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Octopus: Homecoming. Vol. 8, No. 2

November, 1926

Madison, Wisconsin: University of Wisconsin, November, 1926

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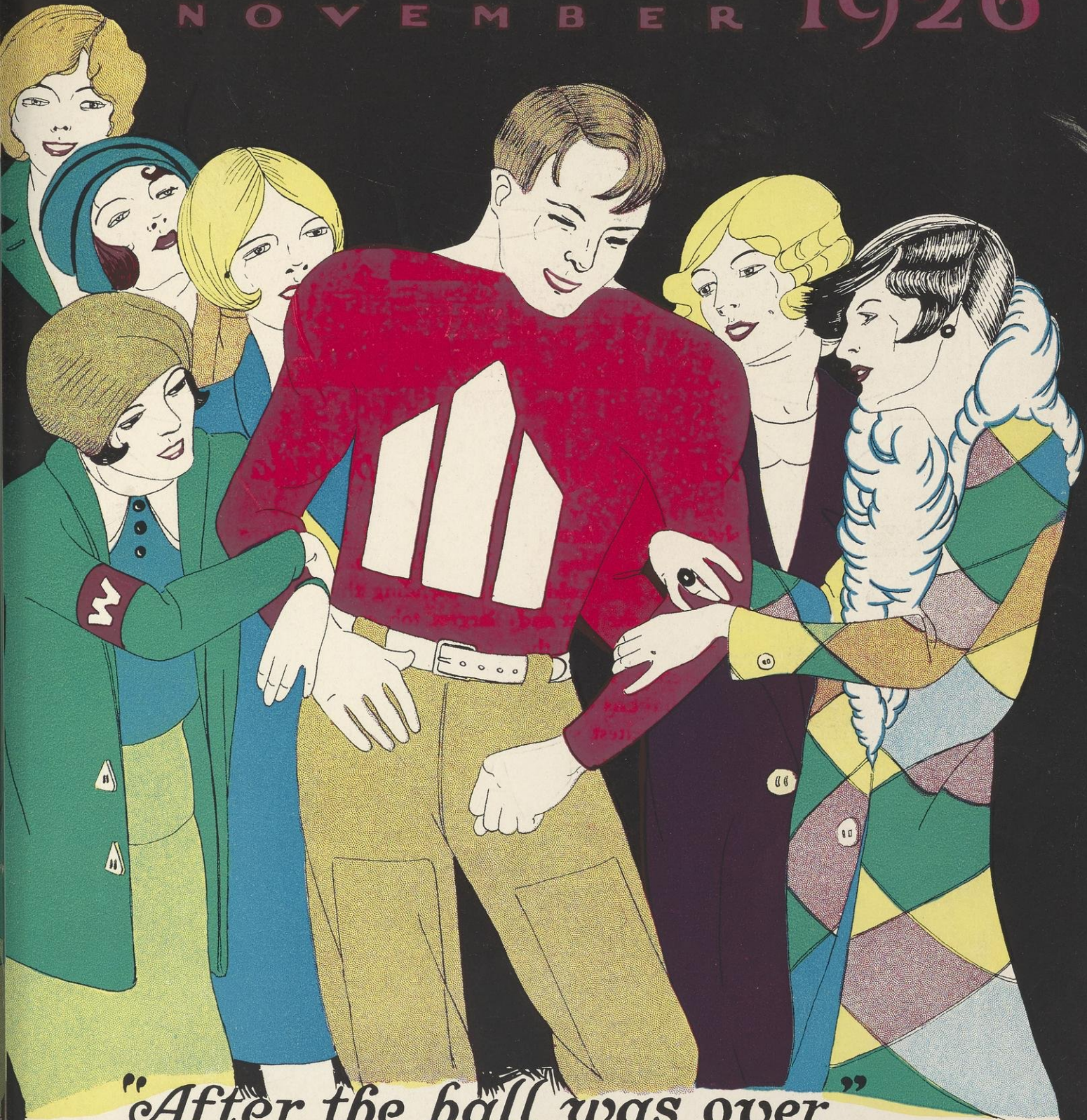
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Octopus

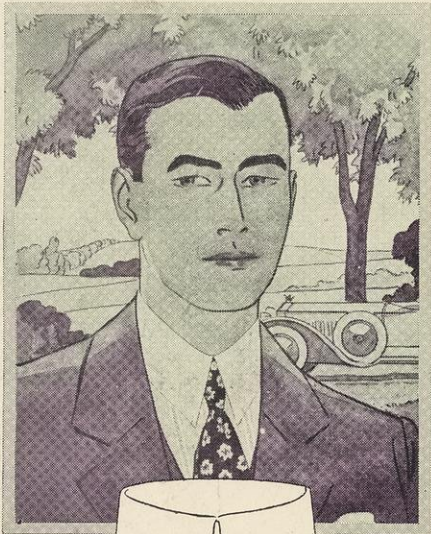
HOMECOMING

NOVEMBER 1926



"After the ball was over"

For the four basic types of faces



THE WILSHIRE

[[ROUND FACE—LONG NECK]]

This collar with points close together lengthens the face

C These new collars supply length or breadth in the facial lines—

EACH one of these Ide collars has been designed to suit a particular type of man. You can find your own type among these four. In this way you can select the collar especially styled for you.

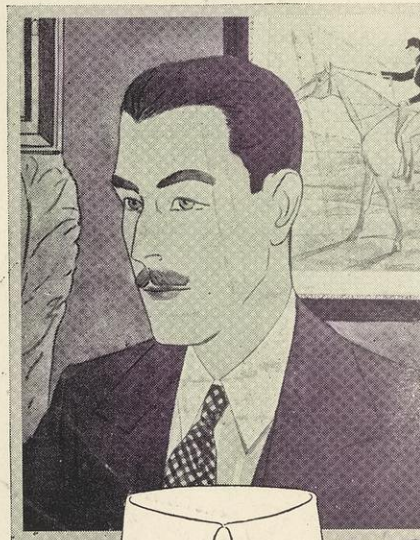
In a new booklet which we will send you at your request, are also



THE TAVISTOCK

[[ROUND FACE—SHORT NECK]]

This collar with long points close together makes the face look narrower



THE GLENGAIR

[[LONG FACE—LONG NECK]]

This collar shortens the neck and its wide points broaden the face



THE HOYLAK

[[LONG FACE—SHORT NECK]]

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

shown the Ide styles in collars, shirts and handkerchiefs chosen by the "best-dressed" men or men voted "most likely to succeed" at nine leading universities.

Yale, Dartmouth, Cornell, Chicago, Williams, Pittsburgh, Wisconsin, Columbia and Brown are represented.

Address Geo. P. Ide & Co., Inc., Troy, New York, for a copy of this interesting review of what American university men wear.

*IdeLuxe*COLLARS

P A T . P E N D I N G

Hear Ye! - - -

GELVINS

Is today a creative and educative influence, because it adds the appeal of *correct dress* to the practical appeal of use.

We combine the appearance with the fundamental, transforming the clothes of utility into the refined approval of artistic conceptions.

Apparel for Wisconsin Men

644 State Street



**“I never saw a girl like
her---so fearless---so
smart--so gay”**

That's what Tom says and keeps repeating about Irene. But the other fellows in the house don't agree with him. They think their girls are just as charming. And the truth is that Irene and the rest of the girls mentioned know that at least half of their charm is due to smartly selected clothes. And they buy most of them at Manchester's.

Fair Prices and Friendly Service

“On de shurrs from Geetchy Goony,
Stoot a tipee witt a weegwom
Frontage feefty fitt it mashed
Hopen fireplaze—izzy payments.”

From Milt Gross' "Hiawatta", an hilarious
parody, for \$1.00 at

BROWN BOOK SHOP

621-623 State Street

“Come in and browse”.

“I just heard of the dearest fellow.”

“No!”

“Yeah. They're offering \$5000 for him dead
or alive.”



This is the time of the year when the girls'
animal instincts come to the fore. . . They
must have fur coats.

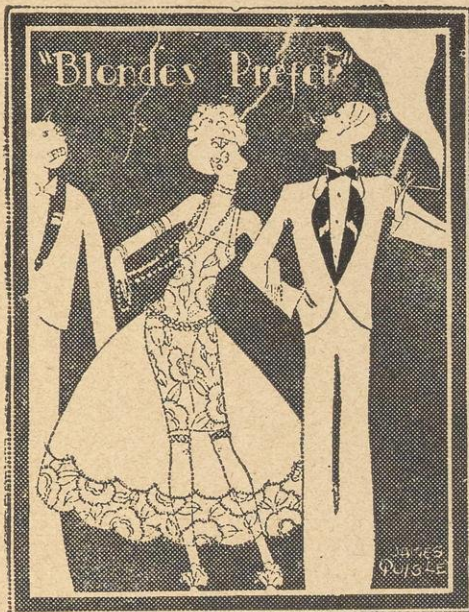


“Was the lad wise in going to college?”

“No, but he was that way when he returned.”



The girl we were out with the other night
must have been an atheist,—she got in at such
an ungodly hour.



Braeburn

Smart Styled Clothes For College Men
Tailored At Rochester

Wisconsin men prefer the snappy Braeburn styles too. That's evident from the number of Braeburn suits you see on the campus and from the fact that our business with Wisconsin men has doubled in the past few years.

SPETH'S
222 STATE ST.

News Dealer: Whatcha doin' wit' that magazine?

I. Bystander: I only took the Liberty to read it.



ONE FAMOUS HOMECOMING

"Is there any danger in riding on the 'L'?"
"I should say so, the last time I did it I found myself in Hyde Park!"

"John is going to be hanged for murder."
"That's capital."

"So that lady we just passed is a speaking acquaintance of yours?"
"Yes—my wife."

Alford Brothers

Laundry Company

We Have Done

STUDENT LAUNDRY WORK

for

Forty-one Years

113-115 N. Carroll St.

Badger 172

BUY EVERYTHING POSSIBLE ON YOUR CO-OP NUMBER

*In All America, Not
Another Store Like
The Co-Op*

There are other stores in university and college towns which feature supplies for students—and other stores operated on a profit-sharing basis—but nowhere, from Maine to Southern California, from Washington to Florida, is there another college store like the Co-Op.

Not a one with such a beautiful store. None with the complete stocks, the many departments. None which so well com-

bine quality merchandise, style and economy.

We say this after a survey of all the student stores of the country—Wisconsin has the finest.

Such an organization deserves your support—it is a credit to your university.

Get behind the Co-Op—it offers you your every need—at fair prices—plus your rebate on every purchase made.

THESE MANY DEPARTMENTS TO SERVE YOU

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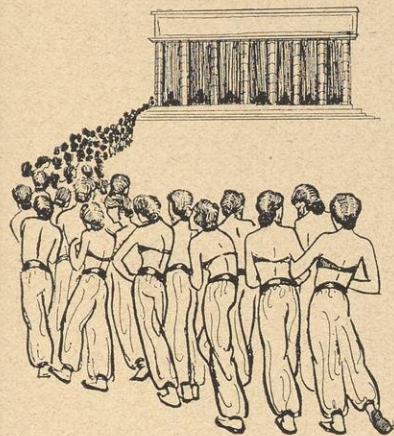
Text Books
Stationery

The UNIVERSITY CO-OP

E. J. GRADY, Manager

STATE at LAKE

Other Famous Homecomings



SOLOMON

People who find it hard to come home and kiss their own wives, not to mention those who find it hard to come home and kiss other people's, should pity Solomon, who had, so they say, a thousand of the things. Solomon, needless

to say, is worried. You see, he has a date in three months to go lion hunting with the King of Lydia, and he's not sure if he'll get through in time to keep it.

COLUMBUS

Christopher Colombo (who knew the world was round) has at last succeeded in piloting the Santa Maria back into port. We see him now bowed in supplication before the



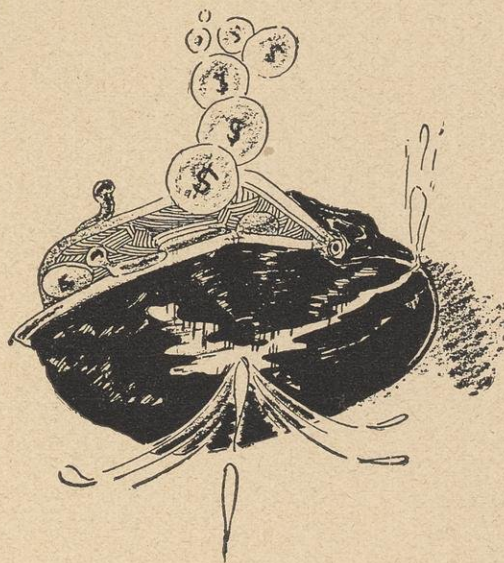
King of Spain and the Queen, who was the original belle of Barcelona. He has returned with a box of cigars and a few Indians as models for cigar store signs. At present Chris has no reason for knowing that Ferdinand will get sick on one of the cigars and turn him over to Oliver, the quick change artist of Spain, shown at the left.



WISCONSIN

And, of course, there is the Wisconsin Homecoming. The old bozo at the right has discovered that the university has changed since '76 and is not quite sure whether he likes it. About the second touch-

down, however, the impulsive young thing next to him at the game will throw her arms about him and kiss him between the soup-strainer and the Van Dyke, and he will wonder just how he can leave Martha and the kids at home and return to school and take Appreciation of Music.



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 with 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 Badger 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 means makes us better able to serve you; this means dollars and cents saved.

