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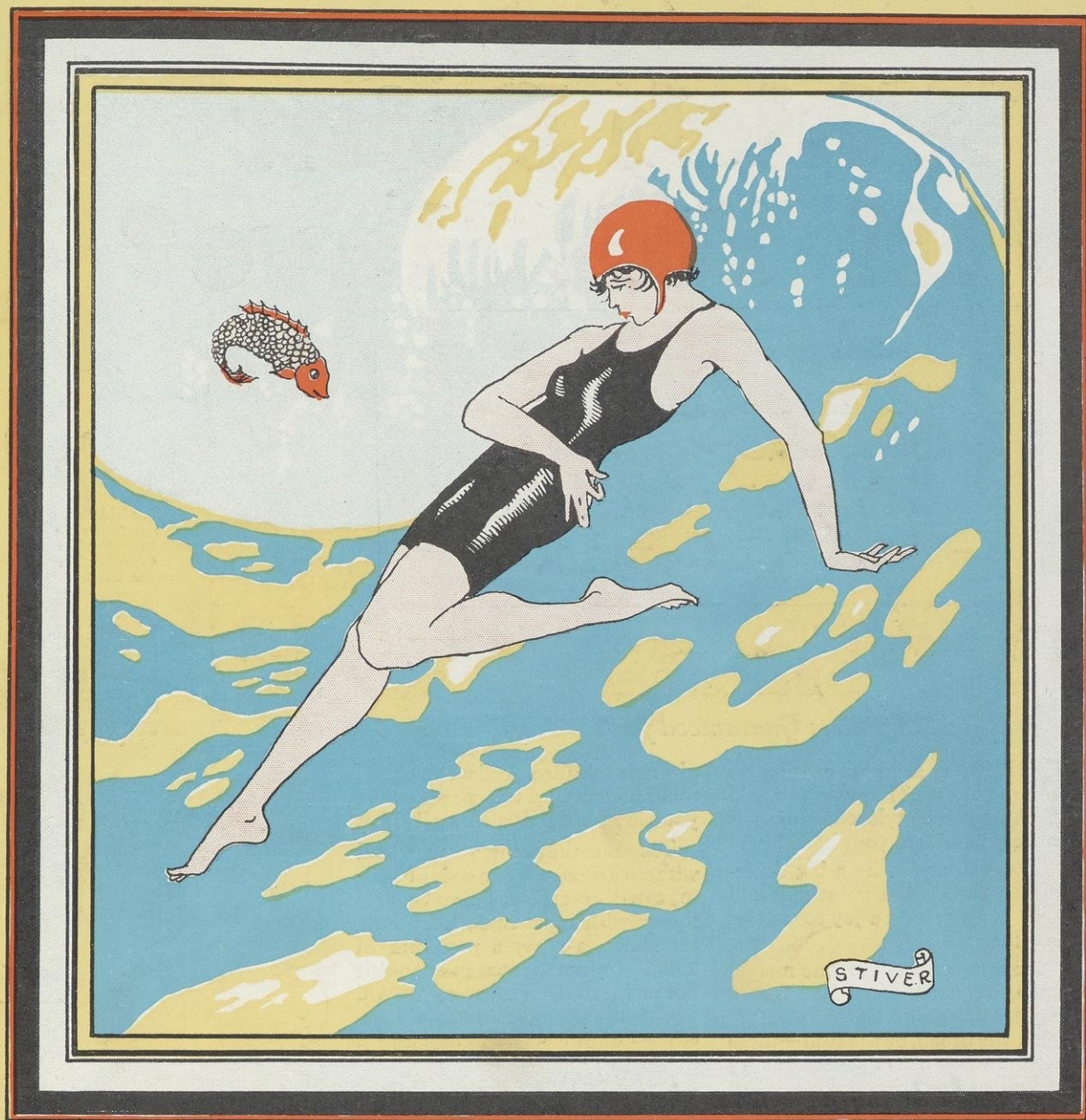
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OCTOPUS

PALM BEACH
NUMBER



Which Point Will You Have?

- 1-Extra fine—like this
- 2-Fine—like this
- 3-Medium—like this
- 4-Broad—like this
- 5-Stub—like this

You can get all five degrees in the classic Duofold Pens

And All Points Guaranteed for 25-Years' Wear

FOR what kind of writing do you use a pen? How do you hold it? And what style of writing is entirely natural to your hand?

These things make a big difference in the kind of point that will make your writing a joy to do and a pride to behold.

Close figure work or fine memoranda, for example, call for a fine or an extra-fine point. But the medium point, the broad, or the stub—these give one's penmanship a personality and character that make mighty valuable impressions in a letter or a signature.

These are reasons why, in the classic Duofold Pens, Geo. S. Parker gives the world the whole five degrees of points that the five degrees

of writing require. And we've placed these just around the corner where you can step in and try them all today.

These are the points you can lend without a tremor, for no style of writing can distort them. Points that are tipped with super-smooth Iridium, for which we pay a premium of 200%. Points that we guarantee, if not mistreated, for 25 years' WEAR.

And every point set in a shapely, hand-balanced barrel that feels so inspiring you hate to lay it down.

You can buy cheaper pens, but is the saving worth it? For you can't compete with the world on even terms if your pen can't keep pace with the Duofold.

Any good pen counter will sell you this beauty on 30 days' approval. Flashing black, or black-tipped lacquer-red, the color that's handsomer than gold and makes this a hard pen to mislay.

THE PARKER PEN COMPANY · JANESVILLE, WISCONSIN

Parker Duofold Pencils match the Duofold Pen, \$3.50; Over-size, \$4

NEW YORK, CHICAGO · The Parker Fountain Pen Co., Ltd., Toronto, Can. · SAN FRANCISCO
The Parker Pen Co., Ltd., 2 and 3 Norfolk St., Strand, London, Eng.



Duofold Takes Longer To Fill because of its OVER-SIZE Ink Capacity

Immerse nozzle in ink. Press the Button only once, but as far down as it will go; release finger and count ten, while Duofold drinks its big fill. Don't withdraw the pen from the ink too soon—give it time to fill completely and you'll not have to fill it often.

Parker LUCKY CURVE
Duofold OVER-SIZE
\$7
With The 25 Year Point

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

Over-size Duofold \$7

Lady Duofold \$5
Ribbon \$1 extra

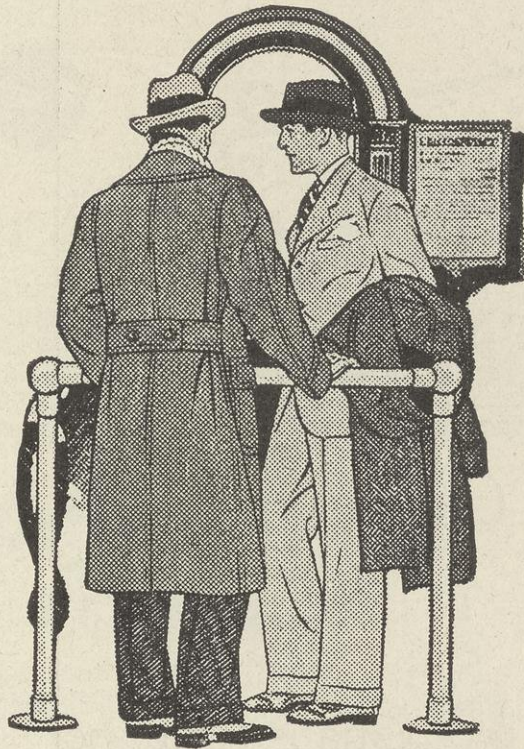
Duofold Jr. \$5
Same except for size

The Students Bank

The Branch Bank is primarily a student's bank. It is conveniently located for your needs. Situated in the University district it is easily accessible for deposits and for statements of your account.

The personnel of the "Branch" are well acquainted with the needs of the Wisconsin student.

They are ever willing to be consulted on matters of business or otherwise. The aim of every person employed at the "Branch" is to render personal service to each depositor, accurately, courteously, and quickly.



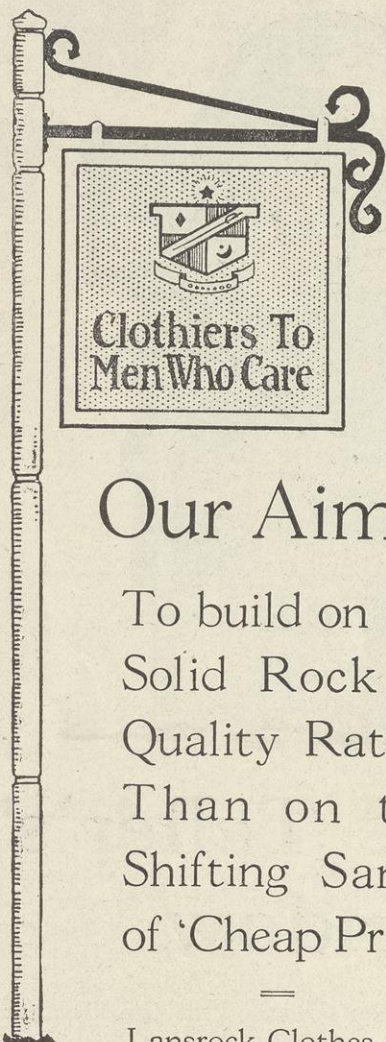
At The Teller's Window

Every month at the teller's window at the "Branch" we meet over 95% of the students. Both women and men—chaps working their way through and lads without financial worries—all know the value of banking at the Branch Bank. If you do not already bank here we invite you to open your accounts with us.

The Student's Banking
Headquarters

Branch Bank Of Wisconsin

State at Gilman



Our Aim---

To build on the
Solid Rock of
Quality Rather
Than on the
Shifting Sands
of 'Cheap Price'

Lansrock Clothes
Adler Rochester
Clothes
Dobbs Hats and Caps
Emory Shirts
Phoenix Hosiery
Bostonian Oxfords
Stacy Adams Oxfords

KARSTENS

22-24 N. Carroll St.



Some Use Peroxide Others the Sun

Remember how our mothers looked askance when the village bleached blonde passed? We probably didn't agree with her then, but now it must be admitted that chemical locks have faded out of fashion.

It's the same with linens. Those whose whiteness is forced by chemicals are proving unpopular because they are unworthy. Those naturally bleached by sun, wind and grass, wear and wear.

Try "Old Bleach" Irish Towels, Embroidery Linens and Damasks.

The "Old Bleach" Linen Co. Ltd.

44-46 East 25th Street

New York City

Member Irish Linen Society

Family Appreciation

My family appreciate me. Why when I was a mere babe in arms, as 'twere, my little brother, when he learned of the arrival of a little sister, yelled, "Aw throw her out the winda!"^E My family appreciate me.

When I reached the age of reason, I proved myself daily to be the pride of my relatives. They should never forget how remarkably I distinguished myself, for one so young in years, when my sister's beau called one night. "Helen's such a good girl", said mother approvingly of my big sister. "Yea", I blurted Tom-boy fashion, "when she's good, she's very, very good, and when she's bad she's darn good company".

For a week afterwards, I rose most readily to every occasion . . . whenever I sat down. My family appreciate me.

And just recently . . . Christmas, by the way,—I gave my sister some beautiful I-hear-you-coming sport hose that I had bought her at the swell store, and my brother, a natty tie with compliments from Schenk's basement, and other, rather expensive, and very attractive little things. And an hour later when we were going to one of these old-fashioned reunions, they wrapped these gifts again and passed them on to their cousins. My family appreciate me.

—A. D.



"He surely has got a heavy line", said Jean, as she watched the perspiring sailor pulling in the rope.



Winter Sports

They say the trouble with athletics is that it is for the few not the many. They say the rest of Wisconsin outside the hockey and other teams is a dancing, movie-crazy bunch. Possibly if the rest of Wisconsin was given skating rinks as good as that of the hockey team, or as many of them as dance floors, it would be different. Yet, when snow spoils skating, there is skiing and hiking. After all it is up to the students. They can get what they really want.

YAWKEY-CROWLEY LUMBER COMPANY

Two Yards to Serve You

805 E. Washington Ave.

Badger 123

Camp Randall

Dramatic Reader

Comes on stage and misses a spindle-legged chair.
Lands on floor.

"Oh this hard, hard world!"

Notices audience—gets up—points his thumb at a gentleman with pyorrhea and a pumped stomach and screams:

"Alas! There he is—the man of my dreams—my nightmare! May he remain in—the audience."

Steps on the piano and tells orchestra to play louder, since the audience can still hear him. Returns to chair, picks up his knitting—which ain't—and talks to the women beside him:

"Where did you buy your hair? It's a lovely color and matches abominably!"

"Oh, your dog died?"

"Who would have ever thought of such an economical stunt?"

"He did eat an awful lot, did he?"

"I certainly would fire an iceman like that."

"They're sleeping; let's get off the stage quietly."

The audience awakes, puts on gloves and applauds.



The way to get away from weight on a weighty date
Is to weigh her first, then make her wait.



Rent A Car and Enjoy Beautiful Madison

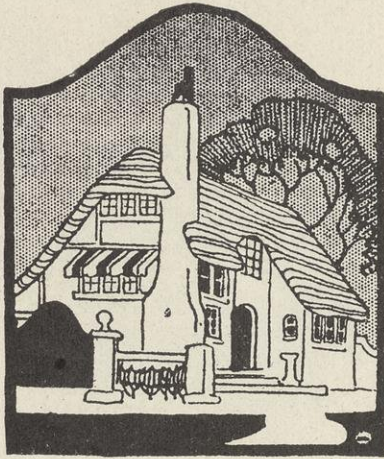
Madison is the most beautiful city in the world for its size. Rent a Car and enjoy the wonderful sites which abound in Madison.

Just Call Fairchild 334

Capital City Rent-a-Car

Tel. F. 334.

434 W. Gilman



Homes for Fraternities and Sororities

FOR the past twenty-five years we have been intimately associated with fraternity and sorority housing problems. Finance, operation and the "new house"—all are familiar subjects to us. Assistance has been given to over twenty-five fraternities—buying, selling, financing and building their houses. All in all an organization that "understands" fraternity matters.

We will be glad to confer with your "New House" committee about your plans. Now is the time to get started—the spring "drive" will soon be on.

Call Badger 6920

The
Stanley C. Hanks Co.

208 First Central Building



We've received a lot of recommendations from the folks for whom we have done work. They say that they liked the courtesy they received at our hands, and the dependability of our plumbing. If that's the sort of plumbing you need why not get in touch with us at once.

