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Octopus



Marge Peterson

MAY

MAKE-UP NUMBER

PRICE 25¢



Choose the Pen that Fits Your Hand

—Don't cramp your hand to fit a pen

Parker Duofold's Over-size Grip also provides an Over-size Ink Capacity

—the pen you can lend without a tremor, for its 25-year Point yields to any style of writing yet retains its original shape

FIND "Parker Duofold" on a Pen and you have a point hand-made and hand-picked. For here in the Parker plant pen-points are made by hand, inspection is severest, and only exceptional standards are acceptable.

Hence only the gifted—the man of rare skill—can win a place as a Parker Duofold pen-maker.

This point is guaranteed, if not misused, for 25 years. Extra smooth and extra swift because of its polished Iridium tip hand-fused forever to the gold.

—Extra strong gold because it is extra thick, and carefully tempered to yield to any style hand yet retain its original shape.

Some makers of pens promise life-long endurance. More flexible pens claim only writing excellence. But Parker Duofold gives you both. That is why it's the costliest of points to make.

It's the reason 8 men out of 10, blind-folded in a writing test, picked Parker Duofold from 11 new pens of different makes.

You, too, can tell the difference with your eyes shut. Step to the nearest pen counter and try it. And note the full-handed feel and easy swing of this balanced Hand-size Grip.

Flashing Black and Gold, a pen of rare elegance—or Black-tipped Lacquer-red, handsome to own, hard to mislay.

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 • SAN FRANCISCO • TORONTO, CANADA • LONDON, ENGLAND

Parker

Duofold

OVER-SIZE
\$7



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

With Lucky Curve Feed and 25-Year Point
Duofold Jr. \$5 Lady Duofold \$5

Rivals the beauty
of the Scarlet
Tanager

STUDENTS---

Remember Mothers' Week the last of May and make your reservations for her and any others of your family or relatives who may be coming to Madison at that or any other time.

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.

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.

25c to 50c Club Breakfast; 50c and 60c Plate Lunch;
75c 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



WALTER A. POCKOCK
New Manager Since August 1, 1925

A Notable Achievement
On Feb. 11th, 1926

Served Banquet for

1000

Master Builders
Convention

The largest banquet ever
served in any hotel in
Madison.

Also fine large Club Room
seating 200 for Stag Socials.
You will like this arrangement.

No party or event too small or
too large for us. Let us figure
with you before you decide.

WALTER A. POCKOCK
Manager
Badger 5021

HARRY HOLBROOK
In charge of
Catering Department
Badger 5021

MADISON, WISCONSIN

VANITIES OF 1926 By Janet



"Whatever has come over Betty? She seems so much more charming lately!"

"Well—that's a secret—but I'll tell you all about it! She has learned that clothes often do help make the woman—and she now shops at--"

FRED W. KRUSE CO.
*"The Style Shop,
of Distinction"*

Ready Now! at Kruse's

500 New Dresses

For every summer hour

\$10 to \$75

Just think of it! Five hundred charming new dresses, each one personally selected for its individual charm. This is Madison's greatest and finest assortment of summer dresses—dresses that will have an immediate appeal to university women! Every new fabric! Every new style! Lovely colors of summertime. Come! Choosing will be a pleasure.

NECKWEAR



Stripes galore, conventional designs, too, and floral effects, in full-fashioned silk Neckwear for you at \$1.50.

Giant Butterfly Bows, \$1.00.

BROWN & BAREIS
"220 STATE STREET
"Trade with the boys"

CAT TRACK

A Christmas Tale for the Very Young

Luellen sat on a small stool in front of her dressing table, trying to pull on a shoe. The shoe did not go on very easily, but that, she told herself, was Prom. Luellen tugged at the shoe. She glanced down. She was trying to put it on the wrong foot. But then, she reflected, she had put the left shoe on the right foot, which made this shoe the one that was left. With an extra tug the shoe slipped on. She started for the door. She sighed. Her feet hurt. After all, this was Prom.

At the door a bronzed young giant met her. Their lips brushed. They floated away together to the strains of a muffled orchestra. Luellen moaned ecstatically. This was Prom. She glanced into the eyes of the young man with a fierce rapture. His burning orbs in turn sought hers. They danced into a corner, not too light.

His hoarse voice assailed her.

"Dorothea, dearest," he said, "I love you."

The girl's figure stiffened.

"Robert, darling," she murmured, "My name is Luellen."

"That's all right," responded the man, "Mine's John."

They glided on. Luellen sighed. After all, this was Prom.



MAKE UP!

OCTOPUS has made up its staff for 1926-1927 from college under-graduates.

The YAWKEY-CROWLEY Lumber Company is making up its staff for the next twenty-years from college graduates.

Number seven of a series. We appear here each month.

YAWKEY-CROWLEY LUMBER COMPANY

Camp Randall 2 yards to serve you 805 E. Washington Ave.
One number B. 123



College Comics

offers you

\$1200.00 in Cash Prizes

CONTEST OPEN TO ALL

Four Seasonal Covers Are Open to Contestants—You May Compete for All

Fall Cover Contest Closes Midnight July 1, 1926
Winter Cover Contest Closes Midnight October 1, 1926
Spring and Summer Contests Both Close Midnight December 1, 1926

RULES

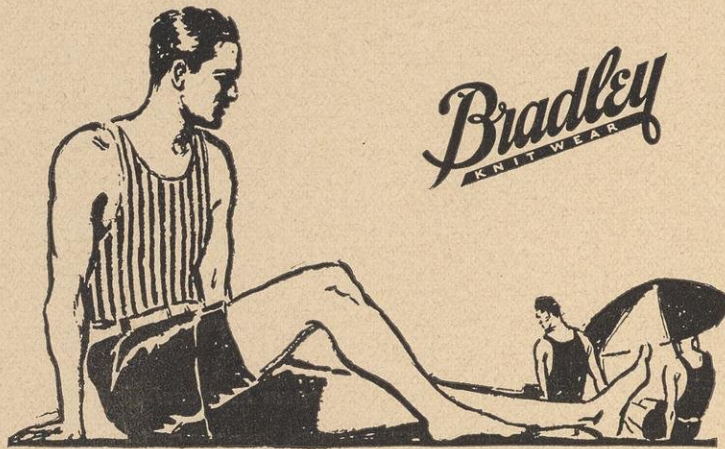
1. This contest is open to all except members of our organization and their respective families.
2. Fall contest closes midnight, July 1st, 1926. Winter contest closes midnight, October 1st, 1926. Spring and Summer contests both close midnight, December 1st, 1926.
3. We reserve the right to make minor alterations and publish any prize winning cover accepted; to publish other covers submitted that are not prize winners, at our regular rates; to hold for exhibition purposes any or all others for a period of one year.
4. Cover may be in two, three or four colors (four colors preferred) and may be treated in oil, pastel or water colors.
5. Each entry must be forwarded by first class mail, postage prepaid. Entry will not be accepted unless prepaid, nor returned unless postage is enclosed.
6. Name and address should be printed clearly on the back of each entry. If entrant is a student, give name of school, college, or university and class year.
7. \$250 will be paid to the prize winner of each contest.
8. In addition to the first prize of \$250 a bonus of \$50 will be paid to any student entering a prize winning cover.
9. In all cases of ties duplicate awards will be made.

- 250.00 Cash for best Fall cover submitted. For use on September, October or November issue.
- 250.00 Cash for best Winter cover submitted. For use on December, January or February issue.
- 250.00 Cash for best Spring cover submitted. For use on March, April or May issue.
- 250.00 Cash for best Summer cover submitted. For use on June, July or August issue.
- 50.00 Additional award in each contest in the event prize winning cover is the work of a student in any school.

For further information address

College Comics

221 East 20th Street, Chicago



Swimming with a Bradley

One or two piece---plain colors or fancy. You will find Bradleys are made to fit. You will enjoy slipping through Mendota's water with one.

Men and Women
\$2.00 to \$8.00

COR. LAKE
AND STATE

The Co-op

ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER

WHAT WILL YOU DO THIS SUMMER????

(What he tells the fellows . . .) "Oh, I guess I'll get a job on a cattle-boat and go across. You know my uncle has a summer home in Switzerland, and I'll probably be there most of the time."

(What he tells the girls . . .) "Oh, yes, I'm sailing July first. Europe, and then the Orient . . . shall I bring you a pagoda or something? . . ."

(What he tells the one and only . . .) "Sweetheart, I'm going to get a job in dad's office so that I can begin to work my way up. And then WE can plan . . ."

(What he tells the pros . . .) "I think I'll come to summer school . . . there are so many subjects I want to get and haven't had time for . . ."

(What he tells the governor . . .) "Why dad, I had planned to bum my way out to Yellowstone and work as a bus boy or something, but if you want me to get a job here at home . . ."

(What he really did . . .) Our hero spent the summer wearing out the family tires on the streets of Lake Mills, Wisconsin.



"Are you sure you never gamble?"
"I'll bet you I don't."



Today's Styles Demand Rich Hosiery

Wherever smart women gather you will see LUXITE fine Silk Hosiery.

We feature LUXITE fine Silk Hosiery and Silk Underwear because we know that it gives satisfaction.

Colors this year are very important—you will find all new ones at—



These Leading Fashions of the French Spring Resorts are Introduced at Simpson's



The Two-Piece Bathing Suits Mannish! Smart!

White Jersey top! Blue Jersey trunks! Trim, white belt and three white buttons! Copied after those worn by men, here are suits college girls have been seeking. Here is utmost freedom in swimming suits that are more unusual than daring. Exclusive at Simpsons.

Pictured Above \$ 5.95



Here are the Leading Fashions of Biarritz, Pau, St Jean de Luz

Pink frocks in sheer silks. Lace frocks over tinted slips. June Rose leads the colors. Everyone wears polka dots, cape backs, and boleros. Rich black satin coats. Two-piece frocks are smart for every occasion. Draped hats are worn by the smartest women. White coats are sponsored.

And All Awaits You at Simpson's

Simpson's

OTY

is PleasDE

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ANNoUNCE

Its

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MaY 1976



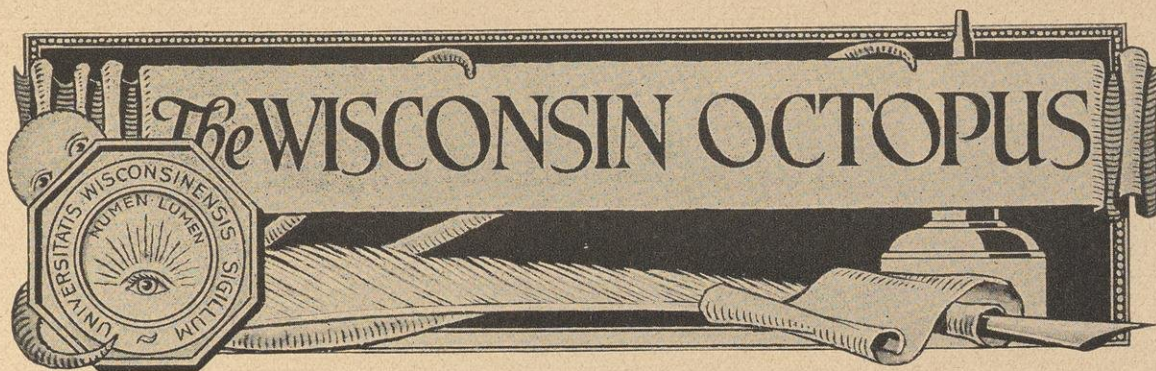
The Singer

*Pierrot sings songs at even-
time,
Songs as sweet as wine,
Songs for love of loving
And for love of Columbine.*

*He sings beneath her window,
(He cannot see within)
She sits upon a velvet couch
A-kissing Harlequin.*

S. P.

STUART PALMER



Frosh: Does your father know you've got a new suit?

Soph: No, but he will on the first of the month.



Last Warning: Pun

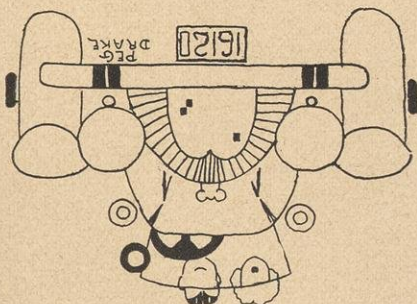
Ever hear about the man who bought seventy-five cents worth of candy with a two dollar bill? Well, he got two halves and a quarter back, so he started a football team.



"That lady is a crystal gazer."
"Oh, so that's why she gave me the glassy stare."



"I'm the seventh son of a seventh son of a seventh son."
"How odd."



"Musicians Hold 57th Annual Get-together", Headline. Evidently a convention of note.



