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Have You Signed?

ENTERING the second day of the Nebraskan campaign for consumer pledge signatures, the campus is being urged to continue and strengthen its support of the drive.

Underneath the surface intensity of the campaign, however, a spirit looking toward stability is the moving factor. Frankness demands the admission that a certain amount of flag waving is a part of the drive, but experience has shown—many, many times—that there is no other way of rousing even a flock of student attention.

The migration will be under the sponsorship of the student council, as in previous years, and a special train will transport students to Manhattan and back.

The trip to another school, this year Kansas State, is the perpetuation of a custom that has been in operation for a considerable period.

There is another value the migrations have, however, and it is a great one, centering as it does in the very essence of one whole phase of college. We refer to the occasion the trips afford for having a good time.

If the trips were built wholly around the obligation of student support for the football team, it is to be doubted if many Nebraskans would be found in attendance.

- 1. Elimination of physical compulsion toward freshmen.
2. Abolition of deferred pledging systems.
3. Residence of freshmen pledged to be in fraternities not later than second quarter.
4. Collection of accounts by university officials in event of inability of fraternity to collect.
5. Creation of cultural appetite in the fraternities through establishment of libraries, etiquette classes, and provisions for good literature, music and art.
6. Simplification of financial and bookkeeping systems.

SOCILOGISTS MAKE STUDY

Continue Social Work Survey with Trip to Lincoln Community Chest.

The sociology 11 class under Miss Esther H. Powell will make a trip to the Lincoln community chest to study the organization.

WHY BORROW A CAR?

We have not raised Rent-a-Car prices. They are still at the lowest ever offered in Lincoln.

MOTOR OUT COMPANY 1120 P St. B6619

CLASSIFIED ADVERTISEMENTS

Classifieds Are Cash 10c PER LINE Minimum of 2 Lines

Lost and Found

LOST—Ruby ring Wednesday in Andrews Hall. Reward. B1516. FOUND—Small green eversharp pencil. Call B6335.

Boys' Rooms

BOYS—Room and meals at 1535 R. Opportunity to save money.

NETA-MARIE Beauty Parlor 216 Sec. Mut. Bldg., 12th & O B2327. Services include Shampoo and Marcel, Shampoo and Finger Wave, Haircuts.

WORLD TO BE BALL OF LIGHT STATES PAULUS

Science Has Made Advances Which Are Virtually Unimaginable.

Picturing the world of tomorrow as virtually a huge ball of light, Alfred Paulus, illuminating engineer of the Westinghouse Lamp company, addressed the meeting of the student branch of the American Institute of Electrical Engineers, in Mechanical Engineering building Wednesday evening.

"Few people can realize the magnitude of the rapid strides made by science in the last few years," Mr. Paulus declared. "Only a few years ago, people would have regarded you as crazy had you predicted the common things we have in lighting apparatus today as possibilities."

SIGMA ETA CHI PLEDGES GIRLS

Sigma Eta Chi, Congregational girls sorority, announces the pledging of eleven girls at a formal meeting held last Tuesday night at Ellen Smith hall.

Varsity Cleaners B3367 221 No. 14 Joe Tucker—Roy Wythers. Sweaters and Skirts have proper shape and brilliance when WE CLEAN THEM.

DAD'S DAY WILL BE OBSERVED ON CAMPUS OCT. 28. (Continued from Page 1.) Alumni association and past president of the Innocents society will be the speaker for the occasion.

Magee Asks Co-operation. "The luncheon has not received the support in the past years that is necessary to make it a worthy Nebraska tradition," stated Magee. "The organized houses on the campus are asked to co-operate with the spirit of the affair and have their dinners for the fathers in the evening. It is up to the students to make this luncheon a success by inviting their dads to attend as soon as possible."

For the first time in its history the University of California at Los Angeles is offering graduate work.

CONNIE CREATION We Cover The "Looking-on" Situation in SPECTATORS. Ask any girl who knows... the universal shoe of smart, young things and instantly you have one word, "Spectators." Two of Connie's newest editions... Suede with Kid... and hardy Carucca Calif. In Brown or Black. \$4.95 is a "knowing" price, too. BUY NOW. After present stocks are gone prices will be higher. Ben Simon & Sons FORMERLY ARMSTRONGS.

Ag College

By Carlyle Hodgkin

ABOUT HOME ECONOMICS.

Miss Bess Steele, design teacher, is to give a talk and demonstration on etchings before the Lecture Circle Thursday morning in her laboratory in room 213 of the Home Economic building.

This week a visitor on our campus is Miss Faye Hamilton, Home Management editor of McCall's Magazine, New York. She is here to help complete the final data of the laundry experiment conducted in the Home Economics laundry laboratory.

Irene Hansen graduated about four years ago and is now working in Gold's in charge of their baked goods and picnic lunch department.

New Home Ec Instructor. Two or three weeks ago, the Home Economics department welcomed a new member, Miss Dorothy Saville, who has been doing graduate work at Manhattan, Kas.

Miss Louise Enochs, who received her master's degree in clothing here last June, has resumed her position at Kearney State Teachers College where she taught before coming here to take her graduate work.

