
 In tea room or ball room---no diff'ence at all;  
 The girls think he's handsome---the men think  
 he's smart

Bill's always welcome---he dresses the part.

**Bill Buys His Clothes And Shoes At Karstens**

# KARSTENS

22-24 North Carroll Street

Branch Store-531 State Street—A. G. Du Val, Manager



# On the Riviera

## “They are Wearing” Spring Coats Such As Simpson’s Are Showing---

### Riviera, March 17:

Smart women at Cannes are promenading in straightline top coats with flat fur collars, in top coats with a straight from the shoulder flare, in coats with short capes.

### At Simpson’s, March 17:

We introduce to college girls straightline top coats with flat fur collars, topcoats with straight from the shoulder flares, coats with short capes. They are copied exactly from



models by Lanvin, Chanel, Paquin, Worth, and other Parisian couturiers.

Although they can scarcely be told from original models, the price of Simpson Coats is but a fraction of that which is demanded at Cannes.

\$25, \$39.50, \$55, up.

# Simpson's

Paris and New York Specialties





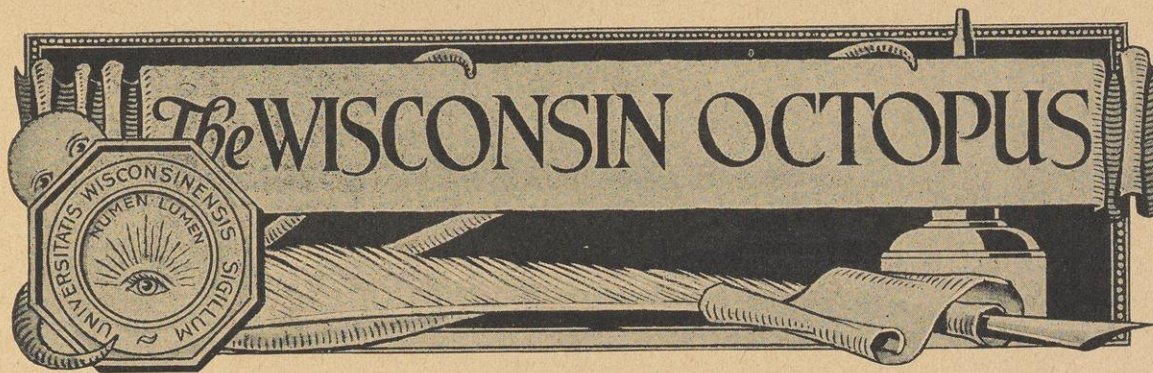
*The Ultimate Magazine Cover*





... "All experience is an arch where through  
Glams that untraveled world whose margin fades  
Forever and ever as I move." —Ulysses.





1950

Girls will pull the same old line  
 In nineteen fifty  
 And boys will swallow it, as now,  
 And think it nifty,

The clothes may come, and even go,  
 Results will be the same,  
 Tho fashions change, the women  
 won't. . . .  
 Ain't it a shame?

The Octopus will still come out  
 And still evoke  
 Remarks like. "Will they ever print  
 Just one new joke?"

The Deans will censor carefully  
 Each harmless crack.  
 Blue pencil all the funny ones  
 And send them back.

If we return, in twenty years,  
 In overalls,  
 To have reunion with the dear  
 Minerva's Halls,

We hope and pray to find at last. . .  
 O Happy thought. . . .  
 We hope to find the Charleston dead  
 And quite forgot.



"What's that little plot of grass  
 that's railed off over by the Chemistry  
 building?"

"That's the last vestige of the old  
 American campuses that they used to  
 have."



She: You're a little late this even-  
 ing.

He: I was held up on Einstein  
 boulevard by a road hog. He was  
 only going 90 miles an hour—  
 wouldn't let me pass.

She was only a doctor's daughter  
 but she certainly knew how to cut up.



*In 1950 the Dean will say, "There  
 was no drinking at Prom this year."*



*'Twas five-and-twenty years ago  
 That Dad, then only twenty-two,  
 Decided that the time was ripe  
 For him to take a course at "U".*

*He loves to tell about it now,  
 Of all the things he had to do,  
 Of all the good times that he had,  
 How everything to him was new.*

*But there is one thing that he tells,  
 With which no other can compare;  
 He dated for the "Prom" that year,  
 And met my mother there.*

T'll Be Ever Thus

Time: 1950.

Characters: Mrs. Joe College U W '26  
 Gwendolin College U W '51

Mrs. College: My dear! You are  
 getting absolutely impossible! A new  
 airplane! And after buying one for  
 you two weeks ago! Now, in my  
 day—

Gwen: Mother! If you tell me  
 once more how glad you were to get a  
 ride in one of those dinky little Rolls  
 Royces that can't even be graceful  
 going over a bump, let alone not be-  
 ing able to fly unless it went over an  
 embankment, or about the frightfully  
 boring parties that you used to go to  
 and dance and drink till only twelve  
 at night or the modest way you used  
 to dress when you went to school  
 I'll scream—I'll scream—*(Tries to  
 scream but falls back exhausted.)*

Mrs. C. Now that we're on the sub-  
 ject again, it is absolutely a perfect  
 shame the way the younger genera-  
 tion carries on. Do you think that  
 any decent co-ed in my day would  
 think of smoking a cigar? We smok-  
 ed only cigarettes and then in the  
 privacy of our boudoir. And if you  
 let your hair grow as you threaten to  
 I'll disinherit you!

Gwen: *(Sweet as sugar.)* But  
 mother darling, the airplane has the  
 cutest little red wheels, and besides,  
 you know how fast they go out of  
 style. And I made the man promise  
 to teach you to drive it before I told  
 him I'd take it.

Mrs. C.: Get hot on the radio and  
 send the boy over. I may be old but  
 I'm still in the Plastic Age.



"And what is love at first sight?"  
 "A plain case of the movable force  
 meeting the irresistible object."





First: You say the show was good?  
 Second: Yeah, they had a part in which the chorus girls wore clothes—an historical burlesque on 1926.



### Contest Awards

Winner; John P. Ash '29, 509 N. Lake St.  
 Second; Ray W. Clarke, 1010 Harrison St.  
 Third; Girard Seeker, 144 Langdon St.  
 Honorable Mention; Alexander Gottlieb  
 Alfred S. Reed

#### Questions

1. What will feet be used for in 1950?
2. Who will be president in 1950?
3. What new courses will be inaugurated at Wisconsin before 1950?
4. What will be the favorite student drink in 1950?
5. For what will Milwaukee be famous in 1950?
6. What will be the favorite fraternity reading in 1950?
7. What will Jackie Coogan be in 1950?
8. What will be the most important new use for electricity in 1950?
9. What amendment to the Constitution will be passed in 1950?
10. For whom will the electric chair be reserved in 1950?
11. If you called Badger 5326 in 1950, what number would you get?
12. How much will an acre of Florida land cost in 1950?
  - a. With alligators attached?
  - b. Under three feet of water?
13. If you had just one dollar in 1950, what would you buy with it?



#### Here's First

John P. Ash, '29  
 509 N. Lake, Madison, Wis.

1. For walking up the stairway that encircles the elevator shaft in Science Hall.
2. See number seven.
3. Gawf, Of—, and — of least resistance.
4. Water, dammit.
5. Where is Milwaukee?
6. Works on investment and finance, especially chapters on fire insurance; ASK ANY OCTY OR SKY-ROCKET WRITER!
7. See number two.
8. The unexpected ability to stop producing light at the most opportune and unexpected moments. Page the W. S. G. A.
9. I think I've heard of the Constitution, but what's an amendment?
10. That all depends—MAYBE Walter Eckersall will referee the Michigan game that year.
11. The wrong one.
12. a. Yes.  
 b. No.
13. Start paying my first installment on my Union pledge. (SURE I would, I'm just the type)



"Who won the battle of Arabela?"  
 "That depends. Who married her?"





"How far does your money go in a college town?"  
 "Well, I don't know how far, but it certainly goes fast."

Ray W. Clarke

### Second Prize

1. Walking back.
2. A person living at No. 1600 Pennsylvania Ave. NW. Washington D. C.
3. Cheer-leading; rushing; aviation; theory and practice of necking; distilling.
4. Morgan's Malted Milk.
5. Dan Hoan.
6. Lip reading.
7. Grown up.
8. Making current jelly.
9. The latest one.
10. Criminals.
11. The Lord Knows.
12. a. \$297.68 a front foot;  
 b. \$176.22 a running foot.
13. A Ford Coupe.

### Anecdote

When Mayor Bebe Peggy of Neyork was asked, at a recent convention of the W. C. T. U., her formula for making her successful speeches, she said bluntly, "First cow your audience, then bull them"; and calling for a taxi, leaped through the window and disappeared abruptly.

Girard Secker  
 144 Langdon Street  
 Madison.

### Third Prize

1. Feet will be used for making yardsticks.
2. Commander of the Army and Navy.
3. Scientific Drink Mixing, one credit one semester.  
 Applied Fussing, no credit, 8 semesters.  
 Theory and Practice of Punning, no credit, ten seconds start.
4. The favorite student drink will be corrosive sublimate and silver spray, as it is now.
5. Milwaukee will have the only remaining brewery, as a landmark.
6. The student directory.
7. Jackie Coogan will be thirty-five years old.
8. Electricity will be used in shocking ways.
9. The last one, I hope.
10. The electric chair will be reserved for Tommy O'Connor.
11. Sally, of course the line would be busy.
12. A dollar a front foot . . . per alligator.  
 A dollar fifty per ton, fluid measure. Fish extra.
13. About thirty cents worth of something.



CHARLESTON DANCERS IN 1950



## In Memoriam—The Staff of 25 Years Ago

WHEN IN THE COURSE OF HUMOR EVENTS it was decided to re-congregate the 1925-6 Octy staff in the spring of the year 1950, it was found impossible, inasmuch as:

Powell, Crowley, and Kehl were married.

Abert, Palmer, and Lathers were drunk.

Trenary, while still in school, was ineligible.

Vic Seastone and Carl Nelson had departed this life, as well as Judge and the Octopus.

The artists had all gone into business, and the business staff were all drawing—checks.

SO we had to do without the Staff, and this number was put out solely

BY THE GRACE OF GOD

*By Alexander Meiklejohn*

## “FUTILITIES”

*Two Fables:*

I.

There was a man who spent his life in making himself ready for a life to come. And when that life came he, of course, spent it in making himself ready for life to come. And the Master of Life mourned over him and said, “He will never live; I cannot make him live; he will be always getting ready for getting ready for—Nothing.”

II.

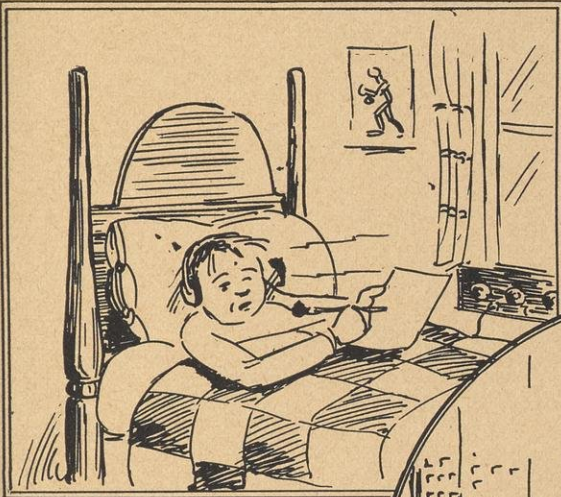
A man was busy making a gift for his beloved. And the happy light of eagerness was in his eyes. Then, as he worked, his love came and called him with eager lips. And he waited for a minute because the Gift was not yet finished.

So his love saw that it was the making of gifts on which his heart was fixed. And she went sadly away.

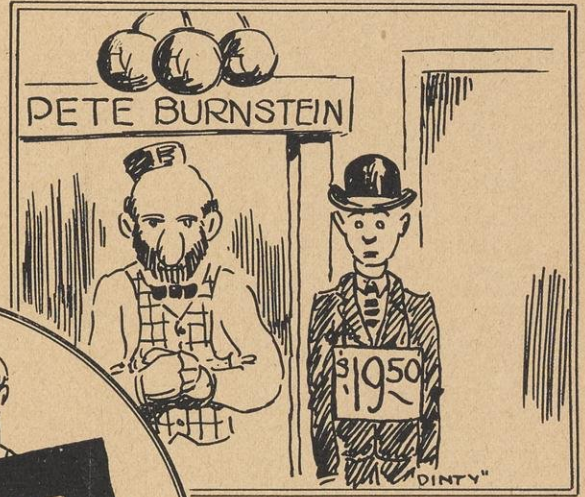
And when the man, coming with his Gift, found her gone, he could not understand. So in his loneliness he went back to the making of gifts—which he could understand. And all his days he was busy making gifts for—Nobody.



