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## Octopus. Vol. 4, No. 1 October, 1922

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# Осторожно







*Slip into a Bradley  
-and Out-of-Doors!*

*The New Book of  
Bradley Styles*

*Bradley makes Sweaters and Scarfs, Toques and Tams, Gloves and Hose, well and sturdily knit, to meet the college man's—and girl's—ideas of good value and smart style. Just drop us a post-card and we'll be glad to send you a copy of the new Style Book.*

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**Bradley**  
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**\$45**

They're a great combination—"Stein Bloch" and "Hirsh Wickwire" suits. Those who have worn both in recent years will appreciate the smartness and distinctiveness of such suits.

While the fabrics are decidedly different from anything you've seen lately, there's nothing extreme about them. \$45 to \$65.



For the Man



Who Cares

FLORSHEIM SHOES

## THE STUDENTS' BANK

IN a most convenient location, with a personnel who understands the students' problems, and with facilities to efficiently carry forward its work, the Branch Bank has been chosen, and logically, the University banking headquarters. We can say this because of our business relations with such a vast number of students and organization business managers.

**BRANCH BANK OF WISCONSIN**

Capitol \$360,000

GILMAN and STATE



Get out in the open  
with

## A KODAK

It will do you heaps of good  
and in later life will give you  
some pictures to recall your  
surroundings and friends of  
today.

**The PHOTOART HOUSE**  
WM. J. MEYER, PRESIDENT



Brutus: What's a coat of mail?

Cassius: Oh, that's what they used to wear  
for a knight-shirt in the olden days.



A woman's face may be her fortune,  
but it's her stocking that she  
uses for the roll.



Nobody loves a fat man unless said corpulence is  
caused by a plethora of moneybags around the region  
of the solar plexus.



"Will you love me all the time?" she questioned.  
"Why, Madge," he answered, I couldn't. We'd  
both get sick of it."



Some persons are so dumb they think a bootlegger  
is a man who sells shoes and stockings.



Why worry about the coal shortage, while the  
hot dog supply lasts.

Watch

Jess Cohen and Orchestra

at

Boyd's Studio

Exclusive Student

Dance Every Friday and  
Saturday

"Dance In the Latin Quarters"





## “Charming Sweater, My Dear!”

“So different—such a luscious color! And do you know that shade of blue makes your eyes look perfectly heavenly, you little enchantress? Where do you find such sweaters?”

“One doesn’t find them—one makes them,” replied the fair one sagely. “The only way to have sweaters that fit just you, is to make them. Of course, you have to be careful about the yarn you use. I like Fleisher’s yarn sweaters because they hold their shape. You buy Fleisher’s yarn at Manchester’s.”

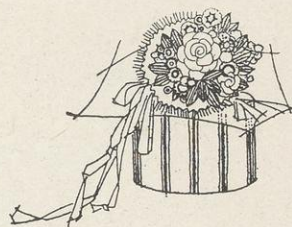
*Harry S. Manchester, Inc.*



A: What’s wrong, sir?

R: Heavens who ever saw an angel with black wings?

T: Pardon, sir. Who ever saw an angel?



YOU’VE heard it said: “Say it with flowers,” but have you ever really considered the mighty truth behind the phrase.

*Flowers for all occasions*

**Rentschler**  
**FLORAL CO**

STATE STREET

(Ask the steward to put flowers on the table)



Science discovered photography  
**Art developed it----**

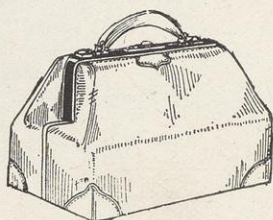
My art training enables me to  
 make more than a photograph  
**A Portrait**

*Make your appointment for  
 Senior sitting now*

The new home of the  
**Bell Master Portrait**

509 State St.

B. 634



Pack Up Your Troubles in Your

**OLD KIT BAG—**

And throw it out in the ash heap—then come to  
 us and let us show you our new line of the latest  
 devised

**TRAVELING EQUIPMENT**

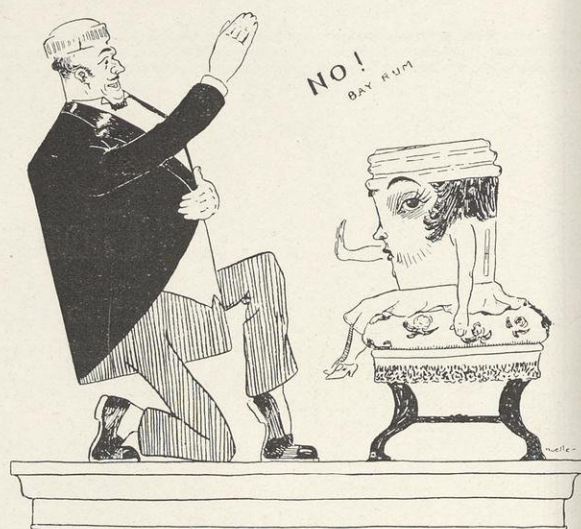
Whether it be Hand Bags, Trunks, Grips, or  
 Boxes, we can furnish you completely.

And for Gifts, Oriental Novelties

Come in and see them

**Madison Leather Goods**

State Street



**COLD CREAM**

### **"The Sign of the Four" Revised**

Not by A. Conan Doyle

#### **Chapter I.**

Sherlock Holmes came into our rooms on Bicker Street, and after drinking a glass of cocaine and giving himself an injection of whiskey with his needle, took out his beloved fiddle and tossed it out of the window.

I immediately knew that something was wrong.

#### **Chapter II.**

"Shirly," I said (for that was my nickname for him), "there is something wrong. Is it not bally well so, old thing?"

"You're right, old egg," he responded. "It's nuts—'strordinary amount of them around just now."

"Blame it on Prohibition," I said, but he hurled his arm chair at me so I went out to see a patient I suddenly remembered.

#### **Chapter III.**

When I came back to our rooms on Bicker Street I found him playing with something that looked to me like a child's wagon.

"Sherlock!" I jubilated, "you have solved the mystery!"

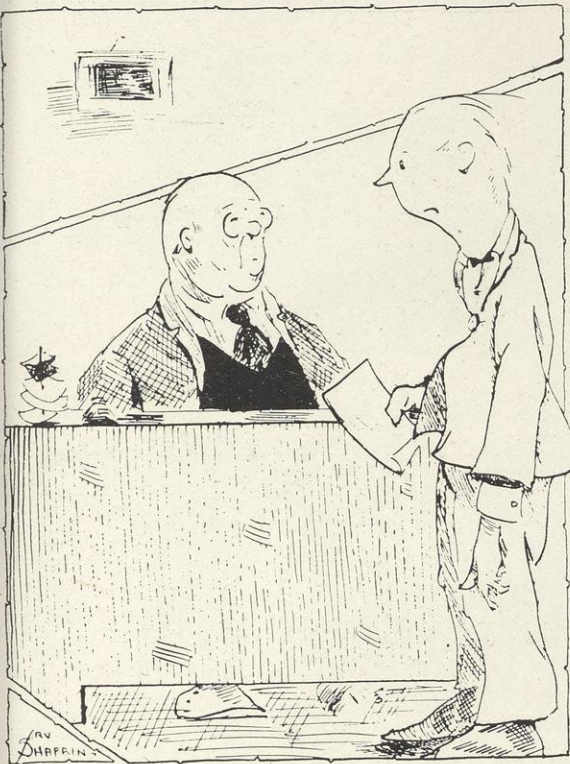
"Yes, doctor, he said, "I have. I traced the nuts I found lying in the streets to their source, and this is it." And he pointed proudly to the tin contraption beside him.

"Ah!" I shrieked, "And I have the title for this story. I shall call it *The Sign of the Ford.*"

Willie: I wish I had a million.

Tillie: If you don't quit scratching I'll believe you have.





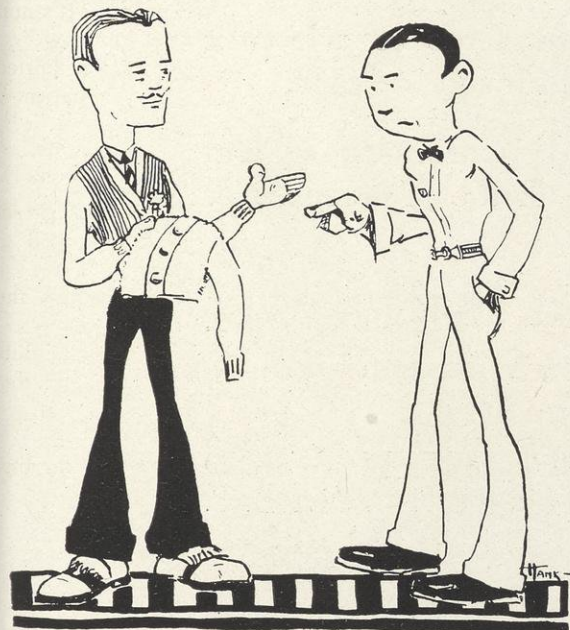
Embryo: What was Hobson's Choice, Professor.

Prof.: —ah-er, why Mrs. Hobson, of course.



"But you see, father, clothes don't make the man."

"No, if they did, I'd buy a clothing store for you."



"Have a shirt; I've got a chest full of 'em".

## There's a Lot of Things To Be Done Around The House

- Roof is Leaking
- Storm Doors Are Broken
- Storm Windows Needed
- Flooring is "shot"
- Partitions Needed
- and a lot of other repairs are necessary to put the house in condition.

All of your building needs can be supplied by either of our yards,—whether it be a few feet of lumber, or whether it be a ladder. We are interested in the student body and are ready to help as much as possible.

**YAWKEY • LUMBER CO.**  
**CROWLEY L** ☿ ☿ ☿

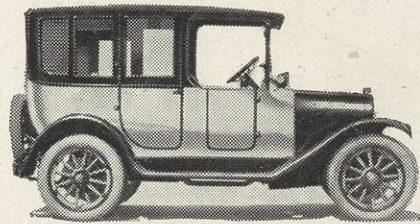
— TWO YARDS —

801 E. Washington Ave.      Camp Randall

WELCOME

*We Are Here To Serve You*

A Yellow Cab and Fall, means that you can go into the open and appreciate Autumn's wonderful dress.



**BAD500GER**

And for your party—arrange now for your Yellow Cab it will make the evening a success

**YELLOW CAB**

*and Transfer Co.*

**BAGGAGE HAULED**





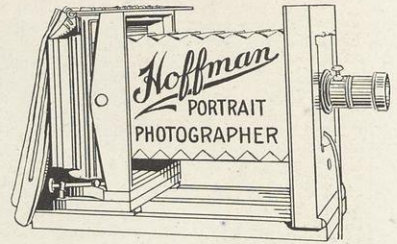
For the past ten years the French Shop has been favored with the patronage of the most discriminating University women.

Our specialty has been

**EVENING GOWNS**

We have ready a most complete showing of the most exclusive modes in ready to wear. We invite your inspection.

**THE FRENCH SHOP—PARK HOTEL**



An exchange of photographs keeps friendship close.

