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Wednesday, October 20, 1954

EDITORIAL COMMENT The Big Bluff

Perhaps a valid test of The Nebraskan's it is only reasonable that the group selecting readership was made at the recent Student Council interviews of students for positions on the Board of Student Publications.

In the last three weeks The Nebraskan has printed on the editorial pages articles entitled "What Is The Nobraskan?" explaining the duties and functions of staff positions in hopes that they would inform students who aspired to a position on the Board of Student Publications and give them at least a reading basis for answering any questions which the Student Council asked. However, the effort by the staff members, who wrote the articles, seemed to go unread and unrewarded.

The flood of prospective Board members who marched on the Nebraskan office two or three days preceding the Council interviews looked blankly at staff members when it was recommended they read the articles. Their answers: "Oh, I didn't notice them, I will read them, but couldn't you just tell me?" Is it any wonder that The Nebraskan feels its efforts flaunted? Traditionally, the Student Council quizzes student applicants on the workings of The Nebraskan, expecting to get answers which will qualify or disqualify the applicant for the Board position. But it is doubtful that even the Council members themselves, with few exceptions, know just how The Nebraskan operates in order to tell a bad answer from a good one. If an applicant goes through a long dissertation about Nebraskan functions, on second hand information he has obtained from staff members, Council members usually nod their heads and come back with the old stand-by questions "What do you think is the duty of a member of the Board of Student Publications?" and "Do you have any suggestions on how The Nebraskan could be improved?"

No student should expect to "know" what changes could be made in The Nebraskan or how it is financed just by spending 20 minutes or less looking over the basement office and pumping staff members. Information gained from these sources and delivered as qualifying knowledge is not only insulting to The Nebraskan but also a good example of bluffing to obtain a campus position.

When it comes to selecting Board members,

them-in this case the Student Council-should know exactly what the functions of the Nebraskan are. There is reason to believe that Council members do not fulfill the qualifications of selectors. The staff knows every person who enters the Nebraskan office-it is their business to know. They also know who Student Council members are-this is also their business to know. If the absence of Council members in The Nebraskan office were not so obvious, perhaps the feeling that the Council can not mete out judgment on Board members without more actual contact would not be quite so strong. A very important point to be made is that the Editor's office is merely a part of The Mebraskan. And Council members cannot get an all over picture of The Nebraskan by merely walking through the main office to the little room in the corner and chatting idly with the Editor.

All this goes to point out that those who judge The Nebraskan are incapable of that judgment until they make a concentrated and wholehearted effort to "know" the Nebraskannot just that it is a newspaper which has had financial difficulties and which comes out every Tuesday, Wednesday and Friday.

*

For the convenience of Council members and Board applicants The Nebraskan ran those articles because it felt there was a need to do so. The staff regarded the articles as the best way to inform students who had not taken the time and effort to visit The Nebraskan office and judge for themselves. It was felt that because of past record, neither Council members nor Board applicants would appear in the office and in an effort to let the student body know The Nebraskan is a business and that its staff members do not play tiddlywinks every afternoon before publication. However, some Board applicants did show upwanting a quick last-minute rundown on The Nebraskan before they raced off to Council interviews.

The mere fact that these same Board applicants did not read the articles concerning the organization they aspire to judge leaves an impression upon The Nebraskan of insincerity, incompetence and lack of real interest-J. H.

No Peace Prize

It's a refrain-a plea, actually, that is heard over and over and then over again. "Feace . . . we want peace!" Everyone wants peace, of course.

At least they say they do.

The statesmen of the leading nations, and of some of those not so leading, proclaim repeatedly that the ultimate goal of all their wrangling is world peace. The optimistic hope for at least a "peaceful co-existence."

Nations are sick of war; compulsory military

worthy of recognition.

Surely all this talk about peace is not just talk? Surely nations are sincere when they cry for world cooperation. Surely they are really working for the best interests of the world, not just to further their power as an individual mation? Surely international interests come before national problems?

These are questions only time can answer with certainty. Through its withholding of the 1954 peace prize, the Nobel committee has given one answer .-- M. H.



"OK. men, the next play is DX-83 .- Now, Bolivar, when you hear me yell "four," I'll give you the ball, then you try to get through the men wearin' the yellow sweaters an' then head for the posts painted purple and white."

Woman's View **Columnist Casts Coeds** Into Campus Categories

By MARILYN TYSON I take my tired typewriter in my tired hand and peck out my latest tired brainstorm to my tired readers (that is, of course, assuming that one or two of you are my readers.) •

Several weeks ago I gave advice? to the gals on campus about our favorite subject, Men, and since then the guys have expressed a desire to hear about the coeds.

Our coeds are varied in types and personalities. Narrowed down, they fall into about four categories.

