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## **Octopus. [Vol. 13, No. 6] February 19, 1932**

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# The Daily Cardinal

"Complete Campus Coverage"

UNIVERSITY OF WISCONSIN, MADISON, FRIDAY, FEBRUARY 19, 1932

Price 5 Cents

## GRAFT REVEALED!

### Key Missing Funds, Searching

### King Has Been Paying Alimony

Edwin J. Kinsley '33 had about \$100 in Prom proceeds was strengthened when it was learned that he had been at his eight o'clock class meeting.

Associates of the Prom King had learned that Kinsley had borrowed small amounts of money in the past but that he had contracted no debts. Considering this an indication that he had money from some other source, the money from the Prom coffers, to which Kinsley had access.

### CHECK ACCOUNTS

of Junior Class accounts recently has been spent for such

Car	\$13.50
Gum	.05
Books	100.00
Entertainment	24.75
Travel	3.20
Other	.10

signed by the secretary of the account will be turned over to a committee of workers who will add the details of the extent of Prom expenses.

Police are searching for the student. Working on the theory that the criminal always returns to the scene of the crime, plain clothes-men have been set at local roadhouses and

### Politics Crooked Bassett

### Prom King Bought Kisses With He States

fraternity politics are crooked. Robert Bassett, '32, when he was elected yesterday in connection with the campaign for Prom King in the election, stated that for every vote he got in the election was worth it. Some votes cost as much as ten dollars, others were given for a kiss.

It is not true that I made a mistake and I did not keep. Every job I was given to the man or woman

### VARSITY SQUAD—MEN WHO HAVE MADE THEIR MARKS

Ray Fiebrantz, grad  
Jack Smock, '32  
Duncan Tingle, '32  
Mac Atkinson, '33  
'Red' Werner, grad  
Willie Olbrich, L1  
'Puck' Smedal, Med 2  
John Hand, '33  
Joe Fiedler, '33  
Jim Ewing, Med 2  
Rudy Regez, '34  
Bob Leahy, '31  
Alex Krems, '33  
Bob Crook, ex '33  
Richard Samuels, ex '34  
Karl Roe, '33  
'Stinky' Davis, ex '34  
Pat Daly, '33  
Lorrie Carlson, '32  
Bill Atwell, '33  
Roswell Brown, ex '32  
Ken Cormany, '32

### Student Morals Much Worse Says Pastor

Morals of university students throughout the country are worse than they have ever been according to Rev. D. D. Twiddle, pastor of the south side revival tent.

"The amount of drinking, necking, and outright immorality among students is terrible," he said last night in a red hot sermon to his flock.

Twiddle's accusations point toward a theory that students nowadays are not really worse than their parents were when they were in college, but only a bit more open in their conduct.

An investigation of the conditions will be made by Dean Troxel it was learned at a late hour last night.

### WEATHER

Fair and warmer with slight increase in temperature Friday, followed by Saturday and probably Sunday. Variable prevailing winds.

### Booze Ring Found In Bathtub Third Floor of University Club

Discovery of a booze ring in a bathtub on the third floor of the University Club promises to clear up the mystery which has been baffling local police for months.

The startling disclosure was brought about when a maid, Agatha Throstle, called Chief McCormick and told him that she had entered the bathroom and noticing the ring, had hastily retreated.

On examination it was found that the ring, a grayish brown color, extending

### Daily Cardinal Heads Testify At Hearing Before Legislature

### Both Wagner and Steinman Take Witness Stand In Hot Session

Full confession of conditions of graft existing among the staff members and directors of the Daily Cardinal, student news publication of the University of Wisconsin, was made yesterday at a hearing before the Wisconsin legislature, when the editor, U. S. S. Steinman, and the business manager, F. J. Wagner, were cross examined at length by District Attorney Risser in a hot verbal session.

### Whoopee Girl New Dean

### Pierce Selected by Regents After Three Hour Session

Jane Pierce, '33, will be the next Dean of Women it was learned yesterday, after the Board of Regents had been closeted for a three hour session.

The problem of selecting a dean who will have the viewpoint of the students was met by selecting one of them, thought to have close contact with the affairs of the campus.

Miss Pierce is twenty, vivacious, and has had a great deal of experience in dealing with girls and their problems. In a statement to the Cardinal she said that she will endeavor to prevent girls leaning over drinking fountains, and will forbid the wearing of red dresses on the campus.

### NEWS FLASH!

At a late hour last night it was reported that the rear wall of the TKE house had begun to crumble and fall away. Jack Thompson, '32 stated that if the wall was completely demolished the room would be utilized as a sun porch, done in the Ming Dynasty period.

Steinman and Wagner are being held for further questioning, although the other witnesses, some 2000 of the Cardinal staff workers were allowed to return to their homes in the late afternoon.

### WAGNER TO EUROPE

It is expected that interesting disclosures will be made at the continuation of the hearing today. Attorney Risser brought out the fact that Wagner has been heard stating that he expects to take a trip to Europe next summer. A portion of the testimony given by Wagner follows:

Q. You are business manager of the Daily Cardinal?  
A. I think so.  
Q. Have you a typewriter in your room at the S. A. E. house?  
A. Yes.  
Q. Where did you obtain that machine?  
A. From the office of the Daily Cardinal. (Here the crowd stirred restlessly and pricked up its ears.)  
Q. Was this machine given to you?  
A. No.  
Q. How did you get it?  
A. I took it.  
Q. Then you stole it?  
A. Not exactly.  
Q. What then?  
A. I borrowed it.  
Q. When did you "borrow" it?  
A. About three years ago.

### STEINMAN ON STAND

The witness was dismissed, and the editor, Samuel S. Steinman was called to the stand. His testimony follows:

Q. Where were you on the night of April 14, 1930?  
A. I refuse to answer.  
Q. Where are you now?  
A. I don't know.  
Q. Have you a new typewriter in your office?  
A. Yes.  
Q. What kind?  
A. A green Remington portable with a Vogue type.  
Q. Did you buy this machine?  
A. No.  
Q. Who did?  
A. It was purchased with Daily Cardinal dough. (The crowd whispered among itself.)

Here the witness was dismissed and was decided to have him examined by a couple of brain experts and a psychiatrist.

25c



# "Watch out, you'll spill the beans . . .

"...but before you say any more, I want to ask you one question.

"Why do they use pictures of pretty girls in advertisements?

"And while you are thinking about what you are going to say—

"I will tell you this much:

"Many pretty girls like a MILD and PURE cigarette that TASTES BETTER . . . and that's Chesterfield."

*They Satisfy*

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NO. 300 MOISTURE-  
PROOF CELLOPHANE...  
THE BEST AND MOST  
EXPENSIVE MADE



GOT A DATE TONIGHT? Hear "Music that Satisfies"  
—Nat Shilkret's Chesterfield Orchestra and *romantic*  
songs by Alex Gray. Nearest Columbia station, 10:30 E.S.T.



# We've enlisted a few soldier's tricks...

We've squared our shoulders with little  
capes and epaulettes...

We've taken to tiny round necklines with  
close up-turned collars...

We've borrowed the double-  
breasted jacket with big but-  
tons...

We've cropped out in stripes as  
gay as you please in scarfs  
and blouses...

We've developed a yen for  
straight-hanging skirts with  
mannish cut...

And, last but not least, we've  
gone in for blue... fascinating  
Corsair blue, a regular sol-  
dier's color!



Won't you join the parade of new spring fashions?  
You'll love the new military "feel" of these fashions,  
and the ever-so-reasonable little price tags!

## BARON BROS., INC.



## A Reputation Endures . .

It may be difficult in these times to live up to a quality standard and to a merchandising ideal, but these are the business traditions which endure and make a reputation of the highest order.

We have felt since the beginning of our tradition that an institution could not successfully foster more than one standard of QUALITY . . . It was necessary then, that we make our choice. We chose to offer one type of clothing . . . THE VERY FINEST . . . and we have never learned how to make a garment short of that mark.

There is no mistaking HOAK & DUNN clothes for any other make nor can there be any confusion with regard to the HOAK & DUNN reputation, which has stood unswervingly for the . . . FINEST CUSTOM QUALITY . . .

The spring season of 1932 is now upon us. It finds us with renewed ambition to accomplish the end for which all should strive, to perpetuate QUALITY and STANDARD in the face of trade practices tending to mislead and debauch the confidence of the consuming public.

Our story therefore, is short, and our line of the same high QUALITY . . . REASONABLY PRICED . . . as before, making it possible for us to render the same high standard of service with dignity and confidence.

**HOAK & DUNN, Inc.**

644 State Street

## The Men's Union ANNOUNCES

### Gregor Piatigorsky

*Cellist*



A young Russian whose brilliant work has brought the violin cello to the enthusiastic attention of many music lovers . . . . .



*Fourth of a  
series of six  
Concerts . .*



## GREAT HALL

Wednesday, February 24

At the Union Tickets 1.00 1.50 2.00

Teacher: William, what are the two genders?

William: Masculine and feminine. The feminine are divided into frigid and torrid, and masculine into temperate and intemperate.

—Longhorn-Ranger

•

Rah: George just bought two handkerchiefs for Jim's birthday that cost three dollars each.

Boom: That's an awful lot to blow in, isn't it?

—Flamingo

•

The center of population in the United States is in a mud puddle, and the population taken all in all, is badly, in the hole.

—Banter

•

About five or six years ago this would have been a good place for a joke about the channel swimmers.

—Awgwan

•

*Probably Both*

"Is my face dirty or is it my imagination?"

"Your face is clean, I don't know about your imagination."

—Malteaser

•

"Did you read where that student died from taking chloroform?"

"Yes, some of the courses are terrible around here."

—Carolinian

•

Judge, to a policeman: What is this man charged with?

Officer: Y're honor, off hand, I'd say that it was gin.

—Purple Cow

•

"I hear some Scotchmen are training to be contortionists."

"Why, how come?"

"So they can brush their teeth with their moustaches."

—Bison



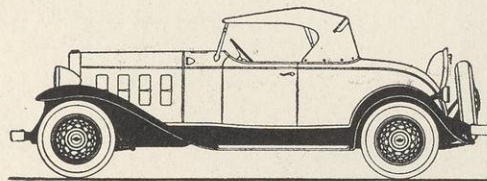


When there's an important selling job to be done, after hours, on some moonlit roadway, or shadowy campus drive, nothing gets you off to a better start than one of those new sport roadsters being built by Chevrolet.

The front seat has plenty of room for the great American blonde, *yourself*, and several tons of raccoon coat—as well as a second blonde, if you believe in numbers. Then, if some offensive male decides that he'll go along too, there's a pleasantly remote rumble seat, where he can be placed in cold storage indefinitely.

In addition—with Syncro-Mesh and Free Wheeling, you can let the car practically drive itself. Chevrolet's six-cylinder motor runs so noiselessly that you can put across your personality without using a gold-lined megaphone.

And just as the Chevrolet Six never cramps your technique, it never cramps the allowance, either. Gas, oil, and servicings can be paid for, with plenty of change left over for cover charges and refreshments. And as for first-cost—well, bless your soul—just snap on the bifocals and take a look to the right!



*The Sport Roadster, \$495*

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

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

## NEW CHEVROLET SIX

*The Great American Value for 1932*



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VELVET

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Finer Flavor

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Cottage Cheese, Selected Guernsey Milk

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Phone B. 7100

### An Intense Difference

"And you say he doesn't know how to kiss?"

"I said he didn't know how to kiss."

—Sour Owl

Fraternity house rules:

No liquor allowed in rooms.

Do not throw bottles out of windows.

—Purple Parrot

Medic Frat Man: We don't need to date in our frat.

Alice: Why?

Medic Frat Man: Because the Faculty members tell us everything we need to know.

—Frivol

Billy: Who was the last man to box John L. Sullivan?

Silly: The undertaker.

—Banter

He: I was kicked out of Vassar.

She: But Vassar is a girl's school.

He: Sure. I was kicked out of Vassar.

—Sour Owl

Boy: But mister, you can't arrest me. I come from one of the best families in North Carolina.

Cop: That's all right, buddy, I'm not arresting you for breeding purposes.

—Buccaneer

She: Why, I can't marry you. You're practically penileless.

He: That's nothing. The Czar of Russia was Nicholas.

—Banter

She: I could waltz to heaven with you.

He: Can you reverse?

—Voo Doo



~ BROCK ~  
ENGRAVING  
COMPANY  
MADISON

DESIGNERS  
for  
PUBLISHERS and ADVERTISERS  
ENGRAVERS



"It sure is hard to drive a bargain," said the fellow who had bought an old Ford for ten dollars.

—*Bored Walk*

"Did you give our daughter that copy of 'What Every Girl Should Know?' " asked dad.

"Yes," replied mother, despondently, "and she's writing a letter to the author suggesting a couple of dozen corrections and the addition of two new chapters."

—*Beanpot*

"I don't know where we can put up this lecturer for the night."

"Don't worry, he always brings his own bunk."

—*Wampus*

Young Husband: I'm afraid we'll have to manage differently, dear. I'm not making expenses.

The Other Half: Now, don't worry. You just go on with your work and I'll make expenses.

