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542 Nov. 23

Octopus



LIBRARY OF THE
UNIVERSITY OF WISCONSIN
MADISON

PHYSICAL CULTURE

M. GLASIER



Slip into a

Bradley

-and **Out-of-Doors!**

On the Twenty Yard line!

On the side lines—

in fact everywhere but on the receiving line, Bradleys are correct wear. And you can write this on your cuff:—from the dainty, delicate sports sweater She wears in the Stands, to the heavy service jersey He tears up the Field in—Bradleys are *built* for their work—whether it be to *allure* or *endure*.

Drop into the College Store when Father comes through with the November Necessary.

BRADLEY KNITTING COMPANY
Delavan, Wisconsin





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.



JAMES STEWART CUSHMAN
President

WILLIAM HARTON SILK
Secretary and Managing Director

Skiing A Keen Sport!

Long swift runs, speedy coasts, breathless jumps;—one thrill after another — that's skiing! It's a "real" man's game abounding with red-blooded sport and invigorating exercise. You don't have to be an expert to enjoy every minute; simply a pair of



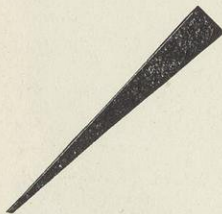
Northland Skis

The choice of World's Champions, outdoor men and Forest Reserve. Most Wisconsin men use them. The best for expert and beginner. Ideal for Christmas gifts. For the expert ski runner we make an excellent line of racer and jumping models. Send for illustrated booklet on skiing. Look for the deer-head trade mark.



Northland Ski Mfg. Co.

34 Merriam Park
St. Paul, Minn.



Where You Can CONFIDENTIALLY CHAT

That is one of the reasons why a great portion of the student body prefer the Chocolate Shop. Then, too, they like the most appetizing luncheons and ice creams that are served.

THE CHOCOLATE SHOP

"The Home of the Hot Fudge"

Physical Culture Cured Me!

Somebody told me that I looked run-down, and ought to go to a Physical Culture sanitarium for a rest. So I hunted up Mike McGrundy, who runs one, and invited myself to stay there for a couple of weeks.

"I'll start you out on light exercises," said Mike. And he did. All I had to do the first two days was to run a mile, play with four-pound dumbbells for an hour, toss Indian clubs for half an hour, box for fifteen minutes and take setting-up exercises for the rest of the day. Then the work started.

At the end of two weeks I was entirely cured of all of my diseases. My wife was happier than she had been for years. Nothing troubles me now—I have forgotten work existed. I recommend Mike's treatment to anybody who does not think life worth-while any more.

Where am I now? I can't tell you that. Call me up on the Ouija Board again, and maybe I'll send word.



Theologically Speaking

Campus politician (to two Chinese): Are you fellows Juniors?

One of the two: Not either, thanks. We brothers.



Major: Don't you know yet how to stand at attention?

Frosh (In oversize uniform): I am standing at attention, sir. It's only my uniform that's at ease.

—Punch Bowl.



"Had your iron today?"

"No, homecoming yesterday, had bromo today."



"Let's move over a few inches, Jack. There's a nail in this spot we're dancing on."

—Voodoc.



"I hear Mr. Miggs is venturing out on the matrimonial sea again?

"Yes, and he's taking on a third mate."

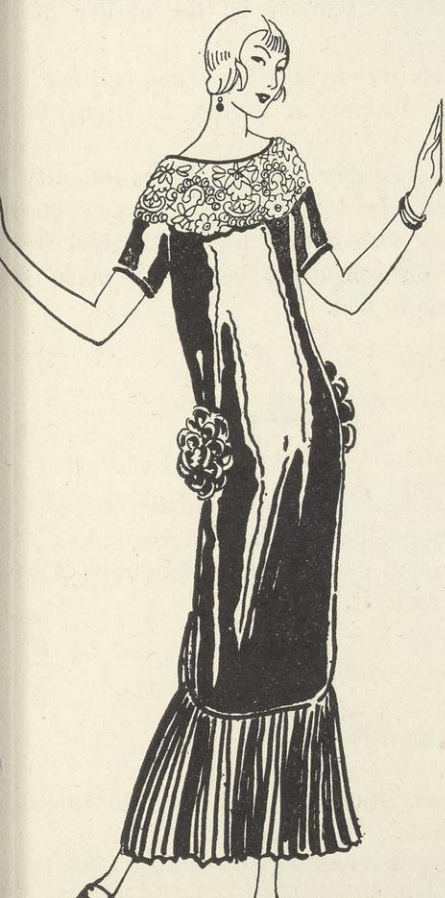
—Punch Bowl.



AS THE old saying goes, if somebody does anything a little bit better than anyone else, the world will make a beaten path to his door. So in our case, the friends of our many satisfied customers are steadily increasing our business. We have built and are building successfully on the principle that one satisfied customer will bring another.

YAWKEY & CROWLEY LUMBER CO

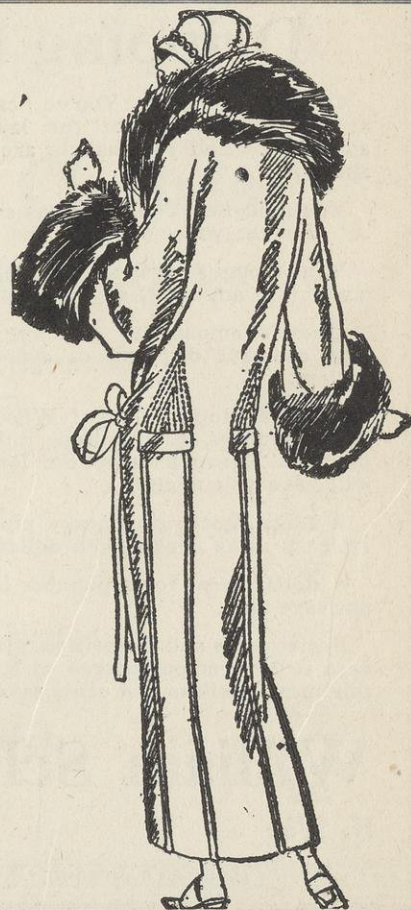
801 E. Washington Av. Two Yards Camp Randall



The College Woman's Wardrobe

For years we have been engaged in costuming Wisconsin's co-eds, but never before have we been able to offer such an array of apparel as we have here for you this season. Party gowns, wraps, and serviceable school frocks are here in exclusive models, very reasonably priced.

PARSONS
121 STATE STREET



"A Block from the Capitol"



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

Kayser's Chamoisette 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

Dripping Dollars

Drip, Drip, Drip! You've heard it—in the bathroom, at the kitchen sink, at the laundry tubs—somewhere, sometime. And yet chances are you thought very little about it.

You thought, "There's a leak somewhere. But what of it? Let the water drip—let the leak go on leaking."

You thought, if you thought that far, "It doesn't amount to anything, so why bother about it?"

Doesn't amount to anything? Don't fool yourself. The constant dripping of drops of water drips away dollars.

Stop it! Stop it at once! When you hear the drip, drip, drip, of drops, drops, drops, telephone B. 1730 for the plumber. Have us stop the leak then and there. We will save you money.

A leaky faucet or a leaky pipe is like a leaky purse. It leaks away cents—then dollars.

A dollar spent for a plumber in time will oftener then not save nine.

Fraternities and Sororities, give us a call. Our nearness to the campus makes us better able to serve you; this means dollars and cents saved.

William Schwoegler

B. 1730

419 State Street

Madison's Leading Plumbing Store

Ten Health Maxims

1. Set alarm clock for 6:30 A. M. Turn several times in bed after alarm has run down. Close windows and go back to sleep again. Maxim: Don't be alarmed if you want to sleep.

2. Study Commercial Law until 5 A. M. Then go to bed and sleep through the examination hour at 11 o'clock. Maxim: Early to bed and early to rise makes a man healthy, wealthy and wise.

3. Take a few shots of Canadian Club before the dance. Then notice how well you can cover the floor. Maxim: A little whiskey mixed with gin will give the party an awful spin.

4. Always eat plenty of acorns. Maxim: No bananas are in season. Then take grapenuts, there's a reason.

5. Take a long ice-boat ride in a gym suit daily and follow this up with a cold bath by chopping a hole in the lake. Maxim: The caulde north wind doth blow and bite, but gives a hellish apytite—Chaucer.

6. Inject morphine above the wrist three times a day. Maxim: Do not let your right hand know what your left hand doeth.

7. Smoke five cigarettes a minute every day. Maxim: If a camel you do not finde, run a mile and lose your winde.

8. Drink as much moonshine as you desire and ignore the remarks about rotten liquor. Remember the Maxim: Necessity is the mother of invention.

9. When run over by a 5-Ton truck call for help immediately. Maxim: A stitch in time saves nine.

10. Relax every day. If you have difficulty in relaxing, persuade someone to hit you gently over the head with a lead pipe. Maxim: Dropping a safe on someone's head will make him feel like going to bed.



One of the cheerful and optimistic students of foreign languages handed in this request: "If verbs are the soul of the French language, I wish they would resole it."



Bright Chem. Stude: "And what do you suppose the formula CH_2O stands for?"

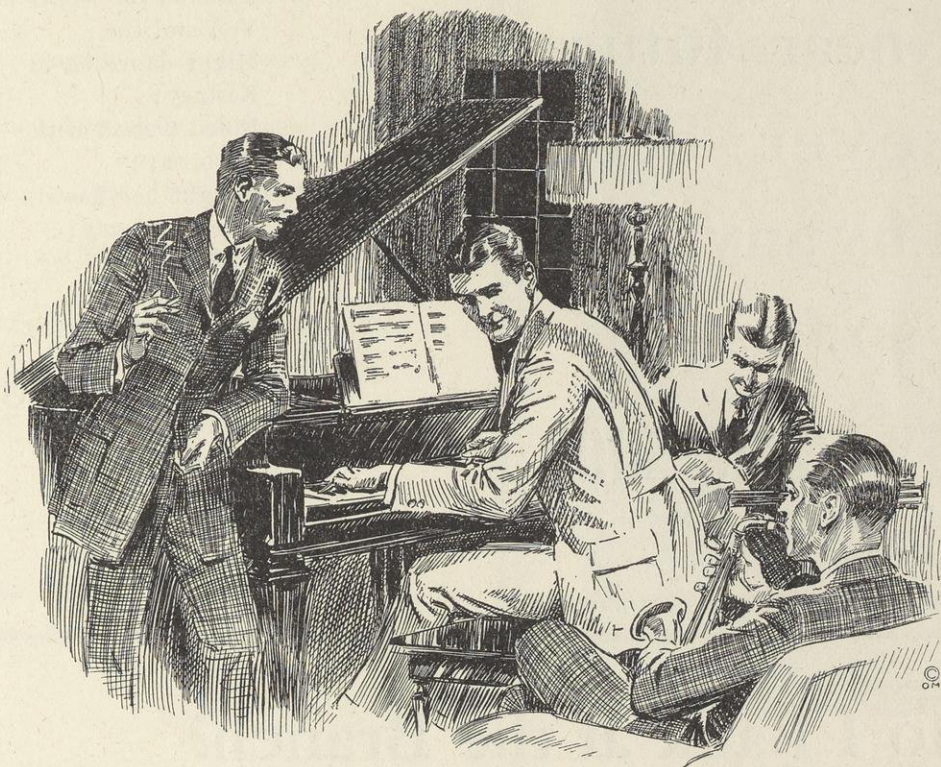
Not-so-Dumb Roommate: "I'll bite, shoot!"

Chem. Shark: "C water, of course."

THE HUB

Henry C. Lytton & Sons

Largest Fine Clothing Store in the World



Why You Should Choose Clothes From the Lytton College Shop

YOU will get clothes selected for your particular taste—correct in cut, distinctive in pattern.

You will enjoy the widest possible variety—new ideas from all the best makers.

You will save, too—for buying economies here result in better qualities at what you customarily pay.

Your all round satisfaction will be greater. Do not fail to see the display next time Burchfield visits your town.

When in Chicago Visit the Lytton College Shop

some of the new
Brunswick dance
numbers coming out
in the near future
have never been
equalled by anything
released so far---

UNIVERSITY MUSIC SHOP

At 511 State

Phone B. 7272

"The Shop with a Personality"

Have You Ever?

