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## **Octopus: Christmas. Vol. 8, No. 3 December, 1926**

Madison, Wisconsin: University of Wisconsin, December, 1926

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CHRISTMAS 1926

# Octopus





A Princely Gift  
Base of Pearl Permanite  
on Black, or of  
Tortoise Shell, Edged with  
Gold Design, Complete  
with Parker Duofold  
Pen, \$16.50  
Gift Box Included



The Ink is in the Pen—  
No inkwells needed on modern desks now

# Here IS Something New to Give!

*And Because the Pens Lie Level Without Drying  
Geo. S. Parker's Desk Sets Are Far Ahead of Others*

All With Non-Breakable Permanite Barrels—And  
25-Year Point in the Parker Duofold

OF all the Christmas Gifts that have appeared this season, **not one** has caused such tremors of delight as these tapered Parker Duofold Fountain Pens in rich Glass and Permanite Desk Bases.

Here IS something new to give!

But all the more reason **to give** the one that permits the pens to lie level on the base **without drying**—always ready to write.

Parker's Ball-and-Socket Action does not hold the pens rigidly upright, as some. Nor merely let them tilt, as others. Parker's action permits the pens to move gently in *all directions* from horizontal to vertical.

Thus these Desk Pens do not remain sticking up in the way. No accidental blow can tip the set over or spoil the pen. And at night one can slip the Parker Set in a drawer and lock it up. Moreover, all Parker Duofold points are guaranteed 25 years not only for mechanical perfection but for wear!

If that's the kind of set you want to give Christmas, insist on the original Geo. S. Parker and accept no other. Write us for illustrated circular if no Parker dealer is near.

THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN • OFFICES AND SUBSIDIARIES:  
NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO • TORONTO, CANADA • LONDON, ENGLAND

If anyone to whom you give the Parker Set wants to exchange the point he can pick out any Parker Fountain Pen in the dealer's stock, and have it converted into a tapered Desk Pen in a twinkling. Only the Parker Pens and Sets have this interchangeable feature!



Black Glass Base, with Parker Duofold Jr. Pen, \$10.

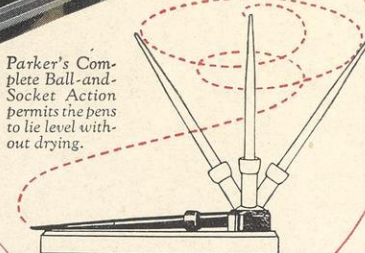
## Parker Duofold Desk Sets

Black Glass Base, with Parker Duofold Jr. Pen, \$13.75; with any Parker Pastel Pen, \$12.25. "Azure Mist," "Apple Green" or Crystal Base, with same pens, \$16.50 and \$15.

Black Glass Base, with 1 Parker Duofold Pen, \$17.50 or \$19.50; with 2 Parker Duofold Pens, \$27.50 or \$31.50.



Parker's Complete Ball-and-Socket Action permits the pens to lie level without drying.



Double Oval Base, Black Glass with 2 Parker Duofold Jr. Pens, \$31; with 2 Over-size Duofolds, \$35





Everything For The Formal  
A T  
GELVINS



GELVIN'S formal apparel is not only "correct," but every accessory, from shirt studs to Tuxedos, has that quality of distinction which gives its wearer assurance of good taste and style in his appearance. In short, they make you appear at your best!

---

*Gelvins of Madison*

---

644 State St.

Apparel for Wisconsin Men



Marjorie: "Oh, dear, I suppose the first few days of vacation will be utterly ruined by Christmas shopping."

Ann: "Not mine—I should say not! I'm going to luncheons and parties without a Christmas care in the world. My gifts are all bought and most of them wrapped! I've found that you can find the same things at Manchester's that you find in the large cities—and usually at a much lower price!"



*Fair Prices and Friendly Service*

## THIS CHRISTMAS

Solve your gift problems by giving books. You will find an excellently selected stock of just the right books for delightful Christmas gifts.

Anyway — it's lots of fun to "come in and browse" at BROWN'S, and you're always welcome, purchase or no purchase.

**BROWN BOOK SHOP**

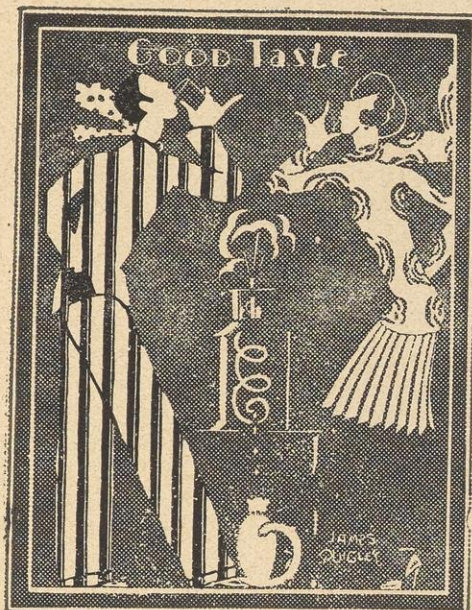
621-623 State Street



*Study in Expression: Only 17 Fishing Days Before Christmas!*



# GOOD TASTE



on the part of Wisconsin men—and women—has resulted in campus supremacy for

*Braeburn*

Smart Styled Clothes For College Men  
Tailored At Rochester

Procured from

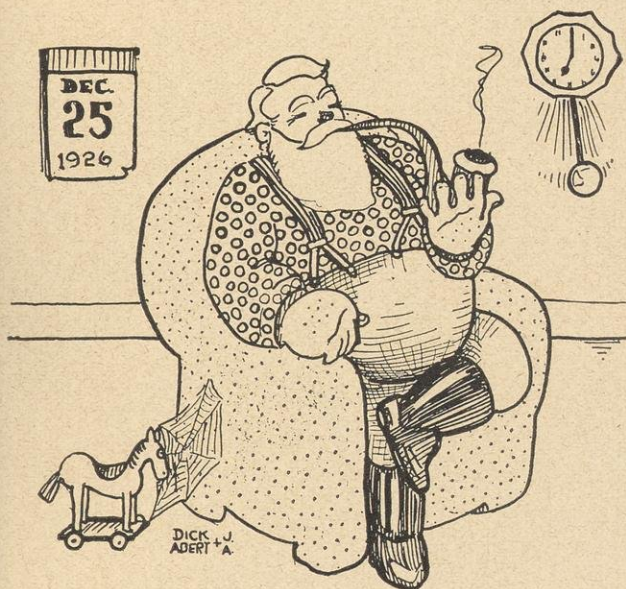
**SPETH'S**  
222 STATE ST.

# WAITING

Doesn't it get your goat. Especially when it's 9:10 and you were due at HER house at 9:00 and still no cab in sight. Eradicate this difficulty by calling Fairchild 2099—and we'll deliver the car to your door.

**Badger-Rent-A-Car**

250 State Street - - Fairchild 2099



*Santa decides to be modern and not give presents this year*



BUY EVERYTHING POSSIBLE ON YOUR CO-OP NUMBER

## Do Christmas Shopping Now

The Co-Op, with its many departments offers thousands of suggestions for family and friends at home as well as university people.

To Christmas shoppers the Co-Op offers a solution to every gift problem. The gift shop, with its hundreds of novel gifts, the men's department, the sporting goods section all feature splendid gifts.

For gifts for women the Co-ed Corner supplies the answer. If the gift is for one who loves to read, the fiction and non-fiction lists include the newest of publications.

**For everyone on your list, there is a Co-Op gift—the purchase of which will fatten your Co-Op rebate in the spring.**

# The UNIVERSITY CO-OP

E. J. GRADY, Manager

STATE at LAKE



## This Doesn't Happen Orphan

Little Ethelbert was only an adopted child, but his step-parents loved him dearly, and Ethelbert was always a happy and satisfied little boy. Each Christmas Santa Claus would fill his stocking with all manner of good things, so Ethelbert thought that his lot was a fortunate one.

One day he was drawn into verbal warfare with one of the neighborhood lads concerning various family affairs. Finally, the other lad becoming vexed by Ethelbert's clever remarks, gave vent to his feelings.

"Aw, g'wan home, you're just a blamed orphan anyway!"

"Maybe I'm an orphan," Ethelbert retorted, "But my mother picked what she wanted, and yours had to take what she got."

The lad was greatly chagrined.

You're as pretty as a puncture, said the tire repair-man to his honey.



CHRISTMAS IN LAPLAND

# She's 19 now



SHE'S nineteen today . . . she'll never be again. She'll never know again the glamour of star-powdered nights . . . the drifting laughter of young crowds . . . the fragile, fleeting hours of youth when life's a wonderful time -- a coin in the air.

This magazine understands her, and we think you should. We offer Youth -- straight from the campus, warm from the pens of men who know it best. These college people are producing wonderful things in word and picture these chromatic days.

And there are the writers who ride with youth . . . Cyril Hume, Scott Fitzgerald, O. O. McIntyre, George Jean Nathan, Katharine Brush, Royal Brown, Lucian Cary, Donald Ogden Stewart, Percy Marks, Thyra Samter Winslow, Lynn and Lois Montross, Hoyt, Holworthy Hall, Nancy Arnold goes on. Bennett -- the list



# CollegeHumor

At All Newsstands, the First of Every Month



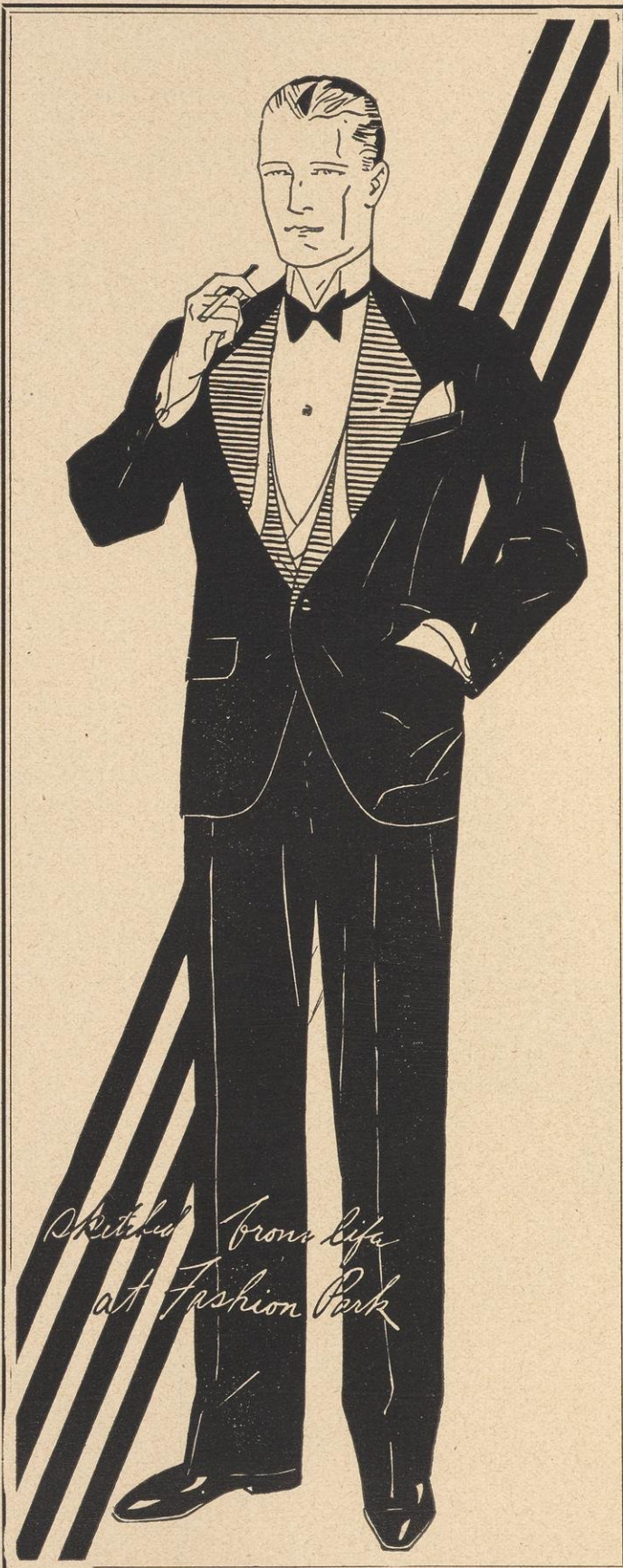


## Charter House

A Tuxedo that in-  
sures correct styles  
Tailored from fine  
fabrics that lend  
themselves to the  
needlework re-  
quired by gentle-  
men.

45.00 and 65.00

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



*Sketched from life  
at Fashion Park*



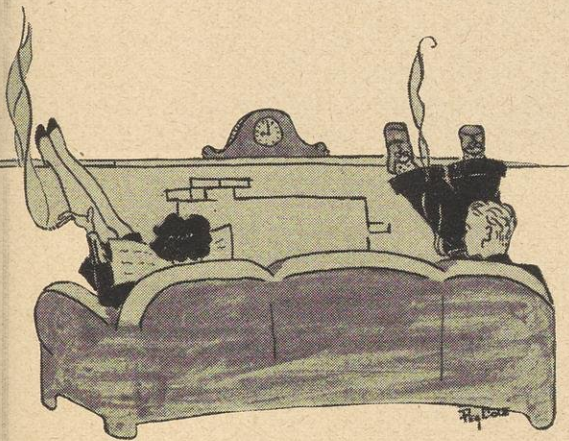
# IF WINTER COMES

And winter is here. But don't let old King Winter bambozzle you. Knock him for a goal. Just call Fairchild 334 for a closed car, take the ONE and ONLY, and go—then let the Old Frost King roar and snort. You can laugh because it's warm and cozy in a Capital City car.

## Capital City Rent-A-Car

434 West Gilman

Fairchild 334



A. Do you think Jim will be a bachelor all his life?

A. Yes, he considers a question very carefully before acting.



"If a man was so crazy about you that he was going to kill himself if you didn't marry him, what would you do?"

