

14 vol
April 1931

MIT

MASS. INST. OF TECHNOLOGY
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Voodoo



1931

MODERN
ART

Bub. Jessen



The most valuable social
asset since the invention of The Check from
Home . . . cigarettes that really SATISFY!



Chesterfield

GREATER MILDNESS... BETTER TASTE

EVENTS OF THE MONTH

Week of April 19

- APRIL 25 Freshman Track — Andover — away
Varsity Tennis — B. U. — Riverside
Freshman Tennis — Exeter — away
Crew — Navy — away
Varsity — Junior Varsity — 150-pound Varsity
Crew — Union Boat Club — Home
Second Freshman — 150-pound Freshman

APRIL 24-25 Penn Relays — Varsity Track

- APRIL 25 Freshman Track — Andover — away

Week of April 26

- APRIL 29 Varsity Tennis — Tufts — away
APRIL 30 Frosh Tennis — Tufts — away
MAY 1-2 Varsity Track — Intercollegiates — Harvard Stadium
MAY 2 Varsity Tennis — Holy Cross — away
MAY 2 Freshman Tennis — Boston University — Riverside
MAY 2 Crew — Harvard — On the Charles
Varsity — Junior Varsity — First Freshman
MAY 2 Crew — Princeton — Charles
Varsity — Junior Varsity — 150-pound Varsity — First Freshman

Virgil: "Has that girl lost her dress, or am I seeing things?"

Varsity: "Both."

— Blue Bucket

"I hear the Sultan is introducing the honor system in the harem."

"Yes, he caught the doctor cheating in the examinations."

— Virginia Reel


Coach: "What's the matter with you fellows? You look like a bunch of amateurs!"

— Medley

HOTELS OF DISTINCTION



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New York*

The 

PLAZA

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College Humor

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The Magazine with a College Education

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The MASSACHUSETTS INSTITUTE OF TECHNOLOGY

CAMBRIDGE

THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY offers Courses in Engineering and Science, each of four years' duration, leading to the degree of Bachelor of Science in:

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CHEMISTRY
CIVIL ENGINEERING
ELECTRICAL ENGINEERING
ELECTROCHEMICAL ENGINEERING
ENGINEERING ADMINISTRATION
GENERAL SCIENCE

GENERAL ENGINEERING
GEOLOGY
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CATALOGUE FOR THE ACADEMIC YEAR

(Which includes the admission requirements)

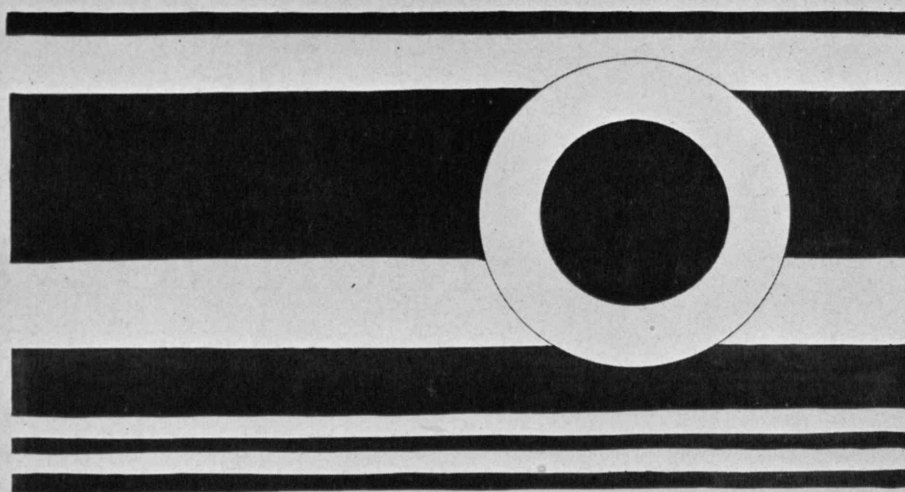
GRADUATE STUDY AND RESEARCH

SUMMER SESSION CATALOGUE

CORRESPONDENCE SHOULD BE ADDRESSED TO THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY



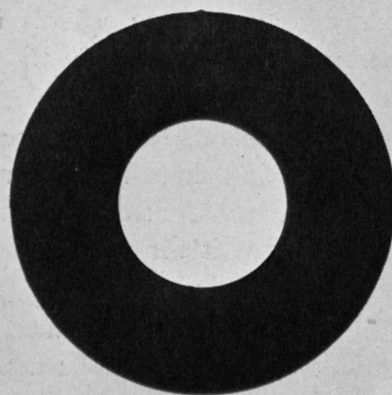
ANNA MAY WONG



GLEND A FARRELL SAYS HOWDY★



WHAT'S WONG WITH THIS PICTURE



MISS WONG BY WILL RAPPORT

AT THE WILBUR IN ON THE SPOT



modern
• number

"who, me?"



the modern girl

•modern girls don't care for sin
what they want is synthetic gin.
as for love, if they have the dough
they merely hire a gigolo.

their talk has turned to higher planes,
but they still have the same old brains
that babes had in grandma's day.
good Lord, why did they get this way?

men still worship the silken calf.
as for the women, they only laugh
at the tears that grandma was shedding
when they played March Militaire at her wedding.

and as for the food that women eat,
you'd think they were hollow clear to their feet.
they seem to get a tremendous thrill
out of ordering food when I pay the bill.