Have you ever
Planned to dance,
Pressed your tux-coat,
Pressed your pants,
Bought a bow-tie
Neat and black
Spent on glad-rags
All your jack;
Planned for weeks how
You and she
Might dance on in
Ecstasy;
Filled a flask with
Bevo, say;
Bought her flowers
Sweet and gay;
Called a taxi,
Got inside,
Told the driver
Where to ride;
Gone into her Own front hall,
Found the buzzer,
Made your call;
Had her enter,
Give a shriek—
"Jack, you know
Our date's next week!"?

Why do I Bank at the Branch?

This is what Senior Sam Said:

The Branch Bank is the only bank in the city that caters to student business. All the other banks shun it because they don't know how to handle it. The Branch has made a study of student banking and is able to take care of it with efficiency and dispatch. A student feels at home there because he knows that the men in the bank are sympathetic and understand his needs. That's why I bank there.



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

Battle!

He swung aside his flowing gown.
Then drawing blade he cut them
down.
And stepping back, with develish
eyes,
He contemplated their great size.
He sooner down than up they
spring
No matter where his blade he
swing,
Now once again with twisting
wrist,
He brushed into their blackened
midst,
His blade he plied from side to
side,
But OH! A CRY! A SEVERED
HIDE!
A misjudged stroke among the
fuzz!
Oh WHYINELL should shaving
was?



An Ex in Psych ordinarily is'nt
hard to make, but you should see
the blonde who sits next to me!

Stylish, Warm

OVERCOATS

Soft, comfortable woolens that turn
away the Mendota breezes have been
finely tailored and await your in-
spection. There are hundreds of
patterns and styles here to choose
from.

Olson & Veerhusen Co.

Hart Schaffner & Marx Clothes

7-9 N. Pinckney St.

Patrick
DULUTH
TRADE-MARK

Hand Tailored Overcoats



Individuality

Individuality is emphasized by a distinctive
overcoat.

The graceful lines and faultless fit of Patrick-
Duluth Overcoats appeal to college men.

These handsome Overcoats are expertly hand
tailored.

The cloth is made in beautiful, exclusive pat-
terns and its sturdy weave gives the added satis-
faction of enduring wear.

Patrick-Duluth Cloth is woven on our own
looms from choice, long fibre Northern wools, and
is obtainable only in Patrick garments.

Sold by leading clothiers.

Send for interesting Overcoat Booklet today.
Care Desk No. 57.

F. A. Patrick & Co. **Duluth, Minn.**
Makers of both cloth and garment



WHAT WE CALL IT

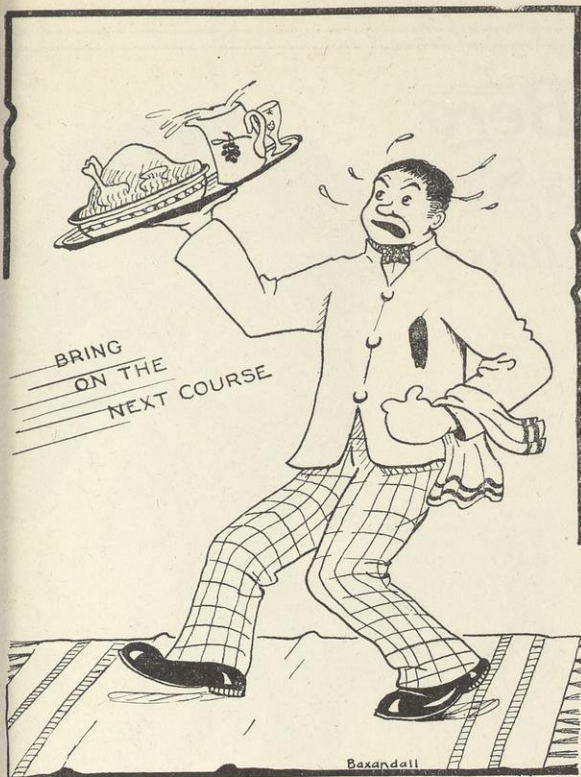
THE STEIN-BLOCH manner in a suit or overcoat is something refined, something smart, something well formed.

Q A good thing to call it is *Correct Style*.

Q It's been noted—if quick sales tell the story—in our single and double breasted Balmore overcoats.

Q Other fine models for those who desire a selection to choose from.

THE  HUB



Carrying a heavy course at college.



King: What ho, the guard!

Prime Minister: Sire, The Guard has lost his umbrella, and it is raining.

King: Then what ho, the mud-guard!

—Moonshine.



A young man with a pretty but flirtatious fiancée wrote to a rival: "I hear that you have been kissing my girl: Come to my office at eleven on Saturday; I want to have this out."

His reply was: "I have received your circular letter, and will be at the meeting." —Punch Bowl.



Chem. Prof: "The practice of putting chlorine gas in the Milwaukee water is as injurious to its purity as the dirt itself, but who drinks water when he goes to Milwaukee anyway?"



"Why didn't you kick that last field goal, Joe?"
"Sorry, Coach, but I promised never to touch another drop."
—Yale Record

The Kennedy Dairy Company is not simply a corporation organized to deal in dairy products. It is an association of men with ideals who have set out to supply the city of Madison with a milk service that can be depended upon.

It is our plan to stimulate the consumption of dairy products with as low a selling price as is consistent with sound business principles and safe products.

We shall be glad to have you visit our new plant and learn how the milk delivered by us is being taken care of.

Kennedy Dairy Company

629 West Washington Ave.

Badger 7100



Neatly combed, well-kept hair is a business and social asset.

STACOMB makes the hair stay combed in any style you like even after it has just been washed.

STACOMB—the original—has been used for years

by stars of stage and screen—leaders of style. Write today for free trial tube.

Insist on STACOMB—in the black, yellow and gold package.

For sale at your druggist or wherever toilet goods are sold.

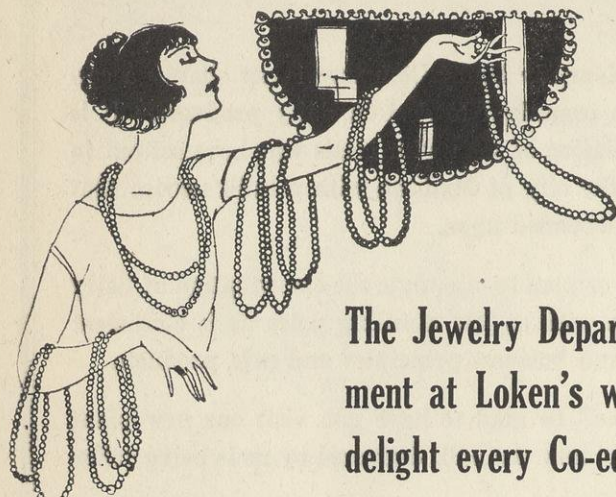
Standard Laboratories, Inc.
750 Stanford Avenue Los Angeles, California

Tubes—35c
Jars—75c

Send Coupon
for Free
Trial Tube

Standard Laboratories, Inc.
750 Stanford Avenue, Dept. 2
Los Angeles, California
Please send me free trial tube.

NAME.....
ADDRESS.....



The Jewelry Department at Loken's will delight every Co-ed.

The Loken Jewelry department is really one of the most complete you've ever seen. The beads and bracelets and novelties shown here are up to the minute—in fact the Jewelry department is in keeping with the rest of this new store. Drop in and see it the next time you're on the Square.

Loken Brothers

Capitol Square
At
12-14-16 W. Mifflin St.



Madison
Wisconsin

Berg
Sta Shape
REG. U.S. PAT. OFF.
Hats



© 1923

"They Retain the Style Lines Longer"

Sold by THE HUB, MADISON, WIS.

FRAUTSCHI-FURNITURE

219 KING St.

Have you visited our Balcony Gift Shop?

There are dozens of answers to Gift problems—all items attractively arranged for convenient selection.

A few Christmas Gift Suggestions—Fancy Candles, Copper and Glass Bud Vases, Incense Burners, Mirrors, Boudoir Lamps, Shades, Plaques, Dinner Gongs, Door Knockers, Door Stops, Flower Bowls, Japanese Trays, Domestic and Foreign Potteries, Book Ends, Nut Bowls, etc., etc.

Price \$1 to \$20

There's no Food

"Just Like Mother Used to Make"

But we believe the Irving's food comes as close to this perfection as any. Come up through the court and eat at.

The Irving
Cafeteria

417 Sterling Court

Badger Dining Room

Have your next party in the Badger Room. Accommodations for large or small parties. Food and service unexcelled.

Telephone F. 2606.

Mrs. F. J. Main
Manager



*Outdoor exercise bestows
Bloom on pretty cheeks
And the sparkle of the eyes
Bounding health bespeaks.
But 'mid phials, tubes and jars
There the woman seeks.*



Leifzel'

*His doctors said he should walk for his health,
But he finds that his head's in a whirl,
His heart is affected, his tongue almost tied,
The effect of a walk with a girl.*

The WISCONSIN OCTOPUS

Nobody Loves a Fat Man

If you hear me grunt and groan
As I dislocate each bone
And torture every muscle that I've got,
Please remember that I'm fat
And not satisfied with that—
I'm reducing!

Please regard my shapeless figure
And my want of youthful vigor
And refrain from laughing overly at me,
For I have to pass up starches
And go in for weary marches—
I'm reducing!

If I seem a rotten sort
Cause my temper grows so short—
Inversely to the lengthening of my mind.
'Though I am an awful trial,
Kindly bear with me a while—
I'm reducing!

'Though I've starved myself for days,
I'm afraid it hardly pays
For the scales report another ten-pound gain.
What I'm saying now is true:
I am ABSOLUTELY THROUGH
With reducing!



The Honest Suitor

"Oh, Jack! You're so big and strong."

"Yes, yes dear, I know. That's all due to Samuel Samson's course in Health—puts new pep in all men, changes skinny arms and legs to man's size, brightens up the world, brings forth a new feeling of pep and punch, only costs \$7.50 by special offer in plain wrapper, sign the coupon today."

Twenty Years Ago I Was An Invalid

I was unable to move from my bed, unable to eat anything except the most delicate foods, unable to stand any excitement whatsoever. I suffered constant pain, and doctors held out no hope for me, but said I must always be an invalid. My friends pitied me, I suppose, but they could not help me. I thought that there was nothing left in the world until I saw an article on "How Elixia Compound Saved Me." Hurriedly reading the article, I started in to follow its directions at once.

Now, after twenty years, I am still on my deathbed.



Physical Culture



*When you wake up in the morning, and you're feeling all in,
And you reach into your pocket, and you find it void of tin,
Then you say to yourself, what a damned fool I've been,
Then you're sober, my boy—you're sober.*

Joust So

There once was a knight in a
joust,
Who swore he would conquer or
boust,
But his enemy's spear
Got him under the ear,
And they left him there biting the
doust.

Country Life

"I wonder why farmer Jones is
curing his hay?"

"Another case of nerves I sup-
pose I heard him say he shocked
it."

All things come to those who wait
But when they do they're out of
date.

Devilish Dialogues

Scene 1: Any open house (He
comes in boldly, trips over
rug, skids on newly-waxed
floor, applies rubber heels,
and comes to full stop by
socking into girl with two
loaded trays.)

She: A new victim! (She drops
both trays ecstatically and
grabs him by the hand.)

Oh, do come in! Don't you
want to meet our new pledg-
es? Have you et?

He: Thanx. Yes. No.

She: Oh, here's Buena Vista
Darling. Sweetness, this is—
dear me, what is your name?

He: Frankly speaking—

She: Of course. Mushkins, this
is Frank Lee.

B. V. D.: Have you et?

He: No. (Hopefully)

B. V. D.: Well, you must meet
some of our pledges. Here's
Ann Egnog. Dearest, this is
—dear me, what is your
name?

He: Why, you know.

B. V. D.: Of course! Kitten, this
is Mr. Y. U. Gnow.

Ann: Have you et?

He: No. (Desperately)

Ann: Well, you must meet some
of the girls. Here's—dearie,
what is your name? Are you
a pledge or a tranfer? Where
did you get that dress, and do
you think you can get away
with those shoes at this
house? Oh, my dear! I re-
member—you're the presi-
dent.