"Have him make his will in my favor, then tell him to hop to it."

## CLOTHES

Ready-made  
And Cut to Order

ESTABLISHED ENGLISH UNIVERSITY  
STYLES, TAILORED OVER YOUTHFUL  
CHARTS SOLELY FOR DISTINGUISHED  
SERVICE IN THE UNITED STATES.



## Charter House

Suits and Overcoats

\$40, \$45, \$50





## Noel

## Noel

**P**ACKAGES, red-ribbon and tinsel tied, holding hidden surprises! Charming they must be, for a gift should be just a wee bit frivolous. . . . oh so very individual!

**F**ROM one girl to another, or from a man to a girl. . . . you'll please with a gift from Simpson's!



**F**RILLY, feminine are Simpson's gifts! Froths of silk, lace trimmed, known as lingerie. . . . hose, gossamer fine. . . . .dainty, sweet-smelling sachets!

**N**OT to mention stunning bags, scarfs, Spanish shawls of vivid beauty, and hosts of other things! Reasonably priced, too!

# Simpson's

23-25 North Pinckney Street







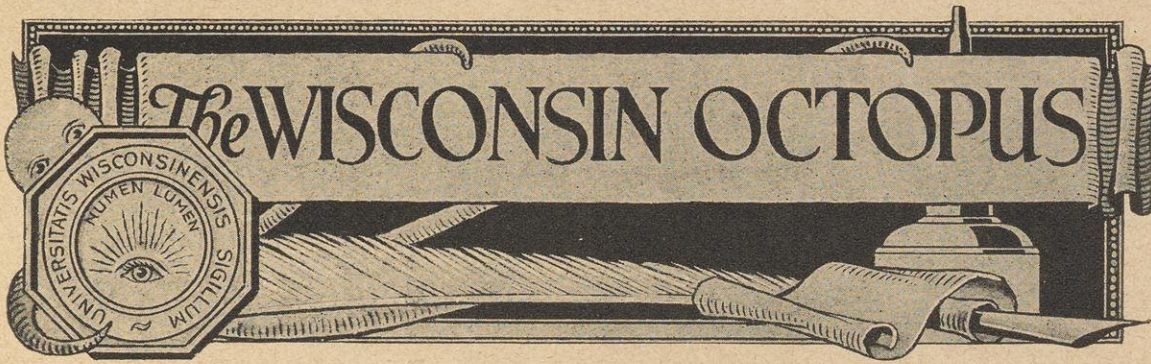
Love Flu Away

You lost a lover at mid-  
night there,  
As the last of my kisses  
caught in your hair,  
You lost a lover, your  
eyes are sad  
Remembering days and  
dreams we had.

We stood by the lake in  
the evening gray,  
Watching love fade, and  
pass away,  
You smiled a smile that  
was strangely old,  
You lost a lover—but I  
caught cold.







## So Passeth the Bootlegger's Daughter

Annie's teeth are nearly gone,  
Annie's feet are flat,  
Annie leaves depressions  
Wherever she has sat.  
Annie doesn't dance so well,  
Y'see, she had the rickets,  
I love her though, because her pa  
Sells athletic tickets.

She said "goodnight" twice, once  
when I came and once when I left.

'29: Professor, what is this light  
brown rock?

'99: Well—it isn't gneiss.

"Say, poppa."

"What is it, sonny?"

"Is hell the original fire place?"

"I kept my girl out till eleven last  
night."

"Is that right?"

"No, that's just my way."

We wonder if the Purity league  
will want it amended to Sanity Claus.



*The Prom Date says that in her  
opinion a night club should be called  
an unrestaurant.*

## Hats Off

According to the newspapers, the  
greatest persons in the world are a  
prize fighter, the queen of a second  
rate country, a sheik, a football play-  
er, three murderers, and a female  
evangelist.

ONLY the young die good.

If loving is a lottery,  
As many poets say,  
The lucky gambler is, of course  
The one who doesn't play.

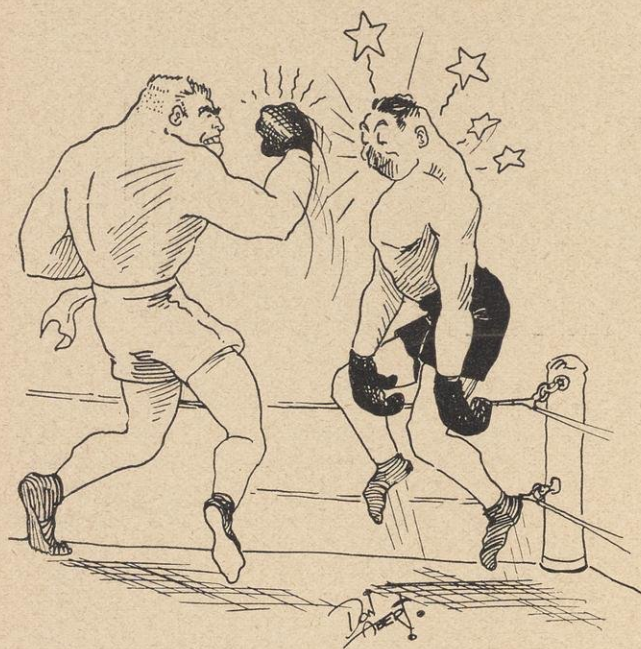
"What year are you?"

"Freshman."

"Goodness but you seem old.  
About forty."

"I'm forty-three. But you see, it  
has been this way: My first year  
my French instructor took a dislike  
to me; I cut a no cut class one semes-  
ter; was in the infirmary for a couple  
of months and lost half a year; fell  
in love and went to work so we could  
marry. She changed her mind so I  
came back; ran afoul of the disciplin-  
ary committee and lost thirty credits;  
flunked one course because I forgot  
to hand in reading notes; lost \$100 in  
a poker game and had to work a  
semester to pay it back; but I'm in  
school again now and getting along  
fine this semester.





"Pardon the Glove!"

### Winter

The cry of winter's in the air, it's getting cold and chilly. The snowflakes trickle from the sky. (My gosh but this stuff's silly). Some don their heavy underwear, and twist and scratch and wiggle—the guys in B. V. D.s just stare and smile and smirk and giggle. The damp snow running down our necks is one of winter's bores: we sit and wish and pray and hope for summertime once more. You wear a three ton overcoat, canal boats on your feet; you have to get up early and help to clean the street. You reach the hill at one of eight, you're in an awful rush, and miss connections on the steps and land down in the slush. O let your poets rave and rant about your downy snows; they write when they are safe inside with steampipes on their toes. They are the ones who bundle up and on their bobsleds slide—you bet I know when I'm well off—I always stay inside.

Honest, Judge, I didn't mean to go wrong, but my feller kept bringing me old copies of the college magazines—

They drove languidly along the smooth, country roads, with a soft, full moon to light the way. It was a night for romance. After miles of silence he suddenly stopped the car and, leaning over, spoke something into her ear.

"Oh! No...please... not that...not that!" she gasped.

"Well, after I'm good enough to take you home you might at least help me change this tire."

### Statistics on College Football Movies

Total number of pictures.....	98
Number of white sweaters worn.....	1,867
Number of bonfires built.....	98
Number of heroes accused of vile crimes.....	98
Number of heroes actually guilty.....	0
Number of aged deans shown.....	98
Number of No Parking signs stolen.....	98
Number of times the sub-title "Two Minutes to Go!" was used.....	98
Number of times hero fumbled.....	0
Number of times hero won the game with a 100 yard run .....	98

"Is an editor a man who puts things in the magazine?"  
 "No, you ass, an editor is a man who keeps things out of the magazine."



He: Would you take me seriously if I told you that I loved you?

She: Yes, dear.

He: Then I won't tell you.





## Brief Characterization of Santa Claus

He wears red plus fours.  
 He has no opinions on the Hall-Mills case.  
 Somehow, he manages to cover the territory between Nome and Key West in an hour.  
 He never brought us a roadster.  
 It is said that his red nose comes from the severe cold.  
 He is the model for butter-and-egg men.  
 He is like the Easter Rabbit, it's only your mother and father.



The first kiss is wonderful, but you know you can have the second one.



"How cum you carved up Sambo last night, Rastus?"  
 "Well, suh, 'twas this way. We was playin' poker and I bets fo' bits. He sneaked an extra card outen his pocket and came back with 'raise'er.' 'Razor, again,' I comes back, and cut him up. No man can make a fool of me, nohow."



A gambler is a Christian chap,  
 Or so appears to me;  
 Buy chips on Faith and plays on Hope,  
 —And lives on Charity!



Rollo and his little sister had been romping and playing in the garden. Finally the two children became fatigued, and retired to the house to rest. Sometime later, their mamma heard the little ones giving vent to great and uproarious shouts of laughter in an upstairs room. She hastened to learn what all the commotion was about, as she was a lady with a keen sense of humor.

"Children, children," she asked, "Whatever in the world can be the matter?"

Little Rollo was nearly out of breath from laughing so hard, but between convulsions he managed to answer his mamma.

"We've got the best joke on Dod, mamma!"

"Joke on God," exclaimed his mother who was a very religious lady, "What sort of a joke can that be?"

"Well, we've been prayin' to Dod for an hour to bring our tricycle up out of the front yard, and you know, (sustained laughter) he just can't do it?"

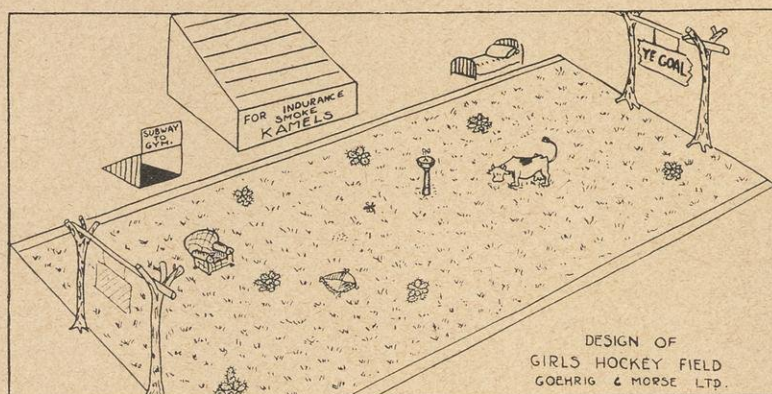
Mamma was very mortified.



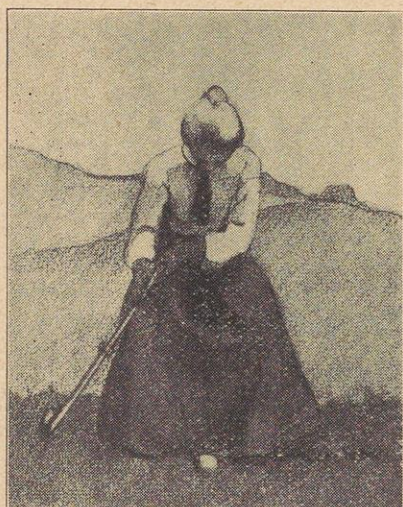
"Why do all the nice fellers wear tan shoes, Gracie?"  
 "Why, ain't you heard that gentlemen prefer blondes?"



An enjoyable and not too ladylike romp may be had with the game known as hockey or field hockey. This splendid sport is performed on lawn or field as the name indicates. The diagram for a simple hockey field is given herewith. Note that field may also be used for a cow-pasture with but few alterations.



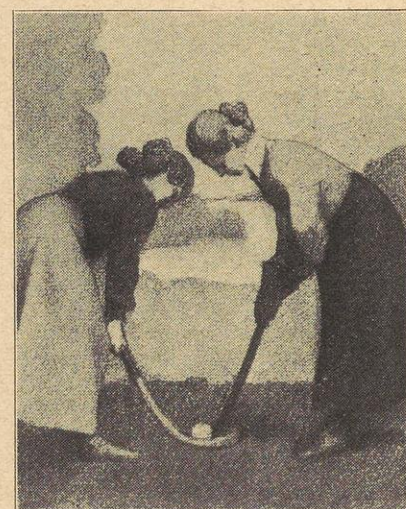
## Athletic Sports For Women



The equipment for hockey is rather simple, in fact, almost ridiculous. A stick, or club may be purchased, if one wants to put that much money into it; but Grandpapa's walking stick will do. The puck is rather a simple affair, too and will last almost indefinitely if occasionally given a coat of Feep's Sunshine paint. (ADV.) The weight of the club is a very important matter, which we almost neglected. If over ten pounds averted, it will be quite troublesome to handle in actual combat, although it can be done; if under, it is very hard to disable opponents.



The umpire may or may not be used in the game. She is really of no importance, except in case anyone faints from the excitement of the sport. However she may act as whistle-blower at the beginning and end of the game. Need I say in closing that women never play the game on ice. It isn't done.



The costume for hockey is not quite so simple. We quote Constance M. K. Applebee. "The hockey skirt should be plainly made, and as rule VII reads, 'six inches from the ground all the way round'. The shirt-waist, made of flannel, to prevent risk of chills, should be loose fitting. This does not necessitate an ill-fitting garment, as it can be made to look very tricky if the average girl's natural knowledge of dressmaking is applied. Petticoats should not be worn, but knickerbockers of the same material as the skirt, fastened at the knee, be substituted." . . . This is no boloney.