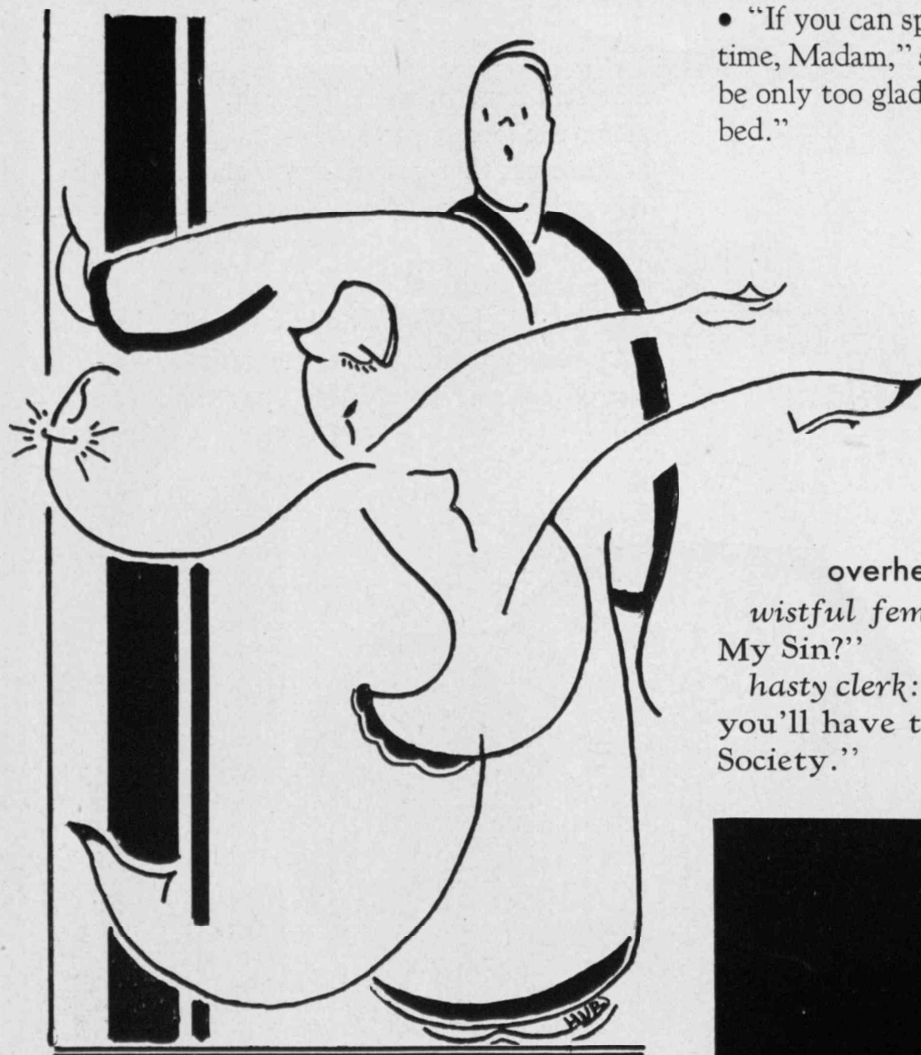


dresses long with low-cut neck
that would make any man a wreck.
lovely eyes and silky hair,
but, boy, you haven't got a prayer.

modern girls are cold as ice
and bar the way to paradise
by analysing each reaction
and robbing love of its main attraction.

their line is solely intellectual,
far remote from matters sexual.
they think they all must be refined
and cultivate a highbrow line.

but cheer up, boys and be optimistic.
they're still one or two who can bake a biscuit.
the moon works in the same old way
and they'll all get married some sweet day.



• "If you can spare me just a few minutes of your time, Madam," said the furniture salesman, "I will be only too glad to show you the latest thing in a bed."

She: "Don't tell me you have the measles?"

He: "But I have."

She: "Good Lord, I'm exposed."

overheard at the music store

wistful femme: "have you a record of My Sin?"

hasty clerk: "you're in the wrong place. you'll have to go to the Watch and Ward Society."

"did you have a nice time at the party?"

"well, I had a nice party at the time."

"Yes," said the broker, "there's fully too much bull here for me to bear it."

First flea: "I'm taking no chances, I'm staying away from leopards."

Second infinitesimal: "Why, what's wrong with them?"

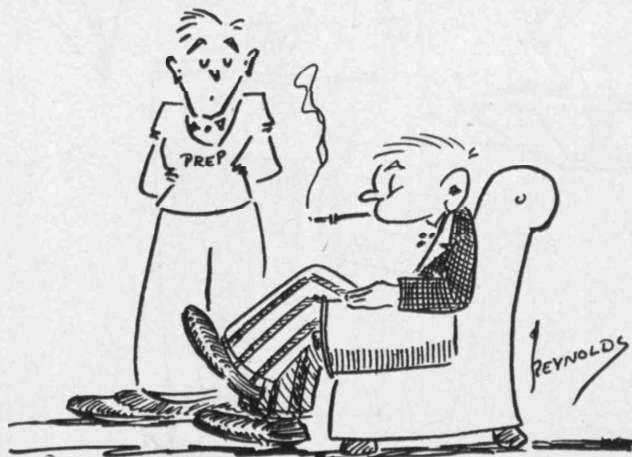
First: "It's too damn easy to find yourself on the spot."



Oscar says: "funny fertilizer to use on a geranium."

"You say Ruthie dances worse than a street-cleaner?"

"Yes, she couldn't even follow a horse."



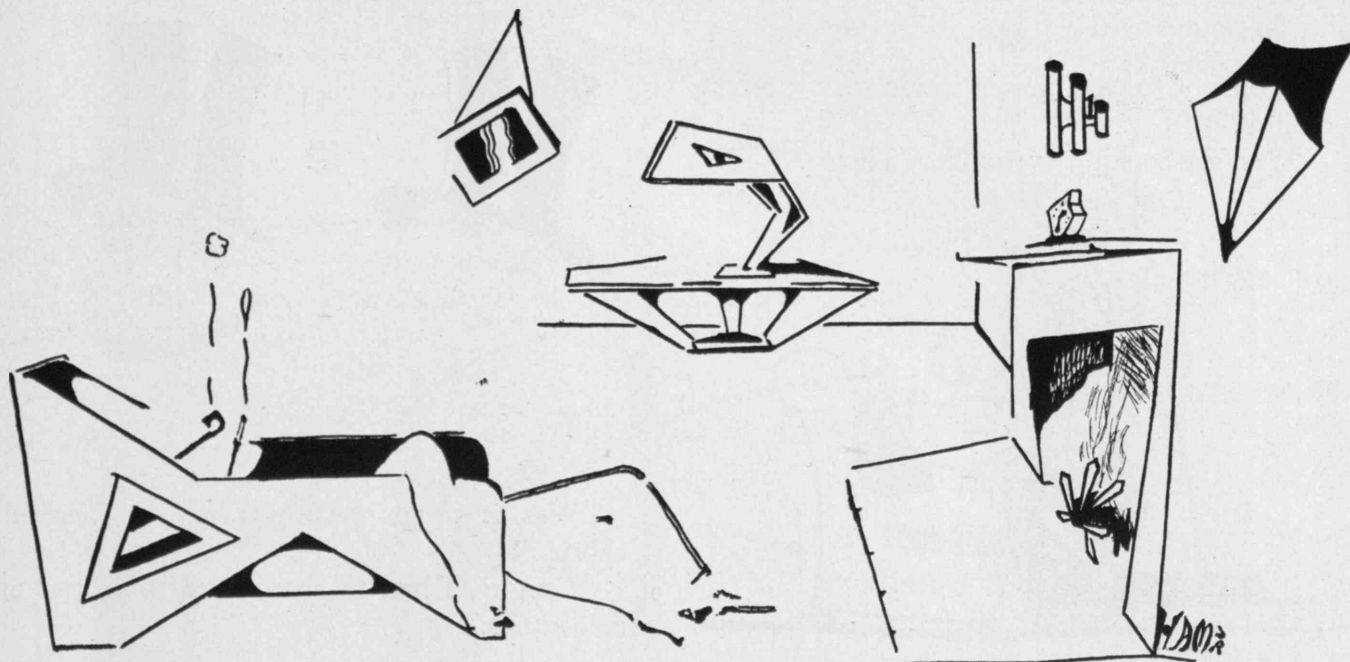
"Was it tough getting a job in Ziegfeld's chorus?"

"Tough? I had to show everything but my credentials."



vertical: "how did that boom strike you?"

inclined: "i didn't mind the boom, but I couldn't stand the gaff."



"THE LOUNGER" PLAYS IN A MODERN SETTING

Harvard Crimson Threatened by Suit by
Lampoon.

— *Boston Traveler*.

And the next thing, we suppose, the boys will
be paying each other alimony.



"are you by any chance referring to my
parents?"

• a charming young lady named Sopper
committed a sad social cropper,
she met an old sap
and sat on his lap —
the rest of the story's improper.

