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# The WISCONSIN OCTOPUS

NEW  
THOUGHT  
NUMBER



FRED  
SPERRY



== We're All Going ==  
To The 8th Annual  
Military Ball



University Gym  
April 9th



Illinois

Iowa

Minnesota

Michigan

Indiana

# Inter-State Basket Ball Tournament

Held by  
Athletic Department of

University of Wisconsin

in

GYMNASIUM ON MARCH 25, 26, 27

**BOOST**

And Make it an Annual Event

Wisconsin

Nebraska

Missouri

So. Dakota

Kansas

## *The* WISCONSIN OCTOPUS

MADISON

Founded 1919

Incorporated 1920

Published by students of the  
University of Wisconsin

Office, Union Building, Madison, Wis.

Subscription price one dollar and seventy-five cents the year, twenty-five cents the copy.

Published thruout the college year, eight copies a year.

To be entered as second class matter at the Madison postoffice, Madison, Wis.

All business communications should be addressed to the Business Manager; literary contributions may be placed in the boxes for that purpose or mailed to the Editor; and all art work should be submitted to the Art Editor.

Office Hours: Business Manager will be in the Octopus office daily 12:30-1:30. Editorial staff 3:30-5:30 daily. Students wishing to tryout for places on the staff should call either the Business Manager or the Editor.

Vol. I

March, 1920

Number 3

*Lieglers*  
CHOCOLATES



## Congenial College Folk

They always come to this shop for a quiet hour or so and enjoy the unequalled service of our excellent cuisine.

There is no alternative for the Chocolate Shop. It's Popularity is Proven.

Delicious Lunches served daily at:  
9:00 A. M.—2:00 P. M. 5:00—7:00 P. M.

## The Chocolate Shop

528 State Street

Prof.—“I want to see you get a B on this exam, young man.”

Y. M.—“So do I. Let's pull together.”

“Give me ten cents worth of bird seed.”

“Now don't try to kid me. Don't you suppose that I know that birds grow from eggs?”

—Angwan.

After the Dance

“Darling, can anything ever come between us?”

Eavesdropper (to himself)—  
“Impossible.”

# She was too young!



PRUDENTIA: MAMA!! I should not have listened. Strange people were talking, and they described—

MOTHER (from the cuisine): Tell mother everything.

PRUDENTIA: Oh, mama! They described the next number of the OCTOPUS—It is the WRONG NUMBER!!

**YES, THAT'S IT, BUT WHAT DOES WRONG MEAN?**

Why, Man!—Just think what you are going to learn in the WRONG NUMBER.

The OCTOPUS has its own interpretation of a wrong number. Your whole career may depend on this interpretation.

To the WISCONSIN OCTOPUS, Madison, Wis.:

Dear Sirs: This is serious. I am enclosing 75 cents and you are to send me the next three issues. Thank you.

Name .....

Street .....

City .....

Unless you fill out this compromising little coupon on the left you may be one of those unable to get a copy.

Get out your fountain pen and fill it out. Mail or bring it to the office.



"May I have the next dance with you?"

"If you press me."

"Wait until we start dancing."  
—*Yale Record*.

"Why didn't you join the Alpha Delt fraternity?"

"Nothing doing! They got too big a lawn."

—*The Illinois Siren*.

Says the Gargoyle

Cigarette smoking really ought to be discouraged—It's too damned effeminate.

As George was going out one night  
His mother questioned, "Whither?"

And George, not wishing to deceive,  
With blushes answered, "With her."

—*Punch Bowl*.

At an S. A. E. Dance

Young Lady (pointing to a picture of Sir Galahad) "Who is that in that picture?"

New Pledge: "Oh, that's one of the older fellows, I don't know his name."

—*Angwan*.

A watched bottle never ferments.  
—*Pelican*.

Queenie—"Have you ever kissed a girl?"

Oswald—"Is that an invitation or are you merely gathering statistics."

—*Pelican*.

A Sure Symptom

Daughter—"Oh, father, how grand it is to be alive! The world is too good for anything. Why isn't everyone happy?"

Father—"Who is he this time?"  
—*Tar Baby*.

AND—

When you have some developing and printing to be done—have us do it for you.

Your films will be better pleased because we treat them right.

We are able to do the high grade work which we do because of the high degree of efficiency and the scientific management which permeates our entire organization.

It is decidedly to **YOUR INTEREST** to have us do your **DEVELOPING** and **PRINTING**!

The **PHOTOART**  
**HOUSE**  
WM. J. MEYER, PRESIDENT

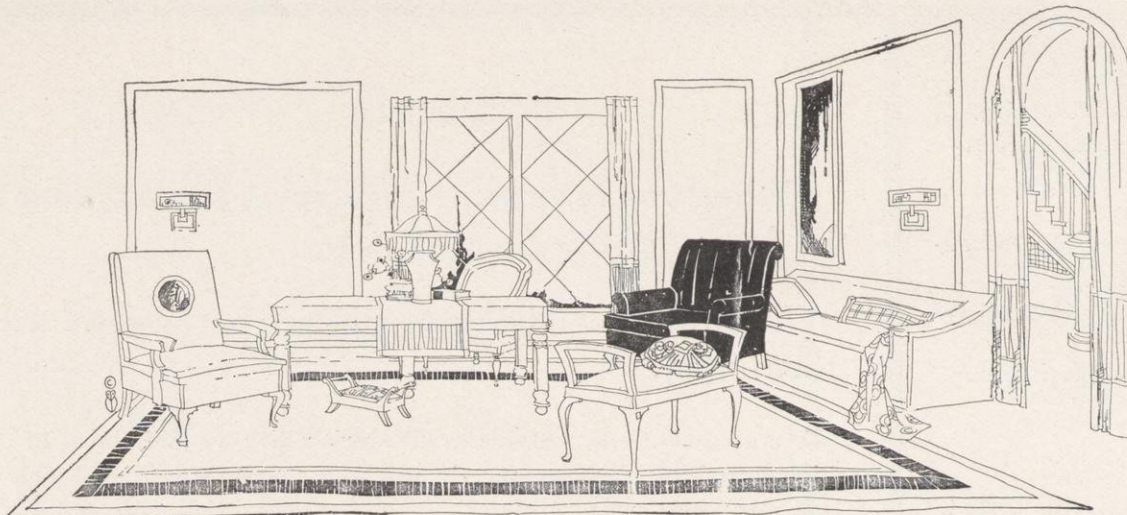
## Some Blue Afternoon

When you feel "all wrong" come call on us and we'll cheer you up all right. You say "the world is going to the dogs." Here, try on this new double breasted model and watch the evil spirits steal out of the back door—perhaps you've been smoking too much. No matter what the cause, we have the cure.

So the next time the bank calls you up or the wife calls you down just remember that we have a model to change your mood—that it will only take 10 minutes and that it won't cost you one cent for the service unless you want to carry around your own sunshine **AND BUY THE SUIT.**

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





## Would You Like This?

A room like this means comfort. Real solid comfort.

What would it mean to the fraternity or sorority house? You would have a room that you certainly would be proud of.

Van Deusen's is the store to buy your furniture and the store that is glad to have you come in and visit. We are glad to help you, step in and ask any question on the making of furniture. Sometimes in your studies a subject may come up that you can not answer unless you visit a furniture store. Make this store a place to visit.

**SATISFACTION  
GUARANTEED**

**Van Deusen's**  
Better Furniture  
Madison, Wisconsin



Van Deusen

**QUALITY  
SERVICE**

## A TRUE THOUGHT

He: I could dance through the whole world with you.

She: Yes, but we must have Al Thompson's Orchestra, dearest.

He: All right, let's stop dancing and phone Al tonight.

**Thompson's  
Orchestra**

Badger 2020

### The Emergency

Cantrell—"I think I'll go to Prom as a stag."

Cochran—"Why do that?"

Cantrell—"I haven't any doe."

—*Princeton Tiger*.



