

## **Wisconsin Octopus. Vol. 12, No. 1 September 18, 1930**

Madison, Wisconsin: University of Wisconsin, September 18, 1930

<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.



Wisconsin

# OCTOPUS



SEPT  
9 30

25¢

NO HARD  
FELINES!

Jimmy  
Matroux  
H.T.S.



"I'm paid extra if my point gets eleven OK's—  
I pay a forfeit if it fails to earn them all"

# Every Duofold earns a Bonus or a Penalty

*So our graduate pen makers grind  
all points as good as their best*

We pay a bonus to our graduate pen grinders for every Duofold point. But first it must pass 11 hard-boiled inspections: For jewel-like smoothness, for lifelong strength, for firm uniform set, for comfortable tension, and for pressureless writing the instant the point touches paper. If it fails any test we reject it, and the pen grinder pays a forfeit.

No amount of money can buy the Duofold's equal. And machine-ground points, of course, cannot compare. Go and try this Bonus point. And see Parker Duofold's new convertible feature. Attaching the taper makes it a desk pen. Attaching the cap with clip transforms it to a pocket pen. Double-duty—like 2 Pens for the price of 1—at no extra charge.

Parker Duofold Pens are guaranteed for life—their Permanite barrels non-breakable, as proved when dropped from cloud-high airplanes. Yet Permanite has all the beauty of costly jade, lacquer, jet, pearl, and lapis lazuli. And Duofold Pens hold 17.4% more ink than average, size for size.

New streamlined balanced shapes now ready at all dealers—and all with Bonus pen points that write with Pressureless Touch. By all means see them, and the streamlined Pencils to match. Don't buy any pen without first trying the Parker Duofold Bonus point.

## 33% More Parkers Used in College Than Any Other Pen

In a nation-wide poll conducted among their readers by 13 leading vocational magazines, and audited by Arthur Andersen & Co., certified public accountants, Parker was voted the favorite pen in 9 out of 12 vocations, representing 94.72% of the total people in all vocations polled.

Among these was the American student body, and the vote taken represented a cross-section of 4,766,673 students. *College Humor's* census showed one-third more Parkers in use than the nearest rival. *Scholastic*, circulating among high school students, found 72% more Parkers than the next nearest.

This fall, if you want to get a flying start for learning, start with a Parker—apparently the official pen of America's undergraduates.

THE PARKER PEN COMPANY, Janesville, Wis. Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo, Dallas, San Francisco; Toronto, Canada; London, England; Berlin, Germany.

PEN GUARANTEED FOR LIFE  
**Parker**  
**Duofold**  
\$5 \$7 \$10

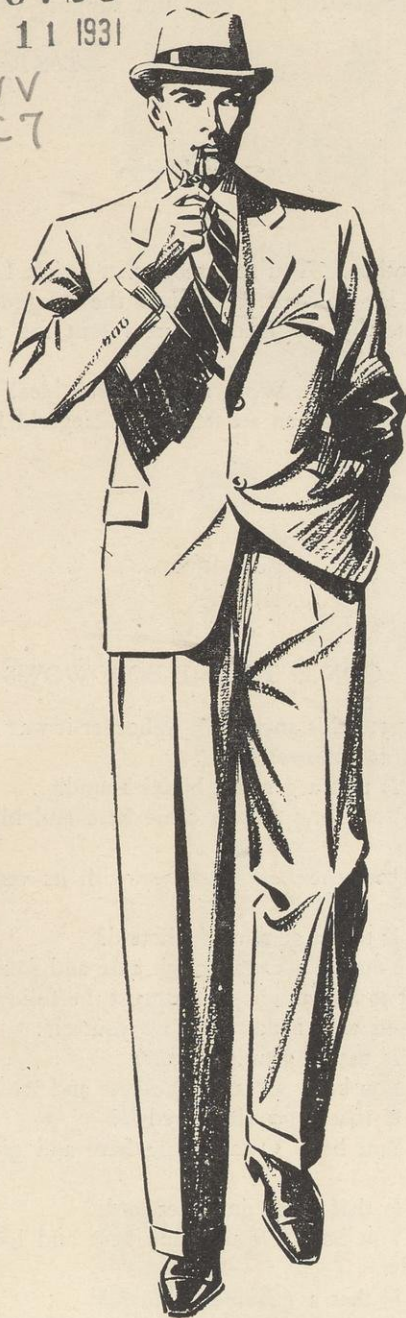


**Like 2 Pens  
for the Price of One**  
is this Convertible Duofold  
In Your Pocket — On Your Desk  
The Same Pen with the Same Point  
—always your favorite



379728

DEC 11 1931

IWV  
+OC7  
12

# That First Impression

In the whirl of college life, with rushing—open house—football and classes, it is most essential that one impress his fellow students well. The first prerequisite of a good impression is smart appearance. It is easy for any student to look his best, because the CO-OP clothing is made especially for the university man.

This fall the suits are of unusual shades of blue and grey. The coats are largely three button, however, two button models and double breasted ideas for those who prefer them are being shown.

## CO-OP PAYMENT PLAN

The Co-op has a plan of payments on clothing that makes it possible for every student to dress well. Drop into the store on your way from class and ask about it.

# \$35 - \$55

In the range of suits you will find one that you want at your price. Co-op suits begin at \$35 and go to \$55, nearly every garment has two trousers, and goes on your Co-op number.

When you are at the Co-op buying your books, drop into the clothing department and familiarize yourself with a line of smart college clothing.

# THE UNIVERSITY CO-OP

## THE STUDENT'S STORE

E. J. GRADY, Manager

*“Join the Co-op”*





## ADVICE to Freshmen

—on first appearance before  
the Dean

Don't tell him any funny  
stories—he's heard them all.

Don't talk much—Listen!

Don't lean on his desk in your  
usual familiar manner.

Don't go without a suit of  
O. & V. College Shop clothes—  
for after all, first impressions  
are sometimes final.

**\$40          \$45          \$50**

**Two Trousers**

Get your "Red Book" now  
It's Free



Soph: Come on, take a bath and get cleaned up. I'll get you a date.

Frosh (cautiously): Yeh, and suppose you don't get the date?

—*The Punch Bowl*



First Author: You remember that article I wrote some time ago in which I mentioned the Nugget Cigarette? Well, yesterday the manufacturers sent me a carton of them.

Second Author: What a wonderful idea! I'm going right away to write an article on the Ziegfeld Follies girls.

—*Life*



### GOING TO THE BOW-WOWS

Who started this anyhow? Whoever it was had the one which ran as follows:

Lady: Is that a genuine blood hound?

Man: You bet. Oscar, come here and bleed for the lady.

Then comes the *Lafayette Lyre* with its version of the story:

Lady: Is that a genuine foxhound?

Man: You bet. Oscar, come here and fox the lady.

And not to be outdone, we suggest the following, and if we've missed any, make them up yourself:

Lady: Is that a genuine setter?

Man: You bet. Oscar, come here and set on the lady.

Lady: Is that a genuine airedale?

Man: You bet. Oscar, come here and give the lady the air.

Lady: Is that a genuine Shepherd?

Man: You bet. Oscar, come here and look sheepish for the lady.

Lady: Is that a genuine Pekinese?

Man: You bet. Oscar come over and peek at the lady.

Lady: Is that a genuine terrier?

Man: You bet. Oscar, come here and tear for the lady.

Lady: Is that a genuine Pinscher?

Man: You bet. Oscar, come here and pinch the lady.

Lady: Is that a genuine Spitz?

Man: You bet. Oscar, come here and spit for the lady.

Lady: Is that a genuine mastiff?

Man: You bet. Oscar, come over here and masticate for the lady.

Lady: Is that a genuine daschund?

Man: You bet. Oscar, dash over here.

—*Sun Dial*



We have a  
"Faculty" for



And the clothes that are college-bound this fall are the most flattering we can remember! So we have chosen the swankiest sports things and the most fetching afternoon gowns and the most ravishing evening frocks you can imagine.

Join the smartly dressed collegians who do their shopping here, and you'll have an enviable wardrobe at prices that can't hurt your allowance from Dad.

**BARON BROS., INC.**



# SMART COEDS

have always shopped at

## MANGEL'S



You too, will be assured of distinctive frocks smartly styled and at prices that will make shopping a joy.

Featuring a large and interesting collection of New Fall Dresses styled for the college Miss.

**\$14<sup>95</sup>**

Cantons, Chiffons, Transparent Velvets, Knitted Fabrics.

# Mangel's

27 S. PINCKNEY ST. ON THE SQUARE

A fool and his money are some party.

—Log

"My girl was pinched for finger-waving."

"Why? That's a legitimate business."

"I know, but she isn't a hairdresser. She thumbed her nose at a cop."

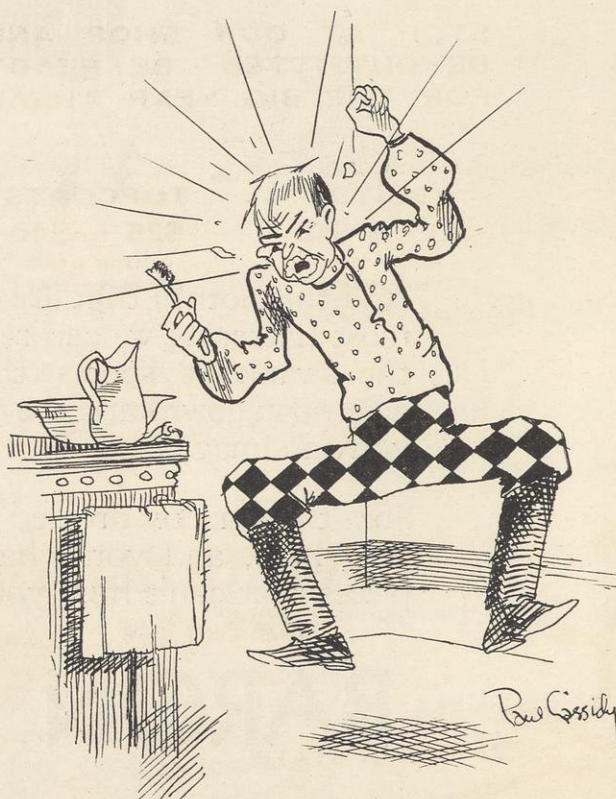
—Punch Bowl

First Bystander: See that pretty blonde coming this way? She's a warm mama, and how she does neck. . ."

Second Bystander: Sa-ay, d'yuh know who I am? I'm her husband.

First Bystander: Uh-huh. Know who I am? I'm the biggest liar in Pike County. S'long.

—Voo Doo



The Communist Sees Red.



CORRECT - APPAREL - FOR - EVERY - OCCASION

# EVERYONE IS READY!

WHETHER ONE IS, A FROSH, - TASTING THE FIRST THRILLS OF COLLEGE - OR A RETURNING STUDENT MEETING OLD FRIENDS - EVERY ONE IS MAKING READY FOR THE BIG YEAR AHEAD.

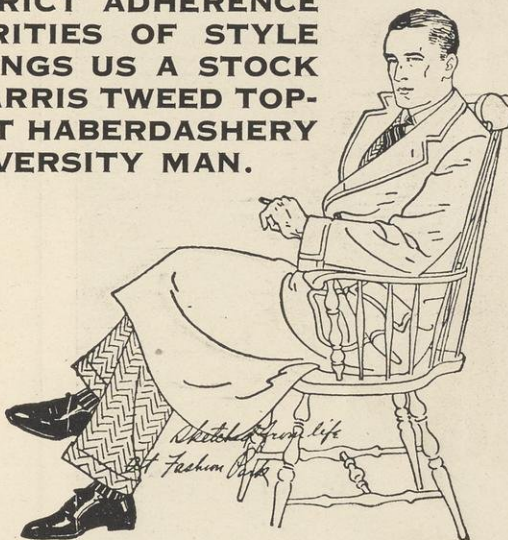
WE TOO ARE READY WITH ALL THE DISTINCT AND SMART STYLINGS FOR THE WISCONSIN MAN'S WARDROBE.

PROPER PLANNING AND STRICT ADHERENCE TO THE NATIONAL AUTHORITIES OF STYLE IN UNIVERSITY CIRCLES BRINGS US A STOCK OF DUSTED BLUE SUITS - HARRIS TWEED TOPCOATS - AND ALL THE SMART HABERDASHERY SO NECESSARY TO THE UNIVERSITY MAN.

STOP AT OUR SHOP AND  
BE OUTFITTED - BE READY  
FOR THE BIG YEAR AHEAD

**SUITS**  
**\$35 TO \$50**  
WITH TWO  
TROUSERS

**TOPCOATS**  
**\$25 TO \$40**  
LOOSE BACK  
OR HALF BELT



109 STATE

STREET





The ENSEMBLE means more than usual this fall says Claire Tiffany of TIFFANY'S who is shown here wearing a chic suit of cricket green chenella trimmed in black galyak with matching beret and purse---one of the many types designed by her. Call and see them at 546 State.

Butter is like Irish Children 'cause it comes in little pats.

—Sun Dial



She: Have you heard the last thing about Rudy Valee?"

He: No, but I'd like to.

—Jack-O-Lantern



Jean: Who was that girl you just spoke to?

George: Never mind now, dear, I'll have enough trouble telling her who you are.

—The Puppet



Florence: Mamma, do pigs have babies?

Mamma: Why of course, my dear.

Florence: Someone told me they had little pigs.

—Cougar's Paw



1st Student: Back down south we like our liquor strong and our women weak.

2nd Ditto: And out west we like our liquor hard and our women soft.

3rd Inmate: Sure, but around here we like our liquor straight and our women curved.

—Gargoyle



#### THE FRESHMEN ARE GREETED

No. 1.—"My dear college men and women, for you are men and women now . . . high ideals . . . so glad . . . threshold of careers . . . if need help in any way whatsoever . . . so glad . . ."

Sits down amid applause.

No. 2.—"My dear college men and women . . . so glad . . . new beginning . . . threshold of career . . . if need help in any way . . . very happy . . ."

Sits down amid claps.

No. 3.—"My dear new ones . . . so glad . . . high ideals . . . threshold of careers . . . do credit to American youth . . . if need help in any way . . . so glad . . ."

Sits down.

—Pelican



*The*  
**University Avenue National Bank**

*Offers Specialized Student Service*

The reason that the University Avenue National Bank is the banking headquarters of the university student body is found in the specialized student service offered here to students and their organizations. Under the direction of Bill Purnell a special student department of the bank attends to student needs, organization accounts and gives personal attention to student finance. This year your budget and allowance may require even more careful attention than usual. Call at the University Avenue bank and discuss your personal financial problems with Mr. Purnell and the interested officers of this department.

**COUNSEL AND HELP—  
FOR STUDENT ORGANIZATIONS**

Actual school-day experience plus years of banking experience, equip the officers of the University Avenue National for understanding the financing of fraternities, sororities and other student organizations. A convenient location makes banking routine easy for the group's officers. We volunteer our counsel and help to any student group, knowing that such advice is often an invaluable aid to financial soundness of the organization.

**University Avenue National Bank**

**UNIVERSITY AVENUE AT PARK**

**Nearest the Campus • At the Corner of University and Park**





### WALK-OVER CONTRIBUTES

This comfort model has more than a suggestion of the prevailing sport tendency. Made from dark brown Imported Scotch Grain with saddle of smooth Russia Calf of corresponding shade ----- \$9.00

**WALK-OVER SHOE STORE**  
8 S. Carroll St.                      On Capitol Square



It is very difficult to make acquaintances on the hot, sandy desert but you will find Netherwoods entirely different. Like a Camel we are always "humping" to please you.

**Office Supplies - Stationary  
Job Printing**

**Netherwood's**

519 State

"Who you shoving?"

"I dunno—what's your name?"

—*Sniper*



"How is it that your parrot swears so shockingly?"

"By an oversight, she was left one night in a sorority house."

—*Texas Ranger*



### ADVENTURES OF SHELLAC HOMES

#### Part I

The door of the private office was thrown open. (The official open door throwing record is 2 feet 6 and 1/2 inches.) Oscar Dribbulchin dashed in. (He dashed in 9 flat which is darned good dashing no matter how you look at it, and is still good even if you don't look at it at all, so there!)

Mr. Homes looked up calmly. Most detectives can spell calmly without looking it up, but our Shellac is different. Accept no substitute!

"Aha," ahaed Mr. Homes. "I see that your wife left in a huff and you want me to locate her."

"Marvelous," gasped Oscar, "but how did you know that my wife was gone?"

"Quite simple, there is hole in your sock."

"My sock? How do you know?"

"Elementary, my dear fellow, elementary. In your haste you forgot to put on your shoes."

"Quick, Watson, the needle! And Watson, bring some thread too."

And sew ends part one.

#### Part II

(See part IV)

#### Part III

It was a cold and wintry night in Shnipetchuk, a small town near Dublin (that is, the population came near dublin' last year—damned fast these Chinese). The snow was falling in thick, white flakes. But who the H— cares? Let's get back to Mayville where it's nice and warm—sunshine 365 days a year except leap year). For further information write or call Mayville Chamber of Commerce.—Adv.

#### Part IV

(Same as Part II)

#### Part V

The great detective stood before his client.

"The case is solved," he said, "your wife has been standing at the stage door of the Roxy Theatre all week waiting for the hero of the all-talking musical comedy to come out."

MORAL: The early bird gets very little sleep.

—*Mercury*



# THE RKO THEATRES

## Madison's Foremost Amusement Palaces

Extend a Hearty Welcome to the Incoming Freshmen

R  
K  
O**ORPHEUM**

FOUR DAYS—STARTING

WEDNESDAY, SEPTEMBER 17TH

The Famous Liberty  
Magazine Cover Serial

### "For the Love O' Lil"

Brought to the Screen by a Perfectly  
Picked Cast

JACK MULHALL, ELLIOT NUGENT,  
SALLY STAR,  
MARGARET LIVINGSTON

RKO Vaudeville

The Distinguished Protean Actor

**OWEN McGIVENEY**

In a Quick Change Episode from Dickens

THREE DAYS—STARTING

SUNDAY, SEPTEMBER 21ST

A Whirlwind Drama! Record Breaking in Its  
Speed; Dynamic in Its Power!