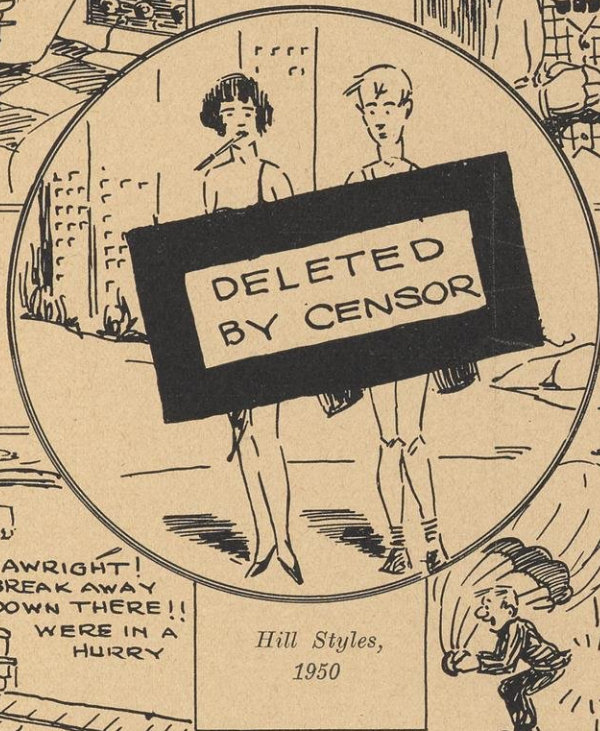
# THINGS in 1950



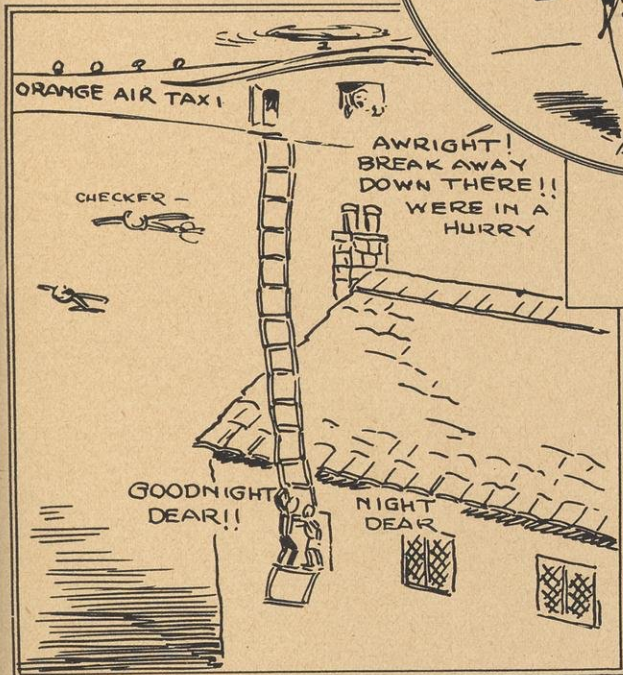
An Eight O'Clock in 1950



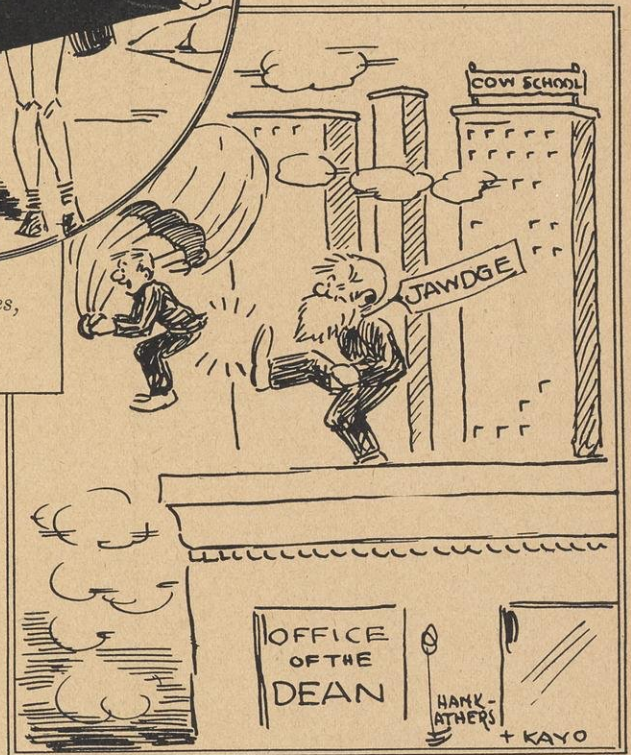
Prominent State Street clothier contributes his share toward this number—



Hill Styles, 1950



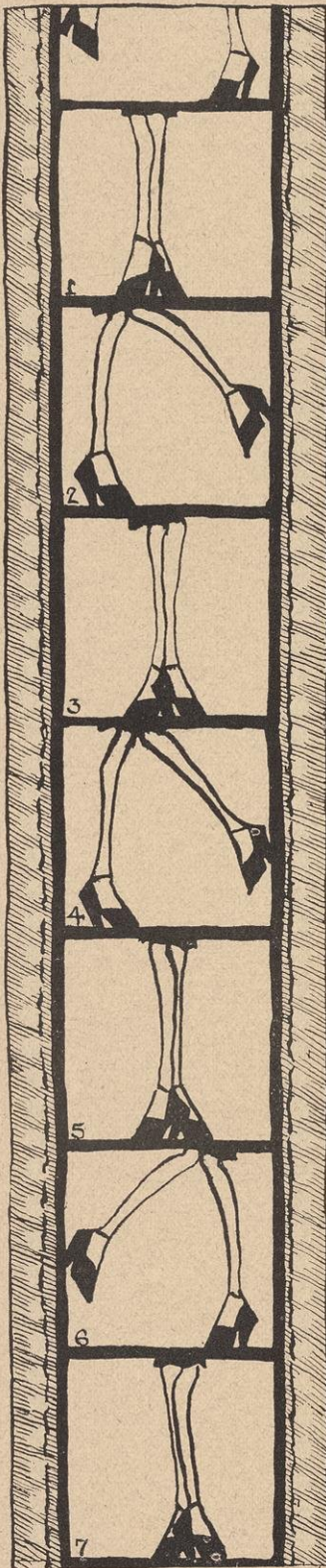
Getting 'em in late on a ten thirty night in 1950



When the boys get the bounce in 1950 they take quite a flop—



# GLENN FRANK JR. MAY BE HARVARD PRESIDENT



OUR MOVIE COLUMN

## CALLED "YOUNGEST COLLEGE PRESIDENT"

YOUNGEST PRESIDENT, NOT YOUNGEST COLLEGE, YOU ASS

*Cambridge, March 16, 1950*

Glenn Frank, Jr., on finally graduating from Harvard University, said, "If the College calls me to be President, I am ready."

Statistics show that he would then be the youngest college president in the world.

Glenn Senior, when told of the incident, remarked seriously, "Hahaha-haha."

## THOUSANDS KILLED IN EARTHQUAKE

HUNDREDS KILLED IN EARTHQUAKE

Scores Killed

*Sacre Bleu, Calif:*

Adolph Blub, Act II scene 1, was killed pretty quick here last Friday when he shot himself in the middle of an earthquake with his father's revolver.

A slight shock was felt in the Blub home.

## GOVERNMENT TO ENFORCE PROHIBITION, SAYS HELEN WILLS

*Washington, B C:*

President Helen Wills in a speech before the combined Houses today (No, Irving, not that kind of House) said, "My dears, it's simply dreadful the way people are simply gulping down liquor; and I feel that it is up to we women to obelisk this practice."

The complete text of the President's message would be practically worthless.

## DEMPSEY TO FIGHT SOON

Jack Dempsey, World's "heavy wait" champion, is said to be "thinking" seriously of "stepping" once more into the "Queered Circle." He will probably practice keeping off of his "whiskers," which his opponent, being long and white and reaching nearly to the floor, will try to "pull."

This may, of course, be only a "rumor."



One of the Many Bits of Beauty at Harvard

"Married Life, or Warren is Helen" will be found on page something or other.

The unidentified body of Simeon Parsons, 152 Tank Ave., was found early this morning by James Peterson, same address, as he was coming home from luncheon.

"I was just coming home from dinner," said Mr. Peterson in an exclusive interview to representatives of the Universal, Anaesthetic, Journal-Times, and Clothes Presses, "when I found the body. It was about dark and the fireflies were flitting around. I had bacon and eggs for dinner."

The body, when found, was tied to a chair. The wrists were also bound. The throat of the corpse was slit from ear to ear and a bruise appeared on the forehead. The torso was hacked as with a dull instrument, such as a club or safety razor blade. The skull was crushed. Police are working on the theory that he was murdered.

"We are running down all possible clues," said Michael Cohen, chief of police, "and when we get to the end of them we expect to turn around and run back up."

An arrest, he intimated, was expected hourly, so it is quite possible that the criminal, if there is one, has escaped scot free.



# U. W. REGENT STRIKES (Banana) OIL

## HARESFOOT QUEEN LEADS U. W. PROM

A rabbit's foot, dug up in a cemetery at midnight, is supposed to bring luck; and Johnson Smithson, U. W. Prom king, is all for 'em.

"I dug up this Hares Foot date around midnight," he said jocularly to the Inquiring Policeman.

It is understood that the Senators are sore about the way the Capitol was misused.

## EDWARD AND HORSE HAVE 1732ND FALLING OUT

Edward Whatsisname, once Prince of Wales, and, since his defeat in the last Presidential election for the British Republic, one of the most popular of the English bootleggers, fell off his horse yesterday for the 1732nd mark, on the grounds of the Hunt Club, Huntington-Livingston, Pembley, Abbottsford, Brooks, dining car in rear between Peoria and Jefferson Junction.

Many claim it was not a fair fall, as Eddy lit on his feet and wasn't hurt a bit save for getting an astigmatism in his eye tooth.

Eddy, when asked if riding wasn't proving rather unhealthy, remarked, "Well, I am falling off a bit."

A bit of butter on the end of the knife will be found a handy means of reaching bread that is out of reach of the hand.

## TIN BARON TO REVIVE OLD TIME DANCES

Detroit, Mar. 16, 1950:

Edsel Ford, king bee of the "little buzzers of the poor," has started a campaign to bring back to the older generation the old-time dances it once enjoyed.

A general call has been sent to the prisons and asylums to rout out all the old "saxophone" and banjo "artists"; and a series of Saturday Night dances will revive the graceful motions of the Charleston, the fox trot, Butterfly, Polly-hop, the Kazatzki, and Fred Stone.

Seismographs are being set about the tombs of Whiteman, Jones, and the other classical interpreters, in hopes of detecting any turning movements.

## NEW REGENT RULE HITS ZOO, COAT- RACK, BASEBALL

### Forbids Camels', Chesterfields', and Strikes' Use

A new step in the tobacco situation was taken today, it was learned late last week, when the Zoo was forbidden the use of Camels, Chesterfields were taboo for evening wear, and Strikes were struck from the baseball rule book.

Students fear the suppression of football on the ground that "one eleven" must not represent the University.

## LAST CHANCE NOW THREE MILES UP

The large crowd which held up traffic at the State-Lake corner this morning was caused by a light precipitation or overflow from Jack Coogan's New Bar and Poker Palace, 3 miles up allowing for windage.

There was a mean precipitation, estimated at about 30%.

## T. W. KRANKCASE BITTERLY PAINED AT UNEXPECTED WEALTH

"Hooray, hooray," was the keynote of the speech made by T. W. Krankcase, U. W. regent, when a gusher in his back yard forced him into voluntary declaration of affluence.

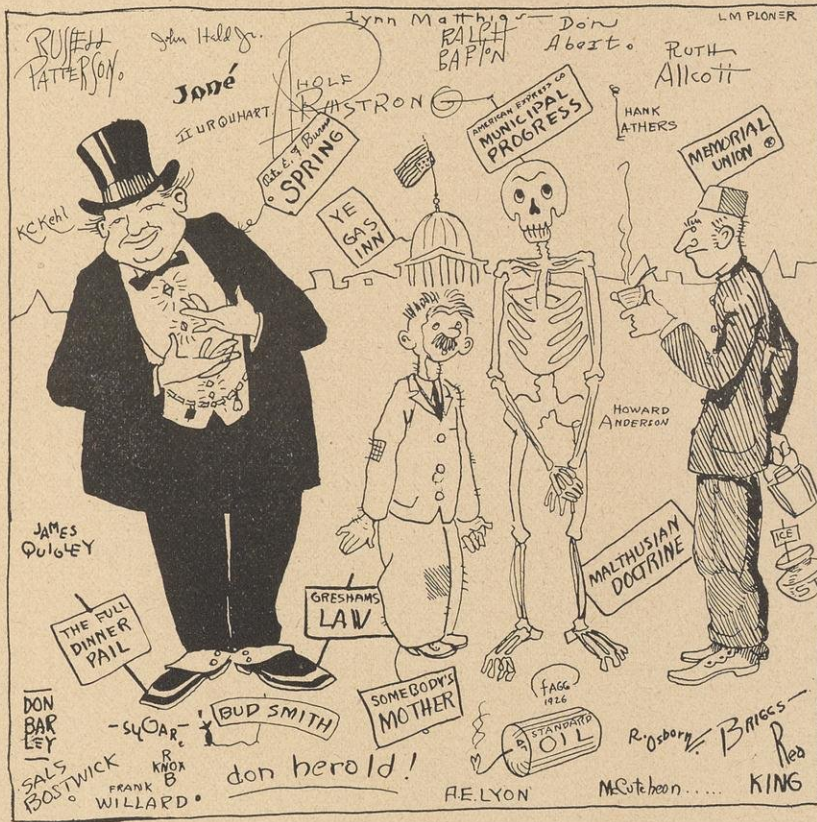
"Hooray, hooray," was the statement issued by his wife.

