



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **The Wisconsin Octopus: Publications number. Vol. 16, No. 4 December, 1934**

Madison, Wisconsin: University of Wisconsin, December, 1934

<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.



T H E W I S C O N S I N  
O C T O P U S

DECEMBER

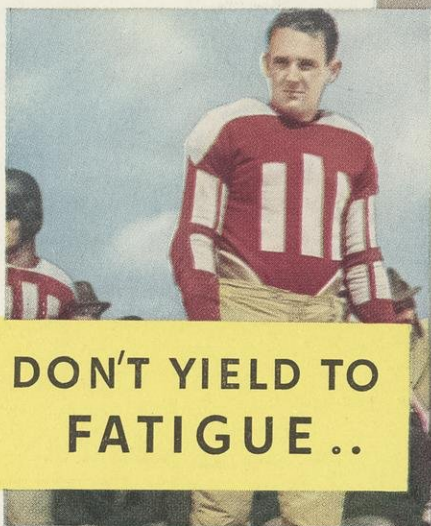
PUBLICATIONS NUMBER

1934

*Burlesque of . . .*

DAILY CARDINAL  
COLLEGIATE DIGEST  
WISCONSIN ENGINEER  
WISCONSIN LAW REVIEW  
ROCKING HORSE  
WISCONSIN BADGER  
NEW STUDENT  
COUNTRY MAGAZINE  
ALUMNI MAGAZINE  
WISCONSIN OCTOPUS



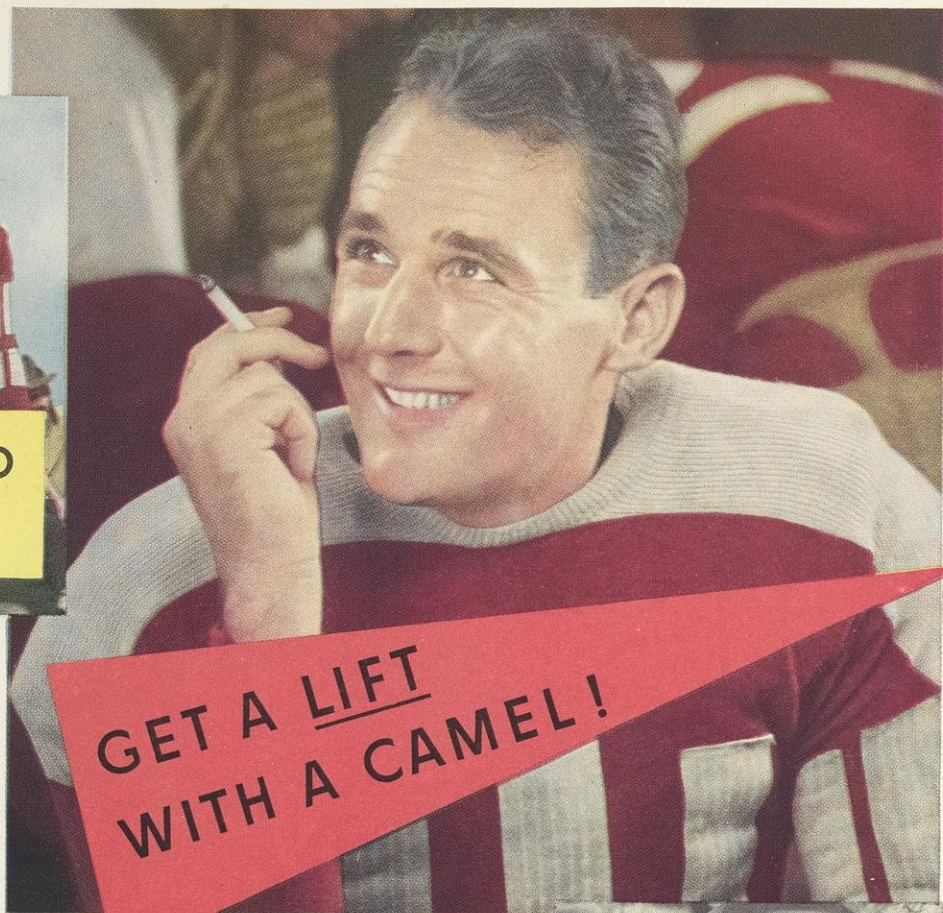


**DON'T YIELD TO  
FATIGUE..**

AFTER A HARD GAME....

## "Cliff" Montgomery

Famous quarterback! Now starring with the Brooklyn Dodgers. "Cliff" says: "After a game, the first thing I do in the locker room is to light up a Camel—get a swell 'lift'—and in a short time I feel 100% again—Camels don't interfere with healthy nerves."



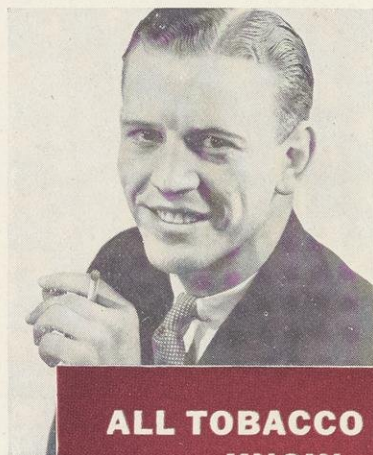
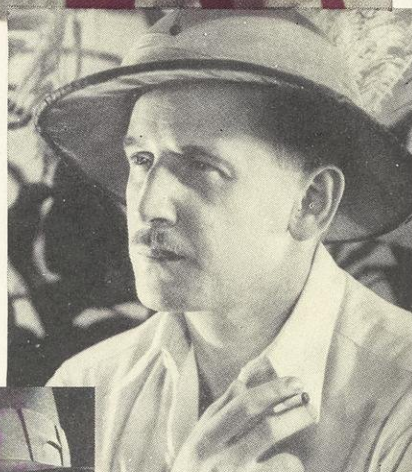
**GET A LIFT  
WITH A CAMEL!**

... IN THE LOCKER ROOM

**FOR YOUR OWN DAILY LIFE YOU NEED ENERGY, TOO.** Turn to Camels and see what others mean when they say that they "get a *lift* with a Camel." Camels help to dispel tiredness, ward off "blue" moments—actually increase your supply of available energy. Camel's "energizing effect" has been confirmed by science. Smoke all you want. Camels never jangle your nerves.

## EXPLORER

Capt. R. Stuart Murray, F.R.G.S., says: "I was in Honduras 10 months. Fortunately I had plenty of Camels. They always give me a 'pick-up' in energy. I prefer Camel's flavor, too. They never upset my nerves."



## LAW STUDENT

E. R. O'Neil, '37, says: "I try to avoid overdoing, and part of my program is smoking Camels. There's enjoyment in Camels. They give me a delightful 'lift.' I smoke them constantly and they never bother my nerves."



## SPORTS WRITER

Pat Robinson of INS—always on the jump. Of course he gets tired! But—"I find Camels restore my pep," Pat says. "I smoke at least two packs a day, and they never interfere with my nerves."

**ALL TOBACCO MEN  
KNOW...**

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."



*Camel's Costlier  
Tobaccos never get  
on your Nerves!*

Copyright, 1934, R. J. Reynolds Tobacco Company



# THE WISCONSIN OCTOPUS, Inc.

*University of Wisconsin Humor Magazine*

MEMORIAL UNION BUILDING

MADISON, WISCONSIN

## EXECUTIVE BOARD

EDITOR - - - - - WILLIAM G. HARLEY  
BUSINESS MANAGER - - - - - OWEN F. GOODMAN

## EDITORIAL BOARD

MANAGING EDITOR - - - - - MAURICE C. BLUM  
CONTRIBUTING EDITOR - - - - - JACK KIENITZ  
EXCHANGE EDITOR - - - - - MEL ADAMS  
PUBLICITY DIRECTOR - - - - - CHARLES FLEMING

## EDITORIAL STAFF

NORM PHELPS - FRANCES STILES - PATTY GRANAY  
JAMES FLEMING - HERBERT BENNET - DON TRACHTE  
SUE STINSON

## BOARD OF DIRECTORS

DEAN SCOTT H. GOODNIGHT - PROF. WILLARD G. BLEYER  
RAY L. HILSENHOFF - OWEN F. GOODMAN - WILLIAM G. HARLEY

## BUSINESS BOARD

COLLECTION MANAGER - - - - - E. RALPH GUENTZEL  
CIRCULATION MANAGER - - - - - VICTOR FALK  
EXECUTIVE SECRETARY - - - - - MIRIAM JACKSON  
SECRETARY - - - - - VIRGINIA TOURTELLOT  
ADVERTISING MANAGER - - - - - ROBERT G. BLAUNER

## BUSINESS STAFF

JEAN BROTT

COPYRIGHT, DECEMBER, 1934, BY THE WISCONSIN OCTOPUS, INC.

Contents must not be reprinted without permission.

Entered as second class matter at the postoffice, Madison, Wisconsin.

VOL. XVI NO. 4 - - - - - Subscription, \$1.00 a Year

## FORWARD TO THE FRAY

The Wisconsin printed page is on parade!  
Never within the recollection of the present Octopus crew has this magazine admitted having any superiors on the campus. It isn't a thing that one editor had to tell another. The editors, and even the boys from the business office who fill the paste pots by their monetary efforts, have always realized their superiority to the ordinary run of undergraduate mortals. This month Octy proves it.  
In these pages we present the efforts of our brilliant crew to surpass those who usually produce our magazines. Those efforts are unutterably successful. Only in one case were we surpassed. The Daily Cardinal section is composed of actual excerpts, which satirize that publication more than we could ever do. But Octy still claims the credit, for it recognized and collected these glowing bits. The worst pages are those on the Octopus itself; we're too funny every month to be made funnier by satire. But we did our best. Which obviously surpasses anything anyone else might do. As Gertrude Stein said last week: "Anyone can see that. And so to begin again—"

# Pre-Prom

*The formal presentation*

of the

## PROM QUEEN

and her

## Court of Honor

• • •

*Dance to the Music of*

## Earl Burtnett

and his

## Drake Hotel Orchestra

• • •

## Jack Kenaston

*will sing*

• • •

You'll want to be

at

## Pre - Prom

## The Great Hall

MEMORIAL UNION

Friday

January 11



## PLATTER PATTERN • NORM PHELPS

This month has brought us a transcription for symphony orchestra which is probably the finest of its kind ever recorded. In recognition of the 250th anniversary of the birth of J. S. Bach, Victor has produced an album of Bach works, transcribed by Leopold Stokowski, and played by the Philadelphia Orchestra under his direction.

Stokowski, like Bach, was an organist, "so he not only speaks Bach's language . . . he talks his dialect!" He has often demonstrated his facility in transcription, but never have transcriptions appeared which perpetuate, as do these, the original spiritual quality of the composer. The Chaconne, which takes up the major part of the album, was originally written by Bach for solo violin without accompaniment. In transcription, this assumes tremendous aesthetic proportions which cannot be realized by violin alone.

Stokowski has not marred this music in any sense whatsoever. The purely religious character of Bach has been retained by judicious use of orchestral color. Every note of the Stokowski score has been written with understanding of Bach and his music. In the same conscientious manner the work is played by the Philadelphia Orchestra. The Adagio from the Toccato in C minor; the Siciliano, and the Sarabande, although of lesser dimensions, complete an album of unexcelled music. Anyone who loves music could not fail to be pleased in the possession of this monumental recording.

Victor has also taken great pains with the recording of the Brahms Symphony No. 4 in E minor, conducted by Bruno Walter and played by the British Broadcasting company symphony orchestra. Music lovers will be greatly pleased to hear again, in permanent form, this popular conductor's interpretation of this great symphony.

## BRUNSWICK

Freddy Martin has done more fine work for Brunswick this month, with "Winter Wonderland" having full justice done it by Martin's own instrumentation methods. "Say When" is another good example of the soothing danceable music that is typical of this band. Glen Gray's productions of "Narcissus" and "Nocturne" are orchestrated to perfection, while Louis Prima's "Breakin' the Ice" is a fine swing example with brilliant trumpet and other incidental solo work.

**Forbes - Meagher Music Co.**

27 W. MAIN STREET

*Invites You to listen to these***GREAT VICTOR RECORDINGS****M-243 Bach Anniversary Album***Stokowski—Philadelphia Symphony Orchestra***M-236 Beethoven Ninth Symphony***Stokowski—Philadelphia Symphony Orchestra***8421 Richard Crooks***"Berceuse" from Jocelyn (Godard)**"The Dream" from Manon (Massenet)***Victor Dance Records, 35c and 75c****Forbes-Meagher Music Co.**

## BOOMERANG

EDITOR, OCTOPUS:

Why must the Octopus remain light and frivolous in these trying times? Can not it offer some views on the free speech battle between the editor of the Cardinal and the NSL, the picketing of local hotels, or the annual Cardinal strike?

—T. L.

DEAR T. L.:

*Ever cheerful, ever brilliant, Octy removes itself from the dross of the world and thinks only of the lavender and old lace. We maintain ourselves as self-sufficient, and yet see only the bright things in life to help FDR and his national recovery program. The Stars and Stripes, we say, forever.*

\* \* \*

OCTOPUS STAFF:

Congratulations on your last issue. The boys that live in our living room say it's the only thing that keeps them waiting for dates who are late. Thanx again.

—ALPHA PHI.

DEAR ALPHI:

*May we suggest, dears, that you place one at the base of the fire-escape to attract your moron, Morry. We always keep some copies around the office, and it might attract the little rascal.*

\* \* \*

DEAR OCTY:

Somehow, somewhere, sometime there's a limit to what you should expect of your readers. Your last issue listed Deems Taylor as a contributor. At least some of us know that Deems Taylor is an outstanding modern composer of music. How, we ask, come?

—INTELLIGENTSIA.

DEAR INTELL . . INTILL . . SMARTY:

*Right you are. That's the only name we could think of in searching our minds for the name of the author of one of our best selections of the year, "Mortgage Row." The minds are rather completely searched; the name is missing. We'd like to meet the man again. Author, please note.*

\* \* \*

GENTLEMEN:

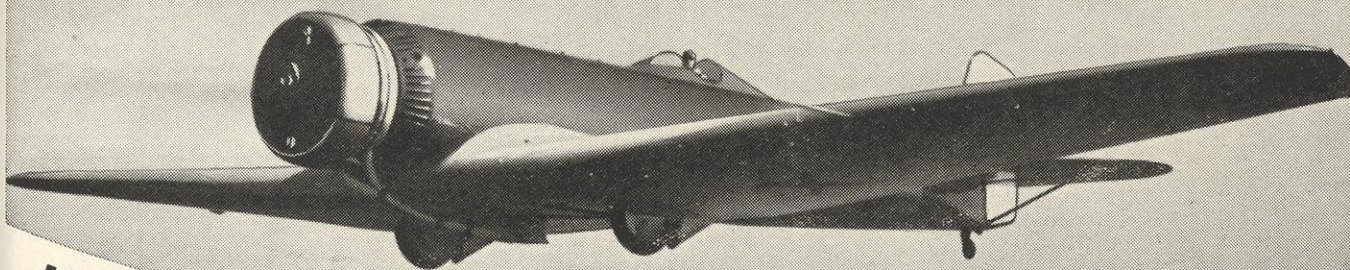
In the last Octopus, you took occasion to explain your absurdly weak pun "Kappa Bete." In so doing, you referred to those things which would attract members of this sorority as "anything that might attract the eye of the weak intellect." We'd appreciate it if you'd say something about that "weak intellect." It leaves a bad impression.

—E. M. (Kappa Kappa Gamma pledge)

DEAR E. M. DE KKG:

*You're darn right about the bad impression, but let's not just say something about the intellect. Let's do something about it. Octy knows a fourth grade teacher who'd be glad to start a series of lectures for you, if you'd all agree to pay strict attention. Yes? . . . No?*





JUST AS AN AEROPLANE NEEDS *Both* WINGS

A GOOD  
PIPE TOBACCO MUST HAVE  
*Both* MILDNESS  
AND FLAVOR!



IN PIPE TOBACCO, mere mildness alone offers very little reason for smoking. A man smokes to enjoy the taste of good tobacco. Take that away and why smoke at all?

The trick is to combine the rich, full-bodied flavor of good tobacco with genuine mildness so that you can smoke your favorite tobacco all day long with perfect comfort and satisfaction.

