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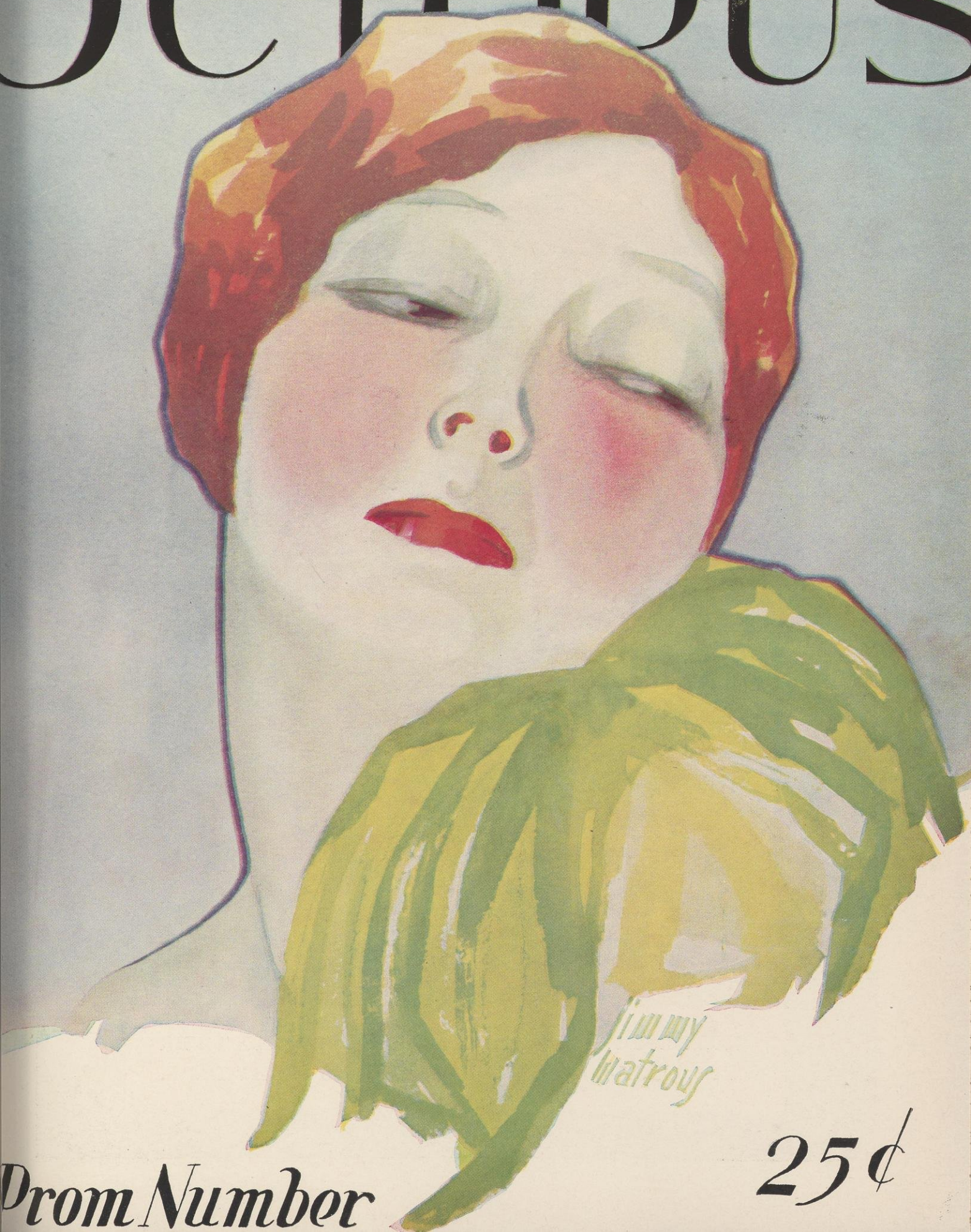
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OCTOPUS



*Jimmy
Watrous*

From Number

25¢



Mangel's

27 South Pinckney Street
Madison, Wisconsin

THOSE EVER SO SMART YOUNG "DEBS" FIND THEIR
VERY GOOD-LOOKING PROM CLOTHES RIGHT HERE.

Buy Everything Possible On Your Co-Op Number



TUXEDOS

That are correctly styled
for Wisconsin Men

FOR THE PROM . . . The student event of the year . . . and for Wisconsin formals . . . Occasions that demand correct attire . . . Should you have the opportunity to come in the Co-Op we will gladly show you the newest in tuxedos.

\$25

\$35

\$45

\$55

THE UNIVERSITY CO-OP

E. J. GRADY, Manager

STATE & LAKE STREET



PLANTERS SALTED PEANUTS

Join the

Eta-Bagga-Goobers

If you don't know what "Goobers" are, then you've never tasted any real sho' nuff Virginia Peanuts. If you want to meet them at their best, put up your five-cent initiation fee for a bag of Planters, the finest peanuts in the Virginia Crop. See that every bag is personally chap-eroned by the pic-ture of MR. PEA-NUT.



"The
Nickel
Lunch"

REG. U. S. PAT. OFF.

MR. PEANUT
REG. U. S. PAT. OFF.

PLANTERS NUT & CHOCOLATE CO.
U.S.A. and Canada

"God, I'd like a new fur coat."

"Say, you don't care who you gold-dig, do you?"

—Virginia Reel



"I see where the Sultan has ordered all women to wear modern dress."

"Ah, what lack of imagination."

—Virginia Reel



"How come they call Liz 'Miss Atlantic City.'"

"Cause she has a bored walk."

—Agievator



Violet: Is drinking liquor in fashion on the campus?
Ray: No, it's passing out.

—Blue Bucket

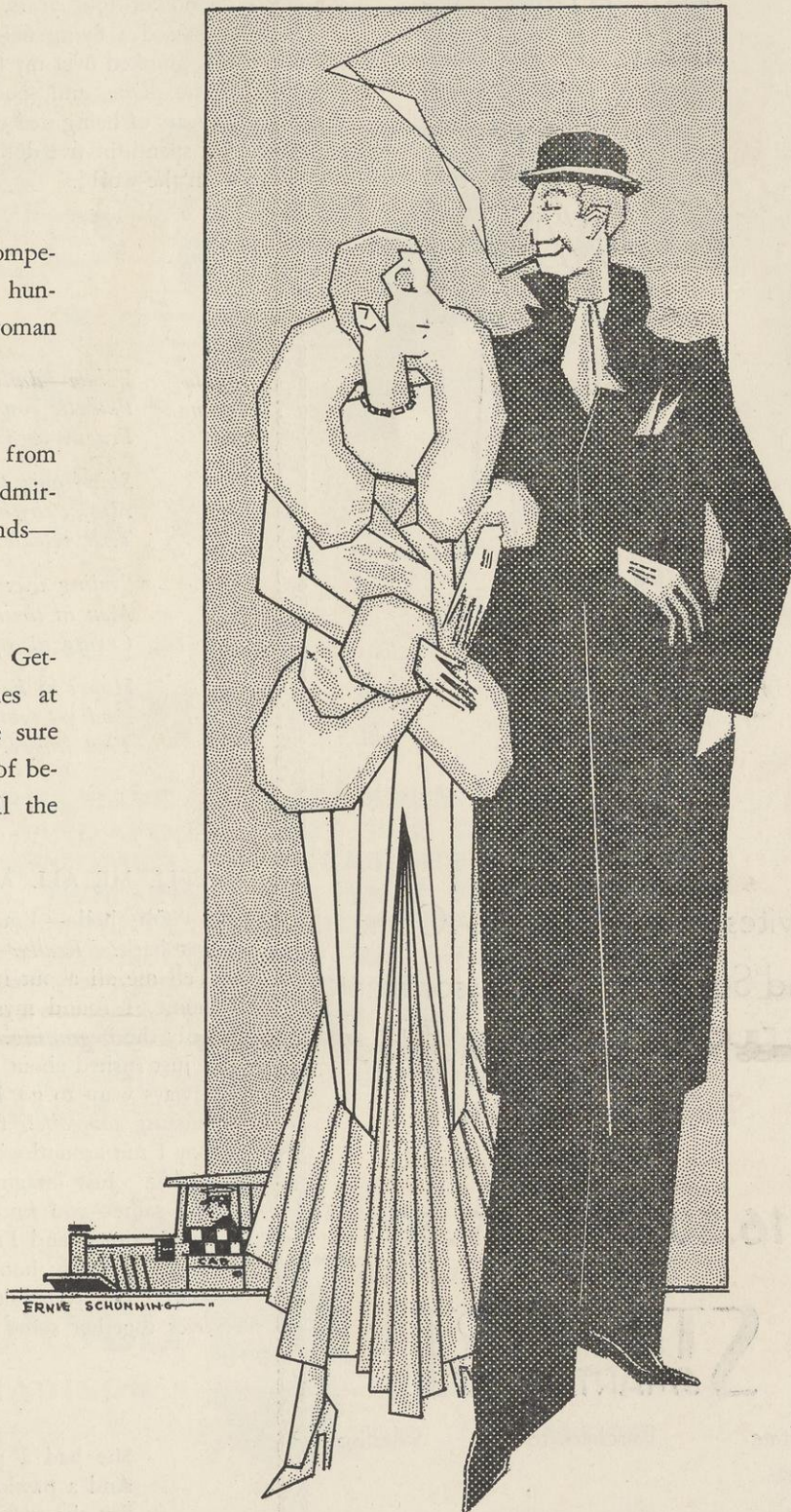
Every Woman for Herself»»»»»

PROM—it's there that competition runs high among hundreds of co-eds—it's every woman for herself!

RATING envious glances from the girl friends and admiring ones from the boy friends—that's winning the battle!

OH, what a cinch it is! Getting your Prom clothes at BARON BROTHERS is the sure way of doing it—a sure way of being a "hit" at Prom and all the parties 'fore and after.

MAKING a date for the next spring formal a lead pipe cinch is one of the main reasons for taking Prom so seriously. The way you look at the Prom will have plenty to do with whether you get to your share of the Spring Formals.





Miss Van

Invites All Co-eds To Come
And See Her New Assortment
Of Formals Specially Priced For
The Prom

From

16.50 To 29.50

STEWART
SMART SHOP

227 State

Fairchild 188

Madison

"I Was Getting Nowhere—"

"Try as I would for years I was getting nowhere. Every time I would bring my pay envelope home, Florabelle would say, 'Same old check, isn't it, Ed?' And I would say, 'Same old check. Listen, Florabelle, what is keeping me down?' 'Fate, I guess,' Florabelle would say, knowing we wouldn't be able to afford the built-in bathroom for another four years. Finally after years of desperation, I passed a flying field and saw a sign, 'Take A Ride, \$5.' I plunked over my five bucks (the last five I had), got into the plane, and soon felt I was rising rapidly. No more years of being tied down. Now whenever I am despondent, I spend the five dollars and feel that I am getting up higher in the world."

—C. A. B.

