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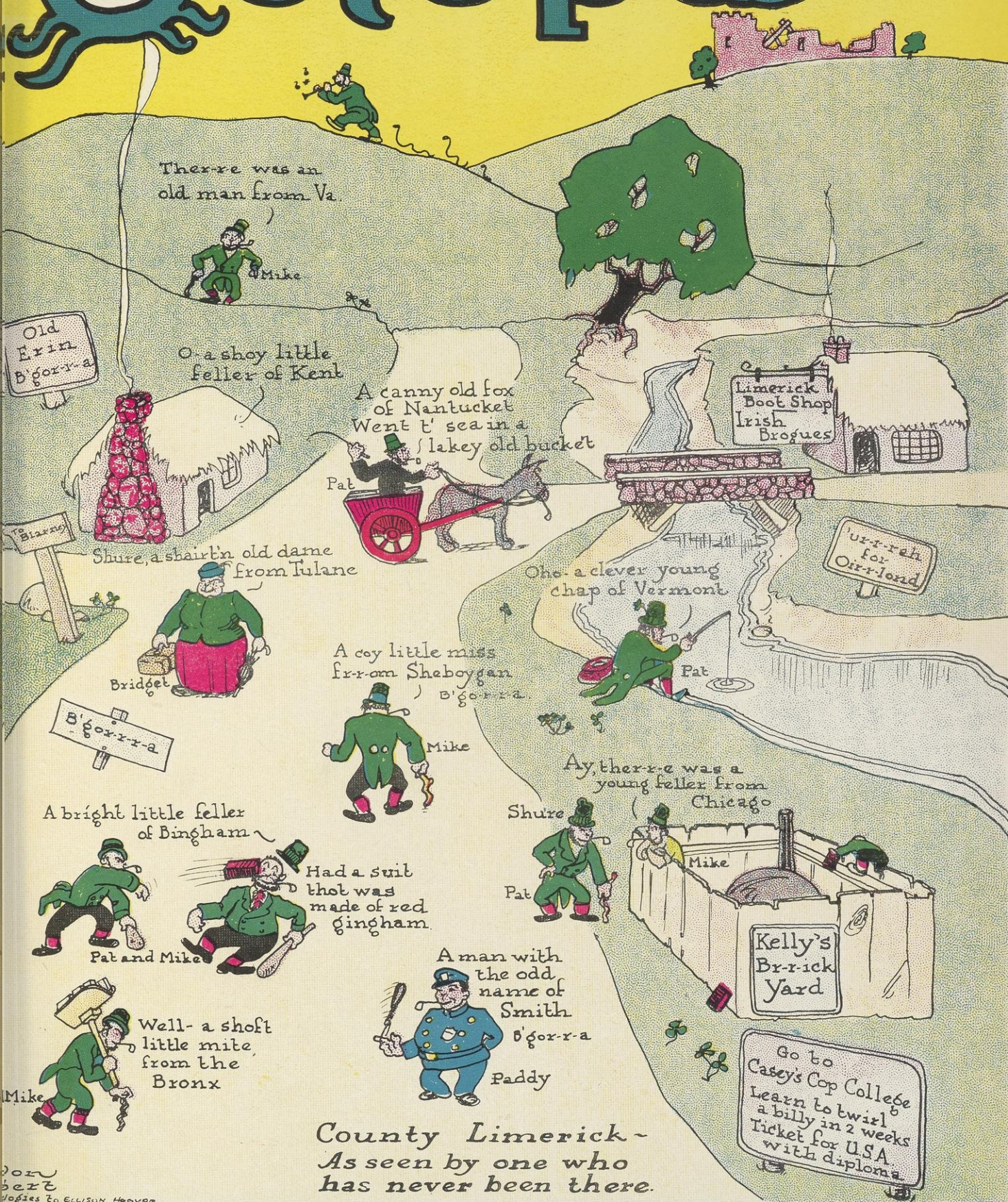
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WISCONSIN Octopus



County Limerick -
As seen by one who
has never been there.



It Whets a Man's Appetite for Writing

And Gives Him the Speed and Character in Penmanship that Lead to a Bigger Pay Check

The Pen with the 25-Year Guaranteed Point and Over-size Ink Capacity

WITH millions of Parker Duofolds putting the world's daily work on a higher standard than ever, a man is most certainly handicapped now if he doesn't carry this super-pen.

Howsoever slight that handicap may seem, please don't forget that even a feather on the side of excellence can tip the scale in many a transaction on the side of success. And this pen often does.

We don't mean that the Parker Duofold will put any man on the golden throne, although it helps him to get there. But the same keen instinct that makes men successful, prompts them to pay \$7 for this sure-fire classic when they could buy slacker pens for half the money.

A smooth-gliding, swift-writing 25-year guaranteed point in a balanced, free-swinging shaft with over-size ink capacity—a combination that whets a man's appetite for writing and turns out the kind of work that commands recognition.

A point no style of writing can distort—hence a pen you can lend without a tremor. And a black-tipped lacquer-red barrel that's a beauty to own and a hard one to mislay.

Good pen counters would not be without it.

Parker
LUCKY CURVE
Duofold **\$7**
With The 25 Year Point
Duofold Jr. \$5 Intermediate size
Lady Duofold \$5 With ring for chatelaine

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

Over-size
Duofold
\$7



Over-size
Duofold Pencil
\$4

They are talking about the wonderful
improvement in the

PARK HOTEL

under the Management of
WALTER A. POCOCK
New Proprietor - Manager

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

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

25c to 50c Club Breakfast; 50c and 60c Plate Lunch;
75c and \$1.00 Evening Dinner.

Also Moderate Priced A La Carte Menu all day.

BEAUTIFUL LARGE BALL ROOM

Banquet and Convention Hall Accommodating 750 People

Banquet Facilities for 1200 People

Fine Private Dining Rooms for Small Gatherings
Menus submitted for all occasions

PARK HOTEL

200 MODERN ROOMS

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



WALTER A. POCOCK
New Manager Since August 1, 1925

A Notable Achievement
On Feb. 11th, 1925

Served Banquet for
1000

Master Builders
Convention

The largest banquet ever
served in any hotel in
Madison.

WALTER A. POCOCK
Manager
Badger 5021

HARRY HOLBROOK
In charge of
Catering Department
Badger 5021

MADISON, WISCONSIN



FRED W. KRUSE CO.

209-13 State Street



New Spring Dresses

*that will delight
University Women*

Picture all the lovely glowing colors of springtime, and you will have a picture of these delightful spring dresses. There are lustrous gleaming crepes, soft dainty georgettes, and gay cheery prints. May we expect you soon?

Never were dresses
so exquisite
So amazingly low priced

\$15 to \$75

Have You Had Your Fire Today?

We furnish hot and cold
RUNNING WATER



Phone us. . . we'll leg it.

City of Madison
Fire Department

"Ask the fraternity who had one"



A charming young lady named Gryce,
Said, when she slipped and fell twice,
"A date or a tea
Is just frog's legs for me,
But I'm not so darn hot on the ice."



Madison---Your Future Home Town?

An enjoyable four years at the university you will have had. Why not have an additional forty years of joy by making your home in Madison—the four lake city, the university city, the capitol city—the city of opportunity?

And you can have this interesting career in the lumber business.

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

YAWKEY-CROWLEY LUMBER COMPANY

Camp Randall

2 yards to serve you
One number B. 123

805 E. Washington Ave.



"I LOVE TO SEE A COED CARRY BOOKS."



Remember your stationery represents you. What kind of an opinion is your correspondent forming of you

Old Hampshire Stationery

possesses that indefinable something which makes it the choice of the discriminating and the joy of the recipient.

Hampshire Paper Company

Fine Stationery Department

So. Hadley Falls, Mass.

Exclusive Apparel
Reasonably Priced



At Gay Havana and Palm Beach Smart Women Wear the Same Fashions Simpson's are Showing for Spring

Havana Cuba:

At the Havana Jockey Club the younger set adheres to the two-piece jumper frock in the new "dusty" shades both in the heavier flat crepes and in the sheer georgettes. Such jumper frocks at Simpson's are \$16.50 up.

Palm Beach:

With the cool weather at Palm Beach, society dons little two-piece sports suits in imported tweeds with hip-length "dinner" jackets and very short, slightly flared skirts. Two-piece sport suits in imported tweeds are \$39.00 at Simpson's.

Simpson's

Paris and New York Specialties





Madhouse Sell

I. Poor Phyrria's Lover

*Though ladies be fickle as ladies are fair,
I don't let them worry or fret me:
Though they give me the air, they can't give me gray
hair—
They never can jolt or upset me.*

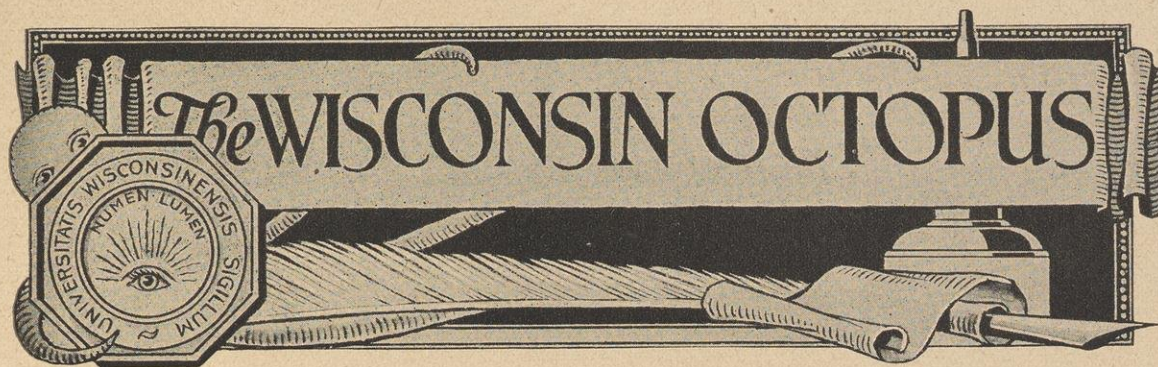
*For I have a girl who will ever be true,
Who never will cheat or two-time me;
When other girls go, I just step down below,
Where all is delightfully slimy.*

*I lured her away from the shindig
That danced at my house that night;
I'd something to tell her 'way down in my cellar,
I said, and she thought it all right.*

*I strung her right up to the ceiling;
She strangled with never a sound.
And now in the cellar I'm always her feller—
She always is hanging around.*

*So now when they kiss and then leave me,
I never need worry or cry;
These mouldy white bones rattle over the stones,
But—(here comes my keeper; good bye!)*

JOHN
ALLCOTT



Our Hero in Tasmania

or, the Wild Woola-Woolas and How They Woola

It is an early afternoon in the early spring, one of those afternoons that set the birds a-twittering in the woods and the buttercups glancing shyly at the bread-fruit trees. Through the darkest forest in dread Siam stride our hero and the Nabob of Banchub in quest of the wild geisha-geisha, the fur-bearing tortoise whose fangs make the forests of Siam so perilous to even the hardest mariner.