Just a Young Girl Trying to Get Ahead



"Grubbs has a fertile brain, hasn't he?"

"Well, his head acts as a sort of bone fertilizer for it."



The congregation will give a moment of silent prayer for the sentimental landlady who was so touched by St. Valentine's Day that she gave the boarders beef hearts for dinner.



"Did you ever bowl?"

"No, I've never been to Yale."

The only thing a Scotchman would pay are his respects.



"I say, old man, do you know why this century is called 'the age of steel'?"

"Haven't the slightest idea."

"To explain the crime wave, of course."



HERE'S FOR THE MAN WHO THINKS THE CUP OF HAPPINESS IS A LOVING CUP



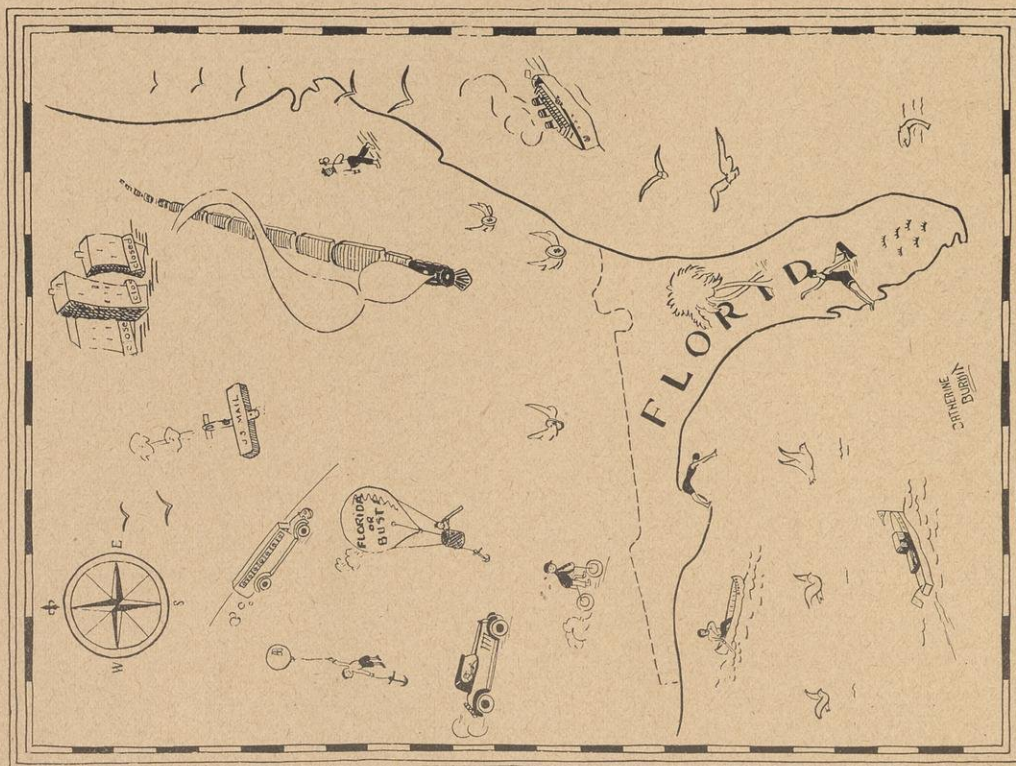
"Merry Christmas!"

"Marry her yourself, I've got enough troubles."



She: Do you anything about Pasteur?

He: Hell no—I never took ag.



The picture at the left is a bird's eye view of something. The bird was doing a tail spin at the time, and that accounts for the delightfully unusual way in which Florida points. The picture was taken shortly after Miss Lotta Gall Ichurchi, famous soprano, had broadcast "California, Here I Come" over WGN.

DOPE

The inside story of the Big Ring

(EDITOR'S NOTE—There have been so many requests by persons who wish to discover where the Octy staff gets all its inspiration that we have decided to run an account of a staff meeting. The account below is guaranteed true in all respects except in the character of the editor, who is really a rather inspiring personage, leaving his listeners with a do-or-die feeling, and who would not think of occupying a chair, let alone two, while representatives of the fair sex were standing.)

The Octy room is filled. Staff members are leaning against the mantel, standing up, and draping themselves more or less artistically on the tables. The business manager sits at his desk, busy business managing. There are three chairs in the room. One, proof of the courtesy of the Octy staff, is occupied by a co-ed on the art staff. The other two are occupied by the editor. The crowd begins to get restless.

Somebody Somewhere: Well, let's go.

Somebody Else Somewhere Else: Awright, where?

Editor: Awright, well, the reason I called this meeting is because we gotta get the next issue out.

Staff member snickers. Is given glaring look by editor. Door opens and staff member comes in.

Editor: Well, we need material. We need jokes, we need humorous sketches, we need poems, we need funny stuff.

Door opens and staff member dashes in.

Co-ed: What kinda stuff you want?

Editor: We want jokes, we want humorous sketches, we want poems, we want funny stuff. We gotta put this next issue across. We gotta make it a wow.

Staff member leaning against mantel falls asleep. Is awakened by associates. Door opens and staff member trickles in.

Editor: We gotta make this next issue a wow. We wanta make the Octy one of the best humorous magazines of the Middle West. We gotta have material. We wanta put this next issue across big.

Cries of "you bet" and "you said it" from personal friends of editor. Staff member sticks inquisitory finger up fireplace to see if chimney is dirty. It is. Door opens and staff member swaggers in.

Editor: Remember, gang, we gotta put this next issue across. Got anything to say to 'em, Mike?

Art Editor: Well, just this. We gotta put this next issue across. We need material. We need cartoons, we need half tones, we need funny stuff.

Deep baritone: What sorta stuff you want?

Art Editor: We want cartoons, we want half tones, we want funny stuff. Remember gang, we gotta make this next issue a wow.

Cardinal staff member: Is Shooziz Bugwooziz here?

Editor: Nope.

Staff member saunters in through open door.

Editor: Well, remember this, gang. We gotta put this next issue across. We need material. We wanta make Oety one of the best humorous magazines in the Middle West. We want lotsa material. Guess that'll be all for today, gang.

Voice: What sorta stuff you want?

Door opens and staff member tries to come in. Is carried back out by exiting mob.

Editor: Remember, we gotta put this next issue across.

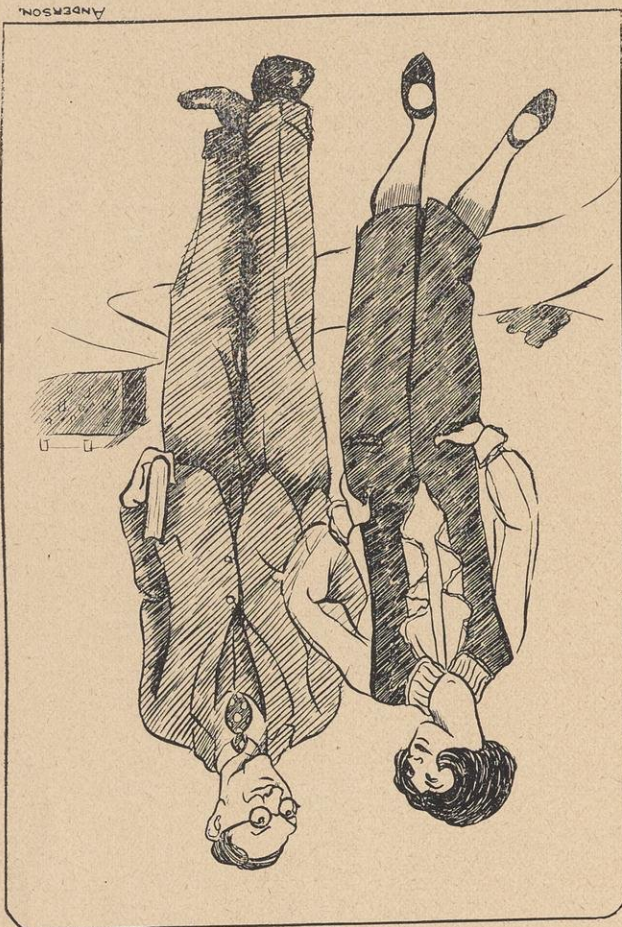
Door does not open.



Leland Douglas Lomb

"Heaven lies about us in our infancy."
"Yes, and the newspapers lie about us when we grow up."

"That poet has a blank look about him, hasn't he?"
"Well, he writes blank verse."



"I love to see a man smoke a pipe." . . . Mae Murray.

"I love to see a man." . . . Peggy Hopkins Joyce.

"I love to see." . . . The Watch and Ward Society.

"I love." . . . Nita Naldi.

"I" . . . Henry Mencken.

Evening—and starlight—the end of the dance
Why did you smile—was it Fate, was it chance?
Why did you hold up your lips then, and wait?
Was it Fate?
Why did you turn, when I'd kissed you at last,
And run for your doorway so soon and so fast?
Why slam the door, though I called to you twice?
Was it nice?

I ASK YOU

We want to know . . . is a letter that comes from
the negro postoffice blackmail?

Footnotes from a House Organ

Brother William Smathers was seen wearing his own tie down State Street last Thursday morning.

A method was discovered to make Brother Smothers pay his house bill. Brother Smothers is now rooming with the treasurer of the house.

A chapter dance was held last Friday night and pronounced a success by all attending. An assessment will be made on the alumni fund to pay for the three broken windows.

Brother Smothers left last Friday night for a weekend party. It is expected that he will be able to come back by next Wednesday.

Brother William Smathers announced his engagement at the house Sunday to Miss Billie Smuthers of the Slappa Manna house. This makes his fifth engagement for the season, tying the record made by Brother Henry Smethers in 1921.

An agreeable visitor over the weekend was Charley Smeethers of Phli chapter. If Brother Smeethers will return some other weekend, Chri chapter will be glad to give him a chance to win back his watch, chain, and necktie.

Chapter meeting last Monday night was postponed, due to the inability of the chaplain to pronounce any words longer than "drink" at that time. Another one will be held when the house president finishes writing off con exams.



A Shingle Track Mind

Critical Biography of Abraham Lincoln

From Memory

"Fourscore and seven years ago" is the beginning of Lincoln's Gettysburg address. His present address is unknown. But it is particularly appropriate that we celebrate Lincoln's birthday this year since it comes so close to St. Patrick's Day. Lincoln was such a great man that some say of him, "If Washington is the father of our Country, Lincoln is our mother."

Lincoln was born in Philadelphia on the eve of the revolution, though historians are unable to successfully connect the two great events. His father was a Welsh nobleman who stoutly denied that Moorish blood ran wildly through his veins. While Mrs. Lincoln, perhaps better known as Mary Baker Eddy, merely would turn toward the window looking into the garden, and say neither aye nor no. On the third summer the garden failed miserably; whereupon Lincoln and his two parents subsisted on canned goods and what the neighbors brought in.

In 169, Nancy Hanks appeared at the Lincoln home, claiming to be the boy's mother. This strange turn of events greatly upset the old Welsh gentleman, and he said as much. Then he died. Whereupon the two women started a tab show. They did very well once outside of Philadelphia.

Left alone, Lincoln remarked, "A pretty kettle of fish", to test his voice which was never very good. Up and down the streets of Philadelphia he walked looking for a job, a great long loaf of bread under each arm. When a woman laughed at him from a doorway, he is said to have remarked, "Must be my future wife."

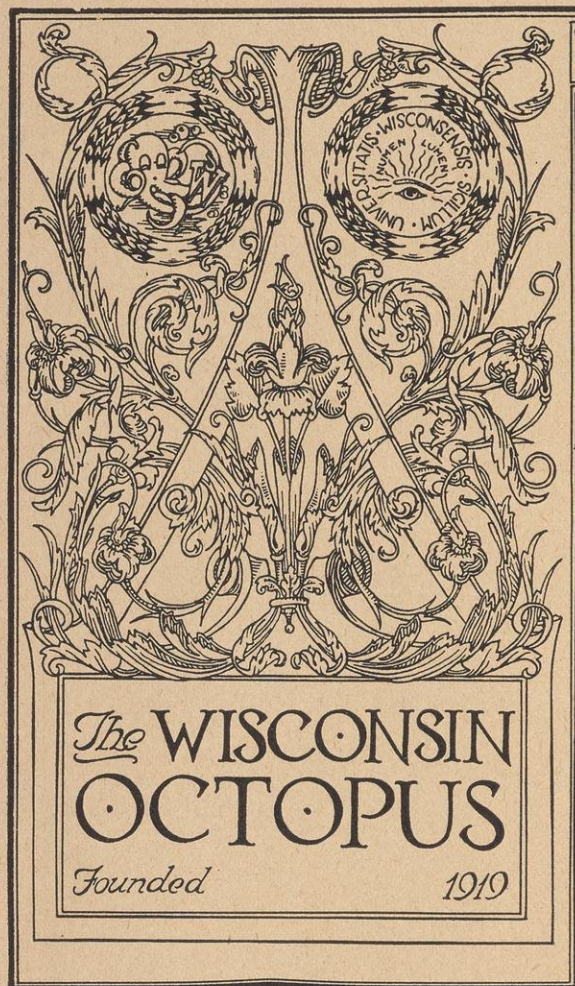
Suddenly the civil war broke out. The cry of hoofs was heard, the cannons boomed overhead, and much fun was had by all. "Lincoln for president," the people shouted. How Lincoln had to hurry and prepare mail in his high silk hat; writing himself for the presidency. Carrying letters to nigger mammals; and delivering his Gettysburg address; how excited he was!

