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Fritz
Alvis

October

November

25¢

In antiquity, there were no Cheney Cravats . . . which is to say that the attire of ancient gentlemen was just a little incomplete. The toga, for all its virility, lacked a touch. : : However, there are Cheney Cravats for every hour. They run the whole gamut of occasions — a right one for day wear . . . a right one for dinner . . . a right one for a Westchester week end.

Your haberdasher will put his heart and his whole stock of Cheneys into aiding you.

**CHENEY
CRAVATS**

Made by
CHENEY BROTHERS



Buy Everything Possible on... ...Your Co-Op Number



Comfortable and Luxurious Overcoats

Unusual: In style and in quality so as to bring the utmost comfort and warmth... Belted models have the trend in Camel's hair, Llama wools and Alpaca pile. Always moderately priced....

\$35 to \$100

Buy Clothing on Our "Monthly Payment Plan"

One-third cash as down payment.

One-third in 30 days.

One-third in 60 days.....

THE UNIVERSITY CO-OP.

"The Student's Store"

E. J. GRADY, Mgr.

-:-

State and Lake Streets



You can grin at Mendota's blasts

In a warm Alaskan Fleece Overcoat — deep rich fleeces that keep out the cold but do not weight you down. You can depend upon getting the correct style, too, at this new shop for college men.



AN ALL-TALKIE OF THE WHOOZIS-WHAMZIS GAME

(A Pathay News Release. Seize All; Nose All)

Gimme a seat in the middle section about half way up. . . . Say, who da hell you tink you're shovin'. . . . Oh, Roger, there's Betty and Chauncey down there. Let's sit with them. . . . Now, I'll stake you two to one that Whoozis won't score on us in the first quarter. . . . Let's kill this before the game and then we'll have that other quart to drink between halves. . . . Yea, Bill Jones is the best player that Whamzis has. He's number 39. . . . This kinda reminds me of the Hooeyford-Jogtown game when . . . Why, hello, Sam! I ain't seen you since graduation way back in '06. . . . Kindly, desist from pounding on my hat. . . . Whoopee!!!! Hurray for dea ole Whoozis. Whoopee!! . . . Ish you damn hic shure you're rootin' for oursh shide? hic . . . Fight! Fight! Fight! . . . Down in front! . . . All together now, fellows, three rousing cheers for Captain Prune. . . . Take that hamfisted dude out of the game. . . . Pipe down, you!!! . . . Who in 'ell's gonna make me? . . . Fight! Fight! Fight! . . . Cheese it, de cops. . . . Tell Jim to lay off the bottle. He's hittin' it too heavy. . . . You like it? Well, I got it down at Ginsberg's store for only \$2.98. . . . Hell, no, you ain't gonna change dat bet now. Dat bet stands as it is. . . . Peanuts, popcorn, candy and cold drinks. . . . Daddy, I wanna lollypop. . . . And, Daddy, I gotta (buzz, buzz). . . . All right, Anthony, come with me. . . . Yea, I knew damn well we would win the game. . . . Well, s'long. I'll see you next year. . . . Whoopee!! Hurray! Rah! Rah!

—Carolina Buccaneer

Although there are many diseases prevalent in the country, by far the commonest is high-blonde pressure.

—Purple Parrot

TRUE TALE

They say an elephant never forgets. Along this line we have one about Jerry Geisman, who has a really remarkable memory.

The little fellow was hoeing weeds in his garden one day, when he came to a bush in the middle of a row. He stopped to mop his sweaty brow, and as he stood there, out popped the Devil from behind the bush.

"Hello, Jerry," said the gent with the forked tail.

"Ahoy, Satan," warbled Geisman.

"Do you like eggs?" queried the Devil.

"Aye, sir," replied Jerome.

At that the Devil disappeared.

Seven years later Jerry was again hoeing weeds in his garden. He came to the same bush spoken of above, when out popped Satan again. Without ceremony the Devil put the question, "HOW?"

"Fried!" snorted our hero without hesitation. Imagine the Devil's embarrassment.

—M. I. T. Voo Doo

If



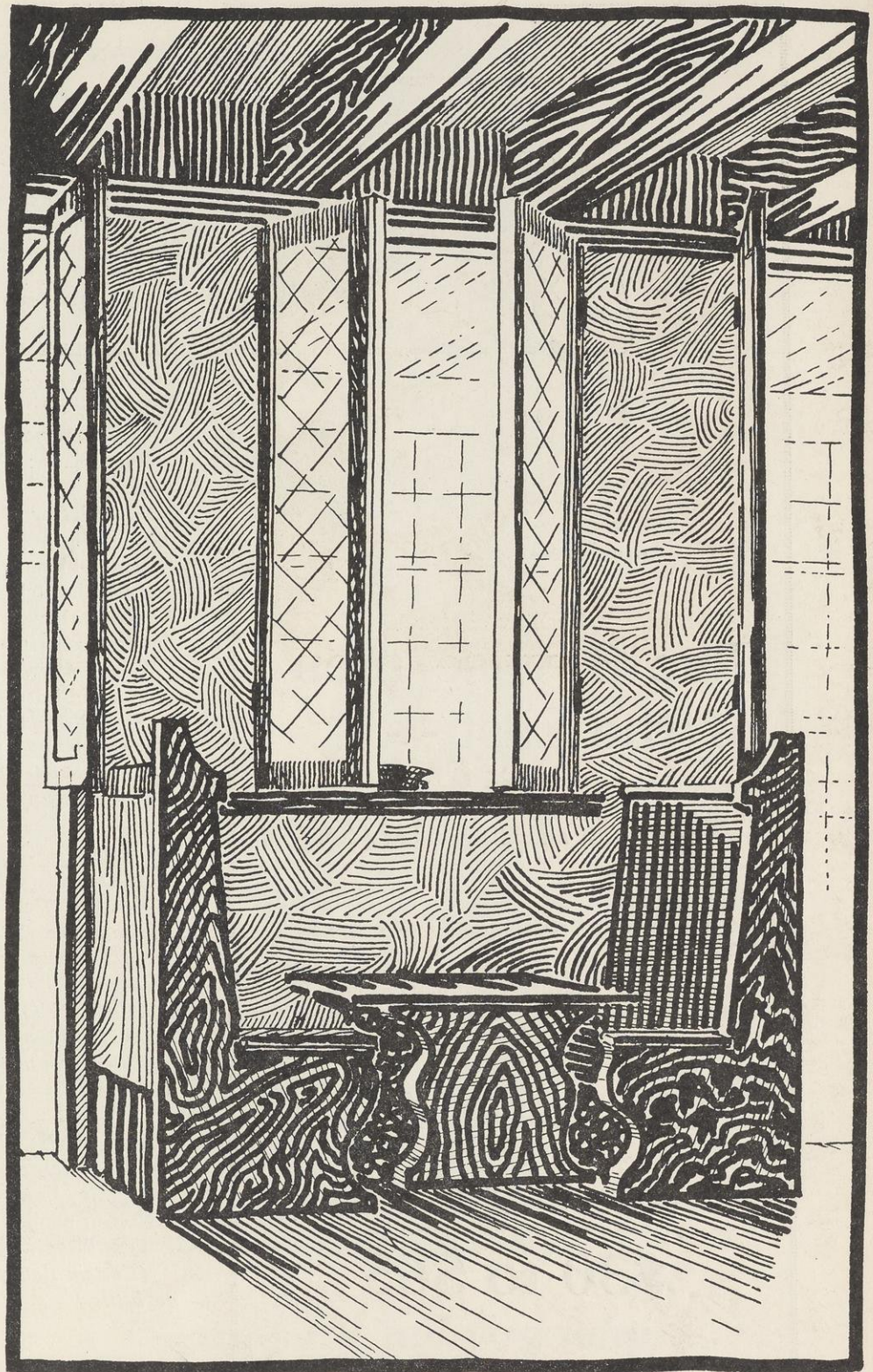
you enjoy quiet talk and laughter, the glow of candles and shaded lights—an open fire—hand of bridge—if you are particular as to how your salad is made—if you have a fondness for quiet comfort, delicious food and courteous service—Heigh ho, how we do tumble on—Never mind—if you do like the better and pleasanter ways of living—

Then you, too, are one of the connoisseurs for whom The Coffee House was built.

We Welcome You!



Down The Court!



**IRVING-
COFFEE
HOUSE.**

RESTAURANT INTIME

STERLING AT IRVING



W
MICHAELS-STERN CLOTHES

The 3 wise men of the East - - -

Their brothers from the West—their uncles from the North and their in-laws from the South—

They are all at the Crescent mingling with the new Michaels-Stern Fall Suits and Overcoats.

Some are just looking—some are trying on—some are buying and some are telling us they will be in later.

Here's the point: whether you are a praiser and a purchaser or a looker and a leaver, we want you to see these suits and overcoats.

As Soon As Possible

\$30 to \$65

The Crescent
CLOTHING CO
Specialists in Apparel for Men & Boys

'Twas Just Before the Battle, Mother

(Playlet in Four Acts)

Act I

Scene I (*Interior of the fieldhouse just before the big game.*)

Coach: As you know, fellows. . .

First Player: For Gawdsakes who swiped my shoe?

Coach: As you know, fellows, this is the championship game and . . .

Second Player: Leggo these pants, they're mine!!

Third Player: De hell dem are your pants, dere mine, gimme!!!

Coach: Let us have quiet fellows. Now as I was saying, since this is the championship game it will be necessary for everyone of you to . . .

First Player: Whoever snitched my shoe is a lowdown cuss.

Second Player: I know damn well these are my pants, because the seat is ripped out of them.

Third Player: And I know damn well they are mine because the right leg is torn out.

Fourth Player: Ou—ch! That's my toe you ground into the concrete.

Coach (*Slightly peeved*): Will you guys pipe down! The next bird that interrupts will stay out of the game.

First, Second, Third and Fourth Players (*In unison*): But Coach—

Coach: SHUT UP!!! Now to resume, in order to win this game each and every man will have to . . .

Fifth Player (*Running into the dressing room and out of breath*): Coach, I'm sorry I'm late but I had to take little Oswald out for a walk.

Coach: Well, you are too late now. You're ruled out of the game. You can't play.

Fifth Player (*sobbing pitifully*): Please, Coachy dear, let me play.

Coach: NO!!!

All the Players: Oh, Coach, how could you!

Coach (*consulting a sun dial*): Fellows, it's just about time for the game to start and I want to say one word . . .

First Player: My dear, dear shoe, where can it be?

(*A whistle is heard in the offing.*)

Coach: Come on, fellows, it's time to play, and bear always in mind what I told you.

First Player: But, coach, I can't play barefooted.

(*Curtain slowly rattles earthward as the players go forth to battle.*)

Acts I & II

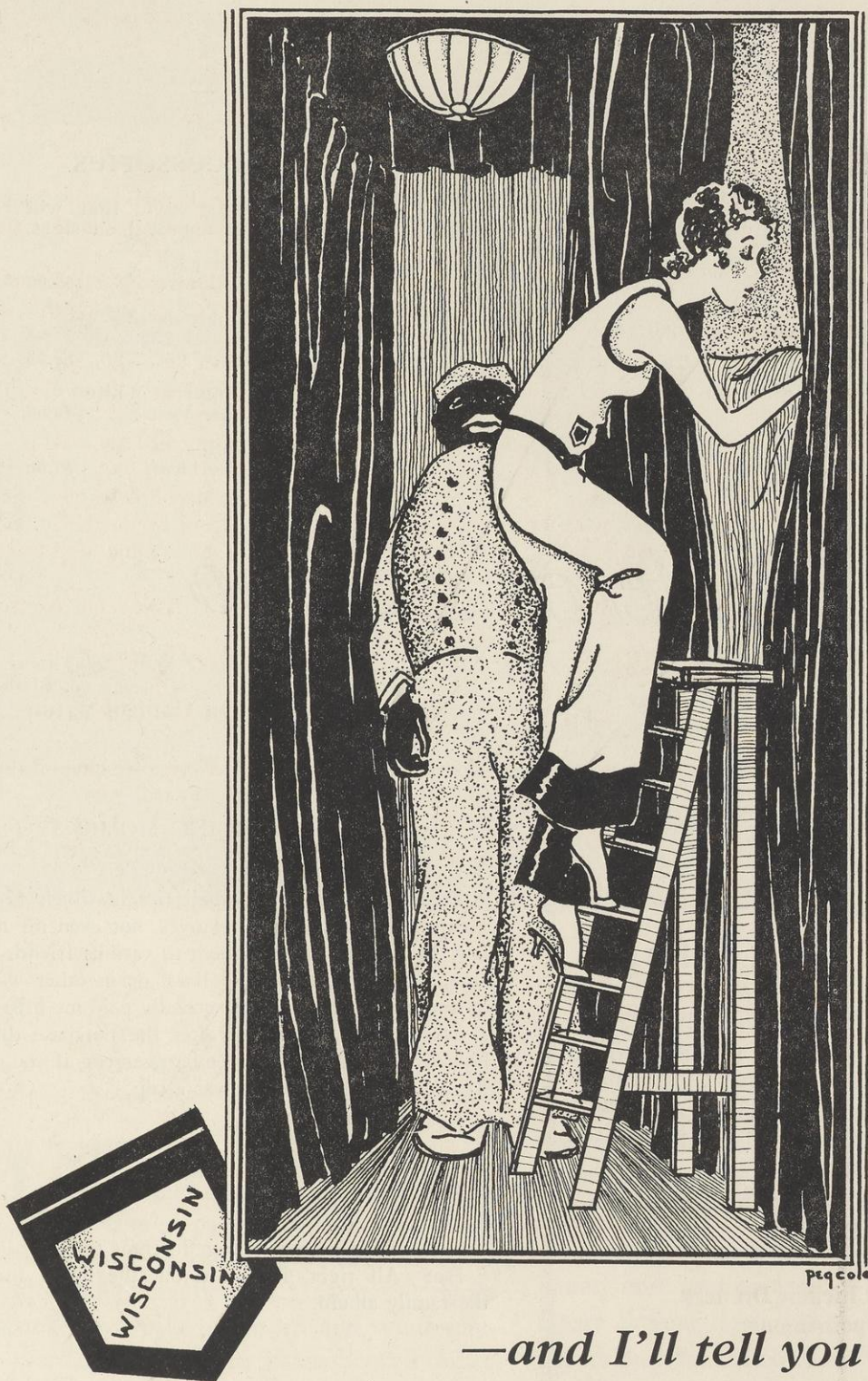
(Note: These acts have been omitted)

Act IV

(Note: This act is the same as Act I)

The End

—Carolina Buccaneer



—and I'll tell you why

This may look indiscreet but it's not. It's loyalty . . . win or lose . . . day or night . . . right down to the Wisconsin monogram on my pajama pocket. For \$2.95 at Manchester's, of course.

Now-A-Nights!

Men slip into their Tuxedos for any social engagement with the ease and grace of a lounge suit—and wear them accordingly, particularly if such Clothes are from this store.