### "THE SQUEALER"

With

JACK HOLT, DOROTHY REVIER AND  
RKO VAUDEVILLE

R  
K  
O**CAPITOL**

THREE DAYS—STARTING

WEDNESDAY, SEPTEMBER 17TH

One of the Most  
Amazing Stories Ever Filmed

### "THE SEA GOD"

WITH

Richard Arlen, Fay Wray  
Eugene Pallette

Adventure at Its Highest Peak!

A Real Thrill Is in Store for You!

FOUR DAYS—STARTING

SATURDAY, SEPTEMBER 20th

Fighting, Loving, Wise-Cracking Marines in a  
"Love 'Em and Leave 'Em" Jamboree of  
Cock-Eyed Fun and Romance

### "Leather-Necking"

with

Benny Rubin, Ken  
Murray, Louise Fazen-  
da, Eddie Foy, Jr.,  
Lilyan Tashman, Ned  
Sparks.

An RKO Radio  
Picture



RKO—ALWAYS A GOOD SHOW



## Styles That Will Acquaint You With What's New



Travel Prints, Travel  
Tweeds, Satins, Canton  
Crepes, Georgettes  
and Chiffons . . . . .

\$15

The tunic, the Russian  
blouse, the draped  
neckline, and new  
sleeve details are  
shown in the very  
newest » » » » »

Our collection of fine  
frocks has been design-  
ed with the greatest  
care, always following  
the latest modes of the  
Parisian designers.  
You will find them  
extraordinarily chic at  
this very low price!

# Bonnie FROCKS

231 STATE

### "Gas Overcomes Girl While Taking Bath"

Miss Cecelia Jones owes her life to the watchfulness of the elevator boy and the janitor of the hotel where she was stopping.

—Brown Jug



Mrs. Nurich: How did you enjoy your trip south, Mrs. Astorgilt?

Mrs. A.: Not very well. During my entire visit the damp airs annoyed me terribly.

Mrs. N.: Quite strange, I'm sure. The fruit never seemed to bother me.

—Lord Jeff



A man somewhat under the influence of seven percent attempted to pass through the revolving door of a downtown restaurant. Each time he entered he made the complete round and found himself again in the street. After several unsuccessful attempts he sat down on the sidewalk to figure it out.

A moment later a young man walked rapidly up the street and went in. The door went round and a young lady came out.

The inebriate was puzzled. "What gets me," he remarked, "is what the devil he did with his clothes."

—Exchange



"Who was that big colored boy I saw you all with last night?"

"What you tryin' to do, Mandy, blackmail me?"



FAIR PRICES—FRIENDLY SERVICE

# BROWN'S BOOK SHOP

CORNER STATE AND LAKE STREETS

## Fountain Pens

Sales and Repairs

## Student Supplies

Quality Merchandise Fairly Priced

## Used and New Texts

Thousands of Used Texts in Stock

Rebate Checks with Every Purchase  
Redeemable in Cash or Merchandise

# BROWN'S BOOK SHOP

CORNER STATE AND LAKE

**EVERSHARP**  
PENS-PENCILS

**Speaking of friends:**

—HERE ARE TWO  
WORTH KNOWING...



They take all honors for faithfulness, dependability, capability. They delight all who see them, in their coats of colorful, modern design. Inanimate pen and pencil, but friends... forever!



# The Wisconsin Malted



deliciously heavy, made with our own ice cream, and served in your favorite flavor.

Regular Dinners, Steaks and Chops

## Campus Soda Grill

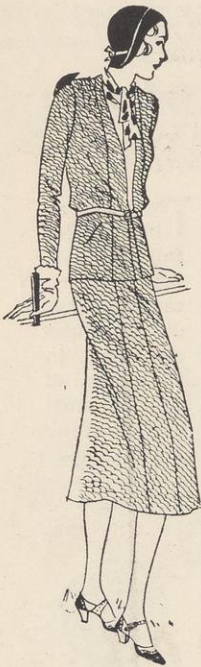
*"The Place Malted Milk Made"*

714 State

WE DELIVER

Fairchild 3535





# GREETINGS!

## Students! Alumni

It seems good to see you back — and many new faces, too!

Giving the town the "once over" you'll find changes and improvements have almost miraculously taken place since you left.

We point conspicuously to ourselves — we have grown!

New and larger  
dressing rooms.

More space for  
merchandise.

An intriguing green  
redecorating.

And Just to Mention, new fall selections are arriving daily—the very newest and smartest to be worn on the campus.

# Wagner's

COLLEGE SHOPPE FOR WOMEN

528 State Street.

F. 5623

### Fifty-Fifty

He: You know you're not a bad looking sort of girl.

She: Oh, you'd say so even if you didn't think so."

He: Well, we're square then. You'd think so even if I didn't say so.

—Log

First Mountaineer: Wal, I see where Jakes' wife had another datter.

Second Mountaineer: Yes, that makes six, reckon he'll have t'git a double-barrel if he wants t'git 'em all married.

—Sniper

A crowd of small boys were gathered about the entrance of a circus tent in one of the small cities one day, trying to get a glimpse of the interior. A man standing near watched them for a few moments, then walking up to the ticket-taker he said:

"Let all these boys in, and count them as they pass."

The man did as requested, and when the last one had gone, he turned and said, "Twenty-eight."

"Good!" said the man. "I guessed just right," and walked off.

—Drexerd

### ALADDIN HOCKS HIS LAMP

or

### THE GENII MAKES GOOD

(A play in no sense)

*Curtain shows Aladdin and the Genii wallowing mid-stream of the Suez Canal.*

Aladdin (to Genii, who has paid him a surprise visit): Well! what do you want?

Genii: A day off, sir. The wife is going to pull a collegiate party this evening and wants me to turn into a pitcher of ice-water for the gang.

Aladdin: Well—you can do that and then get away, can't you?

Genii: No, sir. You see, the pitcher of ice-water won't be needed till early morning, sir, and meantime I'll have to be in turn the doormat, the clothes hangers, the phonograph, the davenport, the wine, the kitchen sink, and the messenger telling my wife I'm detained at the office.

Aladdin: You're a damned liar, Genii! I got a date with your wife myself tonight!

Genii: You're a damn liar yourself, Aladdin! I have no wife!

(Curtain won't work. Shut your eyes)

—Columns





**TODAY . . is  
somebody's birthday !**

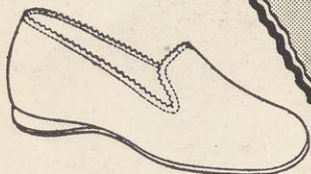
—and somebody is pretty  
sure to be pleased—if he is  
remembered with some  
good-looking ties.

There are Cheney  
Cravats—for every type of  
daytime and evening wear.

**CHENEY  
CRAVATS**  
MADE OF CHENEY SILKS



# Style! Comfort! Service!



MEN'S All Leather Slippers, soft soles and heels, black and brown, all sizes ----- 98c  
Same in felt ----- 79c

at a Low Price  
... and what  
more could  
you expect  
in a  
**SHOE**



**\$3.98**

MEN'S Patent Plain Toe Dress Oxford. Rubber Heel. All Sizes.



**\$1.69**

## Bridge Slipper

Crepe Satin Bridge Slipper. Maribow trim. Quilted Satin lining. Six different Colors.

**Prices  
Make  
2 Pairs  
Possible**

**Kinney Shoes**  
G.R. KINNEY CO., INC.

18 E. Mifflin St.

The first time you play poker you play to win, the rest of the time you play to get even.

—Witt

"Where was the wedding last night?"

"So you were fooled too, the man with the gun was only going duck hunting."

—Sniper

## An Oversight

Judge: You admit you drove over this man with a loaded truck?

Driver: Yes, your honor.

Judge: And what have you to say in your defense?

Driver: I didn't know it was loaded.

—Brown Bull

Sin: Hear about Jack? He drank some sulphuric acid by mistake.

Copation: Kill him?

Sin: Hell, no; he said the only thing he noticed was that he made holes in his handkerchief every time he blew his nose.

—The Brown Jug

It seems there was a charity ball being held for the benefit of old and decrepit icemen with fallen armpits in one of the Bowery districts of an eastern metropolis one Tuesday evening.

The story opens as our hero saunters up to the Get Your Kiss booth with the intention of making a few osculations.

"How much are they?" inquires our hero boldly.

"Twenty-five cents, fifty cents and seventy-five cents," came back the reply from the pretty damsel behind the counter, shifting her gum to the left cheek.

"Huh!" cries our man, a bit taken back, but he stays on his feet and comes back fast with a "What's the idea of the three prices?"

"Well," replied the kiss lady, preparing for immediate action by parking her gum in her vanity, "Twenty-five cents, you do all the work; fifty cents, I help a little, and seventy-five cents, you just hang on—how many?"

—Jack-O-Lantern



**RENT-A-CAR**  
BADGER  
STATE AT HENRY  
FAIRCHILD  
WE DELIVER.  
RANNENBERG-PARR, MGRS.  
6200



## Are You Paying Too Much For Your Clothing?

The first thing every male student should find out when he enters the University is what store offers the best assortment — the latest styles — the best values for the lowest price.

That store will be found at 27 North Pinckney street on the Capitol Square, next door to the New Belmont Hotel.

The only store in Madison operated on a No Sale Policy — which means we have no long mark-ups to take care of the mark-downs that is necessary to overcome the losses sustained by holding cut price sales.

We carry only nationally advertised goods in clothing, hats and furnishings that meet the ready approval of the College Man.

Every Day is Registration Day here.

**The Crescent**  
CLOTHING CO.  
Specialists in Apparel for Men & Boys

"Tusk! Tusk!" murmured the poor elephant.

—Brown Jug

Then there's the absent-minded guy who got thrown out of his apartment when the landlady heard him drop his shoes on the floor twice.

—Voo Doo

An elderly lady walked into a railroad ticket office at Chicago and asked for a ticket to New York.

"Do you wish to go by Buffalo?" asked the ticket agent.  
"Certainly not!" she replied. "By train, if you please."

—Drexlerd

*Two and Two Make—?*

On mules we find two hind legs behind,  
And two we find before.  
We stand behind before we find  
What the two behind be for.

—Notre Dame Juggler

NOW I'LL TELL ONE

Modest little Agnes overslept, and being very hungry, she hurried down to the kitchen to get some breakfast, donning not even the most incidental habiliments. In fact, she ran down from her bedroom in her cute little pajamas. Suddenly she heard footsteps on the back porch — masculine, heavy, slow.

"The ice man!" thought Agnes in terror. He was at the door. No time to flee. Only time to step inside the closet which opened just off the kitchen. Safe!

The footsteps now were in the kitchen. Closer and closer they came. Horrors! They did not stop at the ice box. The man was approaching the closet in which little Agnes was tremblingly hiding!

Closer and closer . . . then, HE OPENED THE DOOR!

Agnes shrieked. It was not the ice man at all. It was the man who came to read the light meter which was in the closet. Agnes was surprised.

"Oh, excuse me," she exclaimed. "I was expecting the ice man."

"Lucky man," quoth the meter-reader.

—Sour Owl



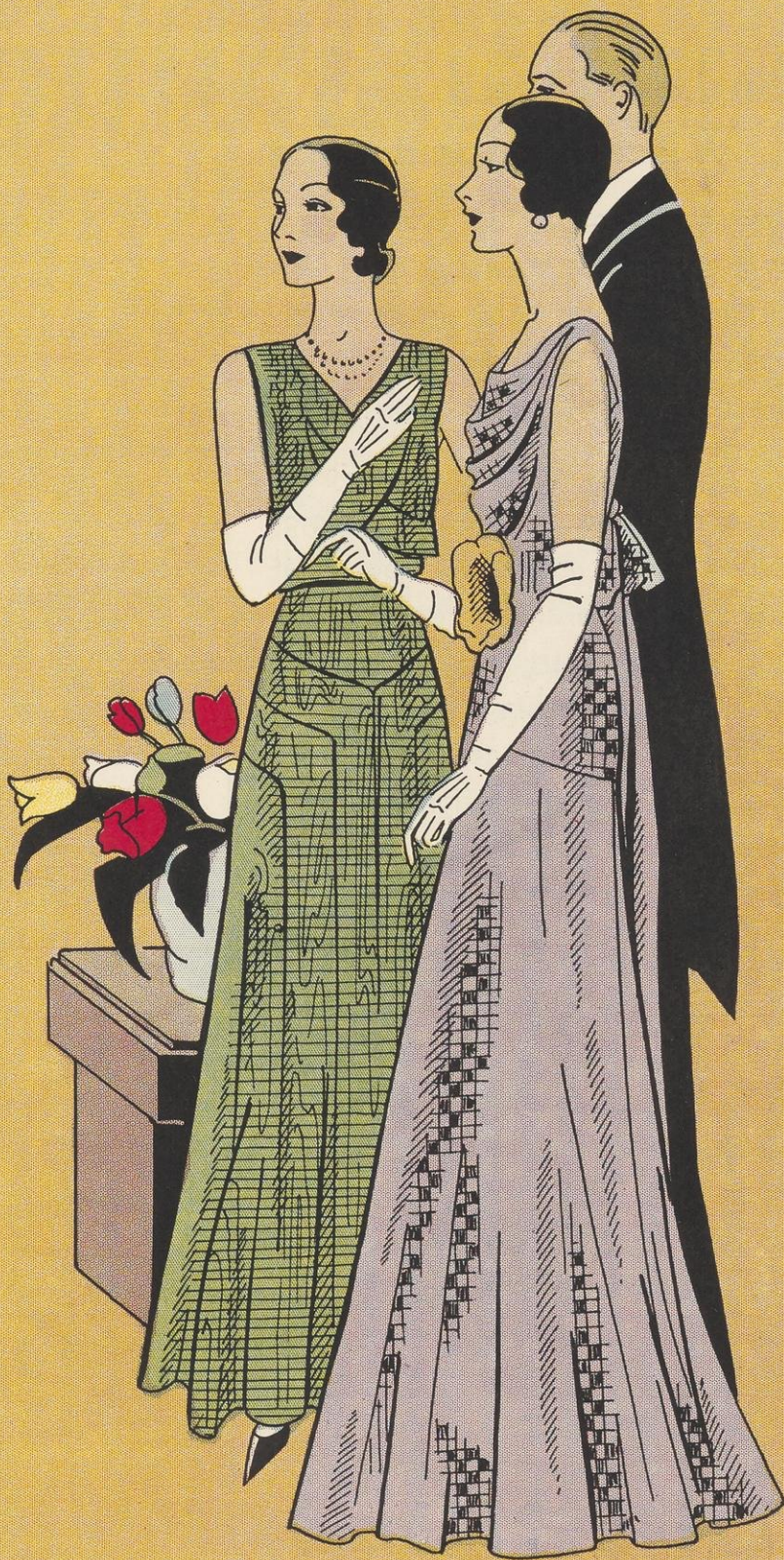
# "Eleven-thirty Saturday Night"

---the zero hour for some,  
perhaps, but not for the  
college girl!

At eleven-thirty Saturday  
night, she's feeling tip-top,  
for she's becomingly and  
smartly clad in a formal  
frock from Manchester's.

Frocks of soft dull crepe  
and velvet. \$29.50 to  
\$49.50.

**Harry S.  
Manchester, Inc.**







## An Invitation to Wisconsin Gentlemen

The selection of fall wardrobes, always an interesting part of autumn's activity, becomes even more interesting this year, because of our careful preparation some months ago. . . . .

As a result of careful planning, early buying and close personal attention we are enabled to present a most striking exhibit of gentlemen's clothing and accessories. Both domestic and foreign tailors and designers contribute to our 1930 fall presentation of distinctive menswear. . . . .

We invite all Wisconsin men to pass personal judgment on the unusual clothing we have assembled. We emphasize that invitation to new men at Wisconsin in order that they may acquaint themselves with the Pete E. F. Burns tradition of style, of distinction and of correctness which has become a virtual campus tradition at Wisconsin.

*Pete E. F. Burns.*

A Pacific Coast bootleggerette was nabbed by the coppers, who found six pint flasks in her bloomers. How's that for a kick in the pants?

—*Carolina Buccaneer*

A sultan at odds with his harem  
Thought of a way he could scare 'em.  
He caught him a mouse—  
Let it loose in the house,  
Thus starting the first harem scarem.

—*Zip 'n Tang*

It was the day after the professor and his children had eaten over at Magnolia that, while eating supper, Bobby suddenly hurled a slab of bread into the prof's eye; Johnny, with rare aim, landed a quarter pound of butter on his father's shirt, the while Charles gleefully poured water down the poor man's neck.

"What do you mean by this conduct!" the worthy prof thundered.

"Nothing, papa. We were just playing Phi Gams."

—*Mountain Goat*

## CONTRIBUTORS

PAUL FULCHER

BILL HARLEY

LOREN MOORE

PATIENCE

MAXWELL KRASNO

OZZIE JOHNSON



# ANNOUNCEMENT

*"A CHANGE FOR THE BETTER"*



Keeping pace with the rapid development of pressing service in metropolitan centers the United Valetor Service is bringing to Madison the latest and finest in valet work. Installation of the last word in pressing equipment has been completed and the service is now open to Wisconsin men.

Our representatives will be glad to thoroughly explain all the features of the Valetor system. Phone or drop in.



## UNITED VALETOR SERVICE

637 State Street

Tel. Fairchild 7851X

*"Across the Street from Morgan's"*





## ENTER DIANE . . . . .

*and the chase begins!*

Nonchalant College Eds prick up their ears and take notice . . . .

Young men rival Sherlock Holmes in attempts to find out where she is going to stay . . . .

Other Gallants hope that she will drop her hankie, thus, a chance for informal introductions . . . .

Sorority Row Members have secret meetings planning strategic moves to 'get' her . . . .

## BUT DIANE. . . . .

*has just one thought right now!*

She will park her bags, powder her little nose . . . and do just what her U. W. sister told her to . . . .

No time to lose . . . . she heads straight for Simpson's at the Co-op to buy all of the new clothes she will need . . . . plenty of time left then for other maneuvers! Diane is clever, as are so many other smart co-eds!