After he had held office for 20 years, he tired of life's mockeries and sickening round of pleasure; and gave up office, appointing Disraeli to take his place. But Disraeli never saw the figure.



"Who wash that lady I sheen you wiz las' night?"

"She washes hershef, shilly ash."



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Contributors: Richard Brayton, Carl Nelson, Jack Riley, Stuart Palmer, Marjorie Peterson, John Pierson, Louise Ploner, Alfred Reed, Gordon Swarthout, Walter Lewis.

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VOL. VII

MAY, 1926

No. 9

The Octopus points seven tentacles of pride, reserving the eighth to doff its hat, to the record that its staff made in the recent Phi Beta Kappa elections. Not only did the editor and business manager achieve the honor of being elected to America's most famous scholastic fraternity, but three other members of the staff were also elected, making the Octopus representation about ten per cent of those elected this year. The Octopus Phi Betes are Dan Bisno, Ralph Crowley, Ken Kehl, John Powell, and Clara Pratt. More power to them!

Octopus was only able to issue some nine issues during the past year, and upon contemplation discovered that these nine issues did not nearly embody all that the editors desired. For example, there could be no Christmas issue, or Thanksgiving issue, or Prom member, and New Year's, St. Valentine's Day, Washington's Birthday, Blue Monday and lots of others too numerous to mention had to be pushed to one side and regretfully forgotten. Working on the same theory as the landlady who serves up the odds and ends as hash, the staff decided to put out a Makeup Number which would encompass all that had been forgotten along with bits somehow left out of previous issues that seemed entirely too good to be kept completely from human ken. The result is the Makeup Number, a freak issue purposely made freakier. We hope you like it!



And not only finally, but in conclusion, as the little boy said translating Virgil, it is the honor of this magazine to announce key awards and the new staff. Every year about this time, the eight armed sea monster looks about to find those who are deserving and presents them with an Octopus charm as a slight token of the esteem in which they are held and as a remembrance of their faithful work in helping Octy attempt to spread joy and jest throughout the usual Cimmerian voids of an American campus. With manly pride and maidenly blushes, the Octopus wishes to announce that charms have been conferred upon Don Abert, John Allcott, Howard Anderson, Daniel Bisno, Richard Brayton, Betram Dolan, Scott Marsh, Lynn Matthias, Stuart Palmer, and Allan Polacheck.

The new staff is listed below. It speaks for itself, at least some of the members do.

The Incoming Editor Says a Word

Few changes will be noticeable in the Octopus of next year. The book itself will be somewhat larger in size, following the rule of the Midwest College Comics Association, passed for the convenience of national advertisers. Short jokes and prose will again make up the bulk of the copy on the inside pages, very little prose over a quarter page in length being printed. The Octopus will adhere to its reprint policy of not allowing any one magazine to reprint exclusively the material first found in the pages of the Octopus. A non-exclusive agreement was in effect this year with College Comics, and will be renewed. An innovation will be inaugurated as regards the post of exchange editor. The training possibilities of this position are enormous, and for this reason it will be rotated among promising sophomore and juniors, each one holding for two or three months the position that will enable him to get a line on the best magazines and the best ideas in the field of collegiate humor. The staff needs little introduction. Stu Palmer is not only a widely reprinted artist, but can also give typewriter key blows of the fingers with no little ability, although not so much speed. Don Abert is well-known for his art work, especially his clever full pages. Gordon Swarthout is a budding frosh writer with a future. Herbert Powell and John Allcott are well-known and liked by all Octopus readers. The editorial staff is capable; the art staff probably the best on any college humorous magazine today. The business staff can be relied upon to keep the editorial fountain in ink. And the editor will try, dear reader, to keep you as amused by the Octys of next year as you were by those of this. And until then, selah!

Staff for 1926-27

Executive Board

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* * * *

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Art Editor

Exchange Editor

* * * *

ALLAN POLACHECK

* * * *

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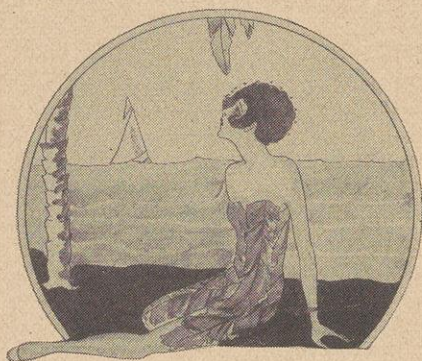
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Names indicated by asterisks will be announced next year



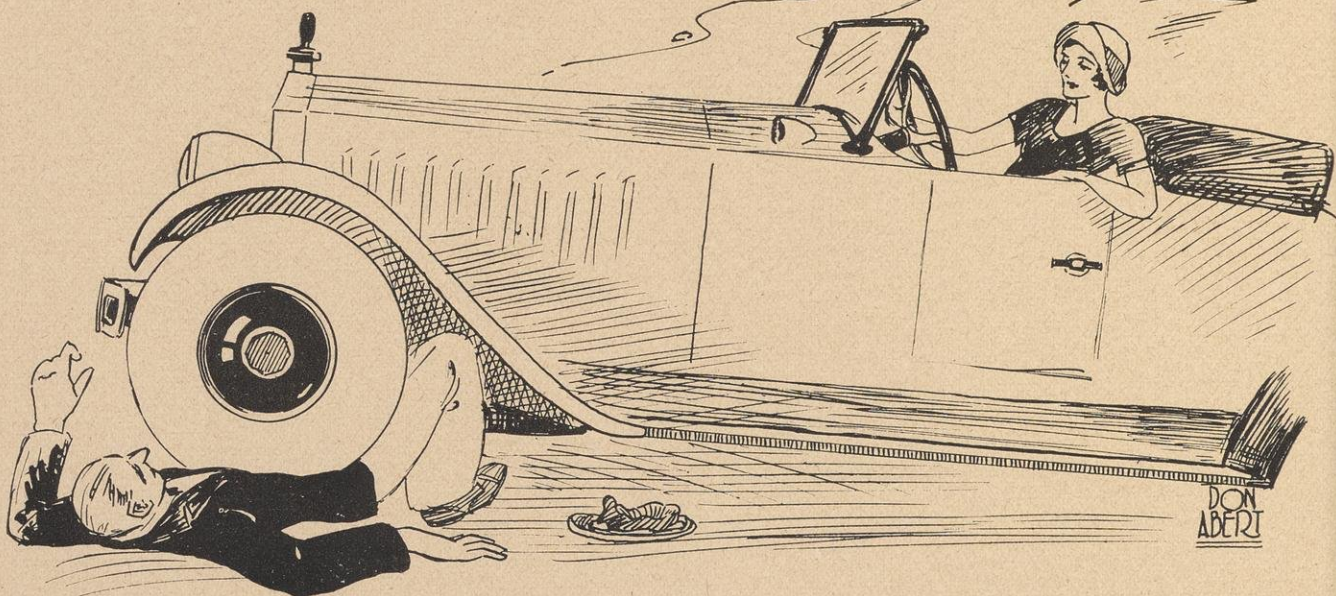
A Palm Beach Suit

amvuSh

"Call me a cab."
"You're Yellow!"

Iago: My lord, Desdemona loves
Cassio.
Othello: Honest, Iago?

The Girl: Oh, Mr. Blank! How
odd to run into you this way!



Encyclopedia Americana: Wise
crackers: Soda biscuits which have
went to school.

My sakes! but that cashier has
changed a lot in the last few days.

HA-HA

Sigh for Tom Mackin
Sing anthems galore.
He tried to go back in
A revolving door!

Epitaph

Today's Motto for Bootleggers
Never let your right hands know
what your left hands doing.

The only things he ever made were
mistakes and cigarette ashes.

TITTER

Bartender—"What'll yuh have, light
or dark?"

Client—"I don' care, only don' gi'
me the neck."

HERE'S AGAINST THE MAN
WHO
THINKS HE LOOKS WELL IN A
DERBY
MAY HIS TRIBE INCREASE

"Clothes make the man," I remarked
to him one evening. The next day he
was bound for the penitentiary. He
had shot my tailor.

A Few Facts About Automobiles

Automobiles are divided into three classes: autos, cars, and Fords.

An auto is a machine whose owner boasts about the polish.

A car is a machine whose owner boasts about the engine.

A Ford is a machine.

In the winter autos have their radiators filled with alcohol. This produces the effect known as auto-intoxication.

Automobiles should never be fed raisins to relieve them from that tired feeling.

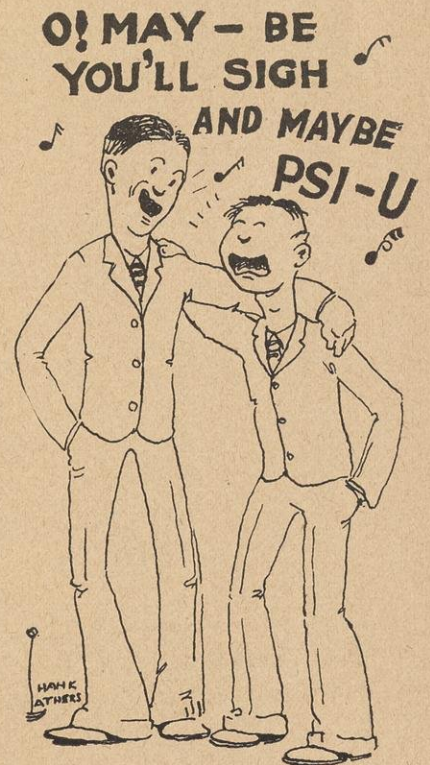
A collegiate fliv is to the auto what the gorilla is to man.

Autos seldom suffer from dandruff but are especially susceptible to gasoline consumption.

"Your husband reminds me of a volcano."

"A volcano?"

"He's smoking whenever I see him, and you say yourself that he's always fuming about something."



Our private pussycooter who lies in wait amid the files of the patent office at Washington has reported two achievements of national importance this week. The first is the invention of a double purpose laundry fooler in the form of a shirt made out of turkish toweling. Issued to Upp and Attem of Trimadad, Calif.

The other is a method of preventing the loss of caps on tooth-paste tubes. It does away with all wires on the tube, colanders in the wash bowl and other clumsy devices. It is more a method than a piece of apparatus and consists merely of punching a hole in the side of the tube, through which the tooth-paste will be found to squirt as well as through the more nicely finished hole in the top, and at no risk of the removal and loss of the screw cap. Issued to Henry and McNothing of Addelewarp, Vermont.

"Bill passed out last night."