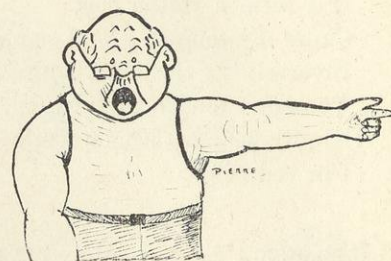
She: (to he) I've met you be-
fore, Mr.—

He: Oh, did I?

She: Have you et?

He: (Realizing at last that this
is merely conversation) Oh,
yes.

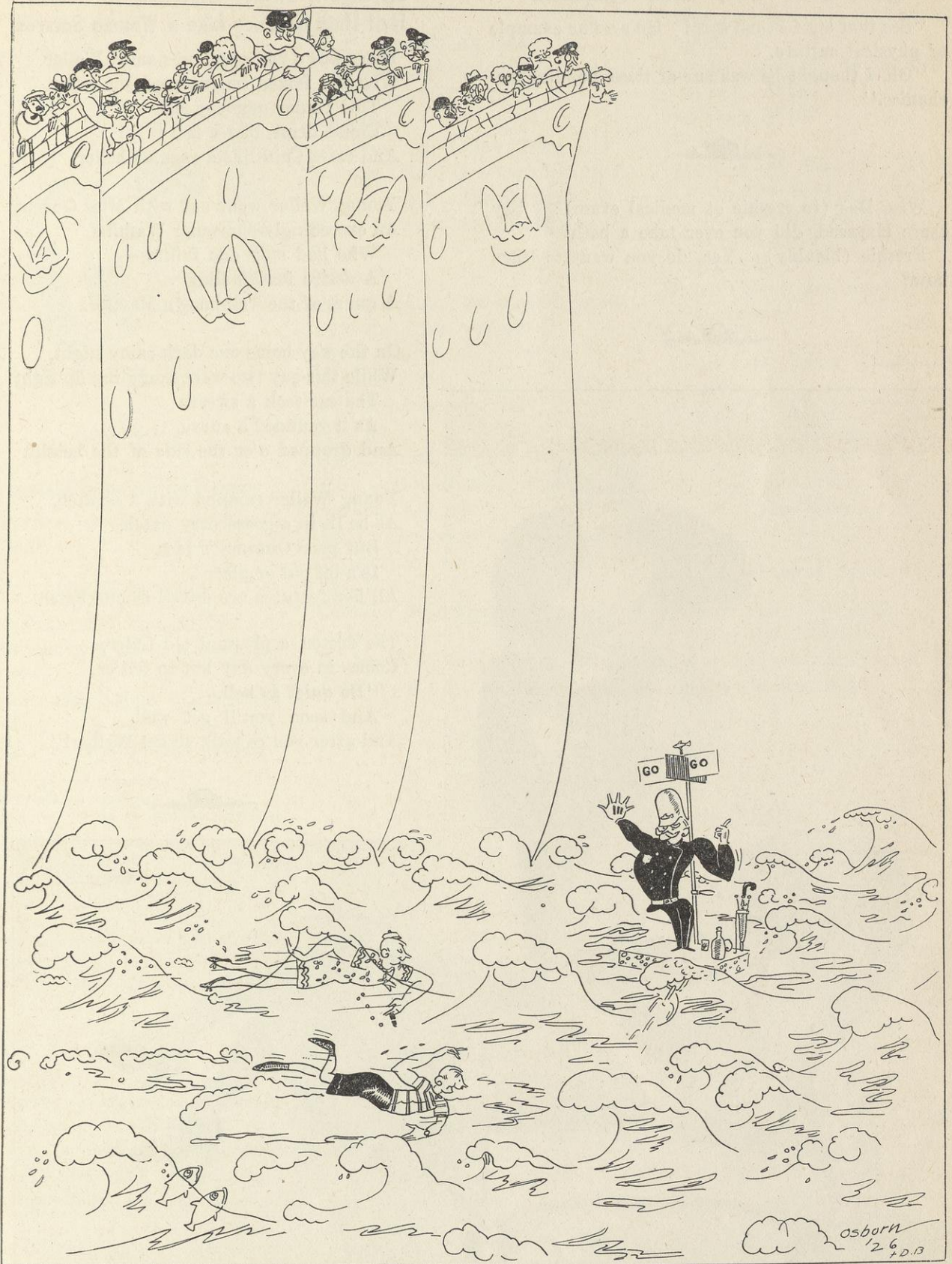
She: Well, you must meet—(Etc,
ad nauseam. He finally got
some supper at Lawrence's).



The Instructor Talks

Swedish exercises you will have
glad that you have did when they
are, already, over and you are big
like I am. Your vittles will set
good to your stummick, and such
smearecase and ponhaus you will
conceit you never laid tongue to
since you, already, was born, as will
be at you since you exercise. You
will, now, have controls over all
your arms and legs like you ain't
had, and you will have it to your
muscles much like a bull or a griz-
zle bear already.

So I advise to you, that you make
like me when I do exercises, and not
make, yet, the monkey-shines as
like children do. For it makes out
of here when you do, already, and
not with gentleness neither.



The recent influx of cross-channel swimmers has made necessary the appointment of special traffic-cops in the English Channel.

The Original Ladies' Home Companion

"See that big football star? He's a fine example of physical culture.

"Oh, I thought he was one of those popular mechanics."



Wise Doc (to freshie at medical exam): Say there Hayseed, did you ever take a bath?

Freshie (blankly): Yea, do you want to learn how?



Revenge is Sweet—Especially to Women; Hell Hath no Fury Like a Woman Scarred

There was a young fellow named Weller
Who was famed for his excellent cellar.

This young nouveau-rich
Could drink like a fish
And raise Cain like a regular heller.

Young Weller went out with Miss Queeny
An exceedingly charming Waihiine

Who had only one failing—
A desire for inhaling
A quart of the well-known Martini.

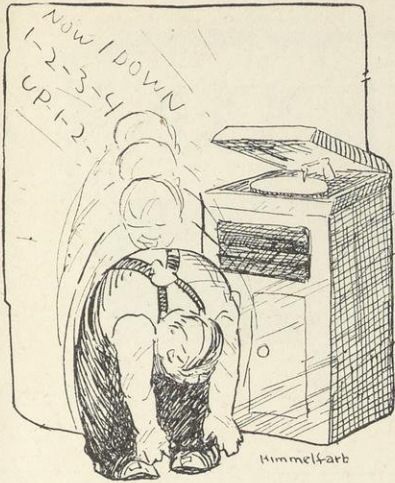
On the way home one dark rainy night,
While this gay two were snuggling up tight
The car took a swerve
As it rounded a curve.
And dropped o'er the side of the height.

Young Weller escaped with a scratch,
As he lit in a gooseberry patch,
But poor Queeney's face
Is a bit out of place—
All her features are mixed in one batch.

The doctor, a pleasant old feller,
Comes in every day but to tell'er,
"Be quiet as hell,
And soon you'll get well,
And after you're well, go get Weller!"



"Why the laziness, dear? Thought you were going in so strong for the Daily Dozen."
"I was, Clarice, but I find the daily dozin' so much easier."



His Master's Voice.

Fragment from an Old Parody

(Metrical translation by Louey Carryall)

COLLEGEWOCKY

"Beware the Theta* girl, my son,
The ribboned hair and sparkling
eye;
Beware the Kappa Klan†, and
shun
The frivolous Gamma Phi‡."

* A troupe of Amazons
† A horde of savages.
‡ Believed to be an archaic civiliza-
tion

Soph: Get down on your knees.
Frosh: I can't. It's all I can
do to get down on my upper lip.

"Here! What do you mean by
feeding that kid yeast cake."

"Oh, he just swallowed fifty
cents of mine and I'm trying to
raise the dough."

If love wasn't so often based on
powder, there would be fewer
marital blow-ups.

Schola Femina

You ask
What I know? O, lots.
I consider myself quite up
On things of ev'ry kind.
All right,
Quiz me. Aristotle? Why,
He was an old Greek philosopher,
Acritic and teacher, though
What he wrote and taught I can't
remember.
Turner?
He painted half-pictures, splashes
Of pretty color, without
Much sense to them, Parrish
Is much better, I think; I have
Two of his on my wall.
How queer!
Harding was our last pres—
Why, editor of some paper some-
where, I think.
Am I expected to know his whole
history?

Yes, I
Consider Shakespeare good. I like
the part
In MacBeth, where the witches
dance; it

Gives me the creeps. Browning is
good—
Obscure, sort of. As for Pope—
he is so smug,
Don't you think?
We have
Caruso on our Victrola. He has
A wonderful voice, of course, but
Seems to shout so at times. No—
What is an aria? Oh! But that's
technical. I
Haven't gone into music deeply,
you know.
But you'll
Admit now I know things, won't
you?
Why do you ask—
And why are you smiling?

Mechanical Egotistics

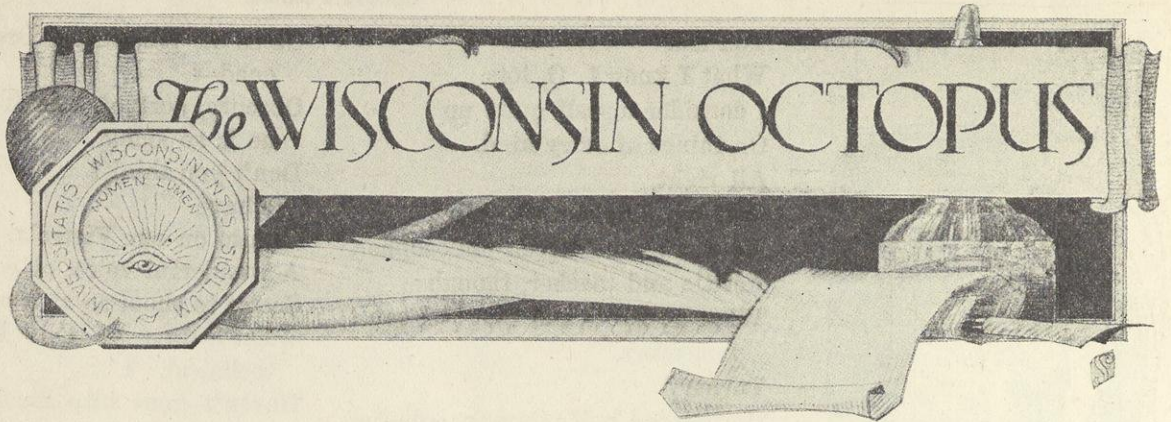
I love this bibble babble,
I love this fluent flow,
I love to wind my mouth up!
I love to hear it go.

One of God's Speechless Children

*She came to me with a
freshman's doubt,
So young, so dumb, so
plain a kid.
She hoped to learn what
'twas all about,
You bet your life she
did!*

*She's a senior now—a beau-
ty right!
They say she's a dar-
—a hummer!
Has education made her
bright?
No, no, Nora, dum-
ber!*





Founded 1919

Published at the University of Wisconsin

Incorporated 1920

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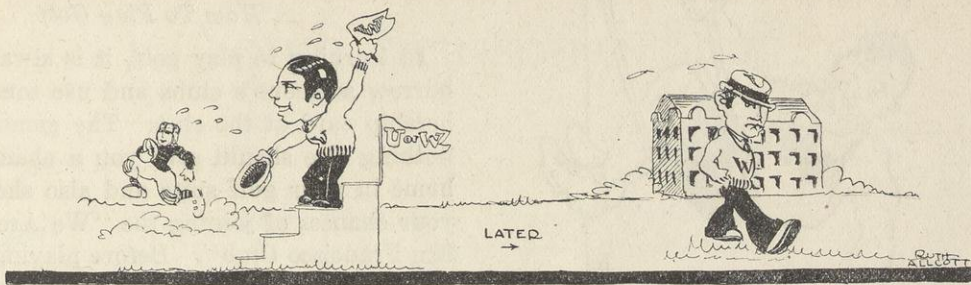
No. 2

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Sports—and Good Sports

Football comes but once a year to most of us, eminently fitting that it should do so. There is a fine enthusiasm about a crowd of seven or eight thousand students vocalizing vociferously to the effect that the opposing aggregation should be fought, or that the local 'leven should "yea", whatever that is.

