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Support the Blue Eagle!

TODAY the campus sees a splurge, and the occasion for it is the very real splurge that has been and is being made in the nation itself: The social and governmental revolution that is the aim of the agricultural adjustment act, the national recovery act and all the other machinery that has been set up under the new deal. A revolution smashed precedent when the machinery was set up and the changes are still taking place, perhaps more slowly, as the nation strives to adjust itself to new conditions.

There are, to be sure, a number of disagreeing voices beginning to make themselves heard. Individual merchants and consumers, concerned solely with the immediate results they see, have revealed themselves skeptical, but the Nebraskan maintains that their arguments are not germane to consideration of a program with implications as vast as those of the NRA. For that reason the campus is being asked to back the paper's consumer's drive wholeheartedly. Signatures will be sought on the consumers' pledges that will be circulated, and the Nebraskan hopes that every student and every organization approached will subscribe to the spirit of the campaign.

It must be remembered above all that the NRA implies a great deal more than mere "recovery." Beyond its status as an emergency act is its fundamental objective as a revolutionary force in the whole structure of American society.

"...While the depression may be temporary," a writer in the Nation points out, "its cure, once undertaken by the methods of the new deal, will involve a permanent change in our economic policy. Anyone who thinks that the emergency behind the recovery act will soon pass is gravely mistaken, for if the law is at all successful, not only will its duration be extended, but its application to the economic life of the country will doubtless tend to be intensified rather than diminished."

The whole program, in short, is a tremendous undertaking. It thoroughly justifies the ink that has been spilled hailing it as revolutionary, and epoch-making, for it is just that—unprecedented and

unequaled in the history of government.

Because the program is all of these things, the Nebraskan uncorks its campaign for student support of the consumer drive on the campus. Never before have students had the opportunity of contributing so directly to a program of such scope. Without rioting, without mob emotionalism stirred by a few radical youths, undergraduates are presented with a chance to employ some of the enthusiastic political interest which has been attributed to them, and the means is simple—sign the consumers' pledges.

Federal, state, civic and university authorities have encouraged and approved the drive among Nebraska students. Preliminary preparations have stretched over a period of weeks and the stage is set for this university to be among the very earliest institutions of higher learning to subscribe to the national program of reconstruction.

Everybody ready? Curtain! The drive is on!

Recommended for sneak-night pledge punishment—memory work on all the days that have been set for the appearance of both the Awgwan and the Nebraskan's rotagravure section.

Take a Bow,

Awgwan.

AWGWAN, Nebraska's humor magazine, makes its bow for the year as it appears this morning. A woman edits the comic for the first time in its history this semester, and that fact alone should add interest to this month's edition.

The magazine does not need that element of novelty, however, to insure its position, for it stands rather well on its own merits. Format, caricatures, reading material all show evidence of skill and careful planning. In view of the fact that "tricks of the trade" were new to most of the staff for this issue, special praise is appropriate.

Among its commendable features, the publication reveals three innovations which should be popular with a student body avid for the new and refreshing. A page of snapshots, a theater page and the policy "no long articles" are all new with this issue. In addition, there is a colorful and attractive cover, and a page devoted to the definition and explanation of a proposed "Social Recovery Act," assumed to be for the benefit of posterity.

Vellid libel and open gossip in for their share of attention, and this feature of the magazine, so popular last year as "Gore," makes its debut under the guise of "Campus Annals." The section contains, as in the past, the low-down on figures prominent in campus social life, as well as those who keep politics a perennial source of entertainment.

The new Awgwan, in short, can be summed up in a very brief evaluation: It's good. It does justice to its place as Nebraska's humor magazine, and we wish to congratulate the staff. May the next month produce an edition equally commendable.

Nebraska teachers will convene in their state convention the latter part of this month. They will, that is, if there are any Nebraska teachers left with enough money to get out of their home territories!

Bargain Days Under the NRA



The Daily Nebraskan joins the NRA! And to celebrate the inclusion of this paper under Franklin D. Roosevelt's Blue Eagle, a special subscription offer is being made.

Previously it was advertised that the Daily Nebraskan was the lowest priced COLLEGE DAILY in the United States. NOW we advertise that it is the lowest priced COLLEGE NEWSPAPER in the United States. It's priced even below any other college weekly or semi-weekly.

The reduction in price goes in effect today. You may now get a subscription to the Daily Nebraskan FOR THE REST OF THE SCHOOL YEAR (not semester) for \$1.00. This sale lasts only from October 18 to October 27. After that date the price returns to the \$1.50 figure. Take advantage of this great "Buy Now" campaign by purchasing the biggest bargain available—a subscription to the Daily Nebraskan FOR THE REST OF THE YEAR. It's only \$1.00!

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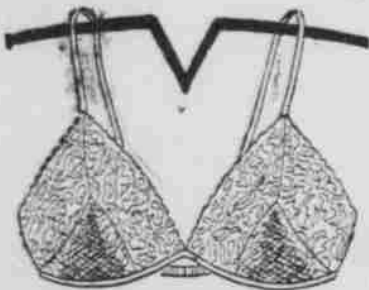
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