Past trees they go, for there are trees in this forest, lots and lots of them, of all sizes, with a garter snake coiled coyly about each limb, winking at the female snake-weeds or calmly hissing a troupe of monkeys who are putting on a vodvil act in a banyan tree.

"These snakes," remarkss the Nabob casually, "are the most poisonous on earth."

Our hero, always well-Posted in his manners, shows polite interest.

"Indeed?" says he, "and how do you kill them without getting bitten?"

"Very, very simple," replies the Nabob courteously enough, "we tie knots in their tails and they break their necks trying to untie them with their heads."

The pair walks on and on, deeper and deeper into the depths of the great forest, which all authorities agree is plenty deep (See: "Pretzels as a Straight Diet in Anam"). But suddenly, with a noise that can be heard above the roar of the huge cataract, a flock of elephants silently glides from their burrows in the earth and surround the two. They roll their eyes (the elephants, I mean), they shake their heads, they check their trunks. The Nabob acts rather frightened; in fact, he is not acting, he is rather frightened. He starts to chew up a fingernail, which is quite an undertaking, as each of his fingernails is six inches long and each pedal extremity a

foot. Our hero, however, is as cool as a coed to a man who suggests that they just sit at home for the evening, and as collected as a fraternity bill. He has had experience with elephants before, although usually of the pink variety. No sound now comes through the forest save the chattering of monkeys in the distance and the chattering of the Nabob's molars in the right foreground. Suddenly an old elephant sees them. He raises his ears in an elephantine roar and charges upon the two defenseless mortals. Our hero stands undaunted, he has seen charges before and this is not nearly so terrifying as the one the doctor made upon the birth of his fourth son. (See: Our Hero in Boston, or What Might Have Bean.) As quick as thought he pulls a sack of peanuts from his pocket and puts one into the outstretched mouth of the charging elephant, which immediately stands on its head. Then he gives a peanut to each of the other elephants and they stand on their hind legs, play a game of baseball, and finally trot off into the woods, their tails wagging happily.

"You have saved my life," said the Nabob, "Come, I will show you my seraglio."

Our hero puts out a restraining hand.

"Oh, your majesty," says he, "Don't you think you'd better wait till we get home?"

(The dusk grows denser; it becomes almost as dense as the Nabob. Two eyes follow the pair of humans as they journey toward home and safety razors. What do the two eyes portend? Perhaps a lion; it has two eyes; perhaps a tiger, it has two eyes; perhaps italics, it has two i's. Who knows? Nobody but the editor, and he is going to bed. But look in the Oety wastebasket for the next of the Our Hero Series, which will be entitled, "Our Hero in Beloit, or, When There's a Leak in the Bathtub. Love Flies out the Window.")



Two cave men discussing the weather
Were dressed up in bearskin and leather.
Said one with a smile,
"We are starting a style.
It's collegiate and I don't mean whether."

There was a young man from Wisconsin,
Who was wild about Gloria Swanson;
His name I forget,
But I'm willing to bet
It was Anderson, Olsen or Johnson.

There was a young fellow from Ga.
So awfully dumb that he ba.
So cross-eyed, they say,
That while walking away,
He'd think he was coming back ta.

There was an old man from Rangoon
Who stood right beneath a balloon;
Something splashed on his head
And with curses he said,
"That fellow thinks I'm a spittoon."

When you Call Me That,—Run!

Very few dare address me as "Neighbor";
And "Buddy" brought one to his end;
But the man that I shun
Is the son of a gun
Who insists on addressing me, "Friend,—".

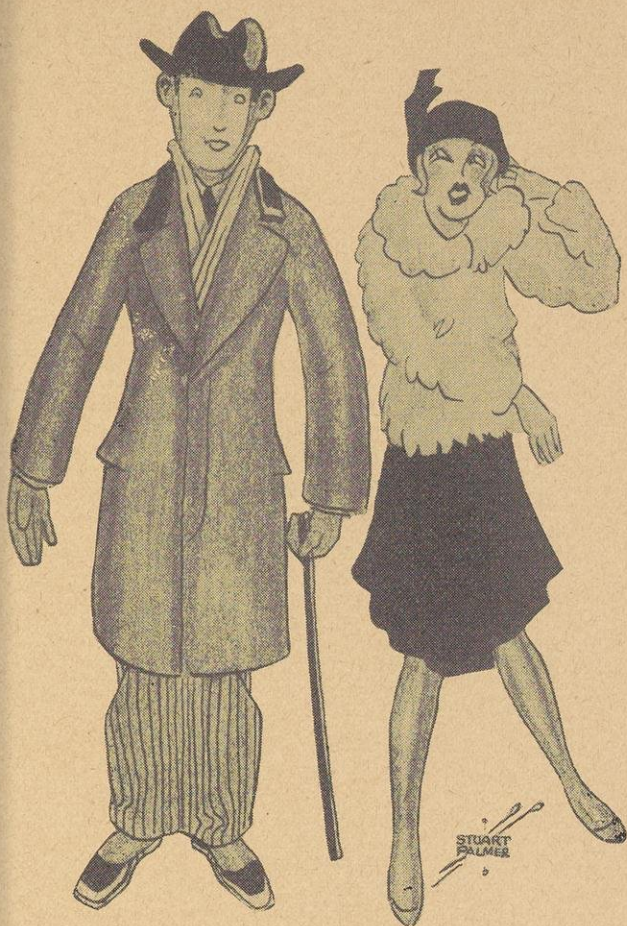
To address a young lady as "Sister,—"
Sounds sort of protective and cheery;
But I offer my fists
For the man who insists
On calling her "Girlie" or "Dearie."

There was a Wisconsin Prof.
Of a daughter most fair the Poss,
But one morning, when flush,
He poisoned her mush
And now she's an angel God Bl.



"George has a new inferiority complex."
"What sorority is she?"

The reason we don't like conceited people is because we are too interested in ourselves.



"He married her because she gave him a good line."
 "Co-ed?"
 "Nope. Telephone operator."

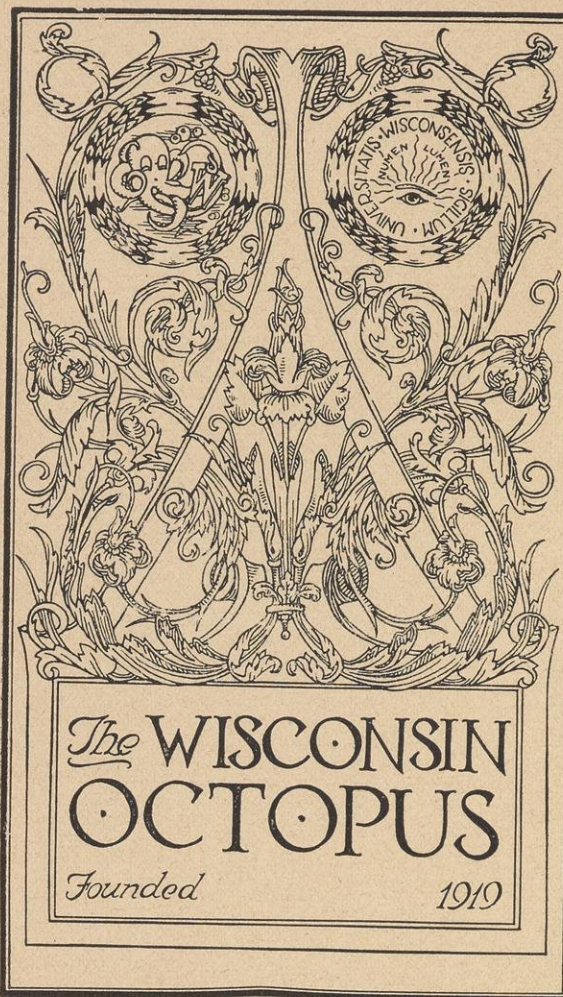
A bozo named Abou Ben Hassid
 By nature was pious and placid;
 But when on a frolic
 He guzzled carbolic
 Diluted with sulphuric acid.

The nerviest man in the world is the bird who went
 around to the stage door after the show and tried to get
 back the pennies he threw at the actors.

Cy went to the circus one day
 Resolved to get in without pay:
 He crawled under the tent,
 No one knew where he went,
 For the elephants thought he was hay.



"Most men don't think their flames so hot after they go
 out—with somebody else."



EXECUTIVE BOARD

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Contributors: Prof. L. C. Burke, Alex Gottlieb, Warren Koehler, Stuart Palmer, Louise Pioner, Dorothy Raper, John W. Raper, Alfred Reed, Larry Schoonover, Gordon Swarthout, M. McGrath.

Octopus regrets to announce the resignation of Stuart Palmer, Frederick De Vries, Ruth Allcott, and Dorothy Walker from the Executive Board.

Octopus announces the elections of John Allcott, Don Abert, Herbert Powell, and Bessie Gustafson to the Executive Board, and of Roscoe St. John, Mortimer Huber, Edward Droppers, Dorothy Walker and Kenneth Corlett to the business staff.

