



# **Program for "Button, button": the thirty-second annual production of the Haresfoot Club. 1930/1932**

[s.l.]: [s.n.], 1930/1932

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# "Button, Button"



*Thirty-second annual production of the*  
**HARESFOOT CLUB**  
*University of Wisconsin*



PARIS CHICAGO VIENNA

*"Foremost Creators*

*of*

*Fashions for the  
Footlights"*

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fraternities and  
sororities



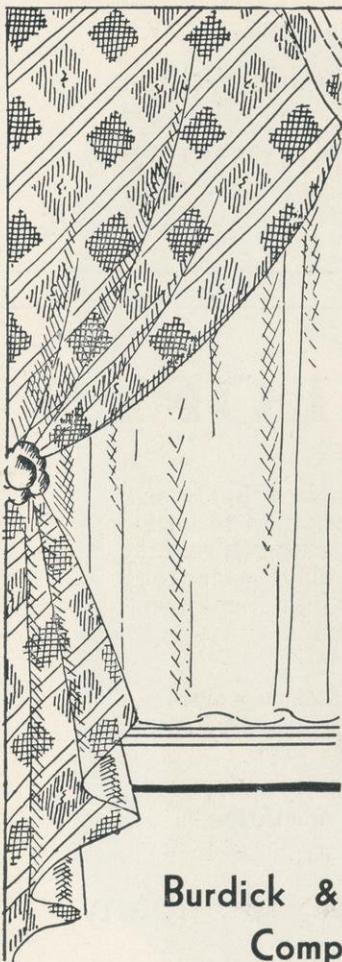
14 W. Lake St. - Chicago, Illinois

*Vernon Hamel*



*Lester*  
*Ltd.*

*This is the fellow that was on the  
short stage & was good.*

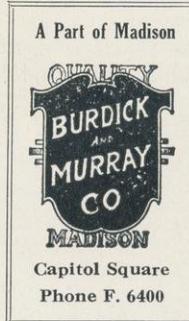


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in "Button, Button"!*

"BUTTON, BUTTON!"

**Madison Fuel  
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General Manager and Treas.  
Telephone Badger 3  
MADISON, WISCONSIN

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and many  
Chic Fashions*  
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on the  
Square

at the  
Co-Op

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MILWAUKEE, WISCONSIN

*Compliments  
of the*

### French Battery Company

Makers of

Ray-O-Vac Flashlights, Ray-O-Vac  
Radio Batteries, Ray-O-Vac Dry  
Cells, and Ray-O-Vac Radio Tubes.

### Hotel Athearn

Welcomes  
1930 Haresfoot Club  
to  
Oshkosh



A Haresfoot performance, while it may not quite fit into the conventional picture of things academic, is nevertheless, not an escape from educational discipline, but an expression of educational discipline. For, after all, the qualities of intensive application, emotional control, poise of body, and precision of mind and speech that make a good performance are qualities that mark an educated youth.

Haresfoot is on tour with the University's blessing.

*Glen Frank*

"BUTTON, BUTTON!"

*There's no mystery about*

# Mirro Aluminum

Vapo-Seal  
Utensils!



Splendid for Delicious  
Modern Cooking

*They are more Healthful, Efficient, Economical!*

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THE HARESFOOT CLUB  
of the  
UNIVERSITY OF WISCONSIN  
presents

**“BUTTON, BUTTON!”**

A Musical Comedy in Two Acts

---

Book by  
J. ROBERT DEHAVEN '29

---

Lyrics by  
GORDON SWARTHOUT '31, IRVING D. TRESSLER '30,  
FRANKLIN W. PRINZ '30

---

Music by  
DAVID WELTON '32

---

Dances and ensembles conceived and staged by  
EDGAR I. SCHOOLEY

---

Entire production under the personal supervision of  
WILLIAM H. PURNELL '22

---

CAST

(*In the order of appearance*)

Jeeves -----	Edward P. Roemer '30
Arthur Button-----	Gordon Swarthout '31
Jerry Button-----	Gilbert D. Williams '30
Blossom Button-----	R. Freeman Butts '31
Bill Button-----	Franklin W. Prinz '30
Glory Green -----	James D. Porter '31
Earnest Smart } detectives-----	J. Robert DeHaven '29
Wallace Smart }-----	David W. Willock '31
Patsy Pratt-----	Vernon Hamel '29
Hans-----	Marcus Ford, Jr. '30

LOCALE

Act I—Drawing Room, Button Manor—7 P. M.

Act II—The Promenade, Button Manor—Later that evening.

---

Song Hits of “BUTTON, BUTTON!” will be on sale in the  
lobby. Single numbers—\$.35; 3 for \$1; 4 for \$1.25.

