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Octopus

EXIT

I.C.S.



HELLO KID!



HAMBURGER LINES



VIA CUSTARD LINE

EERIE R.R.



HOTEL STARTLER



BIG AUCTION

DO NOT BEND



HELLO! BROTHER ROTARIAN



PRICE 25¢

A REAL COLLEGE MAN

OCTOBER 1926

JOHN ALLCOTT & IRVING

Hurled 25 Stories to Cement —Picked Up Unbroken

*Traffic Stopped to watch this test of the
Parker Duofold Non-Breakable Barrel*



*George A. Fuller Company
Building Construction*

Chicago June 15th, 1926

The Parker Pen Company,
Janesville, Wisconsin.

Gentlemen:

Steel work on the new Stevens Hotel was stopped this afternoon while I went to the top-most girder, 25 stories above Eighth St. and Michigan Ave., and dropped two Parker Duofold Pens to the street, 260 feet below.

One pen — a Parker Over-size Duofold — alighted on the cement sidewalk. The other, — a Parker Duofold Jr. — alighted on the pavement.

Both pens were immediately picked up by my associates and on examination were found to be unharmed. To make this test it was necessary to block off passage through the street and a large number of people had collected to watch the experiment. I never saw a more amazed crowd in my life than when I reached the ground and found these people gathered about the Parker Duofold Pens. They had expected them to be dashed to fragments — but found them quite whole, in fact, as good as new, except for a small abrasion on the end of the bigger pen. I have signed this letter with that identical Parker and it works to perfection.

My hat is off to the Parker Non-Breakable Duofold.

Yours very truly,
Frank Ketcheson
Supt. of Steel Construction
George A. Fuller Company
Builders of the Stevens Hotel

The Thirty-Million Dollar Stevens Hotel, Chicago—the largest hotel in the world—will open about March 1, 1927.

*Such Proof is a Better Guarantee Than
Any Maker Can Give You*

YES, traffic stopped as big Frank Ketcheson, Supt. of Steel Construction for the George A. Fuller Co., dropped two Parker Duofold Pens—one Over-size, one Junior size—from his perilous foothold on a slender steel girder of the new Stevens Hotel, 260 feet above 8th Street and Michigan Avenue, Chicago.

One pen struck on asphalt, the other on cement—away they bounded into the air, then landed in the street—unharmed! Thus we have proved by a series of heroic

tests that the new Parker Duofold Pens with Permanent barrels do not break.

Some were run over by heavy motor buses. And one was let fall from an aeroplane, 3000 feet, without damage.

Do you not agree that such tests as these are the only guarantees that really prove anything?

Go see this master pen at any good pen counter. But look with care for the name of the originator "Geo. S. Parker" on the barrel. The imitations can't deceive you.

Parker Duofold Pencils to match the Pens: Lady Duofold, \$3; Over-size Jr., \$3.50; "Big Brother" Over-size, \$4

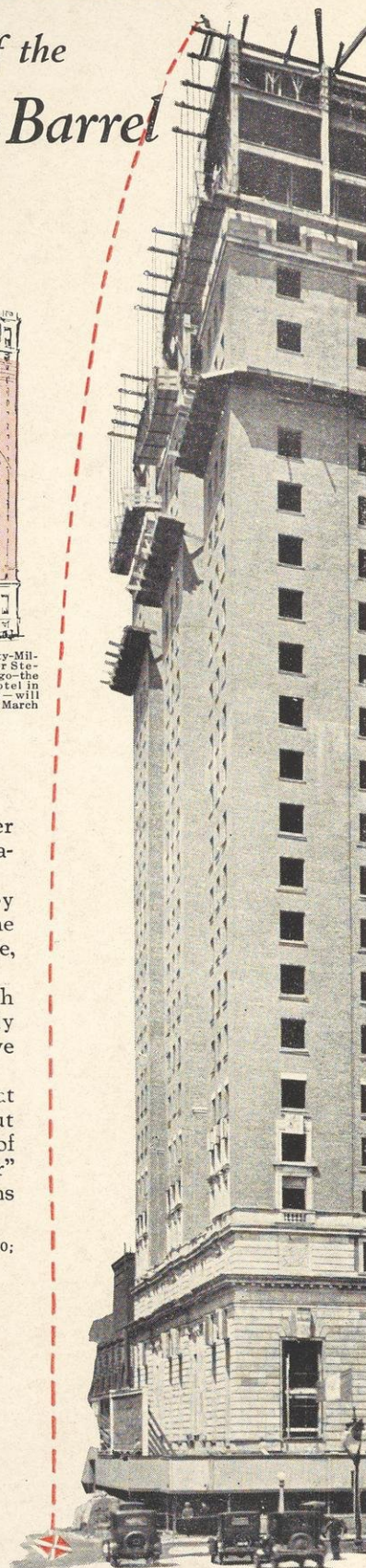
THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN
OFFICES AND SUBSIDIARIES: NEW YORK • CHICAGO • ATLANTA • DALLAS
SAN FRANCISCO • TORONTO, CANADA • LONDON, ENGLAND

*"Permanite"—
the Non-Breakable
Material*

All Parker Pens and Pencils are now made of a new lustrous, lightweight, non-breakable material called "Permanite." Do not class it with other non-breakable products. For "Permanite" is given a second cure in Parker's own kilns and hence does not shrink, crack or fade.

Parker
Duofold OVER-SIZE **\$7**
With Lucky Curve Feed and 25 Year Point
Duofold Jr. \$5 Lady Duofold \$5

Red and Black
Color
Combination
Reg. Trade Mark
U. S. Pat. Office



Where the Pens Landed

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GELVINS of Madison

Clothes which "Belong"

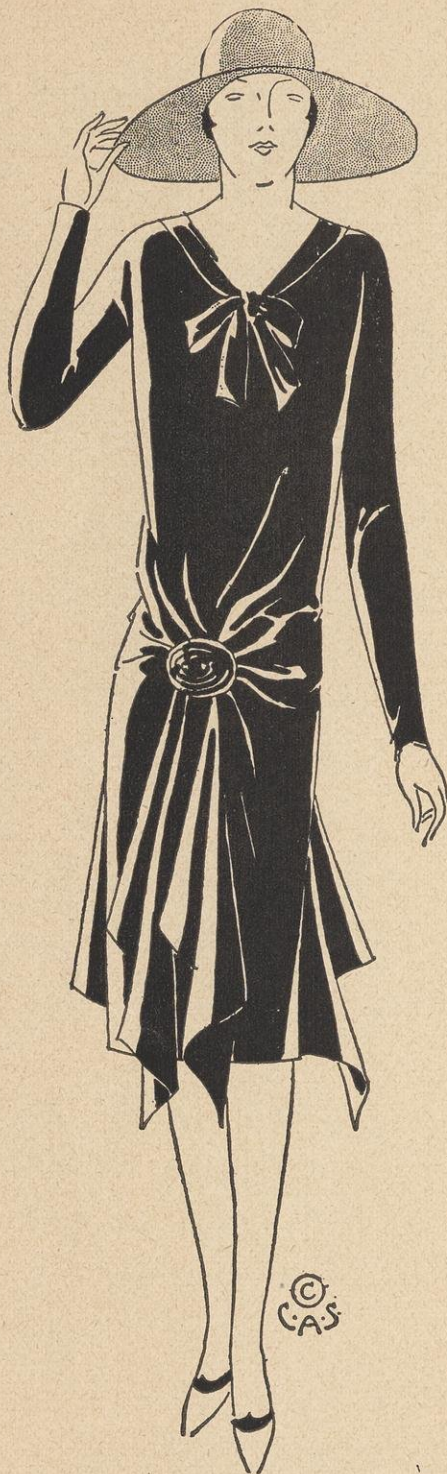
There is a subtle distinction about clothes from Gelvin's which proclaims that the man who wears them knows authentic style, fine fabrics and quality tailoring.

Even the test of long time wear fails to destroy the striking individuality, the superior fit and the general air of smartness which makes these garments at home in the most exclusive environment.

Fall woolens and suits ready to wear exemplify the latest of style trends without stooping to the sensational. Those who care for the quieter and more conservative shades can find them at Gelvins.

644 State Street

Apparel for Wisconsin Men



"Sure want a date with Helen. She's a knockout in looks and dress."

(She buys her clothes at Manchester's.)

Brown's Rental Library

Over 700 titles.

Over 100 new 1926 fall publications.

New titles added immediately upon publication.

Rates: 3c per day; 10c minimum charge; no deposit.

Read a book a week

BROWNS BOOK SHOP

621-623 State Street
"Come in and browse"

"Do you like cod-fish balls, Mr. Whimp?"
"I dunno; I never attended any." —*Goblin*

"Did your church pray for rain last week?"
"No, the parsonage roof leaks." —*Siren*

"There is no frigate like a book", says the poetess, Emily Dickinson. Which is undoubtedly true. We have never yet seen a frigate bound in green calfskin.

"I don't see what you like about this flat, Clara."

"Well, Clarence, it is the only one we've looked at that fits our Navajo."

—*Pitt Panther*

Now there were three men in a tub * * *
Oh! what dirty water!

—*Red Cat*

Open Sundays by appointment

Badger 3121

De Longe Studio

525 State

Official Badger Photographer
Special rates to students

Largest and most completely equipped studio in Wisconsin



"What kind of cigarettes do you prefer?"
"Oh, any kind you've got will be good enough."



The New
Madison
Model

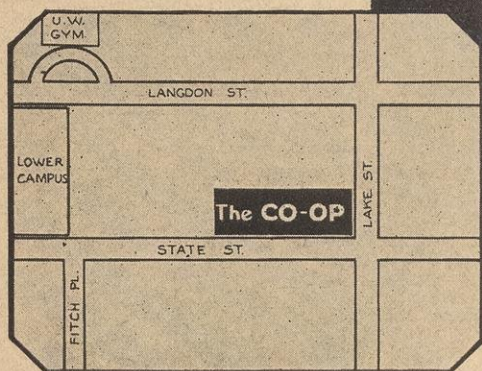
and the new
"U"
Model

See these and
others at

SPETH'S
222 STATE ST.

Buy On Your Co-Op Number

The Co-Op's convenient location makes it the handiest, as well as the best store for students.



New departments which have been added make the Co-Op the finest student store in the country—an institution of which you can be proud to be a part owner.

Now---A Service Station for the Entire University

After thirty years of growth and progress, the Co-Op has reached its objective of becoming a store which could furnish to its student, faculty and alumni members, every need on a profit sharing basis.

It is a far cry from the first Co-Op, with its few hundreds of books, a small supply of stationery and school supplies to the great store of today. In the Co-Op's new home, members can purchase on their Co-Op numbers everything from notebooks to neckties.

This growth has not been accidental. It is based upon a sound pol-

At the Co-Op you can buy

Men's Clothing, Sporting Goods, Toilet Goods, Men's Furnishings, Gym Supplies, Men's Shoes, Umbrellas, Leather Goods, Laundry Cases, Pennants, Fiction, Gifts, Kodaks, Magazines, Stationery, Fountain Pens, University Jewelry, Reference Books, Every University Text Book, Luggage and Trunks, School Supplies of Every Kind, Engineer and Medic Supplies.

In Co-Ed's Corner: Hosiery, Lingerie, Underthings, Handkerchiefs, Ribbon Novelties, Etc.

icy of cooperative endeavor. You, a Co-Op member are a part owner of this great institution and share in its profits. All profits are returned to members.

To make your store a better one—to increase the amount of your rebate return—buy everything you can on your Co-Op number. For a number of years the Co-Op rebate has been at least 15%, and every purchase you make entitles you to a return, at rebate time, of a portion of the purchase price.

If you are not a Co-Op member, join now. The savings are too great to be disregarded!

The University Co-Op

State at Lake

E. J. Grady, Manager

Buy EVERYTHING POSSIBLE On Your Co-Op Number

THE NEWS REEL

(As It Appears to the Average Moviegoers)

1. Just Pals. Mother porcupine adopts baby alligator.
2. Just Fishing. The president spends a quiet morning hauling in trout.
3. Grand Reunion. The Association of Sem-inarical Instruction holds monster parade.
4. Big Fire. Blaze at Amalgamated Widget Works costs two million.
5. By a Quiet Stream. The president spends a quiet afternoon trolling.
6. Challenges Champion. Mr. Harry Wills defies heavyweight champ.
7. Important Personalities. The premier of Czecho-Slovakia, the poet laureate of England, and the French Open Golf champion disembark from the Leviathan.
8. A Moment's Rest. The president spends a quiet evening fishing.



Lies may cover up a multitude of sins, but so do auto tops. —Drexlerd



"Why didn't you get your trousers pressed?"
 "I couldn't."
 "Why?"
 "Well, every place I'd come to would have a sign, saying, 'Trousers Pressed Inside'."
 "Well?"
 "I wanted mine pressed on the outside."



"These frosh caps are handy, aren't they?"
 "Yep."
 "Well, don't you think it's confounded mean to make us labor under a handicap?"



The Scotchman was so tight that he paid for his drinks. —Juggler.

Seventy-Two Store Purchasing Power

Mangel's
 New York Waist House

27 South Pinckney St. Madison, Wis.

The University Girl

The University girl will appreciate *Mangel's*—our courteous, intelligent service. She will find here precisely what she seeks at less than the price she expected to pay.



**Stunning
 Dresses
 14.95**

These observe all the Paris Rules of Smartness

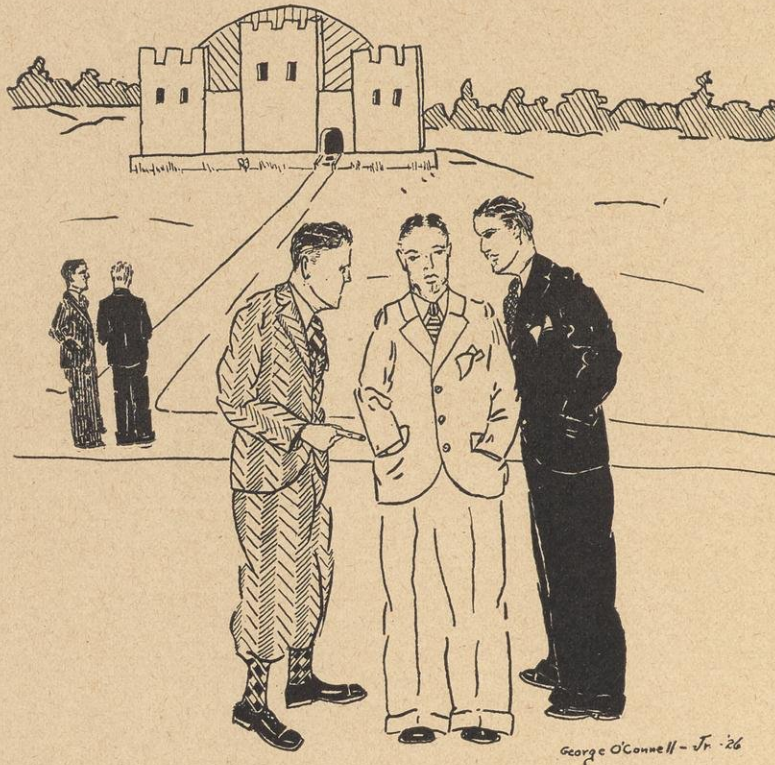
**Sport Coats
 24.75**

**Dress Coats
 49.50**

Newest Styles
 Latest Fabrics



"Fan Tan" Guaranteed Hosiery
 Smart Silk Underthings



εἰσερχόμενος εἰς τὰς νέας ὁμιλίας
μὴ ἐπιλαθοῦ τῆς καρουτιᾶς οἰκίας

all of which means to the modern Greek in making
your new affiliations don't forget CHARTER HOUSE

BAILLIE O'CONNELL & MEYER
INCORPORATED
QUALITY  SERVICE

Surprisingly Different

And so very attractive with its quaint fireplaces
fixtures and surroundings

The Spanish Tea Room Green Gables

Luncheons - Dinners

Ala Carte Service

Mrs. Mabel H. Clark

F. 4143

148 Langdon

Press notice: Some four hundred odd freshmen are staying at the new dormitories this year.