It is expected that the oil, which smells distinctly tainted, will be forced back into the ground.

## CHESTER GUMP FETED ON SIXTIETH BIRTHDAY; SKEEX REACHES 53RD

One Hundred and thirteen candles would have graced the combined birthday cake of Chet Gump, Congressman from Illinois, and Skeeex, Western movie star, if they'd thought to have one.

Buttercup, it was announced by Toots and Casper, is still one year old, if at all.



JUST THE PLACE FOR A SNARK



"Avez-vous heard celui sur le travelling—sales-homme?"

"Non, certainement non! Je suis une honnete grisette, aber nicht a jeune fille de college."

(Absent minded professor turns off ignition and pulls brake of airplane.)

A. M. P's Wife: John! What are you stopping the motor for?

A. M. P: That's all right dear, it will only take a short while to fix that flat tire.

Jack: Ethel is a good girl.

Jim: Yes, I saw her late last Saturday night with some cloud on her shoes—she'd been out aeroplaning with that Chi Delta.

*Elle etait seulement une fille de baseball player, mais elle avait sa innings, bisnochjetzt alretty.*

"Jacques a un terrible light tete."

"Dumb bete, n'est-ce pas?"

"Mais non, c'est blonde, bisnochjetzt already."

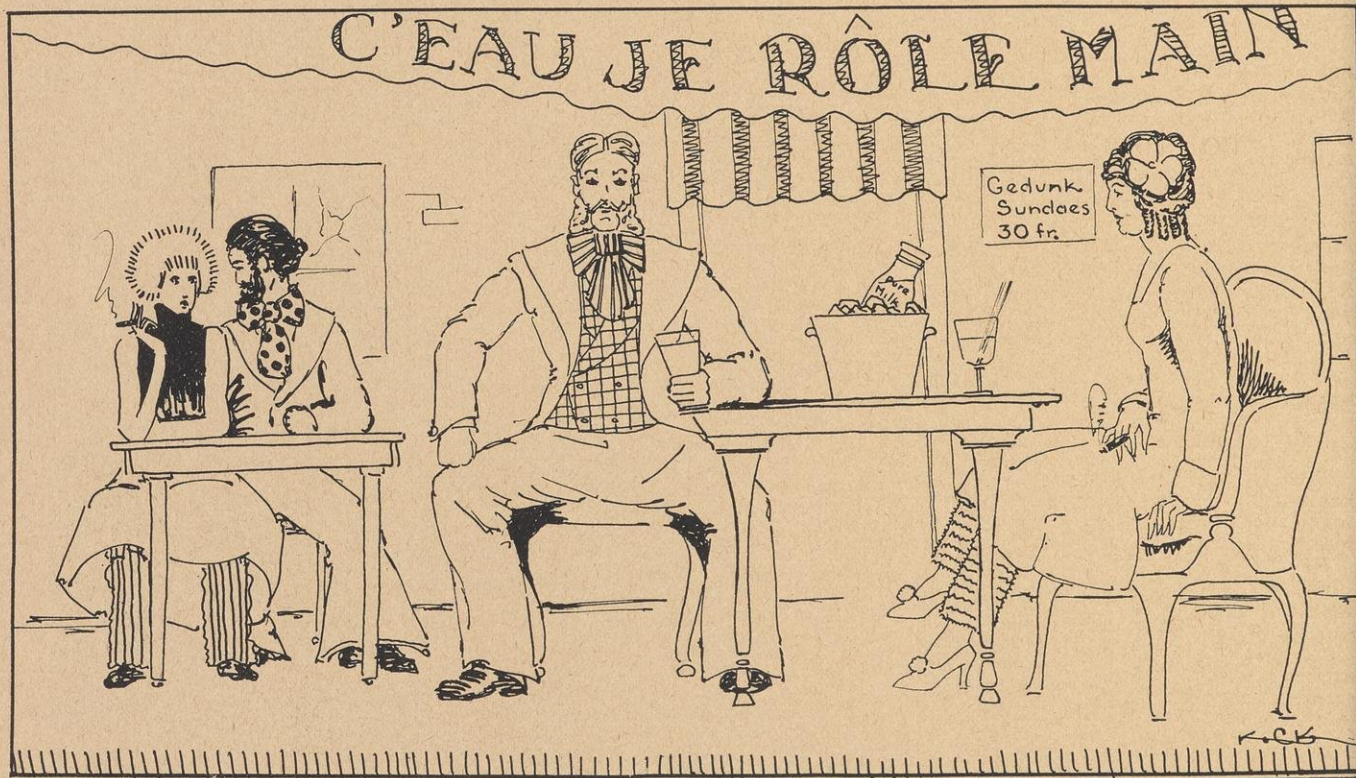
"What did you get pinched for last night, Ben?"

"I just heaved a heavy sigh in the Hawaiian show and broke up the whole works."

"Did you hear about the insane asylum inmate who couldn't get the bolt on his Ford screwed in, but finally remedied the situation by drinking some whiskey?"

"No—how did the booze help?"

"Made the nut tight."



"Qui est la dame qui j'ai vu avec vous suve la rue last nuit?"

"Elle n'est pas une dame, elle est une dean de femmes."



**ANOTHER DAMN READING DEVICE**

This handy device for reading in bed was sent in by the Duke of Connaught—good work, Duke!—who was confined to an Institution up to about two years ago (formerly was violent, thought he was an onychophora—perfect scream!).

The only difficulty with this little automatic page-turner is that it sets up a fearful din, like an air riveter; but you know, one can get used to anything. I knew a fellow once who worked on a garbage wagon, and he said that after the first few days he didn't mind it at all! Though of course there *are* the neighbors.

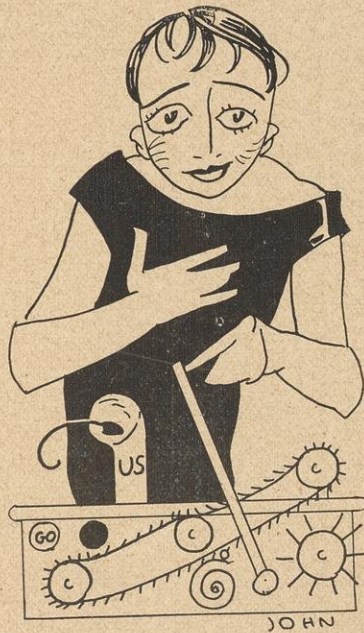
Your wife will love this little nuisance, in a plain wrapper, and if handled carefully will last a lifetime.



**WEDDING GIFT CONVERTER**

God's gift to stricken humanity is this new Wedding-Gift Converter, by which almost any size or shape of candlestick or pickle-tray can be made into a neat ash-tray or whetstone.

A further feature of it is that it has all the delicate fragile grace of a radio set, but makes no sound. This will make it popular with your wife's sister, who will glare accusingly at either it or you while she tells about the won-der-ful sixteen-tube Heterodox a girl she knew in college, or was it in high school, let's see now: Mabel is about thirty now, and when she and I used to eat lunches at Chili Al's hamburgers were only a dime, which makes Mabel an Elk.



**HOUSEHOLD HELP**

For taking the seeds out of watermelon this handy device has been invented by a Kansas farmer who needed some money:

First call your husband in from the front room to help you. His task will be to cut his finger on the disk marked A (see diagram above). You then say, "Oh, go wan back to your paper; you're about as much help as a kitten."

Now take rod B in your left hand, trying vainly to keep string G in tune with the D-string; drop H and final G, giving a cockney effect; and now—no, just a moment; there!—now set it against the wall and press on thumb-tack X. This at once breaks off, leaving the first and third fingers of your left hand squashed against the wall. Now call in your husband again, have him carry the thing out, and just sit down and write to Luther Burbank.

**NEW ETHNOLOGICAL DISCOVERIES IN NORTHERN AZERBAJIAN**

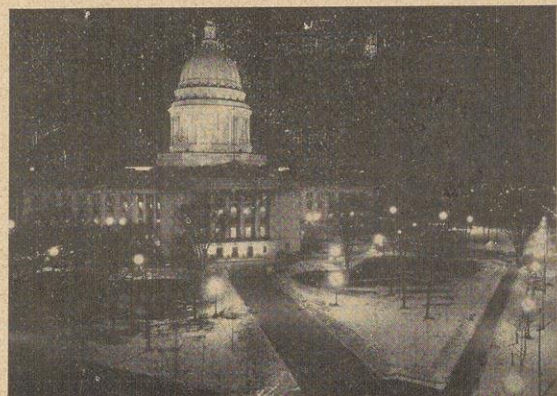
Prof. William Treppit, known to his associates as "Bill" has been pottering around in Northern Azerbaijan for some time and has come back with quite a few fairly interesting relics.

He has with him two skulls of the animal Quare Clausum Fregit, an odd beast which lived in solitude with the companions of its kind and never learned to shoot golf. In this it resembles the species "gawfis dubbis", quite common in the United States. The skulls are pronounced "bully" and even "deuced clever" by scientists all over the world. "We are glad to get ahead in this way," said one of them, "and to get a chance to bone up on the subject."

Another interesting thing got by the professor was a bottle of Bourbon, reputed to be over twenty years old, with which he performed many interesting experiments.

By all odds the most interesting relic acquired by Treppit is the present Mrs. Treppit, evidently discovered during a sandstorm so severe as to make vision impossible. More power to you, Bill!

**NOVEL PEDESTAL**



This novel pedestal was built under a statute called "Forward," in the Square at Madison, Wis. Try and find the statue.



### Stage Stages Revival of Stage

By HARDWOOD BRAIN

The work of Iva Seraglio in leading the youthful revolt against the awful domination of the Silver Screen cannot be too highly praised. At any rate, it's safe to say that it *will not* be too highly praised. The radical element hungers for the resounding and often wormy boards of the old-time "stage", crying that the eyes of the future generation shall not be engendered, no, endangered, by these damn mere vapor lamps; and the eyes have it. The directors, more undecided than a dog in a revolving door are helpless before the hands of this new cloud upon the scutcheon of old England. I fear, in fact, that the stage will shortly be restaged.

Iva has a lot of funny ideas, and wears spats. That alone should encourage the crew. And he goes around with Doc Meanwell's third soulmate's cousin, who once threw a cigar at me just before it exploded.

A sign of returning interest in drahmah is not a thing to lightly be overlooked. Split my Infinitives! but if the public ever gets the idea, the silver screen is doomed; the true future will lie (and how!) on the Stage.



Night

An infinite ebon Goboan

At which the toothless retiring Moon

Spits

Stars

If Madame appears on the Avenue or golf-course in a blue georgette peignoir (literally, Mail-box) with velvet ribbons, she ought to be shot.

### What the Well Dressed Man Will Eat

Now that the warm weather has simplified the clothes problem to the extent of universalizing the gee-string (the Prince is wearing one faced with satin for nocturnal gaiety), the only problem left for simplification is that of what we shall eat. There is coming to be recognized a certain *savoir faire* in the art of ordering food, a *je ne sais quoi*,—too often a *paté de foie gras*.

The correct meal this fall will follow, according to the Paris *restauranteurs* (literally, *radiator-caps*), the fashion laid down by Saint Luther Burbank, who tainted the lily and suborned the rose. So the meal will be somewhat as follows:

#### Evening Service

Iced soup, vulcanized  
 Reddishes Greenishes  
 Malleable Lettuce Salad  
 Squirtless grapefruit and scentless  
 garlic  
 Powdered Ice-cream Tablets  
 Postum

Morning Service at 11 on Sundays  
 (stops only when flagged). Clarence  
 Darrow Jr., will lead us in prayer.

#### SALADS

Piano-tuna is a very expensive fish.



Photo by Thirsty Fibre.

#### NEW PLASTIC SURGERY, OR SURGING PLASTER OR WHATEVER IT IS

This alarming study by the Editor shows the kind of stuff we drink nowadays and call it whisky. The nearest we came to understanding the title he tried to tell us was "Davy an' Gol'sh." Posed by "Albuquerque" Azel and Addison Simms of Seattle.



