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# OCTOPUS



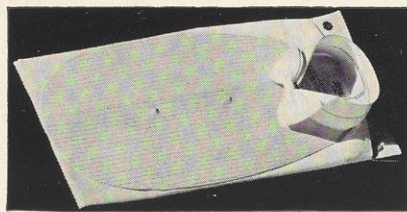
LORNA  
CHAMBER  
1934

PROM NUMBER  
JANUARY 25<sup>c</sup>





*Irreproachable*



*Immaculate*

*Don* is just as comfortable as it is smart. It opens in the back and has a bosom so contrived that it will not bulge. The fabric is exquisite white piqué, of patterns fine as snow crystal. Don is an aristocrat in style.

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

# ARROW SHIRTS



ACCESSORIES - GLOVES - VESTS - STUDS - SCARFS - TIES



## She May Be Wrong » » »

« « « But She Thinks Your Wonderful

The O & V Tux or Tailcoat demands a great deal of respect and admiration . . . just enough swank to be a trifle bold . . . just enough drape to be entirely genteel . . . the exact proportions to create handsomeness.

It is any wonder that young men insist upon Prom wear from O & V.

### O & V COLLEGE SHOP

720 STATE STREET

"Next To The Lower Campus"

ARROW SHIRTS - COLLARS - SUSPENDERS - HOSIERY - OXFORDS



# SECTIONAL and ALL-AMERICAN

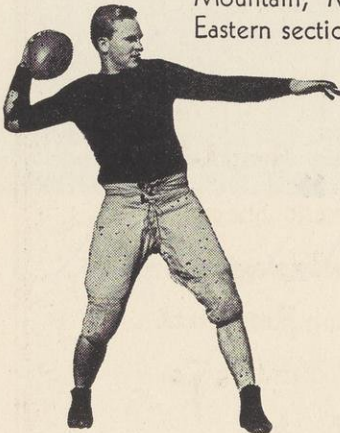


## football selections for 1930



● These honor teams were named at the close of the last college gridiron season. After careful study and consideration of the most brilliant players competing in all sections of our country, Les Gage, Sports Editor of College Humor, has named the first, second and third All-American elevens.

In making these selections advices were received from a competent corps of football critics, each of whom witnessed the important games in his own section. These eight sports writers have also selected mythical All-Star teams of the South, Southwest, Missouri Valley, Pacific Coast, Rocky Mountain, Middle West, New England and Eastern sections.



● College Humor's staff of football critics, who have collaborated with Les Gage in choosing the 1930 All-American:

- Robert Harron, New York Post
- Zipp Newman, Birmingham News
- C. E. McBride, Kansas City Star
- Lloyd Gregory, Houston Post-Dispatch
- George Carens, Boston Transcript
- C. L. Parsons, Denver Post
- Oliver Kuechle, Milwaukee Journal
- Ed R. Hughes, San Francisco Chronicle

Names of the one hundred and seventy-six leading college players will appear

In the  
FEBRUARY issue of

# College Humor MAGAZINE

### CONTRIBUTORS

- ARNOLD SUNDGAARD
- LOREN MOORE
- IRVING BELL
- "BALLY"
- ROBERT L. KAHN
- IRV TRESSLER
- TED HOLSTEIN
- ARTHUR C. BENKERT
- PAUL FULCHER
- JEAN LITTLEJOHN



PHIL  
+  
HOLLEY

"Here's mud in your eye!"





King  
Bassett  
Delta Upsilon

# PROM

in a

# New Decade



Queen  
Streich  
Delta Gamma

We dance again to the melodies of Paul Whitman . . . .  
wear the striking fashions of another day . . . . and  
learn once more the charm of elegance . . . . and  
romance returning, stimulated by modern  
means of motordom, exquisite accessories, and  
careful grooming . . . . gives promise of  
a successful PROM SEASON. Smart-  
ness may be assured by visiting  
the following shops when  
making your preparations  
for . . . . .

## PROM

The Mouse Around Gift Shop  
Baillie, O'Connell and Meyer  
Netherwood's  
Chocolate Shop  
Badger Rent-A-Car  
Brewington Typewriter Co.  
Mallatt's Pharmacy

Tiffany's  
Hoak and Dunn  
Unique Shop  
Pete E. F. Burns  
College Rent-A-Car  
Photo Art House  
Brock Engraving Co.

Capital City Rent-A-Car  
Marinello Shop  
College Typing Co.  
Waffle Shop Restaurant  
Democrat Printing Co.  
The Hub  
Pantorium Company

(Photos by Photo-Art)





## In The Frozen North . . .

where the frail indoor girl is a thing of the past . . . where gay co-eds thrill over exciting winter sports . . . where *smart* co-eds wear the same jaunty togs as the social lights at fashionable St. Moritz . . . you will find them shopping at Simpson's at the Co-op before they venture forth.



# Junior Prom Number » » »

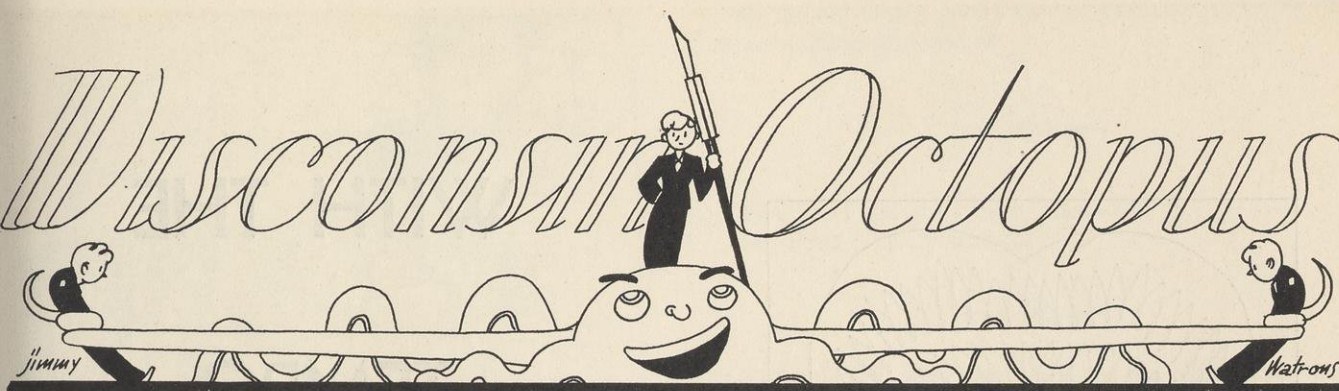






*The Prom King at Mormon University Introduces His Prom Queens*





Medic: May I cut in?  
 Prom Queen: Sorry, but my partner is operating.

"How does he affect you?"  
 "Well he has been sued three times for breach of promise, but I'd sue him for arson."

"I have complex."  
 "That's all right, don't be afreud."

"How was the dancing at Prom?"  
 "Goodness, gracious, was there a dance too?"

*Back in the old days Prom was a capitol affair, but now it's gone*

No one will be allowed to pass out at Prom, according to the dean. Everyone must remain in the building.

Judge: Fine day, isn't?  
 Pinched for Drunkenness: Don't pun, judge, please."

Judge: Have you anything to say before I pronounce sentence?  
 The Prisoner: Please your honor, I never was a Prom Chairman.

"Boy, I had a slick time at Prom. My date was plenty smooth, the floor was slippery, and I was well oiled."

Dad: Gee, Son, that's an awfully lot of money. What do you want to do—buy a car or a raccoon coat?  
 Son: No, Dad, you see I was thinking of going to Prom.

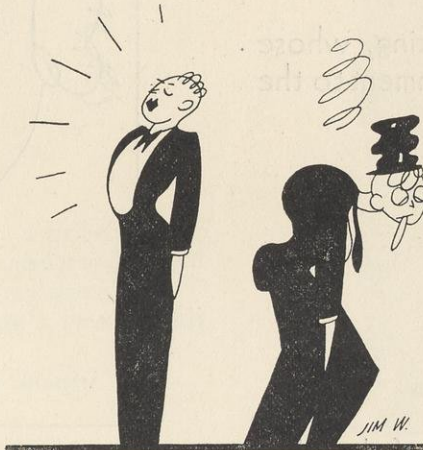
Professor: Are you cheating on this examination?  
 Student: No, sir. I was only telling him his nose was dripping on my paper.

And at least women keep a watch on their wrists these days, even if they don't over their hearts.

No you're mistaken, my dears. On Prom night, promoters aren't good late-getters or staggers of athletic contests—they're taxicabs.

Bouncer (to couple): Hey you, you can't dance that way here!  
 Boy: Why not? This is merely interpretative dancing.  
 Bouncer: Then I'm interpreting it the wrong way. Out you go.

When lost on the desert be nonchalant, try and find a Camel.