In the local museum there is a bust of a famous Scotchman. Rightly enough, below his noble Caledonian features is a sign which reads, "Don't Touch".

The worst part about college, we have found, is that when you go home you have to act and dress as collegiates are supposed to.

This Is About Due

When in Rome, dew as the grass does.

Somehow we don't blame those of the auburn tresses for feeling resentful when called red-heads. How would the brunettes feel if they were called blackheads?

CLOTHES

Ready-made
And Cut to Order

ESTABLISHED ENGLISH UNIVERSITY
STYLES, TAILORED OVER YOUTHFUL
CHARTS SOLELY FOR DISTINGUISHED
SERVICE IN THE UNITED STATES.

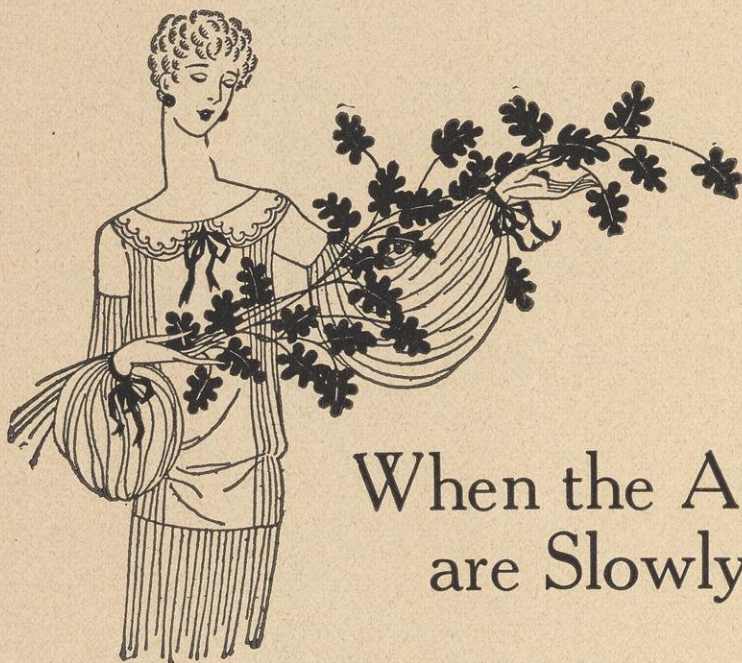


Charter House

Suits and Overcoats

\$40, \$45, \$50





When the Autumn Leaves are Slowly Turning

Furs
Wraps
Sport Apparel
Accessories
Gowns
Hats

from summer
green to brilliant
orange or glowing red,
changes just as decided are
creeping into the mode. The
college girl,—who must always be
fashion right,—chooses her lovely apparel
at Simpson's where the new, the
smart, the exquisite, are intro-
duced long before they
have become popular-
ized. Prices are
reasonable.

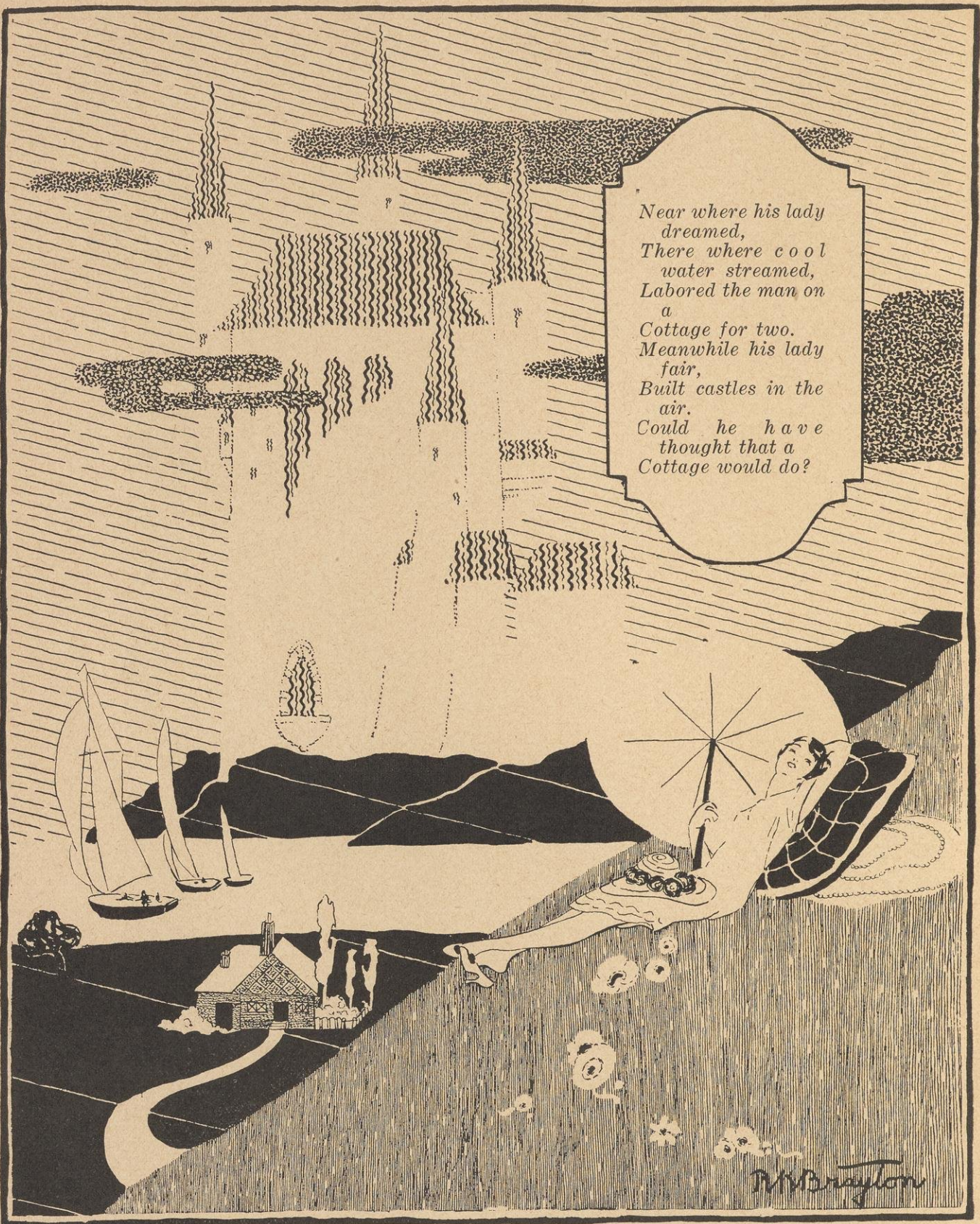


Simpson's

23-25 North Pinckney Street

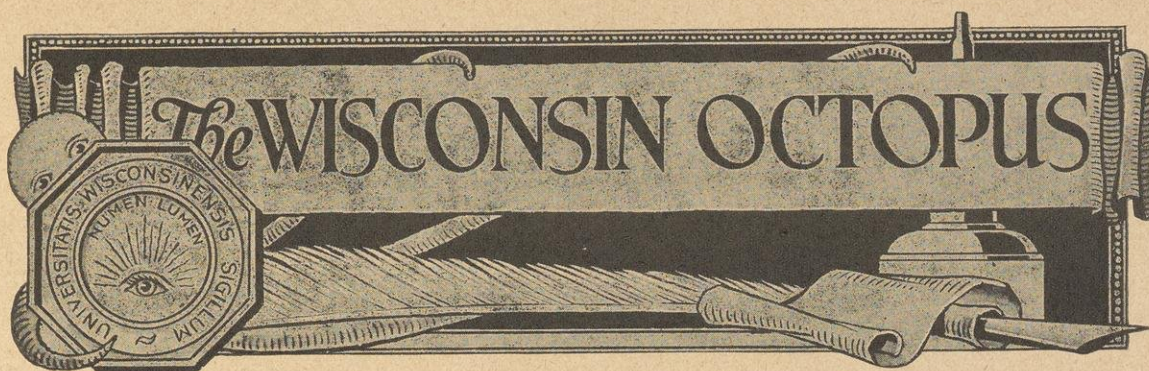






Near where his lady
dreamed,
There where cool
water streamed,
Labored the man on
a
Cottage for two.
Meanwhile his lady
fair,
Built castles in the
air.
Could he have
thought that a
Cottage would do?

M. V. Brayton



Nice Old Lady: Call me a cab.

Starter: Yellow?

Nice Old Lady: I certainly am. I nearly got run over four times in two blocks.



"I almost saved a girl's life yesterday."

"How did that happen?"

"Well, I was standing on the shore when a girl about a hundred yards out started shouting for help."

"Why, you chump, why didn't you swim out and rescue her?"

"I would have, old chap, but you see, I had forgotten my water wings."



"How was your gold-digger friend last night — thumbs down?"

"No, hands up."

"Familiarity breeds attempt."



A SWIMMING SUITE



Voice over the phone: Give me the President's office, please.

Answer over Phone: Sorry sir, but the president is using the office himself today.



"These trousers are almost worn out."

"That's right. They are on their last legs now."



"What lovely candlesticks! What else did you get while you were down town?"

"Well, I got an incense burner too, but the floorwalker saw me and made me put it back."

Let's Be More Appropriate

The pitcher was in the throws of excitement.



The patient was in the grippe of terror.



Business is in the clutch of the auto manufacturers.



The ash man was in the dumps.



The trouble with the motorists is that they are reckless when they should be wreckless.



"Use the word dimension in a sentence."

"Dimension me in his last letter?"



First Englishman: How is your golf game today?

Second Englishman: Topping!

Uncle Jasper Fools the Girls or Why Children Wont' Eat Yeast

A demon with the ladies was Uncle Jasper. Each Saturday night after his weekly shave and hair singe Uncle Jasper would come over to our house and simply convulse the crowd with his merry little quips and jests. Nothing escaped Uncle Jasper's eye. Once when Cousin Beulah was visiting us she showed Uncle Jasper a picture of a cluster of little colored boys hungrily watching a large fat man devour a watermelon. Uncle Jasper looked at the picture a second and then with a roguish twinkle to his eye and a twist of his mustache said, "Oh, I see! Der watch on der rind." Cousin Beulah laughed until her bustle shook. But perhaps Uncle Jasper's greatest triumph occurred one afternoon while he was walking with a party of the girls on the river front. The group had stopped to admire a large yacht propped up on stilts in a drydock. Bertha Seaman, turning to Uncle Jasper, remarked, "Doesn't that boat look funny?" Quick as a flash Uncle Jasper retorted, "Yes, a houseboat on the sticks eh, Bertha?" The girls giggled all the way home.

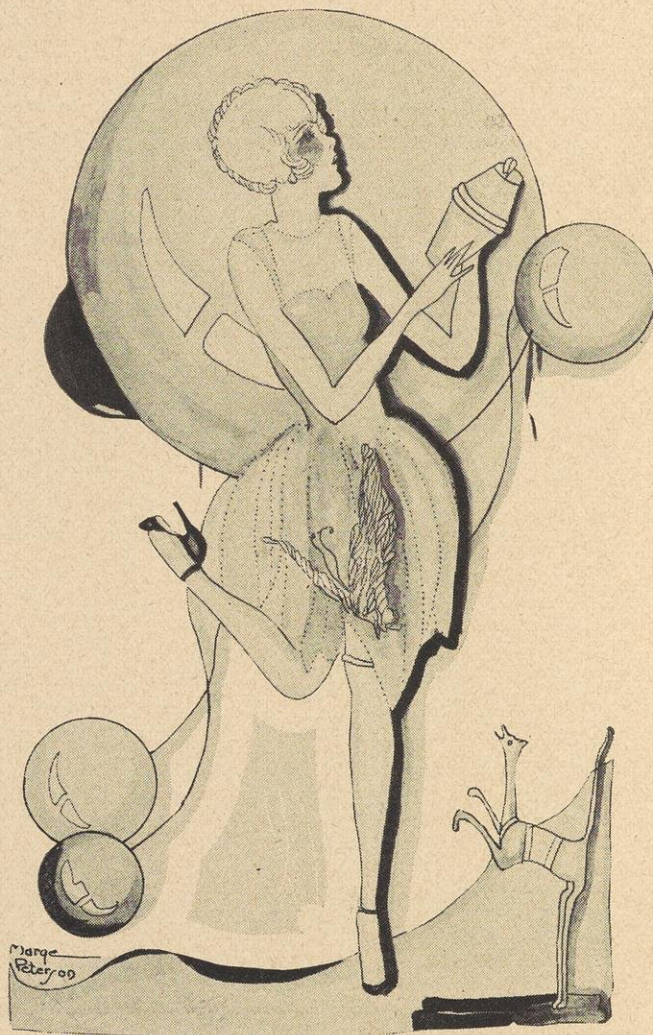
"How do you put down your Stacomb bill in your budget?"

"As overhead expenses, of course."

Items for School

1. Money
 2. Knickers
 3. Car (roadster)
 4. Money
 5. Knickers
 6. Pocket flask
 7. Knickers
 - *8. One (one or two) books
- *(Not necessary)

Women don't use much cloth in their dresses nowadays, but they certainly use plenty of brass in wearing them.



A Frosh Mixer



The Wet and the Dry

"Speeding, eh? What's your excuse?"

"Well, you see, officer, my wife wanted me to catch up to the car ahead. She wanted to see the hat that the woman in it was wearing."

He was a wan, pale looking figure as he dashed through the back alleys on his way home. Finally a big, burly stranger accosted him.

"Hey, you" said the stranger, "why are you sneaking around like that?"

"Well, you see," replied the little man, "I just shot a 87 for nine holes today, and I'm wearing knickers, so I'm afraid that I'll be arrested for impersonating a golfer."

Want ad: Wanted, colored chauffeur, to drive traveling salesman out of town:
A worthy ambition, we think.

Discord

My heart's just like a violin
That's shattered on a marble floor,
With strings all snapped and sides all crushed—
Can sing its pretty songs no more.

I'll look around to find some glue
And stick the parts back one by one,
But it will be a shaky job,
And only squeak when I am done.

My heart's just like a violin,
Yes, that's my dismal fate.
Because my check just came from home
And I ain't got a date.

More Advice

Now remember frosh—

Your paternal ancestor sent you here to raise hades, and don't let anyone talk you out of it.

If you have a chance to swap pledge buttons, by all means take it, the brothers will appreciate your interest in other groups.

If you want to call on a co-ed before four thirty, don't let the W. S. G. A. stand in your road.

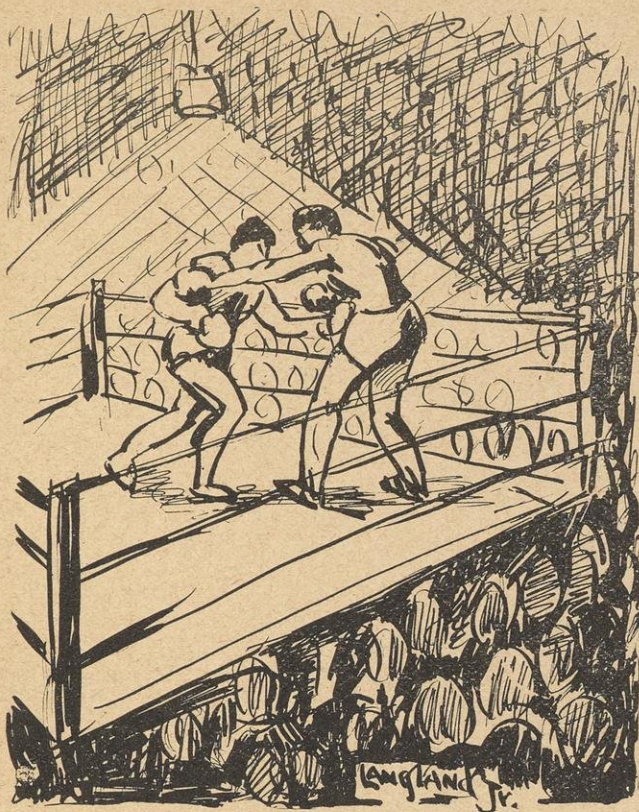
Always bring the best looking girl you can find to the parties, the boys will respect your taste, and let you dance with her all evening.



