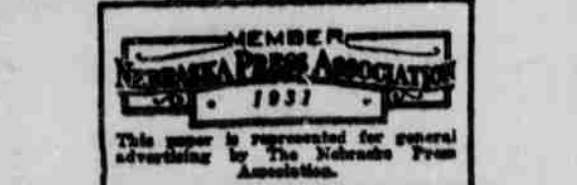


THE DAILY NEBRASKAN

Station A, Lincoln, Nebraska
OFFICIAL STUDENT PUBLICATION
UNIVERSITY OF NEBRASKA
Published Tuesday, Wednesday, Thursday, Friday and Sunday mornings during the academic year.



We Are Asking You, Is It Fair?

During the past few weeks there have been occurrences at different universities in the country which have been the subject of much unfavorable publicity. Students have been fired from the University of Michigan for liquor escapades. Minnesota and Oregon eds and coeds have been suspended for the same reason, and now we have a like instance occurring on the Nebraska campus.

Such a circumstance seems to be the signal for the press of the nation to deliver a strong harangue regarding the evils of the college youth. Somehow, we feel that such a criticism is not justified, although we are not here to whitewash university life at all. We don't give a damn about the reputation of Joe College, if that reputation squares at all with his real character.

Suppose, though, that instead of pointing out the defects of the college students and the university its critics were to find everything in which the university community excelled like communities in the outside world.

Suppose, also, that the aforementioned critics were to be made fully aware of the fact that in the local university we have a community of from 6,000 to 7,000 individuals gathered together in a fashion which might be characterized as a "Melting Pot."

Also let the critics remember that these same individuals forming university communities are still, in the most part, in an adolescent stage in which their ways of life have not become set, and for whom the adventure of living and of choosing their activities leads to things which are often more valorous than things.

Let the critics keep these things in mind and then let him compile a list of crimes and misdemeanors committed by the university community. Then let him place alongside it a list of the crimes and misdemeanors of any other community of 6,000 or 7,000 individuals, the majority of whom have reached the age of discretion.

excellent scholars, are deprived of their training for a livelihood because they drink "on Saturday night"!

It is far from fair. We suggest expelling students for reckless driving, and violation of traffic rules. It's much more dangerous to rights of others.

Wouldn't it be a good idea to change the essay contest from "What I Got Out of College" to "Why and When I got out of College?"

This Is Different

The Nebraskan received a very critical letter, printed in our Morning Mail column today. It says the "student newspaper" is not justified in running four standard-size pages without sufficient interesting news to fill those pages.

First, we wish to make it known here and now that we are looking for such critics. We want them to go to work for us as soon as possible. Any group or individual with such constructive ideas would make a very good addition to our staff.

Aside from failing to consider a few minor points, such as the varying amount of news copy from day to day, and the whimsical variation in the advertising total, they have touched upon a fundamental problem. Some days we could conveniently use six or eight pages, and have not sufficient advertising to justify that expense, although much news is of necessity withheld. Some days, too, the paper has sufficient advertising to necessitate at least the regular four-page run, yet has not sufficient real campus news to fill.

Aside from a few minor points like this, the objectors have demonstrated a very able grasping of the problems involved.

"Smart phrases" used by the editor are perhaps out of place. We should no doubt restrain ourselves, make our columns as dead as possible, and then, since no one would read them, there would be no complaints. Millennium!

The contributors also object, evidently, to addressing Mr. Vogeler thus publicly. But how in heck can anyone interest students in the possibility of a swimming pool without discussing it in public?

Incidentally, the kicking gentlemen were not preparing a private letter. They prepared one for print, as attested by the fact, that it bore a headline, and gave the writers' names but no addresses. Hence they surely want their answer public also. Here it is. Fair enough!

No one as yet has accused T. N. E. of publishing the "Fire and Sword." It would be ideal publicity for the lodge. We suggest they appoint a committee to prepare a confession.

First Build Your Pool—

Then catch a few fish. Three possible ways to pay for a swimming pool, according to Coach Vogeler, are:

- 1. Through athletic gate receipts. Not practical, according to present situation.
2. Through university appropriations. Not practical, since these funds are needed for dormitories and classroom structures.
3. By donations from alumni. A good beginning might be made in this fashion, if some influential citizen could be persuaded to donate any substantial sum.

Special events, to which admission might be charged, are not such an efficient means of raising money, he says. He has had some experience in this method and should know.

"Still open to suggestion. . . . Thanks to Nebraskan for time and space given swimming pool project. . . ."