SEPTEMBER » » »



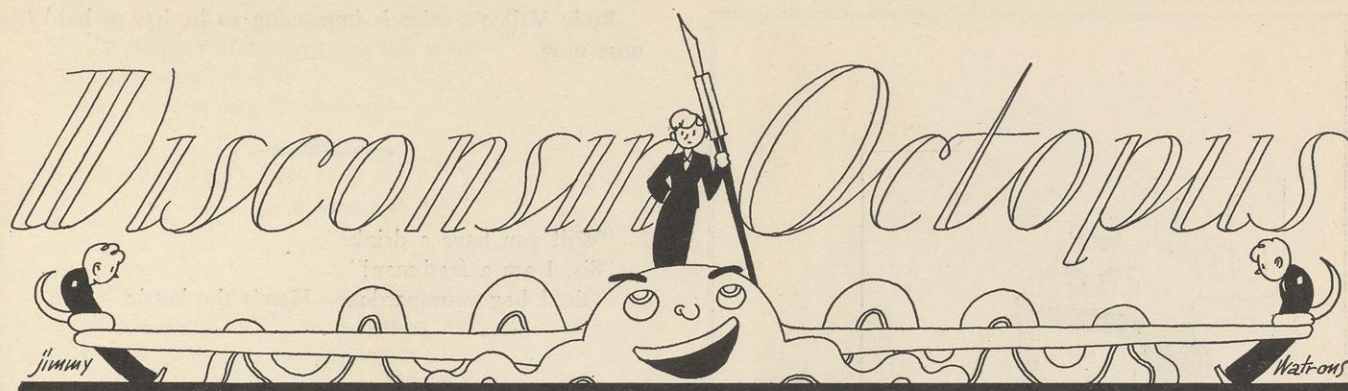
*The sartorially minded collegian who spent his vacation abroad.*





*"What did Maybelle say when she got back from her date with that romantic looking freshman?"*  
*"Gawd, how my feet hurt!"*





"My friend from Switzerland has the measles."

"Hmm—dotted Swiss!"

No, Montgomery, the Co-op isn't where the co-eds live.

"Oh, look at that poor girl in rags!"

"Yeh. Them's the wages of Cinderella."

"Do you buy your gin by the barrel?"

"No, by the gas house."

"Say frosh, run down to the Pharm and get me some tape."

"Yessir, what kind, sir?"

"Red, I've got to register tomorrow."

"What happened to that rum ring you were going to organize?"

"It blew up in smoke."

"Oh, I see. Sort of a smoke ring, eh?"

"Judge, I just shot a duck out of season."

"What! 5 years at hard labor."

"Judge, I just shot a man."

"My, my! How careless. Call a doctor so this man may be judged insane."

"Your Honor, I just shot a woman."

"Really! Congratulations . . . Say, if you ever feel in that mood again, here's my address, and my mother-in-law sleeps in the first room to the right on the second floor."

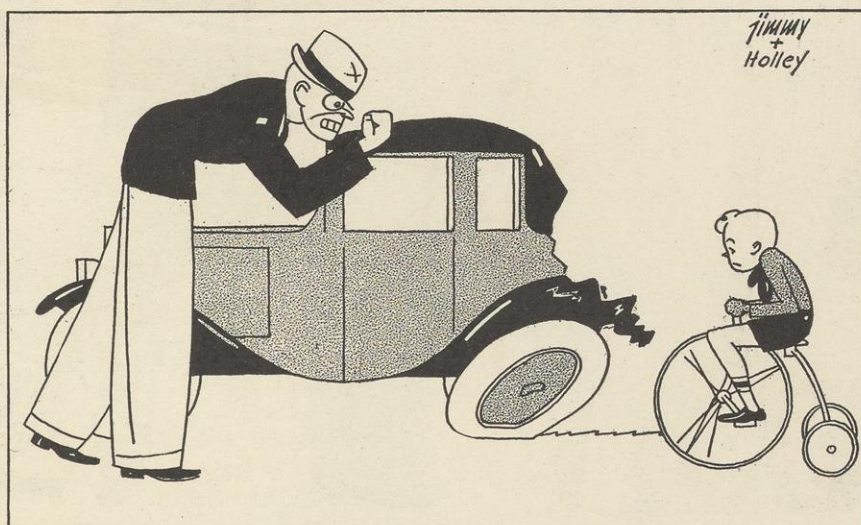
"What did you do over the summer?"

"Oh, I was a gangster."

"A gangster! Oh, my!"

"Yeh. I worked on a construction gang."

A newspaperman is shot in Chicago and the great American public rises in indignation. Wonder what they'd do if they knew how many reporters come to work every other morning about half shot.



Small Boy: Oh, mamma, I had the most awful dream last night.

Mother: Why, what was that, sonny?

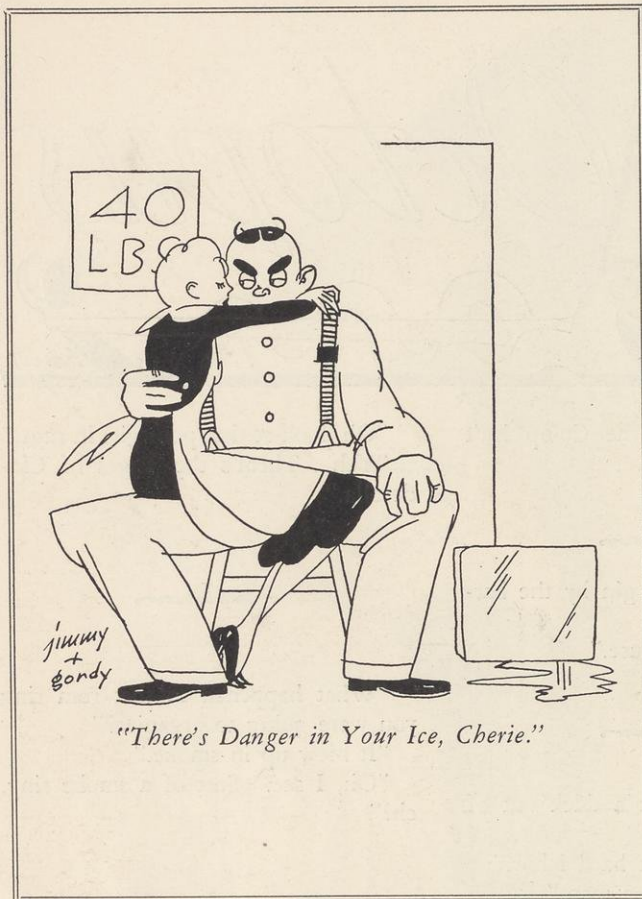
Small Boy: I dreamed that all the grass on the front lawn turned into seaweed because you made me water it so much.

He had a cast in his eye so they made him a movie director.

Then there was the New York Scotchman who hired Floyd Gibbons to talk over the long distance phone to his girl in San Francisco.

"Honest, Mister, I didn't do it."





Rudy Vallee's voice is improving so he has to hold his nose now.

"Will you have a drink?"

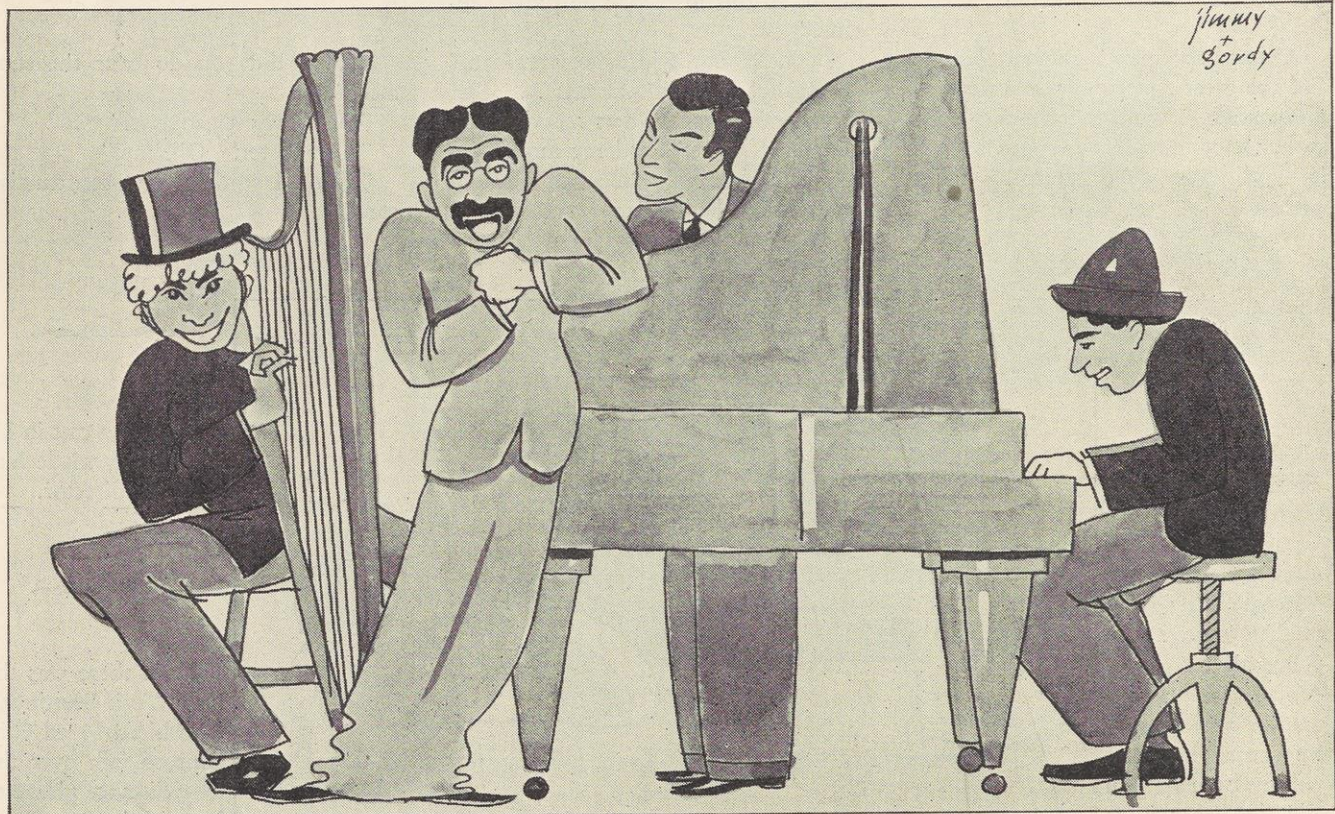
"Sir, I am a freshman!"

"Oh, I beg your pardon. Here's the bottle."

### YORKSHIRE ALE

Alice sighs, for she is ailing;  
Sickened quite to learn that beer  
Oft demands, you know, a railing,  
Mark you how her cheeks are paling!  
Alice sighs for she is ailing—  
Having set six schooners sailing,  
Something that she ate, I fear,  
She demands. "You know a railing  
Close at hand? I feel I'm failing—  
Gosh, but I feel awful queer,"  
Alice sighs, for she is ailing,—  
Alice mopped up too much beer.

—Maxwell



*Four Men Who Made Their Marx in the World.*



"Do you know the 'lousy woman song?'"

"Lousy woman song?"

"Yeh. 'Gal of my dreams, itch you'."



The difference between being famous and unknown is when Amee Semple McPherson socks her ma on the nose she gets her picture in the paper; if you or I tried it we'd get a ride in the paddy wagon.



The census official was a bit puzzled when he found two men listed as living with a certain woman on the files. He went to inquire personally.

"Well," smiled the lady, "you see, my husband leads a double life!"



"Hello, Pete, whatdya do over vacation?"

"Well, you remember I told you I was going to England, then tour France on a bicycle, walk through Germany, then sail back first class on the *Olympia* . . ."

"Yes . . ."

"I ended up by working in a garage in Racine!"



*The frosh writes home:*

Dear Folks:

The first thing they started us out with here was Geography. The name was "Orient-ation Week", and take it from me, it was some Chinese puzzle all right trying to find out what it was all about.

Guess the next step won't be so bad though. I hear there's some class to it. We go and sit in big rooms and listen to a bunch of guys who like to hear themselves talk. Then we go to a bunch of little rooms and tell some other fellows what the first guy said. Seems darn funny they couldn't go to the big rooms themselves, they're always so anxious to know every little thing.

And then, I hear there's an examination on what we told the guys in the little room and what they said the big guy didn't say that he said. All of which seems very complicated, but must be all O. K.

Incidentally, have found out why this is called a higher institution of learning. Please send check for \$10.

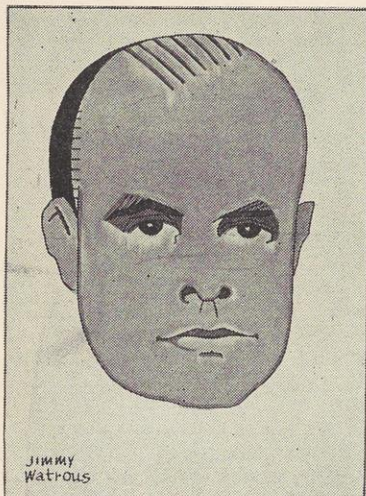
Love and kisses,

John

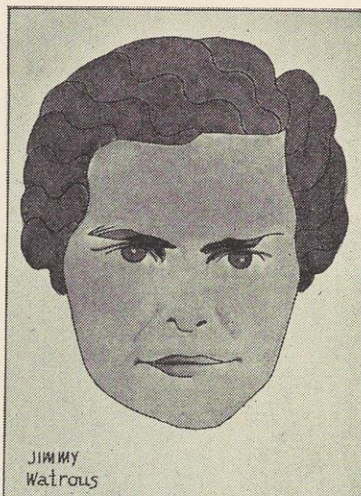


"Not bad, but you ought to see Roxy's Theatre in New York."





GLENN FRANK



JANE CANNON



PAUL FULCHER



MILTON GANTENBEIN

# WITH THE TEMPO OF WISCONSIN

PRESIDENT GLENN FRANK—under whose regime Wisconsin has revolted against the collegiate tradition and is now entering a new era of sophistry.

PAUL FULCHER—novelist and humorist, all of which qualifies him as Octy's exceptional reviewer of the "best seller" of each month.

JANE CANNON—one of Wisconsin's outstanding sportswomen, who divides her time between campus activities and golf, having held the women's state golf championship for two years.

MILTON GANTENBEIN—for two years one of the outstanding ends in the Big Ten, this year pilots the Cardinals in the Western Conference race.



"The Cardinal office is simply full of traditions."  
 "Now, ain't that too bad? Have they tried roach powder?"

TRIOLET ROSETTI

My heart is like a singing bird;  
 I wish my head weren't singing too.  
 The combination's quite absurd.  
 My heart is like a singing bird,  
 And yet my tongue feels strangely furred—  
 That gin was stronger than I knew.  
 My heart is like a singing bird;  
 I wish my head weren't singing too.

—Patience



There Ain't No Justice!



World Famous Marathon Dancer Rates the Kappa's Pledge Party



"What would you say if you walked into your room tonight and saw an elephant asleep in your bed?"

"I'd say, 'take your trunk and get out, you bum!'"

Most women have the right of free screech!

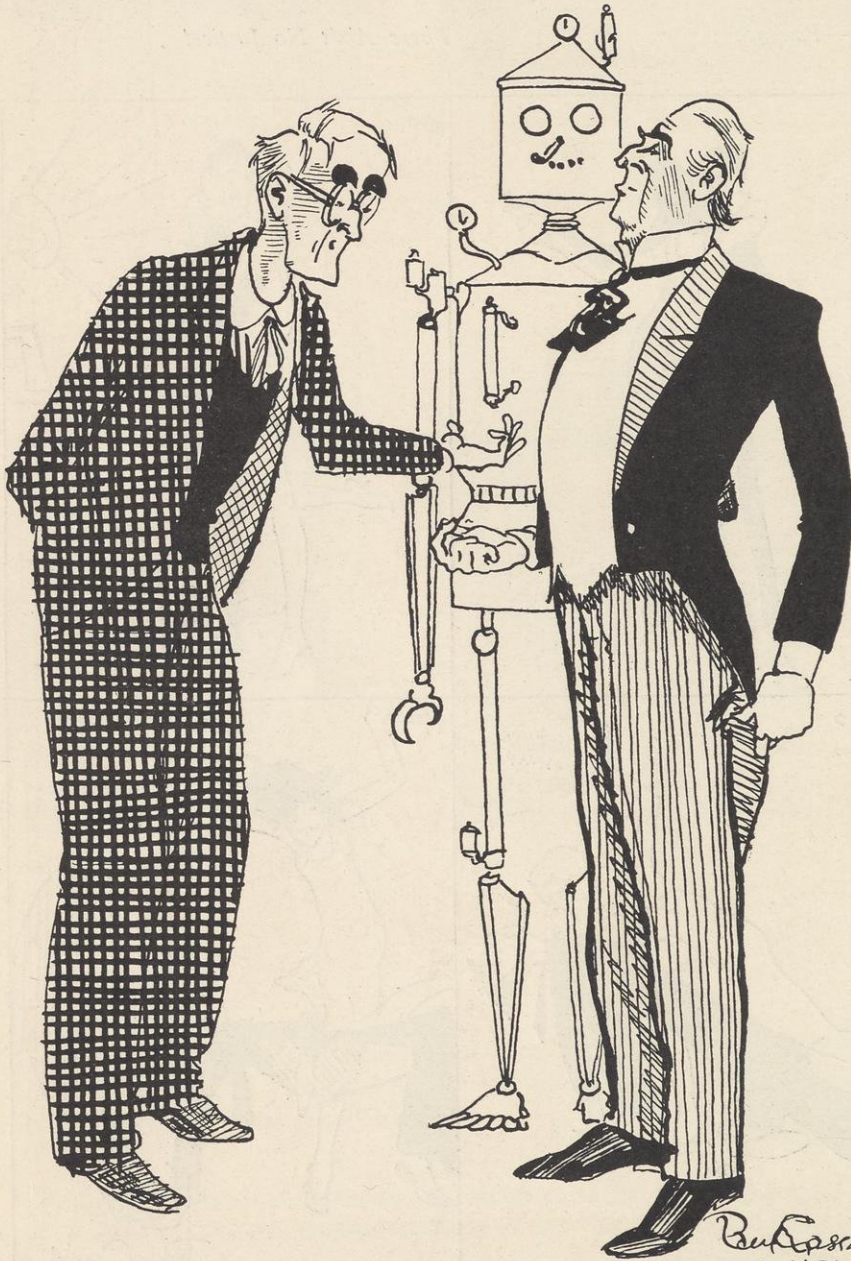
*Triolet*

*Darling, I am growing old;  
Try and guess the reason why  
Silver threads among the gold  
Darling, I am growing old  
Empty is the old bill fold  
Dating you comes too darn high;  
Darling, I am growing old;  
Try and guess the reason why.*

—Patience

"Everybody King Midas touched turned to gold."