See our specially designed
College Man's Tux now
on display in our win-
dows.

Moderately
Priced At **\$40**

Accessories

with smart style that will
win your approval on sight.

Collar Attached
Tuxedo Shirts----- \$5.00

Hand Embroidered
White and Black
Scarfs ----- \$5.00

Double Breasted White
or Black Vests-----\$10.00

Small Roll—
Brim Derbies ----- \$7.00

Anderes & Spoo

Quality Apparel For Young Men

18 North Carroll

On Capitol Square

The Tiffin and Tea Shop

Luncheon	12:00 to 1:30
Supper	5:30 to 7:00
Afternoon Tea	4:00 to 5:00

At the foot of the hill—next to Administra-
tion Building

Steak and Chicken Dinners
by appointment

Quality unexcelled

Mrs. Seymour

B. 3822

EMBARRASSING MOMENTS

Series Z105609

I had a few extra football tickets which I could not give away to any of my relatives, not even my mother-in-law, so I began offering them to various friends for small amounts like twenty-five dollars, or in other words, next to nothing. One customer actually paid me fifty bucks for a ticket, and immediately after the purchase threw open his coat—and imagine my embarrassment, if you can, when I discovered my customer was a cop.



She: Let's do something different tonight.

He: All right, let's turn out the lights and look at the family album.

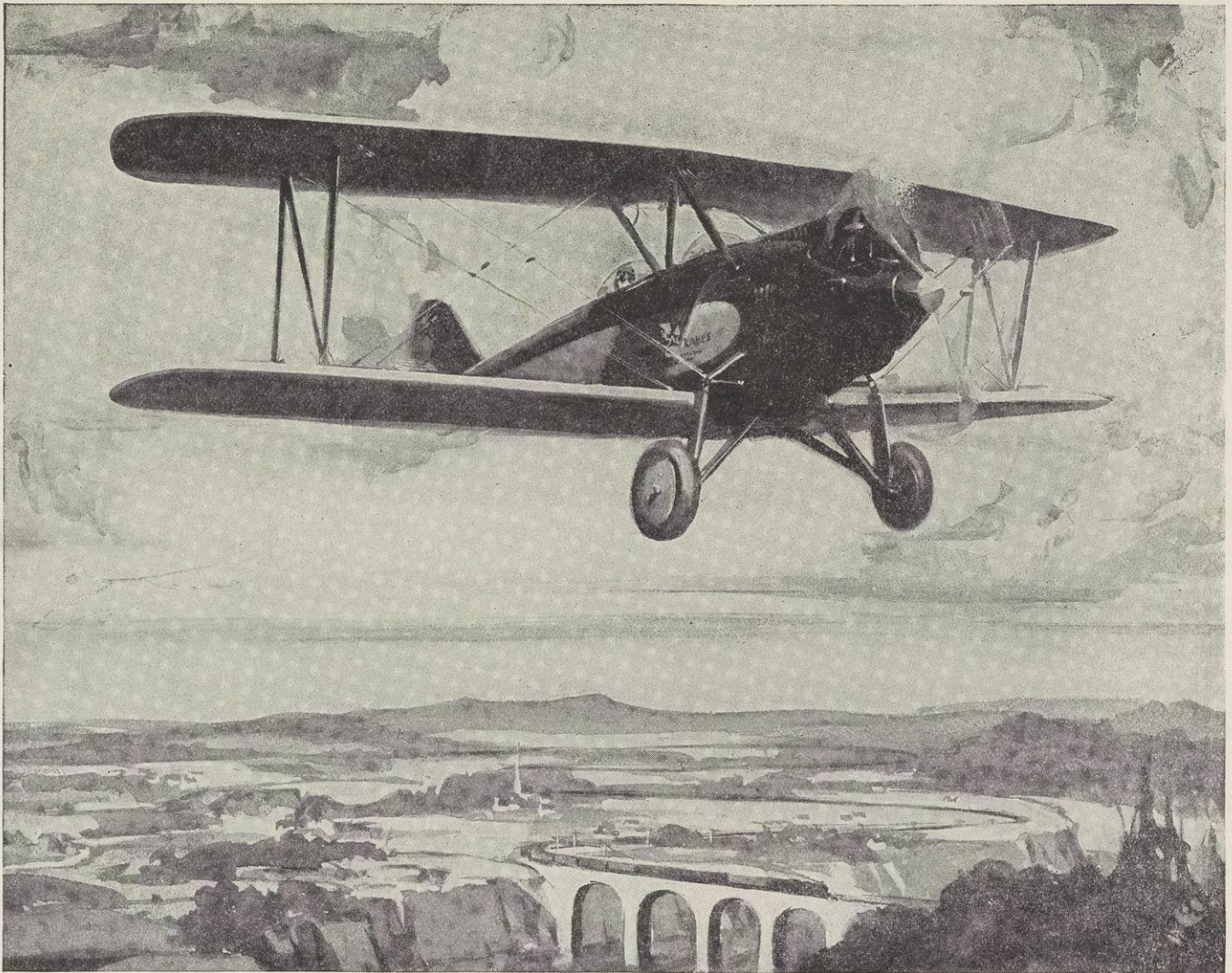
—Kitty Kat



"When did you first suspect that your husband was not all right mentally?"

"When he shook the hall tree and began feeling around on the floor for apples."

—Ollapod



Up under the broad eaves of the sky—that sudden thrill that always comes with the roar of a powerful engine—tingling autumn air that sets the gypsy blood astir—a wind-flung scarf—a dash of youthful color—a charming Somebody in a fascinating flying suit—two pals—air-born and wind-wayward, riding a Great Lakes Sport Trainer—happy—exhilarated—carefree—alive.

Nose up and climbing—now they’ve leveled off—banked—and away with the wind.

Balanced—graceful—good looking—fast, as your ideal ship should be—with an amazing flow of velvet-smooth power.

Yet an easy ship to train in—rugged, maneuverable, steady—an almost human co-ordination between rudder and ailerons that makes elementary turns as simple as straight flying. But with all its speed and performance, a Great Lakes Sport Trainer lands on the spot, at low speed. Built for the boy who “flies his own” and the girl who wants to go somewhere.

A new and interesting booklet illustrated in color will be sent upon request.

GREAT LAKES
CORPORATION



AIRCRAFT
CLEVELAND



OUR OWN CARNEGIE REPORT

By Sam Steinman

PURDUE—The press and student body are equally frank in admitting that the football team is made up of Boilermakers.

ILLINOIS—Something should be done here in a hurry. A lot of Suckers are now talking about the Army game. It would be an unfortunate blow to American athletics if it was the old army game being played on some suckers.

WISCONSIN—Recently a campaign was put on to sell some buttons. A number of virile young men were engaged in the sale of said buttons at twenty-five cents each. We fear that the tiddely-winks team is being permitted to use illegitimate means.

CHICAGO—Although Maroon is of scarlet hue, we declare that the Staggs are white.

IOWA—Birds of a feather flock together, they say. The Hawks were the only birds in the Big Ten so they were sent to other parts to do their flying.

MICHIGAN—Who ever heard of any Wolves doing justice?

NORTHWESTERN—The Wildcats are reputed to be Purple, but there has been plenty of occasion for them to become enraged. There have been many charges floating around to the extent that all Northwestern men are effeminate.

INDIANA—The Hoosiers are working their way through school in conjunction with the razor manufacturers. When the latter didn't meet their obligations they lost most of their early season games and started a beard-growing strike among the students. Now razors are at a premium in Bloomington.

MINNESOTA—These handsome Swedes are in the habit of appearing in person at Minneapolis motion picture temples. They represent themselves to be movie heroes, thus collecting their tuition and expenses.

OHIO STATE—The Buckeyes make their way in the world by writing songs about their "Ohio Homes", etc.

Nuthouse Fiction

We went to a college movie.

It didn't have anything to do with "frats".

There weren't any thin boys wearing big goo-goo eyes shell-rimmed glasses.

There wasn't a fat boy with a little skull cap.

A boy and girl were in love, but the boy didn't play on the football team and the girl wasn't socially prominent.

They didn't fall out fifteen minutes before the big game at the end.

Because there wasn't any big game at the end.

And the hero didn't find his home team faced with a defeat and two minutes left to play.

He didn't make a touchdown within the last minute and thereby win glory for the school and himself.

Afterwards the crowd didn't carry him on their shoulders.

And he didn't meet the girl outside the stadium where they made up.

I must be dreaming.

APPROACH



HOOSE apparel that gives a first and lasting impression of good taste and alertness.—A favorable approach is half the battle won.

Charter House Suits and Overcoats give you the necessary assurance of correct styling.

\$40 - \$45 - \$50

With One or Two Trousers

Jason Fleece Overcoats with a two-year guarantee. In all new colors and models. Fifty Dollars.



BAILLIE
O'CONNELL  **AND MEYER**
MADISON - WISCONSIN
109 STATE STREET



Mangel's
Present
New
Paris
Details
in
Formal
Frocks

The well dressed Co-ed who seeks individuality in costuming will welcome this Mangel's Formal Frock Showing—for here are distinctive one-of-a-kind models featuring the higher, molded waist line, and extreme length.

A Special Group of Formal Frocks

24.75

Others from \$14.95 up

Mangel's

27 S. Pinckney St.

On the Square

Send Flowers Home
for Thanksgiving!

Flowers will do much to take your place at the Thanksgiving table.

Make use of our dependable Florists' Telegraph Delivery Service. Satisfactory results are guaranteed. Lest memory fails, drop in now and place your order. All details will be handled for you.

Rentschler
FLORAL CO

STORE—230 STATE

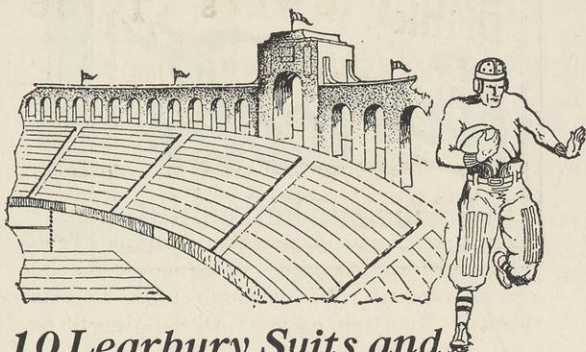
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BADGER 179

"And Don't Go Near the Water!"

It was the final big game of the year—late in November. The day was vile. First it rained, then it snowed. At intervals there was hail. Great moisture laden clouds hung over the stadium, slowly but unrelentingly releasing their dripping cargoes. The grid-iron was a slimy sodden mass of as yet unchurned slop. It was the moment when the teams were about to come upon the field. The crowd rose slowly from their seats, drenched and drooping, but with unflagging faith in their team. 70,000 people paused in silence as there appeared across the field at the entrance to the dressing rooms, the powerful figure of the home team's captain—the leader and star upon whom lay the hopes for victory. He stood at the edge of the field for a fraction of a second surveying its cozy surface. It was his last game, the climax of three brilliant years as fullback. The crowd restrained itself for just that fraction—a tribute to this hero. Suddenly, even as the cheer-leader was raising his arms for the opening roar, a woman stood up on the far side of the vast stadium. She was barely discernible to the brawny youth who stood at the edge of the sea of mud, but her voice carried high and shrill. "Albert!" she screamed, "Albert! Go back this instant and put your rubbers on! Do you want to catch your death of cold!"

Can You Pick the All-American?



10 Learbury Suits and Topcoats given to Winners!

10 Learbury Suits and Topcoats will be awarded to the 10 contestants whose selections for this year's All-American Football Team are closest to the one chosen by College Humor. Selections must be made on Learbury entry blanks. Contest closes Midnight Nov. 23rd. Come in now for your free Learbury entry blanks.

KARSTENS
The Store of Friendly Service

MOST PEOPLE DON'T REALIZE:

1. That collegiate flivvers have been "out" for at least three years.
2. That slickers and pennants are almost never seen on college campuses.
3. That balloon trousers haven't been worn since the Harding administration.
4. That most collegiate jokes are written by people who wear slickers and balloon trousers and ride in collegiate flivvers.



The Senior Sitting

"Now I really do think that so long as this is your senior sitting and you may not have a picture taken again right away that you ought to order at least a dozen; oh, yes, I do, Mr. Bigmug. Oh, no, I wouldn't want you to have a size smaller than this, Mr. Bigmug—you know, for a personal photograph—this is the size the men like, you know, oh, yes, Mr. Bigmug. You needn't decide on how many now, Mr. Bigmug, so long as decide on the size. This twelve inches by twenty is a dainty size, I think, Mr. Bigmug, so dainty and nice, I think, especially for a personal photograph—and as long as this is your senior sitting. . . ."

MT. ROCK FLEECE OVERCOATS



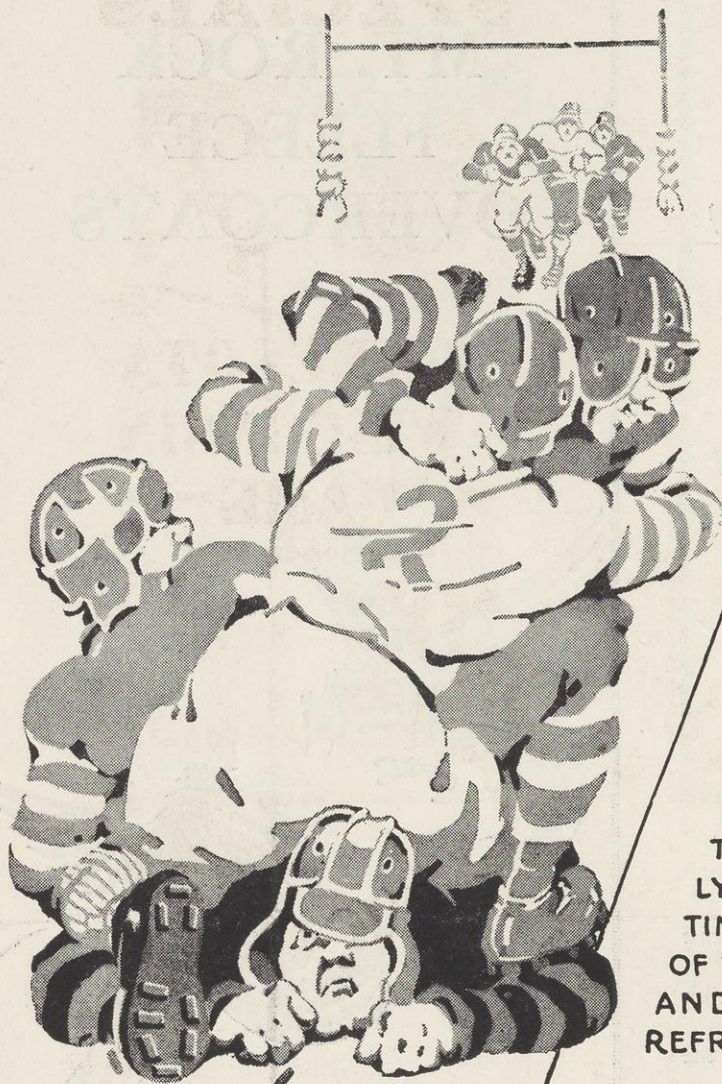
"Stand the Gaff"

Of all Overcoats none can excel in service—few can equal in smartness—the soft lustrous Mt. Rock Fleece. In long single breasted or in Polo Coats.

