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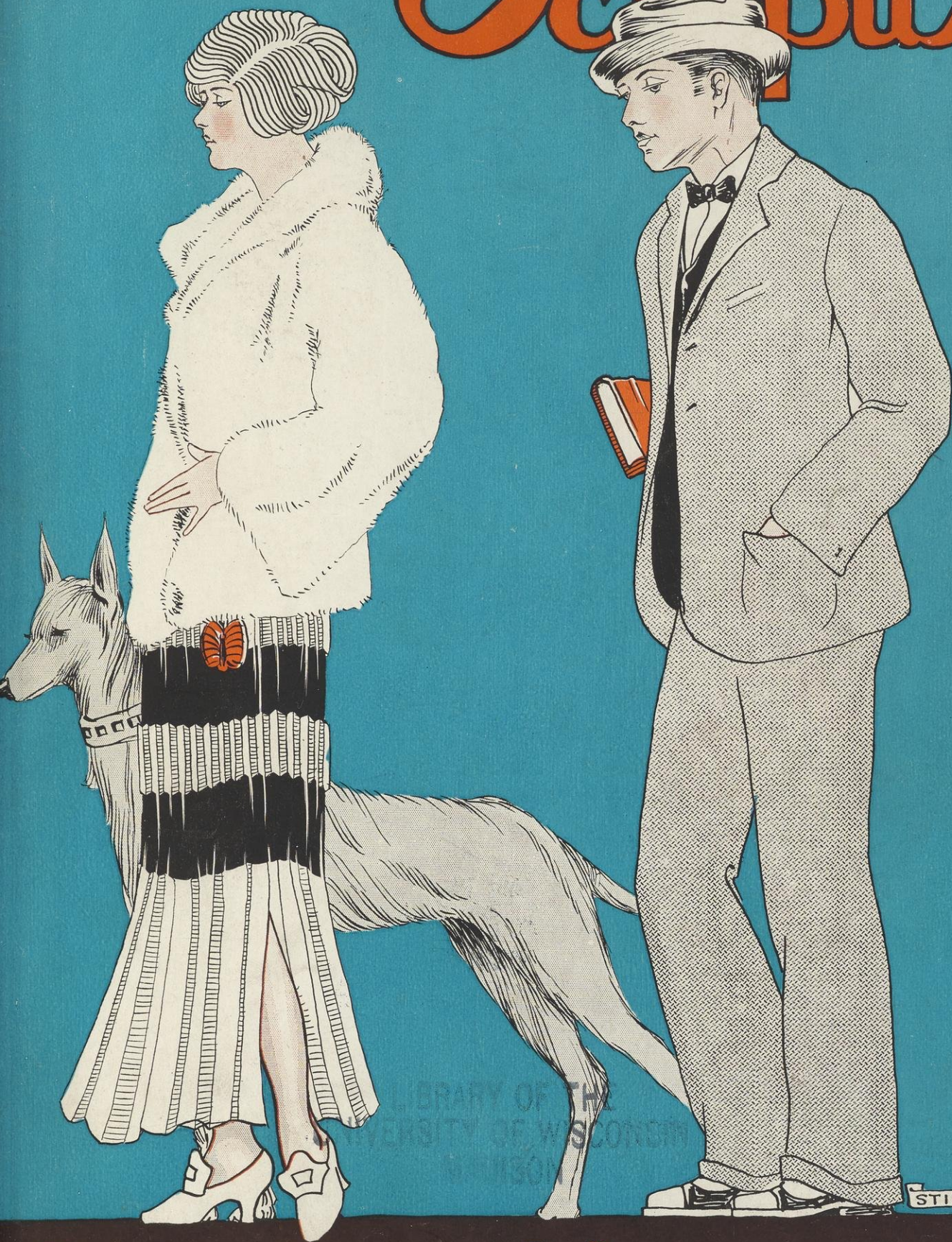
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Octopus

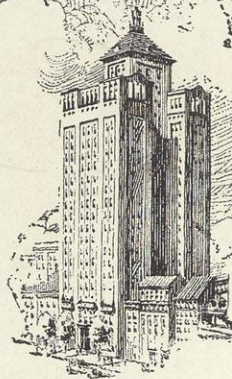


OPENING NUMBER



45 East 55th Street
New York

130 East 57th Street
(Exclusively for Women)
New York



143 East 59th Street
New York



302 West 22nd Street
New York



New Fraternity
Clubs Building
22 East 38th Street
New York

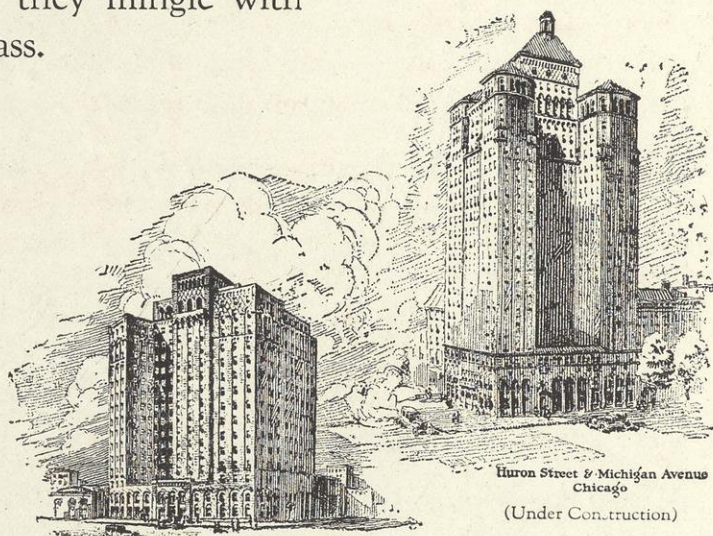
ALLERTON HOUSES are more than splendidly designed structures of brick and mortar. They are the embodiment of an ideal.

Here men can live well and well within their means. They are afforded every comfort and convenience of the modern hotel or club; and they mingle with men of the better class.

Rates: \$10 to \$20 per room per week

Allerton facilities include well equipped gymnasiums and squash courts under the personal supervision of Walter A. Kinsella.

Fraternity Clubs Building, 22 East 38th Street, will open October 15th. Accommodations in this particular building available to members of participating college fraternities only.

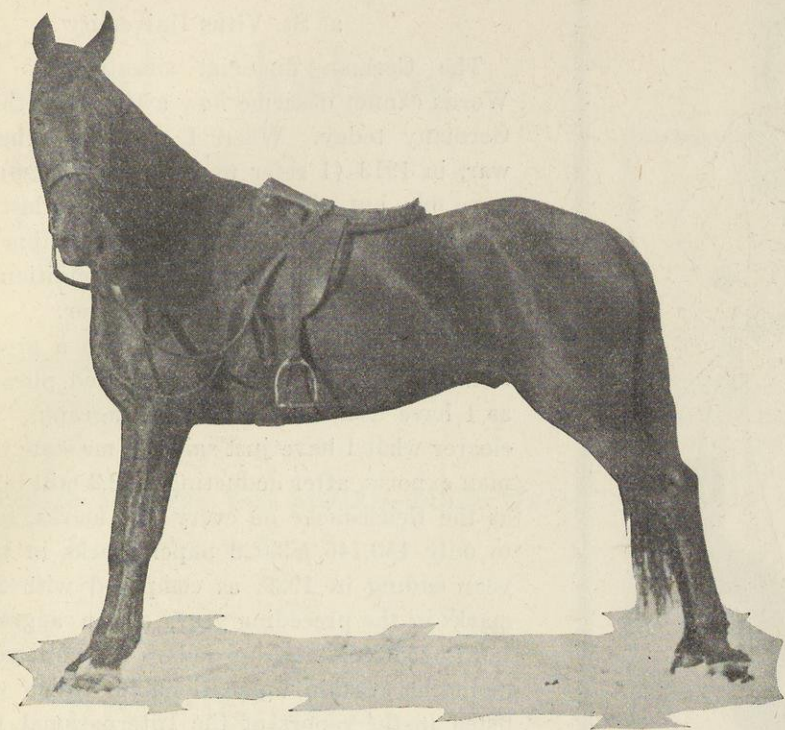


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(Under Construction)

Chester Ave & East 13th Street
Cleveland
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JAMES STEWART CUSHMAN
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WILLIAM HARTON SILK
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Introducing---

The Blackhawk Horses

THE Blackhawk horses are anxious to know you, and think that you will benefit greatly by their acquaintance. They say, "Come over any afternoon, and if you've never ridden before we'll introduce you to a new sport—one that you'll like. If you have ridden, we'll show you just what good horses we are."

"And you'll never know the sheer joy of living until you have been cantering along astride one of them along a bridle path golden with falling leaves, riding through the brisk crispness of an autumn afternoon."

The Blackhawk offers to the novice in riding a course of instruction which is remarkably efficient. A majority of the university's good riders learned horsemanship at Blackhawk. The cost of riding is not prohibitive, and we'll be glad to tell you more about it.

Blackhawk Riding Academy

*University
Gym Credit
is given for
Blackhawk
Riding
Courses*

An Easy Mark For The Americans

By H. P. Singleton, Ass. Professor of Economics
at St. Vitus University

The German financial situation is terrible. Words cannot describe how awful everything is in Germany today. When I was across before the war, in 1913 (I refer to the Great War), things were fine, but when I visited Germany last summer they were in an awful mess. Something has got to be done soon, or the financial condition of Germany will take a turn for the worser.

But I will not burden you with a great many technical and decidedly complicated phrases such as I have used in the above paragraph. To make clearer what I have just said, let me state that German exports, after deducting a 12.3 mill tax known as the Reichstache on every five marks, amounted to only 150,746,389,029 paper marks in the fiscal year ending in 1920, as compared with 284 gold marks in the preceding year, or an aggregate of 1,987,573,029 American dollars for both years, not including certain unmentionables which were not listed in the report of the International Laundry Commission, which held its last convention in Janesville, 1912.

Certain authorities ascribe the present condition of affairs to the negotiations of the Non-Fumar party who have been speculating with the stock of the German Fried Potato Co., in such a manner as to cause the Rachsdeiunger cohorts to put all their money in the Japanese aid fund. Strange as it may seem, Herr Breadth, commenting on the recent influx of foreign capital, does not seem to take into consideration the fact that Herr Groom, wealthy manufacturer, is no longer with the Descentialists. "This influx of foreign capitals," says Herr Breadth, "must be stopped, or the German peoples will die. The peoples will not stand for much more of this foolishment, and it is high time the Munchen Congress realized this."

Herr Breadth appears to be the only person in Germany who understands the situation, and we are powerless to correct him if he should be wrong. When a breakfast at the best hotel in Germany does not cost more than 17 cents, as compared with 25 cents at Lawrence's, something is evidently out of joint. As Herr Raiser so wisely said, "Sumthings is wrong somewheres." This phrase, showing his complete undertanding of the financial affairs of Germany, has caused Herr Raiser to be placed among the leading conomists of the day.

"Vot vill ve do?" is on the tongue of every German today. The answer is: "Do the American tourists".

All the superlatively
smart togs one meets on
the campus in the course
of a collegiate day—



All the adorably youth-
ful gowns one meets at the
evening dinner and the
week end party—



Come—you'll find it the rule—from
Manchester's a shop for University
women.

Harry S. Manchester, Inc

Good Clothing at Popular Prices

is the slogan at Madison's newest Men's Clothing
and Furnishing store.

We Promise To Save You \$10.00—Make Us
Prove It.

The Model

205 State Street



Universal Stationery
For College Men
and Women
PRINTED

College students find it ideal. Your name and address (up to 4 lines 3 in. long) printed same on both paper and envelopes gives a touch of quality and distinction to your correspondence. Choice of two popular sizes; printing in Royal blue or bond black ink; type Engravers Block or Engravers Roman. High grade Hammermill bond paper. Mailed post-paid. **Order today:**

2 fold	{ 200 sheets 7 1/4 x 10 1/2 inches 200 bond envelopes to match }	\$2
1 fold	{ 200 sheets 6 x 7 inches 100 bond envelopes to match }	\$1

Remit with order. West of Denver and foreign countries add 10%. Money back if not satisfied.

UNIVERSAL STATIONERY COMPANY,
406—16th St. Moline, Ill.