## Keeping Ahead of the World

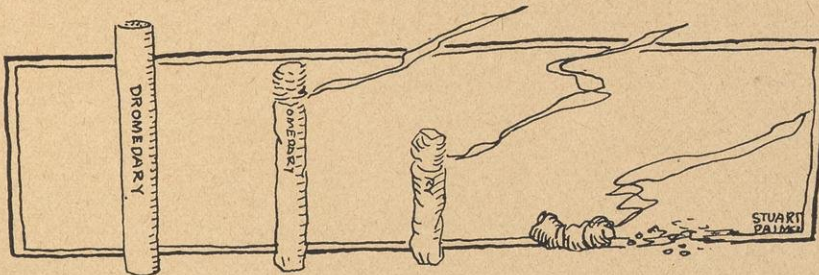
By EDDIE E. SLOTHSON

AN INTERESTING experiment is being carried on in one of the Midwestern colleges where the Board of Regents is attempting to do away with all bad weather by passing a rule against rain and snow. The rule was passed on August 10, and up to this time only 24.3 inches of moisture has fallen, according to readings from Madison, Wisconsin. The average rainfall over this length of time is 24.4 inches. The weather is apparently not very familiar with the rule as yet," said Miss Dantin Hale, a member of the board in a recent interview, "but nevertheless there is a little abatement of the fall of rain. We believe that in time the fall will lessen so as to make our climate one of the most agreeable in the United States." It is rumored that the board is contemplating passing a rule against cold weather, but this has not been verified.



### Rats and Mice

JACKSON County, Illinois, has been troubled for the past two years with a plague of rats which preys entirely upon the kernels of corn of the county, rendering the cultivation of that crop almost impossible, as it is a common sight to see three or four of these rodents climbing the stalks to get at the luscious ears. The farmers, however, believe that they have solved the difficulty. They are importing large quantities of the famous Algebran mice, which prey entirely on the stalks of the corn. In this way they expect that the corn will be devoured before it becomes mature enough to form ears, and the rats will be starved until they are forced to leave the vicinity to search for greener fields to raid.



This interesting graph, drawn by our staff graph artist, shows something or other, we are not sure just what. These comparative figures, reading from left to right, show: 1. Cigarettes sold in United States

## To Have and to Scold

By H. C. WITLESS

THEY say that there are lots of people, otherwise in their right minds, who think they can sit down in front of a \$20 typewriter and write off a million bucks or so of goo before getting up to hike to the corner store for more cigars. Which, as I rise to remark in a voice as loud as my lung capacity can carry, is absolute blah, with a capital B, L, A, and H.

My name? Oh, yes, thought you knew me. It's William Grumm, but I am commonly, although I am not in the least common, known as Bill Grumm. In addition to this I answer any collection of syllables from Abacadaba to Zyzuzum. Quiet, unassuming, willing to please, that's me.

My wife, or my ball and chain as I call her in my less facetious moments, was formerly known around these parts as Barbara Baxton, she being a gumshoe detectress, employed by the village of New York in watching the gum machines before she left that unfair hamlet to be the second line of the joke, "Who was that lady I seen you with last night?"

At the present I am employed by the University of Insomnia as Professor of Pugilism, teaching the college youth to be cooled off by blows of the first and not by blows of the wind. After having socked the champion's six feet kicking in 1931, I successfully maintained my title on the vaudeville stage, lecture platform, and in musical comedies and the movies until I grew tired of the business and gave my title to one Sailor Jack Gibbons, who lost it the next year as he got stage fright and couldn't stay out of the roped square any longer.

I was seated around the steam radiator in our cozy two room mansion, reading the treatise of Prof. Algeron MacSwinney on the Technique of Refereeing, when somebody knocked at the expensive pine-wood

portal. I called on my wife to answer it. When I opened the door I discovered one "Bud" Carlson, coach of forensics in the college. He was boiling like a kettle.

"Heigh-o, fellow," he bellows, "How come you always give my most promising men the royal go-by just before all the big contests of the year. Here's Joe MacIntosh, our best lead off man. Howcuz you make him ineligible just before the big debate with the University of Cicero? Just because he cuts the Theory of the Left Hook once more than is allowed you slap him out of activities and I have to put in Michaelson, who doesn't know a rebuttal from a revolver."

"Work your brains and give your mouth a rest, mister," I howls back like Cerebus, for I am peeved at this goof's lack of appreciation for the higher things in life. "The lad has got to get an education, whether or not he ever busts into the jaw lime-light or not. It's fellows like you," I continues with heat, as well as

(Continued on page 96)

### Tom Massive Says



MANY a good pointer dog turns out to be a disappointment.

\* \* \*

Airplane honeymooners were recently arrested for going above the 30,000 foot limit. Evidently the police force continues to frown on the high flyers.

\* \* \*

Barnum, way back seventy-five years ago, said, "There's one born every minute." It is just as well; otherwise the Chicago gunmen would soon run out of material.

\* \* \*

An advertising agency recently took its clients on a trip around New York on the top of a motor bus. This is the first time on record that an advertising agency has given its customers the air.

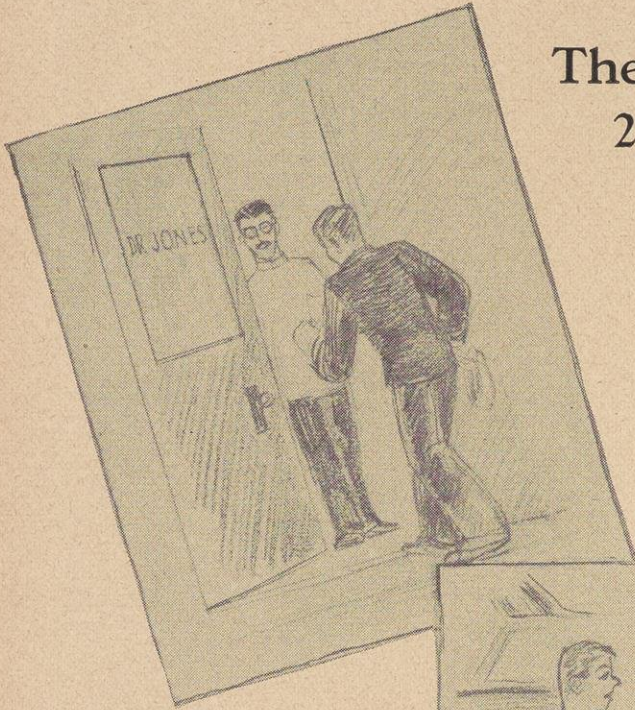
\* \* \*

A prominent educator recently said that "college is a desert through which the student travels in his search for knowledge." Blind pigs are undoubtedly the oases, while the sororities may take the place of the date palms.

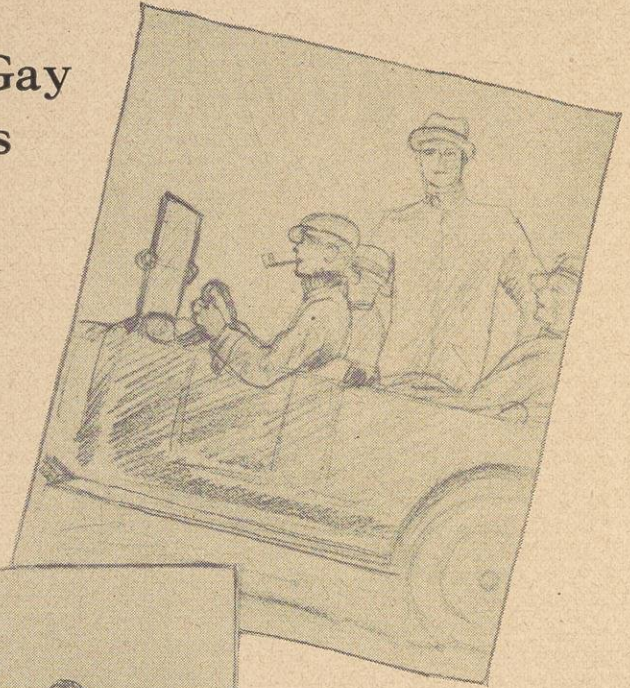
during school year 1949-50. 2. Cigarettes consumed in girls' boarding schools between 10 and 12 at night. 3. Cigarettes flipped away by movie heroes during the course of one serial. 4. Cigarettes picked up by fraternity men.



# The Gay 26's



1. The Clinic  
"Hullo, how are you?"  
"O, just fine!"



2. The Oil (Skin) Can

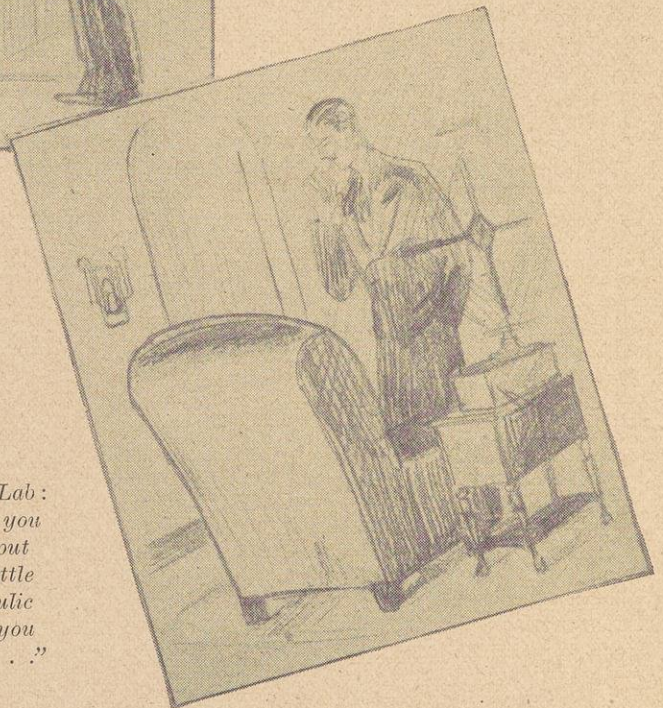


4. The Skyrocket:  
"S-s-s, Boom. . . Wait a  
minute! Who's it for?"

5. The Radio:  
"What's that wailing  
noise?"  
"That's the dead battery."

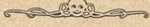


3.  
Chem Lab:  
"Now you  
just put  
in a little  
hydraulic  
acid, you  
see. . . ."





Soph: Lend me a dime.  
Frosh: What for?  
Soph: Carfare—my seat is at the other end of the stadium.



Near-sighted golfer: Son, how far is my ball from the green?  
Near-sighted Offspring: Father, I cannot tell a lie.



"What do they mean by 'the Indian sign'?"  
"The Hi'watha mark, I suppose."



1950 News item—fraternity debts surpass those of World War.



In 1950, 'Liza Lou will say:  
*I see by a Cardinal headline where "Unpaid Pledges Hamper Building of Union." They ought to pay the kids off and get to work.*

"Darn slang anyhow!"  
"Why what's the matter?"  
"The other day dad asked me what part of a chicken I liked best and I said neck."



First amusement park man: Why is Bill, the roller coaster man, always getting listerine?

Second A. P. M.: He's got so used to the coaster that it fails to take his breath away any more.



"Fire!"  
"What's afire?"  
"A fire, my dear sir, is the oxidation of a substance heated above kindling point."



"And do you think you'll ever go to Heaven, little boy?"  
"Hell, yes!"



JOHN ALLCOTT

Mother: About what do you study at college?  
Son: Sugar and spice and everything nice.  
Mother: Why what do you mean?  
Son: That's what little girls are made of isn't it?



The Ultimate Joke



"Gangrene, art thou a college stude?"  
 "No, Tetanus, I am only a little stewed."

The Ultimate Prose

They were sitting on the davenport. He was next to her and she was next to him, and in the flickering glow of the radium bulb, her ears shone brightly. Every few moments she pulled a grease pad from the vanity case at her knee and applied a new coating of vaseline to them. Suddenly he looked up and saw that she was crying slowly. "Whassamatta?" he asked.

"Mothaw won't let me have my head shaved. . . . and all the girls are doing it. She says that it isn't modest. She has been that way ever since a bunch of us girls started the fad of going to classes with bathing suits on. I hate conventions. . . . I hate 'em. They are just made by a lot of old fogies who think we should wear dresses way down to the knee and dance old fashioned things like the Charleston. I want to be Free. I want to be the New Woman. And Mothaw won't even let me go on a trial marriage more than once or twice a month."

"Life is like that, isn't it?" observed the boy cleverly, and then he began to comfort her in a way which had not changed since the days when Prohibition and Propriety ruled over the land of the Fee and the home of the Slave.

The 1950 Comic

The Ultimate Editorial

It seems to be de trop, you see, to criticize the faculty, they will come back, quite possibly, and kick us out of school, and so you will not hear us say we think them ancient bales of hay, who have forgotten how to play, except to play the fool.

