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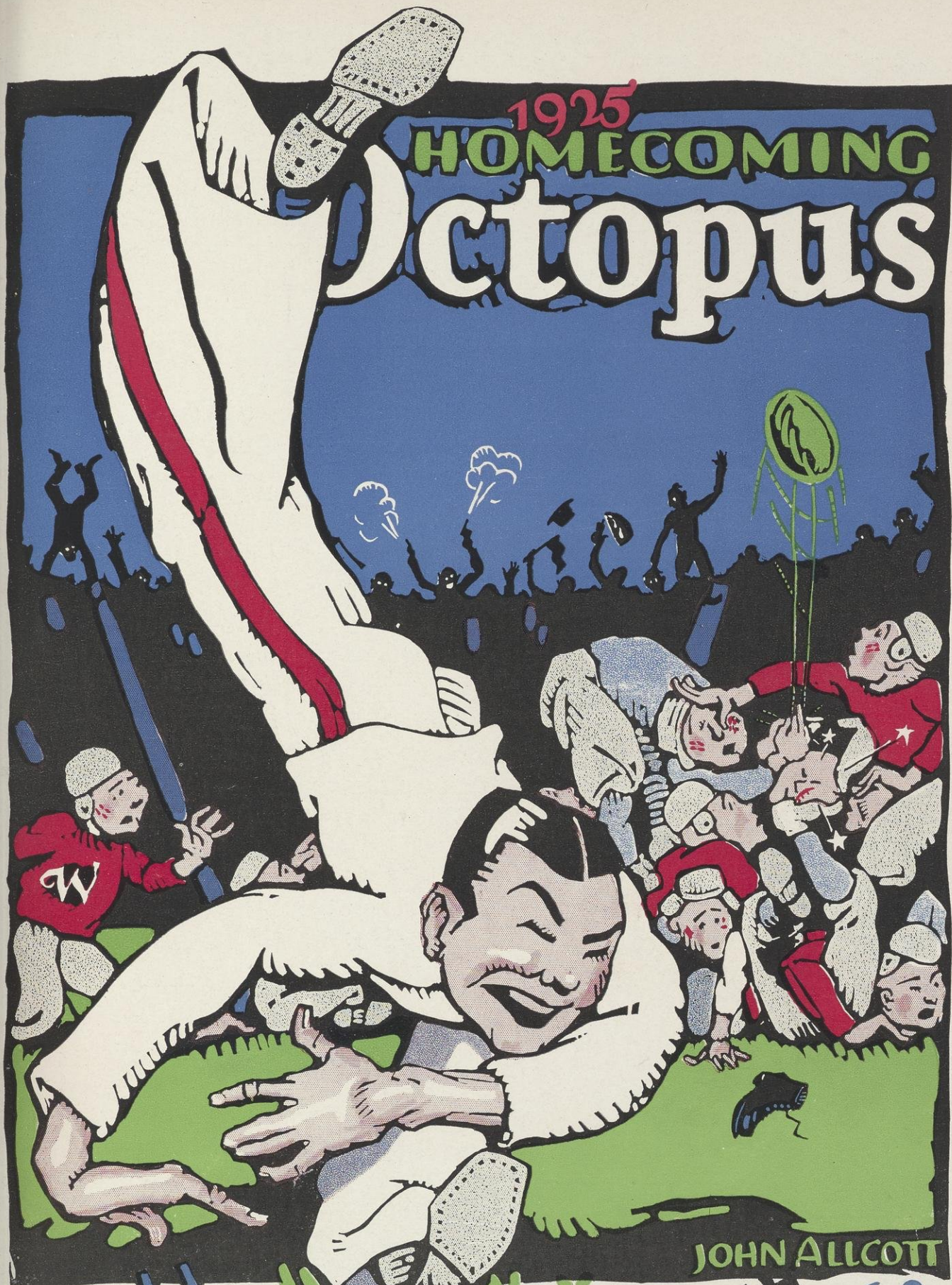
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1925  
HOMECOMING  
Octopus

JOHN ALLCOTT

RAH the PRICE RAH RAH is 25¢ RAH



# Homecoming Headquarters---

Through the years the **PARK HOTEL** has come to be known as **HOMEcoming HEADQUARTERS** for visiting **WISCONSIN ALUMNI** and **FRIENDS**.

Whether your guests are stopping at the **PARK HOTEL** or not, we cordially invite you to make merry with us before and after the victory.

Ball Room—Coffee Shop—Chicken Dinners—and warm hospitality—these are regular features at the **PARK HOTEL**, features you and your guests will thoroughly appreciate at so important event as **HOMEcoming** and every week-end.

Celebrate victories with us. You'll find our Coffee Shop a rendezvous for after theatre parties. And come often between victories. A hospitable welcome awaits you.

## 200 Modern Rooms

Teas	Rates \$1.50 and \$1.75	Musicales
Lunches	With Bath \$2.00 and \$2.50	Bridge
Dinners	Cafe and Coffee Shop	Mah Jong
	Dinner—\$1.00	Lectures
Ball Room	Chicken Dinner—\$1.25	

## Park Hotel

Also Hotel Frederic, St. Paul

*Synonyms for Hospitality*



# COLLEGE GIRLS CHOOSE AT SIMPSON'S, FORMAL GOWNS LIKE THOSE WORN AT BIARRITZ

Gala Night at the Reserve De Ciboure Contrast  
Soft, Flared Frocks with Princess  
Type--Novel use of Beads

Biarritz: If you should ask what types of evening clothes are being worn at Biarritz, the answer would include the soft chiffon gown, the two piece style, the princess dress, and the beaded frock.

All of these fashions were noted at a very smart gala evening at the Reserve de Ciboure, a lovely out of doors restaurant near St. Jean de Luz, where one dines and dances in a garden shaded by lacy tamorisks, and lapped by wavelets that purr lazily against the stone foundations of the garden.

## AT SIMPSON'S

Now Simpson's have assembled luxurious evening gowns like those worn at Biarritz, fluttering chiffon gowns molded to the figure, formal gowns of metal cloth in two piece styles, the fairy-like princess types, and gowns aglitter with beads.

What a delight to plan happily for the formal dances ahead when such gowns, priced most reasonably, await you at Simpson's.



# Simpson's

*"The College Girl's Own Specialty Shop"*



"A Friendly Store"

**FRED W. KRUSE CO.**

209-13 State St.



## Collegiate Furs

The smart fur coats you see on the campus invariably come from Kruse's. Because we are an exclusive specialty shop for university women, we would naturally concentrate on sizes and styles for the smart university miss. Here you will find every wanted fur, every distinctive style,—and the Kruse label is a guarantee of reliability. Fur Coats moderately priced.

\$150 to \$1000



## Trade With The

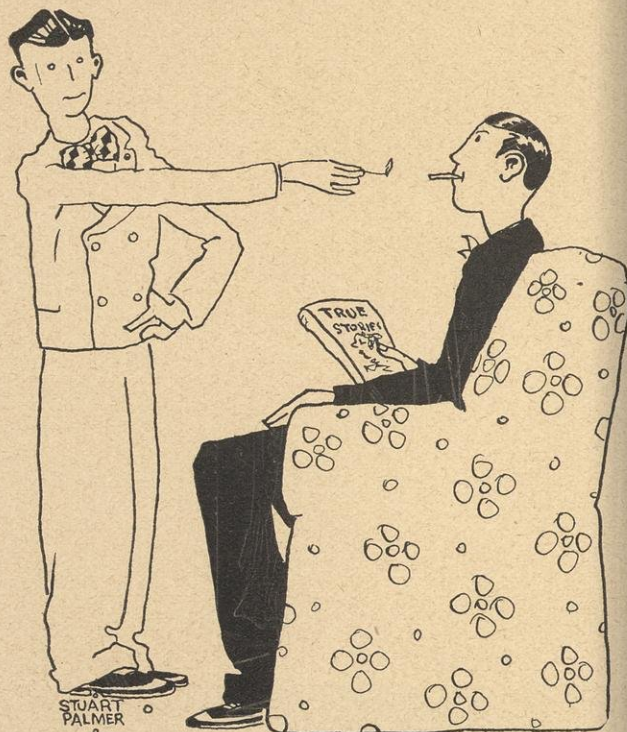
**Energiee!**  
TRUE GASOLINE

## Boys

GAS AND OILS, GREASING, TIRES  
AND ACCESSORIES

## Colonial Service Station

Regent at Randall Avenue



"I was out watching the big dipper last night."

"So was I."

"But you went to a party."

"Yeh; there were plenty of the bunch around the dipper."





CCR&Co.  
Stratford Clothes

## Correct Style at Low Expense

We know that the college man is first influenced by style and next by price in the purchase of clothing.

An extensive stock of single and double breasted suits carefully selected from the offerings of several manufacturers is here offered for your inspection.

In these suits of cheviot, serge, and cassimere in the newest Fall shades of blue, we are sure that you can find the one you'll want at the price you can afford to pay.

**\$35    \$40    \$45**

**Some with two trousers**

506-508  
STATE ST.

# The Co-op

ALL PROFITS RETURNED TO MEMBERS

E.J. GRADY  
MGR.

BUY EVERYTHING YOU NEED ON YOUR CO-OP NUMBER





# Walk-Over



## Typical Collegian Footwear for University Men and Women

Walk-Overs lead the field in design-  
ing shoes that are collegiate.

Sport

Dress

Street



611  
State  
Street

Balaban's  
*Walk-Over*  
Boot Shop

611  
State  
Street

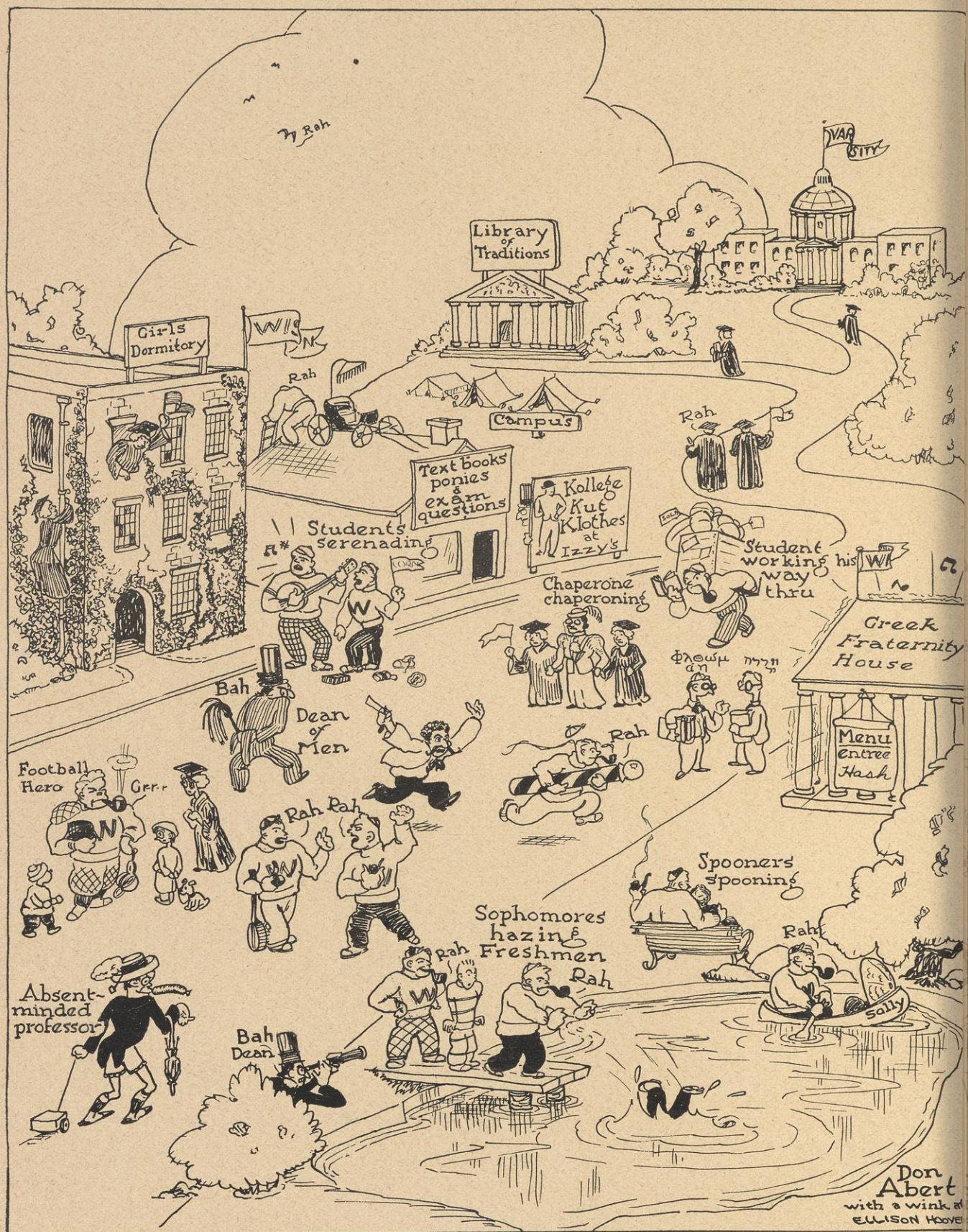




RUTH  
ALLCOTT

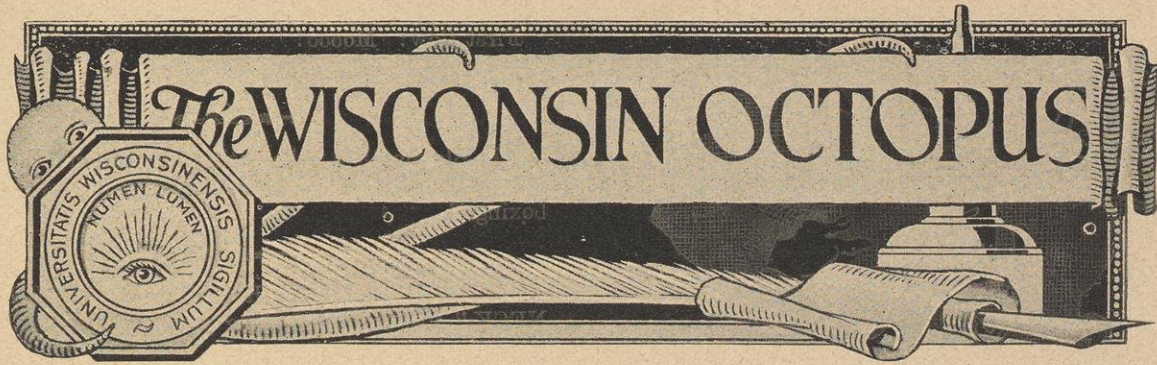
*"Tut, tut, old fellow, don't make such a fuss. Remember it's only a game."*





AN IMPRESSION OF COLLEGE BY ONE WHO HAS NEVER BEEN THERE





Ah, Men!