"I thought of you all day yesterday."
"You did? How nice! What were you doing?"
"I was at the Zoo."



He: Whisper something nice in my ear.
She: I'm not hungry tonight.



Two Striking Characters

"Why the sobs, sheriff?"
 "All the prisoners escaped from my jail."
 "That's all right, sheriff. Forget it. We'll get you some nice, new prisoners."

Scientists estimate that there would be a 20% increase in the insane if sweet corn on the cob were to come in zigzag rows.

The Freshman

He was all set—. Although the sun shone brightly he wore his new yellow slicker and knickers though no golf sticks were visible—jumped into his new car and with pennants flying he was off to the university. As he sped along he thought of those wonderful days ahead—wild parties—good booze—formals—frats—lovable women—fur coats—etc. Suppose HE should be the college heartbreaker—why not—at last he drives into town. He sees no one drunk or loud. No one wearing yellow slickers and everyone walking. All carried books. No good looking girls. A-h-h-h! 'Tis a sad fate that awaits him who reads College Stories.

A lady walked into a store and addressed the clerk in this fashion, to wit, "I want some sealing wax."

And he answered her thusly, "We have no ceiling wax, but we have some very nice floor varnish."

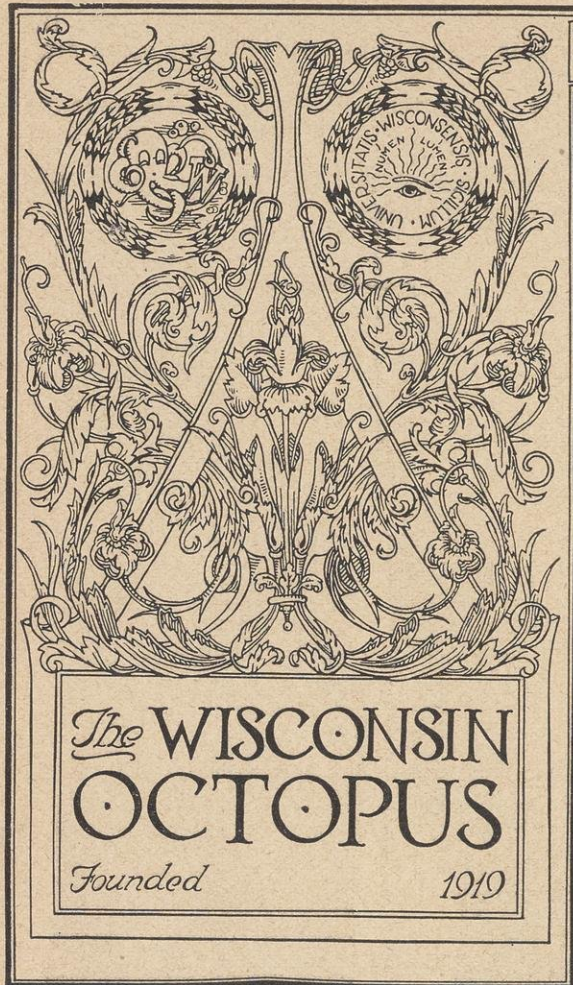
The lady blushed audibly as she broke her umbrella over his head.



Her: Have you heard about the new windshield glass that is absolutely unbreakable?

His: Uh huh.

Her: Well, if people would build their glass houses out of that it would be all right for them to throw stones, wouldn't it?



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OCTOBER, 1926

No. 1

The W. C. T. U. and the Queen of Hearts

A short time ago the Daily Cardinal published an editorial on prohibition which attracted quite a bit of attention. Whether one agrees with the conclusions of the writer, and we will not say that we do, one must admit that the editorial was the sane product of a sane mind. There is no use disguising the fact that students drink, and to claim so would be hypocrisy and imbecility to the ultimate degree. Homecomings, certain amateur theatricals, and various student parties would rise with devastating laughter at the bare assertion and mock the speaker into silence. Students do drink. There are bootleggers who can be telephoned and who will deliver bottles to any given address, there are dives where students can go and imbibe stuff at which Mr. Volstead (and various medical experts) would shudder, there are fraternity houses which one can telephone and place orders for future delivery.

This, however, is beside the point, thrown in, not to be sensational, but to give those who perhaps chance not to know it, an idea of the true state of facts at Wisconsin, and, mayhap, to help explain the rest of the editorial.

So much for the Prohibition controversy, the

Cardinal needs no help in handling the question. But the point upon which we wish to dwell in these few minutes of typewritten non-leisure is the fact that, the day after the editorial was published, an official of the Dane County W. C. T. U. telephoned Mr. Lawrence Ecklund, the writer of the article, and threatened to have university action taken against him. The same official now advocates censorship of all university editorials. Such a state of mind seems to us almost incredible, and decidedly like the Queen of Hearts in *Alice in Wonderland*, who would shout, "Off with his head!" with fine impartiality on every possible occasion. One would think that what the W. C. T. U. and all others supporting prohibition would desire to do would be to attract interest to one of the largest issues of the day. And there is no surer way of attracting interest than by reasonable hostile criticism, of which the editorial is an example. If prohibition is not a tender flower to wilt in the rays of the sun (and we surely hope it is not), let it stand in the light of day and be subjected to all reasonable slurs and complaints. Then, if it measures up to logical and practical criteria, let's keep it and obey it, and if it does

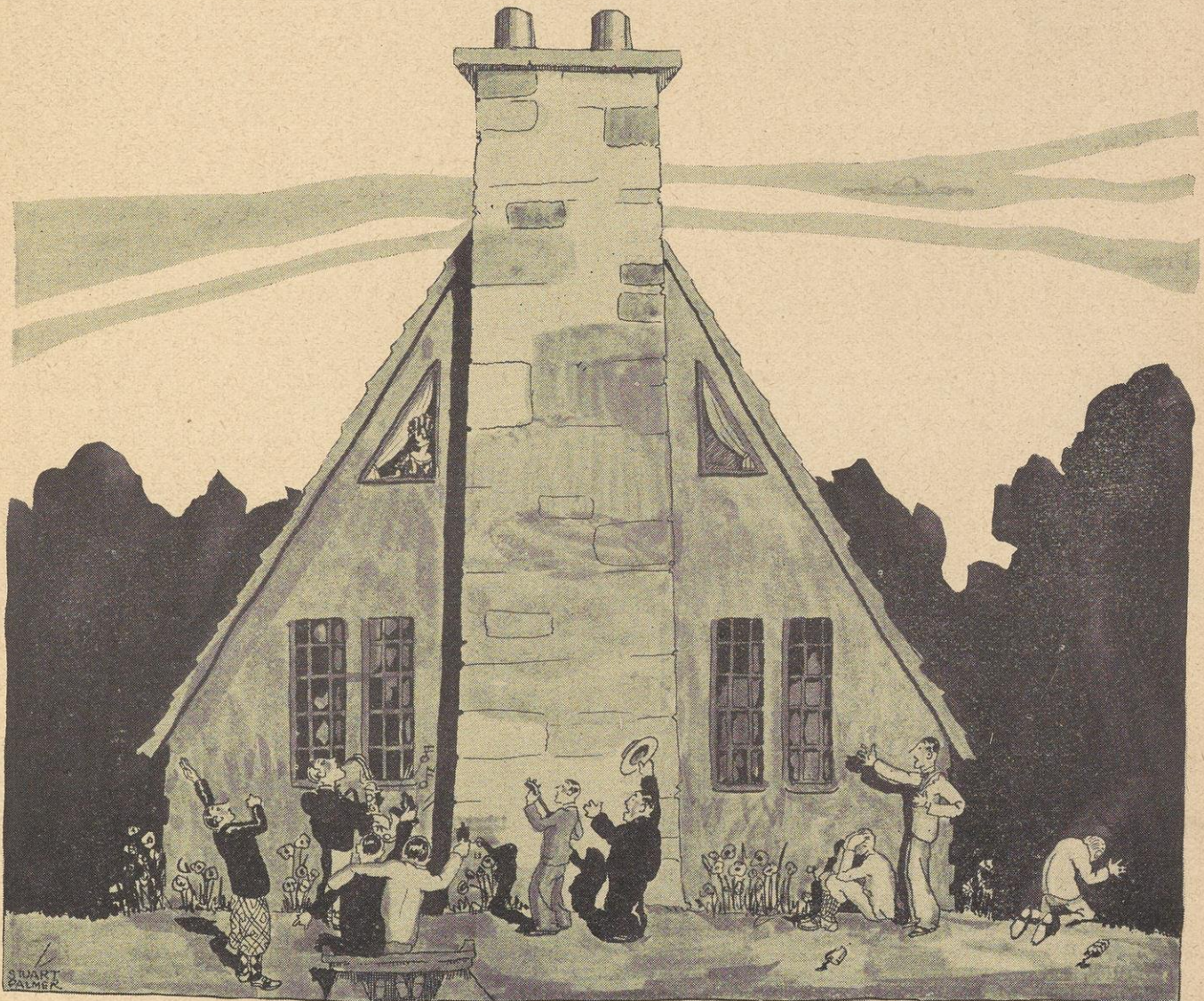
not, let's junk it and seek the remedy to the problem in some other form, but let us cease these idiotic and cowardly attempts to stifle any words that might be whispered against the alabaster god. The Spanish Inquisition is past and gone, and the Alien and Sedition Acts have been proved a failure. Let's be modern men and women, and not medieval gougers of eyes!



The Bag Rush and the Thing Called Life

It is always hard to attack traditions, especially traditions that have been attacked so much by outsiders that university students take

an especial pride, in maintaining the tradition exactly as is. Still it might lie fairly well within the province of one who has participated in two rushes, although medically excused each time, to inquire in a very low and very plaintive tone the primal cause behind the clothes-ripping. As a stimulant for college spirit, the rush may serve some end, we are not sure, as a means of amusement it is rather there (we confess we enjoyed our rushes, although we still wish that Herb Schwarze had not sat on the anterior of our Adam's apple in our frosh year), but as a means of preparing one for a college degree, well, no. Whether the rush is worth the attendant chaos and the injuries is a question which the university authorities should think over carefully next year.



THE SONG OF MARION'S MEN



"Do you love me?"
 "Naw, I'm only doing this for exercise."

"And when I finished my joke about Ben Franklin's crossing the Delaware, the audience was almost doubled up with hysterical laughter."
 "That wasn't hysterical laughter, you oaf, that was historical laughter."

Octy's Annual Advice to Frosh

Don't

"Did you have a sale on alarm clocks here about a week ago?"

"We certainly did."

"And you guaranteed them for a year?"

"Yes."

"Well, I bought one and it's on the blink already."

"What happened to it?"

"Everything. Roomy threw it at a cat the first night, the second night I wound it up too tight and the spring broke, then the jeweler I took it to stole the large hand, I dropped it in the street on the way home and a truck ran over it, then set it on the top step while I went to make a phone call and someone kicked it off, and when dad sent me a bag of walnuts we used it to crack them with."

"Yeh?"

"Well, last night lightning struck the house and it burned down and so we lost the clock. I want my money back."

Fashion Hints for the Elite or for Any Fraternity Man:

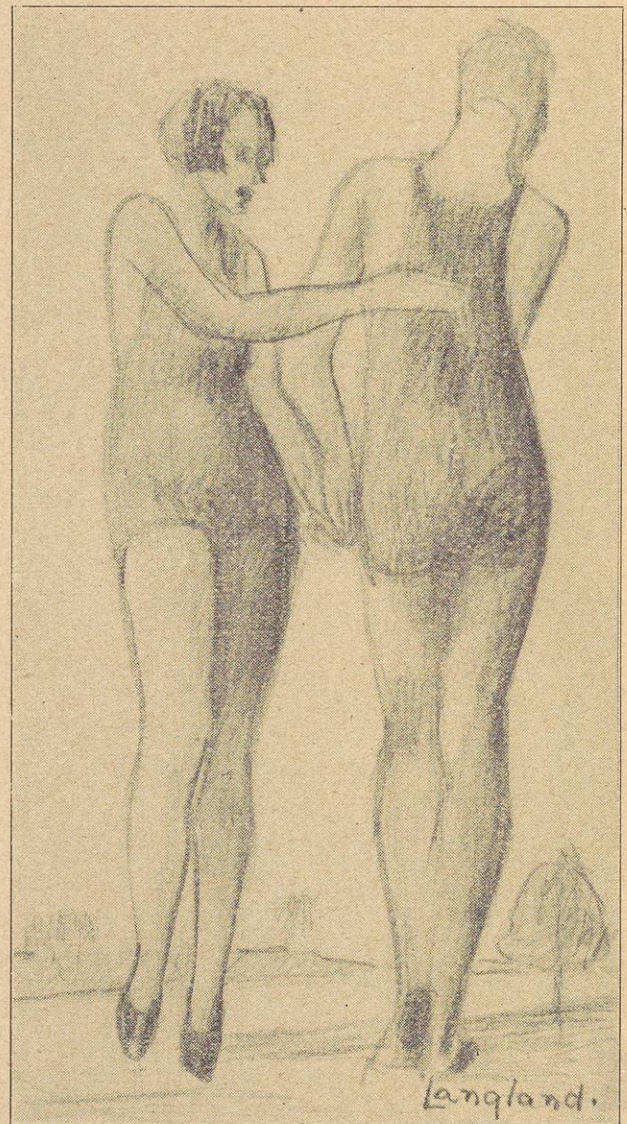
To keep grass stains from showing on white or light trousers, hang in closet.

A good-sized, healthy moth will take gravy spots off any vest.

To permanently remove all grease spots, carefully drain water from any storage battery, and dip desired garment in the remaining fluid (laughingly known as the acid test).



Abie: Ikey, this theatre is burning up!
 Ikie: We should worry. We've seen almost all the show.



"Why do you like swimming?"
 "Oh, for divers reasons."



The Collegiate Frosh

"Hip, hip, hurrah!" is the motto of Bill, who got his idea of college life from the movies. His particular pride is his sweater, which combines every color in the spectrum, including infrared. Bill has just received a severe shock. He has just seen a senior with only two colors in his necktie.



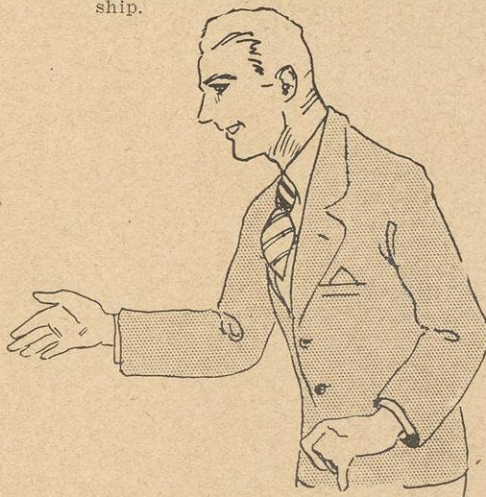
The Gusher

Clarabelle thinks the university just too thrilling for words. Everything from Bascom Hall to the Libe stacks has been greeted with italic "cute" or "adorable". Clarabelle just loves big, strong, manly athletes. Strangely enough, though, none of them have proffered themselves for her worship.



The Student

Albert's equipment for a successful college career consists of a brief case and an alarm clock. Phi Bete is his ambition, then an entirely new and novel research, and then, who knows what life may not hold for an ambitious and industrious young man. Albert's only bill for frivolities will be fifteen cents for a new elastic for his necktie.



The Man Who Gets the Big Rush

Besides playing football and the piano with fluent impartiality, Harold was prominent in prep activities and has three fur coats and a roadster. At present he has imbibed more free meals than the Near East Orphans. About December he will be incriminated in a plot to kidnap the dean of men and will finish his life selling insurance.