That's Edgeworth. Try a 15-cent tin and get a kick out of the perfect combination of flavor and mildness. It's economical too. Pipe smokers report fifty minutes to an hour a pipeful with Edgeworth. Can you beat that for economy? Edgeworth is made and guaranteed by Larus & Bro. Co., Richmond, Virginia.

EDGEWORTH HAS *Both*  
MILDNESS *and* FLAVOR



# simpson's christmas bazaar gifts

## *pour une femme*

*French flannel robe in brown and yellow with chinese motif on the sleeve. \$10.95*

*Hand made pantie of French crepe with inserts of imported lace, \$4.25. Tailored pantie, \$1.95*

*Tiny seed pearls and rhinestones are combined in this delicate bag for evening, \$4.95*

*Crystal perfume bottle in pale yellow, 75c. Imported sheer linen handkerchiefs, 50c and \$1 ea.*

*Gordon wisp chiffon hose in new shades for daytime and evening, \$1 pair*

*Cigarette case in white enamel is a smart gift for most any girl, \$1.00*



## *pour un homme*

*Modern picture frame composed of glass and metal, \$1.00*

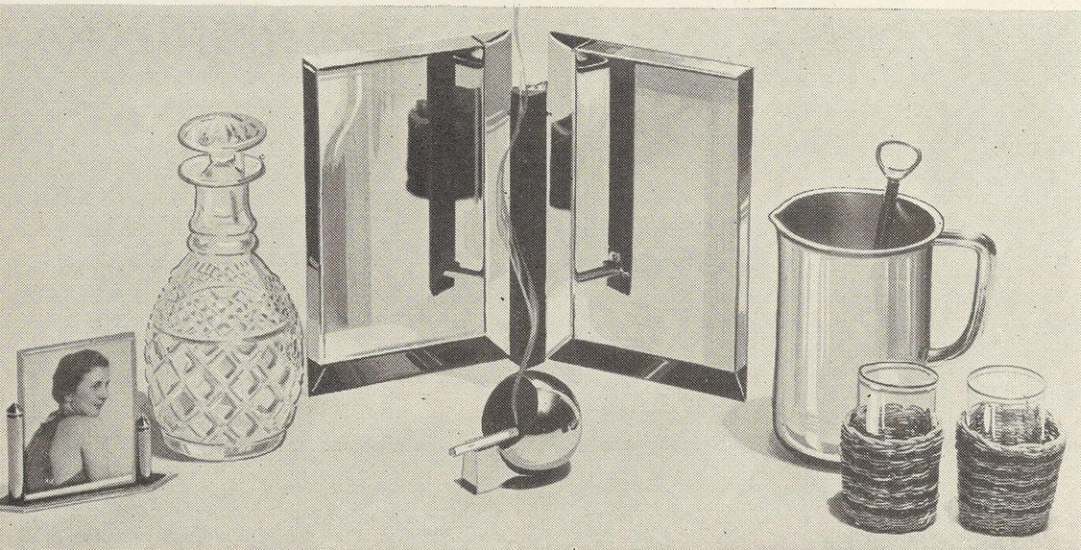
*Large glass decanter of cut crystal comes in two useful sizes, \$3.50 and \$5.50*

*Tuck-a-way tray of polished chromium folds up conveniently, \$5*

*Spherical ash tray of polished chromium has a special groove for his cigarette, \$1.50*

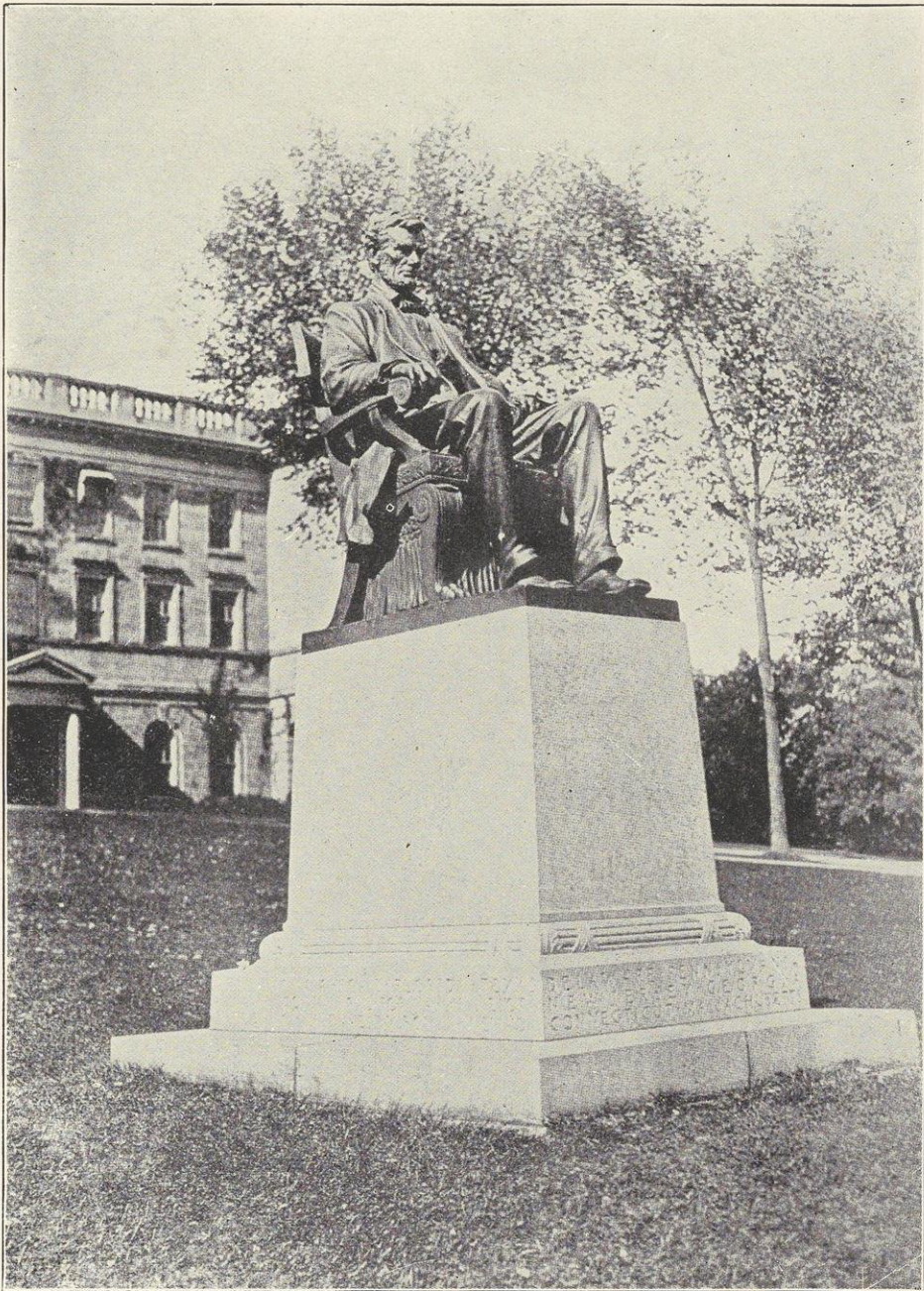
*Chrome pitcher holds a large quantity of cracked ice, \$3.50. Combination bottle opener and muddler, \$1*

*Striped wicker holders for high ball glasses, 25c ea.*





# THE WISCONSIN BADGER



ABRAHAM LINCOLN

*. . . still sitting down*

*One of our lovely scenic pictures which are swell for filling up a whole page. This will later appear as the cover of the Alumni Mag; just wait and see.*



## CLASSES



McKINLAY  
GIBSON

PRANK  
PUTTS

WENTWORTH  
HOGIN

JACKSON  
WEEMS

## SENIOR CLASS

McKINLAY, HIP, Oskaloosa; Three Phi Delt Pins at the Same Time 4; Blind Date With Phi Gam Transfer from Dubuque 3; *Thesis*: How to Speak in a Whisper and Be Heard Six Blocks.

PRANK, GWEN, Boston; Man of the Century 1; Dropped From Century Plant 2; Transferred to Wisconsin 3; Originator of the Point System in Oratory (for the following three points: etc.) Late to Graduation 2, 3, 4; Late to Orientation 3, 4; Late to Lunch 4; New Lincoln 4; White Spats.

WENTWORTH, SQUIRRLY, Blue Heaven, Wis; Spreading Sweetness and Light Wherever I Go 2, 3; Guardian Angel of Tripp Hall 3, 4; Guiding Light to Visiting High School Girls and Boys 4; Chr. "Wisconsin Shall Have the Biggest and Most Foolish Bell Tower in Existence" Drive 4; Bats in the Belfry 4, 5, 6.

Some fellow named WASHINGTON JACKSON (He isn't a senior—in fact, he isn't even in school—but he had three bucks so we put him in anyhow), Phi Delta Theta.

GIBSON, WHOOP, Armadillo, Texas; Varsity Club 1; Gannons 2; Lohmaiers 1, 2, 3, 4; Blonde DG pledge 3; Pink Elephants Club 3, 4; Author of Class Motto: "By gad, when I take this course in summer school, I'm gonna know it"; *Thesis*: Whatever Become of That Buffalo Bill Riding Saddle on page 3489 of the 1932 Sears Roebuck Catalogue?

PUTTS, BORTER, Madison; Some obscure Memorial Union Job 3, 4, ad infinitum; State Street Merchants Scrap 2, 3; Plenty Cute Haresfoot Leading Lady (in his day); Union Suit 2, 3; Red Flannel Underwear 3, New Hat 4; *Thesis*: How to Bamboozle Seven Thousand Students Into Thinking They're Getting Something in Return for Their Five Bucks a Semester.

HOGIN, VULGAR, Madison; Screamingly Funny to Himself 1, 2, 3, 4; I Love Hogin Club, Vice Pres. 3, Pres. 4; Daily Cardinal Music Reviewer 3, 4; Vulgar Hogin Music Reviewer 3 (see Cardinal section, p. 4); Attracting Attention to Self 1, 2, 3, 4; Kappa-Delta Gamma Party 4; *Thesis*: How to Be Heard for Four City Blocks When Talking in Your Natural Voice.

WEEMS, BARLOW, Platform, South Dakota; Cardinal Society Page 1, 2, 3, 4; Phi Pho Phum, Honorary Speech Impediment Society 2; Orchesis 2, 3; Dence Drama 3, 4; Iron Spades 4; Date With Two Delta Zetas on Same Night and lived to tell the Tale 4; Alpha Chi Rho; *Thesis*: How I Get My Name in the Cardinal Society Page Year After Year.



## FRATERNITY SECTION



### DELTA SAPPA EPSILON

"Scholastically, athletically, and socially, Delta Sappa Epsilon leads the way on the campus," according to their own words. Educated tastes, prowess in lifting feet to rails and a true convivial spirit — these are the essence of he who is a "Deke," as the carefree boys call each other in a spirit of jest. Because their national chapter has followed an extremely conservative expansion policy (that's what they all say) it has only about half a hundred chapters which is just about 50 too many. Athletes, Prom kings and Phi Beta Kappas (well, just one if you want to be definite) mark the historic roll of the Wisconsin chapter. Someone has said somewhere (it must have been the national secretary or a rushing chairman), "Life holds no charms too great for a Delta Sappa Epsilon."



### PSI WHOOPSILON

Superior to their usual living room table picture they usually insist on running, is this gay scene at a Phi Whoopsilon bar— dance. The boys (who'll doubtlessly follow their usual policy of dashing up here immediately after publication to protest comments about them) have only a small chapter, but it is a fine one. The size is due to their conservative expansion policy, etc., which allows no more than 16 men in the chapter except in those years when there are more than enough pledges to go around, and then they manage to snare a few odd numbers. Someone has said somewhere (it must have been a national chairman or the rushing secretary), "Life holds no charms too great for a Psi Whoopsilon."



# STUDENT NEW



## FREEDOM OF SPEECH

"SHUT up!"  
"Who, me?"

\* \* \*

This conversation illustrates the gravity of the problem of freedom of speech.

There is no evading the issue of free speech. Paid apologists of the capitalist system—no, not that. That's next month's editorial.

Are you a Fascist? What is a Fascist? If you are a Fascist, the New Student does not believe you should have freedom of speech. Therefore, if you do not have freedom of speech, you are a Fascist. Therefore, if you stutter, you are a Fascist. Therefore, if you are a Fascist, you stutter. So what?

It is evident from this that Fascists not only should be denied free speech, but that they actually do not have free speech. Only Communists have free speech. They have it as naturally as they have free love, free speech and free love. With reference to the latter,

our motto is love and let love.

Another good reason for free speech for the Communists is that nobody would buy it anyway, so it has to go free. In this sense, it is like free verse. There is too much speech among Communists to make it worth anything, so it goes free.

This may seem like dialectics and mere sophistry. The New Student denies this. In fact, we sum up our argument in one sentence:

No spik English.

## MEET THE OCTY EDITOR

WE badgered Bill Hardly just as he was extricating himself from one of the lower drawers of his desk.

"You can't fool the NSL," we cried. "We want an interview, so come clean."

"What is my attitude on the ROTC, machine politics, FERA work, Octopus censorship, and Anti-War?" Hardly asked us.

"We don't know," we said. "That's why we came—"

"Come, come, now; none of that," Hardly said, severely. "Either you tell me or you don't. Are you yellow? Are you a man? The present drastic state of the social order does not permit of temporizing. The situation is too grave."

"But, Mr. Hardly," we said, satirically, since his name is "Bill," "you cannot rush me into rash conclusions. You have got to weigh the pros and cons of the matter. What is

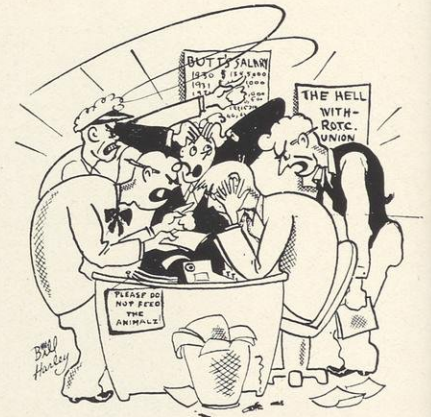
good in theory may be good in practice, and that throws everything out of balance."

"Do you believe in public ownership or don't you, or is my question too pointed?" Hardly asked us.

"Public ownership," we countered, "is not something to which you can say 'Yes,' 'No,' or 'Maybe.' It is deeper than that. It is a matter of going so far on certain principles, and then either resigning or quitting."

"But what about the Co-op?" Hardly screamed. "What about it?"

"You must remember that the NSL realizes that the capitalist system is the product of the capitalist system is the product. If the problem arises



again, we'll have to study it or resign or else quit."

"Why did the NSL ever want to be editor of the Octopus?" he asked us.

"It provides us with excellent training for our future life work. And it also gives us a chance to strive for the existence of certain ideals in the University."

"Is that all?" he asked.

"Oh, Hardly," we said, leaving.



# The Wisconsin Alumni

## MAGAZINE

## While The Clock Strikes

### In Search of the Moron

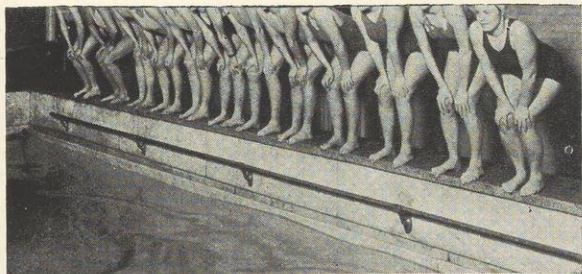
Alpha Phi, staunchest of the staunch among the uncloistered halls of this fine institution of learning, is in a fuss. Girls scream, and run from room to room. No longer is the fire escape a method of coming in a bit after hours. No longer is the spacious (mortgaged) back yard a grand place for dates. Snow has come. That accounts for a lot of it. And then, too, Morry is back. Morry the Moron, the peeping Tom, the fire-escape climber equipped with a pair of traditional trousers (the silly sentimentalist) and a searchlight, is again peering in the third floor windows at late hours.

'Tis a sad state of affairs, say the Alpha Phi sorors, when one must worry about men on the fire escape as well as men coming up the main stairway while they are in the early stages of preparation for dates. A man's house is a castle, they quote in their wisdom, and a gal's boudoir should certainly be her own business.