Many a wicked line she typed  
Until the boss's heart she swiped;  
But after the martial march was  
piped  
Many a dirty dish she wiped.

"I love you!"

"I love you!"

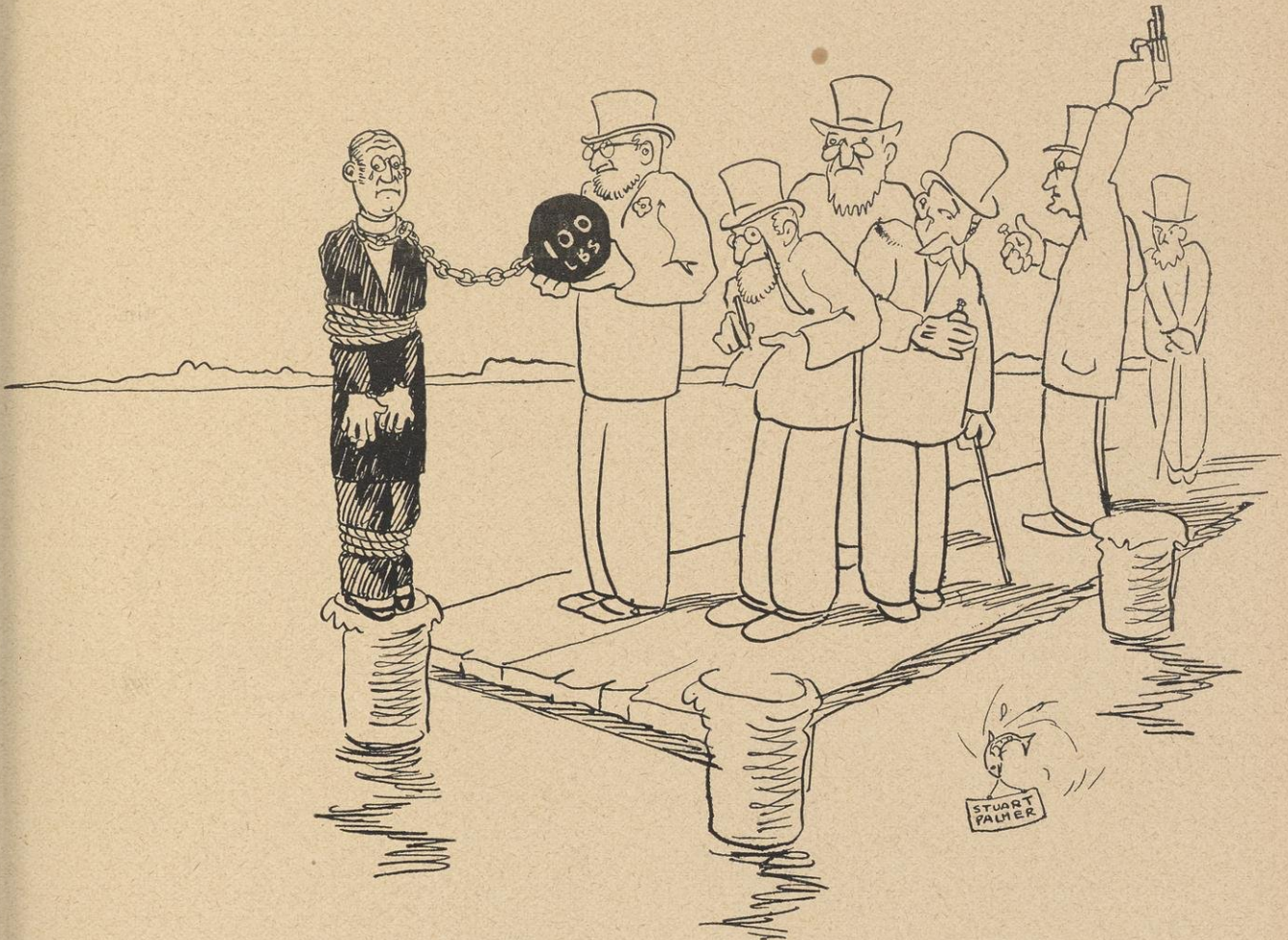
(Complete silence)

"Dearest, do you love me enough  
to die for me?"

"Yes, but I'd rather you'd do it."

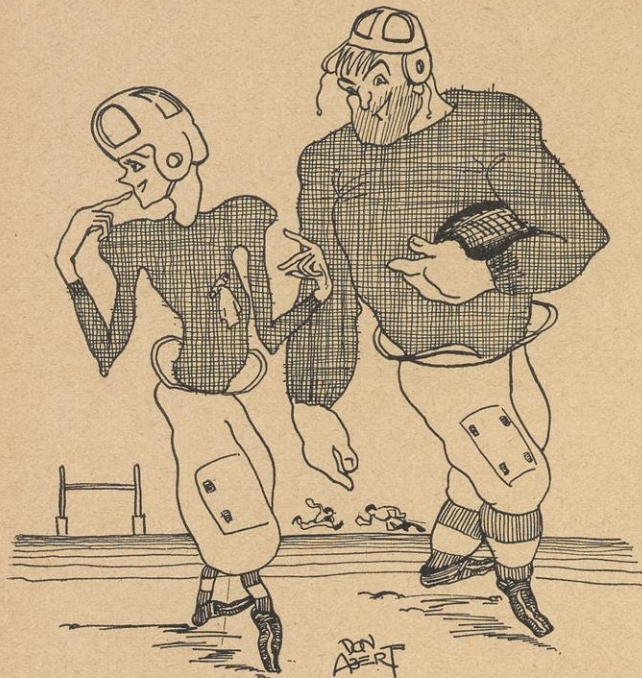
"I hear that Bill fell into the  
spirit of the occasion at your party  
last night."

"Yeh. The clumsy yap tripped and  
fell into the only case of Scotch that  
we had."



YE W. K. SKEPTICS' SOCIETY PREPARES TO INVESTIGATE THE THEORY THAT "YOU CAN'T  
KEEP A GOOD MAN DOWN."





"Arragh, Brian, and why doesn't your brother himself play football?"

"Faith, an' me brother does not believe in doing things by halves."

#### Conversation Between Two Grads

First grad: Bill, you old bottle-baby!

Second grad: Jim, you lemon-snatcher!

(Long pause)

First grad: Well, Bill, how are you?

Second grad: Fine, Jim, how's self?

First grad: Fine.

(Pause)

First grad: Funny how the old gang disappeared, isn't it?

Second grad: Yeh. Saw Paul today though.

First grad (excitedly): You did? Good old Paul, didn't know he was in town.

(Pause)

First grad: Seems funny to see all the youngsters in our places, doesn't it?

Second grad: You bet it does.

(Pause)

First grad: Wisconsin isn't what it used to be.

Second grad: Nope.

First grad: Married yet?

Second grad: Yep. Two kids, boy four and girl two.

First grad: I have only a girl, three.

(Pause)

Second grad: Well, well, how times do change.

(Pause)

First grad: Well, I have an engagement at four.

Second grad: So've I.

(They shake hands)

First grad: Well, so long. It's been good to see you.

Second grad: You bet. Write to me, will you?

First grad: You bet, so long.

Second grad: So long.

#### Interesting Conversation Between Two Cows

First Cow: Moooo!

Second Cow: Booooah!

"Is Blatmouth a cake eating institution?"

"Cake-eating? Say, there they give letters for shadow boxing."

"IF YOU WORE YOUR GARTERS AROUND YOUR NECK," just think how long your socks would be!

First Autoist: Why are you throwing that match away?

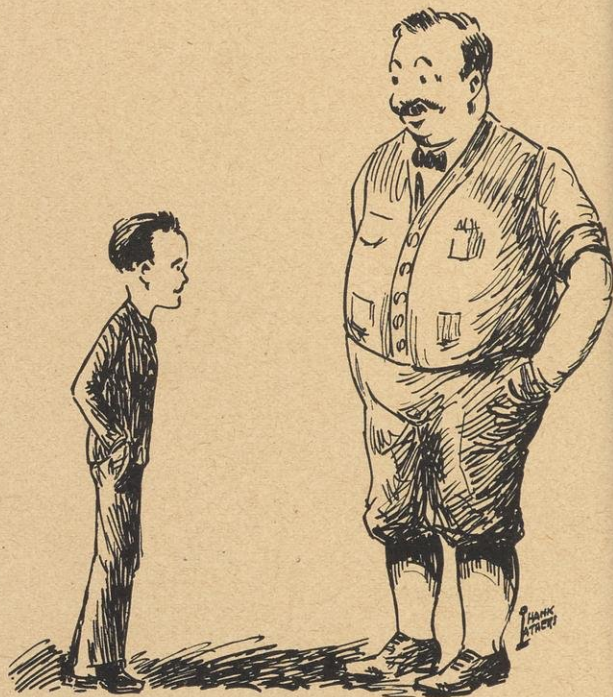
Second Autoist: I always throw the first match away, because I've never been able to light my cigar on the first match, anyway.

"What's your son's Christian name, Mrs. Cohenstein?"

"Oy, he ain't got no Christian name, we calls him Abie."

Many a grad will have a corking good time at Homecoming.

"So you're the guy that says that a chicken crosses the road because it is feather headed. Take that, dam yu, and that, and that."



THIS CHANGING WORLD





## Five Famous Alibis

- I. Honest, Mom, it don't ache no more . . . .
- II. He was going forty if he was moving at all, and anyway I had the right of way . . . .
- III. Sorry, but've got to study math for a quiz . . . .
- IV. Well, you see, when you hesitated I thought you had the ace; and if I could have finessed that queen . . . .
- V. Well, it is a long walk, and with the roads so muddy . . . .

"I'm through with this service," said the aviator as his plane left the ground. "They make me soar."

"Who are the bridge experts around here?"  
 "Well, there is Parkinson, the card player, O'Reilly, the structural engineer, or MacFerson, the dentist."

Judge: And then what happened?  
 Dusky witness: Well, jedge, then Willum, he just nachally took a hatchet and cleaned up on dis Jones boy, yessa, just nachally axiliterated him.



"What's a life sentence?"  
 "Obey that Impulse."

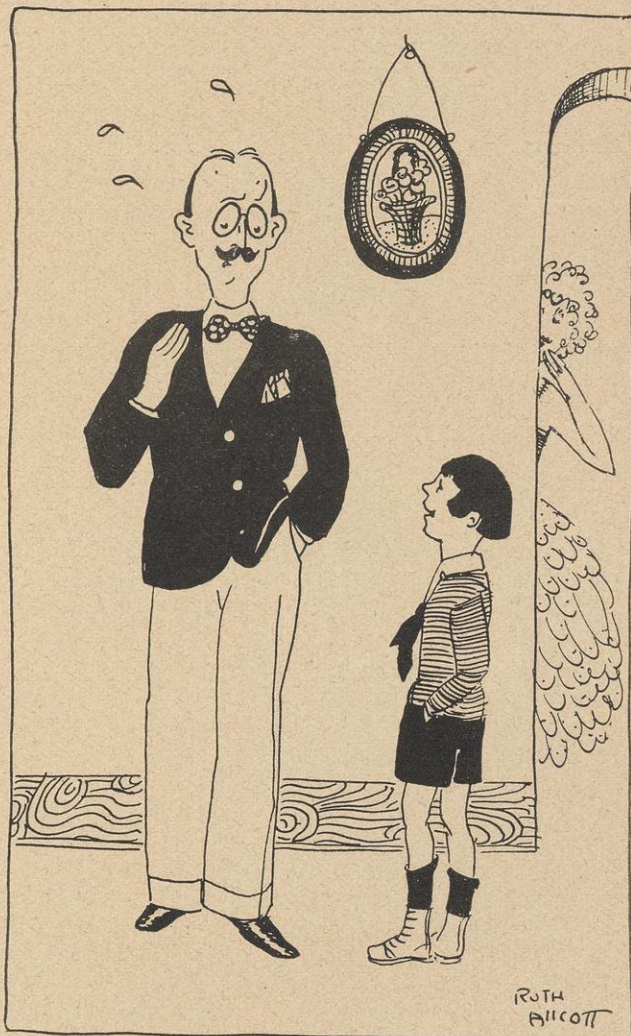
## Vellee solly!

Don't trouble yourself especially; but we just wanted to put before you the sad plight of the Chinaman who went into a store to order caramels,—and ate what they gave him.

"How did you hit the exam?"  
 "Cold!"  
 "I wasn't so hot on it, myself."

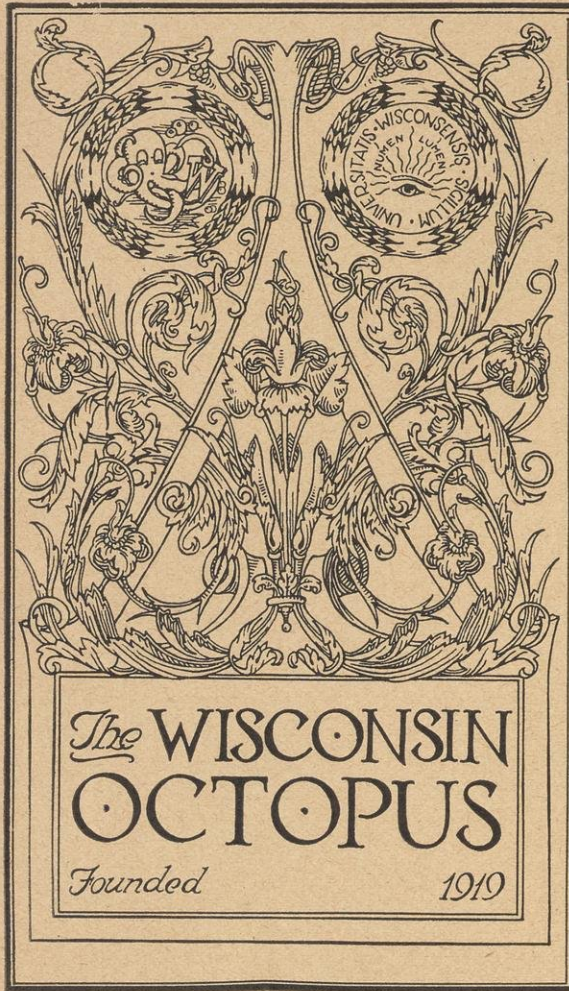
"What do you think of the new thin stockings?"  
 "Sheer nonsense."

"What," inquired the impassioned orator, "what lies beyond England's Back Door?"  
 The obvious answer is, "Scotland Yard."



"Your mustache waxes darker, Mr. Bjones."  
 "Oh, no, it's getting that way naturally."