The Phy Ed

One of the new women is Agnes. After a three hour swim she is wondering whether to gather up a partner for a game of tennis or saddle Doc, her favorite riding horse and do a few miles of Paul Revere. Agnes' mother warned her to keep away from men. Somehow the advice seems superfluous.



The Timid Frosh

Alas poor Clarence, the timid frosh. He is wondering, first, if an upperclassman would bite him if he inquired the way to North Hall; second, if he will ever like college; and third, how a home-cooked meal would taste right now. Sad, oh sad, the fate of one alone in a big city!



DON ABERT
+
DON TRENARY

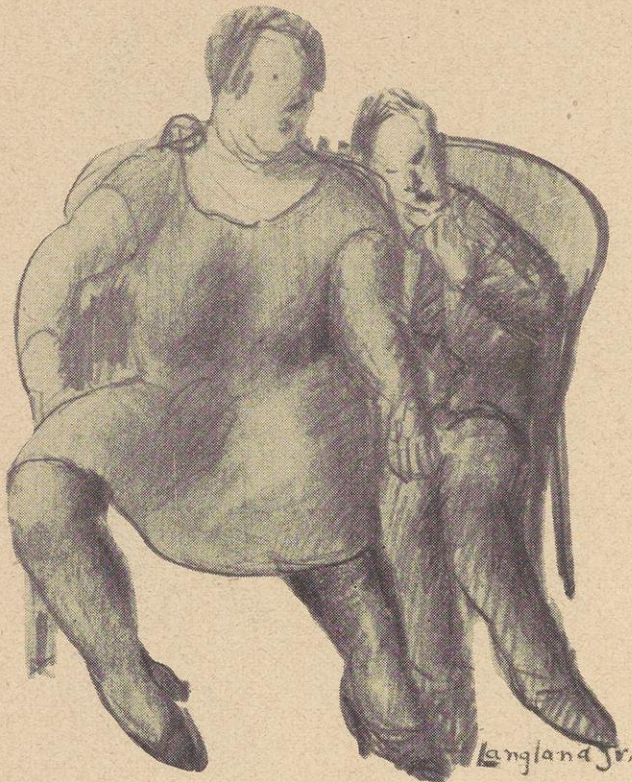
The Hot Baby

Smith, Vassar, and Michigan have lasted Eunice only one semester apiece and she is now temporarily at Wisconsin. Inside of two weeks Eunice will know intimately at least twenty-five men and the dean of women. Learning, at least of the classroom variety, leaves her unenthused. "Textbooks?" she says, "my dear, I have a book."

How To Be Collegiate

(For men only)

- (1) Tip hat at angle on back of head.
- (2) Substitute leather heels for rubber ones and scuff them as you walk.
- (3) Learn the "uplift" handshake.
- (4) Destroy your garters.
- (5) Never allow your trousers to hang above your heels nor be wider than the space twixt an elephant's eye-brows.
- (6) Under no circumstances must your marks rise above 81 (to permit yourself to do otherwise is to be a social outcast).
- (7) Learn to stomach and relish the thick scum called "malts".
- (8) Use rent-a-cars as frequently as financial condition permits (car must never be returned without at least one bashed in fender).
- (9) Though you may never have done so drink liquor frequently and conspicuously and between coughs gasp out "That's real stuff."
- (10) Tie anvil around neck and jump in nearest body of water.



OVERSTUFFED FURNITURE

"My tailor won't make a very good golfer."
 "Why?"
 "He presses with his irons."

Revamping a most doubtful statement that had gone the rounds this year we say that some guys think they're so graceful when they shave by an open window,—but gentlemen prefer blinds.

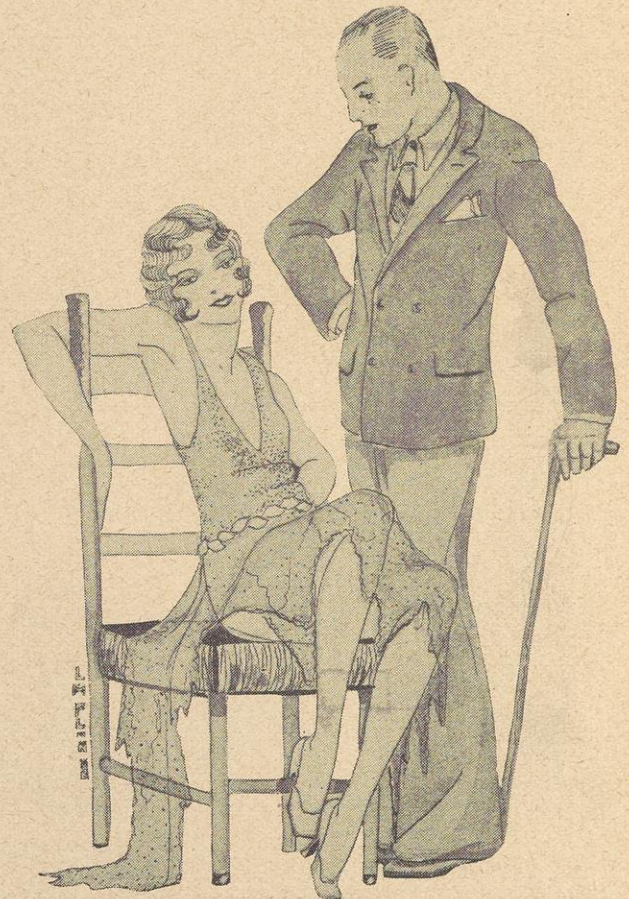
First Frat Brother: Gee! I had a rough job this summer.

Second Inebriate: Wot doing?

First F. B.: Sandpapering peaches at the Ritz-Carlton.

A rolling stone gathers no boss.

"Heavens, my boy has been robbed!"
 "What? The one in the army?"
 "Yes—he says here the other guard came on at six and relieved him of his watch."



"I'm a free thinker."
 "A free thinker?"
 "Yeh. I'd rather sleep than go to church."

Arounde The Rounde Table

A Good-Knight Story for All Little Boys, Both
by Birth and by Haircut

"Fellows," said Sir Kay the Seneschal, after the third course, which was wine had been finished, and the fourth course, which was wine, begun, "the knights of the Castle Perilous want us to drop over this weekend for a little tournament."

"Joust a little tournament?" asked Sir Palamides, who was somewhat of a punster and therefore, and with reason, easily the most hated man of the Round Table.

"Does anybody," asked King Arthur, rising majestically, "know anything about the ability of these knights of the Castle Perilous?"

"They won the championship of the little Twenty-Six last year," said Sir Tristram.

"They use bales of barbed wire for pillows," said Sir Gawain.

"Lots of them aren't even afraid to go to Chicago," said the King with the Hundred Knights.

"Just before dawn," said Sir Launcelot lugubriously, "The sky around there is bespecked with little white clouds."

"Why?" asked King Arthur.

"Flags of truce," explained Sir Launcelot. "They used to throw rocks at the sun until he was afraid to rise."

"I saw one of them in action in a joust," volunteered Sir Palamides. "He was up against one of these invaders of England, a tall, huge, blonde-haired chap. Oh, he was a square man, all right, until this egg from the Castle Perilous hit him."

"Then what was he?" asked Sir Gaheris, who was young and knew no better.

"A rect-Angle," said Sir Palamides as he gulped down the sixth course, which, strangely enough, consisted of wine.

"Well," remarked Sir Launcelot, "I, for one, think that we ought to send a delegation over to take those boys off their high horse. I'd like to go myself, but I left my favorite feathered bonnet in Normandy, and I'm going to swim across the channel and get it."

"I heartily second everything that Sir Launcelot said," orated Sir Tristram, "and I, too, would be glad to lead the Table Rounders, but I have to trot off to Devon to see Ye Belle Isolde."

"Everybody has to leave a mark in this world," said Sir Palamides, "That woman left hers in Cornwall."

"He means King Mark of Cornwall," explained Sir Gaheris, who liked puns. He had been dropped on his head by a nurse when young. (When he was young, not the nurse.)

And so it went, all around the table. Every knight made an excuse for the weekend except Sir Gawain, who had fallen asleep at the end of the fifteenth course, which, by the way, was wine.

"Listen, men," said King Arthur, "You know

and I know that we are not afraid of those fellows at the Castle Perilous. There is nothing I, for one, would rather do than show them where to get off, and do it with the end of a lance, if it weren't for that touch of lumbago I have. But the idea is that those eggs of the Castle Perilous will think so. Now we have to have some reason for not fighting with them, for they would not believe our excuses, although, I, for one, would never doubt them. I want all you men to think earnestly of a good excuse."

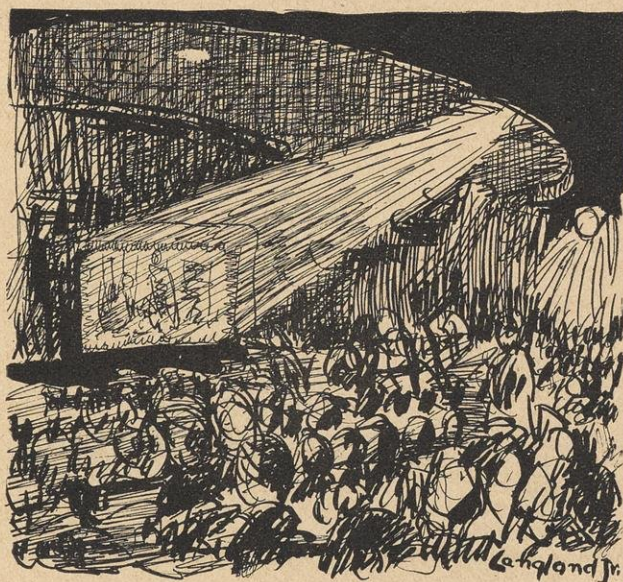
The knights thought earnestly. In fact, they departed to their pavilions, and their thinking was intense. (A terrible pun, for which I apologize, but the tale was told to me by Sir Palamides—Author)

Then suddenly King Arthur was seized with a brilliant idea. Rising suddenly from the wine tap under which he had stretched himself, he shouted to his secretary.

"Take dictation, Blondel, please."

"Messrs. Castle Perilous and Co. . . . I reply to yours of twenty-fifth would say that we, the Knights of the Table Rounde, being champions of the world in jousting and other gentle and noble sports, such as bear-baiting, stiletto-throwing, and the gouging out of eyes, do declare ourselves become professional. If you will send us two thousand horses, three hundred suits of armour, and sixty pages, as well as half the gate of the tourney, we will be glad to mingle with you. These are our lowest terms and we will fight on no other. Please wire reply. Yrs, Arthur King, President."

And Arthur smiled, for he knew that the Castle Perilous did not possess two thousand horses. He had done a great and kingly thing. He returned to the wine cask.



The Illegitimate Stage



She: How do you like my new shoes?
 He: They're immense!
 She: Huh?

Tragedy—Or What Have You?

Psmythe slowly mounted the steps of his fraternal abode, from the dining room he could hear voices and laughter. A sob shook his frame—for the sound of merry voices raised in laughter would no more be his. Quietly he ascended to his room and closed the door behind him; then he opened a package, and placed side by side on the bed: a razor, a revolver, and a bottle of carbolic acid.

"Eeny—meeny—miny—mo!" he chanted . . . by this process he eliminated the razor and the carbolic acid. He shuddered a little as he picked up the revolver—it was going to be a messy job. Well, there was no other way out of it now.

Then he looked on his dresser where stood two portraits, each of a different fair maiden. They seemed to brace him—to nerve him to action—and he strode over to a corner of the room. Slowly he raised the weapon to his temple.

You see—the maiden on the left had decided to come up for the week end, and the gods had doomed her to be a sorority sister of the maiden on the right.

"BANG!" barked the gun in a nasty tone of voice . . .

"Tell me, kind sir, is that a silent policeman in the middle of the street?"

"No, indeed, madam, that's a lightning arrester."

You'll find if you will get
 Your old lead pencil busy,
 It's cheaper to ride in a taxi cab
 Than to run the frat tin lizzie.

Bozo, is your town tough?
 Tough? Why Aguinaldigo, whenever a person
 puts his fists in his pockets they arrest him for
 carrying concealed weapons.

"Hear Tom's a whizz at figures?"
 "Well, it's a matter of taste. The last girl he
 brought to a house party wasn't so much."

Tragedy

The Indian summer days were there, in all senses of the word. A smoky haze lay over the fields. The merry notes of the horn from the coach and four reminded him of other days. So, that perfect autumn day, as his trail led over the fields (or along the turning road)—but alas! He had no Camel!



Phi: Who's this Rin-Tin-Tin I hear about in pictures?

Bete: That's a Kipling cast and two flivvers.

THE PRIVILEGE OF HAVING AUTOS HAS BEEN TAKEN FROM THE STUDENTS AT THE UNIVERSITY OF ILLINOIS.

That being the case, the boys will have the horse and buggy back in Champaign and Urbana.

"Thanks for The Buggy Ride," will be the varsity song, and "Horses" will be sung when Michigan makes a touchdown.

They'll be calling the campus the pasture, and the fraternity cry will be, "Let's trot down to class."

The fraternity men will be known for their stallions and ponies instead of for their Cadillacs and Marmons.

Couples will be stalled on the road with the hoof and mouth disease instead of with flat tires.

The animals won't stall on the tracks—they'll have nice stalls for them behind the fraternities.

Some fellows will only be able to afford Latin ponies.

The signals will read "Whoa" and "Giddap," instead of "Stop" and "Go."

The students may want to get married, but they'll find "No Hitching" signs everywhere but in front of the church.

Until the students get used to all this, they'll have to furnish cushions with all the lecture room seats.

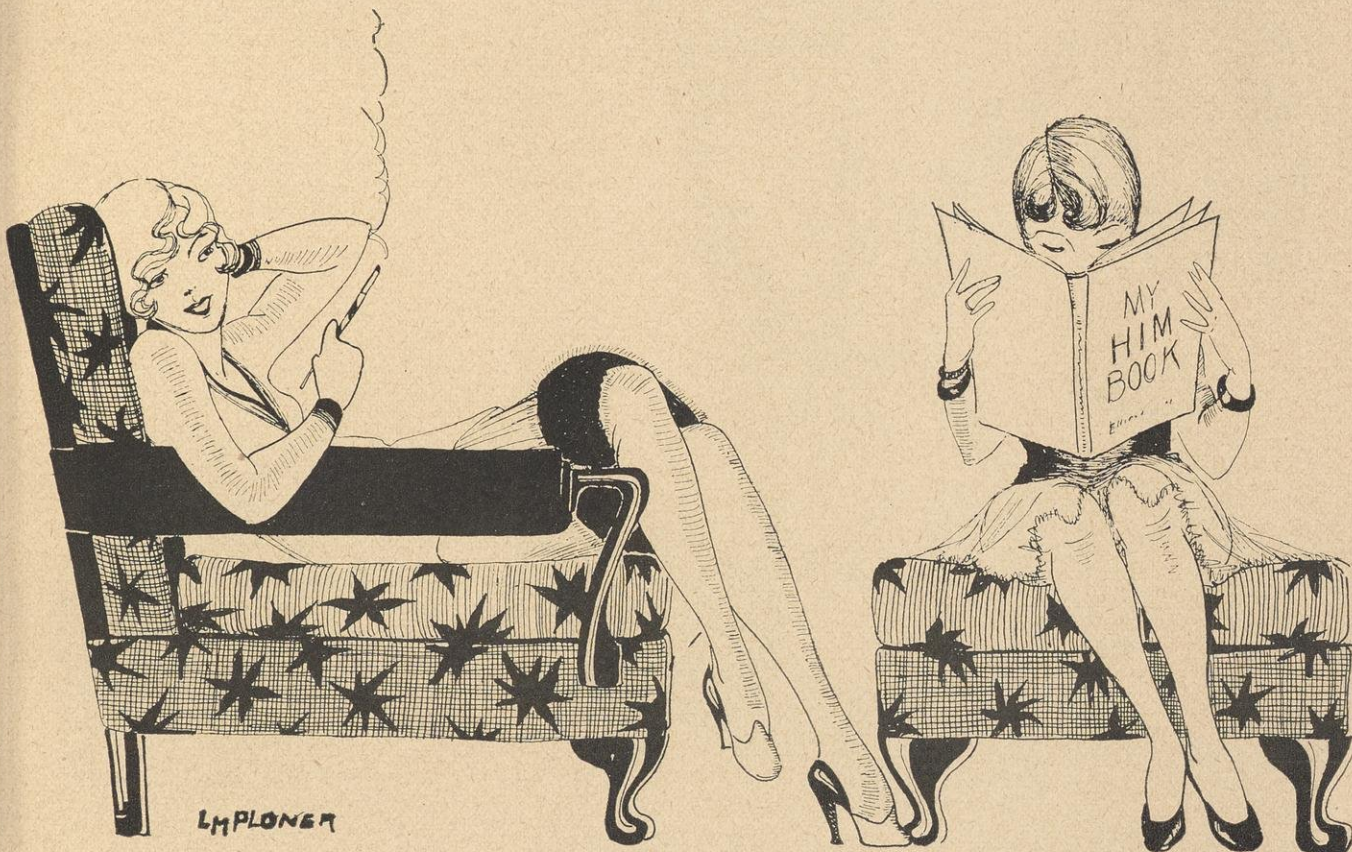
The alumni will come back and remark about the new fence—and then hear that it's simply a row of hitching posts.