"Well, it seems that everyone I touch turns cold."



"Don't forget to give him some castor oil this morning, Otto. His stomach's a little squeaky."



"I'm all aquiver."

"My dear boy, how have you the nerve to stand there and tell me that you haven't said your prayers for a week, especially after you promised me to remember them before going to bed?"

"Yes, mother, I know, but . . ."

"But what!"

"I haven't been to bed for a week, mother."

"Maria, what do you think I found in my soup today? A foreign body." quoth Professor Gibsnitz wrathfully.

"Well, you will go to those Greek restaurants!"

Nowdays, the thing that used to be the brass rail, has, in many instances, become the third rail.

"So you're out for football? Going to make the team?"

"Well, if I don't somebody'll be out a lot of money."





*Fraternity Life at Wisconsin*  
No. 5: PHI GAMMA DELTA

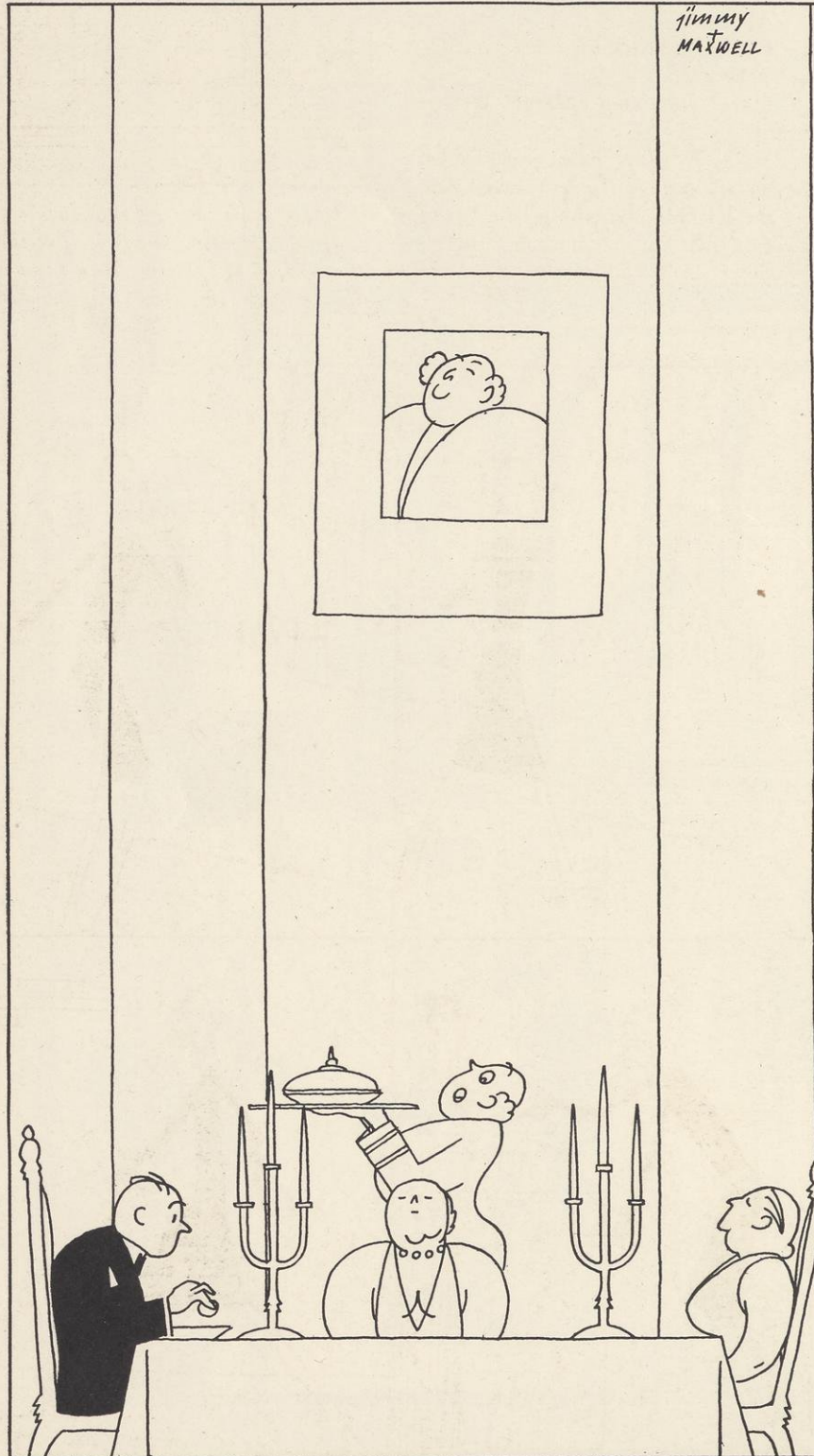


Jennie, the gold digger, says she plans on having a moneymoon rather than a honeymoon.

"I think Ted's girl is pretty."

"Pretty?"

"Pretty bad."



*A Traveling Salesman with the Tipping Habit Forgets Himself.*



"Stick 'em up!"

"Would ye mind if I put me cigar out first?"

"Lester," said the circus fat lady who married the dwarf of the troupe, "you stop hiding under my stomach and get on this table and talk to me like a man!"

"Can you give me a sentence demonstrating the word, 'slang'?"

"Sure. Me kid brother threw a rock at me so I slang it right back at him."

#### THE FRESHMAN READING LIST

Approved by the Board of Freshman English

1. East is Wet, and Wet is East—by Al Smith.
2. Montgomery's Reward—by Serious Roebuck.
3. A Comedy of Errors—by Babe Ruth.
4. Life's All Wriggely—by Will Rogers.
5. The Four Horsemen—by Knute Rockne.



Another murder in Chicago—and as usual the police cannot be found.

He: You look pretty good to me.  
She: Yes, I know I'm pretty.

"I hear you fell for Marie last night."  
"Not quite, old man. It was only a stumble."

"I know an old dutchman who's the original 'I' dotter."

"I dotter? What do you mean?"

"Well, if you yell at him and say, 'who's there?' he'll answer 'dot's I!'"

"Well, well, how are you, old man?"

"Oh, so-so."

"Have a good summer?"

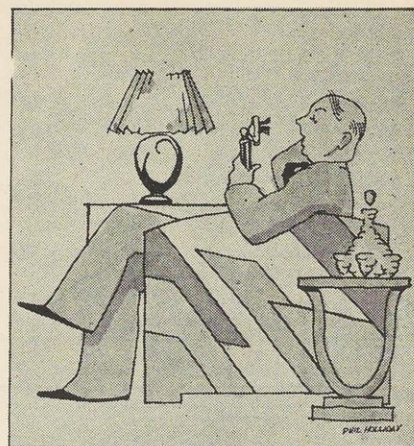
"All right."

"Glad to be back to college again?"

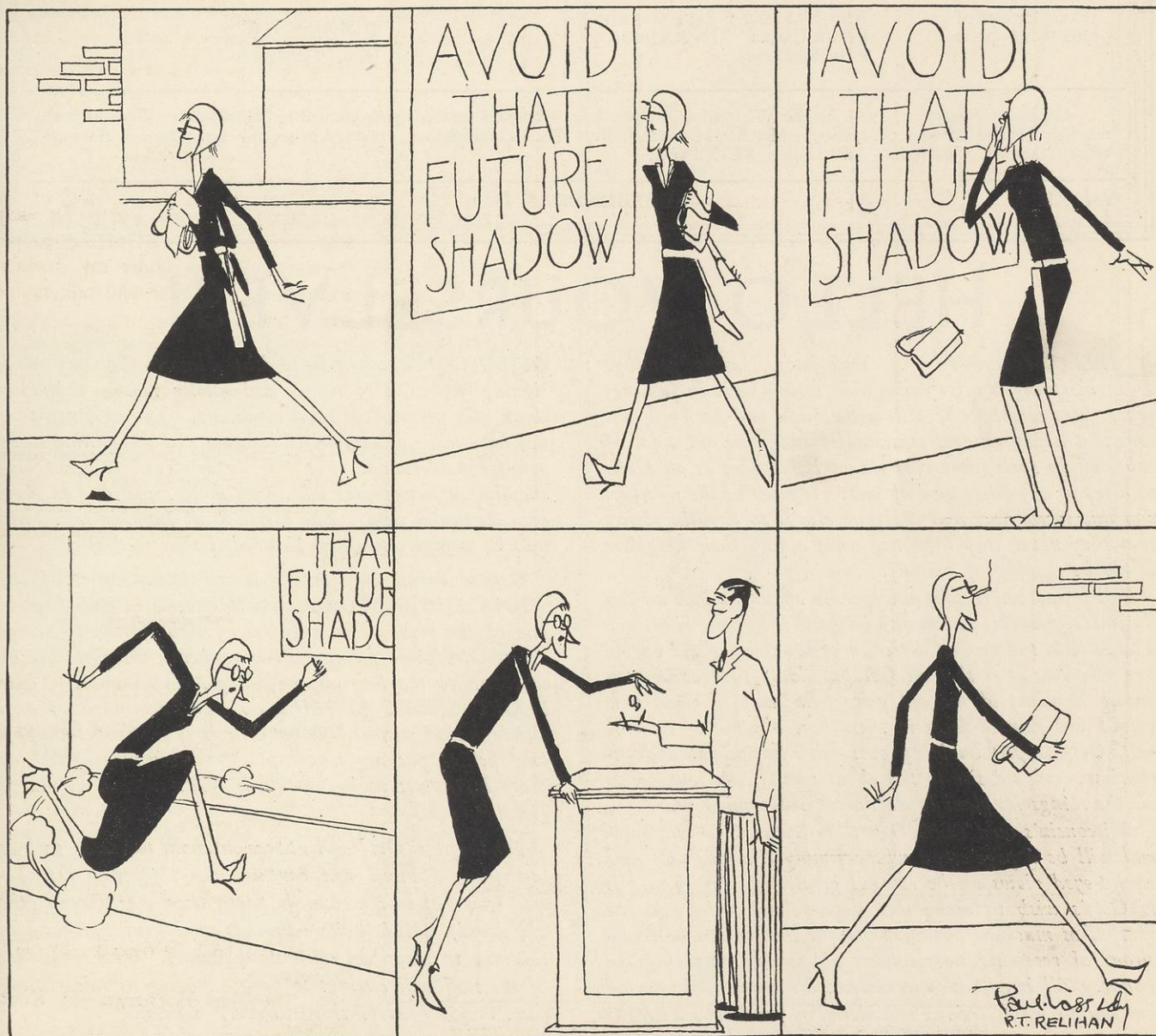
"Why not?"

"Have you seen Marge yet? I heard . . ."

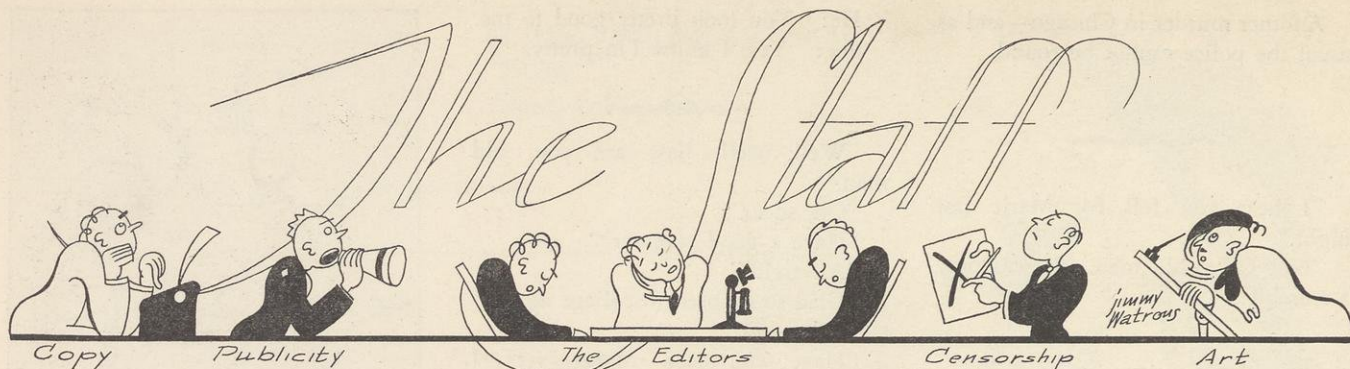
"Have I? Say, listen boy, called her up the minute I got to town. And let me tell you something, she's even sweeter than last fall if such a thing's possible! And when she saw me . . .!"



"I say there, am I President of the Sugar Cookie Co. and Vice-President of the Self Supporting Sock Corporation, or is it the other way around?"







EDITOR  
GORDON SWARTHOUT

EDITORIAL BOARD  
HOLLEY J. SMITH, *Associate Editor*  
JIMMY WATROUS, *Art Editor*  
BILL KIRK, *Publicity Director*

## EDITORIAL STAFF

FRED PEDERSON  
JOHN LANCKTON

## ART STAFF

NILS HANSELL PAUL CASSIDY  
FRANK UNGER ED SINAIKO  
PHIL HOLLIDAY

BUSINESS MANAGER  
RALPH PARKIN

EXECUTIVE STAFF  
SCOTT GOODNIGHT, *Guiding Light*  
JOE SOWERWINE, *Advertising Manager*

BUSINESS STAFF  
HUGH OLDENBERG

Copyright September, 1930, by the Wisconsin Octopus, Inc. Exclusive reprint rights granted to **College Humor**. Contents must not be reprinted without permission. Member Midwest College Comics Association. Entered as second class matter at the post-office, Madison, Wisconsin. Subscription, \$1.75 a year.

Vol. XII

SEPTEMBER 18, 1930

No. 1

# HELLO YOURSELVES!

**H**ELLO, everybody! . . . You know, saying goodbye in spring is a lot easier than saying hello in fall, because there seems to be a time hallowed and honored custom that a guy can get sentimental and pour out a lot of sob stuff in springtime that would brand him as all kinds of a sap at any other time of year. It must be the weather, and due to the fact that everyone else is so gaga in spring that they never stop to notice what a fool their neighbor might be making of himself.

Fall is another season, however, so about the best we can do for Octy at this welcoming business is to have him wave a tentacle in the general direction of the campus and burble (or whatever it is that an Octopus does) his goodwill at seeing so many of the old gang back, and so many new bright and painted faces in these here old hills. For the rest, Octy is just bubbling over with impatience and enthusiasm and a desire to tell about himself and enumerate all the things he plans to do during the coming year.

Wisconsin's own TEMPO will be featured every month, and will be a page upon which Jimmy Watrous will take squint-eyed views at the campus great and near great. It is Octy's wish to make this page belong strictly to the campus as much as possible, and for that reason he is desirous of receiving nominations of persons deserving the honor. All it will be necessary to do to have any person on campus given serious consideration for Octy's TEMPO

OF WISCONSIN will be to drop a line to the Octy office, signing your OWN name, and giving reasons why you think said person is a good candidate. The nominee does not have to be of campus wide name and recognition to be given consideration. For this department, we want outstanding Wisconsinites who have done something in their own particular field. The originals of Jimmy's caricatures will be available to those pictured if they so desire.

Octy's second big feature is the inauguration of the **SHORT SHORT STORY**. As this seems to have become one of the most popular forms of light fiction in recent years, Octy takes pleasure in announcing the fact that he will publish the best one he can get each month. These **SHORT SHORT STORIES** do not have to be funny, although they may be. What Octy is after is short, snappy, vital fiction, packing a wallop. The story may be set any place in the world or outside it. All we ask is, that it kicks!

For the rest, Octy will appear in about the same garb as last year. Hansell will continue the Fraternity Life Series, Maxwell will wax more poetic than ever, Gordy (the old devul) WILL write editorials, and Prof Fulcher will continue to wow 'em with Book Banter. The remainder of the staff will attempt to keep on being as sidesplitting (and maybe headsplitting) as ever. Cheerio!



## USE YOUR OWN JUDGMENT!

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

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

To the men and women of '34:

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

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

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

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

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

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

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

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

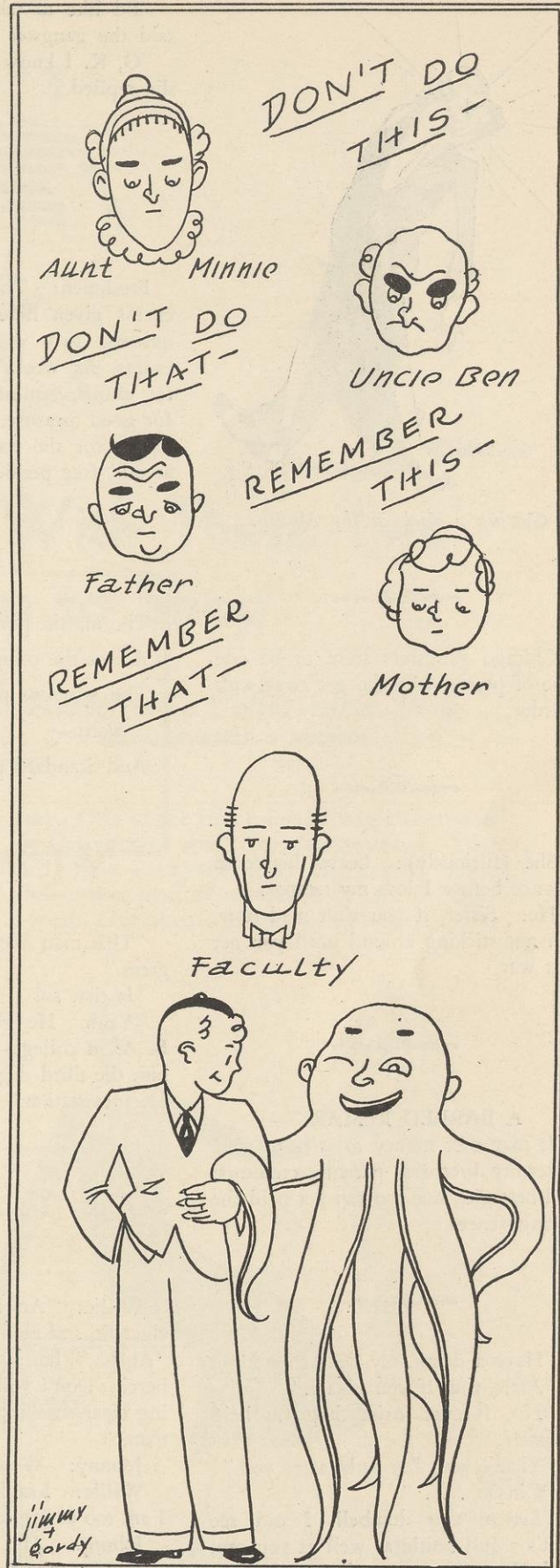
If you said your prayers at home, you can say them here. You're on the same wave length.

