

# Daily Nebraskan

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## Pep Clubs Or Farces?

THREE days remain before Nebraska's  
undefeated Huskers tangle with Min-  
nesota in what may be the most severe test for  
the Scarlet this season. National leadership  
may hinge on this game,—perhaps, if we dare  
to think of it, prospects for a Rose Bowl in-  
vitation, but for all the student spirit in evi-  
dence on the campus one would not even sus-  
pect it.

Last week the Daily Nebraskan offered  
the use of its news and editorial columns to  
the Innocents society, Corn Cobs, and Tassels,  
all three of which organizations are supposed  
to be instrumental in promoting student spirit.  
None availed themselves of the opportunity or  
evinced any intention of taking steps to  
remedy the pitiful condition of student en-  
thusiasm.

To the Nebraskan's suggestions for action,  
leaders of the two pep clubs answered, "We all  
did our part in cheering, but we can't do it all.  
What else do you expect us to do about the  
situation?" The Innocents, traditional man-  
agers of rallies in company with the pep  
groups, remained noncommittal.

The attitude of these three organizations  
since the Chicago game demonstrates conclu-  
sively just where they stand. By remaining flat  
on their feet with much to be done, they have  
shown that they intend to do nothing that they  
don't have to do. It is a plain out and out case  
of the pep clubs laying down on the job and  
the more sedate Innocents society following  
suit.

Here we are on the threshold of an im-  
portant and crucial game and these organiza-  
tions, two of which are hypocritical enough to  
masquerade under the name of "pep" or-  
ganizations, survey an apathetic and indiffer-  
ent student body and exclaim, "Its not our  
fault. We cheer at the games."

There is absolutely no excuse for such a  
stand. The present pressing state of affairs  
clearly indicates that they are capable of jus-  
tifying their existence to but a slight extent.

It must be admitted that both Tassels and  
Corn Cobs are working under difficulties with  
many former sources of revenue snatched away  
from them without warning. But when an or-  
ganization becomes so engrossed in how it will  
make enough money to take a trip somewhere  
that it forgets the primary purposes for which  
it was founded, it is time to surrender its char-  
ter and cease the stupid pretense of rendering  
service to the campus.

The Nebraskan does not intend to beat  
around the bush. In straightforward language  
we ask the Corn Cobs, Tassels, and Innocents  
society, "Just what are you going to do about  
the present miserable condition of student  
spirit on the campus? Your duties extend be-  
yond mere attendance at rallies and games and  
partaking in songs and cheers. It is your duty  
to promote student spirit, regardless of what  
measures are necessary to call it forth, and  
that is the job which faces you now."

The Nebraskan has been printing songs  
and yells in successive issues in the hope of  
stimulating spirit to some extent and also in  
the hope that the aforementioned organizations  
would co-operate in the venture. Now with a  
view to furthering this attempt, may we sug-  
gest to these three groups that mimeographed  
copies of all songs and yells be prepared and  
handed out during the week, at the rally Fri-  
day night, and at the game Saturday. Song  
and cheering practices should be scheduled  
both for day and night. Special permission to  
hold these during the day should be granted  
by the administration and probably will be if  
it is sought. And there is no reason why rous-  
ing cheering and singing sessions should not be  
held in every Greek and barb house on the  
campus this week if the pep clubs and Inno-  
cents will assume the duties that are theirs  
and theirs only.

There is still plenty of time left to stoke  
the pep fires of Nebraska to a white heat. What  
are you, Corn Cobs, Tassels, and Innocents, our  
so-called pep custodians, going to do about it?

## STUDENT PULSE

Brief, concise contributions pertinent to matters of  
student life and the university are welcomed by this  
department, under the usual restrictions of sound  
newspaper practice, which excludes all libelous matter  
and personal attacks. Letters must be signed, but  
names will be withheld from publication if so desired.

### A Subscriber

**Protests.**  
TO THE EDITOR:  
In whose opinion was the much heralded  
Awgwan really a good issue? Last year this  
current magazine really created a sensation  
when it came out on the stands. It was inter-  
esting, had good jokes, and there was always  
an editorial worth reading. But I don't blame  
the person named editor for this year to want  
his name veiled, so no one could tell him what  
a poor representative of a good magazine was  
given to university students on Monday.  
After all, a humor magazine should con-

tain some funny and humorous jokes, cartoons,  
and caricatures. Along this line the Septem-  
ber issue was a failure.