The 1927 graduating class will present a statue of Paul Revere.

The sororities will be hanging Rosa Bonheur pictures on the wall and putting house copies of the "Four Horsemen of the Apocalypse" on the tables.

The wild ones will go bare back riding.

Anyhow we always thought Champaign and Urbana were one-horse towns, but now they've fooled us.



"The world is coming to an end Tuesday."
"OK. I can get along without it."

The "Girl Back Home" is something that flourishes during the first year at college, dies in the second, is forgotten in the third, is considered worthy of museum display in the fourth, and is sometimes resurrected in the fifth.

"When Algy and Vera first met, they cut each other terribly. Now they're engaged."

"Yes, it was a case of love at first slight."

According to the letters son writes home to father, one might call father "The Kin You Love to Touch."

We always thought "The National Open" meant the female mouth until we took up golf.

Now we admire and respect the great,
And we try to be resigned to our fate,
But ain't it hard to be sane
And aloofness feign
When one whizzes by in an eight?



"Your English is terrible. You ought to buy a thesaurus of synonyms and antonyms."

"I didn't know them boys handled animals!"

Compendium of All "College" Novels

Written after a careful perusal of "The Plastic Age", "Grey Towers", "Brown of Havvud" etal.

Chapter I

Amidst the stately elms of old Squojuk walked Hampdon Vale, a lonely, disconsolate figure, for Hampdon Vale was a freshman, and the elms of Squojuk fascinated, but terrified him. . . .

Chapter IX

The party had reached its height. Empty gin bottles strewed the floor. A girl with a pink silk dress began to dance on the table, applauded by the entire assemblage of tippled roisterers. Hampdon had again found the girl with the blue eyes and bore her in triumph to a davenport and kissed her with maudlin glee. Suddenly there came a knock on the door, a cry "Jiggers, the cops," and a woman's high, hysterical scream

Chapter XII

"You're right, dad, I cannot be a quitter. I will go back to old Squojuk!"

Chapter Last

. . . . The last five yards were torment to Hampdon Vale. He knew his leg was broken, had heard it crack in the grip of the last tackler, but he struggled on, and finally fell, in the grip of three Blumsford men, just across the goal line. The whistle blew. But the score stood 6-3 in favor of Squojuk. And Hampdon Vale smiled a happy smile, for he knew that he had redeemed himself in the eyes of Squojuk and Mary. Then came unconsciousness

The End

(Note: It appears that in the typesetting the printer left out "Everybody loved Ned, good, kindly Ned." This, however, can be inserted anywhere.)



A bit of chocolate history

Back in 1906 Whitman's selected from the various chocolates they had been making since 1842 those particular nut centers, caramels, nougats and other firm and "chew-y" kinds that were preferred by a large class of candy buyers.

These selected chocolates were packed in a green and gold box and because they were an offering to particular people the box was named the Fussie Package For FASTIDIOUS FOLKS.

The Fussie Package made an immediate hit, and ever since has been the favorite

For Hallowe'en

We have dressed up the Fussie Package in a special wrap for Hallowe'en which will make it fit perfectly in the Hallowe'en party.

candy of a growing circle. Also it has been a distinguished gift package.

The Fussie Package was the pioneer in the line of special assortments originated by Whitman's which now includes the SAMPLER, SALMAGUNDI, PLEASURE ISLAND, BONNYBROOK, and other packages, each catering to a real candy taste and preference.

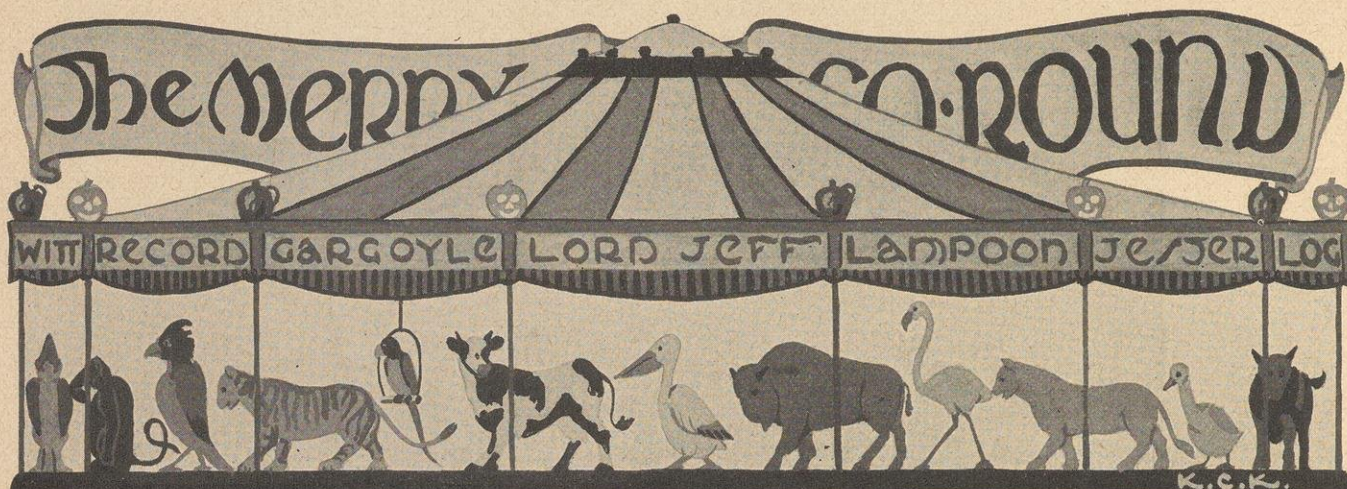
Fussie Packages are in sizes from half pound to five pounds.



All Whitman packages can be purchased at Whitman Agencies---usually the leading drug stores



Special
Wisconsin Package



Hay—What's all that racket down there?
 Straw—Fella turned a corner.
 Hay—Well?
 Straw—Oh, there wasn't any corner.—*Bison*

Sizzling: "Can you draw?"
 Boulder: "A little. Why?"
 Sizzling: "Well, then—draw closer."
 —*Witt*

I can see good in everything.
 Can ya see good in the dark?
 —*Lyre*

"Did you see the new rolls at the auto show?"
 "No. I didn't stay to lunch."
 —*Cynic*

"They say that a single oyster will lay from
 one to eight million eggs a year."
 "Gosh! Think of the married ones!"
 —*Notre Dame Juggler*

Perfectly Correct
 Grace: Do you know that when I came back
 on the floor from sitting out with Bill last night,
 a chaperon glared at me as if I'd been out necking.
 Glory: Goodness, what did you do?
 Grace: Why, I simply glared right back at
 her as if I hadn't.
 —*Sniper*

"Jane isn't what she used to be, is she?"
 "No, she's been to college."
 —*Drexard*

E. Reck: "What kind of shoes should I wear
 with these golf hose?"
 She: "Hip-boots."
 —*Witt*

First Doctor: The patient can't keep anything
 on her stomach.
 Second Doctor: No— she thinks she's Cleo-
 patra.
 —*Pelican*

Co: "How cum you flunked out of college?"
 Legiate: "Oh, just a matter of course."
 —*Log*

First Inebriate—How yu feelin'?
 Second Kappa Betta Phi—Like the inside of a
 furnace.
 1st—How'z'at?
 2nd—Grate.
 —*The Pup*

"I'm a power in dis community. I kin ride any-
 wheres on my face."
 "Kinda looks like you been doin' it."
 —*Harvard Lampoon*



Why not—
 a vaudeville manager
 for "faculty adviser"?

NOBODY understands the principle of a balanced program better than the manager of a vaudeville house.

That's a thought to you men now making out your study programs. Balance the chemistry with English literature; balance your calculus with economics.

It all gets down to the fact that in industry today, electrical communication included, you will find men well-grounded in their specialty but broad in human sympathies—men of the "all-around" type who can shoulder big responsibility in a big organization.

*Published
 for the
 Communication
 Industry
 by*

Western Electric Company

Makers of the Nation's Telephones

Number 61 of a Series

"That thar city feller told me tu go back whar the tall corn grows, but the joke's on him. The corn crop failed this year, an' there ain't no tall corn. Heh, heh!"



Song, in Sonnet Form

*How many tides in the affairs of men
Will stir the sands on Time's unending shore,
And surging breakers shouting, die, before
I taste the sweetness of your lips again!
How many heroes of the sword or pen
Will battle, in philosophy or war,
To turn the page of History, before
I taste the sweetness of your lips again!
How many leaves will fall, and flowers die!
How many young birds teach their young to fly!
And yet your kiss will all that time restore,
And life go on from where we left it, when
(Tomorrow at the most, if not before)
I taste the sweetness of your lips again.*

Sign on An Opening Tea Room

De Olde Coffee Shoppe

EVERYTHING NEW



"What color am I thinking of, blue or red?"

"Purple."

"I didn't mention purple."

"I know, but I'm color blind."



A skunk is a very queer animal because it is offensive on the defensive.



Jane: Last night I lay in bed wide awake with my eyes closed and a grin on my face.
Harry: I see—practicing your coffin pose.

For young men only!



FOR THE really important activities of University life---as feelingly depicted by our artist---the observance of one or two unwritten traditions is, you might say, rather *sine qua non*:

1. One's suit, at least, is one's own.
2. When within the measurable future, there is prospect of acquiring \$45, one's suit is of the late Learbury models, to be had at Karstens exclusively.

K A R S T E N S

On the Square :: Carroll near State :: Badger 453

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SERVICE

That's our middle name. We're here to please, and we're pleased to serve. No matter what it is, invitations, a fraternity letter, a little paper, everything—we do it in a distinctive way. Student organizations find us most satisfactory.

Come in and see our plant. It's part of your college education.



118 E. Main—Near the Square
Badger 1763

(From the Bugleville Gazette-Dispatch, June 18.)

Mr. Bernard Skinner and Miss Betty Black were married last Tuesday at the home of the brides parents. . . . It was a case of love at first sight, said the happy couple.

(From the Bugleville Gazette-Dispatch, August 6.)

Mr. Bernard Skinner, our esteemed fellow-citizen, today purchased a pair of glasses from John Keating, local optometrist.

The successful politician must be a good joiner; but only the very successful have to be cabinet-makers as well.

He: What can I say, dear, after I've said I'm sorry?

She: It has been my experience that words are not necessary.

Cyril the Cynic says: There are two kinds of women. The good-looking and the good-hearted.

To a College Flame

Sweetheart of long ago
Ere I approach you now
Do tell me if your heart yet knows
Our vow!

Tell me if thru the years
You have remembered still,
Softly saying—quiet thy fears!
I will.

Answer me with your eyes!
Is there the old regard,
Lives on the faith that ever dies
So hard?

Is yet your loving bent
As in the morn of life?
For if it is I can't present
MY WIFE.



What's New in the Autumn Mode?

Don't ask yourself that question. Drop in here and find the answer.

I have a lovely collection of frocks for school, sport, afternoon, and evening.

You will also be able to find some exclusive dresses in this line.

I shall be glad to show them to you at any time.

WE DO
Hemstitching, Pleating, Rhinestone Setting, Buttons Covered

The Hetty Minch Shop

(Over Rentschler Floral Store)
Badger 3029 228 State Street

(What happens in real life when you score a wise comeback)

She: So you're a post-graduate?

He: Yes, I graduated by correspondence.

Her Mother: No, Ruth means did you go back to school after that?

She: These shoes are tight.

He: So's your old man.

Her Mother: No, he always walks that way—he's nearsighted.

Bill: I want to get abroad for the summer.

Bull: Take my advice, Bill, and marry her.

Bill: Who?

Welcome Back

It's good to be back and see the old faces and the new—and we as much as any student enjoy the opportunity.

Good friends don't change much, and we hope we are that to the student body.

Straight matter still is six cents a hundred words, thesis work is 18 cents a page, and tabulation is estimated in the office. Office hours: 7:30 a.m.—10 p.m.

College Typing Company

Lake and Langdon B3747

She (looking over the family album): Doesn't dad look funny in those suspenders.

He (a practical soul): Yes, but he'd look a darn sight funnier without them.

Red Cat.

She: I lost my gold pencil.
He: You should have had a string on it.

She: I did. I lost that too.
Flamingo.

According to the latest song hits, the blue is the most important color of the national emblem.

Gilbert: Why don't you like our new maid?

Braeburn: She takes things too easy.

—Juggler.

It's easy enough to be pleasant
When life is contented and fat,
But the man worth while
Is the man who can smile
When his wife presents a bill
for a hat.

Janitor: Do you shut the windows every night?
Office Boy: Naw. My eyes.

Dr. Arrowsmith: Think your son will soon forget what he learned in college?

Dr. Babbitt: I hope so. He can't make a living necking.
—Pelican.

A senior writes his thesis in the spare time which as a frosh he used to write to the girl back home.

Mother: What did you learn in school today?

Dolly: I learned the name of the boy who lives next door.
—Wampus.

"Can you sing 'Always?'"
"Any time, lady, but best when I'm drunk."

"Look out, black boy, ah'm hard, what ah mean. If you go try fooling around me ah'll just nachully cahve you all to little pieces."

"Look heah, sunburnt, ah'm harder, what ah mean. Don't you go try cahving around me or you'll just nach'llly bend yoah razor all out of shape."

"How long have you known her?"

"Why I knew her when she wore her fur coat only on Sundays."

—Juggler.

Your Favorite Pen!

No matter what make or style of pen your favorite may be, you will find it at Rider's. We carry a complete line of pens in the following makes:

Rider Masterpen

Wahl

Waterman

Parker Duofold

Conklin

Sheaffer

Moore

All makes of pens repaired

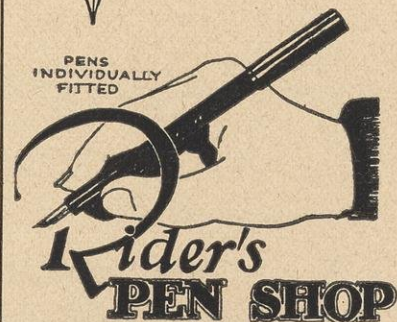
24 hour Service

You'll find a pen that just suits you

Located with
McKillop Art Co.
650 State Street



PENS
INDIVIDUALLY
FITTED



Statistics show that 99 out of 100
people like ice cream.

Then why not have the best there is?

Velvet
IT'S ALL CREAM
ICE CREAM

Just call Badger 7100

KENNEDY DAIRY COMPANY
629 West Washington Ave.