The rest of the campus, however, isn't being especially pleasant about the matter. And one house, that hasn't attracted a Peeping Tom in five semesters and a summer school session, has been making very nasty remarks to the effect that males who waste time around Alpha Phi must be morons. The second group has even expressed surprise at the Alpha Phis realizing this and admitting it.

### Visits Gertrude Here Gertrude Stein Gertrude

University students and faculty members sat with eyes and mouths wide open for two hours last week. The reason (and so far we have to be lucid) was Gerty Stein, the plague of the critics. Great hall appearing in Stein Gertrude appearing in Stein hall, twice lectures gave two twice lectures and away befuddled men women she left away going when she went. She conquered, came, saw, still conquered. Toklas Alice B age six months color hair blue was her with, boss party Frank Lloyd Wright brief guest very brief Toklas putting out unassistant Wright by bugling on her blow "Wright's Out." ten minutes Taps before.



Lathrop Gym

*We know this cut hasn't anything to do with G. Stein but it's typical of the way we're always running old Badger cuts 'cause we can't afford any of our own. So we can't be choosy.*

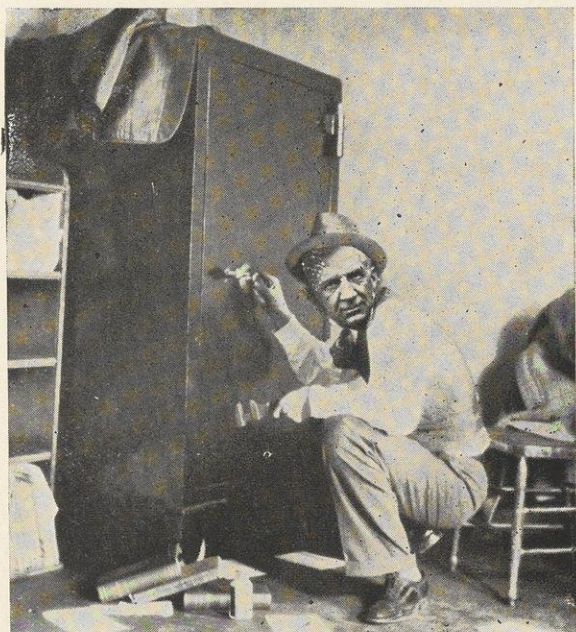
### Legislature Plans New Courses

Rumors extant (boy, there's a real word!) at the capitol carry the message that at their first formal party members of the state legislature will plot a new game, and that the university will again come in for executive attention. The basis for the whole thing is that a few copies of the last university bulletin were carelessly left out where the new assemblymen could get at them, and the men behind the laws have been enhanced by such nice names for courses as "Celestial Mechanics" and "Heat."

The details are lacking, but the outline extant (Boy, again!) is that some of the little rascals will suggest two corollary courses, "Who's What" and "Why Didn't He Don't." It'll be Glenn Frank's job to worry about what should go into the courses. And the legislature has often worked on ideas of how to create a job for the man. It just hasn't realized how successful it has been in the past, and wants to kick up some more devilry.

### Returns for Reunion

Oscar J. Plushbottom, only living member of the class of '66 still in captivity, returned to the scene of his former successes June week for a reunion. His participation in the parade of classes was in the form of a root beer float. Oscar will be remembered as roving center on the famous "Berry Crate" crew.



Last of '66

*This cut is of unusual interest in that it is the only one ever run in this mag that wasn't borrowed from the Wis. Badger.*



# In the ALUMNI World

## Class of 1492

Chief BIG RAIN-IN-THE-PANTZ writes from the happy hunting grounds that he is very much by way of being a dead Indian. "Why doesn't them Fighting Badgers schedule them Carlisle Indians?" is the query coming across the void from the still, small voice of Chief R-in-the-P, whom all of you will remember as the stroke in the now famous "Berry Crate" crew.

## Class of 1618

Miss Carrie Walberton STURBES writes from sheer frenzy: "Tell them all in Madison I am still at work on my monumetal opus, "Tendencies Toward Herd Mindedness in Group Discussion," which I hope to have completed in time for fall showing in 1935. By the way, the sun never sets on the British flag, you know—and what has become of Daniel Q. BOONE '36, captain and left end of the famous "Berry Crate" eleven? He promised once to autograph my memory book, but has yet to come through."

## Class of 1776

Alexander HAMILTON, "greatest secretary of the Treasury before the advent of Andrew MELLON '29," whom all of you will remember as the financial genius back of the now famous "Berry Crate" crew, delivered an address at South Bloomfield Teacher's Institute in which he said that conditions were deplorable. "Conditions are deplorable," said Alex.

## Class of 1812

Mazy Downright BLODGETT writes she is suing her husband, Oliver O. BLODGETT because she has discovered his major W sweater was purchased at a pre-inventory rummage sale at the University Co-op. Oliver will be remembered by all those in the know as stroke of the now legendary, but still fragrant "Berry Crate" quintet which sank a long one from the middle of the lake as the gun went off to defeat Streamline School of Dermaturgy and Thermo-Dynamics, winter of 1618. Oliver writes that ragged handling of the ball was a major factor in his now legendary, but still fragrant, marital tiff.

## Class of 1864

Abraham "Honest Abe" LINCOLN,

whom all of you will remember as captain of the now forgotten "Berry Crate" debating squad of years back, writes to say he has a sawbuck and a fin to lay down, lock, stock and barrel, on them Badgers to take the Gophers. To all of which we shall Lund a helping hand unless it's gonna Kostka too much.

## Class of 1870

Joe Agouistes BLOW writes to say that he received C.O.D. a large female kangaroo for Xmas and in its pocket was a letter from Harry SHORTCAKE '06 in which he said: "I ain't been the same since Nellie died. One of the best Holsteins in the business, but a little weak around the lamp-posts. Nellie reminded me very much, in her shiftiness and broken field running of Boots HANDLING '12, one of the smartest field generals and floor men in the history of Badger hockey. Harry will be remembered as the creator of that now famous campus refrain, "Sandwiches, Ten Kinds." Harry is one of a dozen alumni spending the winter in the now famous "Berry Crate" Weinstube in Milwaukee.

## Class of 1871

"Berry" CRATE is now happily engaged in his new job, salvaging driftwood from the river at Poughkeepsie. Until recently, he was junior member of the firm of Flotsam and Jetsam '32, affection's man-at-arms. Jaskson FLOTSAM '32 writes that "Berry" Crate has disappeared and is believed to be in the Antipodes, a Greek summer resort. Fortnight JETSAM writes that he is still affiliated with Jackson Flotsom '32, but that conditions are no longer the same since Berry left these parts. He insists that conditions are deplorable. "Conditions are deplorable," he insists. Hempweed DOAKES writes that he is still involved in a search for some socks he dropped on his black rug years ago. Mr. Doakes will be remembered as one of the most capable research scholars developed by "Wisconsin, May She Never Die."

## Class of 1898

Miss Gertrude B. Toklas STEIN writes: Since my since time since conditions are conditions since time by conditions are, conditions are since deplorable time my since conditions deplorable are since. Miss Stein, as it

may interest you to know, will act as substitute for the recently completed Campanile. Merrily the bells ring on, say we. Miss Stein writes that she no longer makes those delicious mince pies, but that she, instead, uses the odds and ends around the house to trim her hats. Miss Stein insists that life is a dome of many-colored glass staining the white radish of eternity. Miss Stein is somewhat by way of being something considerably less than a rose. Miss Alys Bee URP writes that she is the thorn in the side of that sweet lovely rose, Miss Stein, whom all of you will remember as some stuff, hey, keed?

## Class of 1914

Raymond SPOUT writes that he has been busy dragging the red herring of states right across the trail of centralized government at Washington. Mr. Spout wishes to hear how the fishing is in Lake Mendota? And you, my dear, tell me, are you happy?

## Class of 1930

Gringoire BLOW writes that he is busy concluding his "magnum opus" *Happy Thought for Hungry Hearts*. E. Blow GRINGOIRE informs his friends in Madison he is reading proofs of his forthcoming *Hungry Thoughts for Happy Hearts*. We hear from New York that Blow E. GRINGOIRE '30 has just published his chef d'houvre, *Thoughtful Hearts for Hungry Hap-pies*.

## Class of 1931

A. B. HITLER writes that he is running a black-and-tan in Hildesheim, Germany. Bing CROSBY informs us he is at present in some doubt as to whether it can be the spring that fills his room with rare old magic perfume? Mr. Crosby will be remembered as the author of the now famous "Berry Crate Blues," theme-melody for Happy Hitler's Hungry Hearts, a sinister syncopating crew, unengaged at present. Francis "Pug" LUND writes that he is at present some stuff in the football team at Minnesota, an obscure Middle-Western university. Alumni will remember Mr. Lund as coach and crew of the now famous "Berry Crate" nine which was returned victorious after stirring engagement with Happy Hitler's Hungry Hearts to the tune of "Twenty Three Skiddoo."



# THE ROCKING—HORSE

Vol II, No. 1

FALL, 1934

## Bashful About The Family

By WILLIAM ROTH

*(Winner Rocking-Horse Short Story Contest)*

FOR two weeks ago Rose's life was the happiest time in her life because Cyrus, he had telephoned her from Lake Horicon, all the way from Lake Horicon, saying he would arrive in any week now, not sooner because business kept him there until that time.

For two weeks Rose had a hard time of it, it was not so easy with her family, because she was afraid her family would never understand, because it had never met anybody, much less a man like Cyrus, who was so much. Rose's family were very primitive in manner and style.

Her father would say all of a sudden quickly when it wasn't expected, "I'd go nuts if I had to read books." And her mother would say, "Listen to sister, now she wants a bathtub." (Don't get me wrong they had a wooden tub.)

So for two weeks or three it went on until finally one day Rose got so sick of it all she lay in bed trembling just trembling in bed and she couldn't get up. She yearned for this Cyrus Clapham, who was her own true love her Prince Charming her Knight at Arms.

One afternoon as she lay in bed she was sitting up at the window looking out when who should come into sight but her Prince Charming her Knight at Arms, Cyrus her own true love. He finally had come but Rose was disappointed that he had not taken his Cadillac for then she could make the other girls jealous.

Now Rose was mighty frightened he would trip over the board that stuck up over the bottom of the door which Father refused so many times to fix because he always said if people couldn't take care of themselves and see where they were going it served them right it was their own fault if they broke their necks. So Rose held her breath, and it came out alright because instead of reely falling he just stumbled and then everything was alright he just skinned his knee.

Oh how Rose dreaded to introduce him to her parents for fear they would say "How do ya do," but to her pleasant surprise they said "Pleased to meet you."

Well that night Cyrus stayed over at Rose's house because it was raining out something awful and he wanted to stay dry as long as might be possible due no doubt to dislike of being wet, which was reely not so unusual in a person, meaning any ordinary person. Rose loftily told Clapham he could sleep in the spare room but neglected to tell him Papa had to sleep in the basement to create the spare room.

In the middle of the night Cyrus rushed out of the house and hitched up his horses and drove away down to the railroad station, where he took the first train out which did not come until after about three hours in the meantime Rose sent Papa out after Cyrus all in a rush because he said For God's sake if he don't come back he'll catch his death of a cold in this rain without any clothes on so For God's sake get him back here before he catches his death of a cold. Two weeks later Father was back and said Rose that's a fine young man you had there. He said to me Have a beer and when I told him I couldn't drink he just laughed and winked, so I drank it. Papa was slightly drunk while he was saying this Rose discovered. A month later Papa died from the heavy rain and the damp cellar. It was too much for him.

Rose was now for the exception of her dear Mother alone in the world, Rose was home alone the telegram came which bore the news of the death of his father, Cyrus's father his mother was dead before he was born. Within a week after Father had gone Cyrus and Rose were married he supported both her and her mother. Mother followed Father six months later and both were reunited in Heaven. Within a year they had a little bundle of humanity named Cyrus Clapham Jr., and so ends my story.



## Quatrain

ROBERT LEROY ROBERTS

Roses shimmering in the moonlight  
Whisper of love, and you,  
And sing their pleasures in the moonlight  
Telling of love and you,  
All the while shimmering in the moonlight.

## Glenn Frank's New Book

MY TWO TERMS AS PRESIDENT, *By Glenn Frank*. (Dodds, Bodkins, and Son; Boston, New York, Tuscaloosa; 12,355 pp.; \$12.50.)

**I**N THIS book Mr. Frank presents a charming and utterly unsophisticated review of his two terms as President. He shows the struggles between personal and party loyalties; he analyzes the differences between running a university and running the nation. It is a pretty good book, but it does not even run a close second to Ike Hoover's *Forty Years in the White House*.

## Straight From The Horse's Mouth

**F**ORTUNE (New York, \$10 per year.). This is a scrappy little mag., which should go a long way among the little mags. It has a nasty tendency toward superciliousness, however; and its style of writing is none too good. Once in a while, too, the editor ought to check up on his facts. Otherwise, our readers will like *Fortune*, if they can be tolerant enough to forgive poor typography and art work (and if they can scrape up the decem). *Esquire* (New York, \$5 per year.). The trouble with *Esquire* is that it does not offer enough variety. Also, it should know better than to try to struggle along with obscure writers. *The Rocking-Hearse* does not advise its readers to waste their time or money on this little mag.

*The New Yorker* (Chicago, \$5 per year) is another example of a perverted sense of humor breaking into print. Anyone who thinks this is funny must be a mental case. It is downright tripe, take it from us. It reminds us of those other lousey magazines, *Harpers*, *Atlantic Monthly*, *American Mercury*, and so forth.

## CONTRIBUTORS

**E**RNEST HEMINGWAY left Wisconsin after six months at Adams Hall, which were more than he could stand. He is now peddling lingerie in New York's lower east side. SINCLAIR LEWIS, who may be recognized by our readers as the recent Noble Prize winner, is taking a graduate course in sub-freshman English. GERTRUDE STEIN is a rose. THEODORE DREISER is familiar to *Rocking-Hearse* readers for previous articles with us. He is in public finance, majoring in securities flotation.



"They sway'd upon a nocking horse,  
And called it Dobbin." —KEETS.



# Collegiate Digest

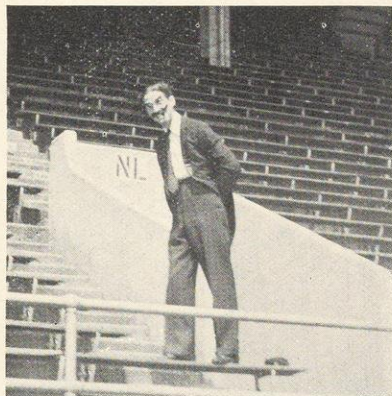
SECTION

"National Cowlechte Nudes in Picture and Paragraph"

U. S. TRADEMARK SERIAL NUMBER 313412



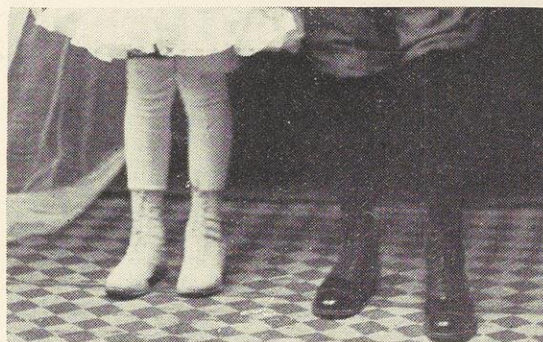
"WHICH way to the stadium," asks Prof. Boop of the Idaho School of Mines (Ohio) of a passerby. "I'm sorry, Prof.; I'm a stranger here myself," is the reply and there's nothing you can do about it.



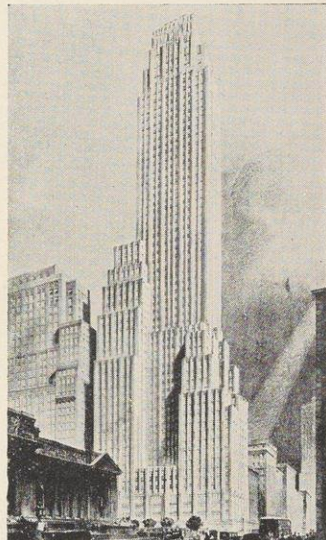
A TOUGH job is that of G. Marks (who is strangely reminiscent of Prof. Boop pictured above), Deke pledge at Joe College (Md.), shown here searching for a 1837 Indian penny which the actives have hidden in the stadium as part of "hell week" activities. "May I see your stub, sir, I think your in the wrong section."