## Uncle Jasper Scores Some Hot Ones or You Don't Have to be a Scotchman to be Tight

Uncle Jasper was the town wit. Once a prohibition lecture was given at the Methodist church. Abbie Comstock, president of the Daughters of Hepzibiah, led a big torchlight parade down Center street followed by half the dogs and kids in town. Ez Potter, who had to attend because the lecturer was his wife's sister-in-law's step-child, said he'd never seen such a cackling bunch of hens before in his life. About twenty of the boys met over at Spiegel's Saloon and cussed and discussed the prohibition movement. Suddenly Uncle Jasper, who had been listening quietly and absorbing much, cried, "Here's a corking idea, boys," and pulled the stopper out of a bottle of Three Star Hennessey. Someone called, "Speech!" Uncle Jasper rose slowly and with a twinkle in his eye said, "Gentlemen, a toast. Here's to the consumptive prohibitionist, hi-coughs his sorrow." It took everyone about a minute to get it but you ought to have heard the

guffaws and leg-slapping when they did. Moses Applebee laughed so he swallowed his tobacco and choked till he was helpless. Uncle Jasper, noticing his plight, shouted, "What's the matter, Mose, why aren't you whooping it up?" This set the boys off again. As the evening wore on the drinking grew heavier. By eleven o'clock Ed Derfer was trying to stand on his head and mumbling something about wanting to see what the ceiling looked like. Old man Spiegel asked Uncle Jasper whether he was enjoying himself. Uncle Jasper replied that he was enjoying it all immensely and drinking it all in with relish. At midnight Uncle Jasper climbed up on the bar and stool there swaying slightly. "Boysh," he said, "Whiskey ish like a feather bed. Ya know when it's down!" Mose and Art Tiedke helped him home and put him to bed.

## I'll Say She Do

Movie advertisement: Gilda Grey now showing.

An optimist is a man, who, after having lost his false teeth, goes to the doctor in the hopes that there is something wrong with his stomach so he will be forced to go on a liquid diet.

Baby: Oblop glxch blooeY slthp onk!

Fond Mamma: No, dear, you're too young.



BROWN OF HARVARD

Glenn: The coeds don't seem to be up to their usual standard this year.

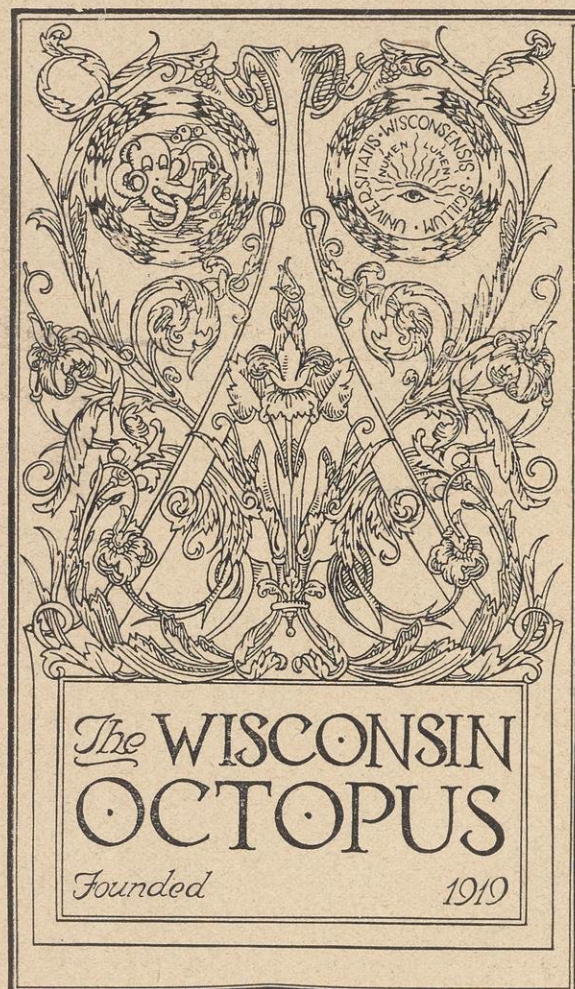
Alexander: S'matter? Don't they know their oil?

The best thing to do is to swear off making resolutions. That's one that there is some possibility of keeping.

The Rev. J. Clyde Smith preached upon the fact that life has its chief inspiration in immorality.

—Iowa Paper.





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No. 3

## On TRUTH, Which Is But a Minor Detail After All

*Behaviorism*

The Problem of Behavior has long been seen to rest on Problems two: one, "What is True?" the other, "What is Best?" The Poet frames his answer in his own Psychology, which Science fears, and loudly jeers, "Pathetic Fallacy!"<sup>1</sup> The Naughty Bad Behaviorist<sup>2</sup> is anything but gentle, his only God a Measuring-Rod, his Creed experimental. A vivid Vivisectionist, he amputates the Mind, and says that Pure Behavior's sure the only Thing we find. In Muscles plain and Muscles striped, and some of Shepherd's Plaid, he soon divides your Whole Insides, and calls you good or bad; takes seven Glands and seven Nerves, divides them into Stacks, then multiplies by Hair and Eyes, and gets your Income Tax.<sup>3</sup> But Human Engineering is his sober, splendid Goal; to make a New Man, hasten Human Progress by Control.

*Heredittery*

I had an old Philosopher explain It All to me; he blamed It All, from Adam's Fall, on "Heredittery." But Hereditery is gone, the Scientists declare; a Teamster might a Hamlet write, with just a little care. But if you spare the Measuring Rod, you'll surely spoil the Child; the Ruler's Reign has made it plain, the TRUTH is What is Filed.

<sup>1</sup> See English Dept.

<sup>2</sup> We quote Father Hengel.

<sup>3</sup> Not really, of course; the Collector does.

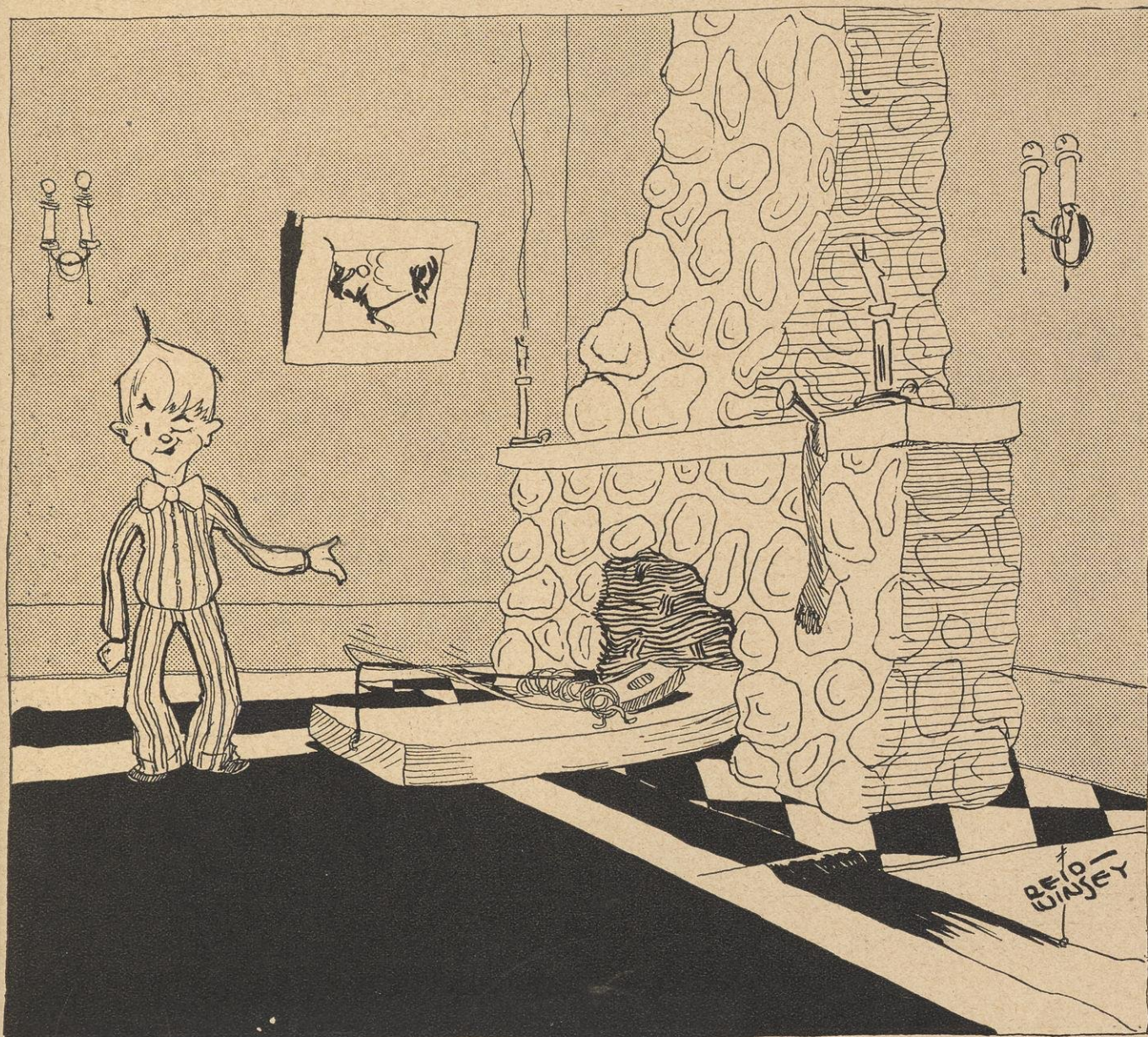


## *The Poet*

The Poet, on the Other Hand, says POETRY is real: the Atmosphere, the Sounds we hear, the Feelings that we feel. His Truth is one of Sentiment, of Music and of Color; the Naked Chassis Science has he finds a Damsite duller. That Love's a Visceral Response he finds a Hectic Notion; his Love's a Thing of Flowers, Spring, and Symbols, and Emotion.

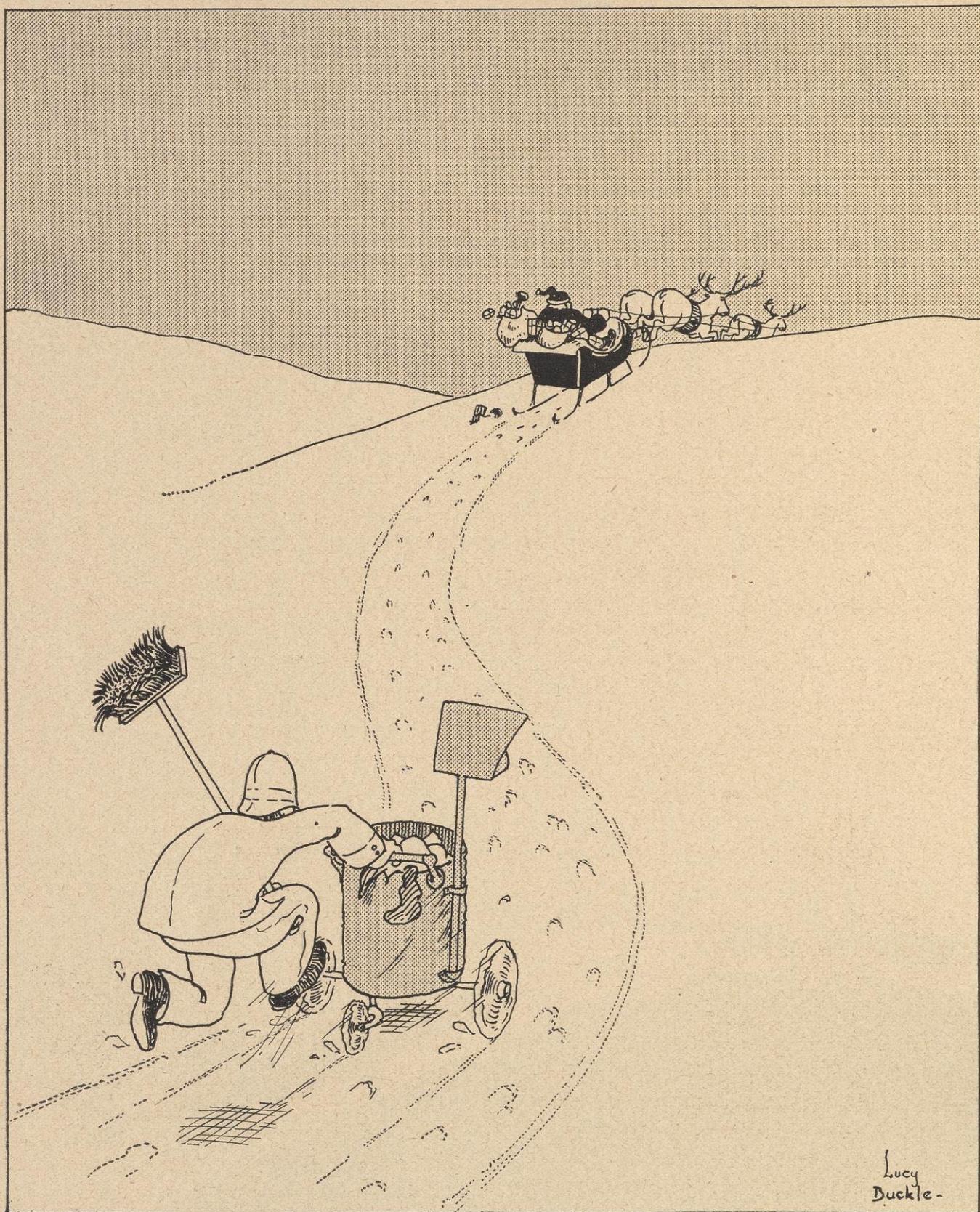
## *Moral:*

I heave no sighs for Compromise, for Grounds of Deeper Fusion; with Aching Head I reach my Ed-itorial Conclusion: The Poet in his Poetry must sing the Truth he senses; while Science's Tooth must tear its Truth from Past and Future Tenses. Each must to his own Art be true, and not condemn unduly; each only feels his own Ideals, and each must serve them truly.



*"I'll get him this time."*





Lucy  
Duckle-

THE CONSCIENTIOUS WHITEWING



## Christmas, 1956, Program

Jesse Crowbar, at the Gigantic Golden-Voiced Barrel organ (or Cally-oap) plays "Hark! The Herald-Ex-aminer Extra!" and "I'm Going to Charleston Back to Bethlehem (Hay, hay!)"