Sanitary Plumbing and Gas Appliances

William Schwoegler

Badger 1730 - - - - 419 State Street

Madison's Leading Plumber

Automatic Gas Heaters and Water Softeners



On the day of the big game---as you saunter
down fraternity row---look your best!

Wear a CHARTERHOUSE



BAILLIE O'CONNELL & MEYER

INCORPORATED
QUALITY SERVICE



A FABLE

OR "TOO MUCH SHOE LEATHER"

Joe McKee went to college. While he was there he met HER—and he fell hard—like they all do the first time. She was a sweet young thing, limped eyes, cool, red lips that pouted invitingly and golden hair that changed magically in the playful breezes.

Bill Borth also went to college. He met HER, too, and also fell hard—like they all do the first time.

Now for the plot.

Joe got a date. He shined his Bostonians and walked.

Bill got a date the next night. He rented a car and rode.

The next night, they both asked for dates, but Bill got it.

Bill got it, the next night, and the next, and the next, etc., etc., etc.

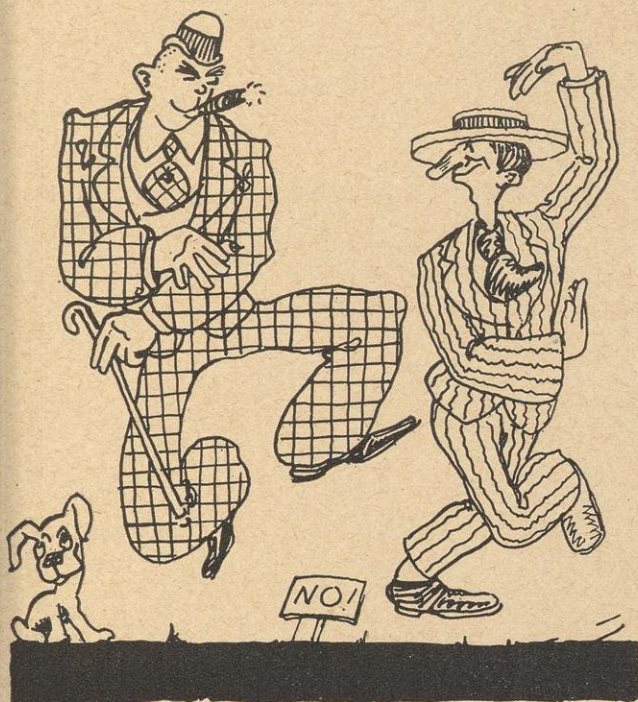
Joe wondered why he didn't rate. He didn't have that insidious thing neither was he one of the "four out of five." But he never found out, because there was no child there to tell him.

MORAL—RENT A CAR.

Capital City Rent-A-Car

434 West Gilman

Fairchild 334



DICK ASBERT
+ D.A.

"I write for the Octopus."
"Do they send it to you?"

CLOTHES

Ready-made
And Cut to Order

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



Charter House

Suits and Overcoats

\$40, \$45, \$50



So This Is Paris!



Furs
Hats
Gowns
Gloves
Coats
Hose
Accessories

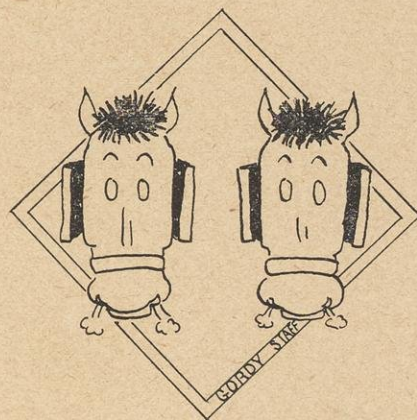
COLORINGS and designs of irresistible loveliness, fresh with the inspiration of Paris, await the college girl at Simpson's.

YOUTHFULLY buoyant frocks for keen Autumn days and gowns of subtle charm for gay functions after six!

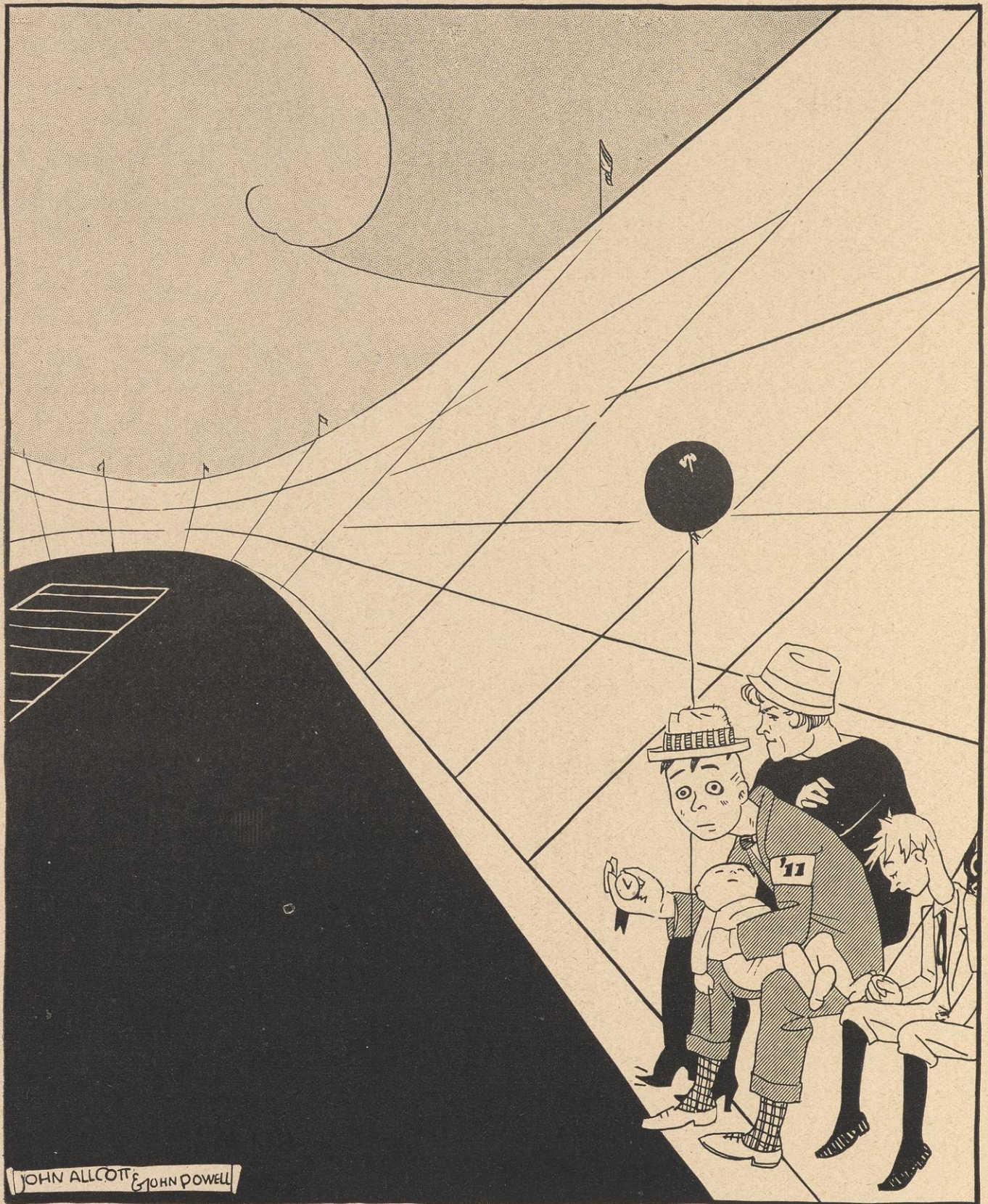
SOFT, clinging furs of alluring grace and hats of nonchalant distinction! A collection of new accessories and dainty lingerie will claim interest. All reasonably priced.

Simpson's

23-25 North Pinckney Street



*"Everybody up—here comes
the team!"*



Tragedy—The alum who "Came Home" on the Wrong Saturday



A Fruitful Job

"Heard about Al getting a new job?"

"No. What's he doing now?"

"Peeling fruit in an ice cream parlor."

"Oh, I see. Sort of a skin game."

"Oh, yes, I have a great many rich relations. I have an uncle in oil, a grandfather in bonds, and a father in formaldehyde."

"3 and 10"

Football Coach: I want you here every morning and for the first part of every afternoon.

Team Aspirant: Would you mind if I went out for History and Mathematics in my spare time?

Football Coach: Well, I'm not very favorable toward this outside activity stuff, but if you're careful I'll let you go out for Mathematics.

"Come to me, sweet Marie" sang King Ferdinand.

"Is there any difference between addition and subtraction?"

"Sum."

The Parker Pen Company, in conducting tests of the resiliency of their pens, have dropped them from a twenty-four story building and had them run over by trucks without breaking. They have not, however, given one to a six-year-old as a plaything.

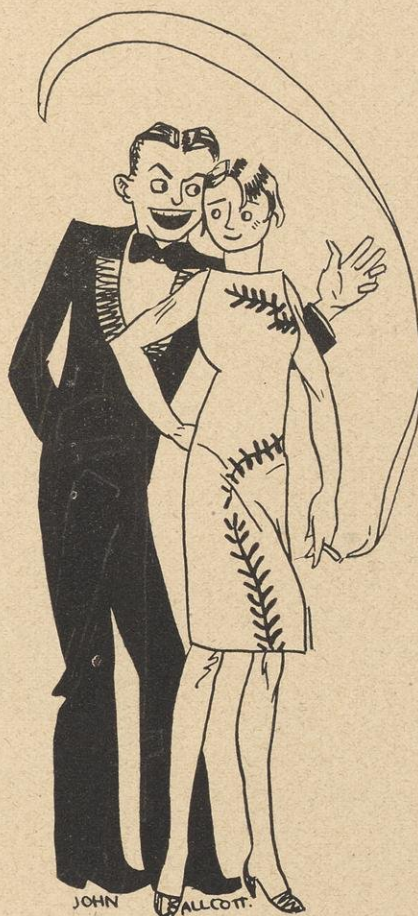
First Active: What does Graham's father do?

Second Active: Manufactures crackers, I understand.

The newspapers inform us that Edinburgh and Glasgow had a soccer football game last week It must have been a close game.

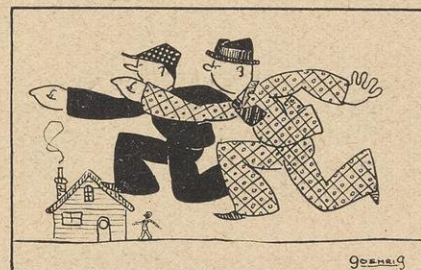


HIS WATER LOU

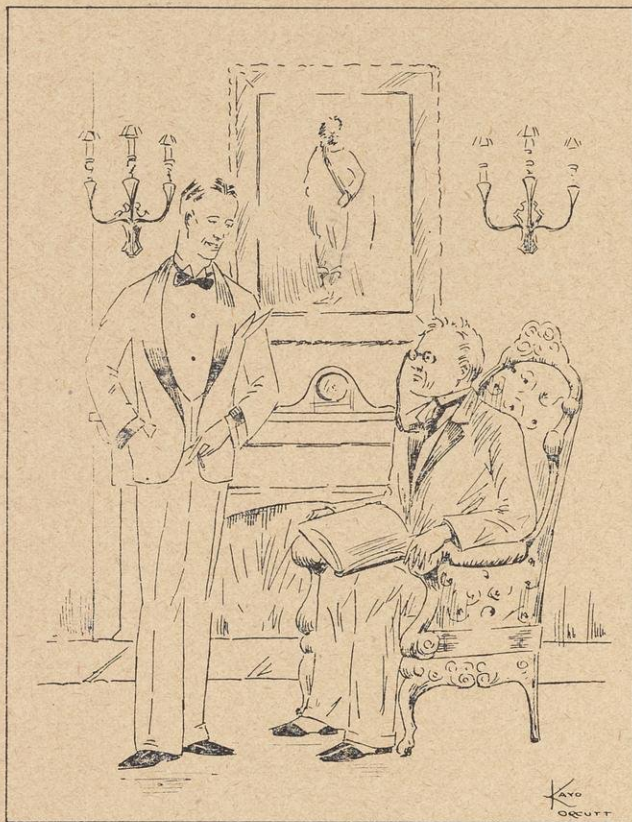


He: Suppose I had never met you!

She: A good idea! Let's suppose you haven't.



Roomy: Have you got a ruler?
Ditto: No, I'm my own master.



"By the way, have you read Wahl's new book?"
 "Wahl? Is that his pen name?"

Definitions and Things

A pun is a joke at which everyone groans, because they didn't think of it first.

When a clever person makes an unintelligible remark, it becomes an epigram. (Notable exceptions being Oscar Wilde, Bernard Shaw, and other clever people). This was an epigram.

Statistics show that one person out of five is really successful. The other four have it.

Why is a typewriter like a piano? We forget just what the answer is, but there is quite a striking similarity. This was not an epigram. It was just plain awful.

In the Gay Nineties, people thought it was terrible to see a man beating his wife in public; and here it is nineteen twenty-six, and they still do. And they call that Progress.

Jokes are like Salome. They reflect the mental status of the jokee. Arthur Membrane might have written that. Fortunately, he didn't. He still has his job. I haven't.

My roommate says his stomach is upset, so now he starts his meals with the dessert.