As for the page entitled, "Are You Sure?"  
what could be more of an insult to the intelli-  
gence of students of university age? Others  
with whom I have talked expressed it as  
"something to fill up space." Now, I have a  
sense of humor equal to most jokes. But what,  
I ask you, was the point that the editor wished  
his public to get or think after reading "Are  
You Sure?"

And, we do hope, now that the prelimi-  
naries in giving sorority and fraternity "pos-  
sibles" are over, that the Gore section will take  
its rightful place in the magazine. There al-  
ways has and always will be campus gossip,  
and if you get the truth from most everyone,  
that is one of the chief reasons that the  
Awgwan is bought.

So for the sake of the student body and  
especially for those of us who have subscribed  
for the full year—let us have better Awgwans.  
—A Subscriber.

## A Change Is Recommended.

TO THE EDITOR:  
Why must all Nebraska football games  
have the same trimmings? That is, why must  
Mr. Quick have the Cornhusker band play the  
same songs and go thru the same marches and  
demonstrations at each game?

After going to every home game for three  
years, it is with some reluctance that some  
students go to them for the fourth year with  
this in mind. The band plays some good Ne-  
braska songs, but many of them are played  
from the standpoint of music with no consid-  
eration for the pep and emotional reaction the  
songs should have on the crowd. The songs  
should take on the aspect of a mirror thru  
which the spirit of the Cornhusker boosters  
should be reflected during the high spots of a  
game.

Can't some variety be attempted during  
the half? Must the band always march out on  
the field playing the same song and spelling  
out the same school names in the same way?

It would be extremely well received if a  
little humor or clownish effects could be intro-  
duced. Crowds at Nebraska games are a happy  
lot and something should be done to catch the  
spirit of the crowd. They want entertainment  
during the half. Let's give them different en-  
tertainment at each game and while we're  
about it, give them something which will show  
that we have an up and coming school instead  
of a bunch of sophisticated saps. —M. W.

## A Hand-Book for Dictators

Tells you how to be one and what to  
do when in power. (Written especially for  
A. C. E. by William L. White, connected  
with his father, William Allen White, on the  
famous Emporia Gazette for 10 years; now  
associate editor of The American Observer.)

I have been asked to submit a monograph  
for the instruction and edification of college  
undergraduates. It will be about dictators and  
how to be one. The way the world has drifted  
for the past 10 years and is drifting today, its  
going to be a most important subject about  
1940.

First you must be born one; you must have  
the proper degree of maladjusted endocrine  
unbalance to make you a mild paranoiac. If  
your balance is too extreme, you will think  
you are Napoleon or William Randolph Hearst,  
and they will lock you up, you will be unable  
to dictate to anybody but the nurse who brings  
you meals or the man who takes you out for  
exercise, and your career as a world figure  
will be ruined.

If you are only mildly pathological, how-  
ever, then you are definitely in the money, and  
you might as well go into training and see  
what you can do with your talents. In the  
first place, you must know thoroughly what  
people are afraid of, for you must be able to  
scare them into letting you dictate, and to  
know this, you must be a coward yourself,—  
which you already are, of course, because of  
your paranoia.

If you are a middle class coward, con-  
sider yourself very fortunate indeed. For then  
you know instinctively what they are afraid  
of, and have only to master the technique of  
scaring them even more badly. An upper class  
coward is only afraid he will lose what he has,  
and he doesn't envy anyone, so he can never  
perfect the technique of rousing fear and envy.  
And the proletariat, unfortunately for your  
purposes, lacks fear. He is already on the bot-  
tom, he doesn't like it, but he has no fear of  
falling because he is already down.

The lower middle classes have both some-  
thing to gain and something to lose. They fear  
the people below them and envy those above.  
Numerically and emotionally they are the na-  
tion's backbone. So, if like Mussolini, and Hit-  
ler, you have come from their ranks, know  
their hopes, superstitions, fears, envies, and  
hates, then, boy, they are your meat, and all  
you need is intelligence and industry in the art  
of stirring their fears (so that you can play on  
those middle class neuroses like Jesse Craw-  
ford on the organ) plus a driving pathological  
paranoiac urge of your own which makes you  
suffer acutely when you aren't on the top.

You will, of course, make mistakes. In the  
early part of your career, you will falter and  
fall victim of that fallacy that you shouldn't  
promise what you can't deliver, that people  
are interested in constructive measures for im-  
proving government and social conditions.  
Some people are, of course. But not your cus-  
tomers. What you must do on your upward  
path is to denounce evils, not correct them. If  
you start trying to improve things before you  
are in a position to throttle all criticism, then  
you have laid yourself wide open. People will  
see that you are only human and not a demi-  
god, that, like any other reformer, you can't  
deliver, quite what you promised, and you will  
richly merit the political bust on the schnozzle  
which you will most assuredly get.