F. Wigglesworth
PLUMBING & GAS FITTING

Why Fish Do Not Sweat

A Lecture

Girls and boys, it gives me great pleasure on this solemn occasion, before this August group, to disclose to your ears the scientific results of a life-long investigation on a matter which stands paramount in importance in our every day life. Indeed it seems impossible to exist longer in this civilized state without a true and accurate knowledge of the subject in hand, to wit, *Why Fish Do Not Sweat!*

After years of research in the fish markets of the world, I have found that fish in their natural state, are a dirty, sly, and unintelligent folk, who spend most of their time in water, which seems to be the element furnished them by nature. That this is unsatisfactory to them is shown by the fact that on being removed from this element they at once expire through sheer ecstasy at escaping from their prolonged washing. But to come back to why they do not sweat.

Sweat, as you all know, is a natural result of hard work; and Lincoln, Teddy Roosevelt, Jack Dempsey, Joe Steinhauer, and Bradley Knit Works have been among the great sweaters of this world. Now fish are a lazy folk who are in school all the time. Their chief occupation, it has been proved, is a certain game of weighing each other, for which they are liberally provided with scales. Indeed it is from this tremendous quality of laziness in fish that I draw my conclusion that fish do not sweat because they do not need to, as I do now. (Business of wiping your brow.)

—L. M.

THE NEW ORCHESTRA

booking plans of The STUDIO are the most far reaching and comprehensive ever attempted locally. Several radically new features will be of considerable interest. Our representative will gladly call upon you and explain further.

Our banquet and dinner party service is available

The STUDIO

At 237 W. Gilman, Madison, Wis.
 Jess Cohen Harry Miricks

How I Became a Great Journalist

I walked up to the old M. E., of a paper way back east,
 Told 'im what I wanted was 50 per week—at least;
 Said I'd done a lot o' writin'—o just about two year—
 On the old Home Town paper—called it Chanticleer.
 I told him just how good I was, an' the stories I'd had
 printed

One about the horseshoe match, an' one on raisin' hogs,
 An' th' rest—wal, they weren't as good—cept th' one on
 trainin' dogs.

But the old man said he'd use 'em when the town grew
 up some more
 Cause the people's taste in that burg sure was awful poor.

Then up speaks this city man that I was talkin' to,
 An' asks me how I writ, an' I says, "Like most men do"—
 I never use the typewriter—it's much too slow for me,
 I use a "Lightnin' Glider"—'twas made in '83.

Wal, I talked to him for quite a spell, an' I sure shot my
 stuf
 Thot I'd made an awful hit, but I landed in the rough.
 Course I got the job alright, but my check comes by
 the tens—
 When the writin' machines are on the blink—I'm caddy
 for the pens.

—F. A.

Peter Pan is Youth Incarnate



Fashion smiles knowingly, and adopts the vogue to grace the spring wardrobe.

Marilyn Miller—star of Peter Pan—exclaimed delightedly at the new sweater mode. As beguiling as her costume. She adopted it as her own.

In brilliant colors as lovely as those which Spring wears, the contrast of felt collar in lighter color and harmonizing lacings assures that illusive charm called Youth.

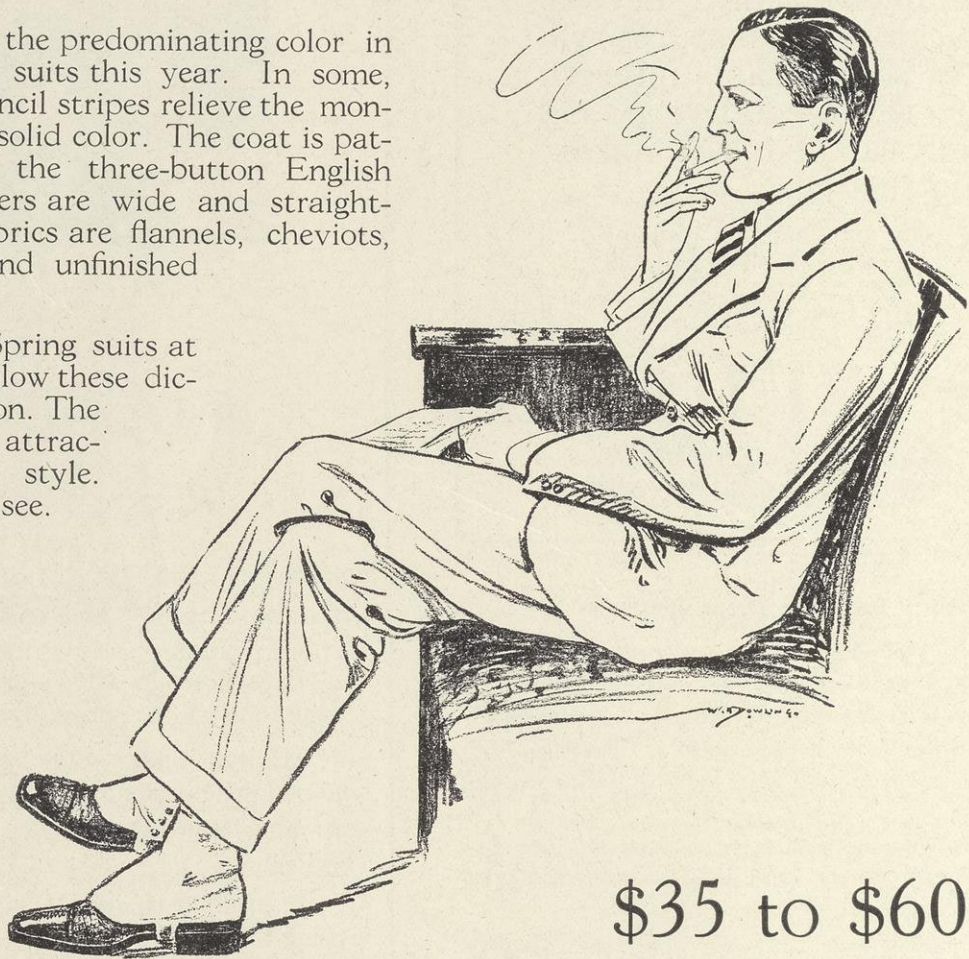
New "Peter Pan" sweaters—in models at \$4.50, \$5.95, and \$8.50—are just one of the new modes introduced for 1925. A complete showing is included in our Annual Advance Exhibit of Spring Fashions.

Simpson's

The New Spring Suits Are Here

GRAY is the predominating color in Spring suits this year. In some, fine pencil stripes relieve the monotony of the solid color. The coat is patterned after the three-button English sack. Trousers are wide and straight-hanging. Fabrics are flannels, cheviots, cassimeres, and unfinished worsteds.

All the new Spring suits at the Co-op follow these dictates of fashion. The prices are as attractive as the style. Come in and see.



\$35 to \$60

©C.R.&Co.
Stratford Clothes

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

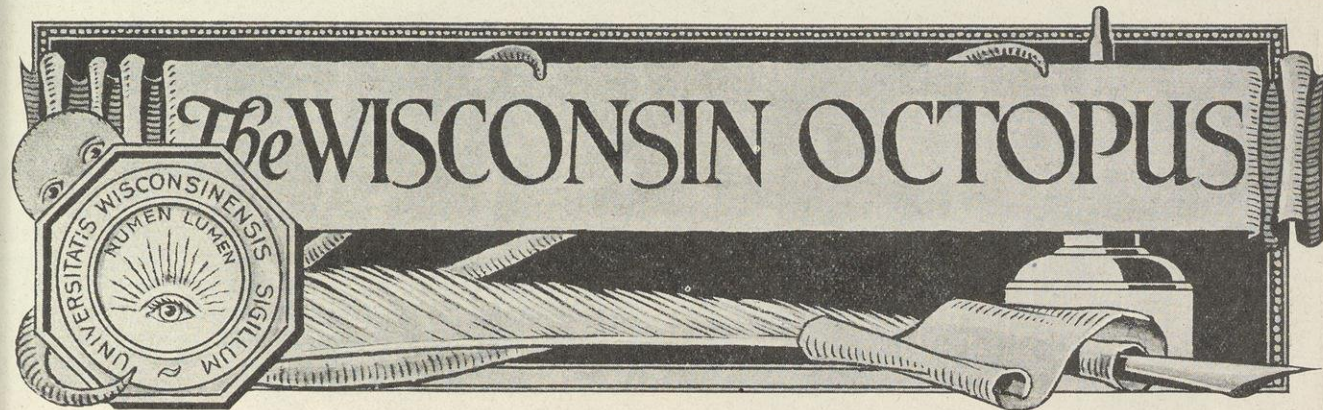


*The Bim and her Fig spent a day by the sea
Guzzling cokes, cracking jokes, making pies in the sand
But they both kept so dry, it's a puzzle to me
Why the coy looking boy sucks that tube in his hand.*



GRETCHEN GILBERT

*"I see by the 'Times' that the author of 'YOU GENTILES' is becoming an ardent follower of Emerson."
"Oh yes, but he could never stand Bacon."*



Florida

Florida is a pile of sand entirely surrounded by orange trees and summer resorts. It is noted for grapefruit, second-term widows, Ponce de Leon, and its nearness to Cuba. Some people go to Florida for the climate, some for the scenery, and some for the winter. Everybody with money will go to Florida eventually, except those who have already landed in California. Californians love Florida about as much as Wilbur Glenn Voliva might love the Duncan sisters. Speaking of sisters, there are a number of them scattered about the beaches of Florida, and they certainly are a great inspiration to brotherly love. They're like the Woolworth Tower: well built but expensive. A meal for one of them comes at about five zivvs, not including dessert; and then she's likely to desert you right away after that.

The hotel keepers are the only people who make any money in Florida—everybody else spends it. The hotels are run on the European plan: if you spend less than ten dollars a day for a room, European. (*That's a Mexican joke.*) The best hotels are in Palm Beach; these are provided with both a bath tub and a swimming pool. That is because rich customers insist on luxuries. A few people still go to the beach to swim, but the styles in bathing suits are improving yearly. A great increase in the circulation of the Sunday supplements has been the result. Sketches of these bathing suits, occupied, in railroad and hotel advertisements, have done much to increase the population of Florida in the last few years.

—J. E. D.

The Everglade swamps—a place of low resort.

Rating Alice

On first sight, in English class, I gave her 92%.
 She stirred around a bit in her seat—94%
 First dance 90%. Fourteenth dance—95%
 First conversation—37%.
 First evening at home—99 44-100%



AN 'ITCHING PALM

CONCERNING THE ILIAD

To try to sleep on that famed night,
 The Trojan lads did tire.
 They heard the hook and ladder pass.
 They longed to see the fire.

"He has a dandy train of thought."
 "Yes, but it's a freight train."
 "Huh?"
 "He can't express it."

Fascination

He watched her with a puzzled air. She was gazing fixedly out over the lake. In her eyes was the rapt look of one enthralled. She stood motionless, absorbing all the beauty of the scene before her. She leaned forward, raising her left foot from the ground. Unable to restrain himself longer he stepped forward and asked, "Fascinated?"

She turned on him one harassed look. "No, vaccinated."

HIS IDEAL

The auburn tresses I dreamed of,
 Are a mess that deepens and fades:
 The heavenly blue eyes I raved about
 Were gotten through drug store raids.

The small slim form I loved so,
 Weighs a hundred and fifty or so:
 Her pure white skin costs a dollar
 For a brand I do not know.

The tiny feet I adored so much
 Are size seven for my wife;
 I'm the fellow who described the perfect girl
 And tied up with this for life.

Jack: How far did you go with Alice in the taxi the other night?
 John: Oh, about fourteen miles.

Minister. What are you going to be when you grow up, my little man?

Johnny: Aw, a poet.

Minister: How nice! A poet! And why are you going to be a poet?

Johnny: Aw, then I won't have to get my hair cut.



*We cannot take our eyes away
From watching her lithe form:
She throbs with beauty that is gay—
Her flesh is soft and warm.*

*That little suit of fluffy stuff,
So snug and all-sufficing.
Is not, you censors, bold and rough:—
Don't YOU think it's enticing?*

First shoppgirl: Why so glum, Mame?

Second shoppgirl: Aw, went out with a gentleman last night.

First shoppgirl: Well, fer crying out loud, what's wrong with goin out with a gentleman?

Second shoppgirl: That's just it, he *was* a gentleman.

The Lowdown on Palm Beach

By One Who Has Been As Far South As Chicago

Palm Beach is a hamlet in sunny Florida and not a relative of the famous Rex. It is named Palm Beach because of the habits of the waiters when one is leaving the place.

It was discovered by Ponce de Leon in his quest for the fountain of youth and goes to prove that he was not so far off, after all. No monuments have been erected to him because of his discovery. At the time of Ponce's travel through the place taxicabs had not yet been invented and his only danger was that of an Indian attack. It is recorded that his expenses in the site of the present resort were exactly \$000.00. The City Council has defied anyone to equal his record.

After the time of de Leon, Palm Beach remained deserted for about a hundred years until it became a favorite rendezvous for pirates. The pirates at that time wore beards and did not sell bootleg.

The place began to assume its present character in 1879, when, on the sands of the beach, was erected the first Hotte Dogge Shoppe. It is thought that the buns left over from this establishment are now being served at many of the resort hotels.

During the eighteenth century, Palm Beach was in the hands of the Spaniards, and the Spanish Influenza probably originated there. At the time of the Florida Purchase the city passed into the hands of the United States, against the better judgment of American statesmen.

The Palm Beach of today consists of bathing beauties, bald-headed men, bootleggers, hotel-keepers, real estate agents, and an occasional honest person. Mention in Bradstreet is necessary before entrance to the city may be procured; even bellboys rate at least "Who's Who."

No battles were ever fought at Palm Beach. Evidently nobody wanted the blamed place.

The city is full of sand and grounds for divorce. The climate is excellent for the nerves. The hotel-keepers, many of whom were born there, have nerve enough for anything.

Palm Beach is the sort of place for which visitors send picture-postcards, with, inscribed upon them, the words, "Am sweltering here in light summer suit, wish you were along." Many of the visitors may be found in the rotogravure section of the Northern papers, under the title, "Society Matrons (*Belles, Favorites*) Bask in Florida's Sunny Clime."

