

Editorial — Comment — Bulletin

Under universal subscription...

Is 75 cents per person too high?

The spring election is six days away. And at that time the student body will decide whether or not universal subscription to the DAILY NEBRASKAN should be given a one year trial period. As the discussion of the question reaches a climax, protests have been voiced that the 75 cents maximum fee set by the Student Council is too high and that the paper could be supported almost entirely by advertising.

In investigating what possibilities there were of reducing the rate however, the DAILY staff found that wishful thinking doesn't in any way change the costs of printing nor give one more favorable terms in printing contracts; that these costs of printing are so high that it is doubtful whether the DAILY can even print the required number of papers for the maximum 75 cent rate; and that the high typewriter and desk depreciation costs connected with newspaper work requires the paper to make money every semester.

Here are the facts. Five thousand subscriptions would bring under the proposed plan \$7,500 a year. Of this approximately \$2,300 is now being received from that source. Thus the maximum increase in revenue through universal subscription would be \$5,200.

But to increase our circulation to 5,000 copies, our printing bill would increase \$30 per issue. The reason for this sizable increase in printing expense lies in a combination of Union requirements and the Journal's schedule of printing. At the present time the type setting and printing for the DAILY is sandwiched in between the various editions of the Journal and because composition consumes slack time of Journal employees, no additional labor is required for the printing. As a result the NEBRASKAN is able to publish its paper at the present time for \$1.50 a year, while most mid-western universities under automatic programs charge \$2.50, \$3.00, and \$3.50 a year.

To print the additional 2,000 copies however, would require the presses to run practically an hour longer, would require additional men, would force the present printing staff to work overtime, and would possibly delay work on the Journal until the NEBRASKAN went to bed. Unless a new schedule of sandwiching can be worked out with the printer, the \$30 per issue cost will be necessary.

With 150 issues printed yearly this additional expense would amount to \$4,500, leaving a net surplus from universal subscription of but \$700. This remainder would likewise be absorbed in printing moreover if the paper

was to be increased in size and thus silence the protests that vital university news is not printed. But even if the paper were kept on the same operating basis, this \$700 surplus would amount to only a 7 cent reduction per semester to each subscriber.

Why not print elsewhere?

Those who have protested agree that reductions may not be possible under existing printing contracts, but argue that if the NEBRASKAN were printed elsewhere so steep an increase in printing expenses would not arise.

However here again they forget that already the NEBRASKAN is being distributed for about half what is charged at other universities, and that the quotations given by the Journal now are not exorbitant. Certainly if the printed here was at fault all other mid-western schools would now be putting out free papers under universal subscription. It is very easy to suggest reductions in costs but to get those reductions is quite a different story.

The DAILY investigated the possibilities of printing elsewhere, seeking to profit by the suggestions from the opposition. But it was found that the printed able to print the paper were very limited and that inconveniences and subsidiary expenses would more than offset any advantage in price gained.

In the first place the DAILY can only be printed at such shops as employ a night staff and furthermore as a safeguard to advertising can only print at such shops as use the advertising services which Lincoln advertisers use in making up their ads. Most of the NEBRASKAN advertising at present duplicates similar ads appearing in the Journal, and unless the printer can make up the same ads, most advertisers will not take time to do business with us.

At present advertising managers of Lincoln stores scarcely have time to make up their Journal ads till late in the afternoon, and would not make up ads with mats which they themselves have no knowledge.

Thus without the same advertising services, advertising could be expected to drop rather appreciably, countering any advantage that could be gained, and countering any increase in advertising that might be expected with increased circulation.

Yet reduction demanded!

The only basis left for reducing the subscription rate

Solving the barb problem!

Nine weeks ago a meeting of the publications board settled the question of "The Barb." That board decreed in essence that this campus is not large enough and cannot secure sufficient advertising to support two publications; and that an all-campus newspaper must triumph over a political organ designed to prolong the factional agitation that had disrupted the campus for almost three months.

Nine weeks ago that board urged that out of the embers of that factional fire should arise a movement to serve all students through the DAILY, to create support among those not now subscribing, for universal subscription to that organ, and to print news indiscriminately of all factions and all interests.

Nine weeks have passed. During that time the DAILY staff has paid a barb editor to report barb news, and has tried to fulfill its part of the bargain. With the cooperation of the DAILY Mr. Walker in the political column has no objection. His only fear is that the news of barb politics and barb social events may not reach the members of his party.

To solve this problem we urge Mr. Walker and his colleagues to continue with the program mapped out at that publications board

meeting. To explain the barb political stand and the entrance of barb women into politics, he might make use of the back of "Time and Place" which is distributed free weekly, and which at that time was reserved for political comment before elections.

If his party really wants a paper, if he is sincere in saying the attitude of the DAILY has been friendly then his group should campaign wholeheartedly for the Student Council universal subscription program. They should get the paper to all their party members through that channel and then make use of the editorial columns of that paper to carry to their affiliates the desired information. Never once this semester has any opinion been kept out of the DAILY, and in accordance with the agreement between the DAILY staff and the barbs at that time

Speech department head to speak at convention

Dr. Leroy T. Laase, acting chairman of the speech department, will appear on the program of the annual convention of the Central States Speech association in Oklahoma City, April 17 to 19. Thursday morning he will discuss "The Status of Speech in Nebraska's Secondary Schools." Saturday morning he will speak on "Individualizing Instruction in Fundamentals of Speech" and will lead a discussion on "Relations of Speech Correction to Other Fields."

never will such opinion, criticism or comment be suppressed. The NEBRASKAN is and always will be the official campus paper. Given universal subscription it can fill the needs of all groups. We urge Mr. Walker, therefore to fight now with us that the Student Council program may become a reality.

Editor.

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