The Anti-Saloon League spent at least thirty million last year in making the world "dry." Lord only knows how much it would cost without the quotation marks.

Kindly Old Gentleman (to small child): "And whose little girl are you?"

Small Child: "Huh! And whose old man are you?"

"You're the only girl I have ever loved."

"Then who is this thesis you're always writing?"



## HALF A CAMEL!

Half the world doesn't know how the other half lives; and half the students don't know how the other students get away with it.

New Year's Eve is the occasion upon which one breaks all the left over resolutions from the previous New Years.

## To A?

The present is enough for me—  
The future is but vague.  
Speak to me now—  
Say that you love me true, and that  
will do—  
Until tomorrow---

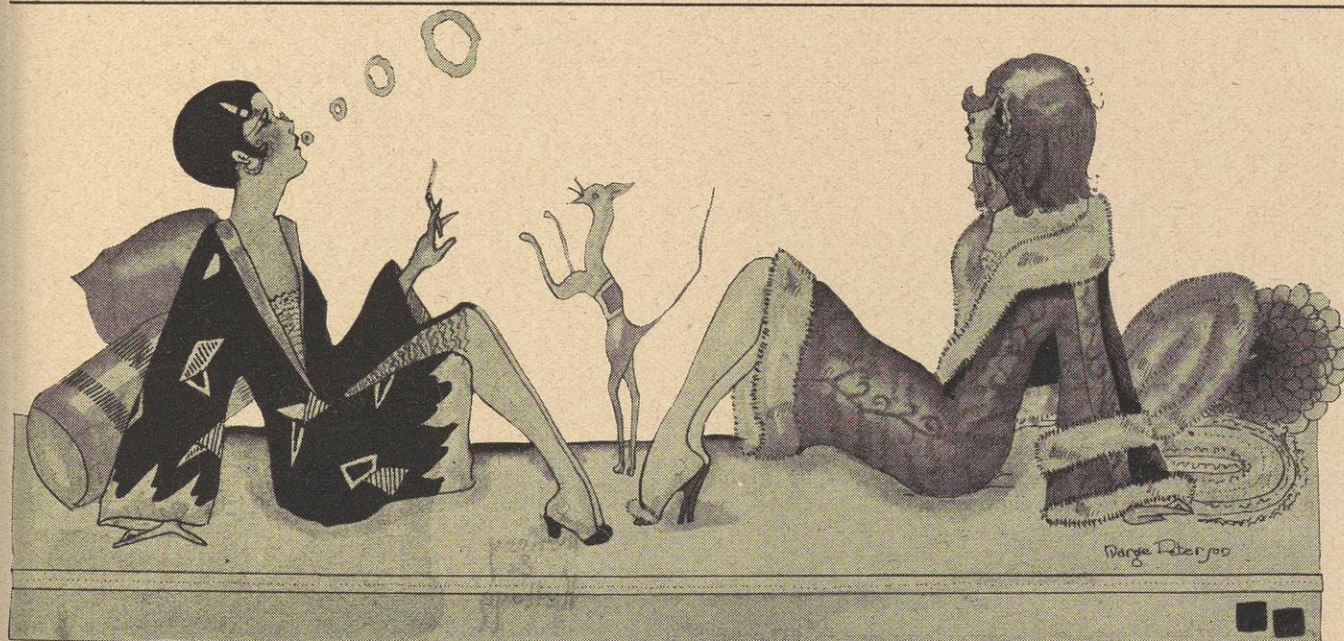
The present is enough for me—  
Hold me but now—  
A single sweet caress, and that will  
do—  
Until tomorrow---

The present is enough for me—  
All that I want is you, just you---  
And that will do  
Until tomorrow.

Rushee: Running water in the house?

President: Sure thing—if you tilt the pitcher.

"Say, is there any difference between addition and subtraction?"  
"Sum."



Antoinette: Why do you smoke?  
Florry: So I'll have something to blow about.





*Girl-in-the-office:* Did you have a date last night, Maybelle?

*'Nother one:* Naw, that dumb egg never even kissed me.

#### To a Dean

*Oh, laugh at us, or sneer, or merely yawn—*

*We shall be laughing here when you are gone,  
We shall be singing when your songs are sung,  
For we are young.*

*The Football Hero:* No mother—I didn't loose my front teeth—I have them here in this handkerchief.

The father of 1926 may get back at daughter for her Christmas present of two-for-a-nickel cigars by giving her a carton of Home Run cigarettes.

Gammer Gurton says the companion-piece to "Horses" came out in 1890, and was entitled, "White Wings, They Never Grow Weary."

#### Yule Agree!

*The mistletoe! The mark, I know,  
Of customs needless long ago;  
Still Cupid draws a Yuletide bow—  
The mistletoe the mark, I know.*

*The mistletoe! The mark, I know,  
A miss'll go and stand below.  
A missile throw (a kiss or so)—  
The miss'll toe the mark, I know!*

There lived a sweet co-ed named Vaughn,  
Who slept from ten-forty till daughn,  
She was one of those maids  
Who sleep with their shades—  
To the neighbor's delight—not quite draughn.



ALL DOLLED UP



# Jungle Jingles

Jon Allcott and Jon Powell

*Zoo-logically Speaking:*

*Fur and feathers, fins and feet—  
A cagey crowd, both right and meat.  
Fearsome, fursome, funny, finny,  
This one scaly, that one skinny;  
A tandem bike they stole (outrag-  
eous!)*

*And quadrupedaled to our pages;  
'Twas quite a feat to make them stay,  
But this is the fourfoot they must  
pay.*



*Hyena's very sensitive;  
Don't take her smiling wrong.  
She felt so hurt when people laughed,  
Chagrined the whole day long!*



*I envy Herm, the Pachyderm;  
He has a gift I lack—  
He grows, for nose, a fire-hose  
With which to wash his back!*

*Here's Gerry Raff out with a date  
(He feeds her by the peck);  
Her soulful eyes just palpitate—  
She loves a good long neck!*

*This Bruin's always on the air—  
You hear about him everywhere.  
You've heard, no doubt,  
The hymn about  
"A consecrated cross-I'd bear."*



*This little group is not so hot;  
In fact, it is a frieze.  
It shows a chapter-meeting,  
In our best sororities.*

*Discussing furrin matter,  
They show no signs of paws,  
Yet sharpen up their chatter  
With polished phrase and claws.*



Anecdote No. I.

Without Benefit of Hoey, Or How the Tourist Ran Over Himself.

A tourist who had stopped for rest while passing through a Northern Wisconsin town hailed a boy who was playing in the street and said, "Here, sonny, take this quarter and run over and get me a package of Luckys." The boy took the money and hurried into the nearest store. He soon came back, however, saying that he could not buy the cigarettes on account of his youth. He handed the money back, and the tourist ran over himself.



"I know a man who leads a clean life, yet does a lot of tearing around."

"Y secretary?"

"No, laundryman."

The office girl says that a bachelor is a man, who, after trying for thirty years to get a wife, decides that singleness is the blessed state.

"The modern girl boxes, swims, and walks."

"Quite a difference from fifty years ago."

"Well, she has to."

Madge from Madison says, "The proof of the pudding is in the brandy, when it's 100-proof."

No matter how steady a man's nerves are, there are two things that will always shock him—twins.



"Do you believe in women smoking?"

"Certainly—if they buy their own cigarettes."





## Give *Whitman's*

### The Candy Everybody Wants!

Whitman's alone cater to individual tastes in chocolates and confections.

By taking a little thought you can pay the real compliment of giving an assortment that will exactly suit the taste of the person who receives it.

Packages of known quality—names made household words all through the land because they stand for definite candy tastes, each package having an individuality and an appeal all its own.

Write for our illustrated descriptive circular and order form which will simplify your Christmas shopping, and enable you to make your candy gifts each a personal choice.

At the Whitman agency near you are all the Whitman packages, in special Christmas wraps and bands.

Every package of Whitman's is shipped direct to Whitman sales agents everywhere and doubly guaranteed. Examine also the fancy holiday containers for Whitman's—unusual and beautiful boxes, baskets and chests.

STEPHEN F. WHITMAN & SON, Inc., Philadelphia

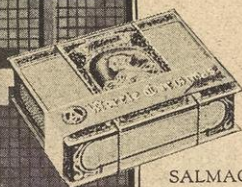
*"All Whitman packages can be purchased at Whitman agencies—usually the leading drug stores."*



**CLOISONNÉ**  
Chocolates in a beautiful box of metal. 3½ lbs. \$5.



**A FUSSY PACKAGE—**  
Nut combination, nut and chew-y centers. Special Christmas bands.



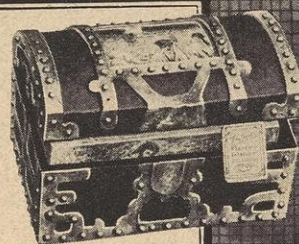
**SALMAGUNDI**  
—A "medley of good things" in chocolates in metal boxes, banded for Christmas.



**CHOCOLATE COVERED FRUITS AND NUTS—**  
Richness and luxury.



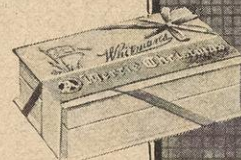
**Special Wisconsin Package**



**PLEASURE ISLAND—**  
A romantic package, also to be had in this outer "sea-chest."



**BONNYBROOK MILK CHOCOLATES**  
Give it in its bright "Merry Christmas" band.



**STANDARD CHOCOLATES**  
—More than ever attractive in colorful holiday attire.



**NUTS CHOCOLATE COVERED.**





Blangland Jr.  
after Daumier

"I understand Dupres married her for her figure."  
"Yes, they say it runs into the thousands."



"Back to school again? I thought you were a reporter?"  
"You made the same mistake I did."



She was only a sword-swallower's daughter, but she had an edge on.

### College Life

After the style of *Michael Arlen*:

The presence of the great buildings reminded me of a group of scowling giants, I turned to Iris-----

After the style of *Milt Gross*.

By de shurs mit Lake Mendota

By de hill so full mit nollege

Stud de hum wit edjikashun

Stud de students wit de kolledge

After the style of *Edward S. Jordan*.

A sunny sky—the tang of frost in the air—an icy hill—laughter—young people—that's college—that's living. Buy the Jordan.

After the style of *Roundy*.

Went up to see the U yesterday. They got some nice buildings up there and I'd walk ten miles in my bare feet to see it again and I ain't no Nurmi so write your own ticket.

After the style of *Arthur M. Winfield*.

"That's a good joke," said Dick, as Tom hit the professor with a decayed tomato.

"Hooray for Tom!" shouted Sam.

"Hooray for the Rover Boys," shouted the rest of the school, as the fun-loving Rover pushed the Dean into the bonfire.

After the style of *Elinor Glynn*:

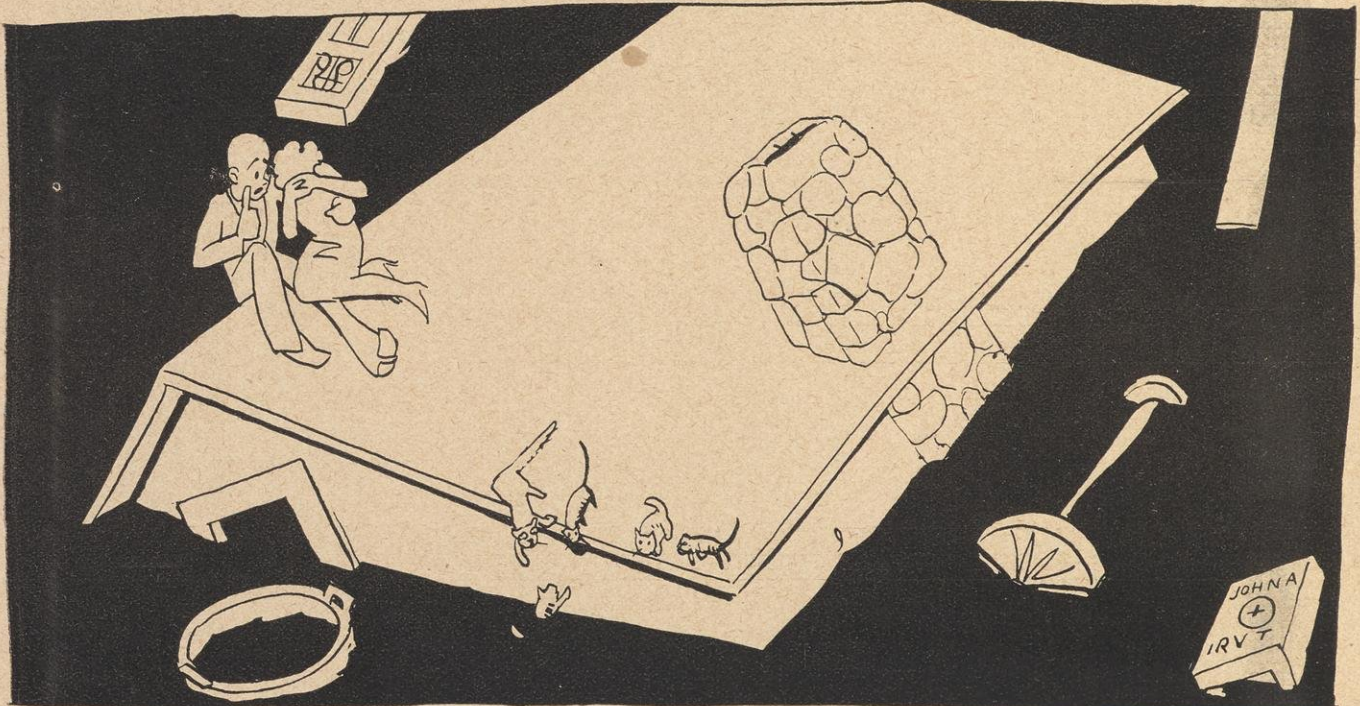
They met on the hill. It was a very still night and the two were drawn closer together by the expressive darkness. He held her tightly. His lips sought hers-----

\* \* \* \* \*

They met again at Biarritz, the next year.