PROM

*White shoulders of women—dancing
Pathetic romancing
Fragile as a butterfly's wing.*

*Shirtfronts that gleam in a merry-go-round
Music, rhythmic pulsing sound
That releases souls to heaven.*

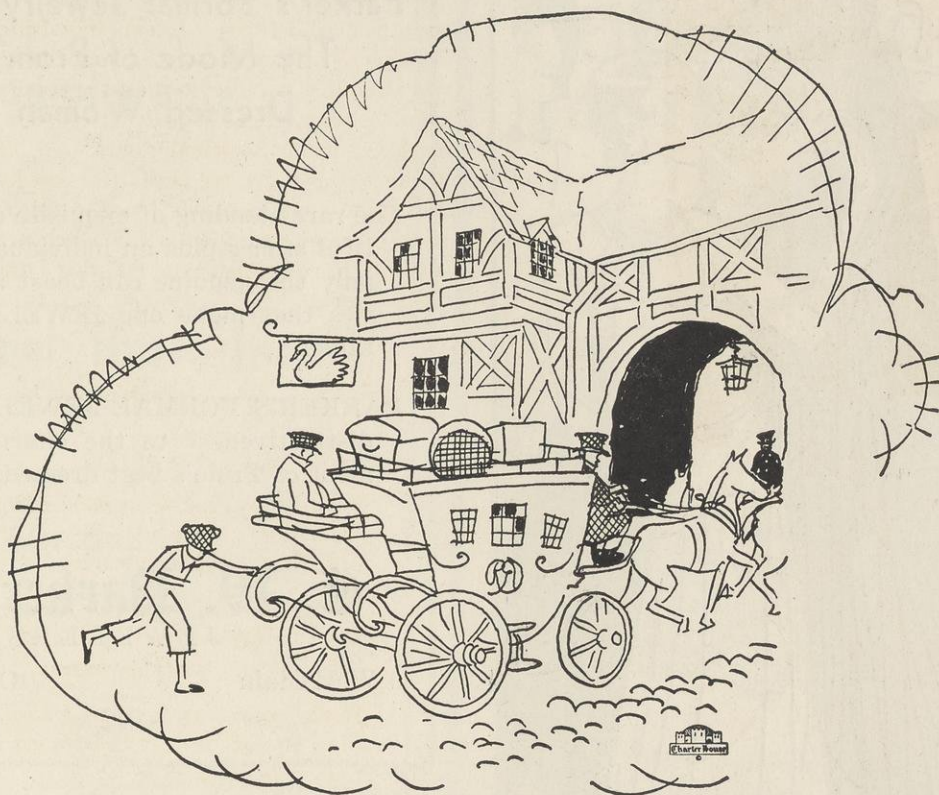
*Sealing wax lips, cruel and hard, snaring
Men in their trap. Saxophones blaring,
Crying in anguish.*

*Hours of happiness—gone in a night
And yet remembered for the strange delight
That lingers down the years.*

TELL ME ALL ABOUT YOURSELF, WON'T YOU?

"Oh, hello—I'm so glad to see you—when did you get back? Really? And did you have a nice vacation? Tell me all about it, won't you? Well, the minute I got home, I found myself rushed into a formal! That was only the *beginning*. I didn't get a *minutes* rest after that. I just rushed about from party to party; of course I didn't always want to go, but I couldn't turn down dates without hurting *someone's* feelings. And the worst of it was the boy I run around with lots couldn't come home. No. He *works*. Just imagine! So of course things weren't quite the same—you know what I mean. But I did have a lovely time—and I'm all in; I don't see how I'll *ever* get down to work; honestly I had the grandest time. I'm so glad I saw you, but I must hurry on now. We'll talk it over together some other time though, won't we?"

She had a penchant for long-haired poets
And a passion for engineers,
But she married an econ major
So she's getting three square meals.



PROM

MANY THINGS HAVE CHANGED SINCE THE DAYS OF THE COACH - AND - FOUR. BUT THE DESIRE TO BE PROPERLY GROOMED ON OCCASIONS OF IMPORTANCE, STILL REMAINS. WE HAVE FOR YOUR APPROVAL - A COMPLETE EVENING WARDROBE - EVERY DETAIL OF STYLE IS CORRECT - WE ASSURE YOU OF THE CONFIDENCE AND SENSE OF WELL BEING THAT COMES WITH APPAREL THAT IS PRECISELY AS IT SHOULD BE. MAKE YOUR PURCHASES OF FORMAL WEAR, HERE, AT PRICES THAT ARE IN KEEPING WITH A COLLEGE MAN'S PURSE.

BAILLIE

O'CONNELL AND MEYER
 MADISON - WISCONSIN
 109 STATE STREET



Parker's Formal Jewelry Expresses The Mode of Prom's Best Dressed Woman . . .

The rare blending of exquisite designs, beautiful stones plus an individuality of which only the genuine can boast are the qualities that make our JEWELRY unforgettable.

PARKER'S FORMAL JEWELRY will lend distinctiveness to the charm and refinement of Prom's best dressed woman.

E. W. Parker, Inc.
JEWELERS

9 West Main

On The Square

HOW TO MAKE A TALKING PICTURE

The lowdown on a fascinating art given in one easy lesson

1. Buy a story or plot—preferably one that has been enacted on the stage or written in a book—and read or seen by thousands.
2. Throw the plot away. Then begin.
3. Presuming you are the star, this is what you must do: If your name is Guinan, your story will deal with a night club at which you will be the hostess; if your name is Jolson, you will sing "Mammy" over six times; if you haven't a name at all, you won't be in the picture.
4. Your picture must have a song at the beginning, at the end, and in the middle—in between places, you will be getting ready for the next song.
5. The songs will have nothing to do with the business at hand.
6. You will hire three hundred girls and photograph them in natural color.
7. You will place your camera from one to five miles from the girls, so that their legs will appear like so many animated toothpicks; the color will see to it that you can not see any of the faces.
8. You will by all means advertise your picture as "All talking—all singing—all dancing".
9. If that one succeeds, you will make ten more just like it.
10. But with new songs.

—C. A. B.

Compliments

of

Hommel Bros. Inc.

Wisconsin's

Highest Class Food Stores

Says B. U. Sue: "If evening gowns were cut much lower in the back—well, my dear—I simply couldn't bare it!"

—*Beanpot*



Fraternity Frank: What a purty bird that is!

Sorority Sue: Yeah, it's a gull.

Frat Frank: I don't care if its a gull or a boy; its purty.

—*Buccaneer*



One: And remember, my good man, there is no such word as "ain't."

Another: Maybe yer right, but did yez ever try to fight a match on a cake of soap?

—*Dirge*

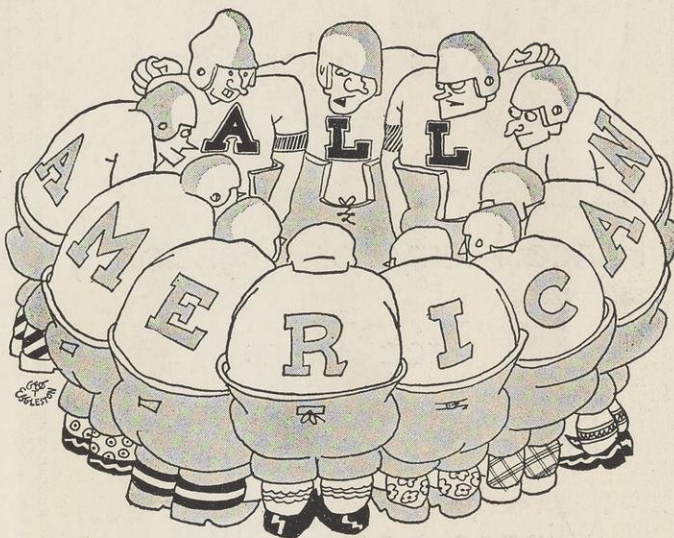


The Original Sin

"Ann Hathaway" gently chortled Bill Shakespeare as he snuck up the stairs in his stocking feet.

—*Lord Jeff*

College Humor's MONTHLY BULLETIN



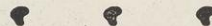
AN All-American magazine for the youth of all America!

In the versatile pages of *College Humor* you will find fiction, sports, styles and the cream of the nation's wit.

This year *College Humor*, with the help of a select group of well known sports judges, has chosen a real All-American team. Leading sports authorities from the four corners of the United States sent in sectional choices to be carefully weighed for All-American possibilities.

In the February issue, one hundred and seventy-six football players receive rightful recognition and honor berths on our All-American and All-Sectional teams.

Once again youth leads the field—and "the magazine with a college education" crosses the line for a touchdown.



TRAVEL DIARIES WANTED

Articles on your travels in Europe, the Orient or our own great Western playground will be acceptable at this time, at our regular rates. Send your manuscripts, with snapshots out of your album of collegiate tours, to the Travel Editor, *College Humor*, 1050 North La Salle Street, Chicago, Illinois. 3,000 words, typed, with return address and postage.

Octopus

Receives Endorsement

from

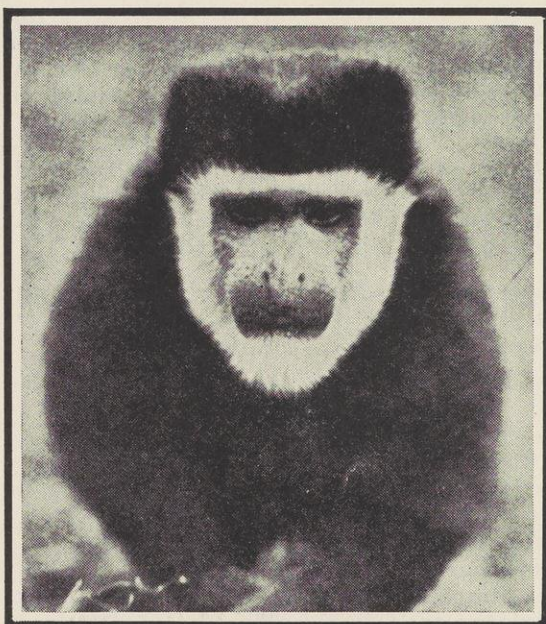
Prince Harry, of Glandonia,

Tree Times

Royal Sponsor of Asia

Minor's Social Climbox

"I cannot go too far," says Sir Harry, "in expressing my delight at receiving the Octopus each month. I am waiting with great anticipation for the February Winter Sports Issue."



Prince Harry

BATHROOM LYRICS

By Anne Chamberlain Hodges

(1)

My toothpaste squirts at both its ends.
It will not last a week
For, ah my foes and oh, my friends,
You see it sprung a leak.

(2)

(To the Tune of On Wisconsin)
Old Dutch Cleanser
Old Dutch Cleanser
Cut right through that grime
Scour the line right off the bath-tub
Water's full of lime. O. D. C.!

Old Dutch Cleanser
Old Dutch Cleanser
Every night the same
Scrub, sister, scrub, scrub, scrub,
You dirty dame!

(3)

Skitter, skitter, Ivory bar
How I wonder where you are.
When to corner you I try,
You rise and hit me in the eye.

