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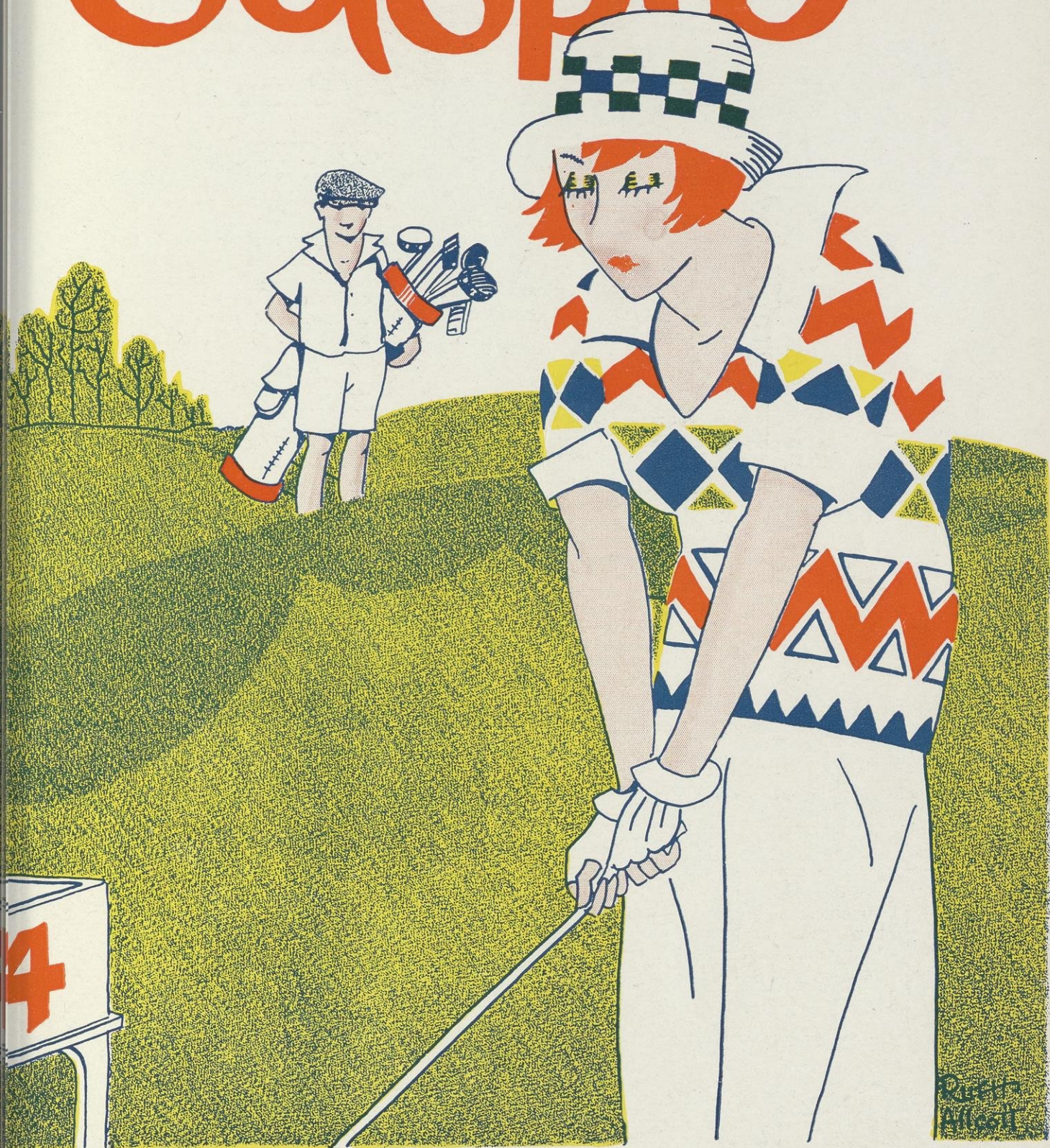
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# Octopus

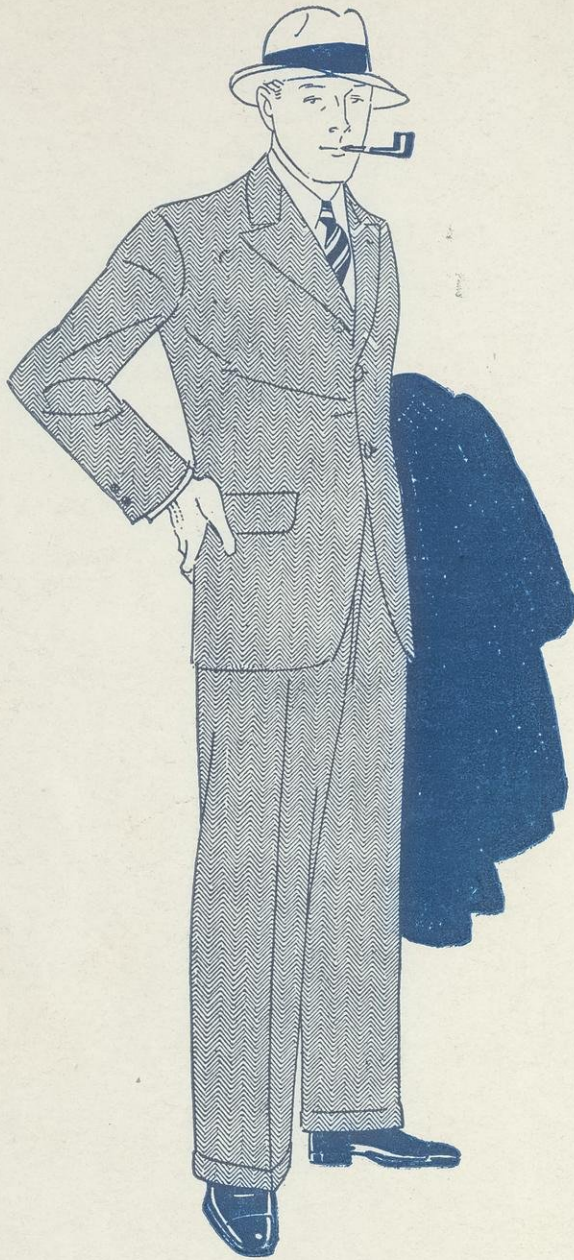


SPRING  
1925

"GAWF" NUMBER

25 CENTS





For Individuality In  
A Season of Greys---

## Blue Cheviots

With the exception of formal clothing there is nothing better looking. And now, when grey and light browns are so predominant, a blue cheviot becomes even more a mark of individuality—of distinction.

Other colors come and go with the seasons but blue is always in good taste. And there is no blue fabric so rich and attractive as the cheviot.

And the model is the smartest three-button you've seen in some time.

You will enjoy trying them on.

A feature value at  
\$40

### A Light Mallory With It

Touch off a blue suit with a Mallory and you are dressed up. You will like the new season's light shades.

\$5 \$6 \$7

And to protect it in rainy weather, one of the new balloon cloth raincoats. Light enough to carry in your pocket.

**BAILLIE O'CONNELL & MEYER**  
INCORPORATED  
QUALITY  SERVICE

23 East Main



# Who Won The Game?

You'll find the answer on the Sport Pages of the Journal together with stories covering all other current Sport activities.

Get the Sport news and views by "Red" Mich and read what "Roundy" has to say.

Wisconsin's best Sporting Pages are found daily in

**The Wisconsin State Journal**

**A Good Newspaper Growing Better Every Day**



## FRED W. KRUSE CO.

209 State Street



## Lovely Frocks

*selected especially for university women.*

No sooner is a new mode created, and accepted on Fifth Avenue, than it is shown in Kruse's dress section. For our fashions are ever new—and to be found no where else. Yet our prices are decidedly moderate.

**\$17.50 and up**



*"Why should your laundress make a good golf player?"  
"She's hot with the iron."*

Diner: Waiter, let me see, I ordered a tenderloin steak here yesterday, didn't I?

Waiter: Yes, sir, you did. Will you have the same again to-day sir?

Diner: Well, if nobody else is using it I may as well.  
—Voo Doo

*"Owm inna daze—"*

*"You are in a daze? What struck you?"*

*"Owm inna days in September?"*

—Texas Ranger

Dancing, like milk, strengthens the calf.

—Widow.

*"What's a deb party, nigger?"*

*"Dat's a likkor party: It means 'coming out' or 'going under', I disremember which."*

—Virginia Reel.

Collars are patent strangulation machines worn by men who laugh at women's clothes.  
—Siren.





## Do Students ever Read an Ad?

Did you read our ads in the last two Octopi? Look them up; they're interesting; they're always in this same space every month—October to May; besides, you must not read the next part of this ad till you've read the others.

Now that you've read those two ads—one word more.

**THERE ARE TOO FEW TENNIS COURTS AT WISCONSIN**

## YAWKEY-CROWLEY LUMBER COMPANY

TWO YARDS TO SERVE YOU  
BADGER 123

805 E. Washington Avenue

Camp Randall

"How does that tux you borrowed fit?"

"Fine, only I can't reach at the table because my elbows show."  
—Columns.

"What is an opportunist?"

"One who meets the wolf at the door, and appears the next day in a fur coat."  
—Gargoyle.

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

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

Grandmother: Johnny, I wouldn't slide down those stairs!

Little Boy: Wouldn't Hell, you couldn't. —Lyre.

"Why is a watch spring like a college man?"  
"Either broke or badly bent".

—Chanticleer.

You see, me'n the dean were ridin' up in an elevator together, and someone dropped a cigarette. Me'n the dean both dives for it and I gets it. So he flunks me outta school.  
—Parakeet.

## Rent-a-Car and really enjoy yourselves!

We have—

Roadsters  
Touring Cars  
Coupes and  
Sedans.

at reasonable prices.

Be up with the rest of them.

**Day and Night Service**

Just call Fairchild 334.

**Capital City Rent-a-Car**  
Tel. F. 334. 434 W. Gilman





© 1925 Hart Schaffner & Marx

## The Spring Suits at their very smartest

Here are woolens from the finest looms in Europe and America, styled by designers whose word is the authority, tailored by master craftsmen.

In design--in weave and color--in "hang" and workmanship you'll find these clothes distinctively fine.

### Olson & Veerhusen Co.

7-9 North Pinckney St.

Established 1854

## Conklin & Sons Co.

Coal, Wood and Mendota  
Lake Ice

Cement, Stucco, White Lime,  
Hair and Sewer Pipe

Main Office

24 E. Mifflin St.

Strictly Business

Whitworth Q. R. Co.  
1234 Blurp Ave.  
K. C. Mo.

Mr. H. E. H. Nite  
9876 Mooch Blvd.  
New York City  
Dear Sir:

Yrs red and cts ntd of 8th inst. Re yr inquiry, can ship FOB K. C., COD N. Y., PDQ two (2) erlds No. 31416 1/4" nts. Blts addtl. 6, 4, and 2%. Wld appr. prpt ans.

If en be of frthr serv pls ntfy.

Very truly yours,

W. Q. R. Co.,  
per B. T. U.

BPL:EED

—Voo Doo

A certain young maid of Versailles  
Drove down to the seashore one dailles,  
But made a mistake when she reached for the brake,  
And lost the coupailles in the bailles.

—Allegheny Alligator

"Order, please," called the Dean, as the chapel service began.

And the bright boy in the back seat promptly answered, "Applesauce."

—Allegheny Alligator



## The Pleasures of Motoring

---without the worries of ownership

There's nothing finer than the pleasures of motoring with a wonderful Wisconsin girl beside you—with the open road stretching ever before you—days of golden youth. After the trip is over you don't have to park the car for the night or tune the motor and see to the tires—just drive back to the garage and the car troubles are ours—the pleasures are yours.

For a modest sum you may rent a sedan, a coupe, or a touring car and enjoy the pleasures of motoring without the worries of the car-owner. Call Fairchild 2099 for appointments.

We Deliver The Car To Your Door

## Badger Rent-A-Car

Sedans--Tourings--Coupes

313 W. Johnson St.

Madison, Wisconsin



A TWOSOME AT THE TEE

"Did you hear about Johnson absconding with all the insurance company's funds, and taking Smith's wife with him?"

"Good Heavens, no! Who'll teach Sunday School tomorrow?"

—Yellow Jacket

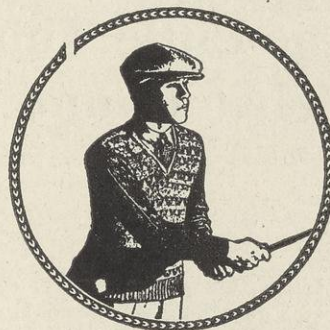
If a man is not down when he is out, and his head is not gone when he has lost it, why is it he is flat when he is broke?

—Voo Doo.

Mother: What do you mean by putting your thumb to your nose and wriggling your fingers at those little boys?

Willie: Don't you worry, ma—they know what I mean.

—Tit Bit.



## Sports Apparel

We're showing a choice selection of new novelties in Imported and Domestic Sweaters, Knickers, Golf Hose, etc.

All Moderately Priced

## Speth's

The House of Kuppenheimer Good Clothes.



## Three Educational Tours in Europe

### Via the St. Lawrence River Route

These inexpensive Third Cabin Tours afford an exceptional opportunity to visit

### Britain - Holland - Belgium - France

and to see some of the most beautiful and romantic places in Canada, including historic Montreal and Quebec.

The river trip accustoms one to the ship long before the Ocean is reached; and the scenery on almost one thousand miles of river from Montreal to the sea will live long in the memory.

**JUNE 19**—Leaving Montreal on the *Athenia* for Glasgow, returning from Cherbourg July 17 on the *Ausonia*. Under auspices Guy Tombs Limited, Montreal.

**JUNE 27**—Leaving Montreal on the *Ausonia* for Plymouth, returning from Liverpool July 24 on the *Alaunia*. Under auspices W. H. Henry Limited, Montreal.

**JULY 3**—Leaving Montreal on the *Letitia* for Glasgow, returning from Cherbourg July 31 on the *Ascania*. Under auspices of Guy Tombs Limited, Montreal.

### Inclusive cost of Tour \$330

Consult the following for more details and for particulars of itinerary

Guy Tombs Ltd. W. H. Henry Ltd.  
285 Beaver Hall Hill 286 St. James St.  
Montreal

The Robert Reford Co. Ltd.  
20 Hospital Street - Montreal



## CUNARD-ANCHOR-DONALDSON

Cor. Dearborn and Randolph Streets, Chicago, Ill.

## It's the Little Things That Count

Little things like purity, service, etc., go a long way in making our milk and ice cream desired by University students. They know the value of doing the details "just right" and so they know food from Kennedy's is bound to be good.

## Kennedy Dairy Co.

629 W. Washington Ave.

Badger 7100

WE KNOW YOU'LL BE SATISFIED —

ONCE OUR PLUMBING YOU HAVE TRIED

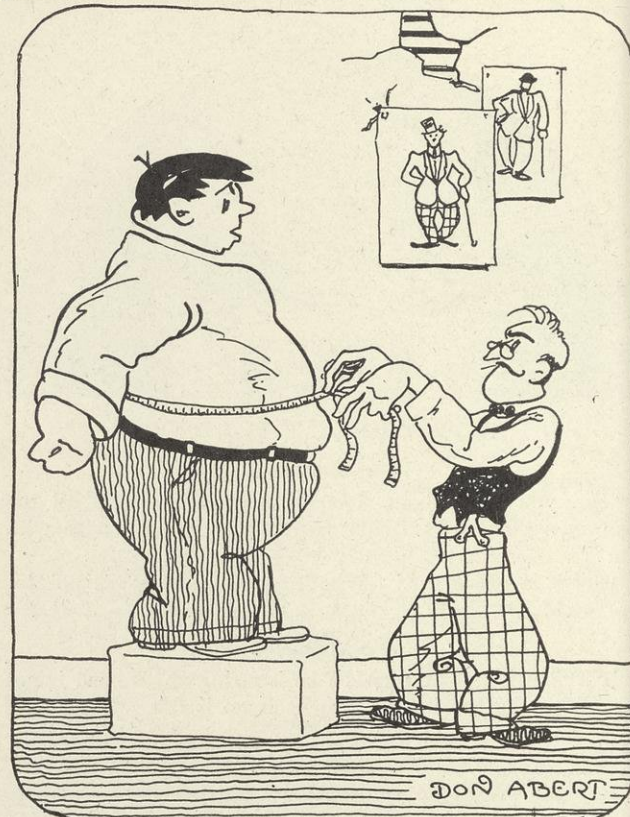


Scientific plumbing is the sort of profession that we're well versed in. We can plan for your home a plumbing system or sanitary drainage that will add to the health and comfort possibilities of your place of residence. Why not get in touch with us?