The haggard girls running about campus in a great, great hurry with no lipstick, wisps of hair in their eyes and bags under their eyes are usually Activity girls. I say usually because that description often applies to old seniors, too. The Activity girls, unlike their male colleagues, can always find time for a date now and then but AUF, Coed Counselors, etc., monopolize their conversation. Juniors and Seniors are the busiest; The second type is the Flirt.

She should have big, long-lashed eyes because they are MOST ef-

fective but other qualifications will do. You can spot the Flirt looking into the current flame's eyes affectionately, dropping her handkerchief in front of passing males or engaged in any of the feminine tricks declared legal in "All is fair in love and war."

The party girl is dear to the hearts of everyone except perhaps her mother. As one staff member (man) just commented, "We love 'em!" Need I say more?

You will probably not become acquainted with the Fourth type during your college years because she rarely is seen except in classes. She is the Brain. This gal is dear to the heart of her mother since she is fulfilling the purpose of coming to college. Her instructors think of her as a good example, her parents are proud of her and her class mates can't stand her because she lowers everyone else's averages. The only time she is appreciated is when scholarship ratings are listed-

So, men, take your pick. Variety is the spice of life.

I've got to run. My toothbrush and comb are packed and Colo-

The business staff is an important part of The Nebraskan concerned primarily with the financing of the student newspaper.

Business And Bills

By BARBARA EICKE

The responsibility of keeping The Nebraskan out of the "red" lies within this department. The Nebraskan is financed partially through a small potrion of each student's tuition fee. The greater part of the student publication, however, is financed by advertisements placed within the Nebraskan by both local and national advertising firms.

The business staff is comprised of a business manager, Chet Singer, and four assistant managers-Andy Hove, Ben Belmont, George Madson, and Barbara Eicke.

Each member on the staff has his specific job to do. The business manager must oversee the work of the entire business office. He must keep close account of everything, so he can determine whether or not the income will meet expenses at the end of the month. He handles all bookwork, and national advertising and correspondence. The assistant business managers comb sections of the city which are assigned to them. In the past, the assistant business managers took weekly runs of getting advertisement individually from the whole city. As this method was most inconvenient for both the advertiser and the assistant business manager, the new method of assigning a specific territory to each member of the staff was introduced. Each assistant, however, has a weekly shift of laying out the advertising, taking it to the printer, and seeing that it is correct. In addition to the three assistant business managers who are assigned to the downtown advertising, a female assistant has been added to the business staff this semester. She works in the business office every afternoon taking all advertising over the phone or through the of-

fice, handling subscription, correspondence, and other tasks. To help the advertiser, lists of

social events or anything that is of interest to the advertiser are



sent to each advertiser.

What Is The Nebraskan?

Advertising in The Nebraskan is of four kinds according to rates: flat rate, \$1.50 an inch; contract rate, (rate depends on number of inches ' contracted with The Nebraskan on either a semester or yearly basis) and classified, which includes lost and found, etc., the rate being determined by the number of words; and national advertising, which is \$1 an inch.

Special advertising such as the Crystal Ball contest gives the advertiser a chance at a bargain rate of advertising at 85 cents an inch for any ad that doesn't exceed 12 inches. Included in the ad are names of teams playing football. Students are given a chance to win the \$5 prize money by filling in these blanks in the ads telling their choice of the winners.

Advertising for Tuesday's paper must be in by the preceding Saturday noon; for "Yednesday's paper, Monday noon; and Friday's paper, Wednesday noon. The advertising is placed in a wire basket which is labelled the day of issue it is to appear in. It is then collected and taken to the printer to be set. After the advertising has been set up, the assistants take tear sheets (a form of proof) to those advertisers who desire to see them. Each advertiser, however, receives issues of the papers in which he advertises. These are mailed out at the end of each week. All bills for advertising are mailed out at the end of each month. All subscriptions to the student publication are paid in cash. Subscriptions to the paper semester and \$4.00 per year.

The circulation department of The Nebraskan which is actually independent is closely tied in with the business office. It is up to the circulation manager to see that each advertiser of the publication receives an issue of the paper in which his ad appears. He also handles circulation of the paper on both the city and ag campuses, and the mailing of subscriptions.

The problems of keeping The Nebraskan out of the "red" and that of satisfying the advertisers are not easy ones-but serious ones that confront the business staff.

to even consider the dreadful assumption that a full-sized army may have to be called back into service. India's Prime Minister Nehru is rapidly becoming a very unpopular figure in Western eyes because of his outspoken approval of a war in Formosa. The world breathes a sigh of relief each time a new crisis is reached and safely passed.