(4)

Good morning, merry room-mate,
How did you wake so soon?
You're standing in the shower-bath
And shouting out a tune.
I hear you as I'm half asleep
Before you've ceased your bathing
If you don't shut your blasted face
I'll pass remarks most scathing.

(5)

If I had twenty-seven teeth
Instead of all of thirty
I might get down to meals on time
Without their being dirty.

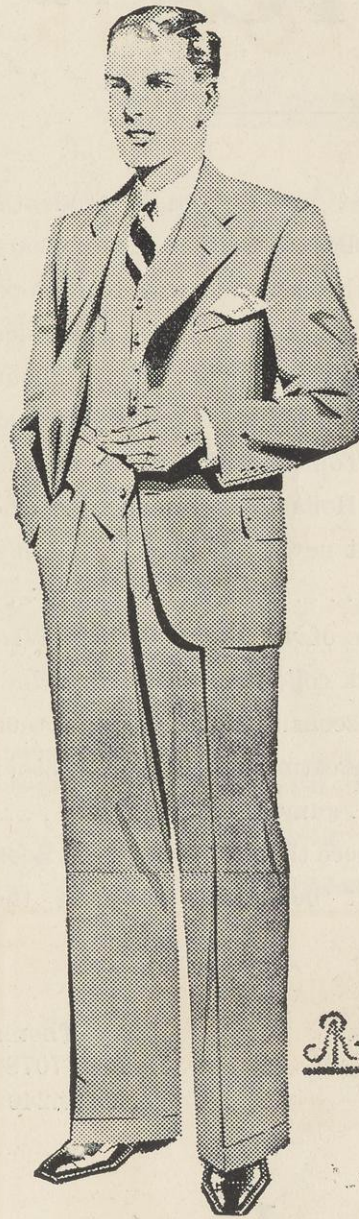
But if I were an octopus
Or yet a deep-sea cow
I wouldn't brush my teeth nor need
A toothbrush, anyhow!

(6)

There was a lad in our court
And he was wondrous wise
He found our bathroom window out
And then he used his eyes.
And when he found the shades were down,
With all his might and main
He looked into another house
And used his eyes again.

(Continued on page 10)

Perhaps perfection is seldom achieved — but Karstens clothes for University men approach it — in style — in good taste — in excellence of workmanship and materials —and most important—in fit. This last is achieved by our skilled and careful alteration service.



KARSTENS

On Capitol Square—22-24 North Carroll

1924 STCA 1930

AN ideal that grew from a student's dream into a college tradition in six years STCA is the accepted way to Europe for college people because it is a service maintained entirely for them for about \$200 round trip student tours \$500 and upwards Tourist Third Cabin on the steamers of the Holland-American Line (including the great new Statendam) it's fun to go STCA it's also inspiring you'll find dozens of your friends from Wisconsin crack college orchestras (including one from Wisconsin) congenial tour leaders interesting students from other universities games and fun galore Europe means more the STCA way Book early and don't be left waving at the pier See

Charles Caddock or Harry Thoma
Fair. 5298 Badger 7078
or Univ. 340W or Univ. 240

Student Third-Cabin Association

Holland-American Line
24 State Street, New York City

Preparedness

The Thrill of an Invitation is Enhanced
when you have an Appropriate
Gown to Wear

Consult

HETTY MINCH

(Over Rentschler's Floral Store)

Formal and Informal Gowns
Ready to Wear Made to Order

228 State Street

B. 3029

(Continued from page 3)

(7)

Fix the pipe, fix the pipe, plumber's man!
Shut off the water as fast as you can.
It's leaking quite fast through the dining room ceiling;
The plaster is cracked and the paper is peeling.

(8)

Sing a song of bathrooms, toothpaste in the eye
Four-and-twenty people! Have a wash-bowl, try!
A basin full of stockings, a bath-tub full of socks.
Isn't that a pleasant sight for girls with eight o'clocks?



Lines On A Meat Cleaver

Someday I'll marry David
And there'll be
Roses on the mantel
And little cakes for tea.

And when I'm tired of roses,
And life in wedded bliss,
I'll give one smile for David
And split his head with this.

Winners of the LEARBURY All-American Football Contest

—who each were awarded a Learbury
Suit and Topcoat for selections closest
to the team chosen by College Humor.

AUBREY H. SELF
U. of Kentucky, Lexington, Ky.
IRVIN BEVILL
North Carolina State, Raleigh, N. C.
J. O. WILLIAMS, JR.
Southern Methodist U., Dallas, Tex.
ARTHUR DEVOS
Ohio Wesleyan U., Delaware, O.
HARRIS EDWARDS
U. of Georgia, Athens, Ga.
PAHL B. KREBS
U. of Virginia, Charlottesville, Va.
ROSS CONLEY
Hopemont, W. Va.
ROY J. WINDERS
U. of Iowa, Iowa City, Ia.
EARL RICE
Tuscaloosa, Ala.
C. FURLONG
Milwaukee, Wis.

*Favored by the vast majority of the millions of
well-dressed college men at the games was the
Learbury type of garment.
Send for Red-Boy Stickers and 1930 style leaflet.*

KARSTENS
25 NORTH CARROLL STREET

Bridegroom (in poetic frenzy, as they stroll along the
shore): Roll on, thou deep and dark blue ocean, roll!
Bride: Oh, Gerald, how wonderful you are. It's do-
ing it.

—Dartmouth Jack O'Lantern



"What's all the commotion in the car ahead?"
"Just an old maid in an upper berth who tried to look
under her bed before she retired."

—Cornell Widow



A droll tale is told about the deaf and dumb man who
had a nightmare and broke his knuckles on a bed-post,
screaming.

—Lampoon



Two is company, but three is a respectable party.

—Log

Tiffany's

*The Exclusive Dress Shop
of Madison*



GOWNS and WRAPS
For The
Formal Season



546 State Street

The Best Wishes To Prom



College Typing Company

B 3747

515 Campus Arcade

Velvet
IT'S ALL CREAM
ICE CREAM

"our wagon passes your door"

Kennedy Dairy Company

Perfectly pasteurized
Milk, Cream, Butter, Buttermilk, Milcolate,
Selected Guernsey Milk

Phone B. 7100

NEW YEAR PROBLEMS

What to do with the Christmas cards received during the holiday season.

How to live up to New Year resolutions now that we've made them.

How to exchange that necktie Aunt Mandy sent you when you don't know where she bought it.

How to let Uncle Jim know you were not one bit pleased with his present and yet not make him mad.

How to tell people why you're not going to prom, since you haven't been asked yet.

How to get down to work after that long vacation.

When to do that outside reading in French—that you meant to do over vacation.



A new vaudeville act: The Scotch tight rope walker.



Ye Medieval Boye: Hist, mamma, prithee what is that noise, someone must be at the silver plate.

Ye Mamma: No, sonne, 'tis but your father trying to sneak in late again.



Voice from the mast: Land ho!

The green gob; passing it on: Ha, ha, land.



At the Alpha Gam House—

"They caught Fleta red handed."

"How was that?"

"She was using Janet's lip stick."



FAMILIAR SLOGANS REVISED

For college students: Have you a little vacuum in your head?

For many singers: Ask the man who moans one.

For bootleggers: Good to the last hop.

For chronic borrowers: The kin you love to touch.

For the weatherman (always wrong): Say it with showers.



It takes more than a degree to make an engineer

It's pretty hard to keep your mind on a study of fatigue-of-cable-sheath-alloys, when you are thinking of the joys of artistic creation. And why try? There is work aplenty in this world for engineers and artists, for doctors, lawyers, builders, salesmen. The difficulty is that the individual



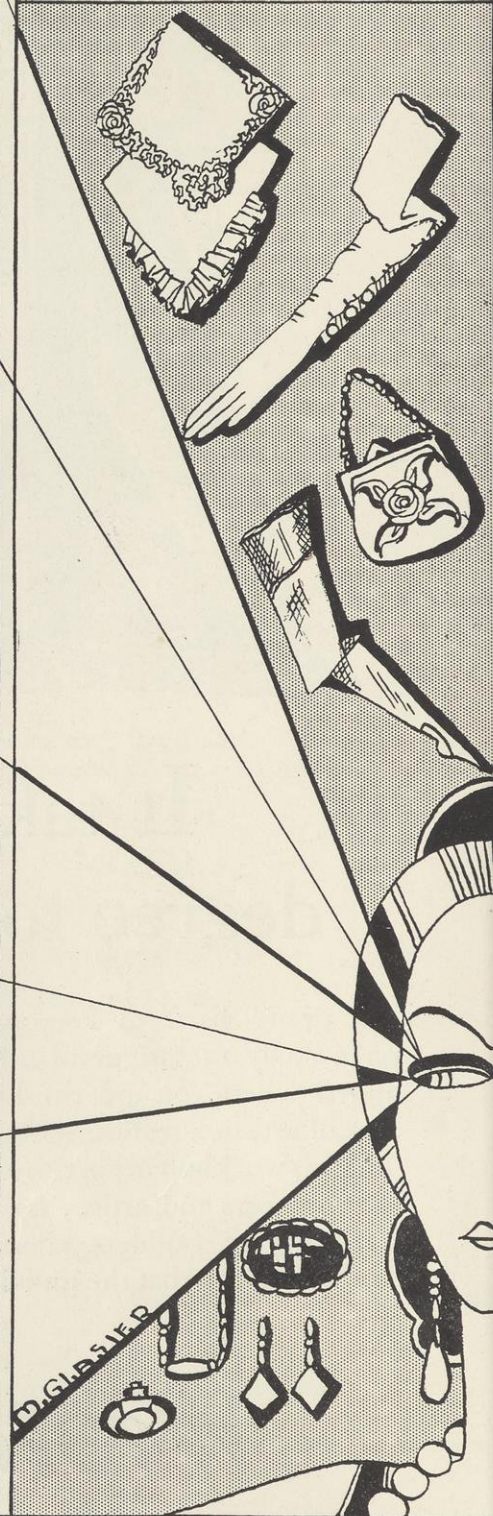
doesn't always connect up with *his* work.

Too many college men never take the trouble really to analyze themselves. Self examination *now* with the aid of your faculty advisor may save years of groping later on. And at graduation it will help you off to a good start.

