

HUSKERS WAIT MICHIGAN SCRAP

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three periods of the Aggie struggle. The following week the Badgers found it easy to count 27 markers against Northwestern in the first half, and Aggie followers reached the conclusion that their eleven possessed genuine defensive strength.

Injuries which slowed up the Aggies during the first half of the season have practically all been eliminated, under the attention of the training staff, and it is certain that the Michigan men will be in their best condition of the season when they take the field against Nebraska Saturday afternoon. Parks, giant tackle, is out for the season, and Hammes, a 1919 all-western choice in the backfield, has been slowed up all season with injuries, but aside from these two cripples the squad is in shape.

"Potay" Saw Kansas Game.

Coach Clark watched the Nebraska outfit perform against Kansas last week and brought back to East Lansing the report that Nebraska stacks up as about the most powerful aggregation the Aggies will have to face all season. The little coach was a long way from discouraged over the prospects, however, and expressed the opinion that Nebraska will have to play better ball than she did against Kansas if she intends to keep the Wolverines from victory.

Much of the practice work this week has been devoted to the line. Anticipating a driving line attack, Clark has been drilling his forward wall of defense for Nebraska plays. The general feeling in the Aggie camp is that the green and white warriors have better than an even chance for victory, if the line can stop Nebraska's drives.

The Aggies, on their return from Lincoln, will prepare to meet the fast Notre Dame crew at East Lansing on Thanksgiving day.

Freshmen vs. Tecumseh.

As a preliminary to the Nebraska-Michigan Aggie game the fast Freshman squad will meet the Tecumseh American Legion team in a practice game. No admission will be charged to this extra feature as it is only a practice game but admission to the main battle will admit anyone to the preliminary. The game will begin at 1:30 p. m.

THANKSGIVING MIXER SATURDAY

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and a program including novel and surprise skits.

Informality will characterize the serving of refreshments. What is to be served remains a secret.

The Michigan Aggie team and the Nebraska alumni who attend the game will be guests.

SENIORS WIN SOCCER TITLE

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Better team work was displayed by the Juniors but they lacked the power to put the ball across. The playing of Ruth Fickes in the backfield, and of Bob Henderson, Katherine Wolfe, Betty Ball and Mary Hardy in the front line stood out.

Miss Louise Pound, who always shows a great interest in girls' athletics, was one of the interested onlookers.

The lineup:

- Seniors.**
Sue Stille.....Center Forward
Ruth McKenney.....Right Forward
Ruth King.....Left Forward
Ruth DuBois.....Right Wing
Mary Shepherd.....Right Halfback
Ada Stidworthy.....Left Halfback
Rowena Pollard.....Right Fullback
Ruth Carr.....Left Fullback
Martha Krogmann.....Goal
- Juniors.**
Katherine Wolfe.....Center Forward
Alice Stevens.....Right Forward
Bob Henderson.....Left Forward
Mary Hardy.....Right Wing
Helen Clark.....Left Wing
Eleanor Snell.....Center Halfback
Betty Ball.....Right Halfback
Nannie Roberts.....Left Halfback
Ruth Fickes.....Left Fullback
Joselyn Stone.....Right Fullback
Annabel Ranslem.....Goal

IVEY GIVES INITIAL SALESMANSHIP TALK

Over Seven Hundred Hear First Address of Extension Course in Omaha Tuesday Evening.

Chief Purpose of Extension Work is Service to State—Regent Judson Helps.

Prof. Paul W. Ivey of the College of Business Administration gave the first of his series of lectures on "Salesmanship" as a part of the University Extension Course before more than seven hundred persons Tuesday evening, November 16, in the Woodmen of the World building at Omaha. This course on "Salesmanship" is given under the auspices of the Omaha Chamber of Commerce. Regent John R. Webster is chairman of the committee on this extension work. Registration fee is one dollar for the course.

The active co-operation and great assistance of Regent F. W. Judson have helped to make the plan a success. Regent Webster presided at the Tuesday meeting. Many persons were turned away after the capacity of the room had been filled. Of the seven hundred persons who listened to Professor Ivey, fifty are men who have registered for the course on "Salesmanship." Regular college credit is given. Class work and writing is part of the plan and two hours' credit is allowed.

Outline of Course.