Once More We Welcome Octy's Readers

We've been saying "Hello" to the student body for a number of years. And it seems that every time they return for the scholastic year we are more happy to be able to greet them. For we like Octy's readers, and we know of nothing which gives us more pleasure than becoming acquainted with them. We want them to know that we are interested in their problems, that we are ready to cooperate with them in every possible manner.

YAWKEY & CROWLEY LUMBER CO.

801 East Washington Ave

Two Yards

Camp Randall

Mrs. Martin

announces the opening

of

The Muriel Shop

Home of Betty Wales

522 State Street

an exclusive apparel shop
dedicated to the Univer-
sity of Wisconsin Coed.

Food for Thought

That's what you get when you
buy your dairy products
from the

Kennedy Dairy Company

Perfectly Pasteurized Milk,
Cream, Cottage Cheese,
Butter, Buttermilk and

Velvet Ice Cream

629 West Washington Ave.
Badger 7100

Page Irving Berlin

Hot: Have you heard the new song just out?

Dog: Nope, I bite.

Hot: Seven days without food makes one
weak.

—Boll Weevil.



Night Watchman—"Young man, are you going
to kiss that girl?"

He (straightening up)—"No, sir."

Night Watchman—"Here, then; hold my lan-
tern."

—Black & Blue Jay.



Customer: How do you sell this cheese?

Grocer: I've often wondered myself, madam.
—Judge.



At sixteen: How dare you, sir!

At eighteen: I'm sure I don't know you.

At twenty: I don't think we've been introduced,
but—

At twenty-five: I'm sure we have some friends
in common, so it really doesn't matter.

At thirty: Conventions are so foolish, anyway.

At forty: My dear man, can you lend me a
match?

—Log.



Table Master—Freshman Walker, will you ask
the blessing?

F. W. (looking at the food display): Sorry,
sir, but I cannot conscientiously do so.

—Mugwump.



Ambitious Author: "Hurrah. Five dollars
for my latest story!"

Fast Friend: "Who from?"

Writer: "The express company. They lost
it."

—Black & Blue Jay.

When in Chicago Visit the Lytton College Shop



See This Fall Exhibit of

Correct Clothes for College Men from the Lytton College Shop

FREQUENT VISITS to your campus tell us what you prefer. Constant contact with every maker of fine clothes in America enables us to get it.

Everything college men wear is included in our exhibit. Do not fail to see it.

The economies of our enormous purchasing power result in better qualities at the price you customarily pay.

THE HUB

Henry C. Lytton & Sons

Largest Fine Clothing Store in the World—CHICAGO

if its a Vega banjo---we
have it---if its a King sax
or band instrument---we
have it---if its a Ludwig
drum---we have it---if its
sheet music---we have
it---if its a string instru-
ment---we have it---if its
a Brunswick record---we
have it---

UNIVERSITY MUSIC SHOP

At 511 State

Phone B. 7272

"The Shop with a Personality"

Now They're Using Prunes in Tobacco

—Newspaper headline

Oh! Omar and Fatima
Walked the baking Afric dunes.
Said Omar to Fatima
"I see you're full of prunes."



A Wet One

Knight of the Garter: Heard about the scandal
around court?

Prince of Wales: No, what is it?

K. o. t. G.: Oh the queen just administered
the Order of the Bath on the Duke of York in
person.

—Purple Cow.



"Sh-h-h, lemme tell yuh where you can get some
real cognac."

"Ah-h-h, where—"

"Number ninety-six Muchas Street—"

"Lemme write that down—"

"Havana, Cuba!"

—Yellow Jacket.

Put Your Finances on a Business Basis

—says Freddie Frosh

"At the end of my first month here, a letter from home informed me that Father was no John D., and that I was not supposed to live at the Park while attending school. The idea was that I had to cut down on expenditures. After I had recovered from the shock, I sat down to figure things out. My decision was that I'd run my expenses on a business basis by opening up an account at the Branch and keeping tab on expenditures. Now I'm in good at home again."



Mr.
Freddie
Frosh

The Students Banking Headquarters
Branch Bank of Wisconsin
State at Gilman
Capital and Surplus \$360,000

Cohen and Levy were in business together, and while traveling out West Levy took sick and died. The undertaker who took charge of the body wired Cohen: "Levy died, can embalm him for fifty dollars or freeze him for twenty-five dollars."

Cohen wired back: "Freeze him from the knees up for fifteen dollars, his legs were frost-bitten last winter."
—Ski-U-Mah.



"Hi! Gimme a handful of waste," I howled
(I was under the auto to grease it).
But Hi had an armful of waist in the car
And wasn't disposed to release it.

—Dodo.



Drip: Let's walk around the corner and get a drink.

Drap: Hell no, let's run!

—Jester.

Patrick Overcoats

Are another high quality product of much interest to students and handled exclusively in Madison by us.

Olson & Veerhusen Co.

Hart Schaffner & Marx Clothes

Patrick Hand Tailored Overcoats DULUTH TRADE-MARK



DISTINCTION

There is distinction, beauty, fine workmanship and durable wear in every Patrick-Duluth Overcoat.

You will admire their easy swing, their grace and their aristocratic appearance.

They are expertly hand tailored and fit perfectly.

Their handsome cloth is woven in exclusive designs, in Patrick Mills, from Pure Northern Wool.

Obtainable from the best clothing dealers.

Illustrated Overcoat Booklet sent on request.
Address Desk No. 56

F. A. Patrick & Co. Duluth, Minn.

Makers of both cloth and garment.

It's the Best Place in Town

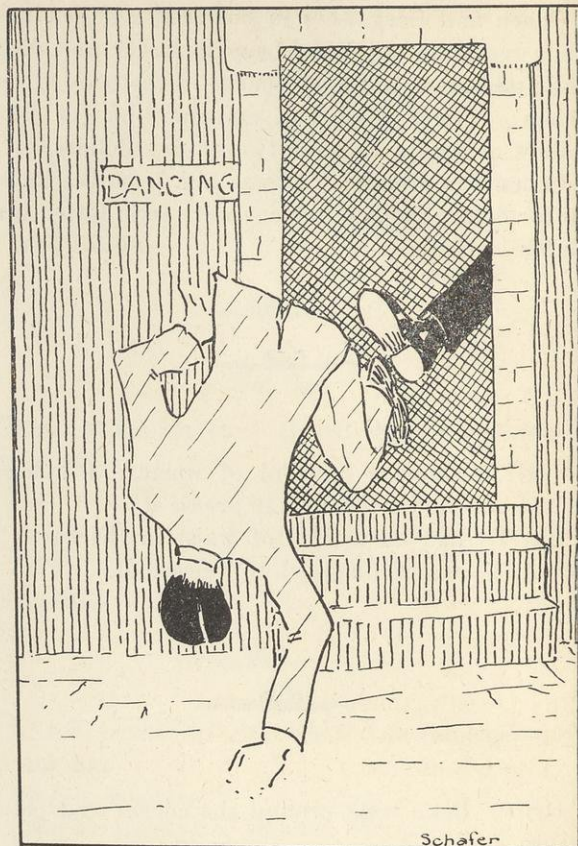
That's the verdict of Wisconsin students on the Chocolate Shop, and it has been for years. Every night the Shop is filled with students returning from movie or walking dates.

They come here because they like the sundaes and sodas, the light lunches that we serve, because they like the service. An added attraction is the privacy of Chocolate Shop booths.

If you haven't become acquainted with the Home of the Hot Fudge yet, we'll be glad to have you come in and see us.

The Chocolate Shop

Home of the Hot Fudge



Getting a big kick out of a dance.

**Make From
\$25 to \$50 a Week**
In Your Spare Time
Act as our Representative
**Taylor Made-to-Measure
Caps**



Think how many of the fellows buy ready-made caps from the stores. Any day in the year they'd rather buy *made to measure* caps from a friend.

You take their orders, and we'll mail the caps post-paid. Ambitious young men, write today for more information.

Taylor Cap Mfrs.

Dept. C1

Cincinnati,

Ohio.

My roommate is a keen psychologist. He is a firm believer in the advantages of contrast. He makes me get a date with a girl Friday, and then he does his stuff Saturday nights. One girl told me afterward that he was "God's gift to women." I didn't ask her what she thought of me.

"Johnny, I'm afraid I won't see you in heaven."

"What've you been doing now, Pop?"

—Tar Baby.

Prof.: Success, gentlemen, has four conditions.

Voice from Back Row: Tough luck, the dean will kick it out of college.

—Whirlwind.

On an Imaginary Visit of Kaiser Wilhelm to Yellowstone Park

Said the Kaiser

To a geyser:

"May I ask you how it is you go so high, sir?
For my own ambitions soar
When you climb up more and more,
Will you pause a bit and kindly tell me why,
sir?"

Said the geyser

To the Kaiser:

"To accumulate a lot of steam is wise, sir.
Then you give a little puff
And start acting mighty rough—
Don't be bashful, slow or modest—just be
sly, sir:"

Said the Kaiser

To the geyser:

"I perceive your method sends you to the sky,
sir."
But I really think you oughter
Tell me how you like hot water,
For I notice that you're in it far and nigh,
sir.

Said the geyser

To the Kaiser:

"Glub glub glub" and then it sank
no more to rise, sir;
For its energies it spent
In this futile argument—
What the Kaiser did you know as well as I,
sir,"



Little Sister (entertaining big sister's beau)—
"Oh, Justinus; guess what father said about you
last night."

Justinus—"I haven't a thought in the world."

Little Sister—"Oh, shame! You listened."

—Black & Blue Jay.



I suppose she gave up her music when her hus-
band died.

No, she still plays, but only on the black keys.

—Yale Record.



Victim (in safe drink bar) Horses neck, waiter.

Waiter: Do they?

—Royal Gaboon.



Style

that's one important fact
or, in selecting your suit,

Kuppenheimer

GOOD CLOTHES

present the new British
models at their best.

\$40 to \$60

Speth's

the house of Kuppenheimer good clothes

FRED W. KRUSE CO.

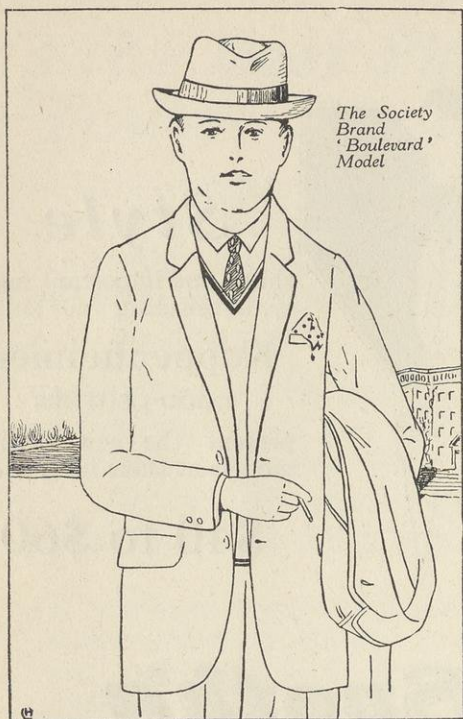
Announcing—

Exclusive Women's Ready-to-Wear Shop

Latest Modes in

Gowns	Coats
Suits	Sport Wear
Dresses	Furs
Skirts	Fur Coats
Wraps	Millinery

Quality Considered
our price is very moderate



Pencil sketch showing suggestions in smart wearing apparel. Things that appeal to the well dressed college man.

Baillie, O'Connell & Meyer

Photographs

For the Seniors, Juniors, Sophomores and Freshmen. All styles to suit each individual taste.

The Badger Studio

17 West Main St., 1/2 Blk. from Park Hotel. Telephone B. 7904 for appointment.

Special discounts to students.

"Someone, somewhere, wants your photograph now."



The Newest of Modes Are Here

We have specialized in apparel for college women for years, but never have we presented such an extensive showing as this season. Party gowns, smart frocks, fall suits and wraps—each distinctive—await your choice.

PARSON'S

There's a Touch of Autumn in these Sports Clothes

Indispensable for campus or sports wear are these fall sports togs. They're all executed in Autumn's own colors.