Our Own Beddie-Time Story

It seems that Menelaus was all lit up like a Christmas tree as he walked down Langdon Street at nine p. m. And who should he meet but his friend Paris. And Paris said to him, with a jolly leer—

"Whither away, old chappie?"

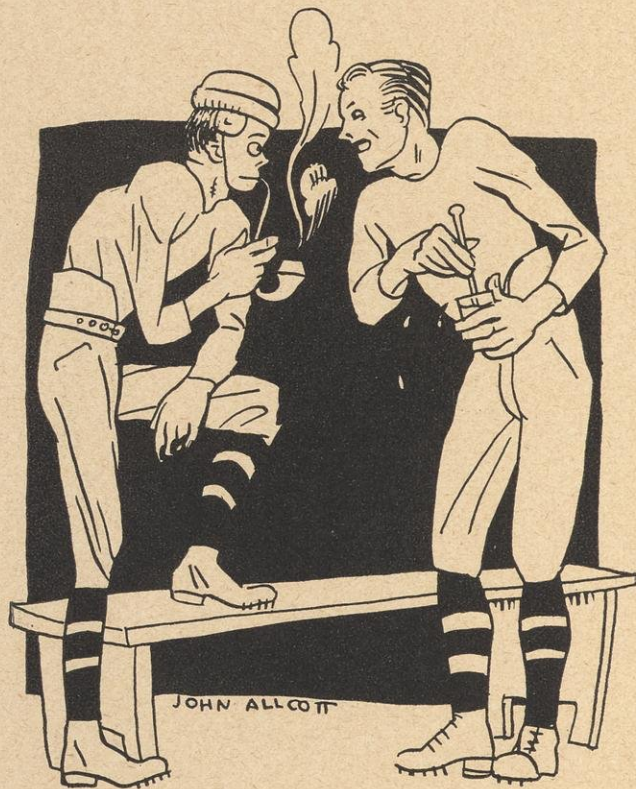
And can you ever guess what Menelaus said? Of course you can't so I will tell you. Lean over.

Menelaus tipped his hat over his eyes, and swaggered—"I have a date tonight with the Sack of Troy."

"What," questioned the eternal jokesmith, "would you do if you had a cigarette and no matches?"

"Why," we said, beating him to the mark, "we'd make light of the situation."

He laughed politely.

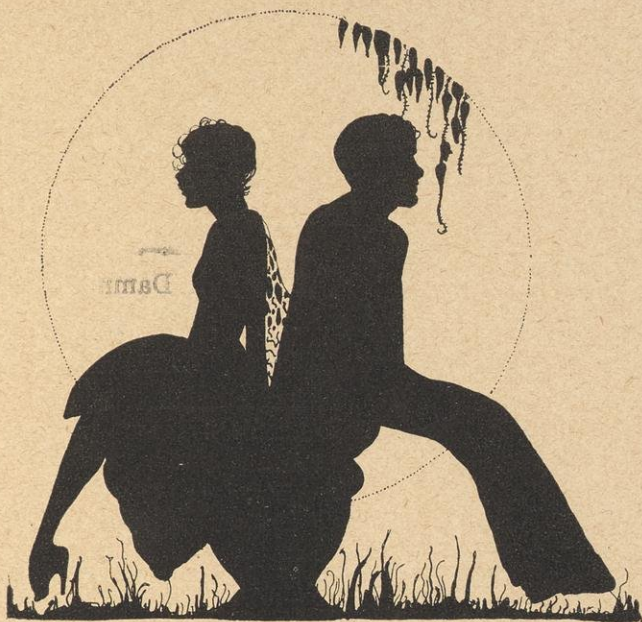


"What was her answer?"

"Negative."

"Was she sure?"

"Positive."



*"Did you enjoy your visit to Rome?"
"No, it was pretty flat. Too many fallen
arches."*

My Little Guiding Star

A small *chapeau* of flaming red,
Tipped jauntily above,
Seemed to crown the dainty head
Of the one I love.

Cobweb wisps of golden brown
Peeped beneath the brim.
She seemed to say: "Just turn me down;
(I'm not afraid of him!)"

Who can tell the hue of eyes
When they're like these two?
They seem to speak of Paradise,
Of life and love anew.

Her cheeks were touched with beauty's glow,
The glow of youth and love.
Did not Heaven seem to know
To send them from above?

Two rosy lips were smiling now,
Smiling just for me
Why cannot my fate allow
This to always be?

But life is always cruel and mean
To mock me just like this.
The guiding powers always seem
To cheat me out of bliss.

For here I am, admiring more
This lady from afar:
This dummy in the clothing store,
My little guiding star.

Recipe for Homecoming

Take twenty college men and fifteen alumni—
mix well and flavor with football. Beat ten
freshmen with large paddles and stir slowly.
Add alcohol until above materials are well
stewed; serve in a fraternity house and garnish
with leaves and electric lights.

"Sir, you are blessed with twins—a boy and a
girl."

"Ah, yes—mixed blessings."

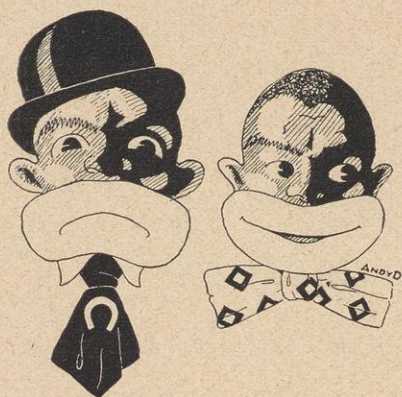
Kindly Gentleman—Whose little girl are you?
Sophisticated Youth—I'll have to consult my
lawyer before I speak!

One can forgive people their virtues if their
vices are sufficiently attractive.

Why does a family that has a black sheep in
it always try to keep it dark?



"BLOW SOME MY WAY"



"My policy is a good one."
 "Life insurance?"
 "Nope. Leaving the women alone."

Four Prerequisites for a Successful Homecoming

BILL

knows football. He can give the statistics of all the Big Ten teams for years back. There is nothing like Bill to tell you when to cheer, or to help you bawl out the referee.

MIKE

really isn't much. His conversation consists of "The hell you say!" and "Let's have a drink." He can't play bridge and his poker is too good to be popular. But for supporting the baritone in "Sweet Adeline"

PETE

is the wittiest little cuss. You would just die laughing to see him put peanuts down the back of the girl in front of him, or give his imitation of Ben Turpin. About the middle of the game he will take off his coat, turn his vest inside out, and lead cheers. No homecoming party is complete without Pete.

ART

doesn't drink. Still, he is one of the most essential elements of Homecoming. He isn't much at the party, but he can always find the way home. You can't beat Art for a cold ice pack, or for finding out the score of the game on Sunday morning.

Well—Yes!

Her face was cleanly chiseled,
 Marble-cut in the moonlight;
 Her eyes, akin to two dark pools
 Blacker than the murk surrounding,
 Searched mine with fierce intensity.
 Slowly my arm encircled
 Her body, alive and pulsing;
 Her head dropped lightly to my shoulder,
 Then rested heavily.
 I gazed at the stars
 In the ethereal silence
 Sure I kissed her—do you think
 I'm a fool?

"Do you run a car?"
 "Nope. Let the engine do that."

He: Do you ever read love stories?

She: No. But I've listened to a lot of them.

"Have you ever been operated upon?"

"No, but my pocket book has."

Mother: Make tracks for the front room, young man.

Son: But mother, I can't. My feet aren't muddy.

First frater: Damn those flies!

Pledge: Tell me the ones you like and I'll shoot the rest.



FALLING INTO BAD COMPANY



A GERMAN AT HIS WURST

Henry: "Heard the new song of the Winter Sports Club?"

Henriette: "What is it?"

Henry: "I'm Just Sneezin' Along with the Breeze."

"It's awfully peculiar, but no fraternity pledge ever has a chance to paddle himself along."

Welcome, Bro.

I don't think I have met you Penniwinkle is my name no, Penniwinkle . . . I'm pleased to meet cha . . . How 'bout a li'l drink? Yes, I know but all rules are off Homecoming . . . I suppose there's a party tonight? . . . Can you get me a date? . . . Something pretty hot, I mean . . . Oh, I don't care, just so she is pretty and good dancer and sorority . . . well, try, anyhow . . .

I see you boys got the new Orthopohnic . . . Yeah, I got a notice or something but you know how it is . . . I meant to send you a check but I never got around to it somehow . . . Why, I don't think you fellows need a new house . . . the house looks fine . . . just fine . . . Well, we'll talk about that later or sometime . . .

Don't think I met you . . . my name is Penniwinkle . . . just call me Horace . . . no, not Pennifether . . . Penniwinkle . . . PENNIWINKLE . . . well, I think I'll go down to the La-Verne and see about a little game this afternoon . . . see you at dinner . . .

STEW



Student: Taking Greek? What's the idea?

Studios: I'm going to run a restaurant when they let me out.

"If a man ran to the post-office to get his mail, could he be said to have gotten a letter for running?"

Politician: What do you want to run for?

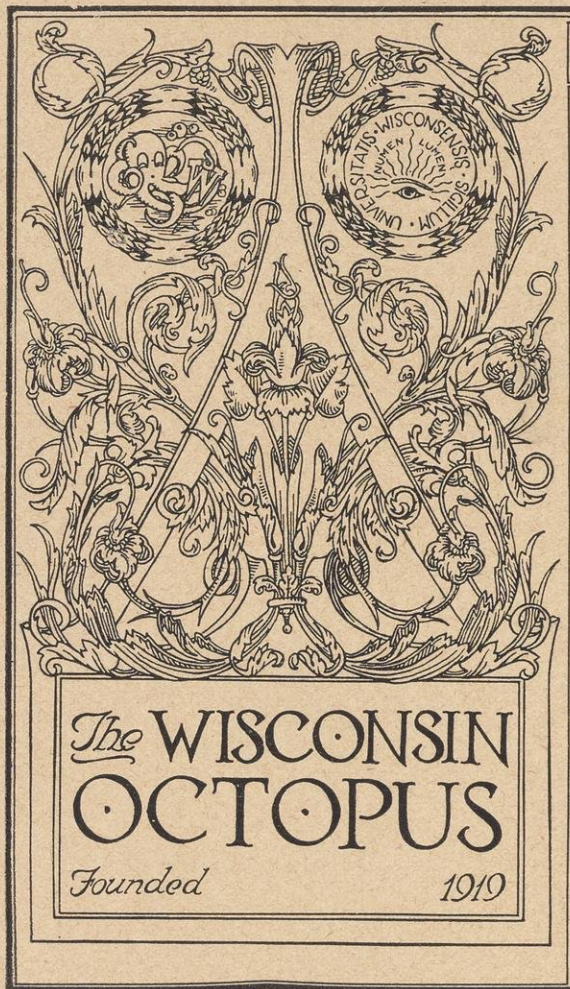
Candidate: My health, of course.



He: If I had a million dollars would you marry me?

She: Oh yes!

He: Wrong again. You would not.



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Subscription, \$1.75 a year.

Vol. IX *VIII* NOVEMBER, 1926

No. 2

ETUDE IN DISCORD

Now another day God and His brother Beelzebub were a-walking in the dew of the world's morning. For days God had been abroad in the starlight, hearing the prayers of His children; and as each of them conflicted quite directly with all the others, God became a little perplexed, and has remained so to this day.

"Brother Devil," said He, as they swam through the misty morning of the world, "I find myself envying your easy lot. In my world, all is conflict, and I know not what to do, I am perplexed.

"My children are loyal to me," God pursued his grievance; "they offer me rich incense and flattering sacrifices; and, above all, their prayers still delight my ears; for I am still God. But by this mystery of conflict I am perplexed."

Beelzebub smiled up to the East, and down to the west; for he was not only the Prince, but the very principle of paradox.

"My brother," said he, "What think you is the task which keeps me so busy the morning and the evening and the peak o' the day? Why, nursing this same conflict, to be sure. For I am a loyal brother to you."

"Loyal!" exploded God in no small astonishment. "Loyal, i' faith! Brother Beelzebub, I command you to cease your treacherous and nefarious activity at once!"

And Beelzebub smiled up to the north and down to the south, for he was very versatile. "Agreed," said he, "for one day. This time tomorrow we will consider again;" and he vanished so suddenly that his brother was a trifle disconcerted, as he ever was by His brilliant companion.

And on the dewy dawn of the following day, behold the two shaking again the dew from the ancestors of all the world's grasses. And Beelzebub was the picture of smiling ease, for he had had a pleasant vacation in his laboratory; but God was quite the other way.

"Brother Bub," He said with some hesitation, "a strange night have I passed in the sight of the stars."

"How did it like you?" queried the Devil. "For yesterday I stilled all controversy; for a day, all mankind was pointed in peace and harmony toward a common goal, and all conflicting desires were gone."

"Ay," groaned his holy brother, "And with what result? Where were the incense of my children in the East, the sacrifices of my children in the West? Where were the prayers with which man was wont to acknowledge me his creator and his Lord?"

"What was there to pray for?" asked Beelzebub bluntly; and God was a long time in answering.

"I am no match for you in this business of metaphysics, nor in that of psychology," he sighed at last. "You are a great inventor, a very great inventor. I had scarce forgiven you for inventing Beauty when you conceived Desire. Yet it is Desires alone which support me in my throne and Beauty is the keeper of my temples. So I forgive you both of these sins."