ANDELSON'S
The New Things First

Follow the Leader

In Chiffons for College Wear

Andelson's Leader

A BEAUTIFUL SILK STOCKING—SILK
FROM TOE TO NARROW LISLE HEM

*Sheer as can be—sturdy ever—and ready
for interminable wear*

\$1.45 PAIR. 3 Pair for \$4.25

The stocking that all the leading sorority girls are
choosing, because they are gossamer-like in texture
of fine 42-gauge weave, with the added feature of
an all-silk foot.

All the leading autumn colors—Lovely shades of
steadfast color which remain free from streaking.

—Hosiery Department, First Floor.

NOW SHOWING

200 Exclusive Formals—\$16.75 to \$79.50

"Hear the sad story about the Ag student?"
"Can't say that I have."
"Well, he built a Corn Crib on the experimental
farm and the deans fired him for cribbing."



Maid: Mother may I go out to swim?
Mother: Yes my darling daughter, but don't
go near the channel.



"Why so sad, compatriot?"
"My roomie just got run over by a train."
"Gee, at's tough!"
"You said it, he was wearing my suit."



Some Unsolicited Testimonials

Forget-me-Not Institute, Inc.

Dear Sirs:

It happened just as I was returning to the
home of a friend for the umbrella I had for-
gotten. I ran across an old acquaintance whom
I had not met for years. "Surely," I said, "This
is Madison Timms of Oskaloosa, Wyoming." He
admitted it, but had forgotten me. I described
the terms of our meeting and finally was able to
borrow five dollars. Can I ever thank you for
your marvelous memory course?

Yrs.

Anton Blanc, Talahassee, Fla.

Lester Bean Co.

Gentlemen:

I have gargled with your product and found
that it does away with bad breath (unscientific
name for halitosis). Put on the hair, I have one
left, it drives dandruff to suicide. It is also ex-
cellent in removing corns and mending radiators.
Mixed with three parts of alcohol and one of
bay rum it makes a very pleasing drink. May
I congratulate the Lester Bean Company upon its
excellent compound?

Sincerely,

Peter Mullet, East Salamander, N. J.

Odorono Saxophone Co.

Dear Friends:

After playing one of your products for two
weeks I find that I have cured my neighbor's
wife of sleeping sickness and reduced the rents
for blocks around. How can I ever thank you?

Respectfully,

Otto Aster, E. Harlem Blvd., N. Y. C.

"Have you any close friends?"
 "Sure, they're all close when I'm broke."
 —Log

"Is that charged water you use in this?"
 "No, I had to pay for it."

"Madame, the tax man is at the door."
 "Tell him that we don't want any tacks today."
 —Pelican

"Say, poppa."
 "What is it, sonny?"
 "Do all dental students look down in the mouth?"



"Does he belong to the 400?"
 "No, I'd say rather to the 3.98."

Student Wardrobes

Require attention at this time—and we have just received shipments of

Imported Wool Hose, \$2.50

Knitted Neckwear, \$3.50

Small Shape Hats, \$5.00

Pigskin Gloves, \$5.00

Silk Mufflers, \$5.00

Shirts, \$3.00

Brown & Bareis

Wengels Marinello Shop

Permanent Waving
 Chiropody—Marcelling—Electrolysis
 Hair Bobbing
 By Appointment

Phone Fairchild 79

225 State Street

Our typewriter and Note Book Papers are excellent quality and at remarkably low prices.

Get the best
 Fine stationery Mimeographing

Netherwoods

519 State St.

Dear Bill--

Glad to hear you have pledged--give my regards to the boys at the house.

By all means, Bill, open a checking account now. It is the only way you can tell where your money is going, and I say that that is a pretty important thing to know!

Open your account at the Branch Bank of Wisconsin--90% of the student body bank there. They are safe, reliable and efficient--really specialists in banking service for Wisconsin men and women.

Their location is handy, and there is this advantage over a bank here at home--you can drop in and check up on your account without writing a letter.

It took me two years to learn this, so profit by your brother's experience. Drop in there today!

Now the papers it says though Wisconsin all have quite a team full. I received notice from the trust that I was out of as far as Chicago are concerned, so relying on you to through with the fifty yard

A letter from a graduate to his Frosh brother contains splendid advice for you

Hundreds of graduates will give you this same advice to keep your money in a Branch Bank of Wisconsin checking account. Act upon this advice--today! We will be glad to open your account.

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

Five Letter Forms For Frosh

Dear Dad:

Studies are certainly coming along well. There is a great deal of college life, though, that can only be got through going out and mixing with people. By the way, the bank roll has been slightly depleted. I think it would be far more advantageous to my college career if I were to be able to go places and see everything that there is to college than if I were to sit at home and do nothing. Perhaps a little check. . . .

Dear Dad:

There are a lot of worthwhile things coming to Madison that I would like to take in. For example, there is a symphony orchestra playing next Tuesday. Of course, I don't want to discommode you, but I would like very much to hear it, and if you. . . .

Dear Dad:

Textbooks cost much more than I expected, and yesterday, somehow, I must have lost a five dollar bill. I have quite a bit of money, but still I could use more, and if you. . . .

Dear Dad:

I hope that you and mother are feeling well. As for myself, my teeth are beginning to ache, and I would like to have them taken care of. A little check. . . .

Dear Dad:

Am broke. Please send check. . . .

HUNGRY

Quantity **E A T** Speedy
Quality at Service

Frank's Restaurant

821 University Avenue

The BROCK ENGRAVING COMPANY

*Specialists In
School Publication
Work*

4th Floor State Journal Bldg.
Madison, Wisconsin

Come on in

and see our new store, just next door
to our old location.

BIGGER AND BETTER!
New Furnishings
and
New Equipment

You'll find the latest and the finest
things in college styles here. Again
we say **come on in.**

CAMPUS CLOTHES SHOP

"The Leading Shop for University Men"
University Ave. at Park St.



... now here *is* a coat!

It's one that you'll be equally proud of at one of the games or on a heavy date. Long, dark, well tailored, it is Society Brand's best number, shown only at the Hub ... the price? ... as low as \$50

THE  HUB

Established 1854

Conklin & Sons Company

COAL, COKE, WOOD AND ICE
FUEL OILS AND BUILDING MATERIALS

Cement, Sand, Gravel, Lime, Sewer Pipe,
Brick and Building Tile

Main Office: 24 E. Mifflin St. Phone: Badger 25



"Why call Jerry a postage stamp?"

"He's the only man I ever saw who could get stuck up about being licked."

"What are you taking those cuspidors home for?"

"I'm taking them home to my dog."

"What kind of a dog do you have, anyway?"

"Spitz."

—Drexerd

First Cannibal—The Chief has hay fever.
Second Cannibal—Serves him right. We warned him not to eat that grass widow.

—Barnard Barnacle

Poco

A little glance, a little smile,
A little hand clasp for a while,
A little pressure of the foot
Upon her dainty fitting boot—
A little dinner just for two
A little bill that's later due,
A little wish to be alone
Hurried rushing to get home—
A little fussing in a chair
A little mussing of the hair,
A little tender thought to keep
Next morning—Work; damn little sleep!

Welcome STUDENTS

You and your family are welcome to make the Park Hotel your headquarters when you are down town visiting or shopping or attending the theaters, and when they come to visit you.

The Park Hotel is centrally located, opposite Wisconsin's Beautiful Capitol Building and the center of down town.

We extend you an invitation to try our new Coffee Shop and Lunch Room.
New Carroll Street Entrance.

25¢ to 50¢ Club Breakfast; 50¢ and 60¢ Plate Lunch;
75¢ and \$1.00 Evening Dinner.
Also Moderate Priced A La Carte Menu all day.

BEAUTIFUL LARGE BALL ROOM

Banquet and Convention Hall Accommodating 750 People

Banquet Facilities For 1200 People

Ready for Formal Dinners, Dances and Parties
Fine Private Dining Rooms for Small Gatherings
Menus submitted for all occasions

PARK HOTEL

200 MODERN ROOMS

\$1.50-\$1.75. With Bath, \$2.00-\$2.50-\$3.00



WALTER A. POCKOCK
New Manager Since Aug. 1, 1925

HARRY HOLBROOK

In charge of
Catering Department

Badger 5021

MADISON, WISCONSIN

The Irate One: Quiet hours!
The Guilty One: It's not quiet down here.



No, no, no, Ethelbert, no, no, NO! The roofs
of the catacombs are NOT supported by cata-
pillars.



What evidence have you for your belief in
heredity?

I go with a violinist's son.

Well?

He's always trying to string me.

—Lyre



The One on the Ground: Hey there, lady,
you just ran over my foot!

The One in the Car: Oh, I'm so sorry.

"That's all right, lady, I have another one."



STUART PALMER - KETCHIKAN ALASKA

Living off the Fat of the Land

Walt Gibson, Student Manager

Stationery

Of all our lines this is our favorite. We specialize in college stationery

Gatewood's

"The Students Book Exchange"

712 State Street

Nearest Book Store to Campus
We Appreciate Your Trade

A Visit To

The Unique Shop

will interest you
Gifts — Room Furnishing

Come in and browse

130 State Street



A Smart Gent!

Here's a boy that's gone the route. He's an authority on who, what, why and where is the best on and off the campus.

Where to buy clothes—where to dance—the best profs and the pipe courses—he's an authority on all of these points. You know him or his double . . . ask him "Where's the best place to drag a date after the movies or a dance?"

"Foolish question," he'll say, "Only one place that anyone who knows his stuff would go . . . the Chocolate Shop."

Drop in and learn what makes the Chocolate Shop so popular!

the
chocolate
shop

B. H. Vollrath

W. G. Damerow

Hicks Cafe

Tenney Bldg.—Downstairs

108 East Main St.—B2037

On these cool days, try one of our thick, juicy porterhouse steaks, with onions or with French Imported Mushrooms. Nothing is more delicious.

"Marriage is a triangle."
"What do you mean, triangle?"

"Well, there's the bride's side of it, hubby's side of it, and mother-in-law's side of it."



Comin' With the Rye

If a drinker meet a drinker
Comin' with some rye
If a drinker treat a drinker
Need a drunkard cry?
While every "hipper" feels
quite kipper
Not so, they say, do I.
But every "hipper" envies me
When he is sick on rye.



We nominate for the Best Liar's Club the man who claims he spent his vacation just as he said he was going to last spring.

THE NEWEST THINGS FIRST AT KESSENICH'S



Decidedly a Co-ed's Store!

By virtue of its location alone—just five blocks from the upper campus on State Street—Kessenich's is the Wisconsin woman's department store. But many other factors enter into the selection of this store by thousands of co-eds.

Kessenich's is owned and operated by university alumni. Every one of the store's department specializes in merchandise that will appeal to younger women.

The personnel of the store is of high intelligence, accustomed to serve and enjoying contact with university women. Their interest and suggestions are appreciated by Kessenich's co-ed customers.

And lastly, while Kessenich's is smart and exclusive, it is not high priced. This combination of style, quality and service will make you too, a Kessenich customer after a single visit to this store.

At Kessenich's Exclusively

Shagmoor Sport Coats

Betty Wales Frocks

Peggy Paige Frocks

Guerlain's Toiletries

Mary Kathlyn Quinlan's Cosmetics

State at
Fairchild

Kessenich's

The Kessenich
Corner

A Twelve Year Old Idea Still Going Strong

Away back in 1914 . . . when the Silver Dollar was more than a memory of the past . . . and pinch back coats were the smartest thing to wear . . . the Toggery Shop was founded upon the idea that it was unnecessary to pay a premium for college men's styles.

This Fall
Three But-
ton, Two
Trouser
Suits
In the New
Greys, Blues
and Browns
\$35, \$45
and \$50

Between that day and this, many football seasons have passed . . . classes and profs have come and gone . . . traditions have passed and others taken their place . . . but the Toggery Shop has successfully operated upon its original policy.

Surely such a shop is worthy of your visit. This fall we are showing some especially smart things . . . and as a l w a y s . . . at prices that are NOT of war debt proportions. Drop in and see us.

THE TOGGERY SHOP
UNIVERSITY AT ORCHARD
Max Kaplan

Leaky Pipes

OR

Plumbing For The New House

They're All Pipe Jobs

FOR

R. T. ROYSTON

1319 University Avenue

Fairchild 378

She may be a gusher, but she knows her oil.

"Where'd you get that blazer?"
"At a fire sale."

These are the days of wasted motion, but there is no doubt but what the swimming talent of America is being directed in the proper channel.

"How would you kill time in the winter?"
"I dunno."
"Sleigh it."

—Bison

It seems that two dogs, a bull dog and a fox terrier, were having a fight, and the fox terrier was getting the worst of it, until the two dogs rolled into a hardware store, when the terrier took a brace and bit.

Badgers! We Commend to You---

as activities and institutions worthy of your support because they are a vital part of this university atmosphere and minister directly to your richer enjoyment:

The Memorial Union—"The living room of the university" and hence the home of Wisconsin spirit.—Where undergraduate hopes and businesses will be harbored and graduate enthusiasms freshened.

The Wisconsin Union Concerts—A magnificent series of the world's greatest artists.—A vital part of any person's education and a source of joy forever.

The 1926 Football Squad—Our representatives in combat.—Noble warriors for a splendid school.

The Haresfoot Club—Demonstrating undeniably the dramatic talent of a real "bunch", and known country-wide because all its girls are men, yet perfect ladies.

The Daily Cardinal—Chronicler from day to day of what's what and breakfast companion to eight thousand.

The Octopus—As vital as Life; as dictatorial as Judge; as pleased as Punch; and as collegiate as you like.

THE DEMOCRAT PRINTING COMPANY

"The Birth Place of Most University Printing"

114 South Carroll Street

MADISON, WISCONSIN

We Welcome The Frosh

To One of The Campus Institutions

Many of you have already enjoyed the advantages of our **Rent-A-Car** system. If you haven't tried it, come down and see us. You'll appreciate the service given by the

Capital City Rent-A-Car

434 West Gilman

Fairchild 334

Odd Animals We Have Never Seen

The wig-tailed squojuk abounds in the forests of northwest Azerbaijan and northeast Afghanistan. In order that it will not bump its front leg against something and break it (the front leg, we mean) it always travels backwards. The only way of catching these beasts is to train a ptarmargin to limp along as if it had a broken leg. Overpowered by natural curiosity and a desire to add the ptarmargin to its bill of fare, the squojuk will follow the bird for hours, until it finally runs

across a patch of rose thorns carefully prepared by the hunter, which injure its tender paws and render it easy prey to the lariat. Inasmuch as there are no ptarmargins, rose thorns or lariats in the country which the squojuk inhabits, this method has never been tried. The squojuk has pink eyebrows, a purple head, and yellowish body. The reason why it is called wig-tailed cannot be set forth here, as nobody knows. Anyway it is a very queer animal. Somehow we are glad we never saw one.

Found!

Two blocks from the lower campus, a laundry that will do your clothes (and not yourself) up **RIGHT**, and give you

20% Discount For Cash Call

Madison Steam Laundry

429 State Street

Fairchild 530

Frank Brothers

Fancy Groceries and Fruits

611-6-3 University Ave.

Phones: Badger 5335-2689-71

MALONE GROCERY

Agency Richelieu Pure Food Products

Wholesale and Retail

GROCERIES - FRUITS - VEGETABLES

434 State Street

Telephone B. 1163-1164

Special rates
to sororities

Special window
breaking apparatus

Madison Fire Dept.

Try us once, you'll come again

Either wet wash
or family dry

No job too big;
no job too small

L'il piccaninny
Looks just like his poppy;
Don't know what to call him,
'Less it's Carbon Copy.



'01: Ed certainly is Irish . . . he looks
just like a baboon.

'02: Baboons aren't Irish . . . they're
African. —*Pelican*



"Blessed be the man who hath a 3:30 class for
he knoweth there is a hell."

United Shoe Repairing and Shining Parlor

HATS CLEANED AND BLOCKED

" Let Us Convince You "

J. J. WERTH

524 State Street

Madison, Wis.