\$50

KARSTENS

On Capitol Square -- 22-24 North Carroll



Drink

Coca-Cola

Delicious and Refreshing

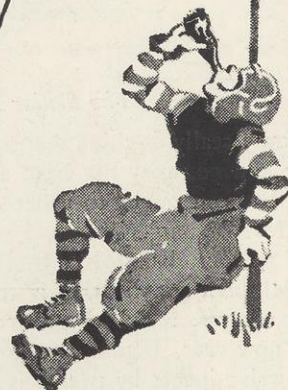
PAUSE AND REFRESH YOURSELF

THERE ARE PAUSES
AND PAUSES. AND
BUTCH, THE DEMON
TACKLE, WOULD READI-
LY ADMIT THAT SOME-
TIMES IT'S A MATTER
OF TOO MUCH PAUSE
AND NOT ENOUGH
REFRESHMENT.

The rest of us are more
fortunate. We can take our
pauses as we want them.
And to refresh us, Coca-Cola
is ready, ice-cold, around the
corner from anywhere. The
wholesome refreshment of
this pure drink of natural
flavors makes any little min-
ute long enough for a big rest.

The Coca-Cola Company, Atlanta, Ga.

OVER
8
MILLION
A DAY



YOU CAN'T BEAT THE
PAUSE THAT REFRESHES

IT HAD TO BE GOOD TO GET WHERE IT IS

TAG 'APISTA

*Translated into our language means
"The best is none too good for us"*

*We're thinking seriously of adopting
that Greek phrase as our motto. We
will sell only the best.*

Pete E. F. Burns.

608 State

We Went to the Football Game

"We went to the football game—and we had more fun! Our seats weren't so hot, but not so high up that we couldn't see the people come in—and one girl had on the peachiest mink fur coat—like one I've been wanting—and we saw more folks we knew! After the game got started a drunk fellow came and sat near us, and he was more fun! He had on great leather mittens and he kept applauding all the time—and the wrong time, I guess—I don't know—and we almost died laughing at him—well, finally some poor prude complained—and then the usher came and got him—poor boy—and took him out—and he went out saying, 'Hold 'em, Yale!'—he was *so* funny! Marj had bought some peanuts and we started throwing them at the fellow ahead of us who always kept standing up and blocking our view. 'Hey,' I yells, 'you make a better door than a window.' And then he turned around and said, 'What?' and I said, 'Sit down.' And he said, 'What for?', and I said, 'We don't like your back,' and he said, 'I don't like your front'—and then we started throwing peanuts. On our way home we bought a paper to see how the game came out—my dear, we had more fun!"

Ouch!

Did you know that all de Betas belong to de Forensic Society?

FOOTBALL SPECIALS



MINNESOTA -WISCONSIN —GAME—

November 23rd

\$9⁶⁰
Round
Trip

to
St. Paul

\$9⁹⁹
Round
Trip

to
Minneapolis



THREE FINE-FAST SPECIAL FRI., NOV. 22 TRAINS

via The Milwaukee Road

CARDINAL SPECIAL

Lv. Madison 12:05 a. m.

WHITE SPECIAL

Lv. Madison 11:00 p. m.

COSMOPOLITAN SPECIAL

Lv. Madison 11:15 p. m.

Special Trains ready for occupancy 9:00 p. m.
De Luxe equipment: Observation club
cars; drawing-room, compartment and
standard sleeping cars; dining cars; coaches.
Midnight lunches and buffet service on
special trains going and returning—a la carte
breakfasts.

RETURNING:		Special Trains		
		Nov. 23	Nov. 24	Nov. 24
		Cardinal	Cosmopolitan	White
Lv. Minneapolis	- -	11:50 pm	2:30 am	10:45 pm
Lv. St. Paul	- - -	12:25 am	3:05 am	11:20 pm

Ready for occupancy at 9:00 pm

Going tickets will also be good on all reg-
ular trains Nov. 22. Limited for return to
reach Madison by midnight Nov. 25, 1929.

Make Reservations Early

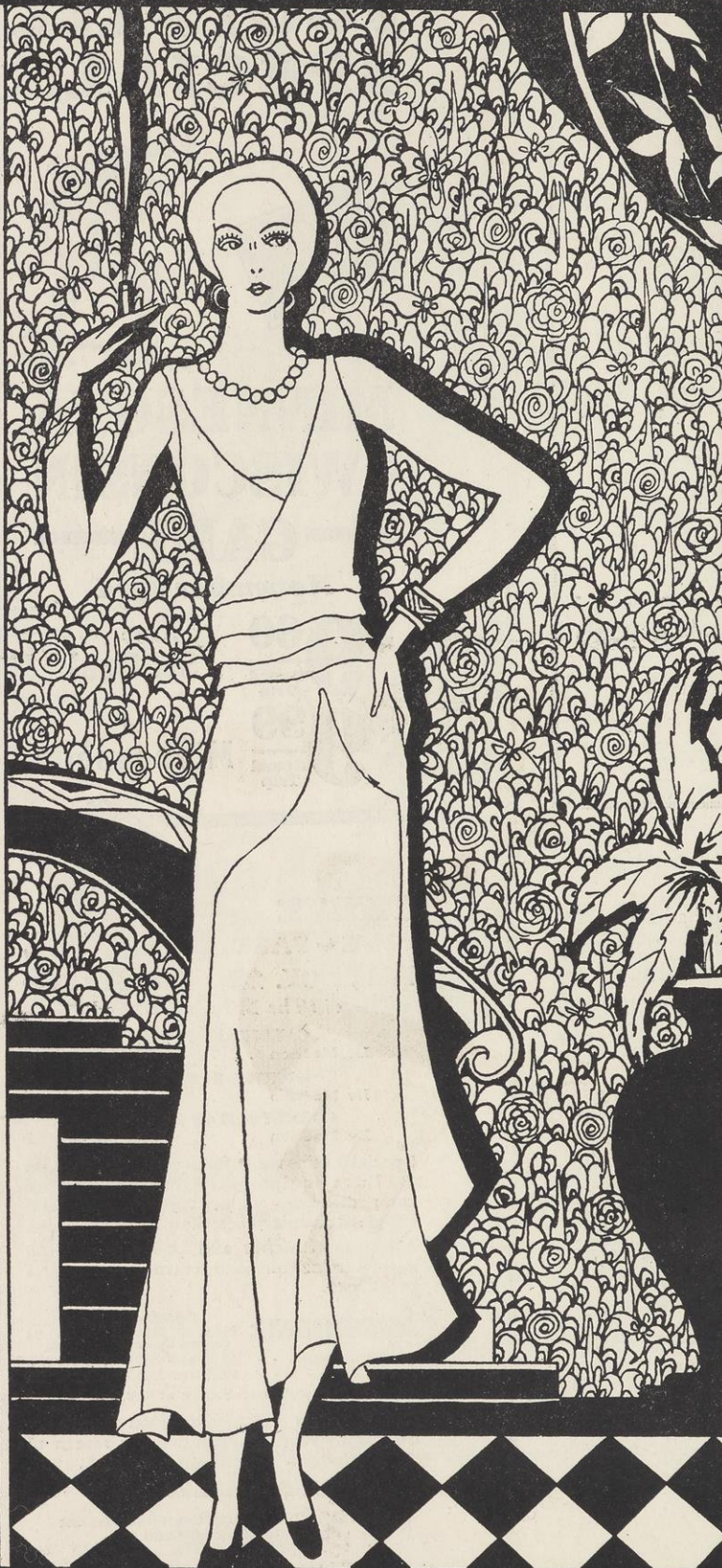
C. F. DAHNKE, City Passenger Agent
Phones Badger 6300 and 6301
Madison, Wis.

691

The **MILWAUKEE**
Route of the famous
roller-bearing trains—**ROAD**

The PIONEER LIMITED and The OLYMPIAN





THE ROMANCE OF WHITE

accents the glory of formal modes . . . Lavish and dazzling are beautiful white gowns to adorn an evening magnificence.

M. GLASIER.

SIMPSON'S AT THE CO-OP

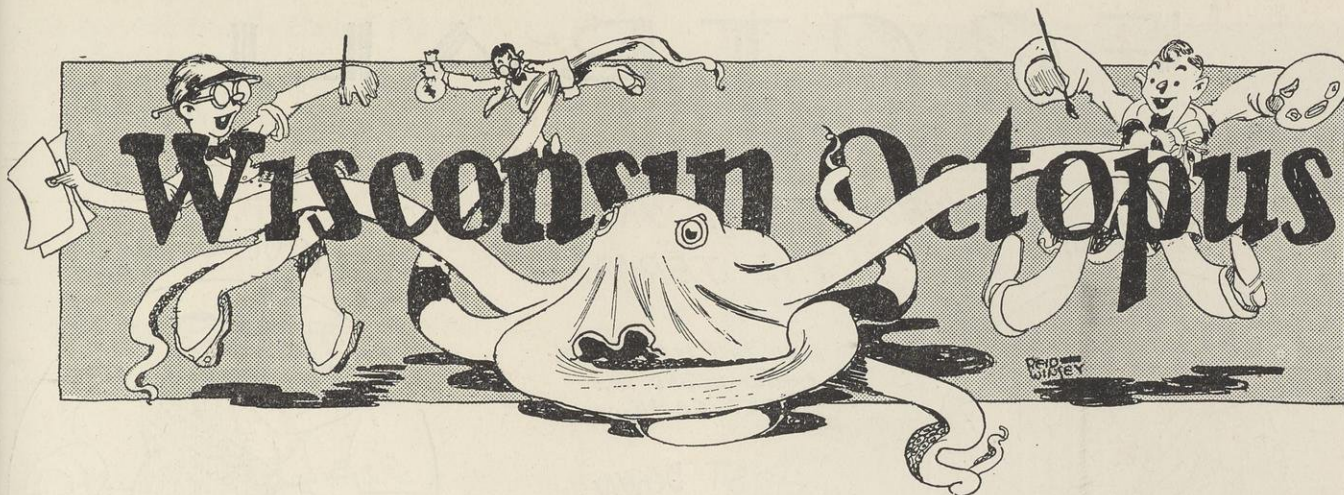
Football Number ~



Day Dreams



JOHN
CHARLES
MOORE



The Big Game

"Here you are folks, they're red hot, who wants 'em? . . . buy a program an' get the names and numbers of all the players, only twen'y-five cents . . . an' so I says to Jim, you big stiff you, whaddya mean . . . shay, big boy, whatsa idear? . . . she had on a perfectly stunning gown my dear, yellow tulle . . . Gawd, looka that guy go, fifteen yards . . . at the end of the third quarter, Yale nothinggg, Georgia sevennnnn . . . Varsity, Varsity, U-Rah-Rah, Wisconsin . . . let's have a big locomotive . . . booooo . . . Well, that sure was a swell game!"

They say Gilda Grey was the originator of the term "backfield in motion".

"Dad, what does roughing the kicker mean?"

"Well my son, have you never seen a college man out with a chorus girl?"

"Say, are you Spike Young?"

"That's me."

"Then you're the boy who made three touchdowns in the game Saturday? You're the All-American quarterback?"

"Yeah."

"Fine. I wonder if I could interest you in a cloth bound set of "Zuppke on Football"? We're selling them to benefit the crippled rats in Greenland."

Earnest Young Tag Seller: And where will you be when the whistle blows, when the teams line up?

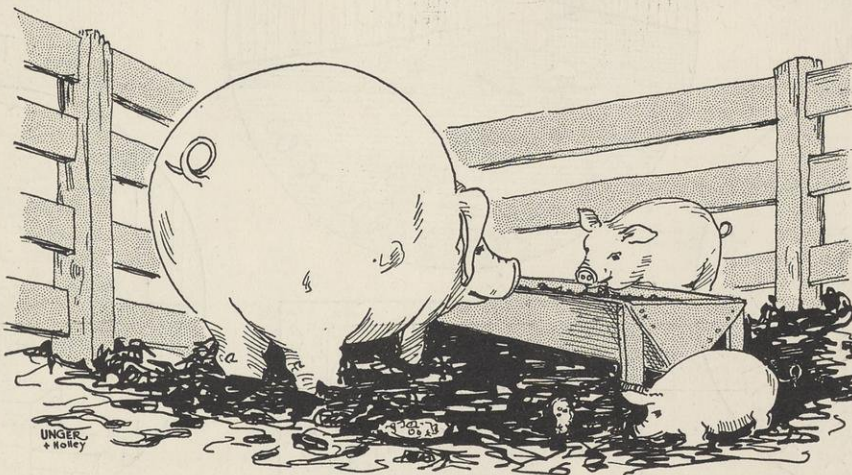
Chevy Driver: Stalled in the middle of State street.

The garbage department has an offal team this year.

"Why do they call football headgears, helmets?"

"Because a player can stand a lot more helmet 'em on."

After listening to a coach between halves, one of the prominent football players changed the sign on the door from "Locker Room" to "Knocker Room."



"Eat a lot, dearie, and some day you may get in the Army-Navy game."

The difference between wiping a fellow's feet on a mat and on a map is generally found in a football game.

"What's the average length of kicks in a football game?"

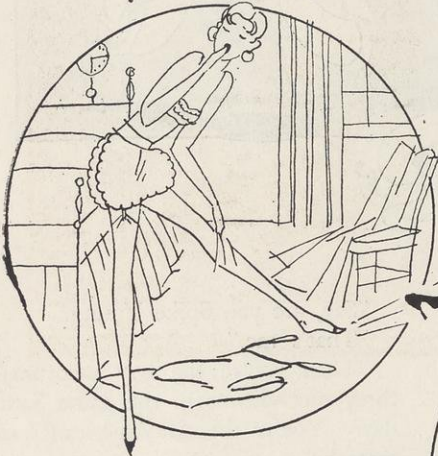
"Well, that all depends. If the team wins, not very far; but if the team loses they spread to all the grads."