Whether or not that enthusiasm lasts after the students leave the stadium is another question. Does Wisconsin receive the support she ought to from her fair femmes and the handsome hommes when they go out into the world? Do they yell in unison about her beauties and her beneficence, her greatness and her glory?

Football comes but once a year to must of us, but the University, like Prohibition, goes on forever. When you crab at the foolish fumbles of the team it does not prevent you from lauding its touchdowns. When you are angry at some new regulation of the University, do not forget that it is full of good points too.

Do unto the University as you do unto its teams.



Thanksgiving

Times have changed. The first settlers went down on their knees and prayed—prayed and gave thanks for deliverance from famine and pestilence—and Indians. Let us give thanks for Universities, and books, and dances, and painless barbers, and football. For everything. Let's even laud our blue-books, for the relief we feel when they are gone. A toast to life—and to living. 1623 to 1923, and the change from Priscilla to Peggy, John to Jerry, germs to germicides, and—turkeys to tea-dances.

Throughout the year we are giving—excuses to our profs, kisses to our "one and only", the razz to our enemies. Why not all join in giving what's best of all—thanks on Thanksgiving?



“How did he get his W?”
“Just by hanging around.”



The New School of Poetry

(Strictly Vegetarian)

Hibernated masses of sweet cauliflower.
Inundated fields of Japanese rice—
Decapitated bodies of dead ants—
Sorrowful wails of stuffed chickens.
Oh! Nebuchadnezzor! See! The Phantom Walls of
Fame!
Heed the writing on the screen

Coriolamus, Julius Caesar, Cymbeline.
Individual service of the Cafeteria!
Awarding of dead degrees!

Sweet spirits of Camphor,
Essence of dandelion.
Effluvia of decayed asparagus.
How my heart syncopates—
I love thee!

Get That Exercise

How To Play Golf

In learning to play golf, it is always correct to borrow someone's clubs and use someone's membership card at the club. The game if affording nothing else should give you a chance to feel at home in your golf suits and also should enhance your chances of joining the “We Are Walking To San Francisco Club”. Before playing your initial game be sure that all your affairs are settled while you are in your right mind. Then tee off into the river and jump in after the ball.

How To Play Tennis

If you are using the court of a friend for your first game be sure to wear heels on your shoes as this will counteract the tendency to slide. Also it is advisable to wear a green sun shade and to serve with three balls as this will give you the appearance of a seasoned veteran. A clean towel hung at the end of the net will give the spectators (if you are so unfortunate as to invite some along) the impression that you play at Forest Hills or at Wimbledon. On the first serve try to clear the backstop by at least 20 feet and make the customary wise crack about hitting a home run. Such remarks will tend to keep your opponents good-humored if you can think of them often enough. The ball you have hit will be lodged in Mr. Biglow's garden if you are playing in the suburbs and this wild shot will afford a good chance for you to strike up an acquaintance with him. On retrieving the ball take care to lose your balance and place your right foot firmly in the bed of sweet peas. Now pivoting quickly place the left on the row of pansies nearest you, tip your hat to Mr. Biglow good-naturedly and assume your position on the court. After you have served a game you will be surprised how many people you have met. If by some ungodly chance your opponent manages to return a ball discourage him with the remark that the shot was right in his hands. If he is a red-blooded American he will frame your head in his racket and you have won the game.

How To Play Horseback

Before riding practice falling down the cellar stairs and going over a railroad crossing in a 1913 Ford with the tires pumped well up. In practicing mounting and dismounting try climbing into an upper berth on the 20th Century Limited going at sixty an hour and then climbing down again.

(Continued on page 40)

South Sea-sonal Stuff

Now that cold winds of Autumn do bluster and blow,
And the thought of your "heavies" comes leaping.
Let me sing you a song, in a voice soft and low,
Of a place where it's known all good sailor-men go—
It's confessed
For a rest—
And the soft winds of summer are constantly seeping.

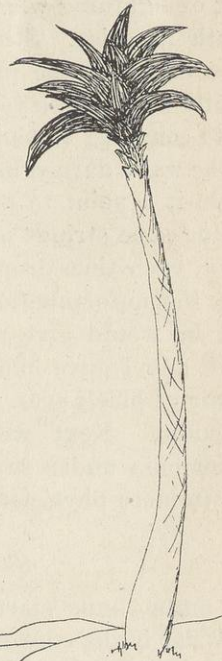
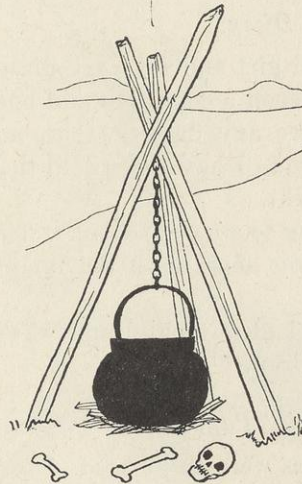
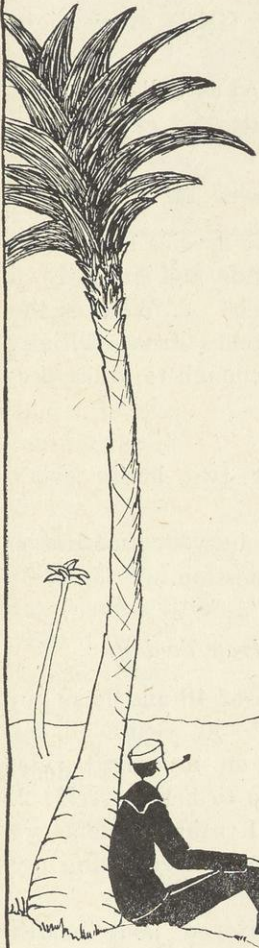
To this lovely spot came a sailor-man
bold
And he fell with a thump for a damsel.
"Oh lady!" he prayed, "tho' my heart
may be cold
To others of your sex and beauty—grab
hold!

I'm going to squeeze you
I'm due to South seize you—
We'll hunt up a preacher.
my own darling mam-
selle."

A chief by the name of
A-Gug-Gub-Agob
Took notice of this queer
proceeding,
And he grabbed the poor
sailor (who started to
sob)

And he told him: "You long-legged,
slab-sided slob,
I'm a regular geezer,
A heap big South Caesar,
And I'm set to make food out of you
for the mob."

So the cannibals joined in the rush with a shout,
And they took the poor sailor-man's life;
And they cut him all up as if he were "kraut",
And toasted him nicely, both inside and out;
And served him with greenery,
Lucious South scenery—
The moral: watch out for another man's wife.



Leitzell

Questions and Answers Health Talks With Doctor Hevans

Do The Blind See?

A most interesting question which confronts the medical world of to-day is that which relates to the sight of a blindman. Many years ago experiments were conducted at Racine which showed that the other senses improved in proportion as blindness increases. By way of example a man with 30% normal sight could hear a lecture given 200 miles away with the aid of a radiophone. This same man could sense the smell of onions so perceptibly that the very mention of the word would bring tears to his eyes. Another man with only 10% normal sight could improve his other faculties to the extent that he was killed by feeling a bolt of lightning which struck a church steeple in South America. Still a third person under the observation of the profession claimed that when totally blind three years ago he could hear a mosquito coughing violently, but afterwards he admitted he was a darned liar. In the same city the writer made it a point to pass daily before a blindman selling shoe strings on a prominent corner of the town, each time dropping a coin in the plate beside the unfortunate. I would give him a dime and he would give me a pair of laces. On the sixth day I gave him two mints and he gave me a pair of black eyes. This blind man can see but I cannot. Next week: If a man has double pneumonia under two doctors what will happen if two more physicians are called in?

She's Dizzy.

I am a young married girl and am very dizzy. 1. What is the cure for such a condition and how is it caused? 2. Is there any danger that my children will be dizzy too? I have been told that my family is a dizzy outfit.

1. You have been going to a co-ed school. The cure rests in your staying home with the family for a year.

2. I didn't know you had any children. Yes, dizzy mother, dizzy children.

Amputatin' Papa.

Last week both my arms were amputated. I suffered no pain at the time but now I am in constant agony. 1. How should this be treated? 2. Is there any cure for snoring? Our month's old baby complains of being kept awake every night. 3. Can you prescribe something for a cold?

1. Wash your hands in a solution of mashed potatoes (MP³) and olive oil (OO²) every night before retiring.

2. Have your head amputated as well.

3. Send stamps and self-addressed envelope.

Try Union Vodvil.

Mrs. J. R. C. writes: I have a voice like a saw-mill. Also I weigh 250 pounds and am only 5 feet tall. 1. What should I do? 2. What is the best thing to prevent my arches from falling? 3. Is 40 grains of strychnine enough to kill a person? 4. Is arsenic better?

1. Join the circus.

2. Stand on your head for two hours every morning.

3. It all depends on how strong your husband is.

4. This must be a catch question.

Have You Had Your Iron To-day?

N. R. writes: I am a man of 40 and have enjoyed poor health for almost 50 years. I eat seven meals a day and sleep on my right side. 1. Is there anything I can do to help myself? 2. Are eggs good? 3. How can I train my memory? I am always forgetting things and retracing my steps.

1. As long as you have enjoyed poor health why all the fuss? Turn over on your other side.

2. Sometimes they are rotten.

3. Practice eating in a cafeteria.

See A Doctor.

I. W. W. writes: 1. Is swimming bad for a person with a broken leg? 2. I am so weak I can hardly hang up my lunch. What are the probable causes of prehistoric pantasmagoria? 3. I slept four hours "naturally" during the week-end of Homecoming. Was this enough? 4. What is the secret of a good head of hair. 5. How is acute appendicitis brought on?

1. No, if your crutches float.

2. Their telephone number has been changed to Fairchild 9428.

3. It was more than I got. What do you mean by "naturally", you big stiff?

4. Usually it's no secret if you're wearing a wig.

5. I know the answer to this question but I am rushed for time.



Physical Culture Books

Healthy Sleep—Drousin Class.
Influence of Wine—I. Drinkwater.
Influence of Water—Fuller Brandywine.
The Dumbell—Howie Fails.
Parallel Bars—Annie Jailbird.
A Girl's Morning Exercise—Turner Alarmoff.
A Man's Morning Exercise—Earnest Snoring.



Brazil Nuts.

LAWRENCE RESTAURANT

Maiden fair
 Handsome waiter
 Curly hair
 Maiden blushes
 Ventures smile
 Waiter stoic
 All the while
 Maiden scheming
 Breaks a cup
 Handsome waiter
 Picks it up
 Maiden Happy
 As can be—
 He is at her feet
 You see!

“What’s the matter with the orchestra?”

“Why, they were playing ‘Beside a Babbling Brook’, and they got all wet.”

Sing a song of sororities
 A barrel full of blah
 Just to pluck a few rushees
 Ain’t it bunk, ha! ha!