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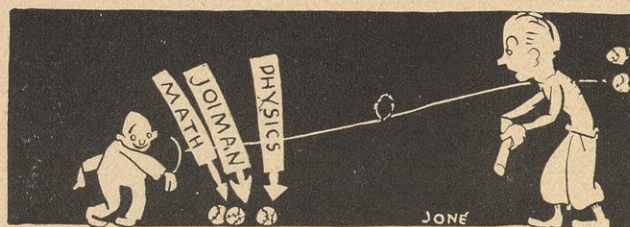
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No. 6



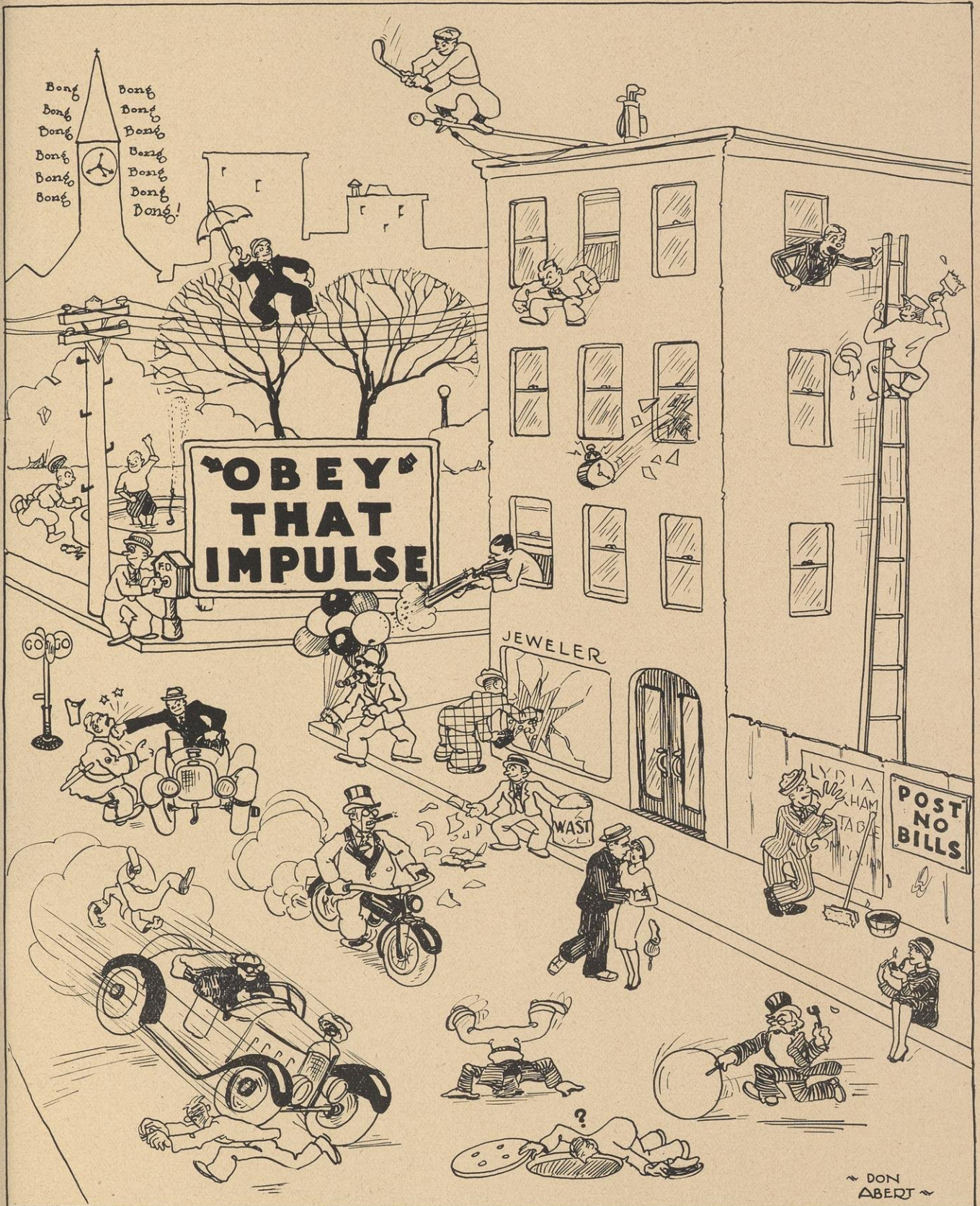
A NEW STAR IN OUR CROWN

We are always glad to acclaim
 Professors of Spirit and Fame;
 And Wisconsin again
 Picked a Leader of Men
 This Semester, when Meiklejohn came.
 A Courage that Nothing could tame;
 Ideals that put Amherst to Shame;
 This Man of Renown
 With the Cap and the Gown
 We're glad Alma Mater can claim.
 But I welcome him more, all the same,
 Than Little and Frank when they came,
 For Praise be on High!—
 Nobody will try
 To make any Puns on *his* Name!



OFF WITH HIS HEAD!

While the worth of a Final Exam
 Is much, for the Students who cram,
 This mechanical Test
 Isn't fair to the Rest;
 Alone, it is not worth a Damn.
 Is it fair to an honest Mind's Merit,
 With well-prepared Cribs to compare it?
 Or, be square as you will,
 Our Exam-System still
 Puts a Premium on being a Parrot.
 In Baseball, a Strike-Out's no Shame;
 Your average earns you your Fame.
 But here—if the Dean
 Feels especially mean—
 Three Strikes, and you're out of the Game!



IF WE TOOK THE ADVERTISERS SERIOUSLY

Evolution of the Horse

In Five Sobs
(Handkerchiefs on Request)

- Age 2: Favorite of the crowds on the race track.
- Age 8: Right bower on 8-horse fire engine.
- Age 14: Motive power of a milk-wagon.
- Age 22: Half of a team on a garbage truck.
- Age 26: Fraternity house beef.



Little Glimpses of Natural History

Island: A dry spot in the ocean. Usually reached by boat.

Volcano: The hot part of a mountain range. Very good for frying eggs.

River: Water going somewhere. Nice to swim in.

Iceberg: The name of an Eskimaux loan-shark.

Leaf: Thing used by trees to keep their limbs from getting sunburned.

Say—I love those darling bedtime stories from KYW.

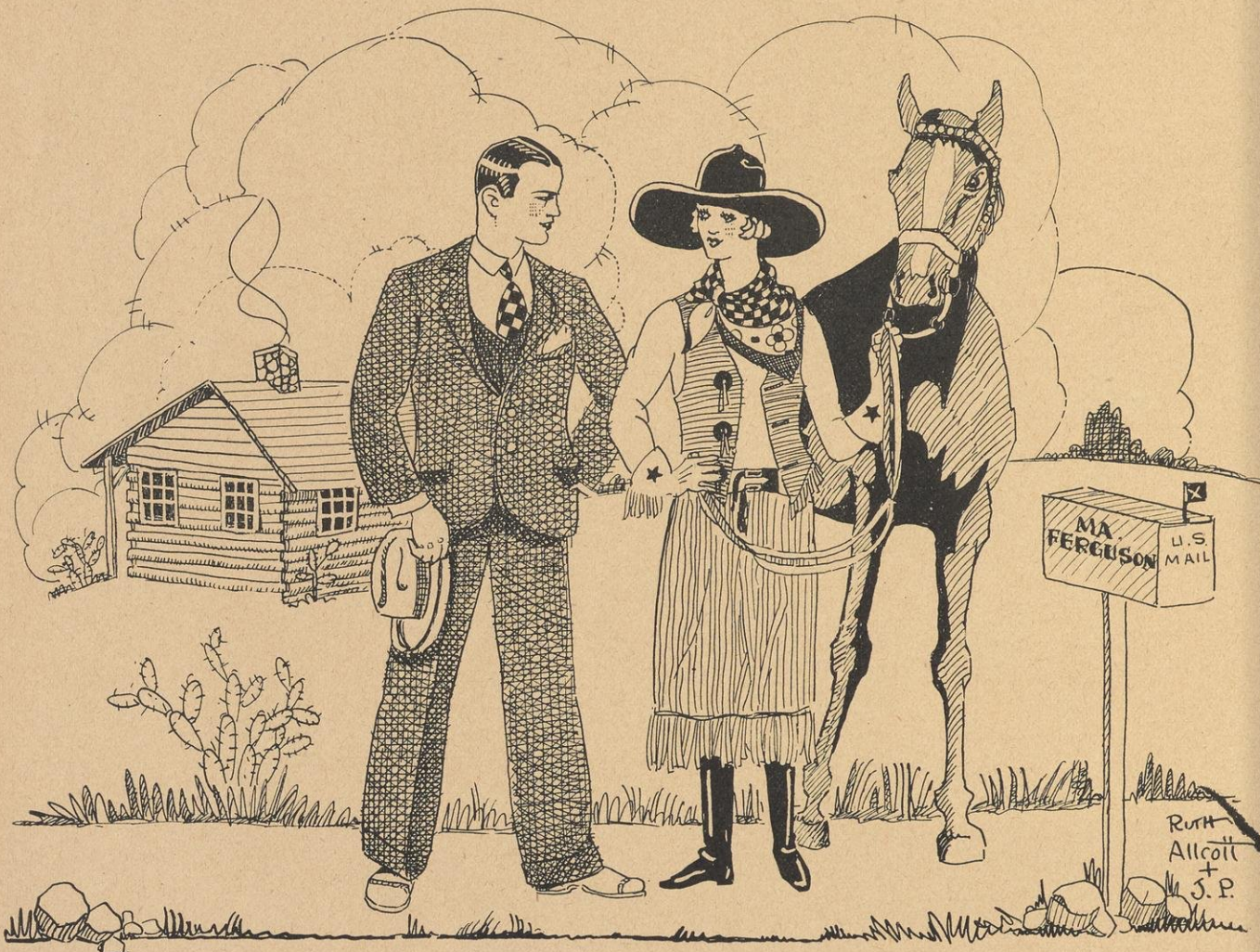
Said—Oh, I much prefer Elynor Glynn's.

'Liza Lou Says,

"Valentines are like the Beta house—just a string of empty pledges."

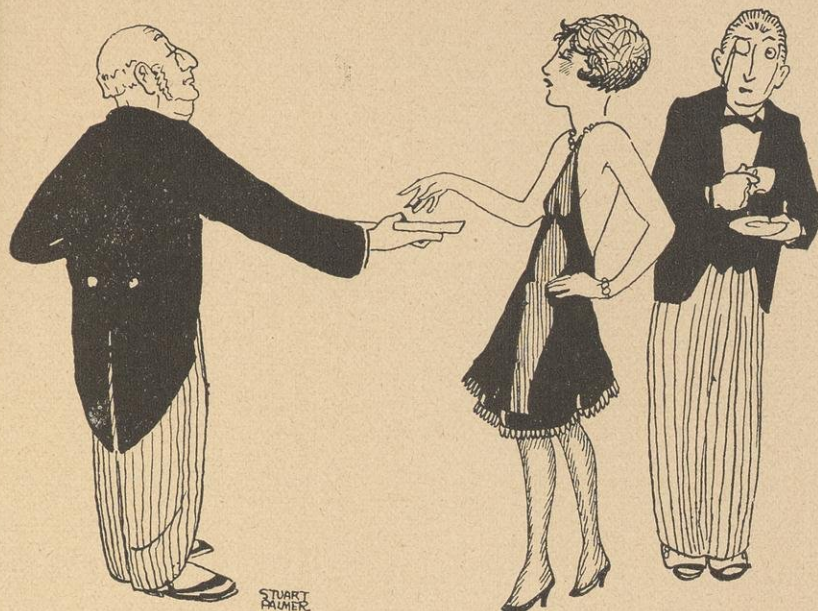
"Was I drunk last night?"

"Were you, you took your hat off and went around taking a collection to buy a tombstone for the Dead Sea."



"Who was that old lady I saw you with last night?"

"That wasn't the old lady, that was the governor."



"The census taker is at the door, Miss."
"Tell him we lost our census years ago."