# Haresfoot "Ladies"

They do buy Men's wear—but only the newest and smartest—so they choose

**The University Co-Op**  
"The Student's Store"

## Overheard at Langdon and Henry

"—and our pledges are always careful of their appearance. Take stockings, for instance. A good-looking pair will get you to a lot of spring formals."

Just some good advice from a sorority "mother" to her "daughter". Allen-A Hosiery was probably specified, but Dean Nardin's 10:30 rule prevented us from hearing the rest of the conversation.

And Allen-A Hosiery for Men can be found on feet perched on desks in the best fraternity houses. Not to mention the popularity of the new Allen-A shirts and shorts,—comfortable because they fit.

But now, as "Sunny" Pyre would say: "Up with the curtain! On with show."



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Kenosha, Wisconsin



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Ideal  
Gift*

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MADISON, WISCONSIN



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State  
Street

Capital City  
Rent-A-Car Co.  
Madison, Wisconsin

THE HARESFOOT CLUB



FRANKLIN W. PRINZ '30  
President



WILLIAM H. PURNELL '22  
Director



WILLIAM W. GARSTANG '30  
Manager

OFFICERS

President	Franklin W. Prinz '30
Vice-President	Vernon Hamel '29
Secretary	Orrin Evans '31
Treasurer	Joseph Blatecky '29
Manager	William W. Garstang '30
Keeper of the Haresfoot	Samuel Steinman '32
Director	William H. Purnell '22

PRODUCTION STAFF

Assistant Business Manager	John L. Dern '31
Program Manager	Eldon Cassoday '30
Production Manager	Orrin Evans '31
Orchestra Leader	Joseph Blatecky '29
Dancing Coach	Edgar I. Schooley
Musical Coach	Al Butler
Advance Representative	Fred Evans '25
Master Carpenter	Oscar Vetter
Master of Properties	Willard Lauck
Master Electrician	Douglas Gauntlett
Master Mechanic	Edward Spranger
Mistress of Make-up	Louise Reuter Sweeney
Mistress of Wardrobe	Mae Schultz
Transportation Director	Carl Dahnke—C. M. St. P. & P.
Public Relations Director	Samuel Steinman '32

(Continued on second page following)

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alone are responsible for  
the traditional reputation of

*Pete E. F. Burns.*

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Manufacturers of Official Haresfoot Club Insignias

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Where the student demand for quality and service at a reasonable price is satisfied.

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An Accredited School

Offers Specialized Training for Future Executives and Private Secretaries

Expert Instructors, Modern Equipment, Reasonable Rates. The school for young people with real ambition. Day and evening school. Enroll any Monday.

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Madison

Wisconsin



### Pabst-ett Flavor

Is almost tantalizing enough to set to music.

As Irv. Berlin might sing:—"Pabst-ett is eaten, but the flavor lingers on!"

TRY IT TONIGHT IN A WELCH RAREBIT!  
PLEASANT DREAMS!

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*Wigs and Make-up*  
for  
**BUTTON! BUTTON!**  
Furnished by  
**Herman Reuter Company**

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Milwaukee

MUSICAL NUMBERS

Orchestra under direction of Joseph Blatecky '29

Al Butler—Coach

Piano—David Welton '32; Drums—Rollo Laylan '32; Trumpets—Frank J. Fischer '31, Norman Kingsley; Trombone—Harold O. Schneider '31; Saxaphones—Victor Hauprich '30, Edward McKenzie '28, Marvin W. Krueger '28; Violins—John E. Garland '31, Karl Peters '31, Maurice Wolkomir '31, Grant N. Lewis '33, Jack D. Williams '33; Viola—Fred Baumann '29; Bass—Norman Phelps '33.

Act 1

1. Opening Chorus-----	<i>Ensemble</i>
2. We're Smart-----	<i>Wally and Ernie</i>
3. Oh, That Burns Me Up!-----	<i>Jerry and Show Girls</i>

(Specialty—Philip Colehour '30)

*(Continued on second page following)*



Visit the Beautiful New  
Studios of

**Paul Stone-Raymor, Ltd.**

Entire 4th Floor

**430 North Michigan**

(Opposite Tribune Tower)

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Official Photographer  
Haresfoot Club

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"Haresfoot Play"

## College Typing Co.

515 Campus Arcade



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State Bank of Wisconsin

State at Gilman

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And Get a Nice New  
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Madison, Wisconsin  
FRED HICKS, Proprietor