Speaking of modernity, this is something we
should give a wide berth.

• You can make some of Radcliffe all of the time
and all of Wellesley some of the time, but you can
make all of Wheelock all of the time.



• aye bane fool that smart
alec aye did he
bane think he pretty
smart asking me about
mona lisa in front of
my girl
but aye bane fix him
aye bane read uncle
tom's cabin too.

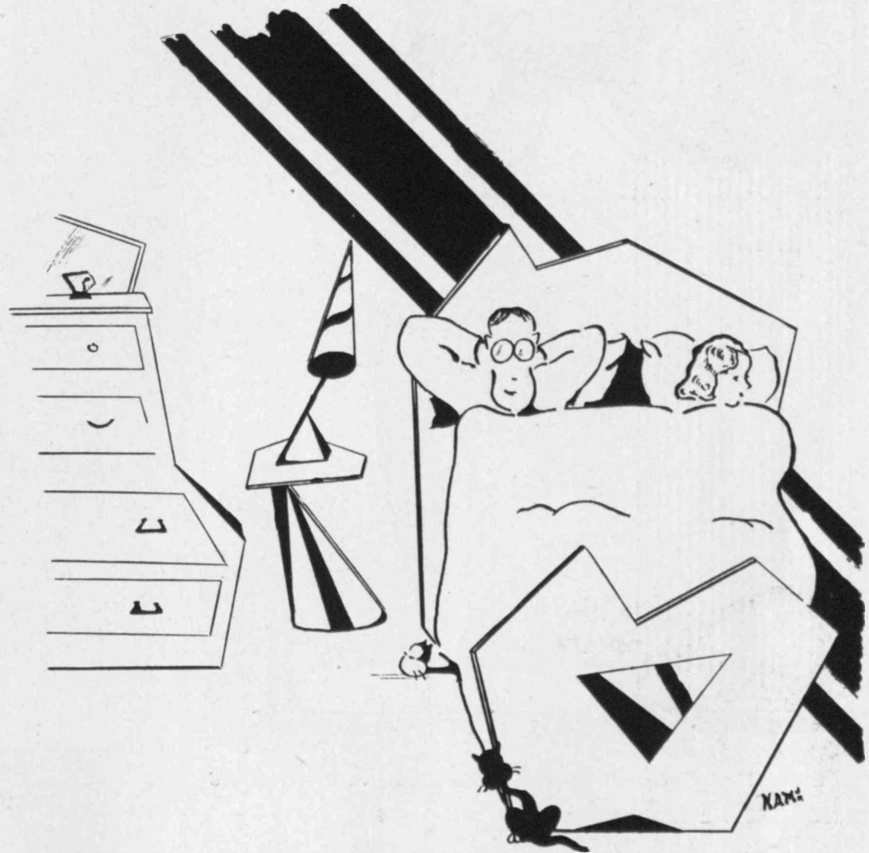


frosh nightmare
the "Terrible Torque"

• Then there was the detective's wife who slept with the lights on when her husband was away so that she wouldn't miss her shadow.

"Maybe you can tell me how the whale feeds its young," proposed the kind old lady.

"No, I can't tell you that," said the cockney deckhand, "but I can tell you how the steamship fills its 'old."

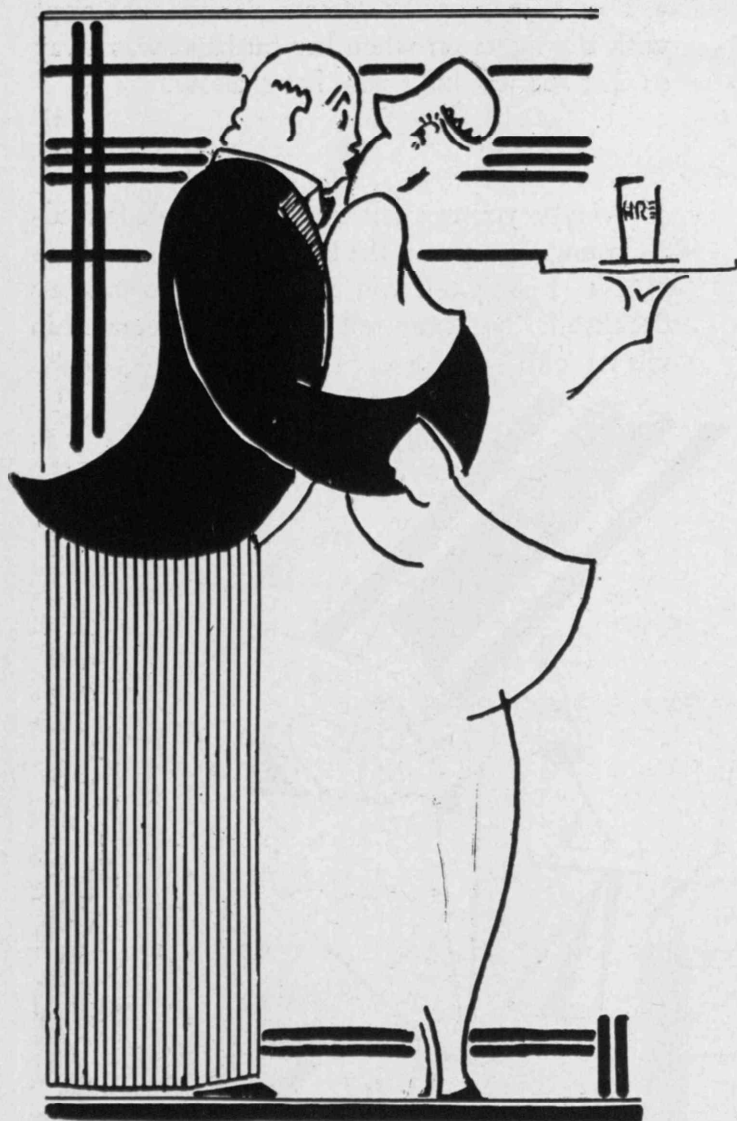


He: "But my dear, why be old-fashioned?"

Master (who has found the butler looking through the keyhole): "What's the meaning of this, leaning over here by the keyhole?"

Butler: "Just picking up a little dirt, sir."

Ah, but my dear Ferdinand, the woman of the past could not even approach the modern woman. Just think of the days of King Arthur when one knight was enough for any woman.



she may be from Czechoslovakia, but
she has Hungary lips.

“What’s going on over there in the ring?”
“Just about.”

at Tech Show

miss: “some Tech men make good girls.”
mister: “yes, entirely without scruples
these engineers.”

There are two kinds of flat tires — and they
both get the air.