*Sports Coats
Sweaters
Sports Suits
Chappie Coats*



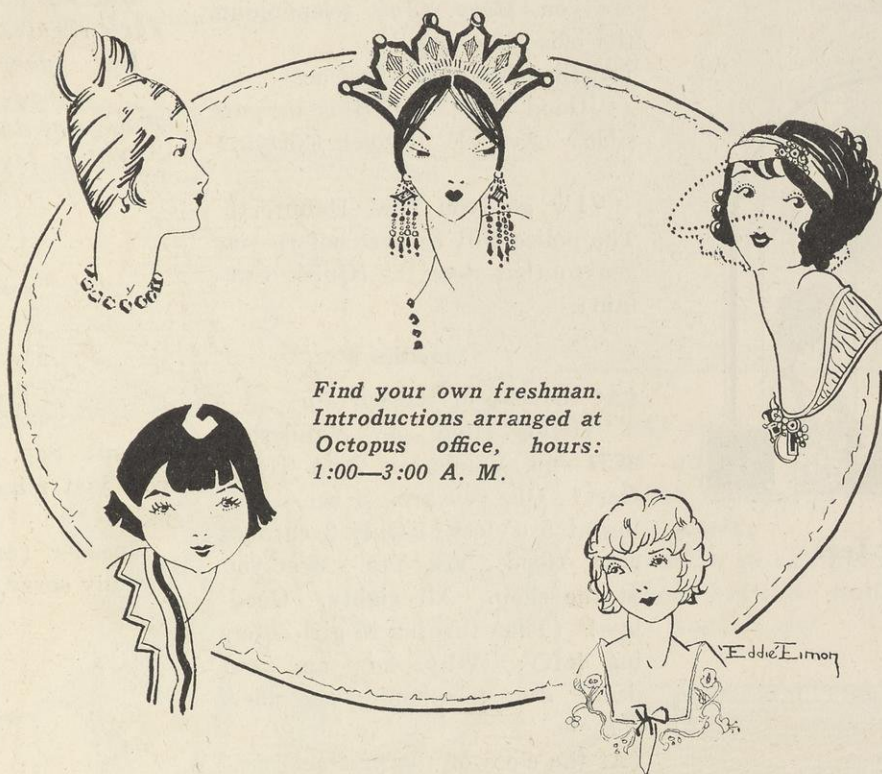
A Frosh there was, and he paid his fare
 (Even as you and I)
From the old home town to the college blare—
 We'd journeyed before and didn't care,
 But the Frosh thought he would die.

The leaves are falling here and
there;
They're falling everywhere.
They're falling through the atmos-
phere,
And, likewise, through the air.



G. GILBERT.

The WISCONSIN OCTOPUS



Song of Autumn

Women are like candle flames,
True while all is fair,
But swayed by every passing gust
Of foolish, fickle air.

Or women are like fireworks,
That dazzle from afar;
And some are cold and distant, like—
See there!—like yonder star.

But let me have my glowing hearth
To give my home its name;
Then light my pipe, and I'll not ask
For any other flame.

Marvellous!

Sure-lock: That gent, Watty, old kid, is a Union plumber, an Elk, living at 1111 West 111 street, and going to Chicago tomorrow.

Witless Watson: Incredible! Tell me how you deduced this.

Holmes: He just dropped his identification book and I picked it up.



A proud and gallant young D. D.
Fell hard for a fair Alpha Phi Phi
He found out too late
She was a Phi Bete
But he sent her the ring—C. O. D. D.

In Order

Mary's Beau (waiting for her to come down stairs): "Is Mary your oldest sister?"

Kid Brother: "Yep."

Mary's Beau: "And who comes after her?"

Kid Brother: "You and two other guys."



Sorority Teas

Telephone
Twilight
Talcum
Taxi
Theatre
Toddle
Tete-a-tete
Trousseau
Tumult
Tee-Hee



Openings We've Heard

It's such a long walk home—
I never could waltz—
Don't you just adore flowers?
Wish I could wear pink—
I get so lonesome Sunday evenings—



Chicago Atmosphere

Dean: For tomorrow take the life of Dr. Johnston.

Intelligent: How?

Invaluable Lines In The Play

Copyright 1905, 1907, 1915, 1918
Serious Plays

(At the rise of the curtain)

"Hello—give me Broad 2854—no, Broad 2854. Hello, Ed? Oh, you are. I see. Closing at 94—2000 shares. Good! Yes, yes. All right, good bye. (Then, turning to girl entering left): Why, how are you, Mary. Just telephoning the office, etc. etc."

(At the close of the first act)

"Good God! Can this be possible? Avery!" (Quick Curtain)
or

"I've got you now, Dannforth. The police will be here before you get to that door." (Quick Curtain).

Comedies

(At the rise of the curtain)

"Hello, Give me Vanderbilt 2854—no, Vanderbilt 2854. Hello, Gert? Oh, you are. I see,—closing at 5 o'clock? Only 2 customers? Good. Yes, Yes. Meet you at the shop. All righty. Good-bye! (Then turning to girl entering left): Why, how are you, dear? Just telephoning the office, etc. etc."

(At the close of the first act)

"I've got you now, Danforth. The minister is just around the corner. (Curtain).

Invaluable Props In The Plays

1 glass crash off left, 6 Colt Automatics, 1 funny maid, 2 telephones, 1 decanter of ginger ale or ice tea, 1 drunk, 15 raw jokes, 10 old jokes, 2 good jokes.



Suitor: Mary, I'll give you a necklace if you will leave the room and let me and your sister alone.

Little Mary: I don't want a necklace.

Suitor: Well, what do you want?

L. M.: I want ta watch.

Love Song

*Desolate, since you departed,
Left alone and broken-hearted,
And I ne'er shall hear your singing
Any more.*

*For some huge and angry ruffians
Called on me as I ate muffins—
And they hauled my little songster
Out the door.
Their excuse? I lacked the money
For your payment, little honey—
There was due on my Victrola
Dollars four.*



Try It Again

Cop: Say, buddy, do you know you just missed killing that old lady?

Speeder (unthinkingly): I'm awfully sorry, officer.



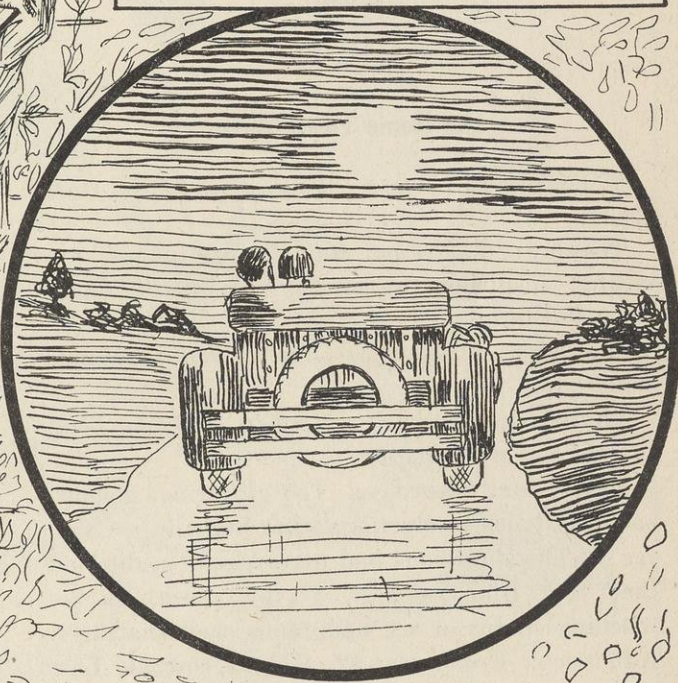
"Did you enjoy the correspondence course you took last summer?"

"Oh, it was all write."

Wisconsin Octopus

*In olden days the college youth
Would softly sing his sweet re-
frain
Beneath the window of his flame
And yodel fervid roundelays.*

*The modern stude is different,
quite,
With motor car he woos his
queen,
And has to call upon the dean—
Those old-time studes were not
such fools!*



■ HANK LATHERS ■



"French is the language of the court."

"Yes, Bill always swears when he hits the ball into the net."



The Home Town Movie

Monday: *The Lost Pompadour*—by Herr Comb.

Tuesday: *The Fast Male*, a continuous, unstrung, inspiring drama. If you don't dance come and listen.

Wednesday: Matinee: *East Lynn*. Night: *West Lynn*.

Thursday: Pillsbury's Best in *A Long Loaf*. A Gold Medal Production.

Friday and Saturday: The glittering, glamorous, gelatinous production "*One Night in a Cabaret*". The stupidious and extravagant meditation that took Bluebottle, N. Y., by storm. A bewitching chorus of six sumptuous sheik-snatchers. Admission: Front row \$2, Second row \$1, Last row \$.15.

Sunday: *Excavations in the Rue Morgue* and news weekly showing the evacuation of Paris to American tourists and the meeting of the World Court. Something you can't miss.

Rushing

(Two men sit in the opposite ends of a deep lounge. One is almost out of the sight, the other out of sorts. Each is trying to size up the other. Both are trying to get in a good look when the other is unaware. For the fifth time their eyes have met; each looks away hurriedly and laughs. Little Rupert, who is a nice wholesome boy from New York, is trying to think up a good impressive question such as: "Do you think that our frontier policy in 1878 was as nice as our policy in 1881?" But he can't quite force himself into it.

So John asks: Are you registered on the hill?

Rupert: Yes.

John: Now it's your turn.

(But Rupert does not understand, so John continues)

John: Have you a room?

Rupert: Yes.

John: Have you a roomy room?

Rupert: Well 8 by 10, and when I'm proud I say 8 by 10 and 1/2.

John (Trying something different) You say you are from New York, do you happen to know a boy from Seattle by the name of Jones?

Rupert: How do you spell it?

John: D-A-C-Y.

Rupert: Oh, you mean George Jones.

John: Yes.

Rupert: Yes.

(A somewhat noticeable pause of an hour follows, in which the boys just look at each other).

John (Again plunging into the grilling) Good day today, isn't it?

Rupert: I think it's awfully nice. (Rupert now feels that he has offered something)

John: You know it rained yesterday.

Rupert: Oh is that what soaked my hat? I thought probably a sprinkler had run over me.

John (Desperately) Say, are you related to the Dingwalls of Milwaukee?

Rupert: No.

John: I didn't think so,—you look differently.

Rupert: Uhugh.

John reaches gracefully for a chair, asking Rupert if he is registered on the hill. Rupert does not reply, he is unconscious.



First Burglar: How do you like my new blackjack?

Second Burglar: It's perfectly stunning!



"My dates are numbered,"
The freshman said,
"I cannot keep them
In my head.
I put them down
In black and white
So I will know
Which date, which night.
But just last week
Bad luck was mine,
Instead of eight
Came number nine.
Can it be true
That numbers lie?
My dates are numbered—
I wonder why."

Waiter: Do you care for some
French dressing?
Young man: Say, boss, do you
think I'm a goat?

P retty girl;
N o one there;
E lemental
U nderwear.
M ary's window
O pen wide;
N aughty breeze
I nside.
A men!

Judge: Is it true that you
punched your husband?
Amazon: Sure, why shouldn't
I? Ain't he my meal ticket?

Aesop's Fables Up-to-Date

Once there was a man who
started to walk a mile for a Camel.
But just outside of his house
was a pretty little miss.

Being a co-ed, she was smoking
cigarettes, and gave him one.

So he stayed there, and got his
Camel anyway.

Moral: A miss is as good as a
mile.

Won: The cops are looking
that guy over.

Too: Do you think he'll
pledge?

Earl: Some wonderful buys in
silk hose are on display in that
window.