Before the rush of the social season takes your time---phone Badger 286 for an appointment

**The Hoffman Studio**

125 State

## KOHLER OF KOHLER

An institution is judged by the standards to which it adheres and the ideals toward which it sets its face.

Kohler products reflect standards of workmanship and ideals of service that are recognized in the preferences of quality-loving people everywhere.

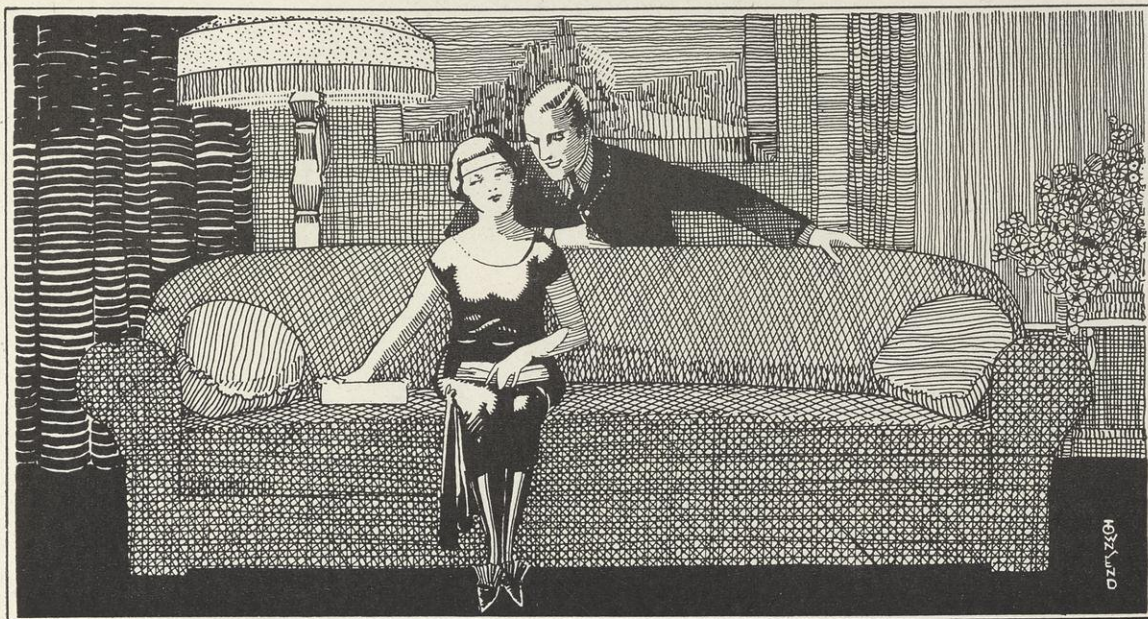
**KOHLER CO. Founded 1873 KOHLER, WIS.**

Shipping Point: Sheboygan, Wisconsin

SIXTEEN AMERICAN BRANCHES

MANUFACTURERS OF ENAMELED PLUMBING WARE AND  
KOHLER AUTOMATIC POWER AND LIGHT 110 VOLT D. C.





### The Vampire

*Eyes—twin mirrors of the soul that taunted,  
Fathomless they seemed, ay, even haunted;*

*Merc'lessly they gripped me.*

*Eyes—with limped tinge of purple tinted,  
Orbs that volumes spoke, and mysteries hinted,*

*Of all heed they stripped me;*

*Deep, and blue—mysterious, thrilling,  
All precision, caution killing.*

*Cheeks—with fragrant bloom of roses covered,  
Where scent of nectar lurked, and honey hovered;*

*Exquisite, yet wond'rous simple.*

*Cheeks—quite full, and satiating,  
Smilingly accentuating*

*Each delightful, blushing dimple;*

*Ay, their hue and fragrance held me,  
As with mystic charms they spelled me.*

*Lips—twin potentates of Cupid  
Rend'ring courtier helpless, stupid;*

*All her lovely youth enhancing;*

*Finely curved, with crimson burning—  
Proud and full, and ever-yearning,*

*Marvelously love-entrancing;*

*Each unconscious of its double,  
Both forever brewing trouble.*

*And her manner—all about her  
Making me both trust and doubt her;  
Soothing mind, and thoughts and vision;*

*Traces of the siren showing,  
All her wiles and cunning knowing,*

*Quick to smile—and show derision.*

*Fondly I bent low and kissed her,  
Whispering softly; "Some kid sister."*





### THE HEIGHT OF AFFLUENCE

She: Why don't you come oftener? You have been  
here only once this month.

He: You have to take your turn.



# The WISCONSIN OCTOPUS

## Indian Summer

When the setting sun is through,  
And the roosting rooster's crew,  
And the planets skid a glimmer,  
Through the so called heavens blue.

When the wrens and robins twitter  
More or less among the trees,  
And a fragrant breath of autumn  
Comes floating down the breeze,

When the lowing herd is calling,  
And, in short, when night is falling,  
Which annoys you most, mosquitoes, bugs, or fleas?



Nibs: What kind of a girl is she?

Ribs: She's the kind you can call at 9 o'clock  
for an 8:30 date.

## Willie's Gone

We'll never more bail out our brat,  
No more we'll pay his fines.  
He hung himself with pa's cravat,  
Blest be the tie that binds.



## Sonnet

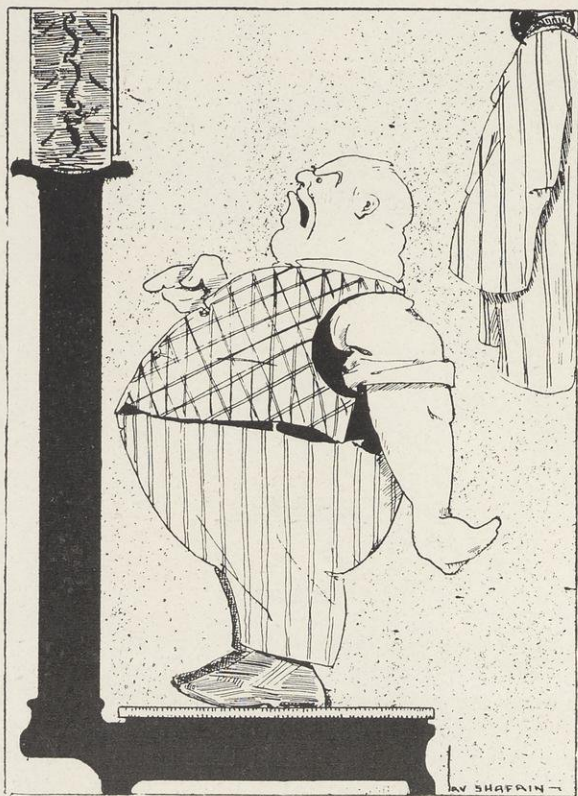
There's many a sore eye is well, tra-la-la,  
With the change in the styles from Paree,  
There's many a beautiful limb, tra-la-la,  
That the glims will ne'er again see.  
For the co-eds that own them, these marvelous limbs  
Will be married or dead when next summer begins,  
And one consolation, the lone revelation  
Is the fact that we're spared from eternal  
Damnation.—We don't have to look at them legs,  
tra-la-la.



Art: Do y'know any of Shakspeare's quotations?

Artful: No, I never knew he was a stock broker.





"How do you get that weigh?"



### Ecstasy

As I was ushered into Xenia's boudoir I caught the low, melodious rhythm of distant music. Priceless tapestry, hung with gold and silver braid, adorned the walls. Simitars, and idols, and precious trinkets from the East gleamed in the soft shadows. Exotic perfume rose from jeweled burners. My senses were numb. . . . I was intoxicated. . . . drunk with Beauty and Charm.

And there, on her couch, lay Xenia herself, in a robe of pure white lamb's wool. Beneath their long black lashes her jet eyes were fixed upon me. I had a sudden vision of her divine beauty as she danced the "Dance of Love" at the Casino the night before. Witchery dwelt in those smoldering eyes. . . . mystery. . . . invitation. . . .

Suddenly the door opened, and a liveried servant entered. Xenia turned, and her gorgeous eyes met his.

Her scarlet lips parted.

"Say yu big stiff, where's da olive in my cocktail?"



How do you get a headache,  
How do you throw a fit,  
How do you sprain your ankle  
And then get rid of it?  
How do you get a toothache  
Without spoiling the looks of your face  
They know me so well at the clinic  
How can I keep up the pace?

### The Beaver Craze

Now as I say, "When grandma died,  
You know the D. T.'s got her,  
And bless me how the family cried,  
They knew Old Nick would spot her,  
But Liz, the pup, she didn't care,  
Somehow it failed to grieve her,  
Oh Lord, look at that fellow's hair,  
Beaver! Whiskers, BEAVER!

And when our grandpa got the itch,  
His life was full of action,  
Did I jot down that Morovitch?  
Let's see ten and a fraction,  
But as I say, when grandad scratched  
He'd fade a Hoola dancer,  
Gosh there's a bearded lady, George,  
She scores I'll have to chance'er.

Now tell me just where was I at,  
A woman counts three thirty,  
Oh yes the family had a spat,  
They thought grandpa was dirty,  
But when they found he'd caught it from  
A Chinese cook—in Hati—  
Hey you there with that swell Van Dyke,  
That makes my score ten eighty.

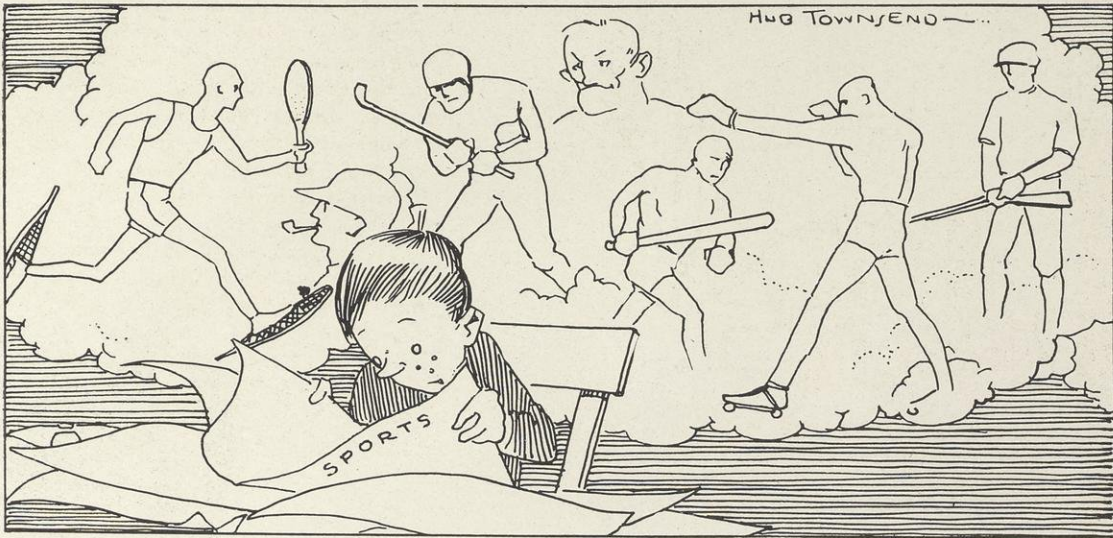
Well to continue, as I say,  
Dad swung a nasty cleaver,  
He had the whole darn ship at bay,  
BEAVER, goatee, BEAVER!  
That makes my card stand pretty good,  
Yes Dad sailed on a freighter,  
Gosh there's the House of David, George  
So long, I'll see you later.