BEHOLD THE QUEEN. This week the campus home economists are busy selecting a Queen for Farmers' Formal, A week from Friday night at the big party the honored senior girl, choice by vote of all the girls on the campus, will be presented as the 1933 Farmers' Formal Queen.

Now as a matter of fact, it's a fine thing to have a Queen on Ag campus, but it's all wrong to have the women choose her. Who is it that usually chooses the Queen? Why it's the King, of course.

But if, as custom has established, the choice of the most popular girl on the campus be left to the women, what sort of a queen will she be? How, for example, will she be like a real farmer's queen? What characteristics of the queen a hard working dirt farmer would choose will she be likely to have?

I suggest that a real farmer will, first of all, select a queen that is a good cook. For a farmer must work, and to work he must eat, and if he is to enjoy eating, the food must be well prepared. On that point our Ag college queen

should be able to qualify, for a good part of her college training has to do with that art. But Miss Ag College Queen needs more than lettuce leaves and salad dressing—he needs beans and potatoes and meat.

The real farmer's queen will be as neat and trim as a pin. He knows that nothing will help him to become more and more well pleased with his queen and his home if she and it are always neat and clean and tidy.

No, she will do his work only in case of emergency, and for the most part she will let him worry it out by himself. She will be wise enough to know that her role is as a co-planner and not as a co-helper.

Feed the Hogs. But whether she would feed her farmer's hogs if he got caught away from home in a blizzard is a bit more difficult. And if she did such as that at all, it is hard to tell whether she would not carry the thing too far.

A Good Companion. And another thing the real farmer will consider, is whether his queen is a good companion. He will have to live with her for a long time. It would be too bad if they didn't like to read the same things, talk about the same things, go to the same things, do the same things.

There are many other qualities that are important in either a real farmer's queen or the Queen of Farmers' Formal. But these few: (1) a good cook, (2) neat and clean about herself and her home, (3) industrious, (4) interested in the life and welfare of the community, and (5) good company are important.

The librarian at Harvard University is none other than Prince Tournament, once general in the Russian Imperial army.

ALUMNI COUNCIL ELECTS

New Graduate Body Names Officers at Noon Meeting Wednesday.

Claude S. Wilson, alumnus of Alpha Tau Omega, was elected permanent chairman of the executive board of the alumni council for University of Nebraska fraternities at a meeting Wednesday noon at the chamber of commerce.

WOMEN JOURNALISTS ENTERTAIN RUSHEES

Miss Ruth Palmer Will Speak at Monthly Literary Gathering.

Twenty-five rushees women students in the school of journalism, will be entertained by Theta Sigma Phi, women's honorary journal, in the Alpha Phi hall at 7:30 Thursday evening.

KOSMET KLUB FALL PRODUCTION IS SET FOR NOVEMBER 25

Preparations for the meeting are in charge of Ruth McNally, Carolyn Van Ardena is president of the sorority, and Rosalie Lanme is the social chairman.

Students Must Be Eligible. Repetition of the statement that only upperclassmen who are scholastically eligible for student activities will be allowed to take part in the show was made by members of the Klub.

The location of the 1933 fall revue will be announced as soon as final arrangements for the theater have been completed, the president of the Klub stated. The show will be held in the morning, probably starting at 8:30.

BLUE PRINT FEATURES CENTURY OF PROGRESS

Publication of Engineering College Goes on Sale This Morning.

The October edition of the Nebraska Blueprint, published by the college of engineering, made its appearance on the campus this morning. This issue is the first to be produced by the entire new staff, according to Charles DeVore, editor.

A special feature of the magazine is a student directory of all students registered in the college of engineering. Dean Ferguson relates "Our College Traditions" in his column, and an alumni news section is edited by John Clemens, graduate of 1932.

DR. FULMER DISCUSSES PROBLEM OF VOCATION

Stresses Fact Character Is Large Factor in Getting Chosen Job.

"What a man is, as well as what he can do, governs his chances for success in his chosen vocation," according to Dr. Clark A. Fulmer, speaking to thirty-five students at the Y. M. C. A. Wednesday night.

Dr. Fulmer, state director of vocational education, told college men that their chosen field is overcrowded. "There is always room," he stated, "for young men of ability and training." There are some vocations becoming obsolete that must be shunned, but every one has been replaced by a new profession, he said.

Biscuits and bread, "as free as the sunshine," are available to self-supporting students who attend the University of California.

ISIFIED TELEPHONE DIRECTORY Shoes-Retail-(Cont'd) FRIENDLY SHOE. "WHERE TO BUY IT" Broadway Boston, MA. In 9955. FORTIUS SW. 1113-5168. FRIENDLY 1113-9005. PALMER 1113-7165. KODIV 1113-5541. 1001 E. 10th St. Lincoln, Neb. 68502.

A strategic point in the battle for sales. Today's intense competition calls for new and more effective merchandising methods. Several plans pioneered by Bell System men are proving helpful. For example: the "Where to Buy It" section of the telephone book. Here local dealers are listed beneath the trade-marks of advertised products—such as Plymouth, Greyhound Lines, Exide, RCA Victor. This service helps manufacturers to reduce substitution, helps dealers to increase sales, helps you to locate the brand you want. BELL SYSTEM TAKE A TRIP HOME BY TELEPHONE—TONIGHT AT HALF-PAST EIGHT!