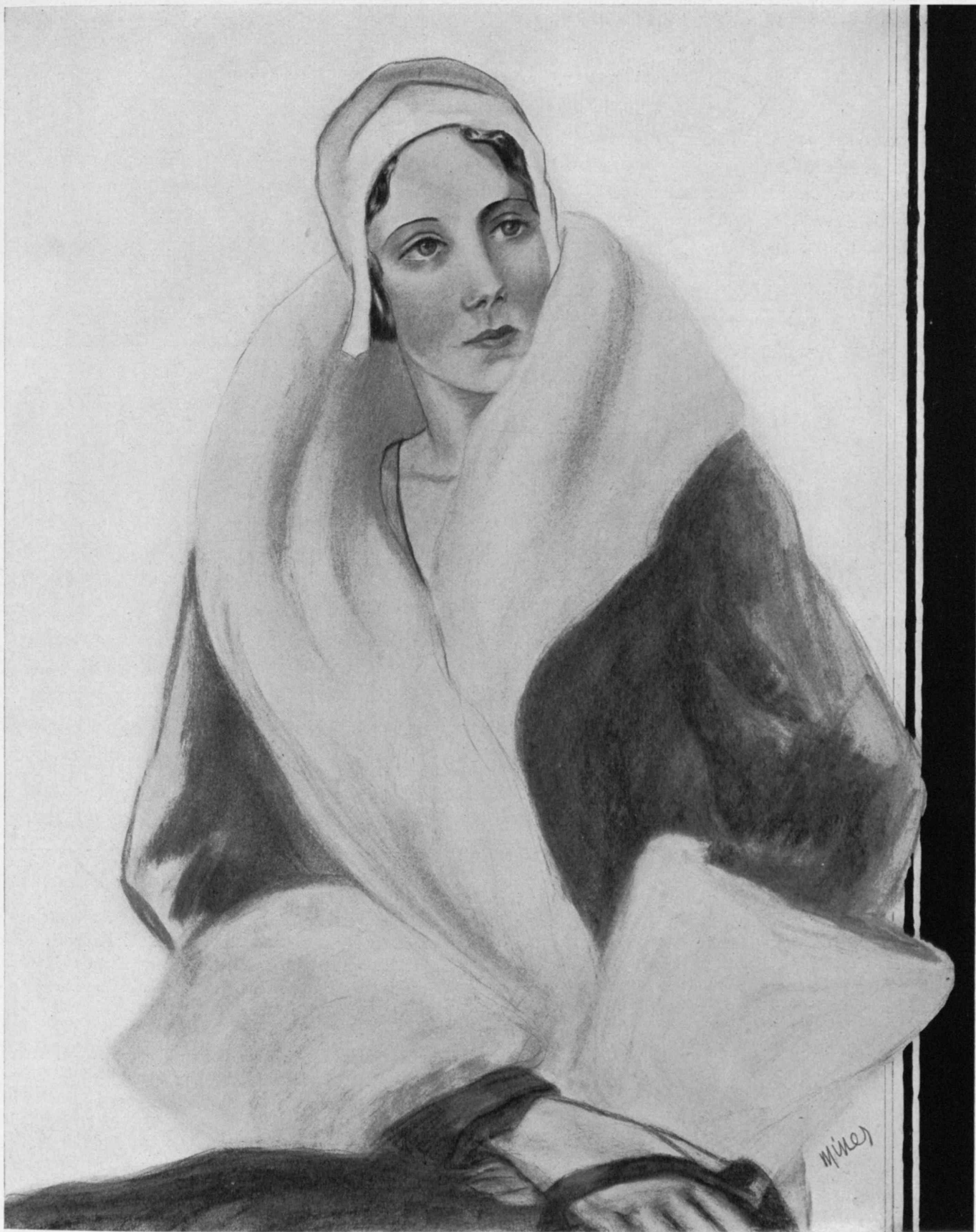


Dick Butler

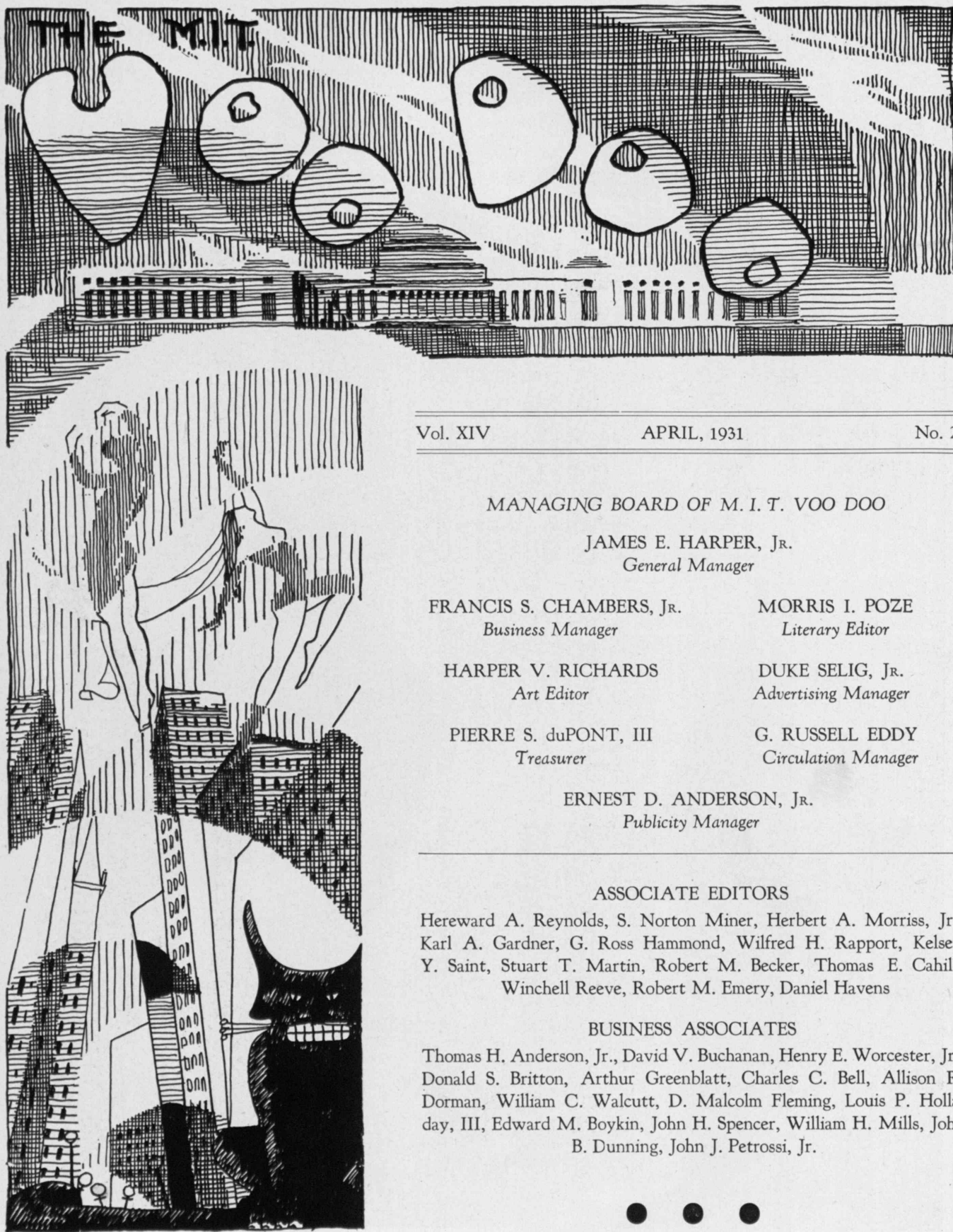
“How come Mrs. Worldy has ostracized you?”
“Well, I was dancing with her the other eve-
ning and she suddenly turned to me and said she
felt hot and wanted a little air.”
“And?”
“I thought she said heir.”