"Oh, Sam, you roll!"



## Sporting Stuff



Time: *New York.*

Place: *New York.*

Purse: *New York.*

Announcer: Lydies, and those who paid their way in, f. y. i., for your information, the bout to-night will go ten rounds between One-Tentacle Octopus, in this corner (applause) and Mule-Kick Smut (the cheering lasted 8 minutes), in this corner. The fight is for the paper-weight championship of Korea. Play ball!

Round One: Both men advanced cautiously to the center of the ring, Octopus extending his left fin for the handshake. Smut pulled a dirty one when he dove for Octopus' leg, but Tilden scored a placement and won the set. The crowd was in the State of Intoxication, right next to Indian Territory. Cobb tripled to left field, but before he had rounded third base, Octopus landed a light left to the jaw. The round was even, with Smut getting rather shady.

Round Two: Both men advanced cautiously to the center of the ring, Octopus extending his left fin for the handshake. Sweetser made a birdie four and on the return, holed out in one, but this handicap was overcome by Greers' fine driving near the three-quarters pole. The horses rounded the stretch together, with Dan patch only a mile and a quarter in the lead. Brickley kicked a field goal at this juncture and Ruth scored, Jimmie Archer making no

attempt to catch him at the nineteenth hole. Nelson won the round and things looked dark for Wills.

Round Three: Both men advanced cautiously to the center of the ring, Octopus extending his left fin for the handshake. Smut attempted to end it right there with his Remington repeater but the glove slipped and he was caught between third and the home plate. Octopus gave Smut a cuff on the trousers, but he took quite a bit of lacing on his silk shirt in return. Eckersall made three through the center of the line. Carrie Nation chopped her way to the ten yard mark, and John Quincy Adams tore off a couple around the right end. Johnson tightened up in the pinch and Octy drew a full house. He anted, but Paddock rounded the turn in three weeks, two days, and a pair of running trunks. This round went to Octy's credit, but Smut bought the next round.

Round four: Both men advanced cautiously to the center of the ring, Octopus extending his left fin for the handshake. Carpentier led with his left. Frisco shook off a couple, and the Germans retreated on the Marne sector. Alexander burned three over the heart of the plate, and the fight was over, when Octopus larruped the pigskin in the basket for a placement ace and Smut stymied.

The crowd went home well satisfied that it had been cheated.

## Dumdora

The one who thinks:

That long dresses are new. (Quite—they belong to grandmother.)

That necking is a new kind of a scarf.

That golf trousers are aristocratic.

That you ought to tell your right name at a mixer.

That some girls don't smoke, drink or love.

That a humorous editor has funny cracks in his skull.

## Pomme De Terre

I love you, smirked the country lass,

You are so big and speedy.

But since you seem to like the grass,

I'll have to call you Seedy.

You are the apple of my eye,

Replied the city stew,

But I'll have to call you Cora,

'Cause someone's been biting you.





### THE LAST WORD IN FRENCH STYLE

She (winding up): -----so, shut up!

### The Sentimentalist

Just give the sentimentalist  
A pretty girl, a shady place,  
He'll burble forth "Ah! how I've missed  
You, Ruth. Beg pardon, I mean Grace!"

Or give the sentimentalist  
A chance to talk to willing ears,  
He'll rhapsodize o'er girls he's kissed  
Each one he's loved for years and years.

Or let the sentimentalist  
At last put on his cap and gown  
You'll find he fears he can't exist  
Far from his dear old college town.

But then, the sentimentalist  
Quite means it all, you know,  
With atmosphere he can't desist  
From letting pretty phrases flow.

He's lying, but he thinks its true,  
And to the end he will persist  
In slinging old lines he thinks new,  
The cheerful sentimentalist!

Fair maids once had their princely knight  
They've changed their tactics since  
And now at last they went and got  
Instead—a nightly prince.

### Speaking of Paradoxes

The see is nice on a windy day.  
Isn't it queer, when students haven't anything to  
do they always do it in the library.  
If dresses go any lower street cleaners will be put-  
ting in a howl.

Many a record has been broken since Wallace has  
been in the game.

When a flapper makes her complexion taste as good  
as it looks, she will know what a rushing business  
really is.

If College stripes continue in popularity the boys  
at Sing Sing will be right in style.

To the bird who wanted to know whether green-  
houses and nurseries were frosh dormitories, we award  
the hand-painted, embroidered Adam's Apple.

There was a young man from Duluth,  
Who fussed with a girlie named Ruth,  
He kissed her and ran,  
She said "What a man,  
I never met one so uncuth."

"Daddy, what makes the deuces wild?" asked  
the interrogative son.

"The same thing, Clarence, that makes a cuckoo  
clock cuckoo," said the fond parent as he ducked a  
handpainted Samson tractor.





### The Pride of the Campus

(Editor's Note: We herewith present the result of our own private celebrity contest, which of late has attracted nation wide attention. The editors believe this to be the only true honest contest that has been conducted on the campus in the last sixty-three years. At a great expense we secured the services of the following as judges: Thomas Edison, Henry Ford, Sir Arthur Conan Doyle, Judge Landis and Rudolph Valentino. The balloting of this contest was without partiality, owing to the fact that there was no voting. The 1923 year book and the *Octopus* rival each other in their hand picked celebrities and beauties. The judges were stationed at the corner of State and Lake streets for three days and then made the rounds of mixers and open houses, therefore the lucky winners that we present are representative. We are indebted to the janitor of Union building for the use of the basement in which the picture was taken. This picture was taken at great personal risk to the photographer.)

Miss Minerva Moss, '28,\* the first young lady among those standing was chosen as the most active girl on the campus because of her victory in the recent subscription drive of the *Country* magazine. Miss Moss is also the originator of the jazz bow tie (patent pending), demonstration sample on display; notice the invisible rubber neck band. When notified by the *Octopus* representative of the result of the contest, she said with her usual modesty, "This is indeed a surprise."

Second among those standing is Miss Veronica Drinkwater, '31,\* crowned among cheers and chairs as the most popular girl of our university. Miss

Drinkwater wishes us to extend an apology to her many friends for her somewhat unusual expression. With a modest blush she explained that she just remembered having forgotten to turn off the water in the bath tub. When notified by the *Octopus* representative of the result of the contest, she said with her usual modesty, "This is indeed a surprise."

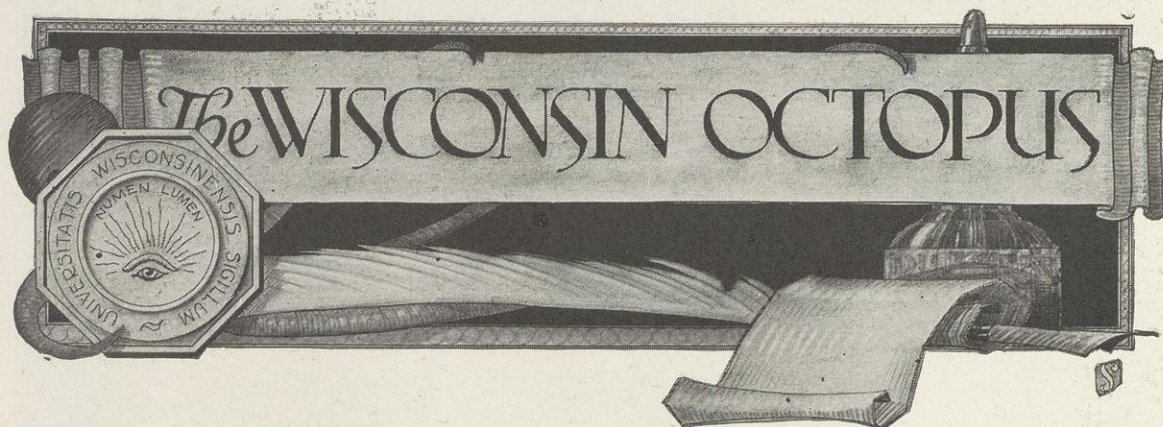
Third among those standing is Miss Lucinda Laribee, '29,\* **QUEEN OF BEAUTY**. When Judge Landis saw her he exclaimed, "I have made my decision." Miss Laribee's startling beauty is enhanced by her beautiful curly hair. Before being crowned as Wisconsin's most beautiful daughter, she was already well known to most of our readers by her testimonials and picture in the *Dandyrub* advertisements. When notified by the *Octopus* representative of the result of the contest, she said with her usual modesty, "This is indeed a surprise."

The fourth young lady needs no introduction, her weight lifting feats have been unequalled. She is well named, "The Girl Athlete." Miss Ophelia Pulse, '42,\* lately gained fame by swimming across the Yahara river with a brick in each hand. When notified by the *Octopus* representative of the result of the contest, she said with her usual modesty, "This is indeed a surprise!"

The first young gentleman on the left is Handsome Jack Bunyan, '33, appearing in what the well dressed man won't wear. Jack was proclaimed the Apollo of the campus in a huge mass meeting in which thirty-two miles of weiners were consumed and thirteen barrels of red lemonade were absorbed. "Jack does

(Continued on page 32)





Founded 1919

Published at the University of Wisconsin

Incorporated 1920

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Vol. IV

October, 1922

No. 1



H.L.U.

## The Union Memorial Building

With the reassembling of the student body, university interests again come forward from their temporary summer retirement. Foremost of these is the Union Memorial Building.

A project that has come out of the clouds, and has reached the stage where "bricks is bricks." It is a conception worthy of Wisconsin and Wisconsin is worthy of it.

Situated on Langdon street, between North Park street and the Y. M. C. A., with its north side facing the lake, this Memorial building is to be "A Home for Wisconsin spirit," and the center of university life outside of the class room. It is to be an assembling place for students and a reassembling place for alumni.

Michigan has her Union building. Wisconsin needs one; help her get it.

Upperclassmen know the Union Memorial building work and have signed their pledge cards. The Freshmen are to be acquainted with it in a massmeeting to be held October 30. '26 out!





### You Have Seen Him

These first days of school with their mild campus hazing are the days when the lime-light seeker flourishes and glows in his conspicuousness.

The only requirements of a chief Frosh "razzer" is a loud voice and a love for the center of the stage. All of these fellows have certain characteristics that are common, but with the two requirements he may, and will elect himself to lead his Crusaders in upholding the traditions of Wisconsin.

On approaching any group of Sophomores bent on having their little fun, one cannot help noticing that one loud voice yells above all with unique and original suggestions such as, "Ride 'im on a bubbler" and "Roll up his pants" followed by a laugh that leaves no doubt as to his appreciation of his own wit.

When the lime-light seeker thrusts himself into your notice, you will recognize in his perspiring, red face a timid Frosh of a year ago. In those days he never wore a class cap, needed to study on the afternoon of the rush, and hurried to classes with his heart in his mouth. This l. l. s. is no exception; that is one of their characteristics.