Naiveté

My sister's husband's
Cousin's wife
Is one of those who says,
"How knife!"

My sister said
'Twould be more safe
If she would say, instead,
"How knafe!"

Her husband said
That she would save
Her face by saying it,
"How knave!"

His cousin said
'Twas his belief
That she should call it
"How naif!"

I slew them; then
Prepared to leave,
Remarking coyly,
"How naive!"



A student, one morning in "Lit"
Said "set" when he should have said
"sit".

The instructor, severe,
Thundered out, with a sneer,
"That proves you're all 'wet' but no
'wit'!"



"Jim wrote me that Alaska is
wonderful; he saw the Aurora Bory-
eyed and everything."



Cat: Where have you been?

She: Fishing.

Cat: Did he invite you?

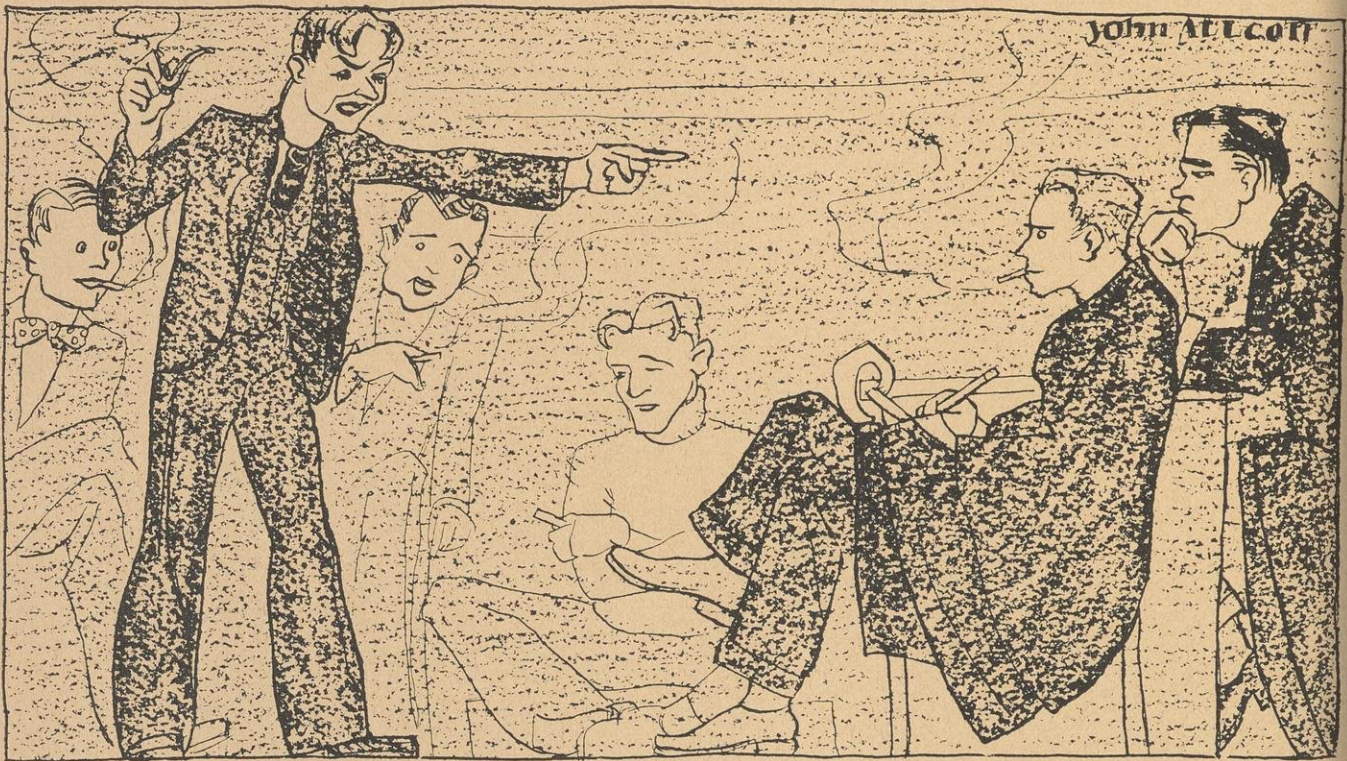
Fires as a Solution to the Building Problem

One of the most exciting ways to solve the new house problem is the Fire Method. It is a new idea that is favored by all the best Greek organizations. Groups of students succumb each day to that delightful new game of Collecting from the Insurance Companies.

The firing epidemic is slightly too riotous for girls, though the Alpha Phis seem to be very skilful in inducing small fires. But of course, they are a very warm gang anyway.

very nice too, for they had a splendid fire. They have found fires so much fun, that while they were living in a rented house till the completion of their new home, they had a series of small bedroom and bathroom fires. Nothing serious, however, for the house did not belong to them.

And now a fraternity has done things up brown. The Sig Chis had a beautiful fire. It was during Christmas vacation when the boys would not be too much put out by it. And it was on a beastly cold night when the Sig



"We can get no help from the alumni, for our building fund. I move we have a fire."

The Tri Deltas, as well, have played with matches, having had seven fires in one week.

The idea is much more popular with men. The S. A. E.'s just had a fire before the building of their new house. The fire was in the daytime, however, and the fire department did not let it get much of a start. Much was saved that otherwise could have been burnt.

The Betas, who are always quick to grasp new ideas, having the 2nd oldest fraternity, 2nd largest list of pledges, greatest number of second place athletes, now are the 2nd house builders by the fire method. Their house is

Chis knew the firemen would not want to come out. Three brothers were left in the house to get things ready. The night before the fire two of them moved across the street, leaving the third to make things look better. He was an invalid, by the way, and I hope the chapter will do something to show appreciation for the risk he took. From the miserable looking Sig Chi ruins, I would say they will build a mansion.

If your organization needs a new building, why don't you consider the fire budget method?

Octy's Second Prize Contest

(Second Contest, Not Second Prize)

Questions

1. What will feet be used for in 1950?
2. Who will be president in 1950?
3. What new courses will be inaugurated at Wisconsin before 1950?
4. What will be the favorite student drink in 1950?
5. For what will Milwaukee be famous in 1950?
6. What will be the favorite fraternity reading in 1950?
7. What will Jackie Coogan be in 1950?
8. What will be the most important new use for electricity in 1950?
9. What amendment to the Constitution will be passed in 1950?
10. For whom will the electric chair be reserved in 1950?
11. If you called Badger 5326 in 1950, what number would you get?
12. How much will an acre of Florida land cost in 1950?
 - a. With alligators attached?
 - b. Under three feet of water?
13. If you had just one dollar in 1950, what would you buy with it?

For the cleverest answers to the questions on the left, Octy will award \$20 in prizes.

Rules

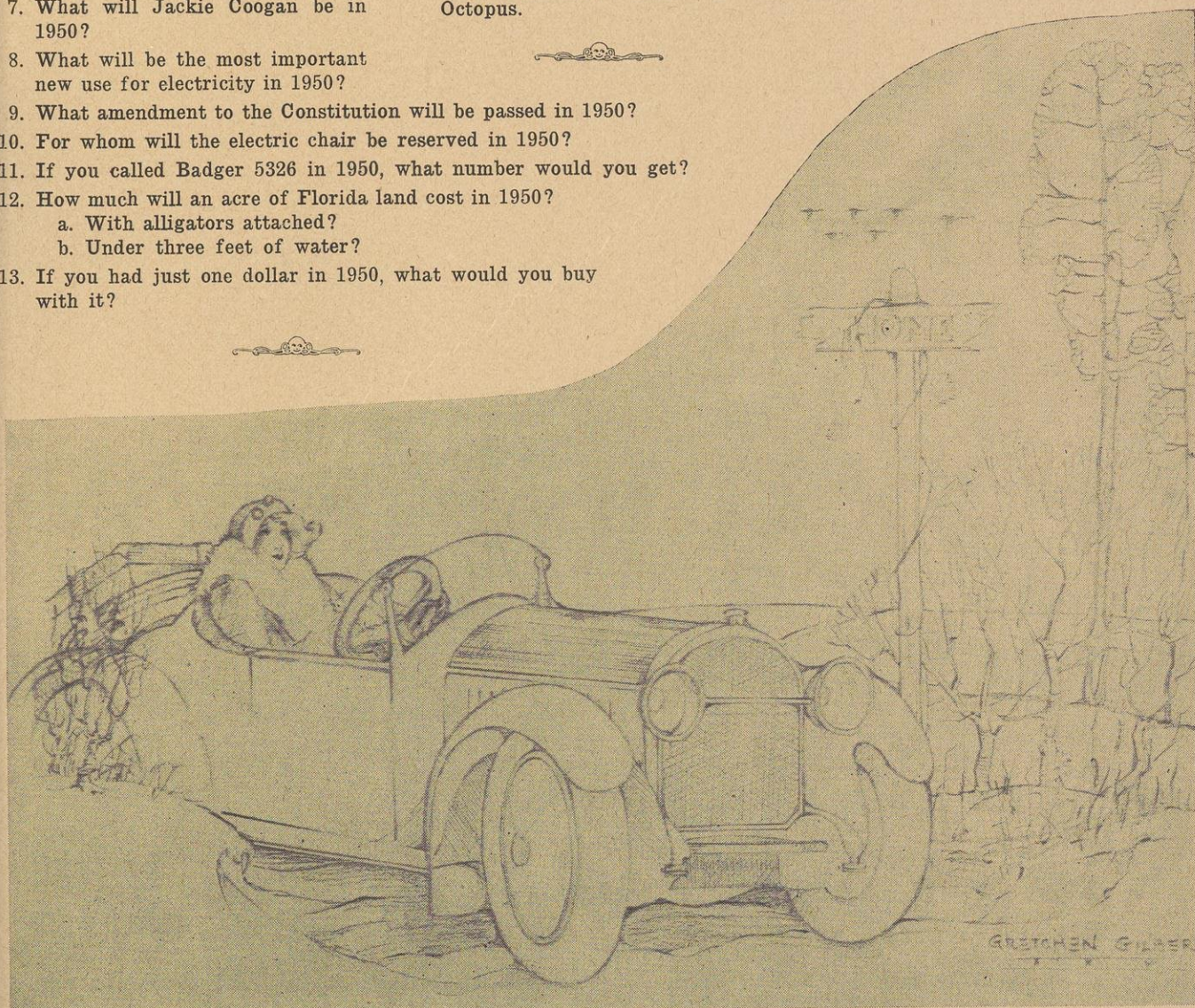
1. Answers should not exceed fifteen words to each question.
2. Answers must be received in the Octopus office by Wednesday, March 3.
3. **EVERY LETTER MUST** be accompanied by the front cover of this (February) issue of the Octopus.

