

The Daily Nebraskan

VOL. XV. NO. 65.

UNIVERSITY OF NEBRASKA, LINCOLN, FRIDAY, DECEMBER 17, 1915.

PRICE 5 CENTS.

PROMINENT STUDENTS WRITE SANTA CLAUS

THEIR CHRISTMAS WISHES PUBLISHED BY NEBRASKAN

A LARGE BUNCH OF LETTERS

Some Doubt as to Authenticity of the Signatures, However—Nebraskan Hopes that Their Wishes Will Be Gratified

The Nebraskan all unawares ran on to a bunch of letters written to Santa Claus by prominent students in regard to their wants for Christmas. The authenticity of these signatures are not vouched for by the staff, but these are some of the requests that we noticed in the list:

- A chance to talk—Charles Frey.
- My lost eyebrow—Harvey Hess.
- A bungalow for two—Guy Chambers
- A workable steam roller—W. S. Deltelle.
- A new "Stiehm Roller"—Athletic Board.
- A definite statement on the Felix Newton matter—The Chancellor.
- A formal bid or two or so—Mike Poteet.
- An interesting lecture—Prof. Benton Dales.
- A readable notebook in Quasi-Contracts—B. C. Hopewell.
- Book on Germany's perfidy—Andrew D. Schrag.
- More scenes to take in "movies"—Dr. Geo. E. Condra.
- A new "pun" to perpetrate—Dr. Edwin Maxey.
- A chance for service—consideration, some "comps"—Burke Taylor.
- A bright idea—"Bill" Folsom.
- A pair of shears and an automatic broom—Dally Nebraskan.
- Popularity—George DeFord.
- Nine round-trips home—Nine Girls.
- More fields to conquer—Miss Lambers (librarian).
- Chance to show my authority—Dean Mary Graham.
- A place in the sun—Jake Schwab.
- An editorial with a punch—Awwan.
- Substantial and immediate increase in armament for preparation, when these wants are published—The Writer.

NEWSWRITING CLASS PARTY

Prof. Fogg Entertains Journalism Class at His Home—Large Number Present

Prof. and Mrs. M. M. Fogg entertained the class in Newswriting at their home, at 1540 South Twenty-first street, last Wednesday evening.

Although the weather was disagreeable, nearly every member of the class was present. Prof. Fogg showed the class his wonderful collection of autographed pictures and books. Among the collection were the signatures and letters of Tennyson, Lord Byron, Whittier, Dana, Longfellow, Hawthorne, Roosevelt, De Quincy, Carlyle and other great men of letters.

There were also original issues of different books of the seventeenth century.

Refreshments were served later. Miss Doris Cole sang several selections. An enjoyable time was voted by the class.

POST MORTEM ON DEBATE

Verbal Conflict Between Kansas and Nebraska Discussed in Public Speaking Room Last Night

The members of the two debating teams discussed the debates informally last night, following a custom of some years' standing, in the public speaking room of the University hall.

H. J. Schwab gave a brief outline of the debate at Lawrence. The Kansas affirmative team was in many respects a strong team. They were especially good in their delivery. Their line of argument was: The United States has entered a new sphere in world politics. Conflict with other nations is inevitable. The Monroe doctrine, our rights as a neutral in the present war and the open door policies that are likely at any time to lead us into war. To meet these conflicts the United States is at present wholly unprepared. Our army was compared to a "back yard scrap pile." The affirmative proposed increasing our standing army to 30,000 with a reserve of 600,000. The coast defenses were to be improved and extended. The navy was to be increased by four large dreadnaughts a year with a proportionate increase in smaller craft.

The Nebraska team began by showing that the affirmative must show an immediate probability of war with some great power. England's readiness to arbitrate the questions at issue showed that war is not probable over neutral rights. Prof. Albert Bushnell Hart and Senator Elihu Root were quoted as saying that there was no danger of war over the Monroe doctrine. As to the open door policy, since Japan began to close the door, the exports from the United States to Korea and that part of China dominated by Japan increased from 300 per cent to 1,000 per cent. Furthermore, not only is the increase not justified, but it would be positively detrimental. The cost already great would become prohibitive. We would enter into a mad race for armaments which would result in no change in the relative position. This competition the United States could not stand as well as the European nations. We spend within a few millions or as much as England and yet our navy does not compare with hers. It costs us from two to five times as much to maintain our army, man for man, as it does Germany and France. The only result of increasing our armament would be to make war increasingly probable. In general, the Nebraska team surpassed the Kansas men in presenting evidence to prove their contentions. Axel Swenson briefly discussed the merits of the two teams that met in Lincoln. Here as well as in Lawrence evidence won the day over oratory. Prof. Edwin Maxey and Prof. M. M. Fogg summed up the work of the two teams from Nebraska with a few words of friendly criticism.