Western Electric



An Eye-ful of loveliness

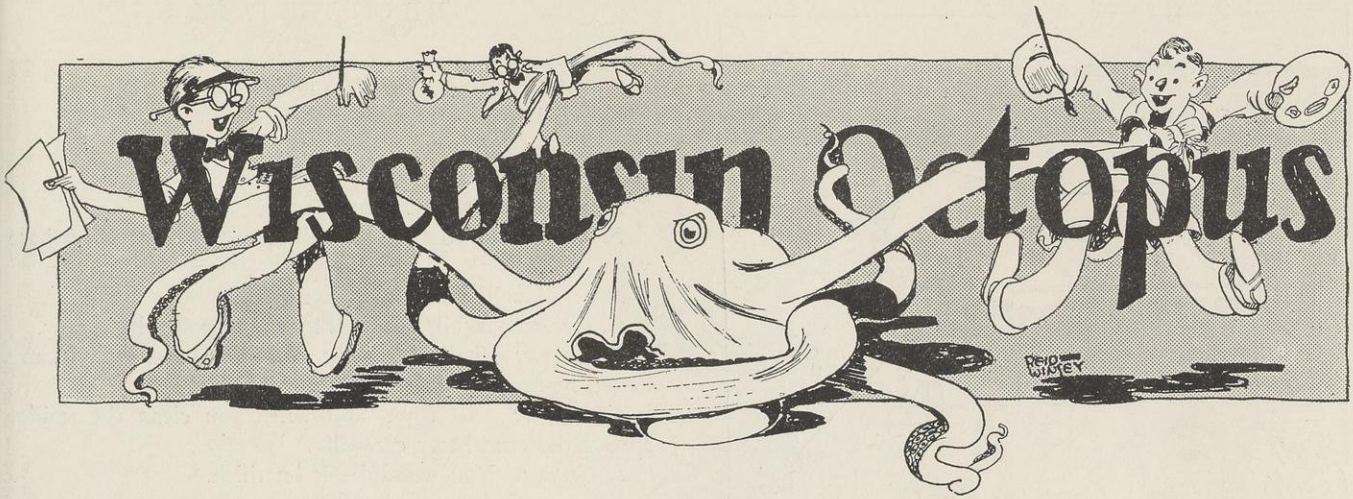


Here comes Miss Wisconsin and isn't she a gorgeous prom-trotter! She's beautiful . . . she's graceful . . . she's enough to be proud of . . . for her clothes come from Simpson's at the Co-Op!

Prom Number...







"Here's a nice dish of spaghetti for lunch, dear."

"Gawd, an' I was just in the garden diggin' worms!"

"Won't you contribute something to the Association for the Preservation of Horses?"

"Hell no, I'm a street cleaner!"

"Oh see the troop of rangers!"

"Those aren't rangers, they're only farmers."

"But they range from large to small!"



"You say that she is going in for tailoring?"

"Well, she makes pants for the boys."

"What's the matter? You look like a wreck!"

"Why, I've had three years of varsity competition!"

"Football?"

"No, Tri-delts!"

Many a modern widow wears black, but a woman isn't hiding a broken heart when she's showing everything else she's got!



Prof. Wahlin: "Do you know where you get steel wool, Mr. Osterhout?"

Osterhout: Why, from hydraulic rams I guess.



God Save the Kink

"So you've got Tom and Rosie engaged. Quite a matchmaker, eh?"

"Yeah, my folks came from Sweden."



"Why is the Theta Xi house like a lighthouse?"

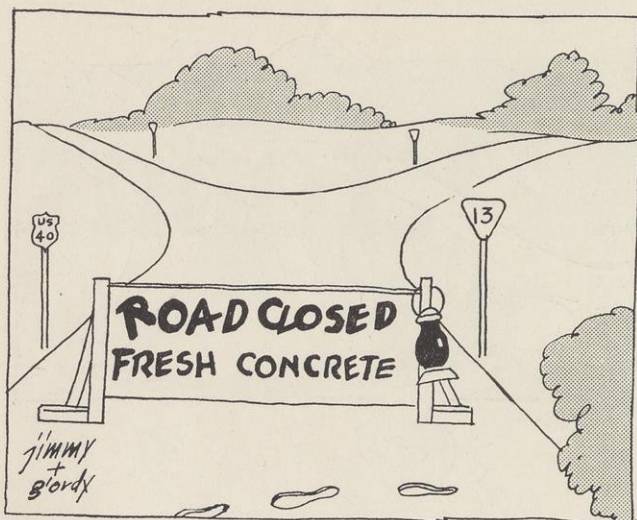
"Give up."

"Because it has a tower, and being usually lit, should be a warning to those going out to see!"

"Then there's the new mouse game . . ."

"What is it?"

"Hide and squeak!"



Hardening of the Arteries

Abie had just finished telling little Sammy about the Seven Wonders of the World. He happened to glance out the window, and turned to Sammy with an exclamation: "Look queek my boy, and you'll see the eighth, dere's dot McPherson giving a beggar a penny."

LIFE ON THE FARM

or

A Play of Pun-ishment

Chars. Farmer Green

C. Green, his son

Ima Green, his daughter

Ima: I won't go, farther!

F. Green: Listen, you bee-hive yourself or I'll whale you.

Ima: Hoe'll whale me, you beast?

C. Green: Well, bee as it may, I'm going hum now.

F. Green: Stall right, but don't forget to bring some home, be-cows we knead them.

C. Green: All right, and when you clean the stable, spread the strawberry carefully.

I. Green: You woodpile it on thick.

F. Green: Lettuce go at once.

C. Green: Come, Ima, and we'll get fruit quickly.

I. Green: Take them all, barn none.

C. Green: This is a fowl job.

I. Green: Wagon go now, we're through.

C. Green: You tell me something?

I. Green: Rake-en I can.

C. Green: When is Ma going to town?

I. Green: Tomorrow, and chicken go for all I care.

C. Green: House that?

I. Green: I want to make hey-hey tomorrow.

C. Green: Aren't you pasture age for that?

(Curtain)



Can You Tie That?

The Way of All Resolutions

I made ten resolutions,
And this is no line;
The moon is my weakness
So now there are nine.

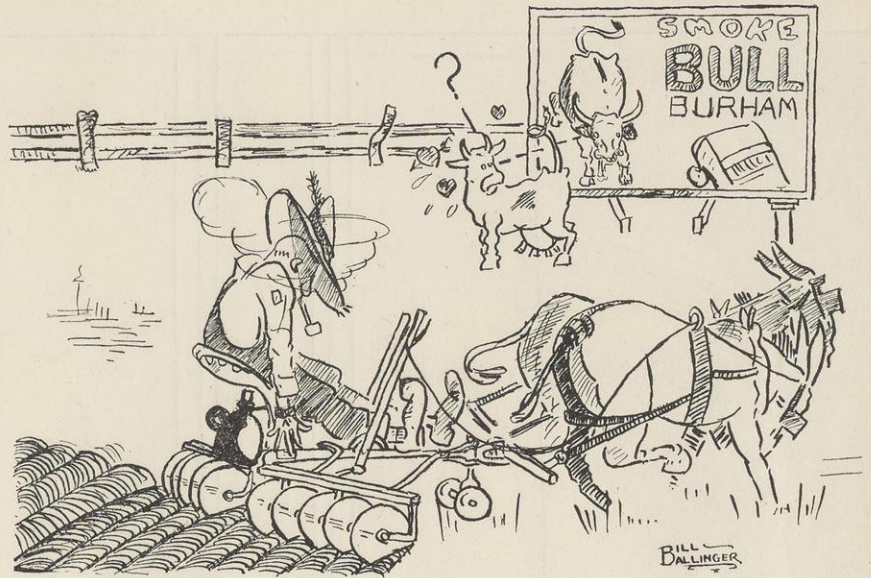
Nine stolid resolutions
Each combating fate.
She was blue eyed and Irish
So now there are eight.

Eight strong resolutions,
There never were eleven,
But it was dark in the theatre
So now there are seven.

Seven resolutions
Straight as little sticks;
She said "no", I said "please"
So now there are six.

Six still resolutions,
But I taught her to drive;
She took me out riding
So now there are five.

Five docile resolutions,
There used to be lots more—
We danced until morning
So now there are four.



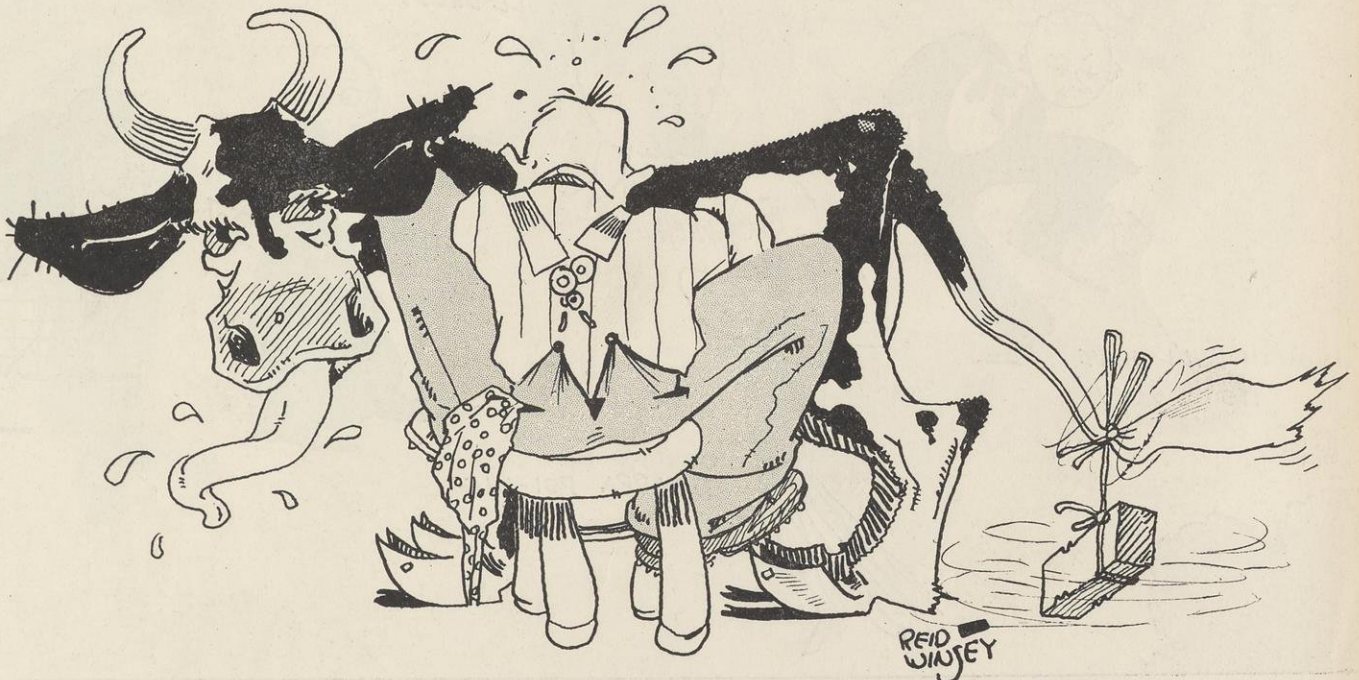
A Harrowing Experience

Four yielding resolutions
Still holding to me;
She offered me her silver flask
So now there are three.