And they shook hands; and the Devil went back to the task of setting men's desires against one another; and God went to bed against His journeys in the night, His heart warm with the anticipation of the prayers He had so missed.



Scrambled History

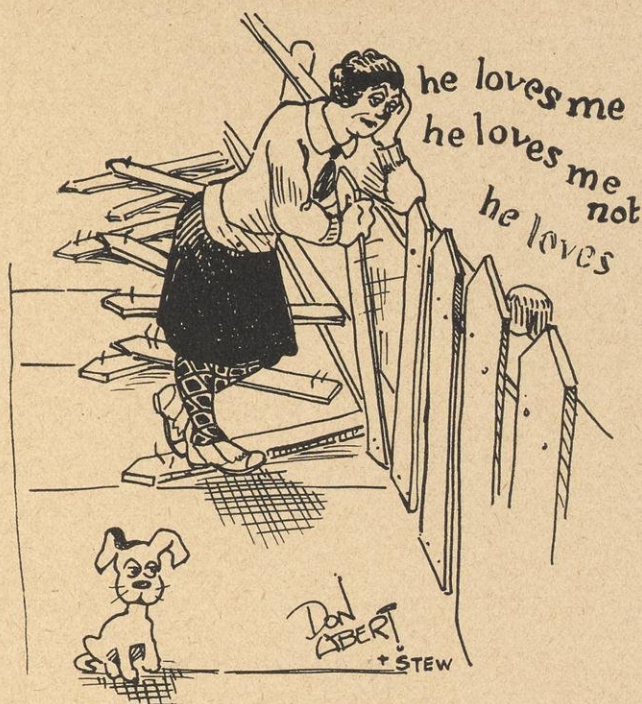
Washington crossing the Delaware meets Eliza crossing the Ice.

Nonono, Ulric—please, when a horse gets mad, don't call it horse choler!

I got a smart brother. He's been clear through Reform School and only 16 at that.



How a Man Feels When His Life Insurance Policy Has Just Lapsed.



THE SENTIMENTAL PHY-ED

A Drama

Scene: Our stadium, section x, rows 34, 35, and 36.

Cast: Four Voices.

Time: Ten minutes after beginning of the game.

Voice 1: DOWN IN FRONT.

Voice 2, (To voice 3): I'll bet the dance to-night will be simply PERFECT, Bill. You always give the BEST part

Voice 4: Ho-o-o-old'em gang! Hold'm.

Voice 1: DOWN IN FRONT.

Voice 2: Oh BILL. We've got the BALL! Oh, goodygoody. (In a very penetrating voice) Ya-a-a-ay, we've got the ball!

Voice 3 (Sotto): Sh-h-h. We haven't got it, Lou.

Voice 2 (Sotto): Oh.

Voice 4: Smear-r-r-rem gang! Smearmmm.

Voice 1: DOWN IN FRONT.

Voice 2: What ARE they doing out there, Bill? Won't someone be HURT? Don't you LOVE those red slippers the team wears? What are all those numbers on them? They don't seem to make SENSE do they?

Voice 3: Idono.

Voice 4 (To cheerleader three miles off): SCORES. SCORES.

Voice 1: DOWN IN FRONT.

Voice 2: Oh, Bill. I can hardly WAIT until tonight

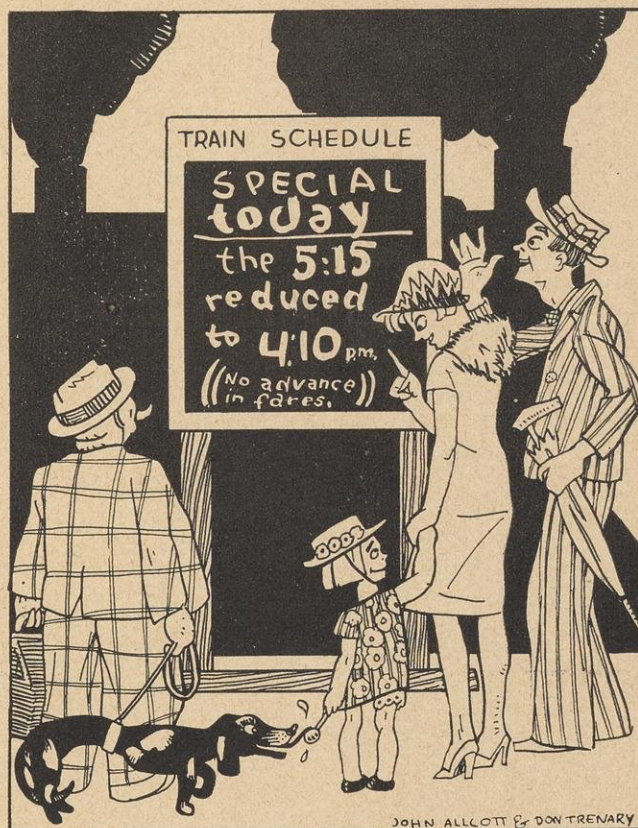
Thus, into infinity.

Octy's Primer for Little Folks and Co-eds

O see the men. How man-y men are there? I see one, two, three, four men. Where are the men go-ing? They are go-ing to an o-pen house. What is an o-pen house? An o-pen house is a com-bi-na-tion of a free lunch and the Bag Rush. Here we are at the house. Look at all the men! Is this like a smoker? No, there are girls pre-sent. They are all in the kit-chen sub-di-vi-ding the cake. Hear the mu-sic. Some-one is danc-ing, see all the peo-ple. There is a girl, and a-noth-er, and a-noth-er. Why do the girls look so hap-py? They are hap-py be-cause there are men pre-sent. Why are the men pre-sent? The men are pre-sent be-cause they are hun-gry. Why are the boys sad? They are sad be-cause they are hot and bor-ed. Who is that la-dy in the corn-er? That is the house moth-er. She is al-so the chap-e-ron. Is she as-leep? No, she is on-ly play-ing pos-sum.

O smell the cof-fee. My what a rush. List-en to them drink. O that boy will get tramp-ed on. Why is not that girl danc-ing. Ev-en her best friends won't tell her.

Where are the boys go-ing? They are go-ing to a-noth-er o-pen house. Don't they know any bet-ter? Yes, Rollo, they know bet-ter but they are glut-tons for pun-ish-ment.



The Man Who Made His Money in Clothing Sales Goes into the Railroad Business.

Memories to Lift the Heart

By Jack McGrath

Jack MacGrath is a Wisconsin alumnus, and is at present editor of "The Chicagoan," the mid-western sister of "The New Yorker." These reminiscences of Madison are reprinted from College Humor, by permission.

I remember one spring when the trees along the lake were very lacy and the water was bluer than it has ever been since. Soft music coming from canoes. Noiseless sailboats with white, unbellied sails, like bats' wings. Voices coming from darkened doorways of fraternity houses. Soft voices coming from piers. Hushed water splashing. . . . I remember the fresh fragrance of a certain spring, when a moon hung wet in the trees.

ii

Red, soft evenings in the autumn. Crisp, dusty leaves scraping on a narrow sidewalk. Grass growing in the cracks between the concrete blocks. And a strange wind blowing. Young men traipsing down the street, heels clicking, bodies swinging. Young men suddenly becoming aware of their powers—horses prancing before a race. A slim-ankled girl clinging silently to a man's arm. A serious young man with glasses, a leather jacket and a slide rule climbing out of the thick dusk of lower campus.

iii

A parade of yellow raincoats swishing up Langdon Street to the hill. No one caring for the splashing. No one caring for the rain.

iv

A serenade on Langdon Street; a serenade in the court. Dark windows filled with girls eager for lovers—afraid to show it. A crowd of silent men grouped about the serenaders. Saxophones sobbing—very sweet and very low. Sound of hands clapping. "More." "More." Crowd scattering. Musicians mixing with listeners. Then down the street to another house where other girls are waiting—other girls wanting lovers and afraid to know it.

v

A tall bushy-haired professor who wore a gray suit and a purple Windsor tie. Always on the upper campus at dusk poking leaves with his stick. Impatient in classes, like a horse about to toss back its mane and run away.

vi

Restlessness. A desire to walk . . . to run . . . to rest—to do something. Three branches bare and brittle against a faintly yellow sky. Soon that would be gray. And then two rows of lights—with fog about them—two crooked rows of lights down State Street to the Square. Restlessness, and the smoky smell of bonfires in the air.

vii

A hilltop, evening, watching the moon crawl over the water like a silver spider. And there were no stars, save one or two, because the moon was so bright. But the air was crisp, and blue, and sweet, and carried the fragrance of fresh hay. "Let's build a fire," she said, "we're so alone." Sticks crossed. Papers crumpled. Dead leaves, and black dried boughs. A match scratching. Crackling. "It's lovely, isn't it?" she said. Watching the smoke curl up. Listening to the boughs crackle. Noticing the fire-lighted ground, wrinkled and criss-crossed, like the faces of certain old Indians.

viii

A crowd in Lawrence's after parties. No one getting what he ordered. No one caring much. Everyone saying "Hello." Everyone tired and very gay.

ix

Students scurrying to eight o'clocks on frosty mornings. Men with water-slicked hair crisp with a frostiness. Students returning from classes. Half sliding, half walking gayly down an icy hill. Colors flashing against the snow. Frost crystals in the air. Flushed cheeks. A big joke, this icy hill and college.

x

Soft memories of lovely melodies, dusty moons, and girls almost forgotten—gauzy and vague. I remember a certain night, alone on a pier. The water was dead, and the lights from the houses reflected flat against it. Shore shadows along the edge. And it seemed that the wind had stopped blowing forever, and the air was stiff with a heavy fragrance. And all was a sweet sickness, like sitting too long beneath a lilac bush.
—College Humor

"High School Boy Stays Awake 86 hours on Bet"—Newspaper Headline.

Evidently practicing for college.

"The Liberty Bell is cracked and can't ring any more."

"Yep."

"And now it's known as the world's greatest dumb-bell."

"I thought you said Jean was a blonde."

"On to your stuff, Pompey, I merely said she was light-headed."

"Don't you think George is divine?"

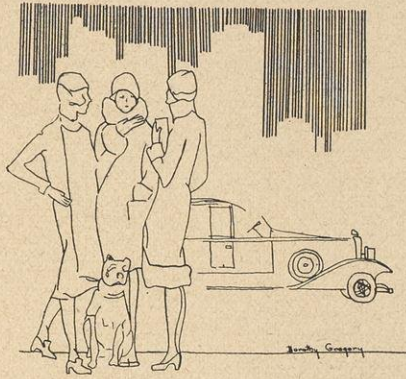
"Well, he ought to be. He's a Divinity student."

"Haw haw haw. That joke you pulled wasn't so dusty."

"Not a bit. It was dirty."

"If your grandmother saw you doing that, she'd turn over in her grave."

"Oh, well, she needs the exercise."



"I need something to fill a page."

"Get a couple of co-eds. They like those big cars."

In the olden days a man used to be judged for his stable of horses, then for the number of cylinders in his car, and now he is judged by the number of tubes in his radio.

"You are awfully quiet this evening, Lord Bromleigh."

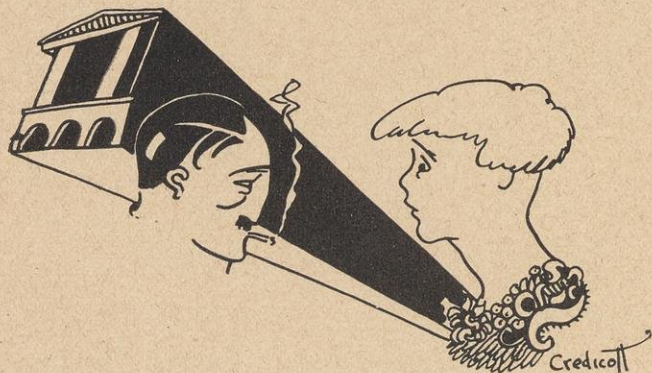
"Quite so, quite so!"

Newsboy: Extra; extra paper!

Passerby: All right, if you have an extra one, I'll take it, — thanks.



The pitcher who "went up in the air" takes up football.



Becky: Did you take your degree in medecine?
 Ikie: No, in Minnyeppolis.

An Equi-Notable

Schubert had a horse named Sarah,
 Who marched in the parade;
 And when the band began to play,
 Schubert's Sarah neighed.

"Have a smoke?"
 "No, thank you."
 "But there's something about them you'll like."
 "You can taste the smoke."
 "It's the one cigarette smoked the world over."
 "It's mild and mellow."
 "Just enough Turkish."
 "Compare the tobaccos."
 "What a whale of a difference just a few cents make."
 "It's toasted."
 "Such popularity must be deserved."
 "Ask Dad, he knows."
 "They satisfy."
 "The one Virginia cigarette."
 "Why not smoke the finest?"
 "Sorry, old man, but you see, I smoke a PIPE!"

"Didn't I see you out on the edge of town with some girl this afternoon? What were you doing?"

"Taking a tramp through the country."

"Well, well. She looked like a nice enough girl to me."

"Now mark my words," said the stude to the prof as he started to write in the blue book.

Diary of a Punster

Monday: Woke at 7 A. M. My neighbor, Jones, was raking up leaves in his front yard. I called to him and said "Leaf those alone!"

Tuesday: Met a man named Knott today. When Dornehill introduced me saying, "Bill, may I present Mr. Knott," I said, "Sure, why not?" Rather clever, eh?