### The Answer

She—"Do you know why I won't marry you?"

He—"I can't think."

She—"That's it."

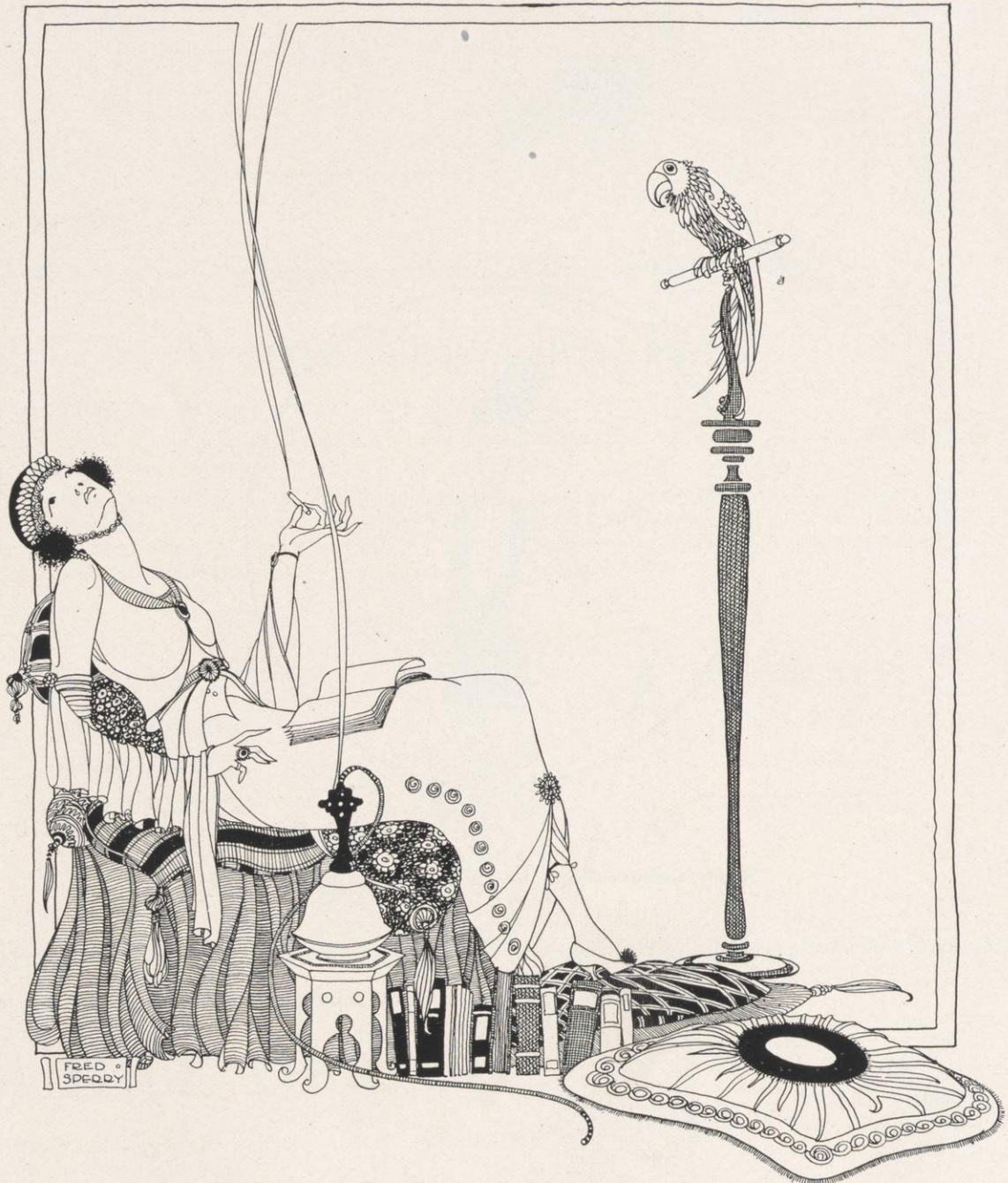
—*Chaparral*.





For Our Maytime Prom





Birds of a Feather



### Rejected

Be my answer a laughing jest,  
Or a brilliant quip.  
Let me smile as I lay to rest  
Last year's fusser-ship.  
From the grape that is crushed and pressed  
Comes the sparkle of wine.  
Be my answer a laughing jest.  
Be that sparkle mine.



### Naturally

He: (with a weak chin) Dear, I've decided to grow a beard.  
She: (angrily) I won't have it!  
He: (calmly) No, I will.



### From the Daylight Fussers

"W" Dancer—She keeps perfect time in dancing.  
"aWa" Dancer—Well she ought to—she wears clock stockings.



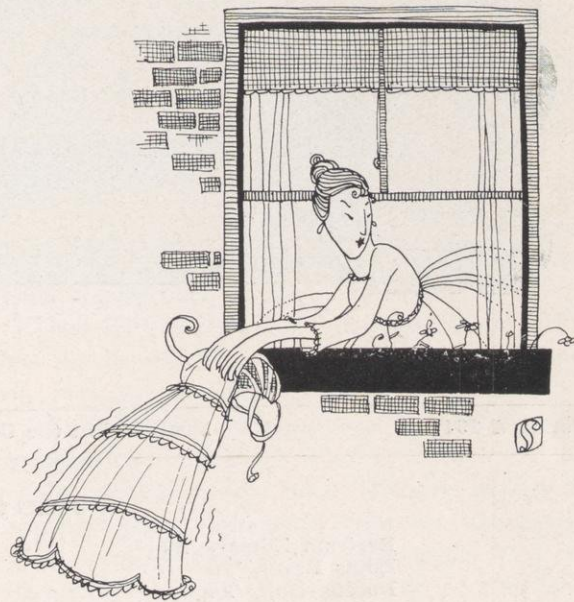
### The Good Old Days

In Eden Adam had it soft;  
No H. C. L. could make him grieve,  
His dates were cheap—he never coughed  
Up coin to "blow" a modern Eve.

He never saw a Chaplin show,  
But there were monkeys in the trees,  
So he told Eve, "We'll save our dough,  
And call it movies watching these."

And when the Eden Prom came round  
Eve's bills were very small to pay,  
For she attended simply gowned  
*A la fig-leaf décollete.*

When prices of the modern date  
Are climbing with a constant raise,  
It makes a person ruminate:  
"Them surely was the good old days."



### Shaking the Shimmie

### Ain't Nature Wonderful

The hand of God was in the sky. Across the bronze expanse of the lake stretched a flaming path of crimson. The sun hung like a great disk of fired copper in the purple haze of the horizon. A vast quiet prevailed—the hush of peace and majesty.

She lay in the prow of the canoe, exhaling languidly the scented smoke of her cigarette. Her voice, sweet and flat, broke the spell.

"It's pretty," she said, "ain't it?"

I knocked the ashes out of my pipe and drowned her.



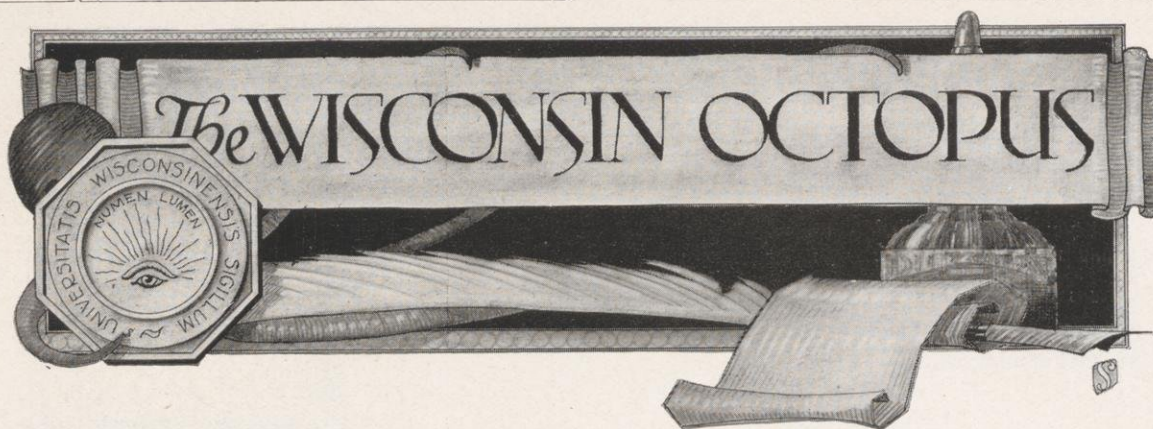
Dizzy (rhapsodically)—I found Beatrice lying in the grass—

Cynic—To the grasshoppers, probably.