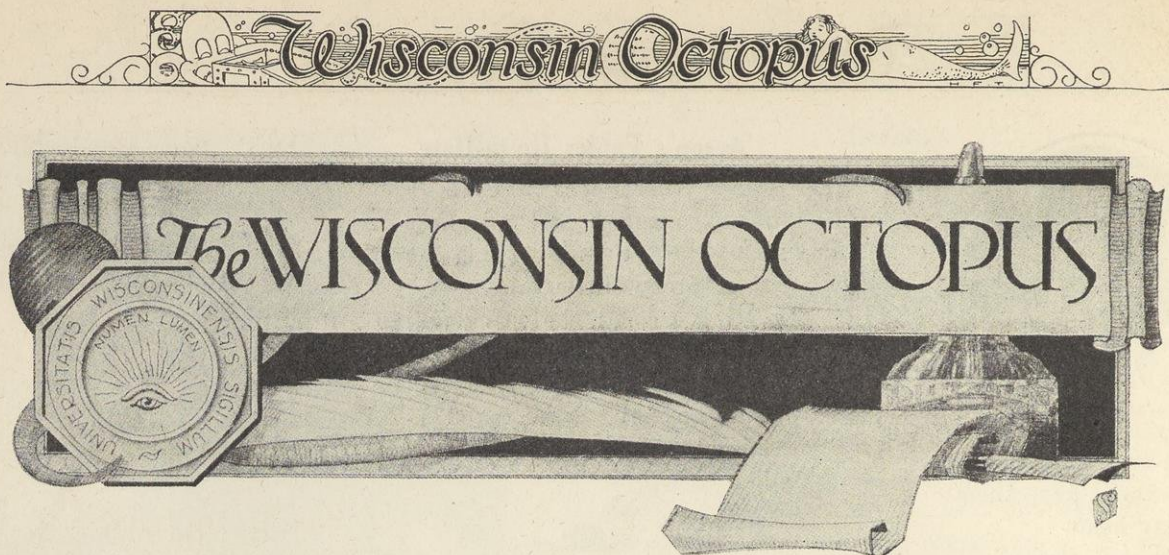
Pat: Sure and some wonderful
guirls walk up the hill every
mornin'!

Driver (to running board pas-
senger, as they go around a cor-
ner): Hang on!

Passenger (weakly): If I wasn't
hanging on, I wouldn't be hear-
ing you!



Picture of a girl and her escort after she had told him that he was
the CUTEST fellow at the dance.



Founded 1919

Published at the University of Wisconsin

Incorporated 1920

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No. 1

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Eugene Williams
Ruth Allcott
Edna Eiman
John W. Powell
Samuel Himmelfarb
David McMillen
Elizabeth Clark

Margaret Hill
Paul Schafer
Marshall Glasier
Herbert F. Powell
Victor Short
Pierre Martineau
Dorothy Compton
J. A. Parker

Earnest A. Kahn

Wisconsin Octopus

WELCOME !



Howdy, Frosh!

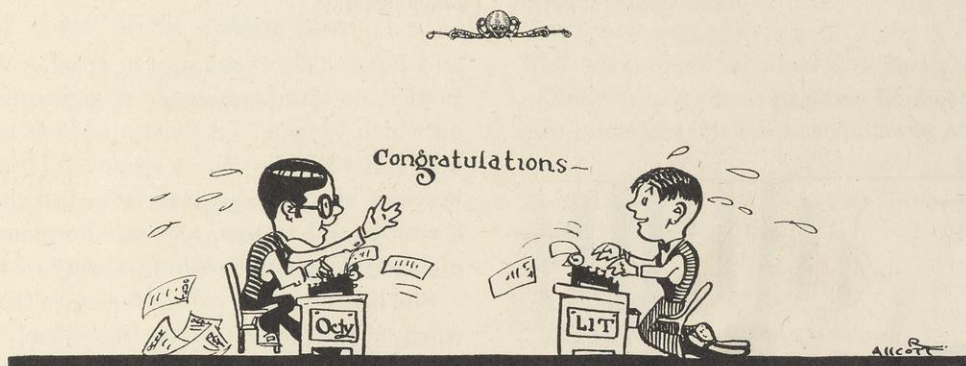
To the new Freshman Class, Octy extends a tentacle of warm greeting. Perhaps it is a little warmer than usual because of the unusual amount of talent which the class seems to possess.

Octy's columns are open to Freshman work as well as Senior; to the fair co-ed as well as to the

masculine mirth-maker. And both sexes, and all classes, have responded nobly to Octy's appeal for contributions.

In the column just below the mast-head are the names of people who have taken the time to spread sunshine on Octy's pages.

May their tribe increase!



Like all magazine staffs, ye Octy aggregation of wits appreciate good looks in a book as well as in a blonde. And so it is that the new Lit brings forth their approbation.

It is seldom that a college magazine measures up to the level of appearance which national periodicals maintain. We do not say that the new Lit does. But we do say that it has taken a step toward that desirable state.

Octy, too, is blossoming forth in new type-raidment, and a new arrangement of some pages, and desires to go still farther.

May both of us keep on the path of steady improvement.

It occurs to us, also, that there are many new names beneath titles in the Lit. Here is another pleasant state of affairs coming to pass. For if there is one thing, more than anything else, which will lift a magazine more quickly from the rut of mediocrity, it is competition.

Octy, also, is gaining new workers. The incoming class appears to have brains within it, and the older classes are awakening to the fact that written humor should not be the province of a select group only. Positions on the masthead are open, and inexperience is no great handicap—provided that intelligence and the desire to work are present.

The Synopsis

Octy offers 100,000 kronen to the person who can read successfully a story-synopsis and understand it.

The Girl With the False Moustache

THE STORY SO FAR

Enid Berry, who lives with her god-uncle, Willis Overland, is in love with Phil Hotshot who works in the same bond-house with George Doit, of Milwaukee. Their tryst is kept secret until Phil is scalded while taking a hot shower in the home of Edward Foster, who has been a life-long friend of Babe Ruth, the chorus girl in the New York musical comedy. After the automobile race is won, her mother is taken ill and leaves an estate, consisting of 5 acres of molasses trees and several Red Seal records, to her brother, the late Duke of Newfoundland. In the mix-up following the funeral, Harriet confesses that Flavia, Herbert's sister, is very desirous of communicating with Albert, whom she has never met, but whom she has seen in an Arrow Collar ad, while riding around the loop in an "L" train in Chicago. But Matilde insists that as long as he is only a half-brother of the deceased, he should receive only a half of the trust-fund left to him by his grandmother, who was related to Foster on her mother's side, and is, by reason of a marriage between the Crawfords and the Weinsteins, a cousin of Harriet's older sister-in-law, Bettina.

On receipt of this news Enid leaves immediately for New York.

THE STORY CONTINUED

As Dorothy fell off the train in Racine, she felt as if her girlhood of eighty years ago was but a yesterday. The newspapers were the same and the



"So you've sold the old cow," he said.

news in them was just as she had read in the home papers years ago. Suddenly among the crowd a man darted. He put a penny into a slot machine standing near by, pulled a lever, cursed,

and left. The world was so cruel. Was there no justice, no standard-bearer of righteousness, no bar on which to lean? At last a sudden resolve struck her, and with the corner of a well-laundered handkerchief she wiped a tear from her cheek, boarded a west-bound trolley, and sat down next to a middle-aged dope-fiend reading a copy of the "Lit".

She had not been riding for more than two hours when she dashed toward the door. Her eighty years of endurance had exhausted itself; her moral self had snapped. Pointing a cigarette-stained finger at the conductor she screamed: "Why didn't you put me off at Jefferson street, you dummy?"

* * * *

But in Boston Fitzroy was making a name for himself. He had to do this or the police would have caught him with the old one. Only once had he been to see Enid and that was when he wanted to borrow her husband's tooth-brush. He dared not tell her all the truth,—that he had gone for two weeks without a cent of money and had been living on old-gym shoes and peppermints to keep up his strength since he had been expelled from college.

"So you've sold the old cow," he said thoughtlessly as he reached in his hip-pocket and pulled out a 15-cent cigar.

"Yes, but don't tell mother or it will kill her," the girl faltered faultlessly. Each one misunder-

stood the other. He took the cigar out of his mouth and kissed her several times feverishly.



Only once had he been to Boston.

"After this we'll always buy Kelly-Springfield's?" he said.

But Phyllis was silent.

(To be continued.)

L. G. H.

Oooh! Look at the Falling Star!

There's a something in the meeting
With smooth lips so soft and warm
Makes the thrilled heart keep on beating
At a rate that would alarm;
Were it not this hurried measure
Is a true index of pleasure,
And the swift'ning of the blood is full of charm.

Just like nibbling at rich candy
When one knows he's had enough—
There's the delicacy handy
And he can't resist the stuff.
So it is always with kissing
There is always something missing
And this plea of "*One* more's" never but a bluff.

So it is that time goes gliding,
Cloudlets veil Diana's face,
While the lovers are confiding,
Wrapped in one long, fond embrace.
Thus it's been since Time's beginning,
Lovers losing—lovers winning—
Mighty close—this human race!

The Spanish teacher asked him,
The word for "sun" to spell.
And seeing that he couldn't,
I guess he was s-o-l.



Ragson Tatters Says

Ragson Tatters Says:

Heredity and environment go to the mat every once in a while. I think environment is the big thing. My pa was a laundryman, my ma was a diving beauty, and I ain't had a bath since I was in jail.

While, in defense of environment, I have often been took, whilst surrounded by rag-weed, as a scare-crow. And I ain't ever dared to work in a pork-packin' establishment.

In justice to the other side I will say, 'though, that I have often laid down among milk-weeds, and no one has ever called me 'boss'.

But you take any boy and send him to a co-ed school, and he'll be influenced to smoke cigarettes immejiately; and inside of three engagements he'll smoke purty near as many as his finessay!

Why, I was egg-cook in a big hotel oncet, and I've been hard-boiled ever since.

There ain't no argument at all. Any monkey kin learn to eat with a knife as well as I do; and you put me over in Afriky with a couple of boa-constrictors headin' for me, and I'll show him some stuff he never saw before in plain an' fancy tree-work.

Not Unless Well Done, Anyway

First Waitress: Aw, kissin' a gent in public ain't raw.

T'other of 'em: Well, it ain't done, neither.

"Hey, mister! How much is a dog license?"

"Five dollars."

"Well, how much is a marriage license?"

"Two dollars."

"Hell, I'm going to shoot my dog and get a wife."

"Seems to me there's more Freshmaniacs this year."

"That's because there are less Sophomorons."

COME NEEDLE, NEEDLE

Oh, dream of dreams under an opium
charm:
A misty, hazy cloud moves o'er mine
eyes,
And through it shines in golden ele-
gance
Chita, the queen of olden times; she
sighs.
I follow her on fleeting, air-drawn feet
To a star-splashed garden; she stops;
we meet.
Now, arm in arm in gilded paths we
stroll,
On ancient battlements, as sentinels,
we rove;
But rest, beneath the shadow of a
tower—
Beside a pannelled gate I plead my
love.
She lifts her lips, eyes moist, we kiss.
Alas!
Come needle, needle, back! The world
is glass. G. D. W. L.



RUSHERS RUINED

Or

A TALE OF MODERN GREEKS

Act I

(Curtain rises on a railroad station in a college town. Enter two modern Greeks, attired in Kute-Kampus clothes and large fraternity badges. Enter train and exit passengers.)

First Greek: There he is—I can tell he's an athlete.

Second Greek: And a prince of a fellow too—I can tell by his tie.

(The center of argument wanders on, displaying two teeth and a red tie.)

First Greek: How'dya do, Mr. Accordion. Come right this way. My name is Hatzencaps, and this is Mr. Kluxensoots. Beautiful town, isn't it? Here's our car—get right in. This is the famous home of Cuddlecups, of whom you have heard, and here we have . . . (etc. etc.)

Act II

(The car pulls up to the door, the First Greek still talking. Everybody gets out, and the gentleman with the red tie is shoved into the Registrar's office, the Second Greek accompanying him, and telling him how lucky he is to have someone to help him.)

Red Tie: Ah . . .

Second Greek: Just sign your name to this. (To bored clerk) L & S 1, name Oscar Accordion—yes, that's what it is; he isn't a very good writer. (To Red Tie) Now come along here, and I'll run in and pay your fees; you can pay me back later. Stay right here.

Act III

(The Psi Low Lawdge. The Greeks and rushee enter, both Greeks talking at once. The gang rushes toward the hapless youth and wring his hand violently.)

First Greek: Pardon me a minute. (To gang, inside) Well, shall we put the button on him?

The gang: Yes—he's all right.

First Greek: Won't you come in here a minute—yes, right this way. Now, old man, you've had a chance to look us over, and we're frank to admit that . . . (etc. etc.)

(Two hours later. The First Greek's supply of eloquence has run down, and he pins the button on.)

Second Greek: Well, old man, what do you say to this?

Red Tie: No spik Engleesh.

CURTAIN

Five Famous Frosh Reflections

I. Chee, imagine going out between classes! Whole hour! What do you do with all that time?

II. Chee, I wish I could go back to high school for about a day—I could tell 'em some things that'd surprise 'em!

III. Chee, I usta get more'n this for breakfast, home.

IV. Chee, I wish I was closer home so's I could run up once'n a while.

V. Chee!

(Train of thought switched onto side-track. Change here for Homeville, Wis.)