“lady play your mandarin”



sal moderne



Vol. XIV

APRIL, 1931

No. 2

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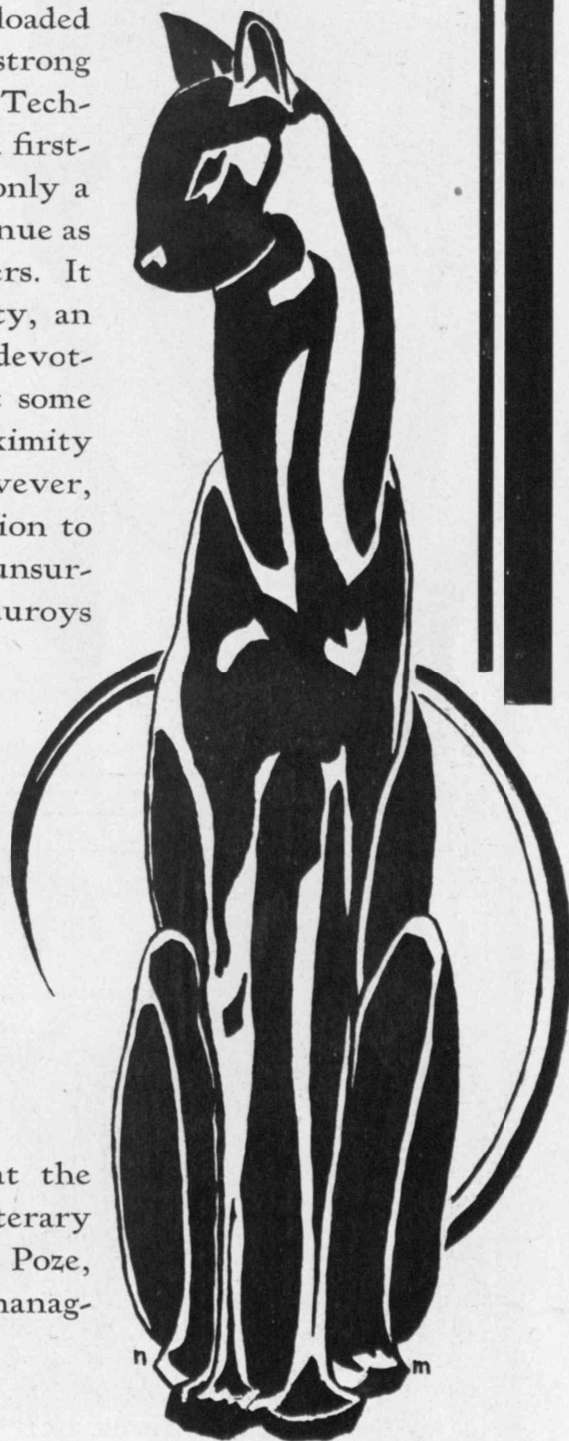
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the Tech inc., advertising and publicity

• armed to the teeth with advertising contracts and loaded to the gills with exchanges, *the Tech* is still going strong as the Official Tri-weekly Advertising Medium of Technology. Entered as second-class matter and rated as a first-class mess, the official undergraduate organ, with only a few loose pipes, is still living up to its pledge to continue as the best display card for national and local advertisers. It is merely the fear of that old devil Factor of Safety, an heritage of *the Tech* office, that makes her wary of devoting the entire space to ads and forces her to print some news. This inevitable assimilation, due to the proximity of the grey dome to the Tech nursery, has not, however, destroyed the sacred ritual that accompanies initiation to Stylus. She still dresses her boys in bizarre costumes unsurpassed in beauty even by the gorgeous yellow corduroys that brighten up the Institute grounds. True prep-school styles, the only remnant of those glorious days when the Lounger was not troubled with cirrhosis of the liver and the Spectator had his own eyesight. This ancient practice is unaltered by the passing of the years and is the only surviving rite of the good old days, as even Phosphorus succumbs to the modern impulse.

• it is with sorrow that Voo Doo announces that the stern pressure of studies has forced Eric Sparre, literary editor, to forsake Woop Garoo for his S.B. Morris I. Poze, '32, has been elevated to fill the vacancy on the managing board.





just a jester



OSCAR GONE MODERNE

"Poor English, two periods in one sentence," murmured the inebriate as he read: JUDGE GIVES PENNILESS COCKNEY TWO TERMS.