Get by the Law exam?  
Yes, on probation.  
Oh, a case of Probate Law?  
No, Kappa Bete.





Founded 1919

Published at the University of Wisconsin

Incorporated 1920

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## Introducing Ourselves

In this first issue of The Wisconsin Octopus under the new regime it is perhaps not inappropriate to say a word about the plans and policies of the new organization.

The Board of Editors is the governing body, and is composed of six Seniors and three Juniors. It elects the executive heads of the three departments solely on the basis of ability and effort. Each month it also passes on all material submitted, and outlines plans for future numbers in consultation with the Editor.

At the last meeting of the Board in June the three department heads for next year will be elected; vacancies on the Board caused by graduation will also be filled. These members will be chosen from among the Sophomore and Junior classes; all contributors whose work totals over one page being eligible at the coming election.

The staff of The Octopus will strive at all times to give Wisconsin a humorous monthly fit to take its place among the very best of its collegiate contemporaries.

## Louise Schlesselman

Death has taken one of The Octopus' most faithful staff workers, Louise Schlesselman. Just on the threshold of a life that promised to be most brilliant, she was taken from us. Although she was still very young, her unusual capabilities and high ideals had acquired for her a distinctive place among her co-workers.

Unselfishly and untiringly she devoted herself to extra-curriculum activities to a degree that few are able to attain. Besides her position on the Octopus, she acted as publicity manager for the 1921 Badger and was a member of the Cardinal and Who's Who staffs and the Prom Committee. She was a member of Alpha Phi sorority.

The Octopus sorely feels the loss of one of its most faithful and competent workers and will ever retain and cherish the memory of a devoted worker and a sincere friend.



### About Tea Dancing

"The time has come," the Walrus said,  
 "To speak of many things,  
 Of shoes, and ships, and sealing-wax,  
 And thé-dansants,  
 And fox-trot kings."

An old grad came back the other day and talked about the Old Wisconsin; then he talked about the New Wisconsin. What he said doesn't matter so much.

He wept.

He cried unashamed before his audience of several hundred students. In school, years ago, this man was a fighter and a leader; in the world today he is a fighter and a leader. One of the things that moved him to tears was—

Tea-dancing.

Or, rather, it was the standards of which the tea-dancing craze is a confession.

Last month the track team won over Notre Dame one of the most brilliant victories in the history of the school. Two men saw the team off. Nobody saw it return.

Only a few years back Minnesota beat Wisconsin 54 to 0 on the gridiron. A thousand students went to the station and carried a defeated eleven back to the campus. Last fall cheer leaders had to beg the crowds to remain in the stadium until the games were over.

The "W" man in dancing threatens to supplant the "W" man in athletics.

Eber Simpson, Arlie Mucks, Keckie Moll—how

familiar are the underclassmen of today with the great names of Wisconsin's yesterday?

Last semester saw the lowest scholastic standing the university has ever recorded, the disrupted years of the war not excepted. The most notable outburst of student thought was expended upon the matrimonial desirability of the co-ed—and galoshes.

Tea-dancing, however, was at its height.

Forensics, publications, dramatics have suffered. The dancing floor has competed with the platform, the desk, and the stage—and won.

There are two attitudes: "I for myself" and "My best for the school." The second attitude is beginning to be openly scoffed at.

The tea-dancing craze and what it stands for is a manifestation of the first.

Men and women who are at Wisconsin for a purpose are seriously hindered by those who consistently refuse to interest themselves in either school work or organized activities. Discouragement of this sort leads to an inevitable end.

The tea-dancing spirit is pitted against the school spirit. One must win.

At present Wisconsin stands a chance of losing the men and women who are trying to make the university what it once was. The university world is not big enough for the two classes. One or the other must leave.

At present the requiem of the old Wisconsin spirit bids fair to be jazz music, the funeral march a fox-trot.

But things, fortunately, have not yet reached that pass—grads merely come back now and weep over Wisconsin.



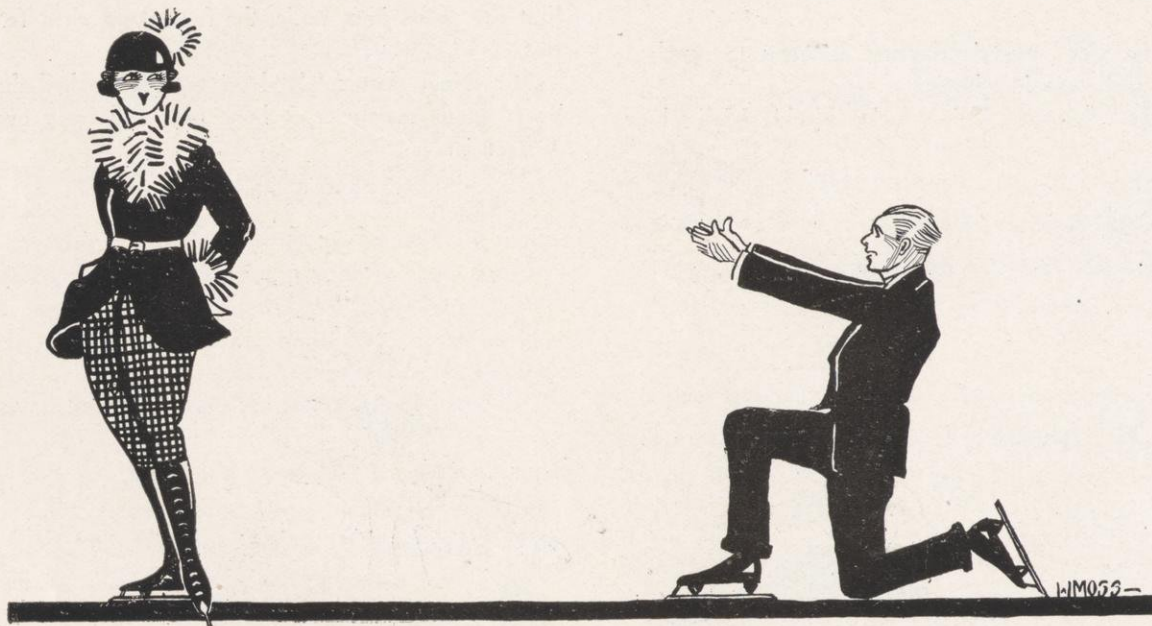




The Long Arm of the Law

### Army Work

Yes, Buddy, they worked me so hard that even the hands of my wrist watch became calloused.



He Pants For Her

### THE OUIJA BOARD

My g-g-g-girl and I—  
Her name's Kate W-W-Ward—  
We sp-p-pent an evening  
With the Ouija B-B-Board.

I w-w-w-wanted it  
To tell me wh-wh-why  
My m-m-manly heart did jump  
When Kate was n-n-nigh.