If you want to become the heavy sugar  
daddy of the low middle classes, don't waste  
your time and endanger your career by pro-  
posing concrete reforms. Concentrate on de-  
nouncing their enemies—pour it hot and heavy  
about the idle rich, the radical poor, the Jews,  
the chain stores, and what not. Don't ever fal-  
ter and think that sincerity or logic can be  
substituted for vehemence; if you find yourself  
falling back on the truth, recognize this sym-  
ptom for what it is—a danger warning—a sign  
that your imaginative powers are flagging,

that you need a couple of weeks' rest some-  
where.

Your job is to induce a mass psychosis, so  
remember the basic symptoms of paranoia; de-  
lusions of grandeur alternating with hallucina-  
tions of persecution. Tell your customers in  
one breath that they are the greatest guys on  
earth, of a pure and noble blood destined to  
rule, and in the next that they are beset by  
sinister foes without and within, and that you  
are the only fair haired boy who can fish them  
out of the soup and hoist them to the stars.  
For supplementary reading to help you master  
the technique, I cannot too strongly recommend  
the Hearst press.

And if you now bother me with silly ques-  
tions as to what you'll do when you get it, you  
haven't the proper grandular and neurotic set-  
up to be a dictator. You have the press, don't  
you? And the radio? And the public plat-  
form? And you can burn all the books you  
don't like and print some others that you do.  
And plenty of brass bands to play while your  
customers march up and down in their uni-  
forms cheering to make themselves feel im-  
portant; able to go out and beat up a few  
foreigners to resolve any doubts which might  
come into their minds. When you're in its a  
pushover. So run along, now, buy a copy of the  
Evening American and start doing your home  
work. It might just as well be you as some-  
body else.

## CONTEMPORARY COMMENT

### Complex Curricula.

Today's college generation is more illiter-  
ate than its predecessors, declares Dean Vir-  
ginia C. Gildersleeve of Barnard college in her  
annual report to Dr. Nicholas Murray Butler,  
president of Columbia university, of which  
Barnard college is a unit.

"Instead of taking things in thru the eye  
and becoming familiar with the aspect of Eng-  
lish words, they (the students) take them in  
thru the ear, by the radio and the movies,"  
states the dean. "This has a lamentable effect  
on their spelling and on some other aspects of  
their writing."

Along with the "rapidly diminishing  
amount of reading done by our young people,"

## CIGARETTE FIRM HOLDS GRID GUESSING TEST

Cash Prizes Are Offered  
For Football Score  
Predictions.

Here's news for guessing sharks!  
The Old Gold Cigarette Co. is in-  
stigating a football score guess-  
ing contest which will be open to  
students of leading colleges thru-  
out the state. Prizes will be award-  
ed to the persons guessing the fi-  
nal score of two football games  
played each Saturday, one game  
to be played by the local college

team, and the other by some other  
favorite college team.

Prizes will consist of \$10 to be  
awarded to the student guessing  
the nearest to the accurate score  
of the four teams, \$5 as second  
prize, and 400 Old Gold cigarettes  
as third prize.

Contestants are to register their  
guesses on Old Gold package lab-  
els by writing the name of the four  
teams, and the score of each, to-  
gether with his or her name and  
address. There is no limit placed on  
the number of times the contest-  
ants can register their guesses.

The contest will be staged from  
Oct. 3 to 19 and the guessing will  
be on the scores of the Kansas  
State vs. Nebraska football game,  
Oct. 19, and also on the score of  
another football game that will be  
played on the same date, Oct. 19.  
The guesses should be written on  
an empty package of Old Golds

according to the educator, the reduced require-  
ments in English composition in our colleges  
have combined to make "the present student  
... rather more illiterate than were the stu-  
dents of the past."

In another section of her report, Dean  
Gildersleeve points out that most students take  
"far too many courses" and spend too much  
time "running vainly from class to class."

Therein, possibly, lies the reason for our  
alleged drop in literacy. Are curricula becom-  
ing so complex that we are becoming jacks-of-  
courses and masters of none?

—Syracuse Daily Orange.

### Whither Fr. Coughlin.

Since before the assassination of Senator  
Huey P. Long, one voice which was once raised  
in loud thunder against the national adminis-  
tration has been silent. Father Charles E.  
Coughlin, who used to call down the wrath of  
the heavens by his radio messages, and send  
managing editors of metropolitan newspapers  
into paroxysms of glee when he delivered a  
speech, has deserted the fold of the great  
rabble-rousers in politics.