Frosh hurry by the group, buttoning under the yells that suddenly die out, when a member of the yearling football squad passes and looks as if he expected something from them. A very small fellow is coming with his green hat sitting very straight on his head. The pack sights its meat and the clamor becomes wild. The stage is all set for the entrance of l. l. s. and he rushes forward shouting, "Com' on, men." The Frosh swings wildly at our on-rushing hero, who is so startled that he tears up several yards of turf trying to stop. But you can't scare him, as his shouts of "Go get him, men," testify.



### Sad News

No longer will corners where street-cars stop be crowded with bevvies of young he-beauties. No longer will the Frosh learn to wait until ladies board the cars, e'er he ascends. No longer will instructors, not yet hardened to the rigors of standing before a class, become absent-minded and stooped before their time. No longer will young men gaze, from under lowered eye-lids, across a dance-hall during the intermissions.

Now will the beaches and piers be crowded. Now will rooms next to sorority and girls' rooming-places be sought for weeks in advance. Now will the callow youth fear not to take an aisle seat during examinations, secure that he can keep his mind on his paper.

The long skirt is back!

Everywhere one sees them, concealing, clinging, tripping the unwary. Sidewalks have received their first sweeping in months, and vacuum cleaners are much in demand in the haunts of fair women.

We await, with interest, the return of the bustle.





"I have been so true to Tom that I haven't kissed anyone for a month."  
"I wonder who I have been true to."







### A Change of Mind

Flap-flap no more! And this is for regretting  
Your baby stare!  
Flap-flap no more! And this is for forgetting  
Your line was rare!

Slink-slink! I hear! With languid steps comes sliding  
A siren fair!  
Slink-slink! Into my life she's gliding  
Oh! Give me air!

A short while ago it wasn't so hard to fall at Her  
knees. Now, you've got to make a rough guess or  
you'll be up among her scapulae.

A freshman, Mehitable Baker,  
Offered dates and found thousands  
Of takers,  
'Till on Thanksgiving day,  
A con carried her away,  
Now she's raking hay back on the acres.

Let's talk over something deep?  
Sure, jump in the boat.

### In the Garden

She raised her eyebrows and planted herself beside  
him. He cultivated her.

### As Old as Adam

I tried to get you last night, but the line was busy.  
I'm so sorry, but I have a previous engagement for  
Friday evening.

If you will only give me a chance to explain, I  
know you will understand.

How could you doubt MY word.

No, there is no one else, never was, and never  
could be.

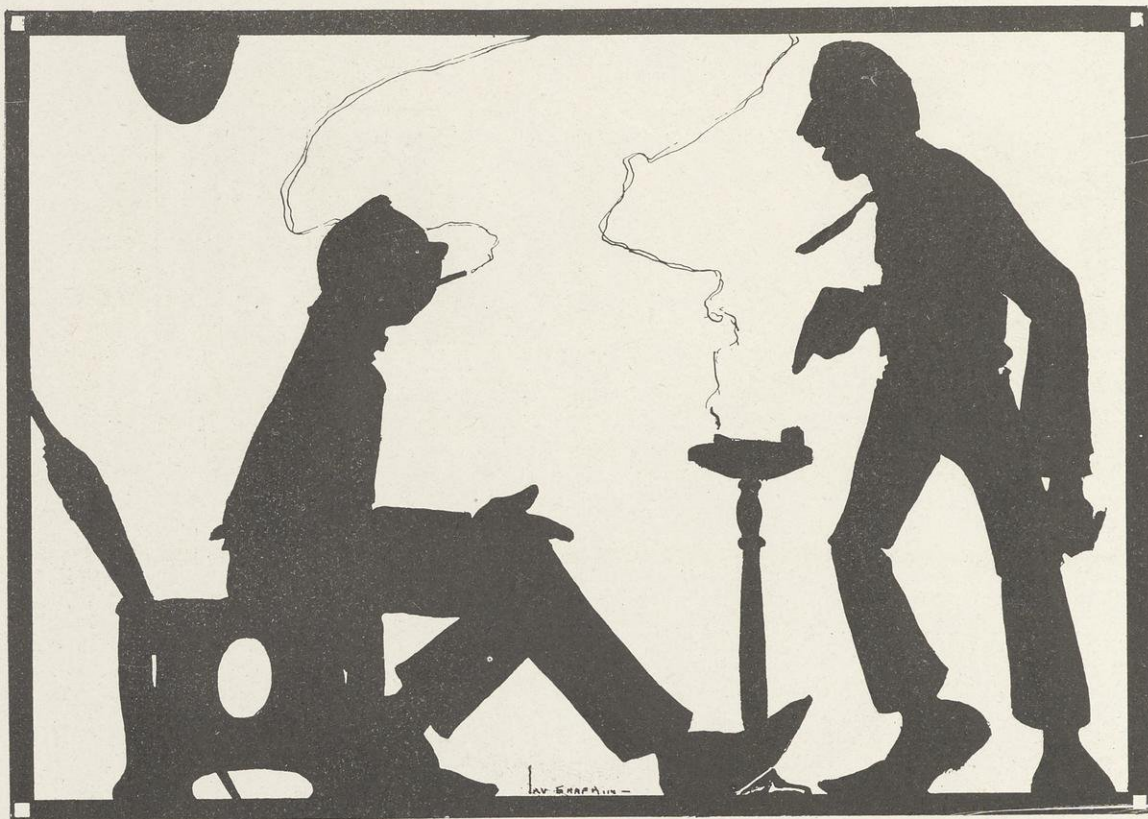
I never felt like this before.

You are so different.

Of course, you are the first one I have asked.

Mrs. De Spoof: Our gardner is very disrepu-  
table, he flirts with all the maids.

Mrs. De Goof: Sort of a garden rake is he?



"My lawyer is on the job yet."  
"I thought he was dead!"  
"Yes but he's lying still."





Roommate: I used your black tooth brush.

Friend R. That isn't a toothbrush, that's a typewriter brush.





"I s-s-say, M-Marion, c-c-can you g-g-give m-me h-h-half an hour for f-f-five m-minutes c-c-c-c-c-conversation?"

### He Majors In English or Why the Girl Jumped Overboard

#### A One Act Play

Scene: *Small canoe on a tossing, foam-flecked, greasy sea.*

Characters: *Cuthbert and Cubeb.*

Cubeb (fearfully): Cuthbert, oh Cuthbert, do you think we shall founder?

Cuthbert (calmly): My dear, my dear, do not let your agitation allow you to perform grammatical errors. What you mean is, Do you think we shall find her.

(*There is a dull splash, and Cuthbert is left alone on the tossing, foam-flecked, greasy sea.*)

"This is all over my head," said the frosh as he looked at the panelled ceiling in the lecture room.

Retiring Mehitable Grub,  
Didn't care to be known as a dub.  
She attended a hop,  
Drank two bottle of pop,  
And they sobered her off in the tub.

### Heard in Accounting Lab

Instructor: Now, people, don't look at your neighbor's paper. What is on his paper will never help you in an exam.

Voice from rear: Not unless he writes legibly.

Ham: I hear your boss gave you a whole suit.  
Ban: No, it was a full house.

Jane: Is Sue married?  
John: No, is oo?

Clarissa Vaan Jenkinson-Rate,  
Spent a cent to determine her weight,  
The hand went on a lark,  
And completed the arc.  
You'll find her in ward thirty-eight.

Student: Why did the artist call his picture "Farewell"?

'Nother Stew: Because he painted it so long.

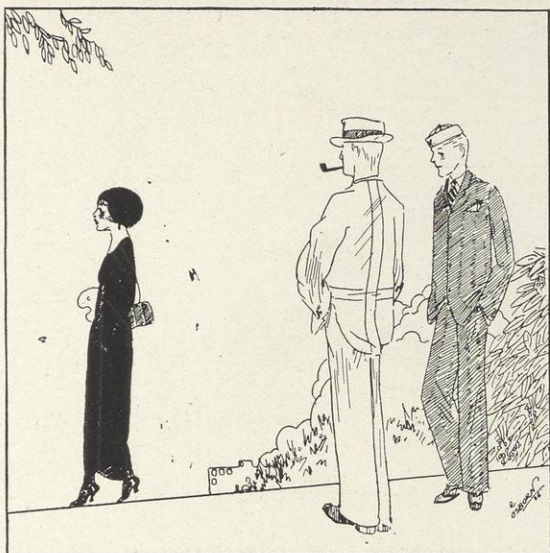
He met her at the mixer,  
They fussed most every night,  
The sore eye special snorted,  
They both sped out of sight.



Curl: So Freddie proposed to you on a post card,—did you accept?

Curls: No, do you think I'd marry a man who didn't care two cents for me.





"That girl's an artist."  
"Yes, I see she paints."

### How They Were Pledged

No bob-cat on the Rio Grande  
Was half as wild as Mary Anne.  
No eagle soaring o'er the bluff  
Could fly as high, or act as rough,  
They pledged her 'cause she knew her stuff.

Mehitebelle Ophelia Jones,  
Was fresh from off the acres,  
Her only stock in trade was bones,  
But still she found some takers.  
They bid her 'cause she 'lowed as how  
She'd never had to milk a cow.

As plain as oats was Tillie Brown,  
And hardly more refreshing,  
She thought they'd surely turn her down,  
But then they found she was the Brown,  
Who's father lived in Jiggertown,  
And did the county threshing.  
So Tillie's pledged to Gamma Goats  
Because they're sure she knows her oats.

Doorina didn't have a chance,  
She couldn't fuss, or swim, or dance.  
She couldn't drink and didn't smoke,  
In fact Doorina was a joke,  
Until they found (oh joyful news)  
Her father owns a keg of booze.

Petrucia didn't know a thing,  
She'd never had a diamond ring.  
She didn't chase or anything.  
The sisters were about to cry,  
And pass Petrucia sadly by,  
Until she said, "In '93  
"My maw she held a sewing bee,"  
They took her for society.

### The First Week On the Campus

"Thanks! Stop and see me some time. 248 West ---".

"My name's Smith. I met you in summer-school."

"And I found the darlinest man there who fixed up my program in just a minute. What do you think of my dress; it came from---"

"I've got a new joint, Tom, strictly confidential and the stuff is all eight to ten years old. Sure, come on---"

"Congratulations. By the way, which one is it?"



Sheza: I've got to cram for my history quiz to-night.

Heza: Better get a copy of H. G. Wells "Outline of History" and get the whole thing in a nutshell.



### Not Guilty

"Did you kill your wife?" the prisoner was asked.

"I should say not," he replied emphatically. "I just gave her carbolic acid and let her think that it was white pop."