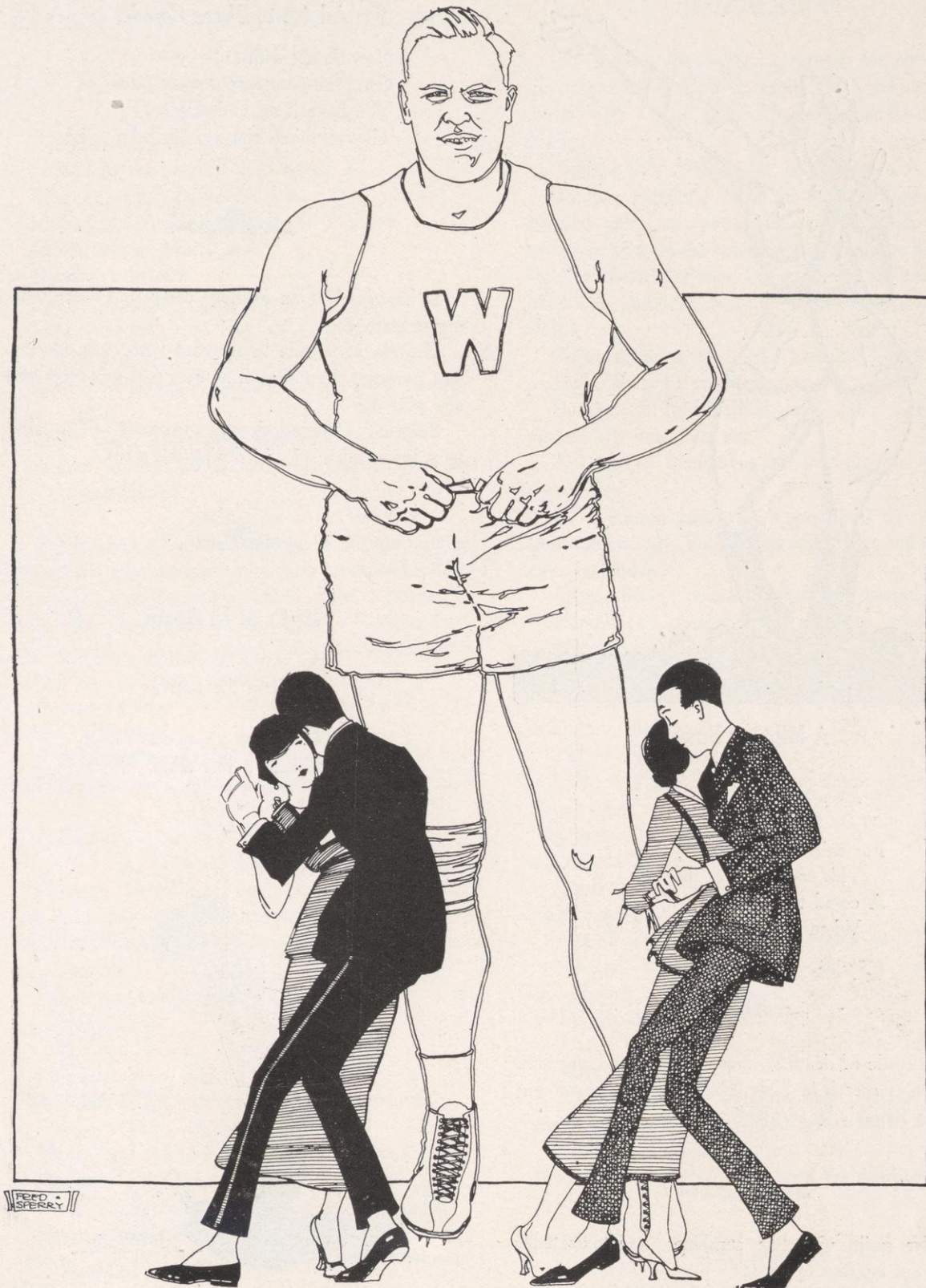
We w-w-watched it breathlessly—  
It spelled our f-f-fate.  
"She l-l-l-l-loves you George,  
And you love K-K-Kate."

I k-k-k-k-kissed my Kate  
And she kissed m-m-me.  
And oo-la-la-la, sweet pa-pa—  
What ecsta-s-s-sy.

And th-th-this is my advice,  
To those who p-p-pine  
To r-r-really know if she  
Is truly th-th-thine.

Just g-g-get a Ouija Board,  
And get the m-m-miss.  
The w-w-w-w-Ouija Board,  
Will bring the k-k-kiss.





Shades of the Past





A Military Bawl

## Paradox

For enigmatic truths, my son,  
This couplet takes the cup:  
A co-ed never pines away  
When she can be spruced up.

The rustle of death's wings is something more than  
a figure of speech in New York where they are con-  
ducting funerals by airplane.

"Her smile was like sunshine; it intoxicated,"  
wrote the aspirant to the Lit.

"You must mean moonshine," said his roommate  
who was an engineer and an unesthetic dub anyhow.

## Advice to Obese Co-eds

Now do not with asperity  
Condemn your corpulent fates.  
You have it on authority  
That all things come to him who weights!

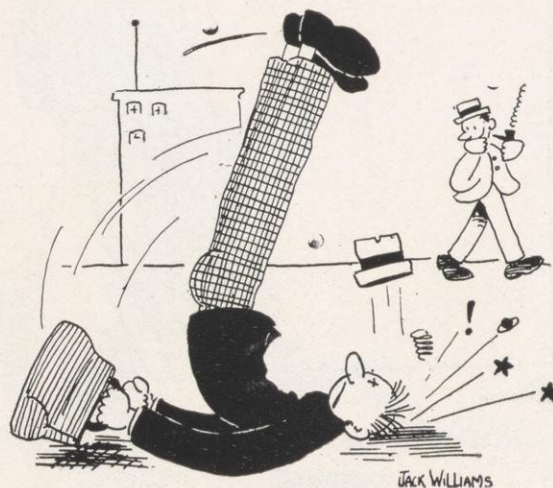
It happened at an artillery camp in France when  
nights were cold.

Captain at reveille to sergeant with only one put-  
tee: Sergeant, how does it happen that you have only  
one putt on?

Sergeant (looking down, surprised): The other  
must have fallen off, sir, during the night.

## H. C. of L. Again

The way of the ostrich,  
As telleth the fable,  
Hath  
Naught on ye co-ed  
Beneath a libe table.



He Came Down With the Grippe



*Dramas from Other Planets*

## II JIJIBOOM

The Unsuspecting Offspring of Bazinook

## CAST-OFF CHARACTERS

Pete, an Irish fuel dealer.

Si Welclo, the head of the family.

Pharoah, a biblical card-shark.

Pharoah's Daughter, daughter of Pharoah.

Moses, Mister Moses' son.

Darwin, a butcher.

Percy Cution, a lawyer.

Isaac Newton, alias Fig, an Appalachian apple-grower

Lord Tweedmouth, a distributor of daily periodicals.

Molly Cule, a civilized chemiste.

Armies, student bodies, retinues, regents, and human beings.

## SCENE:

The boudoir of a sock foundry. Portraits are seen along the walls, some of them being suspended, others expelled. Reading from left to right, Charles II, Dean Roe, Cupid, and G. L. Gilbert. Reading from top to bottom, as far as the sink, Shakespere, Bob Lafolette, and Saint Peter.

A copy of Bazinook, octavo, asbestos binding, lies on the refrigerator.

It is Leapyear, and on the calendar near the out-buildings the days are seen leaping gaily hither and fro.

A strong odor of ice permeates the barracks.

## The Acting Begins

Pharoah (rocking violently in a morris chair): The more you rock the more nervous you get. Soon you don't know whether you are rocking more or more nervous.

(Enter Pete, hatless, breathless, coatless, but with many pants.)

Pete: The library's on fire.

Pharoah: How could you tell?

Pete: I saw the smoke coming out in volumes.

Pharoah: Where is my daughter?

Pete: She went to the bank to regain her balance.

Pharoah: On her own account?

Pete: That was her statement.

Pharoah: And Moses, little Moses, where is he?

Pete: At Dad Morgan's, betting on the Chicago game.

(A chorus of deaf-mutes shimmies down the fire-escape, yodeling "Pharoah's Daughter's at the Bank, Little Moses in the Pool.")