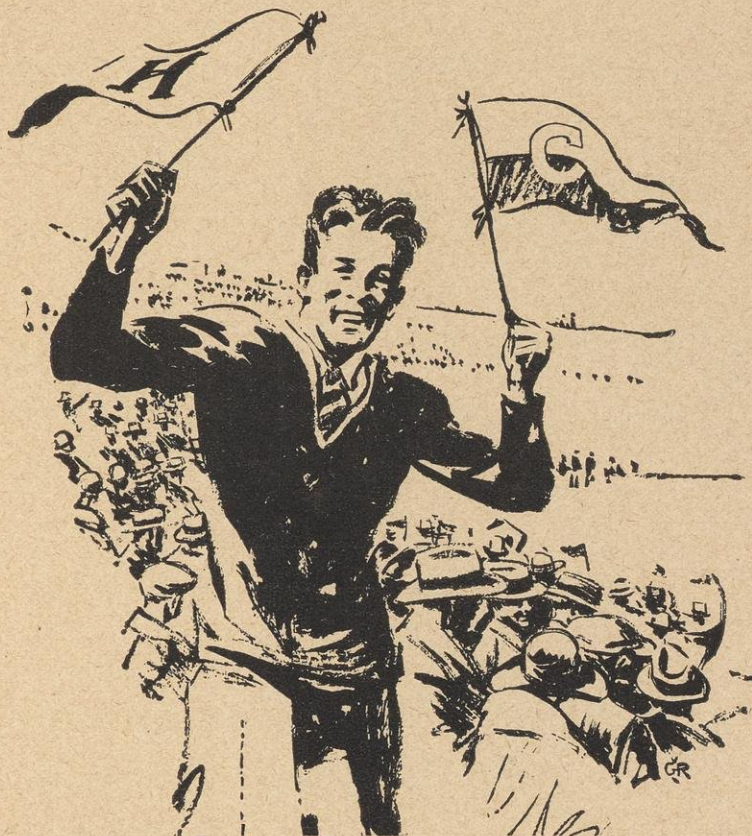
After the style of *Joe Steinauer*.

-----! -----%\*"\$! -----X?\*£-----!!-



"Don't cry, dear; everything is Valsparred."





## —but why choose your life-work that way?

**Y**OU'D laugh at a man who couldn't make up his mind which colors to back. But isn't that about the way a good many men start out on their careers?

All through college the most important study a man can select is himself — to find out by self-analysis and experience what is his particular aptitude and what work he should get into after college.

It's a good rule to talk this over with the faculty and with men out in industry to get all the guidance you can in "finding yourself" — because your whole happiness and effectiveness in your career is at stake.

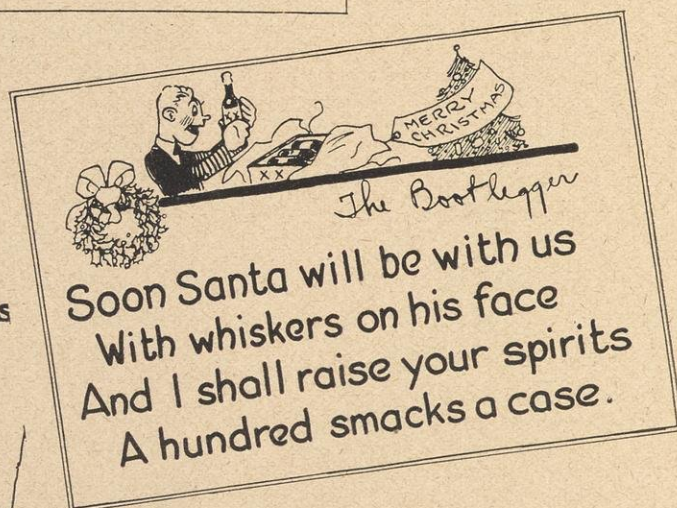
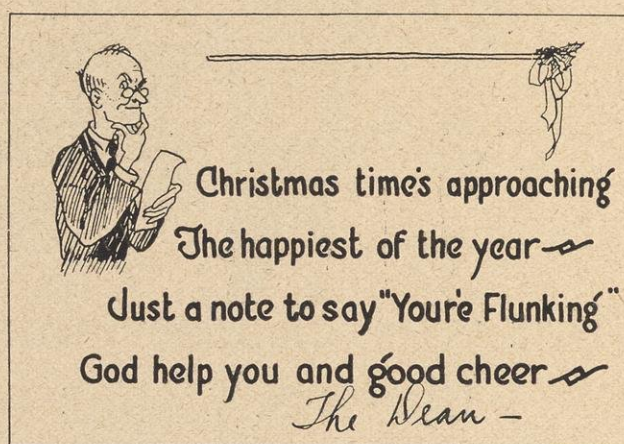
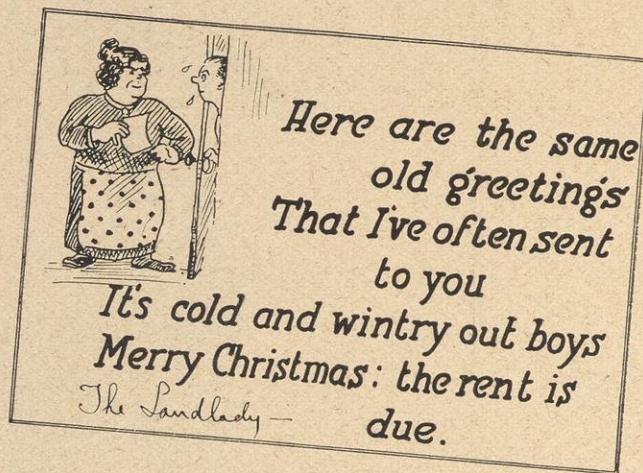
*Published  
for the  
Communication  
Industry  
by*



# *Western Electric Company*

Makers of the Nation's Telephones







# Alford Brothers Laundry Company

We have done  
Student Laundry Work  
for  
Forty-one Years

113-115 N. Carroll St.

Badger 172

## To the Girl in the Packard Roadster

On cold and frosty mornings  
As I go chugging to class  
I hear a "beep" behind me  
And you go purring past.

At noons when Langdon is crowded  
And my buggy jolts to a start  
I think I am leading the procession  
'Till you go by like a dart.

Some nights when my old can is humming  
Two headlights loom up behind  
"It's you," I shout and step on the gas  
Yet you pass. Oh, the thoughts in my mind!

But I'll get revenge, sweet woman  
It's a thought to treasure and hoard,  
Sometime when you're stalled 'n helpless  
I'll sneer my way by in my Ford.



Youth: I tore up the sonnet I wrote last week.  
Damsel: Tore it up? Why, that was the best thing  
you ever did.

*Exclusive*  
*...but not expensive*



**Learbury**  
*Authentic Styled  
College Clothes*

Two Trouser Suits  
Four Piece Suits

**\$45**

To be had only at

**KARSTENS**  
22 North Carroll Street



## Burt's Pocket Classics

Full leather flexible binding. Durable light weight paper.

We carry every title.

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**Gatewood's**

The Students Book  
Exchange

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FOR

Steak, Chop, and Fish  
Dinners

Try one of our Famous  
Steaks and find out how  
good a steak really can be.

108 E. MAIN STREET  
"On the Square"  
Phone Badger 2037

## Topics, Theses Themes

After you've labored over a topic, marked it up, crossed out parts, and made a general mess of it, we come in very handily to put your work into A grade form.

Accuracy always as the journalists say, promptness, dependableness—but, best of all, punctuation, grammar, and spelling corrected.

Four years of student service fits us to meet university requirements in themes, topics, and theses.

**College Typing Co.**

Lake and Langdon Streets  
Badger 3747



"How do the Tau Rhos rate around here?"  
"Rotten, their mortgage isn't even as big as ours is."

## A Few Obits

*Herman Schlintz lies here quite dead.  
It was Canadian, they said.*

*Sacred to the memory  
Of "Likker Mike" McVigh.  
He saw a culvert coming  
And turned out to let it by.*

*Beneath this granite marker  
Are the bones of Grandma Stout.  
She lit a match to find the place  
The smell of gas leaked out.*

D  
I  
A  
M  
O  
N  
D  
S

Complete  
Line of College Jewelry

**R. W. Nelson**

Jeweler

320 State Street

We specialize in high grade  
watch repairing

W  
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E  
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## Are You Ready For The December Formals

20% discount for cash call on all  
Tux shirts and collars laundered at  
the

**Madison Steam Laundry**

429 State Street

Fairchild 530



## We Rent Tuxedos

3.00



Sizes 34 to 44

**CAMPUS**  
Clothes Shop

Leading Shop for College Men  
University Avenue At Park

### We Hope This is the Last

"Why do you think you would make a movie star?"

"Well, my sweetie smokes a pipe and I like it."



Experience: Process of robbing yourself of something to look forward to.



"I like that hypnotist at the Grand, don't you?"

"Yes, he's the most entrancing thing."

---

PRIZE-WINNING CHRISTMAS POSTERS WILL  
BE ON DISPLAY IN THE JANUARY OCTOPUS  
JANUARY 12

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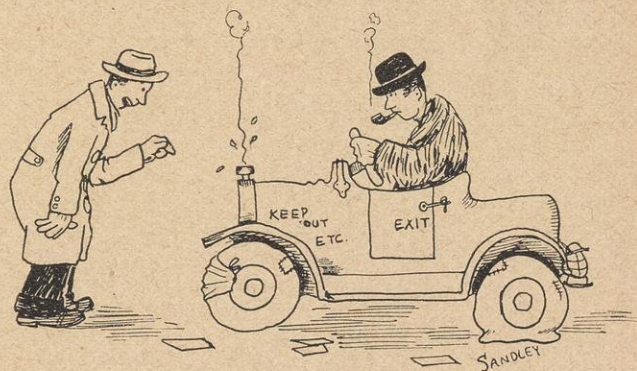
Statistics show that 99 out of 100  
people like ice cream.

Then why not have the best there is?

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

Just call Badger 7100

**KENNEDY DAIRY COMPANY**  
629 West Washington Ave.



"Did you kill your engine?"  
"No, it died of old age."

## Unusual and Attractive Christmas Cards

at

**Netherwoods**  
519 State St.



Why worry  
over your  
Christmas List?  
Everybody  
wants a  
CORONA



The most  
complete  
portable!  
Big machine  
features  
throughout.

As a gentle hint just send this ad to Dad! It will help him solve the problem of your Christmas gift.

**Brewington Typewriter Company**

533 State Street

Badger 222

Take Your "Cue" From

Cigars **MAUTZ** Billiards

821 University Avenue

Meet the boys here.

**FLOWERS**

Order Now for Christmas Delivery



FAIRCHILD 4645

**Tragedy**

In Four Acts

ACT I

Fraternity pin—Boy ----- Girl

ACT II

----- Fraternity pin—Boy—Girl-----

ACT III

----- Boy—Girl—Fraternity pin-----

ACT IV

Boy ----- Girl—Fraternity pin  
-----Purple Parrot

First publisher: How's your new humorous paper getting along?

Second tyrant: Went bankrupt. We had an old joke number, and nobody knew the difference.  
-----Widow

(Inquisitive person to stammerer): Did you go to a school for your stammering?

Stammerer: N-n-no, I-I-I picked it up m-m-myself.  
-----Medley



## STUDENTS! Read this Letter of Appreciation from Dr. Harold Bradley to Walter Pocock, Manager Park Hotel, for Serving Fathers' Day Banquet

THE UNIVERSITY OF WISCONSIN  
MADISON  
DEPARTMENT OF PHYSIOLOGICAL CHEMISTRY

November 1, 1926.

Mr. Walter Pocock  
Park Hotel, Madison, Wis.  
Dear Mr. Pocock:—

As Chairman of the Fathers' Day Committee I want to express to you our appreciation of the spirit of cooperation shown by you and your organization, as well as of the fine service you rendered Saturday evening at the Banquet. The food was good, it was hot when it reached the tables, and the service moved along rapidly and quietly. Considering the unusually heavy demands of the day you are to be congratulated on the way this added task was handled. Please accept my thanks personally and on behalf of the Committee.

Very truly yours,  
Harold Bradley.  
Chairman Fathers' Day Committee.



WALTER A. POCOCK  
Manager

### PARK HOTEL

200 Modern Rooms  
Popular Prices  
Cafe and Coffee Shop

*Our Success Your Gain*



Phar-oaks: Well, the Museum gave me 66 shekels for Mother.

Phair-child: Yes, a boy's best friend is his mummy.

"Oh Dorothy, have you seen the darling gift that Grace is going to give Jack for Christmas. And so inexpensive too! She bought it at the 'Mouse Around'—that's where I am going."

**Mouse Around Gift Shop**  
at 416 State Street

### Permanent Re-Waving

\$5.00

Marcelling 75c

Friday-Saturday \$1.00

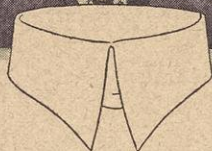
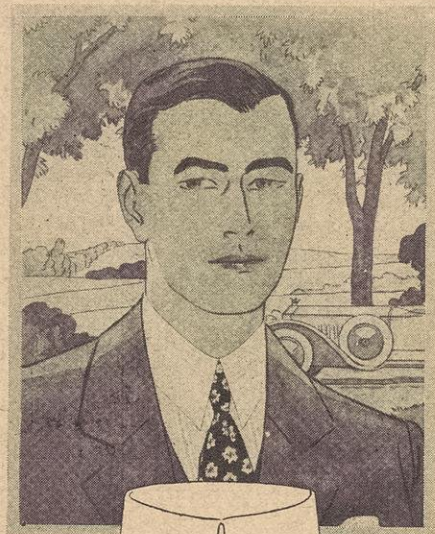
Eberhardt's  
Cardinal Beauty Shop

625 State

F. 3966



# For your facial type—one of 4 new collars



THE WILSHIRE

[[ROUND FACE—LONG NECK]]

This collar with points close together lengthens the face

Now Ide offers new collars especially designed to modify the facial contours.