Graduate Teachers' Club

The Graduate Teachers' club will meet this evening at 7 o'clock at the home of Dr. G. W. A. Luckey, 1439 R street. Papers will be read by Dr. H. B. Alexander on "University Publications" by Miss Grace Munson on "School Age" and by Mr. Strickland of Tecumseh on "Some Rural Phase of Teaching."

The faculty members of the school of education, students in the graduate school of education and all holders of the graduate teachers' diploma are eligible to attend. No invitations are sent other than through the papers.

MURRY ADDRESSED THE CLUB

Speaks to the Commerce Students on Subject of "Common Sense in Advertising"

Mr. L. K. Murray, general manager of the Lincoln Pure Butter company, addressed the Commercial club, Thursday afternoon. His subject was, "Common Sense in Advertising."

Mr. Murray pointed out the necessity of common sense in this line as well as in every other line. Theories are essential, as a preparation for the application of common sense. A successful advertiser is the man who applies common sense.

Advertising is merchandising, and unless it accomplishes the establishment of good will and creates sales, it is a failure. The fundamental purposes of advertising are the creation of a desire for the commodity and a memory insurance. To best accomplish these results, great care must be given the selection of media. Place the ad where it will reach the desired audience.

In the copy, simplicity and brevity are necessary as well as truth. There must also be dignity in the ad, making your reader feel a respect for you and your business.

Certain pitfalls of advertisers were pointed out, such as attempt at humor, exaggeration and truth which is hard to believe. A permanent market should be the object.

In impressing these fundamentals, Mr. Murray used many fitting illustrations from actual experience.

STUDENTS START HOME TODAY

Baggage Men Scurry Over the City Helping the Exit of the Home-going Throng

One more day, and we'll be free,
From this Den of Misery;
No more Latin—no more French,
No more study on the bench.

We'll go down to the Lincoln station,
Check our bags for civilization,
Put our trunks upon the track,
It's a long, long time 'til we come back.

Christmas vacation begins tomorrow and ends January 1. The air is sparkling with expectancy and plans for the holidays. Our heads, instead of being filled with chemical formulas and historical data, are swimming with time tables, baggage men and last visits to the ten-cent store.

The weather man predicts a White Christmas, and everyone has imbibed the Christmas spirit of "Peace on earth, good-will toward men."

Engineering Societies

Dean O. V. Stout addressed the joint meeting of the Engineering societies of the University and the Lincoln Engineers' club on "Water Power Developments," last evening, in Room 206 M. E. building. The talk was illustrated by lantern slides furnished by the Pelton Water Wheel Co. This subject is very important and interesting to Nebraska Engineers, because of the large possibilities of development in hydraulic power in this state. Joint meetings, such as that of last night, will be encouraged in order to bring the student engineers in closer touch with those engaged in practical work.

FURTHER BUILDING PROGRESS

Bids for Chemistry Building and the Omaha Hospital Let Last Night —\$350,000 Involved

Bids for the contract for the new Chemistry building on the city campus and the new Hospital building at Omaha were received and the contracts let at a meeting of the property committee of the Board of Regents at the Chancellor's home last evening. The contracts amounted to approximately \$350,000. It is expected that the names of the successful bidders will be announced today.

The awarding of the contract for the Chemistry building marks the first step toward the erection of the second new building on the city campus, the Bessey botanical building being already under construction. The Chemistry building will occupy the ground directly east of the Athletic field. Some of the property has already been cleared. The present chemical laboratories are overcrowded and the new building is much needed.

There were eleven bids for the general contracting work on the Chemistry building and included the following firms:

Gould & Son, Lincoln; B. J. Jobst, Omaha; Trenton Building Co., Lincoln; Charles Olson, Lincoln; George W. Stiles Construction Co., Chicago; Swenson Construction Co., Kansas City, Mo.; J. P. Riddle, Creighton, Nebr.; Walter Peterson, Omaha; Selden Breck Co., Omaha; W. J. Hoy, St. Paul, Minn.; King Lumber Co.; Charlottesville, Va.