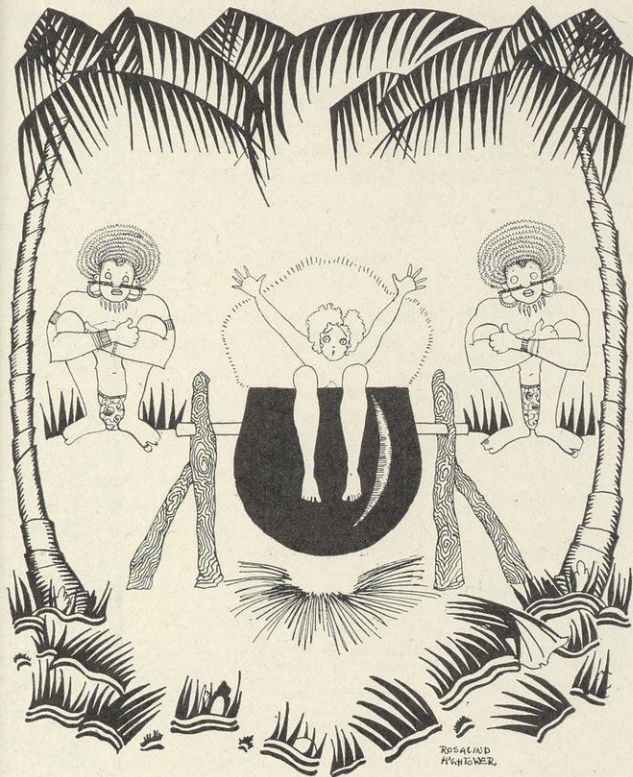
The climate is excellent. Never say Palm Beach to a Californian, he may go mad and bite you.

One of the most interesting places in the city may be found as follows. Go down the Maindrag four blocks. Turn to the right two blocks, then one to the left. Go down the cellar steps and rap four (4) times on the door. The quality is good and the prices reasonable.

Formerly, bootleg was sold on the streets, the prospective buyer emitting a low whistle. This procedure was abandoned after a near riot ensued one time when the mayor of the place was paging his dog.

One word of advice to those who are contemplating a trip to the resort: Don't.

—D. T.



“RED HOT MAMMA”

Letters Received by the “Melt Away” Fat Reducer Company

I have lost so much weight that my friends no longer recognize me. I can never thank you enough for your Fat Reducer.
—Mrs. Emil Chamberstein.

i tak 1 bottel “Melt-Away” now my hatts no fit me, i ask you what You meen huh?
—Otto Berg.

Your “Melt-Away” Fat Reducer has so cut down my weight that I am able, for the first time in four years, to kiss my husband. I have since cured him of drinking.
—Mrs. Emily Jane Jones.

Having lost forty-two pounds from the use of your “Melt-Away” Fat Reducer, I am overjoyed to tell you that I can now get into the kitchenette of our cozy little apartment.
—Miss Susan Soubrette.

When so many wives drag their rich husbands to summer resorts, remember that summer resorting to violence to get the old boys to go.

Old gent: (Notices car parked on road-side) Hullo there, engine trouble?

Young gent: (From rear seat) No, heart trouble.

The Ad-Writer’s Nightmare After Seeing A Basket-Ball Game

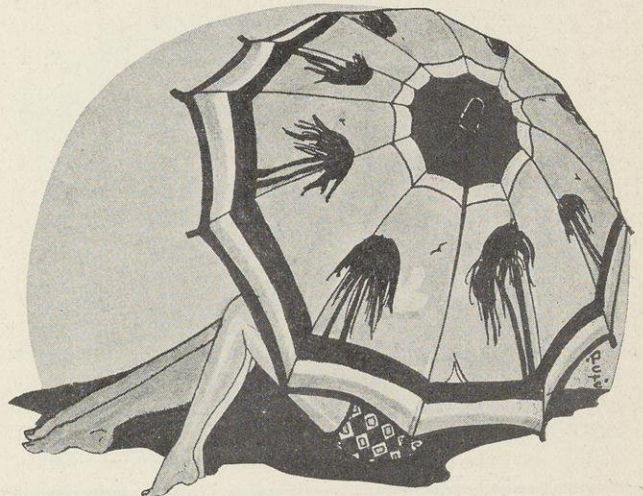
The game between the Hudson Seals and the visiting champion Spark Plugs promised to be very close and exciting. Judge was the referee, Life was umpire, and Hamilton and Waltham timekeepers. Gordon Gin led the cheering for the home rooters. The Hudson Coach seemed worried when he saw Chevrolet the ball down the court, but brightened perceptibly when he saw how well the Dodge Brothers showed up.

Neither side scored the first five minutes. Listerine failed to live up to reputation, for although he knocked out Halitosis during the first few minutes, the latter came back stronger than ever, and the coach was forced to substitute May Breath to check the insidious visitor. The scoring started when Egg dropped in a pretty basket, but Bow tied the score a moment later. Winchester at guard was putting up a splendid defense, and shot with deadly accuracy at long range. The crowd got a big kick when Jamaica Ginger knocked out three of the visiting team. Stew retaliated by heaving three free throws in quick succession. Polarine was a slippery player who knew his oil, but he fouled several of the Spark Plugs, and Gargoyle took his place.

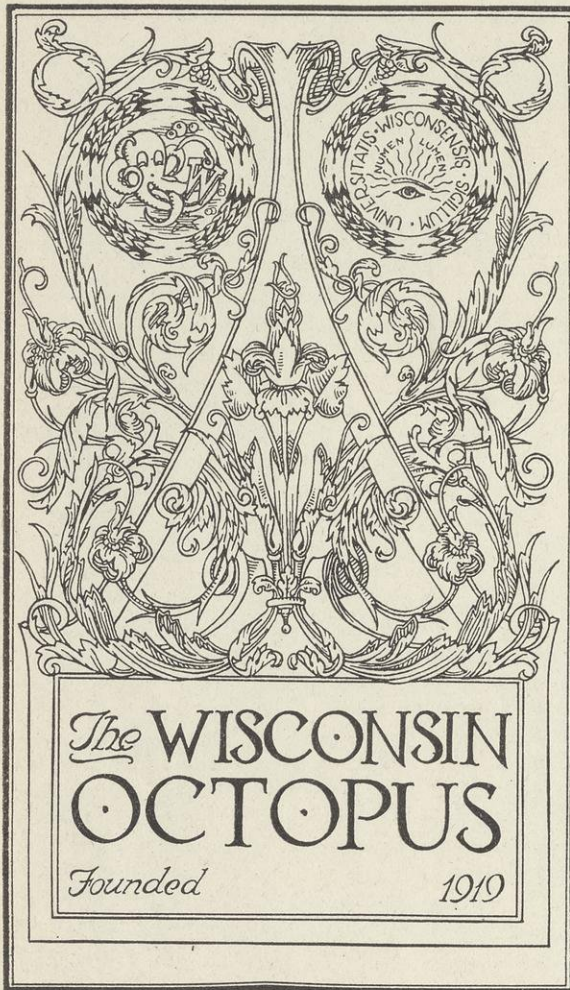
The visitors led by eight points at the half, but the home players were no picas. The fact that in the second half they made dummies out of their opponents was proof enough. The rooters became furious at a bum decision of Judge’s, but B. V. D. succeeded in keeping them cool. Hypodermic’s three quick shots overcame the visitors, and the home boys were the Victors, keeping their record unbroken.

—H. A. F.

After the way these society women talk about each other in the scandal sheets, we suggest renaming it “Pan Beach.”



“She’s a lily of the field.”
“You’re full of mazuma, I saw her spinning on New Year’s Eve.”



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Vol. VI FEBRUARY, 1925 No. 5

Wuxtry! Wuxtry! Hey, Mister, wuxtry paper here. All about—"

Has a man been murdered in Little Italy or a student fallen through the ice and drowned? Has the capitol burned down or is a blizzard coming. Or is it that a chicken has been run over and killed in the middle of State street? Horrid thing!

At all events, it is true that hardly a day passes when one or the other of the Madison papers does not issue an extra edition. Oh yes, back in 1903. December third. . . But then, the press broke down. So great is the competition which has been built up and fostered between the two local journals that the editors have become so fraught with zeal that they have almost turned fanatics, and accuracy seems to hold a back seat. When one beats the other to a piece of news, he has to brag of it and boast of the number of minutes his rival was behind. If one paper has a contest, of course the other must also have a contest.

BUT, is this the function of a newspaper. NO!

It is the duty of a newspaper to be a faithful public servant, even though privately owned. Besides printing the news, it should endeavor to raise living standards and promote public intelligence; but far be it above either Madison paper to be concerned with anything other than its own welfare. Commercialism is their God, advertising and circulation their measure of success. To gain this end they deem no news too rotten or too degrading to print. Few confidences are too sacred for them not to break.

Take their action toward the university, for instance. They pose as being friendly to the institution. Yet they are willing to take a chance on the truth of a story, not giving a thought to the fact that if the story is false, its publication may cause complications which will not help the university.

The instances of the Little story two years ago and the Meanwell story this year are only two, but they show that the editors would do well to place a check on their zeal lest the "vaulting ambition" o'er leap itself.

**This Space Was Reserved For Dean Roscoe Pound
But !**

As You Like It?

A young man, meeting a musically inclined young lady who was resting on the beach after a swim, sat down beside her and began to discuss some of the phonograph records which they had played the night before. "Your Farrars are excellent, I think," he said, "and the Carusos are all good; but I think your Tostis are a bit rough in spots."

The young lady blushed. "Perhaps," she said demurely, "I should wear stockings when bathing."



"Your girl reminds me of a half warmed electric iron."

"How come?"

"Not so hot."

SUSETTE.

Susette is one of those sweet, unsophisticated girls that you so seldom see any more. She never reads any thing less elevating than "Down There", and she is so innocent that she thinks that "The Plastic Age" is a geological period.

And talk about helping her mother! Why, Susette often does her best to reduce her mother's load, by helping her drink the stuff friends send them. And generous! My dear, her father never has to ask her for a cigarette twice! She'd give him anything she had—except, possibly the name of her bootlegger.

Susette is very original. She was the one who started the fad of shooting her fiances as fast as they became bore some. And now in her sweet girlish way, she is helping several friends earn a living by slipping other people's jewelry in their pockets and reporting them to the police.

Susette is a very nice girl. But really, don't you think that her talents are wasted here. We are trying to get Susette to enroll at Chicago.



What a whale of a difference a few scents make.

Dedicated to Yellow Journalism

The journalist is often said
To be without a heart;
He stresses murder, crime, and such
And drives loved ones apart.

A man up town succumbs to booze,
And shoots his wife and child;
The bright reporter gets the facts,
And writes a story wild.

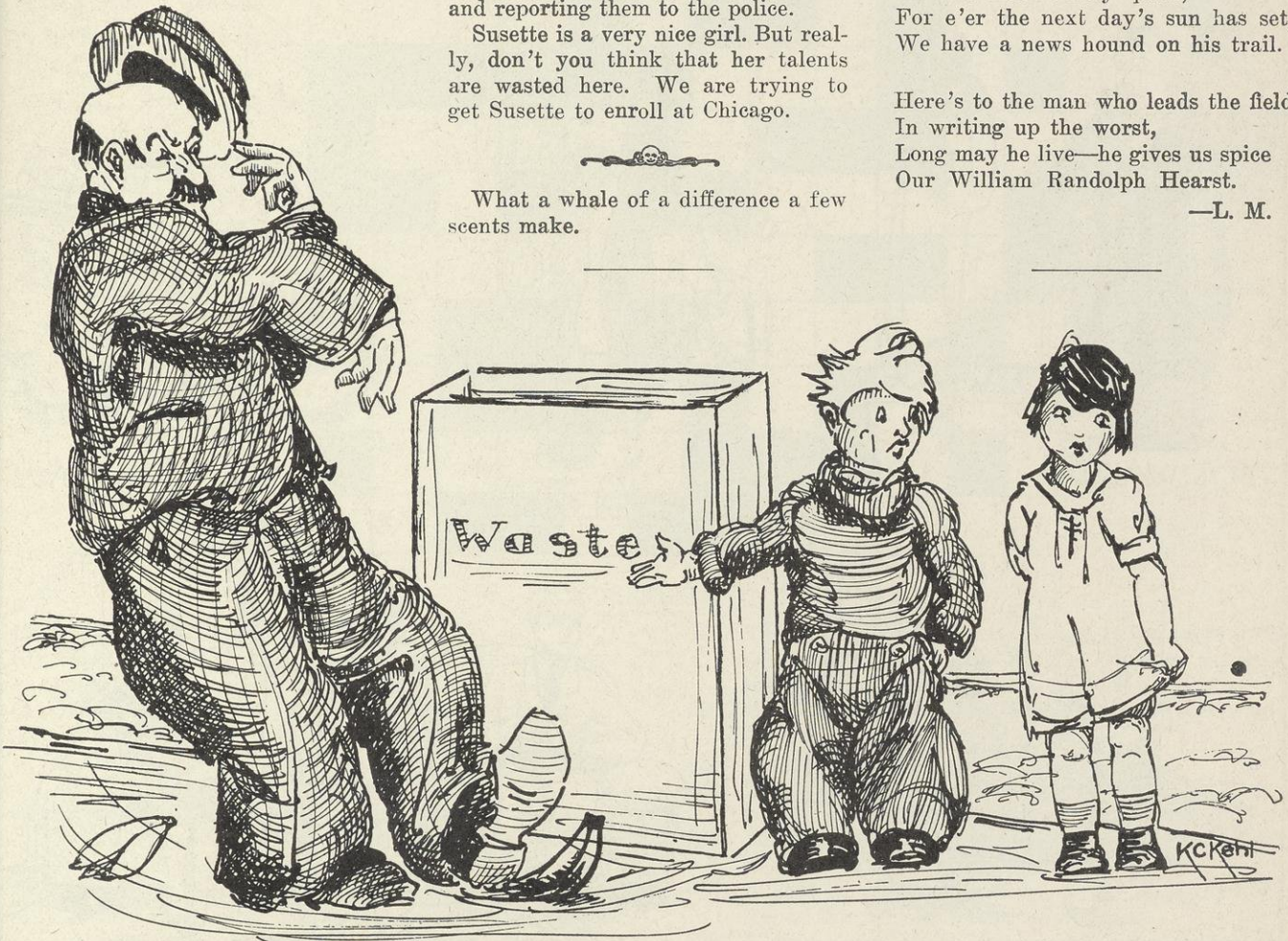
Husband and wife seek a divorce,—
The journalist comes in haste,
And tho' they dwell on desert isle
'll find a third man in the case.