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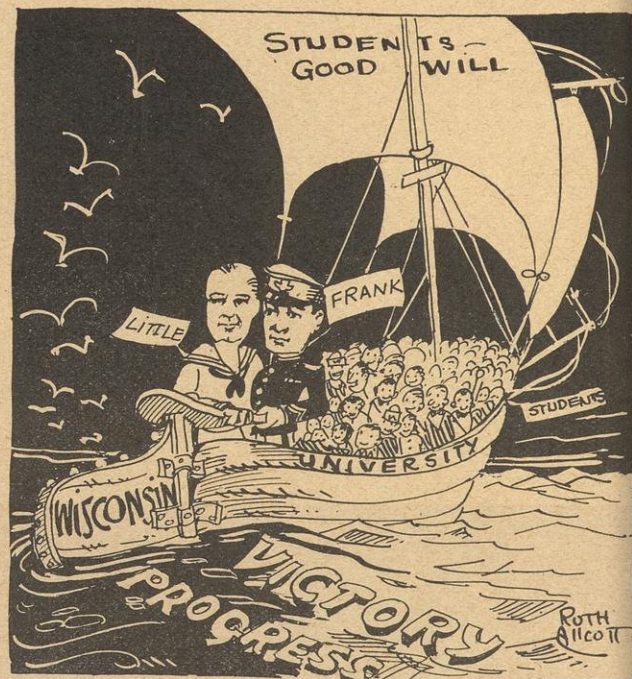
No. 2



EVERY YEAR some new Editions of our ready-made Traditions come to complicate Conditions at the U; and our Usages of late are revised at such a Rate that they're almost out of date while they're new.

Can we keep Frosh out of Sight? Ask the Prexy for a Light? Should the Rush be held at Night—if at all? Should the Prom be in the Gym? Should they let the Lawyers in? Are the Students fond of Gin? Aren't we all?

This is no time to debate with the Future growing great; all the Little Things can wait—let them ride: if Things are not what they seem, it's our Fault; let's back our Dream—let's back the New Regime, side by side!





## The Plastic Age Versus The Petrified Age

By writing a novel around some of the more colorful escapades of a college community, Percy Marks has made "the plastic age" mean to an uncritical public a regrettable period of moral confusion through which immaturity passes on its way to maturity, a period that should be got through with as quickly as possible. So vividly have some of the indiscretions of plastic youth been reported that plasticity itself has become suspect in the minds of some of the more sedate elders. Youth is looked upon as a dangerous flaming up, age as a desirable settling down.

I should like to rescue this phrase—the plastic age—from the exclusively soft and sexy implications with which muckraking has invested it, and suggest the larger intellectual and spiritual significance that seems to me to go with it.

The virtue of the plastic age is that it is plastic. That is to say, the plastic age possesses the thing it is the purpose of education to promote—plasticity. It is the business of universities to see to it that all ages shall be plastic ages. Education is a prophylactic measure against hardening of the intellectual arteries. In short, education is youth insurance. An educated man is a man who has kept his mind and spirit plastic. The plasticity of youth may lead to mistakes, but plasticity is no mistake.

A distinguished neurologist has said that the problem of scientific pedagogy is essentially this: to prolong the plasticity of youth and thus to go as far as possible toward eliminating that uncreative period of routine that so often marks the interval between the first childhood and the second childhood. The intellectual tragedy of the average man's life is that in outgrowing the flasks and flirtations of the plastic age he outgrows also the mental and moral elasticity that enables men to reconsider a question, to reverse their attitudes on matters they have previously misguessed, to learn and unlearn and relearn as befits free and disciplined intelligence.

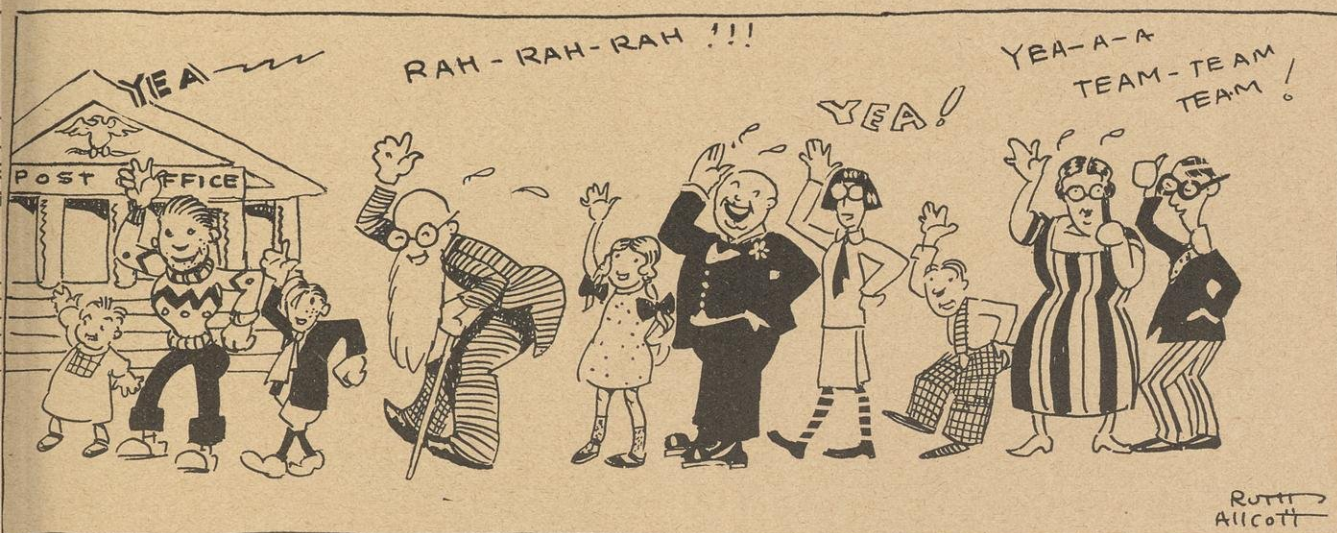
The average man is likely to pass immediately from the plastic age to the petrified age. And a man may enter the petrified age at any age, at twenty-five as well as at ninety-five. There comes to my mind as I write a young man of singular native brilliance of mind who, at thirty-five, has closed his mind, locked it, and thrown the key away. In politics, in economics, and in ethics, he has a nice and neat set of dogmas behind which he takes refuge when the facts in these fields fail to fit into his fixed notions. He seems to have lost both the courage and the capacity to face facts. He seems to find a sedative restfulness in being dogmatic instead of experimental. He uses dogma as a sort of cyclone cellar for his mind. He is afflicted at thirty-five with what has been happily called the premature senility of a young Tory. He has passed out of the plastic age into the petrified age.

Mental plasticity may continue even into the very late years. Heredity and health, of course, have their say in the matter. There is no educational legerdemain that can turn a congenital stevedore into a statesman. But it is possible to find and to follow ways and means to preserve the plasticity of youth.

A man may achieve as many degrees as a thermometer, but unless in achieving them he finds the ways and means of preserving his mental plasticity he is a grossly uneducated man. It is the business of education to help men to form the habit of not having habits of thought in the sense of standardized and automotic reactions regardless of the facts.

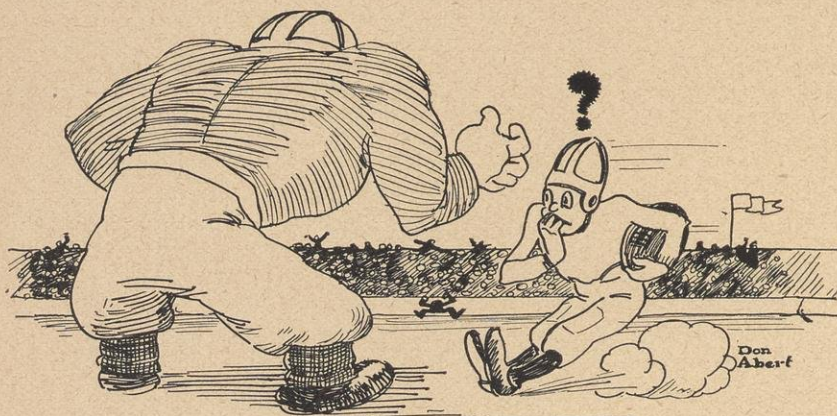
Correct the mistakes of the plastic age, but conserve its plasticity. I do not know a better way to describe the adventure of the university years.

*Glen Zorn*



UNIVERSITY EXTENSION "HOME STUDY" CORRESPONDENCE STUDENTS ASSEMBLING TO  
CHEER THEIR COUPON SIGNING TEAM ON TO VICTORY





## MEETING THE BIG MEN AT WISCONSIN

"Why does Smith always wear his hair pompadour style?"

"Oh, he likes his comb so well that he refuses to part with it."

They say that every man must have his vice, but I don't know what to do because—

Mother won't let me smoke.

Drinking makes me sick.

Dope is too hard to get.

Women won't look at me.

I've lost my voice.

Can't afford a musical instrument.

Guess I'll study!

## ODD ANIMALS WE HAVE NEVER SEEN

## II. The Hyssop-hog

There is no definite reason for this creature's being called a hyssop-hog except perhaps for its quaint historical connection with the feast of the Pass-over, when several were killed and their bristles used to make a Hebrew holiday. The meat is much prized by the natives. As is usually the case in the animal kingdom, the female is a dull grey; but the male is a delicate pink around the frilled edges, which shades into a darling lavender in the center. It is twelve to fifteen inches high, a vigorous bloomer, and ideal for borders or mass planting. (Adv.) The hyssop-hog is usually infested with widgets, which (widgets) are exterminated by gently spraying with widgieide, the discovery of which (widgieide) fills one of the most romantic chapters in modern chemical research. This brings out in an interesting way the inter relation of man and animal. The widgieide industry is almost entirely dependent on the hyssop-hog, while the hyssop-hog is extremely uncomfortable without its widgieide spray after every meal. (Adv.) But of course, no one cares one way or another.

## Sport Model Number Ad Finitum

Jerry: (Fishing on the banks of a northern river with girl-chum) One fish I caught last week was so big that I could not get it into the sink. Guess that was a pickerel.

Jean: Oh, any fish that would

"Why do you keep a file of all the letters that married man sends you?"

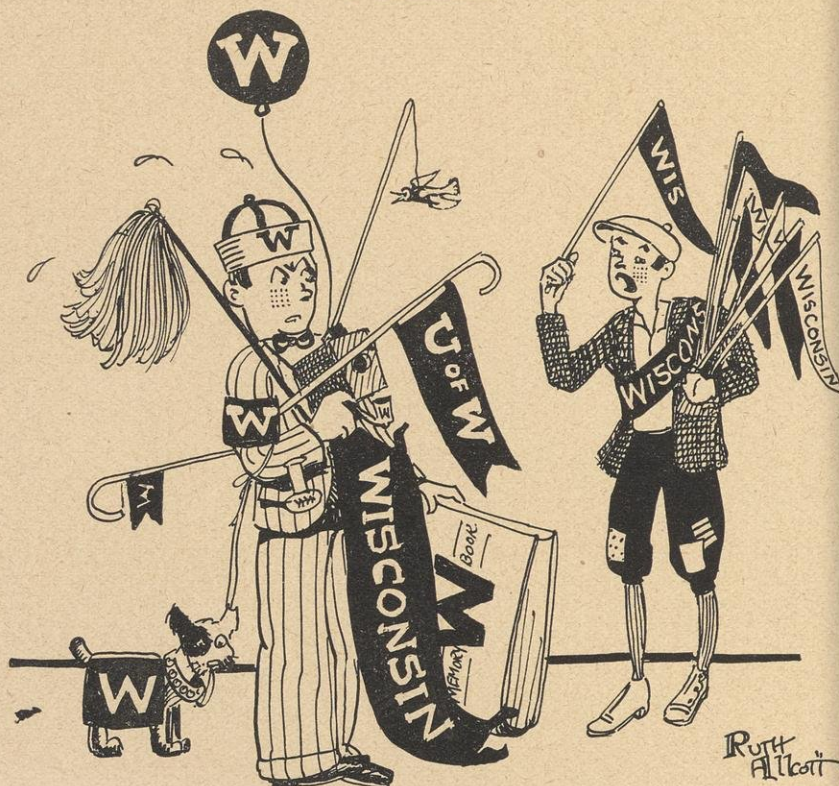
"Just a co-respondent course, my dear."

"Why the bandage around your head?"

"Oh, an advertisement caught my eye."

"I wish to be perfectly Frank with you," as Mr. Munsey might say to his staff.

A rubber band is unlike a Scotchman in that it gives.



"Pennant, mister?"



"Have you hit your roomie for money yet?"

"Well, I've done everything except the finishing touches."

"What are you taking this year?"

"Plumbing."

"Why?"

"It's a pipe course."

"It'll be a large evening!", quoth the little co-ed as she finished her supper at 4:30.

A man might be said to be waisting his time when he walks with his girl along the drive on balmy eves.



'Liza Lou says—

*Sympathy is like a bandage on a cut—it's nice to have, but it makes the hurt worse than before.*

First Frat Waiter: Have you put the little sailors on the table yet?

Second frat waiter: Little sailors?

First Frat Waiter: Yeah, the goblets.

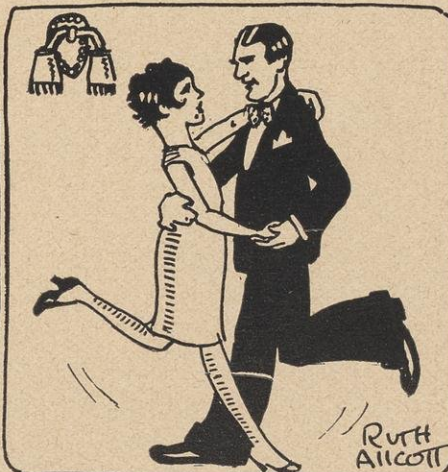
"If you try to beat that train to the crossing," said Ella to Henry, "I'll not ride with you again."

And—

Ella did not ride with Henry again.

A cat once

Had a Race With  
Some Milk, the Result  
Being that the  
Milk was lapped.



CHARLIE CHEARLEDER GETS THE IDEA FOR THE CHARLESTON



"What's up " cried Bill, as his fraternity brother hopped from bed at three in the morning.

"I am," answered said F. B.



"Oh, Mis' Jonsing, ain't you jus' electrified wid dat dress!"

"W'y, no Mis' Robbins, I can't say I is especially enhanced by it."



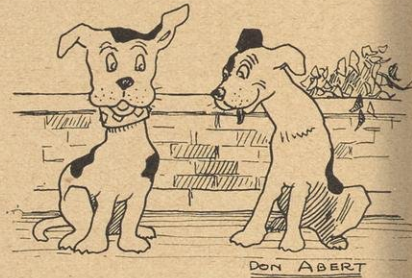
"An' th' Dean said to me . . ."

Repartee is only an insult with a dress-suit on.

A reader insists, despite all reports to the contrary, that ham and eggs, beefsteak and chocolate malteds are the reasons why some men on the campus are really BIG men.

First: How do you like Bill?