Prizes

First Prize\$10
 Second Prize \$5
 Third Prize \$5

Prizes will be paid the day the results are published, March 17.

Prize winning and honorable mention letters will be published in the 1950 Number.



PICTURE OF A COLLEGE GIRL GETTING THE AIR

Limericks—Yes, Limericks

The Daring Limerick

A silly young man from Okee
Had the hired girl sit on his knee
When they asked—"Migawd, why?"
He replied with a sigh,
"This is always au fait in Okee."

The Dinner Limerick

There was a good man from Calcutta,
He talked with a terrible stutta;
He screwed up his face
When he tried to say grace
And blew his false teeth in the butta.

The S. P. C. A. Limerick

A wicked old man from Lacrosse
Took a whip to his gentle old hoss
But the hoss kicked his shins
And he died in his sins—
This wicked old man from Lacrosse.

The Religious Limerick

There was a young man from
Bordeaux
In his BVDs churchward would geaux
When the ladies would pass
On their way from Mass
He'd say—"How do you do" and
"Helleaux."

The Human Interest Limerick

A child who was spoiled in Seattle
Once dropped from his highchair his
rattle
Pa searched all around
Til the rattle was found
And peace was restored in Seattle.

The Exaggerated Limerick

He went for a walk in the park,
With a Co-ed intent on a lark;
It was cloudy that night
And she cried out, in fright,
"I'm afraid to stay out in the dark."



"I have just purchased a Thesaurus."

"You can't fool me. Those animals have been extinct for a million years."

Amazing!

Whitman's Chocolates are sold in every state in the Union, and in nearly every community, yet—



—WHEREVER a package of Whitman's Chocolates is opened there is a double wonder of quality and freshness. Whitman's are distributed *direct* to each local store acting as our sales agency—not through a jobber. Every package is doubly guaranteed to give complete satisfaction.

STEPHEN F. WHITMAN & SON, INC., PHILADELPHIA New York Chicago San Francisco

Whitmans famous candies are sold by

Loemier's Candy Shop,
426 State Street.

Cardinal Pharmacy,
831 University Ave.

The Chocolate Shop,
528 State Street.

Collyer's Pharmacy,
14 E. Mifflin Street.

Dettloff Pharmacy,
Main & Pinckney Sts.

J. C. Keefrey,
19 N. Pinckney St.

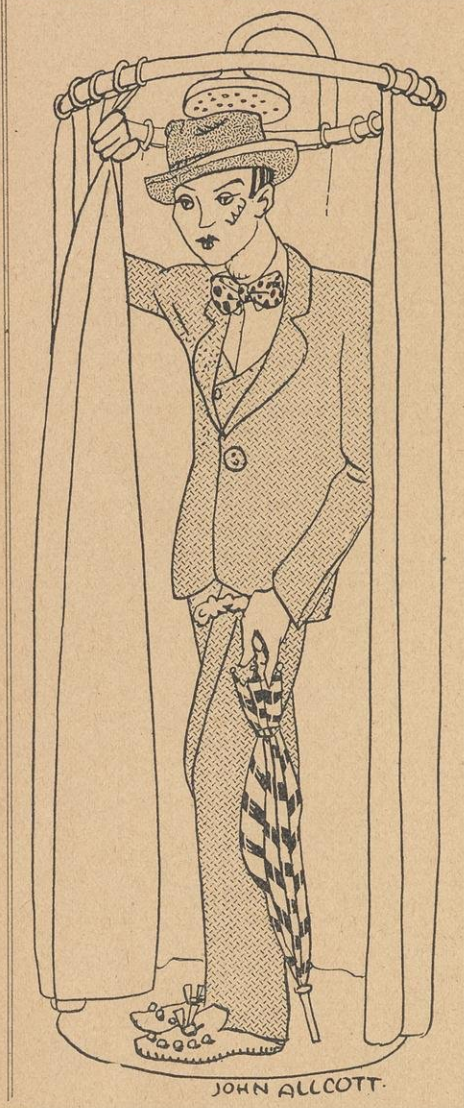
Rennebohm Square Drug Store
13 West Main Street.

University Pharmacy,
State and Lake Sts.

Rennebohm Badger Pharmacy,
University and Randall
Norris Court Pharmacy,
220 E. Johnson St.
Rennebohm Central Store,
208 State Street.
Menges Pharmacy,
1825 Monroe Street.
Menges Pharmacy,
1511 Monroe Street.



**Special
Wisconsin
Package**



Ad produced under personal supervision of F. I. Ness.
 Adopted from the ad of the Wurfel Waffle Co. in the Paleontological Journal and Anthropological News.
 Idea by Percy Flage.
 OK'd by Ananias Maunchasen, Publicity Chief.
 Sketch by John Allcott.
 Posed by Archibald (Bull) Montana.
 Scratch on Face by Unknown Coed.
 Shower bath courtesy Saturday Night Club.
 Umbrella from The Bite-a-Bit Cafeteria.
 Spots on tie by Gravy.
 Printing by the Foote Print Co.
 Typesetting by Tripephenia (Bo) McKelly.
 Engraving by The Seabala Bababalouk Engraving Co.

BUY BLAH CLOTHES

Remember, it's a Crawley Ad!

IF AN AD WERE WRITTEN LIKE A MOVIE

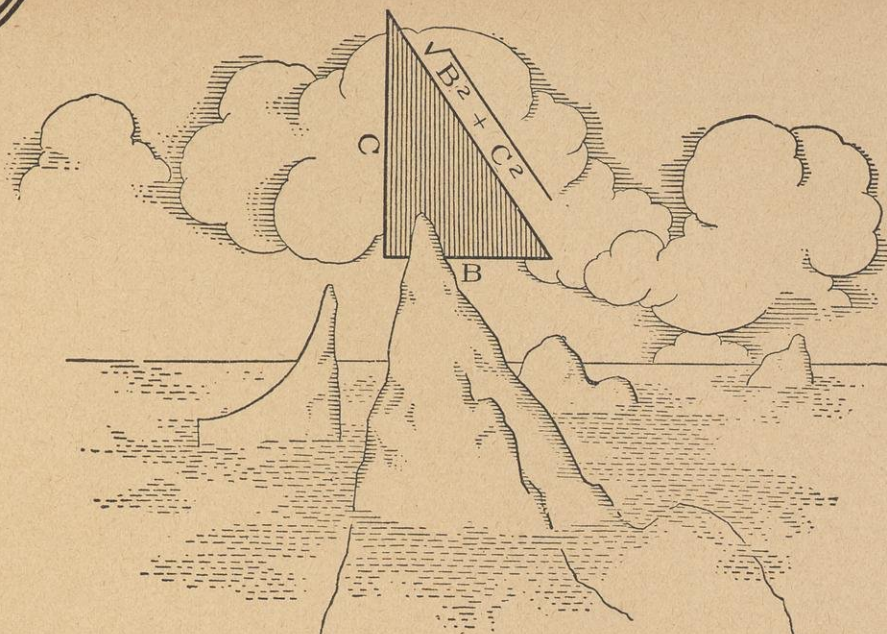


An ancient pianist from Roma
 Spent hours pounding out La Paloma;
 Some neighbors would yell
 And consign him to hell
 While others fell into a coma.

A budding Law student, one night,
 Went out with the gang and got tight;
 But he stayed at the place
 Till he'd finished a "case"
 Which, to his way of thinking, was
 right.

To miss a kiss, is more amiss,
 Than it would be to kiss a miss,
 Provided that the kiss you miss,
 The miss herself would never miss.

Wife: May I go too?
 Hubby: Yes—go to.



Master of Icebergs

—a new kind of college degree

MASTER all the intellectual icebergs you sight at college, and your degree will mean something.

The cold facts you learn, like $a^2 = b^2 + c^2$, are but the visible tops of these icebergs. Underneath, as with floating ice, lie the other eight-ninths.

Facts are of little importance till you see them in relation to their great underlying principles. The facts of mathematics strike deep into the other sciences. The facts of history strike deep into sociology, ethnology, geography.

That is why an engineer who learned Ohm's Law can develop a great telephone exchange and control its fascinating forces.

Viewed thus, the endless array of dry facts and dull figures that seem to crowd the years brighten and beckon with a challenge—to look deeper, ever deeper.

*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



AT NOON

WHEN you've had

FOUR hours of

CLASSES, and are

HONEST-to-goodness

HUNGRY --

THE CHOCOLATE

SHOP is

THE place to

COME for lunch!

CHOCOLATE SHOP

FOOD satisfies

EVERY hunger

FOR well cooked

FOOD!

**The
Chocolate
Shop**

The Unsuccessful Man

He should have been successful. He read the ads. His best friend had nothing about which he could not speak to him. He never ordered chicken salad. He obeyed that impulse. He spent fifteen minutes a day with the classics and could tell Pindaro from Pindar at a glance. He was working on a memory course and could tell the name of anyone he had



*The hour bell rang for a class;
I was sitting outside with a lass.*

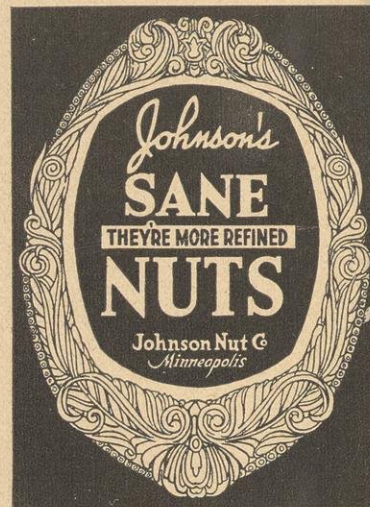
*When the Dean called the trick
I said I was sick.*

But he knew me, and I didn't pass.

met within the past eight years, although he sometimes had a little trouble with their wife's middle initials. He spent the evening in studying and took courses in business salesmanship, the training of animals, and dentistry. He daily dozed and never allowed a whisker to protrude its innocuous presence for long upon his fair cheek. He was the lucky one in five. But he lost his job and the landlord threw him out and his wife ran away with the iceman. Because, you see, he was so busy doing these things that he couldn't find time to do any work.

**The Highest
Quality**

Is Easy to Buy



**For that
Formal--**

Flowers from
Rentschler's are
always most ac-
ceptable.

**Rentschler
FLORAL CO**

Store at 226 State
Open evenings till eight

*"Straus for Student
Printing"*

PRINTING is an ART

For three centuries it has progressed. Names like Plantin, De Vinne, Franklin, Caslon, Jensen, Bodoni, and Aldus dot the pages of the history of typography. These men were artists, but no more so than today's printers. We have some real artists on our staff, who will prove to you that

"Better Printing Pays"



118 E. Main—Near Square
Badger 1763

Severe Father—How is it, young man, that I find you kissing my daughter? How does it come, I ask you?