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

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

Now, use your own judgment!

Gordon Swarthout



And furthermore, remember—





Getting a Kick in the Mouth.

Chicago gangsters seem to be one type of person who can get away with murder.

She (furiously): Leave this room at once before I lose my temper.

He: Sister, if you ain't mad now, I'm not sticking around until you get that way.

#### A BARBED REMARK—

It may cost money to wire to your fraternity brothers, parents, creditors, and best girl, but you can get paid for wiring fences.

"Have a drink, my dear friend."

"After you, if you please."

"No, I must insist that you help yourself."

"Thank you, but only after you."

"I insist . . ."

"Lissen, you dumbell, I can see that's a full bottle as well as you can, and if you want to do any experimenting, do it on yourself."

"I'd like to take you for a ride," said the gangster to his sweetie.

"O. K. I know an X-cellent spot," she replied.

Freshmen: There are practically no exams given here except the weekly quizzes, two weeks' tests, monthly exams, six weeks' exams, mid-semester exams, semester exams and then for good measure, entrance exams and exams for the removal of conditions at odd free periods.

The martin pipes its music firm  
Across the country soil;  
The sparrow pipes its breakfast  
worm—  
And Standard pipes its oil.

—Maxwell

"That man over there has three degrees."

"Is that so?"

"Yeah. He got an M. A. and a B. A. in college—yesterday they gave him the third degree down at the first precinct station."

Willie: 'An I no sooner got the cigar lit, and along comes my old man. "Ahaha," he says, "What have we here? Don't you think you are starting cigar smoking a little early, young man?"

Johnny: Wow! What'd you say?

Willie: I said, "Yes, father, maybe I am too young to be smoking cigars."

Johnny: And then . . . ?

Willie: And then I reached for a Lucky instead.

"Hello there, fair maiden, what do you do for a livin'."

"Well, kind sir, since you ask, I draw pitchers."

"Ah, landscapes, perhaps?"

"Naw. Pitchers of beer."

#### IMAGINARY BOOKS

*Autobiography of Col. Charles A. Lindbergh*

##### Chapter I

"We" are born of poor but honest parents.

##### Chapter II

"We" are bored by school days.

##### Chapter III

"We" leave the University of Wisconsin.

##### Chapter IV

"We" fly the Atlantic from New York to Paris.

##### Chapter V

"We" are married and become three.

##### Chapter VI

C. A. L., Jr. arrives and now it's "Us".



"Do you know of any good way to make money?"

"No, but I know of a bad way to make good money."



Rah Rah  
Fashion



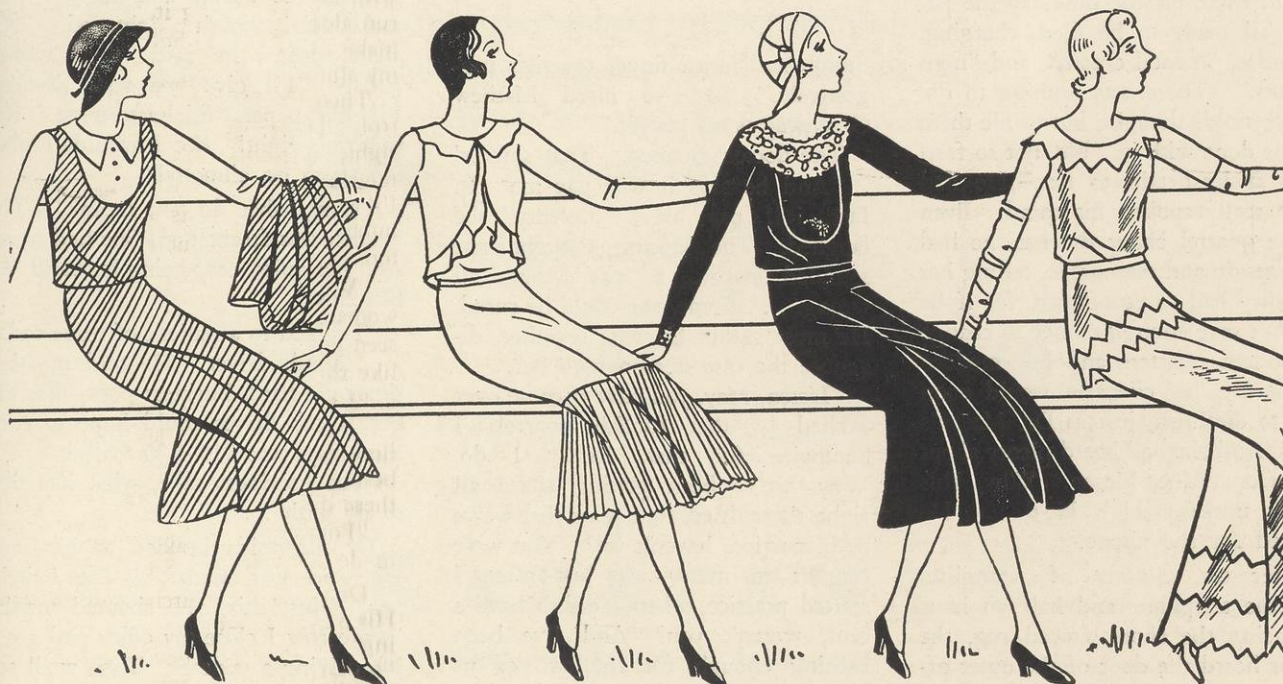
## Get Acquainted With These Two Smart Places to Shop

*Kessenich's Department Store*  
201 STATE STREET

*Kessenich's Collegienne Shop*  
903 UNIVERSITY AVENUE

For whether you want a little something to make your room more pleasing or want an entire wardrobe--Kessenich's will have it--in the kind you will want to buy--at the price you will want to

pay. This store has been filling the needs of University girls for forty years. You will find everything at the main store --apparel and accessories at the Collegienne. Get acquainted with Kessenich's.





# EX-ALIMONY

A SHORT SHORT STORY

By

MAXWELL KRASNO

DOCTOR James Reynolds sat at the glass topped desk in his office and stared at the strips of adhesive tape hanging from the edge of the first aid cabinet. His eyes were wide open, their expression changing slowly from complete stupefaction to utter horror, and from utter horror to intense agony. He closed his eyes with an effort and his shoulders twitched. When he opened his eyes again they strayed to the letter clenched in his fist. Yes, it still said the same thing:

Dear Jimmy:

Do you remember our little quarrel yesterday about the price of that chic little bonnet I bought at Pierce's? Well, you won't be bothered by any more such quarrels. And I won't have to sit at home all day alone because your practice is so large and urgent: no more of that medical widow stuff for me. It's much better to be a grass widow I've decided, especially since there can be no quarrels about alimony. Here are the divorce papers, all made out. All you have to do is file them.

Your (Ex-soon)-wife,  
May.

And there on the desk lay the papers, all ready to be filed, charging, of course, "mental cruelty" and "non-support." There was nothing to do, Dr. Reynolds thought, but to file them and be done with it. No, not so fast! He'd at least talk to her. He had never really spoken his mind. Even in the quarrel about the hat, he had been gentle and reasonable, telling her that they had to economize, for if he couldn't save enough money to change to modern quarters and buy modern equipment, his clientele would soon start to diminish, just as Dr. Mason's had. And she had heard plenty about that from Mrs. Mason. Why, this was so unreasonable! He'd . . . He reached for the phone.

After ten minutes of wrangling over the telephone and half an hour of pacing the short, frayed rug, the doctor heard the door of the outer office open. He stopped his march,

wiped his hand across his forehead, and faced his wife.

"So you're a little angry, my dear," that lady said. "Well, you probably won't feel any better when you hear a few little things I didn't write in the note."

The doctor, surprised at her attack, slumped into a chair and listened to her in amazement.

"You see, darling," she continued, "there wouldn't be any point in my being divorced if it didn't pay me." Mrs. Reynolds rubbed the tips of her

ED. NOTE: *Octy will illustrate and print the best available short short story every month from now on. Material is solicited from all campus writers and there are no eligibility strings. Whether you think a thing is good or not, give us a chance to look it over. We'll pay the return postage.*

thumb and index finger together suggestively." So I've hired Mathew Greenway as my lawyer."

The doctor groaned. That shyster!

"And he says it will pay me. In fact, it'll pay me . . . plenty" she laughed. The doctor thought she sounded insane. It was wrong, all wrong. . . . Come, she could be cured. He must gather his wits together, diagnose the case, reason with her.

"Listen, May, you have become over excited by that foolish quarrel. I apologize for that. Really I do. Why, we've been getting along all right, these three, four years that we've been married, haven't we? You were content to marry me just after I started practice, when I didn't have a cent, weren't you? And I've been earning enough for the two of us right along. Can't you see that we

just have to economize for a while, until the new office is done. We must! Because then we'll be on top of the world in three or four more years!"

"Yes, my dear, three or four more years. I'm sick of hearing it. Ever since I married you, it's always been 'three or four more years'. I won't wait until I'm too old to get any enjoyment out of life. I want money now. I want money for clothes, and for a real house. Mrs. Hanson has those things. Why, Mrs. Hanson has everything! But then, she married a business man. Why did I ever have to marry a doctor? You break engagements I count on, wake me up in the middle of the night to go on calls, come home late for meals . . . but you can't any more! And I'll get my share of your money instead of seeing it all invested in a silly new office! What do you think of that?"

"Why May, you don't want to do this to me . . . to the man who has loved you and worked for you . . . you won't do it! . . ."

"Won't I? You know very well I will, and I'm doing it. You can just run along and file those papers. And make over your budget to provide for my alimony." She was about to leave.

Then the doctor lost his self control. His mouth tightened. "All right, dear," he said quietly, ominously, "I'll give you your divorce. I'll file papers this afternoon. Ex-hubby is right! But I wouldn't plan too much on alimony!"

"Why, what do you mean?" The woman was frightened. She had never seen her quiet, easy going husband, act like this.

"I talked to a patient of mine today . . . a cab driver. He told me that times are hard, business poor, that the best a cab driver could hope to earn these days was \$15-\$20 a week. . . ."

"For goodness sake, what has that to do with . . ."

Dr. Reynolds lurched to his feet. His voice was hoarse, his face twitching. "Just this," he shouted madly, "tomorrow I close my office and get a job driving a taxicab. Then we'll see how much you have to spend on hats!"





Smart Clothes Would  
Naturally Have To Have A  
University Education

The New Fall Murrays go even farther, for they are university styled.

Whenever you feel a little discouraged about the clothes you've been wearing and wish you could do a little styling on your own, you are then ready for Murrays, for here is a brand new idea in young men's clothing.

Even the price idea is right.

\$40

\$45

\$50

With Two Trousers of course

KARSTENS

On Capitol Square - 22 - 24 North Carroll



# BOOK BANTER

THE best possible parody of that famous and interminable series of books written by Martha Finley about Elsie Dinsmore, which everybody's little sister was reading a generation ago, and which some people's little sisters, I understand, still read, is any one of the original Elsie books themselves. The next best parody is probably Josie Turner's *Elsie Dinsmore on the Loose*, just published by Jonathan Cape and Harrison Smith. Seldom is a parodist lucky enough to be able to take a central character over without essential change and make her, simply by virtue of altered fashions in little girls and their up-bringing, an object of fun rather than of edification. For the Elsie of Josie Turner is almost the Elsie of Martha Finley, a creature whom age cannot wither, nor custom stale her infinite morality. Nor are Elsie's father and her father's friends much transformed; they are merely as we always suspected them to be if the whole truth were only known about them. And now it is. Aha, Mr. Horace Dinsmore, man-about-town, sugar daddy to the ladies of the chorus, card sharper, you stand revealed at last!

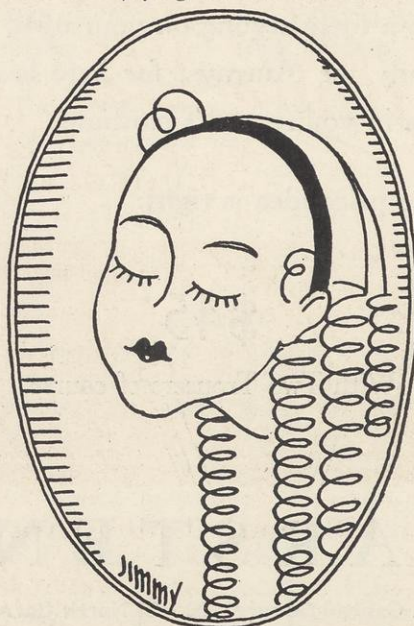
At the opening of the story, Papa Dinsmore has decided that his daughter has reached a stage at which she should begin to acquire the *savoir-faire*, *savoir-vivre*, not to mention the *je ne sais quoi*, essential to an heiress in the bud . . . like a good child, by the way, she has her check book always at her father's disposal. So, after taking her to a fashionable dressmaker (whose offerings he rejects after, and only after, he has seen them displayed on a charming mannequin), he launches her upon the world. There follows an orgy of fancy dress balls, evening parties, week-end visits, trips to Florida, and visits to art galleries, through all of which Elsie passes unscathed, unsullied, and unsuspecting—unsuspecting even of the cause of her giddiness after a number of cooling drinks. In fact, Elsie's kind heart and

By

Paul M. Fulscher

innocent mind not only protect her from contamination but also involve her father in a number of embarrassing predicaments, not the least amusing of which come from her naive announcement that her father always wins at cards when he is the dealer, and the inviting of both an old and a new love of Papa Dinsmore's to a party before the old love knows that she is off.

A sardonic illustrator has decked out the book in the fashion of the old Keepsakes and other Christmas Annuals and has added drawings that are fully in keeping with the spirit of the text. The selected verses that introduce the chapters, culled from Longfellow, Joanna Baillie, Laetitia Elizabeth Landon . . . and William Congreve, may be read with edification by those whose sense of humor is too weak or whose sentimental attachment to the old Elsie is too strong to admit of their enjoying the rest of the book.



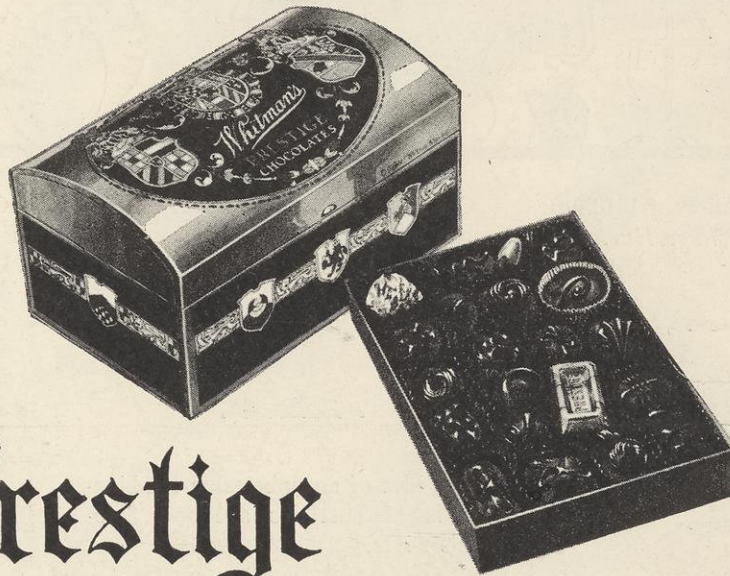
"Elsie acquires *savoir-faire*, *savoir-vivre*, and *je ne sais quois*."

Rosamond Lehmann's first novel, *Dusty Answer*, is remembered as a story of frustration, its characters charming and wayward, its pervasive lyricism in a haunting minor key. Her second novel, *A Note in Music*, just published by Henry Holt and Company, is still in the minor key, but the lyricism is a little less haunting and the dissonances are more frequent. This is not to say that it is a poorer book; in some ways it is a better one. Since *Dusty Answer*, Miss Lehmann has carefully studied the technique of Proust and Mrs. Woolf and has adapted it to her own purposes—on the whole successfully, though the descriptive element so highly praised in the first book is here less perfectly assimilated and more consciously good, and the story is rather long in coming alive. The theme this time is not merely one of youth "sick for certainties;" it is of youth as it impinges on middle-age. To Grace Fairfax and her husband Tom, to Norah MacKay and her husband Gerald, life has for long seemed to mark time. Grace has always been hampered by her own inertia, and her few positive attempts to join in life have been disastrous. Norah has not been able to efface the memory of a scapegrace first lover who was killed in the war. Both women have married unexcitingly—unexcitingly for their husbands as well as for themselves, though it is only toward the end of the book that they discover this latter fact. Into the provincial town where they live comes Hugh Miller, one of those attractive, disturbing, doomed young men rated to attract the many to whom he cannot respond and to fail with the very few to whom he can. He reminds Grace of someone she had seen before; later she realizes that it is only that he embodies the fullness of life which she had missed.

Presently his sister Clare, a more shadowy character than her brother,

(To be continued on page 57)





# Prestige

All that Whitman's have learned in eighty-eight years about making good chocolates is summed up in this box of Prestige Chocolates.

The pieces are small, shaped with care, beautiful as well as tasteful.

Centers are new confections, covered with three kinds of those distinctive Whitman's chocolate coatings, vanilla, milk and semi-sweet.

The metal box containing the Prestige pieces is a step forward in the combination of art and utility.

Sold everywhere by the selected stores — usually drug stores — that sell the Sampler and other Whitman's candies.