A hunter after deer aims wrong,
And sends a friend to cover
A young reporter writes the tale
And heads it, "Shoots Wife's Lover".

Let any man make one false step
And he must surely quail;
For e'er the next day's sun has set,
We have a news hound on his trail.

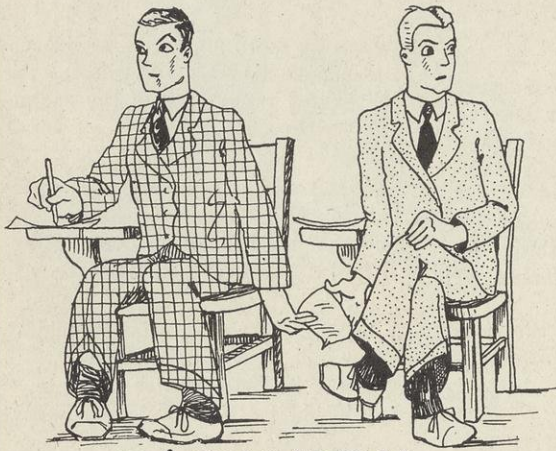
Here's to the man who leads the field
In writing up the worst,
Long may he live—he gives us spice
Our William Randolph Hearst.

—L. M.

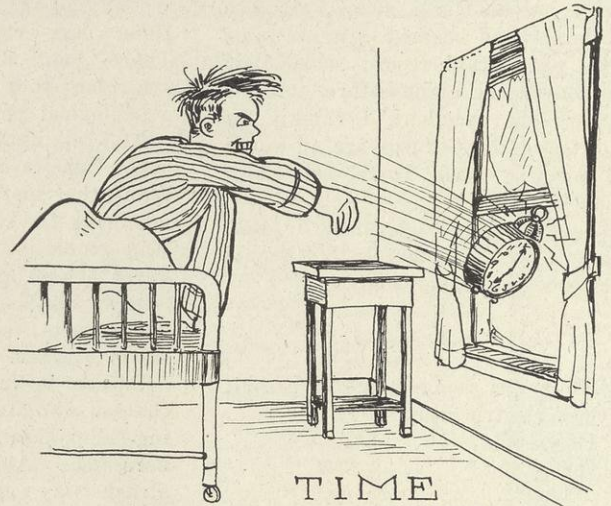


"See, I told ya the peelin wouldn't go to waste."

FAMOUS BASKETBALL PLAYS



PASS WORK



TIME OUT



FORWARD ON GUARD



CLEVER FLOORWORK



FREE THROW



BASKE-TEERS



INTERFERENCE

DON ABERT

Octy's Own Cross-Word Puzzle

HORIZONTAL

- (1) The institution in which we are fitting ourselves to become millionaires (*masc.*) or wives of millionaires (*fem.*)
- (6) One more "HA" and it would be a laugh.
- (7) The one who pays our bills. (*He's not in college*)
- (9) That infernal thing which makes a noise in the morning. Always at the wrong time.
- (10) The way we get when Jim goes out with our girl. We repeat the word backwards as a result.

- (18) Profanity used by the Rover Boys. Take the last two letters off and add a printer's measure to get modern usage.
- (19) Said to be the most intelligent class. (According to members of said class.)
- (22) Blamed subject in which we juggle figures. (*ab.*)
- (25) What we do in our girls ear. Also first word said by bird in one kind of clock.

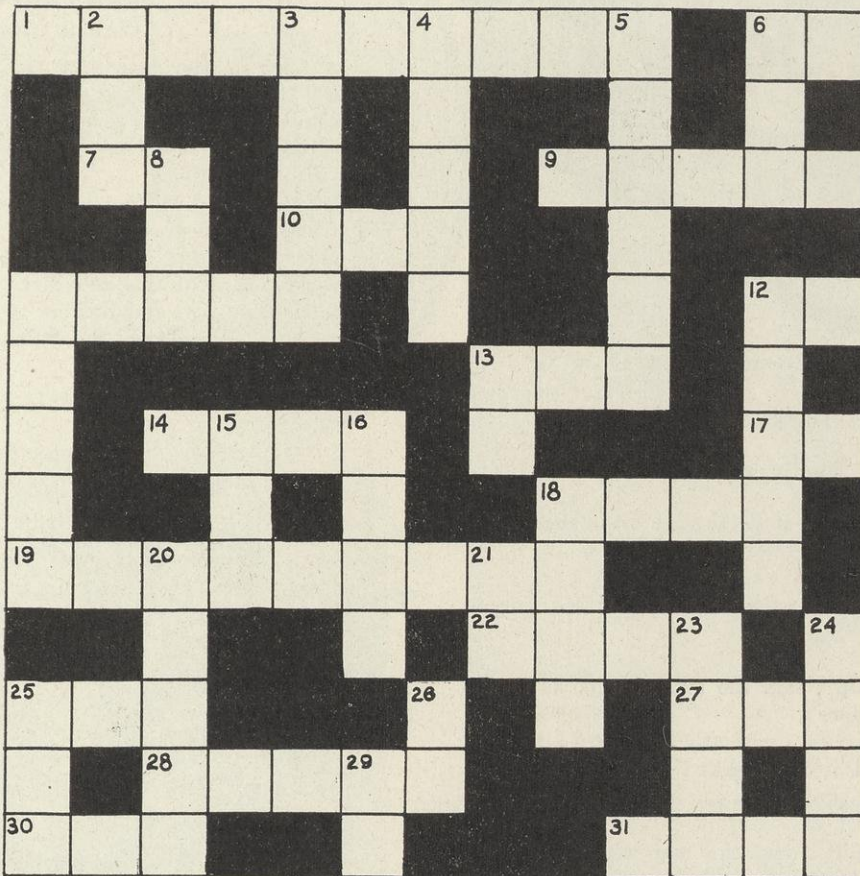
- (11) What makes a co-educational school interesting.

- (12) What we hope to get at the end of four years. Same name as a thermometer.

- (13) Number of students actually appreciative of lyrics and sonnets. Word "very" usually precedes.

- (14) Noise peculiar to saxophone. Expression of augmented incredulity.

- (17) The main word in the sentence — "If I had money I'd take Helen out."



- (27) When hot it is ejected profusely by furnaces and sophomores.

- (28) What we will no doubt do shortly. The cause of the condition in vertical 16.

- (30) Colloquial for Ford. Same as last three letters of old style word beginning "blunder. . ."

- (31) Adjective used to describe condition of a tire, the whole applying to many — we know of. (*See horizontal 11.*)

VERTICAL

- (2) What we usually take in hist. lecture.
- (3) What we have to take now and then. (*See "bane of college"*)
- (4) What we should do evenings. Sometimes do do.
- (5) Favorite color in stormy weather. First four letters are what we do at a football game, and the last three are descriptive of many grades.
- (6) What we sometimes say (*involuntarily*) about the time Friday changes to Saturday, or when Saturday changes to Sunday.
- (8) What Robinhood drank. (*See "nut brown"*)
- (12) A variety of date. Same as condition of three mice that had tails cut off by farmer's wife.
- (13) That bothersome language we take. (*ab.*)
- (15) Lots of hairpins. (*ab.*)
- (16) Place of residence after exams are over.

- (18) The one who sometimes extends us personal invitations to do various little things. Cause of change of residence mentioned above.
- (20) What prevents us from singing "Doo Wacka Doo" out loud in the classroom. (*ab.*)
- (21) Rotten marks. (*ab.*)
- (23) The first word of the song in which the fact is mentioned that the bunch has assembled.
- (24) The joining of which resulted in protracted inability to sit down once upon a time.
- (25) A kind of vehicle with which is connected the lowering of the finances during week-ends.
- (26) A scarce sign of two letters in length denoting that the quiz paper got by.
- (29) The correct answer to the question—"Are you prepared for today?"



THE CROSS ROADS PUZZLE



TIT BITS

“This runs into money”, said the cashier as she spilled the water into the cash register.

“Cut it out”, cried the patient as they lifted him to the operating table.

“I’m in a little mixup”, said the malted milk as it was tossed into the container.

“There’s nothing in it”, remarked the cannibal as he gazed into the idiot’s skull.

“Ay, there’s the rub”, said the man as the masseur approached.

“Now that’s off my chest”, grunted the man after the truck had rumbled over him.

“There’s my steak”, cried the gambler upon arriving home from the butcher shop.

“Shucks”, exclaimed the farmer at the corn husking party.

“I am greatly impressed”, said the man as the steam roller ran over him.

“I’ve lost my pull”, growled the dentist as the forceps slipped.

“Dammit”, said the engineer as he viewed the flood.

SLOW BUSINESS

Showing pictures of Mack Sennett girls in Palm Beach.



Instructor: Miss Gray, I want you to write a personality sketch on Miss Warden.

Miss Gray: I couldn’t possibly do that, she’s a sorority sister of mine.



FREE VERSE

(I Give it Away)

I went down to Florida with a guy named Beach
And we did the place right, saw all the stuff,
And showed the bims a good time, I saw ‘em all
Strut around the sand, and swing a hoof at night

On the Hotel Floor
And Beach liked it all too. But the last day
We struck the cleverest ted of the bunch—
She had a build that made Venus hide her head in shame
And wore a yard of this and that.
She smiled our way, and turning to my companion, I said,
“She Takes the Palm, Beach.”



“What do they call baby pigs?”
“Hamlets.”

OCTOGRAVURE SECTION



Because of the publicity regarding the men of the University of Wisconsin it has become necessary for them to furnish credentials before taking a coed on a date.



Beware men: the new Floradora hats oft hide a foul mug. Take heed, for the girls who wear these shovel-brim lids are hiding something,—



HANK LATHERS

A recent small-pox epidemic in Minneapolis drove many students to the clinic for free vaccination. Here we have mutual consolation.



Wisconsin has more dead dogs than live ones (see illustration). The dead ones, however, seem to be the hot ones. Our boys must be colletch.

THE RENT PROBLEM SOLVED

The Oohmstein family are quite rich because they are so thrifty. They have two children, both are boys, they work things fifty-fifty. Abe goes and rents a room and registers at collech. Between the morn and night time he assimilates the knowleth. Dave goes to night school and here is how they save. At night the bed is used by Abe, in daytime by young Dave.



“Did you enjoy your stay at Palu Beach?”

“Mercy no, we don’t wear them down there.”



“What does John do with that loud red tie of his?”

“He wears it in history lecture— When his head falls down on his chest, the tie wakes him up again.”

“Do you handle *“The Hairy Ape?”*”
 “Yes, but, shhhh, he doesn’t know it.”



“Oh yes, they grow a lot of fruit in Florida.”
 “Grapefruit!”

A Beach Romance

I met my girl in Palm Beach
 She was havin’ jolly times
 Givin’ the boys th’ double reach
 While she hooked their hungry dimes.

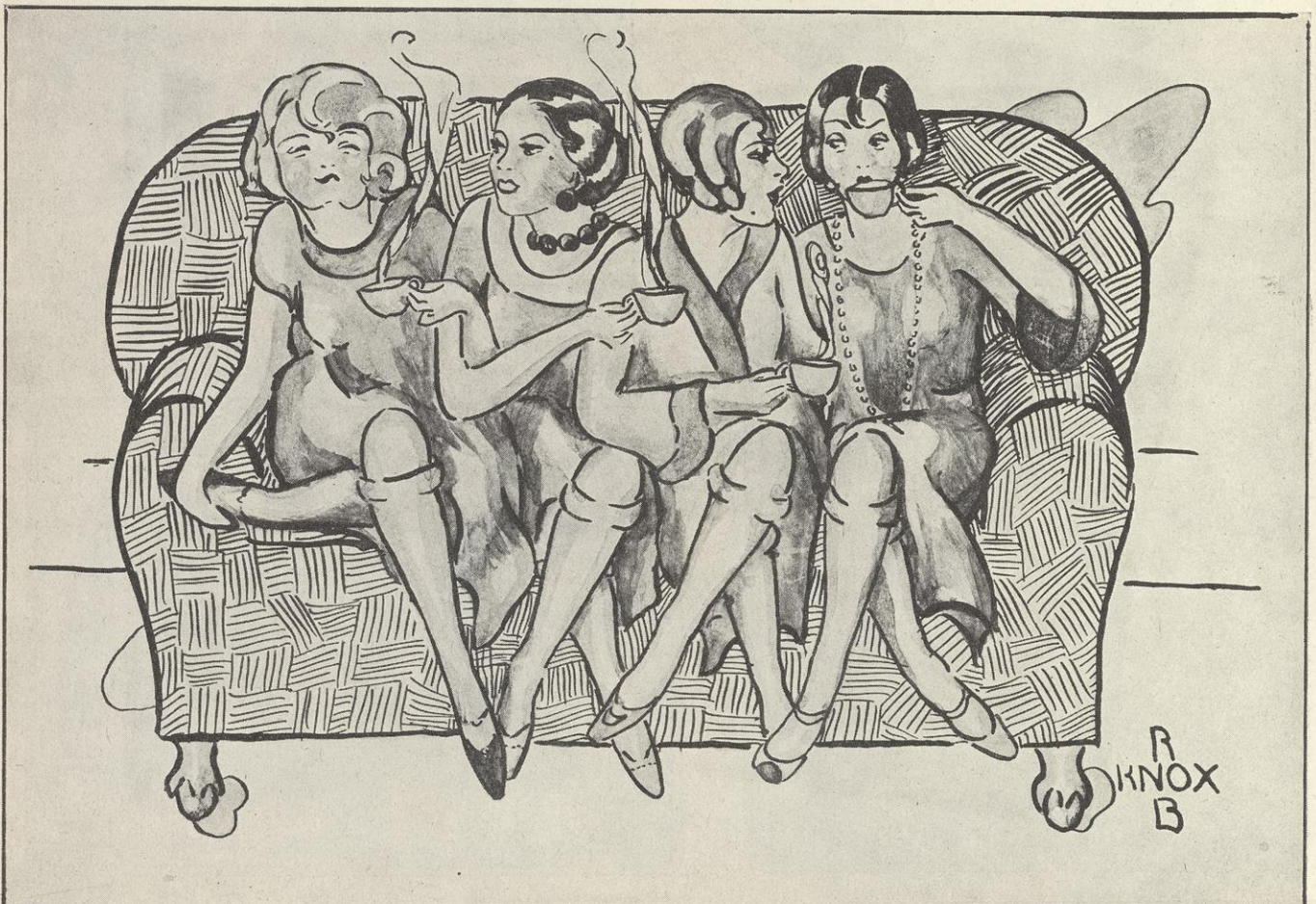
I ran a red hot dive then
 With “dog buns” at fifteen per; .
 There she met figs that passed for men—
 But I nev’ got a smile from her.