First Class Service

in any line of

Beauty Culture

We have also two artists in Ladies
Hair Cutting

Eberhardt's

CARDINAL BEAUTY SHOP

625 State

Open Evenings, Wednesday—Friday—Saturday

an Old Grad *of the* Class of '07



PRINCE ALBERT stepped out into the world nearly twenty years ago. Success was immediate . . . and outstanding. Because P. A. measures up to the first and greatest rule for success: *It has the goods!* The school of experience has produced no finer tobacco than this.

Just buy yourself a tidy red tin of P. A. and tamp a load flush with the muzzle of your old jimmy-pipe. Connect with a match, and let that first wonderful drag tell you that no other tobacco can come within a mile of this for sheer pipe-quality.

Cool as a dormitory radiator. Sweet as an extra cut. Fragrant as a peach-orchard. P. A. can't bite your tongue or parch your throat—another important detail. Get yourself some Prince Albert today. No other tobacco can bring you so much downright smoke-pleasure.

PRINCE ALBERT

—no other tobacco is like it!

P. A. is sold everywhere in tidy red tins, pound and half-pound tin humidors, and pound crystal-glass humidors with sponge-moistener top. And always with every bit of bite and parch removed by the Prince Albert process.



Home is a place where you use your dad's shaving cream; college a place where you use your roommate's.



The saying used to be, "Give me Liberty; or give me Death!" Now the saying is "Give me Death so that I may have Liberty."



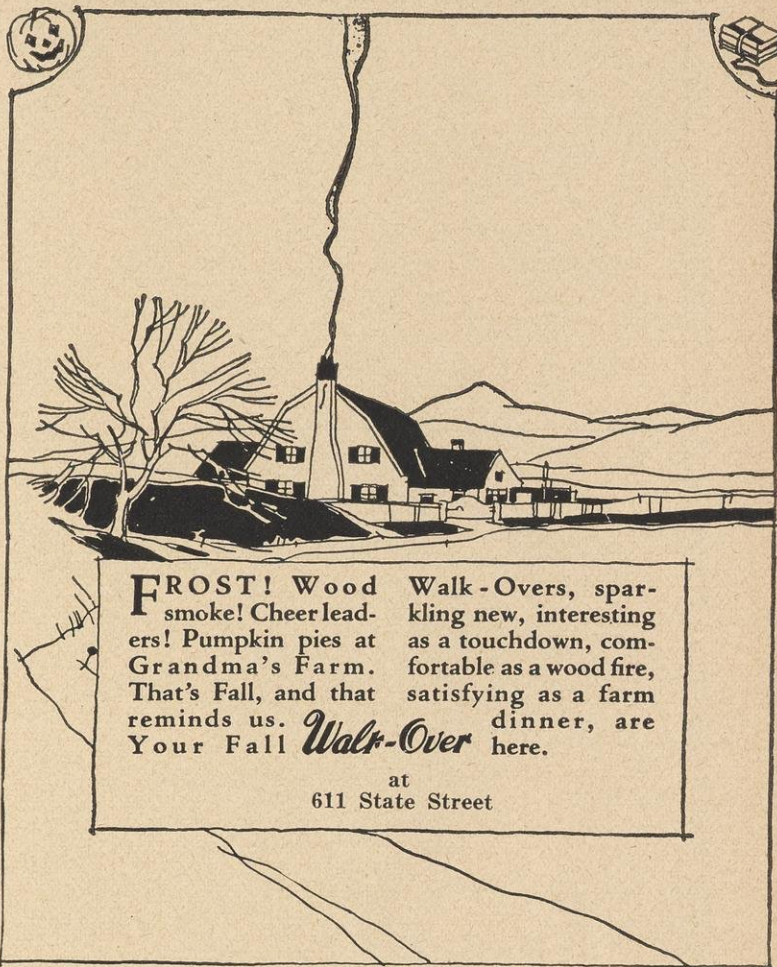
"Halt, who goes there?"

"Go to hell."

"Pass, friend."



"A nation is no greater than its channel swimmers."

FROST! Wood smoke! Cheerleaders! Pumpkin pies at Grandma's Farm. That's Fall, and that reminds us. *Walk-Over* Your Fall *Walk-Over* here.

Walk-Overs, sparkling new, interesting as a touchdown, comfortable as a wood fire, satisfying as a farm dinner, are here.

at
611 State Street

MEAT

Goeden & Company

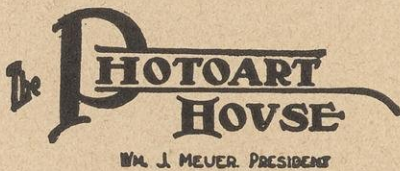
"Spinoza was a philosopher whose theory was that there is never any change."

"He must have known my newsboy."

U of W Pictorial History

Wisconsin in pictures from 1884 to 1926 inclusive, of athletics, dances, clubs, activities, fraternities, sororities, professors, prominent students, etc.

This is our contribution to Wisconsin. We invite you to look them over at your leisure in our store.



LETTERS THAT ARE CHERISHED

Not every letter is long-lived, but there are those that become treasured by the one who keeps them hidden away.

The value placed on your letters may depend much upon the paper on which you write them. If it is Old Hampshire Stationery you may be sure nothing is lacking.

Old Hampshire Stationery

Made in three distinctive finishes / BOND / VELLUM / LAWN

HAMPSHIRE PAPER COMPANY
Fine Stationery Department
SOUTH HADLEY FALLS, MASSACHUSETTS

They're All Candy

TECK'S

5 and 10c
Bars

The finest of pound candy in popular priced bars—that's the Teck idea that means so much to candy lovers.

Look for these bars at the better stores—there are many of them—one or more of them certain to strike your taste. Make that bar a regular habit—for afternoon or evening lunching.

Teckemeyer Candy Company

One of the worst punsters we know is the fellow who puts his watch under his pillow and insists it is a bed tick.



"Hello, this is Johnson, the bill collector, is William Johns there?"

"No, I'm out."



"That article wears Indian neckwear."

"Why, what do you mean?"

"Bow tie and Arrow collar."

—Bison



Artists may consider canvas the best thing to draw on, but as for ourselves, we like to draw on the bank.

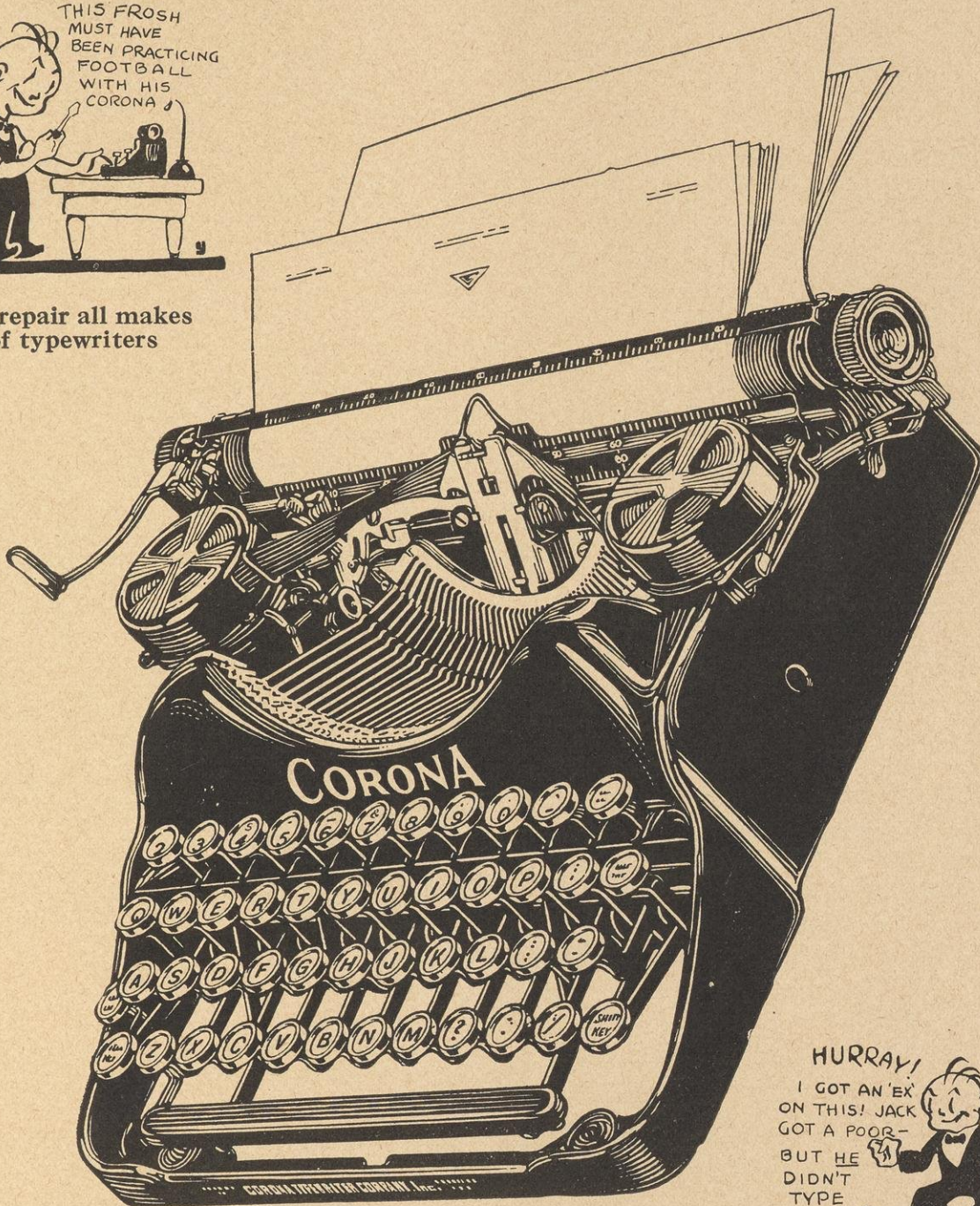


"There's gold in them hills, little Nell."

"Yes, and there's oars in those lakes, papa."



We repair all makes
of typewriters



**BREWINGTON
TYPEWRITER
COMPANY**

Your themes merit a
better grade if typed—
Rent a typewriter from
Brewington's

533 State

Badger 222



Burchfield will show them
at Loraine Hotel
October 18, 19, 20

Al: "Boy Friend, that is some Fur Coat! How much cost?"

Bob: "\$43.50."

Al: "\$43.50? Don't fun with me. It can't be done."

Bob: "Why certainly, that's the Black Pony Fur Coat from the Lytton College Shop that everybody's talking about."

Al: "Man, it's cheaper than an Overcoat—me for it."

THE HUB
Henry C. Lytton & Sons

State and Jackson—Chicago

Orrington and Church—Evanston

Think of Mallatt

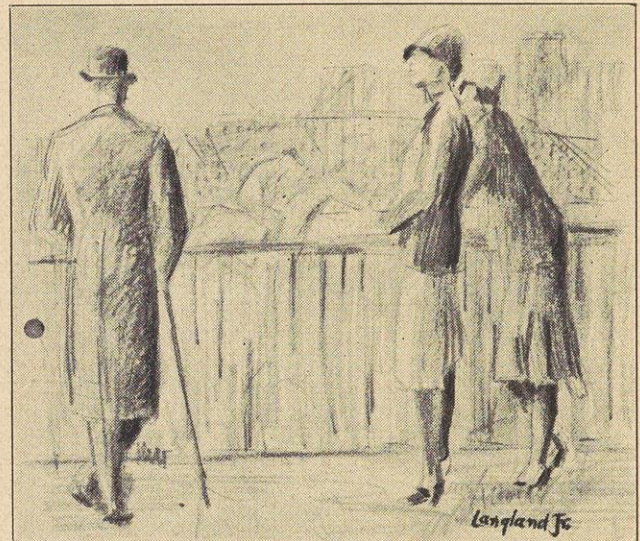
WHEN YOU
THINK OF DRUGS

We Deliver

MALLATT PHARMACY

708 State Street

F. 3400



"I'm glad we got a hot tip on this race. Did you bet on Jamaica Ginger as I told you?"

"No. I bet on Vice Admiral. He has such pretty eyes."



Man with hangover: I've good grounds for ordering black coffee."

D
I
A
M
O
N
D
S

Complete
Line of College Jewelry

R. W. Nelson
Jeweler

320 State Street

We specialize in high grade
watch repairing

W
A
T
C
H
E
S

Marcel with End Curl Scott's Beauty Shop

Monday, Tuesday, Wednesday, Thursday,
75c

Friday and Saturday \$1.00

672 State Upstairs B. 7170
Open Thursday and Friday Nights

Young wife (over phone): John, dear, bring home another can opener. We have company to-night.



The Campaign was Intense . . . and All the Candidates Were Canvassing for Votes
"If you want beer, vote for me! I'll drink all of it I can get hold of!"



If John D fired a fellow, would he be getting the standard oil can?

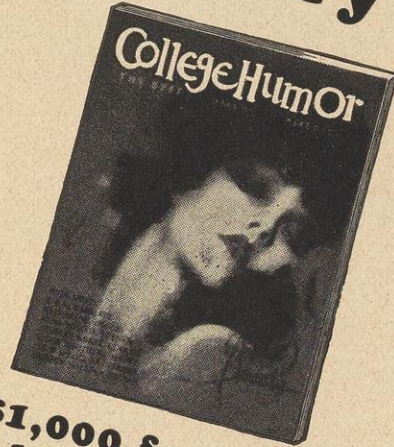


At a party the other night, we were witness to a most interesting chemical experiment,—turning the contents of a flask into a man.



Small Child at Radio: Mother! Call daddy! There's a bed time story coming in from WSTX.

\$10,000 for a College Humor Story



\$1,000 for each additional idea
See contest details in current issue. If you want to read the smartest fiction and fun, and keep up with the new books and plays, order the next six issues now.

Special Offer

The next six issues for \$2.00 to college students. Sent to your college address, promptly every month, new—sparkling—right off the press.

Clip Coupon Now



CollegeHumor

1050 N. La Salle Street
CHICAGO

Here is
\$2.00 for next 6 issues
\$3.00 for one year
\$5.00 for two years

Our flowers are fresh each day from
our own green houses---

Rentschler
FLORAL CO

New Store - 228-230 State

Badger 179

Name

Address

City .. State

College .. Year



Copyright 1926
Hart Schaffner & Marx



What you ought to wear this fall

A 3-button suit that drapes easily with a six button waistcoat; easy trousers with a French flap inside at the waistline.

A long, straight and easy hanging topcoat. Colors are dusk gray, Cedarwood tan and dusted blue.

Unusual suit values, many
with two trousers

\$35 to \$75

Olson & Veerhusen Co.

7-9 N. Pinckney St.

Elected in a Sweeping Victory ---Lawrence's

We would like to be able to stage a "restaurant referendum" during the campus elections this fall. We are certain that the question "What is your favorite restaurant?" would be answered "Lawrence's!" by an overwhelming majority.

Everybody eats at our restaurants and cafeteria—and for three good reasons—better food, better service and convenient locations. Join the crowds!

LAWRENCE'S

Cafeteria and Restaurants

State Street

University Avenue

I like to see a man smoke a pipe.

—The American Tobacco Co.

—Bear Skin.

Judge (to juryman): And you say you don't know the defendant in this case?

Juryman: Well, judge, I've been married to her for fifteen years, but I can't rightly say whether I know her or not.

Even though it did tumble, after all, there was no place like Rome.

Have you read The Scarlet Letter by George Little?

"You little imp, how dare you call the deacon a piece of American cheese. Don't you know that the deacon is a mild and holy man?"

"Well, then, the deacon is a piece of Swiss cheese."

For Your Floral Arrangements

see

Choles Floral Co.

