



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Octopus: Freshman number. [Vol. 14, No. 1] September 22, 1932

Madison, Wisconsin: University of Wisconsin, September 22, 1932

<https://digital.library.wisc.edu/1711.dl/WPMRQCZLCIZAP8G>

Based on date of publication, this material is presumed to be in the public domain.

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

30
FRESHMAN
OCTOPUS
SUBSCRIBER'S RECEIPT

OCTOPUS

8 Date _____ 192-
 Fred Freshman
 for _____ issues of
 THE WISCONSIN OCTOPUS
 number.
 6 7 8 9 10 11 12 13 14
 STUDENT EMPLOYMENT AF
 Fred Initial Date of Birth _____
 Phone _____
 City _____ State _____
 Street & Number _____
 or month you must earn here? _____
 are experienced, cha _____
 entertainer _____
 Approved _____
 HOURS, AND NO OTH
 of Assignment Committee. For assign
 CONTROL OF ASSIGNMENT COMMITTEE. FRIDAY
 WEDNESDAY THURSDAY
 much Grog Math
 Fred Middle Initial
 CHANG
 STUDEN
 Adviser Date _____
 DING HOURS DROPPED
 TRUCTIONS OVER
 Credit HOUR AND DAYS (e. g., 3 MWF)
 NEW SUBJECTS
 v mm mm
 DROPPED SUBJECTS
 TTS Comu
 OF LETTERS AND SCIENCE—Bursar's
 man Fred
 \$21 50 Leave Blank
 Course Number 2 00 Initial BK
 Instructor's Name
 Fred LS1
 First name Course and Year
 BH v
 Course No. Credits
 student will fill in all blanks above this line
 2 9
 Fred LS1
 Initial Course and Year (e. g., L
 2 Semester 1937
 Adviser's Na
 B2
 Telephone
 ro required to elect Physical Education,
 ence, or Band
 Ram
 Registrar
 Fred Initial Course and Year (e. g.
 2 Semester
 name Trilling
 Adviser's Name
 B2

Fred Freshman LS1
 NAME Fred Freshman LS1



CHURCH
 Freshman Fred
 Name Fred
 Middle Initial
 ADVISER
 B. B. M
 Date
 SUBJECT SEE INSTRUCTIONS OVER
 (of Department) Course No. Credit HOUR
 B. B. M

The Daily Cardinal
 Student Newspaper of the University of Wisconsin
 City 2 Sem. \$2.00 Out of City 2
 1 Sem. 1.75
 No. 301
 Amount Received \$
 Fred Freshman

THE UNIVERSITY OF WISCONSIN
 BUREAU OF GRADUATE RECORDS AND REFERENCE
 FRESHMAN FRED
 LAST NAME (PLEASE PRINT) FIRST NAME
 CLASSIFICATION Community 1 MARRIED
 COURSE YEAR (1, 2, 3, 4, GRAD.)
 THE UNIVERSITY OF WISCONSIN—STATISTICAL CARD
 NAME FRESHMAN FRED
 LAST NAME FIRST NAME MIDDLE NAME
 HOME ADDRESS WISCONSIN CITY WI
 CITY AND STATE ONLY
 COUNTIES—IF IN WISCONSIN
 TO WHAT EXTENT, IF ANY, ARE YOU SELF-SUPPORTING DURING THE SCHOOL YEAR? (WH
 OVER
 NOT)
 9-1-31 15M, 5M

THE UNIVERSITY OF WISCONSIN
 WISCONSIN UNION MEMBERSHIP CARD
 Name Fred Freshman
 Ordinary Signature of Student
 Classification Under Course 2nd Year
 Madison Address Taylor
 This card entitles the above-named student to
 the right of membership in
 WISCONSIN UNION

OFFICE STUB No. 3951
 Last Name Freshman First Name Fred
 102 Taylor
 Madison Address Phone
 Mailing Address Wis City
 Has Paid \$2.50 Cash
 Fill in Amount Mail Order Cash \$4.50
 On One Wisconsin Badger

COLLEGE OF LETTERS AND SCIENCE—Registrar's Card
 FRESHMAN FRED
 Last Name First Name Middle Name
 General Fee \$21 50 Leave Blank
 Non-resident Tuition

2898
 The Wisconsin
 Octopus
 Fred Freshman

THE UNIVERSITY OF WISCONSIN
 PERMANENT FILE CARD
 FRESHMAN FRED
 LAST NAME (PLEASE PRINT) FIRST NAME MIDDLE NAME
 Instructor B. B. M
 Student FRED FRESHMAN
 Subject
 Course Number
 STUDY DROPPED
 The student named above has
 indicated. You are responsible for
 or this course
 Fred
 First Name Middle Initial
 Adviser B. B. M
 Date
 Course

FILL IN COMPLETELY, INCLUDING HOURS DROPPED
 SEE INSTRUCTIONS OVER
 SUBJECT COURSE No. Credit HOUR AND DAYS (e. g., 3 MWF) INSTRU (one in charge)
 of Department NEW SUBJECTS
 1A 3 MWF B. B. M

SEPTEMBER 30
 CENTS
 UNIVERSITY OF WISCONSIN
 Freshman
 English Course 1A
 credits

Jim Watson

SIX DAYS EACH WEEK . . .
AT YOUR BREAKFAST TABLE

The Daily Cardinal

Presents

COMPLETE CAMPUS COVERAGE

Timely Pictures
Daily Sports
—
Official
News

The Daily Cardinal will keep
you posted on every important
university event.

Read The
Rambler
—
New
Special Features

A New Magazine Feature

SUBSCRIBE NOW

\$3.00 A Year
Semester, \$1.75

Delivered Every
Morning to Your Door

The Daily Cardinal

770 Langdon Street

Telephone
FAIRCHILD, 7400

Daily Cardinal 770 Langdon St. Madison	1 Year in Town	\$3.00
	out of Town	\$3.50
	1 Semester in Town	\$1.75
	out of Town	\$2.00

Enclosed find check for \$ _____

Name _____

St. Address _____

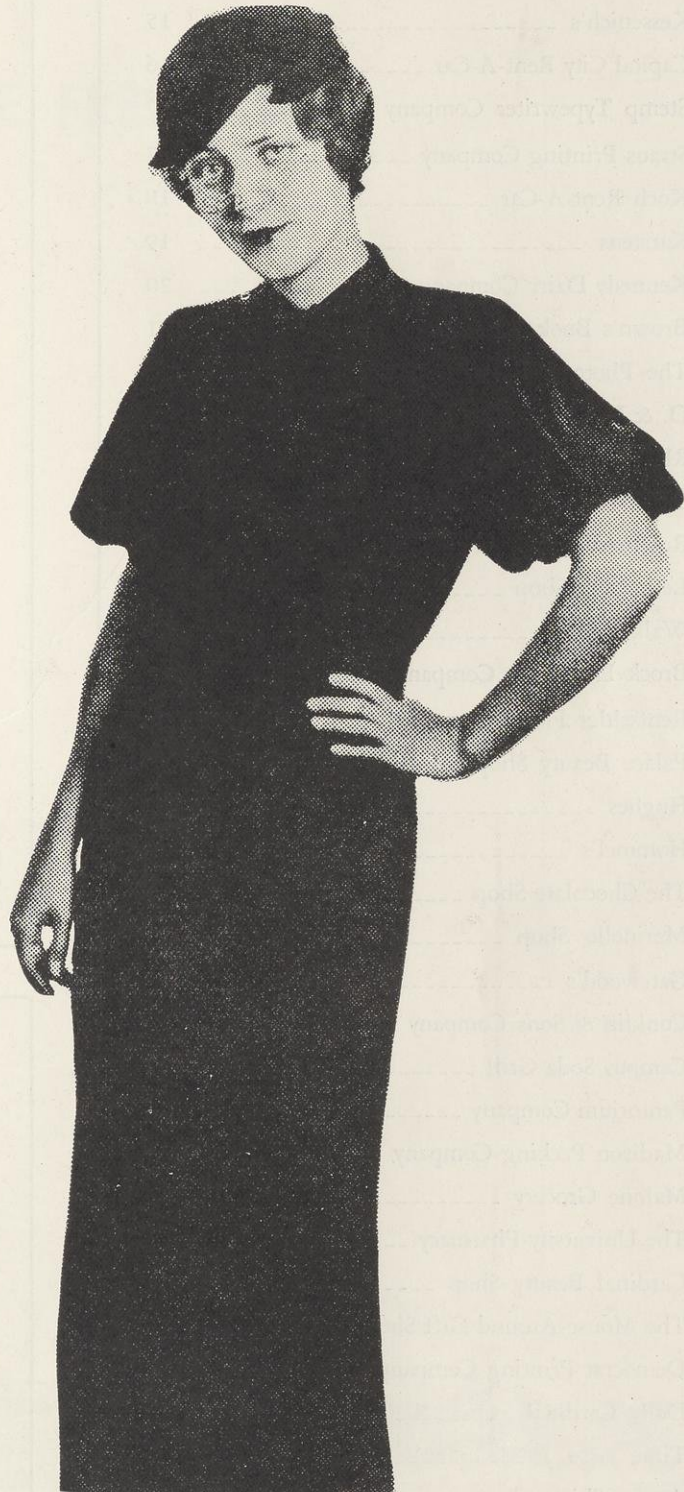
Town _____ State _____

To Make You Look Your Very Best—

THAT'S HER
BUSINESS!

Her name is Kathryn Weiss, and she's here at Manchester's every day to help you select the things that will make you look your very best!

In other words, she's here to help you have a good time, for we believe that every girl has the best time when she's confident that she's correctly dressed. So bring your clothes problems to Miss Weiss; she'll help you select your school things and your party things right down to the last accessory!



*She Models the Newest Things
Every Day in the Apparel
Sections on the Second Floor*

Harry S. Manchester
Incorporated

LIST OF ADVERTISERS

	Page
Manchester's	1
Kessenich's	15
Capital City Rent-A-Car	16
Stemp Typewriter Company	17
Straus Printing Company	17
Koch Rent-A-Car	18
Karstens	19
Kennedy Dairy Company	20
Brown's Book Shop	21
The Photoart House	22
O. & V. College Shop	23
RKO Theatres	25
Sweet Sixteen Shop	26
Rosemary Beauty Shop	26
Lettercraft Shop	26
Walk-Over	27
Brock Engraving Company	22
Rentschler Floral Company	28
Palace Beauty Shop	28
Hughes	28
Hommel's	28
The Chocolate Shop	29
Marinello Shop	29
Gatewood's	29
Conklin & Sons Company	30
Campus Soda Grill	30
Pantorium Company	30
Madison Packing Company	31
Malone Grocery	31
The University Pharmacy	31
Cardinal Beauty Shop	31
The Mouse-Around Gift Shop	31
Democrat Printing Company	32
Daily Cardinal	Inside Front Cover
Time	Inside Back Cover
Arrow Shirts	Back Cover



BOARD OF DIRECTORS

Faculty

DEAN SCOTT H. GOODNIGHT, *President and Censor*
 WILLARD G. BLEYER, *Vice-president*
 RAY L. HILSENHOFF, *Sec'y-Treas.*

Student

Editor

FRED PEDERSON, 1933

Business Manager

RAYMOND T. GUTZ, 1933

EDITORIAL BOARD

W. MAC STEWART, *Associate Editor*
 BILL HARLEY, *Art Editor*
 HENRY KUPFFERSCHMID, *Exchange Editor*
 LESTER LINDOW, *Publicity Manager*
 DAVE GEORGE, *Editorial Associate*
 JACK WITTRUP, *Art Associate*

ADELAIDE GILLAN, ARNOLD SUNGAARD,
 ARNOLD SERWER, CARL GRUBERT.