—*Owl*

To have you always near me,  
To greet me in the morn,  
And smile, a word dispelling all the gloom;  
To bow to every whim of mine,  
Be glad we both were born,  
And lived, experienced the long fall to doom;  
To laugh at every sorrow,  
To cheer me through the day,  
To worship me in awe at silver dusk,  
To play with me at evening  
With people bright and gay,  
With satin, furs, old china, orchids, musk;  
To be forever faithful,  
Kind, thoughtful, proud, and true,  
And never any new-found lover see,  
To be but mine forever,  
Always, just me and you,  
If you were always near—  
How bored I'd be.

—*Sun Dai*



## Even Her Best Friend Will Tell Her...

(envious as she may be), the reason for her having all her boy friends so "ga-ga" over her! It's a simple little thing that every girl can accomplish. It's really all in the way she dresses. She buys all her clothes at MAN-CHESTER'S, where the buyers seem to know exactly what college girls like!



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Groceries, Fruits and  
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*Wholesale and Retail*

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Evening Dinner

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## BELMONT TAVERN

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Phone Fairchild 3866

*Music In Evening*

*Phone for Appointment Fa. 79*

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Permanent Waving    Hair Dyeing  
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Facials    Electrolysis    Hair Bobbing  
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MRS. W. WENGEL --: 125 STATE ST.

Stop In For Some

## Caramel Crisp

The Health-Confection

404 State Street

Marvin: My girl's father is the largest barrel maker in this town.

Foxy: I'll say, look at Edith.

—Puppet

Prof: Mr. Menu will you take the next case?

Mano: My name is Mano, not Menu.

Prof: Well I menu anyway.

—Wampus

John: I had an awful pain in my arms last night.

Jack: Yeah, who was she?

—Banter

For the modern banker: Honesty is the bust policy.

—Exchange

"Doctor, after my broken finger heals will I be able to play the piano?"

"Certainly, certainly."

"S'funny—I couldn't play it before."

—Rammer-Jammer

He: Did you hear about the Scotchman who died of apoplexy?

She: No.

He: He was throwing pennies to children and the string broke.

—Banter

## Unique Gifts . . .

from

Ancient China and Japan

Mysterious India

Old Mexico

and

Peasant Russia

## MOUSE AROUND GIFT SHOP

UPSTAIRS AT 416 STATE



Say prunes.  
Say apples, boob; that kind of kiss has gone out of style.

—Widow

•

Young man: I want to buy a diamond ring.  
Salesman: Yes, sir, how would you like to buy one of our combination sets? Three pieces—engagement, wedding, and teething?

—Red Cat

•

*Where It's Needed Most*

Doc: Your husband must have absolute quiet. Here is the sleeping draught.

Wife: When do I give it to him?

Doc: You don't. Take it yourself.

*Green Griffin*

•

1st Negro: What fo' dat doctah comin' outa youah house?

2nd Negro: Ah, dunno, but Ah think Ah's got an inkling.

—Mercury

•

"Dear father," wrote the college student, "would it be presumptuous for me to ask for \$5 of the money you received in 'Bright Sayings of the Baby' contest when I was a child?"

—Co-operative Engineer

•

"Oh, Mrs. Flatbottom, I have never seen a child as badly spoilt as that son of yours."

"Why, Mr. Murphy, I don't believe you."

"Oh, yes he is too, just come out and look what the fire engine done to him."

—Exchange



## Wisconsin's Mid-Winter Party

# SOPHOMORE SHUFFLE

February 26th at the Union

**P**LAN now to attend Wisconsin's most glamorous mid-winter function . . . SOPHOMORE SHUFFLE . . . Led by Johnny Doolittle and Jane Hoover . . . informal . . . special decorations and features . . . and best of all tickets are selling at Depression prices . . .

### Music By The Famous Jimmy Garrigan

This distinguished Chicago band and its versatile leader will delight you . . . novelties, features and funmaking, no end . . .

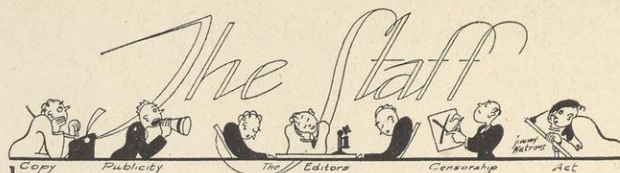
**Tickets Only \$2**

**On Sale At Usual Campus Stores**



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## Members of the Cardinal Staff:

We hope you will appreciate our little attempt at burlesquing your newspaper. It is all in fun. However, we have hired lawyers, imported several machine guns from Chicago, barricaded the office, and are prepared to resist in case anyone thinks he or she has been unduly criticised or maligned. We trust that our lives will be safe. But we are prepared! Thank you.

Octy.



# The Daily Cardinal

"Complete Campus Coverage"

Vol. IX, No. 3

UNIVERSITY OF WISCONSIN, MADISON, FRIDAY, FEBRUARY 19, 1932

Price 5 Cents

## New Policy for Board Dances

### Union to Hold Dance Every Night

The Union Board announces another change in policy concerning their Saturday night dances. When questioned concerning the new policy, Pat Daly '33 replied, "In these days of depression and general economic disruption and instability, Union Board is going to make every effort to economize. Instead of having the dances on Saturday night, we are going to hold them on Friday nights, three times a week. We are doing this because with the rapid decline in University enrollment, we must get in our full program of dances as soon as possible, and take in all the money we can before the depression becomes prevalent."

"In this way, we hope to build up a large financial surplus and will then be in position to donate more to the D.A.R., and the Salvation Army. The cost of music is going to be reduced by the installation of a nickel piano, the money from which will be used to buy wax for the floor."

### Wadsworth Questioned

The Cardinal reporter then sought out Ted Wadsworth '33, who, in reply to the same question said, "We now are in position to spend large sums of money on Union Board dances, since during the past three years we have succeeded in accumulating several thousands of dollars."

"We are going to have the Union Board dances on every Monday and Friday night inclusive. We are going to hire bands who offer us the highest bid, because I feel sorry for these musicians who cannot get work. As soon as our funds are exhausted we are going to have a Union Board Tag Day to get some more money to run bigger and better Union Board dances."

## Campus Leaders Deny Student Drinking Is Increasing At U. W.

### Refute Charges of Pastor Who Claims Mire of Liquor

At a late hour last night only a few leaders in co-educational activities could be reached for a statement in answer to the accusation by Pastor Jingle, local church tycoon, that University of Wisconsin co-eds are slowly but surely being submerged in a mire of alcohol and nicotine.

Lean Bacon, advisor to W. S. G. A., could not be reached. Said Miss Bacon, "Wiggles and I have nothing to say, so there". Wiggles never does say much. Wiggles is the W. S. G. A. mascot.

Bethana Buckle, Chi Omega, and president of W. S. G. A. (no graft) was quoted as being unacquainted with the situation. The dean of women could not be reached at a late hour.

### LOAN FUND CONTRIBUTIONS

Delta Gamma	\$50.00
E. Lusby	5.00
B. Bassett	2.50
E. Kinsley	.30
C. Martin	.02
Kappa Kappa Gamma	1.08
Delta Zeta	3.80
Delta Delta Delta	.33
Beta Sigma Omicron	.05
P. Butts	.01
Phil Grossman	1.00
E. New	2.00
K. Scott	.50
B. W. Smith	.25
Glenn Frank	two buttons and a slug.

### CARDINAL BOARD MEETING

There will be a meeting of the Cardinal Board of Control this noon in the Union. A special luncheon consisting of roast turkey, caviar, several fancy entrees, etc. will be served, and if the members like the feed maybe we'll have a meeting again tomorrow. Don't you wish you were on Cardinal Board?

—Marjorie Chaste, '32, Sec.

Mary M. McKillican, Alpha Phizz, was reached at an unusually late hour and interviewed. "I am unaware that there have been doings of the sort you mention. Certainly not among the Alpha Phizz," said Miss McKillican.

Miss Pickie Roddis, Ring Ching Ching, Pi Beta Phi, was interviewed on the steps of the Chi Psi lodge, where she had just had tea. "Nothin' to it Ssssh! Nothin' to it. Don't believe awordofit", commented Miss Roddis.

"I haven't been able to see for a month . . . I mean I haven't seen anything of the kind for a long, long time," said Miss Lorna Quarles, Kappa Kappa Glamour, when questioned. "And of course it's a rule that the Kappas can't smoke. They wouldn't want to break the rules".

Jean Garlick, Theta, when unexpectedly encountered at the Theta house, said, "Drink? Smoke? I ain't particular about other gals, but I'll have you know that cokes and cubebs is my speed".

"Is Miss Kaye Scott in?" I inquired when the Chi Omega phone was answered. There was a long silence, then, "I tole you to call at five, not four," crooned Miss Scott. "What do you think of the drinking situation among co-eds?" I asked. "I hear it's no use, they're all closed until the



Prom excitement blows over. Sorry", came back Miss Scott, and hung up on me.

"Oh there are no Delta Gammas at Purdue", sang Miss Lestra Hibberd, local D. G. "As for the drinking situation here, I go only with Dekes, and they're nice boys, of course."

Sue Olbrich, Kappa Kappa Gamma, said, "Have you seen Willie? I want some peanuts. Liquor? Me? Why I'm a mother, I'm sure there is no such thing going on."

Miss Beanie Streeter, Alpha Phizz, Betty Sherrill, Theta, and Doris Johnson, Delta Delta Deltar all expressed their amazement and chagrin that such a rumor should be in circulation. "Incredulous, impossible, hic, hic, unfounded!" they chorused. They must be right. I don't believe there is any drinking, Reverend Jingle.

## Delts On The Water Wagon

This reporter was the first on the scene when the rumor spread over the campus last Saturday morning that the Delts were on the water wagon at last. Sure enough, when I wheeled into Mendota Court there stood the water wagon with several Delts just preparing to climb on and let her go. Before interviewing any of them I snapped the proof, which you see above.

Jack Westcott, '33, and Buzz Lowrie, '33, were leading the movement, while Rudy Regez, '34, with less conviction, was lingering in an upstairs window. "It is our plan," said Mr. Lowrie, "To climb right up on this old wagon and go to town. We will look for gradepoints and quiet hours,



*The Wagon*

which we hope to bring back to the Shelter intact."

"I think it's a splendid plan,"

stated Phil Holliday, '32, retiring house president. "I have been suggesting a similar idea for three years, but we have never been able to find a wagon as nice as this one."

The wagon is the latest model, with floating power, red wheels, and a dandy tool box. For the present it will run daily between Bascom Hall and the end of Lake Street. Members of Sigma Chi, Phi Delta Theta, Sigma Alpha Epsilon, and Beta Theta Pi have been invited to ride on it with the Delts.

While your reporter stood there talking, a jolly crowd clambored atop the water wagon and began to move down the street toward the campus. I remained and watched, enviously, the bright red wheels disappearing around the corner, shouts and laughter coming back to my ears. The Delts are on the water wagon!

## Daly's Daily Doughnuts

Members of the Rathskeller Committee have recently taken a deep interest in student health. Vitamines from the diet bar in the Rathskeller will bring health and virility to every student if the plans of the committee go through. When interviewed late last eve one of the members stated, "We want to put two rubberized chocolate doughnuts down the traps of every student in the university for breakfast. This will pep him up for the day and make him stand the scholastic gaff all morning O. K. until the time comes for him to dash down in the Rathskeller again for a healthful lunch of watered potatoes and salt pork." Our reporter, when quizzing different campus figures on this system ran across Pat Daly.

"I invariably miss the delicious breakfasts at the Phi Delt house," stated Mr. Daly, "and always find rubberized chocolate doughnuts and a cup of hot chocolate an excellent substitute."

Ye Eminent Campus Scribe and Correspondent, Gerhard Becker, Badger Business Bungler, when last seen was busy writing letters to most everyone on the campus. (Wonder who pays for the stamps?)

## Students Start Fire Brigade

A group of public spirited students who ever work for the betterment of the University have organized a volunteer fire brigade to stay up all hours of the night and immediately extinguish any little blaze they may find in the vicinity of the campus. At present the movement is confined to Mendota Court where George Davis, ex '34, and Rudy Regez, '34, alarmed at the number of dangerous conflagrations in the vicinity of the SAE and Delt houses, signed a solemn pact to keep old crates and piano boxes away from the end of Lake Street. The lads have hopes of soliciting support from the entire campus. When interviewed early this morning while perched on an alarm box Davis stated, "A representative will call on every student for a small contribution to buy equipment for our squad . . . the money being used to purchase a small truck to haul piano boxes, a few fire hats, a sledge hammer for breaking open alarm boxes, and a small amount set aside for bail."

## New Inter-Fraternity Plans Change Rushing

Rushing will take on an entirely new aspect next fall if the present plans of the Inter-fraternity Council (that worthy and strong organization) go through. "We are going to recognize factors which we have hitherto ignored," stated Fred Williams, the big gun, "blackjacks and pistols will be tolerated, thus giving the Phi Gams a chance to come out in the open."

It is indeed fortunate that rushing at Wisconsin will finally arise above the mire in which it has been for the last several years. No more will the Phi Psi's lock innocent freshmen in the upstairs rooms and unhook the telephones, no more will the Phi Delts tie youngsters to the pillars on the porch, no longer will the Delts threaten rushees on their pier, and no longer will the S. A. E.'s load a car full of freshmen and take them to some grog shop, bringing them all back with plodge pins on.