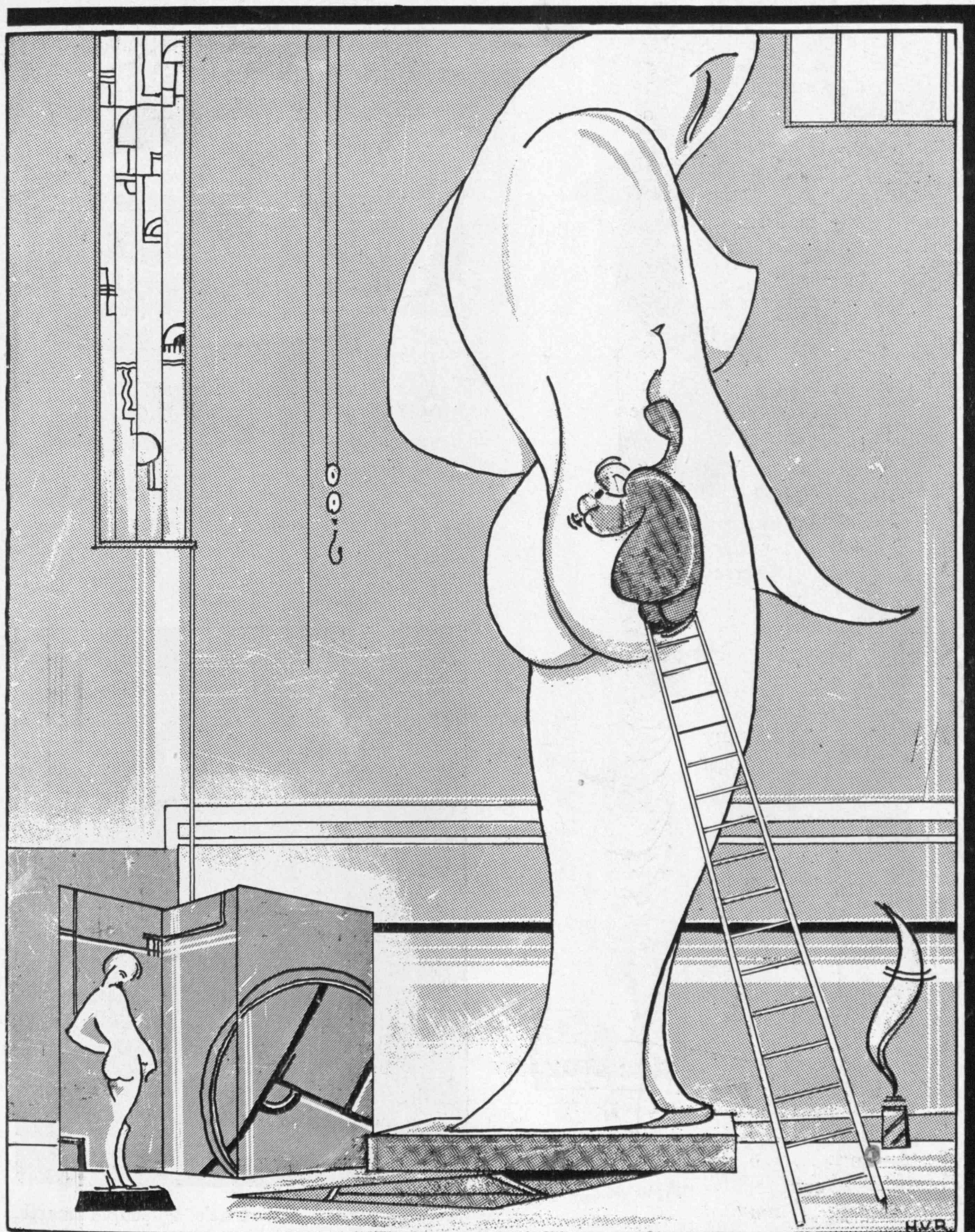


immigration official: "what's in the bags, beer or wine?"

immigrants: "was, herr?"

i. o.: "water? o. k."

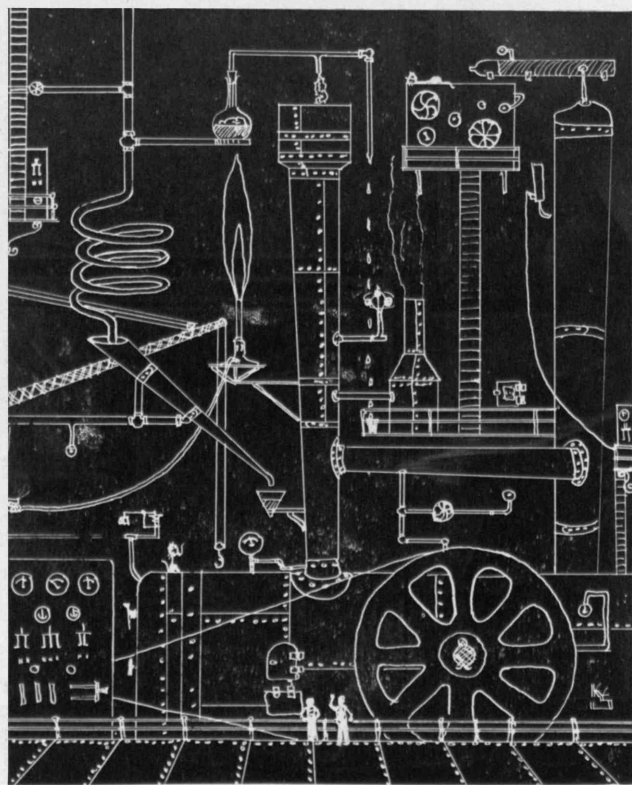
mass production



this is
gentle reader
just
a
sample
or
f
the stuff
the
moderns
cal-
I
verslibre
as you
see
it's
very free
and you
will nev-
er
find
any
verse
(this was
much
long er but
too
much
of any
thing is danger-
ous
ed. note)



judge: "why did you hire that slug to hit your husband?"
lady (?): "i was just having my meal ticket punched."



Complicated? No, that's a simple inertia starter.



a la moderne

• for long centuries and eons
(when there were no blazing neons)
man has gone along contented on the straight
and narrow road.
then quite suddenly he changes —
he just stops and rearranges
all his manners and his customs in the so-called
modern mode.

first he started in by tainting
all his art by merely painting
just a mass of senseless figures, geometrically
shaped;
and the public roared and clamored
Just as tho they were enamored
with the products of some lunatics, just recently
escaped.

then it spread to architecture
(tho just why i can't conjecture)
and our structures soon began to look quite
goofy and grotesque.
no more window-seats or bowers —
now it's just a bunch of towers
which are covered quite completely with a sort
of arabesque.

then the poets joined the army
of the people who were balmy —
now they write a whole darned sentence as a
comma or a dash;
For they've lost all sense of timing
and eliminated rhyming
so that modernistic poetry is just a lot of hash.

l'envoi

let them change their art and writing,
there is no cause *there* for fighting —
it's those modern chairs and sofas that compel
soliloquy;
tho they make a good appearance
there is insufficient clearance
for the angles and the corners come just where
they shouldn't be!



when the anchors aweigh the gobs will
play.



Minor: "Did you get your job on the Kenmore
Subway?"

Major: "No, and me a veteran of seven years in
the Foreign Legion."



ohyeah!

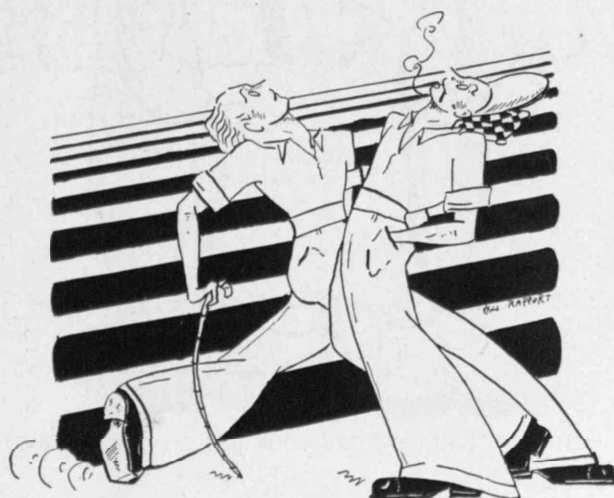
• saaymister hoodyatinkya winkinyat?
naa iaindatkinnagal.
yacanpullenny odatonme.
i'mwisetayabo. I'mwisetaya.
amscrayerayllcallacop.
nah i'mowwakkinfermehelt.
meboyfrenllbeatdepentsoffenya.
hedoanlikehawvawdlilys.

Harvard Fellow: "Don't you think the yard is
an intriguing place?"

Tech Man: "Yeah! A real fairyland!"

• of all the pretty misses
you're the best i've ever seen,
i love your soft, sweet kisses
and your pretty eyes of green.

i love your lips, i love your eyes,
i love your hair, 'tis true;
but if you had no Packard car
i wonder, would you do?



a couple of unstable salts



a "natural" likeness



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SOFT LIGHTS and friendly shadows, intimate, alluring—and the mellow contentment of a Camel!

The pleasure of *any* moment is heightened by Camel's fresh, cool fragrance, tingling with the delicate aromas of the world's choicest tobaccos—sun-ripened—naturally mild.