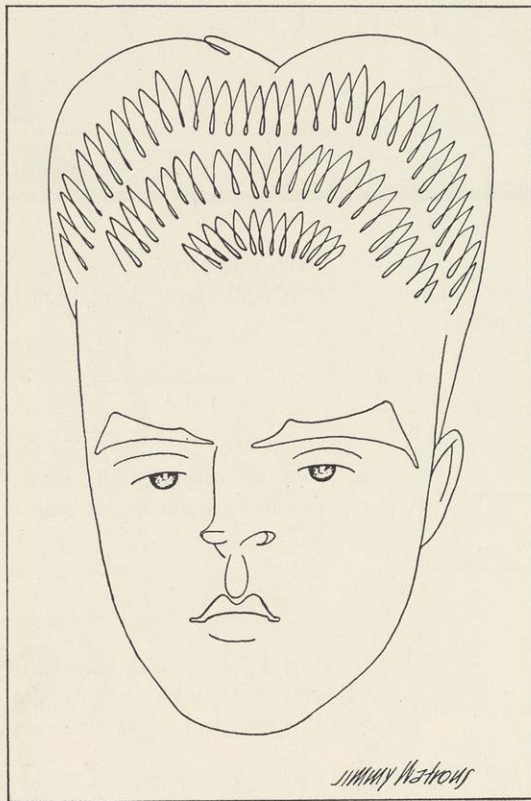


Before PROM After

**THE SOT**  
*A bee whose epiglottis  
 Was endangered by disease  
 Decided to effect a cure  
 By gargling sap from trees.  
 Alackaday, he rues the thought,  
 And you as well may know it,  
 The sap was rather potent stuff;  
 The bee with speed did show it.  
 For while he buzzed a Bachannal  
 And acted in a trance,  
 He bumped into a farmer lad  
 And stung him in the pants.*

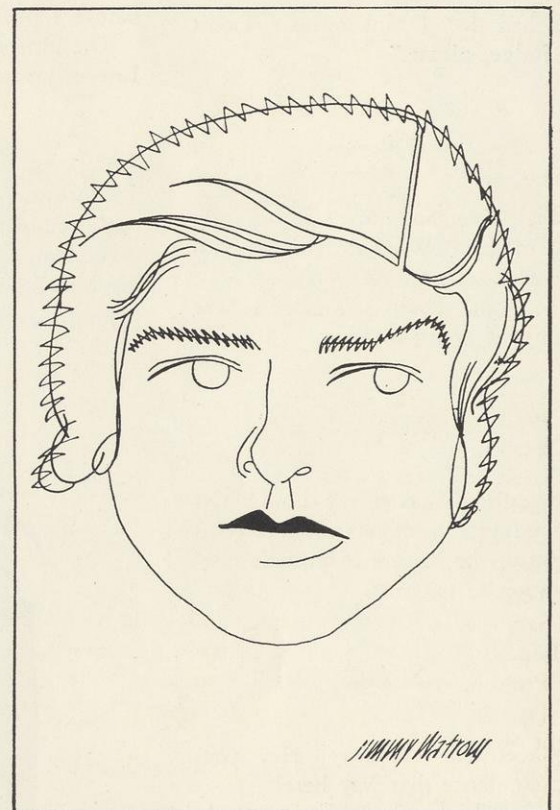


# WITH THE TEMPO OF WISCONSIN



BOB BASSETT

**BOB BASSETT**—'31 Prom king, whose party will provide royal entertainment to the tunes of the "King of Jazz."



JANE STREICH

**JANE STREICH**—"first lady of the University, who will be Queen of the '31 Ball.





"What's the idea of the orchestra using two bass drums?"  
 "There's only one—that's Paul Whiteman himself over to the left there."

End of the usual Prom play: She (slapping his face),  
 "Stop!"

"What do you think about going iceboating tonight?"  
 "Gee, I haven't a thing to wear."  
 "Well, then let's go to Prom."

You can talk about your embarrassing moments, but what if the Prom king's garter came down during the Grand March?

THE PROM KING GETS HIS QUEEN

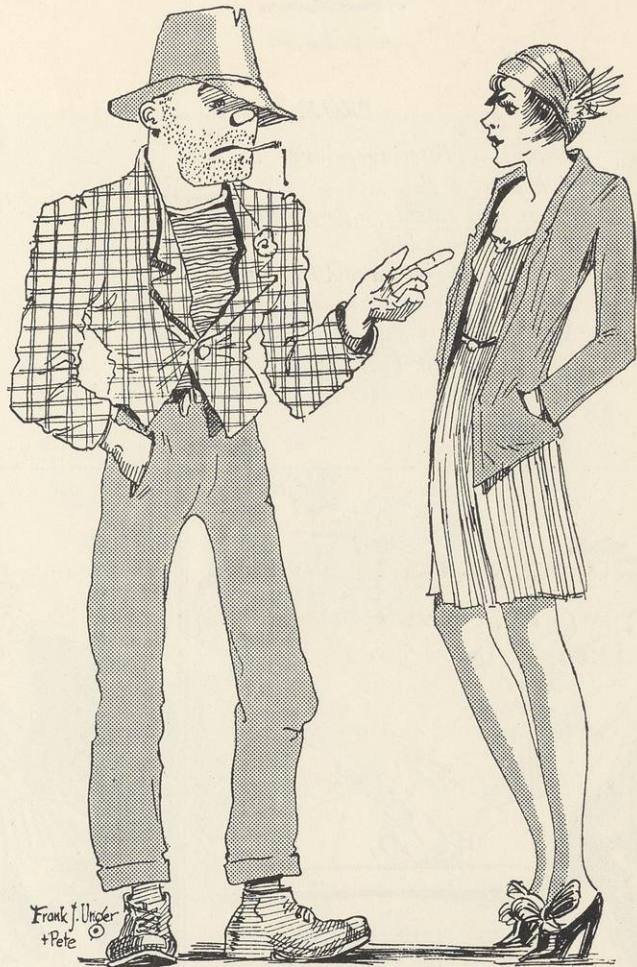
"Hello, is this the Tau Eta Pi house?"  
 "Yes."  
 "Is Mary Jones in?"  
 "Just a minute."  
 "Hello."  
 "Hello, Mary?"  
 "Yes."  
 "Say, this is Bill Gigwump speaking. I sit behind you in Education 31. A gang of guys got together and elected me Prom king. Would you like to be my queen?"  
 "I'm sorry, but the chapter is having a meeting that night so I can't go."  
 "Gee, that's tough; some other time though?"  
 "Yes—goodbye."  
 "Goodbye."  
 (Consulting directory) "Le's see, what was that other girl's name?"

In the old days a good many of the kings probably had more vermine than ermine.

Five Feet: Might I have this dance?  
 Six Feet: Yes, you mite.

The only difference between Prom and a burlesque show is that there's usually a better orchestra at Prom.

Poor, unfortunate fellow! He was ragged, tattered, hungry, and broke. The lean, hungry look on his face betrayed the fact that he had not eaten for days, and the eagerness with which he peered into restaurant windows bespoke of extreme poverty. Indeed he was a living skeleton!  
 This fellow—had attended Prom.



"Lissen, baby, when I gets to de university I'll drag youse down to Prom."



Apparently the three little words heard most frequently around the campus now are: "Going to Prom?"



"Gee, isn't Prom simply marvelous!"

Why Songwriters Commit Suicide

- 1900. Spark rhymes with dark, mark, park, barque, lark.
- 1910. Spoon rhymes with croon, June, moon, honeymoon.
- 1920. Pet rhymes with bayonet, alphabet, parapet.
- 1930. Neck rhymes with wreck, circumspect.

From an insignificant second-hand clothing merchant to the founder of the Isaac Rosenberg Co. had risen the aspiring Hebrew. Society was his next objective, and it was to his utmost joy to receive a note which read: "Mrs. Hubert Bennington-Sedgewick requests the pleasure of Isaac Rosenberg's company at dinner." So Isaac chartered a bus to carry his employees to the home of Mrs. Bennington-Sedgewick for the free meal.

PROM

Prom is a glittering galaxy . . .  
 A beautiful girl.  
 Prom is a kaleidoscope turning  
 In a golden whirl.  
 Prom is laughter and Prom is love . . .  
 All the things that youth dreams of.  
 Yet last year's Prom was just the same  
 And next year Prom will come again.

—Holley

Requisites for the Prom Queen

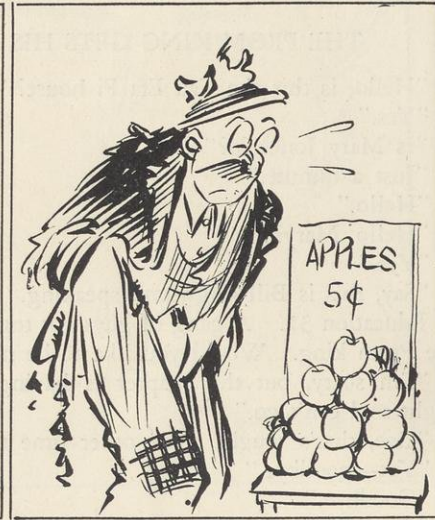
- 1915. Pretty face, dancing ability, attractive figure, daughter of a wealthy business magnate.
- 1920. Dancing ability, attractive figure, daughter of a wealthy business magnate.
- 1925. Attractive figure, daughter of a wealthy business magnate.
- 1930. Daughter of a wealthy business magnate.



Faith



Hope



Charity



When Bill asked her to Prom she said she was waiting for a call from another fellow, and if this fellow didn't call, she would go with Bill. I guess the other fellow didn't call, because she went with Bill. In the cab she sat on one end of the seat and he on the other. They left the dance before the evening was half over, and he took her back to her house. When they parted, she said, "Thanks, Bill, I'll see you tomorrow." But then, she was his sister.



PROM LEAGUES THAT FAILED

- A league to—
- Make Prom night a 10:30 night.
- Raise the price of Prom tickets to \$10.00 and have three orchestras.
- Lengthen Prom dresses.
- Hold Prom in the Rathskeller.
- Turn Prom into a marathon dance contest.
- Make Prom a "cut" dance.
- Have brighter lights during the dance.
- Anti-prom league.



"Why Freddie, how did you ever get that black eye?"



Sandy: Hoot mon! I be proud of me laddie—'tis a nickel he hae just swallowed!  
 McTavish: Aye, 'tis none too soon to be teachin' the lad how to play safe!



Then



Now

HOLLIDAY and STEINMAN



PIE-EYED

He cried,  
"Let's ride!"  
She sighed,  
They imbibed,  
He lied,  
Now they're tied.

She's so dumb she thinks Junior Promenade is a new fruit beverage.

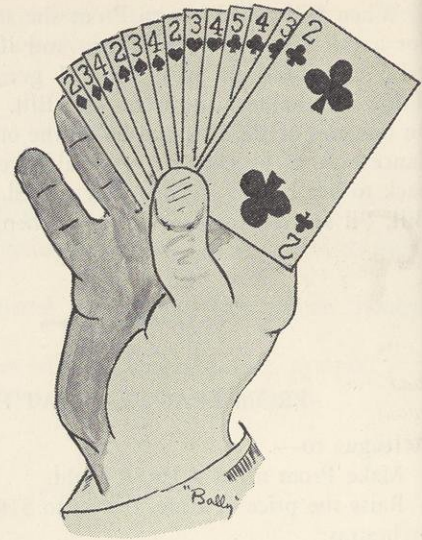


"Who's that blonde bozo Mary's dancin' with?"