Misfortunes

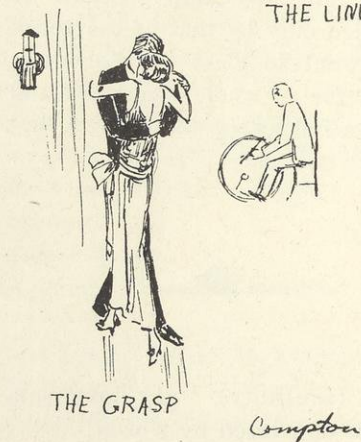
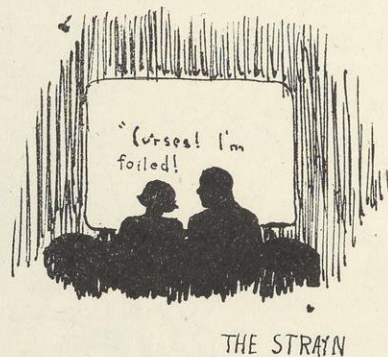
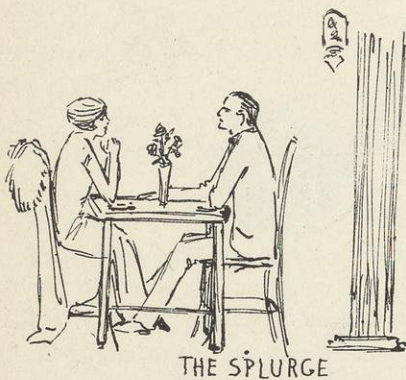
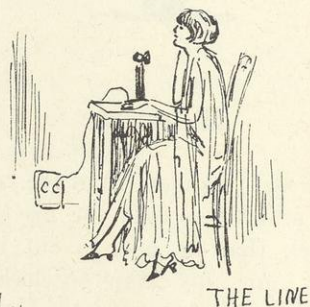
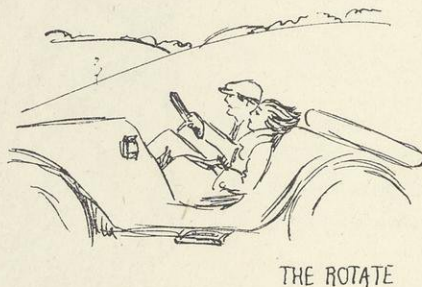
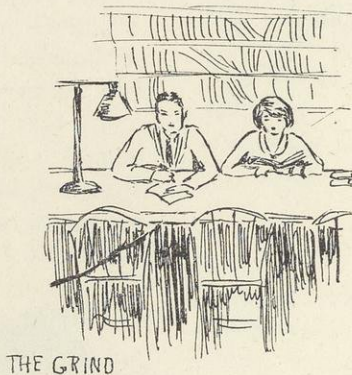
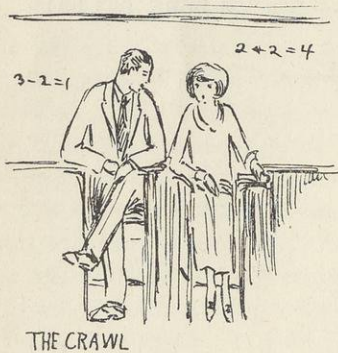
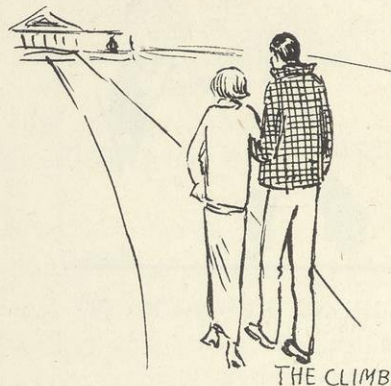
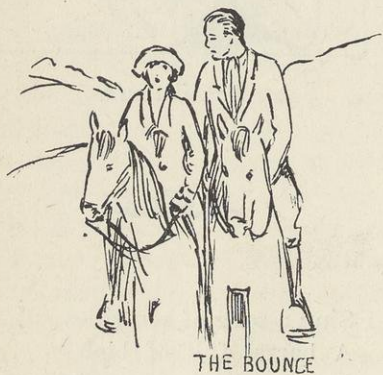
The sad predicament of the youth who studied so late for his eight o’clock that he had to cut it to study for his nine o’clock is equalled only by that of the youth who went to class in the wrong room for a whole semester—and always fell asleep too soon to find out his mistake.



He (soulfully) “My love cannot be expressed by words!”
 She (eagerly) “Tell me about it!”

He: Yes, I come of old fashioned parents; my mother had only one husband.

The Daily Dozen



Official Intercollegiate Football Rules

or

What Every Young Girl Should Know For a Saturday Afternoon Date

It is assumed that every Co-ed has a fur coat and a deep-voiced Ed to escort her to the game. The Ed undoubtedly was an all-county halfback at prep, and will be flattered to have to explain any technicalities in the actual conflict, so that no reference to Spaulding rules need be made. The following regulations are much more important, however, and the penalty for the slightest infraction of them is absence from the riots at the Drake and College Inn after the Chicago game.

1. Ascertain name and number of Ed's fraternity brothers from the program, and never fail to give them all the credit for well-executed plays.

Penalty: Loss of date for November party.

2. Avoid remarks of this character: "Oh! I just know he'll never get away from Russ. His arms are so strong!"

Penalty: Loss of Sunday dinner at tea-room.

3. When something goes wrong with a play, and Ed remarks "That dumbell doesn't know a forward pass from a split-buck," refrain from the obvious: "Why didn't you go out for football this fall?"

Penalty: Loss of bids for Union hops.

4. When halfback goes over for a touchdown, don't get excited and tear Ed's new derby from his curly locks to hurl it skyward. It cost seven bucks, and it's no fun to have a sniffly cold all fall.

Penalty: Loss of Sunday afternoon movies for three months.

5. Refrain from pummelling and kicking the back of the young gentleman in front of you in a frantic effort to help the fullback make more than five yards through tackle. The y. g. has tender ribs and his topcoat has just been dry-cleaned.

Penalty: Loss of "sisters'" chances for Prom Queen.

6. Never let on, although your teeth are giving a spirited imitation of a drunken Mah-Jong set dancing on a marble table, that you are cold and want to go home, when, in the last quarter, with score 7-7, Varsity has ball on opponents' 30-yard line.

Penalty: Loss of Prom date.



In the Gym

"How did you get that terrible bump? Fall off the apparatus?"

"Oh, my no! Merely struck by an idea."



*Captain of Hockey Team: Where, oh where
are my insides.*



The Irishman's Dream

Scene: Morgan's

(Paddy Murphy's ghost is discovered, with other fine old spirits; for an opener they sing that good old ballad. The Swearing Off the Green, so popular with golf widows and sophomors).

Opening Chorus

Air: Foul—I mean, you know
Oh, I met a twenty-oner,

And his eye lit with a gleam;

And he said, "How's Junior politics,

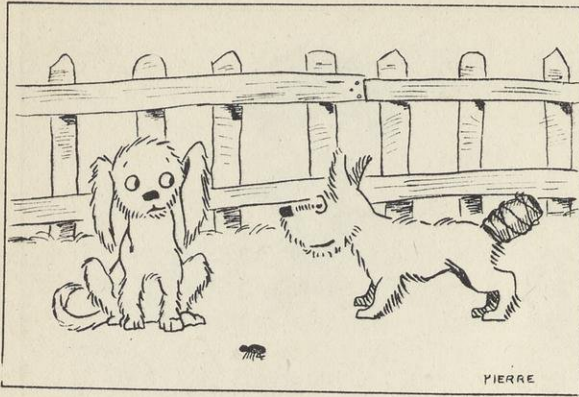
And how's the football team?"

"Sure there's more good-looking girls now

Than iver yet were seen—

Get off the ould pool table, boys,

Ye're wearin' off the green."



First pup: Sir, I've a sad tale to disclose.

Papa pup: Don't let it bother you, sonny, it's all behind you.

The Psychological Effect

I had an instructor in Psych
Who told me to call him "just Pmych."
But he spoiled all my thrill
By discussing free will;
And that fuzzy mustache I don't Plych.

Witch Night?

Have you ever, when young,
As the one night of the year drew on—
Long waited for Hallowe'en—
Listened excitedly for the s-s-s-t of your comrades
Outwardly calm, inwardly devilishly
Working up plans of heinous crime to perpetrate on
Every plodding Babbitt of your street? then
Reginald, you must fill in at Betty's party to-night?
Except for the presence of the home folks at Homecoming
No situation is quite as unwelcome as that!

Twinnish Tendencies

I wish I were an angleworm,
Wrigglin' through the ground!
I'd break myself in two and have
A brother wrigglin' 'round.



How I Made a Beauty Out of My Wife.

Kollegiate Kalesthenus

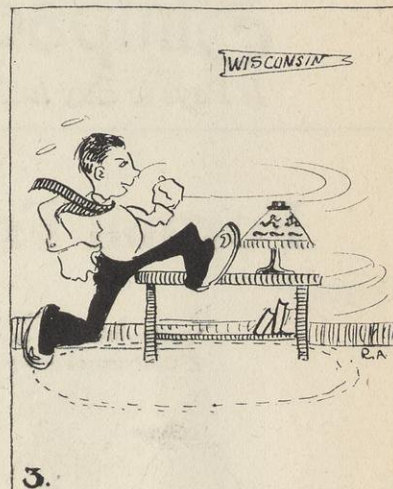


"Your daily half dozen" by Sy Collagy

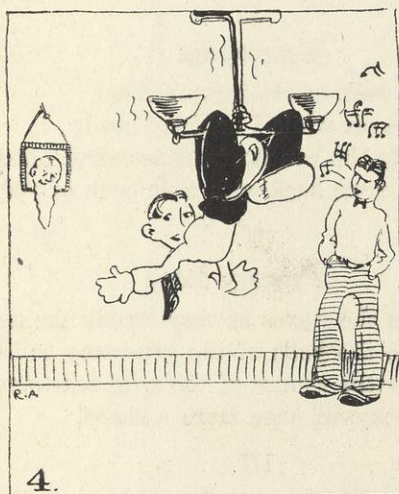
Lesson 1. Leap lightly from your hay into your "daily half dozen" disguise and dress quickly but correctly. Be careful in choosing your necktie to match your state of the blues or greenness.



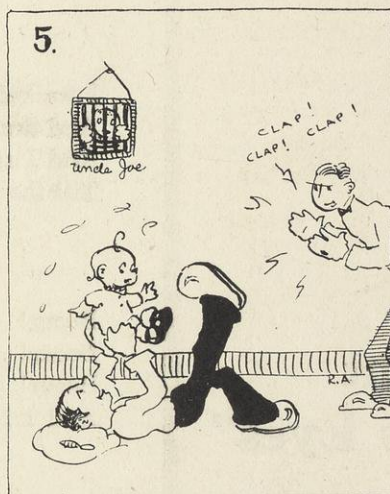
Lesson 2. Once garbed, find a window in a blithesome manner (such as a series of successive leaps and bounds) and with all the fervor and passion of inhaling a June rose draw in a goodly portion of the external atmosphere. Take great care in securing an even balance on the window sill or you may have to complete the rest of your act on the side walk below.



Lesson 3. (Warming up.) Now return yourself to the center of the room and try a bit of electrifying footwork around your study table—imagine yourself chasing gloom, etc. Do this little running stunt until you feel like running for president of U. S. (as messenger boy)—then halt abruptly and—



Lesson 4. (Upsetting.) With a melodious count of 1-2-3—grab the chandelier and raise or lower your frame to the position of a cute angle or something. Have your trusty room mate hum slow music while you go thru a series of tricky contortions. (This may be considered "light" exercise.)



Lesson 5. If lesson 4 did not bring you the floor—please come now. You have been sufficiently wound up by this time to try your skill at something difficult. Sink to the carpet. Borrow the landlady's baby. Extend your arms and balance the infant. Slowly but firmly swing the child back and forth in mid-air—this should bring much applause from room mate and infant.



Lesson 6. This exercise is probably the most important of all—as far as your work on "the hill" is concerned. Too many studes complain of not being able to carry all their studies in a creditable manner—and are forced to "drop" them. In this final lesson we strive to overcome this difficulty. Borrow all the books in your house and balance them on your peak—doing a graceful grapevine about your chamber. The result is entransifying.

You are a new man now—go to your eight o'clock.

Simpson's

It Pays to Buy in Madison

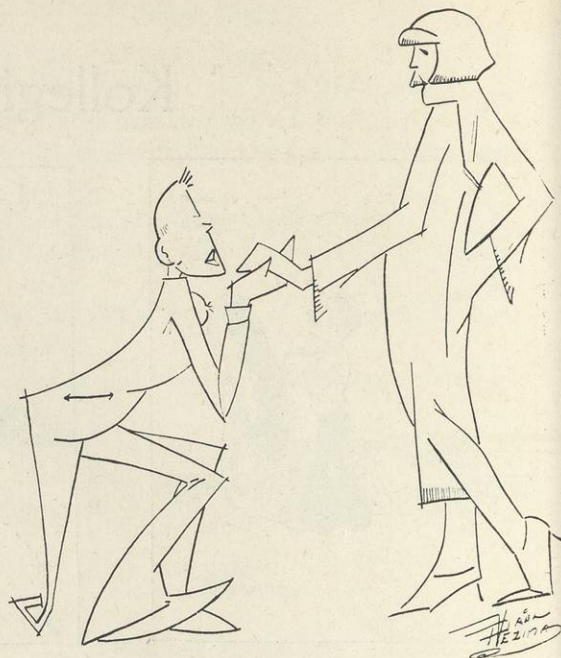
Formal Frocks



"Rare Entertainment For Your Eyes"

Briefly, this is the quintessence of the many qualities which these frocks may claim. But of greater importance to femininity is the fact that they are individual and exclusive in mode, direct from New York designers.