**F. Wigglesworth**  
PLUMBING & GAS FITTING

801 Oakland Ave.

Badger 6396



AROUND IN 50



# MEAT

*Goeden & Kruger*  
Inc.

F. 500

## Success

When he came to college he was going to make  
—the best fraternities.  
—Three letters in all the major sports.  
—all the honoraries except Phi Beta Kappa, which doesn't  
amount to much as only the grinds belong.  
—himself the secret passion of every co-ed.  
—also he was going to flunk all tests, as they do in the  
cinematograph.  
He flunked all the tests.

—Columns.

“Why is a lady's belt like a scavenger?”

“Ah dunno, boy; why is it?”

“Because it goes around and gathers up the waist, of  
course.”

—Brown Jug.

“Where's Bill?”

“Over working at the shops.”

“Say, an engineer never overworked in his life.”

—Gargoyle.

They met on the bridge at midnight  
They shall never meet again  
For she was a sweet little Hall girl  
And should have been in at ten.

—Allegheny Alligator

## Paris Says “This Is To Be A Silk Season”



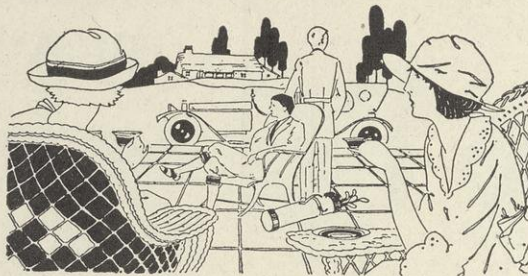
To be smart this spring Paris dictates you must wear silk on the hill, at tea, at the theatre, at the dance, in fact, whenever you step out of your bright dressing gown.

At Simpson's, the college girl's own specialty shop, there's soft washable silk frocks, plain and printed, in every delicate shade of the rainbow and each vivid color of the sunset. They are simple and chic for hill wear. And they are as reasonable as cotton and linen dresses.

Then there's smart afternoon gowns of canton, informal frocks of chiffon, breath-taking formals of georgette for the many spring dances ahead.

# Simpson's





## Everything for Spring Sports

The time has at last arrived when you can skim over the lake in a graceful, bouyant canoe. The healthful exercise, the ease of control, the thrill of speed are doubly enjoyed when the canoe is an Old Town.

We have many canoes in stock, and can order any size you wish. If you prefer a special color, we suggest that you place your order immediately, so that your canoe will be ready for you with the least possible delay.



## Baseball and Tennis Supplies

You'll also find here a large stock of official baseball equipment including a wide assortment of bats, balls, gloves and mitts. For the tennis enthusiast we have Wright and Ditson, and Lee tennis rackets and balls. For the golf lover there are clubs, balls, knickers and sport hose.

Buy your sporting goods on your Co-op number and save money. 11 12 13 14

506-508  
STATE ST.

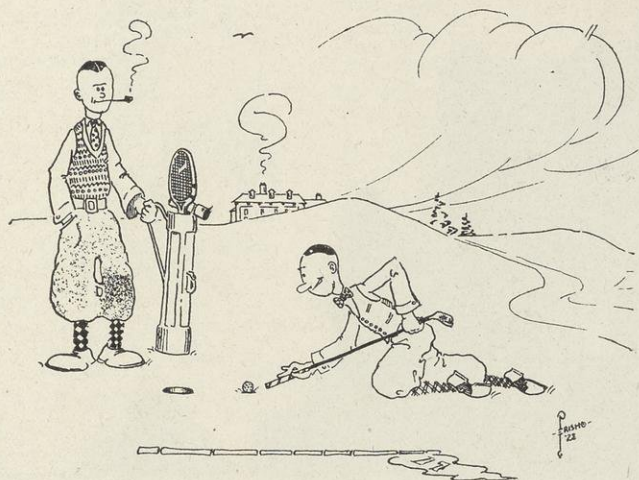
# The Co-op

ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY  
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER





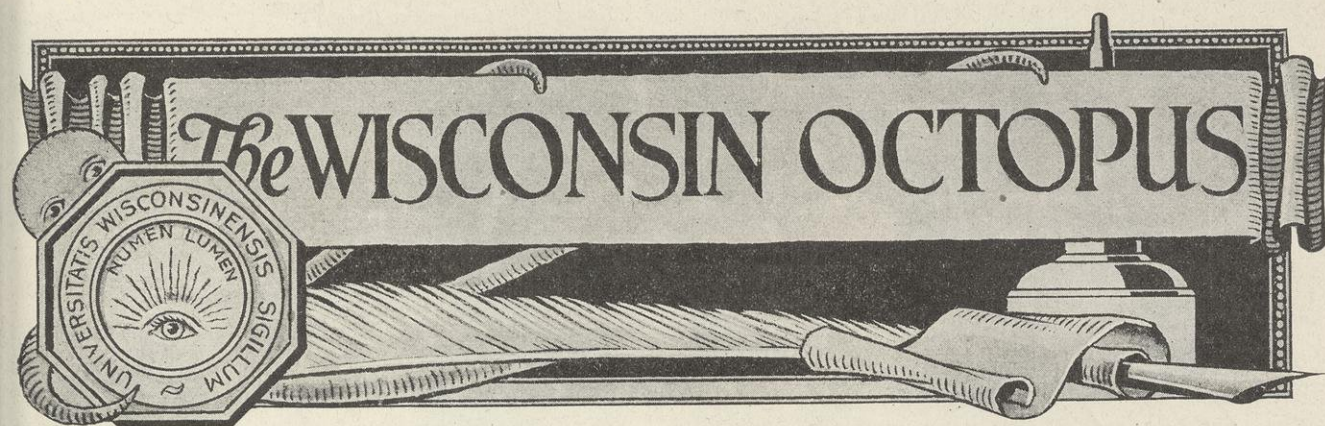
Willie Hoppe Takes Up Golf





A Golf Sock





## Standard Golf Claims

(Complete with Comebacks)

*Claim:* I made the long 13th in three yesterday.

*Comeback:* Is that a brassie?

*Claim:* I've played golf for six years and never lost a ball.

*Comeback:* Did you bring your lunch?

*Claim:* I always make the third hole in one.

*Comeback:* Mine's a Buick.

*Claim:* I've got a cup for every tournament the club ever held.

*Comeback:* You should have called his ace.

*Claim:* I never play in the rough.

*Comeback:* Whale meat is awfully cheap right now.

*Claim:* All the professionals want to play with me.

*Comeback:* No, he went to college.

Jack Jones was the stingiest man in the city. He always put his old clothes on before going to the barber shop so he would not be bothered by the porter.

## Commercially Speaking

"O" was the first circular letter.

And even Evangeline was a bootlegger, for Longfellow says, "When in the harvest heat she bore to the reapers at noontide flagons of home-brewed ale, ah! fair in sooth was the maiden."

## Daily Bed Time Story

By the Wiff

Go and play a good long game of golf. Don't hurry and play as long as you want to. I'll have your dinner all ready whenever you come in.



ADDRESSING THE BALL

## Hanging Around

"They say murderers are very nervous types."

"Yes, they're usually high-strung."

New caddy: Oh, Mister, I'm afraid you lost your ball. It went down that little hole there by the flag.

## Dirge

They used to sit together  
They used to bill and coo,  
They used to laugh and giggle  
As all young lovers do.  
They used to plan the futures  
Of little Jane and Rolfe  
They used to be so happy  
(In unison)

AND THEN HE TOOK UP GOLF.

## Select Orations and Letters of Cicero

by

F. W. Kelsey and Heppa Dug Tripe

All day long the four men had struggled up and down the dreary hills. The horizon stretched limitlessly away in all directions. They had been without water or bread for eight days. Now and then one of them would stumble and fall, cursed by the others. Their faces were haggard, and wan, dark rims circled their sunken eyes which glittered like the pallial mantle of a peeten.

In the sky above them flew an ominous squadron of crows, ravens, vultures, and other thrushes. The men would occasionally brandish strange looking bludgeons at these twittering followers. On and on they plodded, up hill and down hill. On their backs they bore large bundles of sticks.

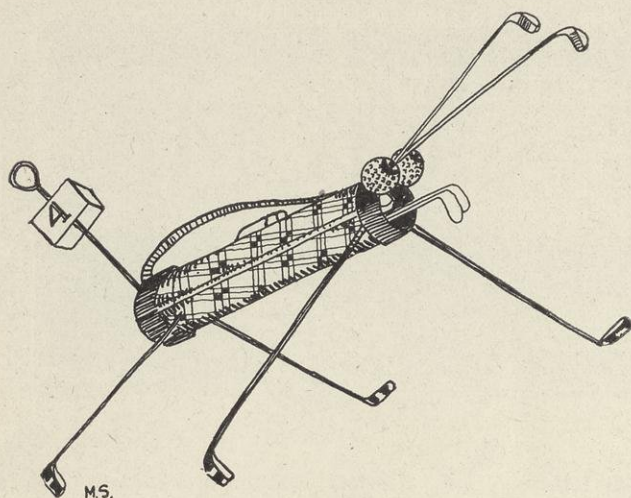
At length after days of travel and hardship, they came in sight of a large mansion, about which people in gay costumes were walking and skipping.

The four men uttered a wild cry of relief on seeing once again their fellow men. Several men from the house rushed down the grade to aid the four bedraggled travellers. But it was too late. The sole, foot sinking reviver gasped, as he painfully clutched a small white card, "Thank Gawd, I made it in ninety-six."—C. D.

## Language

Much good English is wasted on a billard ball; much bad English is wasted on a golf ball.





### THE GOLF BUG

The golf bug is a highly developed species of the spring-fever germ, and attacks men, women, children, and Betas without compunction, although the older they are the harder they fall. It often results in a super-enlargement of the ego, necessitating a trip to the dabberhasher's for new head-gear. For this and various other reasons, a deflated condition of the pocket-book also appears.

There is always a species of dementia following an attack by the bug, during which the victim's scale of values is so changed that he thinks a ten-acre lot is a pool-table. He also loses any ability he may have had along mathematical lines, often forgetting how to count, even as high as ten at one time; too, he suffers under the delusion that no column of figures can add up to more than 91, if 89 is par.

"Why did they get those new men for the dirigible airship crew?"

"Oh, the captain and the first mate had a falling out."

Smith made his living by the pen. He chopped wood outside the walls of Fort Leavenworth every day.

Certain it is in ancient times  
That poetry was free from rhymes  
To-day, alas! Most rhymes are free  
From anything like poetry.

### Alibibi and the Forty Excuses

1. I did it, but I left it at home. I'll bring it up. . . . .
2. I think it must have been something I ate—I couldn't get up all day. . . . .
3. I'm sorry, Jim, but I have a topic to hand in tomorrow. . . . .
4. Why, my love, I loaned that money to old Wallace—you remember old Wallace—I'll get it back next time we play—I mean. . . . .
5. Well, St. Peter, you see, I never got started right. In the first place. . . . .

### Song

When you can come to the end of a perfect day  
When your score was just ninety-one,  
And you ponder o'er all the plays you made  
And the hole that you shot in one—  
When you realize what you've really done  
With those truly marvelous plays  
And you feel that your skill will truly last  
—You can't work for the next few days.

The new coast defense guns hurl a ton of metal twenty-eight miles out to sea. The next thing is for the government to buy up all the saxophones in the country.

The brain and will equipment may be small  
And what's inside may not warrant a prize  
But she in faith as sticky paint applies  
Repeats, "Save the surface and thus save all!"

He heard his fiancée was spending \$1,000 a month with her dressmaker, so he married the dressmaker.



"Do you love me?"

"No, the reason I talk this low is because I have a cold."





H. B. ANDERSON

## Golf Made Easy

Golf is a game that is played with some sticks, an infinite amount of patience, and one dozen Bilson Floating Sinker balls.

The object is to get the little balls, one at a time, over a flat and hilly ex-cow pasture, and finally steer them into little holes.

Only one ball should be played with at a time; it is used until another golfer loses his ball and drives yours instead; then you say that you have lost yours, and take out another one. This is done until all the balls are gone, when you return to the club house.

Multiplying the number of balls lost by five, you arrive at your score. Telling this in all seriousness to members of the club will convince them that you are drunk, and this will be the substitute for the old so-called "nineteenth hole."

The origin of the "nineteenth hole" is very ancient, dating back to the time when Scotchmen treated to drinks after a round of golf. No living golfer remembers this time, nor is it in any of the histories, but nothing is impossible in this strange sport.

Golf widows have been followed by golf widowers, and golf orphans are fast turning into caddies. College students make the best golfers because they look the worst in knee pants.

This is all a bunch of bunk, but so is golf. How's your drive today?

"If you had your pick would you sing bass or tenor?"  
"If I had my pick I'd play banjo."



First Autoist: Seen Smith lately?  
Second Autoist: Why yes, I ran into him in Milwaukee last week.



"I just love to dance."  
"Why don't you try it some time?"



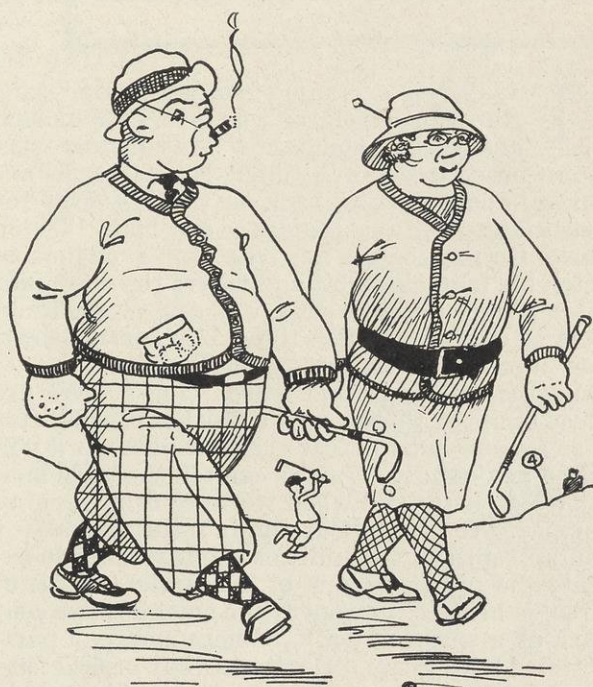
He: We had a detective party at the house the other night.  
She: I never heard of them.  
He: Plain clothes.



Econ Prof: Are you a technologist or a social psychologist?  
Stude: (waking up) I'm only a sophomore.



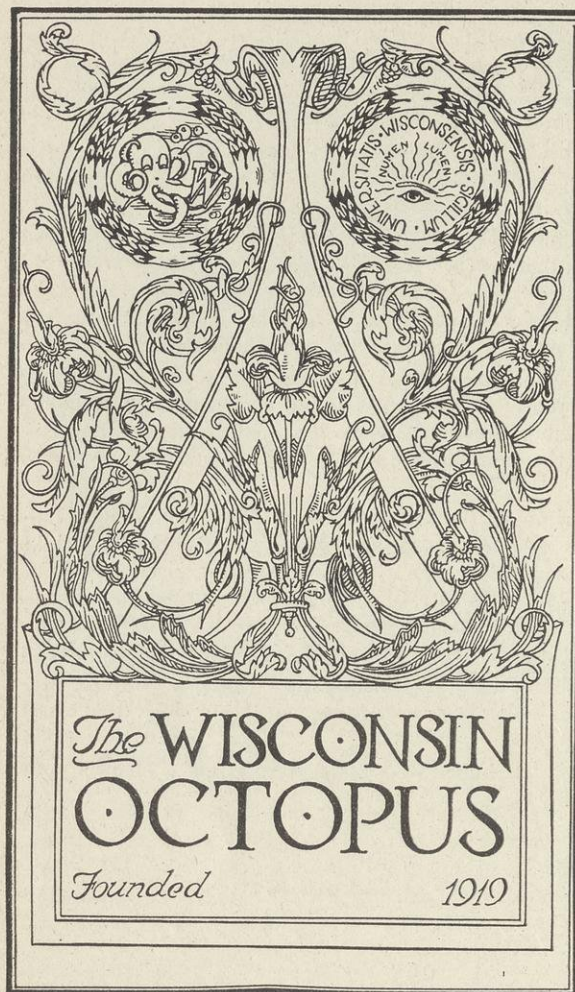
"What makes you think you would be a good newspaper man?"  
"Well, I can typewrite with two fingers, smoke a black cigar, and swear."