KING AND QUEEN: Dick Bratzau and Virginia Deary will lead the Junior brawl at the University of Wisconsin (Brooklyn), and our whole office staff gets comps for running this picture. If you don't like the cut, you know what you can do with it.



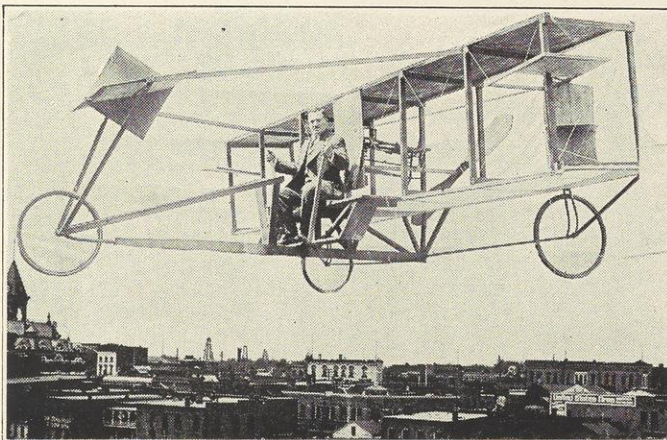
STUDENTS at Walla Walla College, (Voila), hailing out to sea with a spanking breeze and two quarts of rum. The young people learn lots on the goode shippe "Nellie O'Rourke" and can turn to and splice a bos'n with the best of them.



SUMT'OUS new offices of the Collegiate Digest. Our office equipment now includes a chair, a discarded umlaut, and former business mgrs. of the Octy, Badger, and Cardinal.



TIRED is the word that best described this snapshot of J. Wooster, Wooster College, (Wooster). Wooster has just finished a six day bike race, and is shown here resting on his laurels.



HIGH FLYER: Cyrus Shortcake, engineering student at Philbert College, (Paducah), soaring over the campus in his Blockhead-Sirus long-wing bi-plane, powered by a Shortcake whirl-wind outboard motor. Shortcake built the plane himself from parts of old alarm clocks and split infinitives thrown out by the English department.





**BEST BOW:** Phi Ed students at Vassar are pictured ready to speed an arrow in the general direction of the bull's eye, they hope. The girls just returned from a hunting trip in the northern woods where they brought down one deer and two guides by the name of McTavish.



**STEWDENTS** at Blatz College (Lodi) are about to plunge into darkest Africa with forty native beaters and two Phi Gams to share expenses. From L. to R.: A. Zwerp, navigator; D. Gork, obstetrician, C. Thug, blocking halfback.



**QUEEN** — Gloria Q. Fancy-pant, freshman beauty, has been chosen from a fast field to reign over the annual Hoof and Mouth Disease festival at Spreader College (Nertz) and who cares?

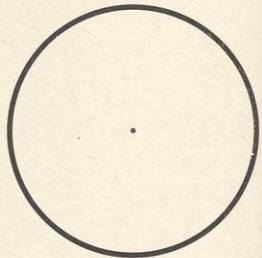


**SOME FUN**—Co-eds at Groucher are playing a wicket game of croquet or something. The gal in the center scored two goals in the first chucker and is about to hit a two-bagger with five men on base. And the gal in the snappy bloomer ensemble is broken hearted 'cause she just missed by inches bringing down an innocent bystander. "I'll get one yet, though," she vows and we can readily believe it.

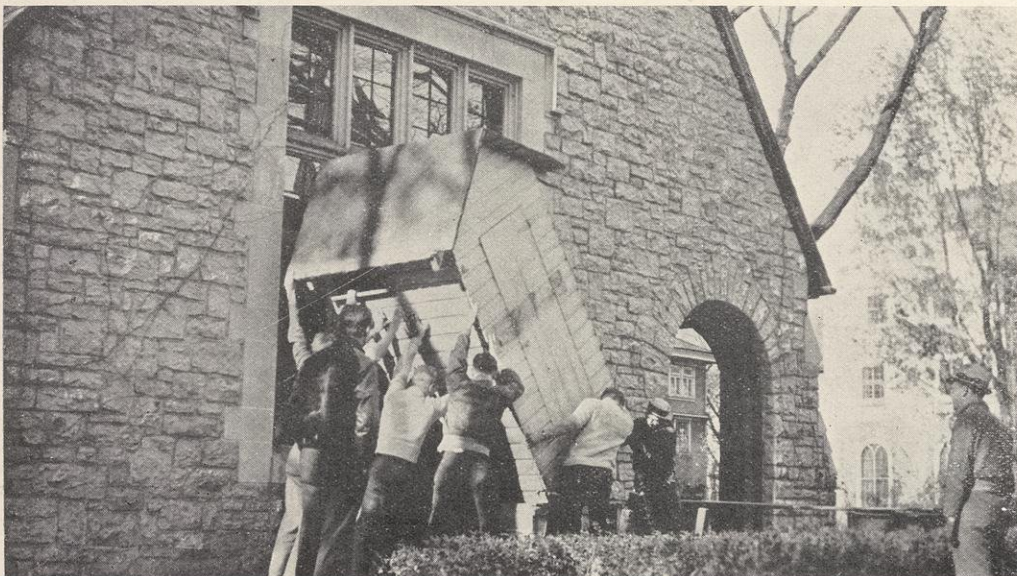


**NEW Phi Pi house** at the University of Wisconsin (Wis) which will replace their present shack. Note the large chinks in the wall for sneaking in and out on tenthirty nights.

**CHAIN GANG**—The Vassar daisy chain team is practicing up for the heavy spring schedule. Reading from left to right and vice versa: A. Banjo, C. Bop. Ex officio members: C. Banjo, A. Bop. Scratched: E. Gup.



**GUESS WHAT** — Here is another one of our ducky little microscopic pictures. Is it: (a) a baked potato (2) a wild African Zoop (3) a dangling modifier or (4) a Nubian stevedore shoveling coal? Turn to page 5 for solution, and you'll find out we don't know anything more about it than you do.



**CHI PHIS** at the University of Wis-etc. after completing their new chapter house discovered that vital equipment had been omitted. They are here shown rectifying the matter.



# The Daily Cardinal

"Complete Campus Confusion"

VOL. XXX, NO. PLIZ

UNIVERSITY OF WISCONSIN, MADISON, DECEMBER, 1934

FIVE SCENTS

## Linton Explains Sex Differences In Diversions

Tradition Main Cause of Different Interests, Says Anthropologist

(May 26, 1933)

"Men are less interested in dancing and more in athletics, while the opposite is true of women, solely because of tradition, not because of natural tastes," declared Ralph Linton, professor of social anthropology, in an address at the Women's Athletic association banquet in the Memorial Union Thursday night.

Henrietta Thompson '34, president of W. A. A., presided. Guests were Mrs. Louise F. Troxell, Miss Blanche M. Trilling, director of physical education for women, and Miss Margaret H. Meyer, of the physical education department.

"In places where women have the same position as men, they go out for the same sports," said Prof. Linton. "Women's sports were not modified as compared with men's in early times and both sexes played together."

## Pat O'Dea, Others Send Schmedeman Hope for Recovery

Joining in the nationwide expression of hope for the speedy recovery of Governor Schmedeman, Pat O'Dea, renowned Wisconsin football star of 36 years ago, sent a letter which was received by the governor at the same time that he received a communication from President Roosevelt.

The text of the president's letter follows:

"Dear Governor:

"Press reports concerning your accident and injury caused deep concern to us, your friends in Washington, and I want you to know how greatly relieved we are that the advices received today state definitely that you have passed the danger point and are making a real and sure recovery. This is grand news.

"Mrs. Roosevelt joins with me in sending best wishes to you and Mrs. Schmedeman.

"Very sincerely yours,

"Franklin D. Roosevelt."

A letter from Secretary of Agriculture Wallace was also received.

## Frank Heads Good-Will Tour To Four Cities

(Nov. 21, 1934)

Headed by Pres. Glenn Frank, a goodwill squadron consisting of four other faculty members and five representative students will leave the university early next Monday morning to help groups of alumni and friends of the university in four Wisconsin cities in the Fox river valley area celebrate All-State University days.

All-State University days are to be held in Fond du Lac, Neenah, and Menasha during Monday, Nov. 26, and in Oshkosh Tuesday, Nov. 27, it was announced today by Frank O. Holt, university registrar and chairman of the faculty public relations committee, who was aided by interested alumni in making plans for the two day program.

### Appear at Fond du Lac

Besides President Frank and Mr. Holt, other faculty members who will make up the goodwill squadron are Dr. Walter E. Meanwell, director of athletics; Dean C. J. Anderson, of the School of Education; and Miss

## Frank, Group Aid in Alumni Celebrations

(Nov. 28, 1934)

Headed by Pres. Glenn Frank, a good-will squadron consisting of four other faculty members and five representative students left the university last Monday morning to help groups of alumni and friends of the university in four Wisconsin cities in the Fox river valley area celebrate all-state university days.

All-state university days were held in Fond du Lac, Neenah, and Menasha during Monday, Nov. 26, and in Oshkosh Tuesday, Nov. 27. Frank O. Holt, registrar and chairman of the faculty relations committee, was aided by interested alumni in making plans for the two day program.

Besides President Frank and Mr. Holt, other faculty members who made up the good-will squadron were Dr. Walter E. Meanwell, director of athletics; Dean C. J. Anderson of the School of Education; and Miss Susan B. Davis, assistant dean of women.

## No Machines Exist, Says Ken Wheeler

### No More Fires?

\*\*\*

*Sig Chi's Sigh Farewell to Bursting Burner*

(Sept. 30, 1934)

When the members of Sigma Chi, university oil-burner champs, sit with their feet under the radiators on cold nights this winter, they probably will not think to bless the Madison fire ladders. But they should.

For although the installation of a new oil-burner was not of the chapter's own volition, it will probably add much to the comfort and peace of mind of the chapter as a whole to realize that the days of two visits a week from the chief boy's are gone forever.

It was like this:

After the excitement of the past few days, an inspector appeared at the house Saturday and proceeded to test wind, limb, and tooth of the offending heating system. The result: Condemnation.

"But anyway," the Sig Chi's explain proudly, "we had one of the first oil-burners in town, and now we're getting a new one."

Thanks, as has been explained, to the Madison firemen.

## Octopus Edition

### For Senior Ball

### Is No Knockout

By MAURICE C. BLUM

(May 21, 1933)

Resplendent in a summery cover, the Senior ball Octopus hit the campus Saturday. The last edition of the present staff, it is no knockout. A feature on the summer session, a chapter on puns, and two shorter articles are the more important of the offerings for the issue.

Interspersed throughout are the usual exchanges and original short jokes which make the magazine so distinctive as the medium for campus humor. Two line poems are among them, but more cannot be said for them. Nor can the five cartoons be overlooked. There are five of these. They are all cartoons.

## Vote-Swapping Will Bring Disqualification, Chairman Announces

(February 27, 1934)

Denying rumors to the effect that any form of political machine existed on the campus during the present campaign for officers on student governing boards, Kenneth Wheeler '34, elections chairman, issued a warning today to all candidates to beware of organizing into political combines for campaign purposes, stating that such activities will bring candidates into conflict with the spirit of the election rules governing campaign practices.

"Personal solicitation, only, is permitted," Wheeler stated, "and any attempts to organize political machines by 'swapping' votes and carrying out big campaign stunts with the aid of other candidates will constitute a violation serious enough to cause disqualification of the candidate or candidates concerned."

## Nigro Praises Rocking Horse

All-Student Magazine Includes Excellent Short Story by Mary Sweeney

By FELIX NIGRO

(May 15, 1934)

That handsomely - mounted, thoroughly - inviting campus periodical, The Rocking Horse, continues to display a vitality surprising for so youthful a literary magazine. For a fourth edition of the Arden club's spokesman is now on the news stand and bids fair to exceed in popularity - as it certainly should - its trio of worthy predecessors. The campus literati have written and satisfied as they never have before.

But perhaps more worthy of praise than the new literary excellences of The Rocking Horse is the pleasing fact that this fourth edition is an all-student affair with no foreign contributions. It is obvious that the virtues of an indigenous campus magazine solely the creative inspiration of students cease when professional efforts are allowed (Continued on page five)



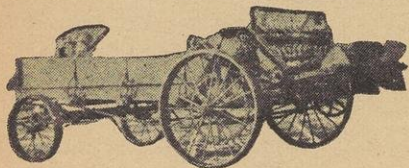
## The Daily Cardinal

### "Complete Campus Confusion"

Founded April 1, 1892, as an April foolpaper at the University of Wisconsin, owned and tolerated by the student body. Published every morning that we can bamboozle the merchants to kick through with enough advertising. Printed for no apparent reason by the Cardinal Publishing company.



Entered as decidedly second class matter at the post-office, Madison, Wis.



**EDITORIAL STAFF**  
Read  
The Cardinal  
for  
Complete  
Campus  
Confusion

**BUSINESS STAFF**  
Cardinal Advertisers Pay

## Poetry

(April 15, 1934)

**Editor's note:** It has been called to our attention that the poem "An Econ Prof Thinks Out Loud," published in the April 10 issue, was plagiarized from a volume of verse by Samuel Hoffenstein. We are sorry.

**ROADHOUSE**  
(March 28, 1934)

Sensuous music rises on smoke rings  
moves in slow circles about your warm  
shoulders.  
red-checked tablecloth  
cluttered with glassware—  
Put out that cigarette  
Smoke curling upwards—  
Smile again. The white flash of  
laughter breaks through the thickness  
and shatters the air,  
brings back the freshness of snow-  
covered sidewalks—  
Come, shall we dance?  
Scraping of chairs—  
don't step on the bottles—  
Gawd, what a mob!

—Becky B.

## 1934 MAGI

"There is nothing like education for  
bringing out the essential etaoamsinrhf  
2,3—%\$—() \*sheOw"—Lord Hewart.

"The modern girl's background is not  
well-rounded enough."—Mae West.

"Cardinal advertisers pay."—Edmund  
J. Bachowski & Co., determinedly.

"A rose is a rose is a rose is a rose."  
—Gertrude Stein and 37 contributors to  
Campus Poetry.

"Cardinal advertising pays."—Cardinal  
desk editors, discouragely.

## Readers' Say-So

### A Protest and A Correction

**Editor, The Daily Cardinal:**

**WE**, the undersigned consider ourselves members of what Wednesday's Daily Cardinal called "the old line fraternity machine." The Cardinal inferred that this group is supporting Klode for the senior president. In order that our stand, as well as that of the fraternities we represent is clearly understood, we hereby pledge our enthusiastic support to Robert Dudley, Phi Kappa Psi.

**DAVE McCANN**, Delta Kappa Epsilon  
**GEORGE GIBSON** (Assistant General  
chairman, 1934 prom), Delta Tau  
Delta

**JIM IVINS** (Tickets chairman for 1934  
prom), Kappa Sigma

**HOLGER HAGEN**, Sigma Phi.

**JOHN L. LEHIGH**, (Assistant general  
chairman, 1934 prom) Theta Delta  
Chi.

(Oct. 18, 1934)

\* \* \*

### Protesting a Protest; Correcting a Correction

**Editor, The Daily Cardinal:**

**I**N contradiction to the statement in the Reader's Say-So of Thursday, Sigma Phi has not pledged its support to any faction in the coming senior class election.

**W. R. JONES**, President Sigma Phi.  
(Oct. 19, 1934)

\* \* \*

### Klode Men Declare Stand

**Editor, The Daily Cardinal:**

**I**N order that we may remedy any misunderstanding which may have occurred from a letter appearing in the Reader's Say-So column of The Daily Cardinal, we, the undersigned, endorse Frank Klode for the senior class presidency.

**MILTON KUMMER**, Delta Kappa  
Epsilon

**JACK BENDER**, Sigma Chi

**FRED BECHTEL**, Kappa Sigma

**ROBERT MERCER**, Psi Upsilon

**ROBERT BOES**, Alpha Delta Phi

(Oct. 20, 1934)

\* \* \*

### Notice to Campus Politicians

**To All Political Candidates:—**

**I**N view of the controversy which has recently been taking place in this column, we feel in the interests of fair play to all candidates that all political communications should be barred from the Reader's Say-So for the remainder of the campaign.