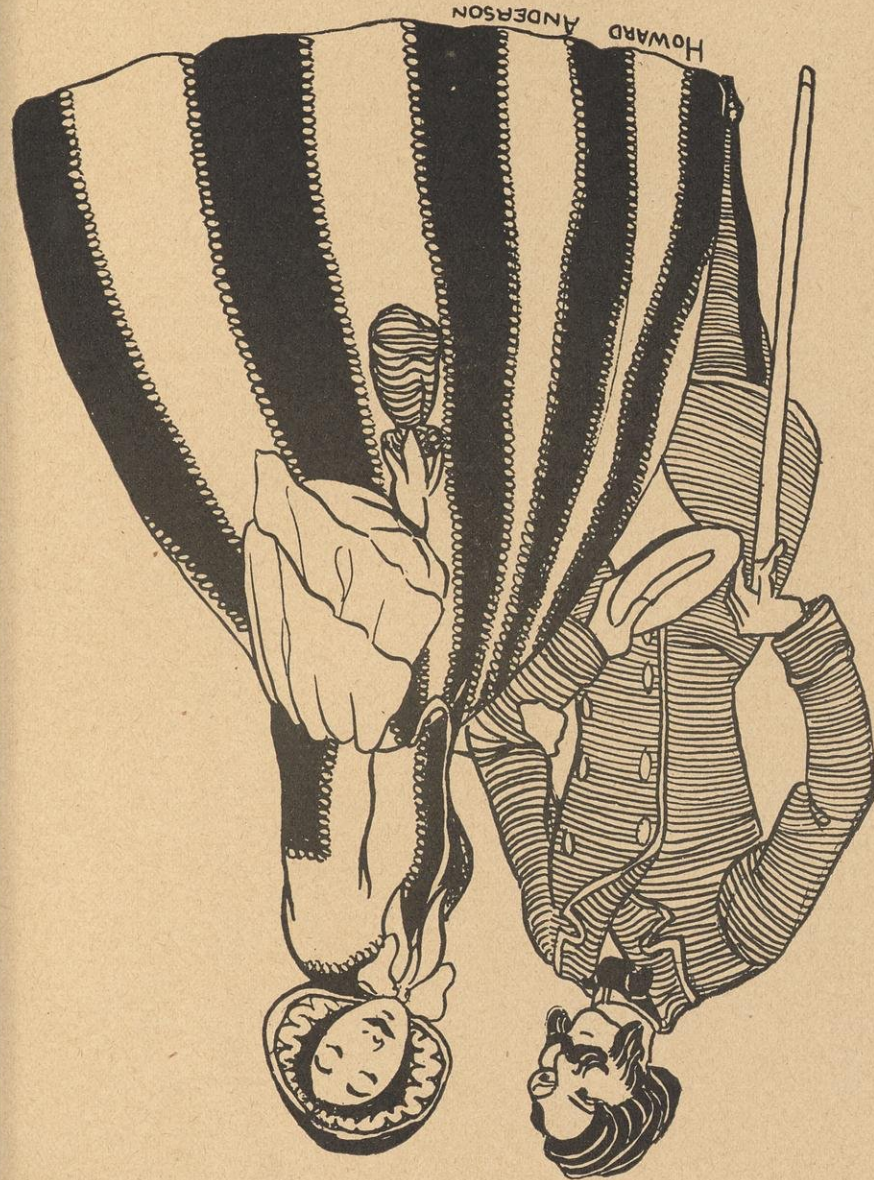
"What?"

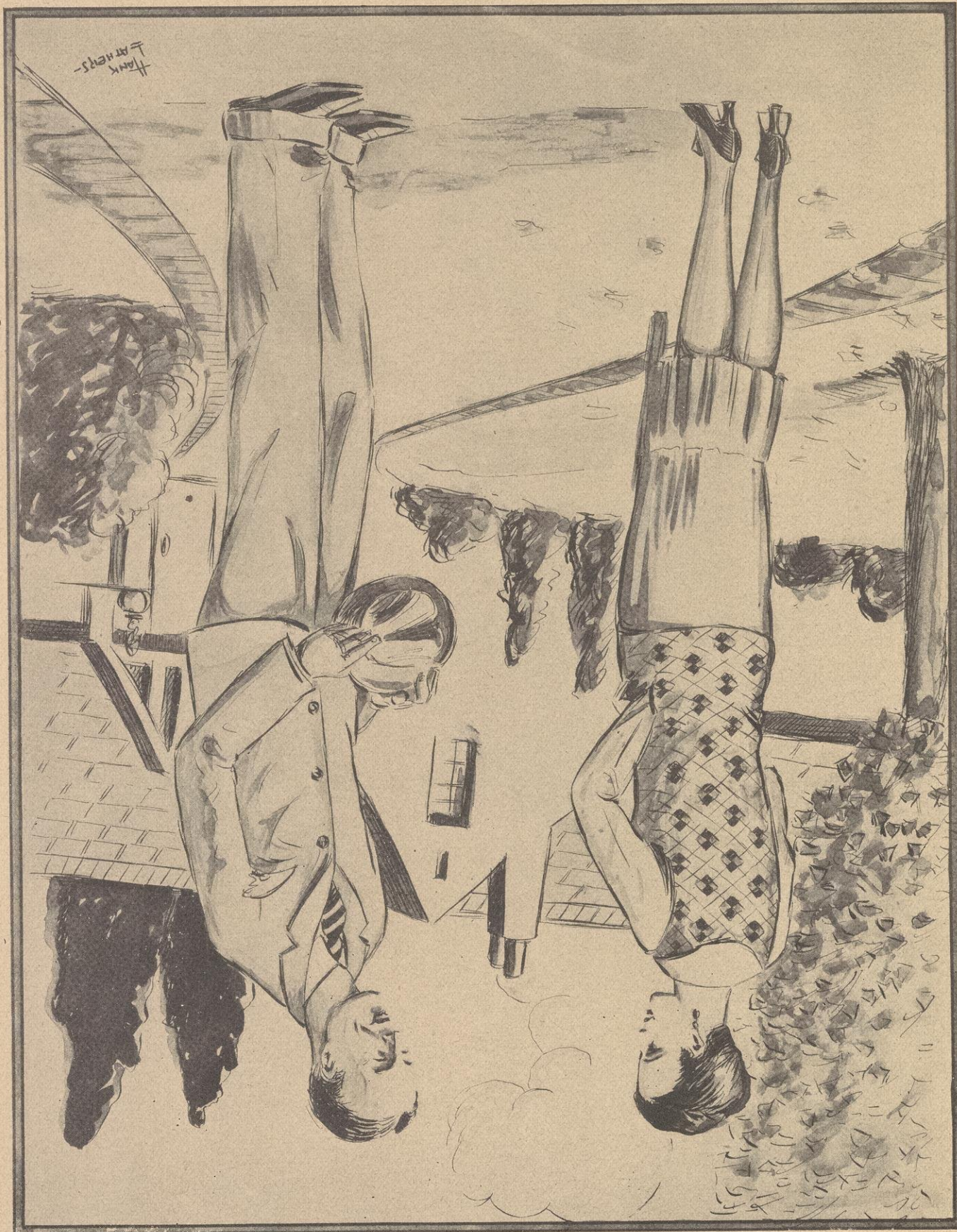
"Yeh."

"But what did he pass out?"

"Abraham, vot is de aching void?"

"Oi, oi, it is 'go see a dentist'."





"Why, Mr. Suburbs, how did you manage to get such a nice crop of vegetables in your garden?"

"Well, you see, I planted weeds."



In the Spring a Young Man's Fancy

Book Reviews You Seldom See

New York City Directory: Astounding in the number and variety of its characters, none of which, however, are well-developed. A panoramic view of life in a big city. Although the scene is laid in America, most of the characters appear to be foreign. Hard reading in spots, especially from Mathiowokifsky to Molentoranos.

"Thoughts of A Coed": Very pretty cover, and excellent paper inside. Strangely enough, however, the inner pages appear to be blank.

Sears and Roebuck Catalogue: Written in a short and snappy style so characteristic of modern America. Illustrations are wonderful though scarcely lifelike. Not for young children.

Farmer John's Almanac: Interesting and entertaining. Contains much useful information including the signs of the zodiac and the method of keeping the family horse free from the spavins. May be thought to deal a trifle too much on the darker side of life, especially diseases, but holds out a ray of hope for the weary in the almost magical effects of Farmer John's medicine.

University of Wisconsin Catalogue: Rather unintelligible, although apparently written in English. Humorous in spots, especially when describing the expenses of attending college. Is inflammable and can be highly recommended for starting any type of fire.

A Common Occurrence

Morse: Have you seen Dot today?
Code: Yeh. She just dashed by.

"Why does convict 999 scratch himself so much?
"He's going to be hanged Thursday and he has the seven year itch."

"Do you show white petticoats, young woman?"
"Naw, I never wore one in me life."

DRY GOODS DORA

"What would you call a man who went through life jilting beautiful girls?"
A batchelor.

"Why don't you go to the open houses any more?"
"One of the girls got sore when I laughed as her false teeth fell into the punch bowl."



"Shay, wash'ur brother doin'?"
 "He'sh running an egg plant."
 "He'sh what?"
 "Sure. He'sh manager of a chicken farm."

"James is a type, isn't he?"

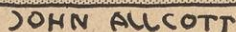
"I cut off my nephew's allowance last night."

“What did he say?”

"Why, the young whippersnapper said, 'Uncle, if you don't stop this foolishness, I'll disgrace the family by going to work.'"

"Isn't the sky nice tonight?"
"Heavenly!"

"What is the singular of swine?"
"S'one."



The picture on the left or somewhere abouts shows Three-Fingered Brown, a former baseball player and noted teetotaler, being the original pitcher that went to the well, discussing a large volume with Mother Hubbard and the Witch of Endor. "The book is all right," says the Witch, who is a note l expert on leaves, "except that it is dirty in spots." She undoubtedly refers to the title page.



For
"best thoughts"
in sweets consult
the Sampler!



Just as old-time samplers were selections of the best stitches in fine needlework.

Just so is the modern Sampler a selection from ten boxes of candy which proved most popular in the eighty-four years experience of Whitman's in candy making.

The people who buy fine candies really selected the contents of the Sampler.

Which may explain why it is America's best known and most liked candy assortment.

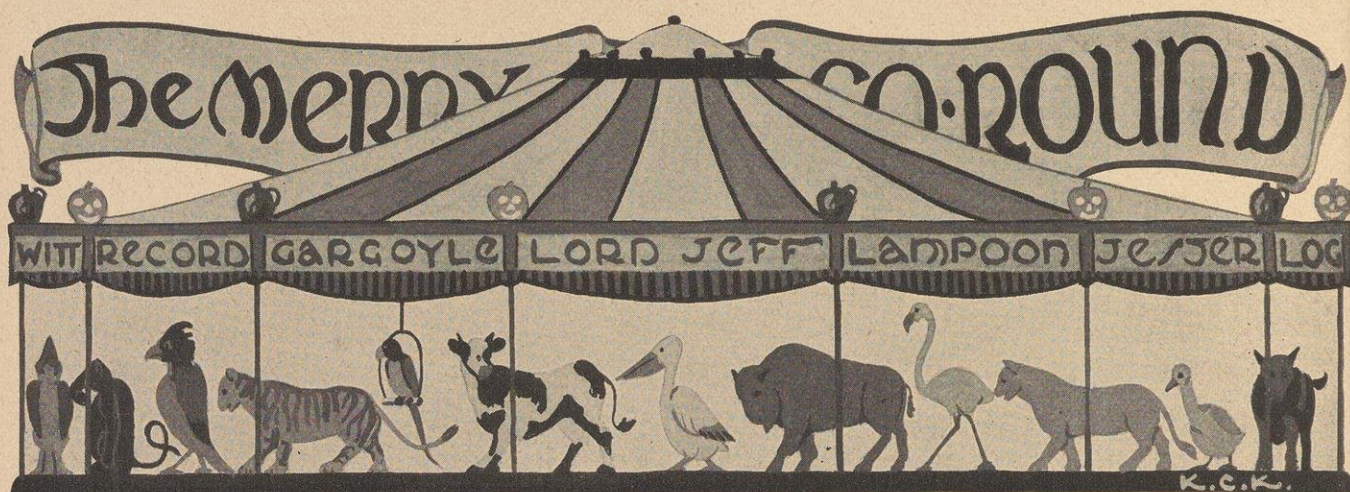
The Sampler, Pleasure Island, Salmagundi, Fussy Chocolates and other Whitman packages are sold at the Whitman agency in your neighborhood—usually the leading drug store.



All Whitman packages can be purchased at Whitman agencies—usually the leading drug stores.



Special
Wisconsin Package



Old Stuff

I suppose I could wail of the Arctic Trails,
And the men who moil for gold;
Or the Queen of Spain, that amorous dame,
Whom the mighty king doth hold;
'Cause East is East and West is West,
Quoth the Raven, "Nevermore";
But down in the Lehigh Valley,
There's always an open door.

I could rave at large of Lake LeBarge,
And the lady that's known as Lou;
For Colombo was a sturdy man,
Who sailed the ocean blue:
I say I could tell of all these things,
And others I know galore;
But the hell of it is, it seems to me,
They've all been told before.

—Pup

She: Do you believe in marriage as an institution?
He: Yes, if it is heavily endowed.

—Jack-O'-Lantern

Prudence: "But father, if you don't stop dissipating
so much people will look down on you."

Pa Prudence: "And what will they say?"

Prudence: "It'll probably be, 'Doesn't he look natu-
ural?'"

—Sour Owl

Fopp—How's the act going?

Sop—They're applauding something fierce.

—Punch Bowl

Sheer Luck

I've frogotten one girl for another,
I've been absent-minded of late;
And many a mix-up
I never could fix up
I've had for forgetting a date.