"Why, didn't you know? That's the well known Lord Plughatt."

"Lord, eh! I thought maybe he was St. Vitus."

"I think Rudy Vallee is swell!"  
"Hmm, so you're an S. A. E."



Bye Now!



"Jack and Mary are living in a pent house now."

"My, poverty is a terrible thing isn't it?"



"We got a record titled 'Two Little Words'".

"Don't you mean 'Three Little Words'?"

"No, it was Three but someone cracked the record, and one of them broke off."



Said Bobby B. to Little Jane  
Well, will you go to Prom?  
To Bobby B. from Little Jane  
"What about Dan and Tom?"

Said Bobby B. to Little Jane  
But Jane dear, I'm not kidding.  
To Bobby B. said Little Jane  
But that's too many bidding.

But now we see Jane and Bob  
Agoing off to Prom.  
Little Jane's on Bobby's arm—  
While at home sit Dan and Tom.



LORDS!  
CHARLES  
113073

"Are you a lady of the chorus?"  
"Yeab, I'm in the damn thing."





"Say, you know that Chimpanzee I had out last night? Well, she sure wouldn't stand for any monkey business!"

"Who are you?"  
 "I'm Robin Hood."  
 "Well, get away, you're not in your forest now."

SOCIAL NOTE

Among those present were Harold Ray and his wife, Violet.

They were visiting the state prison. "What a pity they have to be shut in like this," remarked the kind hearted lady as the party passed a cell. No. 66452, hearing the remark for the fifteenth time in half an hour, snarled, "Naw it ain't lady, it's a pity you're shut out like that."

Hockey is no fun even if it is a game of puck.

Can you use the word "Corsican" in a sentence?

Of Corsican.

Birds of a feather flock together—therefore storks and lark often keep company.

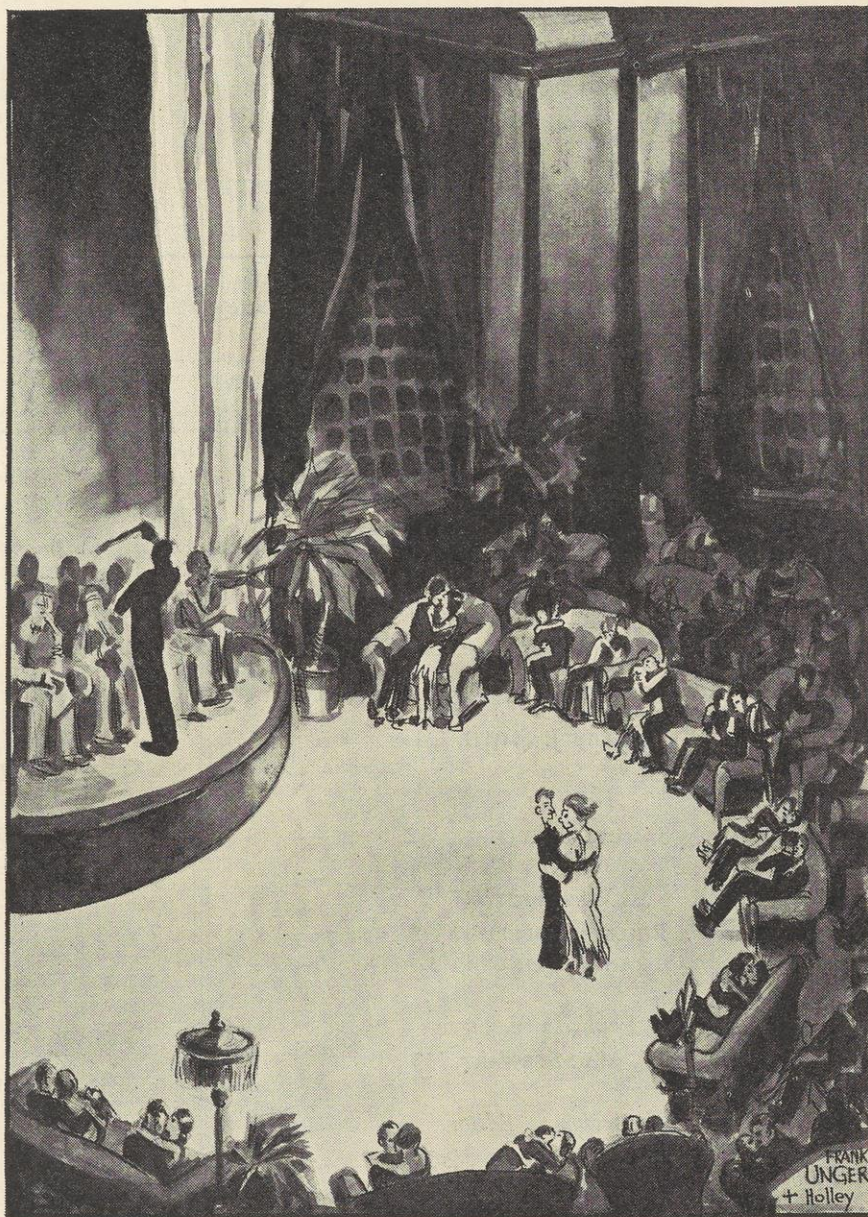
"This meal is only fit for a pig."  
 "Then I shall bring you a second order, sir."

Editor: I like your features very much.  
 Authoress: Oh, you bold, bad man!

"Use the word 'metaphysics' in a sentence."  
 "He flunked out of school 'cause he metaphysics prof just as he swiped the exam papers."

THE JOURNALISM PROF GIVES AN EXAM

- Who was Edward Bok?
- What was Edward Bok?
- When did Edward Bok?
- Where did Edward Bok?
- Why did Edward Bok?
- How did Edward Bok?



The Prom Ideal





<p style="text-align: center;"><b>EDITOR</b> GORDON SWARTHOUT</p> <p style="text-align: center;"><b>EDITORIAL BOARD</b> HOLLEY J. SMITH, <i>Associate Editor</i> JIMMY WATROUS, <i>Art Editor</i> SAMUEL STEINMAN, <i>Exchange Editor</i> BILL KIRK, <i>Publicity Director</i> SCOTT GOODNIGHT, <i>Guiding Light</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>EDITORIAL STAFF</b></p> <p>FRED PEDERSON W. MAC STEWART FRITZ KAESER II</p> </td> <td style="width: 50%; vertical-align: top;"> <p style="text-align: center;"><b>ART STAFF</b></p> <p>NILS HANSELL    PAUL CASSIDY FRANK UNGER    ED SINAIKO PHIL HOLLIDAY</p> </td> </tr> </table>	<p style="text-align: center;"><b>EDITORIAL STAFF</b></p> <p>FRED PEDERSON W. MAC STEWART FRITZ KAESER II</p>	<p style="text-align: center;"><b>ART STAFF</b></p> <p>NILS HANSELL    PAUL CASSIDY FRANK UNGER    ED SINAIKO PHIL HOLLIDAY</p>	<p style="text-align: center;"><b>BUSINESS MANAGER</b> RALPH PARKIN</p> <p style="text-align: center;"><b>EXECUTIVE STAFF</b> JOE G. SOWERWINE, <i>Ass't. Bus. Mgr.</i> HUGH F. OLDENBURG, <i>Local Adv. Mgr.</i> W. CLIFFORD LANT, <i>Service Manager</i> HERBERT MUELLER, <i>Circulation Manager</i> CARLETON E. BATES, <i>Collection Manager</i></p> <p style="text-align: center;"><b>BUSINESS STAFF</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">HARVEY KAISER</td> <td style="width: 33%;">EDWARD MAYER</td> <td style="width: 33%;">HELEN HAINES</td> </tr> <tr> <td>JAMES SPENCER</td> <td>ALICE HARDY</td> <td>ROGER HAMILTON</td> </tr> </table>	HARVEY KAISER	EDWARD MAYER	HELEN HAINES	JAMES SPENCER	ALICE HARDY	ROGER HAMILTON
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## INTRODUCING OCTY'S '31 PILOTS » » »

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# HAPPY LANDINGS!

AS A GENERAL rule, in his last editorial, the retiring editor of a college humor magazine either gives a lot of useless advice to the incoming staff or becomes sentimental.

Unfortunately for the tradition of the thing, this writer can do neither. For the things that Octy has done in his case are not such as to cause him to worry about the future of the magazine or weep at its passing. Rather, now that the work is done, he feels detached from the whole thing, looks back over the entire experience with nothing more than a melancholy regret that another phase of life has gone by.

The privilege of publishing Octy has been a great deal like going to college has been. There have been bad days and good ones, reverses, and triumphs. About all one can say is that the magazine has been a great experience and an absorbing job.

What unpleasantnesses there have been are safely tucked away, and looking back over the last nine issues, things stand out in the mind of the writer that the reader never realized existed.

All in all, Octy has been a great deal like the university education of which it has been a part. When the most of us who retire from the Octy staff at this time graduate in June, a second job will have been finished. Then, all we will have left of the life and glamour and beauty of a campus, will be the tinted moments which float back to us through memory's haze.

We all have the need of that mystical and glorifying experience of feeling that we have lived and worked not in vain for four years, that we have a future which will be as bitter sweet in Life as the past has been in college. This experience comes sometime during the process of our education. It may come from any phase of a collegian's career, but it invariably comes. In the writer's case it was found . . . of all places . . . in a Humor Magazine.