EXECUTIVE BOARD

ROBERT BRUINS, *Local Advertising Manager*
 RUTH PHILLIPS, *Ass't Advertising Manager*
 BETTY COEN, *National Advertising Manager*
 ROBERT DAVIS, *Circulation Manager*
 EDWARD MAYER, *Collection Manager*
 AUSTIN SMITH, JACK HARING, HELEN MORSE

Copyright, September, 1932, by the Wisconsin Octopus, Inc. Exclusive reprint rights granted to ~~College Humor~~ Contents must not be reprinted without permission. Member Midwest College Comics Association. Entered as second class matter at the postoffice, Madison, Wisconsin. Subscription, \$1.75 a year.

OUR CONTRIBUTORS

Margaret Heiden

Sue Persons

Phil Holliday

Jack Wongun

Elmer Shortcake

The Rounder

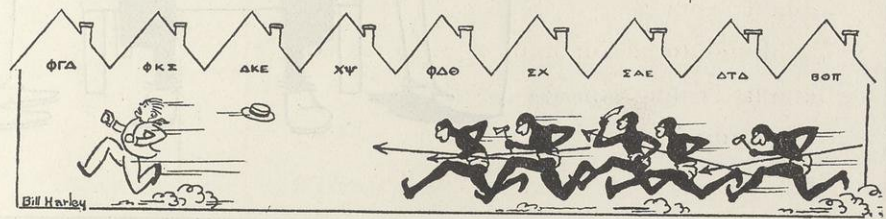
James Watrous

Gravy Hamburger

O C T O P U S

SEPTEMBER » »

FOR THE FRESHMAN



The Rush IS On!



PHIL HOLLIDAY '32

"C'mon, it'll go real good with your coat!"

Jakie: Poppa, I wish I was an octopus.

Poppa: Jakie, for why you want to be an octopus?

Jakie: Because, poppa, then I'd have eight arms and I could talk louder than anybody else.

"Did you see the eclipse this summer?"

"No, what was it like?"

"Oh, it was dark during the day time and you could see stars."

"In that case, I've been in an eclipse all summer."

35: I never felt so embarrassed in all my life as when I went home this summer.

34: What happened?

35: Well, every time they served near beer, I'd put my thumb in the mouth of the bottle and turn it upside down.

Prof: Do you know that the setback principle, so common in our buildings, was obtained from the ancient Maya Indians?

Stude: Evidently it has spread to our daily life.

Liza: So yo' all thinks ah has de nicest form in town?

Rastus: Yess, ma'am! Ah knows a good thing when ah seize it!

"Do you play golf with knickers?"

"No, I always play with white people."

Although comparatively few easterners will attend school this year, there will be plenty of new yorkers.

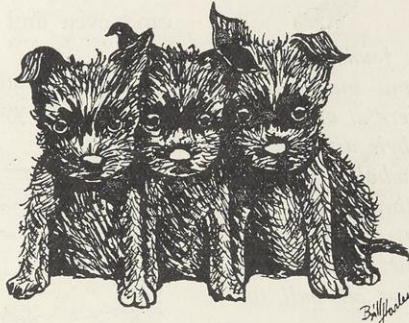
In 1928, we were promised a car for every home. Well, we got it, but it came to take our furniture away.

Chorus girl: How did you like the fraternity houses?

Chorine: I think they're haunted.

C. G.: What makes you think so?

Ch.: Well, after the first meal, I found they were uncanny.



Even through his political career Lincoln was known as "Honest Abe." Had he lived about 75 years later he would have been known as just "Abe."

Pawnbroker's Son: Honey, your eyes are two sapphires, your teeth are like pearls, and your lips are two rubies.

Gold-digger: Well, how much will your old man allow me on them?

Definition
A lawyer is a man who, after three years in a law school, can make a two cent phrase sound like a million dollars.

"Did you see Cleopatra's needle when you went east?"

"No, what did she try to do, mend her ways?"

Horizons are illusions in these days, because the world is flat.

"Why is your dog tearing up that magazine?"

"Oh, he's disillusioned—somebody told him it was the Saturday Evening Post."

"Well, freshman, what's your purpose in coming to college?"

"I came to seek my flame and fortune, sir."

As soon as you see bleary-eyed sophisticates, ardent followers of the Vanity Fair fashion page and Vogue, gentlemanly inebriates, wild-eyed communists, and a country club atmosphere, you may be sure that Wisconsin is setting its normal pace, and that it has not gone Hollywood.

EDITORIAL » »

POLITICS

Wisconsin's political circus this summer is as colorful and as disgusting as ever. The Progressives charge the Stalwarts with being a mob of merciless, money mad Midases working in the interests of a privileged few, while the Stalwarts, exemplified in that great American tragedy, John B. Chapple, confine their campaign to merely flaunting a red herring in the faces of the intelligent people of Wisconsin and avoiding the more controversial issues. It is almost enough to make a citizen give up his voter's franchise.

TRIBUTE

To James (Wongun) Watrous '23 . . . whose flippant flourishes of the pen and brush have provided aesthetic entertainment for a generation of Octy readers . . . whose geniality and wit are famed in every nook and corner of the campus and particularly in the third floor corridor of the Union . . . and whose keen insight into the Manchurian situation has made him an authority on Sino-Japanese affairs. Jimmy Watrous, the "Grand Old Man of Wisconsin"!

HARMONY

Last year was marked and marred by petty feuds between different campus factions, organizations, and individuals. The Prom King and the Cardinal Editor were at odds, the Wisconsin Engineer and the Badger had their differences, and the football situation gave rise to a whole series of rows. While we realize that the world thrives on criticism we cannot help but feel that senseless scramblings of this sort are detrimental to the best interests of the University and to the groups involved. Let us all pull together this year.

CAMPUS

With student elections coming a short time after the opening of school we may look forward to the annual vote snaring jamboree of the different factions seeking to install Joe Whoozis '34 in the leading role at this year's Junior promenade or Herman Glutz '33 as cap and gown inspector for the senior class. However it is all a lot of fun even though the boys who yell in front of the Union on election day are a bit impetuous at times.

FOOTBALL

Midwest grid fans and the hopeful students of the University of Wisconsin are looking forward to a new era at Camp Randall with Dr. Clarence Spears and his husky athletes. The past few discouraging seasons have unfortunately resulted in a waning interest in U. W. football, but with the advent of a new coach, whose excellent record is well known wherever a pigskin is kicked around, there is a marked revival of enthusiasm. Let's go, Wisconsin!

Fred W. Pederson

A couple of Romans were discussing the huge expense of running the arena for the Christian massacres.

"To begin with," said one, "those lions have an enormous up-keep!"

"Yes," replied the other, "the lions sure do eat up the prophets!"

•

"Are you positive that the defendant was drunk?" asked the police magistrate.

"Well," replied the officer, "I saw him put a penny in the newspaper-vending box on State and Park Streets, and then look up at the clock in Music Hall and shout: 'Jeez! I've lost ten pounds!'"

•

Irate Wife: I might have known better . . . marrying a clerk in a chain-store, you . . . you lynx!

•

The landlady was being impatiently called for by one of her student roomers.

"Mrs. Zilch," he announced, "I am leaving Saturday. I can't even find a clean towel or a piece of soap to wash with!"

"Well, haven't you got a tongue?"

"What do you think I am, a cat?"



"Two more pledges, boys, and we get our house back."

Tragedy

There was a young girl named Mabel,
Who tried, when she wasn't able,
With a confident leer,
To pick up a beer;
But she spilled it all over the table!

—Dave George

"How is your little boy getting along, Mrs. Silversniff?"
"Oh, very fine. He wants to be a fireman, and he's already beaten everybody at checkers."

"How was your trip across the ocean?"
"Boy, it was so rough that the telegraph messages came in in broken English."

WHAT TO DO WHILE WAITING IN LINE

See if there are any birds in the trees overhead. If there are, shift your position.

Estimate the number of people ahead of you by counting their legs and dividing by two.

If you're an upperclassman, talk to the blond in front of you. If she's a Chi O she will answer, if not the conversation will probably be slightly dull, anyway. If she's a brunette, don't talk to her . . . by talking to her you show that you are no gentleman.

If you shove the six-foot, 200 hundred pounder in front of you, and he turns around and growls, "Hey, who the hell are you shovin'?" don't be apologetic and say, "Oh, pardon me," but come back with something snappy like, "I don't know. What's your name?" He will feel badly defeated in this witty repartee, and when his face falls, catch it on the second bounce and hand it back to him.

Count the freckles on the back of the neck of the girl ahead of you, divide by four and the result will be the number of hours she has been taking sun baths.



Back in Madison . . . that gay old town . . . and the whirl has begun all over again. What a change after a comparatively dull summer! Langdon Street is humming with familiar cars; the Pharm is filled with familiar faces. Classes in the morning . . . how on earth did we ever meet so many people? Mark's in the afternoon . . . we do know so many people! The Dean's Office at night . . . what a mob!

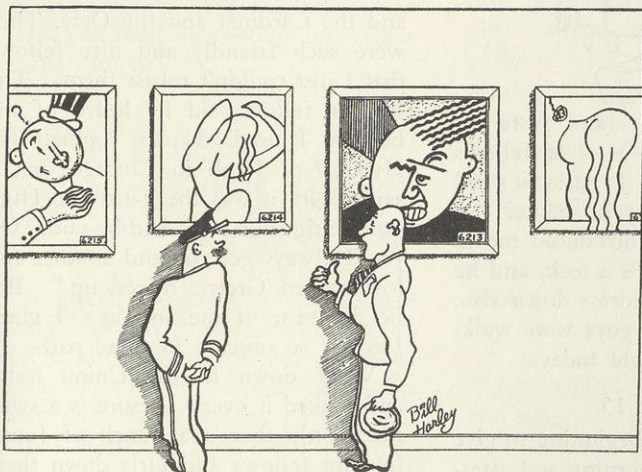
Ah, but it is good to be back. I think we all were a bit mad last June just before the term ended . . . just a bit fed up. But now we're ready to start all over again on that merry, mad path to happiness that so many of us choose to follow. It is funny how all the people that are anything on this campus seem to follow that path. They flock together . . . you can always see them in one pleasure spot at a time.

It's a shame Holley Smith isn't going to be back to grace his favorite abode . . . the most notorious and popular poison palace. You know who will be there, don't you? You will, probably, and . . . but it's a little too early in the season to be personal (just wait!) . . . you, and what's left of that glorious four-hundred who used to be there daily last spring. Speaking of Daly . . . I wonder where Pat is? Oh, well, if he's here I think I know where to find him. I'm going over there tonight again and meet everybody I haven't seen yet. Carrie Leitzell, that gorgeous Badger Beauty, is here again, looking just as wonderful as ever . . . no matter what hour of the night or morning she looks as sweet and fresh as when she first goes out. How does she do it? I'll bet some girls I know would love to learn her secret. Helen Doolittle's here, too. There's a nice personality. That's one case where a brother and sister are a lot alike. I hear John is going to be active in the Prom King political ping-pong this coming election. It's going to be quite a game, too . . . from what I hear it rather looks like it's going to be an interesting race.

There were several others at the D. O. who attracted my attention . . . Celeb Ed Kinsley, for one . . . fresh from summering at his abode in Edward's Park . . . I guess it was his, too, before the summer was over. Mister Whipperman, that genial joy boy, was there with his million-dollar, ever-ready smile. The Great Mark Catlin still causes the girls to turn their heads after him . . . I noticed not a few male eyes upon the fair Miss Slinde, also.