Butcher: You say your wife is a financier, Tom?

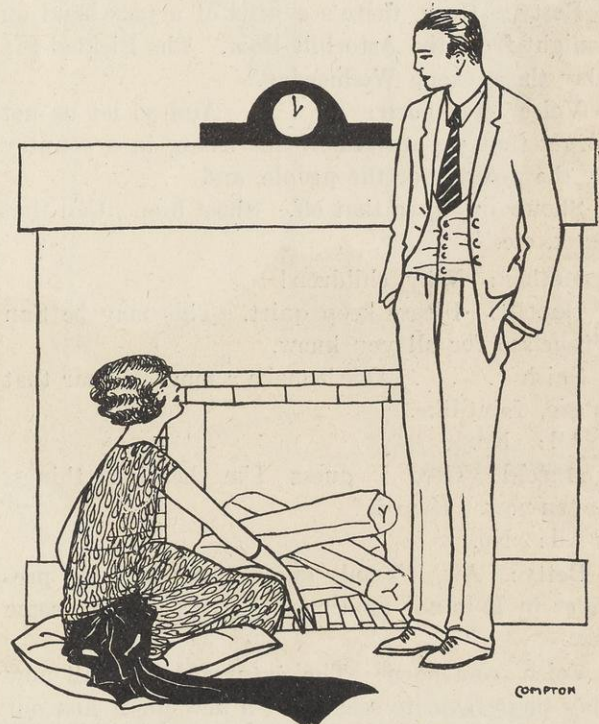
Baker: Yes, sir! She's been raisin' dough for ten years and ain't lost interest yet.



"What were you doing after the accident?"

"Scraping up an acquaintance."

—Black & Blue Jay.



Dambda Phi Data: I can read fraternity men like a book.

I S'y: Well, you opened to the wrong chapter this time.

Wisconsin Octopus

This Is Station RAH Broadcasting

Scene: Sitting room of home in which is placed radio set with horn.

Time: 8:30 P. M. Standard Daylight.

Cast: The Airhound family.

Program

(Voices in radio horn as youthful manipulator, Harold, turns dial)

Mother: See what KDOS has tonight.

Father: Shut up, I think he has Dallas, Texas, station RATZ. Sh-sh. Don't move.

Harold: Sh-sh.

Radio horn: E-e-e-r-r-r. Y-o-o-o-w.

Uncle George: Humpf—sounds like station H-E-L-L to me.

Radio horn voice: —results in the National League: Boston 7, New York 5. We are signing off—good night.

All (absent-mindedly): Goodnight!

Father: Turn over to 345 and we'll pick up the stock market reports.

Mother: Station ENOF has a beautiful symphony orchestra at 8:15 Western Standard Time. Now let me see—that would be 9:15 here, but we operate on Daylight Saving Time so that would make it 9:15 our time, 10:15 their time,—that is their time Daylight Saving if they were here, 8:15 our time if we were there but 9:15 standard—

Father: All right, all right, we're not finding the distance from here to Mars.

Betty: Gosh, there's a whiz of a jazz band on tonight from the Astorbilt Roof. The Pickled Six play there every Wednesday.

Voice from horn: . . . And so let us not forget that we are Americans living in a country by the people, for the people, and . . .

Shouts of "turn that off. Shoot him. Can that bunk, etc."

Mother: Why children!

Harold: Please keep quiet. This may be San Francisco for all you know.

Shish . . . Don't make a move. Hear that music, faint-like.

All: No.

Harold: Gee, I guess I'm hearing things. Listen now. Hear it?

All: No.

Betty: Aw, it's only one of them high-hat preludes in E minor or something. Let's have some jazz.

Voice from horn: The Saturated Six will now play their favorite selection—a new piece just out—"Yes, We Have No Bananas."

Uncle George: That station must be in the Belgian Congo if they haven't heard that yet.

Voice from horn: . . . wheat closed a trifle

lower for the day at \$1.71. Oats were steady at \$2.62..

Harold (wildly excited): I think I have Los Angeles. Wait a minute—shish.

(All wait breathlessly for fifteen minutes. Ashes from Uncle George's cigar ruin carpet)

Voice from horn (very faint): Potatoes at 2.12. We are now signing off. This is station NEAR. Goodnight.

Uncle George: Where's that, Los Angeles or San Francisco.

Father (bravely and firmly): No, George, that's this damned sending station over in Jersey, 1515 miles from here.

Total destruction of radio set. Harold severely beaten about the head.

Quick Curtain

A gentle Scotch lassie of Tenn.
Was told by a fellow named Henn.
"I love you begad"
And she answered the lad
" 'Tis only your face that I Kenn."



Romeo: Didn't you see me down town yesterday? I saw you twice.

Margaret: I never notice people in that condition.



Why is it, when you reached
my heart
Last summer — and all
summer grew
Until my life was only
you—
Inside the gates, we drift
apart?

Can college atmosphere so
change
Our feelings that we lose
the love
We thought the winter
would but prove—
And find one in the other
strange?

G. GILBERT.



*O, Jack, I wish you wouldn't go,
You know I've always loved you so,
I've placed my entire trust in you.
To you alone have I been true.
And if you leave me now, old dear,
I'll never love another.
The one regret I have, is this,
I wish you weren't my brother.*

Oarful

"Why isn't our pledge out for crew any more?"
"Didn't you hear? He had a bad stroke."

Throttle Him

Papa: What was that horrible noise out in the garage?

Sonny: Why, it was time to put the car to bed, so I was just stripping the gears.

Gilbertte to Philbertte

I wish I was the china cup
From which you drink your tea
For then I know at every sup
You'd give a kiss to me. Selah!

Sorority Rushing Regulations

1. No rushing shall be done except in chapter house. Garages, cellars, cars, etc. strictly forbidden.

2. Automobiles shall not be used to transport rushees. Street cars conducted by motormen wearing Phi Beta keys may be used. The use of kiddy carts, roller skates, etc. will be tolerated but their use is frowned upon.

3. Members of sororities may of course make a few remarks to rushees during rushing hours, but all other times are quiet hours, and conversation must be refrained from. Sign language or Morse Code permitted between 12:01 and 12:03 a. m.

4. Men wearing fraternity pins on trousers must not be seen on sorority premises during rushing. Corduroy trousers also verboten.

5. Rushees may be met at city limits if they walk in from Milwaukee, but no trains may under any circumstances be met. Rushees may not be put on street cars, given rides in go-carts, helped register, or be seen on the street with a sorority girl. Mothers and sisters if they file an affidavit of honesty and deposit a bond of \$2,500.00 with the dean of the Law School may see rushee daily between the hours of 3:22 and 4:13 p. m. if accompanied by at least two reputable policemen.

6. All girls must attend all teas they get asked to, but the clinic advises that after the tenth house no more tea should be drunk.

7. Each rushee is expected to pay 33c for each luncheon and 69c for each dinner she attends on these days. Carfare not included in above. No more than \$8.24 to be expended by any one rushee.

(1) Any rushee inadvertently soiling napkin will pay 3c to rushing chairman of house in which breach of etiquette is committed.

(2) Penalty of 8 cts. and loss of social privileges for semester if lettuce be eaten from salad plate.

1st Frat Man, speaking of new pledge: That frosh is certainly courting disaster.

2nd Frat Man: What sorority does she belong to?

He rang the bell a dozen times
The evening that he met her
But when the belle said she'd be his
It took one ring to get her.



He: Massachusetts made Coolidge.

She: That's nothing—our state makes a Bonar Law nearly every day.

Simpson's

It Pays to Buy in Madison



*First to Introduce the
vogue in*

Exclusive Apparel

Costumes

Wraps

Frocks

Furs

Millinery

Accessories

The coed who seeks to project her individuality into her apparel will delight in choosing from among the ultra-modish styles we exhibit.

The needs and fancies of the college girl are paramount with us, and dictate in our selections.

Popular Prices Prevail

New Books

THE BLIND BOW-BOY, by Carl Van Vechten. Alfred A. Knopf, Inc.

At some time or other every person who takes himself and the writing of fiction seriously, falls into a pit by the road-side. His fate is this, that he write a biography of a man from youth to old age. Some recover from this, and some are prevented, deo gratias, from publishing their Everyman.

Carl Van Vechten swore, we have heard, that he only wrote the Blind Bow-Boy to amuse. We think the book indicts him for perjury not idem. It is a most epatant story of the critical years of Harold Prewett, delightfully irreverent. Moreover it leaves that brassy taste which our near-best novel strives to do.

But the best part of it is that Harold's years at college are dismissed in one paragraph by this amazing satirist.

RAW MATERIAL, by Dorothy Canfield.

Without that amazing vividness of feeling which is transferred from the pages of a Canfield book, these sketches are still reflective, but smokily, of the lives which they touch or dig into. As the author herself says, in anyone of them is the material for a complete novel. Especially the bit about Uncle Giles.

MR. PODD, by Freeman Tilden.

The well-known and widely-advertised maker of a popular brand of car, not Chevrolets, here received what anyone would call fair treatment. We do not think this book was or is subsidized, however. Quite to the contrary.

We read this just before struggling with our timer yesterday morning: it helped a lot. For the first time, also, we read the true story of the—Dodge—peace Ship.

THE GREEN OVERCOAT, by Hilaire Belloc.

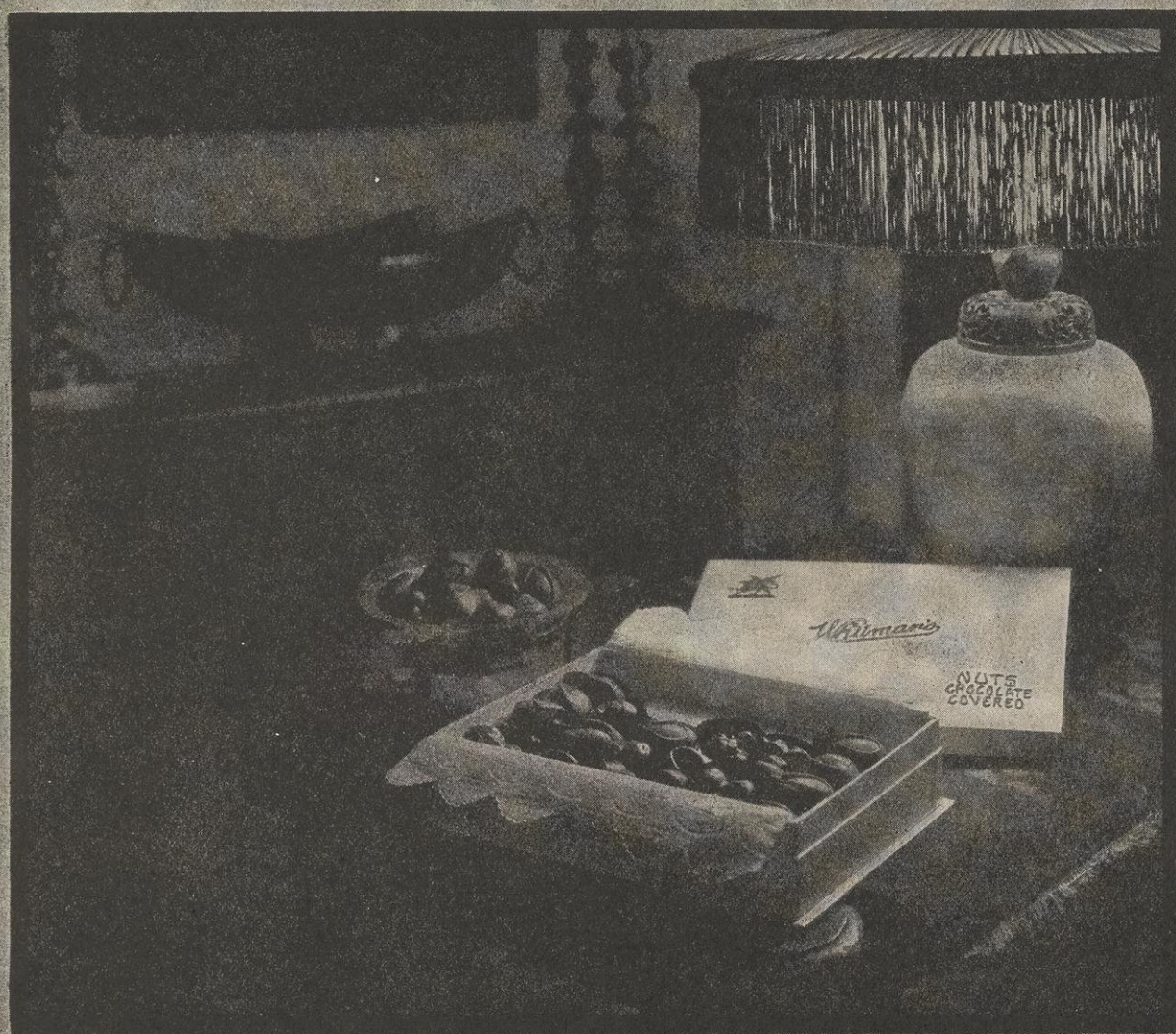
Aided by the Evil One, a Green Overcoat brings the Professor of Psychology into contact with various exciting adventures and makes him an adept at the gentle art of lying. There is mystery, and villainy, and youth in the book; there are also some very Chestertonian paradoxes—since Gilbert K. drew the illustrations, one may wonder if he did not lean over Mr. Belloc's shoulder and give him inspiration occasionally. The book is guaranteed to keep you awake and make you smile. Few books can do more.