DON ABERG  
+ BOB SYKES

Par (and Mar)





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Vol. VI

APRIL, 1925

NO. 7

“THE WAY to resume is to get going,” said Horace Walpole, or was it H. L. Mencken, and so it’s about now that history students whose heroes are Chick Evans et al. are thinking about getting back on the fairways for a crack at something besides a cue ball. Which pleases Octy, because it gives him a chance to stretch his tentacles a bit and revive the one about the temporary greens—which, of course, are those sheets of currency which the golfer carries about when purchasing the season’s new clubs.

And then there is that word “club.” We are almost tempted to pun on that—the possibilities are so great—but for fear that our own word will be used against us. But we can tell the little incident which happened when we were first learning the game. We had just driven into the rough (for the umpteenth time) and were endeavoring to extricate the pill by means of a brassie (which of course, is beastly improper, like smoking five cent cigars at a sorority tea.) Whereupon our partner yelled with gusto, “Don’t use your brassie, use your head;” which caused us to throw our caddy at him and renounce the game for a whole year.

Amy gave up horseback riding long ago to go down to the sport shop and practice indoor drives

in the basement, and pretty soon now she’ll be on a real course for the first time, learning that “divot” is not a pet name for her caddy, and that the things she used to call “chocolate drops” are bunkers (you know, Bunker Hill). Amy is quiet and hasn’t a very colorful vocabulary as yet, but we’re sure she will learn. When you have a wonderful lie on a two-par hole and swing back for a good old drive and something weakens and you slice to the right into a sand trap on *another fairway* which a foursome has just been digging up—somehow the right words come to you, just as by inspiration.

So Octy greets you, and hopes that your putts may all be sinkers.

OCTY wants to thank the *Wisconsin State Journal* for the nice things they said about him when he came out last month. Whatever we may have said about each other in the past, we’re really pretty good friends, and we know the State jur is willing to shake on that. In a different capacity, they of the Journal are working for precisely the same thing as we—that is, the glory and honor and power of Varsity. And mistakes of the past mean nothing to ambitions for the future.



## The College Blacksmith

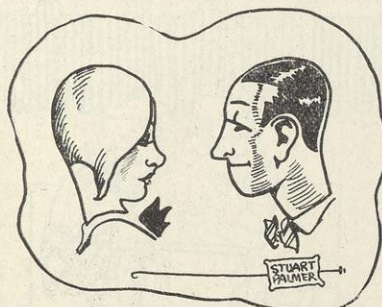
In the yard of his fraternity house  
A senior engineer stands  
With a hammer, air-pump, some  
paint, and a Ford  
Resuscitating beneath his hands.  
While brothers anxious for a ride  
Help adjust the chains and bands.

And the pledges coming home from  
school  
Are lunching on jelly bread  
Which the cook had hidden from  
their hungry hands  
While they watch his brilliantined  
head  
Go into the gas tank and under the  
hood  
Until the wreck is pushed in the  
shed.

Toiling—rejoicing—sorrowing  
For several weeks or so  
Our engineer then succeeds in his  
job  
And the junk will finally go.  
So he makes a date with his co-ed  
And they ride to and fro.

Thanks, thanks to thee my worthy  
friend  
You didn't ask me for a ride  
I saw your car near Middleton  
In the gutter, on its side  
And your co-ed walking home alone  
While you sat by your car and  
cried.

"Going into the discard, eh?" said  
the shirt sympathetically.  
"I'm frayed so", assented the soft  
collar.



"I hate dumb women."  
"Aha—a woman hater!"

## A 96 Average

"And you changed school because  
we offered a better course here?"

"Yes, the course is much better  
here. I went the whole eighteen in  
less than 100 yesterday."

—Panther.



"I think that 'Pippa Passes' is un-  
derdone."

"Yes, but it's Browning."

## THE OPTOMIST GALORE

When you have bunions on your feet,  
Bear them with resignation sweet,  
For you are fortunate indeed;  
Suppose you were a centipede!

Be patient when your throat is sore;  
You haven't any cause to roar;  
At ills like these you well may laugh;  
Be thankful you are no giraffe!

If rheumatism in your limbs  
Your happiness at times bedims,  
You haven't any right to cuss—  
Suppose you were an Octopus!

And if the toothache bothers you,  
Consider that your teeth are few  
Compared to those which you remark  
Upon the jawbone of a shark!

And if this blithe philosophy  
For which I did not charge a fee,  
Does not appear to do you good—  
Oh, well, I didn't think it would.

—B. M.

## Mac's Boswell

McTavish is a golfer as everyone  
knows who reads the Sport Magazines,  
The Saturday Evening Post, and  
Comic strips. He is the k. of a. m.,  
the scientists turn to when they want  
to find missing links.

So far as "gawf" is concerned, Mac  
surely is "hole-hearted". He drives  
so much his arms are bowlegged.  
After he finishes splitting the ether  
when his brassie passes the tee, he  
talks about golf when his mashee  
passes the tea. He even putters around  
in his garden.

Down in the Hitemwitha club they  
tell a story about Mac. He had bet  
a few sous on a hole with a Roque-  
fort and "thocht o' the siller" he was  
going to get out of the shaft of his  
golf mine. When he reached the green  
he found he was off color on his  
putting. His opponent sank an  
eight footer.

"Right in the hole" he exclaimed  
exultantly.

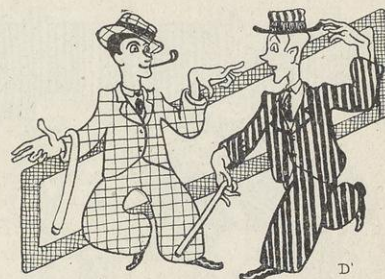
"Nay," said the canny one drily as  
he passed out the cash, "I'm in the  
hole."

But the sock is on the other foot  
when this one goes the rounds. A  
"fore" flusher had showed him the  
exact spot from which he had holed  
out on a forty foot niblick shot, and  
challengingly asked if he believed it.  
"Aye" chuckled Mac, "I ken a gud lie  
when I see it."

Mac favors banning women newly-  
weds from the Hitemwitha club.  
"They canna keep their min's on one  
game; they effer hook in the rough".

There's a lot of golphosophy in the  
Scotsman. He says a cleek is the  
least social of clubs. Because of the  
women on the grounds, he has put a  
motion to the executive committee to  
call the organization the middle-sex  
club.

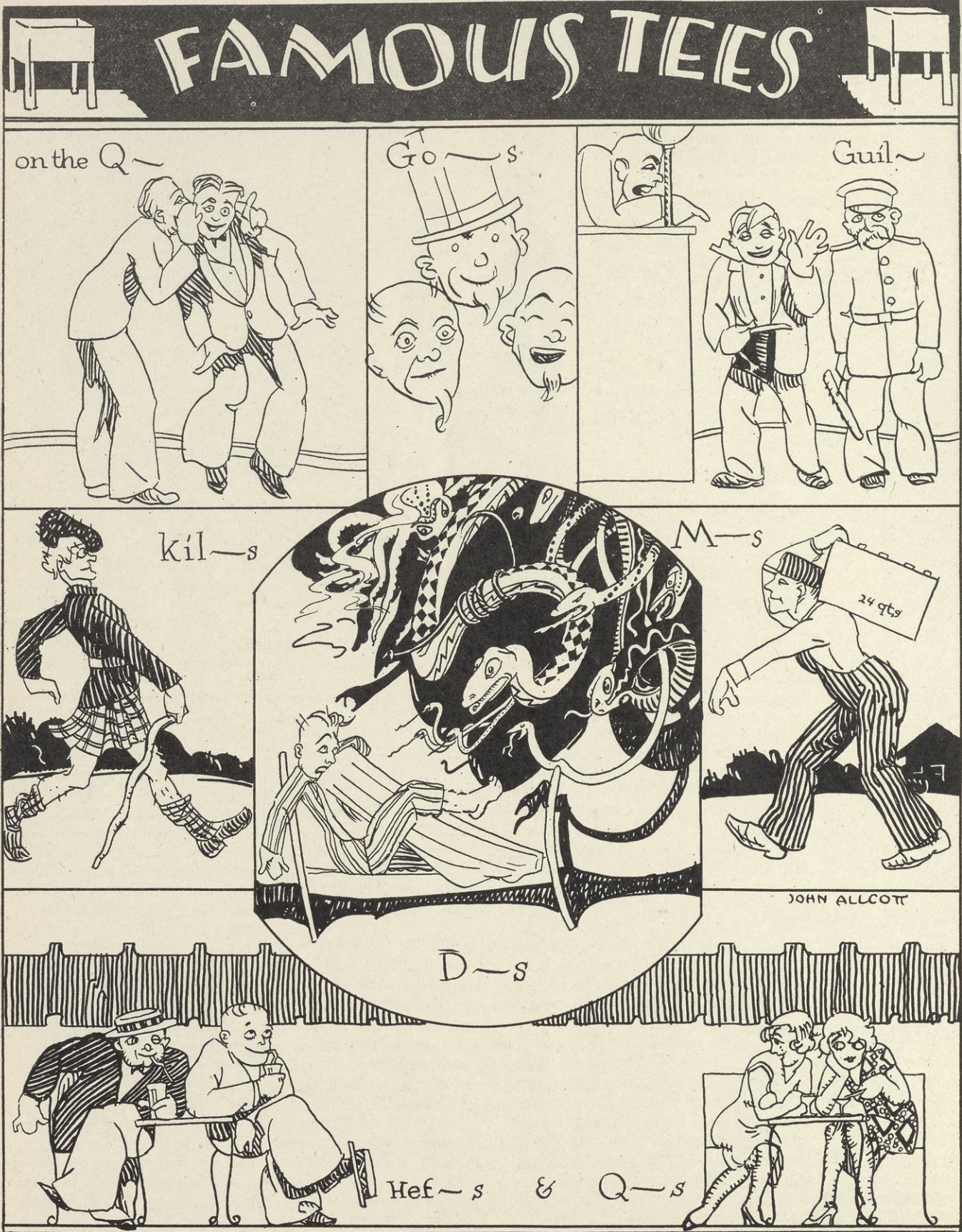
L. R.



"Who was that old lady in Dubuque  
I seen you with last night?"

"That wasn't de Buick, dat was de  
flivver."







# OCTY'S BOOK SHELF

**O**CTY has been very properly awed by the receipt, for review, of two more or less technical books, somewhat out of the range of a genial, easy-going chap with eight arms to stretch. But here's a little bit about them, so you can see that the old boy's taste does not run to frivolous literature exclusively:

## Modern Marriage

By Paul Popenoe

Macmillan 1925

This, college student, is not in any way related to "Mad Marriage." It deals with one of the oldest and most ticklish problems that man has had to worry about, and does it from a biological standpoint. "It is not concerned," says the author in his preface, "with traditions or prejudices." "Rather it starts with fundamentals: physiology, psychology, and eugenics, and examines the conjugal state from an objective viewpoint." Seriously, we believe that young people will get a lot of good out of reading this book. And it's just off the press.—J. E. D.

\* \* \*

## The Personal Equation

By Louis Berman, M. D.

Century 1925

Here is a still more scientific work, and so still more appalling to Octy. It deals with glands and their relations to man's successes and failures. The thyroids, pituitaries, and adrenals appear to have a good deal of affect upon which a man's career and personality leans: Keats, f'rinstance, is pictured to us with "a thyroid-adrenal centered face," Shelley, with "the features of a thyroid-pituitary centered individual," and so on.

Octy was going to recommend this book to the medics and let it go at that, but he is inclined to believe that even a journalism student or a home ec. could understand the treatise and derive profit therefrom.—J. E. D.

\* \* \*

## Snuffs and Butters

By Ellen N. LaMotte

Century 1925

Here are nine short stories by a woman who has spent a great deal of time in the Orient and again feels the urge to write about the people and

conditions she has met. "East is East and West is West," you see, and when the twain meet the necessary adjustments are often painful. So these stories do not all have happy endings.

Neither are they written with any display of great literary power or technique; but they are interesting, and well-written, and they carry a message which doesn't smack too much of moralizing. Octy liked the one about "Widows and Orphans" best; but love-sick young men who are being troubled in the old way this spring will probably cotton to "The Malay Girl." One thing more, that no other reviewer will think of saying: the book has a lovely orange jacket.—J. E. D.

\* \* \*

## Martha

By Percy Marks

Century 1925

Close upon his first personal appearance in Madison, the latest romance of Mr. Percy Marks comes to our desk. With his lecture at Music hall still fresh in mind, it is only fair to readers of "The Plastic Age" to say that Mr. Marks' written prose continues to better his spoken prose in one rather important particular—it does capture, and it does hold the attention.

This new book, "Martha," seems to be Mr. Marks' idea of a diametric opposite to the volume that made his fame, being the tale of a half-breed Indian girl in northern California between the period of the gold rush and the Civil War. Of course, it may be merely Mr. Marks' version of the earliest American flapper, since Martha "yearns" and "gropes" and does nothing about it, just as her modern prototype.

Given a powerful theme, Mr. Marks maintains with surprising efficiency a dead level of mediocrity, relieved by occasional accents on the lachrymose glands. Don is "picturesque," Martha a "proud young beauty," even the generous old colored mammy with a "heart of pure gold" is not omitted. All this merely goes to show that the test of a writer is not his first novel—but his second. Let Mr. Marks go to school to his masters for another ten years or so, and we may except splendid things of him. —R. H.

## The Golden Book

A Magazine Published by Review of Reviews

If there are any people on the campus—besides Bosco and the inhabitants of the stiff lab—who haven't heard of The Golden Book, Octy thinks they should know about it now. A board composed of William Lyon Phelps, Stuart P. Sherman, John Cotton Dana, and Charles Mills Gayley are editing The Golden Book, and making it a thing of beauty and a joy forever.

In short, The Golden Book exists for the purpose of collecting, monthly, literature that has been tried by time and found good. Some of the authors whose selections appear in the first issue—that of January, 1925—are Anatole France, O. Henry, Richard Harding Davis, Don Marquis, Tolstoy, Kipling, R. L. S., Mark Twain, Owen Wister, Guy de Maupassant, and Heinrich Heine.

The magazine is well made: good paper, large enough type, signatures of the authors at the head of their selections. Verse relieves prose, and there are symposiums of great writers on popular subjects, such as *Happiness*, in the first issue.

The Golden Book costs twenty-five cents a copy. It's worth all of that—and then some. —J. E. D.

\* \* \*

## His Wife-In-Law

By Marie Conway Oemler

The Century Co. 1925

Wherein in the probably famous author of "Slippy McGee" grants to the world a new rip-roaring love story with the usual thrills in every chapter. She changes her tactics in approaching this unusual problem in her latest book, however, and has the luckless lovers struggle against the horrible odds first in a small southern town near the ocean, then on a tiny island tucked away, and doubtless forgotten by geographers, in South America. But they show a mighty grit and turn aside all the forces of man and beast to live happily ever after, in the most approved style. Which should make it a readable novel—but doesn't. —R. A. B.



## Pymon and Dathias

### A THREE ACT PLAY IN ONE ACT

#### CAST

Pymon Popokopolis ..... *Peasant*  
 Dathias Symokalias ..... *Peasant*  
 Dionysus The Younger ..... *King of Syracuse*  
 Hangman, Seething Populace with Niblicks, and Others

(The scene is the gallows of Syracuse. In the rear center of the stage is a raised platform upon which is the conventional noose. Dathias and Hangman stand on platform. Hands of Dathias are tied behind his back. To LC is royal throne, with plate of dill pickles on its arm. In throne sits Dionysus. Around, above, fore and aft are Courtiers and Frenzied Populace.)