I forget them as fast as I meet them,
I guess I am just one of those
Whose mem'ry is rotten,
But I've not forgotten
Myself, yet, enough to propose.

—Judge

Excuse Us, Starbeams

"Thank heavens," Little Audrey's father said, "the baby
has stopped crying. I suppose he has gone to sleep."

But Little Audrey just laughed and laughed, for she
knew the baby had fallen down the elevator shaft.

—Sour Owl

Mrs. James: "Jesse dear, I wish you'd wallop Junior.
Do you know that he shot a little negro boy in the back
yard with one of your pistols?"

Jesse: "Well, the boy's a damn good shot."

Mrs. James: "Yes, but the cat dragged the carcass un-
der the house and with this hot weather."

—Siren

Cop: "Hey, your headlights are out."

Motorist: "I put some wood alcohol in the radiator and
the damned thing went blind."

—Cornell "Widow"

Der Jedge—"You are charged with striking the defend-
ant. What cher got to say fer yerself?"

Answer—"Well, she asked for it."

"Jedge—"How come?"

Answer—"She asked me to fetch her a wrap and I
fetchted her a darn good one."



Close harmony

Don't think that a college "sing" is the only place for close harmony. The electrical communication industry, too, has applied the big idea.

Four men put their heads together in the research laboratory—and there evolves a new and scientifically accurate basis for the measurement of speech and hearing.

Construction engineers, whose pole lines stride across country, work hand in hand with purchasing engineers who look forty years ahead for the pole supply of the future.

In the factory, engineers and craftsmen together develop new processes and almost-human machines to increase production and effect economies.

Combined ability—that's the thing! In the words of the song, "a long pull, a strong pull, and we'll all pull together."

*Published
for the
Communication
Industry
by*

Western Electric Company

Makers of the Nation's Telephones

CASH and a SQUARE DEAL

for your used books. Bring them in now or
at the end of school.

For 16 years we have bought and sold books
at fair prices. We are still doing it.

BROWN BOOK SHOP

Established 1911

623 State

"Come in and browse"

An Important Part of the Picnic Lunch

Teck's "Hotsy Totsy"

5c

A different bar—new in taste and flavor—
the Hotsy Totsy, with its rich peanut but-
ter filling and chocolate coating, is the ideal
candy to include in the picnic lunch.

At any good candy store—always fresh be-
cause they are made right in Madison.

Teckemeyer Candy Co.

Persons passing along the road to success are often
hampered by too many blowouts.



There's Something New Under the Sun

New hat
New coat
New bed
New room
New headache
New Year's!

Seems t'me times are deteriorating. Used to be, when a
feller come into th' station, all th' fellers 'd yell "Han-
som! Hansom!" but now they all say, "Yellow! Yellow!"



There are two kinds of women . . . those who go
to the libe to study and those who can get dates by answer-
ing the telephone.



Of course, if really necessary, a drunken judge could
be called a court plaster, but we hope it will never be-
come necessary.

A touch of variety to tempt the most
indifferent appetite

University **Y** Cafeteria
Home Cooking Reasonable Prices

"Where Friend Meets Friend"

Perfection in Cleaning Pressing and Repairing

Phone Fairchild 2483

We Call and Deliver

Service Cleaners & Dyers
1347 University Avenue

AFTER A LONG DAY

of hard studying, hot, tiresome classes, or much-dreaded exams, a little fresh air will do you good. Rent a car and get out in the open, where you can take a good, deep breath of pure air. You'll feel much better and be able to work harder. Try it tonight.

Capital City Rent-A-Car Co.

Fairchild 334

434 West Gilman

Barkeep: All right, boys, these are on the house..

Plastered: Thasha ol' fight! Have one y'self!

Latest Song—"Florida, You Owe Me a Lot."

"Curtain Time is Here", says an ad in the Chicago Tribune. In the spring a young man's fancy . . .

HERE'S TO THE MAN WHO
SWEARS IN BLANK VERSE
(BLANKETY BLANK BLANK
BLANK)

"Can you take her canoeing or auto riding?"

"No, she canoes not, neither does she spin."

Most of those who smoke Omars also read him.

1st Tennis Player: Go ahead and serve.

2nd Tennis Player: I can't. I'm all balled up.

When you need
Anything in Leather Goods
You'll find it here

MADISON LEATHER GOODS CO.
416 State Street



Malone Grocery

—AGENCY—

Richelieu Pure Food Products

Wholesale and Retail

Groceries -- Fruits -- Vegetables
434 State Badger 1163

*Pick a pipe
and pack it
with good old
P. A.*



TALK about "alliteration's artful aid" . . . the printer certainly raided the "p" box *that* trip. But let that go! The advice is just as serious and sound as though it were couched in the careful diction of an English prof.

Just get yourself a jimmy-pipe and fill the bowl to the brim with Prince Albert. Light up, and let the first fragrant whiff tell you that no other tobacco is like P. A.—or *can* be! Cool and sweet and fragrant, P. A. has everything a fellow ever wished for in a smoke.

P. A. can't bite your tongue or parch your throat. The Prince Albert process settled that in P. A.'s freshman year. Get yourself a tidy red tin of Prince Albert today. The first load-up will tell you why pipes are so fashionable among young men today.

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.



PRINCE ALBERT

—no other tobacco is like it!

Make Up

For the Good Meals You've Missed Heretofore, by Coming in Often Now.

Frank's Restaurant

821 University Avenue

Mary H. Luttrell

Wedding Gowns

Evening Dresses

Afternoon and Street Dresses

Fairchild 329

22 N. Carroll Street

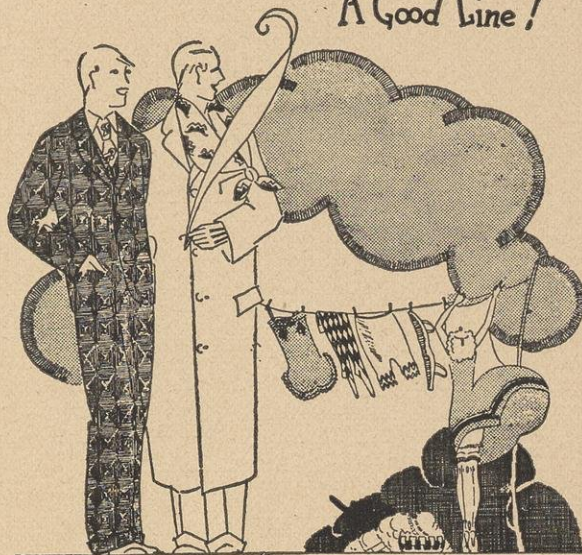


HOWARD ANDERSON.

"Phil's business is expanding."

"Oh, I thought he was a contractor."

A Good Line!



Braeburn

SMART STYLED CLOTHES FOR COLLEGE MEN

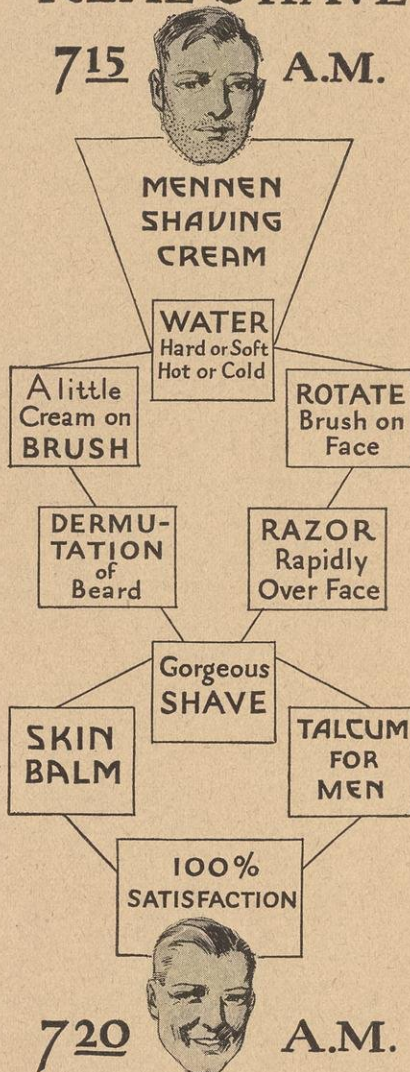
Chalkline Stripes

Handsome tones of tan and grey in broad stripe designs. Fine flannels in a typical three button college coat--the newest among university men.

\$45

SPETH'S
222 STATE ST.

CHART OF A REAL SHAVE



AN efficiency man said to me once, "Only when a method is *right*, can you chart it."

Three million men know that a Mennen Shave is right, chart or no chart.

Mennen's gives the same amazing results with any kind of water, hot or cold, hard or soft. A small amount of cream will hold such an enormous amount of water, that it's economical.

Dermutation—the scientific way to master a beard, softens it so that it yields to the razor without a twitch.

Then the tingling, peppy zip of Skin Balm, cooling, refreshing, wonderfully good for the skin.

And finally, a velvety film of Talcum for Men that is antiseptic, protecting to sensitive skin and doesn't show because it is skin color.

All this co-ordinated shaving efficiency concentrated in just a few minutes of absolutely satisfying, convincing operation....Try the Complete Mennen Shave.

Jim Henry
(Mennen Salesman)

THE DRIVE

SPRING HAS BROUGHT OPEN SEASON FOR DATES ON THE DRIVE. WITH YOUR BEST GIRL, A RENT-A-CAR, AND A MOON, YOU CAN HAVE THE TIME OF YOUR LIFE. COME DOWN AND PICK OUT YOUR CAR, OR CALL US, AND WE'LL DELIVER ONE.

BADGER RENT-A-CAR

FAIRCHILD 2099

250 STATE STREET

To a Girl

Who got me dates with you at first?
Your roommate.

And ginger-ale to quench (?) my thirst?
Your roommate.

Who gave my phone a gentle buzz
To tell me who my rival was

With you, dear heart, and all because
She was

Your roommate.

Who told me where you went at night?
Your roommate.

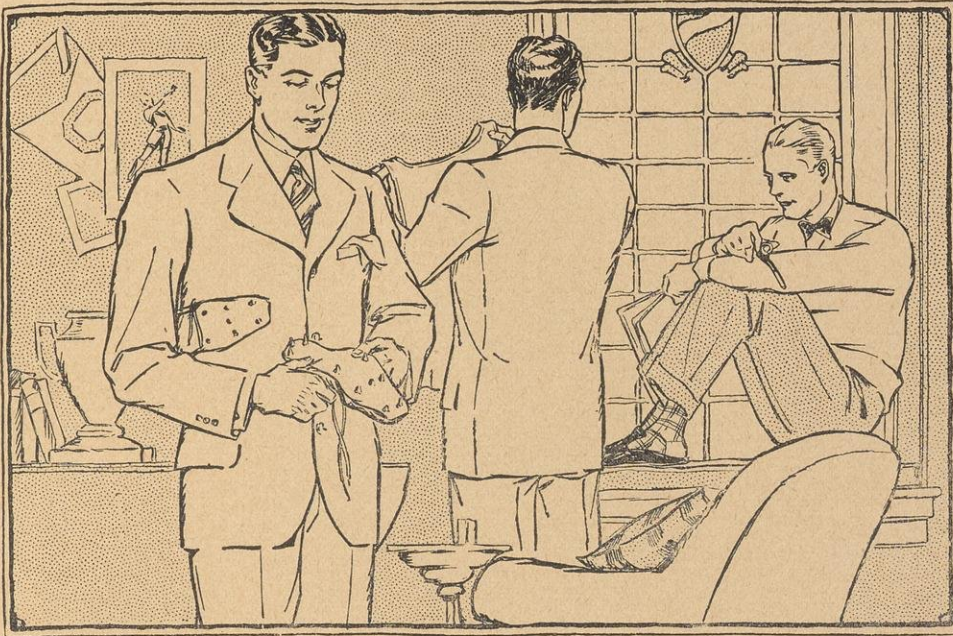
Who tried to patch up every fight?
Your roommate.

Who wore your dress to Lathrop dance,
And caught my heart (and pin) by chance,

And who shall be my spring romance?
YOUR ROOMMATE!!!

THE HUB

Henry C. Lytton & Sons

State and Jackson — Chicago

Correct Collegiate Styles in **The LYTTON College Shop**

LEADERS of University style know of and patronize the distinctive Lytton College Shop. In this chummy corner of the great store are gathered the College Man's favorite fabrics and styles of the season. Because The Hub is the world's largest fine clothing store we are able to price our clothes materially lower than others lacking this great buying power.