**CHARLES H. BERNHARD**,

**Editor, The Daily Cardinal.**

**ARTHUR C. BENKERT**,

**Chairman, Elections Committee.**

(Oct. 20, 1934)

"In a church which calls itself a church of the gospel, the gospel is cast out and despotism and lying have gained control."—German followers of Bishop Meisser issue a manifesto.

## Contemporary Comment

### Virtue Up in Arms

(Feb. 27, 1934)

**WE** believe that the policy advocated by this paper in the editorial column should not die a-borning. We refer to the fact that the Daily Tar Heel positively opposes any alleviation in the strict rules that now affect the co-eds in their relation to the fraternity houses.

Fraternity houses on this campus are the seat of much evil. Only a few days ago we heard a boy mention an unprintable word in a rather loud voice. He said d—n.

As another point, we know a boy who feels that he will be able to kiss a co-ed if he can get her into the house. Now that's bad. We strenuously oppose any move that will detract from the popularity of the Arboretum and the Gingham lodge as kissing places, and we certainly look with horror on any legislation that will facilitate kissing. Kissing is unsanitary.

It seems to us that the Carolina co-ed and her date should be well satisfied to sit in the Shack with a dozen or so other couples and play 20 questions or charades. If they want privacy, they can get it in the solitude of E. C. Smith's thwator. If they want to play bridge or dance, they can sublimate their desires. We need discipline to make us better citizens, so we want discipline.

We cannot countenance any action that will tend to disparage or defile the pure womanhood of our university. These are the women we shall marry, the mothers-to-be of our children. A young woman who enters the door of a fraternity house is immediately open to disparagement and defilement. The Greeks have a word for them. Selah.—North Carolina Tar Heel.

## Readers' Say-So

### Course in Russian

**Editor, The Daily Cardinal:**

**R**USSIA has been recognized, but has the university recognized the importance of the students' learning the Russian language? Has it offered a course in Russian, just as they are offering Spanish, French, German, Italian and Latin?

Mr. Editor, I believe that the University of Wisconsin, should, as a liberal and progressive college, offer such a course open to all students.

Russian trade, industry, and international relations are increasing and growing more important while you read this. It should be the policy of the university to offer courses which would aid students in finding positions, and now Russia offers the most openings.

I believe that this question is so important as to warrant a definite editorial stand on the question, by The Daily Cardinal.

Sincerely,

—Boris L. Bobroff '37.

(Jan. 10, 1934)

Cardinal Advertisers Pay



## Sheer's Clippings

'Nonplussed,' He Said

'3 to 1 at Danny's—'

'Start a Bonfire'

"Nonplussed," he said, "they'll be nonplussed." Then we asked him what his major was; where were darkies born; would there be a war this month; and who killed Cock Robin.

"I am reticent; we failed to achieve victory; but you, ephemeral youth, you die and soon you live again. Abstruse? No! Euphuistic? Nay! Loquacious? Fie! Yay, team!"

"Preparedness, my son, conquers all enemies. We of Champaign—we of Champaign—familiar word that. Who started this? Rather than be a spy I would be a football coach. List while I describe for you, in my profuse way, what Champaign does to one. The ends gather quickly like this. The guards, watch closely now, remove their bulky avoidupois thusly and return so—to fame and glory. Ball-handlers, see? All of them. Everybody handles it. Gently, delicately, with nonchalance; with omnipotence. Be prepared, my son, to see today a miracle. Oberammger—or something."

Like as not, our commentator would still be spilling adjectives... around... but, for, a puny youngster who scampered with inspiration from the 30 to the goal-line for six points.

"Block that kick, you buzzards! Infest that kicker, you lubbers! Avast! Specifically, fellows, knock the hell out of 'em. Watch, my son the deception of this contingent. The intricacies possible with mere wrist motion. This is a wonder team. Wizards. When's the next train leave?"

We prepared him for the worst and gently told him that it was 7-0, Wisconsin, at the half. He took our arm and trudged off the field, directing his steps to the players' bench. It was darker now and he stared intently at the field house time-dial.

"You, Beynon, why don't you try a few passes? Razzle-dazzle, flea-flicker, flying trapeze—why do you suppose I hired those circus people? Make 'em crazy; start a bonfire; do something! All right, go in there now and flea-flicker 'em. You damn right. Flea-flicker 'em. Nonplussed, I tell you; they'll be nonplussed."

## False Alarm— WGN Reports Dr. Spears Shot

(Dec. 4, 1934)

Latest news flash! Madison, Wis.: "Unverified reports from this city state that Dr. Clarence W. Spears, coach of the University of Wisconsin football team was shot this morning and is now resting in the Wisconsin General hospital. His condition is reported as critical."

This piece of information coming over the air waves, via the medium of WGN, Chicago Tribune broadcasting station, fell like a bombshell on the ears of startled Madison residents this afternoon.

An immediate check-up proved the report to be entirely unfounded. Doc Spears was found reposing in his office in the men's gymnasium and appeared entirely oblivious to the fact that he was supposedly waging a serious struggle for life after being felled by an assassin's bullet.

When informed of the situation Spears said, "I think the report is a bit premature. I am still enjoying the best of health, although there may be those who would wish conditions otherwise."

Paul Robeson, noted Negro singer, was all-American while at Rutgers. (Nov. 22, 1934).

Paul Robeson, noted negro singer, was all - American at Rutgers. (Nov. 22, 1934)

## FLASH!!

(Nov. 23, 1934)

"WISCONSIN WILL BEAT MINNESOTA SATURDAY IN THE SUPER - UPSET OF THE YEAR!" So said Ted Husing, ace sports announcer for the Columbia Broadcasting system, Thursday night. Ted, by virtue of his season's record, falls only once in 18 shots. Badger partisans are praying that Ted's 17 winners include Wisconsin.

Cleopatra is said to have had halitosis. (May 3, 1933).

A scientist says we will soon be able to understand animal talk. It will be a fine opportunity to call a skunk to one side and ask him what's the big idea. (Sports, April 29, '33).

A South African fish is called t h e niffingsheimwarsofar. (Sports, April 29, '33).

Bridge incident—Bidder hesitates, crucial moment, partner asks, "What is this, suspension bridge?" (May 2, 1933).

The Virgin islands have long been famous for their bay, their rum, and their bayrum. (May 3, 1933).

## RIVALS IN TWO SPORTS

(Nov. 22, 1934)

Frank Frisch, and Mickey Cochrane, rival managers in the late World Series, once opposed each other on the gridiron. Frisch was installed at the quarterback post for Fordham university while Cochrane handled the same job for Boston college.

## RIVALS IN TWO SPORTS

(Nov. 22, 1934)

Frank Frisch, and Mickey Cochrane, rival managers in the recent world series, once fought on the gridiron. Frisch for Fordham university, while Cochrane acted in the capacity of quarterback for Boston college.

## Eve's Inevitable Curiosity Leads Her To Date Bureau

(Nov. 24, 1934)

What price woman's curiosity? At least it extends to calling the Cardinal for information. The coy voice at the other end of the wire asked: "Can you give me any information on the dating bureau?"

To which the reporter, ever eager for a story, queried: "What is your name?" Telephonically blushing, she replied: "I can't tell—it's personal."

She was referred to Robert Bachhuber, at Adams hall, whose business it is to handle such requests.

## Hall Tells Young Farmers How to Choose Their Wives

"If a young farmer would succeed, about the best thing he can do is to pick a wife who will work shoulder to shoulder with him on the farm," says Isaac F. Hall, assistant professor of agricultural economics, in discussing phases that will eliminate drudgery from farming.

Quoting from personal experiences on his own dairy farm, Professor Hall suggested innovations to remove the drudgery of farm life in a broadcast on the "Farm Life and Living" series of the Wisconsin College of the Air over WHA at 1 p. m. Monday afternoon.

You know what the iceman said as he drove his team across the old lady's front yard? "It won't be lawn now." (May 24, 1933).

## This Space Reserved

(Oct. 3, 1934)



## Alpha Delta, Psi U's, Dekes Join in Dance

Peggy Young Peggy Young,  
Peggy Young, Peggy  
Young

(Nov. 29, 1934)

Members of Alpha Delta Phi, Delta Kappa Epsilon, and Psi Upsilon and their guests who will attend the "Three-way" formal dinner dance at the Lorraine hotel this evening are:

**Alpha Delta Phi:** James Roberts, Lee Fite; Robert Burges, Mrs. John Muskat; Robert Billings, June Tindle; **Cub Baer,** Peggy Young; Don Davis, Rosemary Dudley.

**Psi Upsilon:** William Sullivan, Joan Oldfather; William Roe, Jean McKenna; Jim Kennedy, Helen Ladd.

**Delta Kappa Epsilon:** Robert Lindon, Jane Wilder; Robert McKenna, Eleanor Glasscoff; **Robert Gale,** Peggy Young; Bud Beaudette, Helen Clark.

Cardinal

Advertisers

Pay

[Any day of the month]

## Operator Bears Brunt as Student Etoas (%&Xqshru

By LEONA BERNSTEIN  
(May 16, 1933)

"Operator, give me Cantaloup 1812—yeh, you heard me. Hello, I said hello, is this the I'magoof house? Well, let me speak to Dumbloke, your new pledge."

And therein elapses half the evening while they (whoever they are) dash madly around the chapter house in search of the easygoing Dumbloke.

"Did someone want me on the phone? All right, I'm coming, I'm coming but my corns are growing—hey, stop that padding. Yu think it's Hell week?"

—Hello, yes, this is Dumbloke. What assignment? Oh, Prof Otto's Man and Nature. Say, I never thought he had anything to do with nature, but wait'll I get my assignment book. Holy mackerel, the last assignment I took down was in February, so how about telling me what the \*\*&\$(\* course is about, anyway. All right, all right, never mind, but I hope you crack a knuckle."

### Are You Busy?

So the telephone clicks a second time and the satellite with eyes shut calls the I'magoofier house. What with finals three weeks off and his mid-semester not made up yet, desperation is seizing him just like asthma.

"Listen operator, you're not in Chicago now and this isn't costing you a nickle either etaoi (Continued on page five)

## Hagen's Recital Pleases Critic

University Student Makes Debut Before Appreciative Audience

(In place of Mr. Holgar Hagen's usual column of comment, which the Daily Cardinal displays so prominently, we present herewith what Mr. Hagen himself would probably term his chef d'oeuvre—a review written by him under an assumed name. The following, as a result, becomes an outstanding example of self-estimation).

By ROBERT HERWICK  
(May 30, 1933)

Playing before a highly appreciative and musical audience, in Esther Vilas hall on Sunday afternoon, Holgar Hagen, a pupil of George Szpinalski, well known Madison violinist, made his debut as a solo violinist. He presented a splendid program of classical masters, in a polished, sensitive manner, and was well received by his audience. Mr. Hagen was superbly accompanied by Prof. Samuel Rogers of the university French department.

### Demonstrates Ability

Mr. Hagen demonstrated that he is particularly at home in this type of music, and showed above all a thorough understanding of the works, and, in the slow movements, an unusual beauty and clarity of tone. These phases of his interpretation more than made up for a slight lack of technical polish which was evident in some of the more animated numbers.

If an outstanding number may be picked from so rare a program, it was undoubtedly the "Adagio in E Major" by Mozart. In this number, which brings out all the tender romanticism of the composer, Mr. Hagen's tone quality, and interpretive ability were at their best, and the result was a finished and thoroughly enjoyable number.

### Hagen to Be Congratulated

The violin which Mr. Hagen played was a beautiful instrument which added much to the success of the afternoon. It was built by a pupil of Stradivarius, Guadagnini, in 1770, and was loaned to the violinist by the Wurlitzer Music company of Chicago.

On the whole the concert was about an enjoyable as an (sic) this critic has heard in a long time, and the young artist, only 17 and a sophomore at the university, is to be highly congratulated on his splendid work. This critic extends his best wishes to Mr. Hagen for future work along this line.

## Lawyers' Ball Limited to 150

General Public Invited to Attend Gala Affair on  
Nov. 30

(Nov. 24, 1934)

Dean Lloyd Garrison in quoting from the Cardinal of Nov. 13 says, "There is no overcrowding in the ranks of the Wisconsin lawyers at the bar." Did you ever attend the Lawyers' brawl, Lloyd?

Yes, that happy and glamorous day is almost with us again. The Lawyers' ball of Nov. 30. Don't forget that attendance at this affair is limited to 150 couples and if once this number is reached no more can come. The way the tickets are going now, this will be used up shortly, and the advice of the committee is that anybody who is planning to come better hustle and make that reservation with Marv Frigina or you will be using the well-known crying towel on Friday evening, Nov. 30, while some smart fellow takes your best girl to the Lawyers' ball.

### Limit 150 Couples

This ball is open to members of the Wisconsin bar, supreme court justices, faculty, and the general public, but as I told you before, there is a limit of only 150 couples.

Don't forget that this formal affair is being held at the Lorraine hotel in the Pompeian and Crystal ballrooms so that there is adequate space to do some real dancing. The decorations are to be novel and intricate, while the floor show will be undoubtedly the best that Madison has seen in years. Novelties and surprises will supply the rest of the entertainment and any engineer desiring to do the Continental or Carioca is perfectly free to do so.

For this affair the committee has brought in an out-of-town band, Wally Beau and his 10-piece orchestra of miracle men featuring specialty numbers, two excellent singers, a five-piece violin ensemble, and many other surprises.

### Garrisons Chaperon

The chaperons of this affair will be Dean and Mrs. Lloyd Garrison. So on top of having a swell evening you will be chaperoned by a real member of the brain trust. Last year's Lawyers' ball was an outstanding success, but this year's ball will put that to shame. So better put on that old soup and fish Friday evening, Nov. 30, and have a good time.

—IVAN E. TROSCHE

Cardinal Advertisers Pay

(March 19, 1934)

# Mary and Jack

Invite You to the

# SOPH SHUFFLE

at

GREAT HALL

Ace Brigode and His  
12-Piece Band

AN ALL-STUDENT



## ZOOLOGY

ZOOLOGY IS THE STUDY OF THE INSIDE AS WELL AS THE OUTSIDE OF ANIMALS



LET'S HAVE A LOOK AT THE BEE'S PROTHORACIC LEG THROUGH THE MICROSCOPE.



IN THE PROTHORACIC LEG THERE ARE THE COXA, TROCHANTER, FEMUR, TIBIA, METATARSUS, TARSUS, AND PULVILLUS. THE CLAW IS --- ETC.,



## SMOKOLOGY

I NEVER KNEW HOW GOOD A PIPE COULD TASTE UNTIL I GOT ONTO PRINCE ALBERT  
M - M - M - M - M!



Copyright, 1934, R. J. Reynolds Tobacco Company

AFTER EVERY CLASS  
IT RINGS THE BELL!

If you would like to find out how good your pipe really can taste, try Prince Albert. This excellent secret blend of choice, top-quality tobaccos is treated by a special process which removes all trace of "bite." Smoke a pipeful of mellow Prince Albert and see for yourself why pipe smokers everywhere call it "The National Joy Smoke."

PRINCE ALBERT *the national joy smoke*





# Wisconsin Law Review

---

Published by the Shysters of the University of Wisconsin

---

## INDIVIDUAL DIFFERENCES IN LAWS AFFECTING THE SANCTITY OF THE HOME (Wis. State Ex Rel.) AND LAWS DETERMINING THE VALIDITY ON CONTRACT IN NON-SPECIFIED INSTANCES OF HOMICIDAL TENDENCIES.

ROBERT S. WALLAWAYS

### I. INTERPRETATION, CLASSIFICATION, AND ENUNCIATION OF PERTINENT STATE LAWS

#### A. GENERAL NATURE OF THE PROBLEM

##### 1. ASPECTS OF IMPORTANCE

###### a. PRELIMINARY CONSIDERATIONS

###### 1.) VITAL DISTINCTIONS

###### a.) NUTS

In (1) lending (2) consideration (3) to the idea of a survey (4) of so important a matter as individual differences (5) in laws affecting the sanctity (6) of the home (Wis., State ex Rel.) and laws (7) determining the validity of contract in non-specified (8) instances of homicidal (9) tendencies, it is well first to make certain vital distinctions, as above indicated (10).