The Freshmen are quickly orientated these days, it seems . . . there are several new women who put many of their upperclass sisters to shame in the way of charm . . . Forsooth! Let my trusty powers not forsake me this fall. I saw a certain Senior, noted for her personality and political acumen, very much in the company of a dashing young

(Continued on page 19)



"Did dey ever catch him?"

DIARY OF A FRESHMAN » »

Tuesday, September 13

Arrived in Madison at 4:30 a. m. this morning and took a taxi from the depot. I told the driver to let me off at the college, and he left me off at a place called Lake Street, near the lake. I began to look for the dorms, which I read are near the lake, but when I went down to the water there was a place called Mendota Court, a little side street, where there were a bunch of fellows making a lot of noise. I guess they came on the late train like I, only I don't know why they were throwing bottles against the houses.

I asked them where the dorms were, and they began asking me personal questions and then some of them took down my name in little books. I guess some of these fellows were German on account of they pronounced an "S" like a "SH" and couldn't say lots of words right. One of the fellows who took my name walked out to the dorms with me and told me his dog just died and that he was a fidel. I guess that's the course he's studying. I went to Frankfurter House, where I live, and I had to sleep on the sofa in the parlor because I didn't have a key for my room.

At about 8:30 or so a guy walks in and helps me get into my room. His name is Oscar Opfelhosen and he comes from Kenosha. He has a big pull in the university because his cousin has a friend whose boy friend is distantly related to an assistant instructor of home economics. He ought to be able to get some pull for me so I'll be a pal of his.

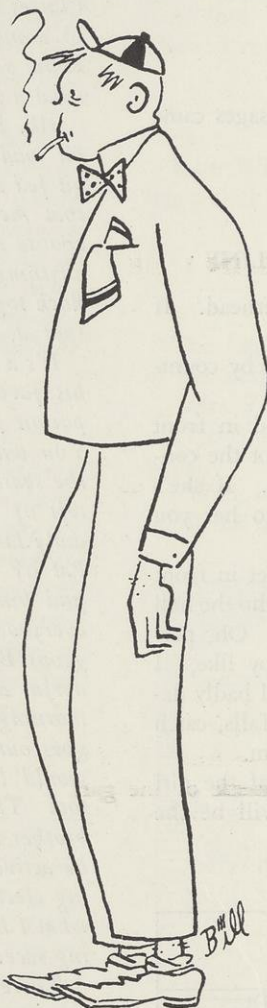
I slept till lunch, and then I went downstairs where there was a bunch of guys. I introduced myself to them and they introduced themselves to me, but I don't remember their names so I guess I will stick with Oscar. A fellow who has an old lizzie, Charlie Glotz, took us around town and then we went to a show. Tomorrow we have to go to these lectures and things.

Wednesday, September 14

We went up to a room in a dusty old building and took a French exam. I studied German and Latin in high

school, but Charlie and Oscar took a French exam so I thought I'd try my hand at one also. Then we heard an old prof or something give a lecture on how to study. In the afternoon we took an English exam.

I saw the fellow who says he's a fidel today, and I said, "Hello," and he said, "Where do I know you



from?" I told him about yesterday and he said, "I took a lot of fellows home that night so I guess it's all right. Have I got your name?" I said, "yes," and he introduced me to a fellow who says he's a teek, and he took my name and address down also. It's funny, but these guys were walking and talking straight today.

Thursday, September 15

These lectures are beginning to give me a pain. Every morning and afternoon you have to climb up that big

hill or walk out to the ag campus to hear a bunch of profs and deans say ". . . glad you're here . . . lots of success . . . play square . . . divide time well . . . young Chicago scions . . . blah blah blah blah . . ." and all that. Also took an intelligence test today, full of foolish circles, arrows, bells, triangles, numbers, and letters. I'm afraid I flunked it, because I never studied it in high school. I wish I could sell that passbook with the tickets.

Tonight Oscar and Charley came into my room and said they found a place to get good beer, and it's only a block away from the campus, and a lot of big-shot juniors and seniors hang out there all the time. Then a little later a couple of Chicago fellows, Ken Holdit and Joe Stein, came stumbling in yelling they were tanked. Then they both sat in my closet on my satchel and told dirty jokes and laughed. We couldn't get them out, and then the night watchman came in to see what the noise was about and kicked them out of my room.

If this keeps up, I'm going to join a fraternity where they don't have all that playing around.

Friday, September 16

One lecture this morning and I fell asleep. I sat next to a real beautiful co-ed, just like the movies. She smiled at me, but gosh, I couldn't speak to her because I didn't even know her.

A bunch of guys came around to see me, *personally*, about the Badger and the Cardinal and the Octy. They were such friendly and nice fellows that I just couldn't refuse them. The Badger fellow said he heard of me because I used to play football for Hyde Park High in Chicago, but I said, "No, it was the Titusville High swimming squad." And he said, "Oh yes, I always get you and another fellow named Greene mixed up." But he did hear of me anyway. I guess I'm not so obscure in these parts.

Went down to the Union today and looked it over. It sure is a swell place only there's a bunch of funny looking fellows and girls down there

(Continued on page 16)

Monthly Bugle

"Complete Campus Confusion"

Vol. I No. I

University of Wisconsin

September, 1932

PIERCE BACK AGAIN

Miss Jane Pierce (Badger 1488), one of Wisconsin's most colorful figures in over a decade, is back again to finish a glorious career at the University.

"I am so happy to be among you all once more," stated Miss Pierce in an exclusive interview with our Tabloid reporter in one of the rear booths of the Pharm, "and I know that the coming school year will be a splendid one for all of us."

For the benefit of our campus newcomers Jane Pierce is a prominent figure at Comparative Literature lectures, Cardinal Board luncheons, college whoopee resorts, and Kappa Kappa Gamma rushing teas.

TWO DEAN'S OFFICES?

No doubt the presence of two dean's offices on the campus is confusing to most students who were not here last spring when H. R. H. Lee O'Brien began his night club venture on highway 13. At any rate O'Brien's new Dean's office is the place to go when one wants to have a good time by dancing to smooth music in a classy environment among the cream of the campus.

STUDES HAIL OCTY

A special cordon of police was necessary yesterday to restore order in the Union third floor corridor as thousands of students hurried there with their Octy subscriptions. It is estimated that every issue will be a sell-out with the new price reductions and stellar attractions.

FRATERNITY HOUSES LIKE ARMED CAMPS

REGENTS HONOR CHAPPLE

At its last meeting the University Board of Regents by a unanimous vote decided to change the name of Adams Hall to Chapple Hall in honor of "that sterling chap from the northwoods" as Regent Hillbilly put it. Moreover it is anticipated that La Follette House will henceforth be known as Ashland House.

Chapple Hall will be distinctly for the more aristocratic gentlemen of the University as the wearing of red flannel underwear even in sub zero weather will be strictly forbidden. Among other articles on the taboo list will be caviar, Russia leather riding boots, and red neckties; nor will Chapple Hall residents be allowed to attend movies featuring the four Marx brothers.

KINSLEY REFORMS

Edwin J. Kinsley '33, former prom king and University social leader, has joined the ranks of the crusaders. "By spending the summer as a life guard in the clean open air under the glorious sun I finally realized to what depths unthinking students often sink. I am through sitting in filthy grog shops and smoky dance halls and henceforth will devote my entire time to my studies and to aiding other misled youths who still think college is a place to play." This from Mr. Kinsley as he was interviewed at a Boy Scout picnic.

The 1932-33 OCTOPUS will be the index to the brighter side of life at Wisconsin. A host of new features promise to make the book eagerly read everywhere.

BUT SORORITIES ARE TAME

On the eve of rushing the many fraternity houses on the University of Wisconsin campus are just so many armed camps. In strolling into Mendota Court this writer was almost run down by an armored car with several lads in gas masks hanging on the sides. Whether they were Betas or Delts could not be ascertained as none of them looked like they knew where they were going. On the Sigma Chi lawn peeped up a machine gun nest and a pile of huge bombs. One of the brothers admitted that the bombs were to be used in storming the freshman sections of Tripp and Adams halls. A number of S. A. E.'s were sitting in the trees in front of their house holding target practice . . . evidently preparatory to the open sniping season on rushees.

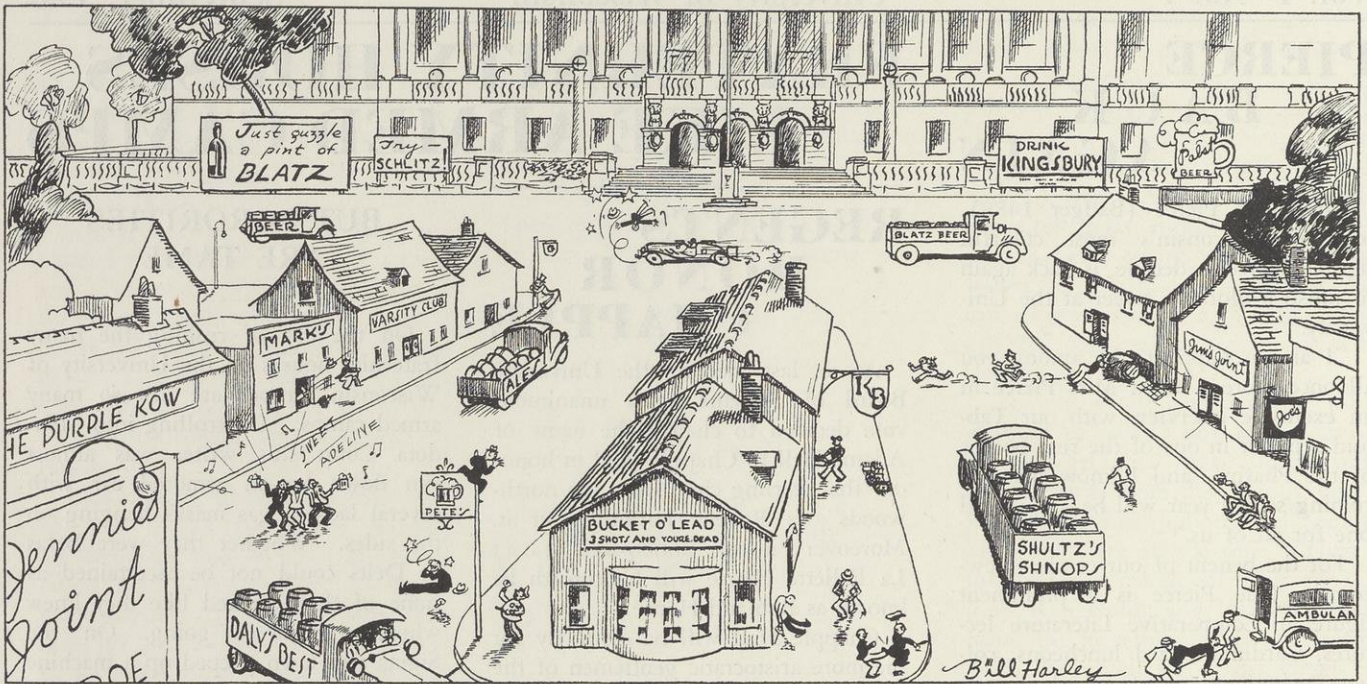
Phi Gam Kidnappers

However the scene at the Phi Gam house was a bit different. A recent shipment of two carloads of pledge pins has stirred up the boys considerably, and practically the entire chapter was running about indulging in a little kidnapping practice. The object is to throw a gunny sack over the rushee's head and then chloroform him. It is generally conceded that this system will also be in use at the Psi U and Phi Kappa Sig houses.