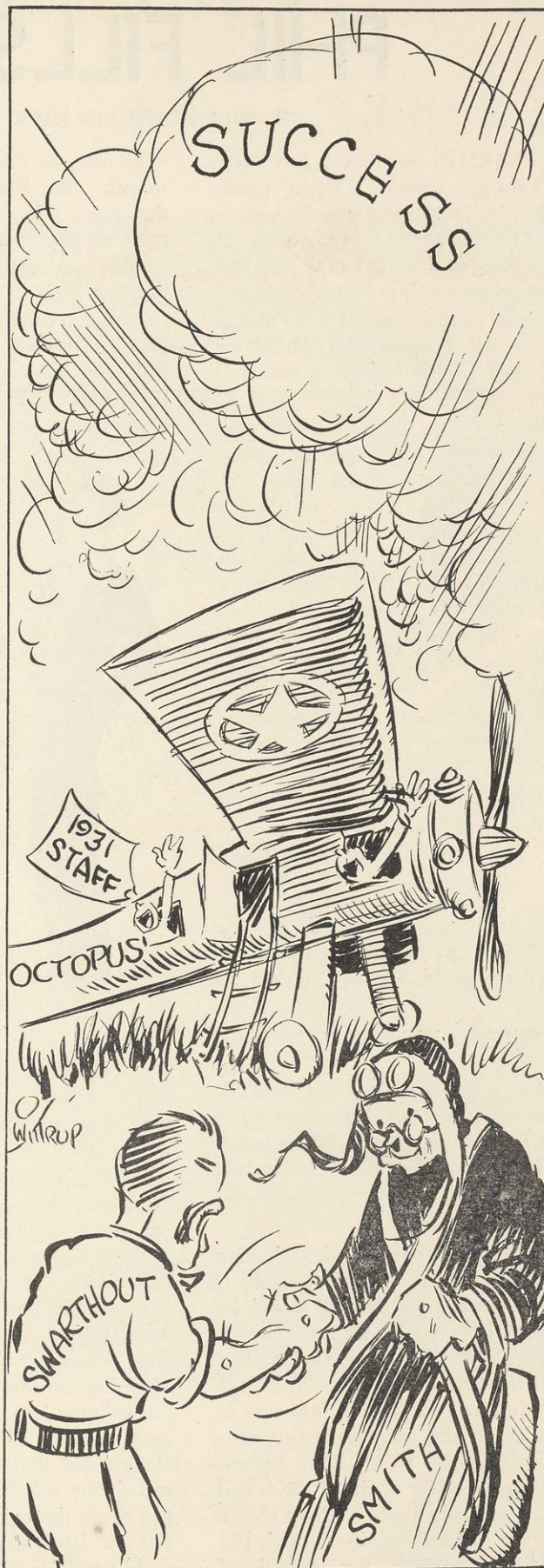
It's the same with every collegian. And it is only the clarity with which we learn this lesson . . . that college is not life, but a preparation for it, that the Octopuses of the campus are not the events, but a forecast . . . so far as we have learned this, we have become educated.

Octy this year has not been as good as the one of several years ago. It never is. The next year's book will probably be much better than the present one has been. That's always true, too.

So, knowing what Octy will be, we take our own most valuable possession, a knowledge that activities are a living thing, that the faculty is a sympathetic body, that the campus crawls slowly but surely on toward the eventual fulfillment of every collegian, completing, at last, the knowledge that today is only the interlude for tomorrow. . . . Gordy (the old man) takes his last flyer in this little farewell to the campus, the student body, and the Octy staff.

Happy Landings!

Gordon Swarthout





# PHIL FILLS THE BILL!

By WM. FRANKLIN KIRK II + SAMUEL STEINMAN III

"SPEAKING of Proms and Prom Kings, fellows," began Gordy Oldmann '16, tipping a large square-faced bottle for the dozenth time, "A Prom King in this day has an easy life. Now, when I was in college . . ."

"Stick around," hissed Clay Burton '32 as half a dozen men started for the door, "that stuff's genuine, I know . . ."

"In my day, Prom Queens were picked because of campus activities," Gordy Oldmann, an old alum, who was one of those persons who appear after a decade's absence to indulge in a rah-rah week, gravely went on, "It happened in 1915. That was the year when this chapter had its Prom King, Bill Evans. And Bill Evans, I think, the only Prom King, who never went to Prom."

"Take that bottle away, somebody," whispered Clay. "This thing may go on forever."

"Oh, let him alone, it might be good."

"If it's half as good as the liquor . . ."

"As I was saying," Oldmann began again, "Bill was the popular choice that year. He was prominent socially and politically, but he was in a hell of a fix."

"All Prom Kings are," Clay broke in.

With a withering look at Clay, Oldmann went on, "But there was a girl."

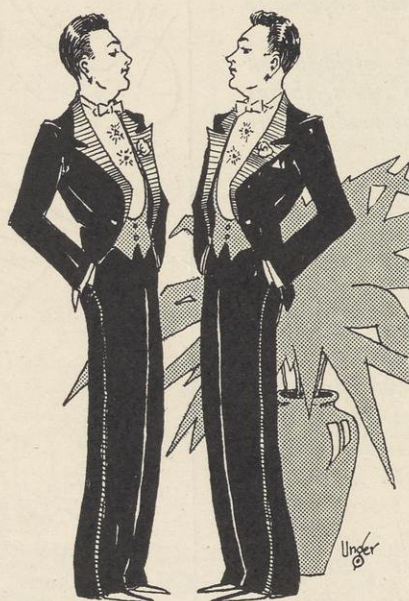
"Cherchez la femme," shouted a brother who spoke better French than English when tight.

"Churchy what?"

Oldmann was not to be denied. He opened another bottle, passed it around, and knew that he would be safe to talk to for a few minutes. "The girl's name was Gardner. I don't remember her first name, so we'll just call her June. June was as popular on the campus as Bill was. And was slated to be Prom Queen. She was president of the Y. W.'s and X. I. That she would be Prom Queen was the general opinion. And Bill hated her. Why? For several of

those reasons that make men dislike women. But Bill had to take her to the Prom. He had to, or double-cross the machine that elected him.

"Bill was luck though. It seemed Bill had a twin brother, who was not known at Wisoota. His name was Phil, and he had staggered in to visit Bill after hearing about his brother's latest honor. Phil always wanted to be in on the ground floor at a party.



"Who's King of this Prom Anyway?"

He was that type. You know the kind . . . the fellow who makes college men look like awful rounders to the outside world.

"Phil hadn't gone to school," Gordy continued, "he went to a military academy for a while and then to work in South America, where Charley's Aunt came from. Ha-ha, clever, eh? Oh, well, anyway, he was a godsend to Bill. Bill cornered Phil at once, and after swearing the brothers to secrecy, began to work on him. He explained how he just about had to take June to Prom and how he hated her. He induced Phil to rush her a little and finally ask her to Prom. If he had to go through all the formalities, Bill felt that it would be more than he could stand."

"Well, Phil was in an altru . . . altru . . . oh, hell, Phil had waded into the inducers pretty heavy, so he okehed the idea. Bill had one of the brothers point out June to his substitute the next day, and Phil started working. It wasn't a bad job."

"Who, June?"

"No, the work. Oh, I see what you mean, haha, pretty good. Well, Phil dated June about every other night for a week and ended by asking her to be Prom Queen. She accepted."

"So Phil filled the bill?"

"Of course. Bill was in hiding and the boys were alike even to the number of hairs in their moustaches. Phil kinda fell for June and June took a liking to Phil. Meantime, Prom came around and Phil was in so deep with June that Bill didn't dare take the chance of going to Prom with her. Besides by this time Phil's ravings had made Bill hate her even more, so Phil led the Prom with June, while poor Bill, who had awaited the occasion for months, stayed at home.

"After Prom, Phil continued to date June, until one day he received word that he had to return to South America. Phil was sad. Bill was glad, for he didn't dare go out nights, while Phil was there. Someone might find out about the substitution.

"Bill took Phil to the train, relieved that the masquerade was over at last, and he would be free to live again. The Twins shook hands, 'So long Phil,' said Bill, 'thanks a lot for everything.' 'Oh, yes . . . Bill,' Phil had swung onto the moving train, 'I almost forgot. In the mix up I kinda lost my head and proposed to June. She think's she marrying you in June.'

"Thinks she's . . ."

"Yeh, I didn't mean to, but I was pretty tight, and . . ."

There was a tense silence in the room.

"Well . . . did he . . . did he marry her?"

But Gordy Oldmann didn't answer. He was sound asleep, using his arms on a desktop for a pillow.



A happy thought  
the Sampler!



It has won a place all its own in  
home life and the social life of  
America. A permanent place on the living room  
table. The first thought in paying social debts.

# Whitman's Sampler

© S.F.W. & Son, Inc.

### Whitman's Famous Candies Are Sold By

- SODA GRILL . . . . . 714 State Street.
- AL PHARMACY . . . . . 226 State Street.
- CHOCOLATE SHOP . . . . . 528 State Street.
- R'S PHARMACY . . . . . 1941 University Avenue.
- R'S PHARMACY . . . . . 1839 Monroe Street.
- FF'S PHARMACY . . . . . King, Main and Pinckney.
- FF'S PHARMACY . . . . . 831 University Avenue.
- K PHARMACY . . . . . 1118 Atwood Avenue.
- DT PHARMACY . . . . . 1345 Williamson Street.
- OM'S PHARMACY . . . . . 122 W. Washington Ave.
- CGRATH . . . . . 1921 Monroe Street.
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- PHARMACY . . . . . Regent at Allen
- T PHARMACY . . . . . 708 State Street.

- J. L. MCCARTHY . . . . . Atwood Ave. and Division.
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- UNIVERSITY PHARMACY . . . . . State and Lake Street.
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- RENNEBOHM DRUG STORES, Inc.
- No. 1—1357 University Ave.
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- No. 4—123 W. Washington Ave.
- No. 6—19 N. Pinckney Street.
- No. 7—901 University Ave.
- No. 8—702 University Ave.



"Special University of Wisconsin Package"





# BOOK BANTER



A LONG time ago, when I was still quite a child, I read a book by Charles Kingsley called *The Water Babies*. When A. P. Herbert's *The Water Gypsies* (Doubleday, Doran, \$2.50) came in for review I thought it might be somewhat similar. It isn't.

*The Water Gypsies* is the story of Jane Bell, her father, her sister Lily, her young men, and of the barge on which Jane and her family made their home, safely tied up in the Thames at Hammersmith, a suburb which resembles the Kew of Alfred Noyes' poem only in that it "isn't far from London." The story opens on Jane's twentieth birthday. It closes when she is a year or so older, much wiser, and perhaps not quite so happy.