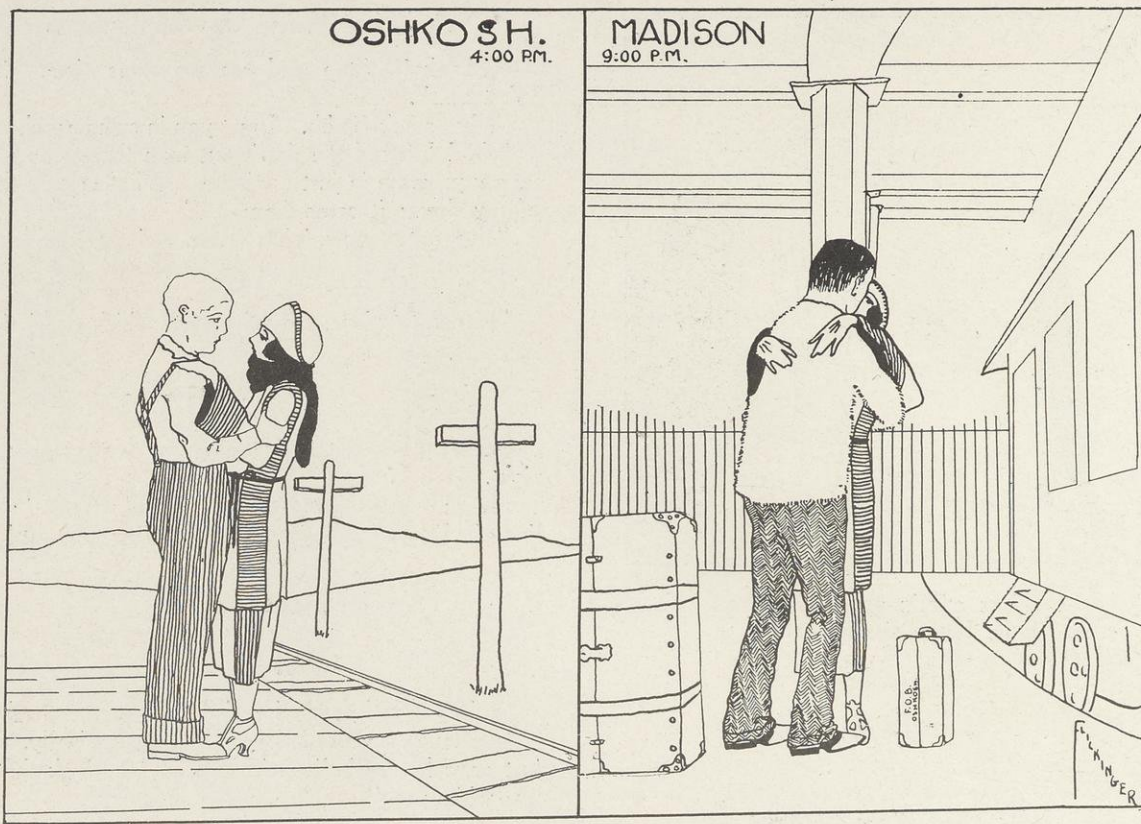
"Are you marrying me for money alone?" she asked him.

"No," he answered, "I think quite a little of the old man's cellar."



She (thoughtlessly): I do think you're tired of me. You've been sighing all evening.





WOMAN

### Picture House Pests

Scene: Any motion picture house in town.

Characters: Seats 2, 3, and 4 in row F.

Mamma: Can you see all right, dear? Here give momsie your little hat and coat; that's it, now sit back. Can you see all right, Alfred? Change seats with mamma? No? Then change with Rosie. Now, Alfred, see all the little black lambkins, dearie? Yes, they are going to the field with the little girlie. No, I don't know who the man is—see the little girl doesn't like him. Rosie, sit down so the lady can see. (Dirty looks from the A-G inclusive; "mamma" repeats subtitle) "And Kent, realizing that higher claim that conscience made upon him, staggered slowly back to the North Star Inn, alone, sick at heart, but withal determined"—Did you hear me, Alfred? No, he's a bad man—see, he's getting a drink—sit down, Rosie!—there, now watch the little girl tell her father—see, she doesn't want him to take the drink. No, not the father, the bad man! She's telling him that the bad man, etc., etc.

(Moans and mutterings as A-G evacuate as one row.)



His skin was battered black and blue  
His eyes were clothed in black  
He might have been another Shiek  
If he hadn't been halfback.

### The Fuzzy Monkey

A Play on Words

#### CAST

Harry Ape.....	<i>Inventor of the Shovel</i>
Iona Boat.....	<i>The Capt.'s Daughter</i>
Meta Fraternity .....	<i>Mate</i>
Old King Cole.....	<i>Symbolical Figure</i>
Act of Kindness (Whatever that Means)	

The Curtain rises half way and sticks. It then catches fire. Several Pyrenees are passed forward and the fire is put out as disorderly. Yank Mytonsils, or Harry Ape, struts on to the stage. He is catching coal.

Yank: Pardon me, Gentlemen, has anybody seen my copy of Babbit around the hole.

Iona: Aw, shut up! ya scub.

Yank: How frightful, pity to pity what are we mortals coming to? Is this the end?

Meta: you said a shovelful.

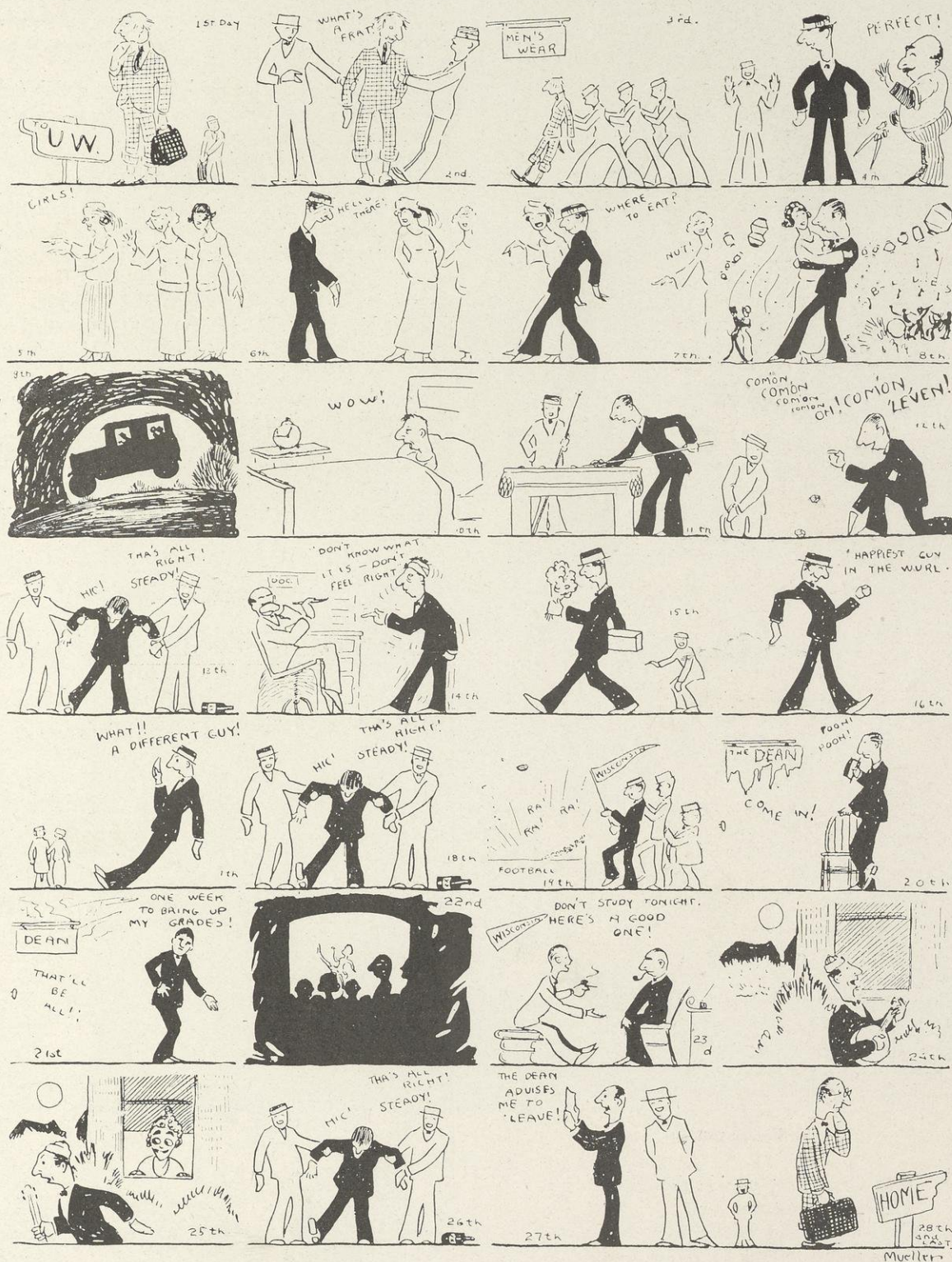
Yank: (*Continuing in monotone*) Meta is right, Iona is a nut (at this Iona bolts), she is like a snake in the grass.

Meta: Rightto, she isn't much of a multiplier, but she's some adder.

Old K. C.: Up and adder.

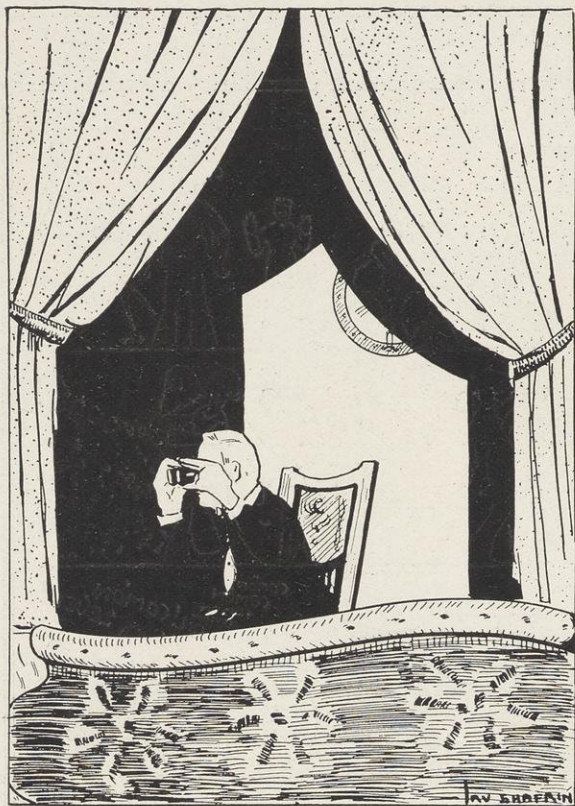
(*There is general confusion as the crew throw Iona into the belching furnaces. They all melt into the dirty trees in the background, which are doing nothing. Yank, or Harry Ape stands motionless, a toad crosses the stage, the drip, drip of the rain is still audible.*)





## THE SHORT COURSE





## COMPOUND INTEREST

## In South Seas

All ye beys  
Sit at ease  
When ye sees  
Those bare knees  
For Adam-hes  
Did not sneeze  
At green leaves  
And bare knees.

They stood in the Fur department at Fields. "Let's go on," said the lady shoplifter to her friend. "No, this is fur enough," he replied. The jury acquitted her.

Old Casper sat outside the door,  
His daily work was done,  
And all he had left to do  
Was watch the silk socks run.