Sheem: What are your habits at night?

Heem: Pyjamas.

—Yale Record.



Whitman's

NUTS CHOCOLATE COVERED

A very special appeal to the taste of those who want the best nut meats the markets of the world afford, combined with chocolate of Whitman's Super Extra Quality.

There are no combination centers in this package—nothing but nuts, whole nut meats thickly coated with delicious chocolate.

We believe the kinds are assorted to appeal to most tastes. We know that the package is a first favorite with many good judges of fine confections, and its popularity has increased steadily for many years.

Nuts Chocolate Covered is one of Whitman's Quality Group of special candy assortments for discriminating lovers of sweets.

This package has a special Hallowe'en wrapper for that holiday.

All Whitman's chocolates are sold only by selected stores in every neighborhood that are chosen as agents for the sale of Whitman's. Every agency receives frequent fresh supplies direct. Every package of Whitman's is guaranteed to be fresh and to give complete satisfaction.

STEPHEN F. WHITMAN & SON, Inc., Philadelphia, U. S. A.
Also makers of Whitman's Instantaneous Chocolate, Cocoa and Marshmallow Whip

Whitman's famous candies are sold by

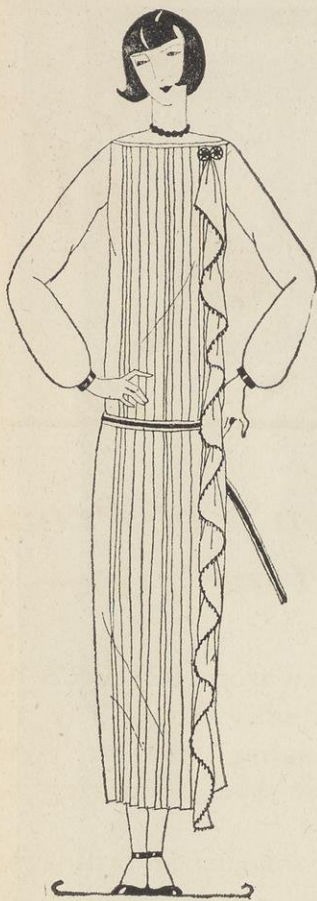
Cardinal Pharmacy, 831 University Ave.
Dettloff Pharmacy, Main & Pinckney St.
The Chocolate Shop, 528 State St.
A. W. Krehl, 408 E. Wilson St.
J. C. Keefrey, 19 N. Pinckney St.
Lewis Drug Store, State & Gilman Sts.
C. T. Loehrer, 912 E. Johnson St.
University Pharmacy, Cor. State & Lake
Walter M. Atwood, 1054 Williamson St.
Menges Pharmacy, 801 Oakland Ave.
Menges Pharmacy, 1825 Monroe St.
Rennebohm Drug Co., 208 State St.
Collyers Pharmacy, 14 E. Mifflin St.
Ott Pharmacy, 426 State St.



*Special
Wisconsin
Package*

Whole Nut Meats
Brazil
Filbert Clusters
English Walnut Clusters
Almond Clusters
Peanut Clusters
Pecan Clusters





Individuality in Every Line

University girls have come to know that French Shop garments express the individuality of the wearer in every line—for they are made just for you, in modes and shades which will appear best on you.

You'll be delighted after your visit to our exclusive student shop at 533 State street. Of course, you'll always be welcome at the Park Hotel shop too.

May we suggest that perhaps renovating a garment or two would add to your wardrobe? We'll be delighted to render this service.

The French Shop

Two Stores

533 State Street and Park Hotel

A Man's A Fool

A man's a fool
To commit
Suicide
Without the proper
Atmosphere.
This "razor, rifle, rope & knife"
Stunt is all
Well enough
For the common
Herd, but
People of feeling
Need some
Encouragement to get properly
Discouraged.
If the fatal
Resolution
Would only come at the
Dark moment
When the
Hot water in the
Shower turns
Cold;
Or in the midst of a
Cold-water shave;
Or, if you
Belong
To the
Shaveless sex,
(Yes, Madam, that is
A "v",
Not
An "m")
If, I say, the
Dread resolve would
Blossom forth
When you were in a
Great hurry and your
Roommate's powder was
Gone,
Or when you were
Out in the lake and the
Color was
Running out of your
Bathing suit,
Leaving it
Flesh color,—
Then, I say,
Race suicide would
Cease to be a
Problem
And become a
Fact
Instead.
Don't mention it.

Haswell Furniture Company

The Home Of Good Furniture

B. 952

Madison, Wis.

Students Welcome

We Enjoy The Business You

Bring Us

The Two Best Places to Eat

Home and Cop's Cafe

11 W. Main

26 E. Mifflin

Clothes of Distinction for College Women

Woldenberg's endeavor to supply the University woman with the attire she desires.

Our new fall and early winter lines demonstrate clearly our ability to do this.

We invite you to inspect them.

**Woldenberg's Cloak
Corner**

North Pinckney and East Mifflin Streets

Madison, Wisconsin

Jewelry Is Fashionable

50 fashion decrees

The Necklace. The Bar Pin. The
Wrist Watch. One or more Rings
and Earrings

Come in and See the New Fall
Creations in Jewelry

GAMM

Est. 1859 Jewelry 9 W. Main



Dark Reflections

Squibbs: It tells here how a Roman wife was flirting with another man, and her husband—some high-up officer . . .

Dibbs: Lieter?

Squibbs: Nope, killed her.

The Roommate Psalm

My roommate is my nemesis, I live in want;

He maketh me to sit up to do his Economics,

He leadeth me to appear green in mine own classes,

He never restoreth my soap.

He leadeth me into ice cream parlors

To save his own change

Yea, though I talk a volley and cuss till I'm out of breath,

He playeth his sax like the devil.

He is ever with me.

His ties and his sox, they discomfort me

He anointeth his dome with my Stacomb

Surely blueness and gloom shall not follow me all the days of my life,

For I won't have to dwell in a room with him forever.

—Pelican



You'd be Proud of One Too---

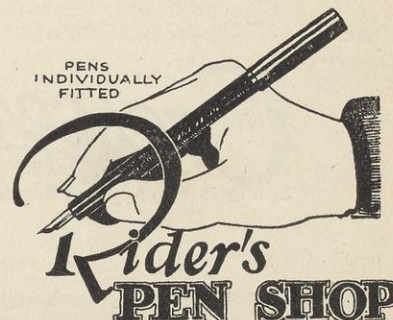
A pen from RIDER'S is "Individually Fitted" by a "Pen Specialist" to suit your peculiar style of writing.

It is not just an ordinary good pen.

It is a tailor-made pen, personalized to suit your hand—and none other.

An unusually fine selection of styles is here to choose from. Why not come in today and let RIDER examine your writing? The examination is free—and you will not be urged to buy.

Remember the address—666 State street.



She: This is what is known as filet.

He: Filet of sole?

"No, Filet of Camisole."

—Life.

New York Floral Co. Alpha Floral Co.

LEADING FLORISTS

FLOWERS FOR ALL OCCASIONS

GUARANTEED SERVICE
F. T. D. F. T. D.

Our Corsage Bouquets are a
Specialty

Cor. Mifflin and Carroll 516 State St.

Tragedie de Cuisine

A bride who was fond of Nabisco
Tried to make some with flour and
Crisco;
But Hubby confessed,
As he took one to test,
"I'm taking one helluva risiko!"



Frosh Prayer

God bless my parents and our
home. Bless my brothers and
my sisters, and good-bye God, I'm
going to college.



Indignant Mother: "Rubber!"
Englishman (staring at homely
baby in fascinated horror):
"Thank Gawd! I fawncied it
might be real!" —*Yale Record*.

H. H. Ratcliff Company

Jewelers and Opticians

Corner Main and Pinckney Streets

PINS
CUPS
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The Style Clothes of America

Stratford Clothes have won a national reputation as "the Style Clothes of America"—an enviable distinction that is accorded only where merit is supreme. But not to style alone should be attributed the high achievement attained by Stratford Clothes, but rather to style backed by quality fabrics, superior craftsmanship and infinite care in details.

Let us show you our great display of these super clothes as we believe we can save you money. Don't fail to visit Madison's finest and most up to date clothing department on second floor.

The Crescent
CLOTHING CO
Specialists in Apparel for Men & Boys

NETHERWOOD'S

Headquarters for

Typewriter Papers, Note Paper,
Fine Stationery, Crepe Papers
and Favors.

519 State Street

The choice of those
whose choice
is sure

CRANE'S LINEN LAWN

The Cardinal Pharmacy
University Ave at Park Street



Fall is here and everybody is back again—everybody has a greeting “Hello Joe” or “Hello Jim.” BUT—with us—we are just STILL HERE. We have seen 23 Freshman classes come into this University—we have seen as many senior classes graduate. In every year there were a lot of satisfied customers of the Excelsior. There are going to be a lot more of these satisfied customers in every class which graduates because snappy styles, fit and fine leathers are playing an important part in the choosing of footwear and those are the things you get when you buy our shoes.

\$6 \$7 \$8



M. R. KINDSCHI CO.
109 STATE

By Our Own Robert Browning

Why, yes, it's true—if it's the truth you want—
And truth's a line I'll hew to and not stray;—
We've no bananas, for the crop was scant,
And not a single one of them to-day.
We've string beans, onions, cabbage, scallions, so
You see there's not a lack of things we've got—
God's in His heaven; all is well; but no—
Yes, rather—no bananas in the lot.
Tomatoes? Here they are—old-fashioned, too!
Ripe as pomegranates! Bite them—watch them spray!
Potatoes? From Long Island.
But—it's true;—
So, yes, we have no bananas here today. —*New York Tribune.*

That Book You Want You Will find at

The Book Corner

Mifflin Arcade

Come in and browse
Rental Libraries

Conveniently located in the heart of the student quarter, the Rosemary is a beauty shop for University women. You'll enjoy the efficient service of experienced workers.

The Rosemary Beauty Shop

523 State Street

Miss Betty Minch Gowns for Autumn

For formal and informal occasions.

In connection with our Dressmaking, we do all kinds of

Pleating, Embroidering, Hemstitching, Buttons Covered

Badger 3029

226 State Street

Piper Bros.

B. 1237

Candy Dept.

We carry the finest assortment of candy bars. Carefully selected from the best manufacturers in the middle west.

Something new every day. Ask our salesman to call with samples. Or visit our up-town sales and sample room, corner Hamilton and Mifflin Streets.

If it is furniture you need for the
Room, "Frat" or Sorority
why not see

Van Deusen's

Better Furniture
6-8 So. Carroll St.
The furniture store on the square.

There's no more popular place
on the avenue. Drop in for a
game of billiards---you'll come
back again.

Billiards Mautz' Cigars

821 University Avenue

Your Face

People know you by your face, judge
you from your face, love you for
your face.

Make it as presentable, as healthy, as
clean, and as beautiful as possible.

Just Try a

Marinello Facial

once a week and the daily use of the
proper cream.

225 State St. F. 79
Loken Bros. Store, F. 3355



Freshman or Senior

THE trend for fall in
young men's clothes
reflects sensible design
and studied detail. Our
new suits and overcoats
put personality on your
back and savings in your
pocket. This store is
headquarters for the
college man and his
high school brother.