## Co-eds In Sports

There was much excitement over at Lathrop Gym last night when a powerful Tri Delt team won a nip and tuck game from a fighting Theta aggregation in one of the hardest fought rounds of drop-the-handkerchief ever witnessed in the hysteric building. The game was close until the final frame when "Stutter Deltas" took the lead. Helen (am I ever tough) Murphy starred for the winners. She is a double threat girl, dropping the cloth with either hand. Kay Kinsey looked good for the losers until she forgot and dropped herself instead of the handkerchief. Amid the resulting confusion the Nile girls scored heavily.

The winners will challenge the Phi Psi's, men's champions, it is understood.

Attendance at the Lathrop bowling alleys has been falling off lately, due to the fact that the man in charge has ceased to bring apples to the girls every day as he used to. As a result most of the girls in Barnard Hall are starving to death, and so aren't very steady on their pins (pun) when the work out. It is rumored also that if the alley was a dark one, more girls would attend.

## Grid Schedule Now Complete

With the scheduling of the Wheeler Conservatory of Music yesterday, the list of Wisconsin's football opponents for the fall of '32 is complete. If past performances mean anything, the Musicians will give the Cards something of a fight when the two clash on the gridiron. In 1872 they held the Badgers to a 56-0 score and fans were a bit apprehensive for the wearers of the cardinal.

Completed schedule follows:

October 1—Wheeler School of Music at Madison.

### ON THE BREAD LINE

1. Psi Upsilon ----- 1 year
2. Alpha Chi Sigma -- 9 mos.
3. Tau Kappa Epsilon 9 mos.
4. Kappa Sigma ----- 8 mos.
5. Delta Sigma Phi --- 7 mos.
6. Alpha Sigma Phi -- 7 mos.
7. Delta Kappa Epsilon 6 mos.
8. Alpha Kappa Lambda  
da ----- 5 mos.
9. Pi Kappa Alpha....no food  
for two weeks.
10. Phi Delta Theta...bound to  
get to it sooner or later.

### 20 YEARS AGO TODAY . . .

Wisconsin lost a hotly contested basketball game to Purdue 35-18 . . . Badger fans regard defeat as a moral victory . . . just wait til next year! Hockey game with Minnesota called off because of soft ice . . . 15 men answer Coach Lowman's call for baseball candidates . . . Wisconsin wrestling team falls before Northwestern at Evanston . . . plans for rowing tank are well under way . . . football prospects bright for fall of '12 . . . new coach is cry of alumni.

### 10 YEARS AGO TODAY . . .

Wisconsin lost a hotly contested basketball game to Purdue 35-18 . . . Badger fans regard defeat as moral victory . . . just wait till next year! Hockey game with Minnesota called off because of soft ice . . . 15 men answer Coach Lowman's call for baseball candidates . . . Wisconsin wrestling team falls before Northwestern at Evanston . . . plans for rowing tank are well under way . . . football prospects bright for fall of '22 . . . new coach is cry of alumni.

October 8—Utah Chiropractic Institute at Madison.

October 15 — Better English Institute at Madison.

October 22—Davey School of Tree Surgery at Kent.

November 5—Stoughton All-Stars at Stoughton.

November 12 — Moody Bible Institute at Madison.

November 19 — Carlisle Indians at Madison.

November 26 — Peoria School of Dental Surgery at Peoria.

## Ward-Belmont Takes Close Game Here

### Southern Belles Ring Out Baskets

A powerful quintet from way down South proved just a bit too much for the fighting Badger basketball team last night, and piled up enough points to win by a narrow margin. The final score was something like 45 to 44 or 36 to 35.

The Cardinal five held the Belmont team throughout the first half, but a rally by the girls from Dixie just after the second half opened proved the winning factor, as the basketeers failed to overtake their opponents again.

Most of the girls had four personal fouls, and some even five, but referee Schommer was blind as usual. Tripping, kneeling, and shoving were much in evidence. It was a rough game.

The Meanwell aggregation were suffering from lack of practice. Late in the game Schneller and Pacetti were placed on the floor and both made beautiful tackles and line plunges. Pacetti was injured when he attempted a body block on the snappy blond holding down the forward position for the southern cagers. Fans deem the game a moral victory for Wisconsin however, and look forward to next Monday's game with Michigan.

### WISCONSIN

	B.O.	S.A.	P.F.
Steen f -----	0	6	3
Griswold c -----	3	0	15
Poser g -----	0	20	4
Nelson g -----	5	3	10
Schneller c -----	2	6	0
Pacetti g -----	2	4	0
	18	2	45

### WARD-BELMONT

	B.O.	S.A.	P.F.
Zilch g -----	0	18	1
Zilch g -----	9	0	0
Zilch f -----	0	16	2
Glutz f -----	0	0	3
Nertz c -----	8	3	7
	11	2	46



# The Daily Cardinal

**"Complete Campus Coverage"**

Member—National College Press Association

Founded April 1, 1775, as the unofficial daily newspaper of the University of Wisconsin, owned and mismanaged by the student body. Ground out every morning except Corpus Christi Day by the Daily Cardinal company during regular session, and every Tuesday, Thursday, and alternate Sundays during the summer sweation. Misprinted by the Cardinal Trial and Error company.

Entered as third class and steerage matter at the postoffice, Lodi, Wisconsin.

**Bored of Control:** Walker Home, pres.; Harold Hey-Hey, vice-pres.; Long Chase, secretary; I. Stoll, treas.; Jane Fierce, U. S. S. Steinman, Fred J. (two horse) Wagoner, un-efficient.

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## EDITORIAL STAFF

**EXECUTIVE EDITOR**-----U. S. S. Steinman  
Editorial Hot Air  
James Johnston  
Mismanaging Editor  
Jerome Michell

**Personal Director**-----Ruth Biehuse  
**EDITORIALS**—Red Bassett, Fagen youse viper, Martin Heavenly, Buffalo Nickels.

**FEATURES**—Hot air, running water, its a lie, I never said it, misquoted, we apologize, retract your statement, wrong name and classification, misprints, and anything else you can think of.

**NEWS**—None.

**NIGHT**—All our work is done at night.

**SOCIETY**—Marian Douglass, editor; assistants numbering 400.

**SPORTS**—Morry Sendoff, editor; Indoor sports, Red Rose; Marbles, Katherine Meinzer.

**Night Editors**-----Wild Revell, Maurice Loafer  
Library-----Sam S. Steinman

## BUSINESS STAFF

What do you think about it?

## BEAUTIFYING THE SKI SLIDE

In line with the campaign to make the campus more beautiful to the students of the university may we suggest changes to be made in ski slide. It is indeed a sad state of affairs when a thing of this nature is allowed to lay dormant all summer and only used during the winter by a few break-neck maniacs who would be better off in padded cells than being permitted to go out and make coffin fodder out of themselves.

We have noticed during the past that there has been a growing tendency for students of the more romantic type to use the ski slide for a sparking roost with their dates on moonlight nights. Here is the paradox . . . every inducement is made for the maniacs to come out and kill themselves in the winter; yet few of them avail themselves of this opportunity . . . on the other hand almost no inducement is made for Don Juans to use the slide in fairer weather; yet they swarm to it.

Evidently the university is on the wrong track. It cannot see beyond its nose. We heartily endorse any plan whereby funds will be allotted for the construction of more ski slides, and **CONDITIONING THEM FOR SUMMER USE.** By this we mean steps to the different cozy perches, a generous supply of cushions at advantageous places, and screens to insure privacy.

The university must sooner or later realize that everything on the campus must be utilized to the fullest possible extent if it would keep students from parking out behind the Tunnels or on one of those lonely roads near Hollywood.

## PARKING RULES UNJUST

We are justly aroused over the illegal system recently instituted at the university whereby campus parking regulations violators are given extreme penalties. It is lamentable to think that those in power are getting cheap about such little things as allowing a student to park his hack on a small patch of ground which is being used for absolutely nothing.

The case of Garvin Grinsmore, '35, should exite the sympathy of every liberty loving student. Poor Garvin, an inexperienced, innocent freshman in the rosy bloom of his teens, unconsciously parked his bicycle in back of Bascom Hall one Monday morning. Noticing that the rear tire was a little flat Garvin swiped a bit of air from the tire of a nearby bike only to be caught in the act by Superintendent of Bunglings and Hounds, Alliswell, who immediately arrested young Grinsmore, and confined him in the stiff lab until the trial, at which he was convicted of stealing air out of a spare tire and sentenced to sit through everyone of Professor Cairns' lectures for the remainder of his time in school.

This incident stirred up Alliswell's wrath and he went on the warpath after traffic violators. "I'll boil the dastardly critters in oil if I ever get my hands on them," he avowed. If the dear students are to be put at the mercy of demons like this man it is a sad day for democracy at Wisconsin. May we all work together and fight this peril. May we live to see the day when the red flag of freedom will wave from the radiator cap of every collegiate flivver.

## READER'S SAY-SO

Editor, The Daily Cardinal:

Did you ever stop to think? No, of course not, or you would have seen that a great wrong is being done to many students in this university. And what is that wrong? Well, perhaps it is not evident on the surface, but one has only to penetrate under the crust to discover that an irreparable wrong has been and is being committed. Something must be done to stop this injustice. And I believe that I have a solution. Of course I cannot be positive, but since I have been at Wisconsin for four years, I have had an opportunity to study the existing conditions, and note the reactions of a great many of the student body toward this evil.

It seems to me that the best method of meeting this menace is to combat it with a student advisory board composed of two students and three faculty members. This will enable the problem to be dealt with fairly and unbiasedly. You could act as a member ex-officio, as could the presidents of the fifty six fraternities and the board of regents and the board of visitors. This would ensure fair play at all times. John Schommer could be referee. Meetings to be limited to forty-five minutes. May I hope that you will give some thought to this matter?

Yours,

**JOHN B. MANSON, '37**



## IT'S LOUSY!

U. S. S. Steinman, Editor  
The Daily Cardinal

Dear Sir: I think your paper is lousy. I used to work on it in '07 and it certainly has gone down since then. It's a wonder that you wouldn't print some of the news that the students like to read . . . as for instance, political stories about the fraternities during Prom elections, stories on the students thrown in jail, features on trips to local speakeasies, etc. And how about starting a fight with the city constabulary? Liven up the paper if you have to start something to do it . . . we want black headlines and startling stories. How about more on things like Goodnight and the Rocking Chair, or Dean Nardin and the red dresses?

Yours for the glory of the Deet,  
HERBERT HASSEN, '07

## SQUIRREL FOOD

### REFORM I

The revelation of discrepancies in rates charged for cokes and sodas in the Rathskeller which appeared in the Prom edition of the Daily Cardinal should be used as the opening wedge in a campaign to completely reform the system of class organization at the university. It should in addition serve as a starting point for bringing together instances of racketeering by students or the victimizing of students. Tsk, tsk. Guess that's telling 'em!

We are broaching an idea which is essentially the same as a proposal sponsored by William P. Steven, '30, former editor of the Cardinal, may God rest his soul. He didn't get far with it, and neither will we, but anything to fill the paper. During the two years since the plan was first submitted, things have been running along about as usual, with no complaints.

Elimination of useless class offices has been tried, and with no great success other than depriving a few people of some cheap and perfectly harmless publicity which we believe them welcome to. Despite the early elections, however, freshman and sophomore officers have been dormant since their elevation to office—how do we know they weren't dormant long before that? Is that a crime? But obviously something new is needed.

### JUSTIFICATION

Why have class officers at all? In fact why have classes at all? We've often asked that question. But have we gotten an answer? No! Well, we won't go into this any farther.

We are proposing the Steven plan, because he said "Give me Liberty or my nickle back" and because he is first in the hearts of his countrymen, and has the soul of a second Ghandi! And Ghandi is the salt of the earth. Efficiency, carry-over, and interest are the factors lacking in the classes to day, which would be promoted by the use of this plan. We'll go steerage thank you.

## ORGANIZATION

The plan calls for the following method of choosing the officers:

Election of three coke inspectors in the freshman year. Election by placing fifty names in hat and drawing. These must know cokes through and through, and be able to test them for quantity of lemon syrup, soda water, coke syrup, and foreign matter. The one drawn first serves for two years, the others for one.

After the first baked goods sale the class will incorporate as a non-profit organization. It's easier to do this since there wouldn't be any profits anyway.

In the sophomore and junior years two soda inspectors and a price fixer would be chosen by same method as above.

In the senior year four such inspectors would be chosen. It would be the duty of the last elected to perpetuate the class, by any method available, preferably seeing that enough flunked to come back the next year.

A common fund for half soling and heeling shoes would be established, contributions of 66 $\frac{3}{4}$  per cent being levied from each class, providing of course there were any Levys in the class. This fund at the end of twenty years, allowing compound interest, would amount to exactly \$32,189.07, which could be used to purchase bathing suits for those swimming up and down the Union steps in wet weather.

Other uses of the fund would be optional—scholarships for Cardinal staff workers might be established, or bathmats to be placed under drinking fountains in university buildings. The fund could also replace deficits in profits from class events. In this case it would be all gone by the end of twenty years, so all our computation was for nothing.

We will discuss the plan further, if anyone is ass enough to want to read about it, next Shrove Tuesday.