**Dionysus** (to Dathias): Any last request?

**Dathias**: Yeah, I wish you'd change the rope. I'm afraid this one will chafe my neck.

(Pause of a few moments while rope is being changed. Dionysus eats two dill pickles.)

**Dionysus** (to Dathias): That satisfy you?

**Dathias**: Yeah, but I wish you'd rush this thing along a little. I'm afraid I'll catch my death of cold out here without a hat.

(Enter Pymon)

**Pymon** (to Dionysus): Lo, Dinty, how's business?

**Dionysus** (eating pickle): Still hanging.

(Pause. Hangman looks at wrist watch and powders nose. Frenzied Populace continues to be frenzied.)

**Dionysus**: Stick around, Pymon. As soon as we get this hanging over with we'll go down to the pool hall and shoot a game of billiards.

**Pymon**: Why hang him, Dinty?

**Dionysus**: There you go getting technical again.

**Pymon**: Can't you let him go?

**Dionysus**: Can't be done, sport.

**Pymon**: Aw, be a good guy.

**Pymon**: But he's not guilty!

**Dionysus**: What's that got to do with it? I gotta consider my constituency. If I said, "This bloke is in-

nercent. Let him go'', what would happen? There'd be a fierce row in the papers and the demmyerats would make a campaign issue of it.

(Dionysus eats pickle)

**Pymon**: Let him go, chief. He and I will go into the fruit business together.

**Dionysus**: Can't be done. Now Darius, he's got the right idea. What he says goes and don't think aint, but I got the whole city out here to witness a hanging and there's gotta be a hanging. Service, that's the motto of this administration.

**Pymon**: Well, chief, if you gotta have a hanging, why, things aren't breaking any too well for me at home, wife's raising cane cause the kid had her hair bobbed. The hangman can have me if he wants to neck.

**Dionysus** (eating pickle): Now you're talking sense. You and me play golf together. You and me got our Omegas together in old Wisconopolis. Anything to oblige a friend. Sky's the limit. (To Hangman) Pymon Popokopolis substituting for Dathias Symokalias.

**Courtiers and Frenzied Populace**: Sssssss, boom, ahhh, Pymon!!!

(Pymon ascends platform and takes place of Dathias. Hangman gets ready to operate. Dionysus munches on pickle.)

**Hangman**: All set!

(Enter Priest carrying mashie.)

**Priest**: What, would you hang him. He is sacred. Touch him not! Once he made a hole in one!

(Mad uproar. Frenzied Populace become more frenzied. Wave Niblicks. Courtiers fall on knees and on other courtiers. Dionysus knocks oover pickle dish.)

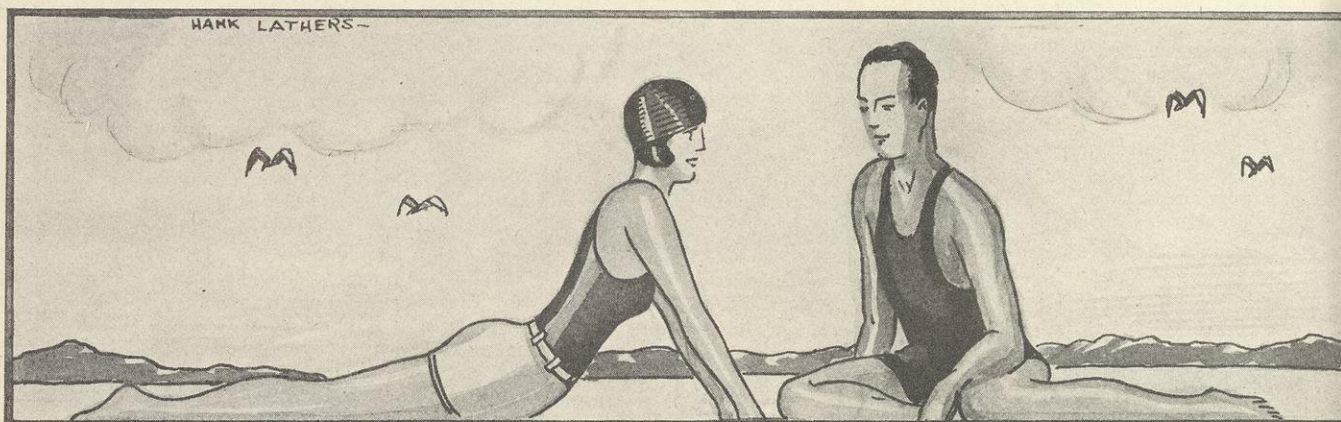
**Frenzied Populace, Courtiers, Etc.**: Pardon him, Pardon him.

**Dionysus**: He is pardoned.

(Dathias and Pymon embrace.)

QUICK CURTAIN

—D. C. T.



"If you're so clever, tell me what the ocean swells wear."  
 "Why, surge, of course."





## A Severe Trial

(As Pitchered by One as 'as never been severely tried)

(A court room. The walls are covered with court plaster. The audience is somewhat plastered also. The prosecuting attorney is making life hell for Salesman Sam, a slaving trailsman—nono, that is, you know. Sam is sitting on the lap of a policeman named Terence Mulcahy. After he has sworn on the Police Gazette to tell everything he knows, whether it has anything to do with the case or not, the trial proceeds)

Attorney: Where were you April 15th last?

Sam: I was traveling on April 15th, first and last.

Al Tormey: Why do you travel?

Sam: To get away from where I've just been.

Sam: Des Moines, Iowa.

Attorney: Say, how's old Tom McMahon out there? Do you know him? How's that pretty daughter of his? Do you know Bill Lanley? Remember that old brewery of his on Chestnut street? Did you meet—

Sam: Your honor, do I have to answer?

Judge: Sure, go ahead.

Sam's lawyer: I object.

Judge: Go to blazes.

Sam: Well, then,—yes and no.

Attorney: Why did you shoot Tom Jones?

Sam's lawyer: I object.

Sam: So did Tom.

Judge: Come now, tell us why you shot poor old Tom?

Sam: I didn't—it was Jake I shot.

Attorney: What, Jake? Oh, that's all right then—I owed him ten bones.

Judge: I never liked him either. Case dismissed.

## Contrast

Those at the head of the table make the speeches, while those at the foot of the table eat the extra salads.

A man in an ice cream suit is dressed a la mode.

## Then She Went Away in a Jiffy

"My man went away in a huff."

"Is that so—I didn't know he had a car."

"What did Wagner say when the alarm clock rang?"

"Stop that Gotterdammering."

"How do you measure the rising of the tide?"

"Of the tide? Why, by knots, I suppose."

THE TIME WE MOST APPRECIATE WEARING GLASSES IS WHEN WE EAT GRAPE FRUIT.

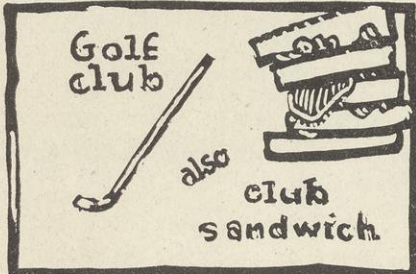


Sorry, Mrs. Jones; I'd sure like to help you, but I just haven't got the heart.

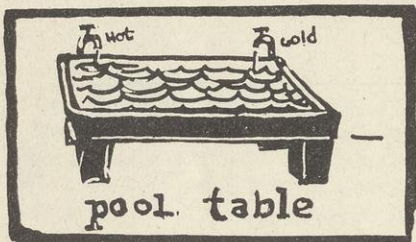


# THE GOLF PRIMER by DON TRENARY & JOHN ALICOTT

Golf's a game that's played  
with clubs  
Out in a vacant lot.



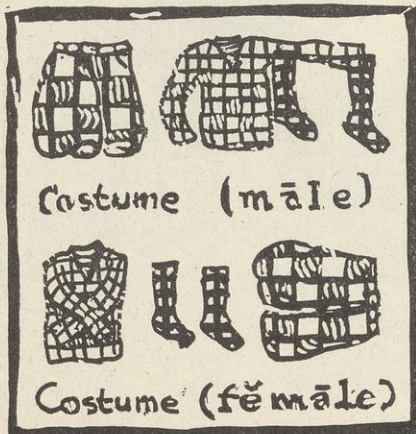
'Tis sometimes known as pas-  
ture pool—  
The name makes golfers hot.



The expert golfer hits the ball  
And thru the air it soars.



The golfers have a habit—  
It's known as the plus-fours.



The golf bug is quite danger-  
ous;  
It attacks both old and young.



The golf disease affects the  
brain,  
The body, heart, and tongue.

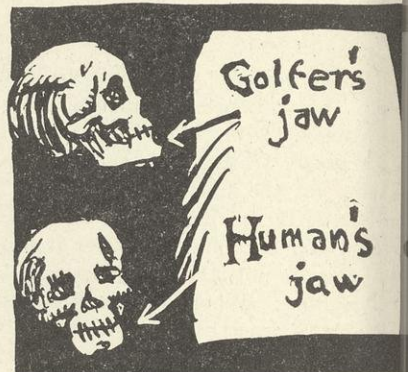


Golfers swear quite lustily;  
Their words are on a bias.

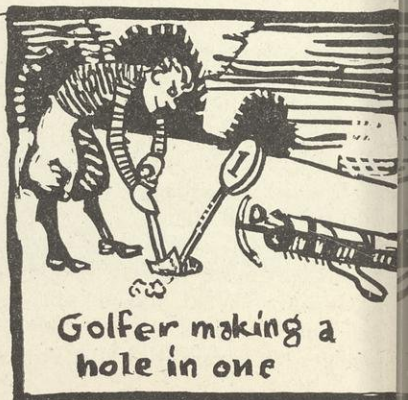
The golfers have a patron  
saint,  
His name is Ananias.



Golfers use their tongues and  
jaws  
To tell what they have done



Their only life ambition is  
To make a hole in one.





## Success

"Loan me five."  
 "Eh?"  
 "Loan me five."  
 "What?"  
 "Nothing."  
 "Ah,—I thought I could discourage you."

Active: Always be careful of your table manners. Take but one kind of food at a time with your fork.  
 Pledge: Howinell do you eat hash?

## WAITING

Little girl, you think I'm too common to ask your hand;  
 I've no class, I'm a stick—too slow for you and your band.  
 Your beauty craves  
 To make its slaves  
 The suave shieks with glossy hair and slouchy gait.  
 Your eyes of blue,  
 Whose charm I knew  
 Once as a treasure wholly  
 Mine, now are dim, unholy,  
 In their pagan, cold stare.  
 Your lips, once red, now glare  
 With cussed stuff that ribs claim  
 Gives beauty—too late!  
 Gone, Gone, that charm!  
 Now cold? Once warm!  
 O, girlie! won't you let me  
 Vanquish what ills beset thee?  
 When youth has spent its madness  
 And leaves you blue in sadness,  
 When society scorns you and shieks  
 Say you're through,  
 Come back to me, girlie—I'll be waiting for you!  
 Horse-collar!!

—E. B.

"Did Chief Rain-In-The-Chest accept the offers of the state legislature?"

"Yes, with reservations."

"I almost passed out," said the co-ed as she slumped back in her seat in the movie to rest before making another attempt to get by the fat lady.

Members of the new golf club say their course suits them to a tee.

## The Love Song

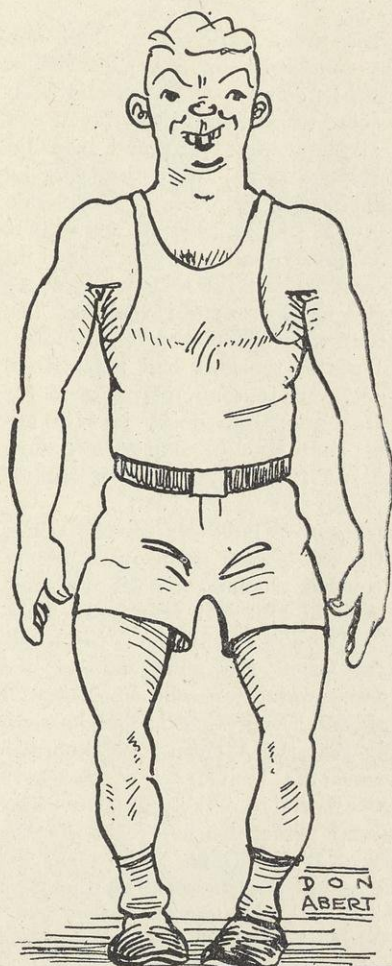
When I was young and foolish,  
 (A Frosh you rightly guess)  
 I fell in love with a co-ed—  
 (I'm not to blame for the rest.)

At first she kept me on the string,  
 (For quite a time I guess)  
 But it seems that I fatigued her—  
 (For she strung me less and less.)

I used to hold her hands o' nights,  
 At times she would say "Yes"—  
 But it seems that she grew tired of me—  
 For she said it—less and less.

In one month's time I got the gate  
 From college too I guess,  
 For now I'm home and all alone,  
 And I think of her—less and less.

STAR TANKS ARE NOT ALWAYS TANK STARS.



"NEVER THE TWAIN SHALL MEET"

She: Does your canoe leak?

He: Only at one end. We'll sit in the other.

"Smith saved a hundred dollars this year on his incidental expenses."

"How's that?"

"He found a brand of cigarettes that none of his fraternity brothers liked."

"Champagne makes my head ache."  
 "Sham pain me eye, that's real pain."

The popularity of the movies is easily explained. The students go when they have nothing else to do; and when they have got something else to do they need the recreation.

Pete: "Say, let's fool the department and write a good exam."

Report. "Aw, no, that's carrying a joke too far."

"This glue is mighty fast."

"Yes, it was made from race horses."

"Do you think, John, the sax player, will ever get away in society?"

"No, he makes too many breaks."

"No kid", said the critic as he eyed the chorus girl.

"The pen is mightier than the sword," said the convict as his penknife broke against the prison wall.

"Why do they have curtains in a theater?"

"To keep the stage flies from bothering the audience."

"What mood," asked the Spanish prof about one of the verbs being studied.

"The cow," answered the sleepy ag student.

A co-ed who can chew gum, smoke, and run a typewriter all at the same time would yesterday have been called indecent. Now she is called ingenious.



# Football vs. Golf

## And The Business Aspect

**G**OLF AND FOOTBALL may be compared and contrasted from the very first. Football came from the English, while golf was invented by the Scotch and forced upon us by the cartoonists.

A shepherd in the Scotch hills was responsible for the latter game. While he was tending his flocks one day, time began to hang heavily on his hands, so he invented golf. He turned his crook upside down, swung at a little white stone, missed, and golf has been with us ever since, with the afore-said help of the cartoonists.

It took one man to think of golf, but forty to make football. The professor in a little Devonshire school had a nice ball made and thrown out on the quadrangle for his students—all forty of them wanted the ball at the same time, hence football.

But let us compare these two forms of sport. Both are played with a ball, in special suits, and on green grass. In golf the game starts by driving the ball with a club, while in football it is driven with the foot. The first trouble with the game of golf now becomes apparent. Eleven men are waiting to catch the football, but nobody is there to catch the golf ball. There is only the one instance—when it is caught involuntarily in the rear because fore was not called.

All twenty-two men on a football team are continually after the ball, but in golf there is only one man who cares about any particular golf ball. If you have the football in your hands, the other twenty-one pile upon you, but in golf the players simply come up and say, "Getahell out of the way." There is, you see, much more personal feeling and respect in the game of football.

To win the games, the football must be taken through eleven men plus your own who are in the way. In golf, a few large mountain ranges of hill and stubble must be traversed—and there aren't ten men to help you, either.

A few more generalizations will help. To play golf, one must walk all the time and look for a ball



all the time, while in football one must simply lie on a bench with a broken leg. Thirty-five thousand keep the score in football; in golf you can lie all you want. In golf you lie about your score; in football you lie about in the hospital. In golf one holes out, but in football one crawls out. The football, again, is picked up and carried, but the golf ball is never carried unless no one is looking. The football must be placed between two goal posts; the golf ball must go in a hole. In football, eleven men try to stop you from doing it with applied anatomy; in golf, three men stop you from doing it with applied psychology.