The outline of the entire course follows:

- Lecture 1. Developments in modern industry.
- Lecture 2. Merchandise analysis—why necessary.
- Lecture 3. Merchandise analysis—methods used.
- Lecture 4. Human nature—buying motives.
- Lecture 5. Human nature—types of customers.
- Lecture 6. Elements of personality—primary.
- Lecture 7. Elements of personality—secondary.
- Lecture 8. Approaching the customer.
- Lecture 9. The sales talk—developing interest.
- Lecture 10. The sales talk—creating desire.
- Lecture 11. The sales talk—closing the sale.
- Lecture 12. Selling by suggestion.
- Lecture 13. Retail selling—demonstration sales.
- Lecture 14. Wholesale selling—demonstration sales.
- Lecture 15. Specialty selling—demonstration sales.

This course is seeking to supply the increasing demand for trained salespeople, by indicating the line of training which produces experts. It not only seeks to indicate scientific methods of selling goods, but to inspire the student to study systematically those business methods which

have proved themselves the most efficient. The best recommendation for it is that it has "produced results" where it has been given.

Service to the State.

"The chief purpose of the College of Business Administration, which was created by Act of the Legislature two years ago, is to give to the young men and women of Nebraska a thorough training in the science of business, corresponding to that given by the Colleges of Law, Medicine, Engineering, and other schools which offer training for the 'learned professions.'"

"Naturally, most of the work is done in the regular four-year course, which includes such subjects as economics, money and banking, accounting, insurance, corporation finance, transportation, business organization and management, business law, salesmanship, sales management, advertising and labor problems. "Evening classes in some of these subjects have been given in Lincoln for several years, and demand for similar work has come from Omaha—the business capital of the state. It is to be hoped that this opportunity will be utilized to the fullest extent by all those able, to profit by its benefits."

J. E. LeROSSIGNOL,
Dean of the College of Business Administration.
A. A. REED,
Director of Extension.

MICHIGAN CELEBRATES TRADITIONS DAY

Four thousand students attended the third annual celebration of Traditions day at the University of Michigan recently. The Slogan this year's celebration of an event, which is intended to instill Michigan ideals upon entering freshmen, was "service to Michigan."—The Daily Cardinal.

GIRLS AT COLUMBIA UNIVERSITY TO WEAR MIDDIES

Hoffin middy suits will be worn by University girls this winter.

The movement toward sensible dress was started by the junior women at their meeting in Academic Hall Friday. Simple middy blouses of navy blue serge and platted skirts were worn by members of the committee, who will measure all University girls desiring these suits the coming week. Georgette waists and fancy blouses

are unsuitable for school wear, the junior girls have decided. The middy suits, with the regulation white braid and emblem on the sleeve, worn with black or white handkerchief ties, are good looking, neat, and appropriate for the winter season.—Columbia Evening Spectator.

"What do you think will be the result of votes for women?"

"Well, for one thing, I think more of our young men will go to the polls if only to see the girls home."

SECOND PRESBYTERIAN CHURCH

Chorus, Organ and Strings

THANKSGIVING MUSIC

Sunday Evening, November 21, 7:30

S. S. Hilscher, Pastor

Herbert McAhan, Organist

Students invited.

If you are one those who cannot conscientiously profess the theological beliefs of the orthodox churches, you are especially invited to the services at

All Souls' Unitarian Church
Twelfth and H Streets

A sermon for the Sunday before Thanksgiving:

"If those thank God who have, What must they do who have not."

Services at 11 O'clock. Rev. James W. Macdonald, Minister

Tucker-Shean

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- Straight last black kid.....\$19.00, now \$14.00
- Straight last brown kid.....\$20.00, now \$14.00
- Straight last brown calf.....\$20.00, now \$14.00
- Composite last black kid.....\$19.00, now \$14.00
- Brogue last brown calf.....\$20.00, now \$14.00
- Dark brown kid Eng. last.....\$20.00, now \$14.00
- Black kid oxfords.....\$18.00, now \$14.00
- Brown calf oxfords.....\$18.00, now \$14.00

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Formerly up to \$20

When prices moved up we trailed in the rear of the procession, but now we are leading the way down. Wonderful values each day in all departments.—ELI SHIRE, President.

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