Plans for control of atomic energy for peacetime purposes are being formulated. Even Russia has proposed a plan which would provide for world rearmament by stages. There are endless conferences, meetings, speeches, pacts, agreements and plans.

One group of educated men doesn't think soat least that is the conclusion to be inferred from a recent action, or inaction. Last week in Oslo, the Nobel Prize committee announced that a peace prize would not be awarded this year.

Nobel Prizes have been awarded nearly every year since 1901 to outstanding men in the fields of literature, peace, physics, medicine and chemistry. Three times since World War II, however, the coveted award for outstanding contribution toward peace has been withheld. Last year the peace prize was presented to George Marshall, who had advanced the European Recovery Program while he was Secretary of State. In 1952, no peace prize had been given, but when Marshall's award was announced, the Nobel committee also announced that Albert Schweitzer, Alsatian missionary-philosopher who has devoted much of his life to medical work in Africa, had won the 1952 award.

It is significant that in this year, when the guns in Korea are silent, and the world is officially if not technically at peace, no one man has made a contribution toward world peace

Afterthoughts

That's Not Political!

With the Congressional campaign working itself into the traditional Republican-Democratic fury, there is one man in the State who appears to have kept a non-partisan head. He is Doyle Free, secretary of the Nebraska Poultry Improvement Association in Lincoln. The Democrats blame the low price of eggs on the Republican farm program. But Mr. Free blames it on the chickens for laying low-quality eggs.

Are You Informed?

What would students of the University do if the Communists took over the United States?

Do the Communists have the resources, information and manpower? What negotiations are being carried on by the United States to promote peace in the world?

These and many other similar questions could only be answered by a handful of students: political science and journalism majors, and perhaps an odd assortment of others who take a vital interest in the news. What concerns us most?

Students have so far this year worried themselves with the University policy on drinking, the candidates for Homecoming Queen, Prince Kosmet and Nebraska Sweetheart honors, and the ever-nearing migration to Colorado.

But what of national and international affairs? How many of the students have thought about the Nine-Power Conference, the Dixon-Yates problem, McCarthy's tight position and the many more present national and world affairs?

For students over 21: have they registered to vote, do they know the candidates by platform as well as by name?

Perhaps it is difficult to grasp the meaning of world affairs if they are not discussed every day, but the world belongs to our generation and we must take an active interest in its problems.

If students are not taking a course that enables them to probe world affairs there are other methods to keep an awakened interest in our present dangers. Daily reading of the newspaper, joining political organizations or NUCWA, attending political convocations or the United Nations seminars are all excellent ways to obtain knowledge.

It is not a question of time to take part in world affairs, it is a matter of personal interest. Many of us, our boyfriends, husbands or brothers are or will be in the armed service. It is our duty to know what they are fighting for and its importance to us as a country and individuals.

The editorial columns of The Nebraskan daily devote space to commentaries on the news of the world. The front page carries a brief summary of news highlights.' Although we expect to give the students campus news, we realize the pressing importance of the world situation to every young person.

The Nebraskan is keeping informed. Is the rest of the student body?-H. R.

We've a new chancellor who is popularly considered the "friendliest man on campus." And friendship being as much a part of his character as reports seem

Dear Editor:

to indicate, it is only natural that he would also wish this campus to be friendly.

Is this desire so ridiculous that it deserves to burlesqued in one of your better columns? Just what is wrong with a public statement that the Chancellor wants this to be the friendliest campus in the nation that would "inspire" Ellie "Given' 'Em Ell'' Elliot to drop her former serious, intellectual style and publicly embarrass herself, The Nebraskan and the student population with such outright ridiculous tripe?

It seems, from this cubby-hole, that Miss Elliot could find some subject of great enough worth to

Field Stream

rado is uppermost in my mind. the freshmen and sophomores have See ya there! just begun the fight,

Letterip

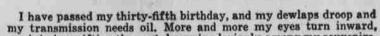
stimulate her more intelligent faculties into writing the serious columns she has previously written so well. It also seems The Nebraskan could find many other topics of greater merit to fill its editorial page.

It is to be hoped that Chancellor Hardin somehow missed this perversion of editorial privilege. For it would greatly add to the embarrassment of the student body if he were to accept this as popular opinion.

DORWIN RAYMONDE

CLASSIFIED ADS CALL 2-7631 EXT. 4226 FOR CLASSIFIED SERVICE

LOST: Small red purse, Mon. Oct. 11, in S.S. Building. Please call Mrs. JoAnne Wiese, ph. 5-8316.