John Grinde
18 N. Carroll St.

Fond Parent, to Abie: How much is two times
two?

Abie: Six.

Fond Parent: No, Abie, that's wrong. The
answer is four.

Abie: I knowed the answer, Fadder, but I
wanted to see you bargain.

—Jack-o-Lantern.



Sight-seeing Guide: "We are now passing one
of the oldest burlesque houses in Chicago."

Smalltown Rounder: "What for?"

—Purple Parrot.



Prof: Gentlemen, after exhaustively studying
this theory about the composition of air what is
our final conclusions?

Stude: There's nothing in it!

—Yale Record.

Every Badger Room Party Is A Success

It can't help but be for the floor is
excellent, and the hall easily decorated.

Badger Room catering service is es-
pecially fine.

The Badger Room

In the Woman's Building
240 W. Gilman
Mrs. Main, Manager

	MON.	TUES.	WED.	THURS.	FRI.
7 P.M.		DINNER	K.I.T.		JOE'S.
8 P.M.	DANCE (R.O.)	SHOW		STAG	
9 P.M.			SMOKER		
10 P.M.					
11 P.M.		JOE'S			

Does your P. M. schedule read like this?

If your burning ambition is to excel as an all-around society man, you couldn't have planned your evenings better. Such persistence will win out over the indolence of the rank and file, for as the poet says,

"The heights by great men reached and kept
Were not attained by sudden flight,
But they while their companions slept
Were toiling upward in the night."

But if you intend to make your mark in engineering or business, don't expect that supremacy on the waxed floor will help when you start hunting a job.

Not that you need swing to the other extreme as a "grind" or a hermit. Let's concede it is all right to minor in sociabilities—but certainly it is only common sense to major in the math and sciences and English that will mean bread and butter to you later on.

Remember this—the harder you work right now in getting a grip on fundamentals, the easier things will come to you when you must solve still bigger problems. And if you take it easy now—well, look out for the law of compensation.

It's up to you. While you've got the chance, seize it, dig in, plug hard. It will pay—in cold cash.

Published in
the interest of Elec-
trical Development by
an Institution that will
be helped by what-
ever helps the
Industry.

Western Electric Company

*Two years ago this advertisement appeared in the Western Electric college paper series. It received so much friendly comment from your faculty and alumni, including some graduates who have since entered our business, that we now reprint it—as a suggestion in this busy month of schedules.

PLUMBING'S AN
AWFUL LOT OF FUN-
WHEN YOU
DO THE
BEST
THAT
CAN
BE
DONE
!



We admit that we get a lot of pleasure out of our business. When a man does his work right he feels quite comfortable at the conclusion of each and every job. We're employed by the public and we must say that we're fond of the boss and also that the boss is pleased with the work we do.

F. Wigglesworth Plumbing Co.

1511 Monroe St.

Badger 6396

Fitch & Straus

Printers

Announce that they are
now settled in their new
location at

118 East Main St.

Your inspection is invited

Phone Badger 1763

Why Frosh Go Home

With a gasp of relief the young green-cap dragged out of the Men's Gymnasium. Four o'clock of September 25 and registration for himself at least was over. His eyes swimming with red tape, he thanked the President of Wisconsin that the school demanded only two of these curriculum fights a year.

But a freshman can never afford to feel sure of any thing—not even the exact position of his necktie and best pants. One week later young blue-eyes realized that the process of registration, if not the actual performance, must occur over and over again. Every day he stood in a long roller coaster line of men and women, waiting for his turn to come. Disheartened he scanned the list to see what he wanted, what he would take. But the power of decision does not bless the freshman. The first thing that was suggested by a dark looking man who might be called his adviser he took, and the next, and the next, down an endlessly long line. He did not take what he wanted he took what was dished out to him.

Then the time came for him to pay his fees. The business like cashier wrote only two numbers 77. Silently, he stumbled to one of the tables. Sadly, he stare at the mess before him—Celery, peAs, Fish, chEese, poTato salad, raspbERy pIe, and beAns.

Friam: So you decided not to get the new car you were talking of?

Hiram: No, some one else held the lucky ticket.
—Tiger.

Breathless Butler: The chauffeur's running away with your wife, sir.

Husband (yawning) What's he running for?
—Black & Blue Jay.

The Canton Cafe

A new restaurant specializing in
Chinese food invites you
to visit.

DANCING

West Main Street

Forbes-Meagher Bldg.

The Descent

He walked the halls, his head erect.
With thoughtful eyes and forehead high,
He could not but suppress a sigh.

HE WAS A SENIOR!

The freshman looked into his face.
Was not that map a solemn place?
His form and step were copied—nay,
His very words—his every sway.
But fall came on 'neath harvest moon,
And we must change our prideful tune.
His college days had come at last.
They gaped no longer as he passed.

HE WAS A FRESHMAN.



Beggar: Kind sir, will you give me a dime for a bed?

'26 (cautiously): Let's see the bed first.

—Gargoyle.



Isaac, Senior: Abie, what for you go up der stairs two at a time?

Abie, Junior: To save my shoes, fadder.

Isaac, Senior: Dot's right, my son, but look oudt you don't split your pandts.

—Tiger.



I have kleptomania.

What are you taking for it?

Everything I can lay my hands on.

—Yale Record.

Miss M. Huffaker

Harper Method of
Scalp Treatment
Shampooing and
Manicuring

The
Bergster
F. BERG & CO.
NEW YORK

A Sta-Shape Hat
at \$7



©1923

"They Retain the Style Lines Longer"

Sold by THE HUB, MADISON, WIS.

---and in a way the joke
was on him

A dark rainy night, with a bit of chill in the air.
A young man trying in vain to wake the inmates
of the house. His roommate had their *one* key;
and said "roomie" was still out on a date, and the
desolate one was scheduled to wait his return.
The joke was on him—was for that time only.
The next day he had us make duplicate keys, and
there's no waiting for roommate now.

Grasser

Expert Locksmith

On the Square

Telephone F. 601

Staber Shop

4 S. Carroll St.

The Shop of Novelties

This is just an invitation to visit the Staber Shop on Carroll St. You will find here all the newest novelties in Sweaters, Hdkfs., Hosiery, Waists, etc., a'so an exclusive line of Dresses.

Our prices are reasonable.

Our New Store

in the Stanley C. Hanks building
on State Street is

NOW OPEN

George Levis Sporting Goods Shop

The Right Overcoat For The New Season

The loose-fitting model with its straight-hanging lines will keep you a jump ahead as far as style goes. A fresh, natural swing about it that any man likes to get.

Made from the sort of sound fabrics that's a tough proposition for the coldest wind to buck up against.

\$40

Brown & Bareis

220 STATE ST.

"Trade with the boys"

After-Vacation Pests

The man with the mahogany coat of tan, who tells you all about it.

The girl who danced with Algernon de Oyster, and can't forget it.

The youth who summered in Arizona, and (by his own confession) fears not the heat of hell itself.

The youth who summered in Alaska, and "cawn't stand the heat of this beastly October."

The girl who met the Dearest Yale Boys, and is going to Prom there this winter.

The fellow who tells every detail of the summer.

And the fellow who refuses to tell anything about it.



"How did you get that black eye?"

"Well, you see, Joe told me that he was bored to death yesterday, and I asked him if he was out with Mary Ann again."

"Well?"

"He was at the dentists."



Doesn't it give you a pain when after you are courteous enough to applaud for a woman with a fog-horn voice, she get up and sings again?



Captain: See that man on the bridge five miles away?

Gunner: Ay, ay, sir.

Captain: Let him have a twelve inch in his eye.

Gunner: Which eye, sir?

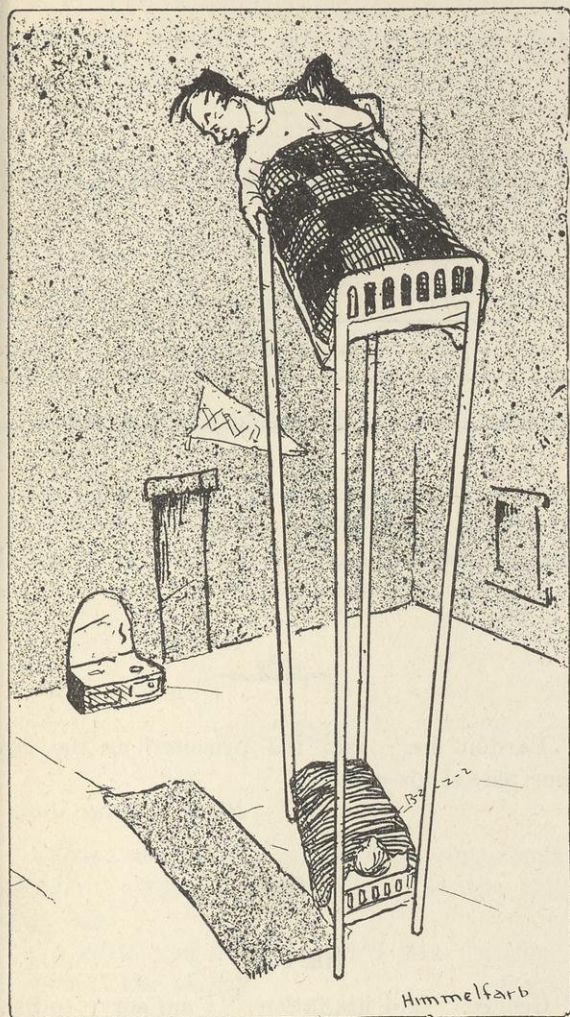
—Jack-O-Lantern.

Attractive Quality Footwear

that is not expensive

Blind & Sander

217 State Street



His first double-decker.



"Do Frenchmen know our slang?"

"Some do, I suppose."

"Well, my daughter is to be married in Paris, and my future son-in-law, the count, has cabled me to come across."

—Phoenix.

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Oriental Goods and
Ladies' Wearing Apparel

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Madeira center pieces, Chinese crash linen, Moseal work,
Felia laces, Phil. underwear, Silk negligees.

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Dependable Service

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hair is a business and so-
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hair stay combed in any
style you like even after it
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by stars of stage and screen
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today for free trial tube.

Insist on STACOMB—in
the black, yellow and gold
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For sale at your druggist
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Tubes—35c
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ADDRESS.....

They Are Made For You

Individuality! That's what makes the well-gowned woman. Every gown we make is designed to bring out your individuality, for it is made for you rather than for whoever may buy it.

M. H. Luttrell

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Badger 3682

Cold Weather Specials

All Leather Vests	\$9.75
Whipcord Breeches	4.50
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Army Shoes	3.25
Officers Dress Shoes	4.50
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Wool mixed union suits	1.69
Officers Moleskin Rain Coats, fine for chilly weather	10.50

Madison Army Store

212 E. Main St.

Just across from the "Chem." building

The College Lunch Room

It is not only convenient but enjoyable to eat here, for the food is excellent

He (waxing eloquent at first meeting): Won't you give me a lock of your hair?

She (very flattered): You've got the right key, old dear.



"Pardon me," said the prisoner, as the governor passed his cell.

—Black & Blue Jay.



His Part

"George," said his father, "I am sorry to hear that you were among those present at that disgraceful party at the Drinkwell's last night."

"Father," pleaded the young man with somewhat bleary eyes, "I can assure you that I was only there as an observer."

"Yes," replied his parent, "So I heard, and Tom was the pilot and the table was the aeroplane. No, don't bother driving me down this morning."

And so another day was ruined.

—Goblin.

Morgan's Malted Milk

Malec & Ripp

*The Home of Good Shoes
for 45 Years*

326 State Street

Baby—Bazoomalk blaagoo lalaoop etc.

Prof.—Well what do you think of that, he has named seven species of grasshoppers and five types of the hairless crawfish in the last minute.

—Ski-U-Mah.



"Pardon me, but I think we have some common ancestors," began the young man in the bright green cap.

"No doubt you have," replied Miss Cutting, as she turned her back.

—Dodo.



She: I believe a man should give his wife plenty of rope.

He: That's what I did with mine—and she skipped!

—Yale Record.