—U. S. S. S.

## FACT AND FANCY

"I have never smelled a beer breath," states the Alpha Phi housemother.

U. S. S. Steinman is editor of the "Daily Cardinal".

There are speakeasies in the vicinity of the campus.

"We have three squares a day!"

Ray for Alpha Tau Omega.

Many students crack books at night; others crack bottles.



# COLLEGE ODDITIES

New Haven, Conn.—Residents of Harness Hall, Yale University dormitory, are all under a suspicion since a troop of twelve young ladies were found living in the basement. The dean, commenting on this situation, said that the worst angle was that the students should have let the rest of the university know about it before they were caught. He also reprimanded the guilty ones for not offering their own quarters to the girls during their stay, and sleeping in the basement themselves when not being entertained.

Chicago, Ill.—The co-eds at Northwestern University have organized the Society for the Abolition of Questionnaires by Graduate Students in Education, Psychology, and Sociology. This action was taken after Tom E. Rott, candidate for the degree of doctor of philosophy, submitted to them the following questionnaire:

1. Do you drink? smoke? lie? swear? steal? dig? neck? pet?
2. What do you think about the expression, "I have to see a man about a dog?" Do you use it often? Reasons.
3. What do you think of Ballyhoo? Hooley? Reasons.
4. Do you believe in advertising? No? Then why the hell do you smoke Lucky Golds?
5. Are you keeping kissable? Oh, yeah?
6. What do you think about on a starry night? Why?
7. What do you think? Why don't you, then? CAN you think?

New York, N. Y.—Although there are only several hundred law students at Columbia University, approximately four thousand scholars have made applications to be admitted to the bar.

The bar is located on Fifty-second street just off Madison Avenue, in the basement of a private house.

Cambridge, Mass.—The night watchman on the Harvard campus stated last night that more students than non-students park there. He claims that the majority of parkers were couples from Jaw'n Hahv'd. Deah, deah, what is this strange powah they have over men?

Northampton, Mass.—The ideal mate of the inmates of Smith College is a husky, broadshouldered, apartment-owning, affectionate, wealthy aesthetic, collar-and-tie wearing athletic-looking female, according to a questionnaire submitted to them by the Society for the Abolition of Co-educational Institutions and Ham and Eggs and Coffee for Breakfast, Smooth or Shaggy?

Ithaca, N. Y.—Four freshmen flunked the course in hotel management at Cornell University because of their failure in lab to hang onto a chandelier when refused a tip by one of the hotel guests.

Princeton, N. J.—Upon finding a half-empty flask in one of the dormitories, Dean Watt A. Schnozzle said that he would get to the bottom of it immediately.

Ann Arbor, Mich.—Prof. Kent Recallit, of the psychology department at the University of Michigan, who is recognized as one of the world's greatest authorities on the psychology of memory, lectured to his classes last week in his underwear and a high silk hat. Spats, gloves, Paris garters, and a cane completed his unique costume.

## Frat Taxes Too High

The battering ram of the Inter-Fraternity Council will get in full swing real soon and batter down the excessive tax rates which the poor brethren of U. W. clubs must pay each year. Just think . . . the poor Phi Delts have to pay all of fifteen hundred a year when the white pillars on their porch are frightfully full of beer stains. Mr. Tax Assessor, where is your schnozzle? How can you permit such injustice.

Take for instance the Beta bedrooms (information courtesy Delta Gammas) with their crumbling walls. The boys wake up thinking they have acute dandruff only to find that it is plaster that has fallen down during the night; yet they must smile, run their hands through their hair, and then dig deep in their jeans and get dough for the taxes . . . oh, those exorbitant taxes! And the Phi Kappa Sigs . . . just look at that personal property tax in spite of marks and cuts from dancing slippers all over their tables. Maybe they deserve to get socked though . . . tsk, tsk, we had Isham Jones for our spring formal, who did you have?

But the case of the Chi Psis is perhaps the most pathetic . . . they are forced to pay a sum something like the British War Debt just to live in that pebbled barn of theirs. You'd think the pebbles were made out of Carrara Marble and the strawberry crate woodwork in the interior was ebony. And the SAE personal property tax . . . wow! It's a sure fire cause for revolt if one takes into consideration their rasping radio, torn drapes, and legless tables . . . but I guess one can't keep oriental rugs and oil paintings in the living room for nothing. The Phi Psis got off easy . . . several of the boys who were 'sleeping' concealed the expensive bar in the basement, while one of the brethren had fallen through a wall on the second floor just as the assessor went by. This act never fails to chop a tidy sum off the value. It's high time something was done to reduce taxes. Cancel them and give the house managers a little sleep.



## The RAMBLER

Complete  
Campus  
Coverage

It seems that police authorities have been keeping secret the recent attempt to blow up the Sigma Phi Epsilon house. A short time ago detectives discovered an infernal machine which they nipped just before it would have gone off, destroying the entire building and especially pulverizing the room of Arthur Benkert. Benkert, you see is a viper, but a lucky fellow at that.

The deplorable condition in which one Jimmy Johnston was recently found may be explained by Johnston's own words, "Ish jusht gettin' shome dope for 'Cardinal' editorials—ash all."

That the entire 'Cardinal' staff is money mad has been recently found out after an expensive survey conducted privately. Led by Messrs. 'Gilt-edge' Wagner and 'Moneybucks' Steinman the entire personnel is thinking up ways and means of inviegling the Hoard of Control (\$\$\$\$\$ dominated by that big shot, Norm Stoll \$\$\$\$\$) into crashing through with colossal bonuses.

Miss Jane Henderson (Gossip Gossip Twaddle Twaddle), of A. O. Pi, scandalmongering, and hey hey fame, is at present busy writing her first novel which will depict college life as it really is—stripped of all its glamour. The book is tentatively entitled "Ten Nights in the A. O. Pi House".

Homer Bendinger is the proud possessor of a rotating fraternity pin. By a complicated system which he himself ingeniously worked out he is able to bestow his one pin on each of his harem members from time to time without exciting the others who do not seem to mind being pinless for a time—always knowing that sooner or later Mr. Bendinger's pin will come back to them.

"When I feel that way—after a few too many—I always go over to the Beta house. Those Betas really know how to take

care of a playboy and show him a swell time." This from Pat Daly '33, campus society, activity, and fraternity man.

Fred Cramer, one of the Deet luminaries, sometimes, strangely enough, abjures his profession's adage, 'The pen is mightier than the sword.' Yes, Mr. Cramer, used to be quite a scrapper back in his dorm days.

One of ye deet editor's hobbies has been ferreted out. The esteemed Mr. Steinman is a connoisseur of fireplaces and is not at all bashful about sticking his head in one to find out just what design it is or from what period. He is especially fond of the fireplace in the Sigma Chi living room.

"Of course everyone is interested in knowing just what each of the A. O. Pi girls are doing socially," declared Marian Douglass, Cardinal society editoress, in a recent interview. "We really don't want to give them so much space, but the public demands it." Coincidentally Miss Douglass is a member of Alpha Omicron Pi.

Oh, you Tri-delts, can't you ever forget the South Sea Islands. Even your pledges have Samoan Shapes—take, for instance, the case of the one who donned a bathing suit especially for an SAE formal. Tsk, Tsk.

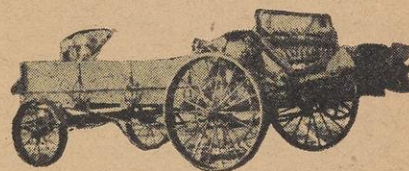
Fred (Hercules) Noer, demon of the desk, is the man who started the utterly unfounded 'Tillie Zilch for Prom Queen' ballyhoo. "Tillie's a damn swell kid and I would have liked to have seen her wearing the crown," admits Noer.

Here's to Chuck (Fireside) Olson, Phi Delta Theta, who easily won the cup given annually to the champ biller and cooer at Prom. Naturally Olson is plenty proud. "I'm out to get the cup given at the Soph Skuffle, too," says he.

—THE RAMBLER.

## TODAY On the Campus

- 12:00 Pi Tau Pi Gamma Sigma, Old Madison Room, South by East.
- 12:00 Lunch in most well regulated houses.
- 12:00 Plate lunch, benefit Phi Psi bar room furnishings, Big Haul.
- 12:00 Bread Line, service entrance Memorial Junion.
- 12:00 Zoology Department luncheon, Beefeaters'.
- 12:00 Cardinal Bored meeting, Round Table Lounge.
- p. m.
- 12:15 Interclass Friendship Committee, main floor cloak room.
- 3:30 Ratcellar Committee, Furnace Room.
- 4:15 Conference, Conference Room.
- 6:00 Little International dinner, Dormitory Refectory.
- 6:00 Committee on Approval of Left Handed Monkey Wrenches, auspices Sigma Xi, Pax Vobiscum Room.
- 8:15 Lecture by Mahatma Ghandi, "Salt and Its Uses", sponsored by Department of Chemistry.
- 9:00 All dates will be called for at respective houses.
- 10:00 Open Forum—"To be or Not To Be?" Great Hall.
- 12:30 Taps.
- a. m.
- 1.00 Lights out.
- 4:00 All joints close.



Above is pictured the new equipment recently installed in the 'Daily Cardinal' office to facilitate news distribution.



# Greek Gaiety Is at Season's Height

## Many Houses to Entertain Over Week-End

### PSI UPSILON

Robert Stallman was master of ceremonies at the Psi Upsilon house last weekend, entertaining the many guests with snappy chatter, bright cracks, and red hot retorts.

### DELTA DELTA DELTA

A formal party will be held at the Delta Delta Delta house this Saturday eve if three or four girls there can persuade their fellows to get enough blind dates for the rest of the sestern.

### PHI KAPPA SIGMA

The Phi Kappa Sigs did their bit towards making Lake Lawn Place plenty rahrah last weekend. Several of the boys who sing remarkably well and dance a step or two entertained the Thetas Friday to Sunday inclusive.

### CHI PSI

Any of the boys who filtered in entertained themselves at the Chi Psi house last weekend. Plans are under way for their next bowery party which will be held as soon as the steel braces arrive to strengthen the wall supports.

### PHI DELTA THETA

Guests at the Phi Delta Theta house this weekend include Al and Ralph Capone (courtesy U. S. Government), Joe Saltis, 'Bugs' Moran, the Aiello brothers, and the Kingsbury boys. In addition several prominent co-eds are weekending at the Phi Delt house.

### LANGDON HALL

The weekend guests at the hall will be any boys who care to come. Every inducement is being made. The parlor is comfortable and dimly lighted, there's a telephone in every room, and tish! tish! there's no 12:30 rule, is there?

### KAPPA KAPPA GAMMA

Mr. and Mrs. Willie Olbrich were Sunday dinner guests at the Kappa Kappa Gamma house. Also the Kappas are taking turns ballyhooing with megaphones all about Sister Darby's marriage. My, yes, haven't you heard?

### CHI OMEGA

A carnival will be held this afternoon at the Chi Omega house at which time their new bar will be formally dedicated. It has been installed in the kitchen for the use of the waiters.

### SIGMA CHI

Louise Dvorak, of Gamma Phi and 1933 Promenade fame, was entertained at three breakfasts, five lunches, and four dinners at the Sigma Chi house this week.

### SIGMA ALPHA EPSILON

Due to the fact that no celebrities of note visited Madison this past week there have been no guests at the Sigma Alpha Epsilon house. Oh Yeah?

### DELTA GAMMA

A real hey hey party will be thrown at the D. G. Lawdige as soon as it is decided just which boys to favor with bids.

### ADAMS HALL

The annual convention of the Western Wisconsin Barbers' Mutual Protective Association will be held next week at Adams Hall.

### PHI KAPPA PSI

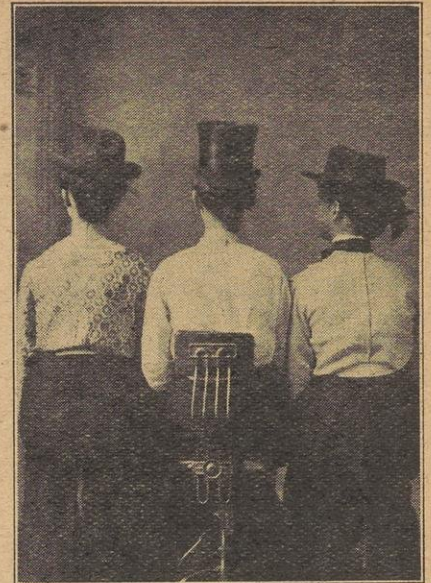
Pucklewartz Smedal will be a week-end guest at the Phi Psi house.

### KAPPA SIGMA

An exhibition and showing of the new line of spring sweat shirts in the new pastel shades will take place next week at the Kappa Sig domicile.

### PHI GAMMA DELTA

Under the auspices of Alex Krems, Mrs. P. Hariwig O'Toole will lecture



Three new Delta Gamma pledges

on 'How to Bake a Cake . . . and Like It' at the Phi Gam house at an early date.

### UNIVERSITY CLUB

Another whoopee party will be held at the club just as soon as the refreshment contract has been signed and arrangements made for the disposal of empty bottles.

### ALPHA PHI

The varsity Wrestling Squad will be entertained at an afternoon tea at the Alpha Phi petting parlors.