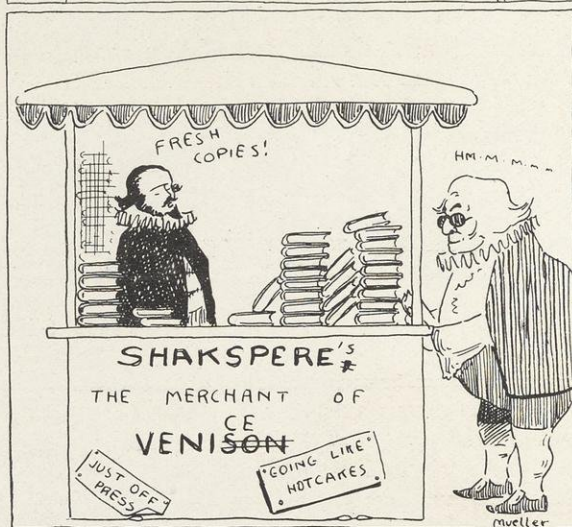
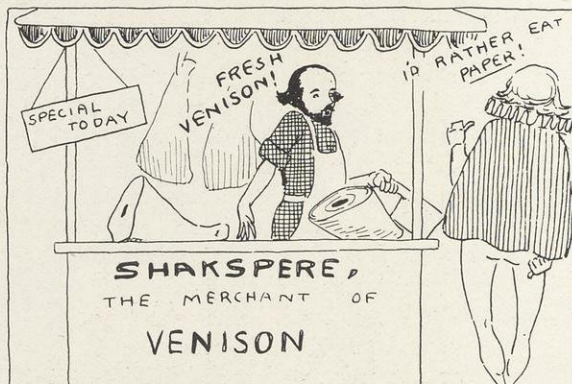
That guy is an egg.  
Is he hard boiled?  
Yes.  
Then I'll crack him.

## I Married a Co-Ed

The wife has the old home so fixed up that I have to get down in the cellar before I know if it is my house or not. Of course the still atmosphere of my cellar could not be duplicated anywhere. Everything in the house from the furnace to the Radio set is fixed up in a cabinet that looks like a Victrola.

A few nights ago I came home from a club meeting (they call them beer parties in many places) and I had more trouble in my own parlor than the average mouse would have in a cat factory. I poured the coal in the Victrola instead of the Heatrola. Put three of the best records in the Heatrola and swore because they didn't play. Then I tried to shovel the ashes out of the radio cabinet and broke enough equipment to put a new wrinkles on John D. The phone rang I broke three statues before I found the one the wife hides the talk-tube in; and to top it all, I see a squat little Budda or something smoking incense where the wife forbids me to burn up good Camels. I threw the thing up in the air and it hit my wife on the head but unfortunately it did not hurt her because she was in a Seance, which, contrary to popular conception is not a thing like an omnibus but more like a dream. I went off to bed cursing the dream I must have been in to marry a woman like this.

## HOW FAMOUS LITERATURE CAME TO BE WRITTEN







## Guests in "Quality Street"

Guests in "Quality Street" greet Whitman's quality group of distinguished candy packages as welcome friends. In any social gathering they give an added sense of sociability. There's magic in

eating together. There's conversation stimulated whenever the hostess produces the Sampler, Salmagundi, Pleasure Island, or any others of the favorites in "The Quality Group."

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The Chocolate Shop	- -	528 State St.
A. W. Krehl	- -	408 E. Wilson St.
University Pharmacy	-	Cor. State & Lake Sts.
Tiedemann's Pharmacy	-	702 University Ave.
Walter M. Atwood	- - -	1054 Williamson



**Special  
Wisconsin  
Package**



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*big roomy warm  
stylish lasting*

Hart Schaffner & Marx  
overcoats of finest  
domestic and  
foreign weaves very  
low priced

**Olson & Veerhusen Co.**  
*Hart, Schaffner & Marx Clothes*



## This Month's Horoscope

The horoscope for the month of October appears to be quite favorable. Scorpius and Sagittarius are crossed by Libra, while Aries and Capricornus are double crossed by Taurus. The equinox is ushered in by Virgo and the fall season by Hart, Schaffner and Marx.

People contemplating big things this month are sure of success, so sure in fact that they are liable to become quite cocky and take an awful beating. Business will afford endless opportunities to bootleggers as Aquarius (the water bearer) is out of bounds during October. Taxi owners and ticket speculators will reap immense profits, and should go abroad for the winter. Graduates of the universities about to seek positions in the business world will be rewarded, and after becoming bond salesmen, should guard against abuse or serious injury.

Domestic difficulties will not be so prominent as in the past except in the newspapers. Only eight well-known persons belonging to the "400" will be dodging reporters, and the total number of divorces will still fall below the number of marriages.

The month will be characterized by an excessive amount of travel. Students in ill health will begin to flock home after the first examinations, but the position of Scorpius indicates the railroads will be able to take care of them despite the strike. Carloads of coal and shipments of Sears, Roebuck catalogues will have the right of way.

Persons born in this month should be particularly talented. They should know the words to "The Star Spangled Banner" and should be able to sing, "Ain't We Got Fun" backwards. They should know how to keep an incorrect score both in bridge and golf, thus getting by "grande dans la societe." They should be glowing lovers of the drama and should be well acquainted with such artists as Harold Lloyd, Will Rogers, and Ed. Wynne. Those with October birthdays will be very daring; they will marry several times and shall be short lived as a result.

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PLEASE



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WHEN a pipe starts to leak it should be attended to at once with expert skill. By that we mean that you should get next to a telephone and communicate with us. We'll fix that pipe so it will stay fixed and we'll charge you properly.

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if it's a Vega banjo = a King saxophone =  
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The Store With a Personality

Get Your Orders In At Once

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## INDIANA GAME

Indiana is playing a style of football, entirely new in Conference circles. Coached during the illness of Jumbo Stiehms of Wisconsin fame by Pat Herron, assistant to Glen Werner of the University of Pittsburgh, Indiana is bound to give a good game.

SATURDAY

OCTOBER 21

ALL SEATS SOLD BY MAIL ORDER



## A Place to Talk it Over

A place to make your rendezvous—a cozy nook where you can have your confidential chats,—that is The Chocolate Shop.

And you will want to make it so, after tasting our most delicious home-made ice creams and dainty luncheons.

## THE CHOCOLATE SHOP

*"The Home of the Hot Fudge"*

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## STRATFORD

### *Style Clothes for Young Men*

Hand tailored--domestic and imported woolens -- designed and made by master craftsmen--sold at *reasonable* prices.

## The Co-Op.

E. J. GRADY, Manager

## If Rip Had Taken Commerce

When Rip awoke he found vines and underbrush grown over and around him. He struggled up and threw the few remaining strands in a pile on his earthy couch to mark the place of his slumbers for he wanted to return with a five gallon keg.

"Holy George! that was potent stuff these Dutch moonshiners turn out. It knocked me flat, and then they stole my clothes. Either I get the home town bootlegging agency, or I will fill this mountain with revenue officers."

After sticking his head in the waterfall that fell close by, he hobbled down the mountain side speculating on the percentage of wood alcohol with each creak of his joints.

Rip suddenly whirled around. He had forgotten his dog, and working his fingers through his matted beard he gave a shrill whistle. Not a movement on the mountain slope.

"Drat it, they took my dog and with him a new two shilling collar."

Rip made his way to town, and the inquiring faces that were turned his way were strange to him.

"Ah, strangers, thought Rip, I knew people were moving westward, but I hardly expected such an arrival over night. Real estate values are bound to increase. I am glad that I closed the mortgage on the Widow Simpson and took that west forty."

When Rip reached his former home, he found it much enlarged with iron dogs on the front porch. He walked in and a shrill scream brought him to a halt. A door opened and a large man ran out and put his arms around a strange young woman. After many questions the large young man identified Rip as his father by a Christmas neck tie that now hung in shreds around his scrawny neck.

Rip lived many years after, and made enough out of letting himself be photographed for the New York papers, to keep him in chewing tobacco for years.



### Acquainted

Sambo: You know, Rastus, dat every time Ah kiss mah wife she closes her eyes an' hollers?

Rastus: Ah say she do!

Sambo: What's dat, Nigger?

Rastus: Ah say, do she.

—Orange Peel.



## The Mode Shop

Exclusive Blouses Sweaters & Lingerie

## Frocks for the College Girl

Smart Tailored Blouses to Wear With Slip-on Sweaters

Second Floor Savings Loan & Trust Co.  
Capitol Square—next to Menges Pharmacy



### Rushing the Bags

According to Dan Webster, a Phi Bete at Harvard back in the days when the pyramids were nearing completion, and Lake Mendota was a mud-puddle, the word 'rush' means "to push forward with violence." Of course, Dan never saw one of the panics that the Frosh and the Sophs throw every year or he could have written a few volumes on the subject and still treated it lightly.

They get a bunch of circus tents, fill them with straw, and put them in the center of a field so long it would make Man-O-War tired to look across it. Then the Freshmen and Sophomores charge from opposite ends of the field to grab the bags. The big idea, it seems, is to avoid the bags and see how fast you can denude the enemy and by the time the smoke clears off most of the battlers look like modern flappers.

I was up in the front line and me and the starters gun went off together. I tore across that field faster than a cake-eater heads for an open-house and about the time I hit the bag, four million huskies hit me, then the stars came out. Talk about War! Right here in peaceful America two thousand knowledge-seeking youths were doing more to each other by way of punishment than we did to the Germans for the sake of the Democrats. There were more arms waving in the air than you see at a Jewish mass-meeting and the casualties read like the day after the Argonne. All around on the side-lines enjoying the murder was everyone in town that could walk, ride or be carried. Even as the Romans enjoyed the Gladiatorial combats; the Mexicans their Bull Fights, and as the Co-ed enjoys a Gab-Fest, these Dums stood around begged for more blood. Well, after the battle is over and they all climbed off my back, there was another battle for pieces of the bag for souvenirs. Then someone yelled "parade." I didn't have much on but a smile and I was afraid that if I had to parade around in that outfit the smile would come off and then I would be arrested, so I signed an armistice with myself and limped home.

MORAL: Confine your rushing to Fraternity and Sorority houses.



He: Kisses are foolish.

She: I like to be foolish some times.

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Fountain Service

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NEW FASHIONED  
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A real pen!

77 Holds over 200 drops  
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Where do you buy films for your camera?  
We develop free of charge all roll films bought  
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**SUMNER & CRAMTON**

Pure Drugs---Stationery

*It's Time to Buy*  
**YOUR OVERCOAT**

When you miss the first act at the theater you  
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**Speth's**

Such a variety of wonder-  
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**The Unique Shop**

130 State St.

*Come in and look them over*  
*You are welcome*

**Open House**

D'ye remember when the new shoe store had the grand opening back home and they were all dressed up and very polite, and they gave away flowers and solicited your patronage and everything? Down at the University the Sororities call these Open Houses. They got the houses renovated, chase the cellar gang to the movies, get their few good-looking girls ready for display, and wait with ready tongue and open date book for the influx of gregarious Greeks.