The intrinsic (11) nature of the problem (12) in hand (13) leads to a series of references to *Portugese People v. Iceland* (14), as well (15) as others. Policy (16), quotations and other necessary data are to be (17) considered in the light of certain elementary

---

(1) For a complete study of *Wisconsin Law Review* articles beginning with "in," cf. Jones, R. Q., COMPLETE STUDY OF WISCONSIN LAW REVIEW ARTICLES BEGINNING WITH "IN".

(2) ZILCH, loc. op. cit. supra, ibid., pp. 4445-4446.

(3) Republic of Chile v. Pheel Grossman's Tailor Shop, supra, note 64;

(4) 72 Ali Babi 905, 32 App. Div. 21, N. Y. Supp. 1,972, (3rd. Dept. 1904); 6, 8, 2, shift.

(5) All Engineers are plumbers and very bad plumbers too boot, ergo: to kick.

(6) Great aches from little corns do grow.

(7) This point in equity is raised by Stein, in the AUTOBIOGRAPHY OF ALICE B. TOKLAS (pp. 66, 67, ff.)

(8) Why is a cow?

(9) Cf. also BRITISH EMPIRE v. NEW GUIANA, supra note 16, edition 8, at 99 Am. Rep. 77, for a good discussion on the drypoint process in etching.

(10) Read Edna St. Vincent Millay, WINE FROM THESE GRAPES (N. Y., Harpers, \$1.50) A fine Christmas gift for your best friend.

(11) Subscribe to the Daily Cardinal. Complete Campus Coverage.

(12) *The Wisconsin Law Review* wishes all of its readers a Happy New Year and a Merry Christmas—except the plumbers.

(13) We hear that *La Vie Parisienne* had a hot number last month.

(14) Fred Whoop L2 would like to exchange a portable victrola for a pair of skis in good condition.

(15) We know a good joke on Dean Garrison, but we could never print it.

(16) This is going

(17) Too far.



# The WISCONSIN ENGINEER

VOLUME 39, NO. 2

W

DECEMBER, 1934

## LAYING A SIDEWALK BY THE PLUMB-LINE METHOD

By PROF. R. A. SLIDEROOL  
U. W. School of Engineering

ON THE right (who put that thing on the left?) is illustrated the latest and most approved method of laying a concrete sidewalk by the use of a plumb-line.

This system was worked out after a year of FERA research by 421 U. W. Engineering students, who submitted their final report last June, Brandeis, Cardoza, and Holmes dissenting. Two hundred more engineering students conducted another FERA project in an attempt to determine whether the work of the original 421 was worth anything. They found out after six months of ceaseless effort that nobody much cared.

In laying a pavement, as illustrated, it is first necessary to dig into the dirt and remove a certain amount of it, leaving room for the sidewalk.

Before the digging actually starts, however, the land must be surveyed. This requires apparatus ranging from magnifying glasses to telescopes. Bits of hard-tack, peppermint candy, old chains and ship anchors—almost all old metal, in fact—should be carried about in the pockets, to lend that Engineering air.

Clothes, too, are an important item of dress. Hip boots that come up about the neck are the approved length. Trench coats that look like, and smell like the Spanish-American War are vital to correct surveying. And, of

course, don't forget your corduroy trou—never forget the corduroy trou.

The most important part of the sidewalk is what goes underneath it—that is, its foundation. Leading engineers are agreed on the most desirable foundation.

Place carefully in the excavated area, face down, all text books used in your engineering courses. This gives your work an air of authority. Over these texts pour freshly mixed concrete, covering them at least  $4\frac{1}{2}$  inches. This gives the texts an unprecedented permanence.

Furthermore, if it is possible, one or two professors should also be included in the foundation, before the concrete is poured. This guarantees that the texts will not come out annually in new revised editions. However, the presence of the professors is no assurance of quality, and too much emphasis should not be placed on this point.

Now we approach the question of using the plumb-line in laying the sidewalk, which is after all the excuse for this article. However, as illustrated in the picture, we find that we accidentally left our plumb-line under the fresh concrete. This ruins everything, and there is hardly any point in going on.

The method outlined above is useful only for stationary sidewalks. Next month we will discuss in these pages the sidewalk that can be pulled in at night.

## ALUMNI NOTES

### ELECTRICALS

**SHORTCAKE, HIRAM H.**, '27, is an electrician for the Gas, Power, and Light Brigade of Walla Walla, Wash. So what?

**BANJO, ARCHIE H.**, '32, was married June 3 to Bessie Glup, daughter of a prominent Stoughton lawyer. Fie on you, Banjo.

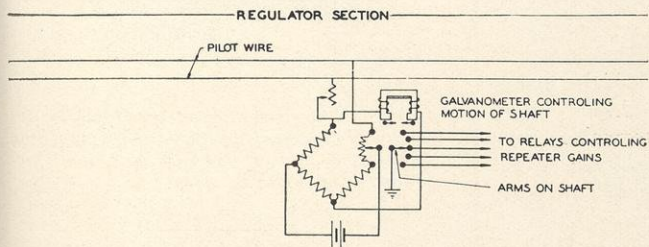
### CHEMICALS

**BAZOO, ADOLPH**, '09, is working in Paducha, and nobody much cares.

**DERP, ANDY**, '48, is working, which is a lot more than most of you mugs are doing.

### CIVILS

There are no civil engineers at Wisconsin according to a survey recently made by WSGA.



*Above is an exclusive photo, taken by Prof. Sliderool for the Wisconsin Engineer, of the plumb-line method of laying sidewalks. Prof. Sliderool is pointing to the plumb-line, which he has inadvertently covered with concrete, and therefore does not appear in the picture. Or maybe it's Prof. Sliderool who has been covered with concrete.*



# Wisconsin Country Magazine

## . . . Ag Campus News . . .

### Blow Cops Contest

To Joe Blow '37, honors came thickly and fastly at the recently inaugurated hog-calling contest held in Chicago. Joe came through in his full, rich baritone to beat a fast field to the wire.

Joe Blow '37 stated at a late hour last night that the award came to him not so much for the intensity of his talent as for its diversity. A final count taken by the judges revealed that the sterling shouts of Joe brought the following result of response: a bevy of vari-colored felines, a stray coyote, last of its kind, a thick fall of rain, a roadhog and a gendarme who threatened to clear out the joint unless "youse guys stops all this shenanigans."

### Purple Cow Rears Ugly Head

The "Ag" campus was loud in praise of the lecture delivered by Prof. Hieronymus Thistle before a packed house in the telephone booth of the Forest Products laboratory.

Prof. Thistle's subject was, "The Purple Cow, Fact or Fancy?" In an interesting talk Prof. Thistle outlined his reasons for having but little faith in the existence of this colorful quadruped. Prof. Thistle said that he had never seen a purple cow. He went on to say, as the crowd went wild, that he never hoped to see one.

In an elaboration of his profound thesis, Prof. Thistle went on to say that it was his opinion "right here and now" that in all sincerity, he'd rather see, than be, mind you, a purple cow.

Prof. Thistle's searching analysis of the deplorable and uncertain status among our bovine compatriots brought down the house and the whole audience, speaker and all, unanimously argued, after the smoke of battle had cleared, that they had all seen stars. All voted that this was a less pleasant experience than seeing a lavender bossie as the more effete "agrics" are pleased to call that llegendary friend to man.

### Agrics Should Know

That September has thirty days, with April, June, and November coming up with a like number, yet it must not be forgotten that all the rest, January, March, May, July, August, October and December are unique in that they possess thirty-one days while that shy, still violet (Lumen Cacausiana), February, has but twenty-eight.

— : —

That the ag school lists Animal Husbandry among its courses and that no other college on the campus has this course available for its young hopefuls. Food for thought, we say.

— : —

That the proximity of the athletic fields to the "Ag" campus is due to the fact that, in the early days of the university's existence, the Winnebago tribes roamed these parts, preparing for entrance into Wisconsin, the "New Athens" where they might all the more easily throw the bull, as the saying goes.

— : —

That it takes two to make a quarrel.

— : —

That it is impossible, in the opinion of the majority of the students enrolled in the College of Letters and Science, to get them cows to sit on them little bottles.

— : —

That the mould which makes such an awful appearance upon over-ripe fruit and vegetables may be used to good advantage to fill out the pillows on your cute little trundle-beds.

— : —

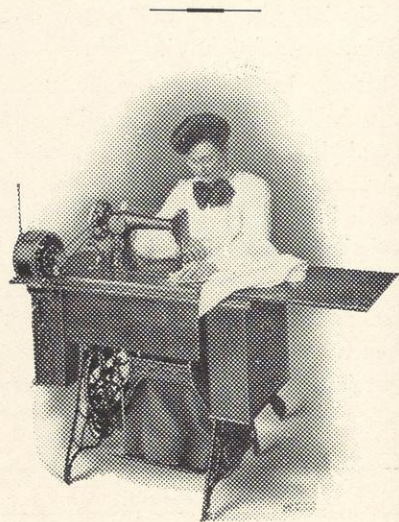
That there is no correlation between the annual epidemic of the dread "hoof and mouth" disease and the holding of the biggest social event of the semester, our festive Harvest Ball.

### New Lab Cornerstone Laid

The recent bringing down of the house as a sequence to the dramatic lecture recently delivered by Prof. Hieronymus Thistle has necessitated the erection of a new laboratory.

A vote among the student body revealed that all were in favor of a purple color scheme for the new laboratory which is to house the research activities of Prof. Thistle.

When interviewed by our reporter at a late hour last night, Prof. Thistle intimated, over the cocktails, that he had never seen a purple lab, nor that he had ever entertained any hope of seeing one, but that he could say, as he quaintly put it, "right here and now" he'd rather see, mind you, than be one.



Miss Emma Hemstitch of the Home Ec department is shown whacking out a gay little fudge apron. "Knit one and pearl two," says Emma in a bantering mood.

### Scientific Shorts

May be had at the University Co-op for wear during these snappy evenings and frigid mornings. Just tell the man that Benny sent you.



# CAMPUS CHRONICLE

## CAMPUS CUT-UPS

● This is the Octopus, being whimsical. Just like the New Yorker.

The other day we got lured into the Georgian Gorilla again. (Stop us if you've heard this one before.) It seems we were sitting there, not being hurt by anyone, just making faces at Borter Putts and saying funny things to each other.

Then suddenly one of us noticed that the program, or is it a scorecard that they give you when you sit down to eat? . . . had funny names on it, like Ham a la Stanley and potatoes saute. "Ha!" cried the one of us who noticed it, meanwhile pointing it out to the rest of us, "this is funny."

We all agreed it was funny, because it seemed inappropriate in the Georgian Gorilla. So we left the tables at once and ran up to the Octy office, where we gathered about a typewriter, to tell you about this.

Which we have told you. Little devils!

## BEER RACKET

● It's time we mentioned Lohmaier's again. They tell us we can't have any more free beers unless we write something about them again. Really, though, we don't know why they need our stuff, when the Cardinal co-ed slopper does them up so brown.

Anyway, we were over at Lohmaier's the other day, browsing over a keg of beer, when a queer-looking fellow in a tuxedo (it was broad daylight) rushed up to us (there was only one of us, but the editorial *we* sounds better) and cried (this is all a gag, you realize, just so we can get free beers at Lohmaier's), he cried, "For goodness's sake, are you Charles Bernhard?"

"No," we countered.

He was flabbergasted.

"I could have sworn," he muttered, walking away, "that you were Charles Bernhard."

Has anybody got a gun?

## GENIUS

● Our staff mathematician, who flunked high school algebra, has been at it again.

Every month he figures up something cute, like the number of penguins at the North Pole; or how many forks are dropped in the Union refectory every year.

Now he's been having the DTs again all over. We glanced at his cal-

culations just once, then snatched them away. He couldn't pull that stuff on us, we gave him to know. No, sir, none of that.

"What does this mean?" we demanded, gruffly.

He wouldn't talk, so we made him stand in the corner, facing the wall. He was obstinate, until visitors began hanging their overcoats on him; then he broke down.

"Take the ice on the Hill," he said. "If it causes the average student to slip two inches per step going up, and two feet per step coming down, it's expensive. A thing like that adds up."

We knew what we were in for. "Yes," we agreed, "it certainly adds up."

"Well, then," he went on. "if leath-

er soles lasted only 6/7 as long, each student would have his income reduced about 47/100 of one percent. If that money were applied to using sand on the ice, you would save something, but not everything, because sand, being rougher than smooth pavement, takes it toll on leather.

"However, the money saved might well be used for a cobbler's shop located, say, in the base of Lincoln's statue."

We asked him whether or not the job would be worth applying for.

"Some guys," he said in some disgust, "think some smart are smart guys but they should smart be dumped guys into smart Mendota guys." Then he left.

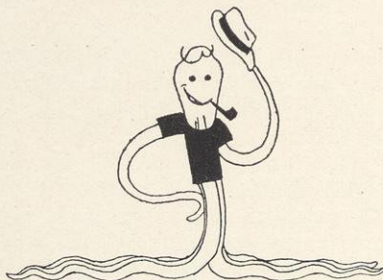


## CAMPUS CRISIS NO. 6

*Emma Shortcake, KKG, 360 stone, explains that she and Herman would have been down for the house party a hell of a lot sooner if they hadn't run into that blankety blank berry crate when they were leading the pack by two and a half lengths. "But wait until next year!" says Emma.*



# WISCONSIN MEMORIAL UNION



# OCTOPUS, INC. MADISON, WISCONSIN

VOL. (But nothing else)

DECEMBER, 1934

NO. F 260 and ask for Gladys

## EGGSECUTIVE BORED

CHIEF SLINGER - - - - - WILLIE G. HARLIE  
ADV. MYSTIFIER - - - - - OWEN PLENTY

## EDITORIAL BORED

MISMANAGING EDITOR - - - - - M. C. PLUM  
CONTRIBUTING EDITOR - - - - - JACQUES KIENITZGRAD  
EXCHANGE EDITOR - - - - - MEL MADMANS  
PUBLICITY BLAH - - - - - CHARLES FLAMING

## EDITORIAL STIFFS

NORM YELPS - PHRANSIS STYLES - FATTY GAINNEY  
FEED & HAY - JAMES FLAMING - HERB BENTIT  
DON SCRATCHIE

## BORED OF DIRECTORS

DEAN SCOTT H. GUTENICHT (Guiding Light) - PROF.  
WILL G. FLYER - RAY HILSENHOOF - OWEN PLENTY  
WILLIE G. HARLIE

## BUSINESS BORED

COLLECTION MANAGER - - - - - E. WALPH CAN'TSELL  
CIRCULATION MANAGER - - - - - WICTOR FAWK  
EXECUTIVE SECRETARY - - - - - MIRYUM JAQUSON  
SECRETARY - - - - - VIRGINYAH TURTLE-TURTLE  
ADVERTISING MANAGER - - - - - ROB BLOWNER

## BUSINESS STIFF

FRITZ VOTE - GALE BROS. - DUKE WEARHAM (All  
ineligible) - INCIDENTAL BAD ADVICE BY E. BACK-  
HOUSEKI

## CONTRIBUTORS

NEW YORKER - GYP-THE-BLOOD - SOMEBODY  
SIGNING HERSELF "Ann Onymous" - AN UNIDENTIFIED  
RESIDENT OF TRIPP HALL - BALLYHOO - MILWK.  
JOUR. - G. FRANK - TWO THETA PLEDGES

COPYWRONG, DECEMBER, 1934, BY THE WISCONSIN OCTOPUS AND THE GRACE OF GOD

Contents to be reprinted if you're crazy enough to - - - - - Entered as very second class matter at the postoffice  
15 Cents a Copy. Take one home to the kiddies; it'll kill them.

Subscription, \$1.00 a Year, which we admit is virtual extortion

## EDITORIAL ATTEMPT

Christmas comes and goes, but Octy stays on practically forever.

Such a permanence inspires contemplation. Nor is Octy one to shirk a manifest duty. From the height of our ivory tower (3rd floor, Memorial Union bldg., turn left from the elevator; or right, depending on which elevator you take), we look down on the petty trivia of men, and muse fondly to ourself.

This will be our (15th) (16th) (17th) (choice of one) Christmas. For (15) (16) (17) years we have been watching the fevered pre-Christmas preparations: the stinting and saving; the rushing and whipping about; the plotting and planning. For the same (15) (16) (17) years we have watched the eager departures, the expectant leave-takings. We have lurked in every railroad station in town, we have ferreted out the secret hopes and enthusiasms of ten thousand students.