### DELTA KAPPA EPSILON

Several of the Deke boys brought home fellows whom they picked up around the town to spend the week-end with them.

### ALPHA OMICRON PI



## Five Days In the Union Elevator!

Here is the Daily Cardinal's exclusive story of Wharton Dilwegg, '34, who was trapped in the Union elevator for five days. It is the only authentic account written, and has been authorized by Dilwegg as such.

"For five days and five nights I was trapped in the elevator—a ghastly experience for even the most intrepid adventurer. I shall never forget it to my dying day. Not even time can soften the memory of those terrible hours. But perhaps I had better begin at the beginning.

"It was about three thirty in the afternoon when I finished my work in the Cardinal office and attempted to descend to the ground floor by means of that fiendish invention of Mr. Otis, the modern elevator or lift. I had been warned repeatedly by fellow students that to do what I was about to do was almost certain suicide. Few people had ever done it before. The machine was known to be dangerous, since it had been installed but two years before, and was still in a state of experimentation. But the Dilwegg guts triumphed and after a farewell salute from the group of admiring well wishers, I opened the door and stepped inside. My first feeling was one of relief and almost insane bravado. The first step had been taken! And nothing happened.

"After a moment I turned my attention to the group of buttons and switches by which the machine is controlled. They presented a complicated appearance, but after glancing at the diagram given me by the inventor, I felt assured that I could operate the mechanism correctly. After a slight hesitation, I resolutely pushed the button marked "Ground". For a second nothing happened, then a low whirling greeted my ears. The powerful motor was starting! Next I heard a creaking and felt a rush of air. I was moving—I was going down! It worked! I was to be one of those fortunate mortals who are the true pioneers of civilization! I cried aloud in exultation. In my excitement I

forgot that I had made no provision for the rigors of the trip—no food, no water, no first aid remedies.

"Down I went—I could see the floors flashing past. I began to grow dizzy—the increasing pressure was making me faint. Suddenly there was a jolt, and a grinding noise. All grew dark. I awoke lying on the floor of the car, somewhat bruised and sore. For a while I lay as in a stupor, then set about collecting my scattered thought. I realized what had happened. The worst. I was caught—caught like a rat in a trap!

"My memories of what happened during the torturing days of my confinement are dim. I half-waked and half-slept most of the time. In the distance I could hear the hammers and drills of the rescue party that worked unceasingly to free me. It was hell.

"At five-forty two, in the afternoon of the fifth day the car began a slow movement. A few minutes later eager hands lifted me through the door and placed me tenderly on a stretcher. I was saved!

"It was with a reluctant hand that I set down the horrors here related. I would not have done so had I not thought that it was my duty to my fellow men. My life will be one of ease henceforth. I dream of a little farm near Brassball Corners, where I may rest in peace, and when the final day comes, be placed in the little churchyard. God bless all of you, dear readers."

## New Coach it is Rumored

A recent survey of the athletic situation coupled with last minute news flashes from all points on the campus, city, state, and country completely clarifies everything. It seems that George Little is slated to return in the capacity of assistant fencing coach, the 1932 football team will be recruited from Haresfoot and will be coached

by a committee consisting of Professor Pyre, Porter Butts, Dean Goodnight, and a man elected by the janitors of the different buildings on the hill.

However, on the other hand, either Stuhldreher or a group of assemblymen may take over the coaching position in which event practice would be held in the Capitol building corridors and the present practice field rented to farmers for cattle grazing, the money therefrom used to get the crew tanked. This, of course, would be with the consent of a committee appointed by a sub-committee of the senate committee investigating university athletics. President Frank, strangely enough, is at odds with the backers of this plan. He has been under the influence of a spiritualistic medium who claims she can bring back Rockne's ghost and utilize it effectively in whipping together a real team.

An open forum will be held in Great Hall under the auspices of the Wisconsin 'Engineer', Rathskeller Soda Jerkers Happy Hearts Club, State Street Merchants' Association, Arden House, Hillel Foundation, and Captain Isabel to discuss the feasibility of this plan. While this has been going on the Alumni Association has by no means been idle. Working through the Loan Fund it had hoped to subsidize several two hundred pounders to bolster up the line, but a change in the plans has rendered this impossible. Instead the money will be used to buy refreshments for the different committees, both at the Capitol and the University, who are thrashing out this problem.

In a signed statement issued this morning Governor La Follette said, "We hope to have the situation well under hand by the middle of the afternoon."

Professor Pyre smiled and said when interviewed by our reporter, "Next fall will see an A #1 football team coached by an A #1 coach."

"Wisconsin will have the best football coach buttons can buy . . . we are not using money this year on account of the depression." This was Senator Hubblegargle's retort to a questionnaire.

Help us out, keed, tell 'em youse seen it in the 'Cardinal'.



## W H A

\* \* \*

University of Wisconsin  
940 Kilocycles

## A. M.

- 8:45 Xylophone solo, to wake up students with 9 o'clock classes.
- 9:15 Morning music, for those who missed their 9 o'clocks.
- 9:35 Wisconsin School of Hot Air: Health talk—"How to Eat and Stay Plump," by Miss O. U. Fanny.
- 10:00 Homebreakers' program—"How to Make Doughnuts Without the Holes," by Prof. Agatha Zilch, department of home economics, Harvard University; "Advice to Co-eds on preparing Canned Food," by Miss Lotta Spinach.
- 11:00 Music Depreciation course, by Dr. I. M. A. Payne, school of music.
- Noon
- 12:00 Dinner music—"Rhapsody in b flat," coming directly from the soup counter of the Union cafeteria.
- P. M.
- 12:30 Farm Program—"What's the Matter with Farmers' Daughters?" by H. e. s. a. w. Plenty, Lodi, Wis.; "Possibilities in the Beef Market," by Guy Punt, football scout, University of Wisconsin.
- 1:00 Daily Cardinal program—"How to Write a Colyum," by S. S.; "Newspaper Mismanagement," by Sam S.; "How to Crash Prom Without a Date," by S. Steinman; "How to Say a Few Words over the Radio in Ten Minutes," by Samuel S.; "No Bums, No Deets, No Nothing," by Morry Sendoff.
- 2:30 Spanish Lesson—"El Toreador, or How to Throw the Bull," by Senor Mucho Torro.
- 3:30 Campus Players dramatization—"The Big House with

Nobody in it," Phi Gamma Delta.

- 4:00 Prosperity Talk—"How I Make a Living by Revising My Textbooks," by Prof. W. H. Kiekhofer, department of economics.
- 5:00 Home Economics—"Many Uses for Wisconsin Cherries," Miss Liftnagle, auspices of W. S. G. A.

Cardinal Key  
At Work

The basketball court of the Field House will present a wierd sight to all basketball fans who attend the Wisconsin-Indiana game February 22, 23, and 24th.

In accordance with their past policy of "Paint your way to fame," Cardinal Key, that spotlight-seeking organization of fraternity men intend to paint the floor of the Field House with a chemical solution of pitch and tar. They expect to paint the words "Rah-Rah Wisconsin" in letters six feet tall.

The application of tar to the floor will increase the difficulty of executing organized basketball tactics, but Richard Brady '34, president of Cardinal Key says, "with the floor well covered with tar, the ball will soon become sticky, and its movement will be slower, thus enabling the audience to watch the ball more closely and consequently they will enjoy the game more."

## WORK TO BE SECRET

All members of Cardinal Key are going to report at the back door of the Field House where they will find all the necessary painting equipment ready for instant use. A watchman has already been bribed to admit the boys, and the painting will be done late Sunday night, February 21.

Every effort is being made by Cardinal Key to keep all their plans for this job a dark secret. Mystery is surrounding their every move in preparation for this mighty work, and at present Cardinal Key believes that they have succeeded in keeping mum.

## Octy Out Today

Wisconsin's sorry attempt to force a giggle each month, the so-called OCTOPUS, appeared to-day for another time. The cover is more or less (mostly more) of an artistic monstrosity. Whoever drew it should try engineering for a change. The colors are eyesores and the whole creates the effect of the floor of a studio.

Thumbing through the pages we run across the same galaxy of ads (how they get them is more than we can see), garlands of stale puns, and a host of poor drawings for which it is well nigh a sin to spend money for engravings. One or two of them are passable inasmuch as they are drawn by the better artists on the staff (are there any?) and the ideas for them have been plagiarized from the 'New Yorker'. But one should not necessarily spend two-bits just to look at these.

The feature story is as stale and dry as last year's Christmas cookies. There is a wishy-washy heroine and a dumb hero who meanders aimlessly throughout the whole until the final senseless embrace. No doubt none of you will read that far so there is really no point in making this statement, but a warning is a warning.

The Monthly Graphic is the same as it was last month, the month before, and the month before that . . . five inane sketches about campus events that have either happened so long ago that everyone has forgotten about them or are to obscure for any notice at all. Yes, readers, Octy is out again to-day.

Jennie Justo's  
Jilted Jailer

Jennie Justo, prominent campus clubwoman and owner of the Club Justo where sorrows disappear and happiness comes amidst the gurgle of gargled gayety, has had a love affair with her jailer at the Milwaukee Home For Those Who Get Caught. However Jennie, ever faithful to the U. W. 'smoothies' she is so used to diddling around with, gave the poor fellow the run around. "Go to hell, Butch," she said, "I don't care a damn for your haircut!"





And . . . aw, nertz!! . . . just another holiday.

We saw "The Big House with Nobody in It," whose cast was composed mostly of Phi Gams. It was very realistic. The actors seemed perfectly at home. As a matter of fact, they confided to us after the performance that they really weren't acting at all. They were just acting natural.

We have come to the point of losing our best friends (the ones who supply us with cigarettes) in debate over the question of whether Brother Gotbux really had halitosis or whether it was only onions. Not that it is really of any importance, since the destination is the same; but the wonderful performance of Joe Hafthere, who took the role of Gotbux, was so realistic that we were bewildered.

We think that this play combines the artistic qualities of O'Neil's "Morning is Unbecoming to Electra" with the profound humor, pathos, and mystery of "Nellie, the Sewing-machine Girl," which achieved great popularity in Hoboken, N. J., during the period 1903-1911. Incidentally, Eugene O'Neil, who helped the boys out with several strange interludes, is a Phi Gam from Monte Carlo.

### INTENSE DRAMA

Several years ago when we were still taking a course in drama, the instructor, (I never did know his name, or even take the trouble to find out), asserted that what this country needs in the way of art is a good five-cent cigar . . . OOOPS . . . pardon me, I mean a good drama with the intricacies of plot worked out to extreme perfection, such as those of Demosthenes Eduardus Cantorus, the ancient Greek playwright.

We saw such a play done in cinematography last night at the Orph. We have seen "Monkey Business," with those serious artists, the Four Marx Brothers. The plot was perfect. It had all the qualities which go to make an extremely delightful bit of tragedy. Especially the suspense, where Harpo loses his pants. The audience roared in approval, and several of their number had to be carried out, since it was the night before Homecoming.

The vaudeville was simply atrocious, except for the little girl in the extremely abbreviated costume in the last act. She ran away with the audience. In fact several of the audience tried to run away with her, but found out la-

ter that she is a farmer's daughter, and refrained from doing so.

The ham actors, Epstein and Goldstein, who were third on the bill, were terrible. All their jokes were puns, (which, incidentally, is the lowest form of humor), and were taken from Life, Judge, and College Humor, with the exception of one, which virtually put the audience into obstetrics. Goldstein said, "Who was that lady I seen you with last night?" And Epstein answered, "That was no lady, that was a Kappa."

What this country needs is a good five cent cigar.

### Museum Exhibit Unique

An unusually interesting collection of glass, old and new, is now on exhibition (and has been since the spring of 1907) at the State Hysterical Museum. Reminiscent of the gay nineties are the shelves of quaint colored moustache cups and hob-nail pickle plates. Refreshments were served . . . pardon, that's tomorrow's assignment. Mr. Browbeaten, curator, is particularly fond of one cup with gold scalloped edges, on

which is written "Tippecanoe and Tyler Too, Sun Prairie, 1917". Many such cups have the gold edges and inscription, but this one, a rare specimen, also has a chain and stopper. Other fascinating pieces include a Steigel cigar lighter of the Revolutionary period, a hand-painted bed warmer, and the glass eye General Whooper lost at Vicksburg in the 1927 Union drive.

Among the moustache cups which, by the way, served the double purpose of straining coffee and keeping out lightning bugs, is a recent addition from the Fairchild (260) collection. This snappy number has a detachable filter and attached napkin ring. Minnie Bascom Vilas Fairchild, the donor, is reported to have stated that her maternal grandfather, Luther (Memorial) Pinckney used to be able to gurgle three different themes on it to the lively accompaniment of the family harpsichord. The only other cup that is of really great value is the famous White House specimen. This cup was hand embroidered in 1863 by Mollie Custard Buchanup, wife of the president of the U. S. Remaining in the White House for 20 years (until it was discovered in the attic by a maid), the Buchanup cup, or, as it is better known, the Hiccup Cup was bought for the museum by an anonymous donor (Minnie Bascom Vilas Fairchild is suspected) in 1902.

This collection is fraught with interest and to see it will set you agog with the collecting fever. More fun, throwing those darling glass things down elevator shafts! Thank heaven this woman's club I'm reporting tomorrow is on the ground floor.