Velvets, satins, laces, and georgettes,—you may choose from a bevy of beautiful models, all popularly priced.



"I say, dear, what can be the matter with us?"
"I'm sure I don't know, darling, unless the artist has a bad case of angular picturus."



Delirium Tremens—In Four Spasms

(A la Lachel Vindsay)

I.

Melancholia

I walked the walk of the talking dead,
And drank the air while I held my head;
And I spoke to the winds of the sea-struck shore
Till the ships came back with their men of yore,

II.

Primary Stage

Boom! Came the waves as they struck the sand!
Boom! Came the yells of the gruesome band!
Boom! Came the shouts of the wild sea-waves!
And I found myself once more a slave!

III.

Advanced Stage

The negro crept thru the congo track,
With a golden pack on his shining back
To a paint-peeled pile of a purple pole,
With panther tread away he stole!

IV.

Dementia poecox, etc.

Pop! Went the gun in the jungle deep!
Pop! Went the echo along the steep!
The negro dropped on his belly flat,
And covered his face with his top silk hat!
(The doctor is now called in)



The store that sells the Sampler

is a sales agency for all the Whitman's chocolates and confections—*Quality Group*.

Every Whitman package sold in this store is received *direct* from Whitman's—not through a middleman.

This is one reason why entire satisfaction can be guaranteed with every package bearing the name Whitman's—doubly guaranteed, by the merchant and by Whitman's.

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

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215 W. 33rd Street	1537 Michigan Ave., So.	449 Minna Street



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Cardinal Pharmacy, 831 University Ave.
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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, 18 N. Carroll St.
Boyd's Candy Shop, 426 State St.



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Wisconsin
Package**



French Shop Formal Wear Possesses Individuality

To the woman who is purchasing formal wear, individuality is the important factor—out-weighting every other factor.

Nowhere is individuality so pronounced as in French Shop gowns—whether they be made especially for you, or selected from our exceptionally fine array of made-up garments.

The two French Shops—each with French fitters—are glad to serve you.

The French Shop

Park Hotel and State Street

“That taxi driver took some awful chances coming down.”

“Well, you know, none but the brave deserve the fare.”

—Gargoyle.



Johnnie: Mother, I just seen—

Mother: Johnnie, *where's* your grammar?

Johnnie: That's just it—I seen her at the barber shop, getting her hair bobbed.

—Pelican.



What's In a Proverb?

Shuffle 'em up:

Evil communications are the spice of life.

Competition corrupts good manners.

A rolling stone is worth two in the bush.

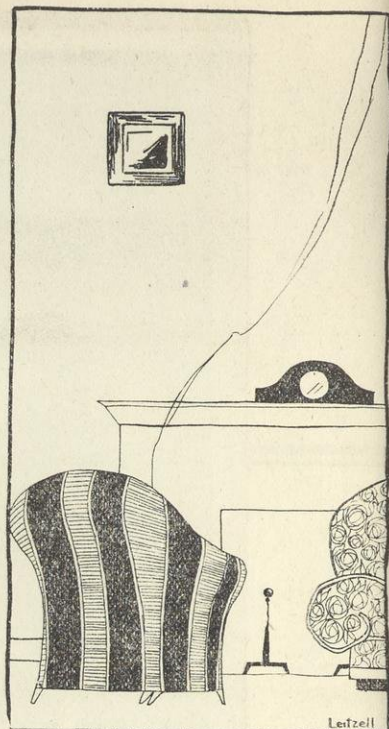
A bird in the hand gathers no moss.

Or try 'em by twos:

A bird in the hand is worth two in the bush—Unless you can Kill two birds with one stone.

Or threes:

There is honor among thieves.
Women are the greatest thieves.
There is no honor in a woman.



He: Do you notice how the fire reddens?

She: I'm sure it's not because of anything we've done!



Bellhop (After guest has rung for ten minutes): Did you ring, sir?

Guest: No, I was tolling. I thought you were dead.

—Moonshine.

LAWRENCE'S
GOOD { FOOD
SERVICE
MUSIC

662 STATE STREET



A cubic yard of wavy curls,
A racquet in her fist.
Togged out in manlike pantaloons
A physiculturist.

Cullud—"Look-a hyeh, nigger!
Who am this hyeh pusson Lawd
Knockemawf?"
Shaded—"Such Ignoramusus
you is, nigger! Don't you all
know whut Lawd Knockemawf
is?"

Cullud—"Can't say as I does."
Shaded—"Why he am a poet!
Of all o' dem poets of rank—he am
de rankest!" —Yellow Jacket.

Mid-semester's Coming

Henry Oscar Calvin Brown
Came to this school from a
One-horse town;
Started in to study, then he
worked on the Lit,

Wrote for the annual just a lit-
tle bit,

Touched the college daily and
the humor mag

Played some football when he
didn't have a jag.

Henry was a fusser, had some
dome,

He forgot to study, so they sent
him home.

Little Roger Jones was a big
town guy

What he didn't know you could
stick in his eye,

Started in to study, then he
found a pretty girl,

Spent much coin on the unde-
veloped pearl,

Went to all the dances and the
afternoon teas,

Wore ten pins and a couple of
keys,

Rogie was a cookie-pusher, now
he isn't here,

The boy forgot to study, he'll
be back next year.

Jilted one: Away with women!

Jilted too: I wish I had it.

—Siren.



You'd be Proud of One Too---

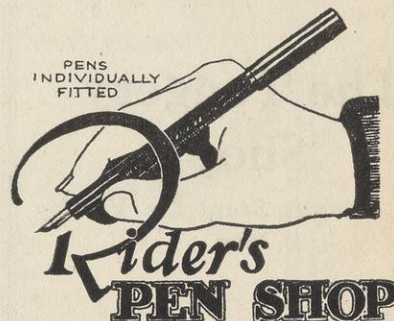
A pen from RIDER'S is "In-
dividually Fitted" by a "Pen
Specialist" to suit your pec-
uliar style of writing.

It is not just an ordinary good
pen.

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

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

Remember the address — 666
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Powders That are Better

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Clothes Don't Make the Man---

But they have a lot to do with his appearance. You'll agree with us that clothes are a matter of importance to all college men. Men who have already realized this fact buy most of their clothes here.

The Toggery Shop

The Campus Store for Varsity
Men



"Why all the armor gonna play football?"

"Gosh no! I'm going to a mixer."



Milady Nicotine

When you're worried
When you fret,
Smoke a Brown Bull cigarette.
If you get a "Con" or Fail,
Light a Brown Bull and inhale,
When your cuts are past a joke,
Fill the air with Brown Bull smoke
Brown Bulls are so doggone rotten
Other troubles are forgotten.



"Do you think it was intentional?"

"What?"

"Prof. Sharp advertised a lecture on 'Fools'. I bought a ticket, and it said 'Admit one'."

—Moonshine.



I lifted my hat
To brush back my hair.
As I passed where she sat
I lifted my hat,
But she turned me down flat
And gave me the air.
I just lifted my hat
To brush back my hair.

—Pelican.



No. SOUTH BEND is not on
the Wallace Records.

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A Pair of Fine Shoes FREE!



For next months be a tongue twister. Open to every one. Must be in our office Dec 1st. Limit 35 words.

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634 Jenifer St.

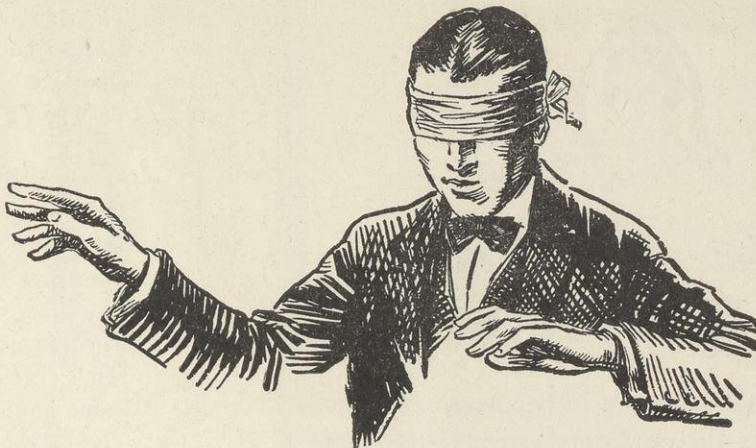
THIS MONTH'S TONGUE TWISTER
"Sharlie Shaplin's" sloppy shoes should suggest suddenly seeing State Street's snappiest shoe styles saving self some shuffling steps—Specially since State Street's select shoe shop sells such serviceable, stylish school shoes showing such substantial savings.

Each year more and more University Men and Women recognize our Excess Values in High Grade Shoes. You won't find their equal at

\$6 \$7 \$8

The Excelsior
SHOE STORE

M. R. KINDSCHI CO.
109 State



Most popular college sport

"As I look back on my college days," said the old grad, "it strikes me there were more men playing blind man's bluff than all other games combined. I understand this is still the case.

"Get me straight. It was no child's play. What we were groping around for was pretty serious business—nothing less than a career.

"Too many men are in the dark as to what they will do after graduation. Either they neglect to specialize in anything, or hastily select a major which they afterwards regret.

"I know I would be considerably ahead in business if back at college I had sat down for a few hours' earnest thought to find out just what work I liked best—and then gone in for it heart and soul.

"Pick the thing that appeals to you, and don't let them tell you that particular line is overcrowded. Talk this over with graduates you know. Talk it over with your professors. Talk it over with the industrial representatives next Spring. Most of all, talk it over with yourself.

"The main thing is to get on the right track and to keep going. There's no fun in being 'It' in the game of life, with every change in fate ready to push you off an uncertain course."

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

Western Electric Company

*Wherever people look to electricity for the
comforts and conveniences of life today, the
Western Electric Company offers a service as
broad as the functions of electricity itself.*

Number 32 of a series



Betty Wales Will Welcome You to the Muriel Shop

She'll be glad to greet you in her new home—to show you the exclusive formal gowns, the fine school frocks which are there. You'll like the new Sweaters with their varying styles and color combinations, and grow ecstatic over the novel Checo-Slovak Jewelry. Come in this afternoon.

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Home of Betty Wales

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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. C3

Cincinnati,

Ohio.

Ode To Rest

Thou sweet restorer of the weary,
Happy hours of days so dreary,
Greatest boon of education,
To Thee I look in adoration.

'Twas Thou who taught me first to see
How minutes make Eternity
When on my narrow cot I lay
Counting the peaceful time away.

Forever now I shall recall
Each crack and crevice in the wall
Some hours of life can never pass—
The hours I spent in Rest Gym Class.



Old Lady: Are you afraid of work?

Bum: Not a bit, lady. I can lie right down beside it and go to sleep.

—Yale Record



"How should one approach a woman with past?"

"With a present."

—Punch Bow



Academic License

Frosh to student instructor: What would you do with a class that came late?

Student Instructor: I'd give them a quiz and then I'd go home and eat my breakfast.



Break My Neck

"What are your views on kissing?"

"Why, sir, I am a Quaker, and of course believe"—

"Oh, I beg your pardon."

"—"In non-physical resistance."



"Hill's and Ford's First Spanish Course" sounds like a rough road the Romance departments are taking.



What God hath joined let no man cut asunder.



Strategy

"I was awfully embarrassed this morning. I got a block from home before I noticed that I still had on bedroom slippers."

"What did you do?"

"I had to limp all the way back."

—Sun Dodger.



Minister (to sick student): I take a friendly interest in you, my boy, because I have two sons in the university myself; one taking engineering and the other agriculture. Is there anything I can do?

Sick Student: You might pray for the one taking engineering.

—Minnehaha.



"Are there any feet in town larger than yours?"

"Only one pair. Hitchcock has to pull his trousers off over his head."

—The Mirror.



Peggie (insulted): James, please show the gentleman the door.

Reggie: Whash a matter? Hash it moved?

—Gargoyle.