The University Pharmacy

Corner of State and Lake

*"A Service Station for all
Wisconsinites"*

H. D. Leonard

L. W. Stephenson

Whether it's a leaky pipe or Plumbing for the New House —call Royston

During our years of service to campus organizations, "Royston" has become synonymous with good plumbing. We pride ourselves upon the fact that our service is just as excellent on a small job as on the largest.

R. T. ROYSTON

1319 University Avenue.

Fairchild 378

Octy Says:

If you want to eat well, eat at Franks.

They deliver lunches to you from 9 to 12 p. m.

It's a Wisconsin institution.

Frank's Restaurant

821 University Ave.

Badger 887

"A Block from the Capitol"



Where Quality and Style are Obtainable at Lowest in the City Price

Kayser's Chamoiselle Gloves and Silk Underthings

V. Perrin & Co.

12 and 16 Button

Real French Kid Gloves

Dresses and Coats
for Sports and Dress Occasions

Utz and Dunn "Heel Hugger"

Pumps

Silks, Wool Dress Fabrics

Here's a good buy in Cleaning and Pressing

A \$3.00 ticket for \$2.50

A \$6.00 ticket for \$5.00

The Campus Clothes Shop

827 University Ave.

Proved It

A little girl of five was entertaining the callers while her mother was getting ready. One of the ladies remarked with a significant look, "Not very p-r-e-t-t-y"—spelling the last word.

"No," said the child quickly, "but awful s-m-a-r-t."

—Lampoon.



Why Youthful Authors Go Insane

He sells LIFE a joke for three dollars, and then spends the money trying to find in which copy it was published.

—Yale Record.



Actor (To Boarding House Lady's Daughter)
—"Has your mother special terms for actors?"

She—"Yes; but she's too much of a lady to use them."

—Black & Blue Jay.

You'll Laugh at Fires

When Your Wardrobe is Insured for its Full Worth

We offer you an insurance policy the premium of which will not be higher than 52c per one hundred dollars insured for the entire school year.

Who is the university woman who wouldn't be willing to pay \$3 or \$5 to get her Fur coat back again after a fire, to say nothing of her dresses, and other articles which make up her wardrobe?

Surely you'll call Badger 3738 and let us go into detail with you regarding this extraordinary protection.

H. H. KOSS

Ground Floor Gay Building

Phone Badger 3738

Our Slogan:

"Better Than You Thought The Best"

Home of Styleplus Clothes

RUPP'S

234 STATE STREET

Palmer Graduate

Office Phone F. 645



Special Rates to Students

The One-Line Girl

Jill went riding with Charley, who was one of the slow, truthful boys, And—of course—she asked what the little round thing on the radiator was.

“That,” said Charley, “is to indicate how hot the motor is. When the red line gets to the top, we have to stop a while.”

“Ooooh!” squealed Jill (of course). “It’s up to the top now!”

* * * *

And the next night Jill went riding with Harry, who was one of the slow, witty kind. And—of course—she asked him what the little round thing was.

“That,” explained Harry, “indicates how much water there is in the radiator. When the red line goes down, we must stop to let the motor cool, for we’re short of water.”

(He winked to himself at his clever line.)

“Ooooooh!” squealed Jill (of course). “It’s way down now . . .”

* * * *

And the next night, when all three of them went riding together, Jill nearly died of embarrassment!

Madison’s Exclusive Beauty Shops

MRS. E. W. COURTNEY, Proprietress
MADISON, WISCONSIN

415 North Park Street Park Hotel
Telephone: Badger 429 Telephone: Fairchild 822

The Vanity Box

924 East Johnson

Our Specialty: Monona Toilet Preparations

If you like thick creamy malteds, especially delicious sundaes and superfine sodas, you’ll want to get acquainted with our fountain service.

Tiedeman’s Pharmacy

University and Lake

Walk-Over Hosiery Dept.

To come here for your hosiery is to be sure of satisfaction and utmost value for your money.

We Specialize

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Walk-Over Boot Shop

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611 State St.

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Harloff-Loprich Electric Co.

Contracting and
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Corner State and Frances Streets
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Millinery and Women's Wear
 324 State Street

You will always find the latest in
 Millinery, Sweaters and Novelties

Madison Packing Co.
 WHOLESALE AND RETAIL

Purveying of
 Hotels, Clubs, Restaurants, Fraternities and
 Sororities---Our Specialty

Phone B. 4920

307 W. Johnson St.

The Butterfly Candy Shop
 319 STATE STREET

We offer you temptingly delicious,
 fresh, home made candies at a saving of
 35% to 50%. A visit here will convince
 you.

**Our Old Fashioned
 Chocolates are Delicious**

Padre: You'll ruin your stomach, my good
 man, drinking that stuff.

Old Soak: 'Sall right, 'sall right, it won't
 show with my coat on.

—Orange Owl.



Do you know how the rats get in here?
 Naw!
 Uh-huh.

—Black & Blue Jay.



Madison Bowling and Billiard Co.

Second Largest Recreational Institution in Wisconsin.

18 Bowling Alleys
 (Eight Brand New Ones with New Balls, Pins, etc.)

22 Billiard Tables

Fairchild St., Half Block From New Madison Theatre.

Judge: The decision of the court is that you
 be sentenced to life imprisonment. Have you any
 request to make?

Condemned: Yeh. Can't you knock off the
 month I have already been in jail?

—Sun Dodger.

**DEVOE
 ART MATERIAL**

KLEIN & DICKERT CO.

Paints and Varnishes

724 University Ave.

Phone B. 7900

**Here's the only
 Customer who
 never came
 back.**

Yes, sir, Whitfield is the
 only customer we've
 ever had who never
 came back, and we'll bet
 he'd like to. Everyone
 else seems to.

Chili Al's Cafe

Home of the Toasted Cheese



John L. Whitfield

Unusual attractions in imported and domestic novelties for gifts and interior decorating are being shown at

The Unique Shop
130 State Street

Frequent visits will repay.
You are Welcome

Notice, Law School

The prosecuting attorney was examining a negro witness.

"Now, Mose," he said, "tell us what you know about this fight."

"Well, boss," began Mose, "I thinks—"

"I don't want to know what you think. Tell us what you know."

"I thinks—"

"I told you not to tell what you think."

"But, boss," said Mose, apologetically, "I ain't no lawyer. I can't talk without thinking."

—Judge.



"Just saw a baby that was raised on elephant's milk and gained ten pounds a day."

"Ten pounds a day! You're 'n awful liar."

"'Struth, swelpme."

"Whose baby?"

"The elephant's."

—Chapparat.

Good Clothes Mean Nothing

UNLESS KEPT IN GOOD
CONDITION BY PERIOD-
ICAL PRESSING AND
CLEANING BY THE

PANTORIUM

538 State Street

Badger 1180

A Story for Frosh
Upperclassmen Know It Well

The wise man will pick his apparel at
the Campus—for he knows it
will be right in style, fit
and fabric.

The Campus Clothes Shop
827 University Ave.

That Laundry Problem

Here's the solution—Bring your laundry to us—
You'll receive excellent service, and your laundry
will be returned in the best of condition. We offer
a special discount if you bring in and call for your
own package.

Madison Steam Laundry

Fair. 530

429 State

Camel Billiard Hall

10 Tables

Brunswick Equipment

Under New Management

613

University Avenue

613

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New Chop Suey Restaurant

OPEN DAY AND NIGHT

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MADISON, WISCONSIN

POE PETER WAH

During our many years of service to varsity students we feel we have become a part of the school, and that an education is incomplete unless "you have it done at Runkel's."

Runkel's Barber Shop

Everyone will talk about your Party

If you buy your place cards, nut cups, tallies and dance favors at

The Coed Shop

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Tables for Ladies and Gentlemen

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Letter Service Department Phone Badger 4190

Miller-Rendall-Towell

Incorporated
Advertising Agency

208 Democrat Bldg.

Madison

Girls, Be Warned

James Pembroke, Jr., was the prize pledge—his nose said so itself. And all the older fraternity members aimed to get him started in the best society. Handsome red tie, blue eyes, from a small town but with a big bank—no wonder the girls all pulled their few remaining eyebrows and gave up careers for him.

But after three weeks—twenty-one nights of lake, moonshine, and evening breezes—James still enjoyed his food, still took his ten hours sleep, and seemed to have no intentions of starting a photograph gallery. His brothers were puzzled. Too young to be a woman hater, too old to be true to a girl back home—what could the answer be? And so they put the question to him. Why didn't he like the famous Wisconsin flappers? Jimmy explained—he was tired of youngsters his kid sister's age. He wanted a date that didn't wear hair ribbons.



Abe: Did you lose much at your fire last week?

Ike: Sh—It's not until next week.

—Yale Record.

Portable Typewriters

Remington

\$60.00

Corona

\$40.00

on your Co-Op number

The Co-Op

E. J. Grady, Mgr.

What Ails Our Library?

"You probably don't remember me, professor," began the meek little middle-aged man; "but fifteen years ago you sent me over to the library to get a book for you."

Professor: Yes, Yes, and have you got it?

—Jester.



Stude: Why don't you laugh at the prof's joke?

Silent One: I don't have to. I'm getting kicked out next week.

—Beanpot.



Captain on Rifle Range: How in the devil have you made four straight hits? Your range is 100 yards and your sight is set at 600.

Price: See that little stone about half way up there? Well, I'm banking 'em off that.

—Froth.

The Brock Engraving Co.

Artists and Engravers

4th Floor

State Journal Building

Phone: Fairchild 913

Democrat Printing Company

University Printers

114-124 South Carroll St.

Madison, Wis.

The Style Hose That Wears

LUXITE—A source of inspiration to all who love the
Correctness of style, and the refinements of good taste.

At \$1.75

Beautiful silk hosiery featured in the smart new shades
of Antique, Noisette, Camel, Beige, Fawn, Otter, Log
Cabin, Silver and Black.

**Burdick & Murray
Company**



Student: "I want the life of Caesar."
Librarian: "I'm sorry, but Brutus was ahead
of you." —Sun Dodger.

Algy: "I can spot a Brooks tie every time."
Alfy: "Why don't you use a napkin occasion-
ally?" —Tiger.

*You'll want Octy to keep
you laughing all year,
won't you?*

The coupon and \$1.50 will
bring the funny little cuss
around every month.

Circulation Manager
Octy, Union Building

Here's \$1.50. I want Octy every month.

Name

Address

The WISCONSIN OCTOPUS

MADISON

Published by Students of the
University of Wisconsin

Founded 1919

Incorporated 192

Office, Union Building, Madison, Wis.

Subscription price one dollar and fifty cents th
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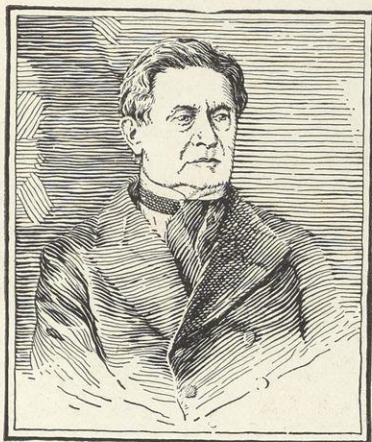
All business communications should be addressed to
the Business Manager; literary contributions may b
placed in the boxes for that purpose or mailed to th
Editor; and all art work should be submitted to the A
Editor.

Office Hours: Business Manager and editors will be i
the Octopus office daily 3:30-5:00. Students wishing t
tryout for places on the staff should call either the Busi
ness Manager or the Editor.

Vol. V.

October, 1923

No.



JOSEPH HENRY
1797 - 1878

Born at Albany, N. Y., where he became teacher of mathematics and physics in Albany Academy. Leading American physicist of his time. First director of the Smithsonian Institution.



The work that was begun by pioneers like Joseph Henry is being carried on by the scientists in the Research Laboratories of the General Electric Company. They are constantly searching for fundamental principles in order that electricity may be of greater service to mankind.

When Henry rang the bell

If any bell was ever heard around the world, Joseph Henry rang it in his famous experiment at the Albany Academy. The amazing development of the electrical industry traces back to this schoolmaster's coil of insulated wire and his electro-magnet that lifted a ton of iron.

Four years later when Morse used Henry's electro-magnet to invent the telegraph, Henry congratulated him warmly and unselfishly.

The principle of Henry's coil of wire is utilized by the General Electric Company in motors and generators that light cities, drive railroad trains, do away with household drudgery and perform the work of millions of men.

GENERAL ELECTRIC



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