### Weaver Wants Dough

Doug Weaver, scintillating senior skipper, announces that all dues must be paid before he can order any fine, monogramed stationery for himself as he has to make a deposit and cannot do so without funds. "It's a damn shame," stated Mr. Weaver, "that these deadbeat seniors don't crash through with the 'mazuma'. What do they think I ran for president for?"



## Thwarted Desire

ALL PASSION SPENT, by V. Sackville-West Daubleday,  
Doran & Co.; Garden City, N. Y.,  
1931. \$2.50.

It is indeed a pleasure, in these days when beggars can't be choosers, to read such a soakingly absorbing account of the adventures of the Bobsey twins, Pneumonia and Dispepsy, at that glorious social event which marks the height of the season at Miss Influenza's Kindergarten for Bouncing Babies.

### OUR YOUNG LAW BREAKERS

The plot of this wunnerful novel has a social background, which exposes the aimless intellectual wandering of our youngest generation, which, in its wild, religionless passion for the lower things in life, disregards the Ten Commandments, the Eighteenth Amendment, and the City Parking Ordinance.

### OH YEAH?

THE so-called depression in which we flounder with fitting melancholy is in this writer's humble opinion much like the nightmare which inevitably follows indigestion. Its existence is purely fanciful but vivid enough to convince anyone who enjoys feeling sorry for himself—and most of us do.

In 1929 an artificially inflated market exploded. The concussion was felt round the world. Many unearned fortunes disappeared. Thousands were left without employment. These are the facts behind the present nightmare—not one of them an excuse for chanting the blues among imaginary ruins.

### LIFE IS LIKE THAT

But ahh. I am supposed to be reviewing a book. The high spot is the post-prom party at the Ga Ga sawraw-ri haouse, when the campus playboys, Ike Platz and Mike Schmaltz, go into a huddle in the kitchen. They find two bottles of milk. They can't resist, and imbibe until they can scarcely read the names on their bibs. Ike says, "who was that lady I seen you with last night?" And Mike answers, his thick tongue unable to pronounce the words clearly, "Da da

da!!! Goo goo goo!!! Wahhhhh!!!  
("which means") that was no lady,  
that was a Pi Phi."

## Campus Poetry

### VISTA

By Wendall Worthington

Cumulus clouds  
Clothe the horizon  
Like a cream-colored kimona  
Wrapped around a virgin.

\* \* \*

### SPRING

By Sarah Burp

Forget your petty cares and troubles,  
Let them disappear like bubbles,  
For the springtime is awaiting,  
Time for melody and mating.

\* \* \*

### SONNET

By Isaac Beerbaum

Love is but a fleeting happiness,  
In retrospect appears as foolishness.

(Dear Editor: This is the extent of my poetic inspiration as Mrs. Murphy, the landlady, just burst into the room in a cold sweat wanting to know what the hell I was typing at 2:30 a. m.)

### IN MEMORIAM

Wisconsin's . . .

Morals

Temperance

Scholarly Pursuits

Winning Teams

## Union Concert Pleases

The concert season opened Sunday afternoon when Major Morphine presented the University Orchestra in a recital made up of the Ol' Massas. Mr. Morphine's brass section was particularly outstanding. However, this critic could not overlook his beautiful demonstration of baton beating.

The audience was fairly carried away by the delicate nuances of the Barnicle Bill interpretations. Most pleasing was the victory of the woodwinds over the string section. The hornblowers and pipers had the sympathy of the crowd and a riot was narrowly averted when the conquerors attempted to carry off the music racks of the defeated.

The audience seemed drugged by Morphine's unusual effects in various colors of Rhapsodies. It is indeed gratifying to music lovers at Wisconsin to feel the versatility offered this chameleonistic demonstration.

A touch of humor entered the program when the strings, over did a ten measure rest and let it lapse into a mild snooze. To old timers this recalls the recital of 1898 when rest rooms were provided for pausing pipers.

The university has assumed no obligations about replacing broken fiddle strings and warped reeds that resulted from a delightful Wagnerian rendering.

The program played included the following numbers, irrespective of (B. 661 and 3.1416)

Bach Feud-----Rimed Corset  
(Arrangement by Gershwin)

Chamber Music-----Glotz-Pabst  
(Instrumentation by Gershwin)

Baby Eyes-----Joe Lucas  
(Orchestration by Gershwin)

On Wisconsin-----Gjzxhatstz  
(Interpolation by Gershwin)

Sonota Claus-----Joos Jones  
(Bass Drum Arrangement by Gershwin)

Symphony in A

Symphony in B

Symphony in C

Symphony in D

Symphony in Con

Symphony in F---Hjalmar Svrvvnsdt



The

## CO-ED SHOPPER

## Trifling Tripe

## YOO HOO, GIRLS!

I found the loveliest dress this morning at **KITCHENICK'S**. Of course I don't need a dress, but I'm getting paid to throw a line, so I can afford to be enthusiastic. It was a ducky little model with an adjustable hem that can be let down so that you can wear it to Sigma Nu formals in a crisis. I forgot to see what it was made of, but it had sparkles around the neck which cascaded down and stopped smack at a bunch of artificial geraniums tacked on to the bodice. Need I say more? Do run down and look at this and the other smart skirts featured at **KITCHENICK'S**. After you get in the store the rest is up to them.

## LOOK, SUCKERS!

Did you fellows ever get pulled in on a date to whom you had to send flowers? Let **WRENCHER'S** (on

the way to the Orph) send the damn things for you. Why grow your own pansies? Two bucks and they'll send her a wreath of pink and blue hollyhocks that'll either cure or kill. Two bucks more and they'll put in a birthday card and tie on a silver ribbon. Great little helpers, **WRENCHER'S**. And will your date ever be perfectly crazy over them. Perfectly!



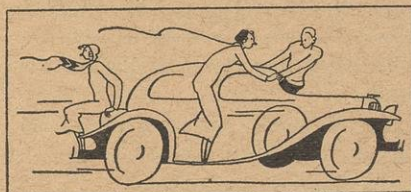
## OH THEM EARRINGS

At the **MESS AROUND GIFT SHOP**. I swear, sister, they're the nuts! The place is upstairs and you'll knock over fifteen whatnots full of china elephants trying to get in the place, but what earrings! Long ones and short ones. If they're too long to suit you, Mrs. Bigwig will hack off a couple of diamonds and charge you

for them anyway. One pair I noticed particularly was made up of emeralds and turquoises set in pewter. They looked hellish and would be sure to fall off, but the idea is for you to go up there. See, dummy?

## WOULD YOU MAKE A LADY

Walk ten miles between the A. O. Pi. house and the Union? Wise up, big boy and trot out a **CAPACITY RENT-A-CAR** and we'll all go. Such chic little cars, and they hold just enough gas to get you out past



the bridge. And what clutches! Me for a **CAPACITY RENT-A-CAR** every time they buy another paragraph in this rag.

## PLENTY OF MAYONNAISE,

I said, and giggled like all get out, for mayonnaise is a specialty at **LOW-HIGHER'S**. You order a coke and they bring you mayonnaise. The cut-ups! No, but really, **LOWHIGHER'S** is the kind of place where everyone meets everybody else, including the Thetas. Those lingeringly good sandwiches eaten to the strains of "I'm Only Guessin'" will start you wondering what's in them besides mayonnaise. And service! Just phone your order and you'll have to go to the door before you get through talking.



## POUF!

And your picture is taken. Just like that if you go to **PHOTO-FARCE**. You plunk down \$5 for the proofs. Simple isn't it? You may not like them, and that'll be too bad. They'll retouch you for \$2 for retouching. Come back in ten years and have a laugh at yourself in the cute scrapbook they keep from year to year. **PHOTO-FARCE** isn't merely a picture place. They do the loveliest portraits and make you think the guy that took them is Rembrandt himself.



## OH FUDGE!

Let's go to the **COUGHDROP SHOP**, for that's the home of the hot fudge, you know. How about another year, Steinman, I'm really waxing clever. No, but really, they



have the darlinest candy things, little hearts and flowers and such to send to your kid sister in Oscaloosa. (And does it ever go over big with the folks). For yourself and your date there are all sorts of good things, hot if you want them cold, and cool when you want them hot.



## LAST NIGHT

I got hot fudge from the **COUGH-DROP SHOP** all over my new dress from **KITCHENICK'S**. Freddie spilled it and he felt so lousy about it that he hired a **CAPACITY RENT-A-CAR** and rushed me next door to the **PANDIMONIUM**. They got the spot out in a jiffy and Freddie bought some flowers at **WRENCHER'S**, which I wore over the hole made by the charming boy with the cleaning fluid. I didn't care, for it was only an accident, and really **PANDIMONIUM** does excellent work when not called on to do emergency work after closing hours. Freddie and I were still hungry and so we had a delicious soda at **LOW-HIGHER'S**. Freddie thought I was sore and asked me if I wanted the picture back which I had had taken for him at **PHOTOFARCE**. I said, "No, Freddie". After all, he had spent \$45 in two hours on little me and I wasn't mad, really. This morning I got a cute little china elephant from the **MESS AROUND GIFT SHOP**. I think Freddie sent it.

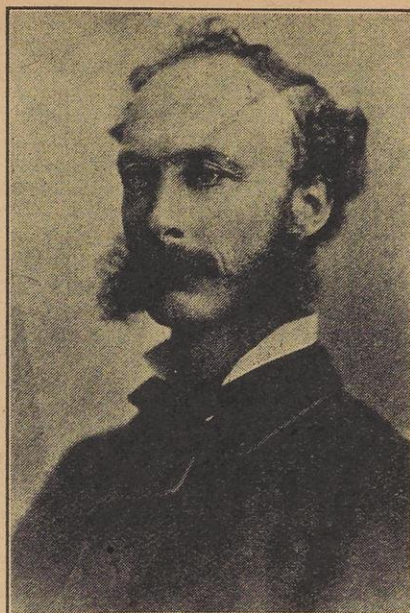
see how Empress Eugenie hats are made in the big foundry at Gary, study the manufacture of skull caps at Chicago, make an extensive survey of shoestrings and the geometrical use of the formula for shoestring potatoes, and wind up experimenting with motors for tops.

## Koo Chee Koo On Manchuria

That there are no bootleggers, racketeers, co-eds, or Austins, in Manchuria, was a statement made by Koo Chee Koo, famous Chinese economist who discussed the Manchurian situation before the Hysteria Society last night in the swimming pool at Lathrop Hall.

"Manchurians are never found in the closets of the homes of married ladies," expounded Mr. Koo, "because there are no such things as street cars there, thereby eliminating the excuse I was only waiting for a street car."

Quoting Kipling, (or was it Groucho Marx?), in this connection, the speaker said, "Yeast is yeast, and



*Alexis Schmickovitch Balheadski*

vest is vest, but never the swains shall meet."

At this point, Mr. Koo took a bottle of something from his hip and drank long and seriously.

## CALLS STUDENTS MORONS

"I don't think a helluva lot of your colleges!" he shouted. "The blokes who go to them are nothing but a lot of insipid, bleary-eyed, infantile morons, imbeciles, and idiots! The professors' are little better, and put it in quotation marks so they'll know what I mean!"

The economist then drained off the remainder of the amber colored fluid. "Aw, nerts," he said at this point.

"My wife ish the besh' little woman in the worl', and I'll shmack the guy down who saysh she ain't. Nobody 'sh got a better wife than mine, she 'sh a shwell kid, believe me."

Here the speaker was forced to retire.

Returning several minutes later, his face as white as a scared albino, the speaker, amidst an explosion of post-prom burps, proceeded to discuss American college humor.

"There is only one worth-while college humor magazine in the country," said Mr. Koo, "and that is the University of Pennsiltucky 'Pink Elephant'. I saw a joke in it which . . . ha! ha! ha! . . . well, this is it:

## UNION

## MUSIC

## MANIACS

Alexis Schmickovitch Baldheadski, celebrated Russo-Polish oboe player, will make his Madison debut at the cattle barns next month in a concert under the auspices of Union Bored. University music lovers are indeed in for a rare treat as Alexis sure can blow a mean oboe. It's too bad that the best seats will be taken by Union Bored members and their dates making it necessary for the music lovers to hang from the rafters, but it's all in the game. 'You can't play a fiddle and blow an oboe too' . . . as the old proverb goes. Baldheadski will feature the suites of Messrs. Schroeder, Drake, Loraine, Blackstone, and Congress. Yep, there'll be plenty hey hey at the cattle barns next month. "Oboe your own horn!"



*John Doomore*

Oo-ps guess we've got him standing on his head.

## Hot Time At Soph Skuffle

"Things'll be plenty snorky and everyone will be in for a time at the Skuffle," stated John Doomore, Soph Skuffle King. Jimmie Hereagain and His Orchestra will toot and fiddle for the army of joy seekers who are expected to swarm the Union for the annual event.



## CONNIE'S DIARY

\* \* \* \* \*

### All About Prom—The A. O. Pi's an' Everything

#### SUNDAY

Oh my dear. Thank God Prom is over, I'm simply a wreck, no foolin'. Of course I had a marvelous time. Bernie was so sweet every minute, and the parties were divine. *He* is a swell date, and I don't mean maybe!