The minute you fight your way through the door some girl, apparently the business manager, creeps up behind a face-ful of smiles, introduces herself, and starts you down the line making sure that every one of the girls mispronounce your name when you are introduced. After the ice is broken, you are free to criticize the house and wonder where the good-looking girls are. Within ten minutes ten girls will want to feed you refreshments and introduce you some more. If you do happen to see a girl you like, you will find her surrounded by enough Cooky-pushers to fill a tea-room. These Tea-Toppers will be filling her up on flattery and sparring for a date any time before 1925. You will find a few persons there that act as though they owned the place. they are the steady fussers at the Sorority house. When you first see them you will wonder why they don't live there instead of just fuss there. They strut about calling all the girls by their first names and help do the entertaining. They are as entertaining as a Plague and they spend most of their time trying to keep their own girl in seclusion.

After looking at so many strange faces—I might even say odd faces—you are thoroughly bored, and if you don't weaken you will follow the crowd to the next Grand opening, in deep hopes that the girls and refreshments will be better; Especially the refreshments.



Familiar one: Which way are you going?  
Fastidious one: The other way.

PARSONS--Where You See the Styles of You

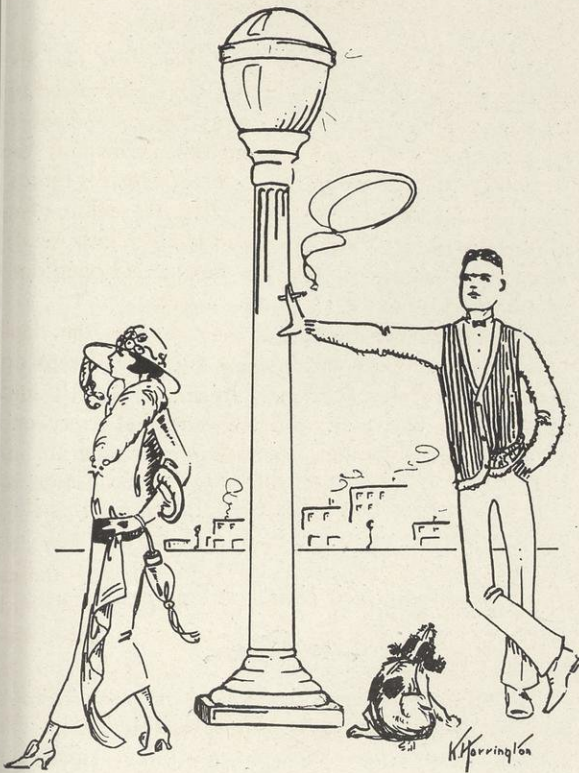
**Parsons Cloak & Suit Company**

V. V. Parsons, Pres. &amp; Treas.

121 State Street

Madison, Wisconsin





"I'm writing for the magazines now."

"Which ones?"

"All of 'em. I'm the local subscription agent."



Fusser: Isn't my devotion pathetic?

Fussee: Rather touching, I'd say.



Iva Wart: What is the difference between Jack and a lemon?

Plaiza Piane: I didn't know there was any.

## STABER SHOP

The Shop of Novelties

Canton Crepes--Velvets--Poiret

Twille--Slip-Over Sweaters

Silks

Underwear

Hosiery



Enjoy the thrill of a long  
jaunt in the country on a  
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## Blackhawk Riding Academy

Pleasing--Invigorating--Healthful

## Fall Clothes Now!

We are proud to announce our fall showing of customized clothes. We will be proud to show them to you, and they are garments you can be proud to wear.

We have a wide range of fabrics in the newest and most exclusive patterns both in suits and overcoats.

Our customized clothes are as correct in fit as they are in fashion.

We also have new shipments in Hats, Caps and Shirts.

John Grinde



### ---Convenient For All

No matter what part of the student district you live, whether near the "Ag" campus or in the "Latin Quarter," there is one of our handy stores ready to serve you.

### School Supplies

are quickly furnished though it be Sunday afternoon or late some week-night, for our stores handle a most complete stock,—anything from pen stubs to engineer's outfits.

**Badger Pharmacy**

Cor. University Ave.  
and Monroe Street

**Central Store**

208 State Street

**Oscar Rennebohm Drug Co.**

## Greater Varieties

It has been the earnest and successful endeavor to make each separate department of Karstens as complete as possible.

As a result we have an institution seldom found outside of a few of the larger cities. And because of this wide choice afforded, Karstens though only six months old, is now Madison's most popular clothing establishment.

**KARSTENS**

"The Store of Friendly Service"

22-24 No. Carroll

(Continued from page 13)

a thing up right," one wag was heard to observe. Jack's victory was more impressive due to the fact that he had just entered the school from doing extension work at Waupun. Jack wears a Arrowline collar. (adv. t. )

Adam Hearse, '27, occupies the center position. He bears his title of "The Most Popular Man" with a modesty that is expected by all those who know Adam. Mr. Hearse explains that his success is due wholly to the fact that he has never asked anyone, "Is it hot enough for you?"

The young man on the extreme right is Reggie Gladan, '41,\* the champion Joiner. His collection of badges is unrivaled with the exception of Charlie Paddock's. Note the strong, muscular hands that know every secret grip on the campus, and the extension watch chain that holds twice the number of keys an ordinary log chain has room for. When there are no more clubs to join, start some Reggie.

\* This denotes their class, not their age.



"I don't care to keep that school girl complexion," said the young man, as he dusted off his lapel.

—Siren.



Jones committed suicide this morning.  
What in Hell?  
Very probably.

—Tiger

## Tiedeman's Malted

We use a special made ice cream in our Malted, that is why they are so good.

## Tiedeman's Pharmacy

Distinctive Styles  
in

**FALL FOOTWEAR**  
of Quality at  
**BLIND & SANDER**

217 State Street





Junior: Are you going home for Christmas?  
Freshman: No, for good.



Though we have laid aside our summer furs, our ear muffs have not yet been consigned to the moth balls.



"This prohibition makes me sick",  
Said little Johnny Hanks,  
"The only four per cent we see  
Is Painted on the banks."



"I see you had eggs for breakfast."  
"No, that was last week."

## To Look Your Very Best----

This is the aim of every girl. In our modern and up to the last minute beauty parlors, we can assure you that we can make you look your very best. Telephone for appointment.

Rosemary Beauty Shop  
523 State



## Frocks for Fall Parties

THE important favorable first impression will be a certainty if one of these Party Frocks is worn. Exquisite Frocks revealing every latest style trend, every latest fabric and color. Draped Frocks, Frocks with wide circular flounces, straight line Frocks with higher waistlines in radiant velvets, natelasse and crinkly crepes, whatever your choice it will be a happy one.

*Andelson Bros*

The Store Of Friendly Service

17-19 West Main Street



## Do You Want A Shirt Like This

This or its mates in grays  
or tans may be had for  
\$1.85 and up.

Our old reputation and modern new store  
have made us campus favorites.

### OUR TAILORING DEPARTMENT

in its new quarters is in a position to give the  
quickest and best service.

Cleaning, Pressing and Altering.

**MINTZ BROS.**

1353 University Ave.

Tailors



# Nuttie Milk Bar

Absolutely delicious!

A rich creamy center, a thick rich chocolate covering, made still more delicious by a generous addition of roasted almonds.

10c

At All  
Stores

*Teckemeyer's*

## DIAMONDS THAT TALK

If you take a matrimonial course this year, get an Ex at

BUCKMASTERS' 

*Upstairs Jewelry Shop*

Optometrist

26 W. Mifflin St.

# The Campus

Student's  
Restaurant

716 State

## In the Fraternity Bathroom

Bim (spitting): This ain't my toothbrush!

Bow: How duyuh know?

Bim: I don't chew tobacco!

—Pitt Panther.



I kissed her in the vestibule

I yearned for more and more;

I went to kiss her once again—

But kissed the closing door.

—Notre Dame Juggler.

I kissed her while I dreamt in class—

That kiss was wondrous sweet,

When I came to, enraptured,

I found I'd kissed the seat.



## At the Soda Fount

Customer: Gimme a soda without any flavoring.

Soda Slinger: Yes sir. Without what flavor?

"What flavors have you?"

"Chocolate and pineapple."

"Without pineapple, then."

"Sorry, we're out of pineapple."

"All right, without chocolate."

—Georgia Cracker.



"I have a fine job now. I'm working in a shirt factory."

"Then how does it happen that you're not working today?"

"Oh, we're making night shirts now."

—Tiger.

# New York Floral Co.

*"Say it With Flowers"*

*Quality Flowers for every  
occasion--especially Prom.*

CORNER MIFFLIN AND CARROLL

BADGER 476





THE GIRL OF YESTERDAY



Pat (going to battle): Why are you carrying that comb?

Mike: Sur'in fate, 'tis the easiest one to part with.



She has a dark past.  
Was there a nigger in the fence?



What about the modern industrial system resembles  
the household system of yesterday?  
Manufacture is in the house still.

Oetkings

**Garden  
Grill::**

“on the square”

# *PIPER'S*

## *Wholesale Candy Department*

We carry the most complete line of candy  
bars in the city

Ask our salesman to call with samples

*B. 1237*

Ask Your Grocer

for

# Heilmann's Homaid Bread

2 for 15c

Guaranteed to be as pure as  
your home made



You will  
**LIVE TO EAT**

Not  
**EAT TO LIVE**

If you eat at  
***Frank's Restaurant***

We deliver  
from 9-12 P. M.

Badger 887

Miss Mary H. Luttrell

Gowns and Wraps

26 Karsten-Dean Bldg.

Madison, Wis.

Telephone Badger 3029

226 State Street

Hemstitching Embroidering  
Gowns  
Pleatings Buttons

**MISS HETTY MINCH**

*Prompt Attention to Mail Orders*

Madison, Wisconsin

"You pulled a good one that time," said the patient as the dentist yanked out the wrong tooth.

—*Lemon Punch.*



"Darling he cried in tender tones  
I ne'er have loved but thee."

"Then we must part," the maiden said,  
"No amateurs for me."



Betty: Won't you call me dearie?

Billy: I'd rather call you algebra.

Betty: Why?

Billy: I'll forget you just as easily.



Feller: You say that your late husband carried \$10,000 life insurance?

Widow: Not Life, John was very foresighted, he carried fire insurance.



Dearie: Oh! I'd hate to be coming down in that parachute.

Hon: I'd hate to be coming down without it.

*For Good Meals Go to the*

**DO-NUT SHOP**

FOR WAFFLES, WHEAT CAKES AND  
LIGHT LUNCHES

Served at any time from 7:00 A. M. to 8:00 P. M.

422 State Street—Phone B. 5150

**Dr. J. A. Bancroft**

**Dr. V. G. Bancroft**

Dentists

Corner Park and University Avenue

Above Menges Pharmacy

901 University Ave.

Badger 3682



**She Do**

She: I feel too warm.  
 He: Take off your sweater.  
 She (minus sweater): My I feel thin.  
 He: Yes, you do.  
 She: What?  
 He: I mean, do you?  
 —*Oklahoma Whirlwind.*



Vassar: Oh, dear, I just can't adjust my curriculum!

Yale: That's all right. It don't show any.  
 —*Yale Record.*

**Rubbing It In**

Citizen: Judge, I'm too sick to do jury duty; I've got a bad case of the itch.