Oh, no, we shall be circumspect, we shall just say what they expect, their dignity we shall protect, and we shall send them roses. But when we have our sheepskin safe, when we put off the bonds that chafe, you'll hear us loudly holler "Strafe," and see us thumb our noses.

But now until that happy day, we'll tread the straight and narrow way, no harsh remarks you'll hear us say,

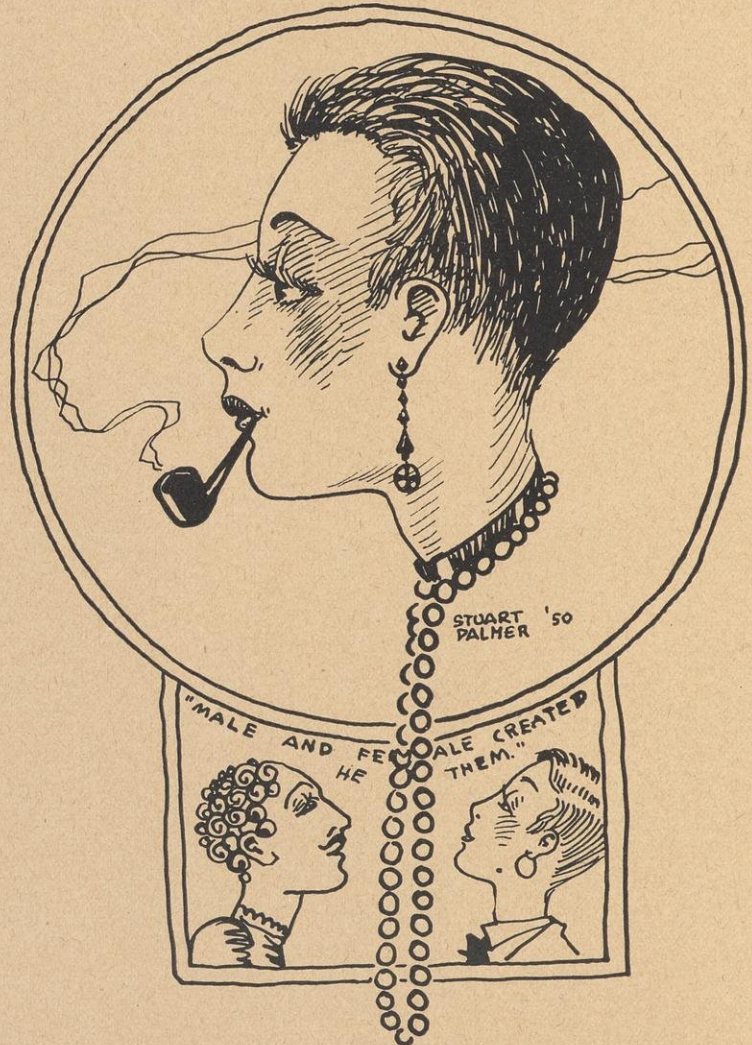
The Ultimate Verse

*Above the wildly sleeping earth  
 I see the moaning sky. . . .  
 The pale impossibilities  
 Of clouds go drifting by. . . .  
 A livid moon, as pale as white,  
 Is singing to the trees. . . .  
 It sheds a soft and glaring light,  
 And itches in the breeze.*

*I wail the sad futility  
 That Martha never writes to me.*

because we know our oil. So we shall be quite mild and meek, what's on our mind we shall not speak, unless we whisper "damns" in Greek, but underneath, we'll boil.

THE ULTIMATE PICTURE







EASTER GREETINGS

Let your Easter greetings include Whitman's, doubly welcome after Lent.

The spirit of Spring is expressed in these fragrant, dainty sweets—in packages that please the eye.

Catering to the wide demand for special recognition of the Easter season we have provided timely artistic bands of greeting on the Sampler, the Standard and the Fussy Packages.

The Sampler with its wide range of candies appealing to all tastes.

The Fussy Package for those who lean toward nuts and firm-center chocolates.

The Standard Package—the original Whitman's descended from the famous assortment of 1842.

*Whitman's* Chocolates

Examine these at the near-by store that is agent for Whitman's. There you can also get the new Pink of Perfection assortment, Pleasure Island, Salmagundi, Fruits & Nuts, and other favorites.



Special Wisconsin Package



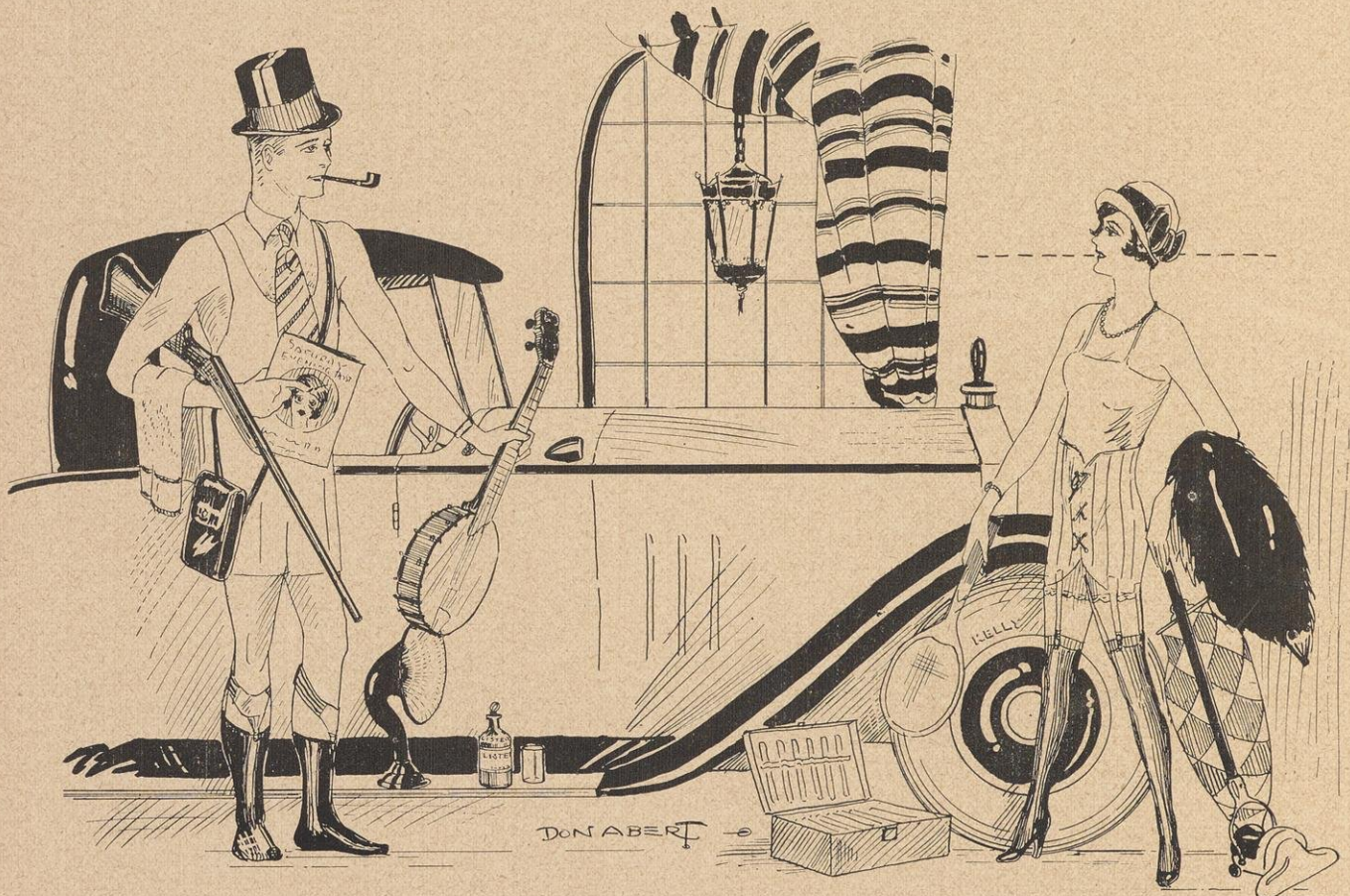
## Just As Easy As A B C

A Ask the girl for a date---tell her you're going riding.  
B Be Sure and Make an Appointment to Rent-A-Car.  
C Call Capital City Rent-A-Car for the best at the lowest prices. Remember it's Fairchild 334.

## Capital City Rent-A-Car Co.

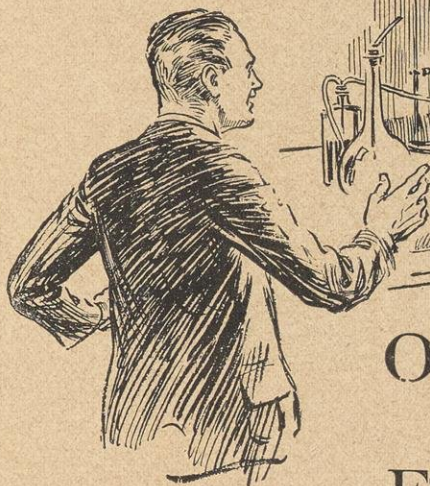
Fairchild 334

434 West Gilman



THE COMPOSITE AD—1950





## One dream come true

**F**OR the man whose Castles in Spain are built in the laboratory, here is the promise of a dream come true.

In communication research, men have seen a thousand great visions in little test tubes, hundreds of new thoughts reflected in the mirrors of galvanometers.

A life-time of this work is waiting for the man who loves it, and under conditions that he has always longed for. A wealth of apparatus and materials, an abundance of knotty problems, a group of associates who are helping in the great work—these are a natural part of this far-reaching industry.

The requirements of communication call for deeper, ever deeper inquiry, and not only along electrical lines but in chemistry and mechanics as well—all science contributing the stuff of which the researcher's dream is woven.

*Published  
for the  
Communication  
Industry  
by*

# *Western Electric Company*

*Makers of the Nation's Telephones*



B. H. Vollrath  
W. G. Damerow

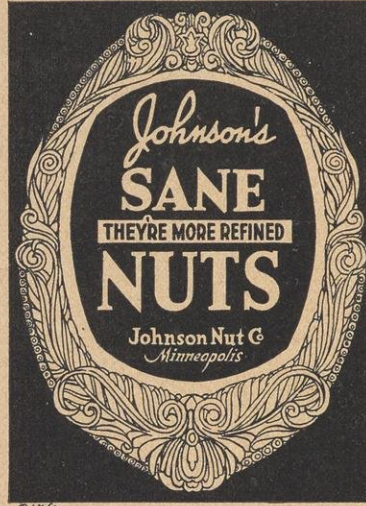
# Walter Hicks Cafe

108 East Main Street  
Downstairs - - Tenney Bldg.  
Oh, those thick, juicy Porterhouse Steaks—with choice Mushrooms or Onions, served in a private booth.

Chicken - - Fish - - Oysters  
Sandwiches

Phone Badger 2037 for reservations

The Highest  
Quality  
Is Easy to Buy



# For that Formal--

Flowers from Rentschler's are always most acceptable.

*Rentschler*  
FLORAL CO

Store at 226 State  
Open evenings till eight

### The College Prof

We know an absent minded Prof  
Who did the queerest things.  
We saw him looking at a bell  
To see if it had rings.

One night he put the key outside  
And tried to lock the door  
With Pussy-Cat, which act, they say,  
Made Pussy rather sore.

One morning, while at breakfast,  
He meant to scratch his ear,  
But all his thoughts were far away  
And none of them were near.

We never did discover  
What was running through his head,  
For he spread some butter on his ear  
And scratched his toast instead.

Rub-a-dub-dub, three profs had a rub,  
And what do you think it was over?  
They couldn't decide what kind of  
cloves

Were made from Four Leaf Clover.  
Carl I. Nelson.

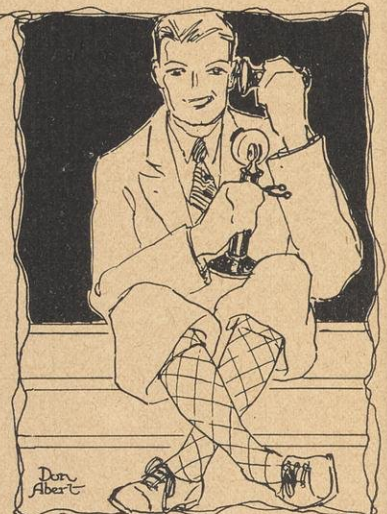


College Loafer: "What's on the books for tonight?"

Loaferette: "Not a thing—unless you're suggesting something."

C. L.: "We might make a movie or the Orph—and then what?"

L.: "Foolish—where else would I want to go on the way home but to the Chocolate Shop!"





*"Straus for Student Printing"*

## Does Your Printed Word Add or Subtract

Your printed word must get over. It must tell your story as you wish it told, otherwise it has failed its purpose.

Printing by Straus tells your story and it tells it in clean clear-cut fashion. We invite you to let us advise you on your next printing.