Next year six rather than the present three swimming classes for men will be given. If any pool could be obtained for use of women students as well as men, there is no doubt that several courses for the coeds would be placed in the curriculum as well. Swimming is a sport that rouses more than a passing interest, inasmuch as it is one that is always "carried on" after graduation.

Too bad some method of raising funds for a pool cannot be devised. No reason why it cannot. Any suggestions?

Interfraternity council constitution and rush rules finally adopted. Panhellenic board still retains a complicated code of rushing restrictions, the intricate details of which no sorority bothers to observe. And still no action on the matter. Well, most anyone likes to vote one way and act another. That unspoken reservation, as Mencken calls it. . . .

Jensen reports his "20 questions" on union building have been prepared and submitted. . . . All that is necessary, now, is 20 answers. Then we'll have another donation to the union building.

MORNING MAIL

"Our Paper"

TO THE EDITOR: While reading The Daily Nebraskan this morning, we came to the conclusion that our "student newspaper" should be reduced in size to conform to the amount of news of real interest to the student body.

Why have a four page, standard size paper, and then fill it up with a column or so of graduates of the Iowa State College, a part of a column to another advertisement of the Lincoln exposition (and if we remember correctly The Nebraskan is opposed to the renting of the coliseum), a note on a tour by a Kansas Glee club, and, in addition, every day or so, an old sports article from a Lincoln daily paper.

In addition, we wonder why the editor needs to continue to use smart phrases in his editorials, as he did this morning, such as "keeper of the purse" and "right honorable" in referring to Mr. Selleck, who, it seems to us, wrote a good article.

Incidentally, if the editor wishes to correspond with Mr. Vogeler we would be glad to supply Mr. Vogeler's address. GEORGE GANT RAY HUMMEL.



B rason, so they say, and ever E ager gants access to A s in wordly wise and U ctuous fashion. A T empo, which I must confess, is F ound by those who round her U outh, and not becoming her L ovely self.

B ecause of this, a primal U rge T ears at my soul.

D rived of cloth and tinsel, U neated from a self-made throne, M e thinks we find her like all others, B eautiful but dumb.

but in Nebraska its just a big appointment. March came in like a lion and its supposed to go out like a lamb. Maybe it is, but from all evidence the lamb's in the lion.

With reference to the construction of a fraternity house we note the following: "The house is to be made of brick, three stories high with a full basement." Have you a report, Mr. Wickersham?

"K. U. Divides Grid Men," so reads another headline. Undoubtedly then, from a full-back they can get two quarter-backs and a half. Page Mr. Einstein.

As far as we are concerned both Mr. Einstein and his theory are quite at sea.

So the west coast is succumbing to the tango. Very interesting, indeed. That correspondent ought to drop in on a downtown party here at Nebraska. The feature dance is a wow. We call it the "tangle."

In a cigarette its tobacco, in the Awgwan its taboo.

He called her his real estate girl, because he loved her "lots." Irving Cobb is still one of the world's finest "raconteurs." Back in '17 when we were having lunch together, he told one which has never been forgotten. A poor mountaineer lived in the hills of Tennessee with his wife. Their dwelling was but a hut—one room, one window, one door, one purpose. Ever some of the bare necessities of life were lacking. It happened that one day while his wife was out gathering up wood for the evening meal the mountaineer found a looking glass tucked away in a corner. He picked it up and looked at it. "Well, by gum," he said, "if it ain't a picture of my old pappy!" So he hid it carefully away in an old box. Sometime later the wife discovered it and she too peered at the bit of glass. "So," she said, "that's the old hag he's been running 'round with lately, is it?"—and with a lusty toss she smashed it to bits against the stove.

Now isn't that just the sort of a tale you'd expect Irving to tell?

"I'm on to you," said the rain to the dust, "and your name's Mud."

NEW HOME ECONOMICS BUILDING IS NEEDED STRUCTURE ON AG COLLEGE CAMPUS.

(Continued From Page 1) be lightened immensely. The home economics courses being held in other buildings could be changed and thus make room all around. The building would also bring together in the two buildings all of the home economics work, as well as provide adequate space for the cafeteria.

The present cafeteria was built to accommodate eighty girls. The kitchen is but little larger than the average farm kitchen in Nebraska, yet last year 145,000 meals were prepared there. A new home economics building that will adequately take care of the work will release space in other buildings and may make it possible to reassign some of the departments that are now poorly taken care of.

The experiment station and the extension division of the college have had increasing demands upon them in the last few years and have been doing a large amount of work in the fields. Dean Burr explained, however, that the increasing demands upon these divisions of the college cannot be cared for without increased appropriations. He feels, however, that these can better be put off than the proper care of the students who come to the college.