One day I sold the dog dive
 And it brought me several thou
 Plenty to keep the burg alive
 For a week—and I knew how.

And then my old girl knew me
 She was tickled sil’, you know;
 Strutted her stuff so I could see—
 Blff urrgh guphg!
 I’m off the women, bo.



The tale of two cities did have its limits if one could read signs.



R
KNOX
B

How to Act in a Restaurant

Upon entering a restaurant, assume an air of sang froid. This can best be done by whistling loudly and holding the door open for as long a time as possible. The next important thing to do, of course, is to dispose of the wraps. Along the wall are hooks, some of which are obscured by coats, and, above them, a rack upon which hats are placed. Select a hook, carefully remove the coat that hangs upon it and hang it on the third hook to the right. Then remove your coat and place it on the now empty hook. Above the hook will be the hat of the owner of the coat you removed. Grasp it firmly between the thumb and forefinger of the left hand and replace it on the rack about four feet to the left. Then lay your hat, which should have been held by the teeth during the interval aforementioned, on the spot from which you have removed the other.

Now the well-bred gentleman should consider the choosing of a seat. First sit down at a table near the window, count twenty, and then rise and seat yourself at the extreme right of the counter. An eagle-eyed waiter will observe you, procure a glass of water, and come toward you. As soon as you see that you have attracted his attention, hesitate, rise, and with grace and with grace and dignity walk to the extreme left end of the counter and occupy a stool there. He will follow you, water tumbler in his hand, and, when you seat yourself, will you put it on the counter to your right and place a bill of fare before you, saying, "Wot's your?"

This is your cue.

"Hnummm, rrrrrr, ahhh, say you.

A good hnumr, rrrrrer, or ahhhhr should be able to continue hnumming rrrring, as this case might be, for least five minutes. By this time the waiter will be busy with another customer. When you see that he is occupied, look up from the bill of fare, and rap sharply on the counter. A quarter, held between the second and third fingers of the right hand, is the rap-

ping instrument par excellence, but, if necessary, a nickel may be used. Rapping on the counter with a penny is frowned upon in the best circles. This noise will attract the attention of four waiters, who are gathered around the coffee percolator telling smutty stories, and one of them will detach himself from the group and come to you. Fix him with a piercing glance and say, "I'll take . . . no I won't either, let's see . . . I'll have . . . no, let me think."

During this time the waiter will remain discreetly silent; no well bred waiter will tell you that he will let you think if Nature will.

Then drop your eyes to the menu card and say to him,

"How is this roast beef?"
"Fine," he will say.

Then turn to the man next to you and ask, "How is the roast beef?"

"Terrible," he will answer.

Then turn to the man on the other side of you and ask, "How is the roast beef?"

"Rotten," he will reply.

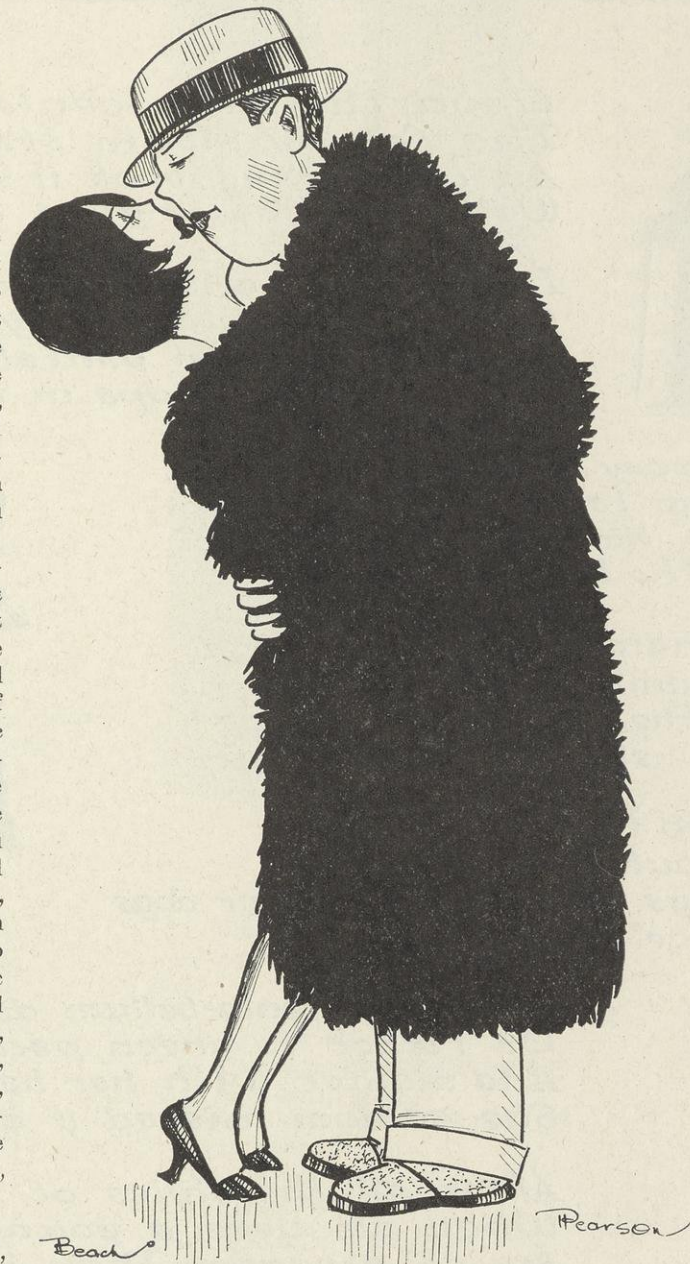
Then turn once again to the waiter and say, "I'll take roast beef."

After a wait of, say, fifteen minutes he will bring you the meal and you may start eating. A description of the consumption of the meal will be omitted here, it being assumed that the readers know enough of the culinary art to be certain that the mouth should not be endangered by any attempt to insert peas within the orifice by means of a knife and that not more than half a saucerful of coffee should be drunk at a gulp.

When you have finished your meal, a waiter will arrive and hand you a check.

Then turn, take your check in your teeth, and stride to the coat rack. Pick your coat from the floor and leave, forgetting, as a final gesture, to pay the check.

—D. T.



HE CONSIDERED IT NEITHER A CRIME NOR A SIN
TO NECK A WOMAN IN HIS BEAR SKIN

"WHEN YOU AND I WERE YOUNG MAGGIE
WHEN TEN BUCKS A WEEK WAS BIG PAY"



Upon the little center table
The family album stands
An interesting book it is
Well worn by prying hands.

I also pried one rainy day
Gazed at the old tin types
Saw grandma in pantaloons
And great grandpa in tights.

A great array of wedding scenes
Of swallow tails and bustles
Featuring the hour-glass form
To show the ladies muscles.

Grandpa riding a rocking horse
And grandma on a chair
She was the flapper of the age
Even now she has bobbed hair.

Uncle Rob in ear muffs
Priming out his gun
Those days they only "pet" their dogs
"Post Office" was the fun.



Scenes of ante-bellum days
Of father in green pants
And mother with her hair in rats
She seldom missed a dance.

After all, the styles of old
When we were a young nation
Are no stranger than today's
Except for ventilation.

That College Man

"Are you a college man?"

"No. That girl was my sister."

"Are you a college man?"

"No. Somebody swiped my garters last night."

"Are you a college man?"

"My God, no, judge, just a safe-cracker."

"Are you a college man?"

"No. Just plain egoistical."

"Are you a college man?"

"No. Had a wreck with the fliv about two miles back."

"Are you a college man?"

"Sir!!!"

"Are you a college man?"

"No. But I know where you can get it."

"Are you a college man?"

AAAAAAAAAAH, BLAAAAAAAAAH!!!



English cut: Do you play golf?

Plus fours: Yep.

English cut: Teach me some words to say when the fliv gets a puncture.



YOUTH MUST BE SERVED



Why? ? ?

1. Does the sorority davenport wear out before the rest of the furniture?

2. Does the snow get so trampled down way out on the drive?

3. Does a man's overcoat need so much cleaning nowadays?

Why? Because — Oh shucks, you know as well as I.



Little soaks tell great jokes.
One toddy is worth two tomorrows.



Marge: Why are you home so early, Joe?

Joe: Well, when I was working this morning, I dropped a hammer on the foreman's toe and he told me to go to hell, so I came right home.

That Play on Words

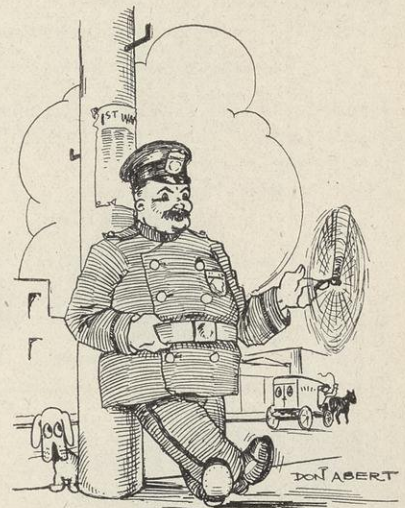
As the curtain rises, the ready maid is seen dusting off the top of Shakespeare's head and the old ones. Enter a gypsy who gyps a package of Chesterfields, a book of Chesterfields, and a Chippendale library table. These she carefully tucks under her diminutive Persian shawl. The heroine enters and rights a writing table. She sits down to write a letter. She finally decides on the whole alphabet. She sees the gypsy and seizing the opportunity she crosses the t, the stage, the gypsy's palm with silver and the Rubicon. Having learned her fate, she feigns a faint. The hero enters right—for a change. He cannot find the change and, as soon as he discovers the heroine in her own apartment, he runs out, leaving her flat. The maid has dusted and the Romany woman roams out. In consequence of the hit the heroine made when she dropped on the stage the house is divided, some people in rows and some in tiers. The curtain, having little else to do, falls.

—L. R.



"Gosh but Doris has been wonderful to me lately. She sure is crazy about me."

"Don't be so dumb. Look at the calendar."



WELL POSTED IN HIS PROFESSION



Adam, World's Luckiest Guy

Adam was the luckiest bozo. Right off he gets married to his surplus rib without being bothered with a mother-in-law. Many a fellow'd give ten years for that luck. He didn't have to work, either. Just reach up and pull down a chocolate newport in a gourd, or shake some mikertosis (*ancient name for cow*) milk in a cocoanut and get a milk shake. No gasoline troubles, just hop on Liza—his pet dinosaurs—and go galavanting away. But above all, he didn't have to wear B. V. D.'s or work up a new line every time he took Eve out.

—Dirge.

Stranger: Can I get a room for three?

Clerks: Have you got a reservation?

Stranger. What do you think I am, an Indian?

—Dirge.

History Prof: What famous woman's letters show the hardship and suffering of her times?

Class: Lydia Pinkham's.

—Punch Bowl.

In days of old
When knights were bold,
And sheet-iron trousers wore,
They lived in peace;
For then a crease
Would last ten years or more.

—Owl.

Baloon tires are easier on pedestrians.

—Judge.

All in Chorus

First Chorus Girl: What's the stage manager's name here?

Second Chorus Girl: Pretty rotten!

—Judge.



BAIT!

—Rammer Jammer.

Friend: Does your wife drive the car?

Mr. Meek: Yes, but I steer it.

—Judge.

Him: I took a bath last night.
She: And then what?
Him: I scrubbed so hard I found an old union suit I thought I lost a year ago.

—Medley.

Ye Shades.

The shades of night were falling fast,
As through the park a bootlegger
passed;
He carried bottles filled with gin,
And all were safely packed within
Excelsior! Excelsior!

—Purple Cow.

"Hey, take that cigar out of here. Can't you see that sign, 'No Smoking?'"
"Vell, it don't say postivel, does it?"

—Blue Baboon.

Prof: Not another word, with some people you can go so far and no farther.
Stude: Tut! tut! I know three town girls with that same line.

—Siren.

"John, dear, I am to be in an amateur theatrical. What would folks say if I were to wear tights?"
"They would probably say that I married you for your money."

—Jack O'Lantern.

He: I could dance like this forever.
She: Not if the chaperones saw you.

—Whirlwind.

Jacob: How do you feel toward the Ku Klux Klan nowadays, Abie?
Abraham: Just fine, Jakie; I sell 'em the sheets.

—Tiger.

Whitman's FUSSY PACKAGE

A rich feast in nuts and chocolate

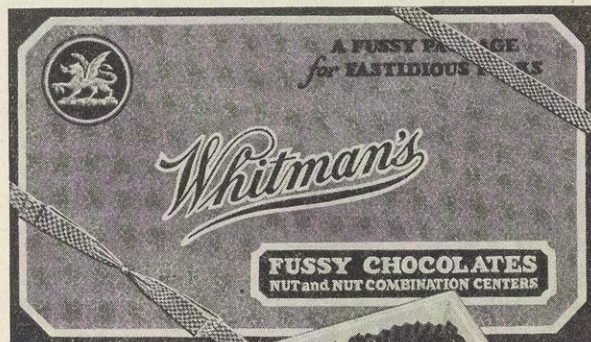
If you prefer *nut centers* and *nut combinations*, you will thank us for directing you to the Fussy Package.

There are no soft centers in the Fussy Package. It is a special assortment for those who like chocolates with hard, or "chewy" centers. It is a good example of how Whitman's Chocolates are selected and packed to suit individual tastes. Thousands already know the Fussy Chocolates as their first favorites. Hundreds of thousands more no doubt will welcome them.

Sold only in those selected stores that combine selling fine candy with giving good service.

STEPHEN F. WHITMAN & SON, Inc.
Philadelphia, U. S. A.

New York Chicago San Francisco



The Fussy Package contains chocolate pieces enclosing Almonds, Walnuts, Filberts, Peanuts, Brazil Nuts, Pecans, Double Walnuts, Pecan Caramels, Triple Almonds, Nougat, Nut Bricklets, Nut Brittle, Almond Dates, Double Peanuts, Nougat Caramels, and Almond Caramels. Packed in boxes from half pound to five pounds.