Newspaper publicity on the scores of the two games is unfair, it seems. If you win a game of golf, you must go around and tell everybody yourself. In football, however, the whole world learns the score through the papers no matter who or where it is played. Every one is told immediately that the African Conglomerates downed the University of Southern New Liberia in a fast game in which the star performances of Whosis, the former Wallawashan prep flash, and who gained the title of all-southeastern tackle, etc., etc., etc.

What if football reached the proportions of golf and was handled in the same fashion? Then there would be football clubs for the tired busi-

ness man to join. A situation of this sort may be easily recognized as a blessing, for those on the waiting list could get in as soon as someone became crippled, while in golf it is harder to get through a waiting list and into a golf club than it is for a woodpecker to make a hole with a rubber bill.

Then think of the fashions! A publication said not long ago that one million persons in America play golf, and ten million dress the part. Instead of golf suits football suits would be worn around the campus. Instead of the customary cry of "fore" when passing the engineering building, one would hear "punt" formation", "Eekersall", or "hold line hold." With cleats on, one would not slip on the hill so easily; with padded shoulders, one would not be so endangered in walking into Bascom Hall through the wrong door; and football helmets do not blow off as readily as the kind the Co-op sells.

The socks would be superb! With their motley colors, they would beat Rockford socks a mile. Then again, take the numbers. You would be able to place a friend in the crowd quite easily by his 567 or 48 worn upon the back. Best of all, the reinforced thigh pads would make holding your girl on your lap a pleasure.

Instead of indoor golf sets for father to practice with during the winter, the sporting goods store would furnish tackling dummies to hang from the curtain rod between the parlor and living room. Special goal posts could be put at either end of the hall, and a lime marking machine could be used to put nice fresh lines on the hall runner. Little Junior would call the downs for father. A ball filled with lead would be just the thing for the winter practice—it could not be kicked high enough to break any of the furniture.

And then at the end of winter, all the tired business men could pack away these winter sets and ho to the football clubs. The cartoonists could get busy again, and all the world would be happy. This would be so much better than golf! H. P.



## Golf Bore I Have Met



JEREMIAH QUINCY PALKTON

Jeremiah Quincy Palkton, the business man. Discusses stock market between shots. Is always leaving in middle of match to attend conference. Uses club telephone to give orders to subordinates. Abominates bridge. Fond of glaring. Bosses caddies and gives them advice. Is self-made man. Will not let anybody forget it.

MISS MINNIE BLASK



Miss Minnie Blask, the outdoor woman. Goes around in par. Wears slovenly knickers, old red sweater, and old felt hat. Talks in coarse, heavy voice. Has addiction to strong cigarettes. Thinks women ought to assert rights more. Walks like business executive or traffic cop. Treats all men as her equals. Is unanimously avoided.



FELICE GRAHAM

Felice Graham. Has been learning golf for three years, but is always after members to give her lessons. Titters when she slices ball out of bounds. Has been engaged four times to members who have given her lessons. Fond of holding hands. Great at club dances but rather a loss on the course.



"BIG JACK" WILLIAM

Jack is always coaxing members into two dollar Nassau and coming back to clubhouse to tell about his winnings. Laughs raucously when one misses putt. Plays practical jokes on friends. Is still telling about the time he put the frog in Jerry Wilkin's plus fours. By far the most hated man in the club.

Algernon Edgar Allison, once of Boston. Drives ball almost a hundred yards. Says darn when ball goes into rough. Will not play with anyone who swears. Wears carefully tailored knickers, flamboyant neckties and wrist watch. Favorite amusement is taking afternoon tea in the club house.



ALGERNON EDGAR ALLISON

Ruth  
Allcott  
+  
Trenary



## An Alphabet of Boys We All Know

Albert is a total loss;  
He always says, "Well, you're the boss."

Bennie is a crusty gent;  
The bill finds him without a cent.

Conrad makes my fever rise;  
He thinks it's smart to say "Youse guys."

Donald I shall always like  
For calling everybody "Ike".

Enry makes a hit with me;  
He always calls his girl "my She."

Frank's the neighborhood delight;  
He plays the trombone every night.

Gerald is my fav'rite fruit—  
Orange socks and purple suit.

Harold sets my teeth on edge;  
He always starts out, "I allege—".

Izzie rooms just over me,  
And typewrites every night till three.

Johnnie is a roommate true—  
What's mine is his, what's his is, too.

Kenneth is a lazy sort—  
He takes up all the davenport.

Lefty is a villain, right—  
He gargles Listerine at night.

Manfred really is the worst;  
He always gets the bathroom first.

Norman whistles everywhere,  
Yet there's no music in the air.

Oswald's teeth are brushed with vigor. . . .  
I would kill him, but he's bigger. . .

Pete picks o'er my necktie rack—  
And never brings the blue ones back!

Quiller is a man I shun;  
Each cigarette is "his last one".

Ronald stands my hair on end  
When he addresses me, "My friend, —"

Sam's approach still makes me run;  
He works so hard to make a pun.

Teddy's why I bought my gun;  
Each girlie is the Only One.

Uncle Andy is a bore;  
He says "I've heard that one before."

Vincent is the he-man vamp;  
He is the drugstore cowboy champ.

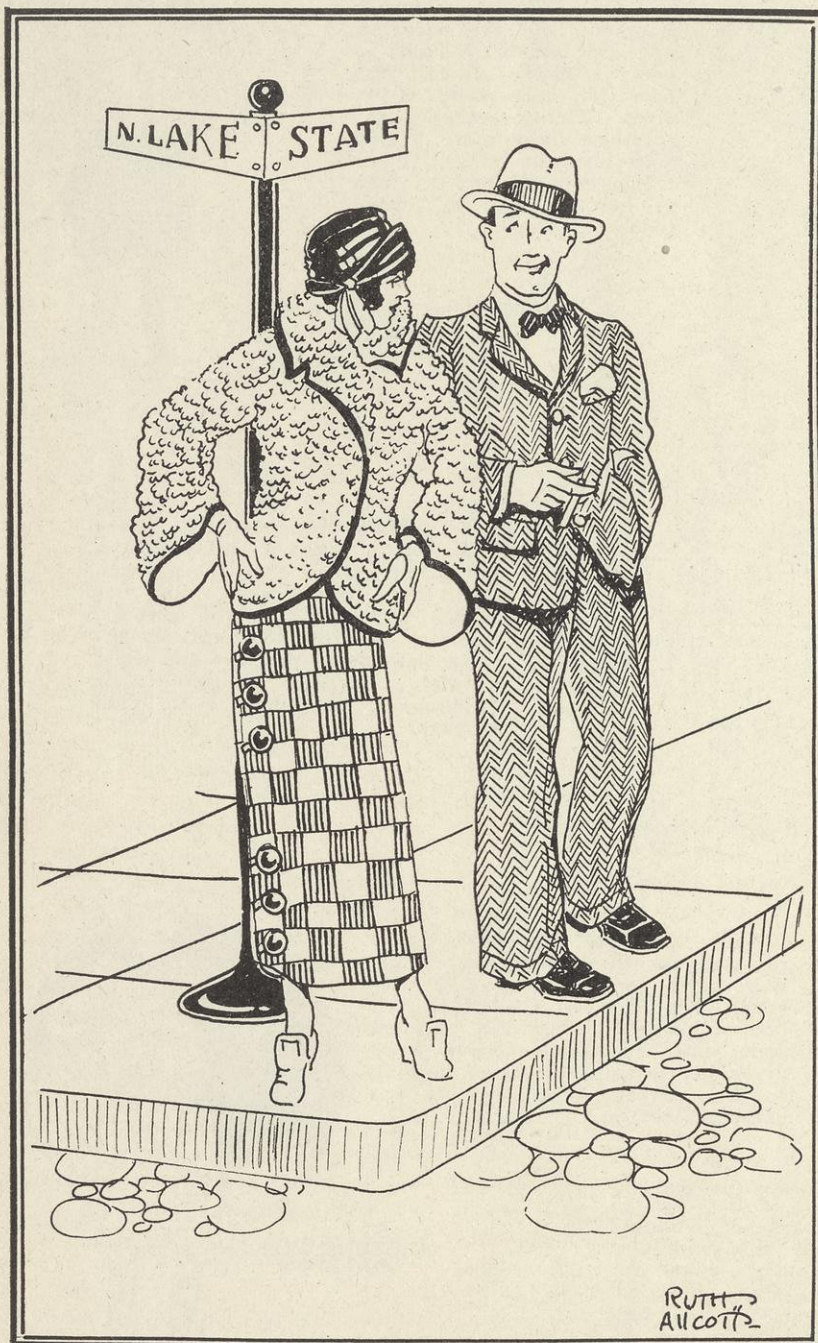
Walt's an easy man to tag:  
"That's pretty potent," is his gag.

"X" regards it as a lark  
To sign like that, then put "His Mark"

Ybert, introducing dames,  
Never can remember names.

Zeb, the boy from East Kazoo,  
Will "show this town a thing or two."

—J. W. P.



"Who made the first cotton gin?"  
"Heavens! Are they making it from that too?"



# ALICE IN COLLEGELAND

*Pat. App. For Bursars's Office*

## I

Alice was sitting in the train, watching the brakemen quarreling over the stations, shouting at each other the length of the car, when her attention was attracted by a Cake Eater who was hurrying past. She would hardly have noticed the dear little thing; but when it actually took a gold watch out of its waistcoat pocket and put on its hat, she started to her feet; for she had never seen a Cake Eater with so expensive a gold watch or so stylish a hat; and it flashed across her mind that this must be college.

As she hurried along the street after him, she looked at the stores she passed, and noticed that they were full of candy, jewels, fountain pens, and underwear. She managed to lift an orange as she passed a fruit store, but to her great disappointment it was rotten, and she slipped it on top of a pile outside another fruit store.

\*       \*       \*       \*

Alice opened the door and walked in; and it was the loveliest sorority house you ever saw. How she longed to be one of those for whom that dark corner under the stairs was intended! She came to a frail little table and found a cup of tea on it, marked "DRINK ME". Now, it was all very well to say "Drink Me", but the wise little Alice wasn't going to do *that* in a hurry—not until she found out if there was anything in it. I'll just smell it", she said, "and see how it goes."

The effect of the drink was curious; for she seemed to be growing and growing, and everyone else appeared of no account whatever. But just as she was worrying about when she would stop, she tuned in on a frigid glance from a tall, wavy-haired creature, and she grew smaller and smaller so fast that she felt she might "go out" any minute. And sure enough, just about a minute later, out she went.

## II

"Come, I'm free of that boy at last," said Alice in a tone of delight, which soon changed to alarm; for when she looked around, all she could see was books, and people studying. She succeeded in staggering over to a desk, in a graceful zigzag, when a large Librarian flew at her, hissing and beating her wings.

"Student!" screamed the librarian.

"I'm *not* a student!" said Alice indignantly.

"Student, I say again," repeated the Librarian, but in a more subdued tone, and added, with a kind of sob, "I've tried every way, but nothing seems to suit them."

"I haven't the least idea what you're talking about," said Alice.

"I've tried the Reading Room, and the Reference Room, and the Stacks," the Librarian went on, "but those students! There's no getting away from them!" "As if it wasn't enough trouble putting the books away," said the Librarian, "without having to take them out again; why, I haven't had my daily nap for weeks! And now, when

I'm driven at last to the desk, one must needs come wandering there!"

"I'm *not* a student, I tell you," said Alice, "I'm a—I'm a—"

"Well, what are you?" said the Librarian. "I can see you are trying to invent something." But this sounded so much like The Dean that Alice hurried on, "I'm a little girl."

"A likely story indeed!" said the Librarian in a tone of contempt. "I suppose you'll be telling me next that you never had a book!"

"Why, yes, I have a book," said Alice, who was a very truthful child, "but little girls may have books quite as well as students, you know."

"Why, then, they're a kind of student," said the Librarian, and added "It doesn't make any difference to me whether you're a little girl or a student; you're looking for a book."

"It matters a good deal to *me*", said Alice hastily, for fear her reputation as a sorority girl would be ruined; and soon she was out of the horrid place.

## III

There was a table set out under a tree in front of the house, and the President and the Dean were having tea at it. An English instructor was sitting between them, fast asleep, and the other two were using him as a cushion, and talking over his head.

"No room, no room", they cried out when they saw Alice coming. "There's *plenty* of room," said Alice indignantly, and sat down.

"Your morals want uplifting," said the Dean.

"You should learn not to make personal remarks," said Alice severely. "It's very rude."

The Dean opened her eyes very wide at this, but all she said was, "What's the matter with the Legislature?"

"Come, I'm glad they've begun asking riddles," thought Alice. "I believe I can guess that," she said aloud.

"You mean, you believe it not utterly without the limits of your immature intelligence to apprehend the exact nature of the difficulty with which we are faced?" asked the President.

"Exactly so," said Alice.

"Then you should say what you mean," he went on.

"I do," Alice replied; "at least, I mean what I say, and that's the same thing, you know."

"Not the same thing a bit!" said the Dean. "Why, you might as well say that 'I suspect what I can prove' is the same thing as 'I can prove what I suspect.'"

"You might just as well say," added the President, "that 'I appoint whom I please' is the same as 'I please whom I appoint'."

"You might just as well say," added the English Instructor, talking in his sleep, "that 'I write what I like' is the same as 'I like what I write'."

"It is the same with you," said the President, and here the conversation dropped.

J. W. P.



# OCTETTES

## Mah Jong Never Did This

"Fatigued after hours of futile study over a baffling cross-word puzzle, W. E. Carruthers, of Los Angeles, stretched his mouth in such a prodigious yawn that he dislocated his jaw. Hospital authorities said it was the city's, probably the country's first cross-word fatality."

—*Philadelphia Public Ledger.*

Get WLS 3,500 ft. in Mine—Headline in Chi-Da Nooze.  
You can't avoid these radios!

A PAINLESS DENTIST IS A LIAR.

Men are often crazy to get married, but they usually don't know that until it's too late.

Movie Shows How to Fight Pests.

—*Chi Trib.*

If it shows how to fight the guy who sits behind us and reads the titles to his sweetie, we'll buy at least seven tickets.

WHY IS IT THAT WATER ALWAYS FREEZES  
WITH THE SLIPPERY SIDE UP?

Co-Eds Have  
Not Changed  
In 50 Years

*Heraminer of Chicago.*

What do they do,—Redecorate?

WHEN OFFICE BOYS WHO TELL LIES GROW  
UP, THE COMPANY PUTS THEM ON THE ROAD  
AS TRAVELING SALESMEN.

The owner of a second-hand car is always trying to start something.

WOMEN CAN'T DO ANYTHING ALONE, IT  
SEEMS; THEY EVEN HAVE TO HAVE SOMEBODY  
HELP THEM KEEP SECRETS.

The difference between an engagement and a battle is  
that the engagement comes before marriage.

Wellington, the political capital of New Zealand, is one  
of the windiest cities in the world.

—*Chi Trib.*

We nominate Madison for second place, and Wash-  
ington third.

"At some fraternities, prayers are still said at every  
meal."—Rev. Barstow.

Like this:

"Good Lord, we've got beans again."

Quick lime kept in the cellar will absorb extra moisture.

—*Cap. Times*

Hint: Don't keep quick lime in your cellar.

Widow's weeds are the easiest to kill. All you have to  
do is say "Wilt thou?" and they wilt.

Head in Chi Trib:

N. Y. Commish May  
Put Dempsey on  
Ineligible List

Well, Jack, you've got one or two things on us, but we  
beat you to it here.

We know a guy who has thirteen spades, got the bid,  
and only took one trick. It was like this:

His partner played an ace, he trumped it, and his part-  
ner shot him.

## THE WONDERS OF SCIENCE

Ad in *Washington Herald*: "Permanent Waves Guar-  
anteed to Last Two Weeks."

It's all right to be the idol of your landlady's heart, un-  
til she starts laying burnt offerings before you at meal  
time.

BOBBED HAIR IS NOTHING NEW—THE SPHINX  
HAD IT.

When a woman falls in love, she acts like a fool.  
When a man falls in love, it isn't all acting.



## "April Hopes"

Society awakens in the spring and forms new buds and blossoms—friendships put out new tendrils; new friends are made, old friendships become deeper rooted.

In all social contacts Whitman's Chocolates are welcome as the flowers of spring.