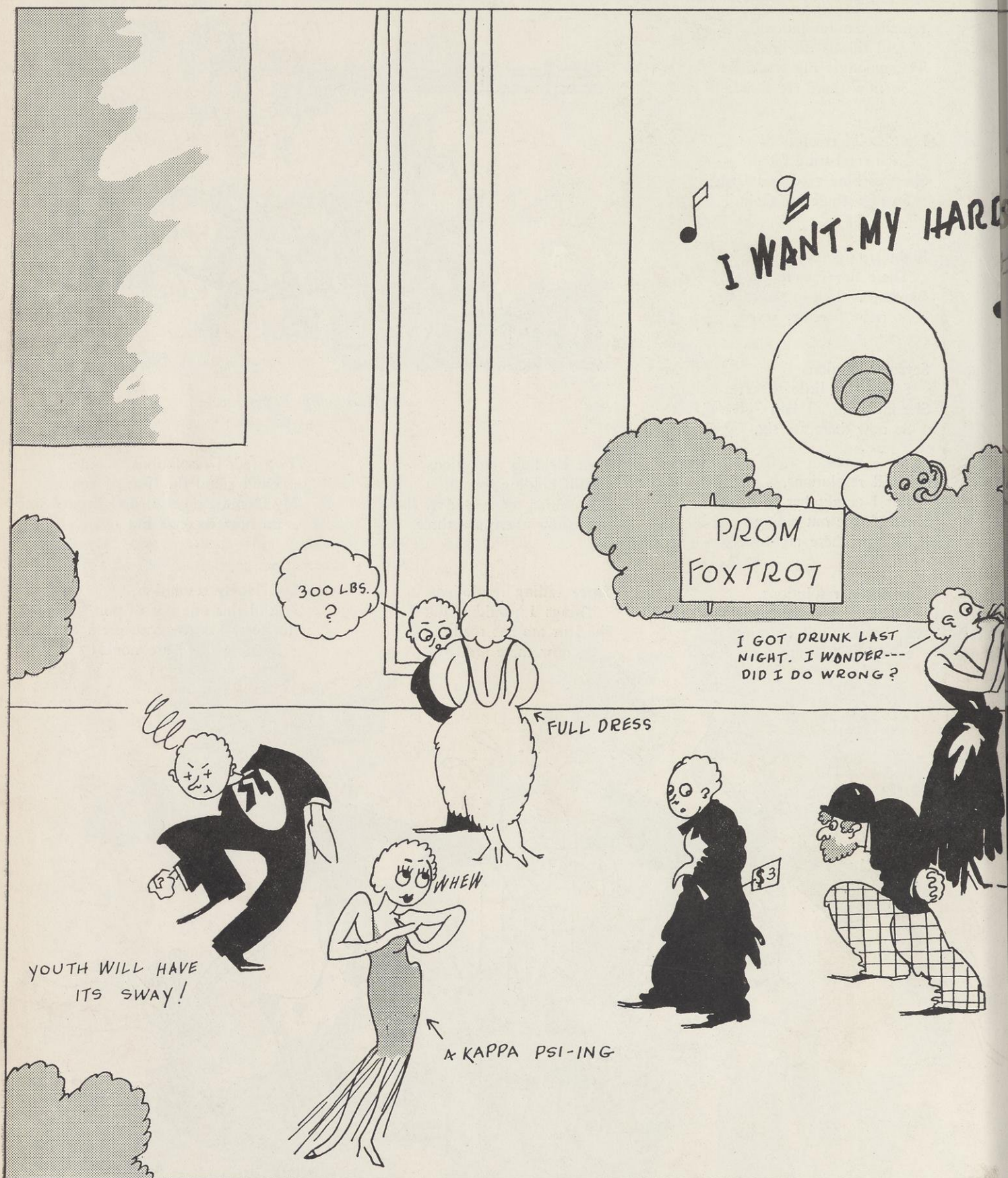
Two faded resolutions
Can't stand the heat of son
My roommate got a check from home
So now there is but one.

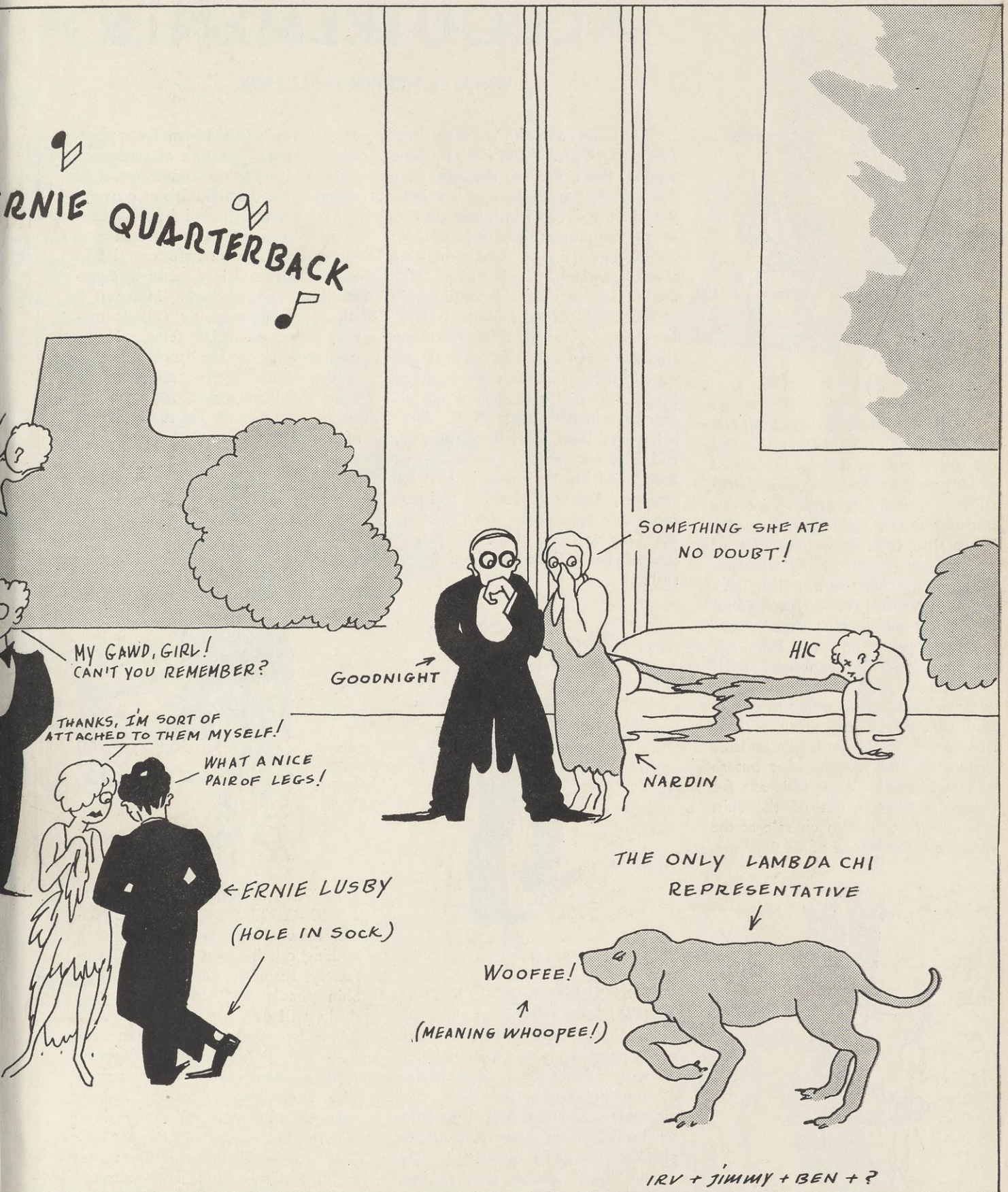
Three failing resolutions,
Things I wouldn't do;
She lent me her roadster
So now there are two.

One lonely resolution,
And this one not to pun,
But Octy has to go to press
So now there are none.



Sweatheart, We Knead Each Udder



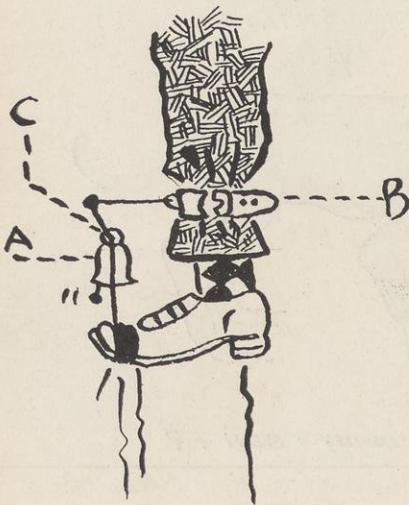


ACCOUTREMENTS

Words by HOMER and GORDY



SMALL PORTABLE CEMENT MIXER FOR FORMAL USE—For the correct gentleman who has rented or borrowed his tux, or is wearing the shirt he bought two years ago, this instrument is practically invaluable. When shirt front shows indication of bending, gin stains, or the aftermath of a intermission, turn switch (A) on dial to word "mix". Then adjust nozzle (B) and allow a thin layer of cement to spray on shirt front. If you are then able to segregate yourself for three or four hours during the party in some corner where there is a cool lake breeze, the result will be that satisfactory, hard, unbendable surface so often sought after but so seldom attained. A portable axe for chopping yourself out of the shirt after the party is also on sale at the remarkably low price of \$4.92.



"LITTLE FRIEND", THE PERFECT SHOE SILENCER—If your formal shoes are of the old style "squeakeasy" type, here is an individual little device which will rid you of the annoyance with little trouble. Adjust bell (A) of instrument over shoes, regulating it by strap (B) around leg so that it is comfortable at all times. Circular hinge (C) allows easy swinging of bell with the slightest movement. As soon as you start to dance and the shoes begin to squeak, the bell ring drowns out all annoyance immediately. (N. B. These bells have been specially constructed and it is our positive guarantee that they sound like no dinner bell on the campus. Therefore, you can feel perfectly safe because the Phi Delts and Sig Chis will not think the bell is their dinner bell and kill you in the rush.



"LOOK-RITE" NOVELTY GYRO STABILIZER—In spite of the yearly prom slogan "there will be no drinking at prom this year", some individuals will undoubtedly avail themselves of the opportunity to show their viciousness and complete degradation by breaking the 18th Amendment, also known as the Volstead Act. This article shown insures such an individual with a painless method for assuring absolute composure and com-

plete control of the locomotor appendages. At the first sign of staggering plug cord (A) into convenient light socket. (If the light is not convenient, socket and it will be de-lighted to serve at once). Current then runs through concealed transformer (B) in back of coat and into motor of Gyro-stabilizer (C) on back. Motor (C) puts overhead propeller (D) in motion giving immediate relief. If the cord trips up a few dancing couples as the owner of the machine moves from the light socket, so much the merrier. Somebody has to be the life of the party.