Whitman's famous candies are sold by

Loemier's Candy Shop, 426 State St.
Cardinal Pharmacy, 831 University Ave.
The Chocolate Shop, 528 State St.
Collyer's Pharmacy, 14 E. Mifflin St.
Dettloff Pharmacy, Main & Pinckney St.
J. C. Keefrey, 19 N. Pinckney St.

Rennebohm Square Drug Store
Rennebohm Badger Pharmacy
University Pharmacy, State & Lake Sts.
Norris Court Pharmacy, 920 E. Johnson St.
Rennebohm Central Store, 208 State St.

Special
Wisconsin
Package



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209-13 State Street



“Ensemble”

The Magic Word In Suit Fashions

\$79.50 up

The fashion of the ensemble suit with matching coat and frock now reigns triumphant at Kruse's. Our buyers on their recent trip to New York have personally selected all the leading styles as shown on 5th Avenue, and this early showing, indeed, warrants your immediate attention. This premiere Spring display introduces frocks which are so individual, so utterly original in every detail that they will be ultra-smart for any occasion and doubly smart when worn with their hem-length coat, which usually carries out some harmonious note, and which may appropriately and charmingly do duty as separate wraps.

Two or Three Books

By J. E. D. and R. A. B.

SO MUCH VELVET

By Franklin P. Adams

Doubleday, Page 1924

It seems nowadays that every colyumist must be responsible for at least one book before his retirement from the field of letters—if conducting a colyum has anything to do with letters—and Mr. F. P. A., who promotes the New World's “Conning Tower,” is one of the latest to fall. Well, “So Much Velvet” is a nice little volume for your desk—to cure the dullness of the dullest minutes after meals, perhaps. It is a light book, both in quality and actual matter of avoirdupois. There is a lot of tomfoolery set to verse, and a little satirical prose that is passable. One of the very best things in the book comes in four lines, on page 49:

*Then here's to the City of Boston,
The town of the cries and the groans,
Where the Cabots can't see the Kabotschniks,
And the Cabots won't speak to the Cohns.*

LIFE AND ERICA

By Gilbert Frankau

Century 1925

Here you are, hot off the press—another tale of the jazz age, or what are they calling it today, with a setting in England, instead of—thank goodness—the now notorious American college campus, (*alliteration unintentional.*) It's about a girl, you see, who comes up from the country, a poor orphan, to become a journalist in London. She makes her way through the dazzling mazes of society, but not without difficulties, which include dodging love. “Marriage is hell, little Erica,” her mother had said to her once; so little Erica was determined to pursue the straight and narrow of single blessedness.

But then, there's many a slip, etc., and we wouldn't give it all away for worlds. If you insist on knowing the gurrul's fate, and are looking for a few hours of snappy reading—we recommend “Life and Erica.”

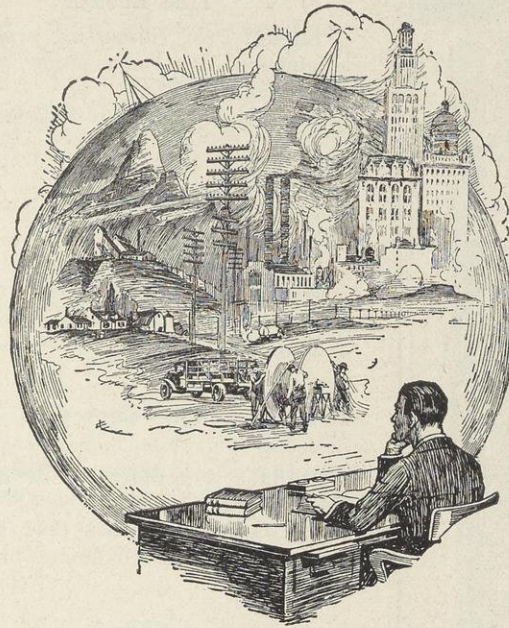
TUTANKHAMEN AND AFTER

By William Ellery Leonard

Huebsch, 1924

The University of Wisconsin can point with pride to its lake, the Self Government Association, the Proposed Union Building, and the Campus Poet. For this reason, Brown's and the other book-stores-about-town should experiece a good sale of “Tutankhamen and After,” which Professor William Ellery Leonard, of the English department, considers as the collection of some of his best serious verse.

He lets his subjects range from the grave of the erst-while king to a New England meeting house, stopping on the way to bid his best to several authors and to the immediate effects of the war. Whether he succeeds in convincing his readers that beauty stalks about in these things all depends largely upon the readers themselves. To most of them he will be convincing. To those who fail to find his inuence one can only recommend other poets. (*Courtesy Brown's Book Shop.*)



—and even electrical engineers
are needed in the
electrical industry

Nowadays the electrical industry needs so many types of men that it may be well to point out it still needs engineers, good engineers—but with a difference.

Vision, initiative, technical skill are needed qualities, now as always. But here's another. Can you work on the team? Will you be able to back up the other members in the manufacturing and commercial ends of the business?

The engineer today should be no recluse in a laboratory. He can make his work more effective once he sees how it relates to the work of men around him.

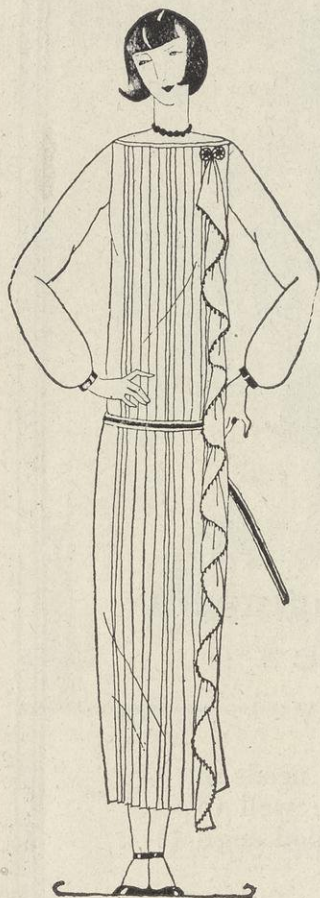
In your studies and college activities, you have the chance now to develop this point of view. In the broader activities of the electrical industry, you may have the chance later on to carry it further.

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

Western Electric Company

Since 1869 makers and distributors of electrical equipment

Number 45 of a series



Latest in
dresses for any
and all
occasions

We have all the
new colors and
styles. Come in
and see our
collection

\$10 to \$45



True Enough

English Prof (discussing proper re-
production of a conversation): How
does a co-ed talk?

Voice from the rear: Incessantly.
—Dirge.



Dumb-bell: Do you have this waltz?
Mural-posey (delighted): No, sir!
D. B.: Good! Hold my cigar while
I dance it. —The Caveman.



“What’s the difference between a
bachelor girl and an old maid?”
“A bachelor girl has read Jurgen.
An old maid has red flannel nighties”
—Goblin.



“My brother gave his wife a police
dog to stay at home with her while he’s
out of town.”
“Is he afraid of a burglar?”
“No,—the milkman.”
—The Caveman.



Young Motorist: Pardon me, madam,
but would you care to take a ride?
She: Sir, I’m a lady.
Y. M.: Sure, I knew that. If I
wanted a man, I’d go home and get my
brother. —Sun Dial.



Neighbor: I’ve some pickled peaches
in my car outside.
Hubby: Sh-h, my wife’s in the next
room. —Spider Web.



Prof: What made you late?
Frosh: The bell rang before I got
here. —Maniac.



A virgin forest is a woods where the
hand of man has never set foot.
—Green Gander.

**You Get What
You Want at
Runkel’s**

Everything To Serve You:

Excellent barbers, lots of
chairs, a clean shop, clean
utensils.

We can satisfy every desire
in haircuts, shampoos, shaves
etc.

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Barber Shop
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**Student
Note Books**

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Supplies**

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When you buy
BOOKS
and

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That our sales checks are
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For fair prices and friend-
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Established 1911

The BROWN BOOK SHOP

623 State Street
"Come in and browse"

Styleplus Spring Suits

\$35, \$40, \$45

Two pairs trousers

RUPPS

234 State Street

A Woman Again

Pug: A girl generally gets the man
she goes after.

Nose: But what happens when two
girls go after the same man?

Pug: Oh, then he is arrested for
bigamy. —*Voo Doo.*

He who laughs last has probably had
it explained to him. —*Purple.*

An Englishman was seeing some
"Collegiate" dancing for the first time.
He seemed greatly impressed, and after
a lengthy pause, inquired of his guide,
"I say, my dear chappie, they marry
afterward, don't they?"

—*Brown Jug.*

"What time am it, Sam?"
"Ma watch says two."
"What? My timepiece says a
quarter ob eight."
"Well, nigger, ain't dat two?"

—*Froth.*

An innocent girl is one who, when
told to use rouge for her complexion,
asks how many spoonfuls should be
taken at a time. —*Tiger.*

Love is the only game that hasn't
been postponed on account of darkness.
—*Punch Bowl.*

Dot: Bill's a liar.
Jack: Don't say that.
Dot: Well, as he stepped forward
to kiss me last night he said, "I've
never kissed a girl before," meanwhile
removing a cigar from his vest pocket.
—*Green Gander.*

Motprist: Come on, come on, get
out of the way!

Pedestrian: Right, sir; where shall
I go, up the telegraph pole or down
the sewer? —*Dirge.*



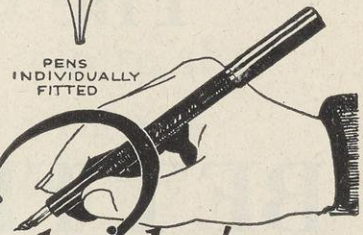
Your Favorite Pen!

No matter what
make or style of
pen your favorite
may be, you will
find it at Rider's.
We carry a com-
plete line of pens
in the following
makes:

Rider Masterpen
Wahl
Waterman
Parker Duofold
Conklin
Sheaffer

This includes the
new GreenSheaf-
fer Lifetime and
others. Fine, med-
ium, and coarse
points in all makes
and sizes.

You'll find a pen
that just suits you
at



Rider's PEN SHOP

Located with McKillop Art Co.
650 State Street

Silver Buckle Products

The Favorite Brand of Wisconsin Housewives

Strict adherence to quality standards year after year has won an enviable reputation for Silver Buckle Products—made them the favorite brand of Wisconsin Housewives. There are over 100 superior Silver Buckle Products, the complete line of fancy groceries—the famous Silver Buckle Coffee and equally high grade teas, spices, canned vegetable, fruits, preserves and fish.

Ask your grocer for
SILVER BUCKLE BRAND

E. R. Godfrey & Sons Co.
Milwaukee



He: I am a self-made man. I began life as a barefoot boy.

She: Well, old dear, I wasn't born with my shoes on either. —Colonel



“Was Joe ‘piped’ when you went out calling the other afternoon?”

“Well, he kept sticking his finger in his tea-cup to see if it left a dent.” —Akwgan

After the Theatre

A light lunch with a hot drink before you turn in for the night.

Palace of Sweets

20 N. Carroll
Mrs. Tenney, Mgr.

YOU WILL NEED FLOWERS

Flowers play an important role in Student Life

Our long experience in dealing with the students enables us to render the kind of service and flowers they want.

Rentschler
FLORAL CO

226 State Street

Badger 179

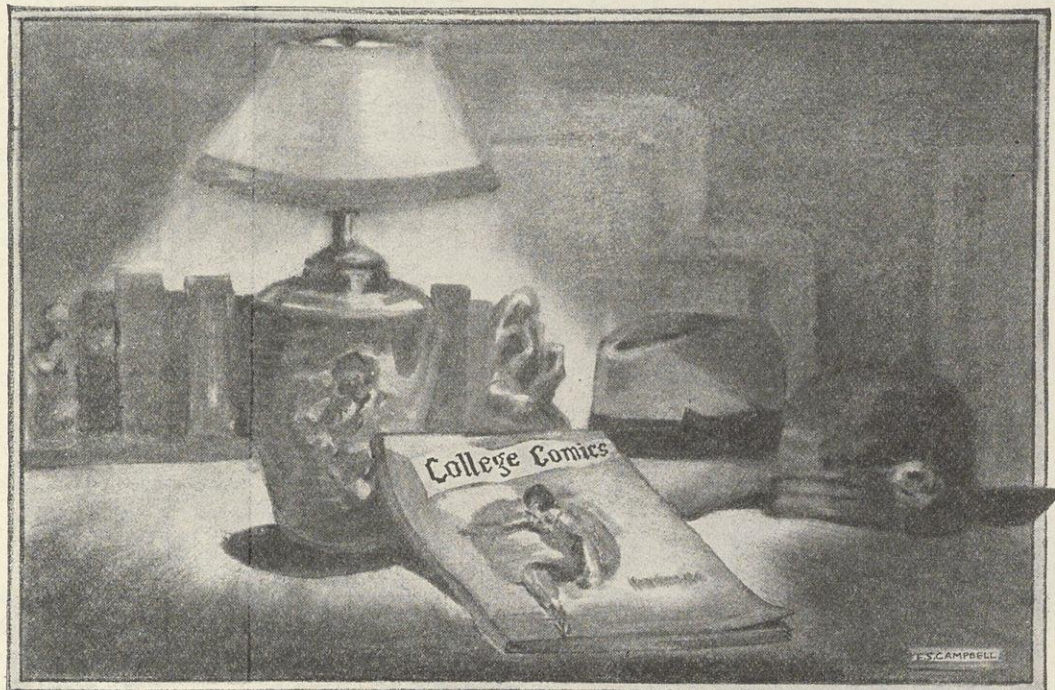
She's a very naughty girlie,
And the skirt she wears is shocking,
I can read the serial numbers
On the bank notes in her stocking. —Brown Jug.



“Send me over a selected bunch of flowers; my daughter is coming out today.”

“Oh, is that so Madam? What was she in for?”
Hogan's Alley.

“The Goody Goody Taste”
OF
TECKEMEYER'S
BETTER CANDY BARS
is always there
Our Bars Are All Good Ones



Foolish Question

"You poor man," said the kindly lady to the tramp,
"and are you married?"

"No, lady," he replied, "If I had a wife I wouldn't be
relying on strange wimmen for a livin', would I, d'ye
suppose?"

—Medley



According to some poets the best meter of all is to meter
alone.

—Black and Blue Jay.