118 E. Main—Near Square  
Badger 1763

## Rent Your Tux

For Spring Formal  
(\$4.00 per day)  
at

## The Campus Clothes Shop

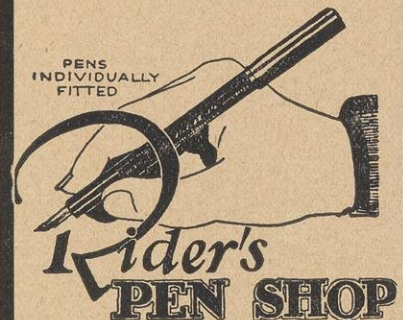
University Ave. at Park  
Open Evenings Until 8



*See where fire destroys orphans' home worth \$30,000. Pretty lucky orphan, I'll say!*

## Sa-ay Kid!

Here's a hot shot from de guy what fixes 'em. Dere's more bozos trotton' round wid bum ink-splashers in dis institooshun dan yuh kin care to agitate yurself about. Whyn't yuh wise up to yuhself an' take a few wrinkles outa your genuwine leather money-bag, and sink a few of the guvnor's well-oiled cart-wheels in a RIDER MASTERPEN? Sa-ay boy! Dats de sure cure for sooper-agitated nerves. Tha Masterpen goes as easy as tha path of the wicked. It starts right off like a bo that's leadin' some banker's dough away from him. If yuh wanna take all de detours aroun' the road to trouble get a RIDER MASTERPEN. It's just like the Garden of Eden wid no apples attached—an' dats perfect—what I mean.

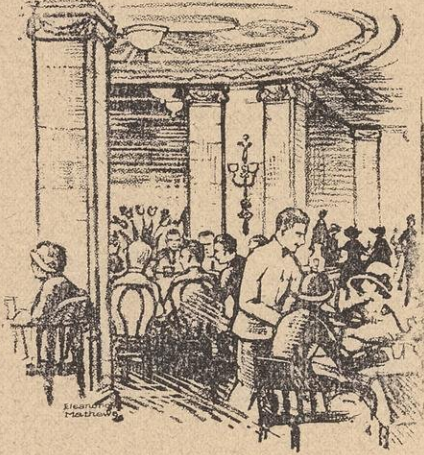


650 State Street



# STATE CAPITOL CAFE

UNDER THE DOME



A La Carte  
and Regular  
Dinner

Bunny Lyons  
and his  
Orchestra

Open from  
6:30 A.M. to 8:00 P.M.

Breakfasts  
Our Specialty

## The Do-Nut Shop Lunch

422 State St.

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REAL HOME COOKING

Cream Waffles and Wheat Cakes  
at all hours

## Perfection in Cleaning Pressing and Repairing

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## Service Cleaners & Dyers

1347 University Avenue



A Burner with a reliable reputation.

Burn Oil and be warm  
this Winter.

*Ask us about it.*



1904 Monroe Street.

Badger 6396



JOHN ALLCOTT  
& DON TRENARY

Juliet: Sing me the Phy Ed song, Romeo.  
Romeo: Phy Ed a girl like you?



## Be A Spendthrift !

Spend Your Money Here

# Bank of the Commonwealth

## The Ways of The World Change Slowly

—But Always for the Better

—So Do Our Heavy Malted

## The Campus Soda Grill

“The Place that Malted Milk Made”

## I'M TIRED OF CLASSROOMS

IT'S SPRING AND I'M TIRED OF CLASSROOMS. I WANT TO FLOAT ALONG SOME LONELY ROAD AND HEAR THE THRUSHES SING; I WANT TO RACE WITH THE GALE, AT TOP SPEED, IF THE SPIRIT MOVES ME. YES I WANT ALL THAT AND MORE--- I WANT A GIRL TO KEEP ME COMPANY. I'VE GOT THE GIRL AND IT'S SPRING. I'LL CALL UP THE BADGER RENT A CAR AND MAKE MY DREAM COME TRUE.

## BADGER RENT-A-CAR

FAIRCHILD 2099

250 STATE STREET

# “Farewell Tour”

### The Perpetual Newly Wed Joke

Penelope: Hello, The Abbatoir Meat and Piscatorial Shoppe? I desire that you come and take back the meat you sent me. It's all red and does not look one whit like the meat we get at the cafe.

### The Co-ed Joke

Epictetus: Wouldn't have a little jaunt in the Marmon, Hymenoptera?

Manitoba: Your direct male antecedent is also. I am in the process of ambulation retro from one now.

### The Immortal He and She Joke

Er: Fiery Canis Familiaris, Gwendoricus, you look good enough to masticate.

Sie: Well said, Kosciusko. And the Loraine prepares meals so delightfully.

### Pat and Mike Begorra

Pat: I'll have ye understand dat Ay ban yentleman, Lohengrin.

Mike: Non! M'sieur. Vous etes un morceau de fromage. Gnothi seauton. (He got the job)

### The Triple Dot Joke

Praxiteles: I see your wife's back. . .

Pygmalion: I told her not to wear that dress!

Praxiteles: Allow me to proceed, Pyramus, I see your wife's back from Lodi.

By complicated mathematic computations, added to a little foresight and mixed liberally with some 1903 Sandy MacDonald, Octy is able to look into the future and see what the humor of 1950 will be like. We have kept in mind the cycles in human progress and have made our prophecies accordingly. Here they are:

### The Mother-in-law Joke

Pish: Why the extreme state of being pale, Rhizopoda?

Posh: Odds Gazook, Barbasol, the female parent of my matrimonial blunder has forsaken her domicile.

Pish: And what effect has that on your gastronomical situation?

Posh: She has forsaken it for mine.

### The Sempiternal Joke

Domenichino: Ha! Cliditous, and who was the febrific female I discerned you with last night.

Samithrakin: Warm regions! Heraclitus, 'twas not an ardor-inspiring member of the female species, 'twas my ball and chain.

### The Incorrutable Negro Joke

Parthenopaeous: What ho! who trespasses within the sacred precincts of my chicken coop? Who's there?

Iskanderum: Dey's no one but us chickens, boss.





BACK in those good old days when the daring undergrads rode their bikes around town with their feet on the handle bars, and a race between two-wheelers was a gala event—even in those good old days Anheuser-Busch was nationally known among good fellows.

And now, with bicycles as rare as free lunch and pretzels,

## BUSCH (A-B) PALE DRY

is the favored drink of college men because, like the college man, Busch Pale Dry is a good mixer everywhere and every time.

**ANHEUSER-BUSCH ST. LOUIS**

**KLEUTER & CO.**

Distributors

Madison, Wisc.

**GAMMS Artisans  
in  
GOLD & PLATINUM**



Ralph: Shall we pledge Jones?  
Jerry: Yes, he comes of a good family. His grandfather was a leading bootlegger in 1926.



Decorate  
yourself with  
the degree  
of P. A.



THAT means "Pipa Amoroso" in the Latin, or "pipe-lover" in plain campus English. P. A. has certainly endeared a pipe to more men than any other letters in the smoke-alphabet. Because Prince Albert lets a fellow smoke all he wants to—and makes him *want* to!

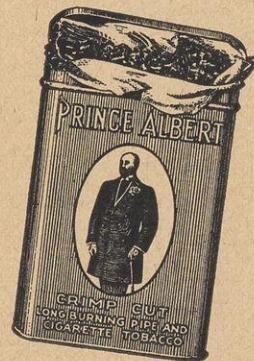
Cool as the stare of a marble Venus. Sweet as the approach of vacation. Fragrant as spring blossoms. Think up your *own* similes, Fellows. You *will* when you pick P. A. and a jimmy-pipe for permanent roommates. Prince Albert is great tobacco, and that's not blah.

Get yourself a tidy red tin of Prince Albert today. Fill the bowl of that old jimmy-pipe to the brim and borrow a match. Then you're set for some great smoke-sessions, as sure as you're a foot high.

**PRINCE ALBERT**

—no other tobacco is like it!

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







## Leather face or baby face

Spreading the gospel of the Mennen Shave naturally makes me notice faces a whole lot.

I've been handed the keys of the city by men with faces as tender-skinned as a baby's and others with faces that looked like a Sunday roast-of-beef on Wednesday.

And they all swear by Mennen Shaving Cream.

Take Mennen Shaving Cream first. Never mind the adjectives. Here's a lather that can reduce *anybody's* whiskers—I don't care how horny and wiry they are—to absolute and complete limpness. It's a process—Dermutation—that Mennen discovered and no competitor has ever got the hang of.

If you're one of those 3-brush-dabs and 7-second-razor artists, it gives you a *shave*—a close shave—better than you've ever had before. A shave that stays all day.

And if you've got a tender, shave-every-other-day skin, your razor goes through literally without any pull or scrapy feeling. A clean, smooth de-bearding *every* day.

Next, there isn't any sort of a face that isn't better off for a little squeeze of Mennen Skin Balm rubbed over the shaved area. It comes in tubes and gives a wholly delightful, cooling sensation—tingling, refreshing. It tones up the tissue—soothes any possible irritation. It's greaseless—absorbed in half a minute—and as sensible as putting on a clean collar to go and see your best girl.

Same way with Mennen Talcum-for-Men. Made so it won't show on your face. Dries the skin thoroughly. Antiseptic. Leaves a gorgeous silk-like film that protects against wind, rain, sun or a scraggly collar.

In other words, the Mennen Complete Shave is great stuff for he-men who have discovered that there's a lot of virtue in being comfortable—to say nothing of being really well-groomed.

Step into your corner drug store today and get the makings. It's a good habit to get habituated to.

*Jim Henry*  
(Mennen Salesman)

# MENNEN SHAVING CREAM

## Our Policy

Quality and Individuality  
of style and materials.

The better things with the  
best possible service.

**W**oldenberg's **C**loak  
**Corner**

North Pinckney and East Mifflin Streets

Madison, Wisconsin

### Honorable Mention

1. Feet will be the measure used for turning a mile into Camel.
2. The President in 1950 will be the guy who gets the most votes.
3. Steel and check forging, Geology of the Fish-globe, and History of Prohibition.
4. From all present evidence "nectar" will be.
5. Milwaukee will be famous for her "steal" industry.
6. 1950's favorite Fraternity reading,—"Fiery Suggestions", by House Peters.
7. Jackie Coogan will be a big barber instead of a little shaver.
8. New use for electricity in 1950,—To enlighten "Current Opinion".
9. Vacuum caps and hair raising lectures barred while Congress is in session.
10. The electric chair will be reserved for the manufacturer of shock-absorbers.
11. Calling Badger 5326 in 1950, you might get a "Fair-child" at the Gamma Phi house.
12. a. An acre of land would be worth a Lot, seeing that alligators cut no ice.  
b. A "tidey" acre of land under three feet of water might net a few fish.
13. Wouldn't buy anything with one dollar; would use it to graft another bone.

Alfred S. Reed,  
521 N. Henry St.,  
Madison, Wisconsin.



# MEAT

Goeden & Kruger  
Inc.

"Jones, Vail and Lowerman  
need your support"

### Honorable Mention

1. To press the accelerators of airplanes, and to entice college men away from their studies.
2. An editor of a college humorous magazine, as the job needs a sense of humor.
3. "Necking As Practiced by the Aborigines of 1926", and other similar antediluvian discussions.
4. Heavy malteds are expected to have gained some popularity by that time.
5. Milwaukee will be famous as the largest English-speaking German city in the world.
6. Granting that fraternity men will be able to read by that time, an old Octopus.
7. The defendant in a breach of promise suit instituted by a Kappa.
8. Electricity will be used to heat and remake wall-flowers into passion flowers.
9. The amendment providing for prohibition to go into effect will be passed.
10. Either for murderers or Kappa Sig pledges; the difference will be immaterial.
11. Any number but Badger 5326.
12. a. It depends entirely to whom the alligators are attached. I would say yes.  
b. First solve the inter-relationship of coherence and the substitution of silver for gold. No.
13. Four copies of the Octopus, of course, silly.

Alexander Gottlieb  
424 Wisconsin avenue.



Copyright 1926  
Hart Schaffner  
& Marx

## *Eton Flannels in rust and silver grey*

Eton is one of the famous and aristocratic schools of England. Eton men have always been known for the exclusive and stylish clothes they wore.

Among their favorite styles are these fabrics imported by Hart Schaffner and Marx in light shades of rust and silver gray.

Some exceptional values at

**\$45**

**Olson & Veerhusen Co.**

7-9 North Pinckney Street



# STOLEN!

## \$1,000 Cash

Last spring thieves entered Langdon street fraternity houses and robbed the members of over a thousand dollars in cash.

There may be another series of midnight raids this spring—and if you're wise you won't keep large sums of money about your room.

Deposit your funds in a Branch checking account—the thieves can't touch it there!

**Branch Bank of Wisconsin**  
STATE AT GILMAN  
Student Banking Headquarters

## College Men Prefer Our Clothes

They take pride in making selection here---and we take pride in selling such Suits, and Topcoats.