Wednesday: Heard a good pun today. It seems two brothers were starting a cattle ranch and advertised for a name. Some one suggested they name it "focus." But why "focus," one asks. The answer is "focus," because that's where the sons raise meat. It took me five minutes to get it.

Thursday: Dornehill asked me today if I knew any new puns. I said, "Just a minute. Let me ponder."

Friday: Had a lot to drink last night. Dago Red. Looked like ink. If I'd had an inkling that it was so bad I wouldn't have drunk so much.

Saturday: Was down to the Y. M. C. A. today for a swim and bath. Somebody stole my soap. Bet he was a dirty guy.

Sunday: This is the last day of the weak. I can't pun on the word mystery.

The girl I marry must have a good figure—in the bank.



"I say Horatius, what's the difference between meeting a girl and picking her up?"

"Well, Algernon, from my experience, I would say five minutes."



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.

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 have proved most popular in the eighty-four years experience of Whitman's in candy making.

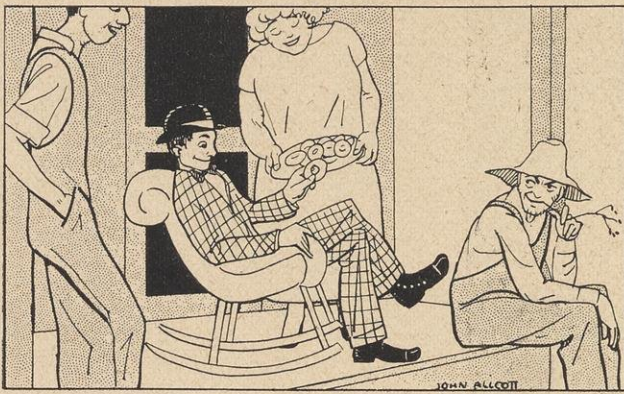
The people who buy fine candies really selected the contents of the Sampler.

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

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



Special
Wisconsin Package



Uncle Jasper Goes for a Drive or Why Golfers Putter Around

Uncle Jasper was too funny for words! Every one in town used to ask him why he didn't go on the stage, but he always replied that he was short enough as it was and didn't care to shrink from the public gaze. Ed Derfer, who ran the Palace Stables up to the time of the Post Office fire, delighted in telling about the time he and Uncle Jasper were out in the country trying out a new mare that Ed had just bought. They were passing by Turner's north forty when they spied old man Turner racing across the field just two jumps ahead of a young bull that had gotten loose. Just before old Turner got to the fence the bull caught up to him and gave him a boost that landed him in the middle of the road. Uncle Jasper reined in the mare and called out in a cheery voice, "Bull-y for you Turner! That's what I call real head work. Neat, but not gory." Ed said old Turner was so mad he couldn't swear. When they arrived back in town they stopped at Gerfer's and sampled some fresh doughnuts the missus had just made. "Ed", said Uncle Jasper, "I've always wanted to travel. Look at this doughnut. It's been all through Greece and I ain't been out of the county in ten years." Ed said he didn't know when he had laughed so much.

Fable

Once upon a time there was a coach who, finding one of his star players ineligible, said, "The dean is right—there's no use of our trying to fix it up for you."

Mother: But Eliza, that dress isn't very warm.

Dotter: Why, Mother, it's hot!

My Dear Son:

Your letter concerning how to keep from catching cold arrived today. From the point of view of a doctor of many years' experience, I would advocate living up to the following instructions:

(1) Don't pet unless necessary.
(2) Drink only the best liquor and smoke your own cigarettes.

(3) Get plenty of sleep. Never hesitate to cut an 8 or 9 o'clock unless you got to bed before 3 A. M.

(4) Never walk a date in the cold. Always rent a car.

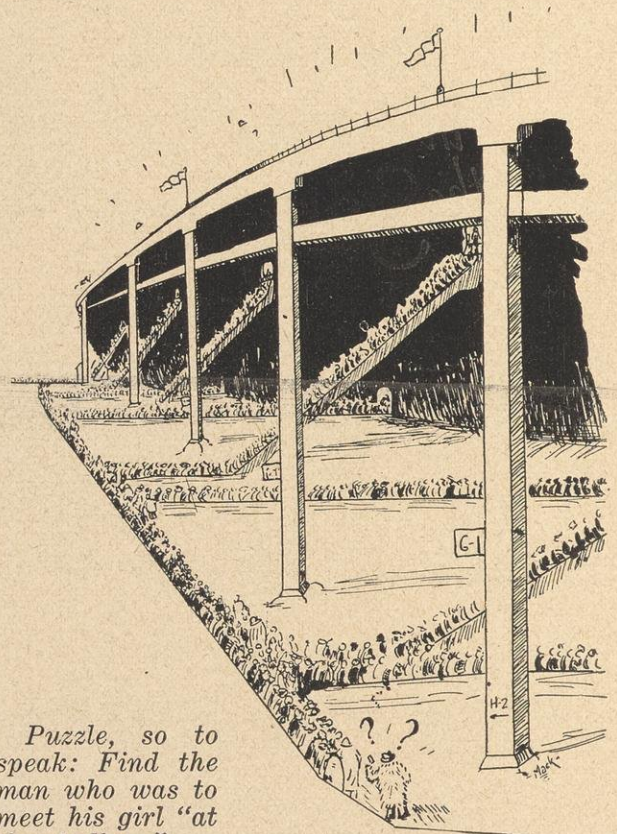
(5) Don't go to lectures or moving picture shows. The assemblies at both places are dangerous.

(6) Enclosed find a check for \$100. Get your coat and scarf out of hock and wear them. Also your hat if it is in again.

(7) Don't say anything about the check in what you write to mother.

Your loving
Dad.

"Hello, hello, is this the detective agency? Yes? Well, I want a man sent down right away. My roommate has fallen in love and I want somebody to take care of the case."



Puzzle, so to speak: Find the man who was to meet his girl "at the stadium."



Take a tip from the triple-threat man

HE keeps them guessing, does the back, because when he gets the ball he can pass, kick or run—a triple threat.

Men preparing for industry or commerce can put themselves in an equally strategic position. It all gets back to the simple idea of being broad and versatile.

An engineer should be well up on his specialty, of course, but he should also keep an open mind for questions of finance, law and public relations—if he aspires to a high place in the councils of his organization.

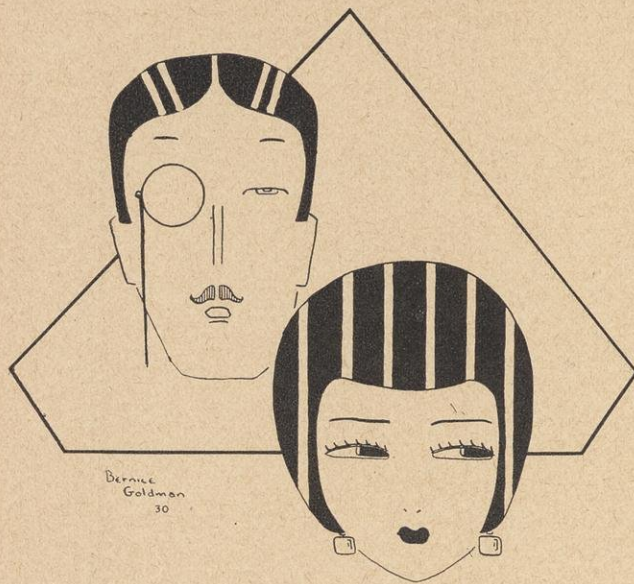
Such “all-aroundness” typifies in particular men who have brought the electrical communication industry to what it is today, and who will carry it to still greater development in the years to come.

*Published
for the
Communication
Industry
by*



Western Electric Company

Makers of the Nation's Telephones



Clinic Assistant: Shall I send up a trained nurse?

Stude: No, send up an ordinary one and I'll train her myself.

If a Railroad Were Run Like a Sorority

"Bill, may I borrow your engine today?"

"There's a flock of passengers waiting."

"Oh, bother, let them wait."

"My DEAR, did you ever see ANYTHING so funny as the EXPRESSION on her face when Bill asked her if she used Pond's cream? Honestly I thought I'd DIE. I think Bill is the FUNNIEST man alive. I mean he doesn't just joke like somebody's UNCLE would, but he really says these TERRIBLY clever things right out of his head, and you NEVER know what's coming next. HONESTLY it keeps you in a state of suspense that's perfectly GHASTLY, because you're afraid you'll MISS something. Don't you think it takes INTELLIGENCE and everything to be clever like that? And he's the most DIVINE dancer, too. He doesn't just WEAR you OUT with a lot of tricky steps, but he just sort of DRIFTS along in this perfectly DIVINE way of his. Don't you just LOVE that kind of a dancer? He's ALWAYS saying the RAREST things about people. You'd have DIED if you could have heard what he said about Joe. Oh NO. He flunked out YEARS ago. He's in business with his father. He just comes up here for the WEEK-end."

What to do for Sea-sickness

It is best to provide one's-self with most of the well-known medicines on the market, such as Motherbill's Sea-Sick Remedy, and Porters Sea-Ease. These must be purchased before sailing.

At the first sound of the dinner chimes, go below, and eat a large and hearty meal. Be careful to avoid bread-pudding, spinach, and stewed prunes.

If the weather is at all rough, it is best to take a large dose of each of the remedies at hand, immediately after eating.

Follow these with a glass of hot water and some whiskey. If there is no hot water, add more whiskey. (Note—on board ship any alcoholic beverage yellow in color is called whiskey.)

Remember to remain in your bunk during rough weather. This is very important.

Be on deck as much as you can, in all weather. Any deck will do, but remember that the captain may be embarrassed if you burst up on the bridge when he is maybe dressing or navigating or something.

After you have closely followed the above directions, make a dash for the nearest rail and hang there until the weather clears or the boat reaches Havre.

This is the time of year when people find themselves at a loss. They have broken all the resolutions they made last January first; but they can't make any more until next January first.



Irrresistible



FIRST among the attainments of the well-regulated University man is a discriminating eye

Quite properly so

In matters of dress, cultivated taste naturally runs to Learbury models . . . unbelievably priced at \$45. For those who *insist*, one a shade better at \$50 to be had at Karstens exclusively.

K A R S T E N S

On the Square • Carroll near State • Badger 453

A "Teck" Bar in Your Desk Is Worth Two Sandwiches Around the Corner

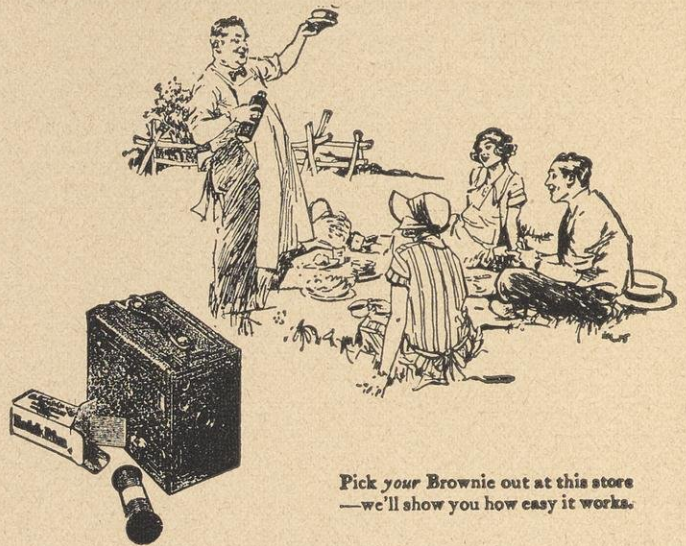
When you've been cracking the books for an hour . . . and are hungry . . . yet hate to leave the work because you know it'll be days before you get at it again

. . . then's when a Teck bar in your desk is like manna from above.

5c

AT ALL THE
BETTER
STORES

10c



Pick your Brownie out at this store
—we'll show you how easy it works.

Easy from the first

Brownie pictures of good times will give you good laughs later. And its all easy from the first—just point the Brownie lens and "click" the shutter.

Developing and printing

The Photoart House

"That's carrying a good thing too far."

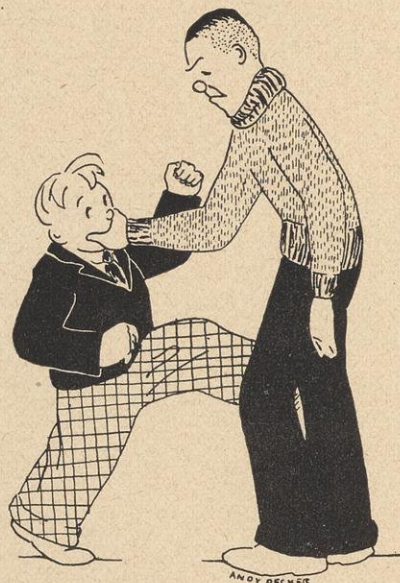
"What is?"

"Taking an old fashioned girl for a twenty-mile auto ride."

"Where there's life there's soap," cried the man as he scrubbed his flea infested dog.

This month's metaphor: As slow as a Scotchman making out his income tax report.

"A raccoon coat, a rent-a-car, and thou" seems to be the modern version. The jug of wine will be found in pocket of the coat.



"Big fight!"

"What?"

"Sailboat just beat up the wind."

"The early bird catches the milkman."

Life's Little Fables

Once there was a student

Mary's eyes are fair to see,
Mary has a pedigree
Mary kisses silently,
And dances like a fairy.
Mary's coat is made of seal,
Mary owns an auto'bile,
This is known as sex-appeal,
I shall marry Mary.