Sorority houses are very much in contrast with the male Greek domiciles. In almost every case evidences were numerous that the sistern had imported tea, pink doilies, and twilight dessert cookies in large quantities. It was impossible to find out if the Kappas had more than the Delta Gammas or vice versa.

(Tell 'em you saw it in the "Bugle")

GRAPHIC PAGE

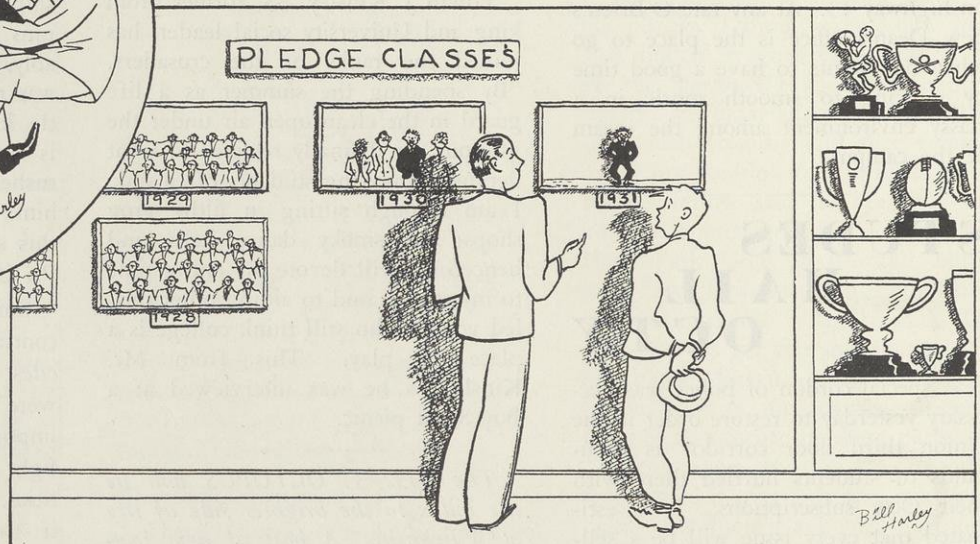


● (above) Pictured here is our lower campus of next year after congress has finally repented and modified the present inconveniencing Volstead Act. Won't it seem good to have real free lunch instead of dry pretzels and regular beer in place of brown water spiked with turpentine.



● (above) Pity the poor dorm frosh when representatives from three or four fraternities call for him at the same time.

● (below) Yesiree, the open rushing season is on again. Here we have one of our campus rushing chairmen proudly showing a prospective pledge pictures of the pledge classes of yesteryear (when A. T. & T. was 300). "Yes," he says, "we're getting more particular every year about whom we take in."



OCTY COUPON BOOK

<p>3:00 P.M. Friday</p> <p>No. 1</p> <p>CONVOCAATION <i>Spark's Place</i></p> <p>This coupon is good for your first beer. If it really is your first, another one may be had by submitting application to anyone on the Octopus staff.</p> <p><i>Note: This coupon for Freshmen only!</i></p>	<p>4:30 P.M. Friday</p> <p>No. 2</p> <p>INSPIRATIONAL TALK <i>Spark's Place</i></p> <p>So you're still here! If you're lucky enough to be able to read this, you may cash it for your <i>last</i> beer, upon pronouncing the word "antidiseestablishmentarianism" to the barkeep.</p> <p><i>Note: Get out of here at once after this beer!</i></p>	<p>5:30 P.M. Friday</p> <p>No. 3</p> <p>SELF-CONTROL LECTURE <i>The Pharm</i></p> <p>This coupon is good for one package of Sen-Sen or May Breath before returning to your fraternity or sorority house for dinner. By signing your name on the other side you may get a glass of tomato juice also. Remember, you're still a pledge!</p>
<p>7:30 P.M. Friday</p> <p>No. 4</p> <p>REVIEW OF STUDY METHODS <i>Arlie and Pal's</i></p> <p>You fooled 'em at dinner, eh? Purty good, purty good. This will give you your first beer, but why don't you buy some yourself? Do you think we're made of money?</p> <p><i>Note: Sh! We really are!</i></p>	<p>9:00 P.M. Friday</p> <p>No. 5</p> <p>FOR MEN ONLY <i>The Studio</i></p> <p>If you haven't a date, you'd better come up here and use this coupon for your first dime-dance. The girl might like it better if you gave her a ticket, too, because they have to come up to the Octy office to cash these.</p> <p><i>Note: Sponsored by Beta Alpha Gamma Sorority.</i></p>	<p>9:30 P.M. Friday</p> <p>No. 6</p> <p>IMPORTANT INTERVIEW <i>The Dean's Office</i></p> <p>By all means don't cut this, or Dean O'Brien will get you in a corner and talk you to death. This admits one couple. We'll bet you never saw anything like this before! Here's where the celebrities come to show off.</p>
<p>12:00 P.M. Friday</p> <p>No. 7</p> <p>REVIVAL SERVICE <i>Bide-a-While Club</i></p> <p>Wasn't that a fast drive in? Just wait until about an hour later, though. This only gets you in the door, and that ought to be <i>enough</i>. You must also present your birth certificate, high-school grades, and Sunday-School attendance record.</p>	<p>1:30 A.M. Saturday</p> <p>No. 8</p> <p>VARSITY OUT <i>Varsity Club</i></p> <p>This is where strife is rife, and little is thought of the human life! Migawd! Did you ever think college was like this? F. Scott Fitzgerald, if he came out here, would run right home and burn up all his manuscripts.</p> <p><i>Note: Just pick out your date and grab her!</i></p>	<p>11:30 A.M. Saturday</p> <p>No. 9</p> <p>BUDGET PRACTICE <i>Your own bed</i></p> <p>Don't you feel lousy? Try as you will, you can't budge out of bed. Doesn't your mouth taste awful? Isn't your head splitting?</p> <p>PLEDGE</p> <p>I, -----, hereby swear to abstain from all intoxicating beverages, FOREVER.</p>

COLLEGIATE SYMPHONY . . .

*Reds are many from Wisconsin
Who're in the jug for agitation.*

*Engineers from Old Purdue
Haven't got a thing to do.*

*Many grads from Ohio State
Do not know when last they ate.*

*Former studes of Dartmouth College
Have lost all their faith in knowledge.*

*Loyal sons of old Jawn Habv'd
Are down and out, and rather stabv'd.*

*Daughters of Vassar
Couldn't be faster.*

*Many a grad of New Mexico
Is now a jobless gigolo.*

*Hubby-hunters from Bryn Mawr
Find life a drudge, and men a bore.*

*A guy I know from Alabama
Wishes he'd married a Delta Gamma.*

*The heads of the boys from Brown
Are going roun' an' roun' an' roun'.*

*Grads of Notre Dame
Say the G. O. P.'s to blame.*

*Married couples from Minnesota
Seem to have over-run their quota.*

*Playboys from Yale
Are losing their kale.*

*Alumni of Lehigh
Wish they were knee-high.*

*Each engineer from Georgia Tech
Is a veritable rambling wreck.*

*Campus widows from Cornell
Find their business shot to hell.*

*Joe Jones of Boston
Has quit all horsin'.*

*Grads of Bucknell
Aren't doing so well.*

*Hiram Jones of Iowa
Ain't feeling quite so gay.*

(Continued on page 17)

There was once a Scotchman who, upon setting up housekeeping, presented his wife with a set of paper plates and an eraser.

One of the most trite and hackneyed expressions is "trite and hackneyed." (Courtesy of Department of Freshman English.)

We wonder if they'll ever put Hoover's picture on a postage stamp.

Poet's Wife, (Pleadingly): But John, we Don Juan any Keats!

"Did Joe marry his old flame?"
"Yes, and now the little sparks are flying around raising blazes."

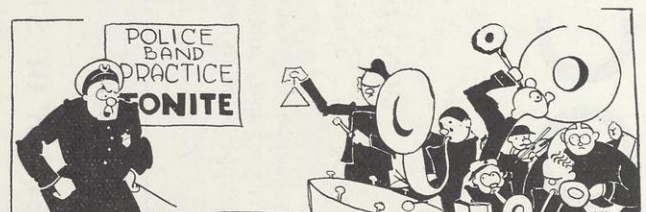
Russia sent no athletes to Los Angeles to participate in the Olympic Games because they were only in the pink of condition.

A Verse

If the things you say have a funny way
Of wabbling in your throat;
If you walk as though you were trying to walk
On the deck of a storm tossed boat;

If the floor does slant though you know it can't,
And the walls are cornerwise;
If the chandelier seems to appear
To wink with a thousand eyes,—
You're drunk, my boy, you're drunk!

—Dave George



"Aren't you fellows a little off beat tonight?"

"Isn't that babe a peach?"
 "Why call her a peach? She ain't so hot?"
 "Well, look at the fuzz on her face."

The hungry diner looked disparagingly at his dessert. Turning to the waiter, he spoke.

"Listen, my man, if this is supposed to be shortcake, take it out and berry it!"

The Sigma Nu looked puzzledly at the individual teabag in his cup. Suddenly he called the waitress.

"Look here," he exclaimed, "What do you mean by putting this Bull Durham in my tea?"

At the Zoo

Frat Man: My Gawd, something's wrong with me!

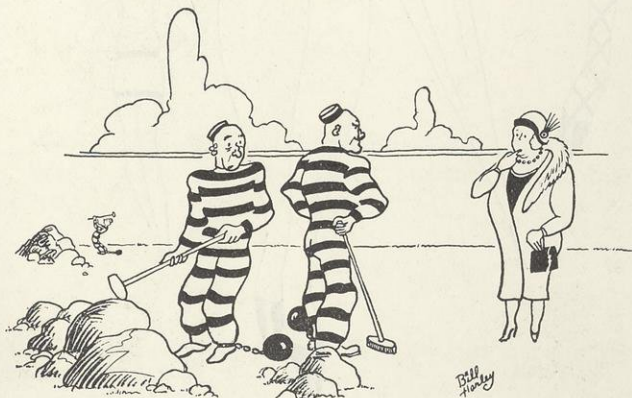
Guard: S'matter, sick or something?

Frat Man: No, but that elephant over there ain't pink!

Bootlegging has spread to other trades than that of beer and such on account of the new sales tax. Can you imagine sneaking in a side door to get a suit of winter underwear?

A party was being given for little Garvin who reached the advanced age of five. At the table his mother asked him how it felt to be a man.

"Oh mummy," cried the kid, "now I'll be able to bite my initials in Nurse's neck like Daddy does."



'Naw, lady, we ain't buildin' no rock garden.'

USE YOUR OWN JUDGMENT!

(An editorial by Gordon Swarthout '31 reprinted from the September 1930 number)

A LITTLE advice, especially of the wrong kind, is a dangerous thing. A lot of advice of many different kinds is even more dangerous. Now that the class of '34 has been advised by Aunt Minnie and Uncle Ben, any alumni who have been able to get near them, all the home boys who have been kicked out of one school or another, by big brother and sister, and finally, sternly, by father and, tearfully, by mother, the University takes them in hand. Then the faculty offers more, and, undoubtedly, good advice, to the class of '34.

What we want to do here is merely to give to the collegiate attitude on a few points which have probably been left out so far.

To the men and women of '34:

Don't get the idea that the faculty wants to send you home on the sore eye special. They don't and won't . . . if you hold up your share by doing a reasonable amount of studying.

A fraternity or sorority is a very desirable addition to a collegian's career, but a college education can be a success without one. And remember, financial and scholastic standing goes a long way farther than an attractive house or pretty pin.

Drinking is entirely optional. You run just as good a chance of going blind on liquor here as you did if you drank in your home town.