Paris Creations

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GOLD INLAID BRACELETS AND GENUINE
STONE NECKLACES—VERY SMART

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JEWELRY

KING JOY LO

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POE PETER WAH

After the Thrill of

the Wisconsin-Chicago Football Game

November 24

Another Thrill Awaits You at the

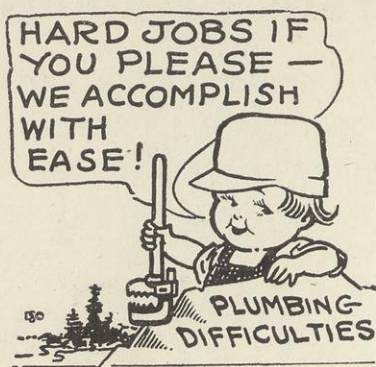
Auditorium Theatre Chicago

If you attend the

Chicago Civic Opera

Make up a party and attend in a body. Write the Chicago Civic Opera Co. for reservations.

Rates: Popular Prices on Saturday nights:
75c, \$1, \$1.25, \$1.50, \$2, \$2.50, \$3.



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F. Wigglesworth Plumbing Co.

1511 Monroe St.

Badger 6396

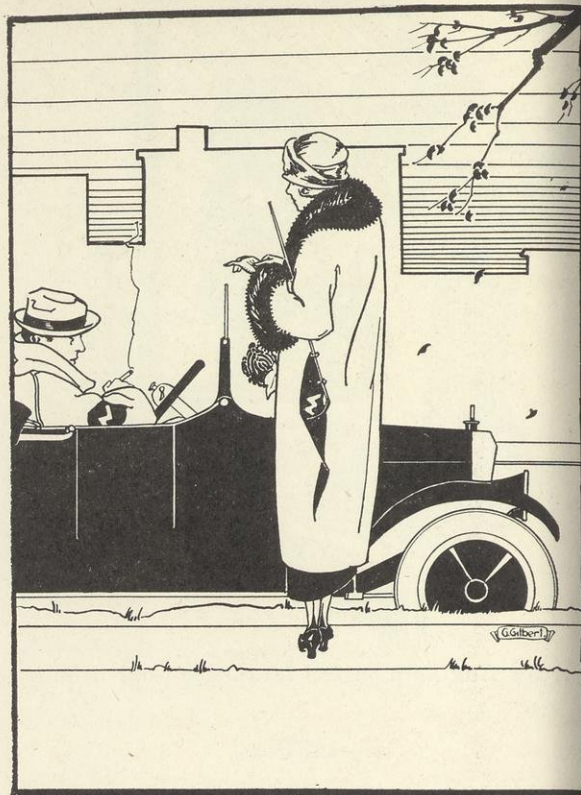
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The new overcoats are a little freer and longer—very distinctive in pattern and coloring—and even smarter in appearance than they have been. Here at the Co-op you will find tremendous varieties and greater values. There is an overcoat here at a price you want to pay.

Buy On Your Co-Op Number

The Co-Op

E. J. Grady, Manager.



The Biggest Problem Of Her Life

Diz: I'm just on my way to sell my car, so I can take you to Prom, sweetheart.

Liz: No let's ride, and maybe someone else will take me.

What Men Will Do For a Record

Taut muscles rippled underneath his skin.
And tightened into knots as hard as steel;
And through the noise (a most unearthly din)
I heard them crack, from finger-tip to heel.
The clatter stopped, and I came up to him,
He wiped the moisture from his furrowed brow;
"There's just a couple more,—the 'Sink' and
'Swim'—
Put on the record, and I'll do them now."

Irate Father (calling downstairs): "What the devil are you doing down there?"

Sweet Young Thing: "Just our daily dozen, papa."

Irate Father: "Well, tell that young man to Camp on some other doorstep hereafter!"

"I played my first game of golf today. Did it in sixty-five."

"Why, that's fine."

"Yes; I expect to try the second hole tomorrow."

—Voodoo.

Arm Signals for Autoists

The wide-spread confusion over the use of auto-drivers' arm signals leads the Octopus to suggest a new system. So simple that it can be learned in a few days of steady application, it is positive in action. Here are the rules:

STRAIGHT AHEAD—Sit unconcernedly in the driver's seat and whistle.

"Don't you turn to the right
"Don't you turn to the right
Just keep in the middle of the road."

LEFT TURN—proceed straight ahead in a determined manner until you are directly upon the corner. Then, at the signal "hip", all of the passengers in the car thrust both arms out. The driver of the car following will be so startled that you may turn before he recovers sufficiently to run into you.

RIGHT TURN—alternately speed up and slow down until the man behind you becomes disgusted and starts to pass you. You may then tell him that your intention is to turn right.

STOP—stick your head out and make faces at the car behind you. Its driver will then stop in order to fight you. Give him a cigar and go about your business.

BACK UP—Put the car in reverse, let in the clutch, jump out and run along pushing cars out of the way. This is always successful.



"How did you puncture your tire?"
"Ran over a milk bottle."
"Huccome, couldn't you see it?"
"Naw, the kid had it under his coat."—*Pelican.*



There once was a man named Costellough,
Who was a most stingy old fellough,
To church he once went,
Donated a cent,
And brought a fine silk umbrellough.
—*Punch Bowl.*



Caller: Is the editor in?
Office boy: No.
Caller: Well, just throw this poem in the waste-basket for him, will you?
—*Yale Record.*

*You'll wonder
how over-
coats can
be so fine*



Kuppenheimer Overcoats

Famous woolens; expert needlework; costly linings; dignified style; brings you all the overcoat value a man could desire—motor coats, box coats, ulsters.

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Another Suspense Story

It was a quiet, balmy evening, full of the pulsing silence of summer—not a breath of wind stirring to crinkle the smooth shadows on the murky water.

He gazed yearningly over its depths. Could it be? Would she finally be his? Closer, closer he drew her. Maybe he'd fool the fellows this time. Maybe his line wasn't so bad, after all. Maybe he'd land her, the coveted one of men far better than he.

Quivering with the thrill of it, he made the great move. And he won! She was his own—the biggest trout of the season!



Extract from letter from fond father to son at college: "And be sure, my son, not to fail to put your best ability into your work nights

And latter, from same son to dad: "The reason for my failure in those courses was that they didn't, at the dean's office, seem to recognize how proficient I was in my night work."



1st Roomie: Loan me your gloves.

2nd Roomie: Haven't any. Madge said last night that her hands were cold, and I gave them to her.

—Green Goat.



There was a young fellow named Ted,
Who just before going to bed

Drank a little too deep,

Thus talked in his sleep;

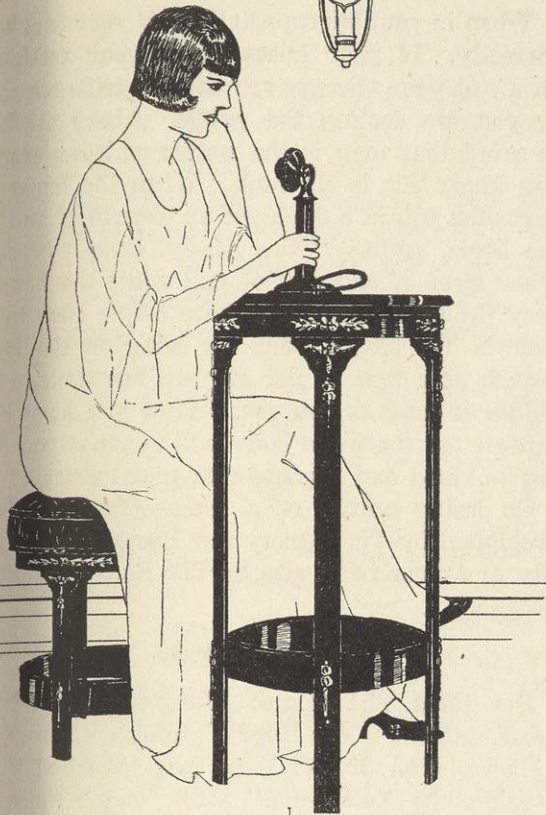
And found himself filled full of lead
By wifey, who heard what he'd said.

(We don't think this is funny, but the tag-line is so dumb it saves it. Ye ed.)



Teacher: Does anyone know what's the matter with Miss B.?

Bright Eyes: She's missing.



L. MATTHIAS

"Aren't you coming over tonight, John?"
 "Sorry, dear, but I can't make it. Just had a
 hurry-up haircut and I'm trying to find my ear."



"How is the old club coming along this year?"
 "Fine. Best crowd on the campus. We got
 three more fur coats than all of 'em."

—Tiger.



"Why don't you go out for football?"
 "I don't like to do things by halves."
 —Yale Record.



Victim: Wow, that razor does pull.
 Barbar: Oh, that's all right. I'll get the whis-
 pers off if the handle doesn't break. —Pelican.

Many Overcoats Stolen!

Thus read the headlines after the Homecoming Game.
 Do you know that you can insure your coat against
 theft at a very reasonable premium? Do this today—so
 you'll be protected during the Michigan game.

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 display of the New Satins and
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Royston Will Fix That Leaky Pipe

There's many a house on the campus where a leaky
 pipe is daily working up a large repair bill for next
 year or the year after. And the people in these
 houses are also helping to build up these bills because
 they put off calling Royston.

Royston will fix that leaky pipe—and he'll make a
 good job of it—just as he will make a good job of
 anything you have him do. Our record of service to
 University of Wisconsin organizations extends over a
 number of years, and is an excellent one.

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Blackhawk Electric Company

“The Arcade” 121 W. Mifflin Street

Get That Exercise

(Continued from page 20)

When in your stirrups find out if your legs hang correctly. If your knees knock your teeth out on a trot your stirrups are either a trifle too short or you are fooling the public. Above all keep in mind that man is the master of beast even if you know this is all bunk. When the horse has deposited you in a ditch get up cheerfully and pat the horse, saying, “Nice horsey, Duke” or some other term of endearment and while the horse is busy listening to you you have ample time to remount. On having your ear hung on the lower branch of a tree do not give up but stick in the saddle as long as you can. After you have been thrown ten times the horse will see that you cannot be killed and surrender to your mastery.

On losing control of a horse—(further advice prohibited by The Society For Prevention of Cruelty to Animals and also by The Better Language League.)

Indoor Exercise

For those who cannot take advantage of the great outdoors a few helpful exercises are suggested here. The first of these may be called “Answering the Telephone.” How many times do you let the phone ring simply because you know central has connected the wrong number. By jumping each time, striding rapidly to the phone bringing the receiver up to the mouth at the same time bending the left arm and saying, “This is NOT Edgewater 1774”, you will afford yourself considerable exercise. A good way to carry this out with added zest and excitement is to arrange to be in the bath tub when the phone rings. Then see how fast you can dress and make the instrument.

Another indoor exercise, invigorating as well as healthful, is finding the lost collarbutton. This exercise will bring all the various muscles into play in moving chairs, tables and chiffoniers.

Packing and unpacking trunks is another means of building up the physical self. Jumping on the trunk to get it locked is another way of strengthening the muscles in the cafeteria region. Added enjoyment may be found in locking the trunk in the manner described above and then suddenly remembering your tennis racket which should have gone in the bottom.



“Mabel looks like a million tonight.”

“I know; but she’s really only thirty-two.”

—Punch Bowl.

The Passing of The Third Bare Back

A Tragedy in Three Acts.

Act 1

Scene:
Langdon Street in front of Minerva's Dugout,
styled in the dialect of the vicinity "Templum
Multorum Librorum"

Enter—A rosy cheeked Freshman, skipping.
She halts. Solemnly she takes an inventory of the
Temple (Templi, in the dialect), from the fence
to the top to the pebble under the cornerstone.

A track hero in abbreviated toga prances by. . .
She staggers.

"My God!" she gasps. "He forgot his collar!"

Curtain

Act 2

Scene:
Langdon Street 18 inches past the Temple
(Templo in the dialect).

A dejected Freshman is seen clutching the fence
in desperation. Slowly, painfully, she raises her
modest head.

A dashing youth in a quaint romper suit dashes

The Freshman clings violently to the iron rail.
Dripping cold perspiration from her brow she mut-
ters:

"Oh where are his suspenders?"

Curtain

Act 3

Scene:
Langdon Street 36 inches beyond the Temple
(Templo in the dialect)

The Freshman grinning sardonically braces her-
self. She shakes her curls determinedly and gath-
ers her skirts for flight.