## INTERLEWD

(Enter a burglar, dropping through the chandelier. He creeps to the dresser, opens the jewel case, and draws forth a bass viol. Pharoah's daughter awakens.)

Pharoah's D.: Stop, base, vile creature.

Burglar (drinking from the vial): Shush, lady, I'll play you a solo so low to seem a solecism. (He tears a page from the calendar and starts for the door. At this moment Percy Cution, with the hereditary black eye, opens the door and enters through the doorway.)

Percy (missing an eight o'clock): You write his parents, Dean, I'll mark the papers.

Burglar: SHSHSHSH! The Suez Canal was opened fifty-one years ago.

The Sheriff (unloading his field-piece): What a coincidence.

(The curtain falls with a crash and the audience leaves reluctantly, bobbing her hair. The acting, however, continues.)

(Enter Molly, protruding from an evening gown.)

Darwin (beaming): Was my theory wrong?

Molly (surprised and pleased): Gwendolynne, my shawl.

Newton (soliloquizing—to himself): Hope springs infernal in the humming breast.

(Enter Lord Tweedmouth.)

Strike me pink! The regents are approaching. Stand by.

Moses: Tweedmouth, old dear, let's go fox-hunting behind North Hall.

Lord Tw.: Blimey, superb. I must change my garb, though.

(Exit Lord Tweedmouth, changing garb.)

Newton: Tweedmouth was right; the regents are approaching. Bugler, sound three ruffles.

The Bugler: I haven't a single ruffle, sir.

Molly: Here, take these (tearing three ruffles from her inexpressibles.)

(At this point the transport sinks offstage, and the troops are forced to go off in transports of delight.)

Lord Tw. (going in and coming out again): Wuxtree! Did Paris-cope with the submarine problem?

(He swoons.)

(Enter Si Welclo, disguised as a sea-faring Frosh)

Si: Here's the green oil for the starboard light, sir.

Pete (raucously): Press the button, frosh.



(Si does so, flushing silently.)

(Lord Tweedmouth (entering, in a passion):  
Wuxtree! I am forced to admit that there are more  
harps in heaven than any other nationality.

Pete (gazing after him reverently): A perfect little  
gentleman. I spent an entire afternoon with him, and  
not an obscene word.

(Darwin muses in his porterhouse. Si Welclo en-  
ters, inspired.)

Si: Oh, Darwin, Mister Darwin, there's a saus-  
age 'neath the sink.

(Darwin, peeping underneath, perceives the miss-  
ing link.)

(Enter a chorus of French pheasants, singing the  
mayonnaise.)

(Precipitative Proscenium.)

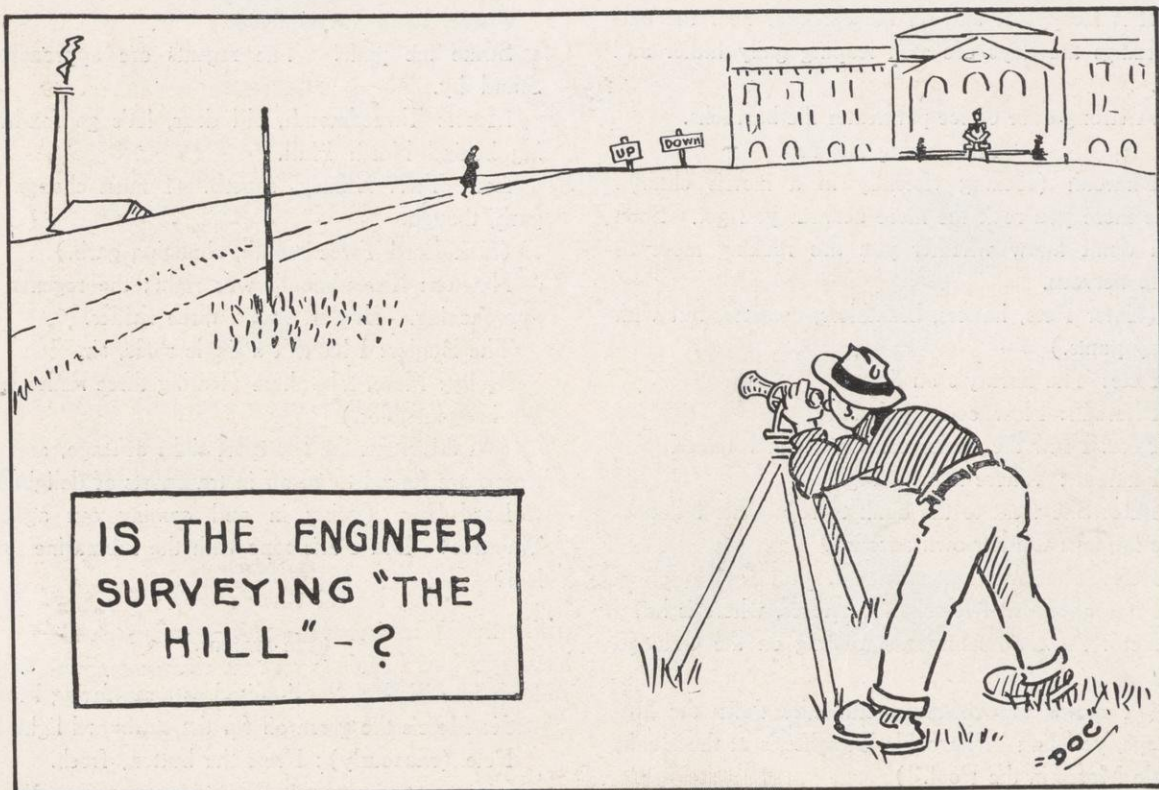
### Oh, Joy

Some of the reds declared they were glad to be  
shipped out of the U. S. Transported with delight,  
eh wot?

### A Study in Yellow

(The editors of the Lit and the Octopus flipped a  
coin to see who would print this. The Lit  
won—but we stole it.)

A pale yellow tea set,  
Places for two.  
Would he never come?  
Languid, yellow petaled locusts  
Floating, floating  
In a glass boat  
On the white luncheon cloth.  
Was it too late?  
Flashing sun fish darting  
In their tiny, watery globe;  
Lazy water toads  
Blinking swollen eyes  
At the pale woman  
By the window.





**Heavy Humor**

Teacher in history: "What made the Leaning Tower lean?"

Fat girl: "I don't know. If I did I'd use some myself."

**The Modern Way**

"Beauty is only skin deep,"

Said some sage in ages long closed.

As a truth this old saw wouldn't keep;

Now beauty's just superimposed.



Burbank had nothing on the man, who by putting the slit behind, made two legs show where only one showed before.

**Snow a la Poe**

Oh, the snow, the ghastly, white snow,  
Chilling the tip of my delicate toe,  
Bringing a nip to the tip of my toe,  
Chilling and killing my delicate toe!



"It might have been a joke when they took alcohol away," said the two-miler as he stretched out for his massage, "but I'm getting tired of having it rubbed in."

**Lady! Lady!**

Gotta get a new room.

What's matter?

Can't sleep with the shades up every night.

Why don't you pull them down?

They're not my shades.



NO! - NOT HE-  
NAUGHT-EE-E !!





First Signs of Spring



## A Wild Drive

I met a co-ed on the drive,  
A simple kid, a pretty child,  
Her hair was bobbed, her eyes were bright,  
And she sure was wild.

She smoked a scented cigarette  
And talked of things above my dome.  
She asked, "Do you read Tschaikanoff?"  
And I went home.



"Men have worn pants for a hundred years," informs an exchange, but a canvass of the situation at Wisconsin reveals that no student here has worn his anywhere nearly as long as that, save perhaps in the Engineering college.



Teacher—John, your mouth is open.  
John—I know it. I opened it.

## The Worst is Yet to Come

It's easy enough to be pleasant  
When the world rolls on like a song,  
But the man worth while is the one who can smile  
When his Prom bills start coming along.



Spirits must lead a rum life.  
How come?  
They're always knocking.