Smoking is also up to the individual. There will be no difference in the Tobacco Co's dividend checks whether you buy cigarettes or not.

Don't think you have to date every night to be popular. The prettiest girls and best liked men on campus spend an evening at home every now and then. And just because Edison claims he gets along on five hours sleep a night is no sign you should try it. . . . Edison takes a nap in the afternoon.

Cut classes if you want to, and nobody will say anything about it, but you will have to study harder at exam time.

College is a four year proposition. Try and leave something for the next three years, because if you attempt doing everything in one, the future will become incredibly dull.

Remember everybody can't play on the football team or be Prom Queen, but there's a lot to be gained from many smaller jobs on the campus.

If you said your prayers at home, you can say them here. You're on the same wave length.

Don't try to be something you're not, or some morning you might wake up and find yourself a person you don't particularly want to be.

Those of you who have read along this far may think, by this time, that Octy is a great deal like all the rest of the advice givers. Don't underestimate the old boy. Check back again, and you'll see that he gives two or more ways of doing everything.

Now, use your own judgment!

She: Did you ever taste cocktails like these before?

He: Sure, the fizz is familiar.



Now that classes are in session, let's get up and sing "Sappy Days Are Here Again."



Joe: How was that little Italian girl you took out last night?

Sam: Fine! She gave plenty of co-Woperation.



Soph: Father, I've been to college for one full year, and I'll bet my mind has improved 100%!

Dad: At that rate, by your senior year you'll be almost normal.



"I hear the Republican party is going to revive an old dance hit for their theme song."

"What's that?"

"'Buy Buy Blues.'"



It wouldn't be a bad idea if every fraternity pledged a man with the jitters to save the other brethren the trouble of manipulating the cocktail shaker.



If the hash at your fraternity house tastes like sawdust, don't kick . . . it's fine board you're getting!



"Who's that wild looking woman over there with the persistent man following her all around?"

"Oh, that's Mrs. Hotcha, the woman with a pest."

One of the few unaccomplished things left in the world is an imitation of Bing Crosby imitating Rudy Valee imitating Russ Columbo imitating Chevalier imitating Mitzi Green imitating George Arliss imitating himself.

American parents shouldn't complain about the wild lives their children lead at college. Why, at the University of Prague every student is a Bohemian! (You can czech that up for yourself.)



LOREN MOORE

Times Do Change

The last word in aircraft: Jump.

—Juggler

Bride: I think, Fred, that I'll have our neighbors over for dinner tonight.

Hubby: What for?"

Bride: Well, the butcher left their meat here by mistake and I think it only fair that we should have them.

—Banter

"How come that Swede started to dance all of a sudden?"

"He heard someone say 'Just a Jig, Olo.'"

—Longhorn

She: Gee, I didn't realize that the Chemistry Building was shaped like an H.

He: Yeah, and it sure smells like it too.

—Green Gander

"Why do you put the names of the exchanges after some of the jokes?"

"So that people will think all the others are original."

—Royal Gaboon

Simple Simon thinks that the refuse collectors will have things pretty much their own way under the junker regime in Germany.

"What'll I do for 'Pink Tooth Brush'?"

"Wait a while. In these days it probably will go into the red."

Man in the ad: Since I lent him my pen it has never written the same.

Woman in the ad: No wonder . . . he uses it to clean his ears with.



Two Keen Stores For Every Fashion Need Downtown & Campus



KESSENICH'S

201 STATE STREET

Kessenich's Collegienne

903 UNIVERSITY AVENUE



(Continued from page 8)

with old dirty clothes on, no stockings, no shaves or haircuts, and they stare at everybody very funny. Charlie says they're bomb-throwers and Oscar says they're communists. I don't know who to believe.

Tonight we went out to the stock pavilion to hear Pres. Frank, a lot of deans, and athletes, and profs speak. Then we sang college songs, and cheered, only I didn't, because every time I opened my mouth or took a breath I smelled horses. The whole front row was occupied by a lot of girls with nice legs and skirts pulled up high. Pres. Frank was all dressed up with spats and everything. I guess he wanted to make a big impression on us freshmen. But all the speakers said the same thing in different words.

After the speeches Oscar and Charlie and a guy from the house named Gustav Oleson began to speak to a bunch of nice girls. Three of them were pretty, but the fourth was not as pretty as the others. They said they were going to the dean's office to dance, and I asked, "Is the dean throwing a party?" and they all laughed and I felt a little foolish. They asked me to come along, and Charley said, "It'll be about \$3 or so," but I said I had to go to bed early, and besides I didn't like any running around, especially with a girl I didn't know but for a few minutes because Pop warned me about girls before I went away, especially since Mr. Chapple discovered immorality in Wiscon-

sin. They all looked disgusted and left the not-so-good-looking one with me, and I took her home. On the way she said she wanted a cherry-coke, and when I took her into an ice cream parlor she ordered a *heavy malted!* I could tell then and there she was a gold-digger and I took her home.

Saturday, September 17

Registered today with other freshmen and I'm tired of writing my name—*Ichabod Boniface Greene*.

Today the fellows, Charley, Oskie, and Gus, all gave me a bawling out on account of I'm so good-natured but so damn dumb, but I said, "I came to college to improve my mind," and they said, "But you gotta have a mind first before you improve it," and then they asked me why I don't go out with girls and have a good time sometimes, like poorer fellows than I do. And I said I would if I was properly introduced to some girls. Then they all sort of put their hands on their eyes and fell on the sofa.

Maybe they're right. I guess living in a small town like I do makes me sort of backward and funny to these guys from such big cities like Sheboygan and Kenosha. But I'm going to show these fellows something at the freshman dance tonight. I'm glad we get something else besides lectures and tests for the tickets.

Today on State Street I met a fellow from home named Phil Emupp. He says he's a fisie, and he was acting

funny just like the fellows on Lake Street, and his breath smelled like onions soaked in benzine. Everybody passing looked at him funny-like, and finally a couple of guys came along and apologized to me and dragged him over to a big red house with a lawn on a little side-street called Sterling Court.

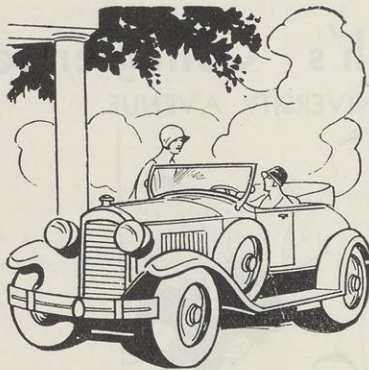
Now I have to get spiffed up for the dance tonight

Sunday, September 18

Well, I showed them fellows up, and told them, "I ain't as dumb as I look," and they said, "No, you couldn't be" . . . I guess they're sore because I cut in on them all the time and made the girls laugh. All the girls liked me and laughed at everything I said, and they giggled and called me Iggy for short.

I liked one girl a lot, and she liked me, too, and she asked me to take her out of the big hall on account of it was so hot and stuffy and crowded. Her name is Ann Emery Hall, and she acts bored all the time, comes from Long Island, New York, and she's already been to about 5 different colleges, Vassar, Stanford, Michigan, Northwestern, and Cornell, and she's already been a pife, thaita, and ki-oh, and doesn't know what she'll be this year. She's tired of smoothies and wants a fellow like me for a playmate . . . she said I'm so nice and unsophisticated and nah-eeve, and I said, "Thanks, nobody ever

(Continued on page 18)



The Convenience of a car is yours . . .

when you decide to spend a pleasant day out driving....go places....see things....in an inexpensive yet convenient way.

CAPITAL CITY RENT-A-CAR

The Campus Institution of Friendly Service

531 State Street

We Deliver

Fairchild 334

COLLEGIATE SYMPHONY . . .

*(Continued from page 12)**The snooty gals from Radcliffe
No longer sniff.**The former prom king of Michigan U.
Has no one to tell his troubles to.**The Ph. D.s from Chicago
Have just unloaded a cargo.**Frat men of Bates
Don't go out on dates.**Smith of DePauw
Still lives off his Maw.**One joyboy from Carroll
Walks around in a barrel.**Women from Illinois
Can't find the right boy.**The class of '30, Antioch
Have empty pockets—they're all broke.**Mountain boys from Arkansas
Are quick on the draw.**A broker from Williams
Is now out of millions.**Curses from Lawrence
Are coming in torrents.**(The end)*

It's a pity that women can't think as fast as they can talk.

—Skipper

You'll Need a Royal

IDEAL for students
—that's the ROYAL.
Just the thing for lecture notes and your first theme. Drop in to see us today for a demonstration.



Neater, faster, and always in good taste.

See The
**New Royal
Signet**



Twenty-nine Fifty

STEMP TYPEWRITER COMPANY

Stanley P. Stemp, Mgr.

533 State St.

Badger 222

"The thing that touched me most," said the minister after the donation, "was when little Mamie Brown walked up and laid an egg with the other offerings."

Well, as Mamie says, this depression has us doing things we never knew we could do before.

—Jack O'Lantern

For Attractive Designs in

Programs, Announcements, Cards

and

Printed Matter of all Kinds, at Moderate Prices

visit

STRAUS PRINTING COMPANY

214 E. Washington Ave.

Badger 1763

(Continued from page 16)

complimented me before," and she laughed. She's got a big Packard coupe and she pays half for everything when she goes out. She's going to Alabama if she doesn't get along here, and it'll be her last try. She isn't studying anything in particular because she didn't come to college for that purpose. She likes Herby Kay and Rudy Vallee because they're essayez and she's found essayez sociable fellows wherever she's been, and she's been all over. She says they all know what a good time means.

We went riding along the lake, and she stopped at a turn past a white bridge, shut out the car lights, and looked at me so that my stomach fell around my shoes and I got jumpy all over. She said, "Well . . ." and I got very red and hot and sweaty. Then she smiled nice-like and sighed, "At last! one who *is* different!" and then she began to put her arm around my neck. I sort of melted-like in my legs, and I began to kiss her. This lasted for about an hour, till 1:30, and then she said, "You're an apt pupil—lesson two tomorrow night. Let's go to Westport." And we went around the lake the other way through a lot of woods to a house where there's a lot of fellows inside. A man looked through the window shade and then let us in.

"Do you know who those fellows are?" she asked, and I said, "No," and she said, "They're deeks and sigkize," and I said, "You don't say so!"

and she said, "I do say so." I don't know whether a deek is something like a teek, but I guess it's o. k. Then she ordered a beer and said to me, "What'll you have?" and I said, "A double chocolate ice cream soda," and she said, "Oh Iggy, you're so funny! make it a couple of beers." Then I drank mine when they brought it and said, "Say, Ann, let's continue lesson one," and she said, "No, silly, not here."

After about three beers I got talking funny like the fidelt and the fisie and the deeks and sigkize. Ann had about seven and then she said, "I better quit or I'll get tight." And she paid the bill and took me home.

I woke up this afternoon with a headache and a taste in my mouth like broken glass and rusty nails. I still feel sort of funny, silly-like.

I wonder when classes start.

Tuesday, September 20

All the upperclassmen have been here for days, but they sobered up today and went to register because it's their last chance for nothing.

I've been trying to get Ann for two days. Every time I call up and ask if this is Ann Emery Hall they say, "Yes," and I say, "Hello, Ann, let's have lesson two and go to Westport again," and they say something bad and hang up. I called for the fifth time and the woman who answered said, "Aw nertz," and said that if I call up again she'll trace the call and

have me locked up. I wonder if that Ann was stringing me.