There were also seven bidders on the heating, ventilation and plumbing and three on the electrical work.

There were twenty bidders on the hospital building at Omaha, including the following:

Gould & Son, Lincoln; B. J. Jobst, Omaha; Trenton Bldg. Co., Lincoln; W. J. Hoy & Co., St. Paul, Minn.; Olson & Johnson Co., Missoula, Mont.; Swenson Const. Co., Kansas City, Mo.; King Lumber Co., Charlottesville, Va.; J. C. Mardis, Omaha; Peter Kiewit & Son, Omaha; Thos. Herd, Omaha; Grant Parson, Omaha; Andrew Kiewit, Omaha; McGowan & Jacobberger, Omaha; W. P. Deverell, Omaha; John H. Harte, Omaha; Selden Breck Construction Co., Omaha; Kiene & Busch, Omaha; Builders Exchange, Omaha; Walter Peterson, Omaha; Busk & Wind, Omaha.

There were six bidders on the heating, ventilating and plumbing and seven on the electrical work. Plans and specifications were also sent to a number of outside firms who figured on parts of the main job and whose bids were included in those of the general contractors.

Hopes that this spring will see the erection of the much needed observatory for the astronomical department are being entertained. The present plan is to locate the building to the north of the present structure in front of the Mechanical Engineering building. The plan of placing it on Fourteenth street was abandoned because of the proximity of so many big buildings. Although it might be placed on the Farm campus this is not considered feasible, because so many city campus students use the observatory and because of the division of funds between the buildings on the two campuses.

Mrs. E. Cornelius, Virginia Mosely, ex-'15, is in Lincoln with her little daughter, Virginia, visiting her parents. She expects to remain until after the holidays.

LARGE RECEIPTS FOR TAG DAY CAMPAIGN

NET PROFIT OF ONE HUNDRED TWENTY-FIVE DOLLARS

LIST OF THE POOR OBTAINED

Bountiful Christmas Is in Store for Some of Lincoln's Needy—Tags Sold Up to Seventy-Five Cents Each

That the Tag Day Campaign, conducted by the Silver Serpents, Tuesday and Wednesday, was successful is but a mild statement of the truth.

A net profit of \$125 exceeded the expectation of the most optimistic Juniors. Tags were sold from 5 cents to 75 cents; the majority, however, for 10 cents. The unusual success of the undertaking was due to a great extent to the willing assistance of the men who undertook the task of canvassing their individual colleges.

It is thought that a large number of students were reached in this way who would otherwise have been slighted. The competing colleges and the men in charge were as follows:

Engineering—Harold Holtz, '17.
Law—"Ted" Metcalfe, '18.
Agriculture—Grove Porter, '17.
Commercial—Leslie Kizer, '18.
Dental—"Don" Donovan, '18.
Pre-medic—Guy Moats, '18.

A list of twenty-five poor families has been obtained from the Charity organization and a bountiful Christmas has been planned for them with the use of the tag money.

The toys donated by the Junior girls during the past few days will be taken to the children of these families the day before Christmas by a committee of Junior girls and Silver Serpents who live in Lincoln.

Vote Money for Sweaters

A mass meeting of the Senior class was held in Law 101 Thursday morning at 11 o'clock. It was decided to give the champion class football team two dollars each for part payment on football sweaters.

There were about seventy-five or eighty members out for the meeting. President V. C. George presided.

RIFLE LEAGUE TO COMPETE

Nebraska's Team Will Meet Its First Opponent Early in the Month of January

The University of Nebraska's Rifle Team will meet its first opponent in the inter-collegiate Rifle league early in January. The rifle squad of about twenty men have been using the rifle galleries in the basement of the Mechanical Engineering building for several hours each day.

The Rifle league is divided into several sections according to their shooting standard of the previous year. Last year Nebraska ranked in Class C. This year, however, it is given a position in Class B.

In order to make the places on the team more competitive, the men who make the highest scores in the first match will be retained for the second match. The other places will be open for contest. Medals will be given to those who shoot the three highest average scores for the season.