Enwrapped One—Pretty slow!

"Judge, she's awful mean to me. Why, when I had my finger cut she cried over it . . . just so she could get salt in the wound."



She: Why do you love Marge?

He: When she stops the car and say 'kiss me' what can I do?

I like modern poetry, with words piled and piled into topless towers of syllables. I like modern poetry, vision shorn of all such peripheral as verse form, beauty, etc. I like modern poetry, it leaves me with a thought. Usually the thought is that I'd like to murder the author.



When you're on the Fence

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

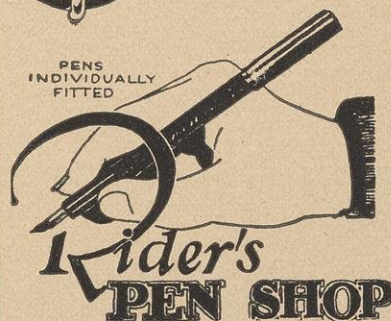
If you're struggling along with an inefficient pen that doesn't hold enuf ink and causes trouble—

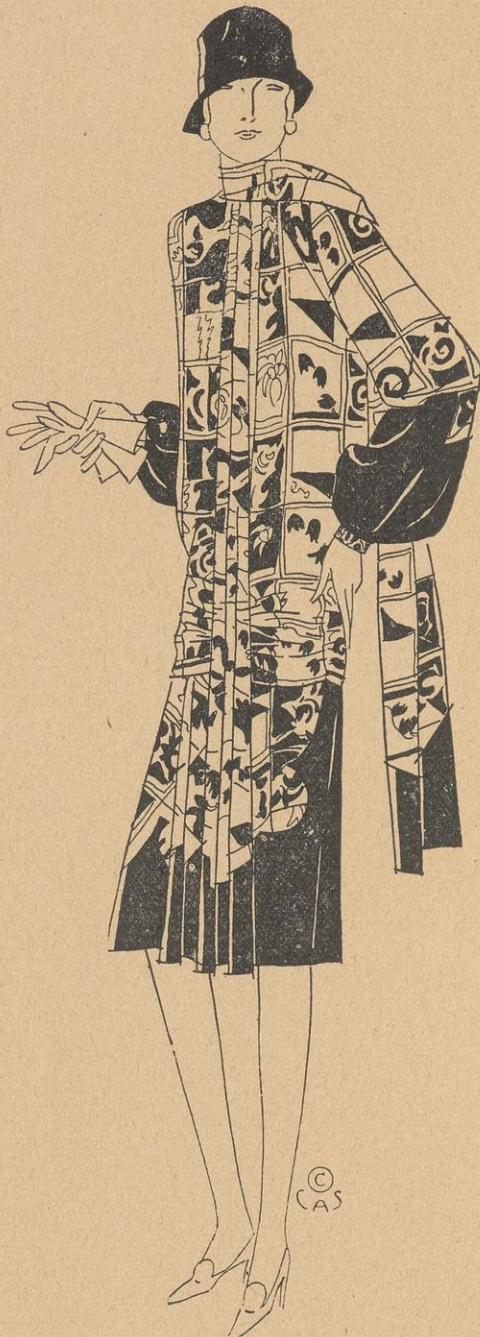
Now is the time to bring it in and exchange it for a Rider's MASTERPEN.

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

Get one today at

650 STATE ST.





"You've got to hand it to Georgia!
She knows how to wear her
clothes."

"Yes, she does, and the best part
of it is she buys them right here in
town—at Manchester's—every bit
of them."

Read a Good Book Every
Week from the

Rental Library

of

BROWN BOOK SHOP

623 STATE

No deposit; 3c a day;

minimum charge, 10c.



Ophelia: How's everything in Denmark?
Hamlet: Rotten!

After the dance
... a pipe
and P. A.



WHEN you've kicked off the pumps and tossed the collar on the table, while the music is still singing in your brain and memories of one dancing deb in particular crowd your thoughts, fill your pipe with Prince Albert and light up. Make it a night of nights.

P. A. is so genuinely friendly. It hits your smoke-spot in deep center right off the bat. Doesn't bite your tongue or parch your throat, because the Prince Albert process said "nix on the rough stuff" at the very beginning. Just cool contentment in every perfect puff.

Don't put off till tomorrow what you can smoke today. Get a tidy red tin of P. A. now. Snap back the hinged lid and release that wonderful fragrance. Tamp a load into the bowl of your jimmy-pipe and light up. Now you've got it . . . that taste. Say— isn't that the goods now?

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!

The Ground Hog Did Not See His Shadow!

You know the old saying that if the Ground Hog sees his shadow we'll have six more weeks of winter, and if he doesn't we'll have nice weather.

Well, he didn't see his shadow!

And what is better on a balmy spring day than a spin along the drive in a shiny new car?

But be sure it's a **Capital City** car for that's half the enjoyment.

Capital City Rent-A-Car Co.

Fairchild 334

434 West Gilman

He went out with a fair little queen,
The prettiest he'd ever seen;
But he started some tricks,
And she picked up some bricks
And bounced them right off of his
bean.

ST. PAT
sends YOU
a birthday greeting.
1950 No. of
Octy
OUT MARCH 17!

A bone-headed freshman at Madison
Read nothing but Dryden and Addison
His marks were so bad
That often his dad
Regretted he ever had had a son.

Everyone Likes Home Cooking

Well, here is the place to get it. The food is just like mother's, well cooked and seasoned to your taste; moreover, it's reasonably priced.

Hot music, too. Just come in and hear it.

The College Refectory

State Street near Lake

They're Here!

Spring Suits

Spring Hats

Spring Neckwear

Spring Shoes

New Hats

New Shirts

THE HUB
MADISON, WIS.
F. J. Schmitz & Sons Co.

Diamond Pins



A gift she will appreciate—Handy Pins that go to complete her costume for every occasion. Brilliant Diamonds mounted in 18-k white gold.

**The GAMM
Jewelry Store**

We sat down and ordered some soup,
Made of chickens, right fresh from
the coup.
But we soon became pained,
For the soup wasn't strained,
And the pin feathers gave us the
croup.

OCTY'S 1950 NO.
This flash of the
FUTURE
will make a fine
PRESENT
for Her and
retrieve your
PAST

One night, just before an exam,
We decided that we'd ought to cram;
But we got a good chance
To date for a dance,
And our work didn't go worth a
damn.

—for musical goods
you will find here
a wonderful stock—

**Brunswick Phonographs and Records : :
Band Instruments : : Saxaphones : : Par-
amount Banjos : : Sheet Music : : Acces-
sories : : Portable Phonographs.**

University Music Shop
At 511 State Phone Badger 7272
"The Shop With A Personality"



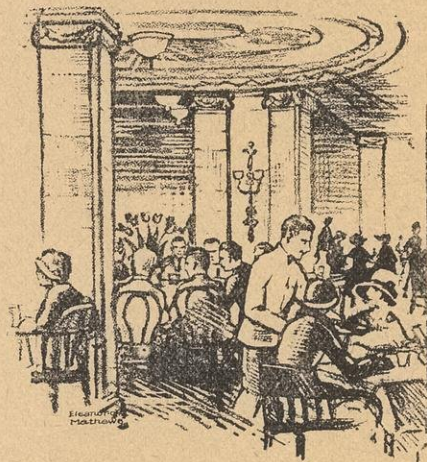
COLLEGE COMICS is delightful! A copy of it can generally be found in my dressing room. I regard keeping merry as essential as keeping fit, and this publication serves as a most jolly tonic.

Norma Shearer

Metro-Goldwyn-Mayer Star

STATE CAPITOL CAFE

UNDER THE DOME



A LA CARTE
AND REGULAR
DINNER

BUNNY LYONS
AND HIS
ORCHESTRA



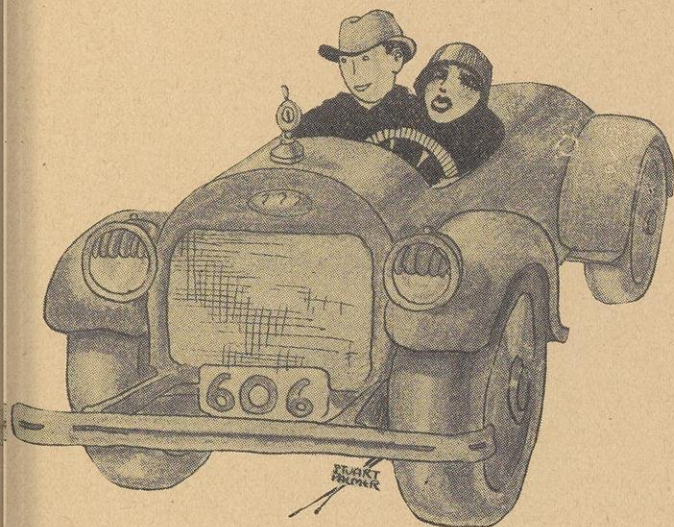
He: I have an itching palm.
She: I had one but I washed it.

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.



She: I'll scream if you kiss me.

He: How can you?

He: How can I what?

He: Scream if I'm kissing you?



Might it not be said that hunting for the north pole is going to extremes?

Announcing A New Low Price on Fashion Park Clothes

\$40.00

—and a reduction throughout the entire Spring line of \$5.00 to \$7.50 on each suit.

We cannot emphasize too strongly, however, that Fashion Park standards of quality remain the same. Nothing has been sacrificed to achieve this reduction.

The same fine workmanship that distinguishes their best clothing appears in the \$40 suit—the same perfection of style detail—the same all round satisfaction.

Fashion Park Clothes at \$40 are a really outstanding value in fine clothing—a value it will pay you to look into.

BAILLIE O'CONNELL & MEYER
INCORPORATED
QUALITY  SERVICE

Corona --- the only portable with all these big machine features

Outstanding facts about the Corona

THE keyboard has four rows of keys—the same as office typewriters. No shifting for figures.

Full length two-color ribbon which is self reversing.

Corona has a shift key on each side. Back spacer and margin release are located on the keyboard.

Its large self-spacing carriage return lever is right up where you want it for quick action. And it is the only portable with a real variable line space. There is also a modern stencilling device.

You can see what you are writing. The visibility is perfect—and at right angles to vision.