Of course I went to church this morning, and the stained glass windows in the Methodist church are beautiful . . . I spent the whole service looking at them. They are sort of inspiring, you know what I mean. And this afternoon we went to see "Forbidden" with Barbara Stanwyck. I don't care much for her, but it must be nice to be wanted that much. But a girl like me shouldn't think such things. You understand, diary dear? No grades back yet, I forgot to put any cards in my bluebooks and I'm scared to death to call up any of my profs. Washed out six pairs of stockings this morning . . . I can face school with a smile. And found a wonderful bargain at Walgreen's this afternoon, saved almost twenty-five cents. Now rest in pieces till tomorrow diary dear.

#### MONDAY

Woe is me! Got up and found that we had prunes and mush for breakfast at the domicile of A. O. Pi. And I pay \$85 a month for that? There ought to be a chapter investigation. Cece and Billie both have colds . . . their Prom dates had them . . . we wonder? Classes are as usual . . . some cute new men in Pyre's Comp Lit 67 . . . must investigate.

#### TUESDAY

Today saw John Dern speak to a girl. I don't know who she is, but it looked like sour grapes to me. And he is a spoiled child.

Octy came out today and I was thrilled to death at the cartoon of a certain A. O. Pi. That handsome Deke, Bill Ballinger thinks he's a

lady killer, but there are a few he can't overcome so easily. Want to try, Bill?

#### WEDNESDAY

Zella Mae, Ginny, and Gladys are appalled at the number of towels consumed each day by the sintern . . . but it does save the walls from lip-stick.

I need sleep in the worst way . . . but mother always told me the worst way was very wicked. I'm in a quandry. The girls at Langdon Hall have an awful habit of pasting wet handkerchiefs on the windows. Saw that big shot Norm Stoll walking into the Union today . . . well? The lingerie salesman came today, and I bought some things . . . the man was so good-looking I couldn't resist. Read *Hooey* all afternoon and felt as though I'd been to a dinner at the Psi U house. I hear there are worse magazines!

#### THURSDAY

'Tis rumored that the now ex-Prom King Kinsley is taking the Collegiate Tour next summer with Dottie Ferguson, Fred Wagner and the rest. No graft from Prom? Ho hum. The Phi Psi who vainly attempted to use his expert technique on a certain blond from Memphis last year regrets his lack of persistence now, I understand. Southern peaches are not all easily squeezed.

Whisper has it that Marge Pennington dates a certain eminent football player these days, and a tackle at that.

The boys who troop down Lake street to the Sigma Chi house have been looking suspiciously at our home these past few days. There must be mischief afoot . . . you never can tell what a Sig will do, and I know!

#### FRIDAY

Practically dead. Twelve thirty date last night. *He's* been around! Goo' night diary dear.

#### SATURDAY

And another week has passed as they have a habit of doing. I haven't accomplished much, except the six pairs of stockings laundered. Life is so futile, isn't it diary dear?

To the Orph and saw "Panama Flo" . . . fair but the vaude was lousy as usual. I hope you read this Mr. Scharnberg. And speaking of movies, didn't "Dr. Jekyll and Mr. Hyde" make you fairly shiver? But Freddy March is still the pride of Alpha Delta Phi, wonder if they have his autographed picture on the mantel? That's one house I've never been in diary.

We're going to Mark's tonight . . . I hope he doesn't get too tight . . . but I love to go there, one does see everyone who amounts to anything on the campus. Is that why I go there? Guess diary dear.

And so to bed, as Pepy's said, or was it Earl Carroll? Good bye until next week, diary dear.

Your own,

CONNIE.



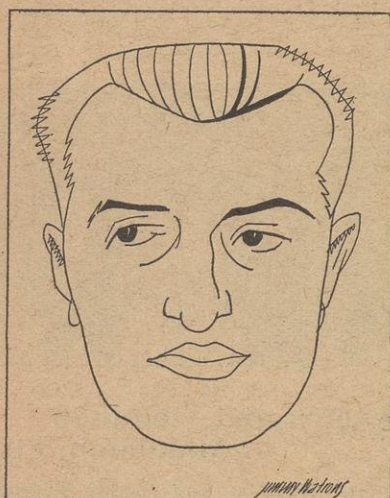
### Wagner and Steinman at Middleton, Fla.

Sam Steinman and Freddy Wagner are no doubt busy chuckling to themselves about how they meatballed the Cardinal Board of Control into sending them to Palm Beach for the college press convention. A lot of good the 'Cardinal' will get out of the blah blah hooey the fellows chin about at the meetings . . . that is those dead-men who are not busy swimming, yachting, drinking, sleeping a hang-over off under a palm, or dating some southern rose. "Will we ever have a time . . . will we ever pad those expense accounts . . . and will we ever guzzle that Cuban Rum!" chortle Steinman and Wagner to one another.





One of the girls pulls a fast one in the annual Tri Delt-Kappa Sig snow-ball fight.



Here he is "Tempest in a Teacup" Steinman who edits the Scaly Sheet.

For Gawd's Sake . . . read 'Cardinal' ads. The advertisers paid plenty to have them printed.

## Have Another!

The system of serving giggle juice employed in most of the popular campus hey hey rendezvous is abominable and when looked upon in retrospect is almost pathetic. Take the straight backed booths in the Club Valspar for instance. One gets a black and blue elbow trying to put an arm around his girl and it is virtually impossible to put one's back in the proper position preparatory to gargling a shot.

A situation like this is lamentable inasmuch as students who have worked hard all week with their books certainly deserve something better than a stick in the back when they venture forth weekends in search of a little fun. We are absolutely in favor of using some of the Loan Fund gravy to remedy evils of this sort. If the Loan Fund expects to keep needy students in school it must help provide the proper atmosphere for them.

Similarly is the lack of a nice long bar with brass rail and all the trimmings at either Spark's or Shannon's much frequented hangouts detrimental to student morale. At both places the Saturday eve gang of rah rah folk are served from a nook so small that your mother could not stir up a batch of Christmas cookies on it.

Perhaps a tag day might be held, the proceeds of which going towards purchasing big mahogany bars for these places. Circumstances such as these affect the very fundamentals of student existence at Wisconsin, and those in power should not fail to recognize the need for immediate action. We can visualize a Utopia of the future . . . carved mahogany bar, gilt rails, bartenders in livery, fine murals on the walls and orientals on the floor, Greek statuary in the foyer, and perhaps even a pipe line or two to the Theta, Chi O, and Phi Delt houses.

Did You See It In The 'Cardinal'?  
Hell no, but say you did anyway.

## CLASSIFIED ADVERTISING

### FOR RENT

FURNISHED one room apartment for woman with bath adjoining, cooking facilities, in Clark Apartments, 425 Sterling Court. Fairchild 1113. 10X2=20

SMALL single rooms with Big Chief Running Water, kerosene lamps, no telephone. Bring your own furniture unless you're a Zona Gale scholar. Call Badger 98. 002½ Mendota Court. 5X6=30

APARTMENT for couple, no references required. Complete exposure at all times. Fairchild 867. 2+2=4

ROOM big enough to turn around in but not to swing a cat. If you have that habit we do not want you. 707 W. Johnson street, call Badger 12. 9-2=7

ROOM with bed, running water, burglar proof door and window. Call Badger 12 and ask for McCormick. 4X5=20

### FOR SALE

GOLDFISH only slightly tarnished. Feeds from your hand. Must sell, hand all gone. Fairchild 0055. aXb=c

VIOLIN of rare workmanship. No strings attached. 667 Regent street. 1X23=23

CELLAR fixtures, guaranteed not to rip ravel wear tear or part at the seams. All in original containers. See them at 811 State street any time. 1X1=1

EXAM papers. No questions answered. Call Fairchild 2947. 99,189,456X234=?

### LOST

WHITE satin dress on third floor Memorial Union sometime during Prom. Call Badger 1488.

LOST, the old fight. Call Jack Dempsey, New York. 0X0=0

BLIND Federal Agent. Last seen in John's place. U. S. Department of Justice, Washington, D. C. 22½X3¼=?

GLASS eye during marble game. If anyone picked this up by mistake oblige owner and return. Badger 1314. nertz.

### FOUND

EMPTY "Old Smuggler" whiskey bottle. Valuable to collector. Odor very good. Call Fairchild 2207.

WOMAN'S garter on third floor of Chi Psi house. Owner may obtain by bringing the mate. T. Wadsworth, Badger 6200.

TEN dollar bill signed Andrew Mellon. Owner may obtain by showing signature. Badger 40.

### WANTED

JOB paying not less than \$50 per week, easy hours, no hard work, must be with reputable firm. Call John Hand, Badger 6200.

USED Sears Roebuck Catalog. Must contain at least 300 pages. Call Badger 3936.

TOMBSTONES for decorative purposes. Call Kappa Kappa Gamma house.

### MISCELLANEOUS

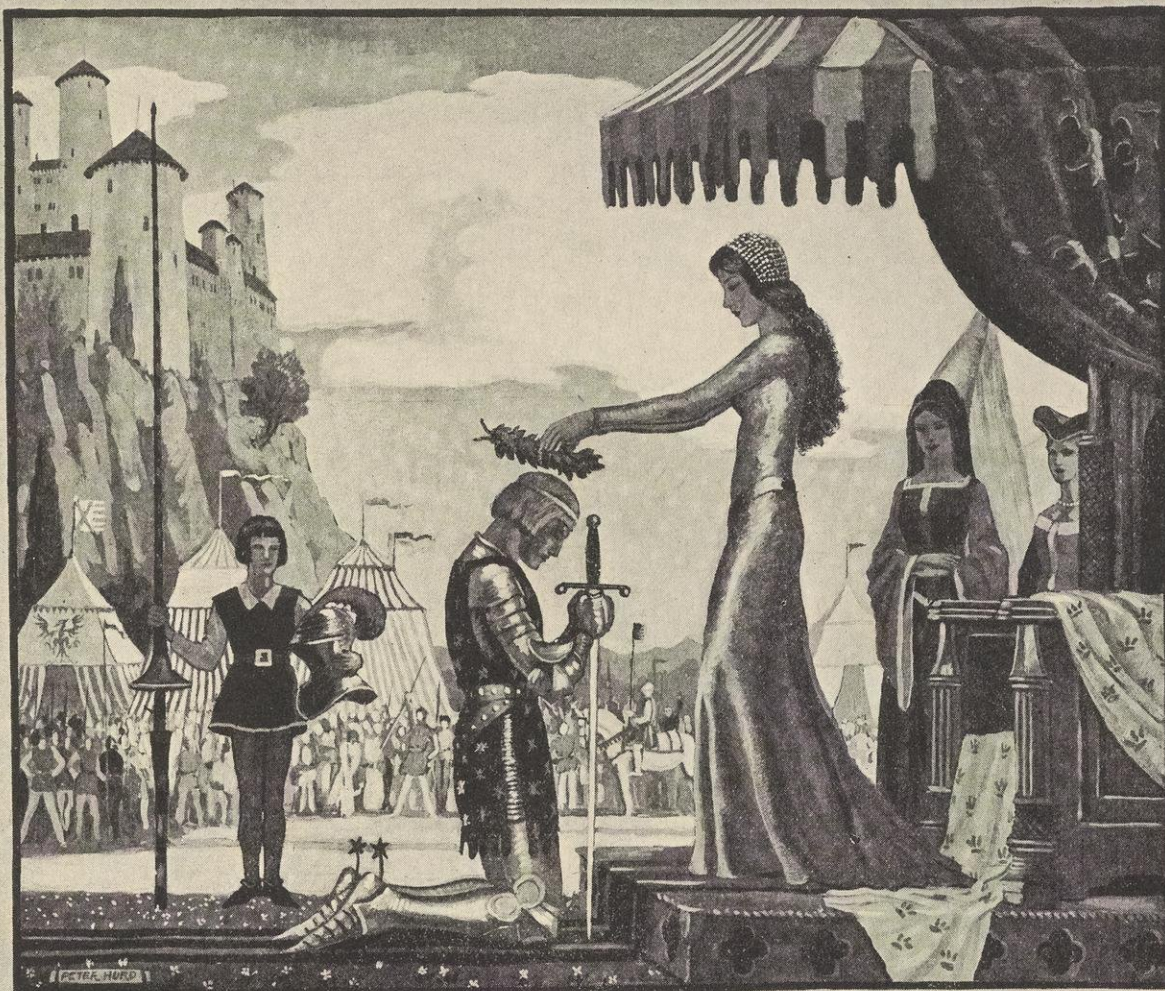
HAND Laundry, either right or left hands done reasonably. 10% off for pair. Jack Waunguin, 708 University avenue.

ARTIST who is expert at landscapes, seascapes, fire escapes, and narrow escapes desires work at any price. J. Watrous, 30 N. Spooner St.

Say Youse Seen It In The 'Cardinal'.