On North Mills street, there is a rumor that a roomer is able to look at the adjustable mirror in the bath-room of a certain house, and tell from the angle that it is tilted, who washed his face last.



An Exponent of Cubist Attire



## Who's Who at Wisconsin

A quintet of inspiring personalities surreptitiously filched from the forms of the forthcoming volume of varsity greatness.



Gideon Gay, who introduced the galosh among men, prefers to sip the malted through a straw, and is the male students' champion of the Jordan Tea-Dance Controversy. Since his christening he's been giddy and gay.



Les Woodby Toolittle, famous advocate of the double-grip garters, who won the medal for plunging, the cut glass "W" for swimming, the cross for bathing, and the badge for diving. He has prolonged his course by two years for divers reasons. Less would be too little.



Hugh Tellum, who stood behind Pershing in the Pathé films, whose spell-binding adventures overseas will serve to keep the recent conflict fresh in varsity eyes for almost another year. After several plausible adventures he was run over by an observation balloon and invalidated home. You tell 'em, Captain



Hiram A. Hall, member of Hesperia and Baby Beef, eminent Bolshevik who wrote vile essays when a Frosh, viler ones when a Soph, and was the Vilas prize winner in his Junior year. The student body has recently voted to hire him a hall.



Marian Free, who as a protagonist in the New Thought Movement, has fought the existing ideas of false modesty until she has become a victim of somnambulism. She is seen here in her naive evening attire quoting from Shakespeare's w. k. drama "The Shaming of the True." Since entering the university she has been particularly merry and free.



# FIG LEAF LIMERICKS



## The New Thought Chorus---Male

I'm a wild, skybo from Borneo,  
 No lady lives can say me no;  
     I'm no silk-glover,  
     I'm a mad he-lover,  
 And I'm not so very slow;  
     I'm a Borneite,  
     I can hug 'em tight,  
     I can treat 'em right,  
     I can kiss, I can bite;  
 O Jo, O Flo, come on,—let's go  
     Back  
     By the track  
     Of the old sea-hack,  
 Let's go back, back, back to Borneo.

## The New Thought Chorus...Female

I'm a sweet Mi Lola from Borneola,  
 I'm lots worse for man than a Coca Cola,  
     O, I breathe in crimson passion—  
     It is all the latest fashion—  
 And I sure can Mola to that tuneful Rocka Rola,  
     I'm a Borneance,  
     I can do that dance,  
     I'm extravagance,  
     I can kiss you to a trance;  
 O Gee! Come to me! Let's fly free  
     To  
     Tropic dew,  
     You and I will be the crew,  
 Let's fly to Borneola by the sea!

## Fever Thoughts

There is Love in Borneo,  
 Where the sago palm-trees grow  
     And the wild moon shines  
     And the flowering vines  
 Glisten with phosphor glow.

There is Flesh in Borneo,  
 Where the mango yellows show,  
     Where the crocodile waits  
     And the leopard mates  
 And the trees twine to and fro.

There is Flame in Borneo,  
 Where the Will O' Wisp lamps go  
     In and out of jungle lairs  
     And the green-eyed tiger stares  
 And the serpent coils below.

There is Life in Borneo,  
 Where the crimson scent-stars blow,  
     And the heart-blood burns the knife,  
     And there is no rule of wife,  
 And the Law is: friend or foe.

A youth who was madly in love  
 Proposed by the starlight above  
     But in the cruel morn  
     She looked so forlorn  
 He sent her his holiest glove.



Students in Advanced Standing



**SPRING 1920**

Come in fellows and let  
us show you

**The  
Fashion Park**

and

**House of  
Kuppenheimer**

**Suits and Top Coats**

The Spring models are "brim-  
ing over" with "pep" and  
"snap." They'll appeal to  
you at sight.

**Speth's**  
On State

At the Volcano

Tourist, "Looks like Hell,  
doesn't it?"

Native—"How these Americans  
have traveled!"

**Do You Prefer**

To use writing papers that  
other fashionable folks recog-  
nize and approve?

Good taste rules always in  
Kamera Kraft Shop papers;  
and there are so many smart  
styles that you can freely in-  
dulge your own fancy.

**The Kamera Kraft  
Shop**

State at Frances Street

**"RE-OPENING NOTICE"  
COLLEGE RESTAURANT**

The remodeling and improving of our Restaurant at 712 University  
Avenue is now complete. Wholesome food and quick service.

Home cooking and baking.

30c will buy you a good meal.

TRY IT AND SEE

"Run by students for the access of students."

Mrs. Caroline Harrington, Prop.

Clay O. Runkel, '21, Mgr.

**Style**

—In—

**THE MURRAY STYLE SHOP**

is

**Always Correct**

Visit the shop in the Park  
Hotel for spring fashions of  
young women.



## Keep Your Clothes In Good Repair

"IT PAYS"

Your spring suits can be tailored more reasonably than you realize, and with quality considered.

**Orne & Sandgren**

608 University Ave.  
Madison, Wis.

## Meals to Please You!

It is our policy to serve you. Our service and the menu we offer will delight you.

**Wayside Inn**

"Woman's Building"

## A New Thought In Hair Dressing

It will be found in the most popular beauty shop of college women.

**The VARSITY  
BEAUTY SHOP**

## Kennebec Canoes

Will soon be on the lake  
Order yours through



622 State Street

We'll See  
You All  
At The



# Union Vodvil

April 2-3

Matinee Saturday April 3

Fuller

Opera

House







Freddie Frosh can't understand the popularity of his new room



## STUDENT RELAY DANCE

Every Friday and Saturday Nights

BOYD'S STUDIO

and

BOYD'S ORCHESTRA

ANNOUNCEMENT:

Student Dances at Bernards Park in May

## Closing Out Sale

Every Thing Goes

at a Sacrifice

## VAAS-MAW

Dry Goods Co.

## THE CO-EDS SHOP

GOWNS

Afternoon and Evening  
All kinds of alterations

## FRENCH SHOP

107 W. Mifflin St.

Drop in at

## Tiedeman's

and try a

MALTED MILK

At University and Lake St.

Come

To

The

## College

## Refectory

And

Enjoy

Real

Food

They say Maxine Elliott bathes in milk.  
That's nothing. I saw the team swim in Cham-  
paign.

Flannel Shirt—At last I've found a pipe course.  
Corduroys—What is it?  
Flannel Shirt—Hydraulics.

## The Name On The Box

There is one article in this store  
which is never sold.

It is our name—our greatest  
business asset, and so serves as a  
guarantee of satisfaction and  
value.

## Gamm Jewelry Co.

9 W. Main Street

## DRINK MORE MILK ITS HEALTHY

Be Sure Your Milk and  
Cream Comes from the

## KENNEDY DAIRY CO.

618 University Avenue

Phone Badger 7100



In place of an Easter card — your photograph.  
Both seasonable — but one a permanent reminder of **you**.

Make the appointment today

**GEO. C. BELL**

Artist Photographer

19 W. Main B. 634



## Columbia Grafonolas and Records

Dance and concert orchestra music for sale. Good exchanges made on musical instruments for students.

**Edward J. Skelton**  
Music Store

328 W. Gorham Street  
Grimm Print Shop Bldg.

## Miss Hazel West Private Dancing Lessons

To suit your convenience for appointment, call

**B. 6168**  
**BOYD'S STUDIO**

## Who Buys Your Meat?

Does he know where it is kept before it is delivered to your kitchen?

Can you rest assured that the meat you eat tonight has come through sanitary processes all the way from the stock yards?

You can be entirely assured if your meat is supplied by the Capital City Meat Market.

The person who buys meat knows that all meat from this market is **fresh** and kept for you at a temperature of 40 degrees Fahrenheit.

Phone Badger 2905 for your next meat order.

## The Capital City Meat Market

421 State Street

Anyway, wood alcohol has advantages over a lot of suicide beverages.

—Pelican.