EBERHARDT'S
**Cardinal Beauty
Shop**

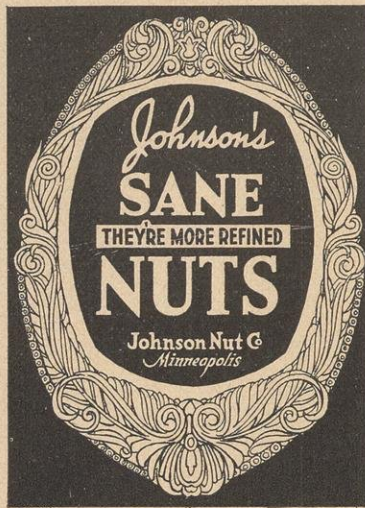
**Expert
Permanent
Waving**

NESTLE LANOIL
FREDRICKS METHODS

Absolutely nothing
but experienced
First class operators

F. 3966 625 STATE

Ask for
JOHNSON'S
Pecans or Almonds on Your
Next Nut Sundae



B. H. Vollrath

W. G. Damerow

**Walter Hicks
Cafe**

108 East Main Street

Downstairs - - Tenney Bldg.
Oh, those thick, juicy Por-
terhouse Steaks—with
choice Mushrooms or
Onions, served in a private
booth.

Chicken -- Fish - Chops

Sandwiches

Phone Badger 2037 for
reservations

**SPECIAL
\$3
TUXEDOS**

From now until May 25 we
will Rent Tuxedos for \$3 an
Evening.

Two Nights For \$4

**CAMPUS
Clothes Shop**

The leading shop for
College men
University Ave. at Park

Lord Chomondeley says he doesn't
see how they can give ice-boats the
rough treatment they do, as he thinks
they would be awfully brittle.



"You wouldn't hit a man when he
was sitting down, would you?"
"No. I'd wait until he lay down."

Ford

Largest selection of guar-
anteed used Fords in the
city.

See these before you buy.

**Fox
MOTOR SALES CO.**

330 W. Johnson St.

A Collection of New Spring Frocks

The new things, the smart things for street, sport, for informal and formal wear you will find at this shop. A shop of individual frocks where style, quality, and modest prices are stressed.

The Hetty Minch Shop

Over Rentschler's New
Floral Shop

228 State St. - Badger 3029

Look Neat

For That Date

Drop in and see what a
difference a GOOD Hair-
cut makes.

Runkel's Barber Shop

624 State Street

Anything From
a Shave
to
a Shingle

*"Straus for Student
Printing"*

Attractive Printing

Is a necessity for adver-
tising student affairs, as
well as for carrying them
out properly.

Our printing staff can
give you perfect satisfac-
tion. Don't forget that.

"Better Printing Pays"

Suits Cleaned and Pressed
\$1.00

Wool and Serge Dresses
Cleaned and Pressed
\$1.00 up

Suits Steamed and Pressed
50c

Yours for better work at a
lower price.

Pantorium Company

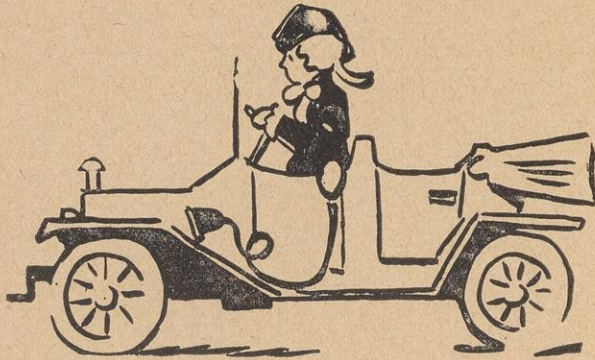
538 State Street
B. 1180



"Have you any hobbies?"
"Yeh."
"What?"
"Horses."



118 E. Main—Near Square
Badger 1763



BEN FRANKLIN missed out---
on a lot of things---
he never had a ride in a flivver---
nor did he have---
a chance to buy---

Fashion Park Clothes

\$40.00 and
up

at---

BAILLIE O'CONNELL & MEYER
INCORPORATED
QUALITY  SERVICE

MEAT

Goeden & Kruger
Inc.



He (at lunch): You are positively the most gorgeous
thing I've ever seen.

She (at lunch): Sir?!!!

On these Spring nights

. . . You take her out in a rent-a-car or for a walk on the drive. And then about ten o'clock you start homeward.

. . . You stop at Lawrence's then, for lunching at Lawrence's before going home appeals as much to her as it does to you.

. . . We'll see you tonight.

LAWRENCE'S

Cafeteria Restaurants
State Street University Avenue

We knew a man once who set out to become a great wheat speculator. He finally had to give it up; the market went against his grain.

John Jones has, nowadays, lots of dates,
Bow legs don't show in these plus-eights.

This Ginful Age

Recipe for Proposal: "If you've got a Camel, old thing, I can offer you a match."

Ed (giving co-ed's order): Tomato bullion, lettuce hearts and ripe olives, fruit salad, T bone steak—

Waiter (interrupting): Well done, sir?

Ed (absently): I certainly am.

Loos Humor

"Gentlemen Prefer Blondes."

"Not if they're gentlemen."

"Well—*are* they gentlemen?"

"Not if they prefer blondes."



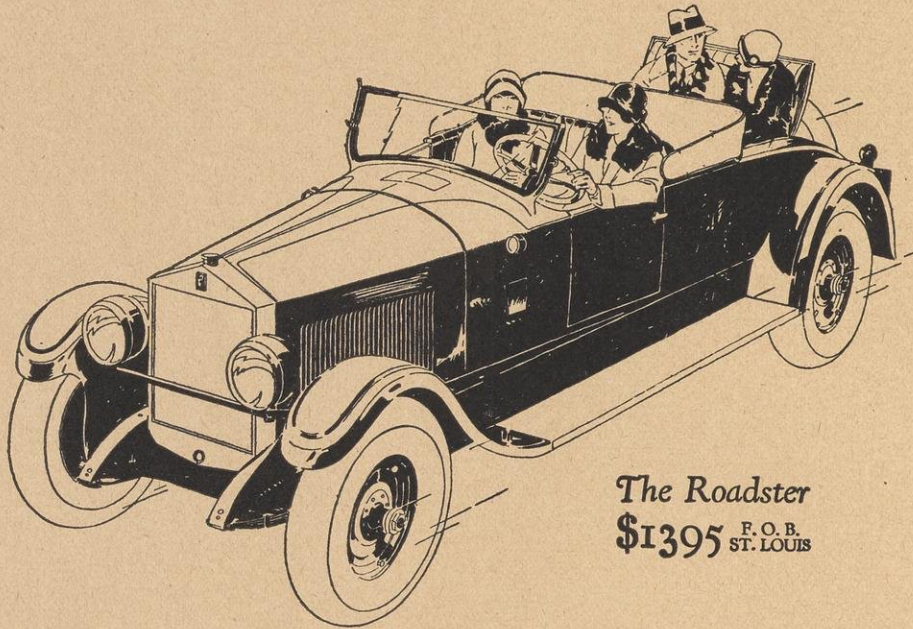
We could go on and on explaining why you should wear Walk-Overs this season—But we'd rather have you see the new models—they speak for themselves.

WE FOOTOGRAPH YOUR FOOT—
THEN FIT IT CORRECTLY

Balaban's
Walk-Over
Boot Shop

611 STATE STREET

MOON



The Roadster
\$1395 F. O. B.
ST. LOUIS

The Inside PRICE *for* QUALITY

To use a sporting phrase of a sporting car, the Moon Roadster always hugs the inside rail in the race for quality.

The Campus must have quality. It demands power, pliancy, "pep." The style of the Lido-Venice with the ruggedness of the Rockies. A low price appeals to it only when these qualities are there. For The Campus is a keen seeker after the latest value. And quick to discard everything that is not a jump ahead of its day.

The Moon Roadster gives you all this at the inside price for quality. At a little more

than the price of the ordinary Six. Where else, at \$1395, can you get the luxuries of 4-wheel hydraulic brakes, the long-levered "balloon-designed" steering gear—with its strength of a giant at the effort of a child. Where else can you get workmanship of the best traditions. lines, contour, distinction, eye-appeal?

If you want that subtle difference which separates class from the crowd, by all means see this car—and drive it. Know why Moon sales have increased 603 per cent in 6 years. Why Moon is always ahead in style, in price, in resale value.

MOON MOTOR CAR COMPANY, ST. LOUIS, U. S. A.

AL. J. BUENZLI

Distributors of Moon Six and Diana Motors

Box 501, Madison, Wis.

When You're Hot and Tired

A Glass of Cool, Refreshing, Nourishing
Milk Will Just Hit the Spot



Kennedy Dairy Co.

627 W. Washington

B. 7100

"I say, old man, what'll your dad when he hears you've
bought another new suit?"

"Make allowances, old man, make allowances."

A Blow

"Your paper sounds a bit breezy, sir."

"But Professor, this is the rough draft."

"John is certainly a heart breaker."

"Yes, and I hear if he doesn't pay that breach of prom-
ise suit, he'll soon be a rock breaker."

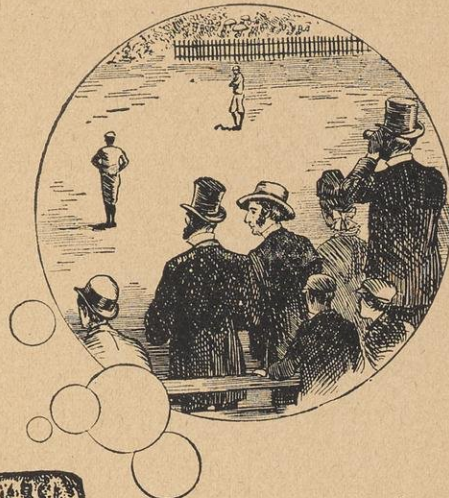
"Look here, fellow, that Dying Swan Dance was nothing
more or less than a shimmy."

"But you see, sir, that swan died of St. Vitus Dance."

"My girl is of the reflective type."

"Yeh?"

"Always in front of mirrors."



When the baseball nine
wore whiskers, and
"Mob the Umpire" was
the national college yell,
Anheuser-Busch was
nationally known among
good fellows.

And now, when we
laugh if we win and grin
if we lose, and umpires
need no body-guards,

BUSCH (A-B) PALE DRY

is the favored drink of
college men, because,
like the college man,
Busch Pale Dry is a good
mixer everywhere and
every time.



ANHEUSER-BUSCH ST. LOUIS
KLEUTER & CO.

Distributors

Madison, Wisc.

VACATION!

Make this magazine your companion during the summer. Take a long, lazy revel in our pleasure pool.

No expense is being spared to give you an exact combination of beauty and horseplay.

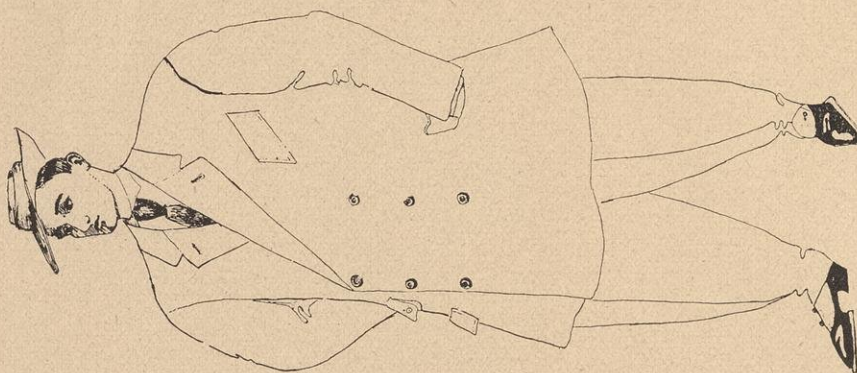
We are eager for undergraduate contributions. If you can write something that brings a smile or pinches the heart—we want it!



CollegeHumor

On Sale Everywhere

June 1



"Gee, I'm happy."
 "Married?"
 "Nope."
 "Engaged?"
 "Nope."
 "In love?"
 "Nope."
 "Got spring fever?"
 "Nope."
 "Well, what the . . ."
 "That's why I'm happy."

Only 744 Hours

Until vacation, but we don't take any vacation. We'll be right here all summer, and next fall when you get back.

Madison Steam Laundry

429 State Street
 20 % Discount for Cash Call

Diamonds!

One of our Rings adds Beauty to the Graceful Hand

R. W. NELSON
JEWELER
 WATCH REPAIRING
 320 STATE



Has supplied the long felt need of a Metropolitan Hotel. A social center with environment; where service is unequalled; where public meeting and banquet space is treble the capacity majestic of any hotel in Madison.

New Addition ready for occupancy June 1st.

HOTEL LORAINÉ

Madison, Wisconsin

Student: "What's the matter? Were you injured in practice?"