Ghost: I will pray for you.
Rastus: Not for, boss. With.

The Prince of Wales will want to take his master's degree at Illinois.

STUDENTS! Read this Letter of Appreciation from Dr. Harold Bradley to Walter Pocock, Manager Park Hotel, for Serving Fathers' Day Banquet

THE UNIVERSITY OF WISCONSIN
MADISON
DEPARTMENT OF PHYSIOLOGICAL CHEMISTRY

November 1, 1926.

Mr. Walter Pocock
Park Hotel, Madison, Wis.
Dear Mr. Pocock:—

As Chairman of the Fathers' Day Committee I want to express to you our appreciation of the spirit of cooperation shown by you and your organization, as well as of the fine service you rendered Saturday evening at the Banquet. The food was good, it was hot when it reached the tables, and the service moved along rapidly and quietly. Considering the unusually heavy demands of the day you are to be congratulated on the way this added task was handled. Please accept my thanks personally and on behalf of the Committee.

Very truly yours,
Harold Bradley.
Chairman Fathers' Day Committee.



WALTER A. POCOCK
Manager

PARK HOTEL
200 Modern Rooms
Popular Prices
Cafe and Coffee Shop

Our Success Your Gain

All Sold Out!

The "flowing bowl" used to mean just drinking; now it means Yale.

He: You're a low down drunkard!

Him: Where do you get that stuff?

He: That's what I want to know.

"Boy, I sure was in a tight place last night."

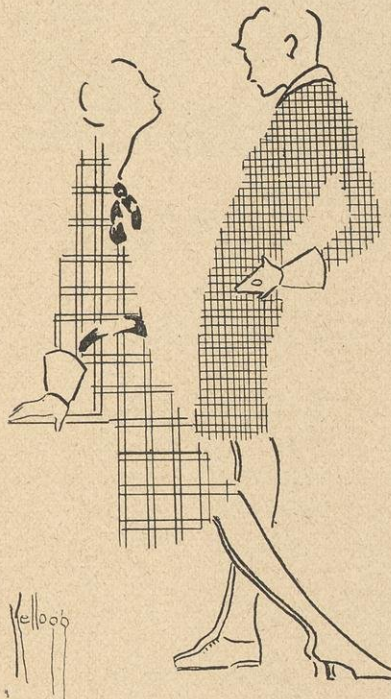
"What's the dope?"

"I went to a Kappa Bete meeting."

"Is this one of these chain stores?"

"Yes."

"Well, I want one for my watch."



"My brother runs the Astor Hotel."

"The whole hotel?"

"No, not exactly. Only a part of it. He's an elevator boy."

Old But Appropriate

The shades of night were falling fast,
As from the football field there passed
A pigskin hero going home
And there was packed within his dome
(Oh finish it yourself)

If all the Scotchmen were as close as the jokes say they are, they would not be able to see themselves in the looking glass.

"Haven't I met you before?"
"Well, my name is Smith."

"Hey, do you keep a diary?"
"Of course not. We buy all our milk and cream."

H A V E A C A M E L



No other cigarette ever had so many millions of friends

WHEREVER you travel, by sea or by land, in places of work or palaces of pleasure, you find the friends of Camel. And since the art of increasing life's comfort through smoking was discovered, no other cigarette ever made and kept so many friends.

Why does Camel lead the world? Because only the choicest Turkish and Domestic tobaccos are bought for Camels. Because Camel is given a blending that, regardless of price,

can be found in no other cigarette. Because the world's largest tobacco organization spares neither cost nor effort to make Camel the utmost in cigarettes.

Camel rewards its friends with never-ending peace and satisfaction. Through the day and into the night, it's simply impossible to smoke enough Camels to tire the taste. We invite you to answer, now, the world's most popular smoke invitation—*Have a Camel!*

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

How is Your Coal Supply?

WHEN IN NEED OF COAL

WHY NOT RING

CASTLE & DOYLE

BADGER 1993

A Day with Joe College

(As the College Comics would have it)

8:00 a. m. Throws alarm clock out of window. Resumes sleep.

9:00 Ties tie on way to class. Sleeps through class.

10:00 Makes clever comeback which completely floors hard boiled professor. Prof assisted to his home.

11:00 Goes to another class because he likes the woman who sits in front of him. Makes date.

12:00 Luncheon at the house. Crucifies three pledges. Eats hash and potato fritters.

1:00 p. m. Eats two choc malteds. Rides through campus on running board of beautiful co-ed's car, singing "Baby-Face".

2:00 Makes date.

2:30 Attends movie with several other care-free lads. Eat peanuts, drink from thick square bottles, and break up the show.

4:00 Thrown out. Make dates with blonde in ticket window.

5:00 Buys three dozen new ties on credit. Sells them to raise some money.

6:00 Dinner at the house. Eleven pledges totally exterminated. Pot roast again. Jolly song, the words of which no one quite knows.

7:00 Begins to dress for date.

7:30 Roommate hides his new suit. Borrows one from fellow in next room who has gone out.

8:00 Starts drinking for date.

9:00 Starts on date.

10:00 Girl comes down stairs. Necks.

11:00 Dancing at Blathrop. Lights go out. Necks.

12:00 Dance ends. Sedan. Necks.

12:30 "I'm awfully glad I met you." (It was a blind.)

1:00 a. m. Discusses women with roommate. Both pass out, and are put to bed by pledges. Pledges are paddled for existing.

And the worst of it is that all this is just about the truth. . .

Touchdown

on

This

Play!

Show

To

THE WAFFLE SHOP

B. 5150

-:-:-

422 State Street

D
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Complete
Line of College Jewelry

R. W. Nelson
Jeweler

320 State Street

We specialize in high grade
watch repairing

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"Straus for Student
Printing"

RAJAH

The Mystic Wonder

Has nothing on us when it comes to printing problems. We can help you with anything in this line, whether it be programs, booklets, cards, stationery or what not—just ask us. And don't forget—there's added weight in the printed word.



118 E. Main—Near the Square
Badger 1763

He: (to date) Happiness is the blessing of the uneducated and lower classes. The less one knows, the happier he can be.

(5 minutes)

She: Are you happy, dearest?

He: Very, my pet.



SOX APPEAL

"I'm in love again."
"How lovely!"

"How's the broken nose, old top?"
"Oh, I guess it'll be all right in the long run."



Malone Grocery

Agency

**RICHELIEU PURE FOOD
PRODUCTS**

Wholesale and Retail
**Groceries, Fruits, and
Vegetables**

434 State Tel. B. 1163-1164



Charming Frocks for all Occasions

Fresh from foremost designers come bewitching frocks of youthful charm, frocks for the matron and chaperon, too, in becoming styles. \$13.75 to \$75.00.

Exclusive Made-to-order styles in Frocks, Evening Gowns, and Evening Wraps.

WE DO

Hemstitching, Pleating
Rhinestone Setting
Buttons Covered.

The Hetty Minch Shop

(Over Rentschler Floral Store)
Badger 3029 228 State Street



Let's get down to earth on this matter of clothing

We've been selling clothing to Wisconsin men for so many years that we think we are qualified to come to these two conclusions:

1. University men are not the idle-rich that the movies and magazines picture them. They are men who want dollar for dollar value.
2. University men are a law unto themselves as far as style is concerned. They know what they want and will take nothing else.

It was with these two maxims in mind that Wembley clothes were designed—style and value being given especial consideration.

The result is startling—it offers you, at forty dollars, suits and overcoats that you'll swear are the duplicates of those you've been paying nearly twice as much for.

Drop up this afternoon and let us prove it to you.

**Wembley Suits and \$40
Overcoats**

F. J. SCHMITZ & SONS CO.

THE  HUB

You've been here two months

---How much money have you spent?
Where has it gone? Do you know?
Can you tell?

Eight weeks of school, eight weeks of spending money, and where are you at? How much have you spent? How much will you spend this semester? What are you and what will you be spending money for?

There's going to be a checkup with the family on the finances soon, if there hasn't been one already, and these are the questions you will be faced with.

If you have had a Branch checking account, the answers will be simple. If you've been paying everything out-of-pocket, your financial statement and support will be more

or less of a muddle. Now the family hasn't expected you to become a financial genius during these eight weeks. But they do, and should, expect you to know what you have been doing with your money.

If you are at sea now, guard against it in the future with an account at the Branch. Then you'll know how, where and why every dollar was spent.

There's another and greater advantage in a Branch checking account—that of learning how to care for your money—a thing that it is much nicer to learn while on the family payroll.

90% of the student body
bank at the - - -

Branch Bank of Wisconsin

Our New Store

(Next to the Park Hotel)

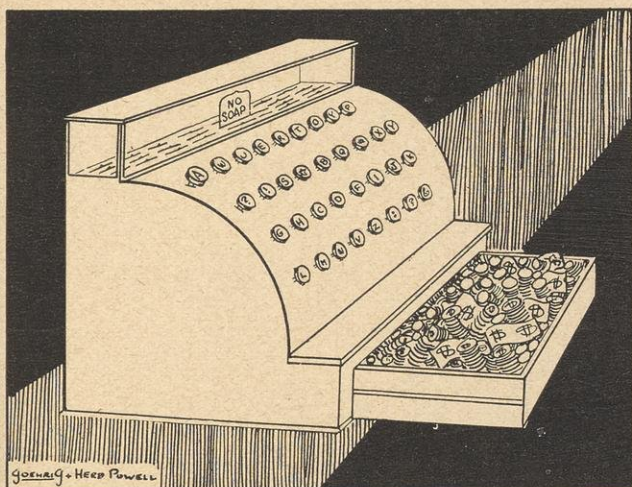
Will Furnish You With Efficient, Inexpensive
Floral Service and Delivery

Choles Floral Co.

Badger 476

Fairchild 5790

At summer school, if you get a good girl that's
half the bottle,—I mean battle.



JACK-IN-THE-BOX

"I took umbrage at this and walked right out
of his store!"
"Did ya get away with it without him seein'
ya?"

MEAT

Goeden & Company

Do you want to rate
with HER?

Buy that gift at

Mouse Around Gift Shop
at 416 State Street

MORGAN'S
Malted Milk
MOVED TO
672 State Street

ESTABLISHED 1854

CONKLIN & SONS COMPANY

Coal, Coke, Wood and Ice

FUEL OILS AND BUILDING MATERIALS

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

MAIN OFFICE: 24 EAST MIFFLIN STREET

PHONE: BADGER 25



"What did Jimmy do after graduation?"
 "He entered the film business."
 "Actor?"
 "Naw, Pepsodent salesman."

Evolutionists are never satisfied — to-night's paper had an advertisement for a cow hand.

"Wilt marry me?"
 "But hast thou seen my old man?"
 "Yes . . . but thank Gawd you don't look like him."

"The Lord help them who help themselves," said the sad man who had just paid his cafeteria check.

"Hello, Jack . . . is this Jack?"
 "Hello . . . oh, hello, Margie."
 "Jackie, are you coming over tonight?"
 "No, I can't. Gotta midsemester in French tomorrow."

"Oh, dear. Dad and mother have gone to Chi, and it's so lonely here. I thought that maybe you could come over for awhile . . . or something."

"I'll be right over."

"What about the French, Jackie?"

"French hell, I've dropped the course."

We Chase Dirt

Better than "Old Dutch Cleanser"
 Just Give Us a Chance

20% Discount For Cash Call

Madison Steam Laundry

429 State Street

Fairchild 530

Get The Menges Pharmacies Habit

Reliable since 1891

Four modern Pharmacies

O. M. NELSON & SON

Diamond Merchants and Silversmiths
For Nearly a half Century

Gifts for all Occasions

21 North Pinckney Street

Nelson Building

Did you know that a diet of water cress and calves' livers will in one week reduce a 250 pound woman to tears?



"Helen is an awfully mirth provoking kid, isn't she?"

"I don't know about the mirth part of it."



Jimmie the pledge writes home that he is ineligible and can't be nauseated until next semester.



They pay army privates a dollar a day and yet they call 'em "doughboys."



"I never see Tom without a Camel in his mouth."

"That's why he's hump backed."



Laughter is a good loser's only way of expressing contempt for himself.

Exactly like naturally curly hair

is the verdict when the new Marinello Permanent Waving With Oil is used. A triumph of modern effort. Leaves the hair soft and pliable. Used on white, blonde and tinted heads.

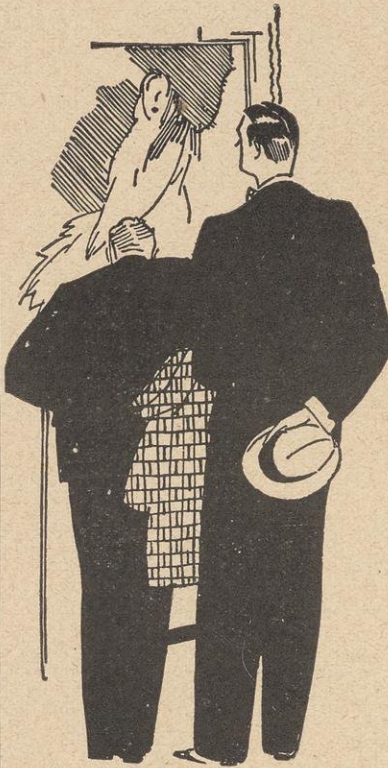
Wengel's Marinello Shop
225 State Street

Take Your "Cue" From

Cigars MAUTZ Billiards

821 University Avenue

A home away from home.