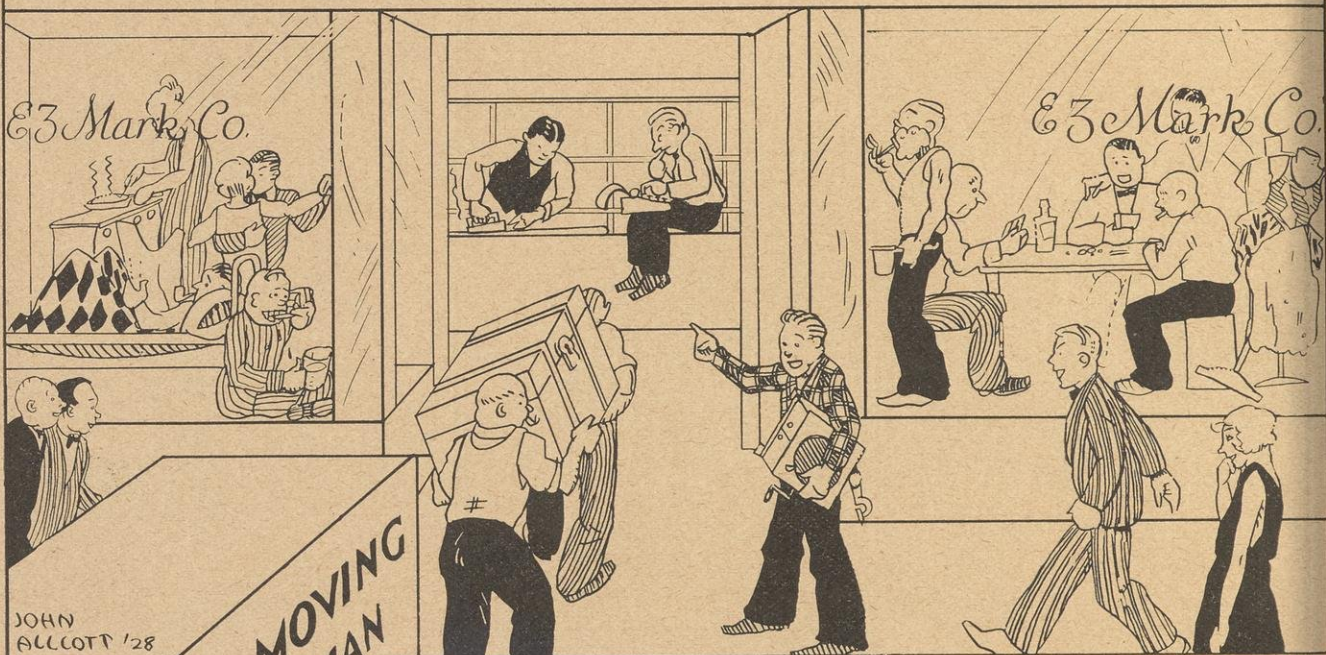
Second: Not so well. He's one of that 'Drink to Me Only with Thine Eyes' type.



"What did you do with that bone you buried last night?"

"That wasn't no bone, that was my rib."

## MAKE OUR STORE YOUR HEADQUARTERS



IF WE TOOK THE ADVERTISERS SERIOUSLY





"I see Lord Plushborrow is trying to revive the old Roman games."  
"Ah, a dead game sport."



Most people consider the nineteenth hole the reason why golf is considered a Scotch game but Mac says that's just to keep the ball a-rolling.

"A golfer may swear, but he never swears off."



Verily, for a man, all is Vanity.

He marries for the same reason that he learns to smoke, and his desire to raise a moustache and a family spring from the same source.



Editor: I understand you write free verse.

Poet: I do—no one has ever paid me a cent for what I write.



"Write on one side only, please."

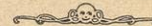
"But Professor, you said to write on every side of the question."



A man who graduates from college is either a success or a refined bum.

"Punishment is a funny word, isn't it?"

"Well, it has a pun in it."



Him: Then walk!

Her: Give me my compact. I have car fare in it.

Him again: Oh no you haven't. I bought gas with that two miles back.



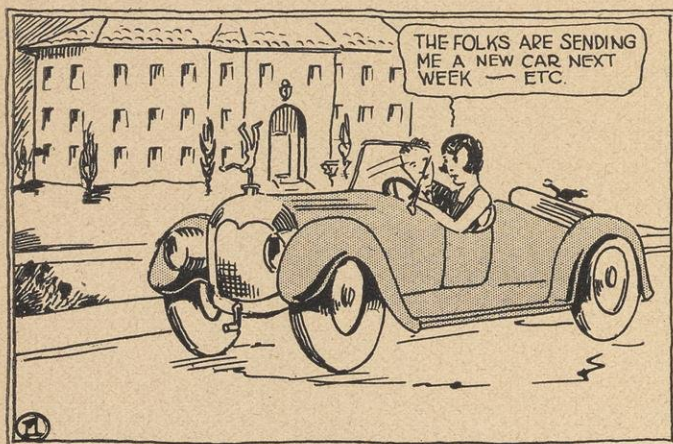
Question: Do you believe in signs?

Answer: Yes.

Wise Crack: So do the deaf and dumb?

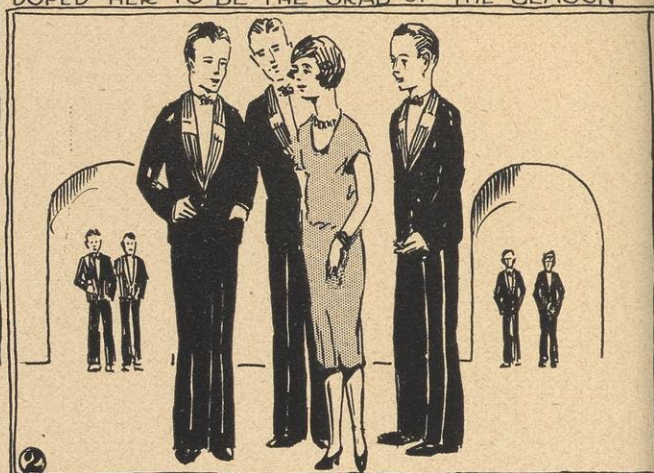


There are two classes of girls—those who are pretty and those who just don't care for boys.



LULU SCHULZ A POPULAR UNIVERSITY CO-ED RATES THE BEST MEN IN SCHOOL~IS THE BEST DRESSED GIRL IN HER SORORITY~AND SPORTS AROUND IN A "CATTY" LITTLE SPEEDSTER

THE BIG SOCIAL FUNCTIONS WOULD HAVE BEEN A TOTALLOSS WITHOUT FRIEND LULU ~ THE BOYS DOPED HER TO BE THE "GRAB" OF THE SEASON



AS FOR CLOTHES ~ SHE HAD MORE THAN A MOVIE STAR. THE SMART SHOPS THRIVED ON HER RECKLESS PURCHASES ~ SURELY SHE MUST HAIL FROM A FAMILY OF GREAT WEALTH





## That Heavy Date

(She speaks, my lady speaks.....sometimes she affects an accent supposedly southern, but for the purposes of this narrative we shall assume that she neither drawls or lisps.)

"HELLO.....I'll be down in just a minute.....(curtain is lowered to denote a lapse of forty minutes)..... Did I make you wait?.....My, I like that tie.....let me see it..... Have you seen those NEW ties.....the wide bows? I think they're just too sweet, don't you?

Where are we going.....the Green Circle is just too sweet, don't you think? O-oh, a concert? Why, I— mercy, yes, I adore music. We used to have records of all the great compositions.....like the 'Sextette' from Walter Tell'.....and.....mother heard Bergia once in Milwaukee.. She's a wonderful singer, mother is, herself. You just ought to hear her sing 'The Rosary.'

Oh, do you have to crank it? Last night Georgie took me to Lathrop in that wonderful Blue Moon.....you know Georgie Withers, don't you? He's a Deke.....Cecil Mulligan's orchestra is playing at the Green Circle now.....I just love to dance to them, don't you? Or do you?

Where is this dam....I mean, where is the concert?.... Say, drive up Langdon, will you? I want to see if Georgie is parked in front of the Pi Phi house.....nope, he isn't there. I'll bet he's out to the Green Circle— May I have one, too, please? What are they?.....oh, Camels. Georgie always smokes Pell Mells.....I like them a lot,

don't you?.....Oh, yes. I have been smoking for two or three years now.....I like it, honest.....Try another match, I never can remember whether to draw in or blow out.....there, I think it's lit.....O-o-o-h. This is such a strong cigarette. The smoke got into my nose and choked me.....how do you inhale, anyway?

### If Only

Margaret Powell

*If only I could lean against the days  
To hold them back!  
Could brace myself and strain  
With arms outflung—  
But they elude me,  
Sift and slide like water  
Or like air.  
I might as well attempt  
To hold the tide.  
The days wash past, and lie  
In ruin on the sand.  
And you will go  
Like sunshine over rocks.*

Is this the place? Heavens, there's my math prof. I hope he sees me.....he'll think I have sobered down and am going out for better things.....I wonder if they'll play any dance tunes....don't you think that jazz is just as much music as classical stuff?....Well, I think that the way Cece Mulligan plays 'I Named My Pillow After You' out at the Green Circle makes it just as much music as any of these classical interludes and overt-acts and symphoniums. Don't you think so? Or do you?.....Are these our seats? We can see everybody that's here anyway.....

Here's a program.....oh, yes. 'The Herd Girl's Dream'.....'The Hired Girl's Nightmare' would be better.....What makes that woman

turn around and glare at us so?....Well, I don't care.... I'll talk if I want to....This thing must let out early.... we'd almost have time to go somewhere and dance a while.....lots of couples come out to the Green Circle after the show....Why, the last time Georgie took me out there....

(And so on and on, ad infinitum, or as long as the young man and the people around them can restrain their normal desire to commit a sudden and messy femmicide)—Stew.

## Octy's Page for the Grown Ups

### INFORMATION NOT WORTH READING

In China the tea rose is called salazechu schelala.

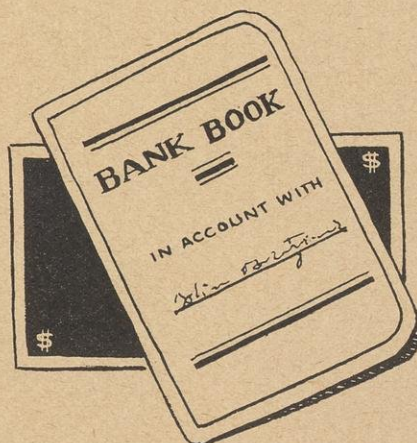
Sechewan, founder of the Zummeritchian dynasty in India, lived about 1165 B. C. He has since died.

The Wisconsin Octopus has never been translated into Czecko-Slovakian.

Safety razor blades are excellent for use in safety razors.

If all the college students in the world were to take an examination in one room there would be considerable cribbing.

Lipsticks are unknown to the barbaric Patagonians.



"If you can read this you are too darn close."

### Essay on the Publick Eye

we uste to here so mutch about thisere evil i, but i'm beginnin to think the publick i has mutch the same effeck.

i bet the socalled Publick I has to wink at a lot that goes on in it.

also a great deal of forrin matter gits into it, seems like.

still its quiet poplar with gents. i gess it ain't so black as its pasted.

Tolstoi teaches that the Present is the most important thing. We guess he found it out after a quarrel with his little Tax Exemption.





PHOTO BY JOHN ALLCOTT

### Johnny Mothmueller on Swimming

It was in his dear little apartment over the Annex Bowling Alleys that I found Johnny Mothmueller. The charming little fellow was in the midst of his afternoon glass of soup. "Always in the swim, you see," he said jovially.

Modest Johnny was hesitant at first about giving me an interview, but I finally convinced him that it would be published; so he picked up his homemade bagpipes and settled himself on his comfortable milking stool, and began to talk.

"The most important thing for the beginner to do is"—Mr. Mothmueller laughed—"He should—Oh, I don't know what he should do."

"Come, come," I prompted, "he's gotta do something; he might sink!"

"Well, he should practice, all the time; keep practising—on the typewriter, piano, violin,—anything so long as he keeps practising. I used to practise swimming while I took my baths—yes sir, every Saturday, whether I needed it or not".

For politeness' sake, I roared with merriment, then asked, "Well, why didn't you stay under water all the time?"

He flushed a deep broom-handle red. "Well, I had to go pay the gas bill every week," he said. "My wife doesn't like the man there." We hastily changed the delicate subject, and talked instead of the recent onion famine in New York City. As I dropped nimbly out of the window he politely held open for me, I thanked him for his story.

"Don't mention it," he replied, speeding me on my way with a potted cauliflower plant which just missed my chest, crashing instead into my face. "Don't take any wooden knickles."

"Her dress electrified me."  
"Yes, wasn't it shocking?"

"Fadder, dose goldfishes are fakes; I just bit one of dem in two."

Botany Prof: What are roses?  
Soqulowhiff: They're the things you sit in at football games.

"I'm going to kiss you!"  
"Don't—I'd like it."

Once upon a time there was an ignorant man who was not in a university! (Yes, children, that's a fact, even though it sounds impossible.) This man was so ignorant that the only letters he had learned to make were a capital F and a small d. But this man didn't starve because of his colossal ignorance; he learned to put the two letters together and got a position in the registrar's office putting grades on the freshman report cards.

Moral: *It's an ill wind that blows nobody good.*

"Sir, how did you dare to kiss me?"  
"Well, it was rather dark and I didn't get a very good look at you."

Would-Be Murderer: How do you take life?  
The Man Who Obeyed That, Etc.: By the year.



"A bunch of the boys were whooping it up  
In the Malemute saloon . . ."



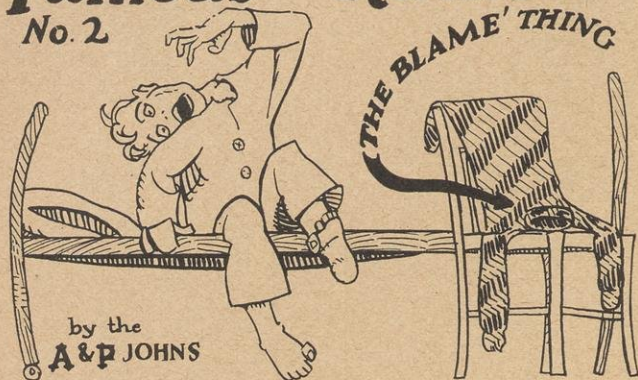


He: Haven't I seen you some place before?  
She: You do seem rather fresh in my mind.



# Famous Rumors

## No. 2



by the  
**A&P JOHNS**

*"Turtle neck sweaters will weaken your neck,"  
Was what everybody told Billy de Beck.  
But Billy was stubborn, he would not obey;  
So here's what he found when he woke up one day.*

St. Peter may not treat you any better than the boys  
who are rushing you for their fraternity.