And over these same years (some day we'll figure out how many), sometime early in January of the following year (does that make sense?), we have lurked at those same railroad stations, those same bus termini, those same sororities, fraternities, and dormitories. And what have we seen?

*What have we seen?* Weary, haggard, tired and de-

pressed little bodies, straggling off trains and dragging out of busses. Dull, undermined spirits; dampened ardors; lacklustre eyes; drooping bodies. What does it mean? Is Christmas a waste of our manhood and our womanhood? Is this glorious reserve of strength and spirits, the nation's backbone, to be squandered in a few brief weeks?

Octy says no. Octy says, "Down with Christmas vacations." Octy says, "Take them away!" Octy says, "Nuts." But who the hell cares what Octy says?

## FLASH

Born of the dissatisfaction of certain student factions with the Cardinal, Engineer, Rocking-Horse, Country Magazine, Law Review, New Student, and perhaps Octopus, a new magazine threatens to appear on the campus with the coming of the New Year. It will be titled "Variety," and will presumably contain a little of everything — like hash. Octy, confident that it can take on all comers, will find variety only if the magazine publishes a second issue. Since we came here as a freshman seven years ago, Octy has seen 12 mushroom publications come and go. But hope springs eternal in the hearts of ambitious journalists and so another one is going to be launched. Octy awaits with baited breath and a knowing leer.



## EDITORIAL BOLONEY

Have you heard about the big Pi Phi scandal yet? . . . it seems the housemother caught one of the sistern sneaking in with—of all things—a beer breath and . . . but we can't say anymore 'cause one of the staff members hopes to get asked to their next party. Add funny sights: Joe Brooks trying to sneak into 770 with a quart of grog . . . and being detected when the cork inconveniently popped out. J. Blatz, E. Glotz, and L. Plutz all got married over Thanksgiving or something. P. Graney is considered by one and all to be the largest person on the campus in any given direction. What Ag student is wearing what Theta's pin?

Garner Woolmutton, Elmer Shortcake, and Barlow Weems were all down for Homecoming. If this mag comes out on time this month it will be the first time in history . . . the editor has a new tie . . . how do you like it on me, I mean us? The KKG-DG brawl sure was one . . . we thought we'd split when P. Jernigen's dress did. Sophie Zurp, Theta, is wearing Alpha Delta Joe Blow's pin, and who cares?

There's an English instructor or something that eats in the G. Grill every noon that looks like a heron . . . saw J. Champion sitting in a snow drift the other day . . . and did she ever look cute. (I guess THAT ought to rate me a date, eh, Jean?) The Octy guppies up and died on us and now we haven't anything left to fill this column with. Bill Plook is working as a paper-hanger in Walla Walla . . . Archie Banjo's coaching basketball at Palmer School of Chiropractics.

Mazy Botts, Tri Delt, is making eyes at Dick Smupe, Deke, and it serves him right. The Kappa's dog was recently the mother of two fox terrier pups . . . or was it airdales . . . or wasn't it the Kappas?

Did you go go to hear Gertrude Stein Stein when she spoke at the Union at the Union spoke? We wonder what what she does when she she comes to a word like Walla Walla . . . and what if she was a Tri-Delt . . . would she say, "I'm a member member of Delta Delta Delta Delta Delta Delta, etc."?

Flash: the Phi Psi lads, the little dears, recently voted to have their pictures taken for the Badger in tuxes. This magazine would be a lot funnier than it is except for Dean Goodnight, who absolutely has no sense of humor at all, at all, and always censors all our best stuff . . . as it is, it's all we can do to slip in a couple of "hells" and an "Oh, fig!" when he's not looking.

The gal on the cover of the Dec. Cosmopolitan looks no little like H. "Stylish" Stoutz, KKG . . . yes, no little Mazy Botts, Tri Delt, is making . . . or did we say that before? Well, let's see now, how the heck are we going to finish out this column to the bottom of the page? Bill Purnell has gone to Milwaukee, or did we say that last month? Pres. Frank is often late to his engagements. The upper campus is known to the students who have classes there as the "upper" campus, whereas the lower campus is facetiously referred to as the "lower" campus. Queer. December has 31 days! "There positively is no Santa Clawz!"

## INCREDIBLE DICTIONARY

*Quotes*—Outer covering worn by persons in cold weather. Also, a game, played on shipboard.

*Bed*—To request to request to request to request to request.

*Furnace*—To supply. Also, in return for sufficient; as "Furnace money I'd climb the Himalayas."

*Rain*—To hurry, to walk very fast, even faster.

*Hotel*—Request for information; as "Hotel me pretty maiden."

*College*—To designate; as "College what you like, I still think it's good."

*Octopus*—A person in his eightieth year.

*Jealousy*—A spread for bread, prepared from fruits; as "Raspberry jealousy."

*Addict*—The process of summing; as "Addict and subtractic."

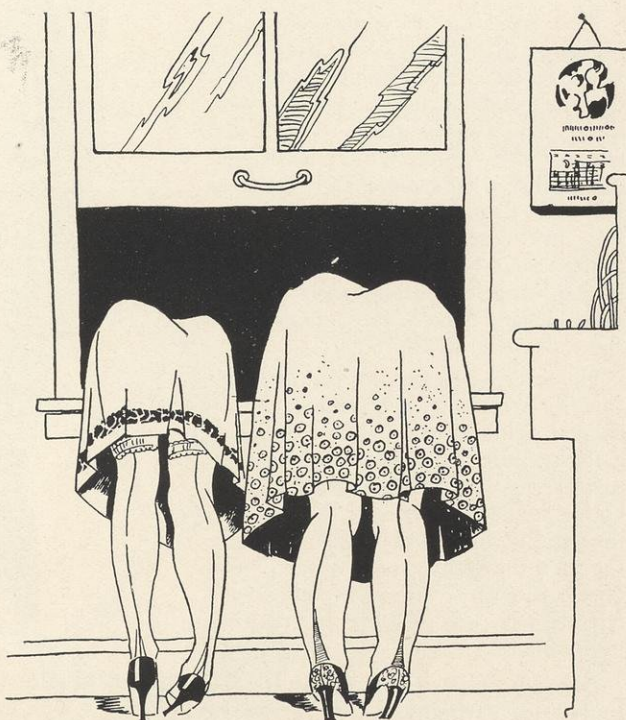
*Death*—Too few; as "There's a death of pledges in this house."

*Lure*—The next step in a decline; as "She sunk lure and lure."

*Burlesque*—Burlesque said the better.

*Dictionary*—Statement of intensity; "Dictionary nice tie you got on."

*Ingot*—Part of popular song title; as "Ingot Nobody."



Have I told you about my operation?



## DESIGN FOR MESSING

## LEG STYLES

### ALL ABOUT FORMALS, POUFFS, AND EVERYTHING BY OUR STAFF WRITER WHO DOESN'T KNOW ANY MORE ABOUT IT THAN YOU DO

It's Xmas again, and the clothes shops from Winnebago Street to Highland Avenue are just crammed full of good things to eat.

Looking forward to the summer season, smart coeds are turning more and more to white. Tennis frocks without sleeves seem particularly alluring. Sleeves without tennis frocks are also being worn, but this is perhaps going a bit too far.

A revival of Daniel Boone days is seen in the hunting caps which clever young people are wearing on the Hill these days. Trimmings with tortoise shells and set off with old lace, these caps come well down over the ears and around the neck, providing wonderful protection from Mendota's chill blasts.

And speaking of wintry blasts reminds us that wintry blasts have again blown in from Lake Mendota and what do you suppose has blown in with them. You'll never guess, so we'll just tell you. Why, more wintry blasts, you dope. But what's more and worse of it—red flannel underwear, besides. Yes, my dear, actually RED flannel underwear. Short sleeved and long legged, long legged and short sleeved, short legged and (you guessed it) short sleeved. VERY Smart!

However, you can have just as much fun this winter without flannel underthings. Schiapparelli has just designed a tricky little overcoat which has buttons down the front and back and on both sides. Actually, none of these buttons really work, and you have to slip the darn things over your head. Think of the fun you can have, fooling your friends, who will imagine that the coat unbuttons!

Also out of Paris this month, to the surprise of Parisians as well as Americans, comes the super-offset hat. Hats in the past have been "off" the face;

but this one does the job completely. It is not only off the face, it is off the head. Designed in a beautiful and rich tin-plate, inlaid with verses from



● Edna Palsy, (*this really is Edna this time*) Pi Eye, is snapped in a plenty snappy bi-swing, free-wheeling sports job from Zimpson's on the square. Not one cent was paid Miss Yohnson for this adv. —and no wonder.

Dante, the hat is, indeed, offset. The designer who makes such claims for her creation, says that to complete its offset purpose, the hat is to be left home, when going out; or left out in the street, when you are at home.

On top of such exciting news of winter fashions, it is almost anti-climactical to mention the latest in shoes, but the tradition of dressing "from head to foot" makes this almost imperative. The newest news of shoes, we hear, is that pairs are coming back into their own. The rage for wearing odd shoes seems to be dying down at last. Before spring we hope to see shoes on a pair of feet that look, at least, as though they were bought in the same city. It only remains, we understand, to convince the shoe stores that shoes must be sold in pairs. This will be hard, of course, but the added pleasure of wearing a pair of shoes will be well worth the effort.

Scarfs are coming in again, according to latest advices. However, the latest advice is not always the best advice, so you'd better take it with a grain of salt.

Scarfs have been out too long, so it's really time they came in. A latest scarf featured in pale mauve colors is being shown by Prince Machibelli. It consists of a piece of hemp, plain or braided, which is thrown about the neck and twisted by one's friend.

Another new scarf is one which is for indoor wear only. It hangs from the ceiling, in a loop, and you get up on a chair, and insert your neck, later kicking away the chair.

### FASHION FORECAST

GLOVES: To cover the hands; otherwise carried in purses.

SHOES: Whenever possible.

MATERIALS: It's immaterial.

JEWELRY: Rockefeller motifs will prevail: Diamond my hand.

ACCESSORIES: For the well-dressed co-ed, a man on either arm is indicated this winter.

UNDIES: You owe it to your audience.

FOR THE GAME: Tickets.

FOR FLORIDA: Sun-glasses and such.





PHIL

*See? I told you it couldn't be platonic.*

(This cut was almost censored by Scotty but we managed to talk him out of it by a bit of smooth tongue work and an offer of a box of cigars.)

Old Maid (phoning from hotel room): "This room has a chink in the wall."

Hotel Clerk: "Well, what d'ya want for two bucks, a couple of gigolos?"  
—1870 Sears Roebuck catalog.

This "What use are ankles?"

That: "I dunno."

This: "To keep the calves from the corn!"

—1713 Sun Prairie annual.

Teacher: "Where is the home of the swallow?"

Student: "In your stummick." —Poor Dick's almanac.

Doctor to Patient: "Stick out your tongue now and say 'ah'."

"Aw."

—Havead Lampost.

He: "Want me to call you a taxi?"

She: "Yes."

He: "You're a taxi."

—Davey School of Tree Surgery journal.

Prof: "What is an operetta?"

Dumb Frosh: "A girl who works in a telephone office."  
Saks Fifth Ave.

## For Christmas

• Books  
10c to \$7.50

• Fountain Pens  
\$1.25 to \$10.00

• Desk Sets  
\$1.95 to \$25.00

• Stationery  
30c to \$1.50

• Christmas Cards  
3c to 50c



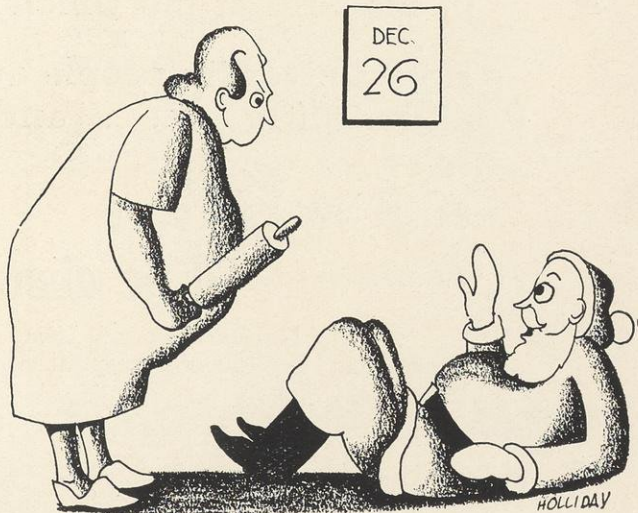
# BROWN'S BOOK SHOP

State at Lake Street

"Can you tell me, my dear man, what time of day it is?"  
"Couldn't say, my good fellow; I'm a stranger here myself."  
—Idaho Itch.

Gertie Glup (in home ec class): "How do you make ice water?"

Miss Branmuffin: "Just cut onions. That'll make ice water."  
—Syene High yearbook.



Who was that lady I seen you with last night?



## Christmas Greetings



**I**T'S always good tidings when good fellows get together . . . and we are all here to wish you the jolliest, merriest Christmas vacation you've ever enjoyed.

*May we extend to our many friends on the campus our sincere thanks for their liberal patronage during 1934. May we merit its continuance.*

**Cardinal Publishing Company**

● ATTRACTIVE PRINTING ●

On the Campus

B. 1137

## HOOMERANG

OCTOPUS EDITOR:

May I call to your attention the pernicious influence that your cigarette advertising has upon Wisconsin undergraduates. I attempted to visit the president of your college one morning last week and found the front steps of Bascom hall cluttered with cigarette butts, Delta Gammas, and hangers-on. Such conditions are disgraceful.

—MRS. SOPHIE N. GLUTZ.

DEAR GLUTZ:

*Before the present president, before last week . . . yay, even before the university itself, Delta Gammas cluttered those steps. Cigarettes are merely a by-product, and we believe further consideration will cause you to add your name to our idea of abolishing Delta Gammas. Octy believes this to be a far greater public service.*

\* \* \*

DEAR OCTOPUS:

Why doncha give up? Cancha understand wot is perfectly clear to everyone else? Yu're all dun. Not even you wanta be livin mummies, so why doncha quit publishing?  
—R. F.

DEAR R. F.:

*Even though we have to write letters to ourselves, Octy ne'ertheless serves. They also serve who only stand and wait. (As at Chocolate Shop.) If you really do not like us, we pity you in your loneliness. Octy regrets.*



His Majesty George . .



morning constitutional . .



the hunt . .



royal investments . .



affairs of state . .

## His Majesty George

invites you to share with him the good repast offered in his Grill at the Union . . . . .

Here University people and their guests gather daily and nightly . . . and dine most inexpensively.

NOON

35c 45c 55c

NIGHT

50c 70c

## The Georgian Grill

Said Gertrude Stein, who dined in the Grill: "It's the best meal I've had in America and much more satisfying than continental cooking." *Everybody understands that.*



dress parade . .



sport of forefathers . .



belles lettres . .



racquets . . .



steaks . . . and Liberty!



## PLATTER BLATTER • NORM YELPS

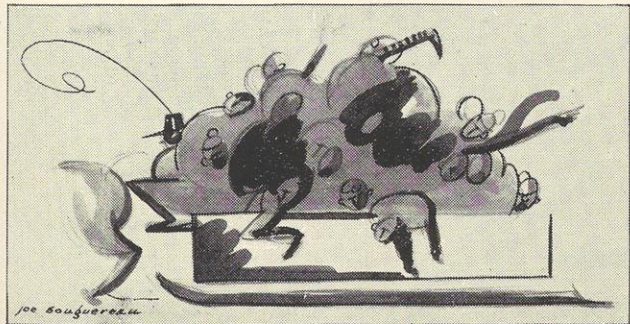
With the Christmas holidays in the offing and Thanksgiving out of the way, the disc cutter-uppers have been going at it with a whirlwind gusto and speaking of whirlwinds, here's the dope on Leo Icceman's latest recording. His pulsating serenaders have cut some fancy figures in a little ditty called *Stay as Swedish You Are*. The deep, Garbo-like rhythms are enhanced by a sparkling harmonica obligatto that will set your bunions in sway. This matchless two-step is decidedly for sale at the local syncopation emporiums, so for gosh sake buy one or else your reviewer's free supply will be cut off.