So I called up a girl named Henrietta McCormick at Badger 12 that I met at the dance. A man answered, and I asked for Henrietta McCormick, and he got sore and yelled, "If another one of you wise college guys calls up, I'll run ya in!" I guess it was her old man. He was probably in a bad mood.

College ain't like in the movies or in books, and it ain't like the dean said either. It's sort of crazy-like, if you ask me. I have to go to bed early on account of I have an eight o'clock class tomorrow. I wonder what classes and profs is like . . . I wonder if they're nuts too.

(The end)

Mrs. Trump: Good-bye, Honey, I'm going over to the Jones's to play bridge.

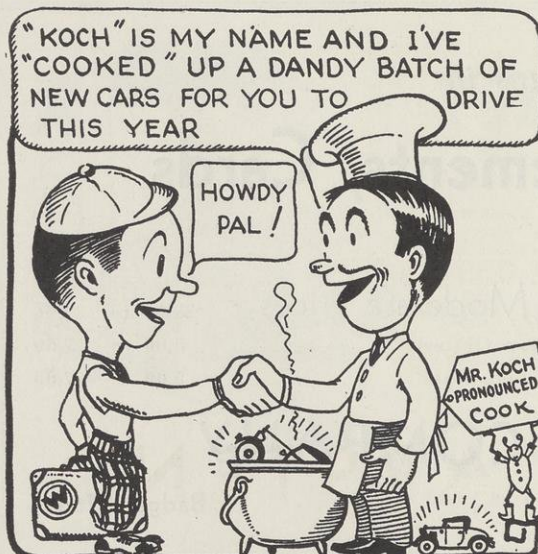
Mr. Trump: Well, please lose forty dollars to Mrs. Jones, because her husband lost that much to me in a poker game and hasn't paid it.

"Well," said the frosh, extremely sad, "My grades, you know, well . . . that is . . . I—"

"To hell with grades!" said dear old dad;

"What are you Deke,—or Sigma Chi?"

—Phoenix



Let's Get Acquainted

Orientation week is get acquainted week . . . and we want to meet you . . . and make you acquainted with our rent-a-car service.

You'll be pleased with our new cars and low driving rates.

Come in Today or Phone

KOCH RENT-A-CAR

Badger 1200

We Deliver

THE ROUNDER . . .

(Continued from page 7)

Freshman at one of the minor poison palaces the second night of school . . . this is going to be good!

And now a closing word, lest we bore you too much when we admittedly have little or nothing to write about. This is not to be a second Rambler, Connie's Diary, or in any way a "gigolo journal", as one authority facetiously calls Walter Winchell's daily mess. Instead, it is to be a sincere attempt to put on paper a bit of that volatile atmosphere which pervades those many places of amusement which are typically "college". If this old rounder, bred in an environment of beer, gay young hearts, and jig bands, can but succeed in partially doing this, he will die happy . . . Sotto voce; He better succeed soon!

We've said nice things about everybody we mentioned; we believe in beginning the year with the slate wiped clean . . . but that someone will dirty it is inevitable, and this column will of necessity bear the marks. And if you are mentioned here, note carefully the names you are mingling with, and consider your social status given a good, substantial prop.

Beer, love, and the pursuit of happiness . . . of such is the Kingdom of Youth. Amen.

(The end)

Two men from a prominent eastern university were motoring through a rural district of Pennsylvania. Finding they would be unable to reach their destination by night-fall, they decided to stop off at a farmhouse for the night and continue on their way in the morning.

They chose a typical out-of-the-way place run by a typical Pennsylvania Dutch farmer. The house looked clean and neat from the front, but they found the back filthy and foul-smelling from garbage which was thrown into open cans behind the kitchen, thus allowing the odors to circulate freely.

"Phew!" gasped the boys, "that old garbage stinks!"

"Listen, mister," exclaimed the hick, who was nearby, "ye kin say my meat is old and stinks . . . ye kin also say that my veg'tables is dirty and moldy, I won't mind so much . . . but ye cain't say the garbage is old and stinks, 'cuz it's fresh, 'n' we change it every day!"

Roaring
Old
Open
Saloon
Easily
Vents
Every
Little
Tension!

When Your Girl Tells
You How Swell
You Look



BE SELF ASSURED—and
HOLD YOUR OWN!

All you need is that "poise"—that social "prescience"—we give it to you free with every suit of clothes purchased here. For Karstens' clothes are right—in styles—in fabrics and in prices. That's why Karstens are Madison's largest exclusive clothiers for men.

Double Breasted Suits	-----	\$24.50 to \$32.50
Single Breasted Suits	-----	21.50 to 32.50
Polo Top Coats	-----	20.00 to 29.50
Harris Tweed Coats	-----	29.50
Tuxedos	-----	25.00 to 35.00
Bostonian Oxfords	-----	5.00 to 7.50
Knapp-Felt Hats	-----	5.00 to 7.00

KARSTENS

On Capitol Square—22 North Carroll

Kennedy's

VELVET

ICE CREAM

Fast Frozen

For

Finer Flavor

Kennedy Dairy Company

Perfectly pasteurized
Milk, Cream, Butter, Buttermilk, Milcolate,
Cottage Cheese, Selected Guernsey Milk

621-29 W. Wash. Ave.

Phone B. 7100

"On what grounds do you rely in asking for this divorce?"

"False representation. When I asked her for her hand she said that she was agreeable."

—Juggler

Young Urban Visitor: Hey, Uncle Luke, can I kill the cow now?—I got all the milk out of her.

—Juggler

Steward: You ought to give me a tip. Why, the champion tightwad on this boat gives me a dime.

Passenger: Yeah? Well, meet the new champion.

Owl

Boss: I had to fire the secretary I hired this morning.
Assistant: Didn't she have any experience?
Boss: None at all. I told her to sit down and she looked around for a chair.

—Orange Peel

NURSERY RHYMES » »

"Blab, blab, econ prof, have you any bull?"

"Yessir, yessir, a whole hour full.

Most students never listen, they're a sleepy lot.

But I know down in my heart I teach a lot of rot."

Mary had a steady date,

A guy with lots of dough.

The sap was deaf and dumb and blind—

(As if Mary didn't know!)

Jack and Jill went up the hill

To take examinations.

Then they came down, and went to town

For plenty peregrinations.

Drink a round with Rosie,

She's getting rather dozy.

Little Jack Horner lay down in the corner
Because his blind date was too dry.

He took out a bottle

And opened the throttle,

And said, "What a shucker am I!"

Tom, Tom, a rich man's son,

Went to college and became a bum.

"Mary, Mary, quite contrary,

"How is your latest beau?"

"He's got the mazuma,

But they say he's a croona,

And I'll throw out the fool if it's so!"

Sing a song of six gents, a bottle full of rye,

Four and twenty college boys, feeling rather dry.

When the jug was empty, they all began to sing,

And each and every one of them was feeling like a king.

Old Mrs. Hubbard, she hid in the cupboard,

There was a house party . . . hey hey!

The girls were all dancing;

The boys were all prancing,

And they didn't go home till next day.

Man (getting a shave): Barber, will you please give me a glass of water?

Barber: What is the matter, a little hair in your throat?

Man: No, I want to see if my neck leaks.

—Green Griffin

"I saw in some paper that in out-of-the-way corners of the world the natives still use fish for money."

"What a sloppy job they must have getting gum out of a machine."

—Reel

Salesman: I can let you have this bedroom suite for half the catalog price.

Customer: And what do you sell the catalog for?

—Wampus

Beta: I hear the sorority chaperon is going to stop necking.

Delta: I should think she would, a woman of her age.

—Beanpot

Princeton's latest faculty loss is the Sanskrit professor who resigned his position here to accept a job writing time tables for the Pennsylvania Railroad.

—Tiger

Suggested College Sites

- Davenport, Iowa
- Great Neck, Long Island
- Marblehead, Massachusetts
- Bar Harbor, Maine
- Kissimmee, Florida
- Rye, New York
- Hot Springs, Arkansas

—Puppet

Here lies a young salesman named Phipps,
Who married on one of his trips,

A widow named Block,
Then died of the shock,

When he saw there were six little chips.

—Orange Peel

NATIONAL TASTES

	<i>Dessert</i>
England	French pastry
Spain	French pastry
Sweden	French pastry
Italy	French pastry
France	Applesauce
	—Tiger

Fair Prices and Friendly, Courteous Service

BROWN'S BOOK SHOP

CORNER STATE AND LAKE STREETS

Save 20% to 50%

Buy Brown's Used Texts

Thousands of good, clean used texts now in stock.

New books, also.

Student Supplies

Everything that will need.
Quality merchandise fairly priced.

Fountain Pens

Wahl, Parker, Shaeffer and Waterman Pens, Pencils and Desk Sets from \$2.75 to \$25.00.

Your name engraved FREE on any Pen or Pencil bought here. If bought elsewhere 25c each.

Fountain Pens Repaired

- ¶ 24-hour service.
- ¶ Guaranteed work.
- ¶ Reasonable rates.
- ¶ Factory-trained repairman.

Use Brown's Rental Library—1500 Titles—3c Per Day

BROWN'S BOOK SHOP

CORNER STATE AND LAKE STREETS

We Welcome
the Students

Make our studio
and store your
photographic
headquarters.

THE PHOTOART HOUSE

413 State

WM. J. MEUER, Prop.



DESIGNERS
for
PUBLISHERS and ADVERTISERS
ENGRAVERS

WHAT'S IN A NAME!

(Time and place: any banquet where celebrities come to get a free meal.)

Master of Ceremonies: Introducing Eddie Cantor! (Applause)

Cantor: Blah blah blah blah blah blah blah blah. Thank you.

Audience: Ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha ha!!!! Clever, hey?

M. of C.: Next, Will Rogers. (Applause)

Rogers: Brrr grrr hrr trrrr yeoau mrrr naow wrrrr. Thanks, folks.

Audience: Haw haw haw haw haw haw haw haw haw haw haw haw!!!! Very funny!

M. of C.: Now that great American humorist, Ring Lardner. (Applause)

Lardner: Bam! crash! zowie! bing! bang! So I says and he says buzz huzz wuz I! Much 'bliged.

Audience: He he he he he he!!!! Very original, don't you think?

M. of C.: And now a man who will tickle you, Robert Benchley. (Applause)

Benchley: Whenever I stop to think about glah blah (dah nah fss mss tsss), I think (zsss) bsss vsss. I appreciate your attention.

Audience: Tish tish tish tish tish!! Very, very witty!

M. of C.: Finally, we hear from—er—err, I—er—er, oh yes! A young man who has just begun to—(what's that dopes name?)—Introducing Mr. John Smith.

Audience: Who in hell's he? Never heard of him. Probably a ham.

Smith: As I look at the faces of my listeners, I can hardly imagine that such a bunch of idiots can make a nation laugh. Probably the nation consists of nothing but imbeciles, but at any rate, I want you to know that the meal was lousy, the liquor was bum bootleg, and the cigars smell like burning celluloid. And furthermore, if you saps ever feel like throwing another drunken brawl, you can count me out! I can poison myself without spending \$10 a plate.

Audience: Boooooooooooooo, hissssssss! Throw him out! Ain't even funny!

M. of C.: Ladies and gentleman, I wish to apologize to you. That last speaker was George Jean Nathan. (What's that? Yes I'll do it.) Mr. Nathan, I wish to apologize to you on behalf of the audience also. They didn't know who you were because of my inexcusable and foolish error. A thousand pardons, sir.

Nathan: You're lucky I'm tired tonight, or else I'd tell you some more. And what I said a few minutes ago still holds good. And let me tell you, mister master of ceremonies, that for all your boiled shirts and swallow-tails, I think the waiters look more like human beings than you do . . . and they're a stupid looking lot themselves. *That* for you.

Audience: Bravo, bravo! (Goes wild.) Swell guy, Nathan. Very clever, funny, original, witty, and smart, too. Gotta know how to appreciate him. Hooray! Hooray! Hooray!

CURTAIN

He: We've got quite a mayor.
 She: Do tell.
 He: Since he became mayor, practically all the boot-
 leggers here have quit business.
 She: Run them out of town?
 He: No; undersold them!

—Kitty Kat

Last night I held a little hand,
 So dainty, and so neat!
 I thought my heart would burst with joy,
 So wildly did it beat!
 No other hand into my heart
 Could greater solace bring,
 Than that dear hand I held last night—
 Four aces and a king.

—Yellow Jacket

A fraternity had sent their curtains to the cleaners.
 It was the second day that the house had stood unveiled.
 One morning the following note arrived from a sorority
 house across the street.

"Dear Sirs: May I suggest that you procure curtains
 for windows. We do not care for a course in anatomy."

The chap who left his shaving to read the note
 answered:

"Dear Girls: The course is optional."

—Ski-U-Mah

An angry telephone patron over at C. B. A., who was
 charged extra for a Boston call, roared: "Outrageous!
 Why, in my home city of Chicago one can talk to h—ll
 and back for ten cents!"

"Well," chirruped central, "that's inside the city limits!"

—Beanpot

"How about a little kiss, girlie?"

"No, I have scruples."

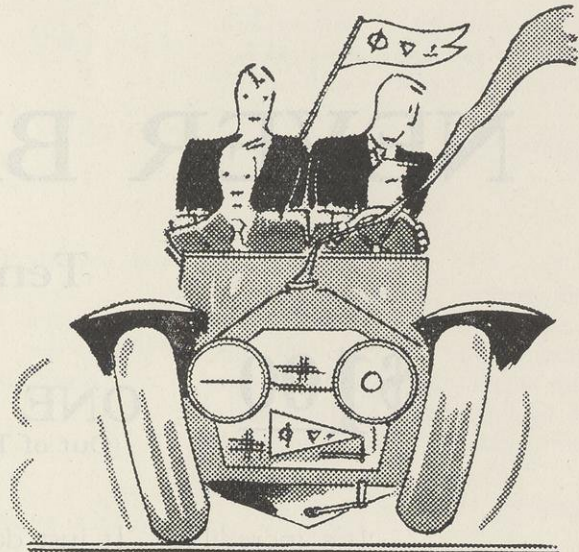
"Well, that's all right, I've been vaccinated."

—The Brown Jug

He: People living together get to look alike.

She: Here's your ring. I daren't risk it.

—Log



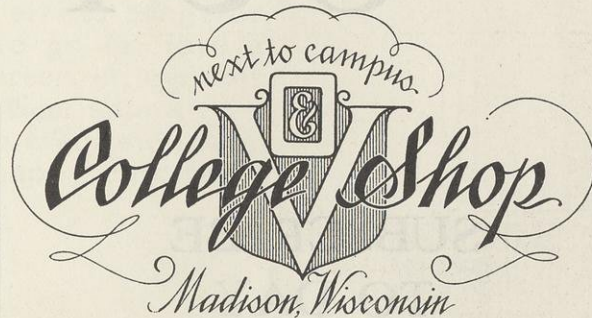
Now That You've Arrived

Have you forgotten—socks, shirts or
 ties? Don't let that worry you—there
 are lots of them here. Perhaps it's
 undershirts or shorts.

But—if it's a suit or topcoat you had
 better hurry—for no matter how
 many we have now, they're going
 fast at these new low prices.

HART SCHAFFNER & MARX
Two Trouser Suits

\$29.50 \$35



720 State St.

NEVER BEFORE . . .

Ten Issues

\$1.00

ONE DOLLAR

\$1.00

(Out of Town 25c Extra)

It's incredible! It just doesn't seem possible! Ten issues of a bigger and better OCTOPUS at the reduced rate of one dollar—a bigger bargain than we have ever offered before. It's going to take a lot scrimping and saving but never in the quality of editorial matter. A glance at the pages in this issue will prove that OCTY is even better than before.

New Throughout . . .

There are many new surprises in store for readers of the OCTOPUS. There are new features, stories, and art illustrations for each new issue. You will enjoy these new monthly pages too—watch for them: THE ROUNDER, THE MONTHLY BUGLE, NEW GRAPHIC PAGE.

OCTOPUS

**SUBSCRIBE
TO DAY**

WISCONSIN OCTOPUS
770 Langdon Street
Madison, Wisconsin

One Year \$1.00

Enclosed _____

Name _____

Street _____

City _____ State _____

Instructor: And everything King Midas touched turned to gold.

Stude: Did he ever hold his hand over your mouth while you were yawning?

•

"When I'm in Paris, I'll write you a letter."

"Never mind. Just send a post card."

—Orange Peel

•

Artist: Sold anything lately?

Second Ditto: Yes, my overcoat and two pair of shoes.

—Widow

•

I notice you were very quick to give up your seat in the street car to the lady in black.

Ever since childhood I've never felt at ease when I saw a woman with a strap in her hand.

—Skipper

"That is the skull of one of the cave-women."

"But how can you tell that it was a woman?"

"The mouth is open."

—Juggler

•

Mrs. Jones: Where do you buy your rat biscuits?

Mrs. Smith: Oh, I don't buy *my* rat biscuits—he likes me to make them with my own little hands.

•

So your name is Federber is it? Are you any relation to Dick Federber?

Well, distantly. You see he was the first child and I am the fifteenth.

—Jack O'Lantern

•

There are three genders: masculine, feminine, and crooner.

—Leader

SOME DON'T!

*College men are very slow,
They seem to take their ease.
For even when they graduate,
They do it by degrees.*

—Skipper

•

Chicago school teachers haven't been paid for months. That's politics for you. The Republicans are cutting off the pay so that the students will be dumb enough to be Republicans when they reach the voting age.

—Juggler

•

"Jack's been to the hospital being censored."

"Censored? Why what do you mean?"

"Having several important parts cut out."

—Juggler

RKO ORPHEUM THEATRE

MADISON, WISCONSIN

FANCHON & MARCO STAGE SHOWS EVERY SAT., SUN., MON. AND TALKING PICTURES CONTINUOUSLY

Year after year we greet the incoming student body . . . year after year we strive to bring to the young men and women of the University of Wisconsin the best entertainment offered on either stage or screen; and as we go on into a greater year of screen enjoyment as well as stellar stage shows . . . we hope to offer to everyone many joyous hours of happy entertainment.

RKO CAPITOL THEATRE

MADISON, WISCONSIN

WHERE THE BIG PICTURES PLAY

Welcome Students!

To come is to be convinced that "Sweet Sixteen" Models are unequalled for STYLE . . . QUALITY . . . WORKMANSHIP . . . AND VALUE . . .

Exquisite Velvets . . .

Lovely Silk Crepes . . .

Supple Wools and . . .

the Smart Knits . . .

made in the most clever frocks for the Co-ed.

\$5.95 and \$9.75

Smart New Hats . . . Youthfully styled . . . Imported Soliel, Velvets, and the Soft Comfy Beret.

\$1.85 and \$2.95

Sport Skirts

\$1.95 and \$2.95

Sweaters . . . Gay, New Colors and Styles

\$1.00 - \$1.95 - \$2.95

SWEET SIXTEEN SHOP

On-The-Square

4½ So. Carroll St.

Rosemary Beauty Shop

521 State Street

Welcomes Students and Faculty to Our City
When in Need of First Class Beauty Work
We Are Always at Your Service

Expert in Every Line

State Registered Chiropodist

Phone B. 6211

Lettercraft

Engraved Stationery

Dance Programs

725 University Avenue

Prof: When I took this course, I could solve any problem.

Stude: Yes, but someone else was teaching you.

—Voo Doo

Girl: But why is that tree bending over so far?

Farmer: You'd be bending over too, Miss, if you were as full of green apples as that tree is.

—Green Gander

Frosh: Professor, you must have made a mistake in giving me an F on this paper.

Prof: Young man, I seldom make mistakes. Have you seen my secretary?

Frosh: Oh boy, have I!! I guess you're right.

—Voo Doo

Sorority pledge (to House Mother): Mrs. Finkelstein, do all fairy stories begin with 'once upon a time'?"

House Mother: No, my dear, most fairy stories start with I'm going to the library tonight.

—Humbug

Professor: I forgot my umbrella this morning, dear.
Wife: How did you remember that you had forgotten it?

Professor: Well, I missed it when I raised my hand to close it after the rain stopped.

—Mugwump

"History repeats itself."

"So does the weather, but no one knows what kind is coming next."

—Juggler

"I hear Sloppy Joe's got a job down at the restaurant."

"Yeah, they feed him three meals a day and he walks up and down in front of the place and uses his vest to advertise the menu."

—Orphan

Coed: How old do you think I am?

He: Oh about twenty-one.

Same: Why, how did you guess?

He: I just counted the rings around your eyes."

—Malteaser

•

"In conclusion, gentlemen of the jury, permit me to call your attention to the fact that the evidence shows that the defendant hurled a brick at the officer—"

"It sure shows more than that" interrupted the man on trial with pride, "it shows that the brick hit the officer."

—Juggler

•

Squire Perkins: Nell, after I die I want you to marry Deacon Brown.

Nell: Why?

Squire Perkins: Well, the deacon trimmed me on a horse trade once.

—Bison

•

Half: Do you know how they take the census in Scotland?"

Wit: No, how?

Half: Roll a peany down the street.

—Old Maid

•

Nurse: Mr. Jones, you are the father of quadruplets.

Jones: What! One of them things that runs around on four legs?

—Ski-U-Mah

•

"Why did they throw you out of the Zoo, Bill?"

"For stroking the hippopotamus."

"Who the hell is Potamus?"

—Frvol

•

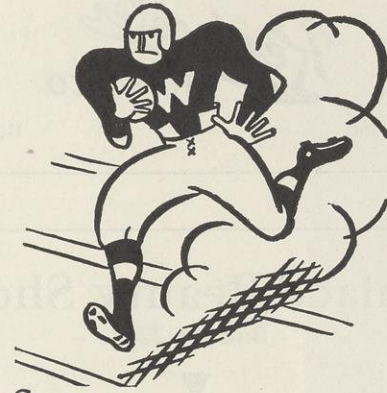
Widow: I want to insert an obituary notice in your paper. How much will it be?

Editor: Twenty-five cents an inch, madam.

Widow: Oh, land sakes, and poor Adolph was six feet tall!

—Orange Peel

DON'T WORRY ...he'll make it!



SIXTY yards to a touchdown! Split seconds count! Will he make it? Sure, it's in the bag. Leading college football stars now have the Walk-Over Main Spring* Arch built into their playing shoes. This cushioned-comfort feature preserves leg and body energy. Gives the final scoring punch.

Make your own working days easier. Wear Walk-Over Main Spring Arch shoes. See our correct new styles for town or campus. They'll win you on good looks alone. *REG. U. S. PAT. OFF.

WALK-OVER

MAIN SPRING ARCH SHOES

Eight
East
Mifflin

Next
To
Manchesters

WANTED

A number of students to compete for Octy business staff positions.

Either women or men may enter the competition for these positions. Selections will be made entirely upon merit points won over a period of one semester.

The work will be divided into all parts of the business office and merit points will be awarded equally for equal amounts of work done.

Stop at the business office at once and get started on your way to a real staff position.

Flowers

for all Occasions

Rentschler
FLORAL CO

230 State St.

Badger 177

Palace Beauty Shop

Badger 2284



Complete Beauty Service

By Experts

Open Evenings

531 STATE ST.

BADGER 2284

For Campus Wear . . .

Our selection of swagger suits and new fall woolens will suit your "yen" for smart things at prices that will suit your budget.

HUGHES

20 East Mifflin Street

Welcome ~~~~~

HOMMEL'S

Food Of Supreme Quality

Expectant Father: Doctor, will it be a boy or a girl?

Irate Doctor: Who do you think I am, Walter Winchell?

—Orange Peel

A Junior Prom Tragedy

Johnny was a chemist,
And Johnny since has died,
Instead of going formal
He went formaldehyde.

—Orange Peel

"What's the matter with that guy?
He never laughs at a joke. Is he deaf, or is he English?"

"Naw, just the exchange editor of a college comic humped down by his job."

—Old Maid

"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

"Can you speak French?"

Man shakes his head negatively.

"Can you speak German?"

Man shakes his head again.

"Can you speak English?"

Man shakes his head.

"Can you speak Spanish?"

Man shakes his head.

"It's no use, gentlemen, I've spoken to this man in five different languages and still he cannot understand me."

—Purple Parrot

Violinist: How's your instrument?
Cellist: Oh, I can still get a trill out of it.

The main reason for the lack of happy marriages is that the bride never marries the best man.

—*Voo Doo*

A tourist group was being shown around one of the old battlefields of the Civil War. Suddenly the party came upon a grassy field full of deep pits.

"Ah, another scene of battle," said a lady.

"No ma'am," answered the guide, "this is our municipal golf course."

Junior: I hear you contemplate traveling?

Senior: Yes, traveling is an education.

Junior: Then I recommend a world tour for you!

—*Orange Peel*

Noah's Wife: What was all the racket down in the steerage?

Noah: A big row. The skunk refused to room with that college man we picked up.

—*Cajoler*

Gamma Phi Blonde: Isn't that a beautiful butterfly on my knee? It must think I'm a flower.

T. U. O.: That's no butterfly; that's a horsefly.

—*Siren*

Phone for Appointment Fa. 79

MARINELLO SHOP

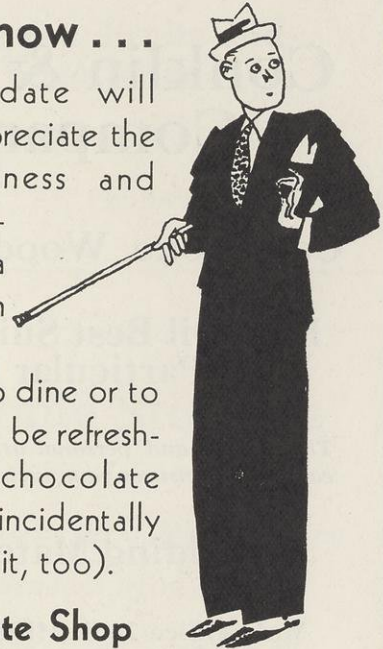
Permanent Waving Hair Dyeing
 Finger Waving Mercelling Manicuring
 Facials Electrolysis Hair Bobbing

Chiropody

MRS. W. WENGEL —:— 125 STATE ST.

What Every Young Man Should Know . . .

1. That his date will always appreciate the thoughtfulness and consideration of a young man who
2. Takes her to dine or to lunch or to be refreshed at the chocolate shop (and incidentally he'll enjoy it, too).



The Chocolate Shop
 548 State

LARGEST STOCK

Of Used Books
 Since We Have
 Been In Business

Gatewood's

The Bookstore Nearest The Campus

Established 1854

Conklin & Sons Company

Coal, Coke, Wood and Ice

Fuel Oil Best Suited For
Your Particular Burner

*The service and personal attention given
each order, insures your entire satisfaction*

Building Materials

Main Office 24 E. Mifflin Street
Phone Badger 25

Welcome Students

CAMPUS SODA GRILL

Extra Heavy Malted Milks

Famous the World Over

Dinners - Luncheons

Fairchild 3535

We Deliver

PANTORIUM COMPANY

CLEANERS AND DYERS

"Send It To A Master"

Phone B 1180

558 State Street

909 University Avenue

2136½ Regent Street

2612 Monroe Street

Old Lady (in book store): What's that large book over there?

Clerk: That, madam, is "Songs the Fraternities Sing".

Old Lady: And what's that little book right beside it?

Clerk: That's the expurgated edition.

—Purple Parrot

"Dear teacher," wrote an indignant mother, "you must not whack Tommy. He is a delicate child, and isn't used to it. We never hit him at home except in self-defense."

—Log

"Say, Pete, I'm sick of this place. I think I'll get the warden to give us a parole."

"Don't bother, Joe, I'll file a partition."

—Lamphoon

Oh, Doctor!

A lady to whom illness was chronic,

When told that she needed a tonic,

Said, "Oh, Doctor, dear!

Won't you please make it beer?"

"No, no," said the Doc, "That's Teutonic."

—Skipper

"And what do I get if I prepare a meal like that every day?"

"My life insurance."

—Juggler

Tabloid Reporter: The old man fired Jones today.

Another: What was the trouble?

Tabloid Reporter: He turned in a story on the G. A. R. convention without any sex angle.

—Punch Bowl

The Man: Do you like cocktails?

The Maid: Oh, yes; tell me one!

—Old Maid

Sig Chi: Your heart sounds like a drum beating.
 Kappa: Sure—that's the call to arms.

—Awgwan

The college boy's motto is "Get thee behind me, Satan—
 and push."

—Green Griffen

"No, George, I can never be your wife, but I'll always
 be a big sister to you."

"That's fine, sis. Do you think when our old man dies
 he'll leave us any money?"

—Whirlwind

We do not want to seem cynical, but we always con-
 sidered fellows who waited for the Spring to fall in love,
 very much like those who waited until Thanksgiving for
 turkey.

—Jack-O-Lantern

Student: I put all my mind into this poem.

Prof. Johnson: So I see—it's blank verse, isn't it?

—Orange Peel

Dean: What's the difference between a girl and a
 horse?

Cadet: I don't know.

Dean: You must have some wonderful dates.

—Skipper

MALONE GROCERY

Groceries, Fruits and
 Vegetables

Wholesale and Retail

434 State St.

Phone Badger 1163-11

Welcome Students

to

The University Pharmacy

The Student Drug Store

Corner of State and Lake Streets

Welcome Students !!

Where first-class workmanship and indi-
 vidual attention are desired in all lines of
 Beauty Culture,

call

Cardinal Beauty Shop

Once the Cardinal always the Cardinal

Phone F. 3966

625 State St.

Open Wed., Fri. & Sat. Evenings

MEATS

Madison Packing Company, Inc.

Est. 1913

American Brand Products

"It Costs Less to Eat the Best"

Badger 4920

307 W. Johnson St.

Madison, Wis.



The Mouse-Around Gift Shop

Upstairs at 416 State St.

Welcome Back

Form the habit of coming up for the unusual
 in Gifts and Jewelry

(We Do Picture Framing)



Welcome Back Students

You will always find your headquarters
for printing at the

DEMOCRAT PRINTING COMPANY
MADISON - - - WISCONSIN

now every **FRIDAY** at **8.30** p.m. 8:30 E.D.S.T.
7:30 C.D.S.T.
5:30 M.S.T.
4:30 P.S.T.

on **WABC** and the entire Columbia Network

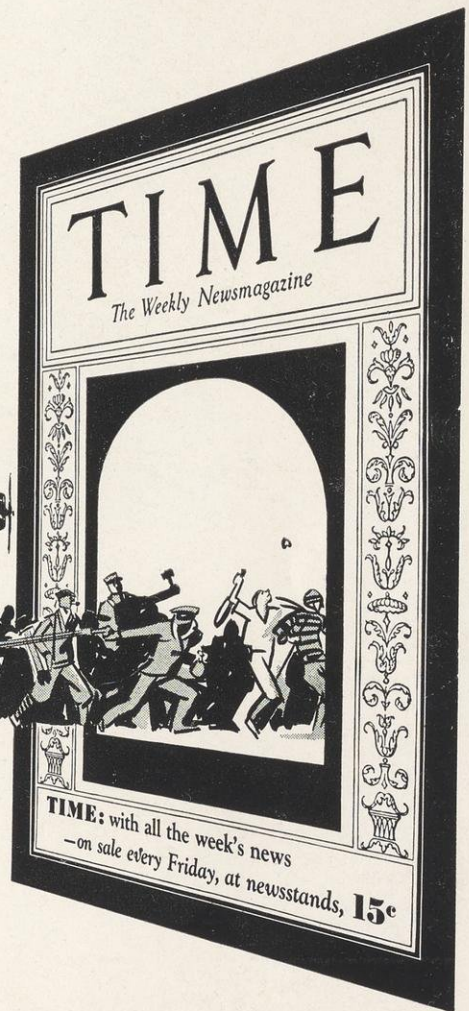
the **MARCH** of **TIME**

comes back on the air!



ACCLAIMED by thousands as radio's finest, most thrilling program, "The MARCH of TIME" comes back on the air Friday night—for the winter! Each Friday the Editors of TIME, the weekly newsmagazine, pick the most important, most memorable scenes from the live news of the week—then, with stark realism and intense human drama, re-enact those scenes so that the very characters seem to come to life in your

living-room. Through their new radio technique, TIME's Editors take you to the world's news fronts, to the sides of the great and the humble, into the midst of events significant and strange, thrilling and tragic, in the pace of time's inexorable march. Tune in on "The MARCH of TIME" this Friday and every Friday night. Close your eyes before your radio and you're on the very scene of the march of living history!



During September and October the Columbia Broadcasting System presents "The MARCH of TIME" as a sustaining feature. Starting November 4, TIME, the weekly newsmagazine, will again sponsor the program at the same Friday evening hour throughout the winter. TIME's Editors will prepare the entire series.

TIME, Incorporated. Publishers of TIME and FORTUNE. 135 East 42d St., New York.

TIME MARCHES ON!

★ *NOW, AS THEN, ARROW SETS THE STYLE* ★



1911

This dashing equestrian was much in evidence at the more fashionable horse shows of 1911. To the hard-riding set of today, his costume may appear just a trifle noisy—his collar just a bit too formal. But then he was the very “glass of fashion and mould of form”—as evidenced by the admiration of the Girl Friend. For then—as now—the style was set by Arrow.



1932

The well-dressed young man of 1932 wears the Arrow Gordon. An oxford shirt with a collar into whose fit have gone all the secrets Arrow has learned in tailoring over four billion collars. In white with either a plain collar or the button-down collar shown here, the Gordon is \$1.95. Its companion is the Trump. Of specially woven broadcloth, in white, stripes and plain colors, \$1.95.

Arrow Shirts are shrunk by Arrow's own Sanforizing Process—the only process of its kind—a process that guarantees permanent fit no matter how many times the shirt is laundered or you get your money back.

Whether your arms are long or short, you can get your correct sleeve lengths in an Arrow Shirt, and they stay correct forever. For Arrow is known for its meticulous fit—from the

cuffs to the collar. An Arrow collar is the best-fitting, smartest looking collar that ever graced a shirt. And it's the collar, you know, that makes or mars the style of a shirt—the part of shirt that the world sees. Only Arrow Shirts have Arrow Collars. When you're buying shirts, look for the Arrow label. Remember, if it hasn't an Arrow label, it isn't an Arrow Shirt.

© 1932, CLUETT, PEABODY & CO., INC., TROY, N. Y.

ARROW SHIRTS *SANFORIZED* *SHRUNK*

Guaranteed to fit you PERMANENTLY — or your money back