Back of the Gift is the Giver; back of the giver is the maker of the gift—

*Whitman's*

Famous since 1842

Sold only through selected stores, supplied direct



## Whitman's famous candies are sold by

Loemier's Candy Shop, 426 State St.  
Cardinal Pharmacy, 831 University Ave.  
The Chocolate Shop, 528 State St.  
Collyer's Pharmacy, 14 E. Mifflin St.  
Dettloff Pharmacy, Main & Pinckney St.  
J. C. Keefrey, 19 N. Pinckney St.

Rennebohm Square Drug Store  
Rennebohm Badger Pharmacy  
University Pharmacy, State & Lake Sts.  
Norris Court Pharmacy, 920 E. Johnson St.  
Rennebohm Central Store, 208 State St.

Special  
Wisconsin  
Package







To glorify a perfect Summer Day—a frock designed by Irene Castle. What girl could ask for more?

You'll find them exclusively at Manchesters.



## A Sort of University Club

that's the atmosphere college men find here. We know what you want in clothes and furnishings and we see that you get it at the right price. Come in and see for yourself.

# Clark Mathis and Carey

REPUBLIC BUILDING, CHICAGO

"Run for College Men by College Men"

Clothes you can't help liking.  
\$39.75, \$42.50, \$45.00  
and \$49.50

Magnus Learns from Cal to Talk Less.—Headline.

Something's wrong—he doesn't seem to affect the other congressmen that way.

Did the opium conference do anything about America's greatest evil, sport dope?

Dr. William Guth, president of Goucher college, according to the Pathfinder, Washington: "We do not feel justified in using our funs and our energies for girls who do not come up to our standards."

Shake, Bill!

Fourteen eminent scientists are now conducting a research to determine what people did with their spare time before the introduction of cross word puzzles and the radio.

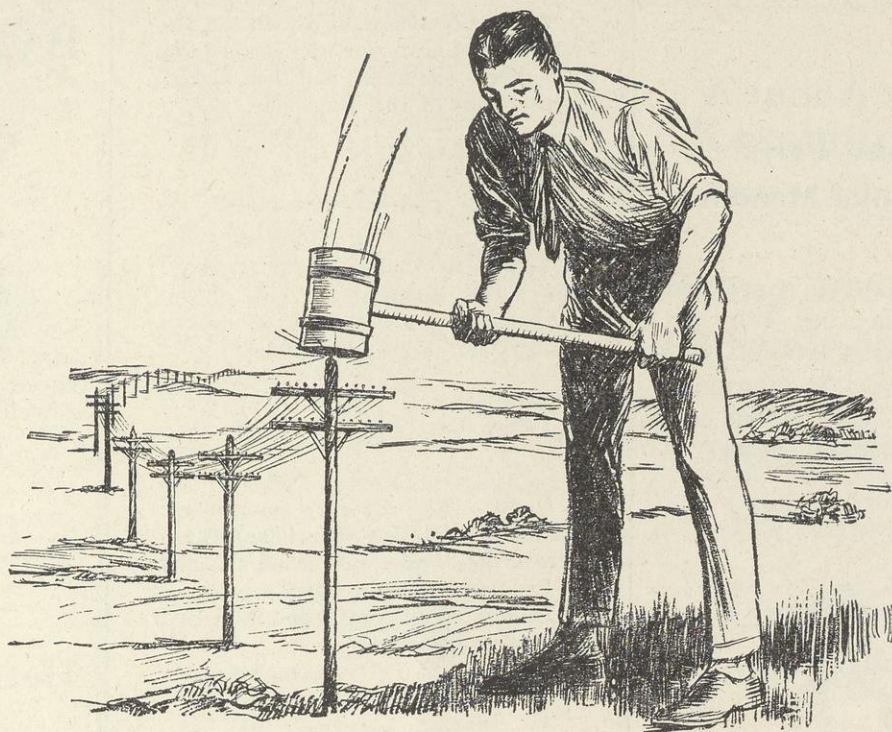
Head in Statejur:

## ENTRIES FOR DOG SHOW ROLL INTO OFFICE

We've heard of log-rolling, but dog-rolling is a new sport on us.

The most dishonest guy we know is the bird who writes out a check to himself and then raises it.





## Stake out your claim in this field

ONE field where there is still undeveloped territory, still room for pioneers, is the electrical industry. This will be encouraging news to the man who thinks he was born too late.

If your aptitude is technical, there are years of usefulness ahead of you in helping to design, construct and operate public utility lines. And too, fast-growing markets for electrical apparatus call for more and more college-trained men in the manufacturing end of this industry.

Or if your interests are along commercial lines, there is a broad opportunity for you here in the various departments of purchasing, accounting, distributing, selling and advertising

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

## *Western Electric Company*

*Since 1869 makers and distributors of electrical equipment*

*Number 47 of a series*



## How About A Boat Trip? —on Lake Mendota

One of Madison's greatest sports is boating. Why not plan a party around Lake Mendota or to Bernards Park for this week end. You'll find us ready to serve you.

**Bernard Boat Co.**  
Badger 373

### We Know Some

We deeply sympathize with the absent-minded professor who cleaned the cat's teeth one night, and then kicked himself out of the back door.

—*Iowa Frivol.*



Youngster (coming out of large office): The noive of dat guy offerin' me six dollars a week! What does he think I am—a college graduate?

—*Bison*



Guest (to country innkeeper): Landlord, did you ever hear of the straw that broke the camel's back?

Landlord: Yeah, why?

Guest: Well, you'll find it in that bed up in number 17.

—*Showme.*



"What was all that racket in the barber shop?"

"One of the barbers was shaving himself and trying to talk himself into a massage."

—*White Mule.*



Rabbi: Abie, why don't you be good, so you'll go to heaven?

Abie (on the verge of bankruptcy): I want to stick with my business.

—*Juggler*



Fashion magazines remind us

Ladies' pockets are the bunk,  
So that dates and dances find us

Loaded down with all their junk.

—*Punch Bowl.*



He: Did I tell you about that nightmare I had last night?

She: You didn't need to; I saw her.

—*Exchange.*

## BOBOLINK

guaranteed

## Silk Hose

for Women

## \$1.25

See for yourself the trim, tight-fitting ankle, the three seam back and narrowed foot.



## Hetty Minch Shop

226 State St.  
(Over Rentschler Floral Store)

## Advertisers!

Let

## The Daily Cardinal

Carry your message  
to the student body.

Our promotion staff  
will be pleased to assist  
you in arranging a campaign.

Call Business Office B. 6606

## Advance Models

in Spring Footwear

You'll Find

Fashion's Latest

modes in styles,

Leathers and Colors

at

## SANDER'S

Formerly  
Blind & Sander

217 State Street





Charlie Campus, Joe College and the rest of the smart fussers are bringing their dinner dates to George's Athenée since the dine and dance act started. Doc Hewitt and the rest of the Athenée' orchestra pour out hot music every evening at dinner hour. There's no cover charge—follow the smart boys to the Athenée.

## Georges Athenée

Restaurant  
555 State Street  
Upstairs Dining Room

## Slacks

More Popular than ever

We have them

Stripes  
Plain Grey's

at

\$8 and \$9

# RUPP'S

234 State Street

### Surrender

I never slept in Fortune's lap,  
And naught was I to Fame;  
Adventure bold was never told  
Around my knightly name.

And though she woo'd me cunningly,  
No smile I gave to Fate,  
Nor laid aside my shield of Pride,  
But swung my sword of Hate.

Yet Fate was jealous of the love  
I took instead of her,  
When proud I laid before one maid  
My sword and shield and spur.

Fate snatched her far and held her  
long,  
And plainly could I hear  
Her laughter shrill on the Thou-  
sandth Hill,  
And followed for a year.

"Your jealous act", I sneered, "has  
brought  
No gain worth boasting of;  
For I'll not yield my sword and shield  
Until I hold my Love".

And then I saw within her smile  
What all men see too late;  
And my heart grew wise 'neath her  
mocking eyes—  
My Love, herself, was Fate!

Prof: Jones, you have been ab-  
sent from the last four classes. Why?

Jones: I was sick, sir.

Prof: Sick! You don't look it.

Jones: No, sir, I was sick of com-  
ing to classes.

—Voo Doo

"Don't you think that a police-  
man is an impelling sight?"

"Well, he is certainly arresting."

"What happened to that Smith boy  
who used to always be so flighty?"

"Oh, he went into aviation."

"Here's where the pain begins,"  
said the window-washer as he began  
his daily task.

Phi Bete: Is your course hard?

Kappa Bete: Naw, only nine holes.

—Allegheny Alligator

## Kessenich's

State at Fairchild

### Pulling down the old handicap

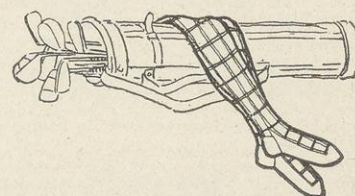
When the sun begins to  
sink behind that most in-  
convenient bunker on the  
fifteenth hole, you'll find  
almost as much satisfaction  
in the snug warmth of your



smart suede sport jacket  
as you feel in sinking a  
twenty foot putt.

In blue, Lanvin green, ca-  
nary yellow, orange, rose-  
wood—all most attractive  
bright colors in fine suede  
—these jackets are the sen-  
sation of the most fashion-  
able courses. \$18.50 up.

English sport hose that  
rival those of the Prince of  
Wales in their smart pat-  
terns and colors. \$1.25 up.







Climb up atop the continent in Glacier Park where the most magnificent panorama in all the world unfolds.

*The views  
alone are worth the trip*

# Glacier NATIONAL PARK

Open June 15 to September 15



"See America First"

Come to Glacier National Park this summer. **Hike, ride horse-back, motor, fish.** Live in fine hotels or rustic chalets; camp in the refreshing open or loaf luxuriously. Something new to do and see each day no matter how long you stay.

You can travel direct to Glacier National Park, without change and without extra fare, either on the de luxe New Oriental Limited, finest train to Pacific Northwest, or other fine trains—for Glacier Park is on the main line of the Great Northern Railway, which traverses the southern boundary of the park for 60 miles. Arrange for Glacier Park stop-off—an all-expense-paid tour of 1 to 7 days or longer—or a Glacier-Yellowstone circuit tour, on your way to or from

## The Northwest Via the New Oriental Limited

This brand-new, all-steel, wonder train, with its bathrooms, (for women as well as for men), barber shop, maid, manicure and valet service, and unsurpassed cuisine, runs direct between Chicago, Seattle, Tacoma, and Portland via Spokane in 70 hours—1100 miles of the route behind giant oil-burning, cinderless locomotives. You see high peaks from low passes on the Great Northern—only 60 miles of the entire main line are above 4,000 feet.

Before or after visiting Glacier Park, take the free side trip to Vancouver. See Victoria, Lake Chelan, Rainier, and Crater Lake National Parks. Great Northern schedules facilitate steamer connections for Alaska and The Orient. Your choice of steamer or rail to or from California. During the Glacier Park season the Great Northern operates special open top observation cars eastbound and westbound for long distances through the Rockies and Cascades.

For free books and information, apply to any ticket or tourist agent, any Great Northern Railway office, or 113 So. Clark Street, Chicago, 214 Empire Building, Pittsburgh, Pa., 516 Longacre Building, New York, N. Y., 516 Railway Exchange, Kansas City, Mo., 1403 Fourth Avenue, Seattle, Wash. A. J. Dickinson, Passenger Traffic Manager, St. Paul, Minnesota.

# GREAT NORTHERN

*Route of the New Oriental Limited*

**Finest Train to Pacific Northwest—No Extra Fare**

## We Serve "Tostwiches"

They're Good With Malted Milks

We specialize in good candies. Don't forget the girl this spring. Why not surprise the folks? Send them home a box.

## Palace of Sweets

20 N. Carroll  
Mrs. Tenney, Mgr.

## W. C. MALONE

Dealer In

**Groceries, Fruits, Vegetables  
WHOLESALE and RETAIL**

Phones B. 1163-1164

434 State St.



*Just an Earnest Student Poring Over His Books*

Great inventions from little ideas grow: The doughnut is now said to have furnished the conception of the balloon tirc.



## YOU WILL NEED FLOWERS

Flowers play an important role in  
Student Life

Our long experience in dealing with the students  
enables us to render the kind of service and flowers  
they want.

**Rentschler**  
FLORAL CO

226 State Street

Badger 179

## "Across from the Chemistry Building"

Everyone wants a change—especially in food, but  
only until they begin eating here. Are you getting  
tired of your restaurant? We have well cooked,  
well seasoned food.

## College Lunch Room

1203 University Ave.

"TRY US"

F. 2944

A journalist called on me last night,  
Thus cheerfully sang little Bess.  
And he held me there in the sweet moonlight,  
And he showed me the power of the press.

—*Sun Dial.*



First Girl: My roommate and I are having a race to see  
which one can go out with the most fellows this year.

Second Girl: Is that so? Who's in the lead?

First Girl: Well, I'm about ten laps ahead.

—*Michigan Gargoyle.*

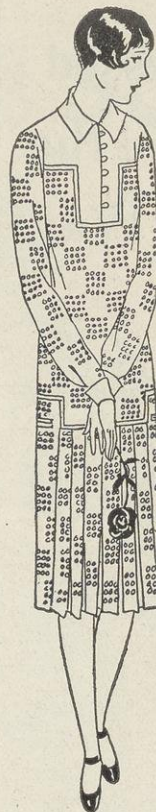


Factory sells farmers at wholesale prices.—Ad in Cap-  
per's Weekly.

Substitute for matrimonial agency as 'twere.



A guy in K. C., Mo., was given three years for killing  
a cafe keeper in a fight over a cup of coffee.  
Somehow, the punishment seems excessive.



Many of the gay printed frocks that you see on the  
hill these days come from Baron's.

And Baron's millinery section is featuring the smart  
light weight straw hats that every one is wearing  
this Spring.



All through this big department store there are  
smart things bought especially for college women.  
Come in and see them.

## Baron Bros.



## Suits Pressed and shaped the Valeteria Way 50c

*We Dry Clean Everything*

## PANTORIUM COMPANY

538 State St.

Service B.1180 Office B.1598

## Rugs and Carpets

We have a new outfit for  
cleaning rugs and carpets!

Special Rates

To  
Fraternities and  
Sororities

Ask About It

At Your Service

Phone Badger 4000

## 3F Laundry Co.

Rug Cleaning Dept.

### Vanity

"Look heah Midnight, 'don't you'se neber call me nigger agin case I ain't gwine to stand fer it no mow, I knowd ther's sumpin' matter with you, you is cullud blind, you is. I'se not black I'se cullud."

"Hey—stop! and listen to me Skylight. What done got in yo' head you ain't no nigger. Lissen, I'se might be cullud blind but I kin see that you iz 'bout the blackest pusson I ever seen. If I iz Midnight you iz a qua'ter to twelve."

—Voo Doo

Q.—Why should we read all the best present-day literature?

A.—So we can appreciate the parodies.

—Gargoyle.

First coed: Did you see that man turn and gaze at me? He must be a theatrical producer.

Second coed: Oh, no, dearie, he's a lumber merchant.

I stood on the bridge at midnight

A beaver was damming the river  
And a guy with a broken radius rod  
Was doing the same to his fliver.

Moonshine.

We know a girl so dumb that she thinks a pole vault is a place for storing fence posts.

—Pointer.

"See that man? He is fond of greens."

"Golfer or Irishman?"

"Neither, vegetarian."

Did you hear about the Golf Ball the Flunkakorsas gave? Tea was served during intermission on the green. Some of the fast brothers had a chance to cover the floor space in two seconds by calling "fore" until the orchestra objected.

"They all pet," said the old grandmother as she watched her children playing with the kittens on the floor.

Come in and Browse

Don Byrne---

A delightful new Irish tale by this master of romantic style.

"O'Malley of Shang-anagh" - \$1.25

Have you read

"Messer Marco Polo"  
and

"Blind Raftery"?

## Brown Book Shop

623 State St.

## J. B. Drives Fuel Co.

COAL, WOOD, COKE,  
BUILDING MATERIAL

Phone B. 628; F. 4191

303 S. Patterson St.

"GOOD COAL MAKES WARM  
FRIENDS"



THE HUB

# Henry C. Lytton & Sons

STATE at JACKSON—CHICAGO



## The Lytton College Shop

### *Has Many Exclusive Advantages*

IT has become recognized as the correct style center of middle west University men. Its varieties are greater. Its values are unquestionably superior. It presents all of the smartest collegiate styles of the country's leading makers—and it is exclusive. Where else could you find such a combination of advantages?