Judge: Excuse accepted; clerk, just scratch that man out.

—*Widow.*



Her: Herbert, I can't find my bathing suit anywhere.

Him: See if you've got it on.

—*Flamingo.*



Eve (after taking that historic bite): Well, I suppose you think I'm awfully simple, eh Addie?

Adam: Naw, Eve.

—*Pitt Panther.*



"She asked me to kiss her on either cheek.

"Which one did you kiss her on?"

"I hesitated a long time between them."

—*Burr.*



*Time*

Most Anytime

*Place*

Wherever You See Girls

*Girl*

Any Girl Who Cares

Glance One: Well filled!

Glance Two: Van Raalte (or are they Luxite?)

Glance Three: Proves they are the Walk-Over kind, for at no other place but at this popular boot shop are they so sheer, so beautifully trim, nor are they being shown in such a wide variety of patterns.



News Item: Walk-Over's new home is at 611 State Street.

**BE PARTICULAR****PLAY BILLIARDS**

at

**MAUTZ'**

We have added more tables for you

**The Perfect Gift  
A PICTURE**

By Photography

08 State  
3. 6813

HONE & McKILLOP  
(The Portrait Shop)

**MEAT**

If it is to be kept clean and appetizing, must be handled under the most sanitary conditions. The wise house steward will patronize a market that has the interests of its customers at heart in regard to their health as well as their palates.

Our customers receive only the best quality of meat in the best of condition—and they receive it promptly.

THE MADISON PACKING CO.  
Badger 4920



Never was there a more pleasing  
display of jewelry

Our store is just filled with suggestions for any sort of gift you may want to give. It will really pay you to give us a visit.

**Gamm Jewelry Co.**

9 West Main

THE RENDEZVOUS

of the

Snappy Dressed Collegian

**CAMPUS CLOTHES SHOP**

827 University Avenue

A new stock in a new establishment

**Irving Cafeteria**

419 Sterling Court

A desirable place to eat, where only  
the best is served

**F. R. and W. L. FULLER**

**Frautschi's Gift Shop**

HAND Made Pottery from the Cumberland Mountains of Kentucky. Made in an adaptable blue, practically a delft.

Vase, height 12¾ in.	\$1.50
Pitcher, height 10 in.	1.30
Bulb Bowl, opening 7 in.	1.00
Jardiniere, height 8½ in.	1.25

**FRAUTSCHI - FURNITURE**

219 King Street

**Give Your Clothes a Fair Chance**

A cleaning means rejuvenation of texture as well as appearance. Give us a ring--it is our duty and your privilege.

**PANTORIUM COMPANY**

538 State

B. 1180 B. 1598

**You Said It**

"Why don't you like Elizabeth? She seems to be a very nice girl."

"She is."

—Oklahoma Whirlwind.



Here's some real food for thought  
I heard it at a recent ball—  
'Tis better to be kissed and caught  
Than never to be kissed at all.

—Oklahoma Whirlwind.



She: "So you've been deceiving me?"

He: "Why what do you mean?"

She: "Now, don't attempt to deny it; I saw a memorandum on your desk to buy new ribbons for the typewriter.

—Purple Cow.

**YOU CAN TELL A LOT**

From the clothes he wears. Careful laundering is a valuable determining factor in making that favorable impression. It is sure to be a help when "done up" at the

**Madison Steam Laundry**

429 State Street.

Fairchild 530



## Palace of Sweets

20 N. Carroll St.

Everybody likes candy

If it is ours

*Candy W. D. Tenney Ice Cream*

She: Do you see that man over there?

He: Nope. I can't see him.

She: I don't see why not. He's in perfectly full view.

He: I know it. But I'm not looking at him.  
—Gargoyle.



Whatever else may happen now  
The country has gone dry.  
The sailor still will have his port,  
The farmer have his rye.  
The cotton still will have its gin,  
The seacoast have its bar.  
And each of us will have a bier,  
No matter who we are.

—Punch Bowl.



### Louder

Bloke: Who was that fellow  
you talked to so long on the corner?  
Soak: He was my old bar-  
keeper.

Bloke: What did he say?

Soak: He said, 'No.'

—Puppet

## The Shop of Helen Kayser

Orpheum Annex

Lamp Shades and Hangings  
are made in the shop of

Helen Kayser

Decorative Objects

Utility Gifts

Personal Greeting Cards

## Join The Crowd

—AT—

## Pete's Lunch Room

Where Quality and Quantity  
Prevail

730 UNIVERSITY AVENUE

## W. C. Malone

Dealer in

Groceries, Fruits and Vegetables

Wholesale and Retail

434 State Street

B. 1163-1164

## Christmas Engraving

It is not too early to order your Holiday Greeting cards and engraving. You will then be assured of early delivery. Our large sample books will aid selection.

**NETHERWOOD'S**

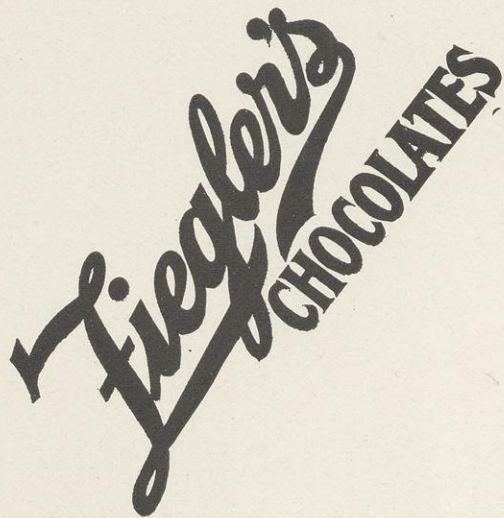
519 State

## Class Pipes

Any Year

**Morgan's**





## Drink More Milk

Order milk with your meals. You will find your health improving and at the same time, find that you can eat at less cost.

**Kennedy Dairy Company**

618 University Ave.

B 7100

USE

## Devoe Art Materials

For Best Results

L. KLEIN & SONS

Wall Paper and Paints

724 University Ave.

Phone B. 7900

**PROGRAM**  
FOR EVERY  
SOCIAL FUNCTION



*The* **PRINT SHOP**  
DESIGNERS ENGRAVERS  
MADISON, WISCONSIN

# The WISCONSIN OCTOPUS

MADISON

Published by Students of the  
University of Wisconsin

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Incorporated 1920

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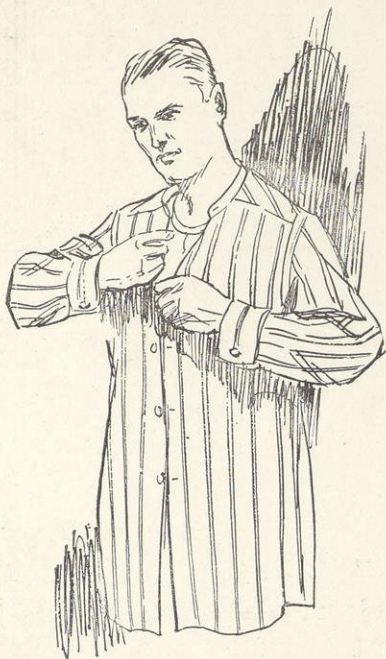
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Oct. 1922

No. 1





## Wear a Shirt That's Professionally Laundered

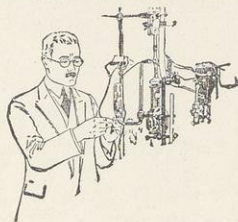
There's something different, finer, about the smooth, firm feel of a professionally laundered shirt—it sets more snugly about neck and shoulders, and you know it will remain clean longer.

That's the advantage of professional laundering. Our modern presses and improved methods of washing give your shirts a lasting body which resists soil and insures better wear. You'll feel ever so much better dressed in shirts washed and ironed our way

Let us call for your bundle this week.

# Alford Bros.

113-115 N. Carroll



## Which Type of Research is of Greatest Value?

A stove burns too much coal. A man familiar with the principles of combustion and heat radiation makes experiments which indicate desirable changes in design. That is research.

You want to make a ruby in a factory, a real ruby, indistinguishable by any test from the natural stone. You begin by analyzing rubies chemically and physically. Then you make rubies just as nature did. Your rubies are the result of research—another type of research.

While melting up your chemicals and experimenting with high temperatures, you begin to wonder how hot the earth must have been millions of years ago, and what were the forces at play that made this planet what it is. Your investigation leads you far from rubies and causes you to formulate theories to explain how the earth, how the whole solar system was created. That would be research of a still different type.

Research of all three types is conducted in the laboratories of the General Electric Company. But it is the third type—pioneering into the unknown—that means most in the long run, even though undertaken with no practical benefit in view.

For example, the Research Laboratories of the General Electric Company are exploring matter with X-rays in order to discover not only how the atoms in different substances are arranged but how the atoms themselves are built up. The more you know about a substance, the more you can do with it. This work may enable scientists to answer more definitely the question: Why is iron magnetic? Then the electrical industry will take a greater step forward than can be made in a century of experimenting with existing electrical apparatus.

You can add wings and stories to an old house. But to build a new house, you must begin with the foundation.

**General Electric**  
General Office Company Schenectady,  
N. Y.



# Autumn is Calling

Nature is at her best. When the leaves are in all their wonderful colors---when the corn is stacked, with big yellow pumpkins at the base---when there is a little "zip" in the air, that is the time to get out in the open. And there is only one logical way to enjoy autumn---that is by auto.

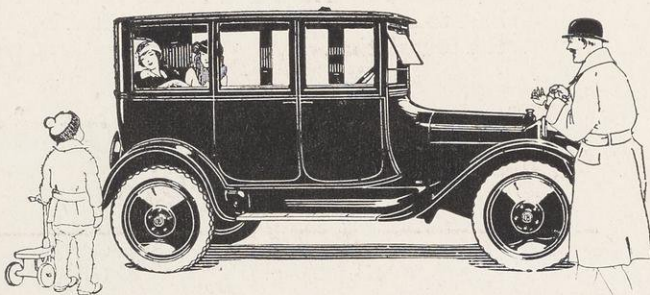
STOP  
LOOK  
LISTEN



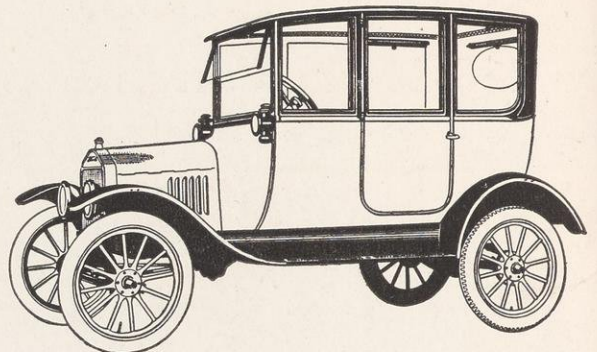
## Flaherty's Rent-A-Car Drive it Yourself

Flaherty's scheme makes it most economical in traveling through the country or in the city. You drive the Ford or Dodge yourself and only pay for the use of the car, which you will agree is most reasonable. Our insurance covers all liability which may be incurred, so you run no risk.

Fairchild 334



Dodges



Fords