Come to this man's shop if you wish everything good in good clothes.

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

### Those Boston Bags of Mine

As one who looks at evening on a closet all alone,  
And muses on the absence of some treasures he has known,  
So I scan each pair I find there, some in shadowy design,  
And I wonder what became of those Boston Bags of mine.

'Tis an awful retrospection—for the loving thoughts that start  
Into being are like perfume from the blossom of the heart;  
To dream the old dreams over is a luxury divine,  
When my truant fancy wanders with those Boston Bags of Mine.

But Oh! my dream is broken by a step upon the stair,  
And the door is softly opened—my roommate's standing there.  
As my gaze is bent upon him, all my visions I resign  
To greet with joy and rapture, those Boston Bags of mine.

## GOOD FOOD

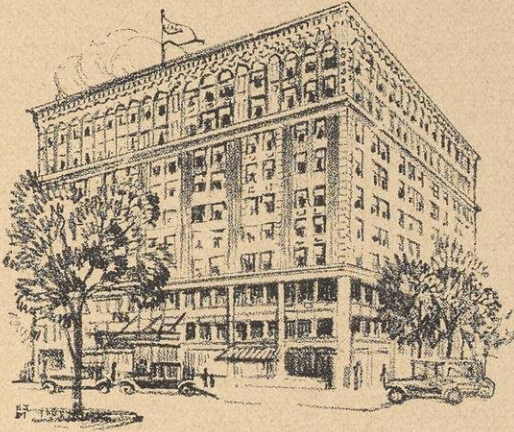
University **Y** Cafeteria  
*Home Cooking* *Reasonable Prices*

740 Langdon

Fairchild 2500

Yellow  
**BAD 500 GER**  
Cab





*THE logical place to  
hold your formal dances.*

*Make your reserva-  
tions now.*

## Hotel Loraine

*(Another Schroeder Hotel)*

### The College Boy's Song of Love

I've taken my fun where I've found it,  
And I never have railed against fate,  
Though at times it was tough and the going was rough  
And the honeys I grabbed didn't rate.  
The first was a Kappa from Kansas  
And I thought her the "wheat" 'til I found  
Her swimming one day in a decollete—  
And Lord how I wished she were drowned.  
I next grabbed a coed from Stanford  
I think she was pledged Gamma Phi  
But I found that her line covered dumbness sublime,  
And I got back my pin on the sly.  
My next was a hot sketch from Vassar,—  
How that woman could down Gordon Dry!

She captured my heart at the very outstart,  
When she brought out a flask of old rye.  
She powdered and painted and flirted,  
And said that all men were the same,  
And I guess she was right, for I ditched her one night  
When I tired of playing the game.  
Oh the shyest of coeds I've courted,  
Of the wildest, I've known quite a few;  
And the wild and the tame know the rules of the game  
Much better than I do, or you.  
But the man who takes fun where he finds it  
Can't quibble at rulings of fate,  
And at times you must pay for the piper to play  
Though the honey you've got doesn't rate.

—H. I. J. M.

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

Dentists

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

**New Footwear**

for the

**Easter Parade**

in the popular new lighter shades of leather, also  
in patent and black kid

**\$5.00 to \$9.00**

**SANDER'S**

Formerly Blind & Sander  
217 State Street





Red Hot!

# Braeburn

SMART STYLED CLOTHES FOR COLLEGE MEN

All that's New in

## University Type Clothing

Exclusive imported fabrics, new designs, new weaves and new shades in a three button college coat—broad shoulders, narrow hips, easy back. Sold exclusively at this store.

**\$40 \$45**

Smart Topcoats \$30 to \$40

# SPETH'S

222 STATE ST.

## GAMMS FACTORY METAOD REPAIRING



JOHN ALLCOTT

"I feel as light as a feather."  
"Something to drink?"  
"Not at all. Broke."

Riding habits, glaring slickers,  
Phy ed majors sporting nickers  
Outfits of all kinds we see  
From golf to army toggerly.



**When it's a rainy  
night—and with three crafty  
bridge players your luck  
is running wild  
—have a Camel!**



WHEN the dark skies are pouring rain outside. And you join up for a game of bridge. When fickle fate deals you hands that you play with consummate skill —have a Camel!

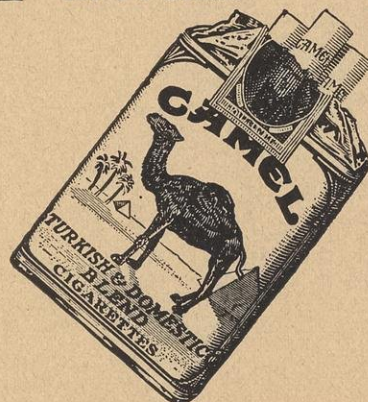
For Camel is the silent partner that helps every deserving player win his game. By the royal quality of its own sheer goodness, Camel adds brilliance to every enjoyable event. Camels never hurt or tire the taste, never leave a trace of cigaretty after-taste. Regardless of the gold you spend, you'll never get choicer tobaccos than those rolled into Camels.

So this evening as courageously you take another hand in life's inscrutable game. As you ply your most unerring skill, evoke the mellowest fragrance that ever came from a cigarette.

*Have a Camel!*



Camels represent the utmost in cigarette quality. The choicest of Turkish and Domestic tobaccos are blended into Camels by master blenders and the finest of French cigarette paper is made especially for them. Into this one brand is concentrated all of the knowledge, all of the skill of the world's largest organization of expert tobacco men.



Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any cigarette made at any price.

R. J. Reynolds Tobacco Company



Suits Cleaned and Pressed  
\$1.00

Wool and Serge Dresses  
Cleaned and Pressed  
\$1.00 up

Suits Steamed and Pressed  
50c

Yours for better work at a  
lower price.

## Pantorium Company

538 State Street  
B. 1180

## Look Neat

For That Date

Drop in and see what a  
difference a GOOD Hair-  
cut makes.

## Runkel's Barber Shop

624 State Street

Anything From  
a Shave  
to  
a Shingle

## PHOTO OIL COLORING

You can now have your  
favorite photos and en-  
largements done in oils.

Isabelle Winterbotham  
Color Artist

The **PHOTOART**  
HOUSE  
Wm J MEYER PRESIDENT

*A small felt hat on back of head,  
A flimsy scarf of matching red,  
Coat wrapped tightly, socks of plaid,  
In clattering pumps, the co-eds gad.  
His hat pulled down, a knit bow tie,  
The college youth comes shuffling by  
With coonskin gaping, socks all saggy,  
A bright plaid scarf and trousers  
baggy.*

NEW SONGS—  
NEW DANCES—  
NEW KICKS—  
NEW COSTUMES—

OCTY'S HAREFOOT  
SHOW

APRIL 14!

“My pen has gone dry again.”  
“We'll have to open a bottle of  
ink and make things write.”



It's getting so you have to marry  
to see their ears nowadays.

## The most wonderful dance records ever turned out are now available on Brunswick and Col- umbia

Some new bands that are great---some new  
popular singers that are simply immense

## UNIVERSITY MUSIC SHOP

At 511 State Ph. B. 7272



### 125 Theses Last Year!

And every one of them was accepted by the library.

Why not let us do yours, too, and be sure of approval by your adviser and acceptance by the library?

Now is the time to bring it in!

**College Typing Company**  
Lake and Langdon B. 3747

If You Want  
A Gift That  
is

**Artistic  
Beautiful  
Classy  
Decorative  
Exquisite**

Just come to

**The Unique  
Shop**

130 State St. B. 2099

Largest selection of guaranteed used Fords in the city.

See these before you buy.

330 W. Johnson St.

Prof.—Do you believe in auto-suggestion, Mr. White?

Sleepy One.—No, I tried it once and my Dad wouldn't even let me have a Ford.

ONE LAFF  
or a  
CARLOAD  
?

HARESFOOT  
OCTY

April 14

Perkins—I say my good man, where are those armed troops going?

Stude.—They are out to the range for a bit of target practice.

Perk.—I see, going out to shoot the bull.

## O. M. Nelson & Son

Incorporated

*Jewelry Gifts For All Occasions*

**21 North Pinckney Street**

**Nelson Building**





## New for Spring---FROCKS Of Taffeta and Georgette

Two voguish silks for Spring—Taffeta and Georgette! And when they combine, as they do in this group of late arrivals, the result is the most voguish of Misses' Frocks. They are smart, intriguingly youthful—and navy Blue, another style point in their favor.

Taffeta, for the most part, is employed as a trimming, either plain, navy or in colorful plaids, in ruffled tiers or bands around the skirt, a narrow band around collar, cuffs and skirt, or, as in one effective frock, plaid taffeta forms a deep shawl collar, and matching taffeta lines the puffed sleeve, an over dress of navy georgette has a slip of plaid taffeta with matching collar and corsage bow.

This is but one group of many smart new Spring Frocks to be seen now on our Fashion Floor. These are priced at

**\$29.50**

**\$39.50**

**\$49.50**

### Baron Brothers

**Eat Here Once and  
You'll Come Again**

**Frank's Restaurant**

821 University Avenue

**Spring Formals**

with

Programs from

**LETTERCRAFT**

What could be better?

#### The Hindu

*(A one-act histrionic drama endeavoring to clear up the mystery surrounding a fraternity initiation.)*

Setting: One hen in the far corner of the stage.

*(A stagehand runs up the curtain. He runs down. The manager winds him up. As the curtain slowly rises, the postman's whistle can be heard faintly yodeling "Mail! Mail!")*

"So you will marry my daughter, will you, Timothy Blake?" and the banana merchant from west of Bangor gritted his teeth in a most fearful manner. *(At this juncture a telegram arrives for the expectant father. The curtain falls while Blake reads the telegram, his left arm draped carelessly over the right shoulder of his first wife.)*

*(Four men named Clark walk across the stage, looking for a library.)*

*(The curtain goes up.)*

"Good heavens," says Timothy Blake sneeringly, "you have egg all over your coat."

"Yes, there's been fowl play."

"You mean——?"

"Someone's been laying for me."

*(As the laughter of the audience dies down to an almost infinitesimal quantity, the bells of St. Mary's can be heard pealing the glad news. A Phi Gam draws the curtains together slowly.)*



# Brown's Rental Library

39 new 1926 titles added this month.

456 titles in all, mostly 1924, 1925, and 1926 publications.

Rates—3c per day; 10c minimum charge, for most books. No deposit.

## BROWN BOOK SHOP

Established 1911

623 State

"Come in and browse"



FAMOUS for correct style among three generations of university men.  
Shown in the new grays and tans to blend with the smart suitings.

# BERG HATS

Sold by: THE HUB, MADISON, WISC.

Marge: The cops in this town have a rotten sense of humor.

Bill: What makes you say that?

Marge: See all those "No Parking" signs on Main Street?


Bill: Yeh, what of it?

Marge: "I'm asking you what self respecting couple would want to park on a Main Street?"



### Honorable Mention

1. Oh, feet, I guess.
2. I will. (I have never given up my childhood ambition)
3. One in writing college humor and one in not writing it.
4. That genuine 25 year old Scotch called Meiklejohn.
5. Meiklejohn.
6. News of the agitation for a world court.
7. If Dempsey is dead, Jackie will be world's heavy-weight champion.
8. Prohibition Enforcement.
9. An amendment dissolving the giant college comic trust which controlled the humor of the world.
10. Couples exceeding the limit of 10 children.
11. Vilas Park Zoo.
12. a. 5 square miles of Los Angeles.  
b. 10 square miles of Los Angeles.
13. California. (Alternative answers: A senatorship, or a sinistership, or a sistership)



## Malone Grocery

—AGENCY—  
Richelieu Pure Food Products  
Wholesale and Retail

Groceries -- Fruits -- Vegetables  
434 State Badger 1163

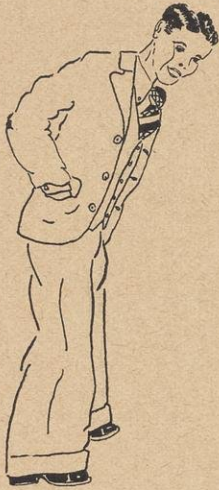
## When You Think of LEATHER

Think of

# Madison Leather Goods Co.

416 State Street





**No!**

These are not  
photographs  
of the new Spring  
clothes!

Be another Hoppe  
by  
taking your "cue"  
from

CIGARS **MAUTZ** BILLIARDS

821 University Avenue

**But---**

The new Spring  
Clothes are here---  
and they're worth  
looking at.

*Fashion Park Suits*  
\$40 up

*Two Trouser Suits*  
\$35 up

*Mallory Hats*  
\$6 up

*Keen Ties*

*Smart Shirts*



George O'Connell, Jr.



STUART  
PALMER  
+ M.C.G.

CLEANED AND PRESSED

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

THE NEXT ACT  
in your college career  
is  
HAREFOOT OCTY  
April 14



We chase dirt  
 So bring in your shirt  
 And we'll bring it back  
 nice and clean.