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Made to be enjoyed

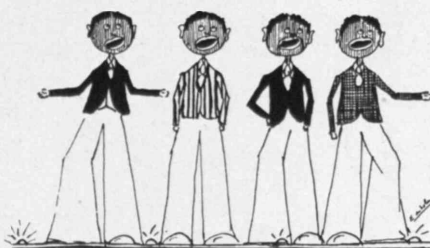
Honor Soc. at Tech. No. 2

THE COURSE II WILDCATS Association of Brownbaggers and Flute Players

hymn

(with apologies to the Pi Phi's)

• we are the Wildcats, Wildcats are we,
we will maintain our own purity,
rah! rah! rah!
when we go stalking
we just go talking,
we are the Wildcat boys.



the four prize pussies

anthem

(with apologies to Harvard)

• we're a bunch of Wildcats, Wildcats
are we,
we hail from Course II, brownbag of
the Court and all the Institute.
we're a bunch of Wildcats, brown-
baggers too,
we'd rather work and squawk for our
one C.



making



being made



you
can
make
them
do

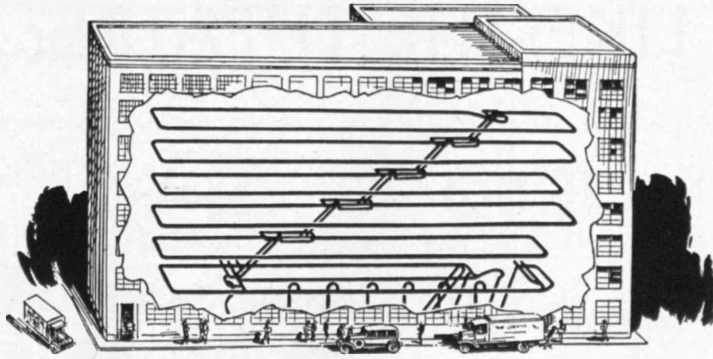
BUT
YOU



the art of social climbing (Wildcat method)

what
you
want
them
to

GOT TO
know how!



Sometimes the cart *should be put* before the horse



Packages can be switched onto sidings—by one central dispatcher

Here's a case where a warehouse was built *around* a conveyor, instead

of the conveyor being squeezed into the warehouse...Western Electric

wanted a new warehouse for telephone equipment. For the most effi-

cient handling of material, its own distribution engineers designed a system of conveyors

even before architectural details of the building were worked out . . . This was done

after careful estimate had been made of volume and kinds of material to be stored

and handled...There are many other assignments that challenge re-

sourcefulness and imagination in making telephones and equipment

for the Bell System—purchasing its supplies—acting as its distributor.



Speed needed!
The emergency is met by the new warehouse

Western Electric

Manufacturers... Purchasers... Distributors

SINCE 1882 FOR THE BELL SYSTEM



DO YOU LIKE THE THEATRE?

IF SO
READ VANITY FAIR

Do you think that Lysistrata is a remedy for Athlete's Foot? . . . At what point of the play should you hold hands? . . . What, besides the vice squad, passes through the portals of Earl Carroll's theatre? . . . What time should you arrive for an 8:30 curtain? . . . Is snapping one's opera hat considered good taste at the Martin Beck? . . . Who's elbow has the right of way on the arm of a theatre seat? . . . Can you make a *bon mot* like "Let's get seats for Pineapple Shubert?" . . . Should you purchase "feelthy tickets" from a speculator? . . . George Jean Nathan is paid by Vanity Fair (or will be, this Saturday) for separating the theatrical wheat from the chaff. If you read Vanity Fair no chaff can touch you.

Try to figure out how much it would cost you to buy the most talked-of new books . . . to go to the best shows, cinemas and musical comedies . . . to visit the London tailors . . . to see the best new works of art in Paris . . . to attend the world's great sporting events . . . to arrange for demonstrations of the latest cars and planes . . . to learn the inner secrets of Backgammon and Contract Bridge . . . to go to the opera: in short, to know what's what about everything that is interesting and new in this modern and quick-moving world.

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Clothes & Accessories for Spring

*Illustrations of Shoes
Sent on Request*

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NEWBURY CORNER OF BERKELEY STREET
NEWPORT PALM BEACH



© BROOKS BROTHERS

1818 AND TO-DAY

Her hat was on one side, her clothes rumpled and her shoes were in shreds.

"Were you knocked down by a motorist?" asked a sympathetic bystander.

"No, picked up," she snapped.

— *Southern California Wampus*

got the drop on ya

Jack Hammer: "That's the fourth hat that guy's bought in here today."

Bob Woods: "What's he buy so many for?"

Jack Hammer: "Oh, he runs a pigeon farm."

— *Los Angeles Claw*

Farmer: "I would like to buy a double-barreled shotgun, please."

Clerk: "Why, Mr. Jones, I didn't know you had a daughter."

— *Froth*

City Slicker: "Are those cows?"

Farmer Brown: "Yessir."

City Slicker: "Pretty, aren't they?"

Farmer Brown: "Not unless you're a bull, mister."

— *Pitt Panther*

He was always sleeping in class. There he sat, in the front row, with his eyes closed and his mouth open, from one end of the hour to the other. At last the professor could stand it no longer. One day, when the discussion had been particularly intricate, he stopped in the middle of his lecture and said:

"Gentlemen, we have been working on the hardest problems in this course and there sits the man who needs it most, asleep!"

The student gently opened one eye and whispered so that all might hear, "I wish to God I were."

— *Lampoon*

Walton Lunch Company

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1083 WASHINGTON STREET

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202 Dartmouth Street	1083 Washington Street
629 Washington Street	44 Scollay Square
30 Haymarket Square	332 Massachusetts Avenue
6 Pearl Street	19 School Street
540 Commonwealth Avenue	437 Boylston Street
1215 Commonwealth Avenue	34 Bromfield Street
105 Causeway Street	

Walton Restaurants Nearest to Technology
Are

78 MASSACHUSETTS AVENUE, CAMBRIDGE
1080 BOYLSTON STREET, BOSTON

Statistics show that
Yale graduates have
1.3 children
While Vassar graduates
Have 1.7 children
Which proves that women
Have more children
Than men.

— *Diamond Dust*

Dad: "Son, I never kissed a girl until I met your mother. Will you be able to say the same to your son?"

Son: "No, dad, not with such a straight face."
— *Gaboon*

"You're an apt boy. Is your sister apt, too?"
"If she gets a chance, she's apt to."
— *Showme*

He: "Did you go to the prom?"
She: "What do you think these scars are —
pockmarks?"
— *Gargoyle*



RENARD'S MAYFAIR

JACQUES RENARD
and his

Augmented Orchestra
Brunswick Records Exclusively

DINNEK DANCING 6 TO 9—NO COUVERT CHARGE
SUPPER DANSANTS 9 TO 2

Theatrical Guest Night Every Wednesday

54 BROADWAY
off Stuart St.

Reservations HAN. 2900

Editor: "What's the latest scandal?"
Reporter: "The plumber's daughter forgot herself."
— Red Cat

She: "What caused that canoe over there to tip?"
He: "The girl probably changed her mind."
— Frivol

Stew: "Shay, I'll bet my wifey gonna be surprised in the morning."
Ditto: "How's zat?"
Stew: "That washn't me that went in my house, that wash Jim."
— Sun Dial

Then there's the absent-minded co-ed who left her negligee in the bathtub and slipped on a cake of soap.
— Octopus

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Copper: "Where's that bozo going in such a hurry?"

Student: "He just bought a textbook and is trying to get to class before it is out of date."

— *Frivol*

She was only a farmer's daughter, but who cared what her old man was.

— *C. C. N. Y. Mercury*

Dick: "You took that little blonde from the notions department home last night, didn't you?"