FOOTBALL

ILLUSTRATED CHART FOR THOSE
WHO DO NOT UNDERSTAND
THE TERMS-

HAND THIS TO THE GIRL-
FRIEND DURING THE
NEXT GAME

THE KICKOFF



OUT OF BOUNDS



FIRST DOWN



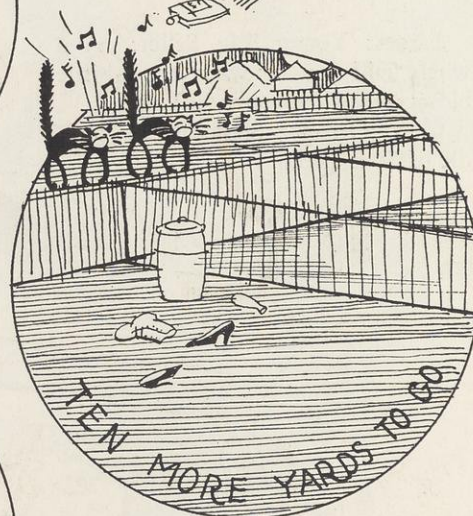
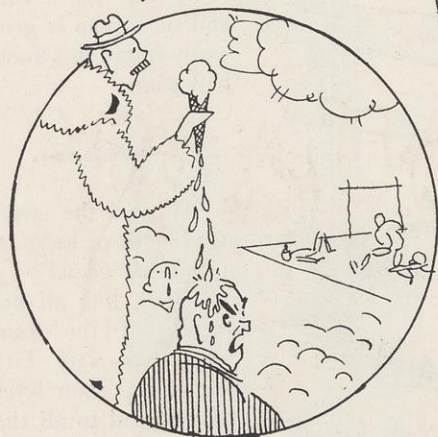
TAKING OUT THE INTERFERENCE



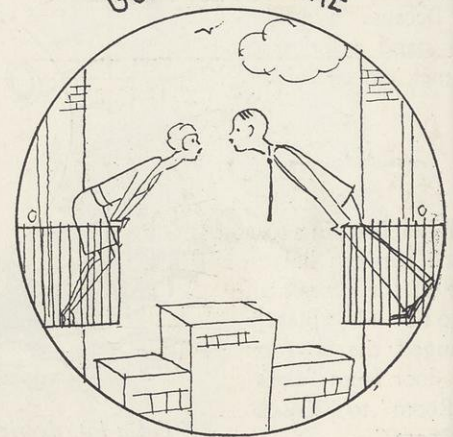
TIME OUT



END RUN



GOAL TO MAKE



Bud Peacock

Football Coach: You blankety blank . . . 2!\$—&'\$%
 . . . Where's your guts?
 Player (who has just been jerked from game): Out
 by the 50 yard line some place, sir.



"An ostrich is a silly bird. It hides its head in the sand."
 "How about a woman? She packs her face in clay."



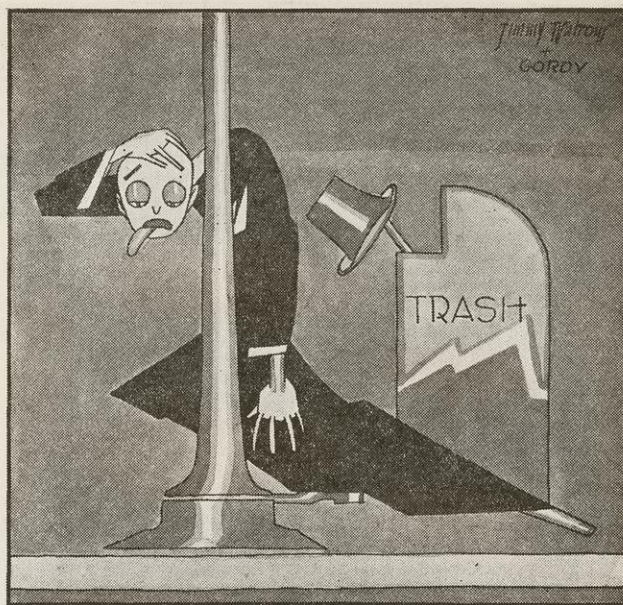
Mac says a double decker would be a darn fine kind of
 a bed to sleep in if the roof leaked.



How about the absent minded professor who called the
 fire department to put the cat out.



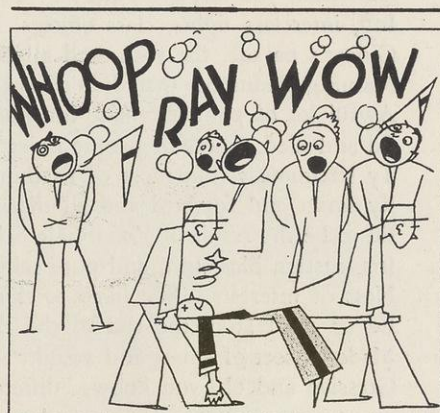
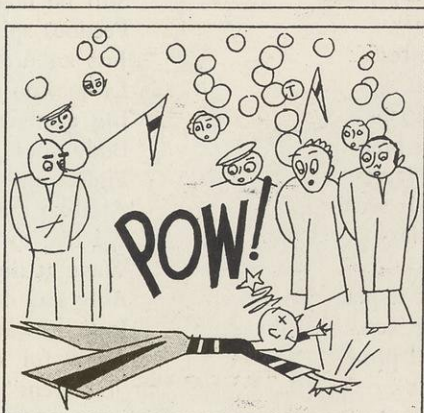
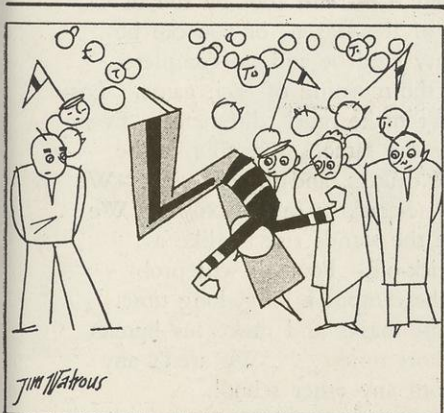
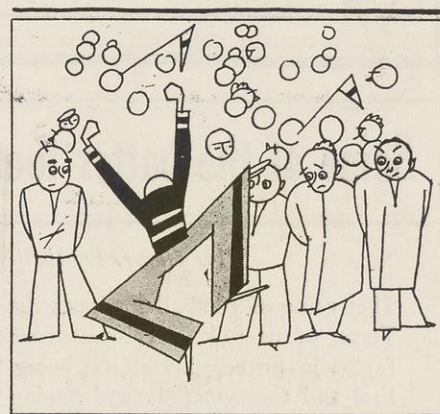
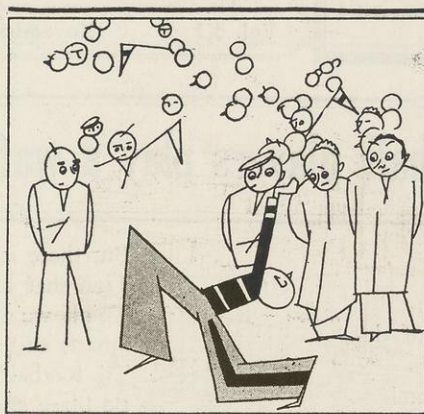
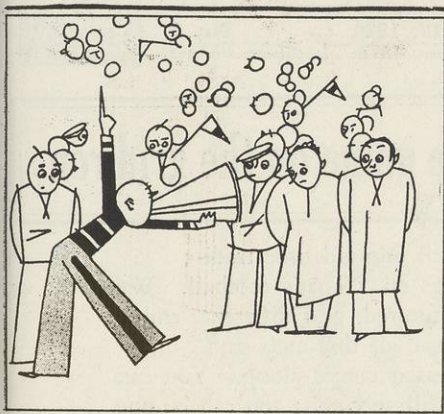
Man: Gee, did yuh-see that guy take that tackle out?
 Dumb Date: Oh, did he? Going fishing, I suppose.

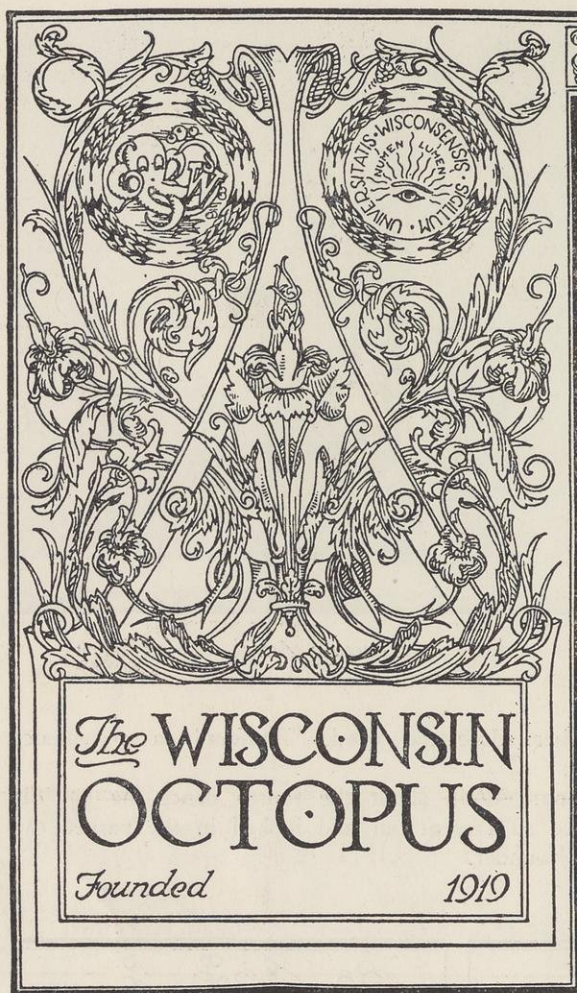


A Passing Attack

Teacher: Use the word, "founder" in a sentence,
 Johnny.

Johnny: Well, about the fourth dance me gal dis-
 appeared so I went out and looked in the parked cars
 until I founder.





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Vol. XI

November 13, 1929

No. 3

Some of the batter football players play a waffle game on the gridiron

This Game, Football

This game of football intrigues the interest of us folks. Wisconsin sort of delights in priding herself on being liberal and *Cosmopolitan* and having intellectual *Liberty*, you know. Sort of anti-American, you know. And so frosh caps, hazing, interclass fights, class officers, Engineer's parade, the rush, and all the remaining traditions, that didn't have an awful lot of point to them, kind of gasped and died. Lots of people objected pretty strenuously, but most of us think it very smart and forward and all that. It seemed to be the result of Zona Gale Scholaritis, eastern blase-ism, and pure selfishness of interests. We liked to think it placed us apart from the rest of the Big Ten, made us sort of smart and swanky and progressive and oh, you know, "different".

But there is still one old time tradition that hangs on. That's football. We think we're cultured, and different, and smart, and above all this mob stuff—until football season comes along. You can be blase and still succumb; you can be one of these intellectual cloud-groppers and still be hog-tied hand and foot by the infectious spirit of the season; or you can be just an ordinary student and go completely coo-coo by the morning of each game. Losing teams don't make much difference. Everybody goes just the same. We all like the fights, and the drunks, and the cheering. We all like the wise-crackers in the crowd. We all like to see the stands rise up like a wave at the kick-off. Football will probably stay on the campus a long, long time. It rips away our masks and makes us human again for a short time. . . . We aren't any "Different" from any other school.

A Question of Taste

Octy has had another little "conference" with Dean Goodnight, who presides over the moral, physical, spiritual, mental, and departmental welfare of Wisconsin. This time the argument was over the propriety of publishing the names of sorority girls with their chances of marriage—done in a most obvious, joking style. This was in "poor taste" we learn from Mr. Goodnight. It is not a question of what the students themselves think, we are informed, it is what the parents of these same girls would think of having their daughters held up to "ridicule". Ah, Dean Goodnight, you cited a very specific case where you were sure that you knew the parents intimately, and were positive that these parents would be offended at having their daughter's name published thus. This same case, Mr. Goodnight, was checked up and it was found that the parents received a good laugh out of their daughter's being held up to "ridicule". Won't you, can't you, have you ever, Mr. Goodnight, credited parents with a sense of humor? But all has been smoothed over and Octy is once more crushed back into its mire by the virtue-studded heel of Mr. Goodnight. You have damned us to eternal hell, Dean Goodnight, but you damned us rather genially, and Octy could hardly presume to question your "good taste" in the matter.

Modern dress and manners is often deplored by the preceding generation. It doesn't seem much worse to us than in the old days of voluminous dresses when there was many a slip t'wixt the dress and the hip.

One of the most constructive and progressive steps that Hoover has made since taking office is to change the type of collars he wears. Ever notice them?

If we have another winter like last winter it will be a grate winter.

Nature lovers might find it an encouraging fact that half the students who are going up to Minneapolis for the game are going for the train ride. The scenery is beautiful in the fall, but it happens that the trip will be made overnight, and, well—uh, oh what's the difference!

Contributors to the Football Number

Bud Peacock
Maxwell Krasno

Lora Benjamin
Loren Moore

Fritz Airis

Ben Duggar
Carrol Finch

Bill Ballinger
William H. Purnell



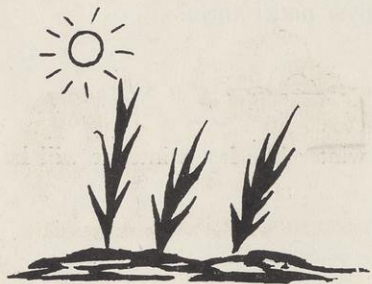
It's All a Matter of Taste

FROM CORNFIELD TO

OR "PIGGY" WINS

Written by GORDY

The corn grew thick and husky in farmer Jones' south field. It would have grown just as well in the north field, but there was wheat planted in that, and the wheat objected to hav-



"The corn was in for a very shocking week".

ing any corns. As a consequence, the corn flaunted its silken tassels to the wind, and allowed its ears to peep out just a little below to see if the sound of the approaching cutting gang could be heard. The corn was in for a very shocking week, as you shall see, for the season was fall and the farmer had fallen to work with his scythe. The corn was quite cut up over the whole affair.

Now, it is necessary, for the purposes of our story to jump into the spring of 1927, which was a very wet spring and more conducive to producing a bad cold than the famous personage who was born that year. For then it was that "Piggy", the hero of our tale, was born, the youngest of Mrs. Pig's family of eleven.

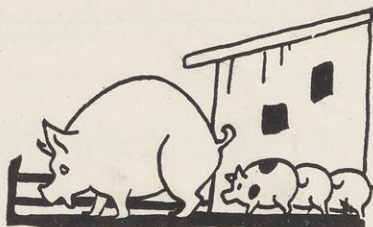
Mrs. Pig, sad to relate, was a widow, having lost her husband during a crash in the stock market. It seems that Mr. Pig had put too much in Corn, spcl., and Slop, pfd., during the winter, and fat and lazy with easy wealth, had taken to philandering with certain ladies. One night during a raid on a prominent night club he was discovered with a bunch of ham actors, and being taken for one of them, was soon disposed of as another ham. The whole thing was so swift that Mr. Pig never recovered.

"Piggy" first saw the light of day through a crack in farmer Jones' sty (Farmer Jones poulticed the sty with boric acid and soon recovered). But,

because of Mrs. Pig's sad experience, "Piggy" was doomed to be marked. He had a large black birthmark on the left side of his neck and another one in the middle of his back. Mark these birthmarks closely, dear readers, for they will be of vast importance later in our story.

From an early age, "Piggy" was a swill fellow. He ate more corn than a college man could drink. In addition, he was a very inquisitive soul, and objected to staying in his own pig pen. He managed to root a hole through the fence and began to explore the neighborhood, nosing all over the place and exhibiting a true scholarly attitude toward everything that didn't concern him.