4. Roaming Alone-----	Bill
5. What's The Ice Without The Iceman-----	<i>Patsy, Dancers and Boys</i>
6. Can't Help Loving You-----	Bill and Ensemble (Specialty—Philip Colehour '30)
7. Finale—Where There's A Will, There's A Way-----	Bill and Ensemble
Act 2	
8. Opening—Legs -----	<i>Patsy and Ensemble</i>
9. It's Fascination-----	<i>Patsy and Boys</i>
10. Don't Ask Me Why-----	Bill and Ensemble (Specialty—Philip Colehour '30)
11. Dance of the Spirits-----	Ensemble
12. Finale-----	Entire Company

(Continued on second page following)

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Take the daylight train to enjoy the panorama that stretches over the long flat green stretches of Illinois . . . the richest soil and the most expensive farm acreage in the world . . . the land where Abraham Lincoln lived . . . and view the picturesque country that forms the Mississippi and Missouri Valleys. An ideal train for the lover of scenery.

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Milk**

The **Haresfoot** accounts are  
handled by the **Ronald Mattox  
Co.** who also handle the ac-  
counting for more than forty  
other student organizations on  
the Wisconsin campus. Branches  
are maintained at Ohio State,  
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MALTLED MILK

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A cupful, hot, upon retiring, ENDS the  
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**THE SHOW GIRLS**

Lee E. Gulick '30, Holley J. Smith '31, Richard W. Harrison '31, Harold Housman '31, George M. Parker '31, Gordon Sinykin '31, James R. Bolton '31, John I. Eales '32, Rollo H. Roberts '33.

**THE BOYS**

Robert F. Hagerty '31, John P. Swansen '30, Raymond L. Rome '31, Frederick S. Harbridge '30, Mark S. Catlin, Jr., '31, Charles S. Lueth '31, Francis L. Lavengood '32, Philip L. Holliday '32, Robert S. Schacht '32.

*(Continued on following page)*

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»—«

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### SMART ALECK

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The Triangle Club (1893) of Princeton University in their thirty-fifth annual production—

### THE GOLDEN DOG

The Haresfoot Club (1898) of the University of Wisconsin in their thirty-second annual production—

### BUTTON, BUTTON!

*The Haresfoot Club is a member of the College Musical Comedy League of America which is composed of the six oldest and foremost college musical comedy leagues in America.*

## Acknowledgments

Costumes designed and executed by Lester, Chicago.

Mailing lists by courtesy of the Bureau of Graduate Records, Madison.

Shoes and hosiery by Grossman, Chicago.  
Men's modern clothes by Hoak and Dunn, Madison.

Rehearsals courtesy of University Y. M. C. A., Memorial Union, and Garrick Theater, Madison.

Wigs and make-up by Herman Reuter Co., Milwaukee.

Orchestrations by Al Butler, Chicago.

Scenery materials by Burdick & Murray, Madison.

Poster by Frank J. Unger '32.

Photographs by Paul Stone-Raymor Studios, Chicago.

Music Cover by Ben Duggar '30.

Settings designed by Ben Duggar '30.

Cuts and Engravings by Brock Engraving Company.

Scenery by Haresfoot Workshop under the direction of Oscar Vetter.

Publicity and advertising matrices by The Capital Times.

Settings designed by Ben Duggar '30.

The Haresfoot Club is indebted to Al Thompson, Madison, for assisting in recruiting the orchestra.

### Haresfoot Alumni Board

President	Donald Tyrell '17	Vice-President	Milton Blair '10
Secretary		Walter Frautschi '24	
Treasurer	Jerome H. Coe '07	Member-at-large	C. Harold Ray '21

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To the Haresfoot Club whose annual productions have come to be a symbol for supreme entertainment and whose members are in truth ambassadors of good will to University of Wisconsin alumni and friends » » » » » » » » » » »



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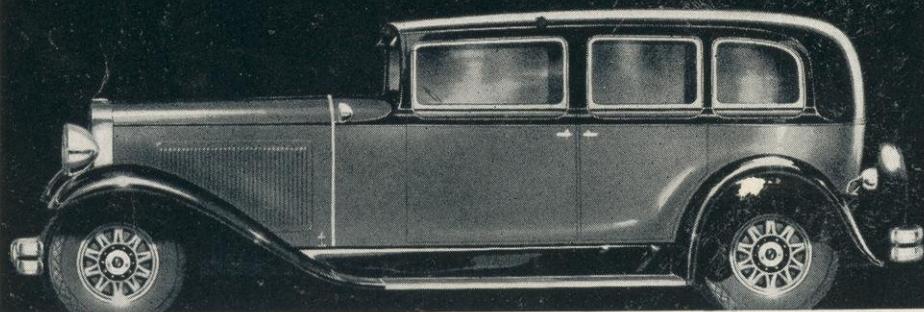
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