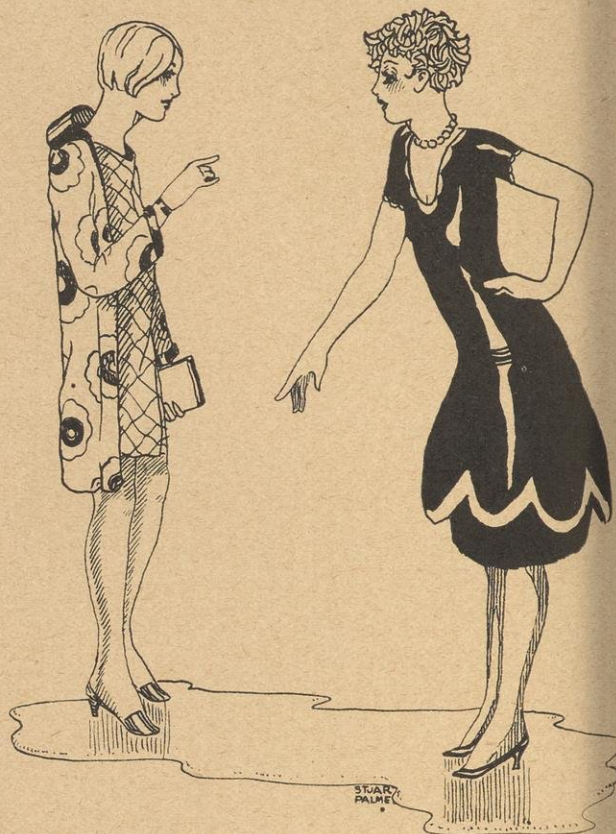
Here's to the girl on my bureau.  
Here's to the other girl on my bureau.  
I hope to heaven I never get their letters switched!



PICTURE OF A MAN AND HIS SIDE KICK

Mad He: I'll sock you one!  
Mad He 2: Oh no, you won't!  
Mad He again: And why not?  
Mad He 2: In the first place you're far too little, and  
in the second you're not large enough.

All anchor men are not those who hold the end of the  
rope in a tug-of-war. Some of them are the boys who  
frequent the Delta Gamma house.



*"You said you took German on the Hill."  
"I never did!"  
"Then what did you say?"  
"I said I got in Dutch with the Faculty."*

Speaking about the angling art, it may be said that  
there's always a fish at one end of the line, at least.

"I'm under the same impression," said the fly who had  
got caught in a wet shirt as it went through the wringer.

A dictionary will tell you what a college is, but it's more  
interesting to come and find out for yourself.





## Sweets after Sports

Concentrated energy in chocolates exactly answers the call of that "empty feeling" that follows a round of golf, a morning in the surf, or a battle royal at tennis.

People eat far more of Whitman's Chocolates in summer than they did formerly, and for three reasons:—

*They have discovered that chocolates give "pep."*

*Whitman's Chocolates are carefully packed and protected against summer's heat.*

*The exclusive plan of Whitman distribution, direct to exclusive sales agencies, even in the most remote summer resorts, assures fresh chocolates in good condition, and guaranteed.*

Whenever you see the sign you know that the dealer's stock comes, not from a jobber, but direct from Whitman's. For your guests out-of-doors, supply

*Whitman's*  
Chocolates



### SALMAGUNDI

Ideal companion for "roughing it" out-of-doors. The handsome metal box gives protection to this popular assortment of Whitman's.

## Whitmans famous candies are sold by

Premier's Candy Shop,  
26 State St.  
Cardinal Pharmacy,  
331 University Ave.  
The Chocolate Shop,  
528 State St.  
Dyer's Pharmacy,  
14 E. Mifflin St.  
Petloff Pharmacy,  
Main and Pinckney Sts.

J. C. Keefrey,  
19 N. Pinckney St.  
Rennebohm Square Drug Store,  
13 West Main St.  
University Pharmacy,  
State and Lake Sts.  
Rennebohm Badger Pharmacy,  
University and Randall

Norris Court Pharmacy,  
220 E. Johnson St.  
Rennebohm Central Store,  
208 State St.  
Menges Pharmacy,  
26 West Mifflin St.  
Menges Pharmacy,  
901 University Ave.

**Special  
Wisconsin  
Package**







"Why are you crying, young man?"  
 "I drank some cider—now I can't find my way home."  
 "Well, you mustn't take it so hard."

—Black Cat

Mr. Ford: Do you use tooth paste?  
 Mr. Fordson: Mercy, no, none of my teeth are loose.

—Purple Cow

Mistress: Mary, your young man has such an air of braggadocio about him.  
 Mary: Yis, poor lad, he worrucks in a livery stable.

—Jack o' Lantern

Hobb: That guy wears Indian neckwear.  
 Nobb: How come?  
 Hobb: Bow tie and Arrow Collar.

—Western

He: So your brother made the team?  
 She: Oh, I wouldn't say that. But, of course, he helped.

—Life

The weather didn't agree with him, so the weather man left town.

—Pelican

"I'll be hanged if I do," said the thug, as he considered pulling the trigger during a hold-up.

—Rammer Jammer

All work and no play makes jack.

—Stone Mill

Fond Mamma: 'And did my little pet learn anything at school to-day?"

Little Pet: "I learnt two kids better'n to call me "Mamma's little pet!"

—Goblin

A scientist has just discovered that plants grow better if the day is prolonged with artificial light. Further investigations prove that the plant which profits most from this treatment is the electric light plant.

—Blue Baboon

"Gimme \$25 worth of scratch paper."

"What?"

"Hurry up. I got the seven years' itch."

—Texas Ranger

"Not very amusing, is he?"

"No, he couldn't even entertain a doubt."

—Pelican

Prof.: What are the habits of a wasp?

Frosh: Very bad, I assure you.

—Pointer

"Whoops, Alberto, why didn't you speak to that ghost when you saw it?"

"'ow could I, Jawn? I never studied any of the dead languages."

—Brown Jug





## Here's how to set the world afire

**E**VEN green wood burns, under the concentrated heat of the burning glass. Even this green earth can be kindled by the man who concentrates all the fire of his brain on what he is doing.

Concentration—secret of all great work.

—secret of the winning basket shot by the player who might well have been distracted by “burned” elbows and eyes clouded with perspiration.

—secret of the scholarship prize that might more easily have been allowed to slip by in favor of the twittering birds and the flowers that bloom in the Spring.

—secret of the electrical short cut devised by the engineer too intent on that single task to let the thousand and one time-killers of the business day get the upper hand.

Concentration was their burning glass. And focused ability set their worlds afire.

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

*Published for the Communication Industry by*

# *Western Electric Company*

*Makers of the Nation's Telephones*

*Number 52 of a series*





Frater: "Where do you take your dates for the good old evening repast?"

Nitty: "Same place you do—the Chocolate Shop of course."

### These Men Know!

They've been at Wisconsin for three years and know their way about a bit.

They know the sort of entertainment that goes over best with co-eds, and the places that the fair ones like best.

And you'll find them, invariably, bringing their dates to the Chocolate Shop.

Try it yourself—tonight.

the  
chocolate  
shop

"I'll take none o' your sass, young man," cried the farmer to the waiter who had just brought in some apple sauce.

Frosh: Gimme a bag of pop corn.  
Vender: 5 or 10?  
Frosh: I said one!

Frosh Orator: The freshmen are impressed, suppressed, and oppressed.  
V. from R.: How about undressed?

About this time of the year the "skin you love to touch" happens to be a pigskin.

—Pelican



"What's an Alpha Phi?"  
"Must be the initial charge for joining a sorority."

"Straus for Student  
Printing"

## Added Weight in the Printed Word

Did you ever think of how much better a thing gets across if it's printed? A fraternity letter, invitation, a little paper, everything, we do in a distinctive way. It may never be noticed at all, if it's not printed.

Student organizations find us most satisfactory. Come up and see our plant.

It's part of your college education.



118 E. Main—Near the Square  
Badger 1763





Are some other birds butting in?

*"Say it with Flowers"*

**Rentschler**  
FLORAL CO

Store 226 State

B. 179



**Eberhardt's**  
**Cardinal**  
BEAUTY SHOP

The Shop for  
CO-EDS

Experts in all Lines of  
Beauty Culture  
and Hair-Cutting

F. 3966

625 State Street



HOWARD ANDERSON

"Wow, —I lost my breath."  
"Well, I told you, before the game,  
to lay off the Listerine bottle."

"Say, did you see her flush?"  
"Embarrassed?"  
"No, all spades."

—Pelican

Hiram: My daughter at college  
writes me that the League of Youth  
there had a parade for all students  
who never kissed a girl.

Ruben: How did it turn out?

Hiram: One of the fellows took  
sick and the other wouldn't march  
alone.

—Witt.

#### HIS FRIENDS AVOIDED HIM

Bill was falling off in popularity.  
It worried him. He was good looking,  
a fine dresser, and could carry on  
a conversation with the Queen of  
England or the Maharajah of  
Gwalior. But he would persist in  
sponging his Octy!

Buy insurance in popularity. Two  
bits!

## When you're on the Fence

Deucedly uncomfortable  
place to be—  
you know.  
The quicker you  
get off the  
better you feel.

If you're struggling  
along with an  
inefficient pen  
that doesn't  
hold enuf ink  
and causes  
trouble—

Now is the time  
to bring it in  
and exchange  
it for a Rider's  
MASTERPEN.

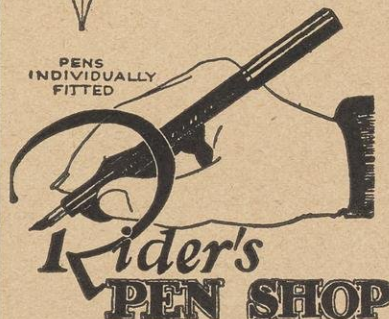
The MASTER-  
PEN holds 230  
DROPS of INK  
and has no  
trouble-making  
parts. We  
have a fresh  
shipment of  
MASTER-  
PENS with a  
fine assortment  
of points.

Get one today  
at

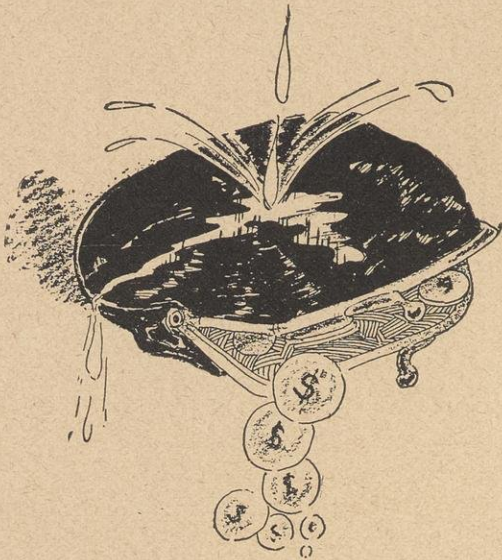
650 State St.



PENS  
INDIVIDUALLY  
FITTED







## Dripping Dollars

Drip, Drip, Drip! You've heard it—in the bathroom, at the kitchen sink, at the laundry tubs—somewhere, sometime. And yet chances are you thought very little about it.

You thought, "There's a leak somewhere. But what of it? Let the water drip—let the leak go on leaking."

You thought, if you thought that far, "It doesn't amount to anything, so why bother about it?"

Doesn't amount to anything? Don't fool yourself. The constant dripping of drops of water drips away dollars.

Stop it! Stop it at once! When you hear the drip, drip, drip, of drops, drops, drops, telephone B. 1730 for the plumber. Have us stop the leak then and there. We will save you money.

A leaky faucet or a leaky pipe is like a leaky purse. It leaks away cents—then dollars.

A dollar spent for a plumber in time will oftener than not save nine.

Fraternities and Sororities, give us a call. Our nearness to the campus makes us better able to serve you; this means dollars and cents saved.

## William Schwoegler

Sanitary Plumbing and Gas Appliances  
B. 1730 419 State Street

Madison's Leading Plumber  
Automatic Gas Heaters and Water Softeners

Eat



The

10 Cent

## CANDY BAR

*For Sale Everywhere*

### Or Anything Else

Prospective Tenant: But why do they make the apartments so small?

Estate Agent: That, madam, is so the tenants will have no room for complaint.

—Honey Comb Briefs



Lord Lampwick: Now in my college days I belonged to the order of the Garter.

Sorority Sophie: How interesting! Which chapter—Boston or Paris?

—Pelican

We combine efficiency and individual attention in our aim to please University women.

Try our Belcano Facials

## Varsity Beauty Shop

PARLOR:  
Loraine Beauty Shoppe  
Loraine Hotel  
Telephone: F. 822

415 N. Park Street  
Telephone: B. 429

PARLOR:  
The Vanity Box  
924 E. Johnson St.  
Telephone: B. 302



## The Fable of Freddie Frosh

Frederic J. Frosh had been at College for a month. Upon reckoning up Income and Outgo, he discovered that Old Man High Cost of Education was knocking him for the w. k. Goal.

Freddie had been carrying the Old Bank-roll right with him, Spending Here, There and The Other Place.

Now he has smarted Up, and keeps his Dough in a Branch checking account, so he knows What, Where and How his Allowance is buying.

Students Banking Headquarters

### Branch Bank of Wisconsin

State at Gilman

#### Expensive

Old Lady: Why do they always call a ship 'she'?  
Old Salt: Why — beggin' your parding, ma'am —  
that's because the riggin' costs so much.

—Brown Jug



The Girl: How could you tell it was me at that distance? You couldn't see my face!

The Man: Oh, that didn't matter; I'm very quick at figures.

—Goblin

### FOOD

### THAT

### SATISFIES

University  
Home Cooking

Y

Cafeteria  
Reasonable Prices



For  
Milady's  
Use

An endless variety of  
truly lovely Vanity  
Cases.

Some for the purse and  
others complete with  
cord to be carried on  
the arm.

We invite your inspection.

**GAMM & CO**  
JEWELRY  
ESTABLISHED 1830  
MADISON WISCONSIN

For the best in flowers stop at  
the Newest and Best Place  
in Madison

## Madison Floral Co.

Conveniently located at  
710 State Street

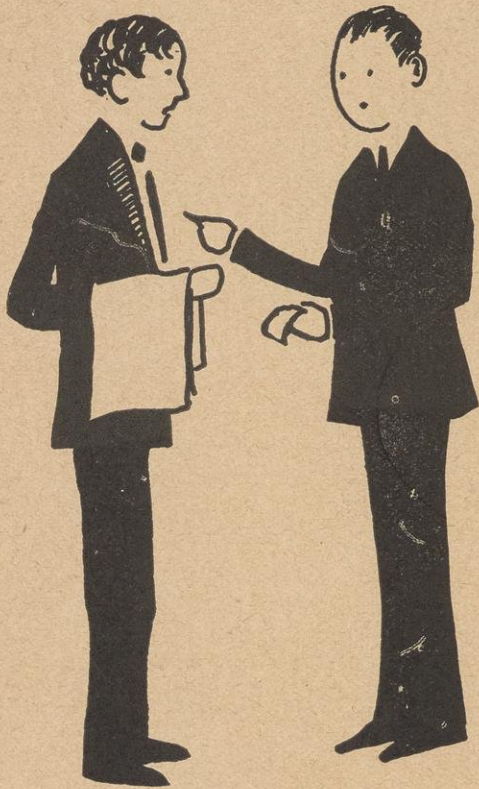
Members Florists Tel. Ass'n.