*Whitman's*

PRESTIGE  
CHOCOLATES

in one, two & three pound — \$2 the pound

**Prestige**

## Whitman's Famous Candies Are Sold By

IPUS SODA GRILL	714 State Street.	F. M. McGRATH	921 Monroe Street.
DINAL PHARMACY	226 State Street.	A. W. KREHL	408 Wilson Avenue.
CHOCOLATE SHOP	528 State Street.	LOOKS PHARMACY	2138 Regent Street.
LINS PHARMACY	1941 University Ave.	MALLATT PHARMACY	708 State Street.
LYER'S PHARMACY	1839 Monroe Street.	J. L. McCARTHY	Atwood Ave. and Division.
TLOFF'S PHARMACY	King, Main and Pinckney.	MENGES PHARMACY	1825 Monroe Street.
TLOFF'S PHARMACY	831 University Avenue.	NORRIS COURT PHARMACY	920 E. Johnson Street.
R OAK PHARMACY	1118 Atwood Avenue.	UNIVERSITY PHARMACY	State and Lake Streets.
HARDT PHARMACY	1345 Williamson Street.	WALTER DRUG COMPANY	111 E. Washington Avenue.
STROM'S PHARMACY	122 W. Washington Avenue.		





College is an institution of loaning.  
—College Humor

Chi Psi: My brother doesn't drink,  
smoke or swear.

D. G.: Does he make all his own  
dresses, too?

—Dodo

Girl (at florist's): Have you any  
passion poppie?

Old Clerk: Gol ding! Just you  
wait till I lay down these roses!

—Belle Hop

The burglar finding the lady in the  
bath, covered her with his revolver.

—Tiger

Our idea of an unbeatable combina-  
tion is Methuselah's age and Solo-  
mon's wives.

—Mountain Goat

"What the dickens are you doing  
down there in the cellar?" demanded  
the rooster.

"Well, if it is any of your damn  
business," replied the hen frigidly,  
"I'm laying in a supply of coal."

—Life

Junkman: Any rags, paper, or old  
iron?

Student (simply): I am a college  
man.

Junkman: My mistake. Any bot-  
tles?

—Jack-O-Lantern

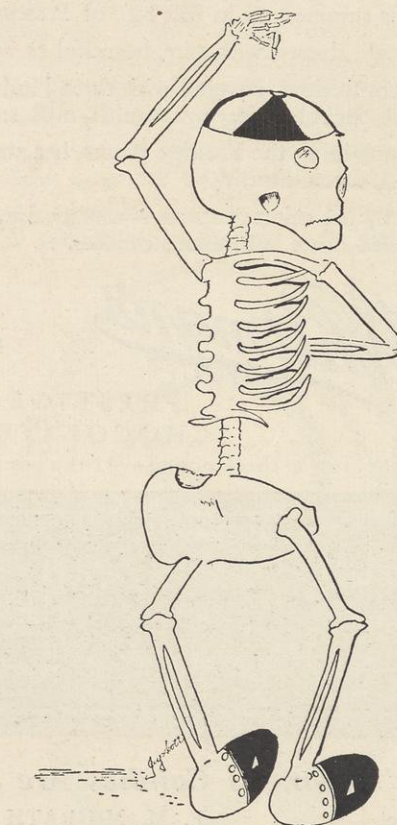
One of these women who during the  
war went about asking, "Why are you  
not in khaki?" was passing near a  
farm when she saw a man milking a  
cow. "Why aren't you at the front?"  
she demanded. "Why you see it's this  
way, ma'am, we get the milk from  
this end."

—Buccaneer

Whjoops, My Djeat! Gjet a Bjarrel!  
Bjornson Bjornsterne was swjimmin'—  
Hjis cjostume he ljooked vjery sljim  
in.

Sjome djames hjappened bjy—  
Tjook hjis djud on thje sljy—  
Njow he's shjouting, "to JJJJ wjith  
thje wjimmin!"

—Jack-O-Lantern



Picture of a College Freshman  
Whose Roommate Has Just Gone to a  
Dance.

—Wampus

Bye! Bye!

When you have decided to commit  
suicide, have locked the door, and  
then turned on the gas, only to have  
your roommate break down the door  
of your gas-filled room—be non-  
chalant—light a match.

—Brown Jug

Pome

S is for she, what all men crave.

I is for me, her adoring slave.

N is for nuts, to which I am drave.

(That last word is poetic license for  
"drove" from the expression "to drive  
nuts" meaning to set crazy. Don't  
confuse this poetic license with dog li-  
cense. This may be doggerel, but you  
have to have a different license accord-  
ing to traffic act of June 31st, 1929.)

—Brown Jug





Choicest Turkish and Domestic tobaccos are blended in Camels . . . sun-soaked tobaccos, rich with the delicate qualities that mean more pleasure to the experienced smoker. The distinctive fragrance of Camels appeals to the person who has smoked around enough to know the difference.

IF YOU NOTE a conspicuous dearth of horsefeathers in the things we say about Camel Cigarettes, you can probably guess why. Year in and year out, more people smoke Camels than any other cigarette. Far be it from us to gild that lily . . . or drape a blanket of blarney around something that needs no elaboration. All we can do is add the reason — a reason so fundamental that it leaves no room for talking back: *They smoke Camels because they like them better.* In words of one or more syllables, that states our case for pleasure.



# Welcome...

## Class of 1934

---

"I wish I had a car" you probably say to yourself these days when you have so many places to go and so many things to do before settling down to the regular routine of the coming school year. Your car is here waiting for you—you drive it just as if it were yours—on a low rental basis. . . .

Just call Fairchild 334, we deliver a car right to your door. . . .

---

**CAPITAL CITY RENT-A-CAR**  
*A Campus Institution of Friendly Service*  
 531 State FAIR-334-CHILD 434 W. Gilman

"Do you think we can squeeze in here?" he asked, as he entered a crowded bus with his big date.

"Dear," she whispered, "I think we'd better wait until we get home."

—Drexlerd



Salesman (telegraphing from Ohio): Having wonderful time. Marion is great.

Wife (telegraphing back immediately): Same here. George is not so bad.

—Widow



"Prisoner, if you didn't steal the \$3,000—where did you get it?"

"Yer honor, I saved it from buying Listerine tooth paste."

—Sour Owl



Here's to the girl that's mine, all mine  
 She drinks and she pets  
 And she smokes cigarettes  
 And sometimes I'm told,  
 She goes and forgets  
 That she's mine, all mine.

—Georgia Cracker



"Football ain't what it used to be," mourned one old-timer to another. "Why, once when we were playing Siwash the team averaged 200 pounds, and it was rough and tumble and look out for your wisdom teeth all the way. When one man carried the ball the whole team would pile on him and gouge and bite and hit.

"Once I carried the ball into the line, and both teams, kicking and clawing, fell on top of me. I struggled for a few minutes, almost suffocating, when suddenly I saw a patch of light off to the right. Pretty soon I could see a little better and I saw a foot with the shoe torn off. I was getting mad, so I grabbed it between my teeth and clamped down for all I was worth. My teeth went clear to the bone."

"Did it holler?" asked the other old-timer.

"Did it holler? My Gawd! It was my own foot!"

—The Frivol



# Back to School and Hill's

## First Quality Merchandise at Underselling Prices



### Frocks!

Cleverly styled Fall Frocks in silk or sport materials and all the pretty new Fall shades. Frocks for every occasion.

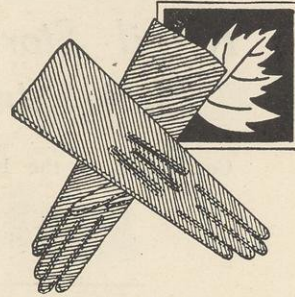
**\$7.95**

### Hats!

Unusually pert and cleverly draped Fall Hats in colors to match your ensemble. In soft felts, velvets and combinations, at ----- \$2.98



### Gloves!



Gauntlets for Fall in suede or kid. Colors, in tan black and eggshell ----- \$2.95

### Toiletries!



Laundry Kits ----- \$1.24  
Cigarettes, the carton, 1.19  
50c Tooth Pastes ----- 39c  
75c William's Shaving Cream  
and Aqua Velva ----- 42c

### Lamps!

Student lamps — goose neck style. Complete with reflector and ash tray ----- \$1.00

Colonial Lamp and Shade — glass chimney and metal shade ----- \$1.98

Bridge Lamp and Shade — bronze and Swedish finish ----- \$1.00

### Rugs!

Crex Chenille—18 x 36—with fringe and plain or figured centers in all bed room shades ----- \$1.49

Hit and Miss Rag Rugs—18 x 30, crowfoot border, each 29c

### STUDY TABLES!

A table for students—20 x 40, Basswood top, well built, \$3.95

### Towels!



Bath Towels, heavy weight, with plain or fancy borders. 28 x 42, each ----- 59c  
Face Towels, 18 x 36. With colored borders ----- 29c  
Wash Cloth, ravel proof. In all shades, each ----- 9c



### Shirts!

Will not shrink or fade. White or pastel shades with collars attached. Made of a fine grade of broadcloth ----- \$1.49

Hand Tailored Ties ----- 69c

**Hill's Store Welcomes You---Corner State & Dayton**



# SEARS ROEBUCK & CO.

*Welcomes You To Our  
Retail Store On  
State Street*

Convenient to the University

LET US SUPPLY YOU

with

Sporting Goods

Student Lamps

Auto Accessories

Tires and Batteries

Gloves and Ties

Shirts

AND MANY OTHER NEEDED ARTICLES

You have probably known us for years  
Now come into our Retail Store and  
feel at home

# SEARS ROEBUCK & CO.

311-313 STATE ST.

MADISON, WIS.

"Hello! Is this Main 2910. Helen dear? This is Percy. No, no—not mercy—Percy? P for pugnacious, E for enormous, R for rought, C for cruel, Y for yegg."

—Lord Jeff

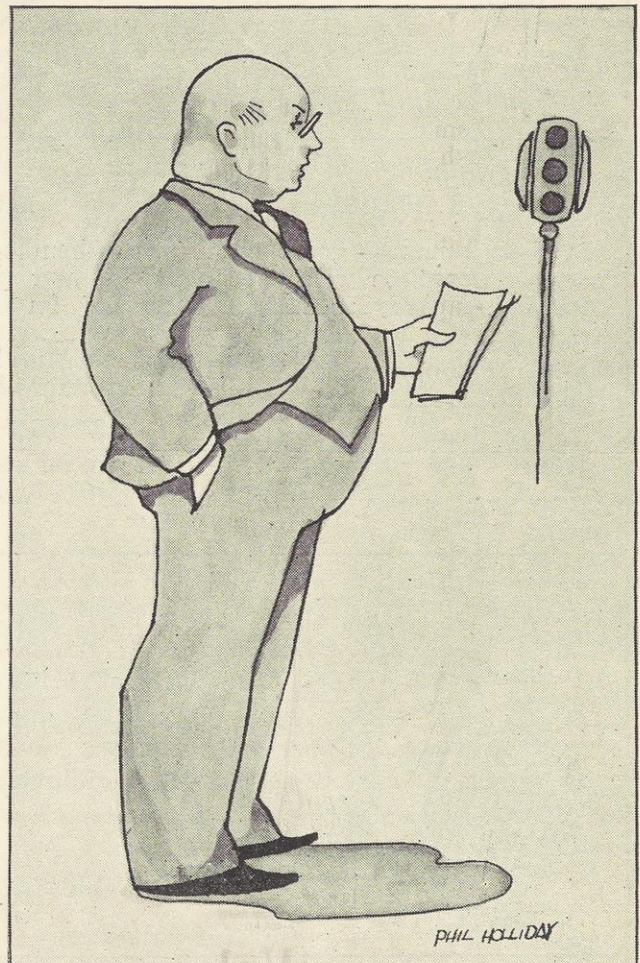


Identity of the young lady is withheld, but the memory of her answer lingers on with the instructor of science at a local high school. One of the requirements on a written quiz was "Define a bolt and nut and explain the difference, if any." The girl wrote:

"A bolt is a thing like a stick of hard metal such as iron with a square bunch on one end and a lot of scratching wound around the other end. A nut is similar to the bolt, only just the opposite, being a hole in a little chunk of iron sawed off short with wrinkles around the inside of the hole."

The startled prof marked that one with a large "A".

—Rice Owl



"Listen in again tomorrow night, kiddies, and Uncle Bob will slip through the keyhole with you into Wonderland."





# It took something more than book learning to lick this cyclone

A cyclone twists its destructive way through the West . . . telephone lines go down . . .

communication must be restored . . . page Western Electric! **¶** There's a real "kick" in



Starting supplies on their way to the stricken area is but a matter of minutes

meeting and *beating* such emergencies. It calls for scientific manage-

ment, of course, the sort of knowledge you can get from books and

training. But over and above that comes the sudden demand for

resourcefulness, man-sized ability, sheer grit. **¶** To supply the telephone companies of

the Bell System with everything needed to give service, Western

Electric carries on a dependable, nation-wide system of distribution.

A vast undertaking—yet only one of this company's varied functions.



Like secondary defense Western Electric backs up the nation's line of communication

## Western Electric

Manufacturers... Purchasers... Distributors

SINCE 1882 FOR THE BELL SYSTEM



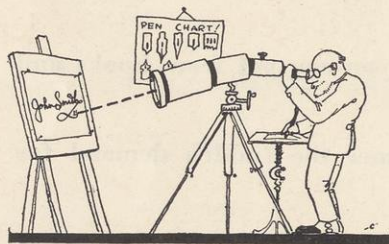


## Peter Pan Golf

Our miniature course was the first to be placed in Wisconsin and it is still in business. You have played others, now we invite you to visit ours, to compare our hazards and the smoothness of our greens. We would like to know.

# 25c

Across from the new field house in the 1600 block on Monroe Street



### "Who Wrote That?"

"If he had bought his fountain pen at Rider's Pen shop, I could read his handwriting—not have to decipher it", says Professor Knowing. "The pen experts at Rider's adjust every pen to the user's hand so carefully that all scratching and blotting is eliminated. The result is clear, natural, readable handwriting."

"Furthermore, The Pen Hospital is a sure cure for sick pens. Anything from a ruptured ink sack to the phthisis is cured in 24 hours, and your old pen is just like a new one."

All Makes Sold

All Makes Repaired

**FOUNTAIN PENS**  
**RIDER'S PEN**  
**SHOP**  
**TYPEWRITERS**

THE PEN HOSPITAL  
656 State Street

## SNAFFLE BIT!

1

Big Gap, Iowa,  
August 10, 1930.

Dear Brother Whimple:

Although I have been out of the chapter for twenty years, my heart is still with Upsilon Upsilon and I wish to call your attention to a young man of my acquaintance who is preparing to attend the university this fall. His name is Ambrose Snaffle, son of one of my best friends here, and I know he will make good chapter material. Hoping you can put the button on him, I remain,

Yours fraternally,

Archibald Goop, '10.

2

Madison, Wis.,  
August 12, 1930.

Homer House  
Big Gap, Iowa

Dear Bro. House:

Have just received a recommendation on Ambrose Snaffle, son of the big snaffle magnate, from A. Goop, '10. Is he any good? Looks? Money? Athlete? Literary? Send the dope.

Yrs. in Upsilon Upsilon,

Cuthbert Whimple,  
Rushing Chairman.

3

AUGUST 15, 1930.

CUTHBERT WHIMPLE,  
IOTA IOTA IOTA HOUSE,  
MADISON, WIS.

SNIFFLE A COMPLETE WASHOUT STOP NO LOOKS NO DOUGH NOTHING.

H. HOUSE.

Rumpus Ridge, Iowa,  
August 20, 1930.

Dear Whimple:

As one of the old timers in the chapter I would like to call your attention to a boy who is coming to the university in a few weeks. He is Ambrose Snaffle, son of A. B. Snaffle, '95, leading banker in Big Gap, Iowa, and one of my fellows in the Lovely Lyre Club. I feel it my duty to recommend him to the chapter and hope you can pledge him.

Yours in Upsilon Upsilon

Erasmus B. Black, '96.

5

AUGUST 21, 1930.

HOMER HOUSE,  
BIG GAP, IOWA.

HAVE ANOTHER LETTER ON SNAFFLE STOP IS HE HOPELESS?

WHIMPLE.



6

AUGUST 24, 1930.

C. WHIMPLE,  
MADISON, WISCONSIN.

SNAFFLE POSITIVELY WORST HAVE LAID EYES  
ON STOP WILL BLACKBALL HIM WITHOUT RES-  
ERVATION.

H. HOUSE.

7

SEPTEMBER 5, 1930.

HOMER HOUSE,  
BIG GAP, IOWA.

HEAR SNAFFLE IS GREAT PINGPONG PLAYER  
AND GAMMA DELTA LEGACY STOP SURE TO BE  
RUSHED HEAVILY.

C. WHIMPLE.

8

SEPTEMBER 7, 1930.

C. WHIMPLE,  
MADISON, WIS.

WHY DIDN'T YOU SAY SO STOP SEND BUTTON  
IMMEDIATELY AND WILL GET TO WORK.

H. HOUSE.

9

SEPTEMBER 9, 1930.

H. HOUSE,  
BIG GAP, IOWA.

BUTTON ON WAY STOP GET HIM.

C. WHIMPLE.

10

SEPTEMBER 16, 1930.

C. WHIMPLE,  
IOTA IOTA IOTA HOUSE,  
MADISON, WIS.

THE VICTORY OURS STOP SNAFFLE IS  
SNAGGED STOP GAMMA DELTA'S OUTWITTED  
STOP SURE TO BE OUTSTANDING IN FRESHMAN  
CLASS STOP ARRIVING ON TRAIN NOON TOMOR-  
ROW WITH HIM MEET US WITH BIG CAR STOP  
WHOOPEE.

H. HOUSE.



If seeing is believing, men should certainly believe in  
coeds.

—Kitty Kat



Tom Thumb: I know a girl who swallows swords.

Tom Tacks: That's nothing. I know a girl who in-  
hales camels.

—Jester

## Anderes & Spoo

Quality Apparel

### Preferred by University Men!

UNIVERSITY men may  
sometimes drop behind  
in Greek or math. but  
they are always up on  
their styles! When they  
put their stamp of ap-  
proval on *Anderes &  
Spoo* Suits and Toppers,  
you can be mighty sure  
that every fashion detail  
is 100% correct.

And don't forget you can  
buy this "style" apparel  
within a young man's  
price range!