And . . . the Harlem Hotshots are on the loose again! The Duke of Wellington and his lads have momentarily come out of hibernation to turn loose one of their asbestos platters. Always on the lookout for the new and novel, the Duke has worked out a special arrangement of *The Accidental*, that snappy new tune where "you kiss while you're dancing." It's Accidental, it's Accidental . . . Hey! In this super sensational rendition, the Duke burns 'em up to the accompaniment of Arthur Pryor's Band. The net result is a faultless, melodic jamboree of rhythm that you'll surely want to overlook.

And ahoy there! from our old English friend, Ray Noble. From far across the sea he achieves your reviewer's plaudits (frankly it's lousy, folks, but we've got to keep on the good side of the music stores) with the joyous happy strains of *Pardon My Worcestershire Accent* and *Ooie, I'm Screwed Over Youie, Louie*. O boy, O boy, what a tune this is. If you haven't heard them, you must surely hop right up to the music store and get a couple dozen.

However, to those of you who like Guy Lombardo, we recommend Chan Garbage's latest record: a super smooth machination of that latest scintillating bit *Shins Across the Table*. For large full bands that aren't interested in delicacy of effect but strive only for body in tone and fullness of orchestration and absolute mimicry of Guy Lombardo, Garbage is our favorite, followed closely by Art Tassle.

Rue de Valay comes forth this month with a fine recording which you must surely admit are surely good. On one side is *Lost in a Bog*, on the other side is *Wild Molasses*, and *Two Cigars in the Park* is on the third. The orchestration is not involved nor too simple but still not ordinary. Variety is gained by the use of a compound complex chord structure with slight alteration or added tones combined with an unbalanced song-rhyme and a mess of parathetical clauses with suspended sevenths. (I know you don't know what I'm talking about, and neither do I. But I'm in the music school and I got to sound like I know something about it whether I do or not.)



Read any good books lately?



**Artcraft**  
silk stockings

the toast of the new season . . .  
because they're "Magic Clear"—  
perfect fitting — comfortable —  
long wearing—all of which means  
they are flattering, luxurious, yet  
genuinely economical!

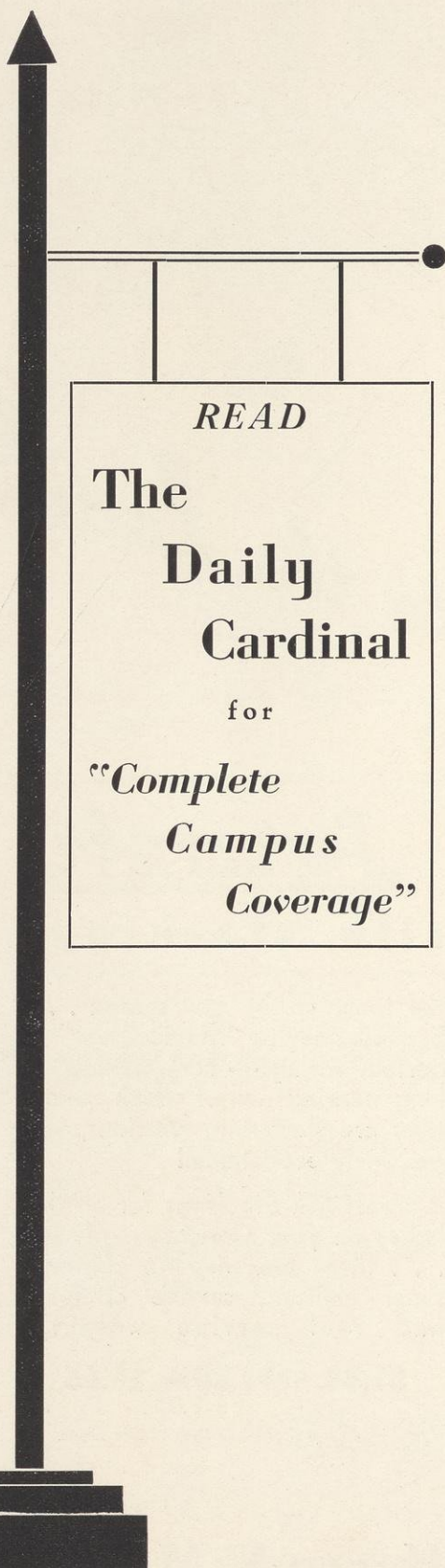
Artcraft Silk Stockings for all the  
ladies on your Christmas gift list  
. . . there are wisp-like chiffons,  
sheer chiffons, service chiffons,  
and real service weights.

**\$1.00 - \$1.35 - \$1.65**

Hosiery Dept., Main Floor.

**Harry S. Manchester**  
Inc.





READ  
The  
Daily  
Cardinal  
for  
"Complete  
Campus  
Coverage"

Fairchild 7400

Memorial Union

*It May Be of Interest to Our Patrons to Know*  
MARINELLO Prices . . .

Shampoo and Finger Wave	.75
Manicure	.50
Arch	.50
Scalp Treatment	1.00
Hair Cut	.50
Permanent Waves	5.00-up

## MARINELLO SHOP

MRS. W. WENGLE  
(Licensed Chiropodist)



*An archiac Watrous which bowled them over in '29.  
We figure you've never seen same, so we'll just  
run it again tra la and save on our  
engraving bill.*

Mechanics Prof: "Describe the mechanism of a steam shovel."

Frosh Engineer: "Don't kid me. You can't carry steam on a shovel."

—Wis. Engineer.

And then there was the cannibal's daughter who liked the boys best when they were stewed.

—What'sit Toyah.

"Who was that lady I seen you with last night?"  
"That wasn't no lady, I'm a Kappa Sig."

—Original.

None of these jokes are very funny don't you think or don't you think?

—Editors.



# Select Thoughtful GIFTS

The Co-op has studied carefully the student's gift problem . . . you will find many moderately priced smart gifts prominently displayed throughout the store. Plan to take new and different things home with you from the Co-op . . .

**Gifts - Stationery  
Fountain Pens  
Books**

The  
**University  
Co-op**

COR. STATE & LAKE STREET

## THE COWLITCH CROWD

Roses are red,  
Violets are blue,  
Ducks swim and swim.  
Canoe? Canoe?  
—*Encyclopedia Britannica.*

"What do you think of the Grand Canyon?"  
"Gorges, just gorges!"  
—*Boy Scout News.*

"Waiter, there's a fly in my soup."  
"Well, whatdyah expect for two bucks . . . a bull fight?"  
—*Campfire Girl Weekly.*

The worms are working in dead earnest.  
Poor Earnest!  
—*1840 Kenedy Dairy calender.*

"Guess my pen will have to go on itching."  
"Why?"  
"'Cause I'm all out of scratchpaper."  
—*Very Old.*

Mr. Zwerp (in geology class):  
"What are the constituents of quartz?"  
Harry Shortcake: "Pintz, sir."  
—*Very Very Old.*

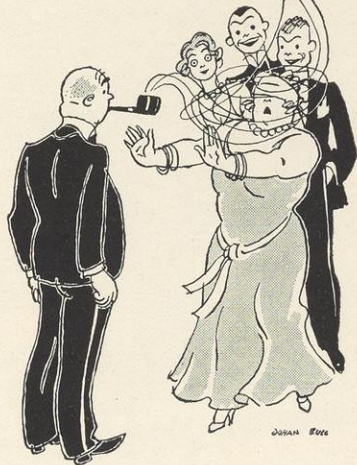
Cowboy: "How's the ranch?"  
Second Cowboy: "Bully."  
—*Very Moldy.*

"Give a sentence with the word fundamental in it."  
"She fell down off her horse so now she has to eat fundamental."  
—*Right Off the Boat.*



"I've a frog in my throat,"  
gasped Gaspard.

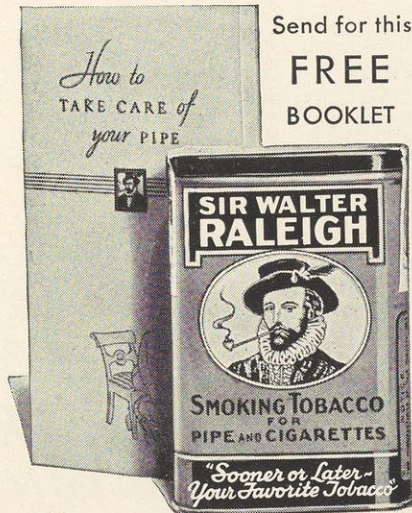
**"OH! OH!  
THIS IS JOE!"**



**Y**OU really need a good gas-mask to play blindman's buff successfully when Joe and his gassy old briar are in the game. That surly tobacco he stokes up with gives him away.

Run a cleaner through your briar, Joe, scrape out the polluted bowl—then fill up with mild Sir Walter Raleigh. This gentle blending of Kentucky Burleys gives off a delicate and seductive fragrance that appeals to merry widows and wary kiddoes alike. Sir Walter Raleigh is cool. It's slow burning. It's pipe smoking at its best. Try it—you'll be the hit of the party.

Brown & Williamson Tobacco Corporation  
Louisville, Kentucky. Dept. W-412



**It's 15¢—AND IT'S MILDER**



**ONLY**  
**KENNEDY-MANSFIELD**  
*Properly Pasteurized DAIRY PRODUCTS*  
**Provide ALL These SAFEGUARDS**

*Adequate Farm Inspection  
 Modern Sanitary Equipment  
 Accurate Temperature Control  
 Scientific Laboratory Control  
 Proper Pasteurization  
 Prompt, Courteous Delivery*

**Kennedy  
 Mansfield  
 DAIRY  
 PRODUCTS**

Phone:  
**Badger 7100**  
 OFFICE and PLANT  
 621-629  
 West Washington  
 Avenue

## CREAM OF THE COLLITCH CROP

OR WHOM WAS THE LADY OBSCENE YOU WITH?

"Verily, Pheidippedes, ist not beastly weather?"

"Aye, forsooth, it raineth cats and dogs."

—Alabama Oof.

"Why does a chicken cross the road?"

"To get on the other side."

Oregon Onion.

Doctor: "Read the letters on that chart."

Patient: "What chart?"

—Northwestern Nymph.

"Why does a chicken cross the road?"

"What chicken?"

—War Cry.

"You going fishing?"

"No, I'm going fishing."

"Oh, I thought you said you were going fishing."

—Michigan Whizbang.

"You look like my brother Jim."

"I am your brother Jim."

"Well, you don't look like him."

—Indiana Itch.

"Who was that ladle I seen you with last night?"

"That wasn't no ladle, that was my fife."

—Annapolis Hog.

"Who was that chicken I seen you with last night?"

"That wasn't no chicken, that was my brother Jim."

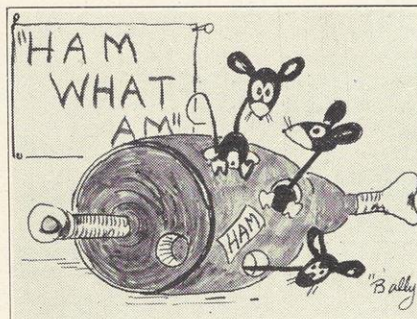
"Well, it didn't look like him."

—California Carp.

"How high is up when it rains?"

"Because it wants to get to the other side."

—Hawvad Accent.



—Sun Prairie Sickie

"Sir! You're speaking of the woman I love."

"You look like my Aunt Prunella."

"I am your Aunt Prunella."

"No, you're not. I am."

—Pitt Panther.

She was only a piano-mover's daughter, but she looked just like my brother Jim. Unbelievable, isn't it?

—Walla Walla Woop.

"Was that my brother Jim I seen you crossing the road with last night?"

"There's nobody here but us chickens, boss."

—Nevada Pink Eye.

She was only an oculist's daughter: two glasses and she made a spectacle of herself.

—Purdue Poop-poop.

"Have you read any good books lately?"

"No, I'm going fishing."

—Iowa Two-bits.

"Who was that lady was that lady I seen with you you with last night?"

"That wasn't no lady wasn't no lady, that that was just us crossin' the street crossin' the street to get to the other side, boss."

—Heidelberg Stein.

My girl's so dumb she thinks a pole vault is a place to store fence posts.

—Minnesota Mink.

She was only a bootlegger's daughter and alcohol for her tonight.

—Epworth Herald.

"Waiter, there's a fly in my soup."

"That ain't no fly, that's my wife tryin' to get to the other side last night."

—Utah Pumpkin.

# PANTORIUM COMPANY

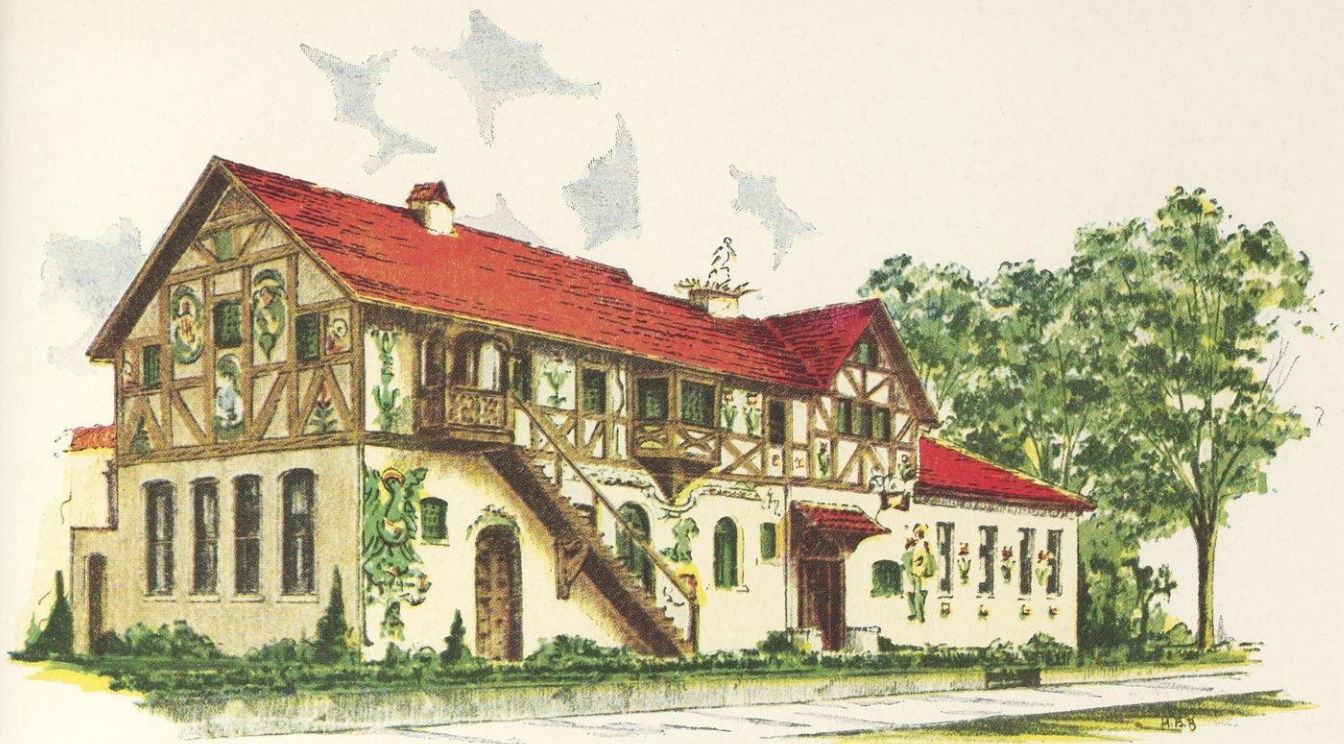
MADISON'S MASTER CLEANERS

907 UNIVERSITY AVENUE

B 1180

558 STATE STREET





HOME OFFICE LA CROSSE, WISC.

*Heileman Brewing Co*

BREWERS OF

Old Style  
Lager

GOOD SINCE

1850



*A man and his wife  
who had just returned from a  
round-the-world cruise spoke of  
Chesterfield as "an international  
cigarette."*

*It means something*

... that Chesterfield Cigarettes  
are on sale in 86 countries all  
over the world.

It means something that  
Chesterfields may be purchased  
on nearly all ships and at almost  
every port.

It means that for a cigarette  
to enjoy such popularity, it must  
have merit. We do our level best  
to make Chesterfield as good a  
cigarette as can be made.

*Smokers say . . .  
in almost every language*

*they Satisfy*



Above—Vacuum tin of 50  
—air tight—water tight—  
fully protected even if sub-  
merged in water.

Packages of 20 wrapped in  
Du Pont No. 300 Cello-  
phane—the best made.