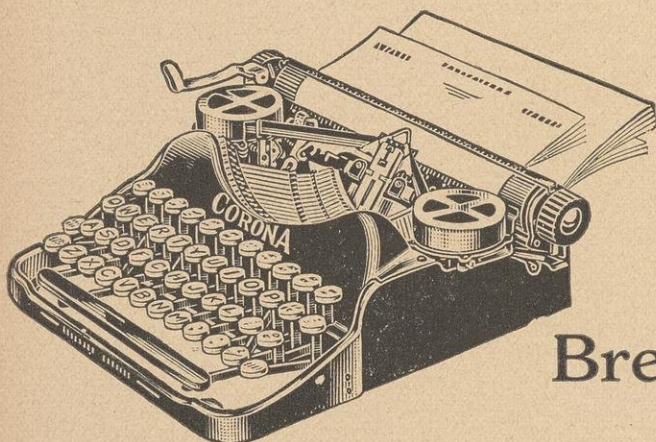
Over 700,000 Coronas, more than all other makes of portables combined, prove Corona's durability.

HAVE you ever used a regular office typewriter? If you have, the column on the left will tell you why you should choose Corona as your own "private" typewriter. No other portable has so many big machine features. You'll be at home on it in five minutes.

If you have never used a typewriter, that column will give you a dozen good reasons for making Corona your first and last choice. While you are getting a personal typewriter you may as well have the one that is most like a regular office machine—except for weight and bulk.

Use Corona morning, noon and night—you can't overwork it. Take it with you, typewrite anywhere—it will travel easily in its own handy case, ready for instant use.

Buy your Corona now and get used to it before the heavy work of the second semester is due. Type each day's notes and your outline is always neat and up-to-date. Your topics when Coronatyped will bring a more favorable comment from the Prof.



Brewington Typewriter Co
533 State Street Badger 222

The Folks Back Home

Want you to have three solid
meals a day—

Then why not have them at

Frank's Restaurant

821 University Avenue

The Best Place to Buy Your

Typewriter and Note Papers

Stationery

Crepe Papers and Decorating
Material

Mimeographing

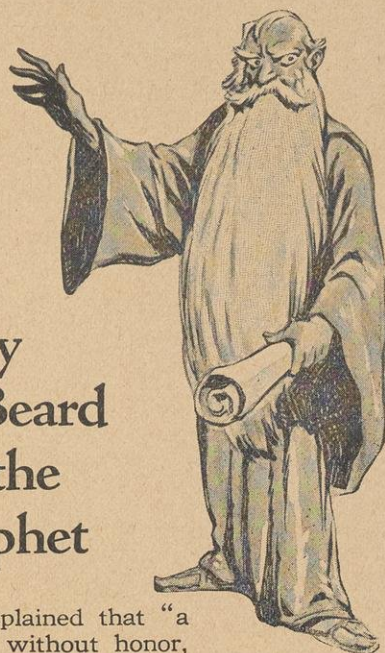
NETHERWOODS

519 State Street



DOING HEAVY UPLIFT WORK

By the Beard of the Prophet



HE who complained that "a prophet is not without honor, save in his own country" wasn't working with the Mennen line.

If you have been shaving for about ten years, you may recall my first prophecy that Mennen Shaving Cream would quickly bring about a revolution in shaving method.

Several million men prove every morning that I was right. Then, some years ago, I told you about Talcum for Men. At that time, men classed Talcum with rouge and lip sticks. But today, the custom is almost universal to rub on a velvety soothing film of Talcum for Men, which protects and doesn't show white on your face.

Last year, I pulled my third prophecy. I said that if you would try Mennen Skin Balm, you would find it the most delightful and efficient after-shaving preparation that ever touched your face. Incidentally, it's great for chapped lips or roughened skin—as wonderful for hands as for the faces. Antiseptic and astringent. Right now, today, Skin Balm has won national acceptance, and its sales are amazing.

I am a good prophet—I admit it. But that's because I've had real products back of my prophecies.

Shaving Cream, for example. The instant your razor for the first time leans against a Mennenized beard, you know something has happened to said beard that never happened before. Its proud and rebellious wiriness has gone. It comes off gently and smoothly. That is dermuration.

Mennen Shaving Cream, Talcum for Men and Skin Balm are all results of scientific studies of the skin which have extended through two generations. They should be used together. They give the "Complete Mennen Shave" than which there "ain't no better."

Jim Henry
(Mennen Salesman)

MY QUESTION CONTEST

Here is another chance to win
a magnificent \$50 traveling bag

Send in an answer (100 words or less) to the question below. Best answer wins the bag. Contest closes April 10. I am the judge. Watch for next contest in an early issue.



The QUESTION: For what special reason
do you use talcum after shaving?

Mail your reply to The Mennen Company, Jim
Henry Contest, 353 Central Ave., Newark, N. J.

Brock Engraving Company

Artists and Engravers



4th Floor
State Journal Building

Phone: Fairchild 913

You are a Capitalist

If you have a growing
savings account at the

Bank of the Commonwealth

The Varsity Elite Candy Shop

Heavy Malteds

Tasty Sandwiches

Mrs. Snyder's Candies

Light Lunches

812 University Avenue

Just Around the Corner from Sorority Alley

MEAT

Goeden & Kruger
Inc.

*Berg has a big program.
Line up with him.*



*"Where'd you go last night?"
"Oh, out for a little lark."*



*THE logical place to
hold your formal dances.*

*Make your reserva-
tions now.*

Hotel Loraine

(Another Schroeder Hotel)

Ahead, Maybe

"He took her apart".

"Which part?"

"Oh, he took her aside, I guess".

"Oh—I thought maybe he took her aback".



Ref. 1950 Number, q. v.

"How can you foretell the future,
medium?"

"Medium, hell! Perfectly."

Frank Bros.

Fancy Groceries and Fruits

611-6-3 University Ave.

Phones: Badger 5335-2689-71

Yellow
BAD 500 GER
Cab

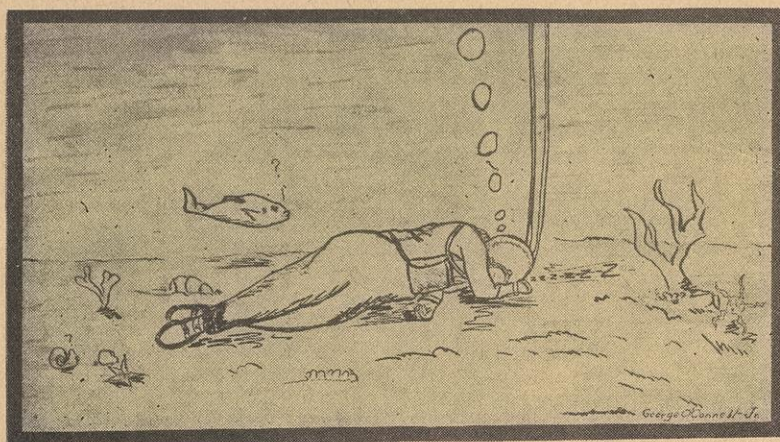
How Is Your Coal Supply

WHEN IN NEED OF COAL

WHY NOT RING

CASTLE & DOYLE

BADGER 1993



ASLEEP IN THE DEEP

Well, well, so the Duke of Marlborough chose to be drowned in a butt of Mamsley wine. It always seemed to us that we would choose to be strangled to death in a necking party.

First Shoplifter—Hey, Kelly, the bulls are after us; what should we do?

Second ditto—Guess we'd better stage another counter attack.

Tom: "D'I ever tell you about the time I put the fire-cracker under my grand-dad's chair?"

Cat: "No. What did he do?"

"He simply went up in the air."

"Jim's a scaly customer."

"Howzatt?"

"He has that fishy look in his eye."

ANYTHING IN LEATHER GOODS

Except shoe leather—and we even have some of that.

Let us repair your luggage

Madison Leather Goods Co.

416 State Street

E
EAT
T

University
Home Cooking

Y

Cafeteria
Reasonable Prices

740 Langdon

Fairchild 2500

O. M. Nelson & Son

Incorporated

Diamond Merchants

and

Silversmiths

For Nearly a Half Century

Gifts for all Occasions

21 North Pinckney Street

Nelson Building



DON'T FORGET

Don Abert's "County
Limerick" Cover
Must Be Sent In
With Your
Contest Answers



"My watch stops at nothing."
"Snothing. Mine never goes at all."

She was only a tailor's daughter
but she suited me.

"My grandfather quit eating onions
last week."

"Is that right?"

"Yeah, he fell off the roof and killed
himself."

Dr. J. A. Bancroft

Dr. V. G. Bancroft

Dentists

Corner Park and University Avenue

Above Menges Pharmacy

901 University Ave.

Badger 3682

Follow the Crowd

To

CIGARS **MAUTZ** BILLIARDS

821 University Avenue

That's where they all go.

B. H. Vollrath

W. G. Damerow

Walter Hicks Cafe

108 East Main Street

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

Chicken - - Fish - - Oysters

Sandwiches

Phone Badger 2037 for
reservations

You will find

at

The Unique Shop

UNUSUAL
ARTISTIC

and

EXCLUSIVE GIFTS

Come in and Browse

The Unique Shop

130 State St. B. 2099

J. B. Drives Fuel Co.

COAL, WOOD, COKE
BUILDING
MATERIAL

Phone B. 628; F. 4191

303 S. Patterson St.

“GOOD COAL MAKES
WARM FRIENDS”

This Month's Prize Simile

As busy as an American in a Paris cafe.

“My stock is worth-less.”

“Cleaned out?”

“No, down two points.”

She: He has a handsome, clean cut face.

Another one: Why, does he shave himself?

“Did you ever hear of Atlantic City?”

“That's where they have the great boardwalk, isn't it?”

“Yep. After you pay your board you have to walk.”

Prof: Are all the French economically equal?

Stude: Well, they're all equally economical.

“There are some rare acts at the Orph”.

“Yeh, seldom well done”.

The Quality of our Jewelry is
higher than the Price

R. W. NELSON
JEWELER
WATCH REPAIRING
320 STATE

“Say, Jack, where d'ja get that
swell shirt you wore to Prom?”

“Why, that was an old shirt I had
laundered.”

“What laundry?”

“Why of course the

Madison Steam Laundry

429 State Street
20% Discount for Cash Call

Spring Suits and Top Coats are Here

We take especial pleasure in cordially inviting you to come in and see our assortment of Spring Suits and Top Coats.

New consignments are arriving daily and are being hung upon the racks for your exclusive selection.

Grey is the dominant color with a sprinkling of blue-greys and tans. Top coats are the longer models and suits have two trousers.

Suits \$35 to \$50
Top Coats \$25 to \$35

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



WHEN hoop skirts and the Virginia Reel were in vogue, and loving hands at home fashioned Grandfather's home-spuns for the prom . . . even in those days, Anheuser-Busch was nationally known to good fellows.

And today . . . when feminine heads are bobbed and shingled, and we dance the Charleston in expensively tailored clothes to the stirring strains of a jazz orchestra . . .