Oh, My

"Oh corset," said the camisole,
"You don't look well tonight,"
The stays replied, "upon the whole,
I think I'm rather tight.

But you yourself don't look so well;
There's nothing wrong I trust."

The camisole said, "The truth to tell,
I've been upon a bust."

—Hogan's Alley.

2 to 1

If you ask where she
would like to go---
2 to 1 she will say

the chocolate shop

"The Home of The Hot Fudge"

Via the Glorious St. Lawrence Route

Three Inexpensive College Tours to Europe

Britain - Holland - Belgium - France

THESE Tours via the St. Lawrence Route, include in the itinerary an almost one thousand mile trip down the mighty St. Lawrence River, amid scenes of beauty and historic interest; and afford an opportunity to see the grand old cities of Montreal and Quebec. The trip down the river also helps the traveller to get his sea legs before reaching the open sea.

All the Third Cabin accommodation on these ships is reserved exclusively for members of the touring party.

JUNE 19—Leaving Montreal on the *Athenia* for Glasgow, returning from Cherbourg July 17 on the *Ausonia*. Under auspices of Guy Tombs Limited, Montreal.

JUNE 27—Leaving Montreal on the *Ausonia* for Plymouth, returning from Liverpool July 24 on the *Alaunia*. Under auspices of W. H. Henry Limited, Montreal.

JULY 3—Leaving Montreal on the *Letitia* for Glasgow returning from Cherbourg July 31 on the *Ascania*. Under auspices of Guy Tombs Limited, Montreal.

Inclusive cost of Tour \$330

Consult the following for more details and for particulars of itinerary

Guy Tombs Ltd. 285 Beaver Hall Hill
W. H. Henry Ltd. 286 St. James St.
Montreal

The Robert Reford Co. Ltd.
20 Hospital Street - Montreal



CUNARD-ANCHOR-DONALDSON

Cor. Dearborn and Randolph Streets, Chicago, Ill.

the age of service

Our office on State St. enables us to give the best service to students.

Madison Steam Laundry

429 State St.

F. 530

Phone F 2606

Badger Tea Room

We serve Lunches and Dinners
Daily Except Sundays MRS. MAIN, Mgr.
Make reservations for your Spring Formals

Try Our Southern Punch
240 W. Gilman Madison, Wis.

Latest Song Hit

I didn't raise my boy to live on co-ed cooking.
—Hogan's Alley.



'24: I didn't go out with a single girl this summer.
'25: Sort of a home wrecker, eh? —Royal Gaboon.



All the world's a stage and all the co-eds try to be Salomes.
—Hogan's Alley.



Make Your Appointments Now

Real beauty is an asset of inestimable value to any woman
Bobbed hair marcel... 50c
Long hair marcel... 75c

College Beauty Shop

B. 5306—321 N. FRANCES
Corner of University Avenue

Protect your health by eating good
home cooked food

University Cafeteria
Home Cooking Reasonable Prices

Tables Private Rooms Booths

Scott's Beauty Shop

Mrs. F. Scott, Proprietor

Our Service

consists of selling you only things that you may need. If your hair is long and heavy we will not want to sell you any hair goods, but if you should be in need of some extra hair, we will show you things that will improve your hairdress, and to your entire satisfaction. Come in and let us show you.

B. 7170 672 State St. 2nd Floor

Campus Soda Grill

“The Place that Malted Milk Made”

LUNCHES

714 State Street F. 3535

Plain Stude: I hung up my stocking last Christmas.
Phi Bete: And what did you find in it the next morning?

Plain Stude: A summons from the Board of Health.
—Lord Jeff.

“Did Frances blush when her shoulder strap broke?”
“I didn't notice it.” —Yellow Jacket.

Daughter: I drank a glass of champagne with Harold last night. Do you think I did wrong?

Father: Why, can't you remember?
—Royal Gaboon.

“PRACTICAL THINGS FOR SCHOOL.”

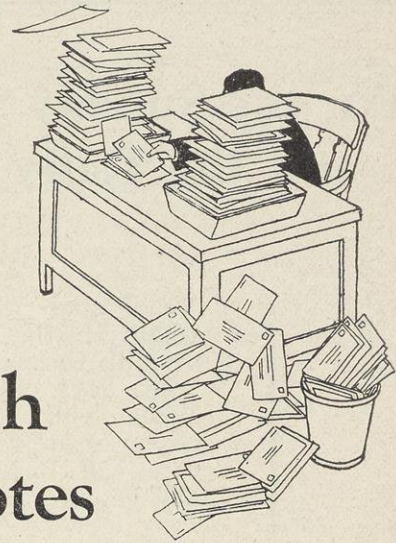
The Unique and the Beautiful

What more could you ask?—we have them. They are interesting to look at, for they are unusual. Drop in or phone.

THE UNIQUE SHOP Olivia H. Titus
130 State Street Phone B. 2099

“ACROSS FROM THE MADISON THEATRE”

My Mash Notes



PROBABLY no other man in the world gets as many mash notes as I do. Operatic tenors, princes, cinema sheiks and heavyweight champions get mail assaying more perfume per pound than my correspondence. But their billets-doux can't equal the wild enthusiasm, the perfervid praise, that the postman brings me every day.

An excerpt from a letter on Yale Club stationery: “Jim, you've taken thirty years off my life. By that I mean Mennen Shaving Cream changes my middle-aged stubble into schoolboy eider-down.”

A lawyer writes: “Dermutation is hard to pronounce, but easy to do. The Mennen beard-softening process is the greatest discovery since Archimedes got into a bath-tub.”

From a manufacturer: “I only wish that my product were as far ahead of competition as yours. Every man in America ought to use your wonderful Shaving Cream.”

A banker dictated: “I have read your ads for ten years and never believed them. But now that I have tried your cream I know your claims (even including cold water) are ultra-conservative. Buying Mennen Shaving Cream is like picking up U. S. Steel at 50.”

From offices, clubs, Y. M. C. A.'s and homes, the avalanche of eulogy pours in. Many even resort to verse to express their feelings. For a new thrill and shaving emancipation, get a 50c tube of Mennen Shaving Cream at the drug store today.

Then for another eye-opener, squander two-bits for a tin of Mennen Talcum for Men—just the color, consistency and odor that real men like. It won't show white on your face.



Jim Henry
(Mennen Salesman)

MENNEN SHAVING CREAM

For the Sunday Dinner and the Daily Meal

You'll find "Kennedy"
Quality in the ice cream
or milk the same as on
week days or Sundays.
When you order ice
cream or milk in the fu-
ture, call Badger 7100,
and be sure of the best.

Kennedy Dairy Co.

629 W. Washington Ave. Badger 7100

MEAT

Goeden & Kruger

Inc.

F. 500

Owl: What do you think of the rule requiring fire escapes for fraternity houses?

Al: It makes it awfully hard for the chaperones.

—Sun Dial.



"Why did Ikey invite only married people to his wedding?"

"Well, in that way he figured that all the presents would be clean profit.

—Record.

1st Frat Bo: Who's that swell broad you just said Hi to?

2nd Stew: Why, you dummy, she's the girl who lives next door to us.

1st Frat Bo: Yeh? I didn't recognize her all dressed up that way.

—Hogan's Alley.



He: The last time I saw you, you didn't look so good.

She: I wasn't.

—Puppet.



Who Is Your PLUMBER

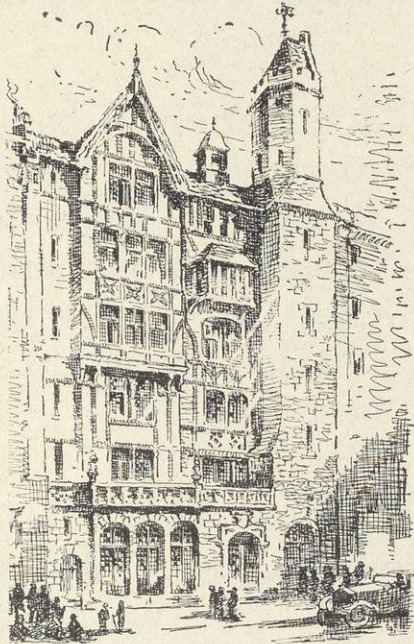


William Schwoegler of course

419 State Street

Office Phone B1730
Residence Phone B3130

THE BEST PROMPT SERVICE IN ALL KINDS OF PLUMBING



*Design of
Finchley House
Suggested by "Bucks"
of Old Trinity College,
Cambridge, England*

NOTICE

PLEASE BE ADVISED THAT IN THE NEW LOCATION, IN FIFTH AVENUE, FINCHLEY HAS ARRANGED A UNIQUE, COMFORTABLE, AND RATHER EXTRAORDINARY FLOOR WHICH IS DEVOTED EXCLUSIVELY TO THE DISPLAY OF WEARABLES FOR COLLEGE MEN. SUITS, OVERCOATS, HATS, SHOES, SHIRTS, WOOLIES AND VARIOUS ACCESSORIES OF NOTABLE STYLE AND QUALITY.

FINCHLEY

Fifth Avenue at 46th Street
NEW YORK

Ring Side Seats Only

"What's the matter, Mac?"

"Oh, I wrote my mother about initiation; and now she tells me she's plannin' to bring the family up to see it and wants me to get tickets for it right away." —*Sun Dial.*



Drunk (after bumping into the same tree three times)
Lost-sh—lost-sh in an impenetrable forest-sh.

—*Centre Colonel*

Brine

Some girls are like ocean liners. It takes a little tug to get them started. —*Blue Baboon.*



He: Honey, would you love me just as much if I told you I had sold the Stutz?

She: You didn't, did you?

"No."

"Certainly I would, darling."

—*Punch Bowl.*

There is Added Weight in the Printed Word especially when it is expressed in a neat, thorough, and clean cut way. Our modern equipment and highly experienced printers assure you of complete satisfaction.

Straus Printing Company

118 EAST MAIN STREET

TELEPHONE BADGER 1763

ADVERTISERS!

Mr. R. P. Pabreslo, manager of Fred W. Kruse Co., writes to

The Daily Cardinal

as follows:

"We have found that our advertiser run in the Daily Cardinal has paid us very well.

"Furthermore, we believe that the Daily Cardinal is the best medium for reaching university students. No doubt the large number of our university women customers is largely due to the advertising we have run in your paper.

"We especially appreciate your policy of excluding advertising from out-of-the-city retailing institutions."

Why not let our promotion staff assist you in arranging a campaign?

Call the advertising manager, B. 6606.

that new Ludwig Banjo

a sensation in banjos---beauty, tone, wonderful style, a fitting complement to the Ludwig Drums, the world's best.

\$95 to \$200
easy terms

University Music Shop

At 511 State

Phone B. 7272



Write to the folks at home on

Old Hampshire Stationery

Its use implies a desire to please as well as good taste in selection.

Sold at the

UNIVERSITY CO-OPERATIVE CO.

Fine Stationery Department

Hampshire Paper Company S. Hadley Falls, Mass.

One: What is the difference between a Scotchman and a cocoanut?

Two: You can get a drink out of a cocoanut.

—Blue Baboon.

Ethel: Coming home in Tom's car the other night, we made over fifty miles an hour!

Clara: What did you quarrel about?

—Judge.

"Young man, why do I find you kissing my daughter?"

"I guess, sir, it's because you wear rubber heels."

—Bison.

Have you noticed that new good looking brick building across from the chemistry building?

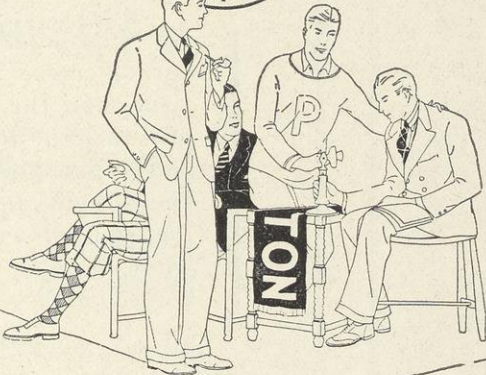
THAT IS THE

College Lunch Room

1203 UNIVERSITY AVENUE

F. 2944

"Try Us."



"The Tiger"

Braeburn

SMART STYLED CLOTHES FOR COLLEGE MEN

Tailored at Rochester

He kissed the parlor maid and the girl screamed.
The wife came in and looked around suspiciously.

"Fifi, why did you scream?"

"Through joy, madam. The master has just doubled my wages."

—Judge.



Prof: Gentlemen, let me impress upon you that these conditions are ideal. Ideal! IDEAL!!

Stude (just coming to): All right, ante and deal, then.

—Stone Mill.

Sumner & Cramton

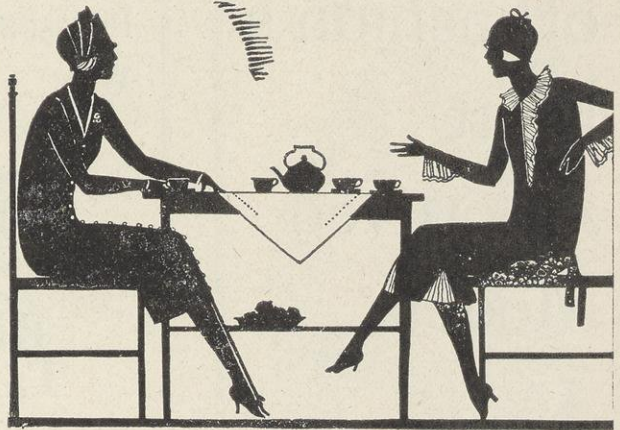
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Special Department for Developing
Printing and Enlarging

Postal Station No. 9

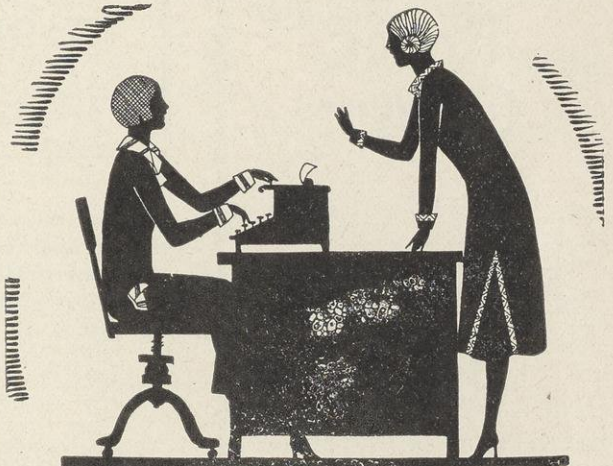
670 State Street

Madison, Wisconsin

Whether for Tea



Or for Business



Or for Campus Wear--

You'll find the proper things for spring at

Baron Bros.