Limber: "No. I went to sit down on a campus bench last night and it was a shadow."
—*Phoenix*

Yes or No?

Sid: "I'm in an awful position. I proposed to Betty last night."

Jack: "What did she say?"

Sid: "That's the worst part. I don't remember whether she said yes or no."
—*Bison*

He called his donkey Maxwellton because his brays were so bonny.
—*Wampus*

An English Joke

"You can eat dirt cheap in that restaurant."

"Yeah, but who the deuce wants to eat dirt?"

—*Jack-O'-Lantern*

Dumb: "They say a cat has nine lives, but I don't believe it."

Dumber: "Huh, I do. Think of the frogs that croak every night."
—*Pointer*

Such a Practice

Dentist: "Pardon me a moment, sir, I must have a drill."

Patient: "Can't I even have a tooth fixed without a rehearsal?"
—*N. Y. Medley*

Open from
6:30 A. M. to 8 P. M.

Breakfasts
Our Specialty

The Do Nut Shop Lunch

422 State St.

B. 5150

REAL HOME COOKING

Cream Waffles and Wheat Cakes
at all hours

Write that letter now!

Get your

Paper

Ink

Pens

Blotters and

Supplies at

NETHERWOODS

519 State Street

For Wedding and Commencement Gifts

If you seek the unusual,
the unique and exclusive,
artistic gifts not found
elsewhere,

Call at

The Unique Shop

Gifts for all Occasions

130 State St.

B. 2099

For Men

For Women

Snappy Spring Footwear

—
in the

Newer Shades

SANDER'S
Formerly
Blind & Sander
217 State St.

Cold Typing Facts

125 theses in May and June last
year.

20 theses so far this year.

7 of the 20 were never even re-
turned for corrections. Two of
those returned had four errors,
three had two, and none had
over 10 although the theses av-
eraged from 60 to 150 pages in
length. And every single one
of the 145 theses was accepted
by the library as it went from
this office.

It is on this record and not
empty words that we solicit the
job of typing **your** thesis. Call
us or come in and see us about
it.

College Typing Company

Lake and Langdon

B. 3747

Theatre Hints

Although this theatre is large it can
be emptied easily in twenty-three min-
utes, so in case of fire, don't walk, run
like hell.

We suggest you buy a program and
line-up of the chorus girls. Each and
every girl numbered or distinguished
by some slight characteristic feature,
such as a wooden leg or shell-rimmed

glasses. You can't follow the show
intelligently without one.

If you have parked your gum under
the seat, take it with you; you should
ever be mindful of the kiddies at
home.

Don't put stones in the roses you
throw at the chorus girls. They don't
appreciate this sort of thing.

The management requests that mem-
bers of the audience kindly refrain
from whistling or eating dry toast
when the more dramatic elements en-
ter the show.

Please do not bring food of any
kind into this theatre. Opportunities
for eating are provided in the Union,

—Brown Jug.

O. M. Nelson & Son

Incorporated

Commencement Gifts

21 North Pinckney Street
Nelson Building



In China they say:

設想襪帶繫頸
上。君必時易一
新雙。巴黎
牌號無金質。
襪不接皮膚致
作癢。問君
今朝買一付。精
神振起步舞爽。

All of which means: If garters were worn around the neck you'd change them frequently

Single Grips
25c to \$1

Double Grips
35c to \$1



PARIS GARTERS

NO METAL CAN TOUCH YOU

Time for a fresh pair?

©1926

FIGHTING FISH PATROL THE WATERS OF ADVENTURE LAND



Glacier National Park on the GREAT NORTHERN

Open June 15 to Sept. 15

COLD all summer are the surface waters of the lakes and streams of Glacier National Park. Voracious trout, frequently of giant size, rise to your bait in the still as well as the rapid waters. Come out and match your skill against this wily foe.

Hike, ride horseback, climb, explore. Tour in motor coaches and motor launches. Sleep in the open, in quaint log chalets, or in the completely equipped, modern hotels. Generous portions of excellent food will curb your eager appetite. Go as you please tours or Burlington Escorted Tours at fixed costs with all details arranged—Alaskan Tours.

But do not postpone your arrangements to visit Glacier National Park. Mail the coupon now. Low Round Trip Summer Fares to the Pacific Northwest—Spokane, Seattle, Portland, Tacoma, and Vancouver—include liberal stop-off at Glacier National Park going or returning. Inquire today.

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railway

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from this point of a day stay in the Park for a
party of I am particularly interested in
☐ General Tour of Park ☐ Burlington Escorted Tour
☐ Pacific Northwest Coast Tour ☐ Alaskan Tour

Name

Address

Dr. J. A. Bancroft
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Above Menges Pharmacy
901 University Ave.
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GAMMS
WATCH
SPECIALISTS



Picture of a Buzzard Wheeling Overhead

State Street Leader

Cor. State and Gilman

Next to Branch Bank of Wisconsin

Features for those that love nice things

Van Raalte's
Glove Silk Und'rwear
Van Raalte's
Silk Gloves

Van Raalte's
Silk Scarfs
Van Raalte's
Silk Georgettes



A thing I just can't figure out,
No matter how I try,
Is: You can't get boiled on water,
But you can get corned on rye.



What: "I bet you can't name three animals from the Bible."

Ho: "Of course I can."

What: "All right, try."

Ho: "A camel, a reptile—and—er—the Widow's mite."

—Purple Parrot

Mangel's

New York Waist House

27 So. Pinckney St.

New SUMMER DRESSES

\$14⁹⁵

In the most
desirable Colors,
Styles and
Fabrics

A great demon-
stration of the
value-giving
power of this 69-
store organiza-
tion and its na-
tional buying
power.



New \$14.75
Coats

Mangel's Supreme Value
Guaranteed
"FAN-TAN"
Silk Hosiery
56 New Shades
\$1.00 and Up

Dainty Silk Underwear

Silk and Cotton Overblouses
and Vests





Charming New Fashions Usher in Summer Time

Exquisite, pale-colored frocks that make sunny days still sunnier! Summery hats that repeat the colorful beauty of the frocks. And all the dainty accessories that go so far towards making summer lovely are assembled here to greet the new season.

Inspect these fascinating displays that foretell the advent of summer and choose your wardrobe now while days are cool, and assortments large and fresh.

BARON BROTHERS

Sweet Nothings
or
A Young Girl's Treasure
by
Mrs. Rev. Ezekiel Thompson

Ch. 1

"Rather than do what you say, Remington Wallingford, I would starve in the gutter!"—her eyes flashed blue lightning.

"Madam," replied he of the evil leer, "remember that your mother was an octoroon and as for your father—!"

"Don't,—for gawd's sake!" shrieked she of indescribable beauty.

"Then," said the villain as he carefully adjusted his monocle, "you had best see me by the fountain of Quentin at midnight."

Ch. 2

The Fountain of Quentin threw a million splinters of silvery moonbeams into the eyes of the belated pedestrians. At length a long swell car drew up to the curb and from its interior darkness stepped forth Remington Wallingford, that blot upon the face of all that is virtuous. A cynical smile twitched at his lips as he saw a poor little urchin trodden down by the battering hoofs of a cab-horse.

Finally the drab figure of Lady Anamercias Bellemont found itself beside him.

"I've come with the money," she said offering him a satchel.

A look of surprise passed on his devilish face.

"You don't understand."

"!"

"!"

"", he said, "..."

"Very well," said the lady, "but remember, as long as I have my beauty, as long as I have my position—"

Ch. 3

The next year.

Ch. 4

The barren waste was subjected to the merciless scintillation of the Nevada sun. The very same cried piteously to the clouds for rain. Soon there appeared on the horizon a figure on roller skates. It was no other than the well known scoundrel Wallingford—bent, in all probability, upon the pursuit of his machinacious ways. Behind he dragged on a coaster wagon no other than that paragon of beauty, Anarmecias Bellemont. A sandstorm covered them up in the twinkling of an eye.

Ch. 5

Picture a little home; the finale of our tale well related; Wallingford was irrevocably dissected from the prize of his heart, he quit like a yellow canine, surrendered his mission and slunk off to Kansas City, where he now lies a recluse, clashing his withered gums in impotent rage, while the dodos lay their eggs in his long white goatee quite unmolested.

Lady Am. Bellemont is now the wife of Earnest P. Saunders of the Merchant's Incorporated Trust Company and is well and happy.

GAMMS

DIAMOND
MOUNTINGS

CAN YOU CANOE? HUH?

"Oh, do you have to write your name on a slip? . . . What's it for . . . so if we drown they'll know where to send our clothes? . . . Oh, but not that one . . . we want a red one . . . can't you make him give us a red one? . . . It would be just like the song . . . 'Beautiful Avalon' or something . . . you know where it goes. . . 'Had a little red canoe. . . room in it for only two' . . . Do I get in first? . . . Shall I sit in the middle here, or . . . no, we don't want the extra paddle.

"O-oh, the lake is nice and still, isn't it? Just like . . . just like . . . glass. That's the word, 'glass'. Isn't it funny how you have to think and think to get the exact word, sometimes? . . . You splash lots, don't you? . . . Look out, don't get any water on the uke . . . wouldn't it sound funny with a sore throat? . . . You mean thing, then I won't play it, if that's what you think. . . . Oh, listen, the Datas are singing on their porch. . . .

"I think canoes are lots of fun, don't you? Or do you? . . . These are nice canoes . . . so roomy. That is, for two. Why, there's lots of room here in the middle . . . lots of room. . . Let's not go any farther out . . . let's stay here and listen to the music . . . let's sing, shall we? Can you play a uke? . . . Here, catch . . . oh, you nearly dropped it in the lake. . . .

"Sing that new one. . . 'Always' . . . Don't you know the chords? . . . look, oh look . . . over the Capitol dome . . . it's the moon . . . isn't it lovely . . . it's just like a great big . . . a big cake of Lifebuoy soap . . . and the clouds over there are

"No, I'm not cold . . . not very . . . but maybe if you sat here next to me it would be a little warmer. . . . NO. . . I don't want your coat. . . That's it. . . No I'll move over slowly, so we won't have to swim home. . . I haven't brought my water wings along this time . . . there . . . your arm is . . . there. You have nice big shoulders to lean against . . . do you like the smell? I always put a few drops in my hair. . . It's Black Jaundice or something, I always forget the name. . . .

"Isn't it nice out here? . . . Your coat is so nice and rough and tobaccoey . . . no, I don't want to smoke . . . not tonight . . . do you really think so. . . I think you're nice, too. . . O-o-oh . . . you musn't you're mussing my hair and everything . . . m-m-m-m-m . . . I wish we didn't ever have to go in. . . ."

—Stew

THE COLLEGE MAN AND NETTLETON SHOES



No. 050 Tan Calf
No. 055 Black Calf

Nettleton

Why wear any but the best?

Shoes sold on a price basis alone cannot honestly be expected to give quality service. In the long run you will pay more for them, than you will for Nettletons, although Nettleton shoes are priced a little higher.

A. E. NETTLETON CO., SYRACUSE, N. Y.

H. W. COOK, President

Sold locally by

Dealers Everywhere



A Burner with a reliable reputation.

Burn Oil and be warm this Winter.

Ask us about it.

F. Wigglesworth

PLUMBING & GAS FITTING

1904 Monroe Street.

Badger 6396

When you and spring
are thrilling to the opening game
of the year—and your favorite
player drives out a homer as the
stands rock with cheering
—have a Camel!



WHEN the first ball game is here. And the merry banter begins. When the heavy hitter cracks the ball shrieking into deep center for a home run—have a Camel!

For Camel adds the mellow magic of its own fragrance to life's most festive days. Camels are of such choice tobaccos that they never tire the taste or leave a cigaretty after-taste. Search where you will—you'll get more contentment, more pleasure out of smoking Camels than any other cigarette.

So this fair spring day as the bases fill and a redoubtable batter lofts out one that it seems will never stop flying—oh, then, taste the smoke that means completed enchantment. Know the mellowest flavor that ever came from a cigarette.

Have a Camel!



Into the making of this one cigarette goes all of the ability of the world's largest organization of expert tobacco men. Nothing is too good for Camels. The choicest Turkish and Domestic tobaccos. The most skilful blending. The most scientific package. No other cigarette made is like Camels. No better cigarette can be made. Camels are the overwhelming choice of experienced smokers.



Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any cigarette made at any price.