Jane Bell was the kind of girl who believed all she saw at the movies, which she attended regularly, and all she read in the *Sunday Gazette*; and she regretted exceedingly that the days of her life offered little that corresponded to either. She wanted romance, and all she got was dust mops and the kitchen sink. From Mr. George Bryan, the artist, she wanted passion and thrills, and she got only a kind of avuncular respect, very sympathetic and comfortless; even posing in the nude for him was merely ineffectual and chilly. From Fred the bargeman and Ernest the rampant socialist Jane was not sure that she wanted anything at all; certainly not the respectful pawings that were Fred's only tangible evidences of his deep and abiding affection; certainly not the violent, long-winded invectives against the capitalist and the *bourgeois* that were Ernest's definition of conversation, nor the marriage with him that an unfortunate boating excursion seemed to make prudent. In what, by all the laws of the cinema and the tabloid, should have been the

By

Paul M. Fulsler

great crises in her life, murmur as she would to herself the language of the headlines and the sub-titles, the actual events and their consequences had a disheartening way of translating themselves into very small print indeed. The bubbles of her illusions always burst before they were well formed, and left only a vaguely soapy taste in her mouth—the taste of the "washing-up" she detested.

Jane Bell dominates Mr. Herbert's story, but she does not fill it to the exclusion of everything else. Close to her in interest are her father and her sister Lily. (Young Mr. Bryan, so exciting for Jane herself, leaves only a negative impression on me, perhaps because I cannot see him with Jane's eyes.) Jane's father, however much of a trial he must have been in real life, is delightful in fiction, occupying himself in the intervals between playing the cello (or cornet, if necessary) in a movie orchestra with doping out



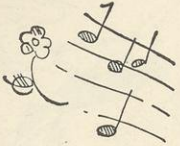
"From Mr. George Bryan, the Artist, she wanted passion and thrills"

the races, and [almost unerringly putting his own and everyone else's money on the wrong horses]—being in this respect quite the average Englishman. Sister Lily tires of house-keeping on the barge and, in the keeping of a certain Mr. Moss, leads a life of sin with a high degree of material comfort and great peace of mind, contrary to all the laws of retributive morality.

Much of the fun in the story comes from Mr. Herbert's delightfully satiric treatment of certain elements in present-day English life—elements which, incidentally, are not altogether peculiar to England, though the English setting gives them an added flavor. There is something almost pathetically comic about the socialist Sunday school which Jane visits in Ernest's company. As for Mr. Herbert's skillful implications about George Bryan's modernist paintings, one would like to walk slowly through some typical art exhibition of today, reading them aloud in a low but penetrating tone, provided one had a sufficient bodyguard. And Derby Day is just as it should be, with its pearly costers, and its rain, and its decamping bookies, and the total disability of one to see the horse that one has put his money on while the race is in progress. (The only horse I really had a good look at the day I went to the Derby was one that had thrown his rider and was loping gently in the general direction of the finish line, perhaps under the impression that the jockey had somehow got there ahead of him.)

But it is sadness rather than merriment that is the abiding impression of *The Water Gypsies*. After all, one trouble with life is that it should be a little more like what it is in the moving pictures. Jane had a right to be disappointed.





## Strike-up the Band!

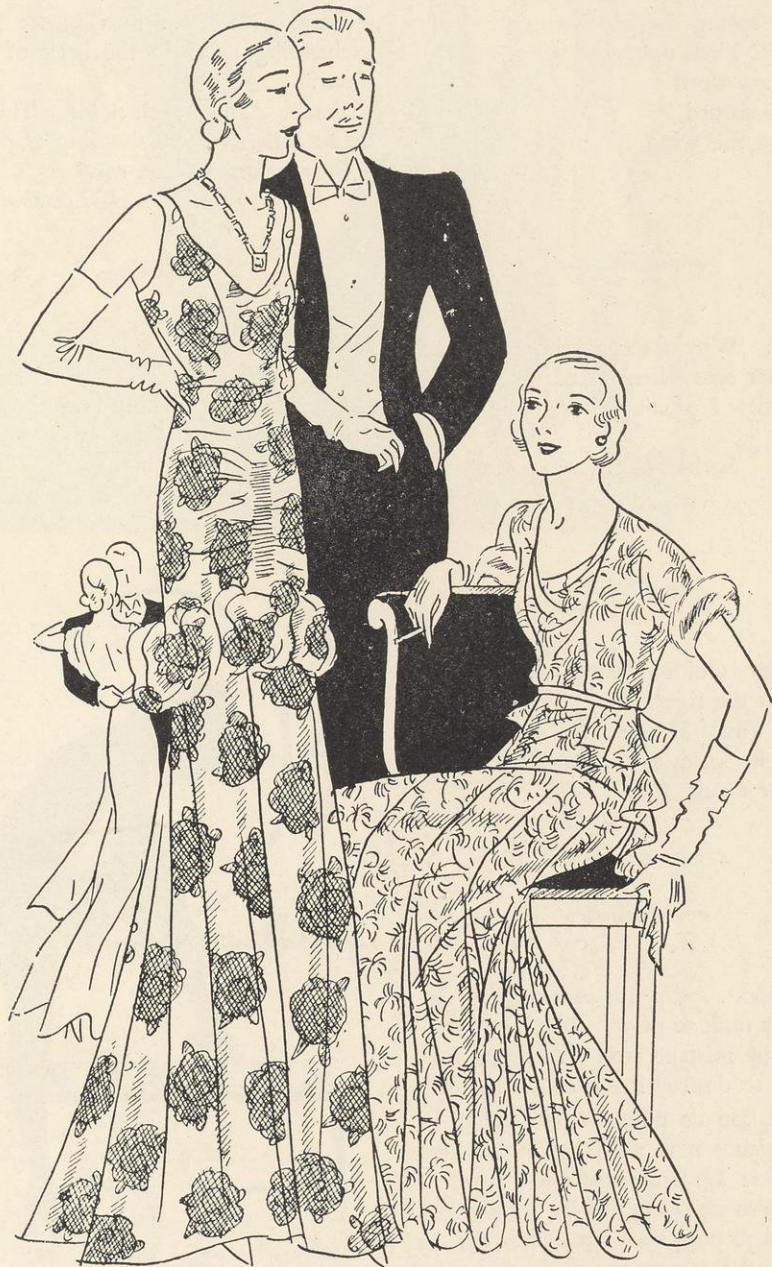
Prom is almost here! Strike-up the band! Are you ready? No? Let Kessenich's help you. We've shopped the New York markets for the newest, most unusual prom gowns. We're convinced we have them. Come and see!

Period frocks of stiff flowered taffeta with bustles in back! Melon pink frocks of clinging Persian lace with little fur-trimmed jackets. Azure blue satin frocks—long, long—and low in back. Demure little gowns of eglantine pink crepe—Aisen blue, lime green, American beauty, black—dozens of others. They'll bewitch you with there beauty and make Prom a success. Sizes 14 to 20.

*Formal Gowns*  
\$19.50 to \$69.50

# Kessenich's

College Shop - 903 University  
Town Shop - 201 State Street







In the spring the poets sing  
Of little birds upon the wing.  
Upon my word  
That is absurd,  
Because the wing is on the bird.  
—Lion

Prof: Will you men please stop  
exchanging notes in the back of the  
room?  
Stude: Them ain't notes. Them's  
dollar bills. We're shooting craps.  
Prof: Oh, pardon me.  
—Longhorn

They say that bread contains alco-  
hol, so's let's drink a little toast.  
—Pointer

Lou: Why does a school teacher  
close her eyes when kissed?  
Lewd: I don't know, why does  
she?  
Lou: So her pupils can't see.  
—Lehigh Burr

Little Miss "Rough-it"  
Sat on a tuffet,  
Dressed in her hiking array;  
Then came a misquider  
Who fed her hard cider  
And whisked her off in his coupe.  
—Jack-O-Lantern

Banker: My good man, a bank  
book is the best literature in the world.  
Investor: But I can't read.  
Banker: That's all right; money  
talks.  
—Panther

Angry Guide: Why didn't you  
shoot at the tiger?  
The Timid Hunter: He didn't have  
the right kind of expression on his  
face for a rug.  
—Punch Bowl

Husband: I've got to get rid of  
my chauffeur; he's nearly killed me  
four times.  
Wife: Oh, give him another  
chance.  
—Goblin

Ladies . . . skip this paragraph!! It  
is really unfit to print. It got into my  
letters by mistake, and I've asked the  
printer to destroy it.—Editor's Note.  
If she had to stand on her head,  
We know she'd get at it somehow,  
This poem she's already read . . .  
Now we'll bet you five cents to a dollar  
If she gets the least kind of a show.  
But you bet she'll find it out anyhow  
know;  
It's something she ought not to  
If there's anything worries a woman  
Medley



A Dog's Life  
—Ohio Green Goat

"And do your children play on the  
piano, Mrs. Pretzelgoph?"  
"Oh sure, Mrs. Beershauzer; when  
I'm not lookin' they're always having  
a game of pinochle on the lid."  
—Panther

"Love fifteen."  
"Love thirty."  
"Love forty."  
Traveller: "Ah. A tennis game I  
presume?  
Servant: No. It's not a tennis  
game, and you better get the hell  
away from this Harem.  
—Belle Hop





## Then Murray Stepped Up!

When conversations lull and admiring  
eyes follow the fellow in the tailcoat  
by Murray ... it is only what's expected  
of perfectly university styled apparel.

Fifty Dollars

# KARSTENS:

On Capitol Square — 22 North Carroll Street



# MENSWEAR FOR MID-WEST CAMPUSES



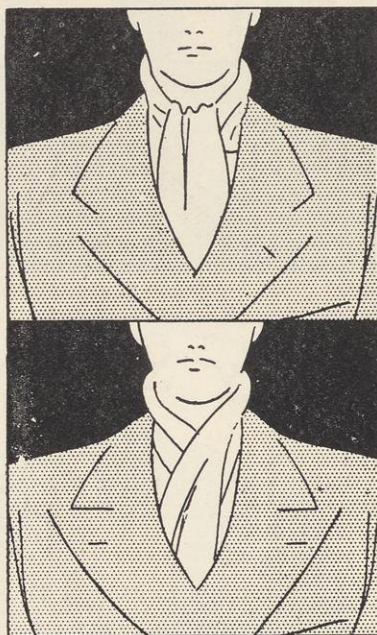
## CORRECT FORMAL WEAR

Tailcoats now predominate other evening attire at the smart formal functions in Mid-Western Universities. The tailcoats being worn are preferred with a wide opening rather than the narrower English opening . . . while dull-silk facings on the lapels have a slight majority over satin facing. These coats have three buttons on either side of the front.