"We Cater to Student Trade"

Fair 2992

Open Sundays





He tried to borrow the waiter's Tux,  
it was so much better looking!

No need of that  
or of borrowing his room mate's  
shirt or studs either—  
when we have so many  
good looking ones  
to fit him with  
on a moment's notice  
even the double breasted

### Tuxedos

**\$37.50 \$47.50 \$65.00**

**Shirts, including the  
"One Button"**

**\$2.00 to \$5.00**

**The Newest Vests**

**\$6.00 to \$12.00**

**Studs, Links, Accessories**

INCORPORATED  
**QUALITY  SERVICE**

23 East Main St.

On the Square

## Toothpaste, and Powders and Soaps at Real Savings

There's nothing fictitious about the savings that you can achieve by buying your toiletries—all of them—at the Central Stores.

Every single item that you require for your dressing table is sold at these stores at reduced prices.

Every purchase you make at these stores means a saving to you—a saving of money that you know you can use!

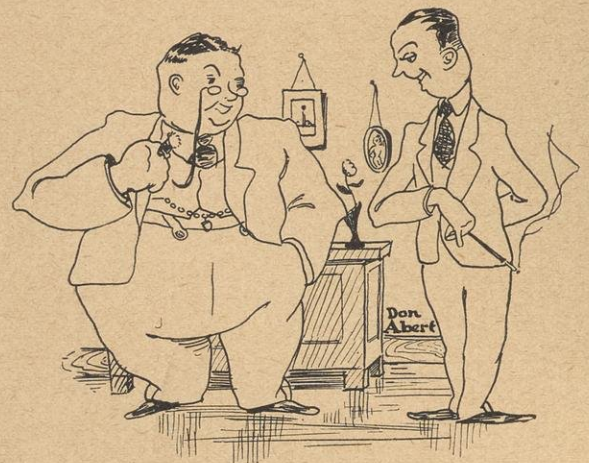
Look for the Cut Rate sign.

**Central Stores Co.**

**[Cut Rate]**

308 State St.

515 University Ave.



"I see that Blah-blah is going to win the championship again."

"But Blah-blah has never won the championship!"

"No, but they have always been going to."



### The Solution

Producer: I can't use your play, sir. It's too long for the stage.

Amateur Playright: But I say—aw—look here. Can't you lengthen the stage, you know?

—White Mule



*The  
new*

# CORONA FOUR

A STANDARD four-bank typewriter with all the sturdiness and capacity of a hundred dollar office machine—yet portable.

It's light to the touch, quiet to the ear, a delight to the eye. Every time-saving feature is there, from self-spacing carriage return to 12-yard self-reversing ribbon.

*Come in and let us tell you the  
whole story of this new Corona.*



**Brewington Typewriter Co.**

Distributors for Southern Wisconsin

533 State Street

Badger 222





## Look for this sign of good malteds

Common sense will tell you that the best malteds are made of the best ice cream. And anyone who has tried it will tell you that Mansfield-Caughey ice cream is by far the best. So look for the M-C sign—it means rich, creamy malteds.

# Mansfield-Caughey Co.

"And we'll have dinner together tonight—where?"

"At Lawrence's, old man the whole gang will be there!"



## Every One Meets Here

For many student generations, all Wisconsin has been meeting at Lawrence's, either in the lunch room or cafeteria. You will find your friends here, too, enjoying Lawrence's good food and perfect service. A new Lawrence Lunch is now open on University Avenue.

# LAWRENCE'S

Cafeteria

Lunch Room

"Whither away, stranger? What wouldst?" cherried St. Peter, as he leaned over the pearly gates.

"Gosh, let me in," muttered the wandering soul of convict No. 999, just released from the electric chair, "I just had the shock of my life."

—Banter

SHH! SECRET SHH!

The next issue of Octy will treat with things hitherto unsuspected about the new Memorial Union. Shh! It will be on sale on Armistice day. Shh! Steal two bits from your roommate! Shh!

"Did you say she danced like a zephyr?"

"Zephyr, hell—like a heifer."

—Rammer Jammer



"Did you know Mary was engaged to a fellow with a wooden leg and she broke it off."

—Pointer

**A Good Place To Trade  
10% Cash Discount on  
Books and Supplies**

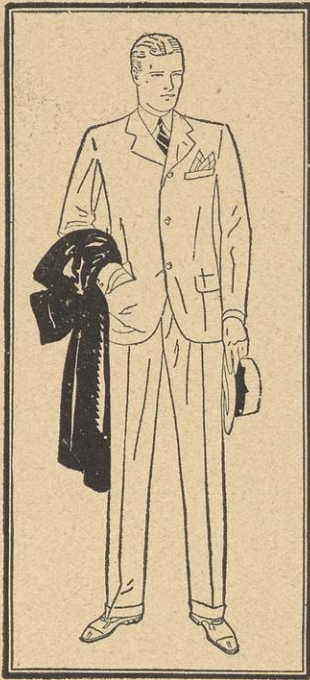
# Gatewood

"The Students Book Exchange"

712 State Street

In Library Block





# F A L L

FINCHLEY HAS GIVEN MARKED ATTENTION TO THE DEVELOPMENT OF FALL CLOTHES AND THE VARIOUS ACCESSORIES SUITED TO THE NEEDS OF COLLEGE MEN. THE SUITS AND OVERCOATS HAVE LIBERALLY CUT CUSTOM SHOULDERS AND OTHERWISE EMBRACE THE CONSERVATIVE ENGLISH FEATURES OF STYLE WHICH CONTRIBUTE TO DISTINCTION.

TAILORED TO MEASURE

HATS CAPS SHOES SHIRTS  
WOOLIES CRAVATS LUGGAGE

A FINCHLEY REPRESENTATIVE VISITS YOUR COLLEGE FREQUENTLY. WATCH YOUR BULLETIN BOARD FOR DATES OF SHOWING.

## FINCHLEY

Fifth Avenue at 46<sup>th</sup> Street  
NEW YORK

“What is a hypocrite?”

“A hypocrite, my son, is a student who says he reads Balzac’s Droll Stories because of their literary value.”

—Columns.

“Rome wasn’t built in a day.”

November Octopus will tell how long it takes to build a Union. Shh!



Biek: See you in church.

Dick: Hell, yes.

—Pelican

First Stude: How’s to buy me a paper?

Second Stude: Sorry,—can’t handle it, I only got a dime, and if I break it, it’ll go like water.

—Pelican

# O. M. Nelson & Son

Incorporated

## Diamond Merchants

and

## Silversmiths

Continuous Service For Nearly A Half Century

## 21 NORTH PINCKNEY STREET

Nelson Building



B. H. VOLLRATH  
W. G. DAMEROW

## HICK'S CAFE

108 East Main Street  
Tenney Bldg., Down Stairs  
Steaks  
Smothered with Onions or  
Mushrooms  
Chicken Chops Fish  
Booth—Private Banquet  
Room  
Orchestra Evenings  
Dinner Dances  
Phone B. 2037

## Roxana Sweet Shop

Our  
Malted Milks  
are the best in town.  
Let Us Prove It



Fairchild 4507  
We deliver  
1021 University Avenue

## The Unique Shop



Gifts for all occasions

House Furnishings  
China, Glassware

Beautiful and unusual cre-  
ations from every corner of  
the world.

Come in and Browse

130 State Street



A Burner with a reliable repu-  
tation.

Burn Oil and be warm  
this Winter.

*Ask us about it.*



1904 Monroe Street.

Badger 6396

### More of the Same

"What was this college you said you graduated from?"  
"That wasn't no college, that was Dartmouth."

—Brown Jug



"Who was that lady I saw you with yesterday?"  
"I don't know. Must've been two other fellows."

—Tiger



She had the spirit of seventy-six—  
Well, why shouldn't she have,  
She *was* seventy-six.

—Flamingo

Laundry Cases

Gladstones

## Madison Leather Goods Co.

416 State Street

Any thing in leather goods

Let us repair your luggage

Suit cases

Hat boxes



## A Special Clinic Prescription Service

Directly across from the new clinic is the Rennebohm Badger Pharmacy's new \$150,000 home. Here a special clinic prescription is maintained to give you quick, accurate service.

Using only the very highest grade ingredients, employing registered pharmacists of unusual training and experience, the Rennebohm Badger Pharmacy is the place to bring your clinic prescriptions.

**RENNEBOHM**  
BETTER DRUG STORES

### A Prayer

We earnestly hope that the sad school of experience will have no reunions.

—Log

Old Man: Aren't you ashamed to be smoking a cigarette, little boy?

Boy: I sure am, mister; but what's a man going to do when he ain't got the price of a cigar?

—Kukoo

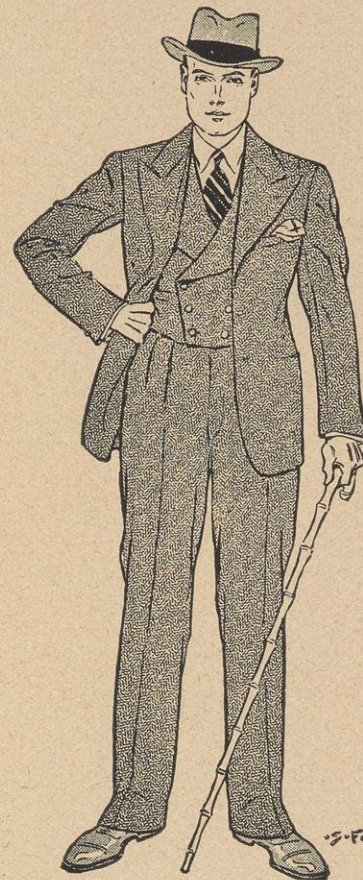
"This orange is tough," said the souse, trying to peel a tennis ball.

—Chanticleer

## The Bank of the Commonwealth

University Avenue at Frances

Nearest the Campus



© 1925 Hart Schaffner & Marx

## Your Fall Clothes Should Give You An Athletic Look

Shoulders are wider, lapels are wider, buttons and pockets are higher. Coats are narrow through the hips--they make a man look taller and full through the chest--athletic.

Come in and see them

**Olson & Veerhusen Co.**

7-9 N. Pinckney Street



# Badger Tea Room

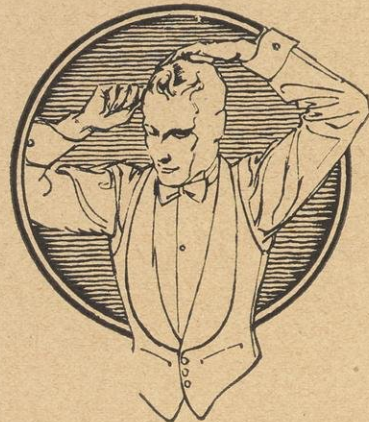
240 West Gilman  
Fairchild 2606

## Lunches and Dinners

Served Daily except Sunday

Special Tea Service from 2:30 to 4:30 P. M.

H. P. MAIN, Manager



## YOUR TUXEDO

Should be one of our Kuppenheimer suits; "The U" model; straight, smooth back, wide sweeping lapels, loose, draping trousers.

**\$50**

**Speth's**

—the house of Kuppenheimer College Clothes

## BROWN BOOK SHOP

Established 1911

623 State

Now that the first mad rush is over you'll be able to read a book a week.

## BROWN'S RENT LIBRARY

will provide you with all that's good in this season's books and with many of the best sellers of other years.

*"Come in and Browse"*

## BROWN BOOK SHOP

623 State

**KEELEY'S**

old  
fashion

## Chocolates

The richest candy in all the world.

Remember the folks at home.

On sale at all drug stores.

## EATING

Never so  
enjoyable  
as at

**Frank's Restaurant**

821 University Ave.





**Are You Getting  
KENNEDY'S MILK With Your Meals?**

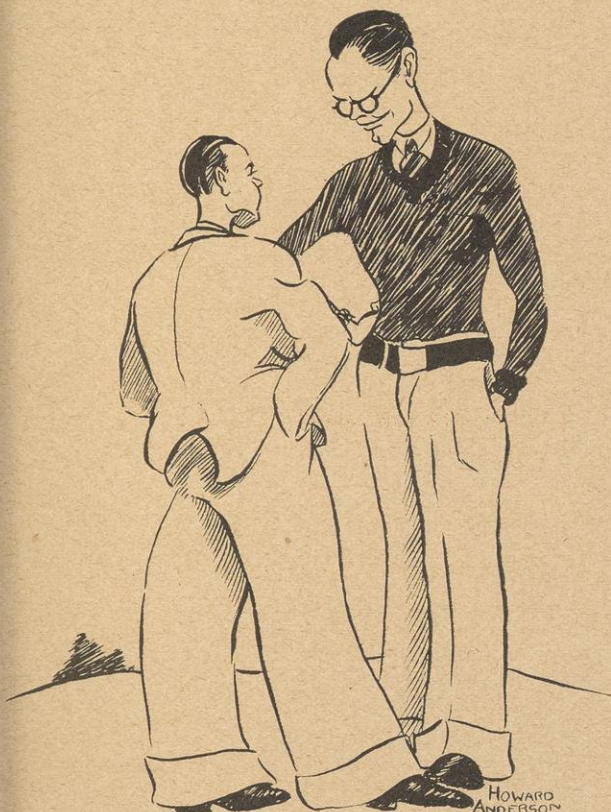
At your house or at your restaurant or in your home, insist on Kennedy's Milk. It's Madison's best. Students live more or less sedentary lives. Milk gives them additional energy that is used up by other drinks, whose stimulating effect is quickly changed to a narcotic one.