Tom: "I'll say I did, and I kissed her good-night, too."

Dick: "What did she say?"

Tom: "Oh, she just said, 'Will that be all?' "

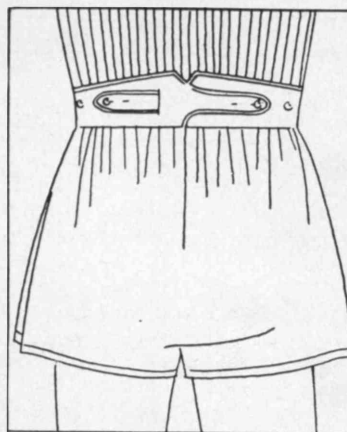
— *Stone Mill*

Fraternity house rules.

No liquor is allowed in rooms.

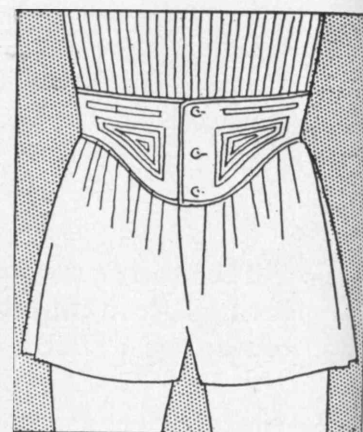
Do not throw bottles out of windows.

— *Northwestern Purple Parrot*



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French Underwear for Men



For one of the most comfortable types of undershorts, well-dressed men are indebted to the French who were the first to develop practically and smartly the type shown in our sketch.

The outstanding feature of these shorts is the adjustable strap at the rear of the waistband. One strap slides through a loop in the other and each strap buttons to one of several buttons at the waistband. In this way, the shorts are held securely an inch or two below the top of the waistband and therefore do not cut.

Numerous pleats or gathers just below the waistband furnish a wealth of material which makes these shorts extremely comfortable.

The sketch shows also the front of the waistband with the concentric rows of stitching — a typically French touch, and a very practical one because the waistband is strengthened in that way.

Typically French also is the habit of many men of ordering these shorts made of crepe de chine, either in white or plain colors such as blue or yellow.

With these a fine white lisle shirt, knitted in a springy ribbed cotton is the one most men wear.

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Wife: "Do you know that you haven't been home for four nights?"

Absent-minded Prof.: "Ye Gods! Where have I been going?"

— Georgia Tech Yellow Jacket

Captain: "All hands on deck; the ship is leaking."

Voice from below: "Aw, put a pan under it and c'mon to bed."

— Gargoyle

To hell with the expense. Give the canary another seed!

— Blue Bucket

Even his best friends wouldn't tell him — so he flunked the exam.

— Purple Parrot

Two men who had traveled were comparing ideas about foreign cities.

"London," said one, "is certainly the foggiest place in the world."

"Oh, no, it's not," said the other. "I've been in a place much foggier than London."

"Where was that?" asked his interested friend.

"I don't know where it was," replied the second man, "it was so foggy."

— Drexerd

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Baby Stork: "Mama, where did I come from?"

— Wisconsin Octopus

Senior: "Well, Frosh, having taken Freshman English, what do you think of O. Henry?"

Frosh: "O. K., but the nuts stick in my teeth."

— Bison

"The guy who said that the pun was the lowest form of humor had probably never ridden in a Pullman smoker."

— Pointer

"I'll give you one day to hand in that paper."

"All right. How about the fourth of July?"

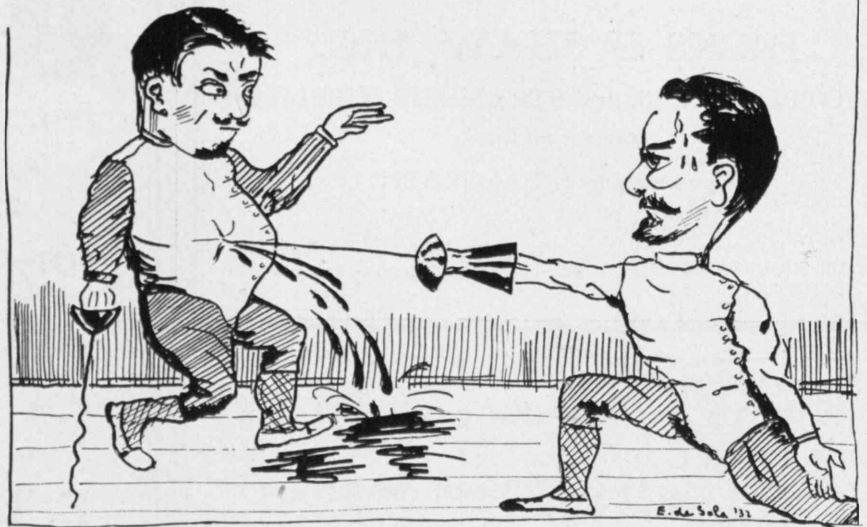
— Frivol

As Brigham Young said, "Give us this day our daily bride."

— Temple Owl

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"Did your mother know you were out?"

"Naw, she was under the table herself."

— C. C. N. Y. Mercury

Dumb: "What's a rare volume?"

Bell: "It's a book that comes back after you've loaned it to a fraternity brother."

— Drexlerd

MacDonald: "That's a poor blade you've got on your safety razor, Sandy."

MacTavish: "Well, it was good enough for my father and it's good enough for me."

— Pathfinder

"Now tell the jury, lady," instructed the young lawyer, "just where the prisoner was milking the cow."

The young lady, a trifle embarrassed, smiled sweetly and replied, "Why, I think it was just a little back of the center, sir."

— Michigan Gargoyle

Once: "Was he surprised when you said you wanted to marry his daughter?"

Twice: "Was he? The gun nearly fell out of his hand."

— Rice Owl

"What are our chances against Harvard?"

"Aw, hell, the game's on ice!"

— Yale Record

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Los Angeles Woman Claims

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— Boston Herald

After all, is sex necessary?

— Lampoon

George: "I'd ask you for the next dance, Gladys,
but all the cars are occupied."

— Puppet



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Second Ditto: "No, I'm waiting for my husband to sober up — I want him to be the first to know."
— *Life*

First: "Did you enjoy yourself when you were a Freshman at college?"

Second: "Did I! Why, those were the happiest years of my life."
— *Chaparral*

"Bridge, bridge, bridge," stormed Mr. Wampus. "You'll die at the bridge table."

"Bury me with simple honors," said Mrs. Wampus, sweetly.
— *Pointer*

Heard at Military Ball:

He: "What a moon! What a night! What music! What a glorious combination!"

She: "Is that damned thing showing again?"
— *Frivol*

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"Let's get married."

"Let's not and say we did."
— *Wasp*

She: "What kind of wood is used in making a match?"

He: "He wooed and she would."
— *Punch Bowl*

He: "Your mouth is certainly pretty."

She (proudly): "Yes, I'll put it up against anyone's any time."
— *Dodo*

"Dear ———: Should a father of 55 marry again?"

"No, that's enough children for any man."
— *Yellow Jacket*

Definition of a Dimple: A dimple is a lump inside out.
— *Carolina Buccaneer*