Appreciation

Appreciation of art draws hundreds to the galleries.

Appreciation of athletics draws thousands to the stadium.

Appreciation of music fills the stock pavilion.

Appreciation of food that is better, more nicely prepared, more daintily served, draws hundreds to the Chocolate Shop every day.

The Chocolate Shop

Our Hero in Paris, France, or Stop That Man!

It was one of those beautiful fall days, when even the leaves were doing it; a day which roused an appetite in the breast of every man, and even caused the ocean to lap its shore. Our hero and the Nabob of Banchub emerged from the desert and the deep thought in which they walked.

"Those coyotes," said the Nabob, uffishly, "How do you catch them?"

"Perfectly simple," responded our hero, "we get the wild tschamer-tschamer of Arizona, which is the fastest animal on earth, and turn them loose on the coyotes."

"But how do you catch the tschamer-tschamer?" asked the Nabob.

They walked on, past willowing brooks, whose willows were of the weeping variety and so reminded our hero of Lillian Gish, and finally out into the trackless waste.

"Aha," said the Nabob, "here we are, far from human habitation, where the foot of mortal man has never trod."

"Pardon me," said a polite voice at his elbow, "but would you gentlemen be interested in Sunnyside Manor? A carline upon which work is being commenced will soon connect this lovely spot with the civilized world and Chicago. At present we have only a few lots left. At first we had a lot of lots both right and left, but the people who could see the right bought all those lots and now we have only a few left. These lots are being offered at a hundred dollars down, and up."

Our hero gave him a dirty look, which, being the first free thing the salesman had ever got, transported him into paroxysms of joy.

They walked on, until suddenly the Nabob stopped. The salesman had thrown a trance, and the trance had hit the Nabob somewhere between the fortieth and the forty-first parallel, and, since it was not a fit, it bruised him considerably.

Finally, however, after

staunching the flow of blood, they were able to wend their way.

"Shh!" said the Nabob, and looking before him, our hero saw an Indian standing, tomahawk in hand.

They approached cautiously. Within twenty feet they stopped. The Indian stared at them woodenly. Ten feet they crept, thirteen, fifteen. The Indian continued to stare at them woodenly.

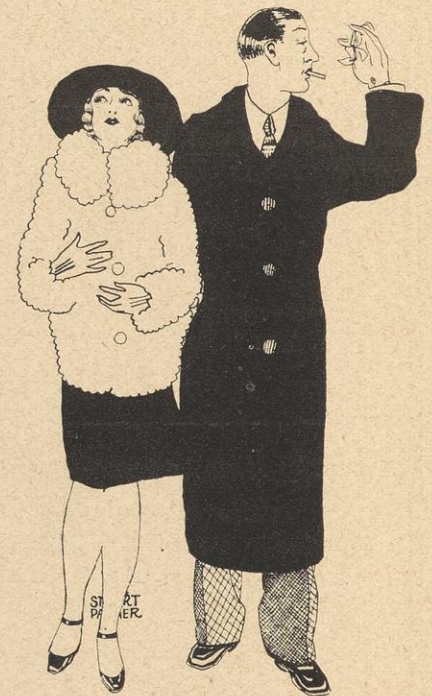
As a matter of fact, that was all it could do, as it was a wooden Indian and they were standing in front of a cigar store.

"Let's buy a cigar," suggested the Nabob.

"Ok," said Our Hero, "you know the ropes."

They disappeared into the cigar store.

(What will happen to Our Hero and the Nabob inside the Cigar Store? Will they smoke, or chew, or even eschew both of these pleasures entirely? Nobody knows, and as far as we can see, nobody cares.)



"Got a new suit?"

"Naw. This is my roommate's new suit. I'm breaking it in for him."



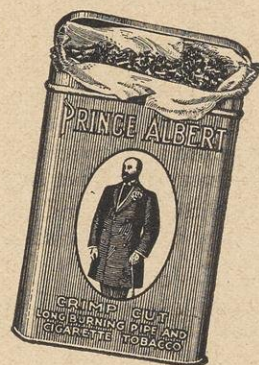
The stag at eve

THIS fellow missed out on a heavy date tonight by the close margin of one phone-call. But don't waste pity on him. He has his jimmy-pipe and a tidy red tin of Prince Albert . . . grand little pals in time of stress.

When that cool, comforting smoke comes curling up the pipe-stem, troubles evanesce with every puff. For P. A. is The National Joy Smoke in fact as well as phrase. Cool as a money-lender. Sweet as a check from home. Fragrant as a pine-grove on a damp morning.

You'll like Prince Albert better than any other tobacco you ever packed into a pipe. You'll like the friendly way it treats your tongue and throat. You'll like the way it helps you over the rough spots. Buy a tidy red tin today and see!

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!



PICKING the girl friend takes real thought. There are high steppers, good lookers, and good cooks. You have to make a choice. Buying shoes is different. You don't have to decide between good fit, jazz style, and

price. Walk-Over gives them all to you.

Walk-Overs fit as if they grew on your foot. They have style range second only to women's hats. They have quality that wears like your best friend at a price that can't be beat.

PICK OUT A PAIR TODAY

at

611 State Street

THE ARISTOCRAT *of the* WRITING TABLE



SHERATON desk—Chinese crystal lamp—vase of Venetian glass—fitments of Florentine leather.

Letters written on Old Hampshire Stationery seem to come from just such surroundings.

Old Hampshire adds to letters written on its rich surface an atmosphere that commands respect.

Old Hampshire Bond and Old Hampshire Vellum are equally correct for social correspondence.

Old Hampshire Stationery

Made in three distinctive finishes • BOND • VELLUM • LAWN

HAMPSHIRE PAPER COMPANY

Fine Stationery Department

SOUTH HADLEY FALLS, MASSACHUSETTS

DISTINCTION

The well-dressed man at college is distinctive.

It is the ties, socks, shirts, and hats which make this distinction.

Going to Dizon's means that you will find such things—and what's more, the prices are right.

OSCAR DIZON

MEN'S WEAR

710 State Street

Owed to an Advertisement

Down the field rushed full-back Klipp;
At the ten yard line he heard a rip;
He stopped in his tracks; the crowd did hush,
And over his face there stole a blush;
A tackler hurled him to the ground,
While all the players gathered round;
With crimson face the coach steamed up,
"You've lost the game," he cried, "You pup!"
The youth did toss his head in pride,
And sobbing to the coach replied,
" 'Twould not have been so if you'd used some care
And outfitted the team with Cooper's underwear."

A student had a bar of soap stolen. The next day this ad appeared:

Will the dirty guy
who stole my soap
come clean?

A good nose covers a multitude of chins.

Merchant: Sorry, but I only employ married men.

Graduate: Well, do you happen to have a daughter?

The foundation of the nation was once the home; now it is the delicatessen.

Julia Mohrhauser

Milliner

309 State Street

Phone Badger 6398

The Old Grad's Reminiscences

Say, fellows! You only think you're in college.
Why, I can remember when:

"To neck" had no existence as a verb
And petting was a practice quite absurd.
When a hair part in the middle was quite "comme
il faut."

And every single college man admired Valentino.
When a drink or two was healthy and gin was
not taboo

And there was not such a party as the W. C. T. U.
When all co-eds were called "finale-hoppers."
And all the freshmen called their fathers
"Poppas."

When the wearing of a coat was not a heinous
sin

And no man walked the campus in an animal's
skin.

When the word cosmetic did not signify aesthetic
And the beauty in the halls was not synthetic.
When a barber shop was there for men to shave
And the woman found within was mighty brave.
When the term a "boyish bob" was just a name
And men and women didn't cut their hair the
same.

When hair was meant to cover up with hats
And sororities were homes of scandal cats.
When socks were held in place by flaming garters
And adoring females called the football men
"those martyrs."

When trousers weren't twenty inches wide.
And a tie was not a futuristic slide.
When a wrist watch was a thing of manly scorn
And the stick-pin was in vogue and widely worn.
When the fiddle was a part of every band
And ukeleles hadn't stormed the college land.
When a freshman was legitimate to haze
Ah! believe me, boys—they were the happy days!



Statisticians say that if all the alumni were
placed end to end, they would either be lying on
their stomachs or their backs. (Sounds like the
Cardinal.)

A SMART CURE for Lonesomeness!

The December issue,
on sale November
first, contains fea-
tures by Laurence
W. Meynell, Don
Herold, Arthur K.
Akers, James Mont-
gomery Flagg,
Roland Krebs,
Charles D. Mitchell,
Holworthy Hall,
Corey Ford, Thomas
Boyd and Nancy
Hoyt.



The next six sparkling
issues will be sent to
any college student for
a two dollar bill.

A fresh, cheery copy of
College Humor every
month until the close
of the school year, for
that trifling sum.

Make sure you get
the next six issues



College Humor

1050 North La Salle Street, Chicago

Here is \$2.00
for the next
six issues.

Name _____

Address _____

City _____ State _____



**Overcoat for the game
Muffler for the game
and warm wool socks**

**You'll find the best
of them here**

A Hart Schaffner & Marx over-
coat of heavy, fleecy woolens—
plenty of comfort and warmth.

\$35 to \$85

Muffler—silks of course; to tie
over or to be worn with a care-
free air—in block patterns,
stripes and all over designs.

\$3 to \$5

Fancy socks of silk and wool
in diamond weaves, stripes and
checks.

\$1 to \$3.50

Olson & Veerhusen Co.

7-9 N. Pinckney St.

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

Then why not have the best there is?

Velvet
IT'S ALL CREAM
ICE CREAM

Just call Badger 7100

KENNEDY DAIRY COMPANY

629 West Washington Ave.

Reporter: Were you held up last night?
Student: Well, I had to get home some way!



**BABE RUTH CELEBRATES HIS OWN
HOMECOMING**

Strap Watches

Any style, any type, but all of them are
"keen." Come in and look them over.

Expert Repairing

WUILLEUMIER

656 State Street

Slowly she plodded along the tree-lined path-way, her pretty brow troubled by thought. What could be the secret grief which ate at her very soul? She turned moodily and trudged up a steep hillside, green with freshmen and other vegetation. Still her brow was laboring with its unac-customed load of worry. Her eyes searched hun-grily the faces of the passers by, as though in search She saw one at last, one who had not spoken to her in months, one who alone could help her now He saw her; eyes lighting, he charged down on her, hands outstretched in welcome.

"Bessie!" he cried. "Bessie, old chum—have you forgotten that today is election day, and I'm running for Bursar?"

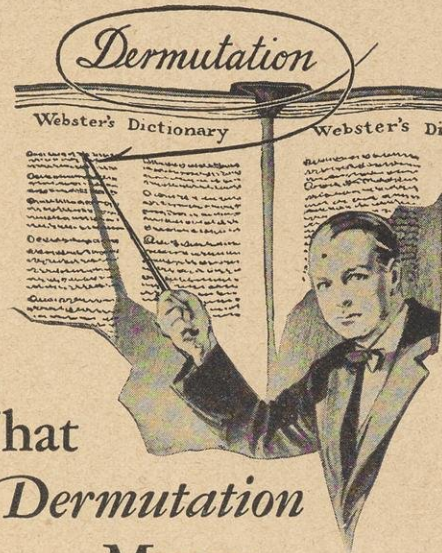
"Oh," was her reply, and again the cloud de-scended upon her fair face; "say, Jim, I've got an econ 1A exam this hour—what is Malthus' the-ory, can you tell me?"



Don't name the baby Percy,
Said the mother with a sigh.
Why not? the father asked her,
It's a girl, was her reply.



Dizzy: You look sweet enough to eat!
Gold-digger: Thank you. Where shall we go?
—Drexlerd



What Dermutation Means—

Beard softening in the exclusive Mennen way

I get lots of letters asking me the meaning of *Dermutation*. Millions know that it stands for Men-nen beard softening. But some have yet to learn, including Noah Webster's successors.

This Mennen process of absolute beard soften-ing is exclusive with Mennen Shaving Cream. It's made several million regular Mennen stand-bys. So we had to coin a word all our own.

Here's how Dermutation works

Wet your face. Hot or cold water, hard or soft—it doesn't matter. Then a dab of Mennen Shaving Cream. Lather it up. Use a rotary motion. Plenty of water makes a whale of a lather. By the time you get your razor on your face, *Dermutation* has done its good work—it has softened the old beard all over. Shaving seems no more than just removing lather.

The nuisance of shaving is reduced to absolute minimum, both of time and annoyance. And it's a clean shave, leaving your face smooth as silk.

Millions know the value of *Dermutation*, and use Mennen Shaving Cream every day. If you don't, buy a tube today. The *big tube* for 50c. If not satisfied, send me the tube and I'll refund your purchase price plus postage. That's a guarantee.

Demonstration Tube Free

If you want to try Mennen at my expense, send a post card for a Free Demonstration Tube.

* * *

Now about after shaving. There's nothing quite like Mennen Skin Balm. Feel its fine, fresh tingle. Reduces pores. Tones up skin. Makes you look 100%. Price 50c.

Mennen Talcum for Men doesn't show on the face. Ab-sorbs any excess moisture. Tops off the perfect shave. Fine for "all-over" use. 25c.

Jim Henry
(Mennen Salesman)

MENNEN SHAVING CREAM

A great big tube for 50c

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

HICKS CAFE

Is Easy
To Find

Downstairs in the Tenney
Building for those famous
Steaks.