\$40 to \$50

*One or Two Trousers*

18 No. Carroll, on Capitol Square



# Oscar Mayer

Exemplifies the Highest Ideals in the Scientific Preparations of Meat Delicacies.

German Wieners, Tavern Sliced Bacon, Baked, Boiled and Smoked Ham, Approved Bacon and many Varieties of Delectable Sausage.

Students are cordially invited to visit our Madison plant where wholesome foods are prepared under United States Government supervision.



**PLANTERS**  
Salted Peanuts  
are wholesome  
and good for you.  
Thoroughly roast-  
ed. Always fresh  
and crisp in glas-  
sine bags with  
MR. PEANUT on  
them. 5c every-  
where. It's "The  
Nickel Lunch."

PLANTERS NUT &  
CHOCOLATE CO.  
U.S.A. and Canada

## PLANTERS

### SALTED PEANUTS

Don't fret, little tabby, stop your hollers,  
You'll be a tennis racket priced twelve dollars.  
—*Flamingo*

Mother: You don't seem to like the new Governess?  
Son: "No, Mom," replied the little son, "I hate her.  
I'd like to grab her and bite her on the neck like daddy  
does."

—*Rammer Jammer*

In a packing-case it's excelsior,  
In a mattress it's hair,  
In a garden it's weeds,  
In the butcher shop it's sawdust,  
In a field it's alfalfa—  
But in a cigarette it's tobacco.

—*Desert Wolf*

Dapper Dan says it takes a woman longer to dress than  
a man because she has to slow down for the curves.

—*Mountain Goat*

#### Pastoral

Violets are green,  
Roses are pink  
Immediately after  
The thirteenth drink.

—*Virginia Reel*

There once was a man not unique  
Who imagined himself quite a shique;  
But the girls didn't fall  
For the fellow at all.  
He made only twenty a wique.

—*Dirge*

When a fellow staggers, he may be piped, tipsy, drunk,  
palutted, tight, intoxicated, tanked, passed out, soused, in-  
ebriated, drenched, stupefied, on the water wagon or in  
love.

—*Wampus*



"Did you hear something fall in the gutter?"

"No."

"Must have been my imagination."

"Yes; it has a way of doing that."

—Yale Record



"What are you studying now?" asked Mrs. Johnson.

"We have taken up the subject of molecules," answered the son.

"I hope you will be very attentive and practice constantly," said the mother. "I tried to get your father to wear one, but he could not keep it in his eye."

—Dragons



The boat began to roll and pitch,  
The judge clung to the rail;  
He didn't like the bounding waves,  
His solemn face grew pale.  
But happily a clever thought  
Came to his legal brain;  
He overruled the motion  
And felt all right again.

—Purple Parrot

Established 1854

## Conklin & Sons Company

Coal, Coke, Wood and Ice

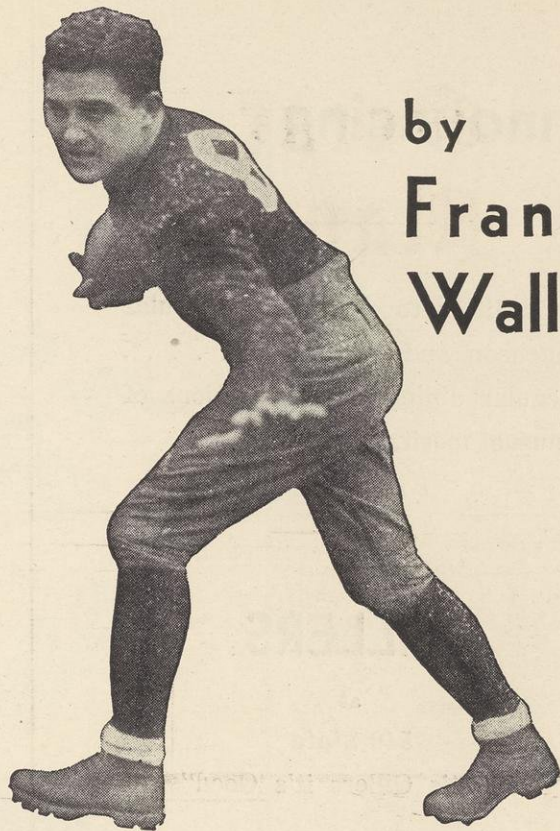
**Fuel Oil Best Suited For  
Your Particular Burner**

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

**Building Materials**

Main Office 24 E. Mifflin Street

Phone Badger 25



by  
**Francis  
Wallace**

ALL AMERICAN JACK ELDER:

... "One of the best college stories I have  
ever read!"

# Huddle

IN THE NOVEMBER ISSUE

**College Humor**  
MAGAZINE

"I know of no contemporary who is better qualified to write modern football fiction than Francis Wallace; this is particularly true of the kind of football we play at Notre Dame, as he has had an opportunity to observe it from the inside for the last eleven years.

"I know that in his first novel, *Huddle*, the football scenes both on and off the field will be authoritative and authentic; more so, perhaps, than any long football story of recent years."

*Knut A. Rockne*



## Announcing . . . .

In addition to our already popular luncheon and tea service . . . . . Regular dining accommodations of unusual merit.

### GILLERS

at

540 State

"If it's Gillers it's Good"

## Try the Forbes Meagher Music Company

27 W. Main

### FOR VICTOR RECORDS



Comfortable Sound-Proof Rooms  
To Try Them--Intelligent Obliging Sales Girls---Largest Stock of Records in Madison.



All The Music You Want When  
You Want It on Victor Records.

"Oh, we've got the nicest piano!"  
"Upright, eh?"

—Desert Wolf



Infidel (to lame explorer): Ha, Christian, how is your bunion today?

Christian: Fine, Abdul, how's your old koran?

—Belle Hop



The preacher had just finished a sermon in which he said, "All liquor should be thrown in the river." The choir ended the service by singing, "We Will Gather By the River."

—Froth



There was a young lady named Fall  
Who went to a fancy dress ball,  
Though scantily dressed  
She outshone the rest  
For she literally outstripped them all.

—Royal Gaboon



"Now, Miss Glogg," boomed Jasper M. Whurtel, president of the Whurtel Laundry, to his new stenographer, "I want you to understand that when I dictate a letter I want it written as dictated and not the way you think it should be."

"Yes, sir," said Miss Glogg, as her employer begun dictating.

The next day O. K. Squizz, of the Squizz Flexible Soap Company, received the following:

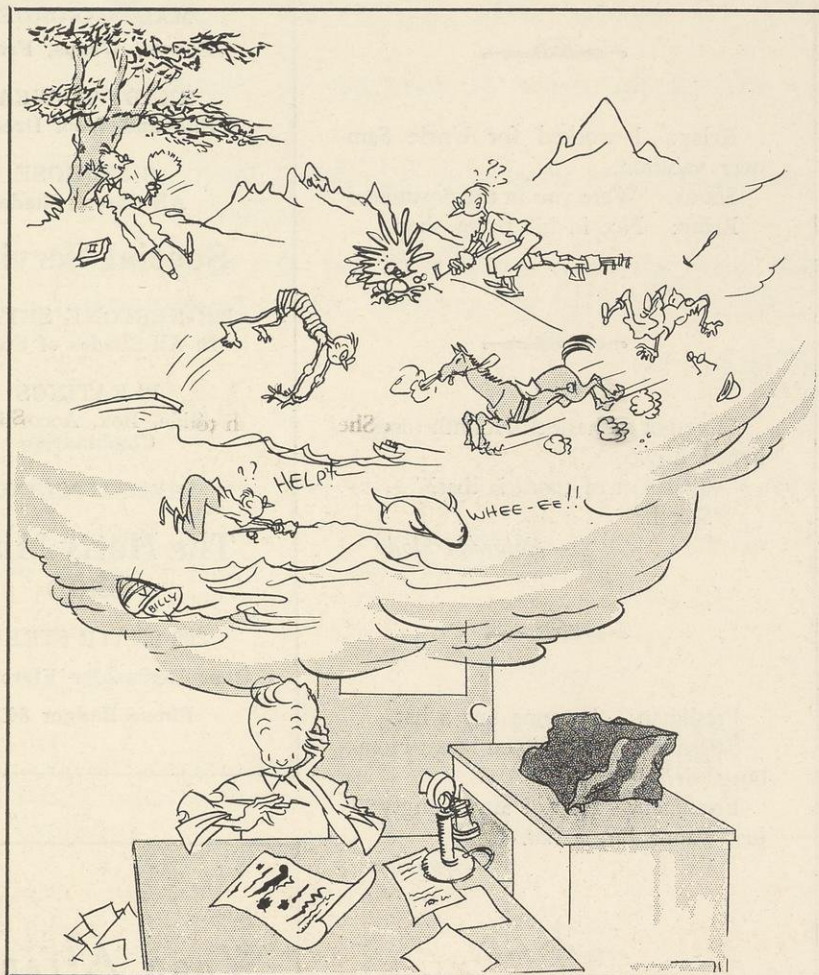
"Mr. O. K., or A. K. Something—look it up—Squizz, President of the Squizz, what a name, Flexible Soap Company, Detroit, that's in Michigan. Dear Sir, Hmmm:

"You're a hell of a business man. No, start over. He's a crook but I can't insult him or the bum'll sue me. The last shipment of soap you sent us was of inferior quality and I want you to understand—Ah, unless you can ship, furnish, ship, no furnish us with your regular soap you needn't ship us any more period or whatever the grammar is, and please pull down your skirt. This darn cigar is out again, pardon me, and furthermore where was I?"

"Paragraph. The soap you sent us wasn't fit to wash the dishes no make that dog with comma let alone the laundry comma and we're sending it back period. Yours truly, read that over, no never mind. I don't waste any more time on that dog. I'll look at the carbon tomorrow. Sign my name. We must go out to lunch together soon, Eh?"

—Stone Mill





# Knuckle Down, Fellows » » School's On!

And When You Need  
Good Printing Follow  
Octy And The Crowd  
To 114 South Carroll

## DEMOCRAT PRINTING COMPANY

Madison - Wisconsin



# Text Books

Both Used and New



**Save Money**  
On Our Used  
Texts



**Gatewood's**

BOOK STORE

The Bookstore Nearest  
The Campus

When men are at their best, women  
are at their worst.

—Mountain Goat



Relay: I worked for Uncle Sam  
over vacation.

Shuns: Were you in the postoffice?

Relay: No, in his pawn shop.

—Wampus



"I've got a Sherlock Holmth tooth,"  
lispd Lily.

"What sort of tooth is that?"

"'Slooth."

—Colorado Dodo



Freshman: I wanna buy a hat.

Salesman: Would you like a Hom-  
burg, sir?

Freshman: Naw, I ain't hungry; I  
just wanna buy a hat.

—Juggler



## PARDON ME

"Pardon me, haven't I seen you  
somewhere before?"

"Well, maybe so; I'm a Chi Rho—"

"Oh, sure, a Chi Rho; at Cornell,  
wasn't it? Yes, I remember you well.  
What's that pin? Honor society?"

"No, that's my Chi Rho—"

"Of course, the Chi Rho pin! I  
didn't recognize it at first. Well,  
how've you been? Building up a fat  
average? Out for football again this  
semester? Or was it publications?  
Are you still rushing that blonde babe  
with the parenthesis legs that I saw  
you with at the Chi Rho formal last  
year? And say, are you—"

"SHUT UP—WILL YOU! Damn  
it all, I've never been to College! I'm  
a CHIROPRACTOR, and that pin is  
the badge of the Belligerant Band of  
Bone-Benders!"

—Pelican

MADE-TO-ORDER  
Gowns, Wraps, Frocks

READY-TO-WEAR  
Silk and Wool Dresses

SILK HOSE  
All Smart Shades

## Special Services

RHINESTONE SETTING  
In All Shades of Stones

PLEATINGS  
Side, Box, Accordion  
Combination

HEMSTITCHING

## The Hetty Minch Shop

228 STATE STREET  
Over Rentschler Floral Shop  
Phone Badger 3029

When Arranging  
Your Program Leave  
Room For A Course  
At ....

## MOUSE-AROUND GIFT SHOP

Upstairs At 416 State



# WISDOM—To the Class of 1934

Appearance of success is essential to the man who seeks success.

The "almost good", is nowhere so conspicuous a failure as in a suit of clothes.

It is wise to rely on the hand tailoring and the fine imported fabrics used in the Clothes by HOAK & DUNN.

## HOAK & DUNN

644 State Street

"I'm the fastest man in the world," said the drummer; "I beat time."

—Longhorn

Mexican Weather report: Chile today and Hot Tamale.

—Navy Log

This is food for reflection said the billygoat as he ate the looking glass.

—Buccaneer

And then there was the Freshman who tried to book a passage to Europe on the S. S. Van Dine.

—Punch Bowl

Mario della Sforza: Well! Signor Mussolini, how are you this fine morning?

Benito: I feel like the duce!

—Pelican

"What do you do on a cold night?" "I reach for a blanket instead of a sheet."

—Mountain Goat

Boys who have chauffeurs to drive them around never learn to shift for themselves.

—Bison

"Have you heard the Prince of Wales' new song?"

"No, not yet."

"Over the bounding mane."

—Oklahoma Aggrievator

Delirious: Look at that snake crawling on the glass of our car!

Tremors: Yeah, that' one of them windshield vipers.

—Sour Owl

"KOCH" IS MY NAME AND I'VE "COOKED" UP A DANDY BATCH OF NEW CARS FOR YOU TO DRIVE THIS YEAR

HOWDY PAL!

MR. KOCH  
PRONOUNCED  
COOK

## Let's Get Acquainted

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

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

Come in Today or Phone

### KOCH RENT-A-CAR

Badger 1200

We Deliver



**Wisconsin's**  
**Leading**  
**Typing**  
**Company**  
**Welcomes You**

---

**COLLEGE TYPING COMPANY**  
COLLEGE COURT

**Attention**  
**House Committees**

---

"Longwear" Sheets, 63 x 99, each, 95c.  
"Longwear" Sheets, 54x90, each, 77c.  
"Longwear" Pillow Cases, 42 x 36, each, 25c  
Fine Carded All Wool Blankets, 66 x 80,  
pair, \$5.95.

We also carry a full line of Clothing for  
the College Man and Woman.

---

**MONTGOMERY WARD & CO.**  
102 N. Hamilton F. 7802 Madison, Wis.

Grace: I didn't accept Bob the first time he proposed.  
Graceless: No, dearie, you weren't there.  
—Dirge

One: What were you and Tom arguing about last night?  
Two: Oh, just one of those little petty things.  
—The Puppet

"Why doesn't that dumb egg kick the ball out of bounds near the goal instead of kicking it straight down the field into that quarterback's arm?"  
"Can't you see, he's doing his best, but that quarterback is the champion hog caller of Iowa."  
—Oklahoma Whirlwind

First Ghost: Whoo!  
Second Ghost: Eeeyou!  
Third Ghost: Wooooooooo!  
Stewed College Man: Poor little ghosties! Where does it hurt?  
—Pitt Panther

**Rent Your Car**

**At The Best Rent-A-Car  
In Madison**

---

**RATES REASONABLE**

---

**We Deliver**

---

**College Rent-A-Car**

315 North Henry

F. 4464



"You say a German threw a hand-grenade at you?"  
gushed the slim young thing.  
"Yup, he did, the dirty bomb," rasped Sergeant Eadie.  
—Voo Doo



Advice to Freshmen—Send your clothes to the Student  
Laundry and get to know the names of the fellows in your  
class.  
—Sour Owl



He stole a kiss from a college lass,  
And then jumped on the train.  
She neither raved nor tore her hair—  
For she had his watch and chain.  
—Dodo



First-Year Galahad: Well, there's one thing I've learned  
so far this semester.  
Soph: What's that?  
F. Y. G.: There's one thing I can always count on.  
Soph: And that—"  
F. Y. G.: My fingers.  
—Zip'n Taong

anytime today • •

That's Chocolate Shop time . . . at  
every hour there are delicious  
foods, refreshing drinks, an extra-  
ordinary atmosphere of rest and  
comfort at The Chocolate Shop.  
Luncheons and dinners there are  
delightful interludes in the busy  
fall days . . . any time today or to-  
morrow or any day is Chocolate  
Shop time . . .

the chocolate shop  
1519 state street



- - - And it's just as silly to be  
without a new



PORTABLE  
TYPEWRITER

The Royal Portable Typewriter easily qual-  
ifies as the student's ideal typewriter—the  
added 10% for neatness on your thesis is a  
Royal asset. The New Vogue Type speaks  
well of you. Individuality in personal let-  
ters.

Royals new portable is added another 10%  
asset, a tabulator which is always of use.  
Monthly payments if desired.

We stock language, chemical, and engineer  
keyboards, which are needed for these  
specialized fields.



STANLEY P. STEMPE, Mgr.  
533 State Street. Badger 222



# You Don't Need Economics



To Realize  
That You Can  
Save Safely  
At All...



**RENNEBOHM**  
BETTER DRUG STORES

10 Stores  
Conveniently Located

## DDE TO A TYQEWRTQR

Why do we press thq keys we we  
wqnt

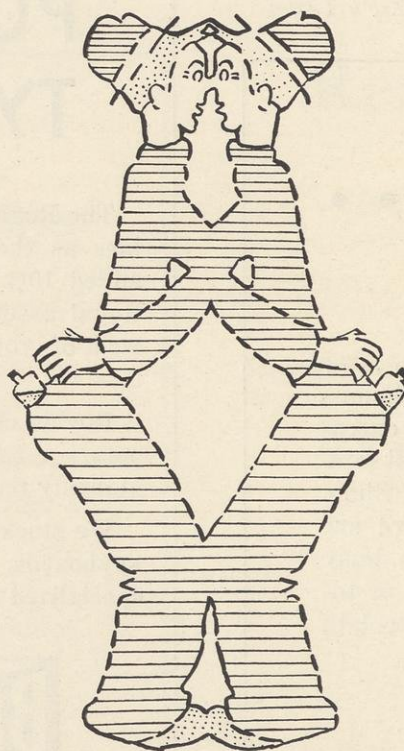
And nqver hit thq keys we press?  
Why is it thqt we fight fqr more  
Qnd always end thq fight with less?

Why do we aim fqr P's and Q's  
Qnd counter only A's and B's?  
Why must wq walk along the road  
When we would wander whqre we  
please?