## Homes for Fraternities and Sororities

FOR the past twenty-five years we have been intimately associated with fraternity and sorority housing problems. Finance, operation and the "new house"—all are familiar subjects to us. Assistance has been given to over twenty-five fraternities—buying, selling, financing and building their houses. All in all an organization that "understands" fraternity matters.

We will be glad to confer with your "New House" committee about your plans. Now is the time to get started—the spring "drive" will soon be on.

**Call Badger 6920**



**Stanley C. Hanks Co.**

**208 First Central Building**



## When You Keep House-

And Mrs. Whatnot who lives in the mansion on the hill, and her daughter Heloise, come to call, and you find you have a common interest in fine linens—

Then your embroideries on "Old Bleach" pure Irish will serve you in good stead.

For all of her twenty-nine baths and her orangery, Mrs. Whatnot cannot possibly have anything better.

**The "Old Bleach" Linen Co. Ltd.**

**44-46 East 25th Street**

**New York City**

**Member Irish Linen Society**

### Synopsis

The villain and his assistant are trying to sell a barking fish to a capitalist who has a corner on the bark market. The villain is talking to the capitalist (Act 2, scene 3) while the assistant goes outside the door and makes a noise.

The Villain: There, hear it? That is the fish's bark!

The Capitalist: Well, it sounds fishy to me.

"What made you take to dentistry as a profession?"

"It runs in the family, I guess. My ancestors were always fond of the great open spaces."

"You students," said the prof, as he stroked his beard, "would make good sheep raisers. Half the time you're wool gathering."

An efficiency expert is a man who saves the firm almost enough money to pay his own salary.

Some guys are like brown sugar: sweet but awfully unrefined.



## UNIVERSAL GROCERY CO.

16 Stores in Madison 16

412 State Street  
817 University Ave.  
1401 University Ave.  
526 S. Park Street  
2136 Regent Street  
1723 Monroe Street  
1342 Mound Street  
553 W. Main Street  
119 W. Main Street  
121 E. Main Street  
301 N. Hamilton Street  
908 E. Johnson Street  
407 Atwood Avenue  
2104 E. Washington Ave.  
2541 Winnebago Street  
1402 Williamson Street  
"ON WISCONSIN"

We Are For You 100 per cent



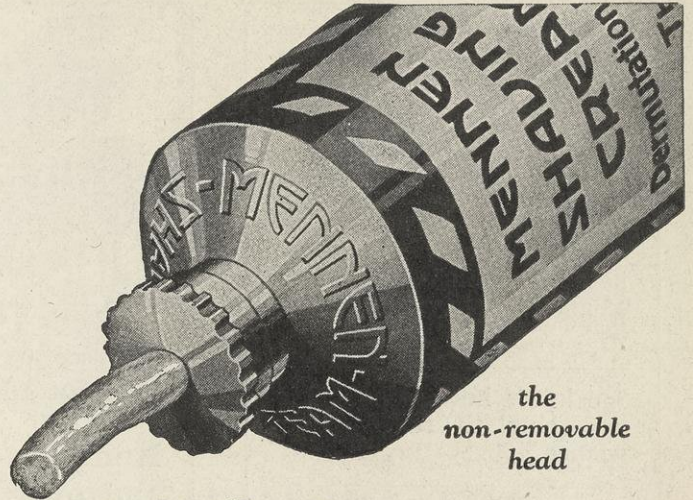
"How's Smith in the high jump? Any good?"  
"Naw, he can hardly clear his throat."

Roundy announces the Peter Pan company has named some candy after him. New song hit:

"We used gather Roundy Bar, but now we eat candy."

Prof: What is carbohic acid?

Stude: It's something the co-eds take when they don't get a date.



## \$100 for a name

Marlowe sang "the topless towers of Ilium." I sing the topless tubes of Mennen. I want a good name for the new non-removable, non-refillable, non-leakable device that now makes the Mennen Shaving Cream container as inimitable as its contents.

Others have tried to denature the capricious cap. Mennen has abolished it.

Just move the Mennen knob a quarter turn and a hole magically appears. After you've squeezed out enough cream, another quarter turn closes the hole as tight as a drum. No threads to engage, no bother of any kind.

It's a knock-out—as far ahead of other sealing devices as Mennen Shaving Cream is ahead of the procession.

We've called this new patented feature "the plug-tite top." We want a better name. If you can suggest one we like, we'll send you a hundred dollars. If more than one submits the winning name, each one will get the century check.

To everyone who sends a suggestion we'll mail a complimentary tube of Mennen Skin Balm, the cooling, healing after-shave cream that's fragrant and greaseless. Let me hear from you. Contest closes July first. Use the coupon.

*Jim Henry*  
(Mennen Salesman)

# MENNEN SHAVING CREAM

# \$100

Jim Henry, c/o The Mennen Company  
353 Central Ave., Newark, N.J.

I suggest the name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_



## "You get what you want at Runkel's"

Did you ever see a well groomed man that needed a haircut? The answer is obvious. College men are noted for being well groomed and it is they who should be.

We know how to bob hair and how to follow your wishes.

DROP IN FOR THAT  
WEEKLY TRIM AND  
SHAMPOO AT

## Runkel's Barber Shop

642 State St.

"My dad's a tailor."  
"Sew? How's he doing?"  
"Oh, sew sew."  
"That sew?"  
"Seems sew."

—Red Cat.

Many people are in the habit of looking on the dark side of life because they are too lazy to clean their glasses.

## University Pharmacy

Cor. State and Lake Sts.

A Tasty Toasted Sandwich, goes fine with our delicious Malted.

Hundreds of students, and towns people make this their midday luncheon.

We Deliver  
Telephone B. 40

## Start Making Your Gift List

Commencement time is not very far away—make your gift list now. Jewelry will give you enough suggestions.

**GAMM & CO.**  
JEWELRY  
ESTABLISHED 1898  
MADISON WISCONSIN

### The Weaker Sex

When our ancestors of early days  
Strove for their race preservation  
The men fought for their women folks  
To keep them from starvation.  
Oh times have changed, it's not the same  
Life's nothing but a sham  
And when we hear of a dinner-dance  
The girls fight for a man.

"What do you think of golf?" we asked an Englishman.

"It's a bally game," said he.

"Yes, but it's also quite clubby," we replied.

### Women and Politics

There is something which international peace conferences think about as well as women—their compacts.

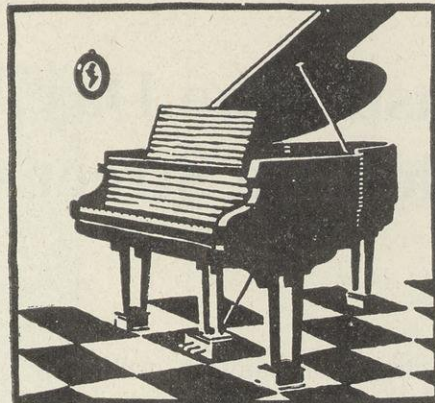
5c

Whether you want a nickel or a dime candy bar be sure and specify "Teckemeyers". It's a sure way of getting the best made in candy.

10c

**TECKEMEYER'S**  
"Maker's of Quality Candy"





# To those who have wanted a Mason & Hamlin

We announce our appointment as Mason & Hamlin distributors.

## Forbes-Meagher Music Co.

"What did the prof say in yesterday's lecture?"

"Shall I leave out the unnecessary details?"

"Yes."

"He didn't say anything."

—The Log.

"Well, I'll set it up in the other alley," said the Tomcat as a shoe bounced off his head.

—Voo Doo

Mae: A girl's father sent a man after me with a car one time.

Beth: Wasn't that lovely?

Mae: Not so—he was the chief of police.

—Juggler

Gert: Why do you have so many wrinkles in your forehead?

Bert: I used to drink out of a saucer when I was a baby.

—Chapparral.

Customer (on the phone): Have you any flesh-colored stockings?

Hosiery Clerk: Yes, whadda ya want, pink, yellow, or black?

—Chaparral.

## Good Printing Is An Art---

Good printing has in it the touch of the master craftsman. Like a fine painting it denotes consummate skill and technique. Good printing is indeed an art!

To Straus Printing Company, good printing has ever been a watchword. For good printing that has the touch of the master, for work that is done carefully and well we invite you to bring your printing job to us.

### Straus Printing Company

118 EAST MAIN STREET

TELEPHONE BADGER 1763



# Don't Waste The Day, Walking ---Ride The Street Cars!

Spring days with their golden sunlight, rollicking good times and care-free hours are precious—don't waste them by spending hours getting places when the street car will take you there in moments. In this age of fast-moving civilization walking is a luxury. Ride the Street Cars.

## Madison Railways Company

Eat together in private booths, where you may talk over your experiences with your friend.

Try Our Fresh Rolls

**University Cafeteria**  
Home Cooking Reasonable Prices

"Where Friend Meets Friend"

### Scott's Beauty Shop

Mrs. F. Scott, Proprietor

#### Our Service

consists of selling you only things that you may need. If your hair is long and heavy we will not want to sell you any hair goods, but if you should be in need of some extra hair, we will show you things that will improve your hairdress, and to your entire satisfaction. Come in and let us show you.

B. 7170

672 State St.

2nd Floor

#### How to Use a Telephone

First, decide to call Florence and guess at her number. Ask everybody on the floor if Main 0000 really is the Damma Die number. Pick up the Receiver and curse the Service.

Next, when the Operator pulls the old wheeze about the number, forget what you had in mind and tell her to wait a minute. Curse the Service.

Click the Do-thingum on the Whatsit several times to recall the Operator, who has gone out for a package of gum. Tell her you want Main 0000. She will rattle some dishpans in your ear and call the Chief Operator. Curse the Service.

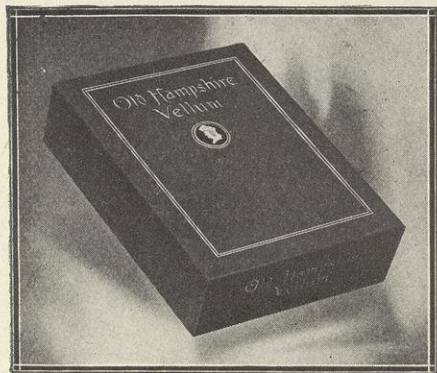
The Chief Operator will ask you what number you want. You must say, "Sox, 11; collar, 15," and she will tell you to wait a moment. Curse the Chief Operator.

Bang the receiver on the hook until the boys upstairs pound on the radiator. Operator will return with gum. Ask her out to dinner and tell how to avoid snow in the hereafter. No cursing will be necessary.

Confide your number, Main 0000, to the Operator as a strict secret. She will be flattered to death, and really try to make the connection. If the line is busy (and it will be) curse the line and retire for fifteen and three-quarters seconds.

Repeat the process of kidding the Operator for an hour and a half until you finally get the Damma Die house. They will tell you that Florence went to bed forty-five minutes ago and does not wish to be disturbed. Curse the Damma Dies, Florence, and the Service. Hurl the Telephone out of the window.





## Quality--Dependability--Satisfaction

That is what OLD HAMPSHIRE STATIONERY has always meant to the college student. Try Old Hampshire and find out for yourself.

Sold by the

**UNIVERSITY CO-OPERATIVE CO.**

**Fine Stationery Department**

**Hampshire Paper Company S. Hadley Falls, Mass.**

## 'Appy Eppygrams

An epigram is a lie, so cleverly put that no one knows what it means.

Epigrams are most frequently made about women, because men lie more about them than anything else.

Epigrams are the first fruit of ignorance, being small and bitter in proportion as the ignorance is large and stale.

Love, life and death, taxes, and golf (we hate to mention it again) are less epigrammed because not every man will admit ignorance of all of these.

## Art for Pete's Sake

Artists are people who don't know any better. You can always tell them because they are late to staff meetings; but don't confuse them with the Editor on that ground.

Men who have nothing to do, women who have too much to do, and geniuses who are always making a to-do, turn to Art for Expression, although you can get just as pained an expression by trying to raise your left eyebrow and scowl with your right.

Art may be round, square, plain or fancy, colored or not. Our own favorite canvas is the far famed Snow-drop at the North Pole on a Winter's Night. Other famous persons prefer a brief descriptive title, such as Rembrandt's Old Lady Cleaning Her Fingernails, Fire-brant's Fly scrubbing its chin with its Front Foot, or Remnant's Policeman Sneaking a Snorter out of a Blind Pig. Many men prefer a title such as Duke, Count, King, Your Honor, etc.

## The College Man and Nettleton Shoes

Habits, like friendships, formed during undergraduate days, continue throughout our careers.

*Dad got the  
Nettleton habit in college*

Style  
Economy  
Comfort



# Nettleton

A. E. NETTLETON CO., SYRACUSE, N. Y.  
H. W. COOK, President

Sold locally by

**SCHUMACHER SHOE CO.**

Madison, Wisc.

Dealers Everywhere

"Next to Lawrences"

## Cardinal Shirt Shop

658 State Street

**FINE FURNISHINGS FOR  
COLLEGE MEN**

ALWAYS 50 dozen fine neckwear on hand at  
\$1.00

**We Rent Tuxedos \$4.00**

## April

**The Month of Diamonds  
Compare the Quality  
with the Price**

Then you will be satisfied to make  
your purchases here.

**R. W. Nelson**

F. 4242

Jeweler

320 State St.



## The New Broadcasting Station---WIBA and the new Studio Ten Piece Band-- two achievements of the year.

The STUDIO takes pleasure in announcing its Broadcasting Band of 10 pieces under the direction of E. H. Flindt. This orchestra will play at the STUDIO commencing April 19 and at Bernards Park beginning approximately May 1st.

We shall offer six organized and trained orchestras for the 1925-26 booking season under the direction Jess Cohen.

To Our Profs

### WE HAVE A FACULTY FOR HUMOR

Only the faculty never comes across with it. It's up-hill work for us to kid the profs without getting any response.

Every student is duty bound to laugh at a professor's joke. So don't be bashful. Be friends with Octy—Octy wants 'em.

1894

1925

## Alford Bros. Company

113-115 N. Carroll Street

Phone Badger 172

Rough Dry---Wet Wash

Finished Work



**We Pay Cash  
For  
Books**

**From  
Student's Book  
Exchange**

625 State Street

W. S. (Bill) Gatewood, Manager

**"A private enterprise where trade  
is appreciated"**

*"They Retain  
the Style Lines  
Longer"*

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



**"Gamefeather"—**  
in the smart quail,  
woodcock and pheasant  
Spring colorings.

Sold by: THE HUB, MADISON, WISC.

Laugh and the world laughs with you,  
Laugh and you laugh alone.  
The first when the joke's the profes-  
sor's,  
The last when the joke's your own.  
—Belle Hop.

There are three classes of girls—  
the beautiful, the intellectual, and  
the majority.  
—Medley.

Electrician: Wire your home,  
madam?

Lady (indignantly): Well, can't I  
stay in my own house?

"I've got to make a corn crib,"  
cried the Ag student before he entered  
the examination room.

—Yellow Crab.

Husband (meeting his wife at the  
station): My dear, while you were  
away someone broke into the wine  
cellar.

Tourist: I say, old man, is this the  
road to Picklenessing?

Old Inhabitant: Wall, yes, it's  
the right road all right, but you better  
turn around if you want to get there.

—Chanticleer.

**Yes!**

That's what she'll say when  
you ask her if she wants to go  
to the CHOCOLATE SHOP.  
You don't blame her either  
for that's where you want to  
go yourself.

**the chocolate shop**



## Grandpa Knew His Stuff!

Back in the good old days when Grandpa was a Beau Brummel he saw to it that "the gal" got flowers—Grandpa knew his stuff! Human nature hasn't changed a bit since then and girls still love flowers. Thinking men of today always send "her" an occasional bouquet or corsage—it's the proper thing to do.