108 E. MAIN STREET
"On the Square"
Phone Badger 2037

Clap Hands

at the game with a pair of

Bacmo Gloves

Bacmo Gloves are the last word
in wool and fur lined gloves,
priced from \$2.50 to \$6.95.

There are many styles for the
woman who cares to wear smart
gloves.

State Street
Leader

Cor. State and Gilman

GIFTS

Extraordinary are the gifts
that please.

Visit

The
Unique Shop

and be convinced.

130 State Street

Mud

A One Act Play For Amateurs

By Jonah

Time: None like the present.

Place: The Skijwox Islands, South Sea.

Characters:

Rev. Dingwingle, missionary extraordinary.

Mrs. Dingwingle, the ball and chain.

Cora, the sea captain's beautiful daughter.

Ethelbert, the handsome British ambassador.

Wump, cannibal king.

Cannibals, traffic cops, palm trees and camels.

ACT I

Scene I

The Cannibal Camp

The cannibals are seated about a typical dinner. The stage manager may borrow properties from Mr. Lawrence.

King Wump: Sambo, who was dat lady ah done seen you out wif' last night?

Sambo: Dat weren't no lady, dat was yuah wife!

(Laughter)

King Wump, stabbing him: Dat's a good one on me awright, well boys, what say we eat?

(With loud huzzas the cannibals set about eating. If a fraternity can be prevailed upon to eat

dinner in the wings the re-effect will be very realistic)

King Wump, rapping for order: Ah theah any moah business to come befo' the house?

Tambo: Ah move we all done bettah secuah some moah guests foah ouah banquet nex' week.

(Motion is carried)

King Wump: Tambo, ah done appoint yo' all as a committee of one to secuah these heah guests. Ah don' want you to slip up on anyone. Meeting's adjourned.

(They adjourn. This may be done by turning out the footlights, lowering the curtain or most anything)

Scene II

The Missionary's Home

The Reverend Dingwingle may be seen reading the Chicago Tribune. As he is an alumnus of Madison Business Collitch he is searching for a mention of good ol' Wisconsin. He has only been looking for an hour. Mrs. Dingwingle is not at home, she is at a W. C. T. U. meeting, this may be shown by placing a half empty bottle on the table.

(Continued on Page 46)

Get Your Corona Now

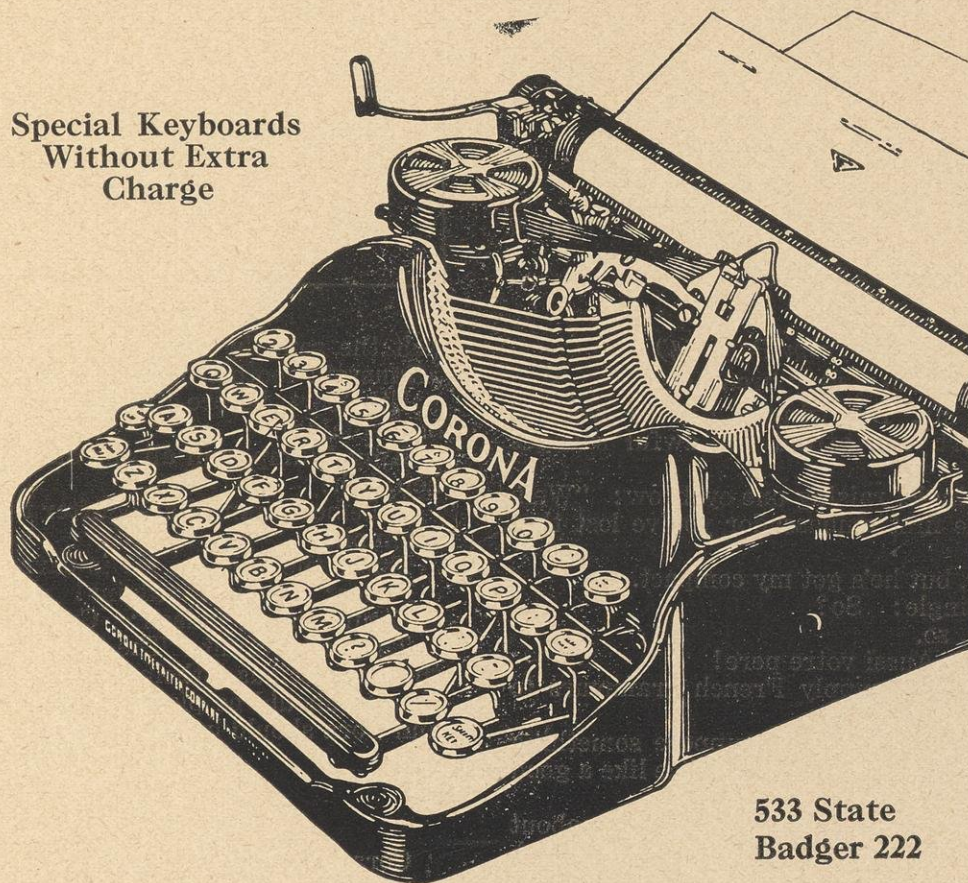
Don't try to go through college without a typewriter. Themes, notes and theses should always be typed. Your work merits and receives a better grade when typed.

More Coronas are used in college than any other make of portable. Why? Because it is the best all-around typewriter. It is portable, yet has all the features of a big office machine.

Get your new Corona Four today. Pay for it while you are using it. We sell on easy monthly payment terms.

Come in and write on it!

Special Keyboards
Without Extra
Charge



533 State
Badger 222

**BREWINGTON
TYPEWRITER
COMPANY**

Brock Engraving Company

Artists and Engravers



4th Floor
State Journal Building

Phone: Fairchild 913

(Continued from Page 44)

Enter Cora, very breathless

Cora: Oh Mr. Dingwingle, I'm so worried about Ethelbert, I'm afraid the awful savages have got him.

Rev. Dingwingle, raising one eyebrow: "Well, it won't be the first ambassador you've lost that way.

Cora: Yes, but he's got my compact.

Rev. Dingwingle: So?

Cora: Yes, so.

The parrot: Aussi votre pere!

(The ushers will supply French grammars to the audience)

Rev. Dingwingle: Well, I suppose something must be done, run and phone the police like a good girl.

(She tries to phone, is unsuccessful for about two hours. Use Fairchild 1133 to secure realism)

Cora: Ah, at last, aid is at hand, let's go too, Mr. Dingwingle!

Exit the pair.

Curtain

Scene III

The Cannibal's Camp

Ethelbert may be seen struggling valiantly against several hundred natives. At last they subdue him by sandbagging him. In order not to do excess damage to Ethelbert it is advisable to

STOP!

When You Think of DRUGS
Think of the

Mallatt Pharmacy

708 State Street - - - Fairchild 3400

Party Decorations

Invitations, Place Cards, etc.

Get your orders in for Christmas Cards now.

Mimeographing.

Netherwoods

519 State St.

pelt the sand by spoonfulls, or else substitute a Minnesota football player at the proper moment.

Ethelbert, before the sandbag falls: Unhand me, villains!

King Wump, and all the other Wumps: Heh, heh, heh!

Ethelbert, immediately after the sandbag falls: Mmmph!

Enter the police. He is carrying a shotgun.

Police: Avaunt, villains!

Cannibals, in unison: Curses, curses, curses!

They all avaunt. The rescuers leave, bearing the unconscious Ethelbert. By this time the orchestra should be playing "Hearts and Flowers", and Cora should be weeping softly.

Curtain

Scene IV

The Missionary's Home

Cora is bending tenderly over Ethelbert who is regaining consciousness. She has just poured a pitcher of ice water down the back of his neck. Ethelbert playfully socks her across the nose with the pitcher. Together they stagger to the window to see, coming slowly across the Pacific, the rosy dawn of a new day. Slyly Ethelbert steals a kiss. Cora turns about as red as the dawn.

The parrot: I'll smack your sassy face.

Final curtain

(Send the janitor out to gather up the vegetables)

We Rewave Your Permanent Waves

We have the best process for rewaving the new grownout hair and restreaming the old wave that remains, making your wave just as beautiful as a new permanent with a large, beautiful, natural marcel—at a small cost.

Consult us before having your permanent re-waved.

ROSEMARY BEAUTY SHOP

521 State Street

Badger 6211

Open Tuesday and Thursday Evenings

*Want to win her favor? Then say
it with flowers from*

Rentschler
FLORAL CO

New Store - 228-230 State

Badger 179

SIDE LIGHTS

ON "DATE" HISTORY

1896—The Old Grey Mare

1906—The Tandem Bicycle

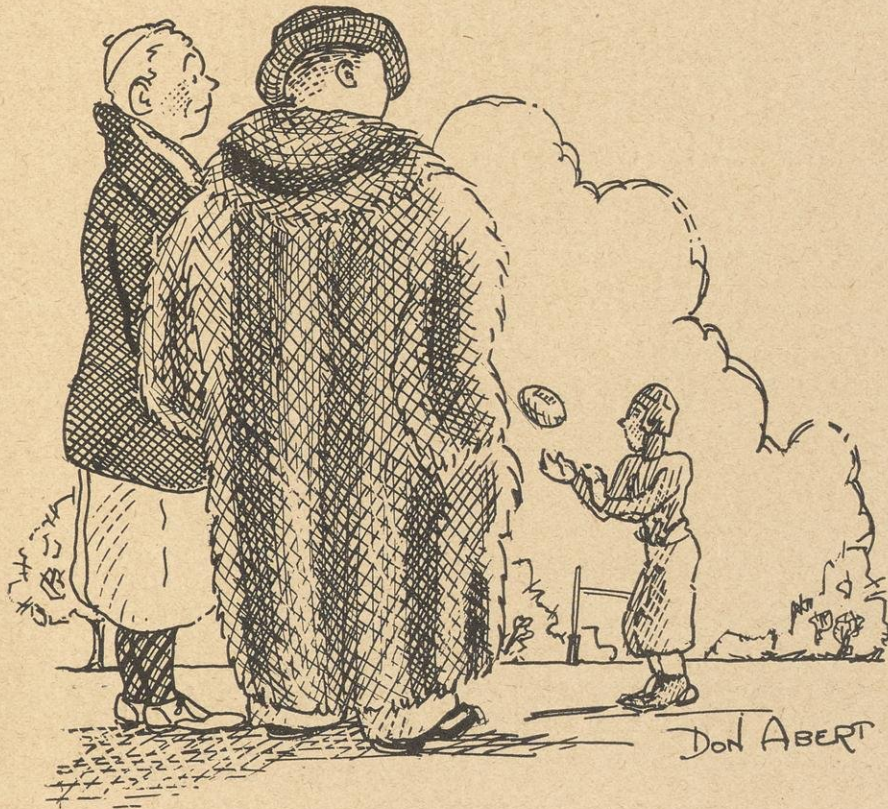
1926—Rent-a-Car

Come down and pick out your car, or call us, and we'll deliver one.

Badger-Rent-A-Car

250 State Street

Fairchild 2099



"My, hasn't he a marvelous physique?"
"Yes, and a wonderful build, too."

He: Do you ever read ads?
She: Why certainly.
He: Why?
She: To add to my education, of course.

"Yes, yes, Cuthelburt, yes, yes. A written examination certainly is all write."

Active: Go over to Wing Wong's and get my laundry.
Pledge: But I haven't learned Chinese yet.

Only 32 shop-lifting days before Christmas!



R. I. P.—HERE LIES

RATHER INDIFFERENT PRINTING



There can be no indifference toward a thing you have once experienced yourself.

Therefore, University people should patronize the University folks at the Democrat.

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

F. S. BRANDENBURG, '09

N. D. BASSETT, '14
W. A. FRAUTSCHI, '24

DEMOCRAT PRINTING COMPANY

114 South Carroll Street

Telephone: Badger 486



At Forty

"At Forty" the housewife in some sections of Europe wears a black bonnet to signify the end of her youth. A quaint custom—you say—but it usually signifies a fact. Heavy tasks, indoors and out, have made her old—at forty.



Upon great generators which send out current to light the homes and carry the burdens of millions, you will find the G-E monogram. Upon industrial motors, on electric railway trains—wherever quality and un-failing performance are first essentials—the G-E monogram will be found.

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

Of all the uses of electricity in America, the most important are those which release the woman from physical drudgery. Electricity carries water, washes clothes, cleans carpets, cooks the family's food—better and quicker than could be done by hand.

A trip to town or an hour's rest in the afternoon pays a woman dividends in good health "at forty years." And what is *youth* but that?

Men and women who have had the benefit of college training and college life have learned to place the proper value upon rest and recreation. They appreciate the relief afforded by electricity.

95-250DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

AN ENTIRELY NEW KIND OF COLLAR



HEMPSTEAD

EW SUPER- QUALITY COLLARS

IF YOU LIKE SOFT OR SEMI-SOFT COLLARS—IF YOU LIKE STARCHED COLLARS—IF DURABILITY AND ECONOMY, EASIER LAUNDERING, APPEALS TO YOU, THEN THIS IS THE COLLAR FOR YOU. IT'S AN ENTIRELY NEW KIND OF COLLAR—A COLLAR COMBINING ALL THE STYLE OF THE STARCHED AND THE COMFORT OF THE SOFT COLLAR, WITH A DEGREE OF DURABILITY NEVER BEFORE ATTAINED IN A COLLAR

CLUETT, PEABODY & CO. INC. MAKERS