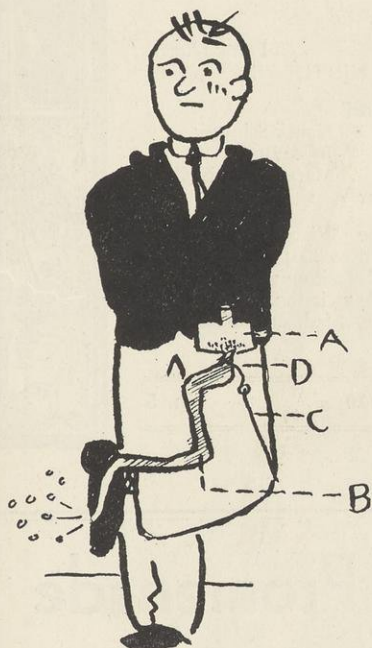


FANCY SHIN GUARDS AND KNEE PROTECTORS—For the popular miss who never misses a prom, nothing can be more useful or satisfactory than the illustrated article. Shin guards (A) and (B) respectively, will do more in practical comfort and protection during prom week than the Burns Detective Agency. Among other things, the wearer is safe from broken bottles, Indiana stompers, stray stags, and strange dogs. The slogan, "as safe as a Phi Mu on a date" has been adopted by the manufacturer of this article as an adequate expression of the complete safety which they provide the wearer.

FOR PROM-GOERS

Illustrations by ED SINAIKO

NON-SKID FLOOR SANDER—Imitations may come and pledge Gamma Phi but the true grit of the Kappa Sigs goes on forever. With this clever little article in operation even the most eccentric of dancers need have no fear. False coat bottom (A) contains quantity of fine pulverized quartzite and ground glass which may be let out through chute (B). Piano wire (C) on leg is con-



nected to valve (D) at top of chute (B). As leg action increases, piano wire pulls valve wider open, so that there is an automatic regulation of the sand flow to suit the respective speed of the dance. This article is also very handy as an aid to climbing the hill on a slippery morning.

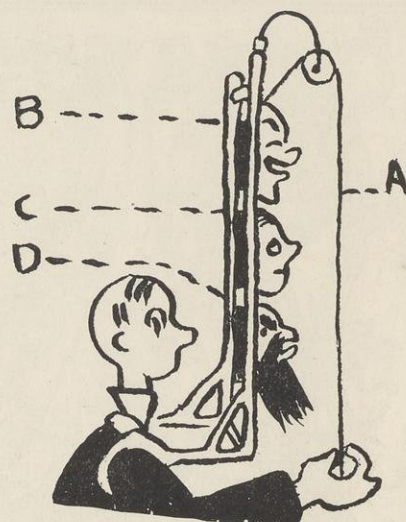
"LITTLE SQUIRT" SPOT REMOVER—Any fastidious gentleman at prom or fraternity man may assure himself of a successful evening by the purchase and practical application of this little invention. When the gentleman finds remnants of chop suey, gravy, or lipstick on the shirt front, or if he happens to pass too closely to the Kappa Box and is spit at, operate device as follows. Nozzle (A)

is connected to ink-filled cylinder (B) by flexible hose (C). When switch (D) is turned, pressure is formed in tank (B) causing fine needle spray of ink to shoot from nozzle (A).



This makes so many spots that the original spot cannot be perceived. As both white and black ink may be contained in (B) it is possible to polish shoes, darn stockings, or remove spots from black or white surfaces with the greatest of ease. Is also of great use in whitewashing the partner's face if she insists on blushing at what the rest of the party is doing.

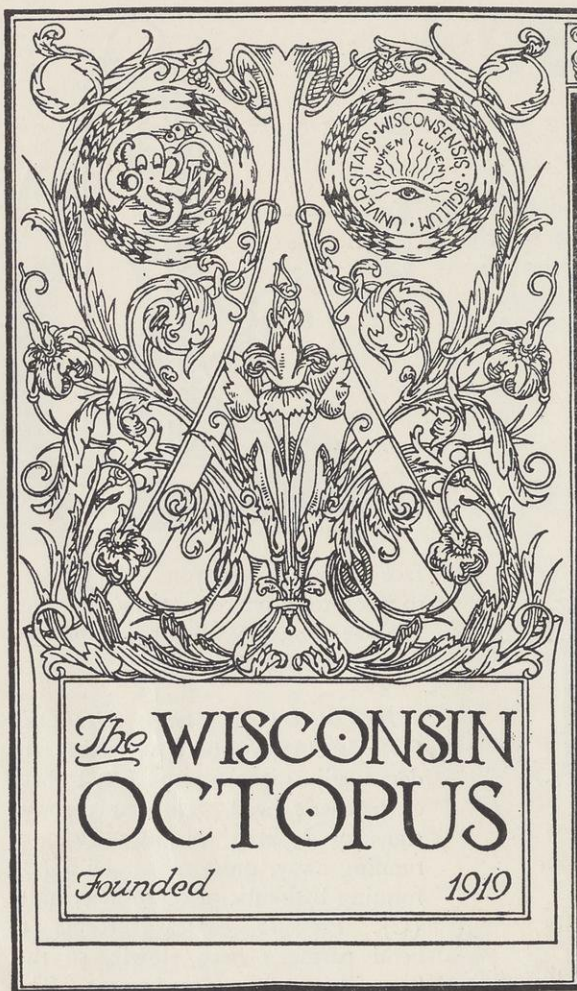
FALSE FACE SET—There is no need to be two or three faced at prom if you provide yourself with this useful and practical little device which should be included in the wardrobe of every prom-goer. A jerk of the string (A) lowers either (B) (C), or (D) depending on the situation in which the wearer finds himself. Face (B) is intended for a laughing face, a means by which you can show appreciation of your partners four year old smutty stories, (C) is a sober, non-intoxicated face to be used for photographic purposes and while talking to chaperones, while the third face (D) is a black mask and false whiskers which can be fitted over the



face when the girl you really wanted to take to prom dances by or when you see someone who will either ask for or hint for a drink.

HYDRAULIC MAN HOLDER FOR WOMEN—Before starting the dance, adjust iron forceps (A) to back of partner's head. If partner shows signs of looking at other girls, or running away, press rubber bulb (B) forming hydraulic pressure in cylinder (C). Pressure causes forceps to bend partner's head slowly, so that he will soon cry for mercy. This method is only a mechanical exposition of the famous "Phi Ed" method which is used all the year round by a certain group of campus women. If man objects to adjustment of forceps at beginning of dance, merely use the old tactics and sandbag him with a sock (Any kind of sock will do, but it is best to take the foot out of it first).





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Irv Tressler

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Franklin Clarke

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Vol. XI

January 15, 1930

No. 5

Many a "Sugar" Will Sour the Promenade

... And Good Luck!

You know, it doesn't seem so very long Ago that we were on the receiving end Of a farewell editorial, and now we're Delivering one. It seems sort of funny, And sad. You know, when one has worked on A publication ever since his first week In college, and slaved, and thought, and Given most everything he's had to it, Well, it isn't so easy to break away. It's Been a long grind, too, and sometimes a Little discouraging, particularly when One has worked for months on a special Issue only to have a thin-necked "sophisticate" Come along and remark, "How stupid!" And then, everyone seems to think that a Humor magazine is just a series of delightful

Afternoons and evenings of laughs with an Occasional hour or two of work for variety. But we suppose we're just as unreasonable And unappreciative about certain pieces of Art and literature which seem so stupid to Us, but which have cost the artist a lot of Sincere work. So, Gordy and Jimmy and Holley, You've got a year of good hard work ahead of You and there'll be lots of fun and lots of Difficulties and some occasional rewards. You'll be editing one of the ten best college Comics in the country and you'll be working On the best outlet for originality to be Found on the campus. Success and God bless yez!

Irv Tressler

ANNOUNCING THE 1930 OCTOPUS STAFF

The Wisconsin Octopus takes great pleasure in announcing the following appointments for the 1930 staff.

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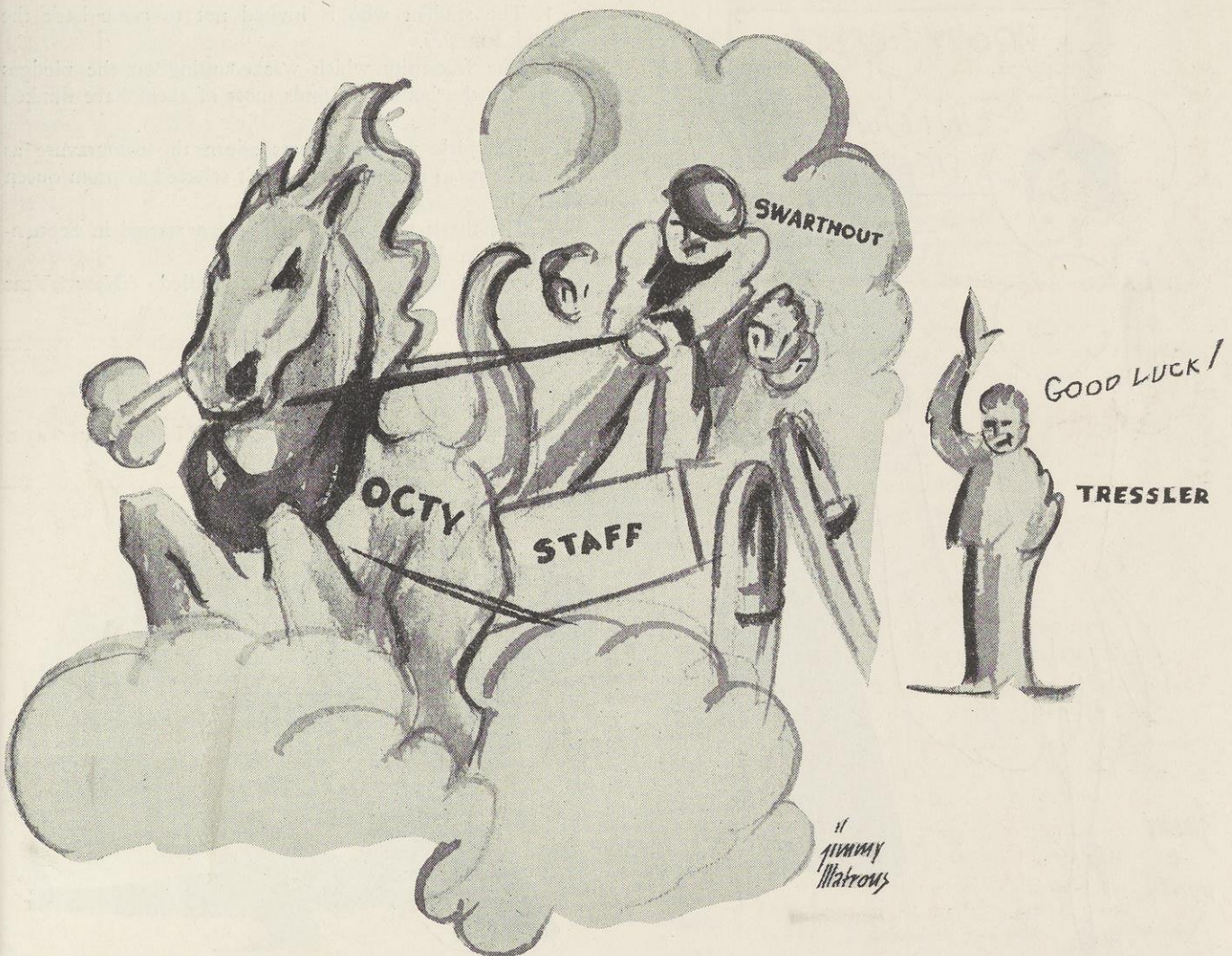
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Homer Stevenson

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Fred Stare



"Reign, Reign Go Away!"