She leaps. She gains the protecting shadow of
the Dugout.

Groping for its walls, she all but collides with
a pinky white form that reels past.

To the right she glances.

To the left she surveys. No one is looking!

Cautiously she peers through the balustrade at
the oncoming army.

Trembling, she clasps her icy hands. The im-
mensity of the situation appalls her.

Breathlessly she cries to her inmost soul:

"They must be BVD's!"



"PRISONER RUNS AWAY FROM POLICE-
MAN"—Headline.

Like a bolt from the blue.

—Punch Bowl.

Good Clothes Mean Nothing

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

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Badger 1180

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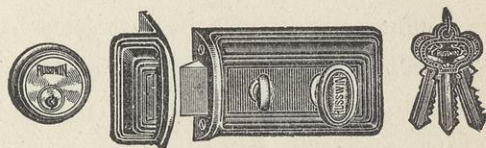
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Don't Forget---

A new key for the old lock makes the old lock
take the place of a new one.

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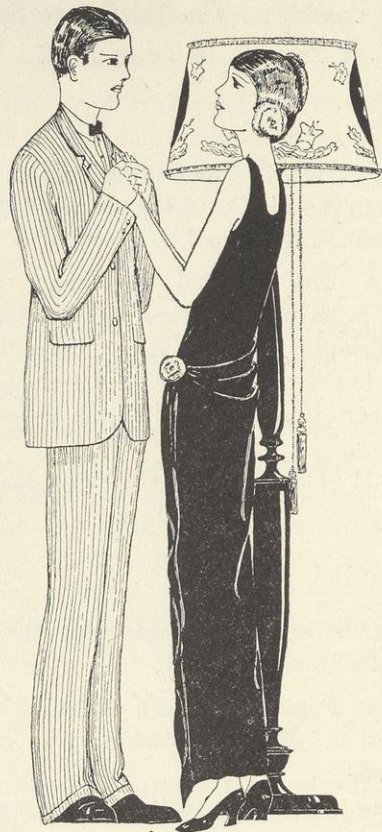
Is confined almost exclusively to commercial printing. We make a study of that class of printing, and our plant is equipped accordingly. Our shop is not noted for its magnitude, but for the quality of the work we do. It's a small, high-class place where particular people can secure those unusual, striking effects in printing which carry their message in a convincing, impressive and dignified manner.

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118 East Main



L. Mathias—

He: I must be going; it's twelve o'clock.

She: Oh please don't! I thought Herb was coming, and set the clock ahead.



"What'd you do if you had two aces and de other nigger had three?"

"Hunt ma razer, chile!"

—Punch Bowl



"What's the matter?"

"I wrote an article on fresh milk, and the editor condensed it."

—Pelican



Dave: Were you held up by any stage robbers out west?

Don: Yes, I had a date with a chorus girl in San Francisco.

—Voodoo



Excited Voice over telephone: Doctor, doctor, my mother in law is at death's door. Come and see if you can't pull her through.

—Pelican



Understood

She loved the moon; she loved to walk.
She didn't care to chat and talk,
But all alone to walk.

He liked to think; he liked to stroll.
He was an intellectual soul,
Alone at night he'd think and stroll.

She thought the Drive an inspiration,
He viewed it all with admiration,
Its solitude his inspiration.

She passed him on the Drive one night,—
So thrilling and sublime a sight—
A man—alone—at night.

And every night for all that week
He passed her, but he dared not speak—
Weary evenings for a week.

And then one night she chanced to stop.
His heart went flip; his heart went flop.
Could he? Would he? Dare he stop?

"Oh what a moon!" she softly sighed.
His last compunction promptly died;
And he was walking at her side!

She loved the moon; she loved to walk.
She hated chatter, and he loathed talk,
But why be alone on an evening walk?

They walked together a month or two.
The walks and the conversation grew.
Still, always alone—that is—the Two.

They love to walk, but now they ride.
They love the view—what they see from inside.
And the Ford keeps them quiet when they ride.



Fair Enough

Professor of the venerable law school: "Do you
men think that any limit should be placed on the
number of divorces a man may obtain?"

Soph: "Well I don't think he should have more
than one at a time."



Some Rules For Beginners At Bridge

Don't bid a Diamond
Unless you have a strong suit in Hearts.
Your opponent may come back with a Club,
And who knows?
Maybe he can double you on a Spade!

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line of
Typewriter Papers

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Scott's Beauty Shop

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Cor. State and Lake Streets, Madison, Wis.*

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yours at Frank's.

Food as good as you get
at home.

*Eat your Breakfasts
and Lunches at*

Frank's Restaurant

821 University Ave.

Badger 887

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Room, "Frat" or Sorority
why not see

Van Deusen's

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

Miss Betty Minch

GOWNS

To be made for you

Have just received a beautiful wide range of colored
VELVETS, METAL CLOTH, METAL BROCADES,
Pleating, Embroidering, Hemstitching, Buttons Covered.

Badger 3029

226 State Street

Oh Daddy! Its Good!

Delicious, tasty, tempting, home-made candy that just
makes your mouth water. Fresh from the oven. A real
"night-cap" after an evening of study.

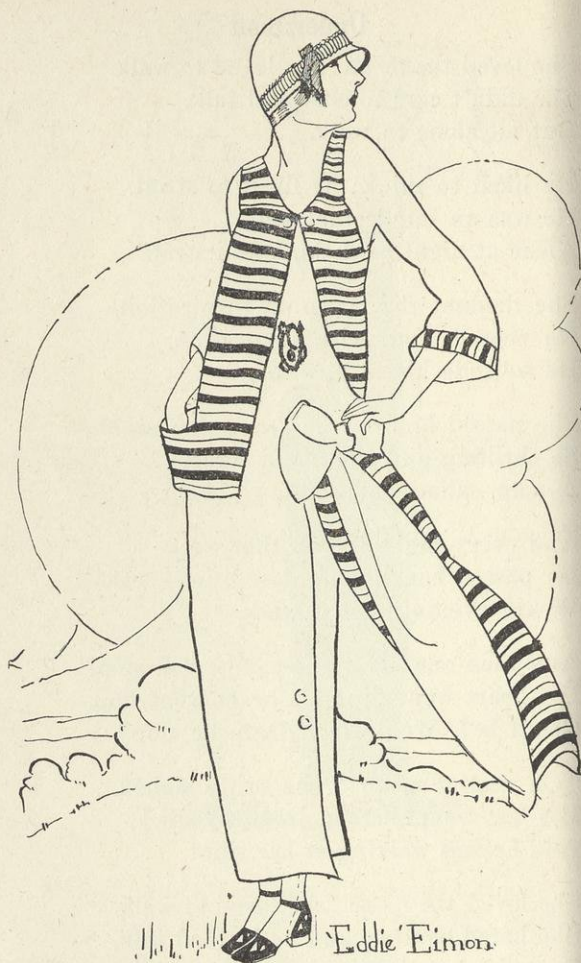
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Moore's Fountain Pen

A point that slides glassy-smooth, an ink flow that
comes instantly and evenly, a sturdy dependability 365
days in the year—that's Moore's Fountain Pen! Beautiful,
too, with rich, ebony-like lustre, exquisite chasing,
and handsome gold or silver mountings. Self-filling,
non-leakable, with genuine leather case and silk ribbon,
\$4.50. Other Moore Pens for men and women, \$2.50 up—
at the other stores.

Sumner & Crampton



One of Wisconsin's son-kissed peaches

Gym Gems

Did you know

That if all the bloomers worn by Wisconsin coeds were hung out to dry at the same time it would take 1728 feet of closeline and 6547 clothespins?

That girls who take archery do not do so to play safe in case Cupid should go dumb on them, but in order to avoid changing from street clothes?

That the wrestling room is at the West, not the East end of Lathrop?

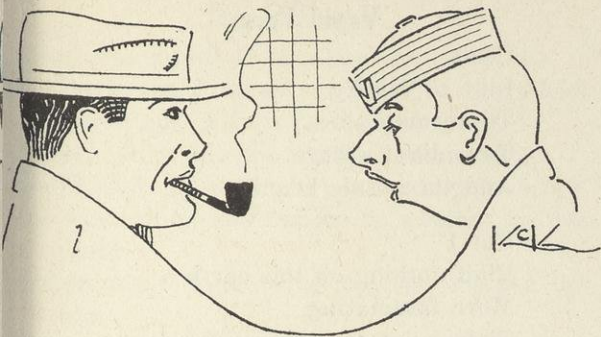
That riding horseback is a Major's Sport?

That your true coed can hold her breath 32 seconds longer than the average girl?

Ahead

"Is she a capable girl?"

"Yes, she is so fore-sighted that she married an eighty-year-old millionaire.



I Love You Troooooly

"Oh that death would come."
 "What ho? Did she turn you down?"
 "I tried to propose, but she thought I was sing-
 ing a popular song and joined in the chorus."



Ode To Doris Blake

Oh! Arbitress of many destinies,
 Of everything from bigamy to fleas,
 Your name I sing;
 You have my admiration,
 Great savior of a nation
 And everything.

But tell me, oh divine!
 'Though you seem feminine,
 Art really so?
 Or are you male and hairless,
 Of dress and manners careless?—
 Ah, what a blow.

You tell how, sad and harried,
 One can be gay tho' married—
 Yet, you are "Miss"!
 And under these conditions
 I have my own suspicions
 You've known the bliss.

Or are you, all the sadder,
 ('T'would make me even madder)
 A syndication?
 In forty-seven papers
 Do you condone the capers
 Of dissipation?

And so you are a mystery . . .
 Ah, that I knew your history—
 My Doris Blake!
 Your influence is mighty,
 I pray you, ne'er get flighty,
 My heart to break.

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Poets

Like to versify
To autumn skies;
To radiant nature
And its mosaic beauty.

But I

Find nothing on this earth
More fascinating
Than ruby, tempting lips;
Lips lifted to my own
In provocation.

Why speak

Of Eden's magic lure,
Of prehistoric, mesozoic ease,
When, by my side,
Beneath the autumn,
Winter, spring, or summer moon,
I can find fascination
In those red lips?



Jim: Isn't that Cora Van Apple
over there?

Dandy: Sure enough! Looks
rather seedy, what?

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This is Fame

Milton was a poet from a land across the sea
And he wrote, I 'spose you know it, 'bout both
gloom and jollity.
Comus, and L'Allegro and Il Penseroso, too,
Are products of his fluent pen read by not a few.
But whether he was famous or whether he was
dumb
Matters not to most of us for from his pen has
come
That famous little ditty sung by flappers long
ago,
'Come and trip it gaily on the light fantastic
toe!''



If all the freshmen were placed in a line, holding
hands, they would reach more than half way across
the Lake. A lot of people are in favor of this
scheme.

—*Pelican.*



How doth the gentle laundress
Search out the weakest joints,
And always tear the buttons off
At most strategic points?

— *Punch Bowl.*

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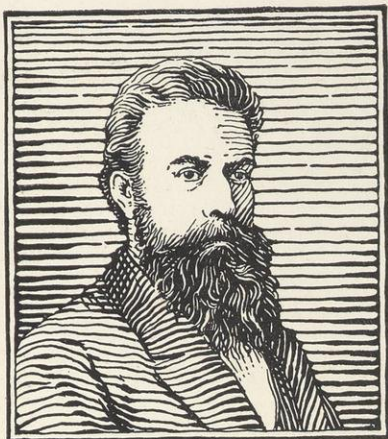
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No. 1



WILLIAM KONRAD ROENTGEN
1845-1923

Born in Lennep, Prussia. Educated at Zurich. Awarded the Rumford Medal of the Royal Society in 1896 jointly with Philip Lenard for discovery of X-rays. Won the Nobel Prize in physics in 1901.

“I did not think— I investigated”

One day in 1895, Roentgen noticed that a cardboard coated with fluorescent material glowed while a nearby Pluecker tube was in action. “What did you think?” an English scientist asked him. “I did not think; I investigated,” was the reply.

Roentgen covered the tube with black paper. Still the cardboard glowed. He took photographs through a pine door and discovered on them a white band corresponding to the lead beading on the door. His investigation led to the discovery of X-rays.

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