R. J. Reynolds Tobacco Company

Brock Engraving Company

Artists and Engravers



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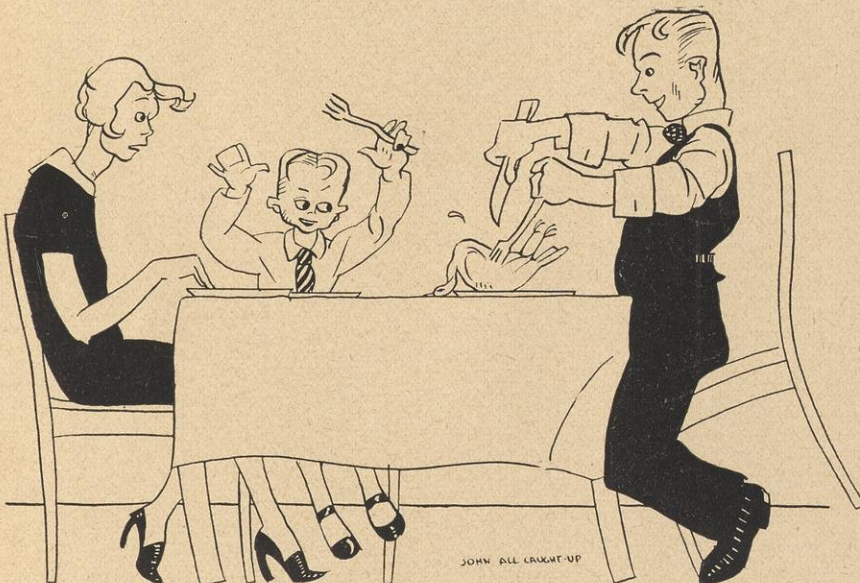
Phone: Fairchild 913



THE vogue of the Berg snap-brim hat at leading universities is reflected in new style creations that will be found correct. The Bergster in the latest tans and grays is particularly smart.

BERG HATS

Sold by: THE HUB, MADISON, WISC.



What's Wrong With this Picture?

Ans. The man looks happy.

You Guessed It: Pun!

"Yo, Blondel, and why are you not going to the court ball? All the nobility will be there."

"Ah, yes, Lady Eleanor, but, alas, the poor minstrel is bard."

"You dance rather jumpily."

"Oh, not at all. I'm merely trying to keep my feet from getting stepped on."

HERE'S AT THE MAN WHO
COULDN'T SEE A JOKE IF HE
SAW ONE

"Bill is an engaging sort of a person, isn't he?"

"Why so demonstrative?"

"He gave me a diamond last night."



Old Hampshire Stationery

has always been used by those who demand and recognize the best.

When you use Old Hampshire Stationery, you unconsciously classify yourself among the discerning of the country.

Raise the tone of your correspondence [by using Old Hampshire.

Fine Stationery Department

Hampshire Paper Company

South Hadley Falls, Mass.

Hundreds of Smart Picnic-ers Come to the Chocolate Shop for their Lunches

Because Chocolate Shop sandwiches are so tasty, so neatly prepared . . . because the salads are crisp and fresh and different . . . because the coffee in the thermos bottle is so fragrant and delicious . . . because a Chocolate Shop picnic basket never lacks the little things that must be present at a successful picnic.

For all of these reasons, the wise picnicer takes a Chocolate Shop lunch.

the chocolate shop

GAMMS Artisan GOLD & PLATINUM

Two twin brothers went away to college and made a name for themselves playing in the backfield of the university football squad. Thereafter they were known as the two half brothers.

It is very easy to find if we have the right number when we are telephoning our home. If nobody answers, we know we have the right number.

Butcher: This summer sausage is the best that's made.
Lady: Bolony!

"Why don't you like oranges, Bill?"
"They don't appeal to me."

"That orchestra sounds like the devil."
"No it doesn't. It's just the horns that make it look that way."

"Say, Tom, isn't this a dumb party?"
"I'll say so. Even the floor is board."

"Take that gum out of your mouth."
"I can't. My teeth would come with it."

Women aren't treated fair. They're barring them at the penitentiary.

Good Roads Item

They used to make roads in France out of Gaul stones.

Hic—"We'll be fren's to the en' eh?"
Haec—"Sure."
Hoc (after a long swig)—"Thrash th' en'."

—Widow



Yeh, I like women all right, all right, but like toast and coffee I'll be damned if I like them cold!



Street Urchin—"Paper mister? Only two cents."

Jacob—"Has dere been any robberies?"

S. U.—"No."

Jacob—"Any lynchings?"

S. U.—"No."

Jacob—"Has anybody died?"

S. U.—"No."

Jacob—"Is dere any change in the weather?"

S. U.—"No."

Jacob—"Has Uncle Bim married the Widow Zander?"

S. U.—"No."

Jacob—"Are there any clearance sales scheduled?"

S. U.—"No."

Jacob—"Good poy! You ought to be arrested for selling stuff like that. Tink what I might have bought."

—*Missouri Outlaw*



"Pardon, my good man, I'm looking for a small man with a monocle."

"If 'e's a werry small man, lidy, wy doncher use a microscope?"

—*Phoenix*

A very fine selection
of Misses summer
frocks await your
inspection

Individual Styles

Moderate Prices

Woldenberg's **C**loak
Corner

North Pinckney and East Mifflin Streets

Madison, Wisconsin

Now that the end of school is about at hand
do you find yourself a little overdrawn on
your allowance?

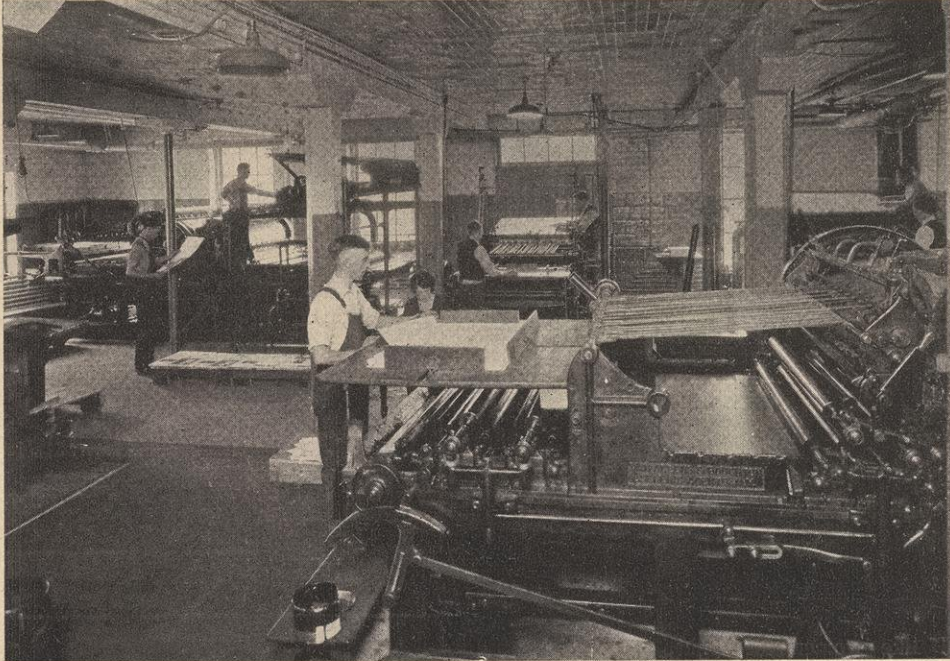
You do?

Well then why not make your next year's
bank the

Bank of the Commonwealth

Yellow
BAD 500 GER
Cab

CYLINDER PRESS ROOM



The scene of Octy's monthly nativity—where "Mary Ann" first smiled from a Haresfoot program—the cradle for the better printing of all student activities.

DEMOCRAT PRINTING COMPANY

MADISON, WISCONSIN



Crows

In a field in sunny Spain stands a stone mortar. Crows hover around it, picking up bits of grain and chaff—cawing.

Here Marcheta, in the fresh beauty of her youth, will come to pound maize. For years she will pound maize. The stone will stand up under the blows; not a dent has the muscle of three generations of women made upon it. But the crows will hurl their black gibes upon a woman aging early and bent with toil. *Old Marcheta*—still in her thirties.

The American woman does not pound maize. But she still beats carpet; she still pounds clothes; she still pumps water. She exhausts her strength in tasks which electricity can do better, and in half the time.

The high ideals of a community mean little where woman is still doomed to drudgery. But the miracles which electricity already has performed indicate but a fraction of the vast possibilities for better living and the tremendous opportunities which the future developments in electricity will hold for the college man and woman.



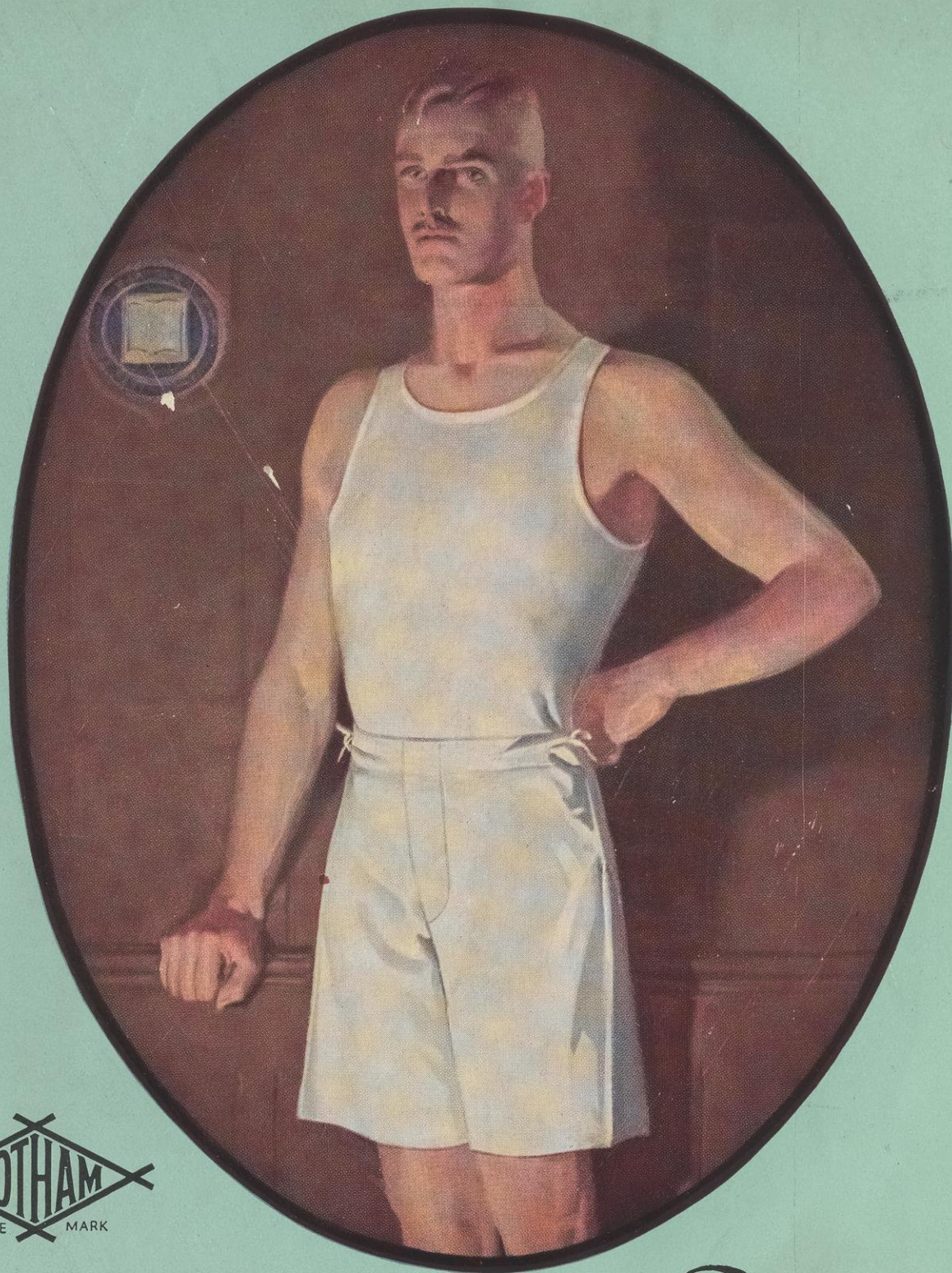
Electricity, which can release woman from her burdens, has already created a revolution in American industry. Wherever mankind labors, General Electric motors can be found carrying loads, driving machinery and saving time and labor. And there is no branch of electrical development today to which General Electric has not made important contributions.

A series of G-E advertisements showing what electricity is doing in many fields will be sent on request. Ask for booklet GEK-1.

7-72DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY. SCHENECTADY, NEW YORK



GOTHAM *Grads*

Fine Soft Ribbed Knit Pullover Shirts
with Shorts Tailored Like Track Trunks