Ed Swank
IRV

1st Flea: Let's go out and get drunk.
2nd Flea: Naw, I've just been out on a big bat.

"And what did St. Peter say when you insulted him?"
"You can go to the devil, sir!"



JIMMY
+
HOMER

The Train Hold Up

"How did it happen that Olly and Betty were kicked out of the automobile show?"

"Oh they forgot themselves in one of the sport roadsters on the floor."

"Have you heard the new 'Wait' song?"

"Afraid I haven't. Shoot."

"Wait down upon the Swanee River . . ."

"Go to, sir Knave, go to!"

"Come with, wench, come with!"

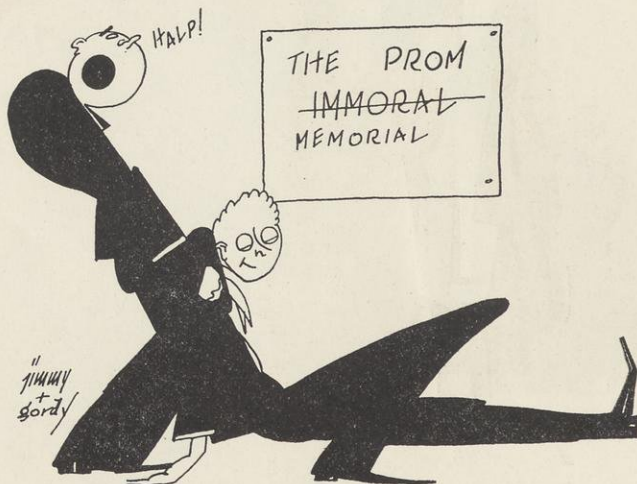
She: You're the light of my life!

He: Yeh, candle light! So be careful how you blow or I'll go out!

NEW YEAR TRAGEDIES

1. The student who is invited not to come back the second semester.
2. The fraternity which was counting on the pledges to fill up the house but finds most of them have flunked out.
3. The girls whose pictures adorn the rotogravure as "possible prom queens" who aren't selected as prom queen after all.
4. The thesis that should have been started in September, not even begun in January.
5. People who write things called "New Year Tragedies".

Then there was the man who used Pluto Water as a chaser.



JIMMY
+
GORDY

CAMPUS BANDITRY

The Prom Hold Up

First Crook: You must have forgotten to pay Patrolman Ryan again.



Exhausted: What do you think I am, a goat?



"Yea, he tried to cut a yard of muslin with a lawn mower."



A la Ripley

- (On receipt of a self-addressed stamped envelope, we shall be glad to steam off the stamp and keep it.)
—C. A. B.



Sig. Chi: Oh, I'd have to call home first.



Bandit: Is it colt enough for you?



"Well, he had to drop Hebrew."



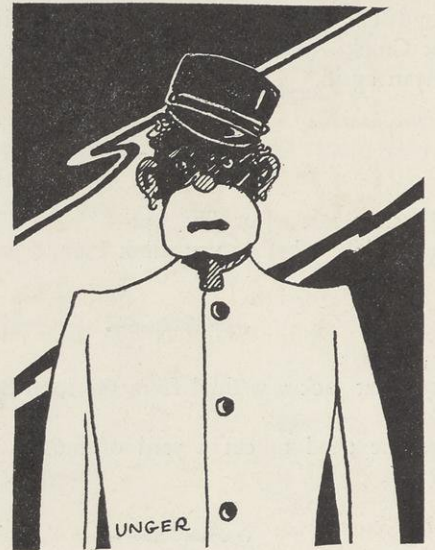
Crooked in the Cradle of the Deke



We wonder if
A guy is
99 44/00%
Or almost
Pure
And this
Applies to
Not
Women
Soap
Or
What have you
If
You'll read on
"Eventually
You'll know
Why not
A clever guy
Now
Harmonicas
Does"
That make it clear.

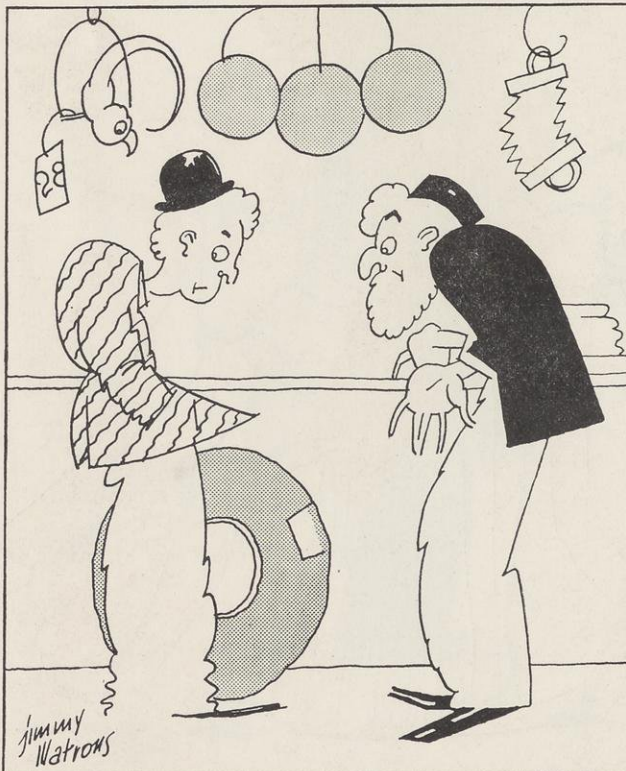
Now please don't
read alternate lines
above.

—Froth

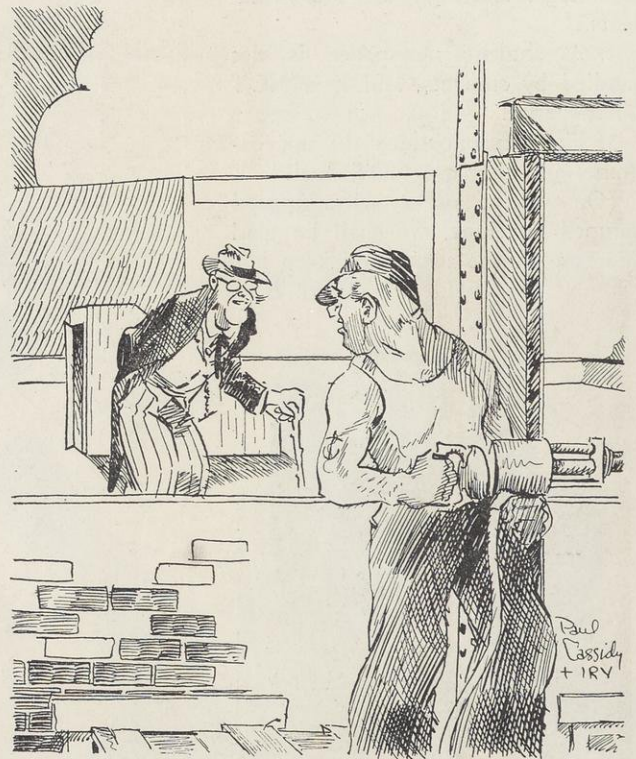


The World's Premier Authority on Berth Control

Cleopatra: Asp me another!



"Ticket or leave it."



Prof: I say, my good man, doesn't that jarring affect
your nerves?

Riveter: Naw, I'm so used to it that when I go
home I have to eat jello and to sit on the ice box so's to
shiver.

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Remember way last spring when there was a famous serenade broken up by the police in front of the Delta Gamma House? The piano of the serenade was borrowed from Lawrences. When the police arrived, there was some fighting, and in the scuffle the piano in question fell from the truck and was scattered all over the street. The man that had borrowed the instrument left town next day. . . .

The novelty party of the Christmas vacation took place half way down Henry Street on New Years Eve. After about two hours of revelry, somebody called Patrolman Lottus to put out the flames. Strange as it may seem, only one man got hurt climbing over the fence making his getaway.

Pa Jordan at the Villa Maria is certainly lucky. The other night, it is said he surprised three different girls walking down the halls upstairs with very little more than their birthday suits on. The yelling in each case was quite characteristic.

There is a secret entrance to Barnard Hall it is said. In fact, the other night several men went exploring through the underground tunnels around the campus, and unexpectedly found themselves on the interior of the well-locked Girls' dormitories.

It seems there was a girl rushed over at the Delta Zeta house, and after hours and hours of debating it was decided that they didn't want her. The next day she pledged Kappa. . . .

Two prominent fraternity men were seen the other night pacing the corridors of the Hotel Loraine and moaning softly. Every one that passed looked at them. It follows that the two had nothing on but pajamas, and that the pants of one were continually slipping and being pulled up.

The funniest incident of the month is about a girl on the Minnesota trip. After going to bed and sleeping soundly, she woke up the next morning to find that she had unknowingly snapped her pocket book on her ear, and there it was.

The S. A. E.'s are at war with Joe Steinauer. It seems they tossed a coin with the Kappa Sigs to see who would take the second place track cup, and the S. A. E.'s won. Just as they were leaving the gym, Joe came running up and said they had to toss again because of some technicality. The Kappa sigs finally took the cup, and the S. A. E.'s are on the war path.

At one of the recent better fraternity formals three of the men were seen to be with girls of exceptional beauty and dancing ability. They were very popular until someone discovered that the beauties were professional exponents of the dance playing at the Orpheum theatre.

In response to curiosity, a big football man of the university, put on a dress, and at ten thirty, tried to steal into the Delta Zeta house along with the rest of the girls who were coming in from their dates. He passed the door all right, and it was locked behind him, but when it came to going upstairs, the housemother discovered her mistake and he was requested to leave.

No Prom Is Complete Without The "PROM PICTURE"

They will be available at our store the day after prom.

The PHOTOART HOUSE
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- - - - And it's just as silly to be without a new

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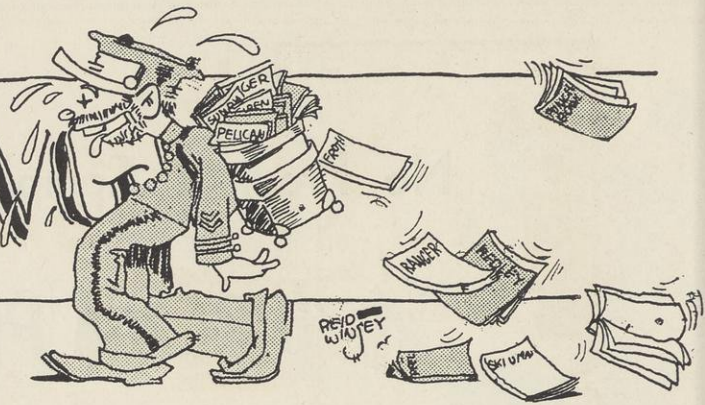
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EXCHANGE



I just got back from Venice, nice place isn't it?