In dinner jackets, the preference of Mid-Western University men has placed the notch lapel in an inferior position thus elevating the status of the peak lapel. Some double breasted dinner jackets are seen, featuring four button-fronts with two to button, and a dull-silk finish on the lapels.

The accessories show but little change. One and two studs show in the stiff shirts, while pleated effects

of the shirts is inconsequential. White waistcoats in double breasted models remains about the same and the hollow V opening in single breasted continues in first place. The number of whites being worn with dinner jackets continues to grow . . . Bold wings are the prevailing idea in that type of collar, while those preferring informality in their evening dress are turning even more toward the double type. In ties the big butterfly effect is still very prominent. White ties are always worn with tailcoats. The most significant note in studs and cuff links is the greater liking for white pearl, especially the increase in the use of the single unset ones. High silk hats are quite prominent at smart Mid-Western University affairs.



## THE CORRECT MUFFLER

There are two ways in which a muffer or reefer may be worn smartly with town clothes, and there are several ways of wearing one which are decidedly not smart and not even worth describing.

In the first place, except with evening clothes, a muffer is worn only when the weather demands it. It is essentially a practical accessory to a man's turn-out, and not, like a woman's fur piece, to be flaunted on all occasions. And in the second place, it should not resemble a flag or a bit of wallpaper in its design and coloring. Plain colors are the fashion, or possibly a very neat figure; and of

the plain colors, canary yellow is the thing this season, as it was last. Bright yellow is particularly good with a dark blue or dark brown overcoat, although it is not incorrect with a coat of any color.

Knitted wools or mixtures of silk-and-wool are the best choices in material, for they knot better, drape better and are warmer.

One of the ways in which the muffler may be worn is the well-known Ascot knot, and it is perhaps the smarter way to wear it. The second way is to fold its ends across each other, making sure that they cross over the collar, each loose and being tucked away at each side of the chest. And the muffler should show well above the collar of the coat. It should sit high on the neck, for after all, its purpose is to keep the neck warm.

(Copyright, 1930, by Vanity Fair.)

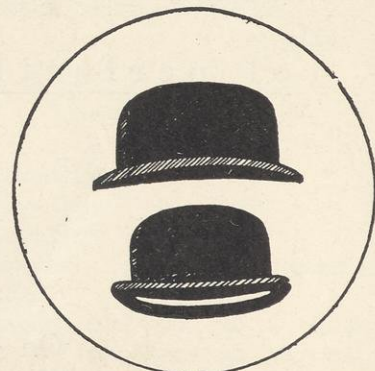
## THE NEW BOWLER HAT

The accompanying sketches show two views of the new shape now fashionable in bowler hats—more commonly known as the derby.

The new shape is decidedly smaller and lower in the crown. Looking at it from the side the crown of the hat slopes to a rounded—not a flat—top. From the front, the crown is quite straight at the sides and rounded at the top. The brim is fairly narrow, and its curve less marked than last season.

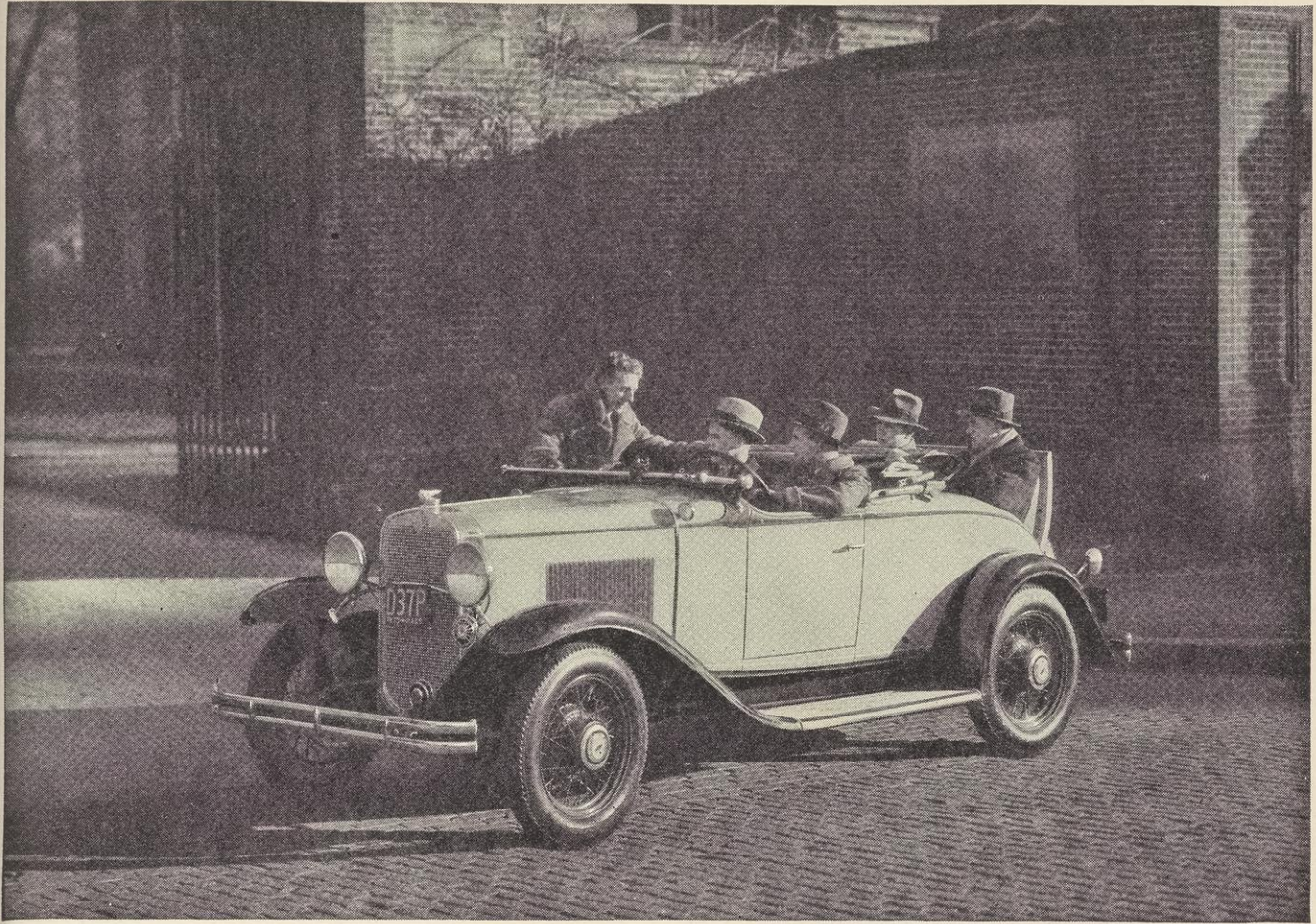
In any discussion of new shapes and new fashions in black bowlers, there arises always the rather vociferous objection of those who require special treatment in the matter of bowlers.

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© VANITY FAIR





The new Chevrolet Sport Roadster photographed on the Harvard campus near Johnson Gate with Massachusetts Hall in the background

## An inexpensive car of character and quality



The new Chevrolet Six has introduced *modern style*, performance and comfort to the low-price field. Here's an inexpensive car complete in fine-car qualities. The engine is a fifty-horsepower valve-in-head *six!* And it is built to deliver the snappiest, smoothest kind of performance—and do it at lower cost per mile than any standard car on the market. Just drive this new Chevrolet and see

what a thoroughly capable performer it is. The new Fisher bodies of the new Chevrolet are smarter, roomier and more attractively finished and fitted than any Chevrolet has ever offered. They are built of hardwood-and-steel and are specially insulated against heat, cold and noise. The new Chevrolet Six is the *present-day* version of economical transportation—smart, swift, quiet and capable—a fine car, priced within the reach of every buyer.

*Chevrolet prices range from \$475 to \$650, f. o. b. Flint, Mich., Special Equipment Extra*  
Chevrolet Motor Company, Detroit, Michigan, Division of General Motors Corporation

# NEW CHEVROLET SIX

*The Great American Value*





## When You Go To Prom

Go the way you want to go—Like your friends do—in a new car from

### CAPITAL CITY RENT-A-CAR

*The Campus Institution of Friendly Service*

531 State St.

F. 334

Hotel Clerk: I beg your pardon but what is your name?  
Kappa: Name? Don't you see my signature there on the register?

Hotel Clerk: Yes—that's what aroused my curiosity.  
—*Kansas Sour Owl*



"Aw, fiddlestrings!"

## What to Wear?

### Tail Coat or Dinner Jacket



This year Wisconsin's well-dressed gentleman finds the answer in the new Pete E. F. Burns suit . . . It includes the dinner jacket for semi-formal affairs and a tail-coat for strictly formal functions. The coats and the trousers are both distinguished by the excellent tailoring expected in Pete E. F. Burns clothing and the cost is but \$100 for the entire suit.

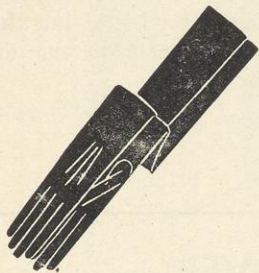
*Pete E. F. Burns.*

608 State Street  
SHOES · CLOTHING · IMPORTED HABERDASHERY



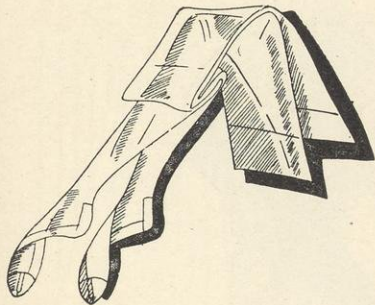
# Three Little Words

"Gloves", "Hose", and "Handbag"! Little words, but oh, so important to a smart evening ensemble! Wise co-eds are choosing theirs for Prom at MANCHESTER'S, from most exceptional assortments of lovely evening accessories.