Damn Columbus.  
What's the idea?  
If he hadn't discovered America,  
I'd be living in Europe and it isn't dry over there.

—Pelican.

Prof.—Here, you've dated your paper January 20, 1 A. D. That's not right.

Ex-bum.—Yes it is. It means Anno Drought.

—Pelican.

## Rosemary Beauty Shop

523 State Street

You will enjoy a soft water shampoo. Full line of fancy hair ornaments, neckwear, toilet articles and hair. Good switches made from combings. Marcell waving. Open Tuesday and Thursday evenings.

Call Phone Badger 6211  
for appointment

## Sumner & Cramton

DRUGGISTS

To His  
and  
Her Majesty

## The Wisconsin Student

## Complete Optical Service

We fit eyes correctly, grind lenses accurately, and supply everything needed for good vision.

We fill Oculist's prescription and supply new parts, frames or mountings on short notice.

Our Service Will Please You

**H. H. Ratcliff Company**

Jewelers and Optometrists  
29 S. Pinckney Street





*Devon*

# ARROW COLLARS

Starched or soft, afford, with  
good value, correct style and  
uncommonly long service

*Cluett, Peabody & Co. Inc. ~ Troy N. Y.*

# Quo Vadis?

In search for good food, go to the

## Y. M. C. A.

## Cafeterias

in the

University Y. M. C. A.

and

City Y. M. C. A.

You will be pleased

# Canoes=

We have been advised that there will  
be a shortage of canoes this summer.

Place your order now for one of the  
famous

## Old Town Canoes

### Racinewis. Canoe

# The Co-Op

E. J. GRADY, Manager

# Advanced Styles for You Men

YOUNG MEN are keen for style;  
and we know it so well that we prepare  
for that demand with the greatest care.

There are no clothes more stylish  
and yet dignified than

## Stratford Clothes

One, two, three and four button single breasted  
suits, also the smart double breasted.

YOU SHOULD SEE THEM ALL

*Olson & Verhusen Co.*



# Make Your Old Clothes Do Pantorium Co.

Quality Cleaners

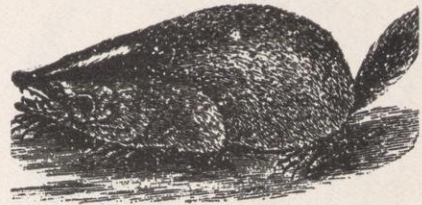
538 State Street

Phones 1180-1598

When in Milwaukee

Meet your friends at

The Badger Room



Hotel Wisconsin

Milwaukee

Our cuisine is unexcelled

# Students Use Hardware

We are operating this store for your convenience, and trust it is serving you well. Its location is convenient to all students; its stock of hardware is selected with an idea of satisfying your needs.

You are frequently in need of tools, kitchen utensils, and other articles which you will find ready at this store.

**Wolff Kubly & Hirsig  
Company**

Corner State and Gilman

We Make a Specialty of  
Satisfying Our Patrons

Our fine home cooking and good service has won us a very liberal patronage.

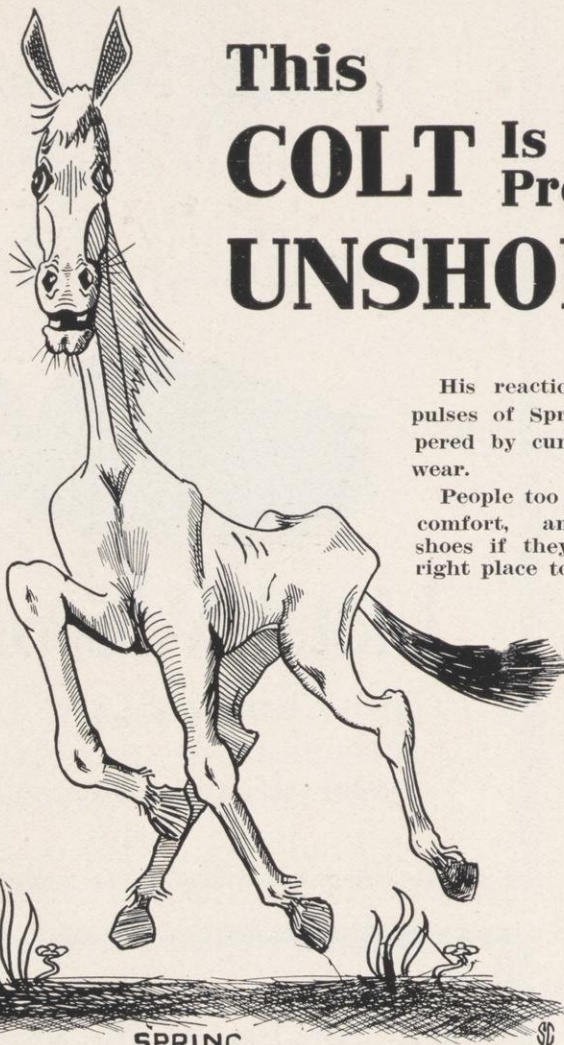
Satisfy Your Appetite  
at

*The*  
**Badger Cafe**

"A Thousand Students a Day"

1317 University Ave.





# This COLT Is Probably UNSHOD

His reaction to the impulses of Spring is unhampered by cumbersome footwear.

People too may have foot comfort, and yet wear shoes if they come to the right place to buy them.

SPRING  
**GLEUES'**

THE PLACE TO BUY SHOES

Gay Building

Copyright 1920

Same Here!

She—"How many hours are you carrying?"

He—"Oh, I'm carrying about five and dragging ten."

—Orange Peel.

Cashier (with a groan)—"Es-ther, I have forgotten the combination and I am in a terrible sweat over it."

Esther—"I forgot my combination too, and I'm pretty near froze to death."

—Punch Bowl.

Tailor—"Do you want a cuff on the trousers?"

Customer—"Do you want a slap on the mouth?"

—Lampoon.

She stirred

Only to snuggle closer.

He started to count her vertebrae,

But lost count

At the seventeenth

And started over

The milkman came and went.

Then with a deep sigh

She pushed him from her,

"George, I must go in,"

She murmured,

"I have an eight o'clock."

—Pelican.

# American Restaurant and Garden Grill

OETKING PFEIFFER CO.  
PROPRIETORS.

11 EAST MAIN STREET

Entrance Same as American Restaurant

Our New Garden Grill Is Now Open

Noon Luncheon, 11:30 to 2:00 P. M. - - 75c

Table D' Hote Dinner, 6:00 to 12:00 P. M. - \$1.25

A la Carte Service, 11:30 A. M. to 1:00 A. M.

PHONE F. 966 FOR RESERVATIONS

The Two Best Places  
to Eat

# Home and Cop's Cafe

Jas. I. Coppennoll, ("Cop") Prop.

13 West Main St.





## When You Think of Spring and Attractive Oxfords

Come in and pass judgment on our selection of men's and women's brogue oxfords.

Your ankles will appear very well in these smart shoes. And your foot will feel comfortable.

This store is agent for the famous Luxite hosiery.

*Walk-Over*  
TRADE MARK REG. U.S. PAT. OFF.

Boot Shop  
15 West Main Street



## Choice New Spring Suits

AT

**\$35 to \$75**

Snappy New Spring Dresses

Taffetas, Satin,

Printed Georgette Crepe

Plain Georgette Crepe

AT

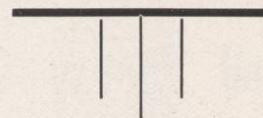
**\$29.50 and \$39.50**

## Johnston's

# C

hocolate  
overed  
ookies

possess individuality!



Ask for

Chocolate Eclair

Chocolate Angel Food

Chocolate Tutti Frutti

Chocolate Virginia

Chocolate Fig Cake

Short Bread

(Chocolate Dipped)

## Robert A. Johnston Co.

Milwaukee

"Famous for Biscuits"



## "For Your Office Supplies"

You may not have a place known by the name of an office but you are frequently in need of office supplies.