One day "Piggy", who was by now acquiring those smooth qualities which



"Mrs. Pig was a widow".

will distinguish him later in life, trotted up to farmer Jones and grunted: "Who was that lady I seen you with last night?" Now the peculiar part about the whole situation was that farmer Jones had been out with the hired girl the night before while Mrs. Jones was at prayer meeting, and in addition to nursing a sore jaw, was hardly in the mood for any more wisecracking. Anyway, he kicked "Piggy" on the rear—birthmark and made a pass at him with the other foot to boot.

Piggy felt the glorious sensation of flying through space, which is always very nice if the space is not occupied with a brick wall. Aside from the

stinging impetus from the rear which had propelled him to such dizzy heights, he found the sensation to be very enjoyable. He then and there decided that any fellow who could fly



"He kicked Piggy on his rear birthmark".

as high as he could had no business on a farm, and determined to go to the city as soon as he was old enough to drink something besides milk.

With this determination, and the announcement of his plans, "Piggy" became the *beau brummel* of the barnyard. He ordered a suit of clothes from Sears, Roebuck and nearly had a fit. Also some hoof polish, a hairbrush, and a mirror. He commenced spending all his time on his personal appearance and refused to wallow in the mud or play curlytail with his brothers and sisters. Needless to say, Mrs. Pig pinned great hopes on her young son.

Piggy worked hard at rooting the garden, saved his money, and finally



"Piggy became the beau brummel of the farmyard".

FOOTBALL GAME ~

THE GAME

Illustrated by "NILS"

decided to take the great step. The first time he tried, farmer Jones caught him and, as the back door would be useless without a step, made him put it back. Nothing daunted,



"He set out to conquer the big city".

our hero bought a small aeroplane and started for the big city.

On his arrival there it was only natural that "Piggy" should go in for high life. He had a little money, some nice clothes, and two wonderful birthmarks, the showing of which made him the life of any party. He became quite the rage, especially among men and dowagers who had daughters eligible to do other things than work on the campus activities.

But financial difficulties halted the meteoric career of our hero. "Piggy" first found himself hard pressed when he had to unroll the bankroll to buy a "Rolls" for Mme Grunt, the opera singer, who had become quite pressing in her demands.

By this time, you must remember that "Piggy" had become very wild and dissolute for a little pig. So it is not at all surprising to have him turn toward the gaming tables in an attempt to recoup the fortunes which had already flew the darn thing. He went to the home of one of his good friends and sat in a poker game for big stakes. "Piggy" would just as soon have played for telephone poles, but the rest were content with big stakes. But "Piggy" was more lucky at love than at cards. Sad to relate,

my friends, he was "skinned." He lost everything. How unfortunate that such a promising young lad should fall into such low company! How terrible it is that there are pitfalls and temptations which will allow the innocent to be taken advantage of by the ruthless. (Then consider what shape the poor ruthless are in. Just think, no Ruths!)

But the gambler who had skinned Peggy was unsympathetic. He took "Piggy's" hide down to Uncle's and sold it to him, and after that we hear no more of the gambler, although it was later rumored that he was slaughtered in a house in Chicago two years later.

Uncle was very anxious to get "Piggy's" skin because of the beautiful black birthmarks. He immediately put on his coat and hat, combed the cockroaches out of his beard, and went



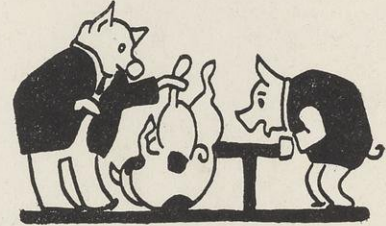
"Piggy is skinned".

to a prominent tannery where he made an enormous profit on "Piggy's" hide.

The tanner used sun tan as well as the sun's rays and was considered one of the world's finest (in fact he had been fined six times for bootlegging). He recognized "Piggy's" extraordinary value because of his past flying experiences, both at the toe of farmer Jones' boot and at the controls of his own machine, so, having dressed him up, he sent him to one of the leading

football coaches of the country as a gift.

"Piggy" on account of his rare talents, became popular overnight. He pledged PAD, dated the Big 6, and



"Uncle was very anxious to get the skin".

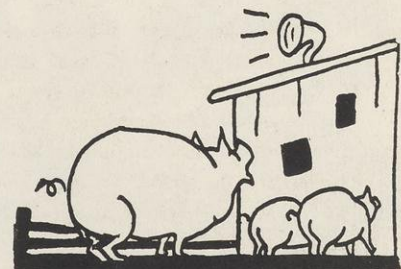
became a second Mr. Addison Sims of Seattle. But he had learned his lesson and didn't let popularity and hot air blow him up.

And so, when the day of the big game came around and Ma Pig on old farmer Jones' farm tuned in to get the results, imagine her happiness when she heard her son was in college and playing in the big game! She called all of "Piggy's" step-brothers and sisters around her (for she had married again, having mourned the conventional time for the loss of "Piggy's" father, and being of a loving nature anyway) and they all stood by to hear how "Piggy" played.

No mother's joy was ever so great as was Mrs. Pig's when, after a hard fought game, with three minutes to play, a great roar swelled from the loud speaker.

"Fumble! Three cheers! Touch-down! Hooray!" "Piggy" wins the game!

MORAL: Which proves that even a pig can become successful without hoofing the straight and marrow; and that a herring son is always a fish.



"A great roar swelled from the loud-speaker".



FRANK J
UNGER
+ HOLLEY

"Hold That Line!"

*Wonder What a Football Thinks
About—*

"Well, here we go again. . . . Bet this is gonna be a lousy game. . . . Holy smoke, they're going to have that big lout Tom kick off today. Hope he connects squarely. . . . Ouch! . . . My sore side. Why in the devil doesn't that guy ever wash his hands. . . . I'll fool him next time he tries to get hold me, I'll bounce crooked. . . . Hey! quit squeezing, I'm not the girl friend! . . . There! I sure got even with that guy. . . . Darn you Tom, why can't you kick straight. . . . I'm doing the best I can to win this game, but I can't do it alone. Gee, what a bunch of hams! There's the gun. . . . Now for a little rest. I hope the coach gives 'em hell and they improve next half. . . ."

JIMMY
+
B. Ballinger

The Kickoff

Mrs. Jones: And how did your son arrive, Mrs. Smith.

Mrs. Smith: By special delivery, Mrs. Jones.



Aladdin and His Wonderful Lamp

Poor Mrs. Sippy,—she rarely if ever gets out of her bed.

An' with an aviator we suppose it's love at first flight.

Cook: What happened to that extra prune whip?

Maid: Saw the house chairman using it on the pledges.

Lady in large grocery store: I want two pounds of coffee in the bean.

Clerk: You'll have to get that up stairs, ma'm, this is the ground floor.

"Your son going back to college, this fall, Ed?"

"He is not! He's going to get in some real honest-to-gosh manual labor such as I had when I was his age!"

"Oh, I see. Sort of tired of having him loafing his time away, eh?"

"Great guns no! I'm trying to put a little beef on him so's he can make the first team a year from now!"



Peacock
+ Holley

The Milkman's Son Makes Good

PEOPLE YOU MET AT THE SUMMER HOTEL

The Housekeeper

Minnie, the housekeeper, is always counting towels and wondering whether or not the laundryman is going to get here in time to supply her with fresh towels for the crowd expected for the week-end. "I'd be glad to give you more towels," she tells the guests, "but my laundryman didn't get here today, and I just don't know what I'll do. I'll tell him plenty when he gets here." But Minnie doesn't, perhaps knowing it wouldn't do any good if she did, and next time the laundryman is as late as ever. Which is a terrible worry, for Minnie's one pride in life is keeping her hotel rooms "all spink and spank".

* * *

The Late Season Guests

The Mesdames Howe and Blake happened to arrive at Pine Needles the day after Labor Day and found themselves two of the four guests. "There isn't very much doing here now," Mrs. Howe said rather excitedly to Mrs. Perrywhimple, the manager's wife, "and of course this is mainly a golf resort, isn't it?" "Well," Mrs. Perrywhimple says thoughtfully, "of course this is a golf resort, but it is a lovely place to come for a rest—or to read—and as for me, why I just love to sit under the trees and listen to the sounds!" And Mrs. Blake says, "Yes, that would be nice." But Mesdames Blake and Howe have a good time

anyway. Afternoons they read to each other and sew, while in the evenings they sit before the open fireplace and have perfectly rousing games of solitaire.

* * *

Miss Briggs

Miss Briggs has come to Pine Needles unaccompanied, and she declares the place hasn't lived up to her expectations one bit. "This is my first time here," she told Miss Blinn, the hostess, "and I have heard so much about Pine Needles, I just had to come. But it's been perfectly terrible. I found cob-webs in my room; I don't believe it had been used before this season; and such ventilation! I declare I shall suffocate some of these hot evenings. Besides there isn't anything to do here except play golf, and I know I should expire if I hadn't brought a whole flock of magazines. Well," she concludes wearily, "my week is out Tuesday, and really I shall be glad to go."

* * *

Miss Blinn

The first person you're likely to know if you're at all amiable (and even if you aren't) is Miss Blinn, who is always introduced to people as "our

social hostess". Miss Blinn is one of those fat, smiling, comfortable people, who when seated seem likely to remain seated forever. She is a great hand with the children; in fact, she will explain to you, "My work here is mainly with the children", and she trots the dear little things all over the Pine Needles property on just the "duckiest parties". She always pinches new youngsters on the cheeks and says warmly, "Hello there! Hello there! How are you? How are you?" always saying everything twice and in exactly the same tone of voice. Miss Blinn plays golf, but a somewhat leisurely game and she never keeps track of her score.

* * *

The Desk Clerk

"Herb", the desk clerk, always asks each new guest, "Would you like a room with bath, sir?" and then when the guest says he would, Herb replies, "We have no room with bath available now, but will you take one without and then we'll give you a bath as soon as one is available will you register please, the boy will show you to your room." Herb has to listen to no end of complaints about rooms and service; doors that don't lock; doors that won't unlock; bell-boys who forgot to bring up hot water in the morning; undue waiting in the dining room. Anyone who complains Herb brands as a crab and sighs wearily, "Oh, well, he'll be leaving in a few days." Herb is very sensitive and got real snippy once when a guest said, "Will you give me a paper, sonny?"

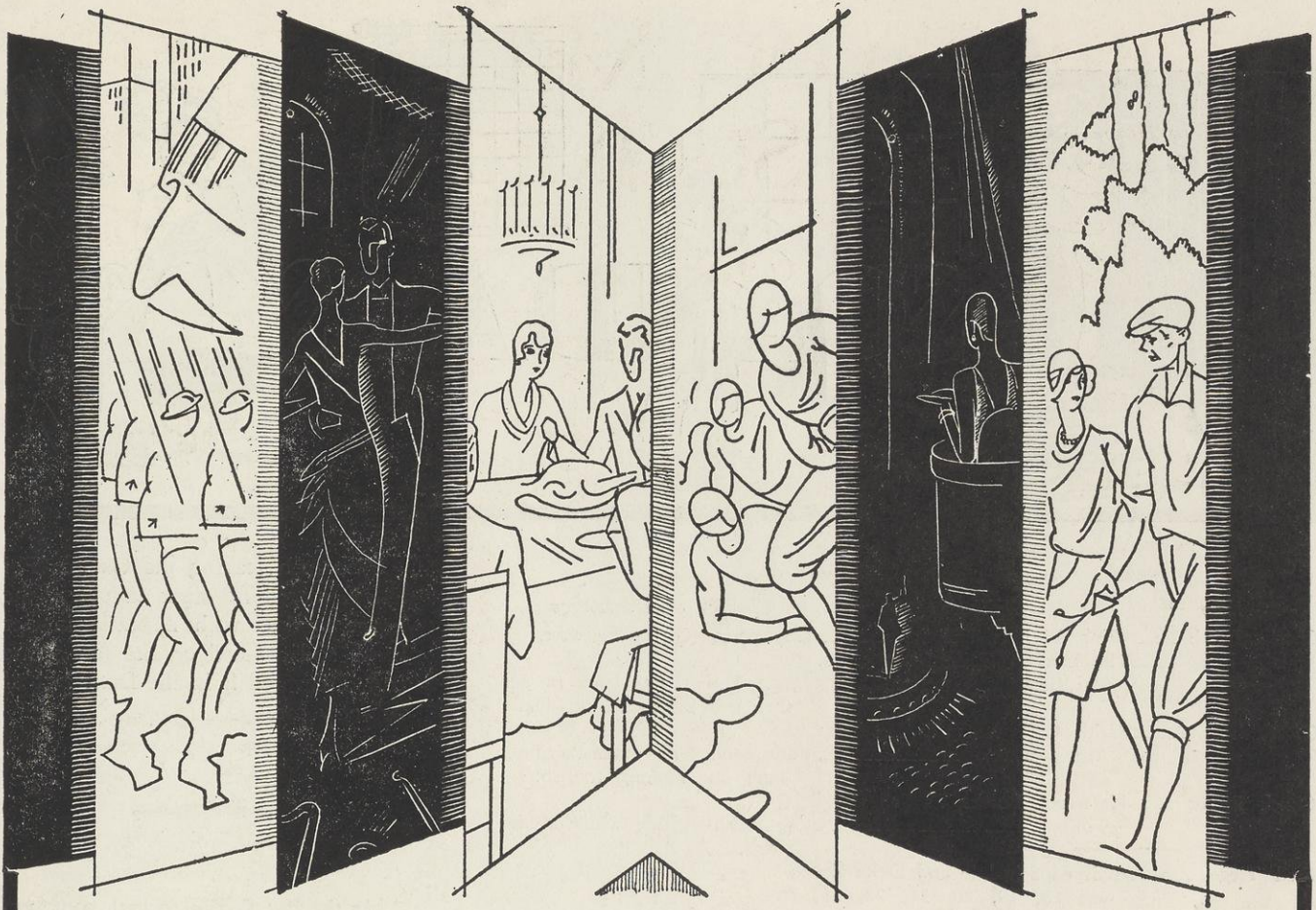
* * *

Mrs. Perrywhimple

Mrs. Perrywhimple, the manager's wife, never gets up in the morning until nine-thirty and has breakfast in bed and the News brought to her. If the News is late, her arising is that much later, because as she always says,

(Continued on page 41)





ON! NOVEMBER - -

No month quite like it. Gusty. Brown. Crisp. Stadiums scoop up thousands. Cheers. "Down in front". Dances Friday and Saturday nights. "Come on, let's go" spirit is in the air. Everything moves faster. The game, the dinner, the dance. Armistice Day. Thanksgiving. New melodies. New boy friends.

It's a fast moving month and a full one. You'll find it reflected inside the doors of this store in a glorious spectacle of fine things, warm things, new things and smart things,—to help the pagentry of . . . November.

Kessenich's

Collegienne
903 University Ave.