# Prestige



## The REWARD of ACHIEVEMENT

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

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



*Whitman's*

PRESTIGE  
CHOCOLATES

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AMPUS SODA GRILL . . . . . 714 State Street.  
 ARDINAL PHARMACY . . . . . 266 State Street.  
 HE CHOCOLATE SHOP . . . . . 528 State Street.  
 COLLINS PHARMACY . . . . . 1941 University Avenue.  
 OLLYER'S PHARMACY . . . . . 1839 Monroe Street.  
 ETTLOFF'S PHARMACY . . . . . King, Main and Pinckney.  
 ETTLOFF'S PHARMACY . . . . . 831 University Avenue.  
 ERHARDT PHARMACY . . . . . 1345 Williamson Street.  
 RIMM'S PHARMACY . . . . . 1875 Monroe Street.  
 IGHLAND PARK PHARMACY . . . . . 2602 University Avenue.  
 EEFREY DRUGS (M. F. McGrath) . . . . . 1921 Monroe Street.

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

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



# BARGAIN HUNTERS



*Here's a Point or 2*

**Octy (5 issues) .75**

**Daily Cardinal 1.75**  
(1 SEMESTER)

**Regular Price 2.50**

***SPECIAL OFFER***  
***Both For 1.75***

**Keep Posted On Daily Events of the Campus With  
The Cardinal**

**Keep On the Happy Side of Life With  
The Octopus**

## Combination Offer

Octopus	-	-	.75
Cardinal	-	-	<u>1.75</u>
			2.50

***Both for 1.75***

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Street and No. \_\_\_\_\_

City and State \_\_\_\_\_

**Present Coupon With Money**



Simile—Nervous as a chameleon on a Christmas tie.  
—*Jack-o-Lantern*

It has been suggested that Mussolini is Italy's prime menacer.

—*Jack-o-Lantern*

Kitty: Paul proposed four times before I accepted him.  
Kat: Yes? Who were the three who turned him down?

—*Drexerd*

Prof: Can you tell me one of the uses of cowhide?  
Frosh: Yes, sir. It keeps the cows together.

—*Mountain Goat*

Dean: So you're back in school. I thought that I expelled you last week.

Upstart: You did, but don't do it again because my dad was plenty sore.

—*Wampus*

### *Close Squeak*

"Announcement has been made of the birth of a son to Mr. and Mrs. Fred Bryant at Mary Fletcher Hospital, Burlington. There will be no rural delivery on Saturday."

—*Rutland, (Vt.) Herald*

And there's the story concerning a Chepachet clergyman, who, at a dinner, had to listen to a talkative young man who had much to say on Darwin and his "Origin of the Species."

"I can't see," bawled the young whippersnapper, "what difference it would make to me if m'grandfather was an ape."

"No," skirmished the clergyman, "I can't see that it would. But it must have made a great difference to your grandmother."

—*Brown Jug*



## SMOOTH or SHAGGY?

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

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

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

## College Humor MAGAZINE



## LA CASTILLA

Invites You

### SEÑORES and SEÑORITAS

A cozy spot that breathes the spirit of old Spain. Delicious Spanish dishes to tempt your appetite. Chili Con Carne with the real Mexican flavor . . . Hamburgueses Espanole, Spanish Rice, steaming hot, with a new taste that runs ace high.

French Drip Coffee  
Malted Milks  
Home Made Pies

## LA CASTILLA

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SEÑOR PEDRO MENDEZ, Mgr.

Appointments May Be Made For  
Spanish Tutoring

— WE DELIVER —

Student (to Math Prof): I say,  
Prof, how's trigs?

—Froth

He: Most of these senior big shots  
are rather small calibre.

Him: Yes, .32 bores!

—Froth

Que.: What's the difference be-  
tween a hobo and a college man?

Ans.: A hobo wears clothes that  
other men have worn out. A college  
man wears out other men's clothes.

—Purple Parrot

"Wish we could find a fifth for  
bridge."

"You don't need a fifth for bridge,  
ya dope!"

"Well, make it a pint, then."

—Juggler

Let there be light—wines and beer.  
—Caveman

Freddie Frat says: When my  
sweetie turns me down I go see my  
necks best.

—Caveman

Presto!

The magician's wife knew her hus-  
band was up to his old tricks when  
she found the hare on his shoulder.

—Red Cat

"What do you call your canary?"  
"Joe."

"Is that for Joseph or Josephine?"

"We don't know. That's why we  
call it Joe."

—Banter

## The Best Place To Buy

Typewriter Ribbons  
Carbon Papers  
Thesis Paper  
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519 State St.

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Madison Master  
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20% Discount on  
Cash and Carry

2136½ Regent St.  
909 University Ave.

558 State Street

Phone Badger 1180

## Easter Comes Early This Year

Photos are lovely personal  
gifts for your friends and  
family at Easter.

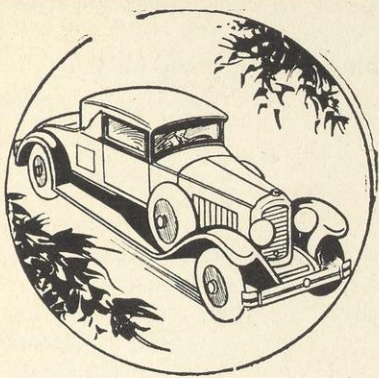
Make your appointment  
now to assure Time for  
resittings if necessary.

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HOUSE

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## Insurance » » »

### Is A Necessity When Driving An Automobile

All our cars are individually insured by one of the leading insurance companies of Wisconsin against fire and theft—property damage to others up to \$5,000.—public liability to others up to \$15,000.

Our insurance policies comply with regulations of the state laws and city ordinances.

## CAPITAL CITY RENT-A-CAR

*The campus institution of friendly and dependable service*

531 STATE STREET

WE DELIVER

FAIRCHILD 334

#### *Sour Grapes*

If there's any guy I could hit with a mallet and enjoy it, it's that pie-faced fraternity man, the school's idol, etc., the one dancing over there with the blonde. She *would* ask him to this sorority dance!

There they go, the two of them dancing with their heads close together, their bodies barely moving to the music. Two crazy things! Gee, that drives me wild—I asked that goop to go with me—and he refused . . . !

—Beanpot

Oh, for those good old days, when a guy could worry like this over his income tax.

—Beanpot

"You look rather broken up. What is wrong?"

"I wrote home for money for a new study lamp."

"Well, what of it?"

"They sent me a study lamp."

—Siren

#### *That's Something*

"Can you cure my case of De-lerious tremens?"

"No, but I can make the snakes look smaller."

—Longhorn

A piercing shriek echoed from the bathroom and sent chills up and down everyone's spine. They rushed in and found poor Ella on the floor in a huddled heap. They lifted her onto the bed, and, in a few minutes, haggard, with a terrified look in her eyes, she came to.

"Ella," cried her mother, "what happened?"

"Oh, mother! It was awful. I stepped into the bathroom and there I saw——"

"Yes?" Everyone strained forward, white as sheets. "You saw——?"

"Pink tooth brush," she hissed in a horrified whisper, and fell back in a faint.

—Bowl

## Smart New Creations in Social Stationery

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

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

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

**STRAUS PRINTING COMPANY**

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## Beauty Service

*Specializing*

In All Branches of the Profession

### VARSIITY HAIR SHOP

Main Floor

640 State

Fairchild 6391

Open Wednesday and Friday Evenings

## Fresh Meat

Uniformly High Quality and a  
Great Selection

### Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

## When

You desire first-class workmanship and  
individual attention call at the

### UNION BARBER SHOP

Stop on your way to and from classes  
Ground Floor, Memorial Union Building

LOUIS TOPP, Manager

## Lettercraft

Engraved Stationery  
Dance Programs

725 University Avenue

Massa: I say, Rozzon, how did things look last night  
on that thar date o' your'n?

Rozzon: Pretty black, Massa, pretty black.

—Froth

Two ways to enter Theta Sorority house:

a. Social ladder.

b. Ordinary ladder.

—Owl

According to the well known Walter Winchell, times  
are so tight that autograph hounds are only asking for  
initials.

—Skipper

Prof: You have the faculty for making love.

Sweet Young Thing: Oh, no, sir, only the student  
body.

—Satyr

"Oh, no, dear. I'm sure he's a kind man. I just  
heard him say he put his shirt on a horse which was  
scratched."

—Worcester Herald

An old lady had been quite ill. After the doctor had  
called she remarked to her daughter what a nice man the  
new pastor was.

"He's not the pastor," said the daughter, "he's the doc-  
tor."

"Oh, I thought he got a little bit familiar," mused the  
old lady.

—Caveman

Heebe: Did you know that women were in politics  
many thousands of years ago?

Jeebe: No; where did you get that?

Heebe: Well, it is stated that Salome's motion was  
received by the house with loud applause.

—Orange Owl



"Daddy, how do animals breed?"  
 "Why—uh—troo der noses, ob course."  
 —Panther

"Mama, is there a Santa Claus?"  
 "No, dear; it's really your father."  
 "Mama, is there a stork?"  
 —Purple Parrot

Boston's solution for the unemployment situation is the best we've heard yet. They give the jobless people one-way tickets to New York.  
 —Lord Jeff

At  
 last a  
 joke is found  
 in which an English-  
 man or even a Freshman  
 can readily discern the point.  
 Why? Oh, because there's  
 a Point at both ends.  
 That is  
 why.  
 —Yellow Jacket

*Pastoral*  
 Violets are green,  
 Roses are pink  
 Immediately after  
 The thirteenth drink.  
 —Reel

*The Evolution of a Proposition*  
 Frosh: Let's go to a show.  
 Soph: Howdja like to take in a  
 coupla house dances?  
 Junior: Come on over to the  
 house.  
 Senior: I got an apartment—  
 —Siren

A passenger on a Southern train,  
 looking under his berth one morning,  
 found one black shoe and one tan,  
 and summoned the porter.  
 The porter scratched his head in  
 bewilderment.  
 "Well, if dat don't beat all!" he  
 said, "dat's de second time his mawn-  
 in' dat mistake's happened!"  
 —Wasp

*Ode to Punishment*  
 Young girls, old girls,  
 Bashful girls, coquettes,  
 Dumb girls, smart girls,  
 Blondes, and brunettes,  
 Tall girls, short girls,  
 Slender girls, and stout.  
 None of them can take it,  
 But they all dish it out.  
 —Juggler

Little Miss Muffet  
 Sat on a tuffet—  
 All was fine and dandy;  
 Along came a spider  
 And sat down beside her—  
 It was Mahatma Gandhi.  
 —Sun Dial

Hostess: I'm so glad you came, Bishop. I was going  
 to send you an invitation, but then I thought 'Oh, what  
 the hell'."  
 —New Yorker

Breathes there a man with soul so dead,  
 Who never to himself hath said,  
 As he stubbed his toe against the bed,  
 \* \* \* x x ? ? ? ! ! ! \* \* \* ? ? ?  
 —Blue Gator

"Let me pour you another drink. I've heard you like  
 good liquor."  
 "Sure, but pour me another anyway."  
 —Red Cat

At last we've discovered the world's laziest man. He  
 wrote and asked Mahatma Gandhi for a job as his valet.  
 —Beanpot

Ethyl says, "It's a great life if your don'ts weaken."  
 —Orange Peel

# CASH

## For All of Your USED TEXTS

We will give you a Liberal Trade  
 Allowance for your Used Texts if  
 you prefer.

# BROWN'S BOOK SHOP

CORNER STATE and LAKE STREETS



# LITTLE ORDERS

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IT IS NOT the size of the printing order that counts with us . . . When a customer orders a short run of tickets, cards, folders, or envelope inserts he has a definite reason for ordering this item. To him this small order is important . . . therefore it is important to us. Little orders like little acorns, have the germs of a greater growth. Large oaks out of little acorns grow, and large printing orders grow from little printing orders. You can depend on this absolutely . . . your little order will get the same care and attention in our printing plant as is always given to the big order.

---

## Democrat Printing Company

114 South Carroll Street

Madison, Wisconsin





# Engineering skill.. on trial at the old courthouse



While the ashes were still smouldering, Western Electric was already in action.

That afternoon fire had raged, wiping out much of the business section, reducing the telephone building to smoking ruins. That night, Western Electric men were at work converting an old courthouse into a telephone exchange. The next day both local and

long distance communication was restored in the stricken town...

☐ Western Electric accepts many such challenges as this. Challenges that put to the test the engineering skill of its Installation Department, that call into play the resources and facilities of its nationwide



Men and materials were rushed to the scene from miles around.



Day after fire, local and toll service was restored.

system of distribution. ☐ Backing up a far-flung line of communication is only one phase of Western Electric's responsibility to the Bell System. Equally important is the purchasing of supplies and materials and the manufacture of telephones and telephone equipment.

## Western Electric

Manufacturers . . . Purchasers . . . Distributors

SINCE 1882 FOR



THE BELL SYSTEM



*"Cream of the Crop"*



Copyright, 1932, The American Tobacco Co.

## "Now I use LUCKIES only"

### POOR LITTLE RICH GIRL

Sue Carol's wealth was a hindrance rather than a help. Hollywood thought she was ritzy, but Sue soon proved she was a "regular guy"... she made 14 pictures her very first year... her latest is UNIVERSAL'S "GRAFT." She has reached for a LUCKY for two years. Not a farthing was paid for those kind words. That's white of you, Sue Carol.

"I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked Luckies that I discovered the only cigarettes that did not irritate my throat. Now I use Luckies only. The added convenience of your improved Cellophane wrapper that opens so easily is grand."

*Sue Carol*

## "It's toasted"

**Your throat protection — against irritation — against cough**  
**And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh**