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Octopus



& ODDER JOKES

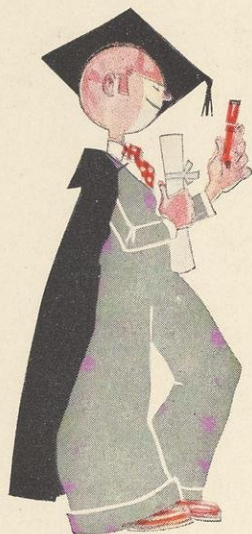
GRAD NUMBE

HEY! HE
HEY!

HUB
TOWNSEND
'23

KNOW all men
by these presents

Cord
50c
Extra



That the custom of sending Gifts to Graduates has now been extended by general accord to include those in the lower classes who have manifested sufficient industry to pass their final exams. This, as you might infer, is another symptom of the democratic trend of the times.

To know what to give, one needs but observe the students' own expressions of preference for the Parker Duofold Pen and Pencil. Indeed you can pick up scarcely any college publication without finding reference to Geo. S. Parker's two able assistants to education.

This persistent attention from the campus scribes echoes the sentiment of the whole school. It's a distinction that cannot be bought.

To have earned the favor of the younger generation is our reward for serving it with studied personal interest. We have lifted the frowns from student brows (among others) by giving the world a writing pair that are inspirations to work with and beauties to possess.

All those in favor of owning, or of giving the finest—whether for Graduation, Birthday or Wedding Gifts, or for prizes at Bridge or Golf—will signify by stepping in to the nearest Parker Pen Counter. The first thing to look for is the imprint "Geo. S. Parker" on the barrels. Then nobody will be disappointed.

THE PARKER PEN COMPANY, JANESVILLE, WIS.
OFFICES AND SUBSIDIARIES:
NEW YORK • BOSTON • CHICAGO • CLEVELAND
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Duofold ^{OVER-SIZE} \$7
Lucky Curve Feed and 25 Year Point

The First Cost
is the Last Cost

We began April 1st to keep every Parker Duofold Pen in perfect order without charge. Hence it's useless to pay more for any pen.

Duofold Jr. or Lady Duofold, \$5
Parker Over-size Duofold, \$7

GELVINS



From Now On

Canoeing, sailing, golf, tennis, riding and perhaps some studying.

For sartorial excellence in sportsman's apparel, we offer you the latest.

Gelvins of Madison

644 State St.

Apparel for Wisconsin Men

Students, Alumni and Faculty

Walter A. Pocock and the Park Hotel has made this wonderful connection for you and Madison---Intercollegiate Alumni Hotels

Main Feature of the Intercollegiate Alumni Hotel Movement

Special consideration, rates on rooms, banquets, parties, Etc.

At each Intercollegiate Alumni Hotel there will be maintained a card index of the names of all the resident alumni of all the participating institutions. This will be of especial benefit to traveling alumni in locating classmates and friends. Reservation cards will be available at the clerk's desk in each designated hotel and at the alumni office in each college or university. These reservation cards will serve as a great convenience to travellers in securing advance accommodations in other cities. Current issues of alumni publications on file at hotel.

MORE IMPROVEMENTS FOR THE PARK HOTEL

Installing new private toilets in 60 rooms, rates to be \$2.00

Also 20 new shower baths at \$2.50

NEW PUBLIC DINING ROOM

Building a new delightful dining room for those desiring the comforts, pleasure and service of a first class dining room—Capacity about 125 people.

Students make your reservations for your relatives and those who are coming to Madison for all events before the close of the University year, including Mother's Day and Commencement.

200 Modern { All Outside } Rooms
\$1.50 up, New Private Toilets, \$2.00
New Showers or Tub Baths
\$2.00, \$2.50, \$3.00

Cafe—Coffee Shop—Garage—Bus Station



WALTER A. POCKOCK
Proprietor and Manager

PARK HOTEL

200 Modern Rooms
Popular Prices
Cafe and Coffee Shop

Our Success Your Gain

Exquisite Diamond Rings

One of the greatest innovations in designing smart mountings for diamond rings is the novel square effect with four massive prongs to hold stones.

They look like Square Diamonds.

R. W. Nelson

Jeweler

320 State Street

"What's the idea, fifty cents for a hat-check?"
"Oh, that's your cover charge."





What's the matter dearie?

As always—my car stopped just as I was in front of Bascom Hall this afternoon. It is worse than a southern mule. That's not the half of it. I promised the girls to take them for a ride tonight, but now—.

When others fail, we are at your service. Call Fairchild 334, and we will deliver a car to your door.

Capital City Rent-A-Car

434 W. Gilman

Joe College's Diary

Sept. 15, 1922—Tried out for Frosh football. Met J. Angus Whippernitz, son of the Whippernitz Cheese Company. Tonight met him on the street and he snubbed me.

Sept. 28, 1923—Made the squad. Had quite a talk with Whippernitz—he's not such a bad gent.

Sept. 27, 1924—Coach tells me I'll be on the first string. Let Whippy talk to me for a little while.

Sept. 30, 1925—As Captain of the team, had to jump on Nitzy. Saw him on the street later and high-hatted him.

Sept. 10, 1926—Applied for a job to J. Angus Whippernitz, Vice-President of the Whippernitz Cheese Company. Tonight met him on the street and he snubbed me. What's the use?



Junior: We want you to join the glee club.

Soph: But I can't sing.

Junior: You bonehead—why didn't you start smoking Luckies when we told you to?



Eccentric Elmer sez: She was only a dry-goods' man's daughter but she had notions of her own.

"Come in and Browse"

Intelligent people—like all "Octopus" readers — are reading and buying Prof. S. G. A. Rogers' new first novel

The Sombre Flame

which is on sale at

BROWN BOOK SHOP

621-623 STATE STREET

Hughes
20 East Nifflin E. E. Engholm Mar

DRESSES

of

Mallinsons Water Blossom

—On Sale Only at Our Store—

\$16.50

**Mallinson label sewed
in each dress**

COLORS

Ivory
Shell Pink
Coral Blush
Pop Corn
Orchid
Queen Blue
Wood Rush
Peach
Black

REMEMBER: These dresses may be tubbed
when soiled, no matter how delicate
their shades



The Old Grad Blows Back

"Jim, you old son-of-a-gun! My Gawd, I'm glad to see you again. Seems like twenty years, doesn't it? Do you see any of the boys, or are you all settled down now? Say, how is he? That's fine. And how's Bill Thompson? T'ell you say! Twins! Golla, I'm glad I ran onto you. Don't know a soul over at the house. Naw, bunch of pin-heads. Baby sheiks, you know. Huh? You have? Well, you're dog-gone right I will."

And the Old Grad, arm-in-arm with his old bootlegger, walked down State Street.



He worked in a marble quarry and he took a whole lot for granite.



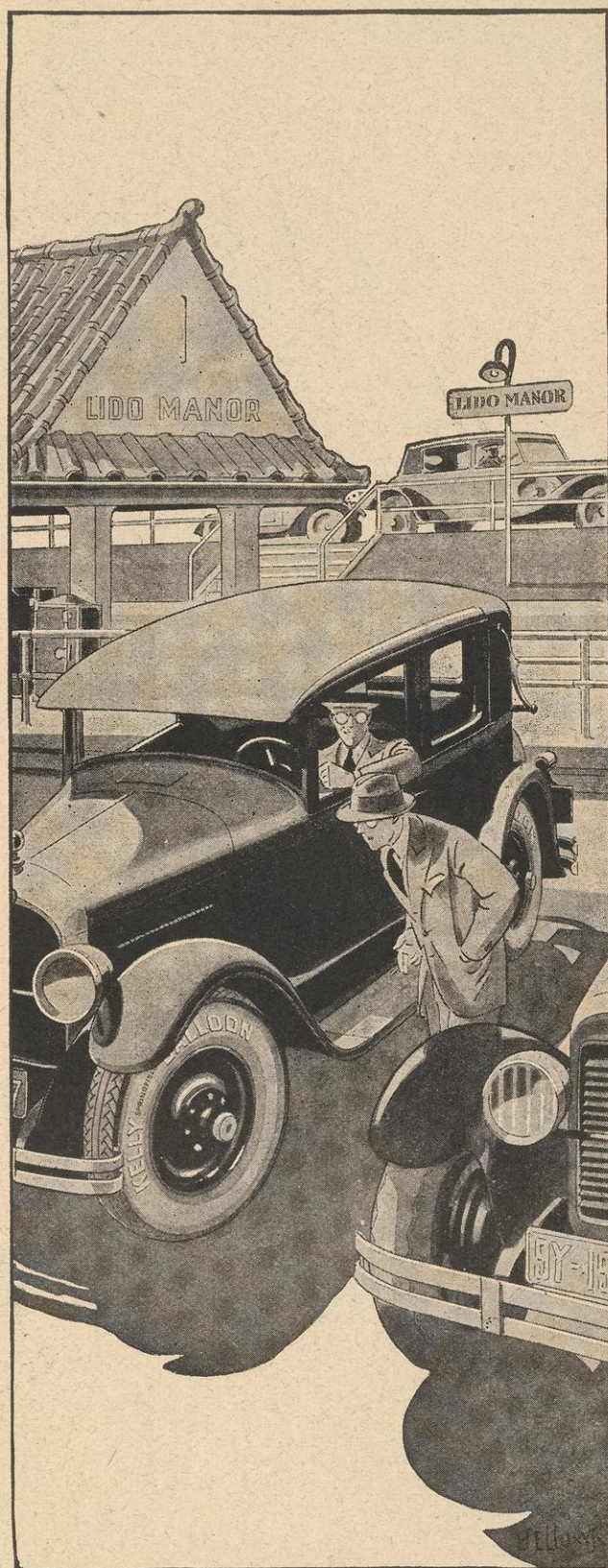
"Have you read Darwin's 'Origin of Species'?"
 "No, financial books don't interest me."



Testimonials to a Doctor:

Dear doctor:
 After twenty years I still stick to your porous plaster.

Dear doctor:
 Before taking your medicine I was at death's gate but after using it for two weeks it pulled me through.



"What do you have to pay for tires, Alec?"
 "Don't know; I've never had to buy any."
 "Why, you've had your car almost two years!"
 "Yes, but it had Kelly-Springfields on it when it was delivered."



"just because
you're different
like
Half and Half"



Quality

THE FIRST DIFFERENT SMOKING TOBACCO IN A GENERATION

ANDELSON'S



*"What is so Rare
as a Day in June"*

Smart Correct
Interpretations
of the
Season's Mode
CHARMING FROCKS

IN

WASH CREPES, SILK
JERSEYS, ENSEMBLES

Remarkable Values \$14.75

*A glossy young gink at the "U"
Found brainwork too boresome to do,
So he cut all his classes
And majored in lasses,
Tete-a-tete, nec-a-nec, Qu' avez vous?
—F. H. Van Horn '00*

At last the time has come when young boys learn to smoke from their girls instead of from the rough boys down on the corner.

The biggest kick I ever had? Well, let's see. Ah, I remember. It was in a little town in Wisconsin—one of these dear little towns all full of maples and outside plumbing. And there was a girl there—a dear little girl that I picked up just outside the local pool-hall. I walked home with her, and we grew chummy almost at once. And when we stood at the door I gently seized her arms and turned her to face me. Her eyes were gentle and trusting, and when I kissed her her lips lingered on mine with a caress like rose-petals. I released her, and when she spoke I experienced the greatest kick of my life.

What did she say? She said: "Hey, pap, this guy got fresh with me!" And "Pap" was one step behind me, one foot ready, and then—dear, dear, Oswald, the memory is really too painful.

CLOTHES

Ready-made
And Cut to Order

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



Charter House

Suits and Topcoats

\$40, \$45, \$50



An Added Service For Students

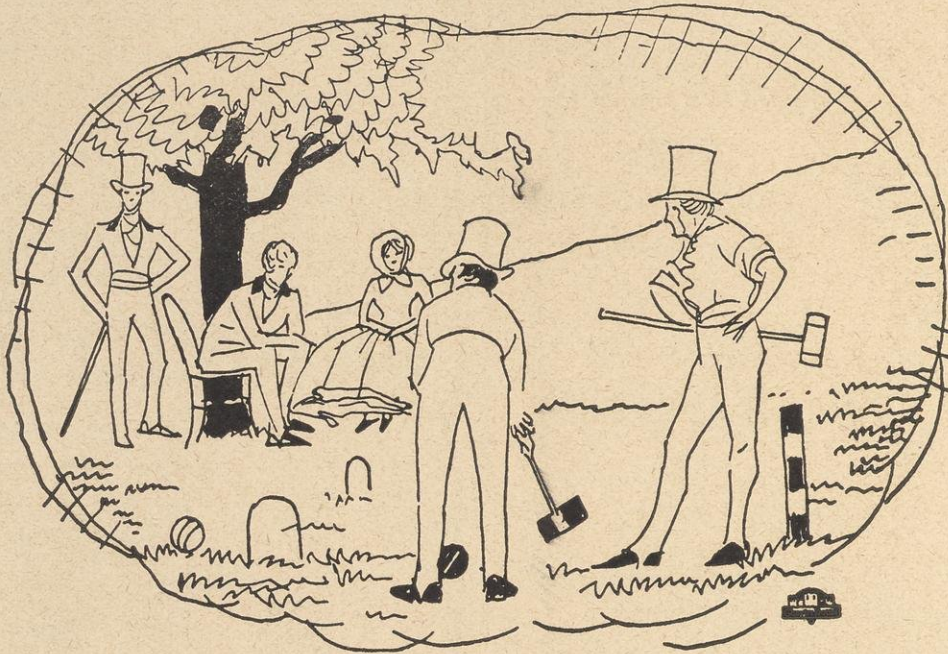
To give you additional Service we have added The Buick and Cadillac cars which are rented out with the drivers

*"Give us a call and we
will be at your door"*

Badger Rent-A-Car Co.

250 State St.

F. 2099



YE OLDE DAYS WHEN A TOPPER WAS THE ACCEPTED HEADWEAR FOR SPORT — AND TROUSERS WERE BREECHES WITH ANKLE TIGHT BOTTOMS. ALL THESE PASSED AWAY MANY YEARS AGO. CHARTER HOUSE IS NOW, AS IT WAS THEN, THE STYLE LEADER OF GARMENTS THAT ARE CORRECT.

Charter House



CLOTHES

TRADITIONALLY CORRECT
UNIVERSITY STYLES

Ready-made
And Cut to Order

\$40, \$45, \$50



109 State Street



He: Hello Grads! We're glad you're back.

She: We like you a lot—think you're the nawds, etc.

Neither: Because you're so good about making contribs and donations.

She: The school is yours.

He (under fizz breath): You can have it!

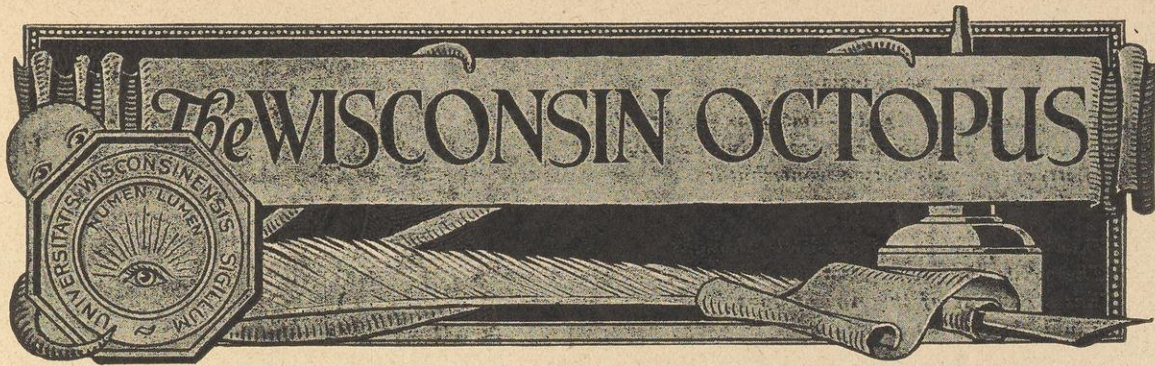
She: We want to go with you over your old haunts, and hear you tell stories, of your dear memories, pretty romances . . .

Both: But we might be intruding, and so we'll leave you alone, and go on with our play.

A Serenade for Two Girls

Here's to the lips that kiss and
 go,
 Like feathery flames that the
 breezes blow;
 Mischievous kisses
 From kissable misses:
 A starry-eyed girl in a dark
 tonneau;
 A sled-fellow, curly hair tousled
 with snow;
 Some pretty young Mrs.,
 Athirst for new blisses;
 Or Christmas "Eve" under the
 mistletoe—
 In short, I pipe for the feathery
 toe
 Of love that lingers a moment
 or so,
 Then airily tips
 For another one's lips
 The cup that was mine but a
 ment ago.
 Let me sip like a wine Love's
 delicate glow,
 As the humming-bird sips
 Where the slow honey drips;
 For Loves are the lovelier, after
 they go. —J. W. P.





Helpful Hints for Honest Hombres

Q. What is the difference between a college man's four-in-hand and an ordinary tie?

A. You can get an ordinary knot inside of your coat.

Q. What does a co-ed have around her neck that she likes to change about once a week?

A. Some boy's arms.

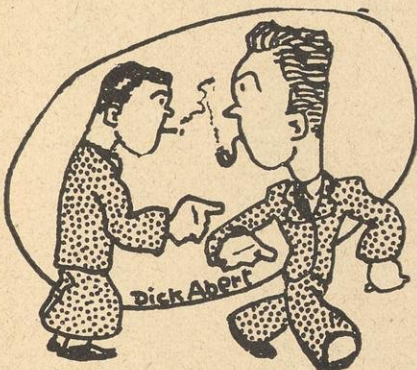
Q. Are college men (and women) behind the Eighteenth amendment?

A. Yes, most of them are about six years behind it.

A leg is a leg in 1927 but in 1889 an ankle was an indiscretion.

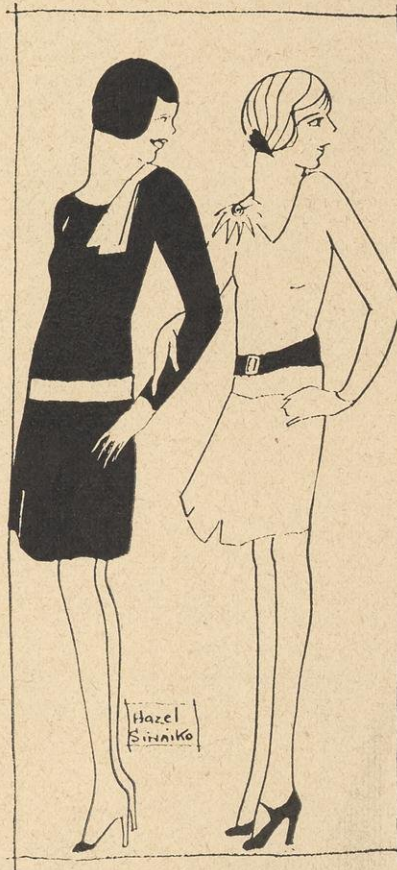
Crier: Hear Ye, Hear Ye—Mussolini is coming!

Crowd: The Duce you say!



"Stop! Haven't I seen you in the mayor's office?"

"Helno—I never even ran for it."



Liz: How different the beautiful Miss Darling looks today.

Diz: Yes, her school girl complexion is playing hookey.

Saphead: Tom fell from the ten story building into a truck carrying soda water.

Coed: Did he get hurt?

Saphead: No, he fell into soft drinks.

The Grads

*Some of them start in business,
Some of them enter law,
Many return to the tall grass,
Back to the farm and paw.*

*Some of them land in offices,
Some of them carry ice,
Some of them push typewriters,
Or other things less nice.*

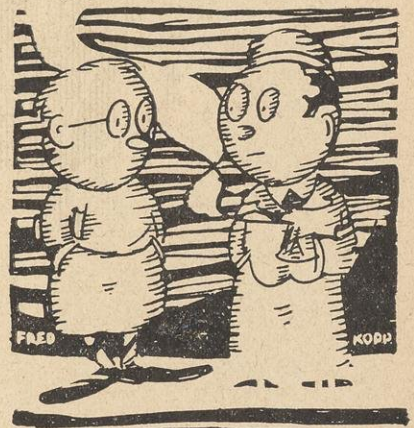
*Some of them ring doorbells,
Some of them marry blondes,
Some of them are teachers . . .
But most of them peddle bonds.*

Stude: I am a college man; is there a position open here for me?

Steamship Man: Have you ever been to Europe?

Stude: No.

S. M.: Hell, you're no college man!



Sentimental One: O, I just drink in the beauty of her eyes!

Roommate: H'm; pop eyes?

Tale of a Grandfather

Horatio Winslow

"Octopus is planning a Grad Number in honor of its fathers and you its grandfathers from Sphinx days."

Letters to prospective contributors

I

When we were young we little thought
(The while the jocund jest we wrought)
That striplings of the Age of Jazz
Should classify us simply as
Ancestors . . . Why, it's ludicrous.¹

II

But, after all, thin times or huge it's
Extremely true that tempus fugits;
We marched to other tunes and banners,
With other dances, slang and manners
And yet—hearts sang the same old aria.²

¹ Grandpapas to an Octopus!

² Spring's Banjo: cf. Willet; Caria.

He: You know, when I first heard about this "It", I thought it was something rare.

She: Why it is! What makes you think it isn't?

He: Don't be silly. You can't pick up a magazine today that doesn't tell you that four out of every five have it.



"Why the broken look?"

"Bill took me apart and borrowed \$5."

"Well, no wonder you went all to pieces."



Boy, Page Milt Gross

Titcher: Abie, geeve us a san-
tence using the woids "ink well".

Abie: I can't, titcher, I am not feel-
ink well today.

Prof: Olson, what are the Car-
dinal Virtues?

Olson: Five columns, handy size,
illustrations, and all the news that
fits the print.

"How do you do Jones? Now I am
sure you don't remember who I am?"



"Why of course I do. How could
I have forgotten? Where are you liv-
ing now? Still—er—er."

"Yes still at the old place. How
clever of you to remember."



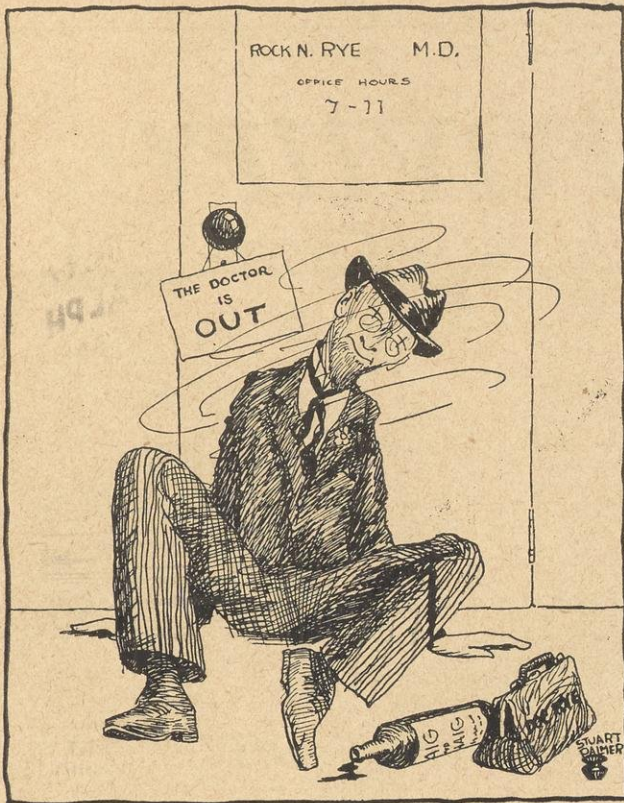
"Of course I do—and how's—er—
er—everyone?"

"Oh they're all fine, thanks. They'll
be tickled to know you remembered
them."



"But naturally I do perfectly—and
what are you doing these days?
Still er—er—at the—er."

"Oh just the same as before. What
a memory you have."



In Ninety-Six

*In 'Ninety-six,' when I was a Frosh,
Nobody thought we were freaks, b'gosh,
Because we were fond of Latin and Greek
And studied them five nights every week,
For—a Saturday turn around the Square
With a fling at the pre-Vol Bright-Lights there
Proved "Hell" and Hellas could smoothly mix
In the gladsome days of 'Ninety-six.'*

—F. H. Van Horn '00

Today's newstands seem to be dedicated to Life, Liberty and the pursuit of snappiness.

"Young gentlemen," sighed the History Professor, "I don't believe you know the name of a single British general except Cornwallis."

"And how!" sighed the High Temperature in the front row.

"And Howe," beamed the H. P. "That's better than I expected."

The man who tries too hard to sell himself usually ends up by giving himself away.

*That Alpha Flea from Mich.
To sail will never wick.
Atlantic's rough,
Gee, ain't it tough?
She had to feed the fch.*

A Suggestion

It is difficult to see a woman's hand signal in traffic, a survey makes public. It has been suggested she stick out her leg when about to make a sudden stop.

A woman went on a professional hunger strike and twenty Scotchmen proposed to her.



"Oh, hell, I give up. Who are you?"



"Do you still go down to—er—er—
"Yes, indeed. How well you remember!"



"How could I forget? It seems only yesterday we first met at—er—er—"

"No it doesn't seem any time does it? And yet you might easily have forgotten."



"I should say not—impossible—what times they were, weren't they? Down at—er—er—er with the—er—er."

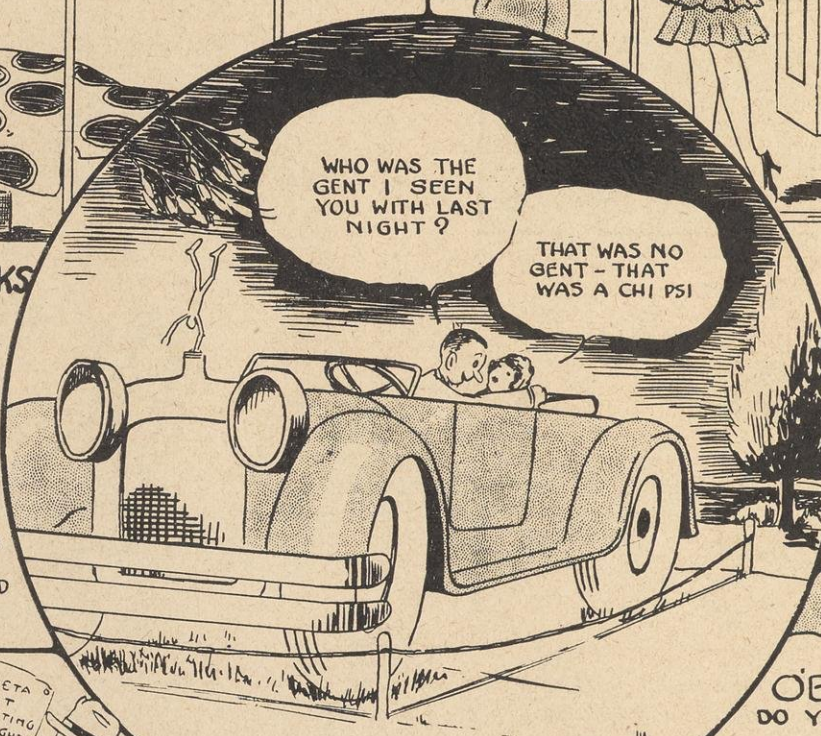
"Yes, weren't they though? Splendid."

The Gradogravure

things as they should be ~ by an old grad



EIGHT O'CLOCKS
AS THEY
SHOULD BE ~
BECAUSE OF THE
INABILITY OF MOST
CUSTOMERS TO MAKE
THE DREADED EARLY
CLASSES- WE HAVE DE-
CIDED THAT THE AB-
OVE METHOD IS THE
MOST EFFECTIVE AND
LEAST PAINFUL FOR
THOSE BEING EXPOSED
TO EDUCATION —

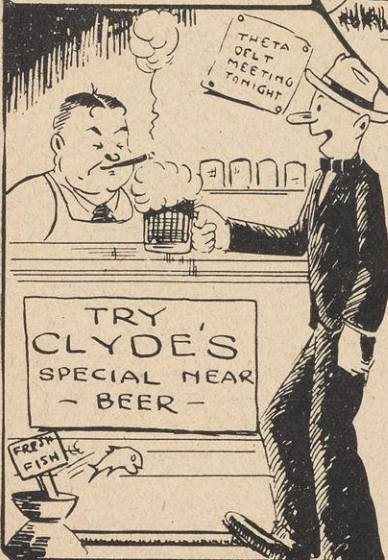


WHO WAS THE
GENT I SEEN
YOU WITH LAST
NIGHT ?

THAT WAS NO
GENT - THAT
WAS A CHI PSI

**OUR PRIZE
WINNER**

WE BELIEVE THAT
THE COLLEGE GIRL
SHOULD BE GRANTED
MORE AND BETTER
PRIVILEGES. WHY NOT
GIVE THEM ALL KEYS
AND LET THEM FALL
IN WHEN THEIR
LITTLE HEARTS ARE
WEARY ~



SPARKING SPACES

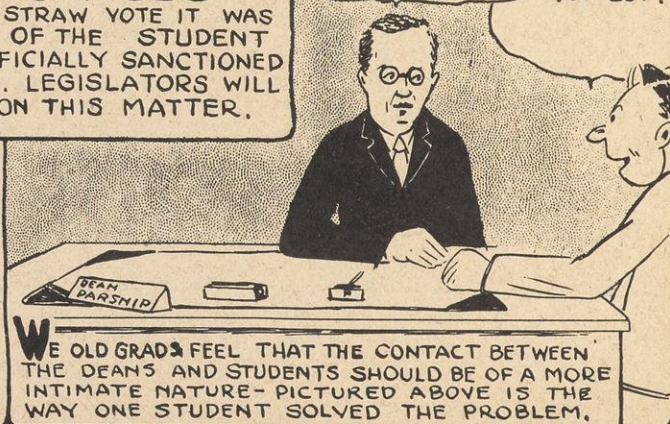
AFTER TAKING A STRAW VOTE IT WAS
FOUND THAT 99% OF THE STUDENT
BODY FAVORED OFFICIALLY SANCTIONED
PARKING GROUNDS. LEGISLATORS WILL
KINDLY CHECK UP ON THIS MATTER.

**THE BEER
SITUATION —**

AFTER SAMPLING
THE ALLEGED BREWS
HANDLED OUT BY THE
SURROUNDING DIS-
PENSARIES WE HAVE
URGED THAT THE STU-
DENTS BE ALLOWED
BIGGER + BETTER BEERS.

**O'BRIEN
DO YOU DRINK?**

SURE DEAN
WHAT HAVE
YOU GOT?



WE OLD GRADS FEEL THAT THE CONTACT BETWEEN
THE DEANS AND STUDENTS SHOULD BE OF A MORE
INTIMATE NATURE- PICTURED ABOVE IS THE
WAY ONE STUDENT SOLVED THE PROBLEM.

STRIKE, GOD BLESS YOU

In Which One Drama Equals Two Pounds . . on
The Head

By Porter Butts

Cast

In Biological Order

Men by God.....Wearers of Union Suits
Mr. Pepper.....Who would just as soon
Good-looking Elmer.....
.....A policeman, and accidentally the hero
Umpire.....Who makes his living on strikes
Sergei.....A wool gatherer
A Trout.....A Fish
Mr. Candid.....A college president
Beatrice.....The back door of the Union Building
Several others, probably subscribers, who are never heard
from.

(The Characters are seen in the order in which they
appear.)

Setting

The curtain rises fragrantly, revealing a strike, setting in all directions on Thursday. It is raining where it can't help it. The Union Building, of course, is suffering exquisitely. This is explained by the fact that it is a memorial to three wars and a few other conventions. Several pickets are seen running around the building, making a fence. Elmer (smashing the head of his nearest neighbor with a maul): The Union will exist to make Wisconsin a more human place.

Man with smashed head (sitting on his elbow): Have you considered, however, that little drops of water wear away the hardest granite?

Enter Sergei.

Sergei (bluely): If you want this building next year, remember the closed shop to keep it, wholly!

At this point the hole chapter of Phi Pi Phi rushes in, although it is not the rushing season, and throws Bedford stones at one another. Mr. Pepper, naturally, gets mad.

Mr. Pepper: Don't you know the Union is the living room of the University?

Chorus (kicking in unison): Yes, but what's a living

room with a \$90,000 mortgage in the basement? And the davenport in Grand Rapids?

Mr. Pepper, mortified, goes to Beatrice, and farther.

Beatrice (swinging to and fro, except when vice versa): Give me them papers or I'll tear up the child?

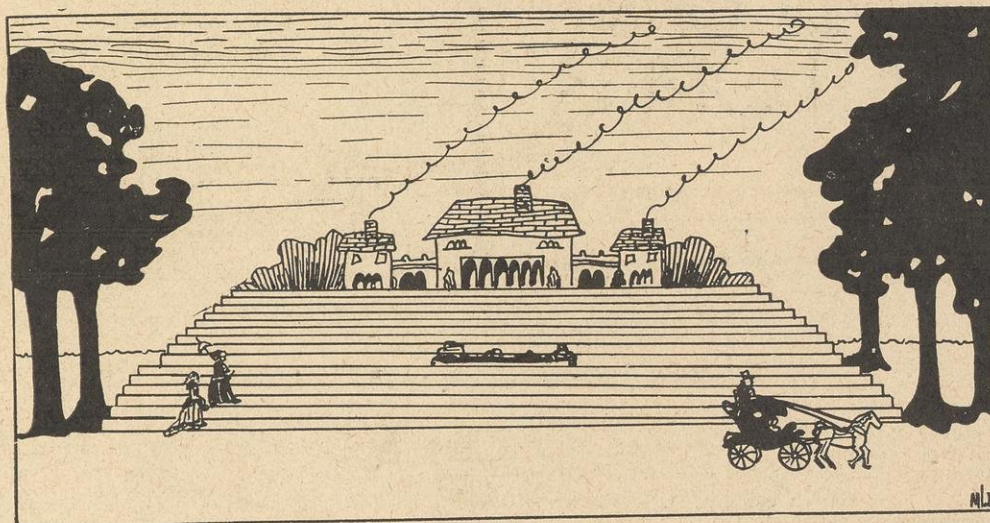
Mr. Pepper, embarrassed, jumps on his skis and slides home . . . safe!

Umpire: Safe! Unless someone has an alternative.

At this the spotlights become spotless, several innocent women fall, and American Mercury rises ten points. Naturally, it is a crisis for the Union.

Enter Trout.

Trout (bellowing in the billows, and how): But have you, my friends, paid your Union pledge? And if so, why in hell haven't you? What if George Washington and other prominent men got hold of this? What



Remarkable picture of new Memorial Union. Remarkable because it shows which way the wind is blowing.

would your own mother do?

Umpire (sympathetically): Strike!

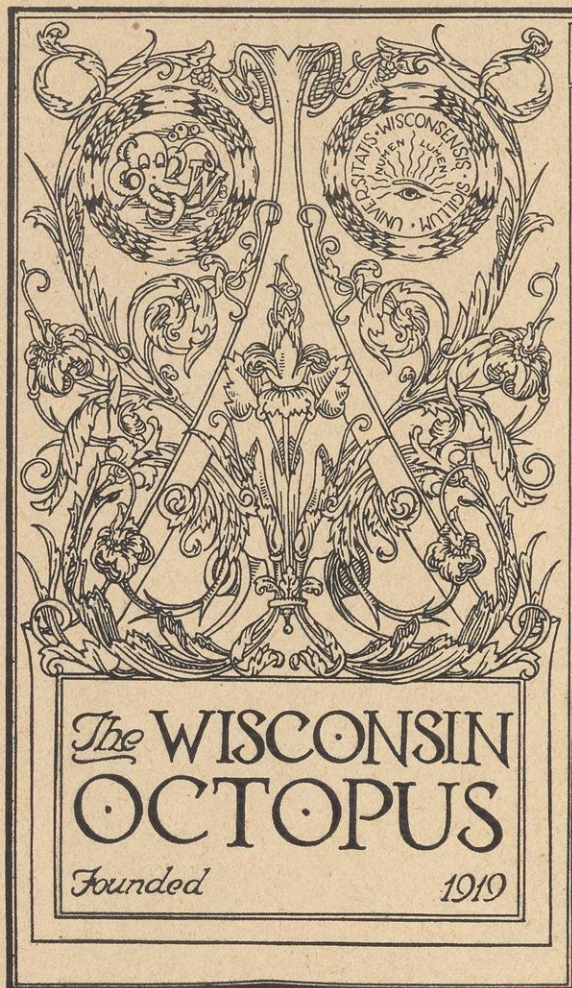
Many Men (including carpenters and bricklayers, hovering, if not shivering, in Union suits): Me too!

Beatrice (opening her heart, although it isn't very big): Modern youth is not wild; it's just unbuttoned.

At this point the audience enters the theater and appears uninterested.

Mr. Candid (who enters, rear right, on horseback): I suggest that the Union favors neither demagogues nor democrats, and that it will survive because it supplies the contagion and contamination of a com-

(Continued on page 43)



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Vol. VIII

May, 1927

No. 8

A Grad's Apologia for Refusing to Submit any more Jokes:

("Send in any jokes or laughs of any kind," said the Editor)

The Role a Sense of Humor plays upon the Stage of Things is—less that of an Actor than of Someone in the Wings. Indeed, the proper Locus for this sixth essential Sense is not behind the 'lights at all, but in the Audience! It's just a bit impersonal; it takes the Broader View, and laughs at Just What Is—a disconcerting Thing to do.

But Laughter, on the other Hand, 's a Clown upon the Stage; sophisticated, selfish, with a Nature hard to gauge; the Sort that's always showing off, with Comedy uncouth that's just as apt to hurt as help—in short, he's just a Youth. Now, Laughter had a gay Affair with Language (Logi's Wife); and of the Mating came another Youth—the Joke—to Life.

This Joke is but a Thing of Play, a Whimsy, so to speak; it's true he's worked beyond his Strength, and hence is often weak. He's quite a public Person, though, the Intimate of Sages; in divers Dress and many Masks he clutters up our Pages.

Now Youth, of course, will cling to Youth; the Person and the Race in Youth are drawn to teasing Joke, with Mischief in his Face. But Age (that's me) with Vision clear sees through the Joke of Youth to Humor, in the Audience, a-smiling at the Truth!

Demijohn, of Applejack twentysix

Best-Wit-of-the-Month Contest

With a final sally of wit, Octy's neophytes in the art of humor writing have come through gloriously to send us on our way chuckling and chortling as we go to press. Though it was hard to choose from so many good contributions, ye Contest Editor has picked these ten writers as the winners of the last Best-wit-of-the-month contest of the year:

Art Morey
Stanley Hein
Nathan Hinden
Edith Alice Lieberman
Bob Godley
Bob Mack
Eldon Cassoday
Clark Spargur
Stoo Palmer
and our own
Uncle Holtzmann

You're welcome. And we hope you'll be with us again next year.

To the Grads

To its "Fathers and Grandfathers" (though our calling them that affords them so much amusement) Octy wishes to extend its heartiest thanks. With their splendid and wholehearted co-operation, it was possible to put out a Grad Number which we think is truly representative of those who have gone before us, and to whom we dedicate this book. We feel greatly indebted to those worthy people whose interest in the Octopus was manifested by the fine response to our call for help.

The following grads are responsible for most of the spirited copy in these pages: F. H. Van Horn, '00; Horatio Winslow; Hub Townsend, '23; Fred McKenzie, '06; Pat Dennis, '21; Dick Bellack, '24; Pete Platten, '23; Jo Keho, '07; John Powell, '25; Gretchen Gilbert, '25; Hank Lathers, '25; Porter Butts, '24; and Stew Palmer, ex-'28.

Farewell

With a final jab at your funny bone, Octy wishes to make his bow and say goodbye to his readers until next year. We have enjoyed being with you and sincerely hope that we will renew all our old acquaintances and form new ones when we burst forth again next semester. Here's just a little tip that Octy whispered in my ear about next year's program. The Octopus will run a great short story contest! Get your pens working and draw up a plot for a real live (or love, maybe) story of college life! Further details in the first issue next year. Watch for it.

The Octopus announces the following new appointments to the editorial staff for next year:

Editorial Staff: Mary Catherine Lloyd, Helen Martin, Bob Godley, Irv Tressler, William Steven, Edith Alice Liberman, and Stanley Hein.

Art Staff: Reid Winsey, Dick Abert, Harold Goehrig.

Secretary to the Editors: Martha Carson.

Further appointments will be announced in the Cardinal.

A Lasting Gem

Count that Papa lucky whose conde-
scending son,
Omits to send him a weekly dun.

"Look at my hair."
"Which one?"

Pickled: There'sh our history Prof.
Stewed: What's he teach?
Pickled: Who?

Ye Meow Fete

Boys pet cats
At an early
AGE
And Girls know
THAT boys like
To
PET
But prefer CATS
So they strive
To please
And That's
WHY
Most girls are
CATS.
You're WELCOME!

Scotland

Where men are women and there
are no baggy trousers.

"Hennerly, whyfo' you staggerin'
dataway?"

"Wellsuh, Letty, Ah was comin'
down a back street where it was kind
of dark, an' I just stumbled on to an
Old Crow bar."

All is fair in love and fraternity
houses.

In Memoriam



Photograph taken especially for Octopus 20 years
ago. Lawyers are grouped at left; Delts in center;
L and S students, right; the engineers have been carried
out.

"We remember, we remember
In the good old days gone by,
When beer was cheap and potent
Before Volstead made us dry.
After winter's snow had vanished
And grass started to appear,
It was not the first red robin
That told us Spring was near.
The date upon the calendar
Just didn't mean a thing,
But "Bock" on tap at Ferdie's
Was the first sure sign of Spring."
—Shorty Emmerich '18

She: When I get back to the
house I'll have to study French all
night.

He: I'll have something to do that
will take all night, too.

She: What are you going to do?

He: I'm going to bed.

My College Education

There are several important things
that I have learned in the first year
of college.

1. It is impossible to get good
liquor in Madison.

2. If you want to cut, you must go
to the clinic and sit on a hard bench
for three hours waiting for an ap-
pointment.

3. No matter what program you ar-
range for yourself your advisor will
change it and give you four eight
o'clocks and three Saturday classes.

4. Very few freshmen wear their
green caps.

5. A very good drink can be made
by mixing Silver Spray and Rubbing
Alcohol.

6. It is impossible to keep a bal-
ance in the bank.

7. Some one is always raising
money for something.

8. A man can't get into some soror-
ities without a Gelvin's suit.

9. Never believe the Chicago Trib-
une.

AND

10. Never trust a co-ed.

Watering Places We Have Been Told About

By Jimmy Hanks and John Ash



Waiting for Classes to be Over

At the table is seen a student who has cut one class to prepare for another. The nearby attendant is ready to administer if overstudy should render the student unconscious or thirsty.

Yes there was Ferdie's, and there was Hausman's, and, we are given to understand, there was also Hamacher's.

"Well," one might say, "What of it?"

Being very subtle, we raise our right eyebrow archly and say nothing.

Now boys and girls, when men wore whiskers and ladies wore clothes, and a drug store sold such things as castor oil and calomel, there were bars in Madison. No, not the kind of bars we shoot, but bars like those in the accompanying pictures. Places where the third rail was necessary, and where there were mirrors in front of which a nose was never powdered.

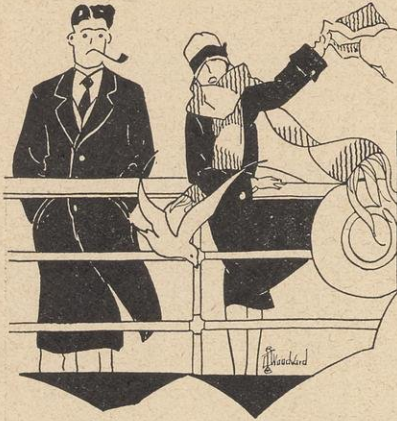
In those days, when knickers meant a bicycle ride, the bar was sacred to the male, and, unlike the barber shops, the Police Gazette didn't have to give way to Pictorial Review. It was here that the lads from the hill would drop in for a chat with the gentleman behind the counter—the man with the white apron on—circling his bay

window—and perhaps exchange opinions on equal terms with one of his teachers.

Don't shriek, we are only relating tales passed down from father to son. You see, there were no reputations in danger, in fact we are given to understand that actual studying went on at the very tables in front of the bar. Here did the members of Wisconsin's leading literary clubs iron out among themselves their views on different subjects.

It was Ferdie's where most of the seniors and the leading men of the school sought solitude. Here too, the young instructors would assemble and have a few beers without disrupting their carefully guarded reputations. It seems that reputations were in vogue at this time. S'funny.

When we were much younger we thought that the sign "No Minors Allowed" had to do with the gentlemen who dig for coal—gold diggers being as yet reserved for the future—but now we understand that it referred to high school kids who, at that time, were forced to drink chocolate sodas.



"D'you think the Union will be open when we get back?"
 "Not any opener than it is now, I hope."

There was an old man in Madrid
 Who used to chew matches. He did?
 He did. And what's more
 Spit them out on the floor,
 Which is not being done, in Madrid.

"What are we waiting for here, Jim?"

"A bus, dear."

"Oh, Jim—a buss, right here in public?"

(Note—buss only means kiss)

"The Russian Communists appear to be stirring up things in the Orient"

"Yep. A Bullshevic in a China shop."

A Kute Kollege Ko-ed named Anne
 Had a face which was much like a pan,
 And a form like a sack,
 But her pa had the jack,
 (No drawback in getting a Man.)

An impression of the
 University of Wisconsin.

By Bob Osborn

Pastor (to colored gardener):
 Sam, you are a good husband. You treat your 'Liza like a true Galahad.

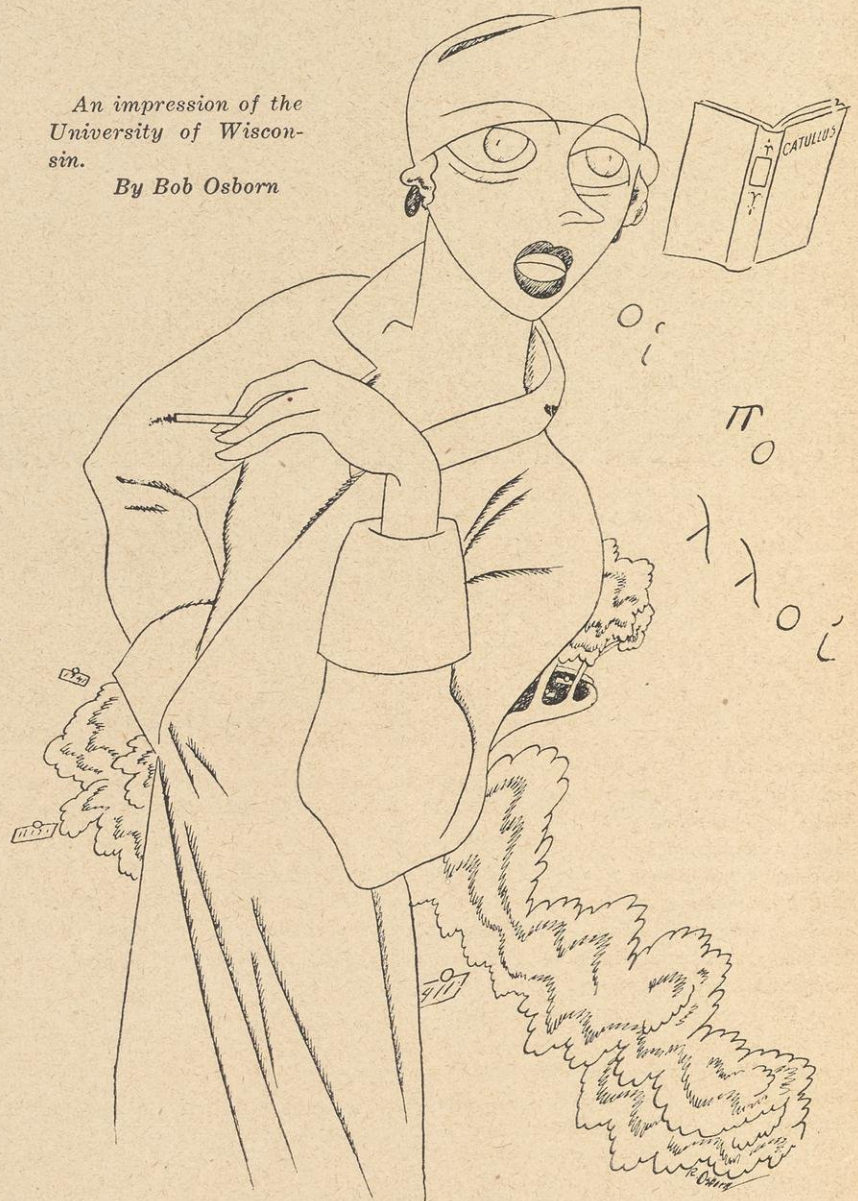
Sam: Yessuh, Reverum, suh. But 'taint nuthin' to de way Ah treated de fust gal Ah had.

I'm Good

I showed Henry Ford how to run a machine,
 I taught Rockafeller to make gaso-line.
 I pounded into Tunney his knowledge of fighting.
 I taught Bill Shakespeare all he knew about writing.

I gave J. P. Morgan his first half dollar.
 I told Mr. Arrow how to make his first collar
 I gave Babe Ruth pointers on swinging a bat.
 I helped Mr. Stetson construct his first hat.

I talked over radio before it was known.
 I sold Mr. Bell his first telephone.
 But my greatest achievement, I'll blush when I tell,
 It was I who told Dante to go plumb to Hell.



To which Octq replies:
 μά Δί! ό νεανίσκος οὔτε τι οἶδεν
 ταῦτα ὧν λεγει. ὦ ποποιοι!

Con Ecklund Gives The Real Low-down On GRADS

College grads are like women and newspapers — unbearable at times, yet you can't get along without them.

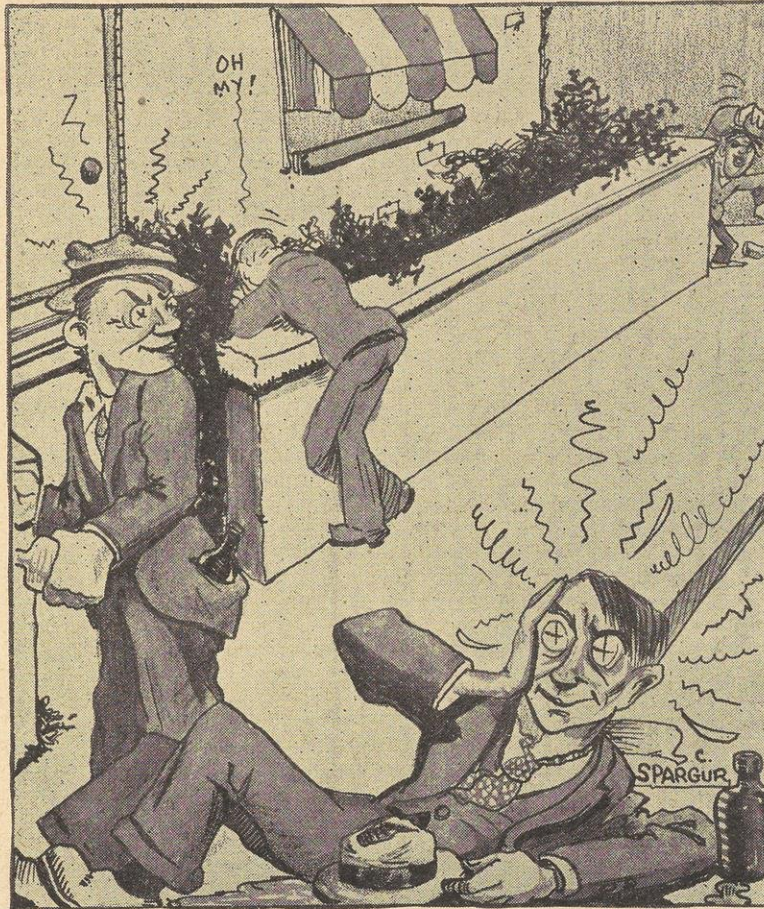
They're unbearably drunk at homecoming and when they try to tell undergraduates what is wrong with the university. But when we need a loan to tide us over until graduation, when we need subscriptions for a new Union building, and when we want a job, or wise counsel, after we get out of school, then we feel that the grad is indispensable. A meddling clown and good Samaritan at the same time—that's the college grad.

This amazing species of genus homo is worthy of observation from different perspectives. Careful study shows him to be an exceedingly funny animal. As a student I have seen

this phenomenon in two typical situations: in the home town selling real estate and talking about intercollegiate football; and in Madison at Homecoming trying to miss lamp posts, and using my bunk (bed is what I mean).

In his native habitat the college graduate, who Thomas Edison facetiously says is ignorant, lords it over the roost. He is the Babbitt who dishes out taffy at Rotary club meetings, who injects modern, live-wire business methods into the professions of real estate and insurance, and who lionizes the more select social groups of the city. Included in these groups, of course, are the school marms and the bootleggers.

That myth about the average college graduate being well educated is, of course, all bunk. The grad just kids folks into thinking he's educated. A bold front helps him sell more lots, or hardware, or what not. When over-



During Homecoming last fall, there were 27 Revenue Officers in town, but even they could not supply the demand.

inquisitive people try to get him into a deep discussion, he wards them off by saying, "yes, I got my B. A. at Wisconsin." That is meant to overawe the curious and to stop any onslaught against the citadel of the grad's alleged intelligence.

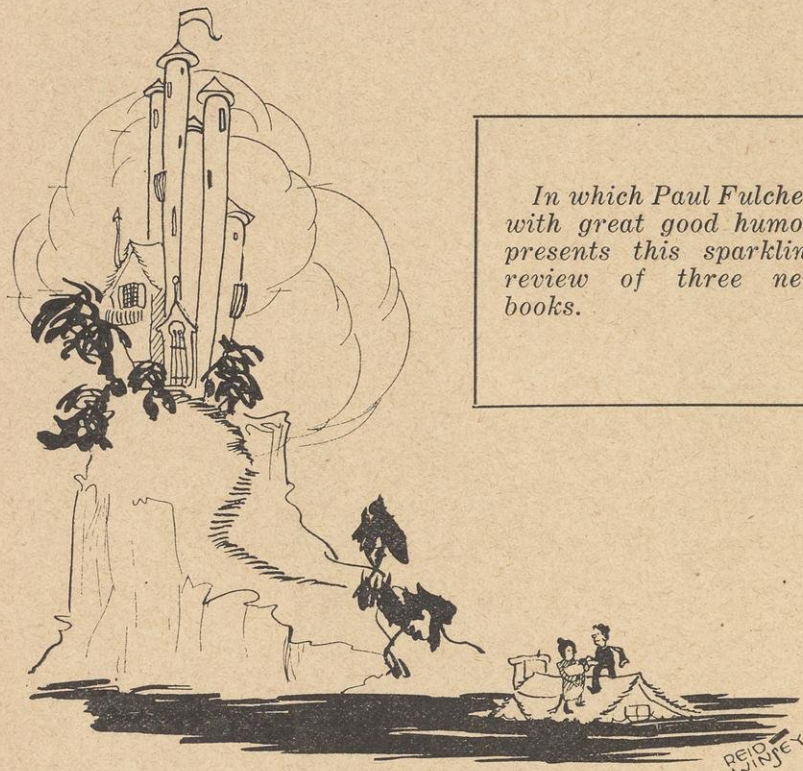
Yet this product of the educational mill is pitifully ignorant. Ask him about the Chinese situation and if he's above the average he will quote as his own opinions some catchwords and collective representations from that bible of the Babbitts—the Chicago Tribune. That's natural, though. The modern American university can't be expected to educate everyone who passes through its portals. It's great task is in developing a few leaders from the minority of students misguided enough to

be interested in an education. It must carry along the chaff, which makes up the bulk of our student bodies, because this chaff comes from the families of people who pay taxes to support the school.

But we must keep on good terms with the grads, because when we want money for our Union building we ask for alumni pledges, and we depend on our grads to keep up enrollment by talking up the school. It would be tragic if our enrollment should be decreased. We want grads to keep up the old spirit.

Long live the college grad. Here's hoping that some day he'll be making as much money as a bricklayer. You see, I'll be one myself in about a month.

RECENT BOOKS



In which Paul Fulcher, with great good humor, presents this sparkling review of three new books.

The Old Countess

When one learns that Anne Douglas Sedgwick's new novel (*The Old Countess*, by Anne Douglas Sedgwick, Houghton Mifflin) is a best seller, one feels that after all the world is safe for literature, or, at any rate, safer than we thought. *The Old Countess* is so fine an achievement that the eulogies in the booklet which the publishers furnish the reviewer, lest he go astray, seem—I should say supererogatory, if I could trust that favorite word to the compositor. For it was an English firm that Byron called “the most timid of God’s publishers,” and the epithet should be allowed to remain abroad.

Like *The Little French Girl*, *The Old Countess* is an international story, set this time wholly in France, in the beautiful, menacing country of the Dordogne. A sense of spiritual and physical catastrophe hangs over it. One feels that the flood which

cuts the knot of four entangled lives has been prepared from the beginning.

Of these four so fatally entangled, one is a man, a young English artist, and three are women who love him. It is hard to say what deserves most praise—the subtly conceived yet clearly realized characters, the situation, complicated yet sharply defined, or the inevitable, relentless progress of a narrative transaction which in less sure hands might crash into melodrama. But of the two figures which stand out when the book is viewed in retrospect there is no doubt. We remember Marthe Ludérac, of the tragic heritage, the stifled capacity for love and the abundantly realized capacity for compassion and sacrifice. And we remember the faded, withered Madame de Lamouderie, the Old Countess, wicked and perverse if you like, a tarnished and an evil angel, but one superlatively pathetic.

Laurel and Straw

Most books on college life are either scorched by the flaming youth within their covers or sticky with the didactic syrup of *Foxleigh Follansbie at Fordham*, or the *Boy Quarterback's Drawback*. But *Laurel and Straw* (*Laurel and Straw*, by James Saxon Childers, D. Appleton) safely avoids in the main both flame and syrup, though at times the need for explaining an academic life so different from ours results in a slightly guide-bookish effect. It is the story of a young Ohio State Rhodes Scholar at Oxford. The son of a meat packer, he discovers that the odor of ancestral lard and sausage can best be washed away in a well of English pure and undefiled, and he acquires an English accent, with manners and clothes to match. For a time he is in danger of losing his identity as an American and an individual, but only for a time. Discovering that although a good Englishman is all right in his way, a good American is equally all right in his, Dan Steele is graduated, married, and returns home on the *Beren-garia*. (Advt.)

As for story, the book is all one demands. For the American undergraduate, it has the added interest of showing a college life unlike his own, and giving it a fair and accurate portrayal. I doubt, however, if any



set of recently elected Rhodes Scholars would be so ignorant of what was before them as were those we meet in the first chapter. But then they came from Harvard, Utah, Ohio, and Illinois. There were no Wisconsin men among them.

Bill Myron

I doubt whether the author of *Bill Myron* (*Bill Myron*, by Dean Fales, E. P. Dutton) has written many previous novels. That is not to his discredit for there is a buoyancy in

(Continued on page 36)



THE SPIRIT OF THE GIFT

WITH the gift, however simple, goes the thought of the giver—the spirit of the gift!

Whitman's Chocolates in their time bear messages of infinite meanings. Social conventions permit them when costlier gifts are barred. They "speak a various language."

In our latest achievement we have enclosed a rich and rare assortment of milk chocolates in a package of quiet beauty with the pastoral name of *Bonnybrook*.

A golden box, with designs by Franklin Booth, suggesting the excellence of the chocolates.

Whatever your message or spirit of your gift it will be carried with grace and dignity by

Whitman's

BONNYBROOK MILK CHOCOLATES
Assorted Nuts, Fruits, Creams, Caramels

SOLD IN ONE-POUND AND TWO-POUND SIZES AT THE SELECTED STORES THAT SERVE AS WHITMAN AGENCIES

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



**Special
Wisconsin Package**

© S. F. W. & Son, Inc.



1st Roommate: Hey, turn off that light!

2nd Ditto: What for?

1st Ditto: I want to write a night letter.

—Chaparral

Gallant Guest (to hostess as they walk to the table)—
“May I sit on your right hand?”

Hostess—“No, I’ll have to eat with that. You’d better
take a chair.” —Voo-Doo

Prof: What’s this! Is someone smoking back there?

Stude: No, sir; it’s only the fog I’m in, sir.

—Chaparral

Little Oscar: If you say that word, God won’t like
you any more.

Young Eric: Why not—that’s his last name, ain’t it?

—Chaparral

Archeologist—“I found a wonderful myth in the old
baths of Rome.”

Student—“I hope you begged her pardon and left.”

—Buccaneer

“You shouldn’t do this. My father said he’d kill the
first man that put his hands on me.”

“And did he?”

—Scream

Judge: Did you kill this man on the night of the
twenty-third?

Chicago Murderer: You’ll have to ask my secretary—
he keeps all records.

—Kitty-Kat

She’s dead from the neck up and dead from the neck
down, but, oboy, that neck!

—Awgwan

The ship had just got in from Europe. He held a bot-
tle in his hand and felt rather embarrassed when the
customs-officer approached him. The bottle was eyed
suspiciously.

“It’s only carbolic acid,” mumbled the passenger.

“Oh, is it?” said the officer and he took a long swallow.
It was.

—Juggler

She crossed her slim ankles and settled back among the
cushions of the hammock.

He put his arm around her and sighed.

She sighed.

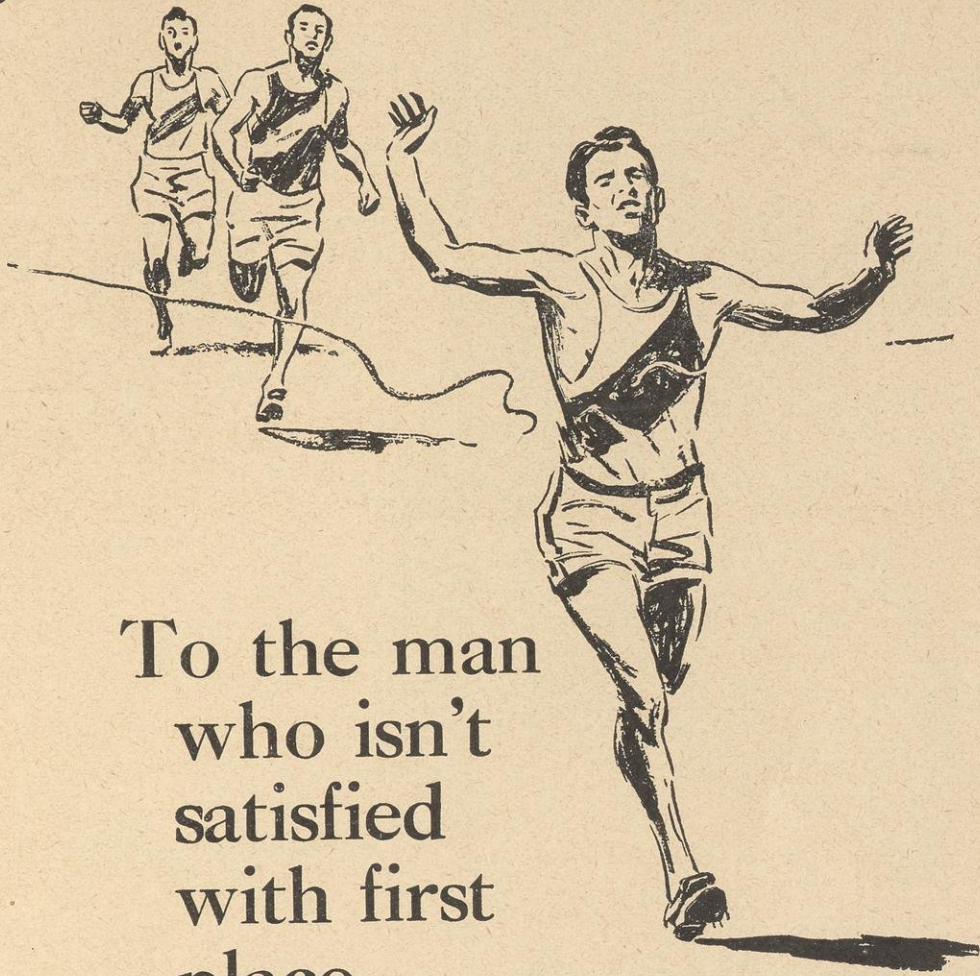
He sighed again and murmured, “Darling”.

“Yes?” she queried.

“Darling, will you marry me?”

And when he left she cut another notch in the porch
swing.

—Sun Dial



To the man who isn't satisfied with first place

THE man who wins a race can't afford to get complacent over it. His next step is to improve on his own running time.

The electrical communication industry in America ranks first in the world, with exceptional facilities for research and constructive work.

But the men in this industry are never satisfied to let it go at that. No process, no matter how satisfactory, by whom devised or how well bulwarked by age, is here immune from challenge.

This dynamic state of mind must appeal mightily to men who are pioneers at heart.

*Published
for the
Communication
Industry
by*



Western Electric Company

Makers of the Nation's Telephones



Yes—

You can still come
to the Old Store at
602 State Street and
be served as usual,

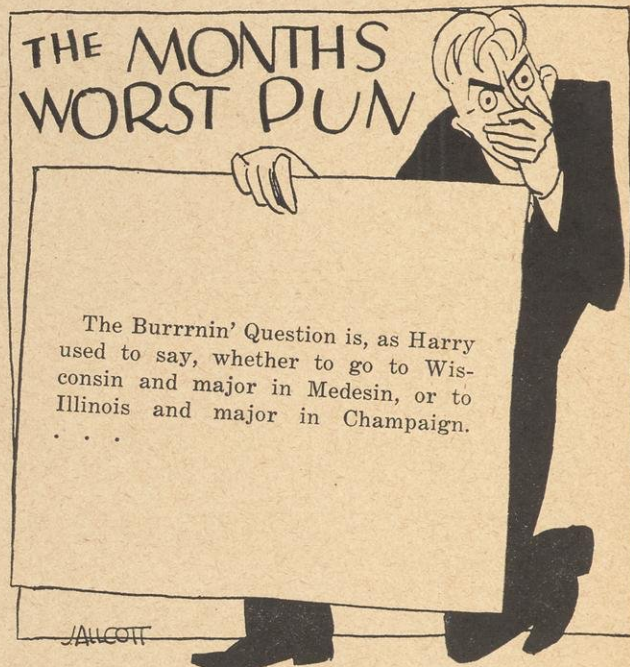
BUT

Harloff-Loprich Electric Co.

Will Move in a few days
to 506 State Street



*A cracksman paused by the window pane
Where jeweled watches tempted crime;
He paused, and moved, and paused again,
For he found it hard to pass the time.*
—F. H. Van Horn '00



Overheard in a Delta Gamma house: "No, Gertie, you can't have two guests for dinner. We simply can't keep on pretending we're on a diet."

"Though you belong to somebody else, tonight you belong to me," said the well dressed young man as he fondly stroked the sleeve of his roommate's tux.

A girl with cotton stockings never sees a mouse.
—Chaparral

Shot: What a lovely day for the meet.
Javelin: Yes, also the potatoes.
—Chaparral

STORE • OF • FRIENDLY • SERVICE

The CLASS of '27!



TIME WAS when the *class* of the classroom was divided on a fifty-fifty basis . . . when burn-sides and the resplendent Crosby could compete with curl and crinoline . . .

Not so in A. D. 1927 . . .

Gentlemen are now content gracefully to subside into the modest background. Those of more than ordinary discrimination subside with more than ordinary grace in the late Learbury models, with two trousers or knicker, to be had only at The Friendly Store for the nominal tariff of . . .

\$45

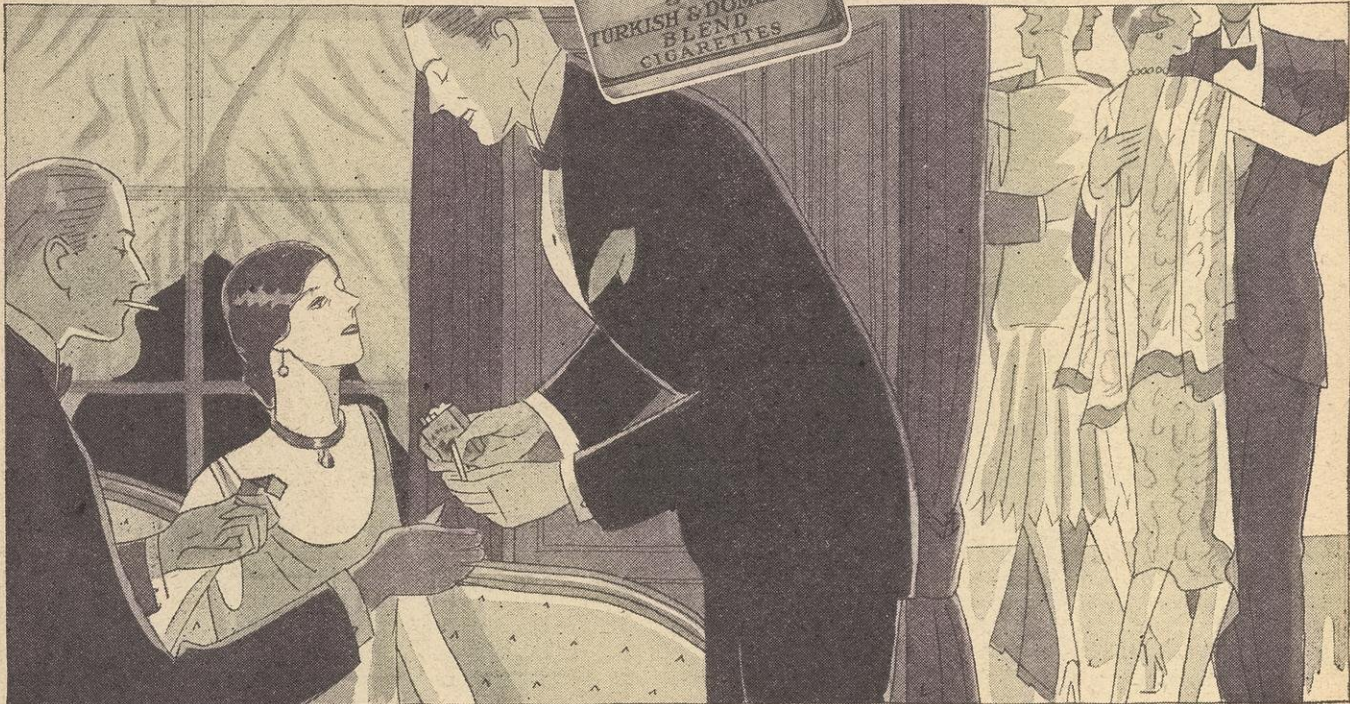
KARSTENS

On the Square •

Carroll near State •

Badger 453

H A V E A C A M E L



[In a secluded corner at the Prom]

Camel is the modern favorite

MODERN smokers make known their preference. And they call for Camels. Never in any age was there a smoking favorite like Camel is today. Camels understand every mood of the modern smoker. Camel mildness and smoothness are supreme with the critical taste of present-day people.

A purchase of Camels brings you the choicest Turkish and Domestic tobaccos. Blended by skill into the world's most popular

smoke, and the best. Quality unapproached, is the distinguishing mark of Camel.

No matter what the price, there is no better cigarette than Camels. Smoke them as frequently as you please. You will never be left with a cigarett after-taste. Camels aren't made that way. That is why modern smokers everywhere demand them. That is why this age has discovered the tobacco phrase, "Have a Camel!"

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

Darling but Dumb Dora Answers a Few Questions in a Game of "Ask Me Another"

Q.—What is an "antidote?"

A.—A little story.

Q.—What is a congregation?

A.—A kind of religion.

Q.—What does "pasteurize" mean?

A.—Cows eating grass.

Q.—What is a "catapult"?

A.—A kind of small mountain lion.

Q.—What is a "lynx"?

A.—The weakest part of a chain.

Q.—What is the most striking feature of a giraffe?

A.—The way it's built for necking.

Q.—What is an "optimist"?

A.—A doctor for the eyes.

Q.—What is a "minor"?

A.—A gold digger.

Q.—What is a "maggot"?

A.—A piece of iron like a horseshoe that picks up pins.

Q.—What was the "Alamo"?

A.—A song the people in Hawaii sang with ukeleles.

Q.—What is "alloy"?

A.—A sort of a shout in hailing a ship.

Q.—What is a "diadem"?

A.—A place where they play baseball.



*When Leander swam across the sea
With his lady to meander,
She plucked a flower. "What's that?" said he.
She murmured, "Oleander!"*



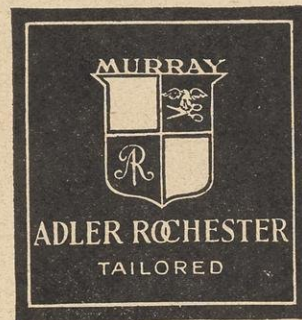
Eccentric Elmer sez: We got a swell home—next door to ours.



Nowadays when a man reaches for his hip maybe you'll be shot—maybe only half-shot.

The Murray label on Suit or Topcoat is a badge of style authenticity, a stamp of conservative good taste.

♣. Their cut, colors, fabrics and tailoring will appeal to Universitymen with a developed dress consciousness, men who shy at the wild extremes of so-called "Collegiate clothes"



NEW YORK • ROCHESTER • LOS ANGELES

ADLER ROCHESTER CLOTHES

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

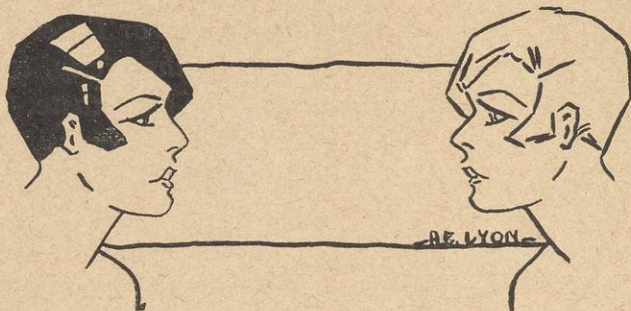
Then why not have the best there is?

Velvet
IT'S ALL CREAM
ICE CREAM

Just call Badger 7100

KENNEDY DAIRY COMPANY

629 West Washington Ave.



I wouldn't think of buying my hose or lingerie anywhere else.

Why not?

Well it's perfectly obvious. Co-ed Corner has exclusive things that surpass the selection anywhere out of town. And it's wonderfully convenient to shop there.

That's the Co-ed Angle

But the Co-op satisfies dozens of other extra-curricular needs. Take the Gift Shoppe, for example. A corner at the back of the store has developed into a perfect treasure house of foreign novelties.

* * * *

Then, there is the sporting section. It offers everything from tennis racquets to Old Town canoes. Yes, the Co-op is well prepared to serve your outdoor needs this spring just as it has supplied tests and academic tools all winter.

* * * *

For a real treat glance at some of the new books at our leisure hour counter. Do you want to take Ludwig Lewisohn's "Roman Summer" with you on a week-end journey or do you prefer entertaining non-fiction? The completeness of our late book lists will amaze you.

The UNIVERSITY CO-OP

E. J. GRADY, Manager
STATE at LAKE

O. M. NELSON & SON

Diamond Merchants and Silversmiths

For Nearly a half Century

Dependable Yesterday, Today and Tomorrow

21 North Pinckney Street

Nelson Building

Nurse: Well it's a girl.
 Father (with keen foresight):
 And I sold the porch swing this
 morning.
 —Catalink

Southern Planter: My sugar's most
 six months old now.

Northern Visitor: You sure neck
 'em young down here, don't you?
 —Bison

Brush Salesman (at door of frater-
 nity house): Is mother in, my boy?

Indignant Frosh: Ain't got no
 mother. We're orphings.
 —Washington Columns



Eccentric Elmer

Sez:
 Rouges are red
 Lip sticks are too;
 But out on the drive
 They're bad for the complexion.

Cop: Who was driving when you
 hit that car?

Drunk (triumphantly): None of
 us; we was all on the back seat.
 —Bison

"What kind of a girl is Abigail?"

"She's so bashful that she goes in
 the closet to change her mind."
 —Kitty-Kat

Nice Old Lady: Please, what makes
 the tower of Pisa lean?

Guide: Sh, Madame, it's a secret!
 The government starves it!
 —Jack-O-Lantern

The University Pharmacy

H. W. LEONARD

Where the student demand for quality and
 service at a reasonable price is satisfied.

Cor. State and Lake

Just A Reminder Fellows

That we're always glad
 to see you at

Cigars **MAUTZ** Billiards
 821 University Avenue

Cheerful Service Convenient Location

A Student Institution

CRAMPTON BROS.

670 State Street

To rate well with a co-ed

Take her to a dance in a rent-a-car, treat her at a soda fountain, and buy her a gift at the

The Mouse Around Gift Shop

416 State Street



Patty: Look at all the cars, standing there in the cold, running!

Mike: Sure, if you were standin', you'd be runnin' too!

"How do girls get by dressing as scant as that?"
"Boy, you ain't seen nothing. Wait until she takes off her overcoat."
—*Awgwan*

SUES HUSBAND TO HAVE CHILD—Headline.
What does that make Sue? —*Penn State Froth*

Son: Pop, did you say God was everywhere?
Pop: Yes, son.
Son: In this room? In my bed?
Pop: Yes, my son. Now go to sleep.
Son: But, Pop, if God is in bed with me, he's biting me.
—*Sun Dial*

"It used to be politeness to let a girl get on the street car first."

"Now it is the opportunity of a lifetime." —*Awgwan*

When you think of Shoe
Repairing—

Think of

The United Shoe Rebuilders

Hats Cleaned and Blocked

524 State Street

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

Breakfasts
Our Specialty

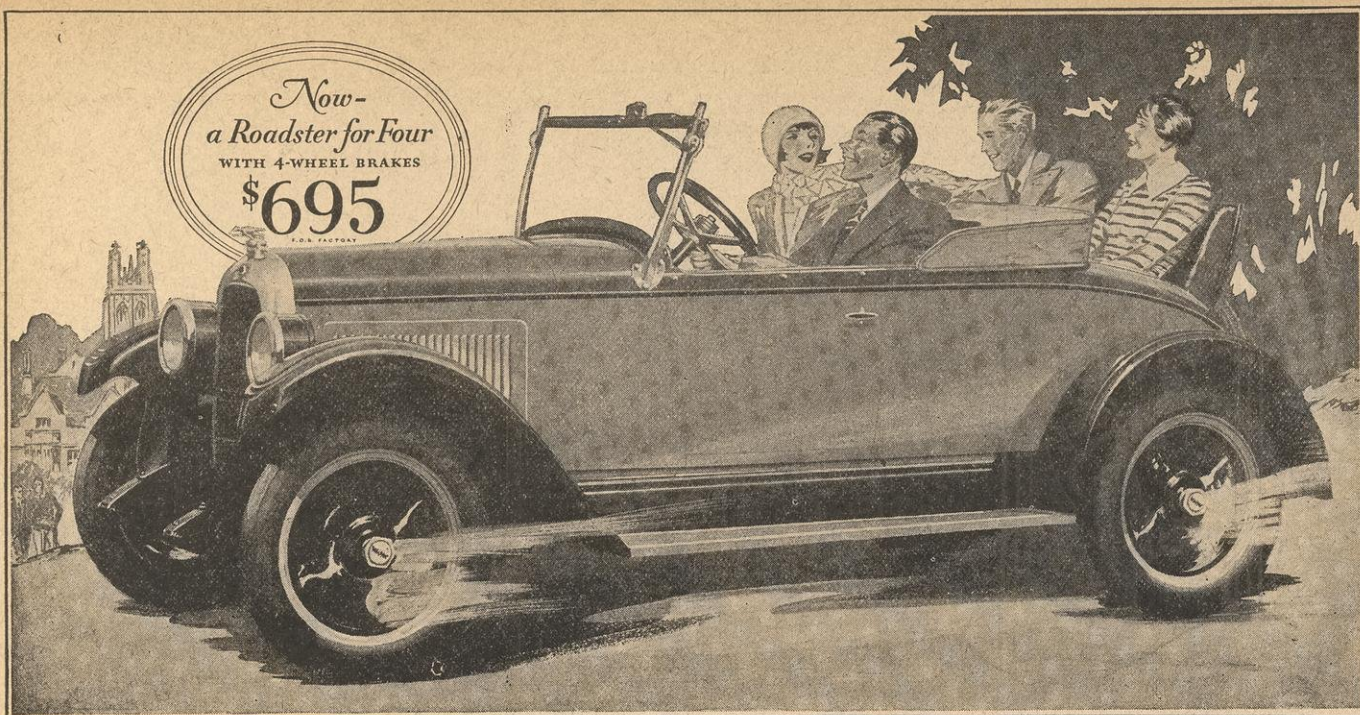
The Waffle Shop Lunch

422 State St.

B. 5150

REAL HOME COOKING

Cream Waffles and Wheat Cakes
at all hours



Smart as the Ritz

YOUNG Americans under sixty insist upon the mode. Peg-top trousers and long skirts belong to other years. Style is progress. The mode in motor cars is no exception. Today's motor car has four-wheel brakes. Speed dictates them. It's safer to be up-to-date—and smarter. The Whippet Collegiate is the season's best seller in Roadsters for these reasons:

Four-wheel brakes. If you were paying \$2,000 you'd insist upon them.

Seats for four passengers. Take 'em or leave 'em.

Speed—Too fast. We admit 55 miles per hour.

Acceleration—Invariably first on the green light.

Economy—Whippet holds the Coast-to-Coast record for economy.

Oversize Tires—Another plus-

value feature that speaks for itself.

Snubbers—Smo-o-o-o-oth.

Adjustable steering wheel—long or short, thin or stout, it fits you.

Force-feed lubrication—Like that of the Willys-Knight and other higher priced cars.

Silent timing chain—Extremely quiet engine operation.

Roominess—Holds four comfortably in two seats—not three in one.

The Whippet is available in six distinctive body styles. Collegiate Roadster \$695; Touring \$625; Coupe \$625; Coach \$625; Sedan \$725; Landau \$755. Prices f.o.b. factory. Prices and specifications subject to change without notice. Willys-Overland, Inc., Toledo, O. Willys-Overland Sales Co., Ltd., Toronto, Canada.

4-WHEEL BRAKES

OVERLAND
Whippet
COLLEGIATE ROADSTER

RUMBLE SEAT



↑ alking
the college
language

Ever think how strange the talk of two college men must sound to the uninitiated layman? Must seem a new language altogether. College, being a world to itself, has a vocabulary all its own. And it takes a college man to speak it.

Naturally, you get the same sort of difference in clothes—a college man's clothes differ from those of others, not in any obvious way, but quite unmistakably. They have a free-and-easy air about them that no other clothes have.

You can see at once that not every clothing maker would be capable of producing this effect. It takes a first rate designer—one who knows college men and what they want to wear.

That's why we, as clothiers, are especially careful to hunt out the finest designers of college styles. For many seasons now we've chosen Society Brand, and for just as many seasons campus men have given these clothes their okay. Society Brand college models are cut as college men have asked to have them. The result is—they're right! They talk the college language, in every line.

THE HDB
F.J. SCHMITZ & SONS CO.
"Madison ~ Beloit"

She was only a coal heaver's daughter but oh, where she had bin.



She was only a garbage man's daughter, but her line was something offal!



HOWARD ANDERSON

"Has Mary gone to the party?"

"Yes, her shoes and beads are gone."

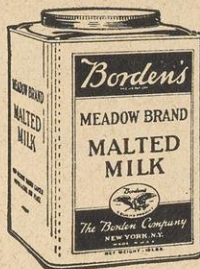


"This two cent tax on gasoline gets my goat."

"What are you worrying about? You haven't got an automobile."

"No, but I've got a cigar-lighter."

—Stone Mill



Our Delicious Malted Milks

Have made the Campus Soda Grill so famous that we have to remodel making it twice as large for the coming year.

Don't Miss A Day
Come Our Way
And Refresh Yourself
with a

Campus Soda Grill Malted Milk

Next to the Lower Campus



"Supernatural" Genuine Panamas

"Ah! I see you are now wearing a 'Supernatural' Panama."

"That's right. How did you recognize it?"

"Why, by the beautiful color, style and soft appearance, they are so entirely different anybody can distinguish them."



Made exclusively by
ECADORIAN PANAMA HAT CO.
297-303 Mercer St. New York, N. Y.
Sold by Foremost Dealers



Graduation Gifts

that are appreciated

**C. W.
Anderson**
Quality Jewelers

124 State St. B. 3378

\$5.00
In Advance Gives
\$6.00
Credit

We Call and Deliver

Pantorium Co.

538 State Street

Badger 1180

Cleaning, Pressing,
Repairing

This is Money!

If you have your entire thesis in our hands before May 21, accompanied by a copy of this advertisement, you will get a special rate of 17 cents per page.

For four years we have typed theses, averaging nearly a 100 a year, and not one has been rejected by the library. We guarantee acceptance, because all details are put in correct form. Paper furnished and typist's errors corrected at no extra charge.

College Typing Co.
Lake and Langdon B3747

(Continued from page 22)

treatment and a prodigality in material that more than atones for some amateurishness in raw color occasionally laid on too heavily, in over-eager striving for a perfectly dovetailed plot, and in the too obviously arranged end. Nor, unless I guess wrong, is Mr. Fales an elderly gentleman with a pince-nez, or a pastel old maid masquerading under a pseudonym. I suspect him of being a young man who took part in the Big Parade, a healthy, well-muscled young man with a sense of humor, a hatred of sham, and a few pet

peeves. I refrain from calling him a two-fisted, virile, straight-from-the-shoulder "fel-low", as Mr. Fales has taken these epithets very unsentimentally by the scruff of the neck and, to speak roundly, knocked them for a goal.

From boyhood as a leader of a gang, through early manhood, Bill Myron fights his way along. He loses most of his battles, but never his "worda honor." His habit is to give his victim a brutally humorous and honest tongue-lashing and then sail into him with his fists or crown him with a spittoon—always with our blessing. The talk of the book is

excellent, so real, so straight, that conversation would be too tame a name. Bill himself—and he should have slapped Valerie for calling him William—is a charming barbarian.

But what will please most people, I suspect, is to see at least one of their private grudges paid off with interest. For example, those who dislike the ostentatious display of red-bloodedness among our latter-day saints or the type of business man who uses the speed of his rotary motion to blind people towards his inner rottenness, will leave the book eminently if vicariously satisfied.

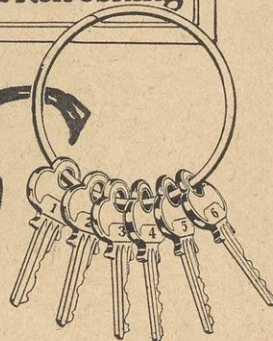


\$30,000
in cash prizes



Find the keys

Six keys to
the popularity
of Coca-Cola



These keys are six outstanding reasons why everybody likes Coca-Cola. They are being illustrated and presented in Coca-Cola advertising—in The Saturday Evening Post, Literary Digest, Collier's Weekly, Liberty, and Life; in many newspapers; in posters, walls, bulletins and outdoor signs; in show window and soda fountain and refreshment stand decorations.

Key No. 1 was presented last month. Keys No. 2 and No. 3 will be presented this month. Keys No. 4 and No. 5 will be presented in July, and Key No. 6 will be presented in August.

Keep your eyes open to Coca-Cola advertising and win a cash prize. College men ought to win.

Co-edHeadquarters



Dresses
Coats
Suits

Hosiery
Lingerie
Waists

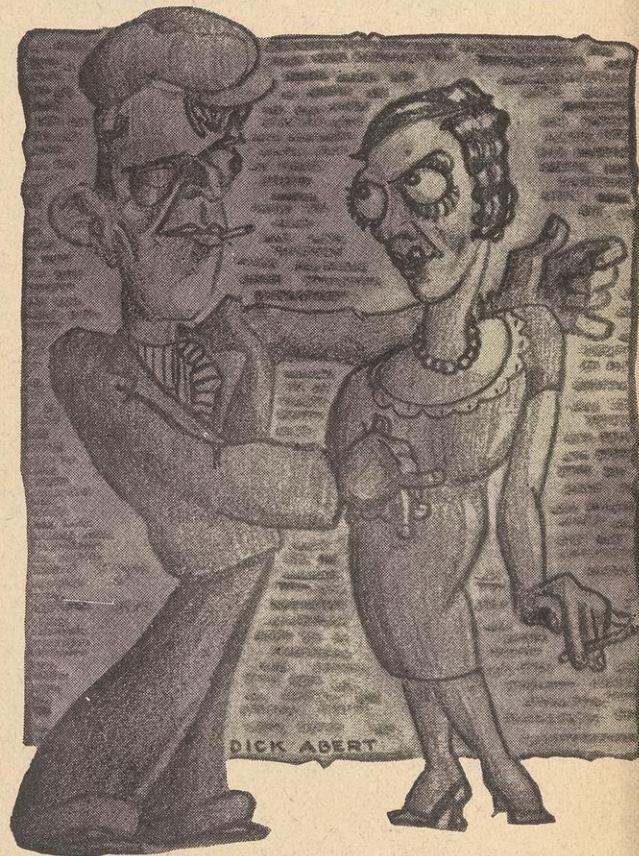
Lovely New Spring Dresses
14.95

Mangel's
New York Waist House

27 So. Pinckney St.Madison, Wis.

Thesis Paper
Correct Typewriter Ribbons
for Thesis writing
Plain and Fancy Stationery
Mimeographing
NETHERWOODS
519 STATE STREET

**Are You Prepared For
Your Spring Formal?**
20% Discount for Cash Call, on
all Tux Shirts and Collars
Laundered At Our
Madison Steam Laundry
429 State Street Fairchild 530



"What are 'planked stakes'?"
"Fraternity piers, I guess."

BE SCOTT SURE

Permanent Marcel Waving

SCOTT'S BEAUTY SHOP

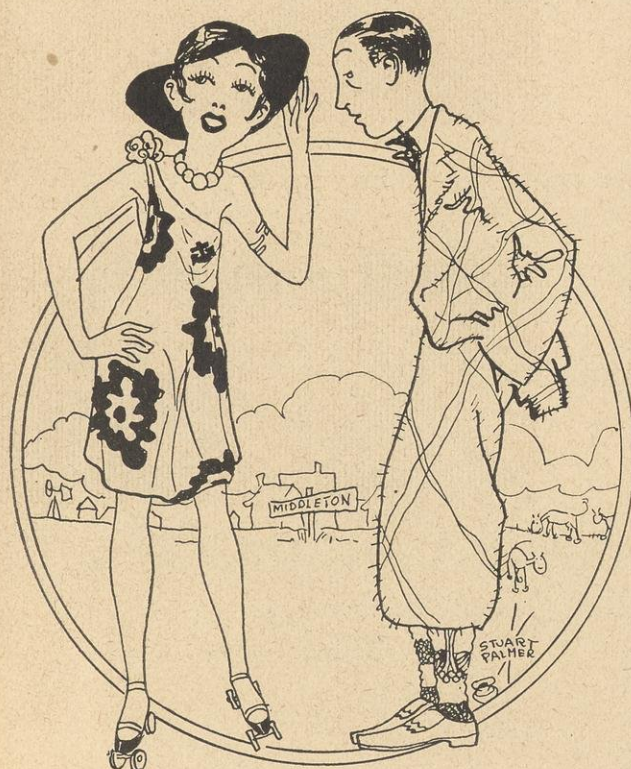
672 State St. Upstairs B. 7170

We Know Your Demands

Let Us Help You So
As To Give You The
Most Satisfaction in
Drugs.

Mallatt Pharmacy

708 State St. F. 3400



"What are you doing on skates?"

"Waiting for my French date."

"Who dat?"

"Count de Chevrolets."



GENERATIONS crowd each other. Love in these days! How different it is from the old and simple need for each other which primitive man and primitive woman experienced. How remote it is from the gilded captivity of chivalry.

Alec Waugh, whose novel begins in the May issue, is a young Englishman well launched on a meteoric literary career. Humorist, romanticist and realist, he is very definitely of this generation. While his story is laid in London, it is as true of New York or of Oskaloosa. The illustrations by Charles D. Mitchell help make it a panorama of modern fascination.

This issue also carries three very fine and authentic short stories: *The Count's China Teeth*, by Cyril Hume; *Mrs. Davenant's Diamonds*, by Stephen Vincent Benét, and *Don Juan's Rainy Day*, by Ben Hecht. O. O. McIntyre has closely epigrammed *Are College Flappers a Flop?*

An explanation is made of the elaborate and expensive preparations that have been made to discover new screen talent among the college men of America.

Above all, those crackling pages of campus fun which have given this magazine its distinctive character.



At All News-stands, the First of Every Month

75 Year's growth with the university



And the Wisconsin Alumni managing this company
have noticed with satisfaction throughout this three-quarter
of a century that——

“Today’s graduates will be tomorrow’s buyers of printing
who will long remember that excellent graphic arts
establishment in their old college town, the——

Democrat Printing Company

One Fourteen South Carroll Street
Madison, Wisconsin Badger 486

Brock Engraving Company

Artists and Engravers



4th Floor
State Journal Building

Phone: Fairchild 913

Or Indigestion

Dear heart, a week or so ago,
A word or two, a smile, a glance,
Awoke in me, if you must know,
The first faint stirrings of romance.

Since then it seems Wisconsin's cold
Has turned to warmth of sunny France,
And it all comes, or so I'm told
From first faint stirrings of romance!

They've stirred before—I know, but still
I'm longing for another chance
To prove that Time won't always kill
These first faint stirrings of romance.

And so I'll wait, and watch, and pray
(Although it may be ignorance)
That your heart, too, will sing today
In first faint stirrings of romance.

We used to plant our garden by the
moon, but now, we understand, you
plant your moon by the garden.

The huddle system has made foot-
ball players popular at sorority teas.

"I'll read
the others
later!"

*What is there about
this letter that she
singles it out?*



THE writing is unfamiliar.
The postmark tells nothing. This is no *expected* missive. And yet there is a dignified friendliness about it that wins you—at once.

The strength, richness, and dignity of Old Hampshire Stationery lure eyes and

fingers—and create an unmistakable impression of good taste. Letters written on such stationery are not lightly set aside.

Old Hampshire Bond and Old Hampshire Vellum are equally correct for social correspondence.

HAMPSHIRE PAPER COMPANY
Fine Stationery Department
South Hadley Falls, Mass.

Old Hampshire Stationery

Made in three distinctive finishes

BOND

VELLUM

LAWN

A NAVY MIDDY FOR SPORTS ON AND OFF THE CAMPUS



\$1⁰⁰

Genuine U.S. Navy middies, beautifully tailored, of finest close-woven white drill, with dark blue flannel collar. Excellent for tennis, canoeing, basketball, hiking, camping. The price of \$1 is less than a third the regulation price. Send in the coupon while the supply lasts.

LAFAYETTE TRADING COMPANY
394 Broadway, New York City

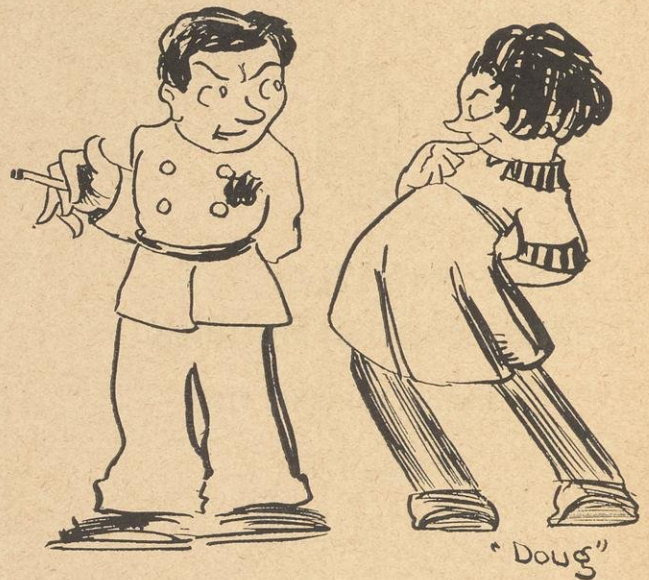
Lafayette Trading Company, W05-27
394 Broadway, New York City

Enclosed find \$.....for.....
Navy middies. My dress size is.....
Name.....
Address.....

Where Is The Best Shoe Rebuilding Service, Mr. Cop?

asked a bashful little brown eyed girl as she modestly stood, with one of her fingers dangling from her mouth, before a brave young cop.

People may ask you the very same question some day. There is only one answer to such a question namely, take your shoes to the Hill's Shoe Rebuilding Service where they give the greatest amount of satisfaction at the most reasonable price.



Our expert shoe rebuilders will give you guaranteed satisfaction with every order you place. Not only that, but all orders can be had delivered to your door.

“Shoe Rebuilding Is Our Sole Business”

Service While You Wait

Hills Shoe Rebuilding Service

State at Dayton

In Basement

Alford Brothers Laundry Company

We Have Done
STUDENT LAUNDRY WORK
for
Forty-one Years

113-115 N. Carroll St.

Badger 172

(Continued from page 15)

mon and complex purpose which will make men statesmen if they don't watch out . . . not to mention women. Boom! Boom!

The applause is uncontrollable. It simply can't be heard.

Trout (weighing the matter heavily on his scales and carelessly vamping and revamping the deficit): I believe, metaphysically speaking, that we should open the building next year or close shop. I shall quote from Horace on this point:

The world springs up agreen,
Cute butterflies aflecker;
I love them worm I seen,
And oh, thow wild wouldpecker!

As you observe, everything must be honest and clean, and even above board.

Mob (crooning audibly): Right! Down with Union Board!

The thundering herd increases, as if struck by lightning.

Umpire (rolling his own): Lucky strike!

The momentum gets momentous. The orchestra plays the overture, being heard in several flats. A patrol wagon breaks in and down. Elmer gleefully splits another head. And as millions of Union laborers, with a long vacation in mind, march happily away to their homeless, starving families . . . a still small voice is heard ringing wet in the ante-chamber:

"Remember, the Union is the recognition of the importance of the leisure hour."

The Curtain Falls Viciously



"How do you know Arthur was stewed?"

"He was having an awful fight with the dean."

"How does that prove he was drunk?"

"The dean wasn't there at the time."

—Medley

In Our Special Shop
for WISCONSIN "U"

Men and Women

There is just what you are
looking for in

SUMMER FOOTWEAR

Street - Sport - Dress



MEAT
Goeden & Company

Suits

*Full of Wisconsin Preferred
Style and Value*

\$37.50

You Can't Do Better

SPETH'S
222 STATE ST.

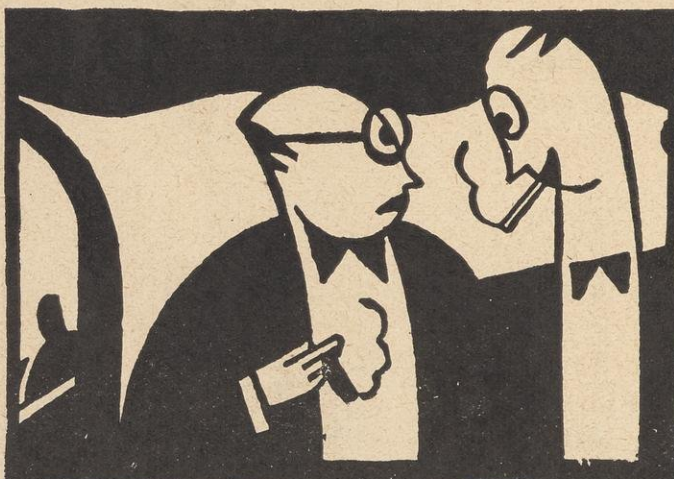
Girls!

Dress up for Mother's Week-End—
or let Mother help you select your
early summer wardrobe when she
comes to Madison.

All fresh, lovely sport and after-
noon frock at



219 State Street



Bridge:

**"Well, what's wrong with
Dentistry when you ad-
mit you clear \$50,000
a year?"**

Ryan, D.D.S.: "A few of my good pa-
tients forget to take a
LIFE SAVER before
getting into the chair."

Famous Fives

I

Five Famous Dates

- I. December 25th.
- II. Dromedary.
- III. '76.
- IV. Blind.
- V. Eve.



Five Famous Things Most Frequently Made Up

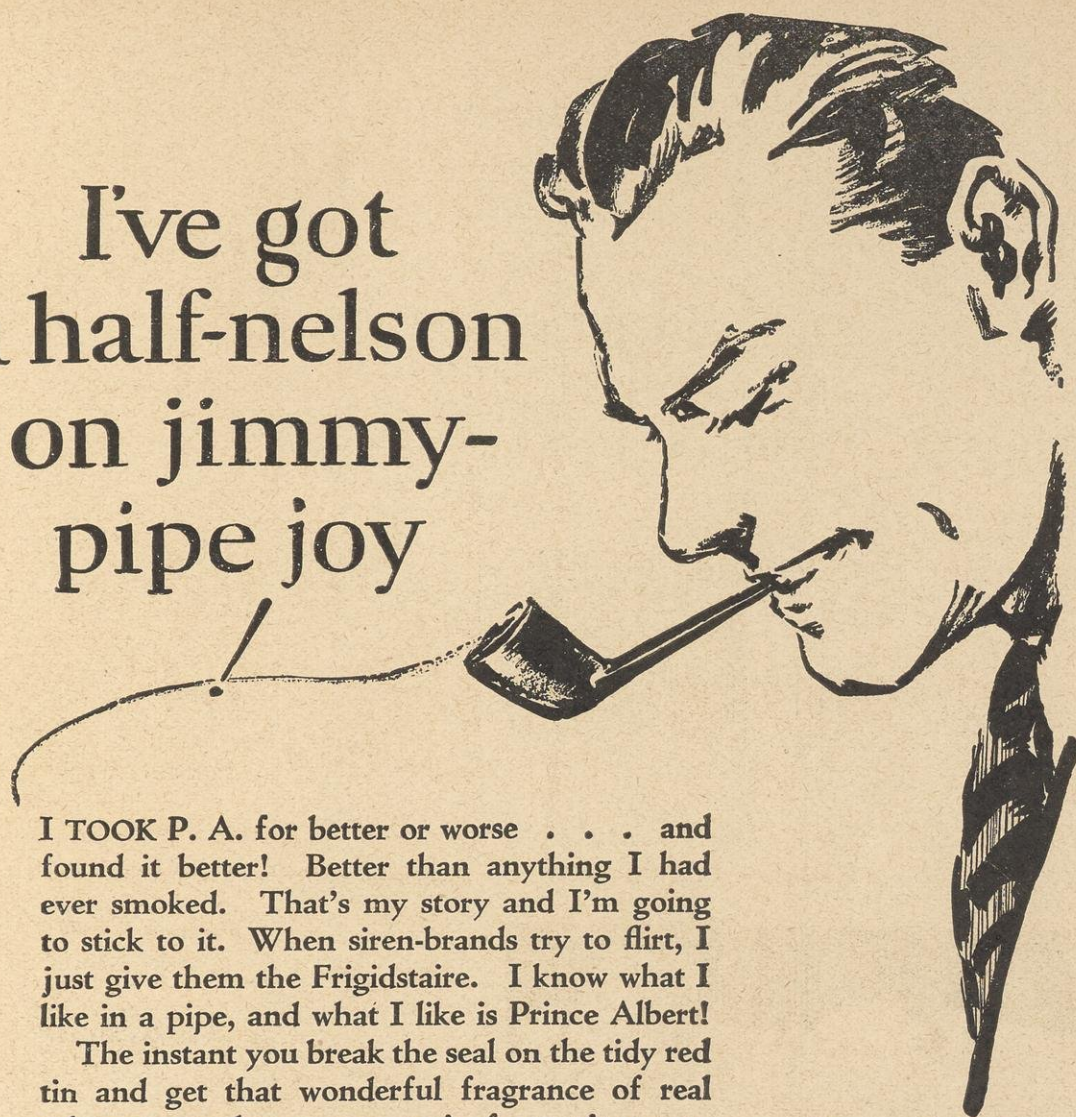
- I. Quarrels.
- II. Lab.
- III. Trains.
- IV. Minds.
- V. Coeds.



Five Famous Farewells

- I. Washington's.
- II. Tosti's.
- III. "Skyrocket for th' prof, fellows!"
- IV. "Be Zgood. See y'later."
- V. "Don't be discouraged, my boy, because you've failed here. Perhaps you'll make good in a smaller college.

I've got
a half-nelson
on jimmy-
pipe joy



I TOOK P. A. for better or worse . . . and found it better! Better than anything I had ever smoked. That's my story and I'm going to stick to it. When siren-brands try to flirt, I just give them the Frigidstaire. I know what I like in a pipe, and what I like is Prince Albert!

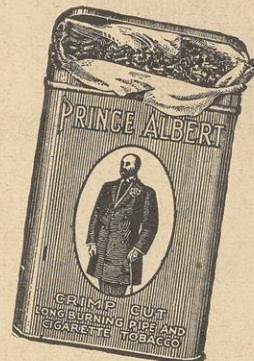
The instant you break the seal on the tidy red tin and get that wonderful fragrance of real tobacco, you know you are in for a pipe-treat. Your mouth fairly waters for a taste of tobacco that smells as good as that. Then you load up and light up—ah! . . .

Cool. Sweet. Fragrant. Old words, I'll admit, but you get a brand-new idea of how much they can mean in a pipe-bowl packed with P. A. Maybe you've always thought such pipe-pleasure was "just around the corner." Try a load of Prince Albert and *turn* that corner!

PRINCE ALBERT

—no other tobacco is like it!

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



Straus
for Student
Printing

If
Quality
Service
Price

Are of prime importance. You can kill three birds with one stone by bringing your printing order to us.

There's Added
Weight in Printed
Words



118 East Main Street
Near The Square
Badger 1763

Our Steaks are
as Delicious
as Ever

Always a friendly
welcome for the
Wisconsin
Students

HICKS CAFE

108 E. Main
JAMES CRARY, Prop.

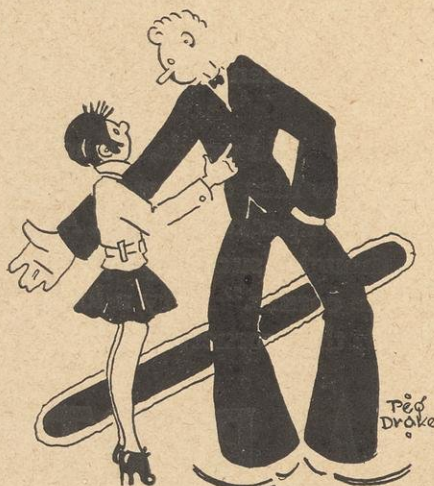
B. 2037—for a party

Keeper: There's a man outside
asking if any inmate has escaped?

Doctor: Why does he ask?

Keeper: He says somebody has
run away with his wife.

—Voo Doo



"Ever see a three dollar bill?"
"No, did you?"
"Yup. Got one from my dentist
this month."

What ever be the
O c c a s i o n
Let Our
F l o w e r s

Make it more
cheerful and
homelike.

Telegraph Delivery Service

We have beautiful
house plants for
your room



It Won't Be
Long Now!

It's time to think
about your gifts
for Graduation
now. Don't wait
until our new
stock is all sold.

Do It Right Now

The Unique Shop
130 State Street

State Street Leader

The Co-eds
Convenient Corner

Next to the Branch Bank
of Wisconsin

is now featuring the New
Undergarment

Paris Undies

You'll like every thing
about Paris-Undies, styled
by Suganne Langeais, fa-
mous designer of exquisite
lingerie.

Ask to see this new Under
Garment



Spring!

No, this is not one of
Marge H'Doubler's little
girls doing a Dance Drama
for the delectation of yon
tree. Nor is it our idea of
this season's mode for
young ladies!

It simply expresses our
joy at being alive, in Madi-
son, and at being able to
serve you so well!

The Irving Coffee House The Irving Cafeteria

STERLING AT IRVING



Malone Grocery

Agency

**RICHELIEU PURE FOOD
PRODUCTS**

Wholesale and Retail
Groceries, Fruits, and
Vegetables

434 State Tel. B. 1163-1164

College Life as we get it in the
Papers and Magazines

Gin Flowing from the water fauc-
ets. Hey! Hey! Carpets worn thread-
bare by an endless Charleston. And
How! Sinful orgies with chaper-
ones chosen from deaf, dumb, and
blind institutes, and students stiff un-
der the tables. Do that thing!
Dis-illusioned intellectuals standing
in line to take their own lives at a
desolate spot. Snobbish, coon-clad sons
of wealth racing up the street in
Packford Speedsters, running down
the sons of poor widows. Black bot-
tom. More gin. Fraternity inmates
with loud sweaters strumming ukes
in pennant and tennis racket be-
decked rooms. Still more Gin. Hey
Hey.

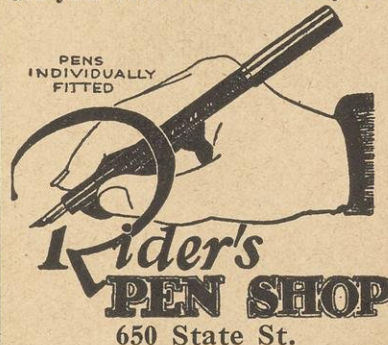


*A Curly Haired Phi Psi from Knox
Would rather wear stockings than
socks,*

*He is teaching, they say
At Harvard, today,
(Yes, he majored in English at Knox.)*

Noah Was Greatly Embarrassed!

When Noah CORNERED
The SHIPPING MARKET
And started to build
HIS FLEET
He was ENTIRELY IGNORANT of
The way that BUSINESS
Was going to PICK UP
And ONE SATURDAY NIGHT
His wife INADVERTENTLY
Left the WATER RUNNING
IN the Bath TUB
While she went over to
LISTEN to the neighbors
NEW RADIO
And became SO INTERESTED
That it was ALL OVER
Before she realized it
And when NOAH left
The ship-yards THAT night
All his LITTLE PLAYMATES
Met him with the
SAD NEWS
But when they tried to
Board the BOAT
There wasn't SUFFICIENT room
And so—many of them
Were OBLIGED to take their
FIRST SWIMMING LESSON
Which EMBARRASSED Noah
GREATLY—for he knew
That MOST of them
SWAM TOO MUCH
Like Stones
And he would GLADLY
Have traded his little boat
For a FULL SIZED SHIP
And your LITTLE THOUGHTS
Are your BEST FRIENDS
At EXAM time
And your fountain pen
Is what you SHIP them in
DON'T be in the
SAME BOAT as NOAH
Trade your "LEAKY BOAT"
For a FULL SIZED SHIP—
I MEAN—
Trade in your MISFIT pen
For a RIDER MASTERPEN
Then it's a CINCH
Your thoughts will ALL
Be ON BACK—at YOUR
Command—At EXAM TIME
Get your MASTERPEN today at



650 State St.

Would You Like

OCTY*

Delivered To Your Door

FREE

All Next Year?

You Can Have It!

Simply fill out coupon below and send it with a dollar seventy-five cent, (\$1.75), check, money order, postage stamps, or what have you? And Octy will come to your door free of charge every month for nine months.

Get in on the secret!
Order Yours Now.
This Coupon Does It!

(*) Octy is the technical name for
The Wisconsin Octopus, notorious
humor magazine of the University
of Wisconsin.

OCTOPUS:

772 Langdon

Here's one seventy-five (\$1.75). Send me nine issues of Octy,
and make 'em good!

Name.....

Address.....

N. B. If you think you'll be changing addresses next fall put down the present one and it can always be changed in our files when you move.

Any industrial worker
who moves things by
hand is doing work that
Electricity can do for
about 2 cents an hour



You will find this monogram on all kinds of electric equipment. It is a symbol of quality and a mark of service.

More than 60% of the mechanical power used by American industry is applied through electric motors. But the electrification of the tasks performed by man power has hardly begun. Electric power not only saves dollars; it conserves human energy for better purposes and raises standards of living. College men and women may well consider how electricity can lessen the burdens of industry and of farm and home life.

201-66GC

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK



GOTHAM *Grads*

Fine Soft Ribbed Knit Pullover Shirts
with Shorts Tailored Like Track Trunks
in White or in Colors ~ Cluett, Peabody & Co. Inc.