Main Store
201 State Street



PHI KAPPA SIGMA

Name	Affiliation	Chances of Graduation
Charles Lueth	Wine, Pi Phis, and Song	Very poor. Girl gone west.
John Roberts	The Lambda Delta Blow, Boys, Phi Beta Kappa	Poor. The Thetas have to get their men before they graduate.
G. Smith	Smith College, Smith Brothers; Motor wheels	Very good. The Gamma Phis don't do anything foolish.
Chuck Foster	Haresfoot, Buicks, La Salles and Fords	Fair—with a little work on the profs.
Fred Tieg	Reduced Schedule and Delta Zetas '18, '19, '20, '21, '22, '23, '24, '25, '26, '27, '28	Good. Only two more years left.
Bob Hagerty	Chevrolets, Haresfoot, Pi Phi, Gamma Phi, A O P, Alpha Chi	Good, now that the Alpha Phis want to get rid of him.
Harry Thoma	January, February, March— March, March, March	Necessary—Wife.
Bobby Jones	Junior President, Junior Size, Coxswain, Alpha Chi Omega, Jr.	Very Poor. Activities make the women—but don't help the men.
Dick Harrison	Alph Xi Delta, Charlie Merkle, Hollywood	About on a par with Columbus'.
Gene Fournace	Alpha Chi Omega, Gamma Phi, Kappa, Alpha Phi, Theta Phi, Alpha, Beta Sigma Omicron, Phi Gamma Delta, Sigma, and Theta	Good!
James Yonts	Pharmacy, Morgan's, B. O. and Myers, Gelvin's, Gamma Phi House, Bed	To Camels; yes.

KAPPA SIGMA

Name	Affiliation	Chances of Graduation
Bud Lange	Swimming; Plunging; Choking; Kicking; Biting: Alpha Phi; Interfraternity Council	Very good—as yet.
W. E. Fox	Kappa, Kota, Hata, Theta, Delta Zeta, Data	Yes.
Laurie Davis	The Kappas get a break; or broke—it won't be long	The betting is now two to one in favor of Dean Goodnight.

(Continued to page 38)

Two men leaving the Gamma Phi late Homecoming night discovered the house mother with a bottle in her hand, and a scowl on her face. She had discovered it in the front seat of her new car.

At the last Pi Phi formal, some unknown gentleman left a pint of abadaba safely hidden in one of the closets. During the party it was discovered by two of the girls and used with excellent results.

In Memoriam

Died Oct. 20, 1929

Octopus Sorority Scandals At The Hands Of
Deans Scott Goodnight
and F. Louise Nardin.

"Oh, great Scott, thou art
not Louise-ing thy grip on
student publications."



THE LEADING COAT AT THE LEADING COLLEGES IS LASKINLAMB — THE MOD-
ERN FUR COAT, NO MORE EXPENSIVE THAN THE AVERAGE CLOTH COAT — BUT
WITH ALL THE STYLE AND COMFORT THAT ONLY A FUR COAT CAN PROVIDE...

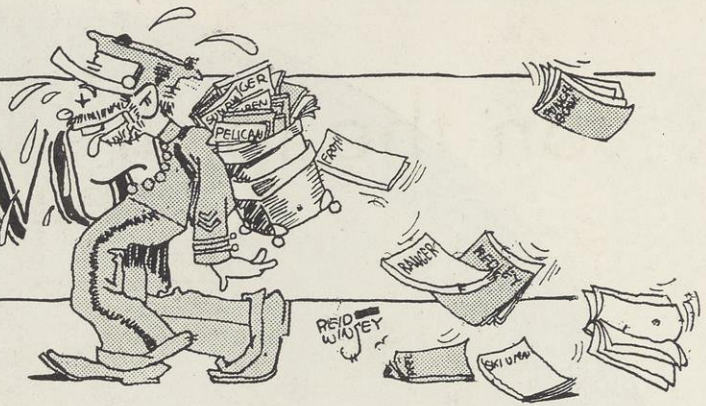
Laskinlamb
THE MODERN FUR COAT FOR MEN



J. LASKIN & SONS, Inc., 130 W. 30TH ST., NEW YORK

FACTORIES AT MILWAUKEE, WISCONSIN

EXCHANGE



Reverse Kipling

She had taken her fun as she found it—

And one was a lad of eighteen,
A he-devotee of cosmetics,
Whose urge in such matters was keen.

He powdered himself quite profusely,
He laid it on thick, did this Jim.
He was young for his age, but his
scent was a rage,
And she learned about Mennen's
from him.

—Exchange

He (fastening the little girl's
dress): Didn't your mother hook
this?

She: No sir; she bought it.

—Calif. Pelican

"I call my razor 'Little Cut-Up'.
But that's just a nick-name."

—Kitty-Kat

Any girl looking for a real thrill
should try kissing a man with hic-
coughs.

—Sour Owl

A Jewish man was hit by a street
car, so someone called a priest, who
said, "Do you believe in the Father,
Son and Holy Ghost?"

"Oi, Oi," said the Jew, "here I am
dying and he's esking me riddles."

—Green Griffin

Anybody can play bridge, but it takes a cannibal to
throw up a hand.

—Cajoler

Advice to co-eds: Never speak to strange men . . .
wink.

—Tiger

"My fortune is made," he cried.
"How so?" she asked.
"I've succeeded in crossing a homing pigeon with a col-
lar button."

—Reel

The Chesterfield Brothers were standing on a street
corner when the A. and P. sisters came along. The
brothers said, "We're mild, but we satisfy." The sisters
replied, "Well, we have the goods, but we won't deliver."

—Pup



The First Back Seat Driver

—Purple Parrot

...on the lot it's **ACTION!**



...in a cigarette it's **TASTE!**

"EASY TO SAY, hard to do." Easy to claim everything for a cigarette; not so easy to give the one thing that really counts: *taste*.

Hard to do—but Chesterfield does it. Sparkling flavor, richer fragrance, the satisfying character that *makes* a cigarette—because, in every step, we aim at taste...

"TASTE *above everything*"



MILD... and yet
THEY SATISFY

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

STUDENTS

WHO WANT THE BEST CLEANING AND
PRESSING SEND THEIR GARMENTS
TO

Savidusky's
INCORPORATED

Plant
829 E. Washington Ave.
Badger 6088

Student Branch
301 State Street
Fairchild 4998

I Don't Believe It

It was the last half of the ninth. The bases were full, and it was third down on the Navy's ten yard stripe. At the tip-off Griffith lobbed the puck down center field for a basket, but it was called a foul by referee Jones, who penalized Oskaloosa three years for swearing. Jenkins couldn't spell antidisestablishmentarianistically, so they lost the dice indefinitely. At the starters gun the first baseman was off-side, and Army made five yards in spite of themselves. A strong nor' by northeasterly south wind was blowing, and the waves nearly upset the shell. Haggensburg was spent, but rallied in the seventh to plant a rugged left to the jaw which cost the Southern Baptists fifteen dollars and their last year's Bibles. Zerotski went out on fouls in the sixth rubber, while the fans were making a lotta jack on the side. It was the wrong side, so Ikey O'Brien took the lead and gave Minnehaha a two lap advantage. The game ended in a scrimmage, with the cows all over the pasture.

The difference between Mary Ann and Marianne is only about two months of college.

She: Come down off your high horse!
He: Well, slide out of your high chair!

But, Photographer!

"But, photographer, these proofs won't do at all. I know I'm not good looking (heh, heh), but I really don't look like that, do I? All the girls at the house said it didn't look one bit natural, and I know my nose isn't small, but it's not so big and prominent as this, photographer, and my mouth isn't really so twisted looking. These proofs won't do at all, oh, photographer!"

Individual, Distinctive Christmas Cards

Created with our usual skilled craftsmanship and painstaking care

ORDER THEM NOW!

STRAUS PRINTING CO.

118 East Main Street

--

Phone—Badger 1763

KEELEY'S



Madison, Wis.

OLD FASHION
REGISTEREDChocolate
CreamsThe Richest Candy
In All The World

They say Thomas Edison got the idea for a vacuum cleaner from watching the elephants at the zoo.

There was an end by the name of Jones. After he failed to catch the fourth football pass thrown to him everybody started calling him "Mister" Jones.

PEOPLE WHO MAKE HISTORY

Timothey McHorse-radish has been awarded the Pulitzer Prize for his remarkable contribution to the field of letters. Mr. McHorse-radish conceived the idea of having news-camera motion pictures of one football game taken in its entirety, and thereafter portions of this film may serve to illustrate all football games which seasonally clutter up the news-reels.

A La Westbrook Pegler

Yale sprung a surprise yesterday in one of the most exquisite bits of pigskin juggling that we have seen in recent years. A superb backfield tripped about the green-sward in a manner that brought smiles and even chuckles to the supporters of Old Eli. McGuinnis tucked the spheroid under his right upper appendage and wafted through the opponents shortest distance between two points for a neat trot of fifty measures of distance and a six on the recording device. The extra number was obtained when Shelley propelled the implement of play over the timber with a perfect shock from his boot. The spectators were thrilled a moment later when Hornsbury took the hollow leather after the kick-off and galloped across the terra firma for an increase of a rod. Yale showed unusually effective propulsion of the oval from one man to the other through the air by means of a sharp movement of the "bras" (French).

Tuxedos De Luxe

The fine art of hand tailoring assures just the proper blend of formality with pleasant relaxation so distinctively exemplified in HOAK and DUNN Tuxedos, Price \$55.

A First
Class Car
Always
Ready for
You

The
Capital City
Rent-A-Car

531 State We Deliver

F. 334

Flowers!



Does this give you
a good idea



Call

University Floral
Company

F. 4645 723 Univ. Ave.

State Lake
BEAUTY SHOP

PERMANENT WAVES
OF DISTINCTION
WATER WAVING
FINGER WAVING
MARCELLING
MANICURING

B. 7170 672 STATE ST.
2nd Floor, Corner Lake

The Extra Coaches

"Well, Joe, this ought to be a good game. We got a real team this year."

"Yeah, that was too bad, Joe, just a bad break, that's all, wait'll next week."

"Can't figure out what's wrong, Joe. They've got the stuff all right, but something's missing."

"Say, that guy's no good, Joe. He couldn't teach a monkey to scratch himself."

"Terrible season, Joe. No pep, no fight, no good plays, no coach. But wait'll next year."

"Do you play football?"

"Don't be silly. I take it seriously."

There was a coed named Pat
Who was just rolling in fat,
But she thought it a blessing
For she had fun in guessing
Just where her tootsies were at.

Oman if John Parks his coach a
Milo more from Homer someplace-
else and Davidson of a Shomaker tells
Dickson and they get a Wagner other
vehicle would Thistlethwaite a Little
or vam-Moose in Casey Graebner
round her Sheban and her skirts Rus-
sell or she asks, "Does Bill Lusby?"—
would he Krueger or throw a Kete-
laar—now how much Ken Sammy
Behr?

Isn't it fair
For the taxi man
To soak a fare
The best he can?
And if he's broke
Isn't it better
If the fare's affair
Was a little wetter?

Old Timer: I did some great in-
terference in the Army game.
Second Ditto: Yeah?
The O. T.: Sure, the usher had to
put me out after the third quarter.

Have You a Radio?

Try our Crosley, Temple, or
Sparton Radios

Every size for every home



Piano for Rent

Headquarters for Emerson,
Krakauer, and A. B. Chase
Grands



George E. Richter Piano Co.
202 KING STREET

F. 678-679



The Unique Shop
130 State Street
Madison, Wisconsin

A Fine Forward Pass
to

130 State—Up Stairs
and you will reach
the Jewelry Goal.

THE UNIQUE SHOP
130 State Up Stairs



You Have
Been Waiting
For Our
Opening

A Visit Will
Fully Show You
Why



**MASTER
FURRIERS**

Is
IT!

206 State

*Lets have a verse using abash, de-
crease, sap, and buoy.*

*A bashful maid,
The buoy a sap;
Decrease is gone
From off his lap.*

The only difference between a tur-
key and a co-ed is that one "gobbles
an' gobbles" and the other "gabbles
and gobbles."

A step child may well be called a
football baby. It's always being
kicked about.

Philosophical Comment

In the craze for all-talking pictures,
it looks as though things had gotten
to the point where it is all-talkie and
no-doey.

"Any ice today, lady?"
"Fifty pounds, ice man."
"That's nice, lady."
"No, that's ice, man."
"Ice is cold, lady."
"So's my old man."
"That's too bad, lady . . ."
"That's an ice man!!!"

Think of the sad state of affairs of
the guy who made a horse's neck out
of himself. The yoke was on him!

"That's what I call an incomplete
pass," said the little boy as the gate-
man rejected his unsigned athletic de-
partment comp.



When You Wake Up To Realize

That the dance is on tomorrow and you forgot to order tickets, or

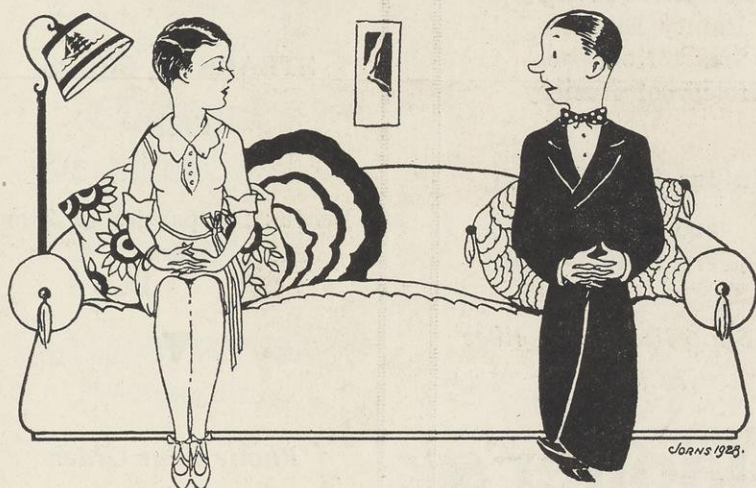
That there are no programs for the coming concert.

Just tear down to 114 South Carroll Street and get some good printing quick.

Democrat Printing Company

(Octopus Printers)

Parlor Dates aren't so hot!



KOCH RENT-A-CAR

Our Number is B. 1200

You'll get by bigger with the 'little lady' in a rent-a-car.

Rent one without a
DEPOSIT!

How? Come in and get one of our Drivurself cards without bother or red tape . . . it's yours for the asking. Then you can drive one of our cars wherever and whenever you wish without a deposit.

We have smart, new open and closed
'jobs' by:

	Ford	
Chevrolet		Graham-Paige
Chrysler		Oakland
	Pontiac	

JOHN DEAR—

Am enclosing hotel bill.

Jane.

JANE DEAR—

Don't buy any more hotels.

John.

—Red Cat

This is the forest primeval,
Where a small coleopterous weevil
Effectively dines
On the murmuring pines
And the hemlock—a terrible evil.

—Harvard Lampoon

Frosh: Gee I'm in an awful hole.

Soph: What's the matter?