### Smith-Knox Floral Co.

BELMONT HOTEL CORNER

Phone Badger 385

Reliable

4

## Stores Ready to Serve You

*After you have become accustomed to Rennebohm service, it's pretty hard to go to other drug stores.*

### Rennebohm

Better Drug Stores

Badger Pharmacy  
Cor. Univ. and Warren  
Central Store  
Next to Madison Theatre  
Loraine Hotel  
Drug Store  
Square Store  
13 West Main Street

### A Decision

Oh, Sylvia is tall and calm,  
Her cool grey eyes are like a balm  
To soothe an aching heart;  
She talks of Bernard Shaw, and such;  
And does she dance—oh, well, not  
much;  
(*She needs no other art!*)

Now Adeline is very sweet—  
She's dark eyed, charming, and pe-  
tite;  
She lifts curved lips to mine;  
She's all excitement when she nears  
A dance floor, or when jazz she  
hears—  
Her merriness is wine!

Oh, please, dear little god with wings,  
Who of great love forever sings,  
Do help me to decide!  
However, on a second thought,  
My doubting now seems all like  
naught—  
I'll choose some other bride!

Did you ever  
Get a date  
With a fair co-ed  
Who was ready on time  
And after enjoying  
The walk downtown  
To a movie with her  
You find that  
All your money is of the Co-op  
variety?  
It's a maddening moment,  
Is it not? —Orange Owl.

"What's the female of stag?"  
"Huh?"  
"When a man goes to a party alone  
they call him a stag. When a woman  
goes to a party alone, what do they  
call her?"  
"A dampool."

Fresh: What are the essentials of  
the game of football?  
Bored coach: Twenty-two men  
and a ball.

"Money is a curse."  
"Let's swear."

Oh boy!

Get out in the  
open with a  
Kodak

It's great fun and is the only  
best way to keep a memento of  
your college days.

Don't let this spring slip by  
without taking pictures daily.

The PHOTOART  
HOUSE

W. J. MEYER, PRESIDENT  
The House of a Thousand Kodaks

You would walk a block  
more for a real meal  
wouldn't you?

Well—walk over to

FRANK'S  
RESTAURANT

821 University Ave.

the next time you think  
of eating.

Don't forget we are open  
day and night. Come in  
after the party or hike.

Home Cooked Meals Like  
Mother's



Your fountain pen is similar to your car.

Generally they both need a good over hauling in the spring. Bring your pen to us if it needs repairs.

**H. C. Netherwood  
Printing Co.**  
519 State Street

## Picnic Lunches

Just like mother puts up at reasonable costs.

## The Badger Tea Room

Serves lunches and dinners daily except Sundays in the Woman's Building.

Try Our Southern Punch

## Badger Tea Room

Woman's Building

240 W. Gilman F. 2606  
Mrs. Main, [Mgr.]

### The Golfer's Prayer

Out of the night that covers me  
Black as the pit from pole to pole,  
I thank whatever gods may be  
That I made that last damned hole.  
—Log.

Wifey: George, the cook left and I don't know what we are going to eat for the next few days.

Mr. H.: You still have my old letters, haven't you?

Wife: Yes, of course.

Mr. H.: Well, drag 'em out and we'll have mush for breakfast anyway.  
—Bison

Miss Bore: I adore your colors so much. I wish I could carry some of your coloring away with me.

Dauber: Well, it seems likely. You're sitting on the palette.  
—Bison

Girl: I want one of those strong, silent men full of grit.

Boy: What you want is a deaf and dumb ashman.  
—Lyre

"I've taken quite an interest in you, too," he said reproachfully as he looked at the fake oil stock.  
—Juggler

Prof: I believe you missed my class yesterday.

Student: Why no I didn't old man, not in the least.  
—Juggler

"Pretty rank," remarked the Colonel, reviewing the passing troops.  
—Juggler

Does a Japanese bootlegger use a Gin-rick-i-shaw?  
—Voo Doo

The curfew tolls the knell of breaking day

With glowing thrill I murmur,  
"Praises be!"

The stag-man homeward plods his weary way,

And leaves an hour to my girl and me.  
—Jack-o-Lantern.

# Creators of Fashion's Most Approved Modes

## Made to Your Order

or

## Ready to Wear

Our Alterations  
will help your  
wardrobe.

## The French Shop

533 State St. and Park Hotel Building



# Brock Engraving Company

*Artists and Engravers*



4th Floor  
State Journal Building

Phone: Fairchild 913

Miss Mary H. Luttrell

Gowns and Wraps

34 Karsten-Dean Bldg.

Madison, Wis.

Phone F. 329

Dr. J. A. Bancroft

Dr. V. G. Bancroft

Dentists

Corner Park and University Avenue

Above Menges Pharmacy

901 University Ave.

Badger 3682

## Billy's Radio Concert

*When once you try to listen in  
On Billy's super-ultra-dyne,  
You might as well prepare yourself  
To pass a helluva time!*

*He tries to get a station  
Where a saxophone will bray;  
Instead he tunes a sermon  
On the laborer and his pay.*

*He switches then to far-off Nome,  
And hears the Esquimaux squawk,  
And then he dashes southward  
To hear the hot tamales talk.*

*And then from distant Greenwich  
The swami starts to rave—  
Oh Billy dear, my darling child—  
Turn off that thing I crave!*

*But no! he turns the little knob  
And through the midnight sky,  
The Kansas City Nighthawks  
'Till 2:00 are standing by!*

*But 'cause he only thought to turn  
His purring extra ultra dyne,  
And did not think to play with her,  
She's had an extra awful time.*

## Randall Tailoring Co.

1817 Monroe St.  
Fairchild 3308

Suits pressed  
50c

Let us know and we will call and deliver at  
regular hours at your house.

## Walter Hicks Cafe

Corner of Main and Pinckney  
—Just off the Square

TRY US — CALL US

B. 2037, for  
Banquets, Small Dinners

THE BEST

Steaks, Chops, Fish and Oysters

MAKE YOUR RESERVATIONS EARLY

For Cozy Booths or Banquet Rooms

Remember B. 2037

Bernard H. Vollrath, William G. Damerow  
Managers



"Remember Our 20% Discount for Cash Calls"

## What Our Service Means!

1. We take pains with your clothes.
2. We give them that extra care that makes them snowy white.
3. We give discount for cash calls.
4. We have a State Street office handy for you.

## Madison Steam Laundry

429 State St.

Phone F. 530

## --And Light It Is

For once everybody who lends a hand in the designing of fine clothes for men is agreed on one thing—and that's color.

It must be light in your suit for Spring, if you would be numbered among the style leaders.

Light Campus Togs, suits, and new tan oxfords are ready for you here.

## THE TOGGERY SHOP

University Avenue at Orchard

## Campus Soda Grill

"The Place that Malted Milk Made"

serves the Best

Luncheon for 35 cents  
and Dinners for 50 cents  
on the lower campus

"Remember Our Booths"

Ye Scots wha hae wi' Wallace bled,  
And put them a' to flight,  
I wad ye help poor me to ken  
What makes ye be sae tight?

—Log.

"How did your baby come out at  
the Better Babies Show?"

"With a case of measles and the  
seven years' itch."

—Sniper.

Hoity: What is it that every wo-  
man wants to know?

Toity: More.

—Bison

He (*awkwardly*): Would you be  
mad if I asked you to be my wife?

She: Not at all; but I'd be mad if  
I said yes.

—Boston Transcript.

Moses: Have you heard about the  
fire at Jacob's place?

Issac: Yeh; the police seem to  
think it was an electric light on de  
foist floor and de insurance company  
think it was an incandescent light on  
de second floor.

Moses: Vel, I tink it vos an  
Israelite in de basement.

—Bison.

This is the time for permanent waves! All the girls like the marcells given by Mr. Eberhardt. But spring is here and summer coming, times when marcells do not last.

We can fix that though. Our new permanent wave machine with only 7 minutes heat puts in a wave lasting 6 months and it costs only 60 cents a curl.

Switches and Earmuffs made - \$1.25 and \$1.75 a piece



## Cardinal Beauty Shop

625 State Street

Telephone F. 3966

20 Years Experience in Europe

Shampoo	-	-	.50
Marcell	-	-	.50
Manicure	-	-	.75
Water Wave	-	-	.75
Hair Dress	-	-	.50
Neck Clip	-	-	.15



## Index To Octopus Advertisers

Name	Page	Name	Page
Athenée Restaurant.....	31	Lytton & Sons.....	35
Alford Bros. Ldry.....	42	Luttrell, M. H.....	46
Badger Rent-A-Car.....	5	Mennen's .....	37
Baron Bros.....	35	Madison Steam Ldry.....	47
Berg Hat.....	43	Manchester's .....	28
Badger Tea Room.....	45	Minch, Hetty.....	30
Baillie, O'Connell & Meyer .....	Inside Front	Malone, W. C.....	32
Bernard's Boat Co.....	30	Madison Rys. Co.....	40
Brown's Book Store.....	34	Nettleton Shoes.....	41
Brock Engr. Co.....	46	Nelson, R. W.....	41
Bancroft & Bancroft.....	46	Netherwood's .....	45
Capital City Rent-A-Car .....	3	Olsen & Veerhusen.....	4
College Lunch Room.....	33	Old Bleach Linen.....	36
Cardinal Shirt Shop.....	41	Palace of Sweets.....	32
Chocolate Shop.....	43	Pantorium .....	34
Campus Soda Grill.....	47	Photoart .....	44
Cardinal Beauty Shop.....	47	Rupp's .....	31
Conklin & Sons.....	4	Rentschler Floral Co.....	33
Cunard Steamship Line .....	6	Runkel's Barber Shop.....	38
Co-op .....	8	Rennebohm Drug Co.....	44
Clark, Mathis & Carey.....	28	Randall Tailoring Co.....	46
Cardinal, The Daily.....	30	Simpson's .....	7
Drives' Fuel Co.....	34	Straus Prtg. Co.....	39
Democrat Prtg. Co.....	Back Cover	Student Book Ex.....	43
Forbes-Meagher Co.....	39	Sander's Shoe Store.....	30
French Shop.....	45	Scott's Beauty Parlor.....	40
Franks' Restaurant.....	44	Studio, The.....	42
Goeden & Kruger.....	7	Smith-Knox Floral Co.....	44
General Electric Co.....	Inside Back	Speth's .....	5
Great Northern Ry.....	32	Toggery Shop.....	47
Gamm's Jewelry.....	33	Three-F Steam Ldry.....	34
Godfrey & Sons.....	48	Teckemeyer Candy Co.....	38
Hampshire Paper Co.....	41	Universal Groc. Co.....	37
Hicks Café, Walter.....	46	University Pharmacy.....	38
Hanks Co., Stanley.....	36	University Y. M. C. A. Cafeteria .....	40
Kessenich's .....	31	Wis. State Journal.....	1
Kruse Co., Fred W.....	2	Whitman's Candy.....	27
Kennedy Dairy.....	6	Western Elec. Co.....	29
		Wigglesworth Plbg.....	6
		Yawkey-Crowley Lbr. Co. ....	3

## Silver Buckle Products

### The Favorite Brand of Wisconsin Housewives

Strict adherence to quality standards year after year has won an enviable reputation for Silver Buckle Products—made them the favorite brand of Wisconsin Housewives. There are over 100 superior Silver Buckle Products, the famous Silver Buckle Coffee and equally high grade teas, spices, canned vegetable, fruits, preserves and fish.

Ask your grocer for  
SILVER BUCKLE BRAND

E. R. Godfrey & Sons Co.  
Milwaukee



## The WISCONSIN OCTOPUS MADISON

Published by Students of the  
University of Wisconsin

Founded 1919

Incorporated 1920

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.

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.

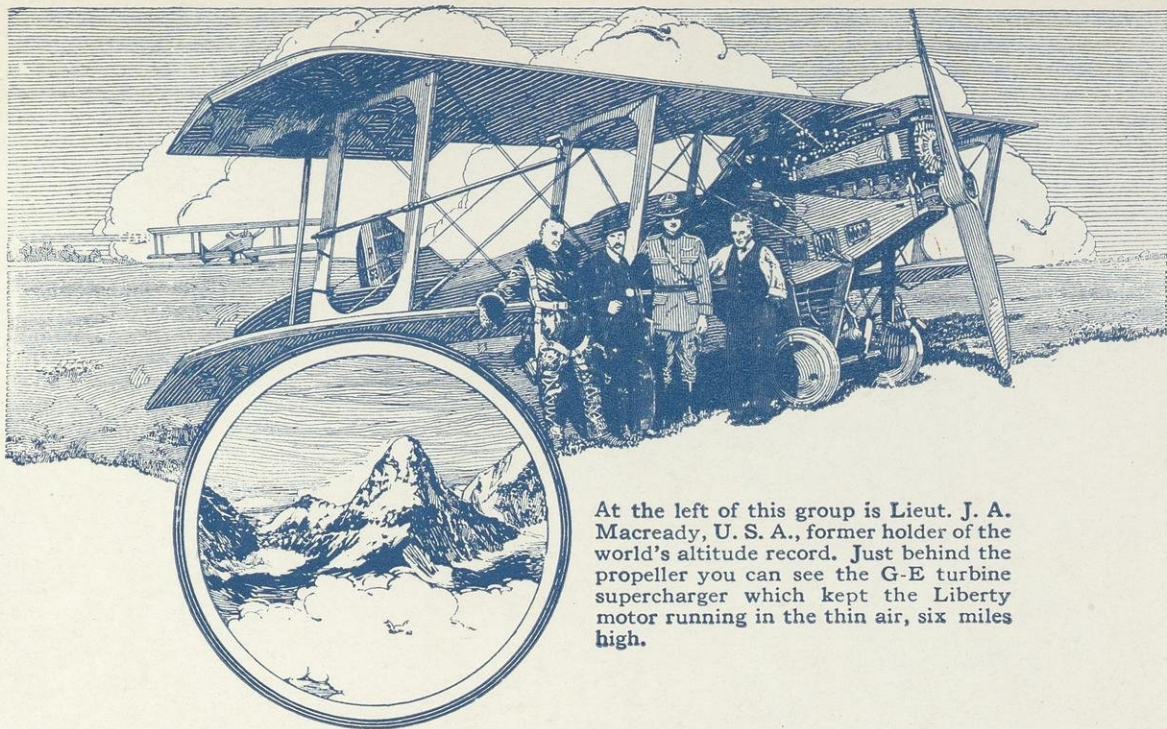
Office Hours: Business Manager and editors will be in the Octopus office daily 3:30-5:00. Students wishing to try out for places on the staff should call either the Business Manager or the Editor.

Vol. VI.

April, 1925

No. 7





At the left of this group is Lieut. J. A. Macready, U. S. A., former holder of the world's altitude record. Just behind the propeller you can see the G-E turbine supercharger which kept the Liberty motor running in the thin air, six miles high.

## Over the mountain by a mile

Year after year, plucky explorers try to climb Mount Everest, the world's highest peak, 29,141 feet high.

With a G-E supercharger feeding air at sea-level pressure to the engine, an airplane pilot can go far higher. Lieut. Macready has reached 34,509 feet over Dayton, Ohio. He would have soared over Mount Everest with more than a mile to spare!



The supercharger is a turbine air compressor, which revolves as fast as 41,000 times a minute—the highest speed ever developed by a commercial machine. It is designed and made by the General Electric Company, which also builds the big turbines that supply electric light and power.

If you are interested in learning more about what electricity is doing, write for Reprint No. AR391 containing a complete set of these advertisements.

The tasks attempted for centuries in almost every form of human endeavor have been conquered with the aid of electricity, with more than a mile to spare.

The impossible today will be accomplished by men and women now in college. The scientist and engineer are doing their share. It remains for men and women entering upon their life's work to profit by the new opportunities that are constantly appearing in every profession and vocation in the land.

6-11DH

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK



# *To all University Organizations---*

We can be really helpful to you with your membership rolls, alumni lists and all your mailings.

For a nominal sum we will make addressograph plates of your whole list.

And at almost no expense we will address everything you send out to this list.

Many fraternities are receiving such service now. Their mailings are prompt and clearly addressed. Their files are always kept up to date.

Come in and see us----or invite us to call on you.

## **DEMOCRAT PRINTING COMPANY**

O. D. BRANDENBURG, '85  
CALLA A. ANDRUS, '10

F. S. BRANDENBURG, '09  
N. D. BASSETT, '14

*Phone Badger 486 or 487; and we will  
be glad to send a car for you*