**Madison Steam Laundry**  
 429 State Street  
 20% Discount for Cash Call

**Mary H. Luttrell**

Wedding Gowns                      Evening Dresses

Afternoon and Street Dresses

Fairchild 329                      22 N. Carroll Street

**Julia Mohrhauser**

Milliner

*Flowers and Braid  
 Hats Remodeled*

309 State St.                      Badger 6398

If the advertisers get by with it, we shall have a perfect nation of individuals in 1950. Everyone shall have cured halitosis, shall have learned to talk in public, shall have rid himself of film, shall have learned to be a traffic manager, shall have stopped his baldness, and shall have made said advertising companies' profit similar to that of the Standard Oil Company.



Perhaps you shall be able to kiss your girl in Bascom hall in 1950 whenever you want to—and then again, perhaps you won't—and then still again, perhaps you won't want to by that time.

**Walk-Over**

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

**Spring Footwear**



*As attractive as  
 A Spring Flower*



*In all newest Spring Colors*

**Balaban's  
 Walk-Over  
 Boot Shop**

611 STATE STREET





THE HUB  
Henry C. Lytton & Sons  
State at Jackson, Chicago

\*  
**The Lytton  
College Shop**

Every season more and more of the exacting type of University Men become acquainted with this distinctive shop. Its story of exclusiveness, variety and economy is spreading rapidly. You'll see these features are more than ever outstanding this Spring.

*The New*  
**ROMLEY**  
Weaves

In blue, brown,  
tan and grey

—  
The Hit of the Spring  
Season, smartly tai-  
lored in the newest  
single and double  
breasted models.

**\$55**



**GAMMS** FOR BETTER REPAIRING



She: Why do they call him "Old Faithful"?  
He: You know that girl of his?  
She: Yes.  
He: Well, "Old Faithful" guys her.

Sixty-five Store Buying Power

# Mangel's

New York Waist House

27 S. Pinckney St.

Madison, Wis.

## Newest Spring Fashions

New  
SPRING DRESSES

**\$14.75**

A Real Savings Event  
The Newest Spring Fabrics. Excellent Workmanship. Smartest Stylings.



Mangel's Huge Buying Power is the Co-ed's Immediate Economy.

New  
SPRING COATS

That Set A Standard of Value

**\$24.75**

Poiret Sheen and Twill Dress Coats



SPORT COATS

A Very Attractive Line at

**\$14.75**

Plaids : : : Checks  
Homespuns and Tweeds

Fan Tan Hosiery—Silk Underthings



# Lawrence's Own Mother Goose Rimes

Containing far more Truth  
than Poetry

"Where do you eat, my fair Co-ed?"  
"I eat at Lawrence's", she said.  
"But why at Lawrence's, fair Co-ed?"  
"Because it's the best in town", she said.  
"But what of quality, fair Co-ed?"  
"It couldn't be any better", she said.  
"Then I'll eat at Lawrence's too, Co-ed."  
"You're showing good judgment, sir," she  
said.

## LAWRENCE'S

Restaurants  
State Street

Cafeteria  
University Avenue

We are showing a line of new and attractive patterns—in large Amethyst—black and white Cameos—and Aquam Arine, Fancy Set Rings.

**R. W. NELSON**  
**JEWELER**  
WATCH REPAIRING  
320 STATE

FOR—

Students' Supplies  
Blank Books  
Typewriter Papers  
Stationery  
Job Printing  
Mimeographing

See—

**NETHERWOOD'S**  
519 State Street



"Whaddaya mean, you ate it all?  
C'mon now give me my share of  
that Hotsy-Totsy Bar before I tell  
Mother!"

5c

Teck's **HOTSY TOTSY Bar** AT ALL STORES  
**Teckemeyer Candy Co.**

What They'll Laugh at in 1950  
(More from the Sphinx)

(Jan. 20, 1905)

Etiquette

Never, never, darling children, put  
your tootsies in the pie,  
For the pie is wet and sticky and  
your shoes are nice and dry.

Do not take the napkin with you;  
take the spoons or something dear,  
Leave the napkins to your hostess  
as a sort of souvenir.

(Feb. 12, 1904)

He: If I should kiss you, would  
you scream?

She: I might. But, really, my  
lungs aren't strong.

(March 9, 1911)

"I want to give a striking and  
timely present to my poor dear hus-  
band."

"Try a clock, lady, try a clock."



# Brock Engraving Company

Artists and Engravers



4th Floor  
State Journal Building

Phone: Fairchild 913



(Dec. 1, 1910)

"How are fires of romance kindled?"

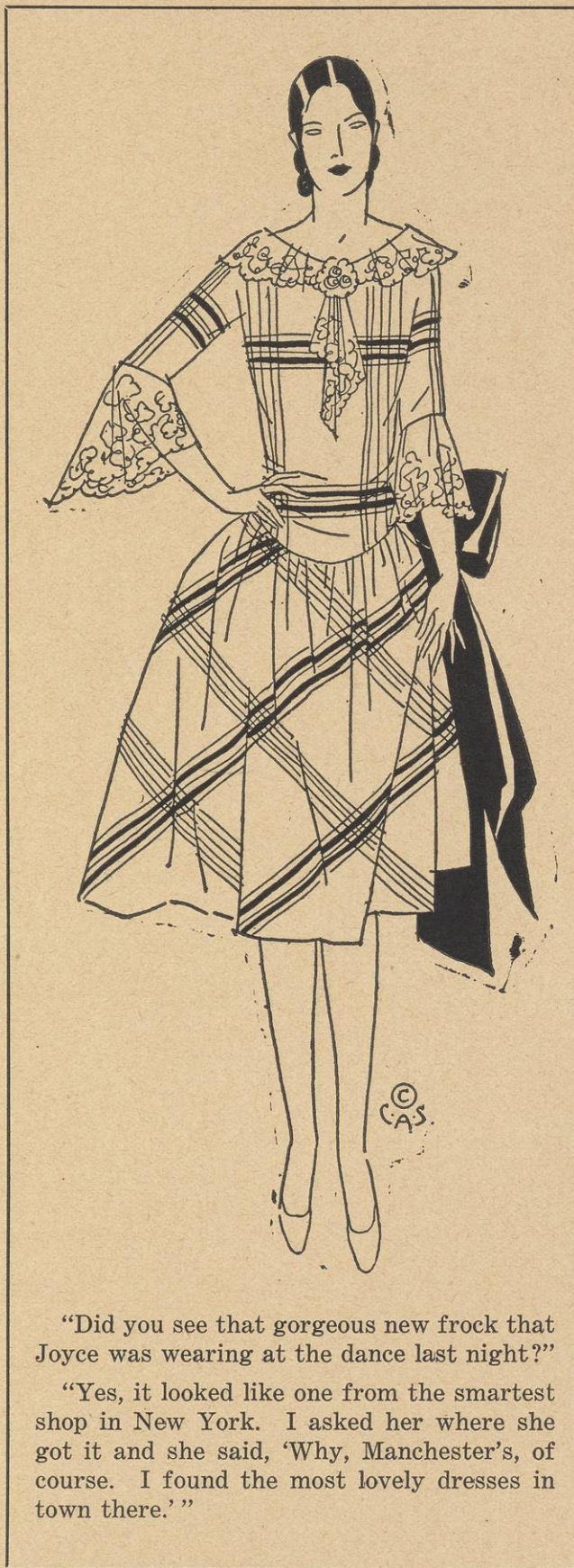
"By love matches, pet."



(June 3, 1910)

Pickens: Why have you nicknamed your wife Crystal?

Dickens: Because she is always on the watch.



"Did you see that gorgeous new frock that Joyce was wearing at the dance last night?"

"Yes, it looked like one from the smartest shop in New York. I asked her where she got it and she said, 'Why, Manchester's, of course. I found the most lovely dresses in town there.'"





*Old Lemuel Sagacious Says:*

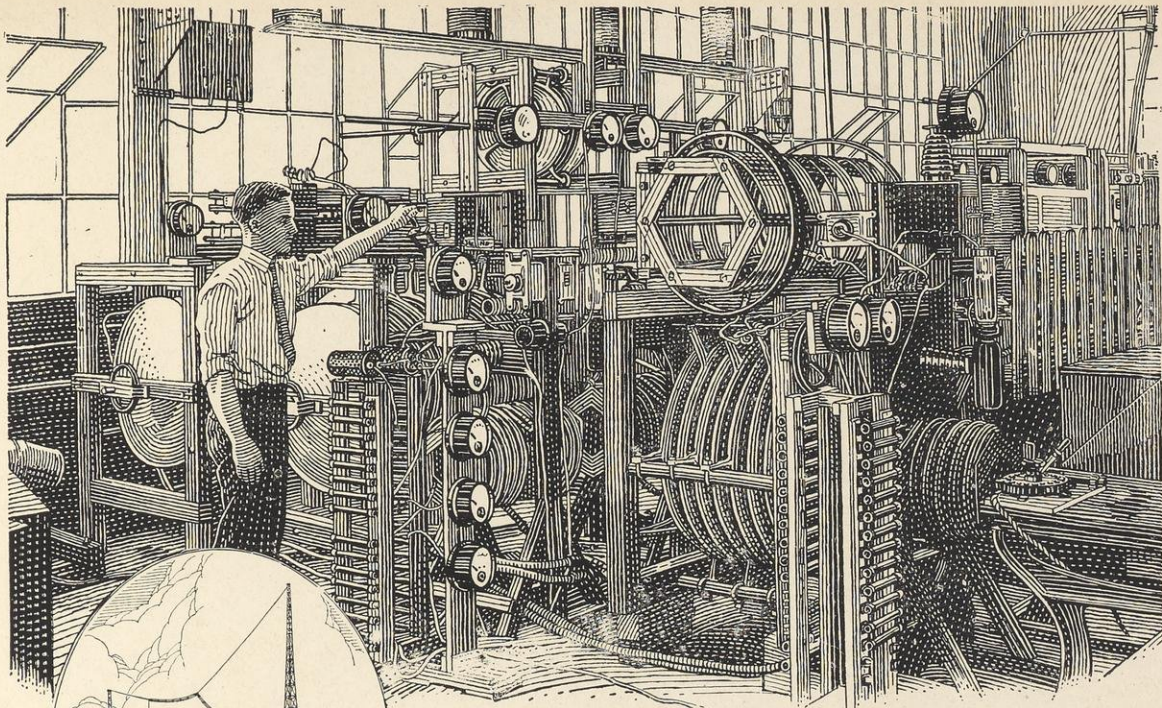
“Some folks think that the whole country’s going to the demnation bow-wows just because we’ve sent our ships across the roaring deep to tell our Own Grandmamma Europe that we’d join the World Court. But I find that just as when I was a kid it still holds true that:

*That that is is that that is  
not is not is that not so it is”*

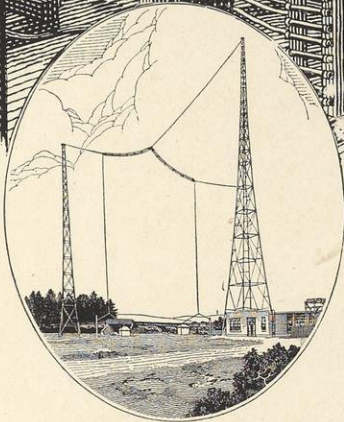
When you have punctuated that, you will appreciate that that printing which *is* printing, *is* invariably the work of the Democrat Printing Company.







One of the power amplifier stages of the world's first super-power transmitter



Antenna of super-power transmitter

# The World's Loudest Voice

On the rolling plains of South Schenectady, in several scattered buildings, is a vast laboratory for studying radio broadcasting problems. Gathered here are many kinds and sizes of transmitters, from the short-wave and low-power sets to the giant super-power unit with a 50- to 250-kilowatt voice.

Super-power and simultaneous broadcasting on several wave lengths from the same station are among the startling later-day developments in radio. And even with hundreds of broadcasting stations daily on the air throughout the land, these latest developments stand for still better service to millions of listeners.

Only five years old, yet radio broadcasting has developed from a laboratory experiment into a mighty industry. And alert, keen young men have reaped the rewards.

But history repeats itself. Other electrical developments will continue to appear. And it will be the college man, with broad vision and trained mind, who will be ready to serve and succeed.



From the studio of WGY in Schenectady, six miles from the developmental station, there may be controlled a great number of transmitters, one of which is the first super-power transmitter in the world.

WGY, together with its associates, KOA of Denver and KGO of Oakland, is the General Electric Company's assurance to the American public that radio broadcasting shall be maintained upon the highest standards.

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

95-138DH

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK



IT PAYS TO  
INSIST ON  
ARROWS



The  
POMFRET

*An*  **ARROW SHIRT**  
OF MANOR BROADCLOTH  
IMPORTED FROM ENGLAND  
*A Fine, Durable Well Made Shirt*  
Cluett, Peabody & Co. Inc., *Makers.*