Frosh: I've spelled "professor" with two f's and don't know which one to cross out.

—Banter

Mike: Say, feller, where did you get all that red on your lips?

Spike: Oh, that's just my tag for parking too long.

—Wampus

"Was Ike excited when he asked to kiss you?"

"No, he was calm and collected."

—Carolina Buccaneer

"I'm sending Prince to the Horse Show this week."

"Any chance of his winning?"

"No, but he'll meet some nice horses."

—Carolina Buccaneer

Her: Why don't you like dancing?

Him: 'Cause it is nothing but hugging and walking set to music.

Her: But what is there about that that you don't like?

Him: The walking.

—Sniper

Antiques



We are pleased to announce the opening of a new department devoted to authentic antiques.



The Mouse-around Shop
Upstairs at 416 State St.

"Marnette Sport Suits"

Other Sport Suits
\$10.75 to \$25.50
Distinctive Jewelry
Dainty Lingerie
Smart Negligees
Holeproof Hosiery

Join our Hosiery Club

and save on
Hosiery in 1929-1930

The Shop the Co-ed likes
so Well

Wagner's

State Street at 528

St. Nicholas Cafe

(Back of the Park Hotel)



STEAKS . . . CHOPS

FISH

Booths for parties of 3 or
more



Phone Your Order

120 W. Main Badger 922

Make—

Pantorium Co.

Your Master Cleaners

\$5.00 in advance gives
\$6.00 credit.

10% Discount on cash
call orders.

558 State B. 1180
2613½ Regent St. B. 1182

(Continued from page 28)

Name	Affiliation	Chances of Graduation
Bud Foster	Basketball, bed, diphtheria	Very poor, although unaffiliated.
Eddie Christian	Y. M. C. A., virtuous Pi Phis, Santa Claus	Fair to middlin'.
Bob Hollander	Delta Delta Delta, P. A. D., and swimming	Game delayed on account of jane.
Ed Byanskas	Engineer, Swimming, Marian, and Orpheum	None, unless helped.
Rudy Schaffner	Swimming, Wrestling, Boxing, Pi Phi	Slim chance.
Bob Nehs	An extremely strong Tri Delt man, extra heavy pin	The deed is already done.

THETA DELTA CHI

Name	Affiliation	Chances of Graduation
Freddie Larson	East side, west side, Grady's, and De Long's, Football	Sure enough! If he lives that long.
Phil Judson	Cadet-Major, Fencing, South America	Good, if exam seat number 60.
Hal Porter	Alpha Chi Omega, Cheer, Span- ish, I, II, III, IV, V, VI	Good, if exam seat number 61.
Johnnie White	Chrysler, white spades, black spades, hearts, diamonds, Pi Phis	Good, if exam seat number 62.
Jimmie Hart	Gamma Phi, Alpha Chi O	Good, if exam seat number 63.
Elfie Schultz	Finances, Finances, Finances, Football	Poor. Finances.
Art Brandt	Track, Frosh I, Frosh II, Frosh President III	You can't get blood out of a turnip.

It is not too early
to order your

Christmas Greeting Cards

See our samples.

Netherwood's
519 State Street

For dependable Watch Re-
pairing at moderate prices

Let

J. A. Meinzer and Son

Take care of your Watch

531 STATE ST.—F. 2481

Between Hershleders and
the 3F Laundry

\$2300
Steinway
Piano
Now
\$1650

This piano is next to concert
grand in size and therefore is
an excellent instrument for a
fraternity—sorority or large
home.

It has had some use but shows
no sign of wear. Its tone and
brown mahogany case is per-
fect.

A family moving into smaller
quarters has traded in this in-
strument on a smaller one.

It is a rare bargain. Terms i
desired.

Forbes Meagher
Music Co.

27 W. MAIN



Paul Cassidy
+
Holley

"Look at them guys, Joe, wastin' their time that way"

THE WATCH SHOP

HAMILTON
ELGIN
MARSHALL
WATCHES

Complete Line
of
Watch Bands

EXPERT
REPAIRING

STATE AT LAKE

Velvet

IT'S ALL CREAM

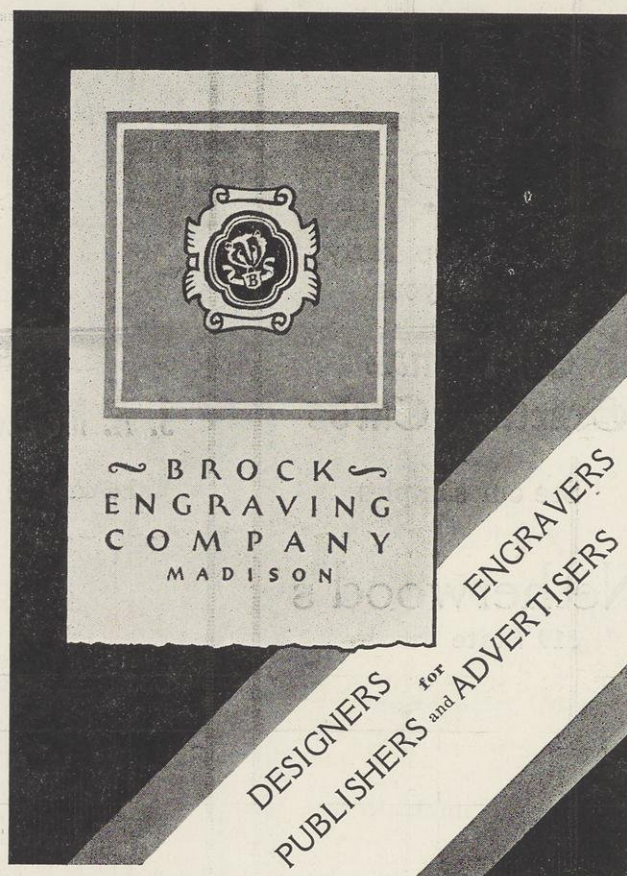
ICE CREAM

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

Phone B. 7100



BROCK
ENGRAVING
COMPANY
MADISON

DESIGNERS
PUBLISHERS ^{for} ENGRAVERS
and ADVERTISERS

Distraught Mama: Fireman, fireman, save my child!

Fireman: Why, madam?

D. M.: Because he isn't paid for yet!



Teacher: Abie your gammer needs improving. Use the word "disease" in a sentence.

Abie: Yiss, teecher, when poppa calls me up, and says who's there I say DISEASE Abie, poppa!

—Dirge



Horrors!

Oh she wore chiffons. Then at one deft stroke

Her hose turned socks on a campus stroll

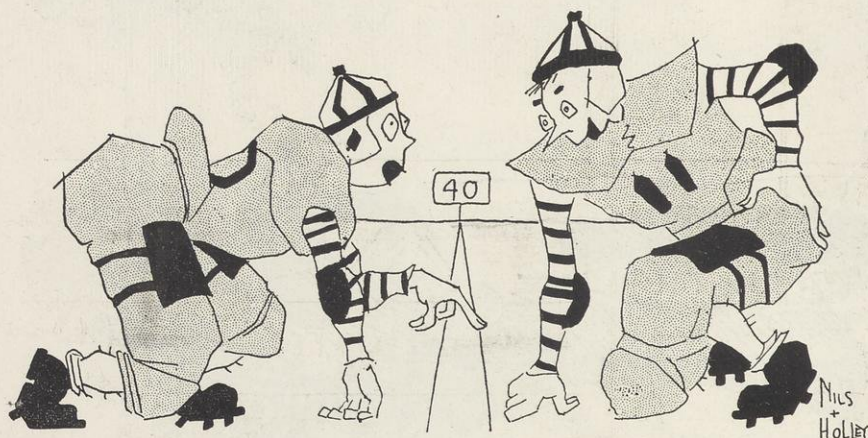
Like waves turn foam on a beach's roll.

And no one had guessed that her garter broke!

—Okla. Aggievator

It is extremely embarrassing, says one professor of architecture, to have the whole Phi Psi clan pounce on him late at night in the pharmacy, and ask him about Persian architecture. Please remember this in the future.

Last spring, it is said, the Kappas held a semi-clothed style show for the Alpha Chi Rho house, on the balcony of the old Phi Gam lodge. All would have been well if the dean hadn't just happened along and broken up the party.



"Say, big boy, haven't I seen your face before somewhere?"

"Yeah, maybe. I testified for Klostex sweaters, y'know."

"Sure, I remember now! Say, will yuh go easy on me this game? I gotta pose fer Felto hats afterwards."

Diamond-Like Jewelry

To Wear With Your New Formal



NECKLACES

of

Baguette and Marquise Cut Brilliants

Pearls with Brilliant Drops

Marquissettes and Real Stones

E. W. Parker
Jewelers

19 West Main—Successor to Gamm

... first aid for sickly allowances

The remedy is an account at "the Branch". Specialists there treat your allowance. You have a visible record of expenses. You see where and how the money goes. You have perfect safety in keeping it well.

It's the student banking plan which has saved hundreds of dollars for hundreds of students for more than 20 years.

STATE STREET BRANCH
STATE BANK OF WISCONSIN

State at Gilman

(Continued from page 26)

"I can't begin my day without reading the paper." After she has read the paper she returns it to the desk, carefully folded, for them to sell again. Since Mrs. Perrywhimple eats at the hotel and a maid takes care of their two rooms, she doesn't have much to do except arrange bouquets of flowers on the tables in the dining rooms. "And it's a terrible care too," she relates, "when one has to do it every day. And I declare I don't know what I'm going to do for flowers. I keep thinking I've found the last one and still I manage to find some more. Joe," she says addressing her colored chauffeur, "tomorrow you'll have to drive along the road and see if you can't find me a bouquet of those yellow things with the big brown centers."

"The women seem to be leading in this movement to abbreviate words."

"How's that?"

"Well, look how they've abbreviated timidity, attire and conscience!"

DID YOU KNOW—

That each year over 2,000,000 people attend football games?

That out of this number, not more than 2,000 really understand the game?

And that out of this number 1,000 are not really sure they do?

And that of this number 500 are damned sure they don't.

And of the 250 who really understand it actually don't—

But that—ask me another!



Chicago Drills the Team



A Punt Came Sailing out of the Air

Excited scotchman at football game:
"Kilt that guy! Kilt him!"

The difference between a cat o' nine tails and nine cat tales involves quite a tale.

"Come in and browse"

BROWN'S

BOOK SHOP

CORNER STATE AND LAKE

BROWN'S RENTAL LIBRARY

Over 200 new fall titles just released.

Over 1,500 books to choose from.

Only 3c per day; 10c minimum; no deposit.

BROWN'S

BOOK SHOP

CORNER STATE AND LAKE

IT'S THE HANG OF THE TROUSERS THAT MATTERS



COLLEGE men realize that their social standing as undergraduates depends, to a large extent, on how they "shape up" as correct dressers—not only on the clothes they wear, but on how they wear them.

And there seems to be a general recognition among them of the truth of Pioneer's slogan—"It's the hang of the trousers that matters."

PIONEER SUSPENDERS • PIONEER BELTS
BRIGHTON GARTERS

PIONEER
America's word for
SUSPENDERS

By the
same makers



"I hope that's a nice book for you to read, darling," said a conscientious mother to her very young daughter.

"Oh, yes, mummy, it's a lovely book, but I don't think you would like it. It's so sad at the end."

"How is it sad, dear?"

"Well, she dies, and he has to go back to his wife."

—Wampus

Macbeth's Sentinel (upon spying Birnam Wood moving Dunsinane ward): "Cheese it, de Copse!"

—Lord Jeff

If a man makes a mistake in choosing his wife these days it is certainly his own fault. He can see all he's getting.

—Blue Gator

Rapp: Why so tired?

Tapp: I walked a mile and half for that Camel. . . . I thought that guy would never throw it away.

—Pelican

There was a young fellow named Pratt
Who stopped near a mule for a chat

When he woke up in bed,

A day later, he said,

"Well I sure got a kick out of that."

—Malteaser

The Accountant Plays Football

"Well, boys, are we going to make this entry or not . . . of course, we can if we just watch our posting. Get your balance now, fellers—debit 66,564.49—ball received . . . Great, we made five yards that time and three more will equalize our accounts . . . this is our trial balance, team, so let's make this a ledger day . . . depreciate our creditors. Singles receivable . . . 4,45,23,70—hurrah, we went over our markings at our opponents' expense which surely took stock out of their reserves . . . nice going, fellows."

—Gargoyle

Mike: Is she a nice girl?
Ike: She's the kind that thinks a Ford rumble seat is too roomy.

—Cornell Widow



Prof: What's the name of the largest diamond?
Poker Face: The ace.

—Ghost



"That was only a rumor,"
Lil' Nell whimpered in great despair.
"I know it was a roomer,"
Said he, leaving her standing there.

—Rice Owl



"Daughter, your hair is all mussed up. Did that young man kiss you against your will?"
"He thinks he did, mother."

—Chicago Phoenix



It's funny—some men make the best chorus girls.
—Stone Mill



Teacher: The lady fed milk to the cat. Now Alger-
non, what is the indirect object?
Algie: The kittens, dear teacher.

—The Log



"Captain, Boston is now dead ahead."
—Harvard Lampoon



Theophila: I was up till 4 every night during my last vacation.
Penelope: That's nothing, I went to bed with the milk-
man every morning during mine.
—Amherst Lord Jeff



PLANTERS SALTED PEANUTS

Scotchmen! Attention!

Planters Salted Peanuts are known as "The Nickel Lunch." If a friend invites himself to lunch—but why explain? You get the idea.

To All Who Get Hungry: Planters Peanuts are the big crisp kind. Deliciously salted. Sold only in the glassine bag with MR. PEANUT on it. Buy a bag every day.

"The
Nickel
Lunch"

REG. U. S. PAT. OFF.



MR. PEANUT

REG. U. S. PAT. OFF.

PLANTERS NUT & CHOCOLATE
COMPANY

U.S.A. and Canada

HOLD ON

It was at one of those quiet week-end parties where most anything might happen, but seldom does, that I heard a new toast. It was given by a gorgeous southern belle right up from Richmond. She raised her glass and said: "Heah's How!"

Then: "Pahdon me. Did I say 'How'? Ah meant 'When.' Ah knows how."

—Brown Jug

The girl I love—
Is Mazie Tropp,
Even in telegrams
She won't say stop!

—Owl

Paul: Know the Marner brothers?

Pauline: No. Who are they?

Paul: Silas and Ancient.

—Flamingo

SPEAKEASY THEME SONGS

Bottle Cry of Freedom.

—Jester

Then there was the absentminded Scotchman who ordered asparagus and left a tip.

—Judge

"So you played in that South Sea picture?"
"Yea, I had 'em out in the isles at Honolulu."

—Carnegie Tech. Puppet

"Sir Knight," quoth the queen. "You have slain nine dragons and saved the country from boredom. As a reward you may kiss our hand."

"Say, whassa matter?" queried the Knight, "Yer mouth dirty?"

—California Pelican



"The old-grads are putting up with us during the Reunion."