STUDYING MADE SIMPLE

I have passed my thirty-fifth birthday, and my dewlaps droop and my transmission needs oil. More and more my eyes turn inward, reminiscing, sifting the past, browsing lovingly among my souvenirs, for at my time of life memories are all a man has. And most precious are the memories of college. It still makes my pulses quicken and my old glands leap to life just to think of it. Ah, I was something then! "Swifty" my friends used to call me, or "Rakehell" or "Candle-at-both-Ends" or "Devil Take the Hind-most." My phone was ringing all the time. "Come on, Devil-Take-the-Hindmost," a cohort would say, "let's pile into the old convertible and live up a storm. I know a place that serves all-bran after hours." So it went—night after mad night, kicks upon kicks, sport that wrinkled care derides, laughter holding both his sides. "Come on, "Candle-at-Both-Ends." my companions would plead, "sing us an-

So it went—night after mad night, kicks upon kicks, sport that wrinkled care derides, laughter holding both his sides. "Come on, "Candle-at-Both-Ends," my companions would plead, "sing us an-other two hundred verses of Sweet Violets." "No, my companions," I would reply with a gentle but firm smile, "we must turn homeward, for the cock has long since crowed." "Twas not the cock," they would answer, laughing merrily. "Twas Sam Leghorn doing his imitation of a chicken!" And, sure enough, 'twas. Crazy, madcap Sam Leghorn. How I miss his gaiety and wit! I never tired of hearing his imitation of a chicken, nor he of giving it. I wonder what's become of him. Last I heard he was working as a weathervane in Tacoma.

Oh, we were a wild and jolly gang in those days. There was Sam Leghorn with his poultry imitations. There was Mazda Watts who always wore a lampshade on her head. There was Freddie Como who stole a dean. There was Cap Queeg who always carried two steel marbles in his hand. There was Emily Hamp who gilded her house mother.

Yes, we were wild and jolly, and the wildest and jolliest was I... But not right away. I blush to admit that in my freshman year I was dull, stodgy, and normal. I finally corrected this loathesome condition, but for a while it was touch and go. And, dear reader especially dear freshman reader-be warned: it can happen to you. The makers of Philip Morris have bought this space so I can bring you a message each week. There is no more important message I can give you than the following: College can be beautiful. Don't

louse it up with studying. That was my mistake. At first, cowed by college, I studied so much that I turned into a dreary, blinking creature, subject to dry-mouth and fainting fits. For a year this dismal condition prevailed—but then I learned the real function of college. And what is that? I'll tell you what: to prepare you to face the realities of the world. And what do you need to face the realities of the world? I'll tell you what-poise, that's what you need. And how do you get poise? I'll what — poise, that's what you need. And how do you get poise? I'll tell you how: not by keeping your nose in a book, you may be sure! Relax! Live! Enjoy!... That's how you get poise. Of course you have to study, but be poised about it. Don't be like some clods who spend every single night buried in a book. Not only are they not learning poise; they are also eroding their eyeballs. The truly poised student knows better than to make the whole semester hideous with studying. He knows that the night before the exam is plenty of time

to study. Yes, I've heard that lots of people have condemned cramming. But have you heard who these people are? They are the electric light and power interests, that's, who! They want you to sit up late and study every night so you'll use more electricity and enrich their bulging coffers. Don't be a sucker!

Clearly, cramming is the only sensible way to study. But beware! Even cramming can be overdone. Take it easy. On the night before your exam, eat a hearty dinner. Then get a date and go out and eat another hearty dinner. Then go park someplace and light up a Philip Morris. Enjoy the peaceful pleasure it offers. Don't go home until you're good and relaxed.

Once at home, relax. Do not, however, fall asleep. This is too relaxed. To insure wakefulness, choose a chair that is not too comfortable. For example, take a chair with nails, pointing up through the seat—or a chair in which somebody is already sitting.

Place several packs of Philip Morris within easy reach. Good mild tobacco helps you to relax, and that's what Philip Morris is good mild tobacco. But Philip Morris is more than just good mild tobacco; it is also cigarette paper to keep the good mild tobacco from spilling all over the place.

spilling all over the place. Now you've got the uncomfortable chair and the Philip Morris. Now you need light. Use the lit end of your Philip Morris. Do not enrich the electric power interests. Read your textbook in a slow, poised manner. Do not underline. It reduces the re-sale value of your book. Always keep your books in prime re-sale condition; you never know when you'll need getaway money.

As you read you will no doubt come across many things you don't understand. But don't panic. Relax. Play some records. Remove a callus. Go out and catch some night crawlers.

Relax. Be poised. Stay loose. And remember-if things really close in, you can always take up teaching. @Max Shulman, 1954

This column is brought to you by the makers of PHILIP. MORRIS who think you would enjoy their cigarette.

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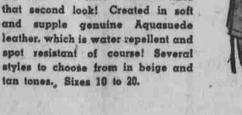
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