UNKNOWN ALUMNUS GIVES \$100,000 TO FUND FOR UNION BUILDING

(Continued From Page 1) verity the dining halls are the most important feature. Under the supervision of Miss Etta Handy who is director of dining rooms, one of the most modern and complete kitchens in the west has been built and equipped. Miss Handy, who is a graduate of Simmons college, and was formerly at Washington State college, made an extended tour through the east and visited more than a dozen of the largest eating commons of eastern colleges. The culinary department of the new Stanford Union embraces the best features of these eastern colleges.

There are four dining halls—two club rooms for men eating there regularly, the faculty dining room, and the transient dining room, which is open to women as well as men.

In the club rooms the meals are paid for by the month at the rate of about a dollar a day and are served family style. In the transient dining room, when the kitchen is in full operation, there are two different priced table d'hote meals at noon and at night. In addition, meals are served a la carte. Student waiters employed as "hashers" for meals is an institution as old as the university itself, and to put an end to this would prevent many ambitious men from getting a higher education.

The old Stanford union, built as a university club for men in 1915, partially from a donation by President Herbert Hoover, was ren-

vated in the summer of 1929, and now serves as a center of campus life, augmenting the facilities offered by the new union.

The lounge, which no one supervised or cared for, has been turned over to the Y. M. C. A. This organization has cleaned it, refurnished it and made it inviting. There are racks of popular magazines.

The old billiard room, which once was devoted to a certain aspect of student finances, now handles them from a different angle. It is the accounting office of the Associated Students.

Student Offices. Above the accounting office, and connected with it are the offices of the student body president and student manager. Adjoining these quarters, that former adjunct of the Stanford museum, which once was called the reading room, has been turned into a rich and dignified chamber for the deliberations of the ex-committee, and the men's council, and other high bodies. Beautifully furnished by the associated students, the room would do credit to the board of any great city bank. There is a vast table, upholstered chairs—a throne-like specimen for the presiding dignitary—a gavel, a precise arrangement of ash trays, tickle carpet, heavy drapes, an occasional easy chair, all furnishing an impressive setting for weighty deliberations.

The few remaining rooms scattered about the lobby are labeled with the names of the Quad editor and the dramatic manager. The lower entrance is flanked with a ticket office occupied by the student concert association, lacking nothing but the usual regal blonde to give it authenticity. The living quarters top side are still used by unmarried faculty men, who probably will eventually be evicted by the changes have taken place on the ground floor and in the basement.

The barber shop was allowed to remain, but everything else—store, confectionery, boilers, pipes, kitchen, lavatories, stairs and shoe shop—were ripped out and tossed aside. When the dust settled, the Union board, peering over the shoulders of its demolishing experts, saw a vast many-leveled space broken up by unsightly pillars. Then they set to work.

They reduced the many levels to two. They floored the whole space, entrance and all, with red tile, the kind that beneath the shuffling feet of college generations, will take on the rich warm glow seen in the scrubbed bricks of old French kitchens. They refinished the walls in a light brown roughened plaster. They tiled them half way up with a red dish tile, set off with a small figured border. A dark moulding accented the walls and pillars.

By the corner entrance they installed a store. There is ample shelf room for an attractive and colorful display; there is a long glass case, a selected list of merchandise, a radio in the corner, and a few comfortable seats for lounging. It is really a model, that store.

CHICAGO ADVERTISER ADDRESSES STUDENTS

Says Buying Habits Change Like Styles; Ad Man Must Keep Up.

"Merchants must realize the changes which are ever taking place in the buying habits and handle his wares in such fashion as to meet the new demand," declared C. S. Clark, Chicago director of advertising and education for the National Confectioners' association in a recent address to more than two hundred persons in Social Science auditorium.

"Buying habits, like styles," he said, "keep ever altering. The wise merchant detects these changes, realizes that his success depends on how he pleases his customers and meets the situation not with growls of disapproval but with a change also in his method of sales display."

"There is ample opportunity for all of us to realize a profit in business if we will go out after it. Advertising is our medium of expressing ourselves to the buying public. It should be news, entertaining though informative."

We Eat Tons. Nebraskans, he declares ate many tons of candy in 1930. In Lincoln alone," he declared, "approximately 1,198,785 pounds were consumed at an approximate cost to the purchasers of \$479,514. The per capita consumption was fifteen pounds."

As an illustration of the power of advertising, he pointed out that while other commodities showed a decided dropoff in sales, candy showed a slight increase. This, he said, was due to organized, cooperative advertising.