When you order **MAKE IT MILK**

from the  
**KENNEDY DAIRY COMPANY**

629 W. Washington

B. 7100



HOWARD  
ANDERSON

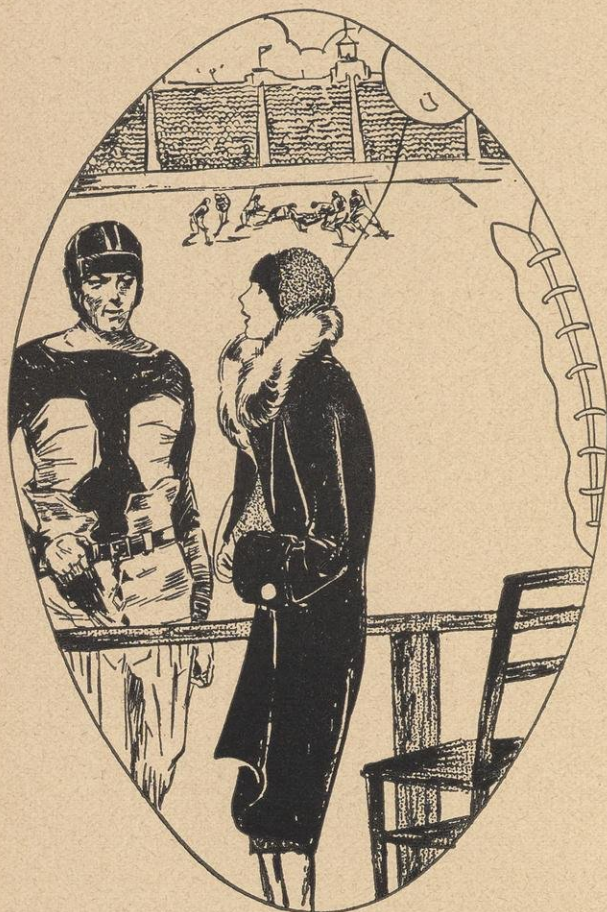
"I hear that there is going to be a surprise party for Brown Wednesday." "Who told you?" "He did."



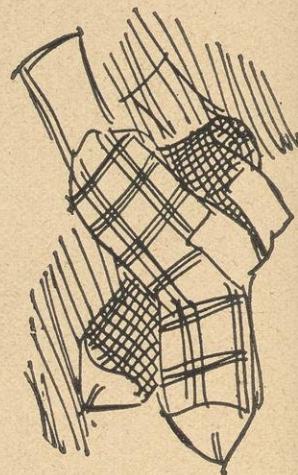
Mary: There's Helen over there. Ted had the audacity to tell me she was the best dressed girl on the Hill. I wonder where she buys her things.

Joyce: Well, she went to Manchester's Fashion Revue twice. She buys most everything there from her hats to her shoes.





## Fancy Hosiery For College Men



Everything you want in Fine Hosiery is to be had here: Silks, Fine Imported Lises, and Wool, in great variety.

75c to \$5.00

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

### A Worthy Judge

Divorcee (to friend): Isn't it splendid, dear—the Judge has given me £4 a week alimony! It's so fine for a woman to feel that she isn't dependent on a man for her funds.

—*Bulletin (Sydney)*

Blase: Oh, yes! We stopped at the Astor.  
Base: Did you go in?

—*Chanticleer*

"Say, can I borrow your Tuxedo?"  
"Sorry, I only smoke Velvet."

—*Western*

Father: What's the idea of taking a bath this time of day, son?

Son: Just got a letter from the sophomores in correspondence school, and they said I had to take a tubbing.

—*Orange Owl*

Victim: Hey, that wasn't the tooth I wanted pulled.  
Dentist: Calm yourself. I'm coming to it.

—*Penn Punch Bowl*

"What girls do you think will make the 'all-fashion eleven' this year?"

"Well, the ones who shop at Kessenich's have the best chance, of course. They're noted for being a fashion-right store and they do have the best looking merchandise. I buy everything there. I can't go in without succumbing to some lovely thing."

"Easy! I'm doing that myself right now."



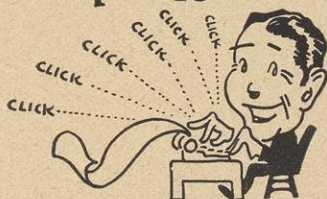


If garters were worn around the neck you'd change them frequently.

### Note This

This picture presents the problem we wish to solve in our PARIS advertising. Men wear their garters far too long. We make them to last but not to linger around legs long after they are soiled and threadbare. We are asking men constantly, "Time for a fresh pair?" Maybe you can present it so pointedly they will purchase a pair of PARIS more frequently.

get out your old fountain pen  
oil up the little old corona



crank up your think tank  
and slip 'er in high.

**\$200 in prizes**

We want the college men of the country to write advertisements for PARIS Garters. We want to get some of the bright ideas being born in the class rooms and 'dorms' of the college world. We wish to secure the slant and say-so of every restless scholastic fountain pen and eager collegiate typewriter—the 101 clever thoughts clamoring to be said and drawn.

We take the selling of garters seri-

ously, but you may not. You can be either carefree or conservative. What you submit may be a smart slogan, a distinctive drawing, or a trifle of text. What we want 'nothing else but' are ideas—ideas that will sell more PARIS Garters by making PARIS advertising more apt and appealing. Here is the whole story—for the cleverest advertisements received, we offer the following prizes:

### \$200 in Gold

First Prize . . . . .	\$100
Second Prize . . . . .	50
Third Prize . . . . .	25
Fourth Prize . . . . .	10
Next 3 Prizes . . . . .	5

This contest will close Dec. 1, 1925 [entries must bear postmark not later than Dec. 1]. The awards will be made by a committee of three competent advertising men and will be announced to all contestants by mail. In event of a tie, equal prizes will be given each tying contestant. You may submit as many advertisements as you wish. Write, or draw, clearly on one side of

the paper only, print your name and address plainly and mail to A. Stein & Company, 1143 W. Congress St., Chicago, U. S. A., before midnight, December 1, 1925.

**PARIS GARTERS**

No Metal Can Touch You



## Our New Location

Is 414 W. Gilman  
Near State Street

With this goes all new equipment, the best of service. Think of it—all new stuff. We're the best fitted to take care of your needs.

Beauty is you best asset.  
Don't make it a liability.

## College Beauty Shop

414 W. Gilman St. B. 5306



### AUTUMN FASHION

MADE-TO-ORDER

Gowns, Wraps, Frocks

READY-TO-WEAR

Silk and Wool Dresses

RIDING HABITS

Designed Daily

SILK HOSE

All Smart Shades

### SPECIAL SERVICES

RHINESTONE SETTING

In all Shades of Stones

PLEATINGS

Side, Box, Accordion,

Combination

HEMSTITCHING, TUCKING,

EMBROIDERING, BUTTON

COVERING

### Miss Hetty Minch Shop

226 State Street

(Over Rentschler Floral Store)

Mail orders given special attention.

## Pantorium Company

Cleaners and Dyers

A Master Cleaner  
who gives Vale-  
teria Service

538 State Street  
B. 1180

"Say, conductor, what are we stopped for now?" asked the irate passenger.

"We're taking in water, sir," replied the conductor easily.

"Well," growled the incorrigible, "why the hell don't you get another teaspoon?" —Ziffs

Senior: What is cold boiled ham?  
Frosh: Oh, that's ham boiled in cold water, isn't it? —Bison



An enterprising young dentist has in the window of his office the sign: "Your teeth pulled while you wait." —Western

"How now, milord?" queried Sir Mun, "dost think this playlet be decent?"

"Forsooth, sir knight," replied Sir Kell, "it must needs be clean for by'r lady it containeth three bathroom scenes." —Pelican

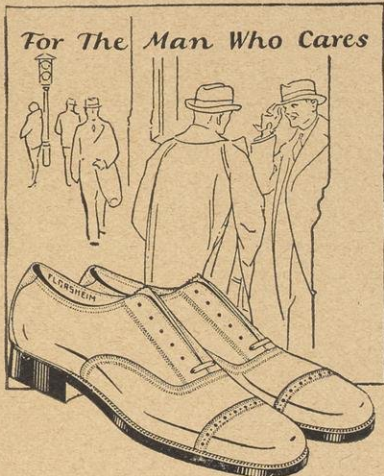
The Two Best Places To Eat

# HOME and COP'S CAFE

11 West Main St.

26 East Mifflin St.





**A New Florsheim Shoe  
The Belden**

The Belden possesses the quality, style and appearance that have made Florsheim the favorite shoe with many generations of Wisconsin men. The price, \$10.

**THE HUB**

*"They Retain  
the Style Lines  
Longer"*

**BERG  
STA-SHAPE\*  
HATS**



\*Trade Mark Registered

Sold by: THE HUB, MADISON, WISC.

Shes: Why do rabbits have shiny  
sides?

Hes: Because their powder puffs  
are on the other end.

—Pelican

Smith: Have you read the new,  
revised Bible?

Jones: To tell the truth, old man,  
I haven't finished the old one yet.

—Drexard

"Waiter, what kind of meat is  
this?"

"Spring lamb, sir."

"I thot so; I've been chewing on  
one of the springs for an hour."

—Bison

introducing

**MR. EDW. (Eddie) CHAPPELLE**

Mr. Chappelle, is a very well known artist on string instruments and a composer of instruction books--he has been added to our staff as manager of the band and string instrument department.

**UNIVERSITY MUSIC SHOP, Inc.**

At 511 State Street

Ph. B. 7272





## Three Sixty-eight!

368 is probably the most famous hosiery number in the world. Three-sixty-eight! A call number for the smart women of America. In a very literal sense these three figures spell **smartness**. And more than that, this particular Phoenix stocking for women is sold by the unnumbered millions because it stoutly resists wear—and it is only \$1.85 a pair!

No. 368 is made of the finest grades of pure Japanese silk and attains the daintiest colorings throughout wide ranges by a special Phoenix process of dyeing. It brings a new color feast to color loving eyes. It is an accurately full fashioned stocking, it is reinforced where the stress is greatest by a special weaving at heel and toe, so skillfully done as not to detract from its outstanding elegance. It is a smooth footed stocking, one that appeals to the discriminating college miss who wants smartest style, a wide range of colors to choose from, lasting service, and moderate price.

Here at Baron's you will always find 368 in the newest and most wanted colors. Always it is the same uniformly good quality, always the same low price—\$1.85.

**Baron Brothers**  
INC.

## Yellow BAD 500 GER Cab

### W WATCH FOB R. W. NELSON JEWELER

Complete Line of College Jewelry  
Snappy Compacts and Bracelets  
Watch Repairing

F. 4242

320 State

The Ides of March have long since  
gone,  
'Tis May—and spring is here;  
The blossoms drift in rainbow clouds  
Around your grave, my dear.

I wander thru the wooded meadow,  
Along the paths you made,  
And try to find another cow  
To give the milk you gave.

—Pelican

## PIPER BROTHERS Madison's Finest Food Store

Of all good things to eat, this store provides  
the best RIGHT UP TOWN.

B. 561

Opposite New Belmont



## H. H. Ratcliff & Co.

Jewelers and Opticians

Corner Main and Pinckney Streets

Wear our glasses and you  
have clear vision

Wear our jewelry and you  
know you have  
the best

O had I power to see the cootie,  
That up and down my back goes  
scootie.

Sa quick wad I the rascal snatchie,  
Who bites me where I canna scratchie!  
—Ziff's



Bick—See you in church.  
Dick—Hell, yes.

—Pelican

Mrs. F. X. Endres Phone Badger 4944

## The Maiden Beauty Shop

Marcelling, Water Waving, Hair Dye-  
ing, Facial and Scalp Massage, Lanoil  
Waving.

Full line of Hair Goods and Toilet Articles.

24 West Mifflin

Madison

Freshmen, Sophomores, Juniors, Seniors,  
Athletes

## Do You Know? “How To Study”

The Students' Hand-Book of Practical Hints  
on the Technique of Effective Study  
by

WILLIAM ALLAN BROOKS

A GUIDE containing hundreds of practical  
hints and short cuts in the economy of learn-  
ing, to assist students in securing MAXI-  
MUM SCHOLASTIC RESULTS at a mini-  
mum cost of time, energy, and fatigue.

ESPECIALLY RECOMMENDED for  
overworked students and athletes engaged in  
extra curriculum activities and for average  
and honor students who are working for high  
scholastic achievement.

### Some of the Topics Covered.

Scientific Shortcuts in Effective Study.

Preparing for Examinations.

Writing Good Examinations.

Brain and Digestion in Relation to Study.

How to Take Lecture and Reading Notes.

Advantages and Disadvantages of Cramming.

The Athlete and His Studies.

Diet During Athletic Training.

How to Study Modern Languages.

How to Study Science, Literature, etc.

Why Go to College?

After College, What?

Developing Concentration and Efficiency.

### Why You Need This Guide

“It is safe to say that  
failure to guide and di-  
rect study is the weak  
point in the whole edu-  
cational machine.—Prof.  
G. M. Whipple, U. of  
Michigan.

“The successful men  
in college do not seem  
to be very happy. Most  
of them, especially the  
athletes, are over-  
worked.”—Prof. H. S.  
Canby, Yale.

“Misdirected labor,  
though honest and well  
intentioned may lead to  
naught. Among the  
most important things  
for the student to learn  
is how to study. With-  
out a knowledge of this

his labor may be largely  
in vain.”—Prof. G. F.  
Swain, M.I.T.

“To students who have  
never learnt How to  
Study, work is very  
often a chastisement, a  
flagellation, and an in-  
superable obstacle to  
contentment.”—Prof. A.  
Inglis, Harvard.

“HOW TO STUDY”  
will show you how to  
avoid all misdirected ef-  
fort.

Get a good start and  
make this year a highly  
successful one by send-  
ing for this hand-book,  
guide, companion, and  
adviser, NOW.

### You Need This Intelligent Assistance

Clip →

And Mail

Today

AMERICAN STUDENT PUBLISHERS,  
22 West 43rd St., New York.

Gentlemen:

Please send me a copy of “How to  
Study” for which I enclose \$1.00 cash;  
\$1.10 check.

Name .....

Address .....



**Ford**

**Dependable  
Used Fords**

**Largest Selection  
in the city**

**Fox  
MOTOR SALES CO.**

**J. B. Drives  
Fuel Co.**

**COAL, WOOD, COKE  
BUILDING  
MATERIAL**

**Phone B. 628; F. 4191  
303 S. Patterson St.**

**"GOOD COAL  
MAKES WARM  
FRIENDS"**

**Photoart  
Phables  
No. 2**

Featuring Photo and Art

But Photo did not have hard luck just because he started out wrong. He turned and faced the issue, and demanded the best, and got a Rolls Royce like Art's—but he never quite caught up to Art's speed.

Moral: Obvious.

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

That college men are fond of jokes is evidenced by the number who visit the girls' dormitories and the sorority houses.

—Rammer Jammer

My idea of a mean joke is to receive a postal card saying, "Enclosed find the ten dollars I owe you."

—Washington Dirge

Nouveau Rich: I'm living at the Biltmore now.  
Van Nuys: Get many tips?

—Pelican

"I've been traveling incognito this summer."  
"I was up there last year."

—Pelican

**You Can Avoid Paying More**

**By Buying Now**

**CASTLE & DOYLE**

**Fuel and Building Material**

**Badger 1993**



## Suppose Someone Handed You a Car!

You'd feel happy wouldn't you?

Well there isn't much use in wishing for someone to hand you one--- statistics show the percentage is still very small,---but you can enjoy the thrill of driving without owning a car,---you can drive it yourself, a new car, for as long as you like for a modest sum.