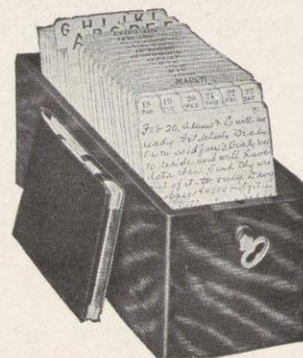
The Netherwood Printing company has stationery, loose-leaf notebooks, fountain pens, typewriters, rubber stamps, letter files, index files, and everything for the student desk.

And of course, we can do your next printing job.

**Netherwood Printing Company**

24 North Carroll Street

## It's no joke to forget a date



A Memindex is better than a private secretary

**Bill Rubert**

City Y. M. C. A.

B. 7538

## Staple and Fancy Groceries

Our complete and varied stock of the best grade of Groceries will enable you to select according to your needs and desires.

Also a line of delicious Fruit always on hand.

**W. C. Malone**

B. 1164

434 State St.

## New Thought May Be All Right

But the Old Familiar Atmosphere  
of

# ❖ Morgan's ❖

Makes us all feel at home in that  
institution



## ARMAND COMPLEXION POWDER

*In The LITTLE PINK & WHITE BOXES*

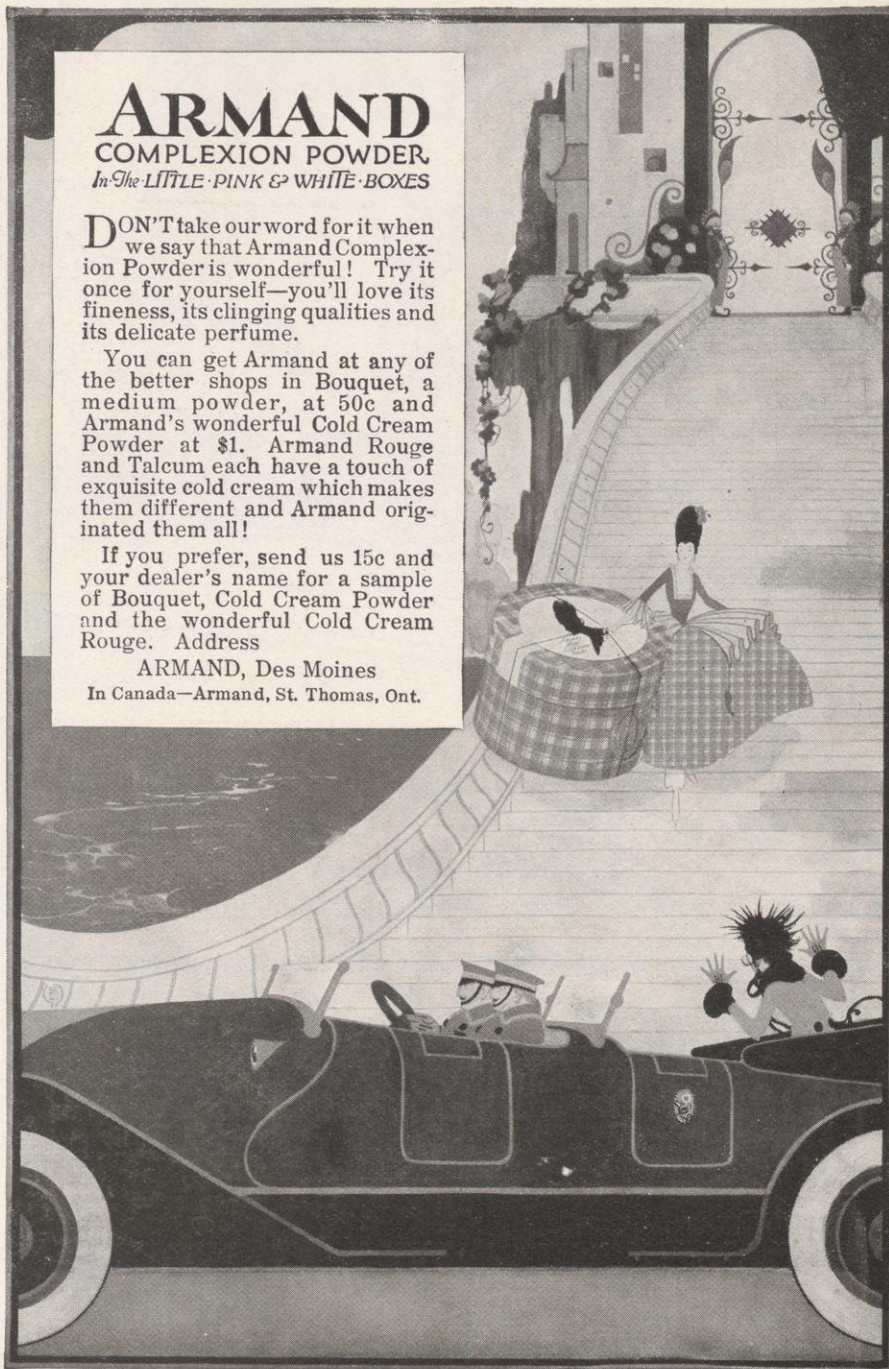
**DON'T** take our word for it when we say that Armand Complexion Powder is wonderful! Try it once for yourself—you'll love its fineness, its clinging qualities and its delicate perfume.

You can get Armand at any of the better shops in Bouquet, a medium powder, at 50c and Armand's wonderful Cold Cream Powder at \$1. Armand Rouge and Talcum each have a touch of exquisite cold cream which makes them different and Armand originated them all!

If you prefer, send us 15c and your dealer's name for a sample of Bouquet, Cold Cream Powder and the wonderful Cold Cream Rouge. Address

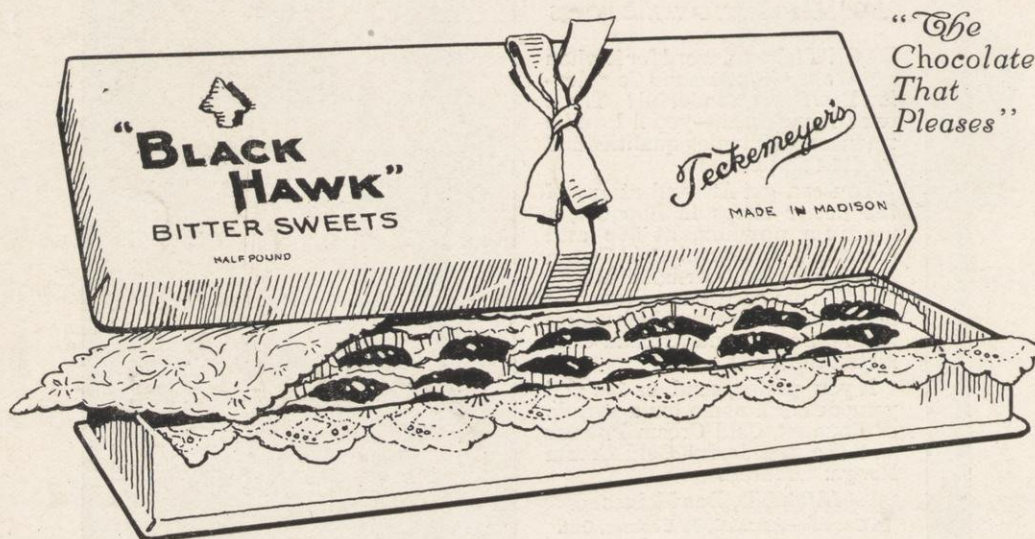
ARMAND, Des Moines

In Canada—Armand, St. Thomas, Ont.





# For Your Better Taste—



## "Black Hawk" Bitter Sweets

Reg. U. S. Pat. Off.

THESE sweet-meats will always be enjoyed with their creamy half-melted centers surrounded by the pure bitter-sweet quality of the chocolate shells.

YOUR better taste demands such a delightful satisfaction.

Teckemeyer Candy Co.  
Madison