## "Gloves"

Which will be yours? Natural, egg-shell, white or black. Of fine French kid. 12 button, \$7.50, 16 button, \$10



## "Hose"

"Mellow" or "Cameo Shell" are two smart colors in Van Raalte hose for evening. Chiffon, \$1.95

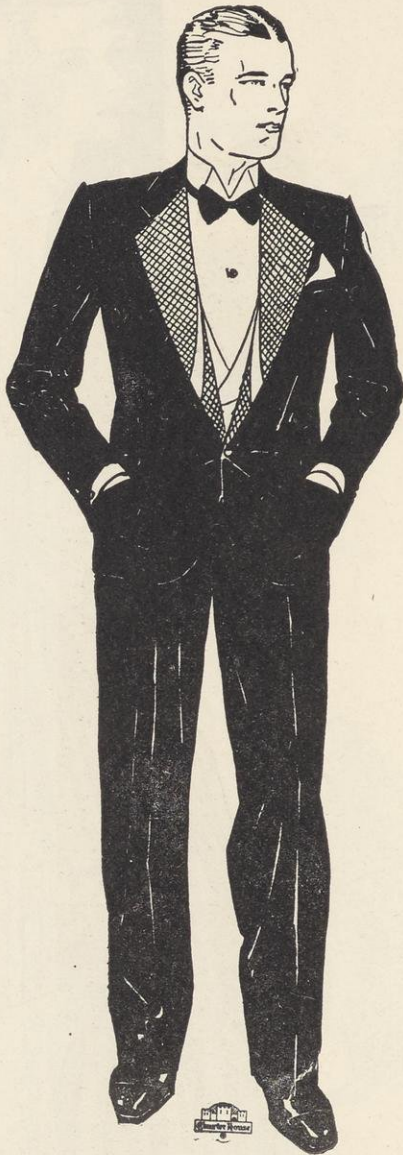
## "Handbags"

Glittering bags of rhinestones... dainty ones of delicate seed pearls. A fine new selection. \$3.50, \$5.50





FASHION PARK CLOTHING



PROM

THE CORRECT EVENING APPAREL. PERMITTING THE STUDENT TO BECOME A BIT MORE ELEGANT WITHOUT HANDICAPPING HIS DESIRE FOR COMFORT. TUXEDO, THIRTY-FIVE DOLLARS, VEST OF BLACK OR WHITE, COMPLETE ACCESSORIES FOR THE FORMAL WARDROBE AT OUR SHOP



109 STATE

STREET

Connoisseur: I have a Sargent painting in my home.  
 Friend: That's nothing. I have a general house-cleaning in mine!

—Lampoon



She: Is anyone looking?  
 He: Not a soul.  
 She: Then I won't fix my garter.

—Troubadour



How to Buy a Well Used Car

Look behind, underneath, and all around the rear seat cushions. If you find a couple of lace handkerchiefs and a handful of burned matches, a lipstick, and half a package of cigarettes, or an assortment of various buttons and a vanity case, or a garter and an empty bottle, buy the car. Any one of the above items is sufficient proof that the car has been used well and run but little.

—Ski-u-Mah

WALK-OVER»»»  
 PROM SHOES



Bristol

\$8.50

One of Walk-Overs famous light-weight oxfords designed for evening wear or where the brighter lights glow. Made from Royalite Calf.

WALK-OVER

8 S. Carroll St.

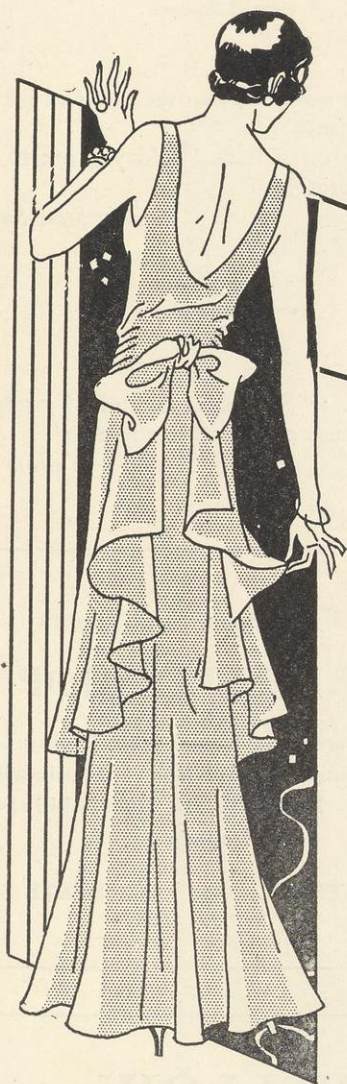
On Capitol Square



# What's Prom. without a brand new frock?



And what's a brand new frock that costs so much that your allowance dwindles pitifully?



## PROM

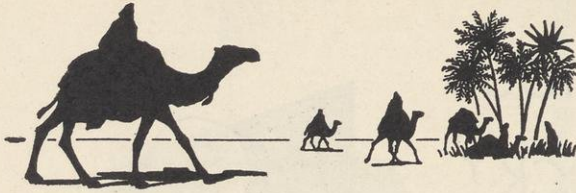
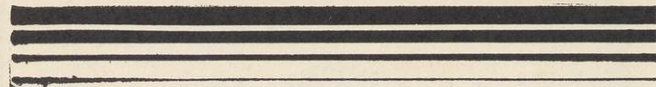
But the solution is easy to your Prom Problem! Our buyer is right now in New York . . . sending us frocks . . . more intriguing than ever! Satins and laces, and taffetas and chiffons . . . all in luscious pastels or black, some with little fur trimmed jackets! And what values!

**\$22.75      \$35 up**

Apparel Department, Second Floor

# BARON BROS. INC.





# DEPENDABLE!

What the Camel is to the Bedouin so is the "Koh-I-Noor" Drawing Pencil to the Architect and Engineer. Ready always to do his bidding—Dependable under all conditions.

The "Koh-I-Noor" is Enduring too. But here it is unlike the Camel, it is also Smooth, Sweet-tempered, Docile.

These qualities made the "Koh-I-Noor" famous. Most Architects and Engineers consider it the finest of all pencils.

17 Accurate Degrees of Hardness.

ON SALE AT

*Brown's Book Shop  
and Co-op*

# KOH-I-NOOR

*The Perfect Pencil*

"Officer, there's an idiot following my wife."  
"Idiot? You don't know the man!"  
"Officer, you don't know my wife."

—Purple Parrot



Wife: I want to do some shopping today, dear, if the weather is favorable. What does the paper say?

Husband: Rain, hail, thunder and lightning.

—Flamingo



"Gee, mom, a truck just run over pop and mashed him all over the pavement!"

"Arthur! How often have I told you not to tell such things when I'm eating!"

—Ohio State Sun Dial



"Dear -----: Should a father of 55 marry again?"  
"No, that's enough children for any man."

—Yellow Jacket



THERE is a salty tang to these big, brown Planters Peanuts that makes them irresistible. Make sail for the nearest confectionery counter. Stow a glassine bag in your pocket. Look for MR. PEANUT on it. 5c everywhere. "The Nickel Lunch."

*Properly Salted*

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

# PLANTERS

SALTED PEANUTS

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.

# YELLOW BAD 500 GER CAB

Call Us The Night Of Prom



# MANGEL'S, INC.

25 So. Pinckney

Tenney Bldg.

Madison, Wisc.

SUGGESTED FOR THE  
Prominent And Those Who Would Be Prominent  
at the  
"PROM"

"A Formal By Mangel"



The Filmiest of  
Fan Tan Hose  
1.25 1.65  
1.00

AT 14<sup>95</sup>

The Formal  
"Dance"tte  
2.98 3.98  
1.98

# MANGEL'S, INC.



# Nineteen Thirty One»»»»

in a time where most retailers are trading down we expect to maintain our position held for years and stick to an ideal of finer and better merchandising.

hoak and dunn will continue to cater to the exclusive and discriminating trade.

## HOAK & DUNN

644 State Street



For

## Party Decorations and Corsages

Consult

### Rentschler FLORAL CO

230 State St.

Badger 177

*Serving Wisconsin Students For Over Thirty Years*

## Stationery Of Distinction

### Quality Job Printing

that EXPRESSES and IMPRESSES

## STRAUS PRINTING COMPANY

118 East Main Street

Badger 1763



Those Pilgrim maids were just as hot  
 As the ones we date today.  
 Woman alters not a jot  
 She behaves in the self-same way.  
 It's true that lack of clothes will give  
 A wholly new sensation—  
 The Pilgrim maids were just as hot,  
 But had more insulation.

—Purple Parrot



Madly he clasped her in his arms. The tears trickled down her cheeks like rain drops on the petals of a beautiful rose. Longingly he gazed into her eyes.

"Darling," he said. "Let me kiss those tears away."

And then he kissed her, and kissed her, and kissed her, and kissed her. But the tears fell ceaselessly. He clasped her still more madly in his arms and drew her close to his manly breast.

"Dearest," he murmured, looking straight into her tear-stained eyes, "can nothing stop those tears?"

"No," she sighed. "It's hay fever—but go right on with the treatment."

—Dragon



"So you're the Prom Queen's mother? Well, that makes one ball and two Streichs."

SEMI-ANNUAL SALE OF

# DRESSES

## \$7 and \$11

Values to \$15

Values to \$25



Every dress in stock has been reduced to a fraction of its original price—including new advance Spring models

*A Wonderful Opportunity to save.*

# Bonnie FROCKS

231 STATE ST.





## THINGS are happening

THERE are many delighted callers at our Toilet Goods Department these days. In case you haven't heard, we have just put in a complete line of Dorothy Gray preparations—the famous creams, lotions and cosmetics that make lovely women lovelier. With this important addition, our Toilet Goods Department is just about the nicest one in town—at least that's what our customers are saying.

### The University Pharmacy

The Rexall Store

H. W. Leonard

Cor. State and Lake Sts.  
Madison, Wis.

You can lead a horse to Vassar, but you can't make her think.

—Yale Record



The saloons will never return. The filling stations have all the prominent places.

—State Lion



"I'll give you one day to hand in that paper."  
"All right. How about the fourth of July?"