A STARCHED collar should first of all suit your particular type. These four Ide styles are all correct—they are in unmistakable good taste, but one of them will suit you best.

Select your own type and the proper choice of Ide collar is easy.

In a new booklet which we will send you at your request, are also shown



THE TAVISTOCK

[[ROUND FACE—SHORT NECK]]

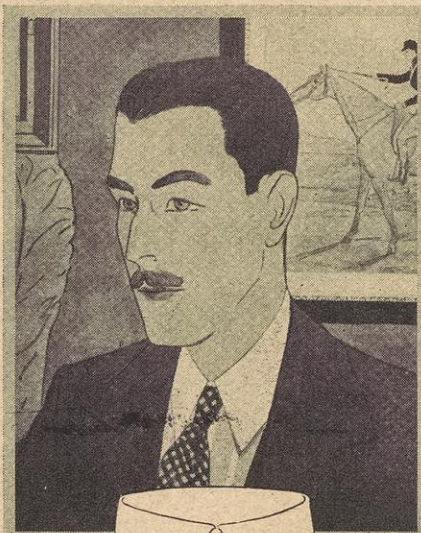
This collar with long points close together makes the face look narrower



THE HOYLAKE

[[LONG FACE—SHORT NECK]]

This collar with the points spread far apart makes the face look broader



THE GLENGAIR

[[LONG FACE—LONG NECK]]

This collar shortens the neck and its wide points broaden the face

the Ide styles in collars, shirts and handkerchiefs chosen by the "best-dressed" men or men voted "most likely to succeed" at ten leading universities.

Yale, Dartmouth, Cornell, Chicago, Williams, Pittsburgh, Wisconsin, Columbia, Princeton and Brown are represented.

Address Geo. P. Ide & Co., Inc., Troy, New York, for a copy of this interesting review of what American university men wear.

# IdeLuxeCOLLARS

P A T . P E N D I N G





## Malone Grocery

Agency

### RICHELIEU PURE FOOD PRODUCTS

Wholesale and Retail  
Groceries, Fruits, and  
Vegetables

434 State Tel. B. 1163-1164



*He: I worship the ground you walk upon.*

*She: Never mind the ground. Give me a little more attention.*



Nero: What the deuce is all that howling going on in there?

Fiddle-dee-dee: The shoe clerk convention delegates are singing their song "Where'dja Get Those Size."



*She: All the world's a stage; and all the men and women merely players—*

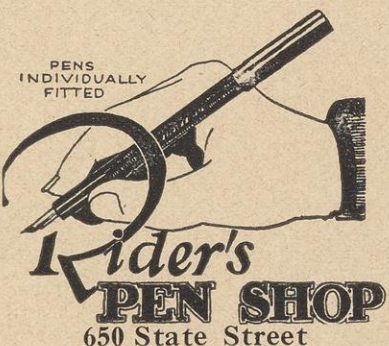
*He: So that's the reason for so much make up!*

## She Was Beautiful

Too Beautiful — To be using an ordinary pen and pencil for taking notes. So — at Christmas time he matched her beauty with an exquisite Wahl gift set.

## He Was Young

Too Young—to realize that in years to come he would always thank her for getting him a Rider Masterpen for Christmas. Of course they were purchased at



## H. H. Ratcliff & Company

Jewelers and Opticians

Co. Main and Pinckney Sts.

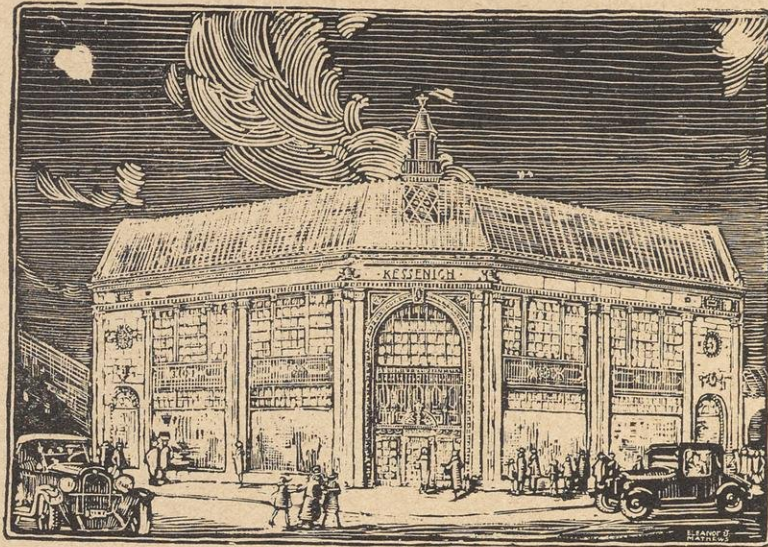
Diamonds  
Bulova Wrist Watches  
Blue Bird Pearls

Silverware

Remember the name

Remember the place





## Here Is *Everybody's* Christmas Store

Everybody's because in our many departments there are answers to every gift problem.

Everybody's because here is a store where you will enjoy shopping, for the entire salesforce is imbued with a helpful Christmas spirit.

Everybody's because Kessenich's prices will allow your gift purchases to conform to your Christmas budget.

Commence your Christmas shopping this afternoon—bring your gift list to Kessenich's.

# Kessenich's



Some pipes get smoked  
Some pipes get leaks  
Some pipes get frozen

You can smoke your own pipe, but  
for leaky and frozen pipes  
Just call for

## R. T. Royston

1319 University Ave.

Fairchild 378

Established 1854

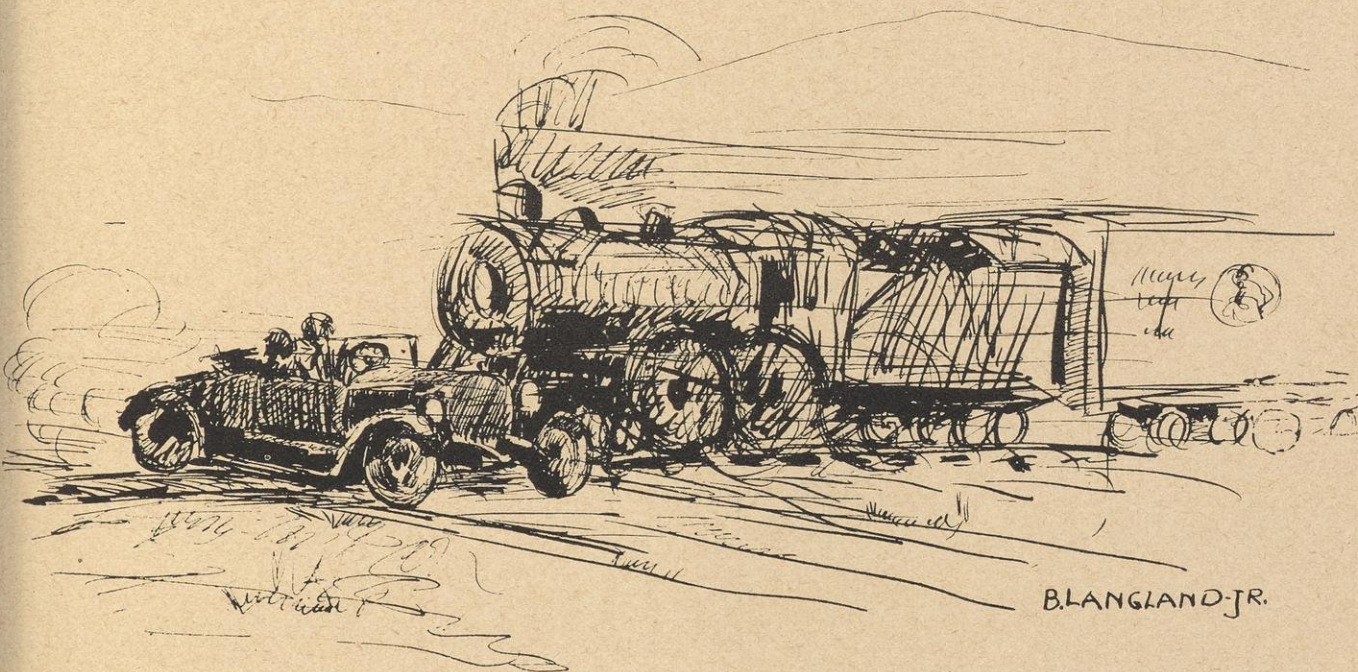
## Conklin & Sons Company

COAL, COKE, WOOD AND ICE  
FUEL OILS AND BUILDING MATERIALS

Cement, Sand, Gravel, Lime, Sewer Pipe,  
Brick and Building Tile

Main Office: 24 E. Mifflin St.

Phone: Badger 25



ENGINE TROUBLE



# How is Your Coal Supply?

WHEN IN NEED OF COAL  
WHY NOT RING

**CASTLE & DOYLE**

BADGER 1993

The grads were back for Homecoming, and found things changed. The students looked young, immeasurably young, and the dome had been taken off Bascom Hall. Disconsolately, they sought nourishment at one of the restaurants that had been popular in their day, but that, too, was changed. Finally, however, one of them sprang up with a glad cry.

"This is the place," he shouted, "the same old place!"

They crowded about him. How did he know it, they asked, by the waiters? by the plates? by the silverware? He shook his head.

"No," he said, "They brought me my dinner, and" he continued triumphantly, "I recognized the steak!"

A college man went west to work in the harvest fields during vacation. He hired out to a farmer and the next morning the farmer woke at dawn as usual, and called the he-man.

"Get up and help me with those oats," he requested.

"Was matter?" asked the sleepy scholar. "Are they wild oats?"

"No," said the farmer, "Why?"

"Then," demanded the student, "why must we sneak after them in the dark?"

—Purple Parrot



He whose laugh lasts, has told the joke.

—Widow

**MORGAN'S**  
**Malted Milk**  
**MOVED TO**  
**672 State Street**

Social  
Conventions  
Order  
True  
Taste

Students who consider their appearance naturally seek the best.

**Scott's Beauty Shop**

672 State

Upstairs

B. 7170



# O. M. NELSON & SON

Diamond Merchants and Silversmiths

For Nearly a half Century

*Dependable Yesterday, Today and Tomorrow*

## Christmas Gifts

21 North Pinckney Street

Nelson Building

"Your Honor."

"Yes, my man."

"As You know, Number 381354-B Second Series 83961 is to be hanged this morning."

"Forsooth, you are right."

"But he wishes it postponed, Your Honor."

"And what are his reasons, sir?"

"Well, he has been bothered with a boil on his neck and he fears that the rope will open it and cause infection. He even intimates, Your Honor, that it might prove fatal."

—*Sun Dial*

General: Who will carry the message to Garcia?

Private: I will, sir.

General: Tell the bum he makes a damn poor cigar.

—*Ski-U-Mah*



Curious Old Lady (to one-armed man getting off train): I notice you have lost your arm, young man.

Young Man: So I have—  
—*Ranger*

"Gosh, I had a narrow escape last night!"

"How's that?"

"Well, I woke up in the middle of the night and saw something white moving in my room. So I grabbed my gun and shot it! After I had turned the light on I found that it was my shirt."

"I don't see any narrow escape to that."

"Why, just suppose I hadn't taken my shirt off last night."

—*Purple Parrot*

## FLOWERS

Of all varieties at moderate prices,  
and with efficient service.

We deliver

### Choles Floral Co.

Badger 476

Fairchild 5790

## Julia Mohrhauser

### Milliner

309 State Street

Phone Badger 6398



# Christmas Gifts That Last!

Watches, Rings, Pins, College Jewelry  
There's A Suitable Gift For Everyone

## C. W. Anderson

Jewelry

124 State Street

Watch Repairing

### Alice in Blunderland, or Under Laughing Gas

"What in the world is this?" asked Alice in a bewildered voice.

"That?" Tweedledum laughed. "That, my dear girl, is a dance. Everybody goes to it on Friday and Saturday nights."

"Just like going to church," exclaimed Alice gleefully. "Do they have to?"

"Well, there is a form of worship connected with it, but that comes afterward." Tweedledum scratched his head, absent-mindedly, with his fountain pen. "Yes, they have to. If the little girls went anywhere else, their Sorority Sisters would punish them."

"What is a Sorority?" asked Alice in an ignorant tone of voice.

"A Sorority, Alice dear, is a place where beautiful girls live together and say catty things only to each other. A Sorority is a sort of regulated hair-pulling contest between girls who have to be sisterly to each other."

"But why do they live there then?"

"Because they are going to college. What is college? College is a four years' vacation given to a large number of young people, in order that they may learn a lot of expensive habits and acquire polish."

"What is polish?" asked Alice. This was going over her head.

"Polish—see Webster—is a mixture of veneer and shellac and alcohol."

"But—"

"You don't understand how collegians use it? Why, that's as simple as getting kicked out of the Orph. They drink it."

"But why are you so down on college?" asked Alice.

Tweedledum wiped his eyes. "I used to be Tweedledee, but two years of college made Tweedledumb."

*Want to win her favor? Then say  
it with flowers from*

**Rentschler**  
FLORAL CO

New Store - 228-230 State

Badger 179

**Get  
The Menges Pharmacies  
Habit**

**Reliable since 1891  
Four modern Pharmacies**



*Everything's  
going to be  
all right*



THAT'S the way P. A. talks to you in the bowl of a pipe. This great national gloom-chaser stabs the darkest clouds with a ray of sunshine. Buy a tidy red tin of Prince Albert today and see. Tamp a load of this *friendly* tobacco into your jimmy-pipe and light up.