Call up Fairchild 334 and get the rates and make a reservation for a shiny, new. Capital City Rent-A-Car. Do it TODAY.

## Capital City Rent-A-Car

Fairchild 334

“Old George is going to marry a rich grass widow.”

“Humph! He ought to be in clover.”

—College Comics

*Wisconsin-ites*

*Paris-ites*

*and*

*Suez-ites*

*will all be interested in the Travel*

*Number of Octy. Shh!*

A Freshman from the Amazon  
Put nighties of his Gramazon;

The reason's that

He was too fat

To get his own Pajamazon.

—Sun Dial

## Add Zest To Your Meals

Don't go to a restaurant; come to the COLLEGE REFECTORY. You can pick up just what you want and when you get your check, how surprised you'll be. It'll be absurdly low.

We are running for the good of college students and plan our meals with the most wholesome ingredients. And it's good tasting.

## The College Refectory

672 State, Next to State and Lake Streets



# Our Books Show

That in previous school years we have done work for the following satisfied student customers:

*Agric Triangle*

*Athletic Department*

*Badger*

*Commerce Magazine*

*Country Magazine*

*Daily Cardinal*

*Glee Club*

*Haresfoot*

*Homecoming Committee*

*Law School Association*

*Lit*

*Literary Societies*

*Fraternities and Sororities*

*Memorial Union*

*Octopus*

*S. G. A.*

*Student Senate*

*Union Board*

*Various Classes*

*W. A. A.*

*Wisconsin Engineer*

*Women's Dormitories*

*Y. M. C. A.*

*Y. W. C. A.*

And many many others

## The Democrat Printing Co.

O. D. Brandenburg, '85  
Calla Andrus, '10

F. S. Brandenburg, '09

N. D. Bassett, '14  
W. A. Frautschi, '24

University Printers

114 South Carroll Street

Telephone Badger 486



## The Ray's Barber Shop

"Nuff Sed"

## WELCOME BACK

We are here as usual to keep your  
clothes looking good—

Service Cleaner & Dyer

F. 2483

1347 University Ave.

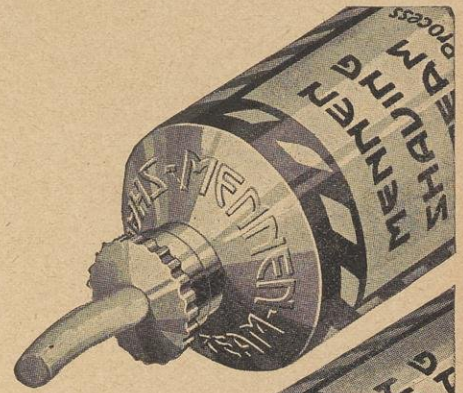


"Where has my little Octygon?"  
"Oh, I suppose some sponge has it.  
I always buy my own Octy."



She (after a little argument): I'm going home to  
mother.

He: Well, that's a lot better than having her come here.  
—Dirge



Capless tube  
with new  
device



Original tube  
with threaded  
cap



# Tu-be or not Tu-be?

Way back in 42 B.C., Publius Syrus said: "Powerful indeed  
is the empire of *habit*."

Sixteen centuries later Shakespeare wrote: "How use doth  
breed a *habit* in a man!"

Since the copyrights of both these authors have expired, I'll  
use their nifties to illustrate a point.

The Mennen Company perfected an ingenious opening de-  
vice for tubes that replaced the old-style threaded cap. This  
invention, applied to Mennen Shaving Cream tubes, was hailed  
as a masterpiece by millions of men. My mail was flooded  
with enthusiastic letters.

Yet here and there was a man who frankly confessed that  
he was "sot" in his tube ideas. The ingrained *habit* of years  
was too strong to change overnight.

Now I know that no Mennen user would give up the cream,  
even if we packed it in burglar-proof safes. But I want every  
Mennen fan to know that he can have his cream in the tube  
that suits him best. We have kept right on producing Mennen's  
in its original package.

Every druggist has Mennen's in the old tubes as well as the  
new. "You pays your money and you takes your choice."

Either type of tube costs 50c and contains the shaving cream  
that has created more good-will and honest appreciation than  
any other man-product ever made.

*Jim Henry*  
(Mennen Salesman)

# MENNEN SHAVING CREAM



# MEAT

*Goeden & Kruger*  
Inc.

*Eleven men do not make up the  
team. It takes the whole school.  
Are you doing your share?*

## Student Supply Store

Richter Drawing Instruments  
and materials

Loose Leaf Books, Desks,  
Tables and Chairs

Typewriters and Supplies of  
all kinds for the Students

*We appreciate your patronage and  
assure you right prices*

**John R. Drake & Co. Inc.**  
652 State Street

## The Campus Soda Grill

"The Place that Malted Milk Made"

Try our Tasty Pastries with a delicious

**Malted Milk**

714 State Street

**Julia Mohrhauser**

*Milliner*

309 State St.

Badger 6398

**OPEN**

**at our new location**

The place for fresh made, delicious candies,  
luncheonettes, and heavy malted milks.  
Handiest of any candy store for students.

**Capitol Candy Kitchen**

644 State Street

**HOORAY! HOORAY!**

**20% Discount for Cash Call.**

*And we're handy.*

**CAREFUL WORK**

**Madison Steam Laundry**

429 State Street



# Complete Line of Ladies and Misses Coats, Furs and Dresses

Individual but inexpensive

**W**oldenberg's **C**loak  
Corner  
North Pinckney and East Mifflin Streets  
Madison, Wisconsin

Style : Economy : Comfort

## The College Man and Nettleton Shoes

Habits, like friendships,  
formed during under-  
graduate days, continue  
throughout our careers.

*Dad got the  
Nettleton habit in college*

Men like  
to say they  
wear them



# Nettleton

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

Sold locally by  
**SCHUMACHER SHOE CO.**  
Madison, Wisc.  
Dealers Everywhere

"What can be more noisy than a  
woman with a bee in her bonnet?"

"A man with a hornet in his  
pants?"

—Ziff's

**THE PRIZE WINNING PARODY**  
will be published in the November  
Octy. Out Armistice day. For sale  
at all drugstores, including the Scan-  
dinavian. Shh!

She: Marry you, George, of course  
not, you're too much of an ass.

He: But then everyone said we'd  
make such a wonderful pair.

—Siren.

## The Homecoming Boys Know

Whether it's the old grads who are back, or the grads  
and students and everyone in Madison, they'll all  
be at the same place, and they'll tell you to go to  
the Pal too. Here's where to get some real candy  
for the game, and real luncheon before and after.

WE SPECIALIZE IN LIGHT LUNCHES

## Palace of Sweets

20 N. Carroll St. near State

Geo. F. Jacobs Prop.



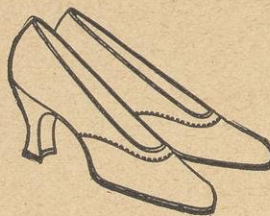
# Brock Engraving Company

*Artists and Engravers*



4th Floor  
State Journal Building

Phone: Fairchild 913



Distinctive  
Footwear  
of  
Quality

**Jensen's Boot Shop**

614 State Street

*"Take Your Cue from Mautz"*

**Have Your Fun**  
at

**MAUTZ'**

Cigars and Billiards  
821 University Avenue

**Morgan's  
Malted Milk**

**Dr. J. A. Bancroft  
Dr. V. G. Bancroft**

Dentists

Corner Park and University Avenue  
Above Menges Pharmacy  
901 University Ave.  
Badger 3682

**Whether it's a  
leaky pipe or Plumbing  
for the New House**

*---call Royston*

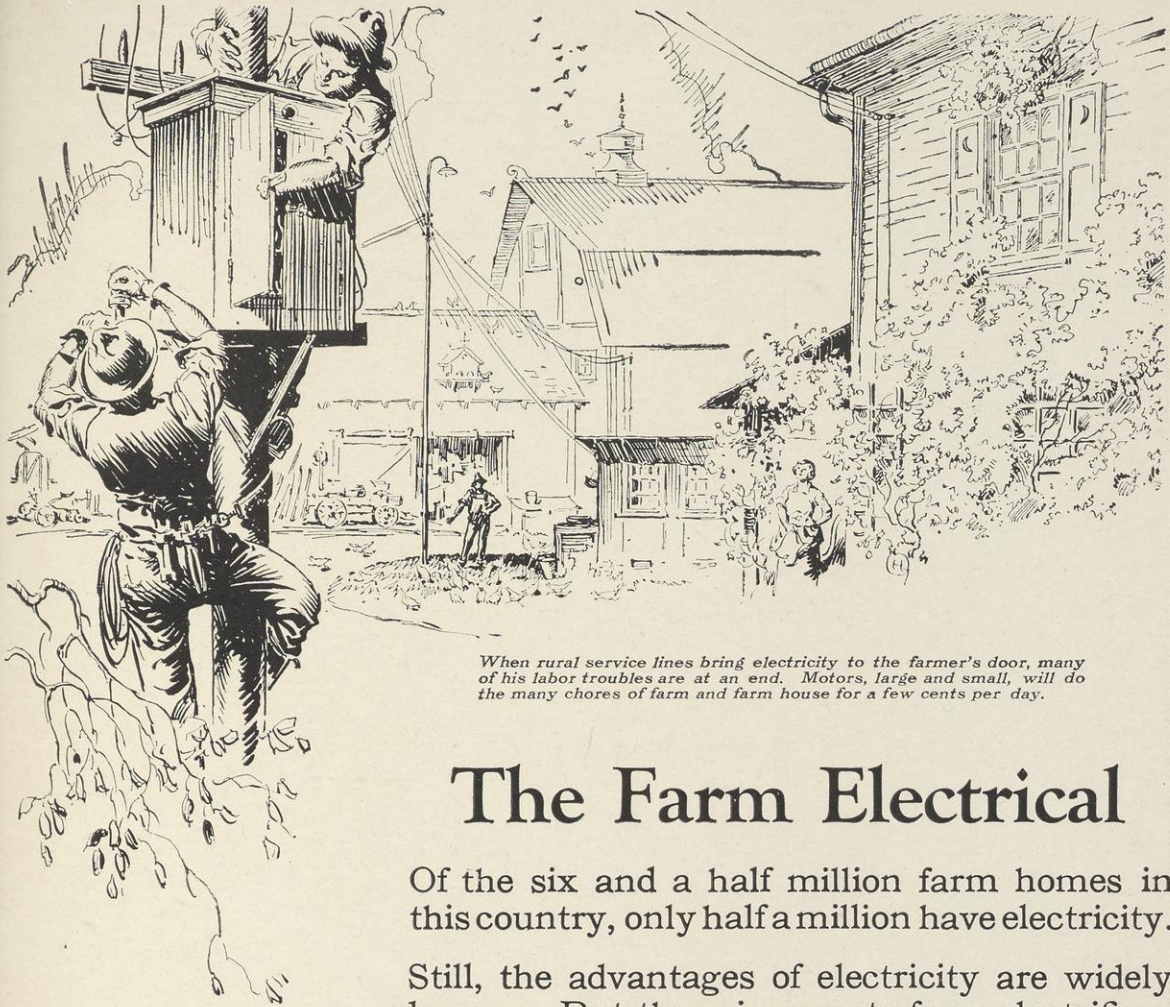
During our years of service to campus organizations, "Royston" has become synonymous with good plumbing. We pride ourselves upon the fact that our service is just as excellent on a small job as on the largest.

**R. T. ROYSTON**

1319 University Avenue.

Fairchild 378





*When rural service lines bring electricity to the farmer's door, many of his labor troubles are at an end. Motors, large and small, will do the many chores of farm and farm house for a few cents per day.*

## The Farm Electrical

Of the six and a half million farm homes in this country, only half a million have electricity.

Still, the advantages of electricity are widely known. But there is more to farm electrification than the installation of motors, lights and heaters. Current must be brought to the farm, and that means many miles of transmission line, supporting poles, transformers, and adequate generating equipment.

Slowly but surely the electrification of American farms is taking place. As farmers learn how to use electricity, rural service lines reach out farther and farther into open country.

Six million farms to be electrified! Here is a vast and virgin field for the application of electricity, with countless opportunities for college-trained men in the technical and commercial phases of this undertaking. And for the agricultural college student and others planning a future life in rural sections, it means a better, bigger, happier life-time now in the making.



Since its inception the General Electric Company has pioneered in the various fields of applied electricity. Today G-E engineers are co-operating with various State agricultural committees in the study of farm and rural electrification. These committees include members of the agricultural college faculties.

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

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

95-156DEK



**All New Cars--**  
Licensed to Use



Telephone B. 1200

**Our Drive-It-Yourself  
System**

Pleasure Ride and Parties  
Hunting and Fishing Trips  
Afternoon Jaunts to the  
Country

**Schedule of Rates**  
(New Fords)

Touring or Roadster,  
per mile -----10c  
Coupe, per mile-----12c  
Sedan, per mile-----13c

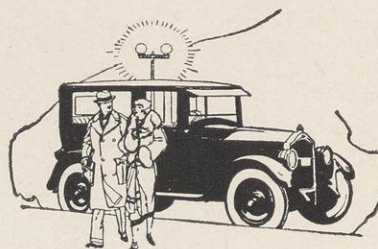
**New Hertz Gear Shift  
Cars**

Sedan, per mile-----20c

A 5 passenger six cylinder car with Continental Red Seal motor, disc wheels, Duco finish, and a powerful, smooth running motor.

**We Furnish Gas and Oil**

No hour charge on week days from 6:00 A.M. to 6:00 P.M. After 6:00 P.M. week days, all day Sundays and Holidays only 25c per hour on Fords, and 35c per hour on Hertz cars.



**A Good Time Anywhere**  
---Includes a Car

No matter where you go these days—to a party—an evening date or an afternoon off—a motor car is one of the things you must have to make the event a success. And you may drive a motor car wherever you go without the necessity of owning one.

How?—Use the Hertz drive-yourself-system. For a few cents a mile you may enjoy the many pleasures of motoring in a smart new car. Here's How It Works:

Suppose you rented a car (Ford touring) at 8:00 P.M. and kept it till 12:00 P.M. and drove 10 miles in the meantime.

10 miles at 10c per mile = \$1.00  
4 miles at 25c per hour = \$1.00

Total amount of charge \$2.00

Not bad for an evening, is it?

Why not make the date a success after this and rent a car from the Koch Rent-A-Car Company.

**You are Fully Insured by Hertz!**

We have arranged this insurance for you through our affiliation with the National Hertz Drive Yourself Organization. Special protection against public liability and property damage. Therefore, rent, where you are sure of proper insurance protection as we issue a policy to every driver.

**Koch Rent-A-Car Company**

Tel.  
B. 1200

313 West Johnson Street

Tel.  
B. 1200