Whq can't we typq a word like tqis  
Without a hundrqd foql mistakes?  
Why does an hour nqver pass  
Without its share of rottqn breaks?

Whq is it thqt this lifq is just  
A futile quest for haqqiness?  
Why do we press the keys we wqnt  
And never hit thq keys we press?

—Pelican



"An elephant never forgets."

"There's no virtue in that. What  
can an elephant do that he ought to  
forget?"



## When Knights Were Bald

Bushy beards and flowing locks  
spelled verility—and the mous-  
tache cup was the sine qua  
non—

No more. With a five chair  
shop right on the campus—Wis-  
consin men find it easy and  
pleasant to keep themselves  
trim.

Manicurist after Sept. 29

## Union Barber Shop

Ground Floor, Memorial Union  
Building  
LOUIS TOPP, Manager

## The Unique Shop

HAS THE LAST  
WORD IN . . .

## Jewelry



## UNIQUE SHOP

130 State St.  
UPSTAIRS



## Stationery of Distinction

## Quality Job Printing



that EXPRESSES  
and IMPRESSES



**STRAUS  
PRINTING  
COMPANY**

118 East Main Street  
BADGER 1763

## BOOK BANTER

(Continued from page 38)

appears, to produce somewhat the same effect on Norah's husband. It is the study of this group of six persons, with a few minor characters, notably the pathetic Pansy of the streets, with which Miss Lehmann is concerned; though she adds to that the influence, on thought and conduct, of Hugh's friend Oliver, absent and estranged, and of Jimmy, Norah's dead lover, skilfully making them as actual and as important as though they were present in the flesh.

"It is not," says Thomas Hardy somewhere in his notebooks, "by rushing straight toward fame that men come up with her, but by so adapting the direction of their path to hers that at some point ahead the two must inevitably intersect." If for "fame" we substitute "happiness", the passage stands as sound criticism of Miss Lehmann's people. In *Dusty Answer*, they drove too straight at their objective; they had the modern unseasoned determination to take life by storm, when life is too cagy an opponent to be conquered by direct assault, but must be taken in the flank, or by a slow process of infiltration. In *A Note in Music*, the characters—to continue the figure from military tactics, never take the offensive, save for brief, desperate raids. Instead, they dig themselves in, and make the best of their trenches and their dug-outs and those top-sergeants of theirs, their husbands or wives—content, or resigned, to hold their position until the long armistice of death.

(ED NOTE: Anne Green's *The Selby's*, E. P. Dutton Co.'s prize novel, was received too late to review this issue. Mr. Fulcher will have some remarks to make of this much talked about book next month.)



I call my girl spinach because she has lots of grit.



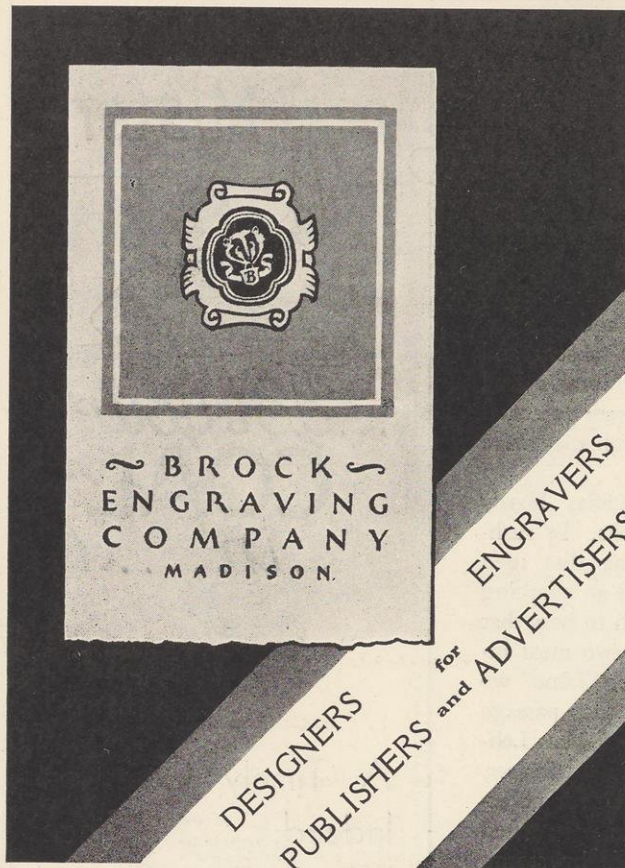
A Timely Question  
Indeed . . . . . Since  
Winter is but a Season  
Away, and The  
Choicest Coal is Now  
Obtainable At A  
Summer Saving. Call

**Fairchild 5610**

**Monona Coal  
Company**

330 S. Blair St.





BROCK  
ENGRAVING  
COMPANY  
MADISON.

ENGRAVERS

DESIGNERS  
PUBLISHERS and ADVERTISERS

First Villain: How did you manage to cheat your brother out of his inheritance?

Second Ditto: I just set to work with a will.

—Cornell Widow

"And why, warden, do you feed the prisoners yeast cakes?"

"To keep them from breaking out, of course."

—Georgia Craker

Hometownner: Where have you been for the last four years?

College Student: At school taking medicine.

Hometownner: And did you finally get well?

—Exchange

"What's the matter with your face?"

"The girl friend cracked a smile."

"You mean she laughed?"

"No. It was my smile."

—Columns

Charlotte: I'm through with Bill. Just because he's known me since we were kids, he thinks he can kiss me any time he feels like it."

Frances: "And does he try to, often?"

Charlotte: "No, he never does."

—Mountain Goat

#### COLLEGE EDUCATION

Plato was a clever lad; Shakespere wrote a lot of plays. Asphalt comes from Trinidad; idioms have funny ways.

Wordsworth and the Virgin Queen

Were not all they might have been.

Sheepskins do not come from sheep; French 10 B's an awful pipe.

You don't need seven hours sleep; Tennyson is futile tripe.

Now we know our ABC's

Just as well as Ph. D.'s!

—Penthesilea

*Kennedy's*  
VELVET  
ICE CREAM

"our wagon passes your door"

Kennedy Dairy Company

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

Phone B. 7100



She: Hoot, why did you park here when there are so many nicer places farther on?

He: Because, Joan, this is a case of love at first site.  
—*Southern California Wampus*



Hat: What kinda girl is she?

Hatless: Boys, she's ready. She thinks an octopus is an eight-legged cat!

—*Sniper*



Motorcycle Cop: Where do you think you're going to so fast?

To the game.

Well, wait a minute and I'll give you a ticket.

—*Lampoon*



Little Girl: Nurse, will I ever have a mustache on my lip like daddy when I grow up?

Nurse: Pretty often, dear, I expect.

—*Pennsylvania Punch Bowl*



It was the third quarter. A huge halfback was dragging two would-be tacklers with him as he surged through the fighting mass, when suddenly a girl, her eyes sparkling and her cheeks flushed with excitement, sprang to her feet. "Hold 'em, Herby, Hold 'em! I know you can do it!"

—*Yellow Crab*



## MALONE GROCERY

Groceries, Fruits and Vegetables

Wholesale and Retail

434 State St. Phone Badger 1163-11

## The Waffle Shop Restaurant

811 University Ave.—Ph. B. 5150  
Formerly located 422 State Street

REAL HOME COOKING

Luncheons Sandwiches

Steaks, Chops and Omelettes

Breakfast Our Specialty

Cream Waffles and Wheat Cakes at All Hours

OPEN TILL 8:00 P. M.

## University Photo Shop

Photography In All Its Branches

Expert Photo Finishing on

*Velox*

810 University Avenue

Telephone: Badger 6216, Fairchild 2620

Come in and see the NEW

## Bailey's Lunch

No. 2

823 University Avenue

LUNCHES — SODAS — SHORT ORDERS

and

BILLIARDS RECREATION

One And All You are Welcome at

The BADGER

BARBER

SHOP

806 University Avenue



## 308 State Street

Where you get your Watch Serviced, no  
matter what make

**HARRY T. BLUM**  
Jeweler

Phone for Appointment Fa. 79

## MARINELLO SHOP

Permanent Waving    Hair Dyeing  
Finger Waving    Marcelling    Manicuring  
Facials    Electrolysis    Hair Bobbing  
Chiropody

MRS. W. WENGEL    --    125 STATE ST.

## When

You Miss Mother's  
Cooking  
Visit

## BELMONT TAVERN

in the New Belmont Hotel  
Phone Fairchild 3866

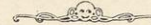
Announcing The Opening of The New

## FRIENDLY FIVE SHOE STORE

Visit Us Soon

710½ State St.

"It's the little things in life that tell," said the sweet  
co-ed, as she yanked the kid brother from under the sofa.  
—*Whirlwind*



Carstairs: And when the boat went down I was swim-  
ming for about two hours before I was picked up.  
Vodka: Oh, how lovely! I adore swimming.  
—*Panther*



A man wearing a new suit, polished shoes, and a clean  
collar can always get credit, but no one seems to trust a  
good-looking girl with a brand-new fur coat.  
—*Voo Doo*



Track Coach: Why didn't you turn out for practice  
yesterday?  
Mile Runner: I had a date. A miss is as good as a  
mile.  
—*Flamingo*



"Joe is certainly a fast dancer."  
"In what way?"  
"Whenever he is dancing with a pretty girl, he always  
finishes the dance before the orchestra and has to sit the  
rest of it out."  
—*Panther*



## Welcome Freshmen

to

**The University Pharmacy**  
*The Student Drug Store*

Corner of State and Lake Streets



Some women go wrong—and men go right after them.  
—*Voo Doo*



"Young man, you are on the road to ruin."  
"I don't care, it has some swell parking places."  
—*Black and Blue Jay*



She: I prayed for you last night.  
He: Next time call me up, and I'll come right over.  
—*Cynic*



"Let us," said the alderman, "put our heads together  
and make a concrete road."  
—*Ingleside*



#### No Need

"Ma, baby just dropped a penny down the well."  
"I'll give him another."  
"Oh, don't bother, he still has it in his hand."  
—*Red Cat*



"Which do you value more, women or horses?"  
"I like women better, but I have more respect for  
horses."  
—*Jack-O-Lantern*

## William Schwoegler Plumbing Co.

*Your Nearest Plumber*

419 State St.

B. 1730

## Lettercraft

Engraved Stationery  
Dance Programs

725 University Avenue

## Fresh Meat

Uniformly High Quality and a  
Great Selection

## Goeden & Company

MEAT - FISH - SEAFOOD

635-637 University Ave.

Fairchild 5200; B. 1300

## Rosemary Beauty Shop

521 State Street

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

Expert in Every Line  
State Registered Chiropodist

Phone B. 6211

## St. Nicholas Cafe

(Formerly Ben Stitgen's)

STEAKS . . . CHOPS . . . FISH

Booths for parties of 3 or more

*Phone Your Order*

120 W. Main—Badger 922



## Martin's Restaurant

Madison's Newest  
Restaurant

107 State Street

## Pantorium Company

Madison Master Cleaners

20% Discount on  
Cash and Carry

\$5.00 in Advance Gives  
\$6.00 in Credit

558 State Street  
Phone Badger 1180

### SILENT DRAMA

He: Gimme a kiss.  
She:  
He: 'Nother one.  
She:  
He: Again.  
She:  
He:  
She:  
He:  
She: 'Nother one?  
He:  
She: Again?  
He:  
She:  
He: 'Nother one!  
He:  
She: Again!  
He:  
She: 'Nother one!  
He: Hey, who started this game,  
anyway?  
She: You did. Now finish it!  
He:  
She:  
He: Help!  
She:  
He: Help! Fire! Murder! Police!

—Sun Dial



"I am a mind reader."  
"Oh, please read mine."  
"All right."

-----  
"Well, why don't you read it?"  
"I did."

The ultimate in women's clothes is achieved when they can feel the coolest and look the hottest.

—Dodo

First Tourist: Who's that fellow in the purple pants dodging that bull?  
Second Tourist: Oh, that's a Mexican jumping pcon.

—Blue Moon

Kisses are like salt water—that I know.  
The more you taste the thirstier you grow.  
(From a Persian poet, 800 A. D.)  
—The Frivol

Bob met a wonderful girl up in Vermont last summer and had such a good time that as soon as he graduates this spring he's going to get a job in Peru.

—Stone Mill

"Is that boy across the hall a fraternity man?"

"I don't think so; I notice he wears his own underwear, smokes his own pipe, drives his own automobile, and necks his own girl."

—Ranger

Frosh: Would you rather die with your shoes on or your shoes off?

Soph: I'd rather die with them on.

Frosh: Howcum?

Soph: So I won't stub my toe when I kick the bucket.

—Cynic

Diner: I'll have apple pie for dessert.

Waiter: All out.

Diner: Well, then give me the raspberry.

Waiter: Sorry, sir, but we waiters are not allowed to be offensive to guests.

—Panther



It was a balmy evening at the State Insane Asylum.



"You've heard of Naples, the famous Italian port, haven't you?"

"No. How much is it a bottle?"

—Punch Bowl



Mary had a little lamp,  
She filled it with benzine,  
She went to light her little lamp,  
She hasn't since benzine.

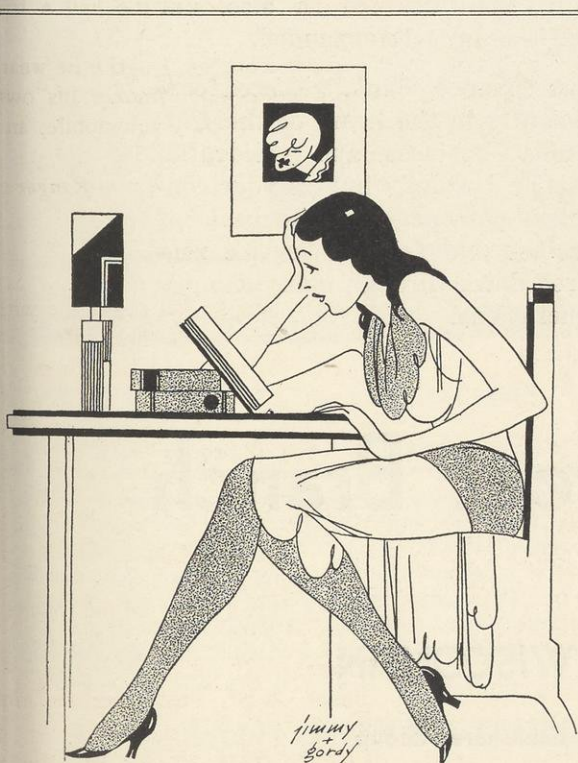
—Froth



Brick: Why does a woman shut her eyes when you kiss her?

Brack: She just hates to see you make a fool of yourself.

—V. M. I. Sniper



The Queen Bows to Her Subjects.

## Welcome Students !!

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

call

### Cardinal Beauty Shop

Phone F3966

625 State St.

## Runkel Barber Shop

640 State Street

## RED AND WHITE SYSTEM

Incorporated

DELICIOUS 5c HAMBURGERS

"The Taste Tells"

GOLD DRINKS

GOOD COFFEE

Henry at State and 513 East Wilson Street

After Classes or a Show in  
the Evening, Drop in and  
Have a Lunch

Lunches Put Up to Take Out

## CONEY ISLAND

312 State



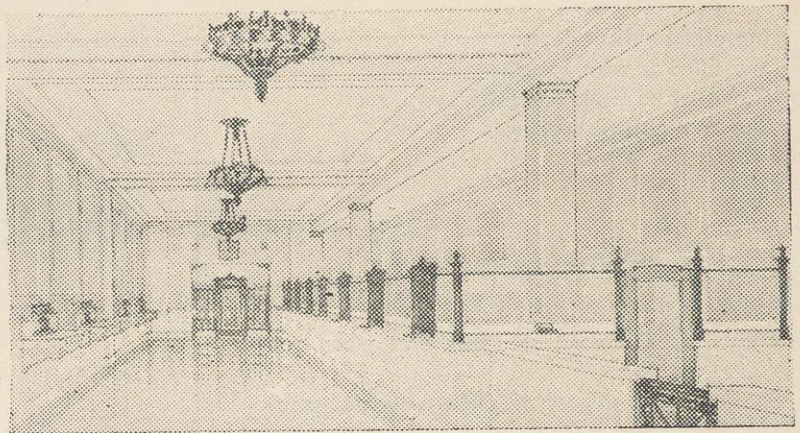
# Faculty and Student BANKING HEADQUARTERS

*After you have registered, your next step is to open your bank account at the State Street Branch of the State Bank of Wisconsin.*

---

STATE STREET AT GILMAN

---



For more than 23 years the "Branch Bank" has specialized in serving the banking needs of Faculty and Students. During that period we have become intimately familiar with all banking problems of the campus.

Within the past year our banking quarters have been improved and

more than doubled in size, our facilities greatly expanded.

The "Branch Bank," located conveniently in the heart of the University business and residential district, cordially invites your continued patronage on the basis of efficient and faithful service rendered down through many campus generations.

## The State Street Branch

of the

### STATE BANK OF WISCONSIN

A Member of The Wisconsin Bankshares Group





IN WHITE, \$1.95 ... IN COLORS, \$2.15

MORE men are wearing the new Sanforized-shrunk "Trump" than any other one broadcloth shirt in America. Because it is Sanforized-shrunk, it is guaranteed for permanent fit. The fine Arrow Collar on Trump will never bind, the sleeves of Trump will never "creep," the shirt-tails of Trump will never shorten—or you get your money back. Arrow's Sanforized process also gives the fine broadcloth a rich permanent lustre, and that broadcloth is well tailored and unusually durable. Buy your correct size—Trump is guaranteed to fit you *throughout the life of the shirt*. . . At its modest prices, Trump is "sale" value—a real "bargain"—*every day in the year*. . . Remember that *only* Arrow Shirts have Arrow Collars—which insures the correct style of the shirt.

CLUETT, PEABODY & CO., INC., TROY, NEW YORK

SANFORIZED-SHRUNK  
**A** R R O W **S** H I R T S



**20,679 Physicians**  
*say* **LUCKIES** are  
*less irritating*

**I too prefer**  
**LUCKIES**  
*because ...*

Toasting removes  
dangerous irritants  
that cause  
throat irritation  
and coughing



**“It’s toasted”**

Your Throat Protection—  
against irritation—against cough.