Cool as a sub-cellar. Sweet as the breath of fresh-cut violets. Fragrant in the tin and fragrant as you smoke it. Never a tongue-bite or a throat-parch. So mild you can hit it up from sun-up to sun-down, yet with a body that satisfies completely.

There's more philosophy in a pipe-load of P. A. than in the average Doctor's thesis. No matter what brand you are smoking now, you don't know how much your jimmy-pipe can mean to you until you pack it with good old Prince Albert. Get started now.

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.



# PRINCE ALBERT

—no other tobacco is like it!



"Straus for Student  
Printing"

## YULE TIMES

The time of gladness and joy; of laughter and song; of parties and celebrations. Make these events lasting by programs and cards.

We can prepare any type and our presses will inject the spirit. Remember — there's added weight in the printed word.



118 East Main Street—  
Near the Square  
Badger 1763

## Campus Soda Grill

*The place that Malted Milk Made*

F. 3535

F. 3535

Our Famous  
TOASTED SANDWICHES  
and  
MALTED MILKS

Are Known  
the  
Campus Over

"If he doesn't feed you don't fret, phone us and we'll feed you."

## For Quality

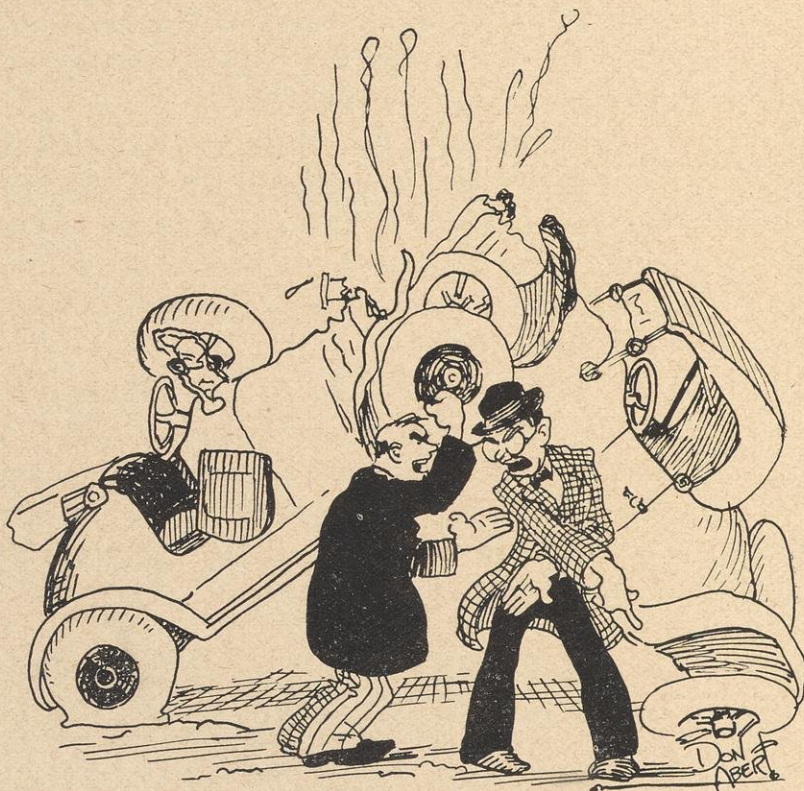
See that all of your photographs have our stamp on the back.

McVicar's Photo Service

PHOTOGRAPHIC SPECIALISTS

Commercial Photography  
Photo Finishing  
Agfa Products

723 University Ave.



The President and Chairman of the Safety Committee have a little informal conference.



**Save! Save!  
Save!**

Let the  
**Pantorium Co.**

Do Your Cleaning and  
Pressing

\$5.00 Gives \$6.00 Credit

Badger 1180  
538 State Street

Here's a new one on the ever-  
thrifty Scot:

While golfing in Florida, he  
drove the ball into a swampy  
hazard, and saw an alligator  
swallow it. Our hero captured  
the scaly thief, killed him and  
recovered the lost ball.



"Hear Colleen's rather hot  
headed. Irish, isn't she?"

"Don't know. Some of the  
fellows she has been out with  
gave me the impression that she  
was something of a Laplander."



"The end of the world will be  
here in a thousand years."

"That's all right. My fur  
coat will be paid for by that  
time."



TRAFFIC PROBLEMS

You will find at

**The  
Unique Shop**

Just the gift you are look-  
ing for. Unusual list from  
which to select Christmas  
Gifts.

Come in.

130 State Street

## Ye Christmas Gift List

as arranged by a young  
gentleman of good taste de-  
sirous of doing speedy  
Christmas shopping.

Sister Kate  
**Chocolate Shop Candy**

Sister Mary  
**Chocolate Shop Candy**

Aunt Ruth  
**Chocolate Shop Candy**

The Girl Friend  
**Chocolate Shop Candy**

The home town Girl Friend  
**Chocolate Shop Candy**

.... and so on through  
the list! He will make no  
mistake, for everyone likes  
Chocolate Shop candy and  
the special gift boxes are  
especially attractive.

**The  
Chocolate Shop**



Seventy Store Buying Power

**Mangel's**

New York Waist House

27 S. Pinckney St.

Madison, Wis.

Dainty Silk Underthings delight the "COED." She will find at "Mangel's" precisely what she seeks at less than the price she expected to pay.

## Silk Underwear

For your  
CHRISTMAS GIFTS

**2.98**

CHEMISE, STEPINS  
BLOOMERS, PRINCESS  
SLIPS

A XMAS SPECIALTY  
3 Piece Dansettes

**3.98**

Made to Sell at 6.00  
Includes Stepins, Bras-  
sier and Garters

## Try MANGEL'S First

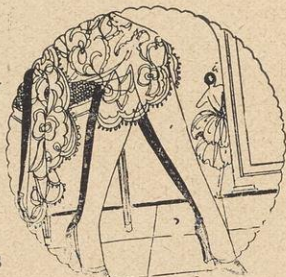
Chemise, Stepins, Gowns,  
Negligees, Robes, Dansettes,  
Bloomers, Pajamas.

Our Underwear Prices range  
from 1.00 to 25.00



## "Fan Tan" Silk Hosiery

Sold  
Exclusively  
in our  
Stores.  
56 colors  
All Weights



Satis-  
faction  
or  
Replace-  
ment  
Guarantee

"Fan Tan" Hosiery prices range from 1 to 2

Dresses Coats Underwear Hosiery Blouses

# Brock Engraving Company

Artists and Engravers



4th Floor

State Journal Building

Phone: Fairchild 913

Mrs. Justback: —and the Alhambra! Have you ever seen the Alhambra, Mrs. Bloomberg?

Mrs. Bloomberg: No, but we was to the Ri-  
alto the other night. —Harvard Lampoon



Prof.: Yes, the inside of our earth is a molten mass of rock and flame.

Stude: Ain't that hell?

—Scream



Irate Father: Son, what's this story I hear about your bank balance?

Son: Oh, I think it's over-drawn.

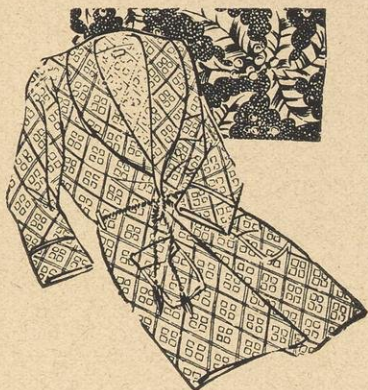
—Ranger



"Gloria, put down that "Daily Pornographic" at once! How often must I tell you not to read those trashy tabloid dailies?"

"Aw ma, didn't you ever go slumming when you were a kid?" —Harvard Lampoon





\$15  
to  
\$35

**DRESSING GOWNS**  
Brocaded and Silk-Lined

The Supreme Gift  
For Fastidious Men

## Brown & Bareis

220 State Street

Agent: Just imagine it—the tang of the salt sea air, the sweet scent of the orange blossoms, the delicate odor of wildflowers wafted on the breeze—

Prospect: I can't, I hab a cold in by head.  
—*Harvard Lampoon*



Isaac: You should pull the curtains down ven you kiss your wife; I saw you last night!

Abie: The choke's on you; I wasn't home last night!  
—*Witt*



Kind Old Gentleman: Good morning, my son.

Impertinent Child: Quit bragging. You ain't even married.  
—*Voo Doo*



See the pretty doggie;  
Watch him run and play,  
But if doggie isn't careful  
He'll be a coat some day.



*"Each experiment with other shaving creams increased my enthusiasm for Mennen"*

If you could go through my mail—I get literally thousands of letters—you'd be amazed at the way one thought bobs up over and over again: "I've tried so and so's shaving cream—but never again! I'm back to Mennen for life."

Here's part of a typical letter from W. H. Robinson, 463 Richmond Street, London, Ont., Canada.

"Mennen Shaving Cream in 1914 was recommended and presented by my druggist in exchange for a tube of another make which had become granulated. Since that day I have been a user and booster of Mennen.

"Six times I have experimented with other creams and soaps but each experiment increased my enthusiasm for Mennen. I am through experimenting. With my stiff beard, tender skin and daily shave, I trust implicitly in Mennen."

Every experiment in other directions emphasizes the real value of Mennen Dermutation—the famous Mennen process of absolute beard-softening. This exclusive Mennen feature reduces even the wiriest and most pugnacious whiskers to complete docility.

No matter whether you've got the tenderest skin in seven counties—whether you're using hot, cold, hard or soft water—Mennen will give you the quickest, smoothest, cleanest shave you ever experienced.

With Mennen you can get five months' daily latherings out of one 50 cent tube, unless, of course, you're one of the many thousands of men who use Mennen for shampoo, too. ¼ inch of cream—less than ½ cent a shave—does the trick to the King's taste.

### Demonstration Tube Free

Would you rather try Mennen at my expense? Send me a post card for a Demonstration Tube, Free.

Now about after shaving. Mennen Skin Balm has the kick you're looking for to give a fine, fresh tingle. Tones up your skin. Gives a wonderful face-feel and a look you'll be proud of. Try a tube—only 50 cents. Warning: Hide it from the ladies. They know its complexion merits...but make them buy tubes of their own.

Mennen Talcum for Men—the finishing touch to the Mennen Shave—the "plus ultra." Absorbs superfluous moisture and doesn't show on your face. Fine for "all-over" use. 25c.

*Jim Henry*  
(Mennen Salesman)

THE MENNEN COMPANY, 353 Central Avenue, Newark, N.J.  
The Mennen Company, Limited, Montreal, Quebec

# MENNEN

## SHAVING CREAM





## Gifts for a Merry Christmas

You can hardly think of a gift for a fastidious woman that will be received with as much pleasure as Luxite Hosiery and Silk Underwear.

It also reflects fine taste on your part in selecting this heavy, lustrous pure silk underwear and hosiery that has such a high reputation.

In colorful fancy designs or beautifully tailored plain numbers your Luxite gift will be long remembered.



## Army-Navy Day

The stands opposite our Navy section are topped by a giant colonnade, the kaleidoscope of tiny colors—hats, faces, pennants—sweeping clear over its base. It looked as though in reality the columns stool to the level of the field, and the struggling pyramid of people were heaped about them like some gorgeous sand-pile.

## Nightmare

A navy back juggled a long punt. The Army tackle, sweeping down on him, scooped it up, flew on—flew up, and sprawled in the mud around the five-yard line. Panic gripped him, as in a dream; time clung to his arms and fumbled at his feet as he dragged himself frenziedly over the goal line; and eleven blue Nemeses descended upon his defenseless neck.

A famous man paced the field in agony. He started at the sound of the whistle, cried out at the gun, cowered from the roar of the crowd. It wasn't fear, or guilt; he has known too much of the one, and is insensible to the other. It was only this, that he just couldn't make up his little mind which team to cheat for.

Between the halves, a destroyer galloped onto the field, followed by three others, prancing and curvetting. Under full steam next came four horses, bones in their teeth as they bounced in the wake of their enemies. A short, sharp engagement followed, which ended in both sides borrowing ammunition from each other. At this point a swift tank flew into the fray, a stately dreadnought tumbling after. Dipping and tossing on the choppy waves, the tank, like some messenger of Neptune, rescued the four horses, while the dreadnought raced to the protection of the destroyer brood, galloping over the plain. After a few collisions, the tank swam away, towed by Four Sea Horsemen; and the proud dreadnought kicked up the prairie dust in clouds around the panting destroyers. Well, I can't help it; it *was* a little mixed!

An aeroplane stunt-man circled the field a couple of times, then dropped with a parachute—but the fickle wind carried him over and outside the walls! It is rumored he has gone and taken up brick-laying, on the advice of the doorman to whom he applied for entrance.

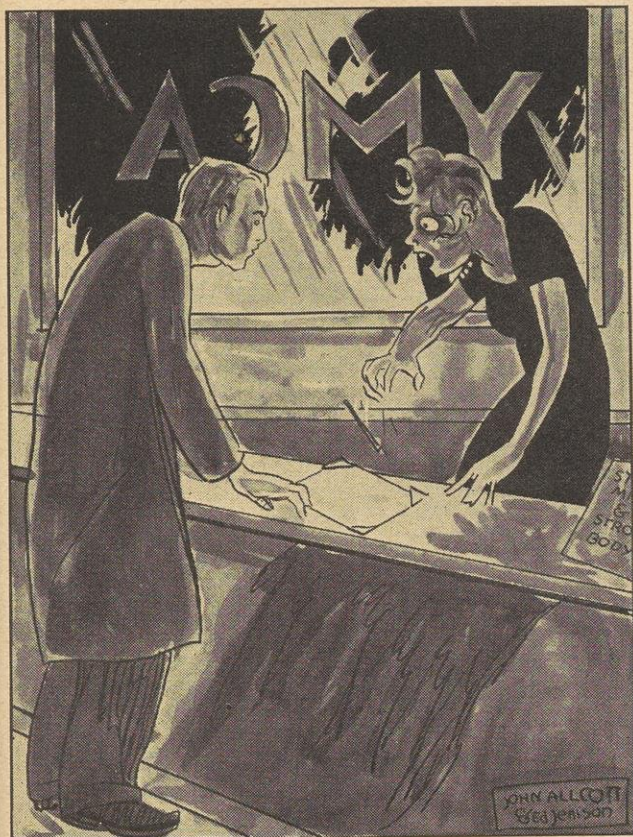
The issuing crowd held up Michigan Boulevard traffic for thirty minutes. Autos shuddered, busses trembled, strong trucks wept like little kiddie kars. The pedestrian had turned; and all the machinery which man has made for his own convenience and destruction was halted, powerless, by the mere massed might of man.