Badger 476 or Fairchild 5790

Flowers delivered anywhere on short notice,
and at less expense

Watch for the grand opening of our new
store next to the Park Hotel

On Horses

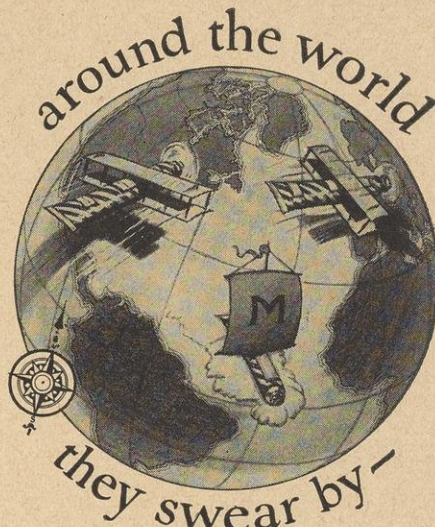
Horses are a queer combination of a mammal, a freight train, and an earthquake. They are six feet high when viewed from the ground and sixteen when viewed from a position astride the beast's vertebrae. These walking glue factories eat grass and are usually found along with milk-wagons. Horses have no horns; it is cattle and automobiles that have horns. Equipped amidships with a queer leather thing called a saddle, they act as an animated barge for human beings. Once in the saddle, the voyage becomes a guessing contest between the rider and the horse as to where the horse will land next. The odds are all on the horse. People who fall off horses very seldom bounce back up and into the saddle again. The Prince of Wales has heard of horses. Horses have had a song written about them recently, but they cannot help that. One must be kind to horses. Like coeds, they are man's dumb friends.



The Lady: "My mother and father are dead."
The Gentleman: "Oh, I must come and see you more orphan."
—Beanpot



From a small town newspaper: Some people are naturally evil minded; others read collegiate humor.



MENNEN

with Water hard, soft, cold or hot—
Mennen Shaving is a pleasure

I get stacks of letters from all over the globe telling me why men stick by Mennen Shaving Cream.

A Brother of the Road from Milwaukee

Walter Campbell, 195 Tenth St., Milwaukee, Wis., writes:
"I started using Mennen Shaving Cream over two years ago because I am a traveling man and must have a cream that I can depend upon to give me a clean, smooth shave regardless of kind of water or temperature. With Mennen Cream it matters little whether the water is hard, soft, cold, warm or hot, my morning shave is a pleasure and my skin is left smooth and cool. My medicine cabinet at home and my traveling bag always contain a tube of Mennen Shaving Cream and always will."

From London, England

R. P. Forster, Late Captain Royal Tank Corps, 132 Cambridge St., Warwick Square, S. W. 1, London, says:

"In August, 1918, our Tank Battalion went into action almost daily. As a Tank Commander three days of intermittent fighting in co-operation with an infantry brigade left no time for shaving. Finally a direct hit knocked out the Tank. We escaped just before the gasoline exploded. My shaving kit went up with the Tank. Those that were left of us struggled back to camp. A long sleep and then—the memory is still vivid—an American officer attached to our Battalion for observation lent me his Mennen. The ease and sheer joy of removing a four days' beard won me forever."

If you don't use Mennen Shaving Cream, I know why. It's simply because you've never tried it. Men who give it a good, competitive test, become steady users. It's as dead open and shut as that. I am personally acquainted with thousands who have sworn by Mennen Shaving Cream ever since we first put it on sale. Thousands of others write me like the above. Hundreds of thousands more tell the dealers all over the country the same story—you can't beat it!

Regardless of wind, weather and other things, Mennen users have no shaving troubles. That's why we've not only won world-wide success, but are able to win individual success with every new user. Try it, and you'll be writing me friendly letters, too. A great big tube for a half a dollar, on my money-back guarantee.

After shaving—Mennen Skin Balm has the kick you're looking for. A fine, fresh tingle. Skin toned up. A face feel that gives a fellow pep in a tube for 50c—and hide it from the Lady.

Mennen Talcum for Men is the finishing touch—the "plus ultra." Absorbs superfluous moisture—doesn't show. 25c.

FREE!—Send post card for a generous free Demonstration Tube of Mennen Shaving Cream.

Jim Henry
(Mennen Salesman)

THE MENNEN COMPANY, 353 Central Avenue, Newark, N.J.
The Mennen Company, Limited, Montreal, Quebec

MENNEN

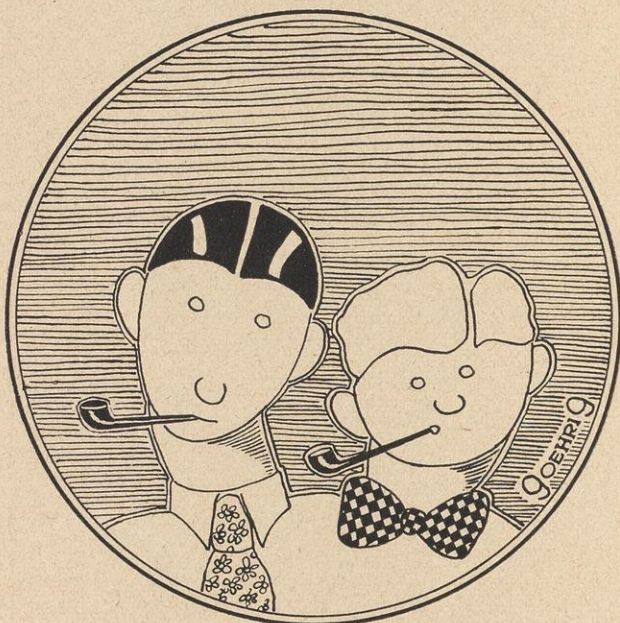
SHAVING CREAM

How is Your Coal Supply?

WHEN IN NEED OF COAL
WHY NOT RING

CASTLE & DOYLE

BADGER 1993



"Will you please turn off the electric light?"
"I'll be de-lighted."

She: How do you know that's a telephone girl over there?

He: I said "hello" and she didn't answer.
—*Pelican*

The editor claims that the average flapper is in her early nicotines.
—*Cynic*

Gertie: "I heard you were out on a joy ride last night."

Bertie: "It's a lie. None of us was killed or even injured."
—*Ski-U-Mah*

"It costs ten cents to cross the new bridge."
"That's what I've been tolled."
—*Notre Dame Juggler*

**Get
The Menges Pharmacies
Habit**

Reliable since 1891
Four modern Pharmacies

TAKE YOUR "CUE" FROM
Cigars **MAUTZ** Billiards

821 University Avenue

A "chummy" place to meet the "boys"

O. M. NELSON & SON

Diamond Merchants and Silversmiths
For Nearly a half Century

Gifts for all Occasions

21 North Pinckney Street

Nelson Building

At the Football Game

"Where do we go . . . in here? Why do we sit so far up? Couldn't you get seats any closer? . . . Don't stare so, people are looking at us . . . Have we a program? Get one . . . I want a balloon. I detest a football game without a balloon . . . oh boy! . . . One balloon please . . . Pay him, Harold . . . I wish that man behind me would stop prodding me with his foot . . . Can't you make him stop . . . We can hardly see from here, can we? Are you sure there are no seats closer? If we see any vacants we'll move down . . ."

"There are the teams . . . which one is ours? Awfully silly of me not to know isn't it? . . . Don't those cheerleaders look cute in their white sweaters . . . say something, Harold . . . I don't see why we should rise just to sing 'Varsity', do you? We can sing just as well sitting down . . . why is that man kicking the ball from there . . . oh, look at it go! They caught it. He's down! . . . You'll have to explain the game to me, Harold, I don't know much about it . . . I'm only a

silly woman . . . How much have you played? . . . oh . . . not at ALL? . . . oh! . . .

"There are Marcia and Dick . . . They have better seats, haven't they? . . . I'll wave at them . . . yoo hoo! . . . did I miss something? . . . oh, bother! . . . what was it? . . . oh! . . . what's a forward pass? . . . look at him run! . . . there's Clarabelle! . . . hello, dear . . . oh, don't growl at me, you big bear . . .

"The man's hurt . . . who's that going in? . . . oh, LEFTY GRAVES, I know him . . . we danced together last week . . . he's the most adorable man . . . the most wonderful eyes . . . I wish we were down in front, where we could see . . . Oh, Lefty! . . . Do you think he sees me? . . . He is the best dancer . . . And his eyes . . . look at him go . . . are the most wonderful . . . Don't you wish we were down in front? . . . Oh, Harold! Where are you going! . . . Oh, Harold, why are you leaving! . . . I think you're perfectly horrid . . . Oh! HAROLD! . . .

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There is, of course, the man who masticates a clarinet at odd hours of the even; there is the girl who entertains you by talking of her other dates; there is the bird who emphasizes his every point by giving a slight tug at the lapel of your coat; there is the bozo who gladhands you on every possible occasion and then forgets your name; but for pure, unmitigated orneriness, we nominate for the Hall of Shame the egg who starts his every anecdote with "now, this really happened".



A fraternity is a place where they would stop a man from committing suicide until they found out whether or not he had paid his house bill.



"Do you file your finger nails?"

"No. I just throw them away after I cut them off."

—Gargoyle



Of course it isn't really necessary, but we might mention in passing that the piano is called a string instrument because it is played with chords.



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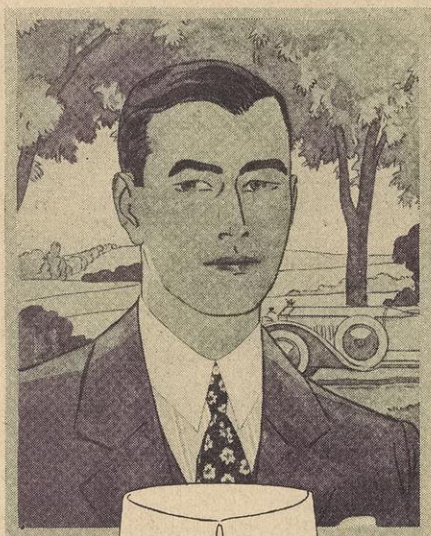
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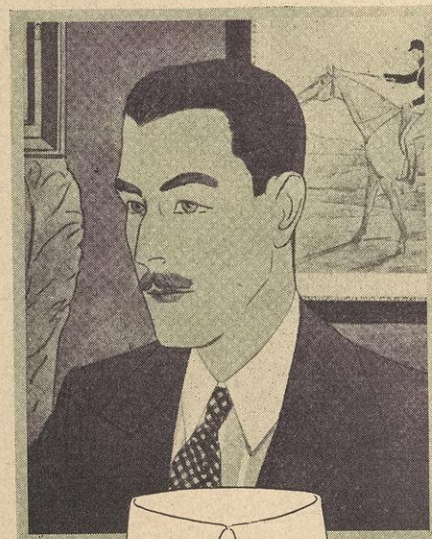
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THE HOYLAK

[[LONG FACE—SHORT NECK]]

This collar with the points spread far apart makes the face look broader

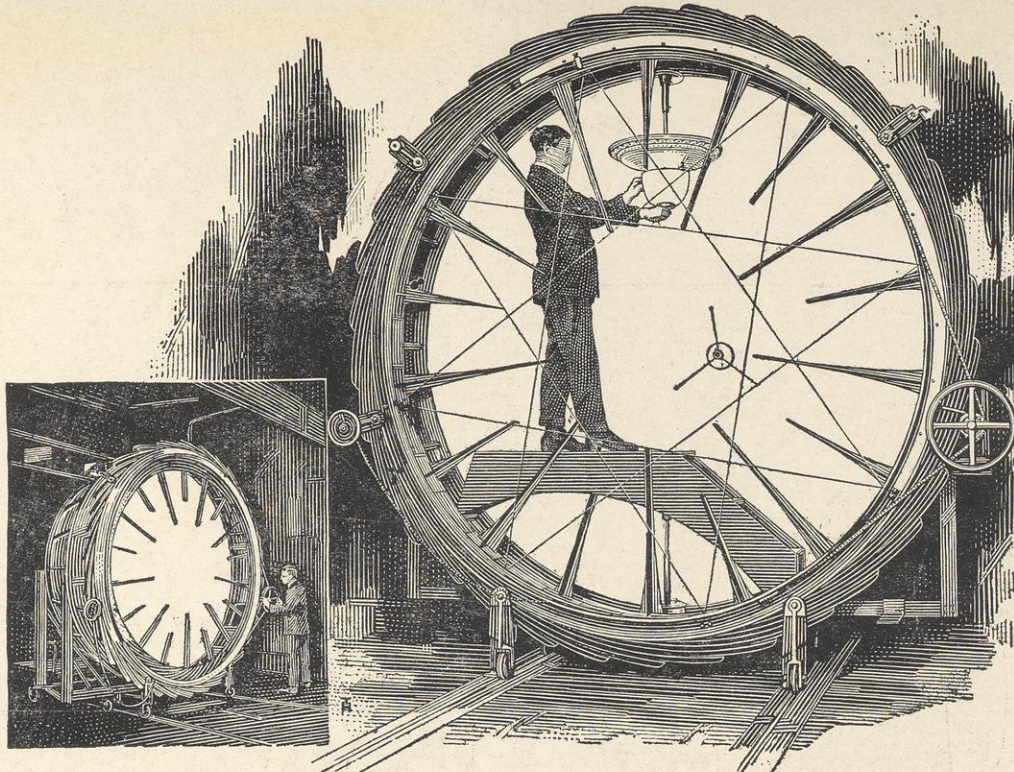
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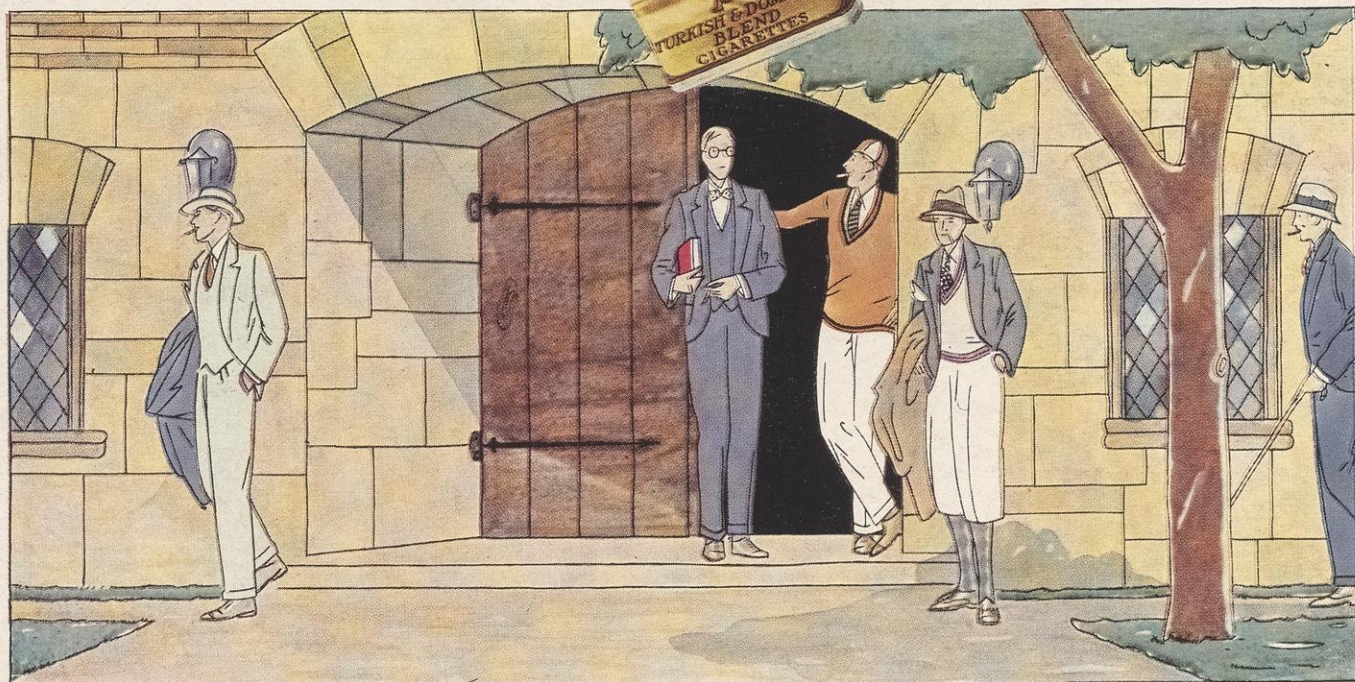
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