The new spring coats and dresses—with their gay colors and smart touches of style—are on display now. The millinery section is showing a large array of hats selected especially for college women. And on the main floor you'll find all the smart accessories of the season.

Visit Us Today!

Creators
of Fashion's
Most
Approved
Modes

Made to
Your
Order

OR

Ready to
Wear

Our Alterations
will help your
wardrobe.

The
French Shop

533 State St. and Park Hotel Building

Have Your Suit
Pressed the Randall
Way

50c

Randall
Tailoring
Co.

1817 Monroe St. F. 3308

We Call and Deliver

First Gridiron Comber: Where'd all
these grapes 'round here come from?
Second Gridiron Comber: Them's
not grapes—they's eyeballs.

—Yale Record.



"You shouldn't be allowed to leave
the house in that dress."

"But, mother, you don't understand.
I have to wear one."

—The Caveman.



Kind Old Gentleman: Did 'ums
break 'um 'ittle dolly?

Sweet Child: Yes. Why the hell do
they make the damn things so fragile,
anyway?

—Yale Record.



"This is a picture of your girl?"

"Yes."

"I suppose her father must have lots
of money.

—Whirlwind.

Flowers

---Natures Most
Beautiful in Creation

Nothing in all Na-
ture is more beau-
tiful than the flow-
er. Keep flowers in
the living room of
the sorority and the
fraternity house.
They give a cozy
restfulness.

Smith-Knox
Floral Co.

B. 335 31 N. Pinckney

Evening
Lunches

FRANK'S
RESTAURANT

821 University Ave.

Delivered Free---

9 P. M.-12 P. M. To
your room.

Home Cooked Meals Like Mother's

LARGE CHOICE

For--- Spring Formal

Fashion decrees
Imported Chokers
In Colors
To Match
Your Gown

May we show them
to you?

GAMM CO
JEWELRY
ESTABLISHED 1859
9 W. MAIN STREET
MADISON WISCONSIN

Walter Hicks Cafe

Corner Main & Pinckney
On the Square

STEAKS	PRIVATE
CHOPS	BANQUET
FISH	ROOMS and
OYSTERS	BOOTHES

Organizations and Clubs!

For Reservations
phone Badger
2037.

BERNARD H. VOLLRATH
WILLIAM G. DAMEROW
Managers.

Kessenich's

State at Fairchild



What the "Wild Waves" are Seeing

A Fashion Telegram from
our correspondent at Palm
Beach:—

"Coats for general wear,
white first, then pastel or
natural. Made of Kasha,
Cheviot, Flannel or Home-
spun; either entirely with-
out fur, or with rabbit,
summer ermine or fox
hemband or small collar."

"Hemstitched or fagotted
crepe de chine one-piece
dresses popular. Particu-
larly with smart women
whose style is not tailor-
ed."

"Cretonne coats and jack-
ets seen everywhere from
lunch time on. The three-
quarter coat of cretonne
embroidered with silver
thread a favorite."

"From Cannes, the French
resort on the Riveria
comes a cable which puts
the stamp of approval on
the ensemble suit of kasha,
the O'Rossen topcoat and
the printed silk scarf—all
fashions introduced in Mad-
ison by Kessenich's.

Backspin & Service

Backspin is that some-
thing that you impart to
a golf ball to keep it on
the green. The best golf-
ers use backspin to keep
the ball from going by
the cup. Service is some-
thing we put on the ball
to keep our customers.
It is that little some-
thing that keeps them
with us.

RENNEBOHM Better Drug Stores

On the Square
13 West Main Street
State Street
Next to Madison Theatre
Badger Pharmacy
Cor. University Ave. and Warren

Paw never married his first girl be-
cause she would not have him until he
went to college and got an education.
Then after he went to college six
months he would not have her.

—Whirlwind.



Lady (at bargain counter): Is my
face dirty, or is it my imagination?

Henpecked Bundle Carrier: I don't
know about your imagination, but your
face is clean.

—Pointer.



"Oh, Sue, your brother saw me kiss
you! What shall I give him for hush
money?"

"Well, he usually gets fifty cents."

—Sour Owl.



Prof: And now that I've proven the
infinite age of the earth, are there any
questions to be asked?

Stude: Yeah. What time is it?

—Dirge.

J. B. Drives Fuel Co.

COAL, WOOD, COKE,
BUILDING MATERIAL

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

"GOOD COAL MAKES WARM
FRIENDS"

Snappy Stuff

That is what they
say when they see
our line of Old
Hampshire station-
ery with the Uni-
versity die stamped
on it.

Come in and look it
over.

Netherwoods
519 State Street

Suits Pressed and shaped the Valeteria Way

50c

We Dry Clean Everything

PANTORIUM COMPANY

538 State St.
Service B.1180 Office B.1598

Brock Engraving Company

Artists and Engravers



4th Floor
State Journal Building

Phone: Fairchild 913

Staunch Captain: Now then, my hearties, fight like
heroes till your powder is gone—then run! On account of
this rheumatism in my leg I'll have to start now.

—Brown Jug.



He: I represent a very distinguished family tree.
She: I see. You're the sap, doubtless.

—Pitt Panther.



"Bawl One", mourned the agitated umpire two minutes
after his son was born.

—Texas Ranger.

You Who Have Nice Suits know the value of HAND PRESSING

We call and deliver. Special rates to students.
Call us about it.—F. 4472.

SAM PIERCE
THE LORAINÉ TAILOR SHOP

Smith Doesn't Own A Motor Car

There are lots of Smiths in the world who still are without motor cars or means of transportation. They know the value of getting places in a hurry, without long tedious walks, but they realize that the street railway runs cars every place they desire to go. Of course there are times when Smith envies the motorist his long pleasant afternoons of driving, but for getting downtown and back and to the ordinary places he desires to go Smith knows the street car has no equal.

Ride The Street Cars

Madison Railways Company

Girls

Some love to ride in taxis
Because they love to ride,
While others do the riding
For the loving on the side.

—Voo Doo



“What did you get for Christmas?”
“Well have you seen one of those long, racy Cadillacs?”
“Yeah.”
“Well, I got roller-skates.”

—Bison.

Dr. J. A. Bancroft
Dr. V. G. Bancroft
Dentists

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



You'll Like these New Spring Hats

The brims are wider, either snap or pencil curls—fuller crowns. Stylish shades of grey, blue, lavender and tans. We've just received our first shipment.

Feature Values

\$5 and \$6

Others from \$4 to \$7

Speth's

The House of Kuppenheimer Good Clothes.

Index To Octopus Advertisers

Name	Page	Name	Page
Badger Phar.....	37 and 23	Fred W. Kruse Co...	34
Badger Tea Room....	20	Lears Rochester Co...	35
Bancroft & Bancroft..	31	Lorraine Tailor Shop..	38
Baron Bros.....	35	Madison Rys. Co.....	29
Robert Bedford Co...	30	Mad. Steam Laundry..	30
Braeburn Clothes....	35	Mennen Co.....	31
Branch Bank of Wis..	1	Netherwood's	38
Brock Engraving Co..	38	Old Bleach Linens....	2
Brown's Book Store..	27	Old Hampshire Sta....	34
Campus Soda Grill....	31	Palace of Sweets....	26
Cap. City Rent-a-Car..	3	Pantorium	38
Cardinal, The.....	34	Parker Pen Front Cover	
Central Stores—		Randall Tailor Shop..	36
Rennebohm..	37 and 23	Rennebohm Phar-	
Chocolate Shop 29 and 23		macies	37 and 23
College Beauty Shop..	30	Rentschler Floral Co..	28
College Comico.....	29	Rider's Pen Shop....	27
College Lunch Room..	34	Roxana Sweet Shop..	40
Cunard-Anchor-		Runkel's Barber Shop	26
Donaldson	30	Rupp's	27
Co-Op., The.....	6 and 34	Schwoegler Plumb. Co.	32
Daily Cardinal.....	34	Scott's Beauty Shop..	31
Democrat Prtg. Co.		Simpson's	5
Back Cover		Smith-Knox Floral Co.	34
Drives Fuel Co.....	38	Speth's	39
E. & E. Store.....	26	Square Pharmacy....	
Finchley	33	37 and 23
Frank's Restaurant... 36		Stanley Hanks Co....	4
French Shop.....	36	Straus Prtg. Co.....	33
Gamm Jewelry Co....	37	Studio, The.....	5
General Electric		Sumner & Cramton..	35
Back Cover		Teckmeyer Candy Co.	28
E. R. Godfrey & Sons	28	Thompson's Orch....	40
Goeden and Kruger... 32		Unique Shop.....	31
Grimm's Book Bindery	26	Univ. Music Shop....	34
Hampshire Paper....	34	Univ. Y Cafeteria....	30
Walter Hick's Cafe... 37		Western Electric....	25
Karsten's	2	Whitman's Candy....	23
Kennedy Dairy Co....	32	F. Wiggleworth, Plb..	4
Kessenich's	37	Yawkey-Crowley Lbr.	
		Co.	3

To be with HER
ALONE
Can be equalled ONLY by
Dancing WITH HER to
One of
Thompson's Orchestras
610 State Street B. 2020

ROXANA SWEET SHOP

C. C. Geiger, Prop.
1201 University Ave.

CANDIES, FRUITS AND CIGARS
STUDENTS' STATIONERY SUPPLIES
MADISON, WIS.

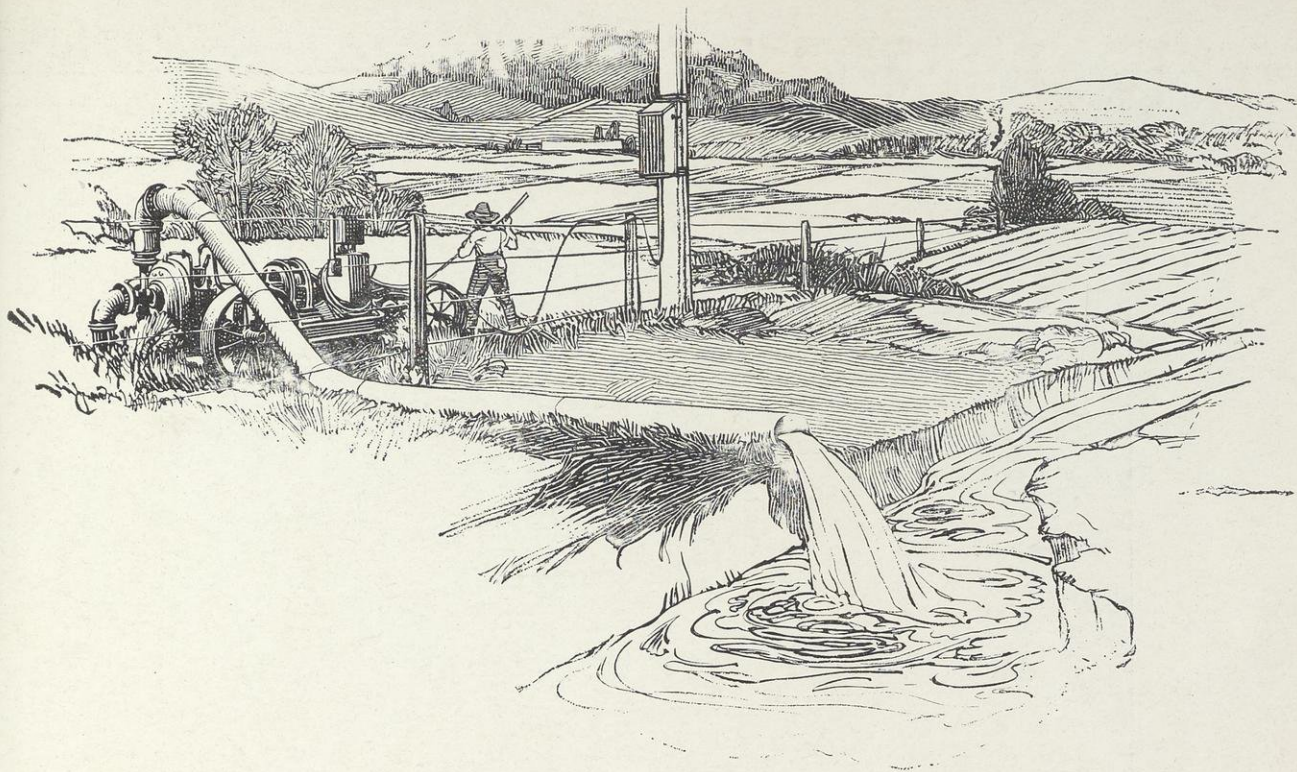
The WISCONSIN OCTOPUS MADISON

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University of Wisconsin
Founded 1919 Incorporated 1920
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to the Business Manager; literary contributions
may be placed in the boxes for that purpose or
mailed to the Editor; and all art work should be
submitted to the Art Editor.

Office Hours: Business Manager and editors
will be in the Octopus office daily 3:30-5:00. Stu-
dents wishing to try out for places on the staff
should call either the Business Manager or the
Editor.

Vol. VI. February, 1925 No. 5



Winning the West

Irrigation by electrically driven pumps has made hundreds of thousands of acres of desert land in the Intermountain West blossom like the rose.

For a few cents a month per acre, electricity—the giant worker—brings the life-giving water from distant lakes and rivers to rainless valleys, producing rich harvests of fruits and vegetables, cereals and forage.

What electricity is doing for the farmer is only a counterpart of what it is doing for Industry, Transportation, City and Country life or any of the professions. It is a tool ready for your use and which, wisely used, will make the impossible of today an accomplished fact tomorrow.

How electricity does these things is important to the student in a technical school—but *what* electricity can do is important to every college man or woman, no matter what their life's work may be.



The General Electric Company provides for agriculture little motors that do the farm chores and great ones that operate mammoth pumps to irrigate vast stretches of arid valleys.

If you are interested in learning more about what electricity is doing, write for Reprint No. AR391 containing a complete set of these advertisements.

7-17DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY. SCHENECTADY, NEW YORK

PRINTING WHERE IT IS DONE THE BEST



THIS half million dollar plant is at your service night and day.

It is equipped to produce any kind of printed matter---large or small.



Democrat Printing Company

114-124 South Carroll Street

Madison - - Wisconsin