Our only suggestion was that they should have had the game some other week-end, as there seemed to be an awful lot of people in Chicago that day.



HERE LIE the bones of Two-Gun Tex—  
He WOULD spell Christmas with an X!





The First College Man actually to ask, "Where can I find a nice quiet church?"

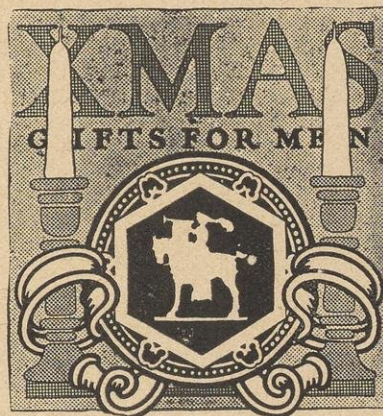
## Rarity

*"Ever the same are the lips of girls,  
Ever the same their eyes,  
Ever the same their voices sing,  
Ever the same their lies."*

*Thus I sang to the moon, you see,  
Sang on a silvery shore,  
Thus I sang, in a minor key,  
I'll sing that song no more.*

*Tho' your lips are much as the lips of girls,  
And there's nothing strange in your eyes,  
Tho' there's nothing new in the songs you sing—  
Still—you do tell original lies!*

There are now only five frosh left who think the Michigan Gargoyle is Listerine.



Give "Dad" a  
present from  
your College town

He will enjoy telling his friends that his tie, scarf, gloves or whatever it may be came from Madison where his son or daughter is attending college. That will make your Christmas present for him so much more appreciated.

Shirts	Neckwear
Scarfs	Belts
Hosiery	Handkerchiefs
Purses	Pajamas
Gloves	Brushes

**Olson & Veerhusen Co.**

7-9 N. Pinckney St.



## Jewelry

Complete line of Gents straps and ladies sport watches in white or green gold.

New Tiger Eye Cameo Rings.

Vanity cases in white gold.

### WUILLEUMIER

JEWELERS

656 State Street

"As fine as candy can be made . . . sold in convenient five and ten cent bars."

## Teck's Candy Bars Five and Ten Cents

A variety of candies to please every sweet taste . . . on sale at all stores . . . always fresh because they are made right here in Madison.

Teckemeyer Candy Company

### Books We'd Like to Review

Why Young Men Leave Town, by Walter Eckersall.  
The Firing Line, by the Deans.  
Ten Minutes to the Bar-room, by Con Ecklund.  
Lives of the Hunted, by the class of '29.

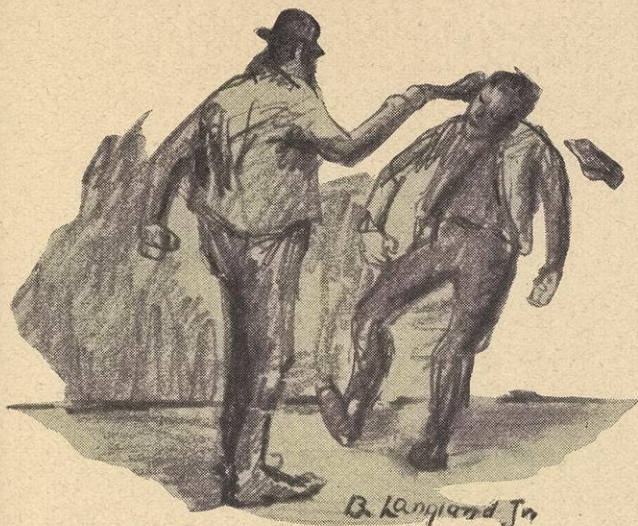


*Laugh, and the world laughs with you; frown, and you get wrinkles in your forehead.*



"Truth is stranger than fiction."  
"You're right. If you can only get people to tell it to you."





"—And then the sandman comes and puts you to sleep."



## Humps

The midnight storm broke loose in all its violence, and it seemed that the very heavens were rent asunder. The cliffs of Ooskalooska had never witnessed such a down-pour. Flashes of blue-white lightning showed a car picking its perilous way along the edge of the sheer drop of 5,280 feet. Then the car could be seen to skid sideways, and, as it toppled over the brink, the figure of a man tore itself loose from the wheel and jumped to safety.

"God," muttered the man as he heard the crash of metal upon rock, "I nearly got it that time!"

An ominous rumble of thunder made him feel more deeply the danger of his situation, and his recent escape from death. He reached into his breast pocket, his face blanched, then he searched frantically through his clothes

---  
"It's gone," he groaned, "I remember now, I left it in the car!"

He peered cautiously over the edge; it seemed almost certain death to try a descent, but he felt that he *must* go down and search the wreckage. The rain beat on him savagely.

Down he went, clinging to cracks and crevices, the wind and rain seeming to nearly tear him loose. Down---down--- sometimes hanging in agony by his fingertips while he sought for a new foothold---down, down.

He felt that he had been crawling for ages, his hands were bleeding, and he was getting very tired. Would he never reach the bottom? Then he slipped---

Dazedly he picked himself up, evidently he was nearly to the bottom when he had fallen. A flash of lightning revealed a mass of wreckage a short distance away, he staggered toward it, and poked among the ruins. Exultantly he reached down and clutched at an object—he had found it!

Here, boys and girls, is a striking example of a man who walked a mile for a Camel.



Book Ends—338



Pansy Bowl—238



Bill Fold—1131

## TREASURES FROM ROYCROFT

### Hand-Hammered Copper

A ROYCROFT Treasure of unique Hand-Hammered Copper of original design will add elegance and charm to any home—Roycroft Hand-Made gifts will be valued for a life time.

Any of these articles can be had in Copper of a deep, lovely brown, or in an Old English Brass finish. Master craftsmen put their Head, Hands and Heart into each piece they fashion.

### Hand-Modeled Leather

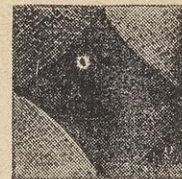
The Roycrofts create designs for everything that can be made in Leather. Each article is distinctive—exquisitely designed and skillfully modeled.

Deep rich autumnal shades prevail in the coloring of Roycroft Leather pieces. There are useful things and luxuries of every kind.

Visit our store and see these beautiful creations from The Roycroft Shop



Cigarette Holder—647



Pad Corners—550



Sport Bag—2142



THE KAMERA KRAFT SHOP

606 State Street



For Wisconsin Winters

## Florsheim Shoes

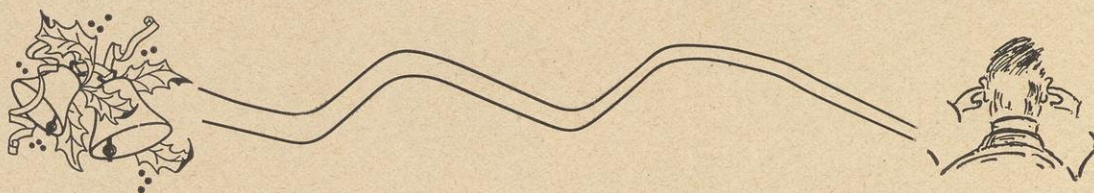
The Florsheim is the favorite shoe among college men because it is fashioned along the lines a college man prefers. . . . . sturdy, brusk . . . . . yet individual. The leathers are unusual, heavy, and long wearing.

Priced at \$10 and \$12

## The Hub

F. J. Schmitz & Sons Co.





## The Fellow Who Doesn't Give A Darn

*Whether it's Christmas or Hallowe'en---  
whether the team's on top or way down--  
whether "her" hair is bobbed or long-----  
that fellow probably doesn't care where  
he has his stationery printed.*

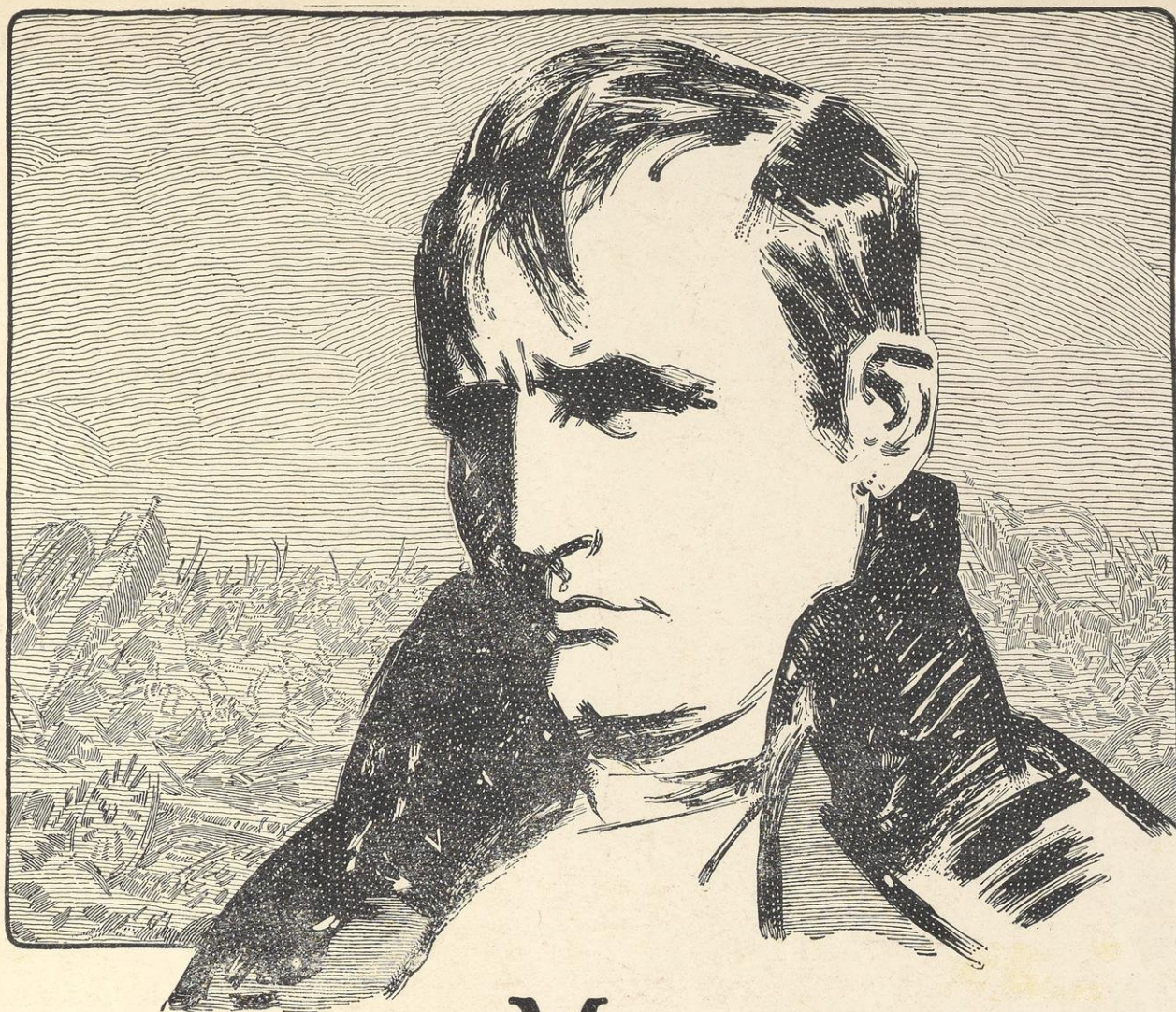
*You, however, are the sort of fellow who  
always thinks of the*

**Democrat Printing Company**

ONE FOURTEEN SOUTH CARROLL STREET

MADISON : : : : WISCONSIN





## Man-power



The laboratories and shops of industry are the sources of many of the enduring attainments of our times. In the General Electric organization is an army of 75,000 persons, co-operating to make electricity do more and better work for humanity.

A series of G-E advertisements showing what electricity is doing in many fields will be sent on request. Ask for booklet GEK-18.

Four millions of the best man-power of Europe perished in the Napoleonic conquests. Military conquest is non-creative, while industry is always creative.

In the last ten years one American manufacturer—the General Electric Company—has created machines having a man-power forty times as great as that of all the lives lost in the Napoleonic wars.

In the years to come, when the college men and women of today are at the helm of industry and of the home, it will be realized more and more that human energy is too valuable to be wasted where electricity can do the work better at lower cost.

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, — SCHENECTADY, — NEW YORK.

201-56DH



H A V E A C A M E L



## *No other cigarette ever had so many millions of friends*

WHEREVER you travel, by sea or by land, in places of work or palaces of pleasure, you find the friends of Camel. And since the art of increasing life's comfort through smoking was discovered, no other cigarette ever made and kept so many friends.

Why does Camel lead the world? Because only the choicest Turkish and Domestic tobaccos are bought for Camels. Because Camel is given a blending that, regardless of price,

can be found in no other cigarette. Because the world's largest tobacco organization spares neither cost nor effort to make Camel the utmost in cigarettes.

Camel rewards its friends with never-ending peace and satisfaction. Through the day and into the night, it's simply impossible to smoke enough Camels to tire the taste. We invite you to answer, now, the world's most popular smoke invitation—*Have a Camel!*

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.