BUSCH (A-B) PALE DRY *Ginger Ale*

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



ANHEUSER-BUSCH ST. LOUIS
KLEUTER & CO.

Distributors

Madison, Wisc.

--hotsy totsy!

It's a new Teck bar—peanut butter cream filling and chocolate coating.

At All Stores

5^c

Delicious — tasty — with that you-want-more flavor.

Try one today — it will become your favorite candy.

Teckemeyer Candy Co.
MADISON

More Mother Goose

"Mistress Mary, quite contrary,
Do you know your garters show?"
"Of course I do, I want them to,
As any boob ought to know!"

"Where are you going, my pretty
maid?"

"I'm going to eat, kind sir," she said,
"May I come along, my pretty
maid?"

"If you pay for the eats, kind sir",
she said.

Diddle diddle dumpling, my son, John,
He went to bed with his breeches on,
One shoe off and one shoe on;
I wonder what ails my son John?

A diller, a dollar, a ten o'clock
scholar.

What made you come so soon?
You used to come at ten o'clock,
But now you come at noon!

(NOTE—The original rhyme in this case is so "Collegiate" that the author did not attempt to parody it.)

S-t-u-d-e-n-t-s

Have you tried the new Rennebohm Badger Pharmacy directly across from the new Clinic?

Have you tried one of our "heavy malteds" or one of our delicious "cokes" with a tasty "Rennebohm sandwich"?

If you haven't, you've missed a treat.

RENNEBOHM
Better Drug Stores



He: May I see you tomorrow?
She: If you are able to.
He: Able to what?
She: See.

Walk-Over

TRADE MARK REG. U.S. PAT. OFF.

Footograph System



Spells Foot Happiness

In other words, Footograph measuring plus the various toe shapes in the Walk-Over line, means foot comfort for you.

You'll find the correct answer to your foot problems at

Balaban's
Walk-Over
Boot Shop

611 STATE STREET

95 Out of Every 100

Wisconsin Students do business at the Branch Bank of Wisconsin.

Isn't that ample proof of the convenience, the economy and the wisdom of having a Bank of Wisconsin checking account?

Situated right in the heart of the University district, acquainted with students' needs through years of experience, the Branch is the ideal Bank for you!

[Join the 95%. Open
your Branch checking
]account today. . . . **]**



Branch Bank of Wisconsin

The Students Banking Headquarters

State at Gilman

Eat at
Mendota Lunch

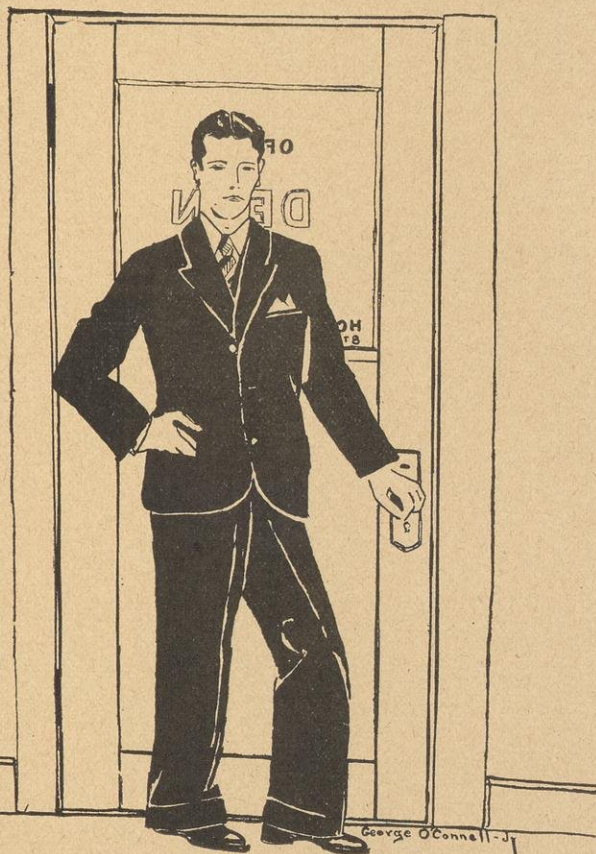
You'll Want To Come Back

(Next to Campus Soda Grill)

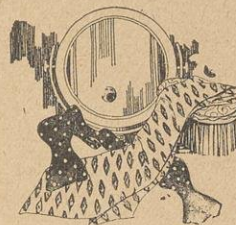


**Whitman's
Candies**

The Cardinal Pharmacy
University Avenue at Park St.
WE DELIVER



"This lets me out."



**Giant Butterfly
Bow**

The popular tie for spring wear. The bright, cheerful patterns and alluring new colors of our bow ties create an air of contagious optimism; they top your whole appearance with a clean-cut definiteness typical of the man of action.

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



A Burner with a reliable reputation.

Burn Oil and be warm
this Winter.

Ask us about it.

F. Wigglesworth
PLUMBING & GAS FITTING

1904 Monroe Street.

Badger 6396

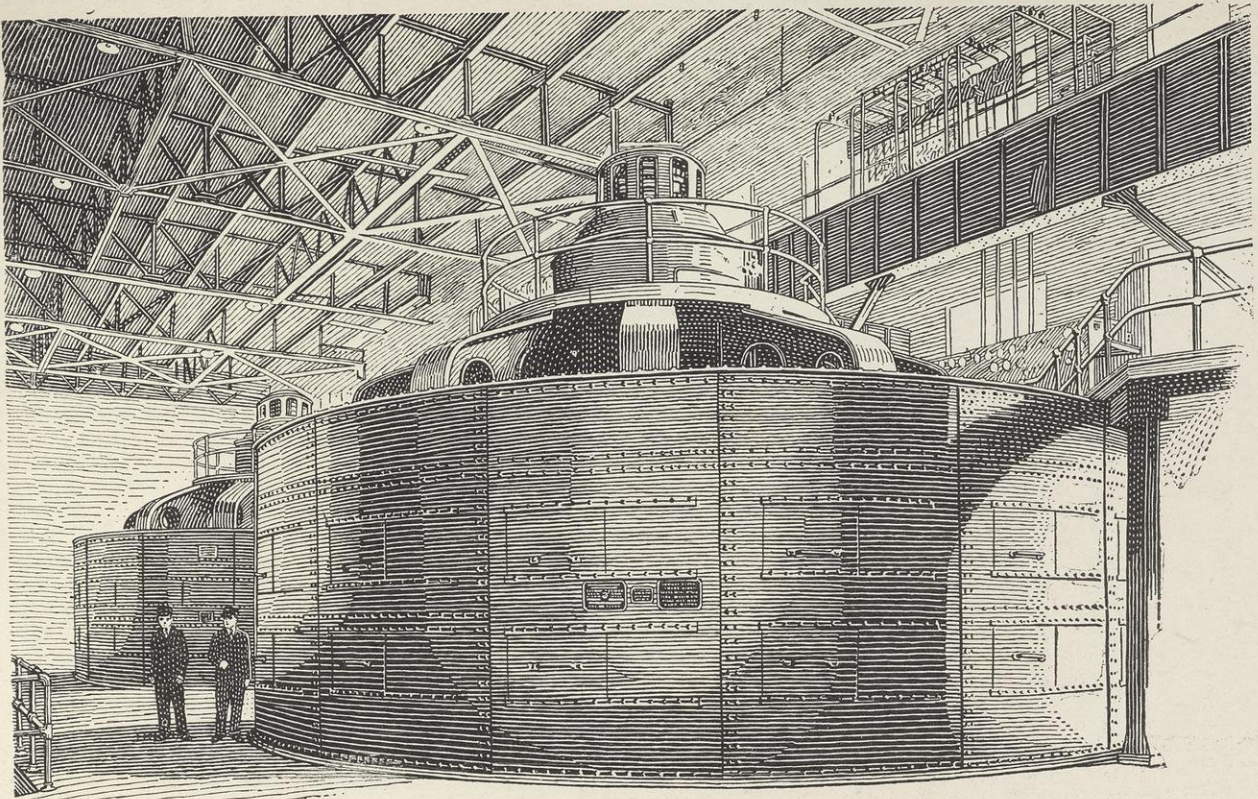


The Lamp of Learning

For almost three quarters
of a century since the
University's first birthday,
the Democrat Printing
Company has been furnish-
ing students and faculty
men with distinguished
work truly representative
of the graphic arts. . . .

The Mark of Merit





This giant hydro-electric unit weighs 750 tons and consists of a vertical shaft hydraulic turbine attached to an electric generator delivering 52,000 kilowatts at 12,000 volts.

Bigger Generators— Cheaper Electricity

A 70,000 horsepower hydro-electric unit recently installed at Niagara Falls utilizes the same amount of water as seven former 5,000-horsepower units, yet does the work of fourteen such units. And it saves 700,000 tons of coal yearly for the nation.

As more and still more uses are found for electricity, larger and more economical generators are installed. At the power plant, as well as at the consumer's end, important changes and startling developments have steadily reduced the cost of electricity for light, power, and heat.

And wherever electricity has blazed its trail—in towns, cities, industrial centers, and rural communities—comfort and progress have come to stay.

Generating and distributing electricity concern the technical student. But electricity's application in the betterment of industry, the professions, and home life concerns every educated person. Cheap electricity means many startling achievements *today*, but countless and unbelievable possibilities *tomorrow*.



The General Electric Company, as of December 3, 1924, had 37,716 stockholders, of whom 45 per cent were women. The average number of common shares held by stockholders was 55. In ownership, policies, past and present activities, G-E is unselfishly dedicated to the cause of electrical progress.

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.

1-9DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK

When it's evening—
and your little home resounds with the
joys of hospitality—when it suddenly
seems that no other happiness compares
with receiving and welcoming friends
—have a Camel!



No other cigarette in the world is like Camels. Camels contain the choicest Turkish and domestic tobaccos. The Camel blend is the triumph of expert blenders. Even the Camel cigarette paper is the finest, made especially in France. Into this one brand of cigarettes go all of the experience, all of the skill of the largest tobacco organization in the world.

WHEN friends come in. And you are busy making them know their welcome. When friendship and hospitality are the brightest joys in all the world—have a Camel!

For no other good thing is so widely shared. Camels make every true friendship truer. There never was a cigarette made that put as much pleasure into smoking and giving smoking pleasure to others as Camels. Camels never tire the taste or leave a cigaretty after-taste. Millions of experienced smokers just wouldn't buy or offer to others any other cigarette but Camels.

So, this night when friends come in to share the warmth of your fire and your friendship—taste then the smoke that is friendly to millions. You may know you are smoking and serving the world's finest cigarette.

Have a Camel!



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

R. J. Reynolds
Tobacco Co.