True, the worthy father may merely be  
biding his time. Yet, it is hard to reconcile his  
declarations of the past with that of silence  
which has descended. Whither goes that  
strange master of demagoguery. Has he fin-  
ished his political autobiography. We hear  
little now from his National Union for Social  
Justice. Is it possible, perchance, that since the  
Long episode, the president's idea of social jus-  
tice has measured up to Coughlin expectations?

The radio priest in view of his former de-  
nunciations of almost every previous presi-  
dential speech, must seem by his silence now to  
assent to every Rooseveltian pronouncement.  
If this is true assent, he should be congrat-  
ulated on refusing further to sell his highly fan-  
tastic variation of "Share the Wealth," to a  
highly gullible unemployed group.

Father Coughlin has temporarily folded  
his tent like the Arab, only to reappear at some  
later date, the country at large has at least  
been spared the disturbing effect of his rabble  
rousing activities for a time. The nation will  
be glad of the breathing spell. From whatever  
motives he does it, Father Coughlin deserves  
commendation now for doing the one thing he  
failed most signally to do in the past—for hav-  
ing the good sense to give the American popu-  
lace a rest from his words of wisdom.

—Brown Daily Herald.

and should be placed in one of the  
ballot boxes to be found at Bucks  
Coffee Shop, the Bun, Paige's  
Luncheonette, or the Daily Nebraskan  
office.

## Tap Dancing Class Meets For First Time Tuesday

First in a series of tap dancing  
classes for the year was held Tues-  
day evening at 7 o'clock in the  
women's gym under the direction  
of Lois Rathburn. The classes,  
sponsored by the Coed Councilors,  
are held the first and third Tues-  
days of every month. Ruth Hill  
played for the dancing and Elsie  
Ford Piper sponsored the group.

### Tanksterettes.

Tanksterettes meeting Wednes-  
day evening. This is for old mem-  
bers and anyone interested.

## GROUP SEEKS JOBS FOR APPRENTICE PRINTERS

Special Meeting Called for  
Thursday Night at  
Y. M. C. A.

Possibility of arranging part  
time work in printing shops for  
university students will be dis-  
cussed in the special meeting  
called for Thursday evening, Oct.  
10 at 7 o'clock in the Red room of  
the Y. M. C. A. building, according  
to Otto H. Brinkman, general  
chairman of the state wide com-  
mittee arranging student employ-  
ment.

"We will try to secure jobs,"  
Brinkman stated, "for interested  
students who need work to assist  
them in completing their college  
education. It is as necessary to  
offer practical experience in print-  
ing as in other trades included in  
the university curriculum."  
The committee headed by Mr.  
Brinkman has the support of the  
press of the state and has as its  
purpose training printers by prac-  
tical experience.

## BARB SPORTS GROUP FORMS TWO TEAMS

Newly Organized Groups  
To Start Practice  
Wednesday.

Two teams were organized at  
the barb intramural meeting held  
in the women's gymnasium Mon-  
day at 5 o'clock. The teams, with  
twenty girls in each one, will be  
captained by Mary Belle Kuehn  
and Iris Knox. With the K. E. S.,  
a barb group organized last year,  
they will represent the barb A. W.  
S. league in the intramural tourna-  
ments during the year.

The newly organized groups will  
practice for the first time Wednes-  
day at 5 o'clock. The first tourna-  
ment in which they will be repre-  
sented is the soccer-baseball tour-  
ney which will start next week.  
One of the teams has been named  
the TNT. The other has not yet  
received its title.

## 'Architecture' Publishes Designs by H. Cunningham

Designs done by Harry Francis  
Cunningham, former professor of  
architecture, for the Chancery  
building of the Brazilian embassy,  
Washington, D. C., appeared in  
the September issue of "Architec-  
ture." An article "Ideals Are Not  
Yet Dead" by Mr. Cunningham ran  
in the July number of "Pencil  
Points."

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# You Can Depend on the Man Who Advertises

NINE times out of ten you will find that the man  
who advertises is the man who most willingly re-  
turns your money if you are not satisfied.

He has too much at stake to risk losing your  
trade or your confidence. You can depend on  
him.

He is not in business for today or tomorrow  
only—but for next year and ten years from next  
year. He knows the value of good-will.

You get better merchandise at a fairer price  
than he could ever hope to sell it if he did not  
have the larger volume of business that comes  
from legitimate advertising and goods that bear  
out the promise of the printed word.

# The Daily Nebraskan