"The smart merchant takes advantage of his weak kneed competitor during these periods of depression and does enough advertising so that when his competitor, who has 'pulled his advertising because of fear,' returns to the field with a concentrated campaign he cannot be displaced. The man who stops his advertising in time of depression cuts off the main pipeline to sales volume," he said.

Among the crowd which gathered to hear the address were the members of the University of Nebraska advertising classes.

"My boy," said the business man to his son, "there are two things that are vitally necessary if you are to succeed in business."

"What are they, Dad?" "Honesty and sagacity."

"What is honesty?" "Always—no matter what happens, nor how adversely it may affect you—always keep your word, once you have given it."

"And sagacity?" "Never give it."—Montreal Star.

TYPEWRITERS

See us for the Royal portable typewriter, the P'nal machine for the student. All makes of machines for rent. All makes of used machines on easy payments.

Nebraska Typewriter Co. Call B-2157 1232 O St.

WOMAN FLIER SAYS INDUSTRY ADVANCING

Amelia Earhart Declares Aviation Now Out of 'Circus Stage.'

PHILADELPHIA — "Aviation has passed the circus stage and is rapidly becoming one of the major industries of the country," said Amelia Earhart in an interview granted recently to the Pennsylvania University of Pennsylvania daily newspaper. She is the only woman who has flown across the Atlantic ocean in a heavier than air craft.

"An indication of the success which the industry has already attained," she continued, "is shown in the record of the Washington-New York line which carried 17,000 passengers in the last four months, operating twenty-one planes a day on an hourly schedule."

Opportunities Many. Miss Earhart stressed the fact that the opportunities for college graduates in aviation are the same as those in any young industry with an almost limitless field of expansion. "Piloting," she said, "will either become the position of a glorified chauffeur or else that of a captain of an ocean liner. Personally I am inclined to favor the latter view as the size of passenger planes is constantly increasing and larger staffs are needed to operate them."

When asked if she thought the successful pilot must have certain unusual attributes, Miss Earhart replied that he certainly must. "The pilot who earns a transport license must be physically perfect and must have an unblemished record. He must be constantly on the alert and must have highly co-ordinated reflexes. He must be intelligent and cool headed in any emergency which may arise."

"Before the airplane reaches the popularity of the automobile for private use it must undergo radical changes in design, particularly those which will permit smaller landing fields."

"The fact that license require-

K. U. STAGES RELAYS ATTENDANCE DRIVE

Starts Campaign for Purpose of Bringing New People To Annual Event.

LAWRENCE, Kans. (P). Concentrated drive for a new attendance record at the ninth annual Kansas Relays is being planned by the University of Kansas Athletic office which sponsors this middle western outdoor track and field event, the goal having been set at twenty thousand spectators, the afternoon of April 18.

In order to reach this new attendance peak the management has taken steps for a much enlarged list of added feature events in connection with the program of the relays proper, announcement of these events to be made in the immediate future.

One step toward increasing attendance and interesting many prominent persons of Kansas and Missouri has been the forming of a list of patrons and patronesses of the Kansas Relays which includes many of the social leaders of both states. Special patrons or patronesses, and holders of these seats will be accommodated with back rests for each seat. Comfort is the special inducement offered to box seat holders as their view of the races will be the same as that afforded holders of other priced seats.

The UNITARIAN CHURCH

Twelfth and H Streets "The Church Without a Creed" Subject, March 29—"The Paradox of Life."



The Ayes Have it

in these crepe-y, sponge-y, sport-y fabrics which are made into dresses which immediately receive a co-ed's o. k. And there's yarn to trim them . . . and belts and ties which make them very spry and spring-y.

\$19.75

Magee's Co Ed Campus Shop 1123 R Street



WHISTLES and GANGPLANKS

Will it be we're off or they're off . . . when gangplanks rumble down . . . when whistles roar goodbye . . . when the ship slides cautiously from the pier with the next stop Europe, will you be aboard? . . .

STCA is the laconic answer to why stay at home . . . about \$200 round trip in this modern Tourist Third Cabin reserved exclusively for college people and their friends . . . accommodations that include the entire former second class on the Rotterdam, Volendam and New Amsterdam . . . and the Tourist Third Cabin of the ages on the new Statendam . . . crack college orchestras . . . modern loan libraries . . . lecturers . . . leaders and hostesses . . . invigorating exercise or lazy relaxation . . . all a perfect setting for the college way to Europe . . . Get ready to go up the gangplank . . . see . . .

MISS MARGUERITE KLINKER 1511 D Street, Lincoln

STUDENT THIRD CABIN ASSOCIATION

40 No. Dearborn St., Chicago, Ill.