Yeah, perhaps, but when I was there the sewers were all clogged up.

—Jack-o-Lantern



He Didn't Know It Was Loaded

—N. Y. Medley

"Jack met Edith in the Union revolving door."

"But they knew each other before that."

"Yes, but that's when they began going around together."

—Red Cat

"I'm going to shoot the man who married my wife."

"But that's murder, isn't it?"

"No; it's suicide."

—Log

"Strike!" snorted the umpire. And the Plumbers' Local Baseball Nine walked right off the field.

—Punch Bowl

First Gangster: Let's go out and bump off a couple before supper.

Second Cut-throat: Can't do it. I just lent my gun to a policeman.

—Pennsylvania Punch Bowl

Looking for Grandma's glasses isn't the job it used to be. Nowadays she leaves them right where she empties them.

—Judge

Jack: Will you give just one little kiss? Just one?

Sue: I'll say I won't. You asked for a match just now and ended by filling your pockets full of dad's best cigars.

—Punch Bowl

Or The Chinese

The Iceman's National Convention recently adopted as their national anthem that touching ballad, "Where is the Tong of Tongs for me?"

—Juggler



What do girls wear when they wear their clothes out?

They wear them back in again if they can find them.

—Carolina Buccaneer

Sot (lying on sidewalk): I'll climb this wall if it takes me all night.

—Battalion

No Gain Around End

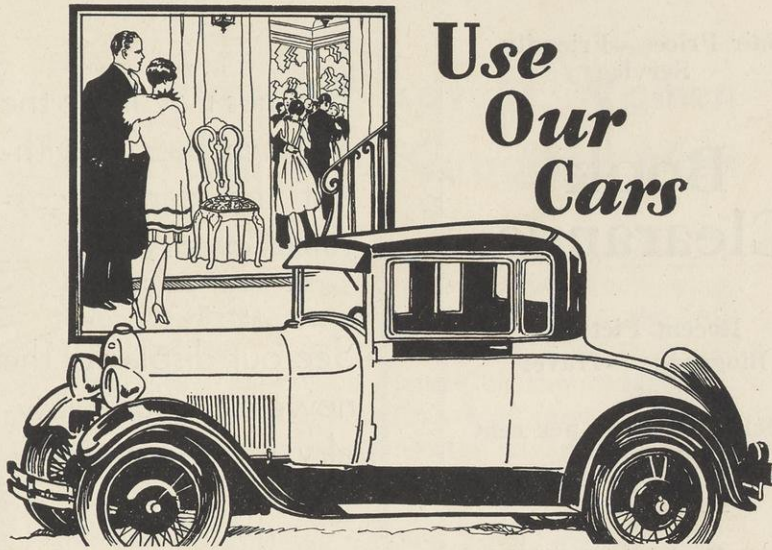
—M. T. Voo Doo

Frat: Do you remember the boy who used to pull your pigtail at school?

Actress: Oh, so that's who you are?

Frat: No, that was my father.

—Phoenix



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Ingersoll: Let's sing that track
song.

Elgin: How's that?

Ingersoll: Don't cinder roses when
it shoes that she needs.

—Ex.



Soph: Where have you been keep-
ing yourself?

S.: I've been in a deplorable state.

Soph: Oh, Chicago?

Sr.: Yes, Ill.

—Malteaser



"There's something gnawing at me
tonight, Lucrezia. I'm not myself."

"Yes, I know, I'm bothered with
them too."



"Gosh, but you are beautiful; how
could a man help loving you?"

"I don't know, but lots of them
do."

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THE PROM QUEEN

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SLIPPER
SHOP
SHOES

At The Prom

"I feel tired. I've been getting along on only two hours of sleep a day."

"Only two hours a day? How do you manage?"

"I take the rest at night."

—Medley



Waiter: How do you want your steak, sir?

Man: Raw.

Waiter: Beg pardon, sir, this is a cafe, not a college.

—Aggievator



Fifteen men on a dead man's chest,
Yo-ho-ho—and a bottle of rum,
I know the men and I've tasted the rum,
But where did this Chinaman Yo come from?

—Minnesota Ski-U-Mah

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Equipped to give the utmost service
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Mrs. Wm. Kraatz Proprietor

A Jew and an Irishman were on board a ship bound for Ireland.

Irishman (catching sight of his fatherland): Hurrah for Ireland.

Jew (riled): Hurrah Hell.

Irishman: That's right. Every man for his own country.

—*The Lehigh Burr*

A gentleman, pretty well perfumed, picks up the telephone..

"Hello! Hic. Hello!"

"Hello," returned the operator.

"Hello!"

"Hello."

"My gosh!" said the gent, "how this thing echoes!"

—*Army and Navy Journal*

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Other Evenings
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CAPITAL CITY RENT-A-CAR CO.

531 State

Prof: Jones, how is that you and Smith have handed in identical answers in my history quiz?

Jones: Have you never heard, sir, that history repeats itself?

—Froth

Stude: You know, I like math when it isn't over my head.

Naturalist: Yeah? That's the way I feel about pigeons.

—Record

FLOWERS THAT WILL MAKE PROM

A THING OF

BEAUTY AND JOY

FAIRCHILD 4645



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— — —

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HELP

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MEAT — FISH — SEAFOOD

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Eggs: The Bible says that Eve was A W O L.

Zitt: What's that?

Eggs: Abashed without leaves.

—Sour-Owl



First Inebriate: Shay! Notish how zhish floor's wavin' around?

Second: Yeh. Mush be made outa flagshtonesh.

—Ex.



Reporter: Isn't it your idea that the flaming youth generation is passing?

Dean: No. Flunking.

—Siren



Socks for Socrates

Mother: Why don't you wear that beautiful underwear you got for Christmas?

Daughter: Oh, I'm saving that for a windy day.

—Purple Cow

She has a terrible map, I know. But when it comes to the physical features—oh Boy! what a relief!

—Bison



"Hey, Joe," yelled the executioner as he strapped the flapper murderess in the chair, "hook up the extra generator. It takes a hell of a lot to shock this younger generation."

—Cornell Widow



It was a fly-by-night stock company presenting "Uncle Tom's Cabin." The moment came for the deep-throated baying of the bloodhounds as Eliza crossed the ice. The audience laughed when a weak "Yap, yap" came from the wings.

"My God!" said the stage manager, "what happened to the bloodhound?"

"Orful sorry, sir," said the stagehand, "but he got mixed up with one o' them town dorgs last night."

—Reserve Red Cat

Go to the phone now and call

Fairchild 79

for an appointment before the Prom

Mrs. Wengel's Marinello Shop

125 State Street

The Student Laundry

MADISON STEAM LAUNDRY

20 % Discount for Cash Call

429 State Street

Fairchild 530

Prof.: Why were you absent at the last exercise?

Co-ed: Here's my medical excuse. I fell and bruised my thigh.

Prof. (absent-mindedly): Don't show it to me now—come into my office and I'll look at it.

—Voo-Doo



"Is this the fire department?" yelled the excited absent-minded professor over the phone.

"Yes, what do you want?"

"How far is it to the nearest alarm box? My laboratory is on fire and I must turn in the call at once."

—Dragon



"What's the chow?"

"We have a thousand things to eat."

"What are they?"

"Beans."

—Log

YELLOW

BAD **500** GER

CAB

Let Us Haul Your Trunks

Stop In On Your Way Up
The Hill For All Meals



Frank's Restaurant

821 University

Ned: That swell looking girl is dead from the neck up.

Ted: Well, she can bury her head in my arms any time.

—Tennessee Mugwump



Sweet But Not so Gaudy: I dread to think of my twenty-fifth birthday.

Ed: Why; what happened?

—Yellow Crab



Keeper of Trained Fleas: Esmeralda has something in her throat.

Preoccupied Owner: Give her a thump on the back.

—Judge



Texas Dick: And do you want an English saddle or one with a horn on it?

Buffalo Bill: Give me the English saddle; we won't be in any traffic.

—The Pointer



Don't Shy - - - At Prom

We have had definite assurance from the King himself that there will be no bombings, riots, or bloodshed at this year's Prom, so date your fems and dust off the plush hats today. Here's hoping you enjoy yourselves.

DEMOCRAT PRINTING COMPANY

114 South Carroll Street
MADISON, WISCONSIN



Unquestioned Correctness In All Details Of Evening Wear

To guide gentlemen interested in the correct selection of formal wear for the Junior Promenade and other social functions, this shop presents the following chart on modern formal attire portraying distinction only attained thru skillful needlework, accuracy, and close attention to the smallest details and design, guaranteeing perfect fit and lasting beauty.

THE JACKET . . . Either dinner coat, cut on the more comfortable lines, with peaked or notched lapels, or the more formal tail coat.

THE WAISTCOAT . . . Neatly patterned black or white waistcoat . . . latter most in favor . . . with the dinner coat and the white always with the tail coat. Styled in the double breasted model with two buttons to show.

THE SHIRT . . . The single stud shirt with no center pleat designed to match the white waistcoat assures the finishing touch of good taste.

THE HAT . . . The derby for the less formal occasions is quite a favorite, however, the opera hat is being accepted as **le dernier cri**.

THE ACCESSORIES . . . In accessories we always recommend simplicity as being most effective. With the dinner jacket the narrow black pointed-end bow or modified butterfly . . . stud sets of smoked pearl or black . . . scarf of white silk, simply designed . . . collar, bold wing or turned down. With the tailcoat, white bow and waistcoat, bold wing collar and white crystal stud.

We consider particularly interesting our formal combination of Dinner Jacket, Tail Coat and Trousers at One Hundred Dollars

Pete E. F. Burns.

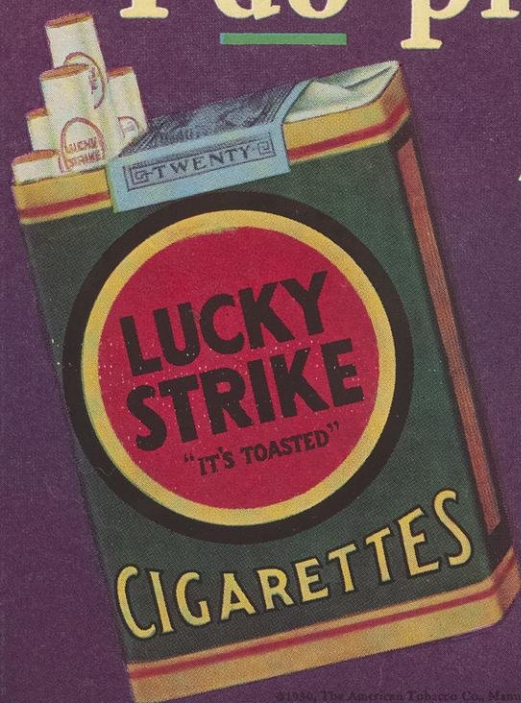
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