—Ranger



A celebrated white preacher had been engaged to address the congregation of a little negro church, and was being introduced by the very nervous colored pastor.

"Sistern an' bred'rn," he began. "It affords me the extremest pleasure to introduce de speaker of de evening. I wants to explain dat while his skin ain't the same color as de odders here, I assures you his heart is as black as any of your'n."

—Log

## Distinctive Prom Jewelry

Largest Assortment In City

Moderately Priced

Accessories to match 16 button white and black gloves made of "real kid" imported. Priced at  
**\$6.75**

Evening bags to match your gowns  
**\$3.50 and \$4.95**

Chiffon Dance Handkerchiefs  
**\$1.25 up**

### Wagner's

"College Shop For Women"

STATE ST. AT 528

## "We Have"

The Correct Necklace,  
To Wear With Your  
"Prom" Gown

### HARRY T. BLUM Jeweler

316 State Street



"Well, I guess I'll get drunk," said the bottle of beer as the college man walked in.

—Rice Owl



Reporter: I've got a perfect news story.

City Editor: The man bite the dog?

Reporter: Naw, a bull threw a congressman.

—The Battalion



Fuller Mush (parking car on road): You're my idea of a wonderful girl.

I da Wanta: Then I hope you're a man who drives an idea right home.

—Drexerd



Associate Editor: I hear one of our contributors is papering his house with our rejection slips.

Editor: I'll have revenge for that. Begin at once papering the office with his manuscripts!

—Panther

## Students

Who want the best cleaning, dying, pressing and repairing send their garments to

*Savidusky's*  
INCORPORATED

Exclusive Cleaners and Dyers

Phones: Badger 6086 - 6087 - 6088; Fairchild 4998

Plant: 829 E. Washington Ave.

Branches: 301 State Street, 1805 Monroe Street

## "YOU'RE DRIVIN' ME CRAZY"

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# diagnosis » » prescription » »

*symptoms:* no appetite, no interest in mealtime, tired of the same old menu, tired of the same place at the table, bothered by the usual every-day, day-after-day left-overs . . . .

*prescription:* meals at the chocolate shop, new interest in mealtime, new interest in menus, welcome change of scene, delightful change of chef's offerings, a new appetite and life worthwhile once more!



## the chocolate shop

548 state street

"So Jack finally married Betty? Well, he spent enough money on her."

"Yeh; he married her for his money."

—Punch Bowl



She: How dare you, with your scandalous past, propose to me? It wouldn't take much for me to throw you downstairs and turn the dogs on you!

He: Am I to take that as a refusal then?

—Burr



"Oh Doctor Morgan," cooed the sweet young co-ed to our promising young psychiatrist, "I lost my Intelligence Test. Will I have to be examined all over again?"

"No," responded our good doctor gallantly, "only your mind."

—Gargoyle



A patent medicine manufacturing company received the following letter from a satisfied customer.

"Dear Sirs:

"I am very pleased with your remedy. I had a wart on my chest, and after using six bottles of your medicine, it moved to my neck, and I now use it for a collar-button."

—Harvard Lampoon



Ole, the night porter, was testifying before the jury after the big bank robbery.

"You say," thundered the attorney, "that at midnight you were cleaning the office, and eight masked men brushed past you and went on into the vault room with revolvers drawn?"

"Yah," said Ole.

"And a moment later, a terrific explosion blew the vault door off, and the same men went out past you carrying currency and bonds?"

"Yah," said Ole.

"Well, what did you do then?"

"Aye put down my mop."

"Yes, but then what did you do?"

"Vell, aye say to myself, 'dis bane hell of a way to run a bank'!"

—Mugwump

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Captain: All hands on deck; the ship is leaking!  
Voice from below: Aw, put a pan under it and c'mon to bed.

—Gargoyle



Sightseer: I say, old man, did Paul Revere ride along this road?

Farmer: I've been in this 'ere field since 6 o'clock and I ain't seen him.

—Log



First Indian: Where's that settler I just shot?

Second American: Right over there—just follow the arrow.

—M.I.T. Voo Doo



Handsome young professor of Romance Languages, "Very good; but why do you use the intimate form of the verb in translating the sentence?"

Attractive Co-ed: "Well . . . I thought after last night . . ."

—Dodo

**To Prom:**

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First Beta: There goes Addaline.  
 Second Drunk: Who? That's Pearl Smith.  
 First: Yeh.  
 Second: Why call her Addaline?  
 First: Her initials are P. S.

—Siren



My wife is much kinder to dumb animals than she is to me.  
 Not really?  
 Yes, she buys dog biscuits and rat biscuits, but she bakes all the biscuits she feeds to me.

—Kitty-Kat

She: Now, you pride yourself on being able to judge a woman's character by her clothes. What would be your verdict on my sister over there?

Frosh (looking at her sister's scant attire): Insufficient evidence.

—Yellow Jacket



Hilda: Did you read about the girl who was afraid to kiss her boy friend because of germs?

Willie: That's all right, my boy friend kisses so hard he kills the germs.

Hilda: He's got nothing on my boy friend. He makes his kisses so hot the germs are sterilized.

—Drexerd

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"Yes, but what else is there for men to marry?"  
—*Pennsylvania Punch Bowl*

---

Drummer: Say, sweetie, what's to prevent us from  
having a hot time tonight?  
Sweet Baby: Oh, my goodness!  
—*Bison*

"Where are you going my pretty Gangstress,  
With your smile so bright and prim?"  
"To my father's funeral, you see  
I just shot hell right out of him."  
—*Sun Dial*

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"My grandfather was an adventurer. He was a gold-  
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"So was my grandmother."  
—*The Black and Blue Jay*

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to the

## Men and Women of Wisconsin

from the Folks at the

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F. S. Brandenburg '09

Norman D. Bassett '14

Alfred Willoughby '22 (Letter Shop)

Calla Andrus '10

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To the type of mind that exults in



## “high adventure”



*Storm warnings on the wing — a new use of the telephone*

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*Bell boxes moulded of powdered phenol plastic—a new way of making an old product*

# Western Electric

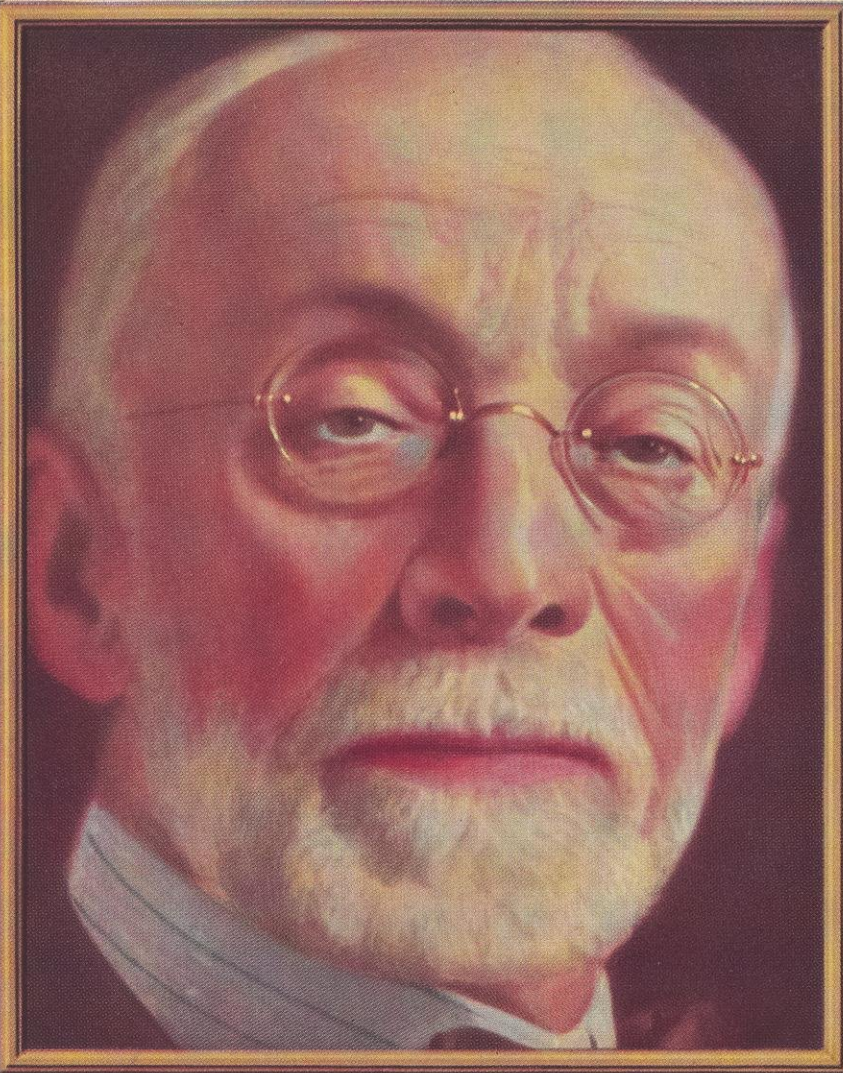
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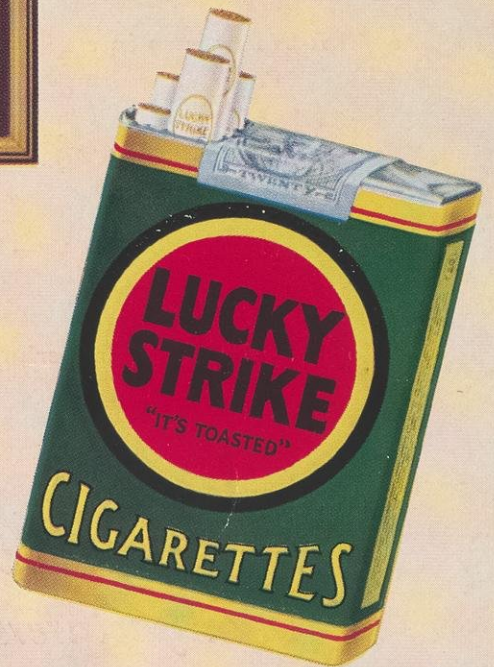
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Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. August Heckscher to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Heckscher appears on this page.

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