

The Daily Nebraskan

Property of
THE UNIVERSITY OF NEBRASKA
Lincoln.

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FRIDAY, OCTOBER 3, 1913.

"RAG" TAG DAY.

Amidst tag days of all kinds and descriptions we commend to your notice this new departure, the tag day for the Nebraskan. It is not a new departure, in the sense of the expression, for Rag tag day has come to be one of the annual fall events of the campus. But inasmuch as it is one of the latest of the tag days it may be said to be new.

The Nebraskan does not conduct a tag day with the intent of calling those students who have not subscribed to time. It is going on the theory that there are numerous other obligations to be met by each and every student, and that therefore the student has not seen the necessity of subscribing. But at this time the Nebraskan comes out squarely with a business proposition, calling for the consideration and subscription of students who make a pretention of supporting worthy student activities.

The Daily occupies a unique field among student enterprises, in that it attempts to subordinate itself to all enterprises and present them to the students. It does not exist for itself alone, for without the busy stir of the student world the campus would be bare of what we are pleased to call news, and the paper would exist only as an editorial and literary organ. Recognizing that this is an entirely separate field, the Nebraskan confines itself to collecting the daily events,

\$2.50

buys a MOORE'S NON-LEAKABLE pen
or
a BIG BEN alarm clock
WE HAVE BOTH

HALLET

Est. 1871 Uni. Jeweler 1143 O St.

SATIN PUMPS ALL SHAPES \$2.50

Ladies
Up Stairs

BUDD

arranging them in some order, and presenting them in condensed form for reference.

In all universities and colleges in the country of any size the press is represented by student papers. In fact, in America the college press has originated and developed, and it is practically an unknown quantity in foreign institutions. Each school in theory supports a paper which is large enough to fill the needs of the school. However, the fallacy which enters here is the financial one. Advertising, the support of the business men of the city, practically supports the paper. But student subscriptions, representing the circulation, form the financial balance which enables the business department to plan for the best interests of the paper. Advertising contracts run the paper; subscriptions allow for necessary changes, additions in the way of increased size, cartoons and cuts, and the two go hand in hand. With increased circulation comes heavier advertising.

But this foregoing is merely argument. We ask for the subscriptions of the students, not for the good of the paper but for their own good. The paper is conducted with an eye to news, both local and from our neighboring institutions. If it fulfills this intent it will be valuable to each and every student. It is not only valuable but it is necessary, and the time to subscribe is now.

FEW NEW FOOTBALL RULES

Continued from page 1

session. Hence, he could be injected into the game in much the same manner that a pinch hitter is in baseball, make his throw, save his team, and soon be replaced.

New On-Side Kick Rule.

Under the new rules the ball may be kicked at any point back of the scrimmage line. This is nothing else but our old friend, the on-side kick. It is one of the best ground-gaining plays that the game has produced and is sure to be used a great deal this season. Because of the fact that the ball becomes free property the moment it strikes the ground, it is even more valuable than before as a ground gainer. With a set of fleet backs and ends there are chances of tremendous gains using the on-side kick.

FRATS PLEDGE AT LAST.

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Sigma Nu—Hugh V. Harlan, Lincoln; Harold Neville, Lincoln; Hugh Yochum, Talmage; Roswold Weeks, Pawnee City; Paul Eager, Lexington; Don Neville, Lincoln.

Sigma Phi Epsilon—Irwin Mellon, Ponca; Harlan Peard, Phillips; Leo Lowry, South Omaha; Millis Miller, South Omaha; Doane Pickering, Lincoln.

Boost For Nebraska

We're Going to "Clean-Up"
On Home-Coming Day,
October 18th
NEBRASKA vs. MINNESOTA

Do you get that? We're going to "clean-up"--if we have enough confidence. That's all that's needed, and it get's the bacon "every time."

Take our business--it's our everlasting confidence in believing we know just what you young fellows want, that "brings us the bacon."

We know just what you want in that new Suit, Overcoat, or perhaps a Sweater or Mackinaw. Anyhow, it don't cost to look--come on in.

Armstrong Clothing Co.

Good Clothes Merchants



Get Your Pumps Now
Have Them for the Whole Season

Regulation Gun-Metal Pumps with low heels, flat fore part and tailored satin bows. All sizes now--

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