"You mean we're putting up with them. They'll be decorating their breaths with everything they can lay hands on."

"They're 'holey a subject for Life Savers."

Lace up your shoes Gertie, your tongue's hanging out.

—Lord Jeff



"There, I fooled you," said the newlywed as he climbed into the upper berth.

—Rice Owl



CHRONOLOGICAL ERROR

"Say, where did you get the baby? I didn't know you were married."

"I'm not married, but I was taking a correspondence course in *Marriage and Married Life*, and I got the installments mixed."

—Stanford Chaparral



He: What kind of shoes should I wear with these socks?

She: Hip boots.

—Log



"Oh, so that's the kind of a girdle you are," said he, snapping it harder the second time.

—Froth



And there's one from Topeka
Whose form causes many to seek,
She tells them all No
When they ask her, but Oh,
The no's become gradually weak.

—Green Griffin



Ali Baba: What did you do with that 7000-year old roc's egg you found on the island?

Sinbad: I sold it to a fraternity house chef.

—Punch Bowl



"Is that Marie de Mope in a backless evening gown or am I seeing things?"

"Both."

—Panther

College Humor's MONTHLY BULLETIN



Click!

THE show is on. The December issue takes a bow. A fast stepping, wise cracking performance, with your own Joe College or Carl Campus as master of ceremonies.

A last minute news reel, with its college spotlights, a splendid picture of the University of Nebraska, smart styles. . . . The feature begins. **COLOSSUS**, by Holworthy Hall, illustrated by James Montgomery Flagg, a glamorous novel of college life, featuring a man and three girls; sophisticated things by Eric Hatch and Katharine Brush follow. . . . Short subjects covering modernistic furnishings for fraternity and sorority houses, and all the varied interests of today's college crowd.



College Humor's Outboard Races will be inaugurated next spring. Is your college interested in staging one of these colorful regattas and water carnivals? Complete details will appear in our January issue. Perhaps you have heard that College Humor is presenting a number of Gruen Paladin watches to individuals achieving marked success in the college field. Coach Bob Zuppke of Illinois, whose teams have won two consecutive football championships, was the first to be honored.



And, by the way, College Humor has a new sports editor—Les Gage, formerly director of publicity of the University of Wisconsin, and one of her foremost athletes.

The Student Laundry MADISON STEAM LAUNDRY

20 % Discount for Cash Call

429 State Street

Fairchild 530

Frank Brothers *Fancy Groceries* and *Fruits*

611-613 University Avenue

Phone--Badger 71

THE HETTY MINCH SHOP

MADE TO ORDER—READY TO WEAR

Frocks, Gowns, Wraps
Sport, Afternoon Dresses

SPECIAL SERVICES

Hemstitching Pleating
Rhinestone Setting

228 State St. Badger 3029
(Over Rentschler Floral Store)

United Shoe Rebuilders

EXPERT WORKMEN

Hats Cleaned and Blocked

SHINE

544 State Street

Old Lady: My, what a crowd! What happened over there?

Cop: Man fell offa the roof.

Old Lady: Oh, dear! Was he hurt?

Cop: Dunno yet. We only found one leg so far.

—Brown Jug

"Stop fooling, dear, and take these letters," said the absent minded business man as his wife slipped her arm around his neck.

—Ghost

Father: Look here, daughter, I don't mind your sitting up late with that young man of yours but I do object to his taking the morning paper when he goes!

—Log

Sweet Young Thing: Having been in the Navy for three years, I guess you are accustomed to sea legs?

Mid: Why, lady, I haven't even looked!

—Annapolis Log

The Woman Pays
"Wotta life, wotta life," said the newly married man, as he pawed through the kitchen utensils. "Always the same can to mouth existence.

—Cornell Widow

Millie: The boy friend is getting along fine now. He is getting down on his chin.

Tillie: I'll say he is. Mine only gets down on his knees.

—Stone Mill

"Pardon me, madam, but do you mind coughing a little more gently, I'd like to hear your friend read the subtitles."

—West Point Pointer



Madison's Largest Assortment
of Fresh Fish and Sea Fish at

Goeden & Company

MEAT - FISH - SEAFOOD
635-637 University Ave. F. 5200 B. 1300



"Gee, Pa, Navy Must Have Thrown a Pass!"

ON THESE COLD NOVEMBER MORNINGS

A Good, Warm Breakfast

at

Frank's Restaurant
821 University Avenue

He: Let's go, and do a little petting on the side.
She: Set your aim higher, my boy.
—Cornell Widow

Our new **FREDRIC PERMANENT** Wav-
ing Machine is equipped to wave the new
grown hair without injury to the already
waved ends.

"How does Caroline kiss?"
"Have you ever tried to play a tuba?"
—Columns

Marinello Shop

125 State Street Phone F. 79

Employer: What's your name?
Applicant: Quinn.
Employer: Spell it.
Applicant: C-o-h-e-n.
—Cynic

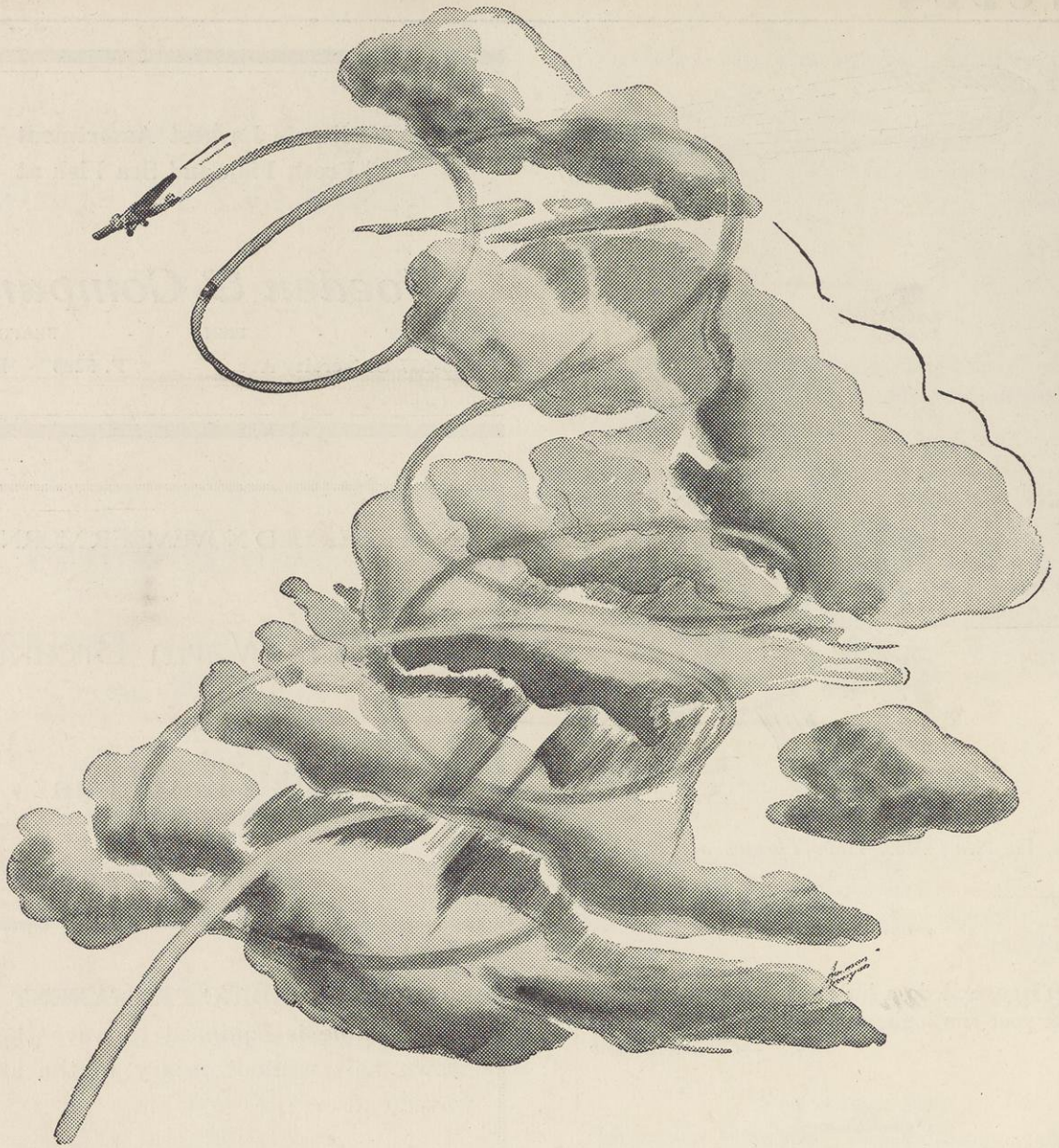
Come in and See - - -

Harriet Hubbard Ayer's
Latest and Smartest Compact
Also many other new vanities

Have you heard the Prince of Wales new Song?
No, not yet.
"Over the bounding mane."
—Okla. Aggievator

Mallatt's

708 State Street



No compass to guide him

Trying to pilot a plane without compass or other instruments is as unsatisfactory as trying to pilot your course through life without a plan.

You find many a man after college switching from job to job—"I think I'll try fiction writing for a while," or "Selling bonds is what appeals to me." Aimless! Real

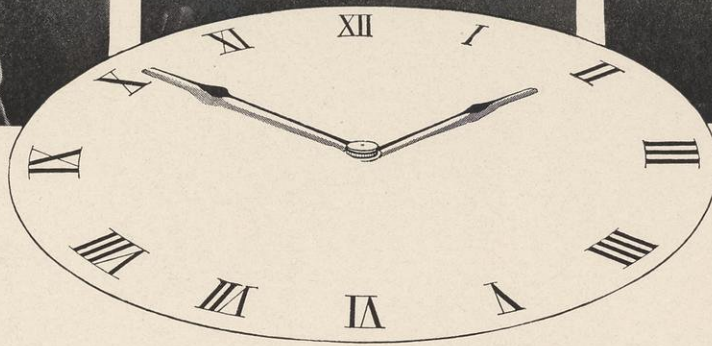
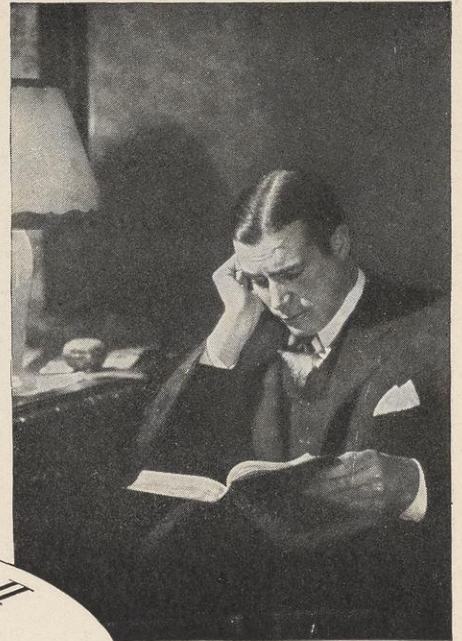
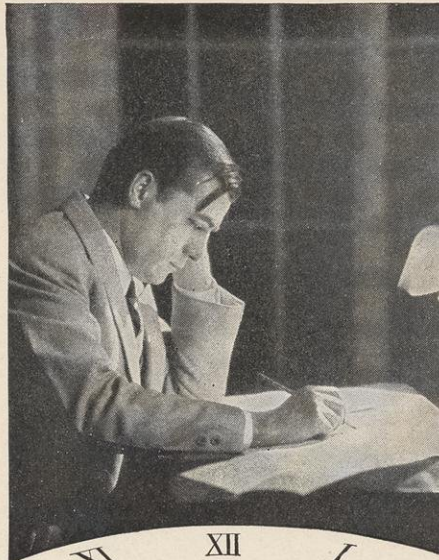
progress does not come in that way.

Fortunately most men have a natural aptitude for one type of work rather than another—for things mechanical or artistic, factual or imaginative. The solution of the problem is to be found in self analysis, making a decision and then following through.



Western Electric

SINCE 1882 MANUFACTURERS FOR THE BELL SYSTEM



Rob yourself of sleep...

but you can't rob the Gillette Blade of its sure, smooth shave

A FACE drawn and tight from lack of sleep, a slapdash lather and a hurry-up shave—it can't ruin the even temper of a Gillette Blade, even though it may wreck your own!

On such mornings, lather extra-thoroughly and treat yourself to a fresh Gillette Blade. You're sure then of the smooth, even, comfortable shave which has been honed and stropped into every Gillette Blade by machines adjusted to one ten-thousandth of an inch.

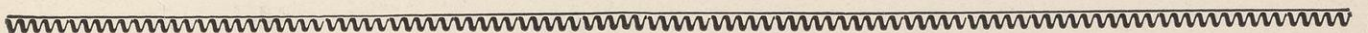


THE NEW FIFTY-BOX. Fifty fresh double-edged Gillette Blades (10 packets of fives) in a colorful, useful gift chest. Five dollars at your dealer's.

Every Gillette Blade *must* be even and sure. To guarantee that, four out of every nine of our blade department employees are inspectors and are paid a bonus for detecting every blade that won't do a superb job of shaving.

Eight out of ten American men count on the Gillette Blade to do its job well every morning. It does. Witness the smooth faces of American men today. Gillette Safety Razor Co., Boston, U. S. A.

★ **Gillette** ★

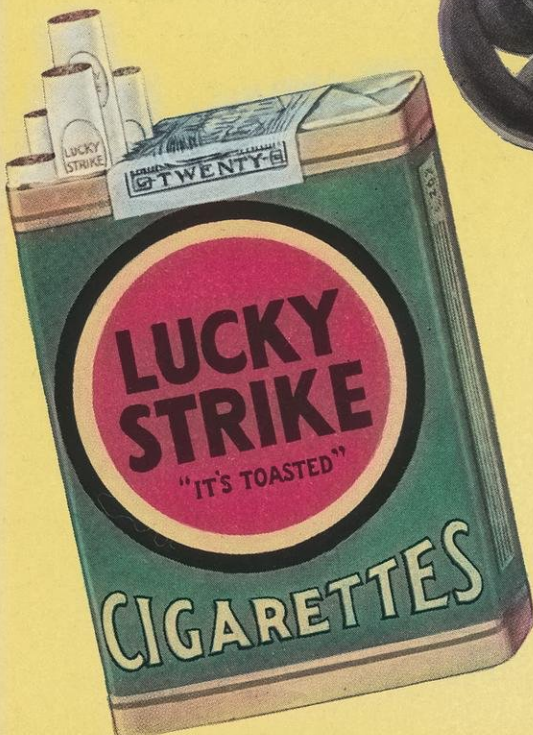


AN ANCIENT PREJUDICE HAS BEEN REMOVED



TWINSOR
AND
DAY

Today, legally, politically and socially, womanhood stands in her true light. AMERICAN INTELLIGENCE has cast aside the ancient prejudice that held her to be inferior.



"TOASTING DID IT"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive acids (pungent irritants) from the tobaccos. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.