

The Daily Nebraskan

Vol. VII. No. 59.

UNIVERSITY OF NEBRASKA, LINCOLN, THURSDAY, DECEMBER 19, 1907.

Price 5 Cents.

Do Your Christmas Shopping With Nebraskan Advertisers

OUR ADVERTISERS

RELATION OF COLLEGE PAPER TO BUSINESS MEN.

Change Brought About by Lincoln Commercial Club During the Year

—The Daily Nebraskan Today.

On the subject of college advertising, Daily Maroon, the official publication of the University of Chicago, says in a recent issue:

"There have been many 'fake' advertising schemes to get money from the pockets of advertisers, which make no return to the advertiser, and which in no sense help the University, and frequently damage the University because admitting advertising that is discreditable.

"The legitimate publications of the University have suffered from this fake advertising. This article is published to warn the advertising public.

"That the University student body, probably the best field for any advertiser with goods that appeal to a college public, is strongly affected by an advertisement in the columns of the paper read religiously every day is a thoroughly established fact, as is witnessed by the continuance year after year of the same business houses on the Daily's roll of advertisers."

This situation is similar to that which confronted the University of Nebraska a few years ago. At that time there were several University publications which sought the support of the business men of this city, none of which were adequately supported either by students or advertisers and consequently financial failures were frequent. Then by a combination of publications under the name of the Daily Nebraskan conditions were somewhat improved, but still the merchants were persistently solicited to advertise on programs, score cards and the like. They could not afford to patronize the daily paper sufficiently to make it a financial success.

Later, through the action of the Commercial club, they decided to support but two publications, the Daily Nebraskan and the Cornhusker, so that they might be assured when they gave advertising to University publications that they were reaching not just the members of a society or class, but the entire student body, the faculty, a large portion of the alumni, and many friends of the University.

At the close of the year 1907, the Daily Nebraskan stands as the most up-to-date, best illustrated college paper in the country. It has a circulation one-third larger than ever before, and is generously supported by most of the business men of the city of Lincoln. These men are anxious to get University business and are willing to ask for it—don't go where you are not wanted. They are worthy

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THESE ADVERTISERS DESERVE YOUR PATRONAGE

ATHLETIC GOODS

Lawlor.

BANKS

First Trust and Savings.
Central National.

BAKERIES

Dalrymple.
Folsom.
Petry.

BARBER SHOPS

Grand Central.
Green's Shops.
Marshall.
Emmert.

BATH HOUSE

Chris'.

BOOK STORES

Co-op. —
Lincoln.
University.

CAFE

Windsor.
Sams.
Dons.

CIGARS

Cole & McKenna.
Matt's Place.
Acme.

CLEANERS

Wood.
Weber.

CLOTHING

Armstrong.
Farquhar.
Magee & Deemer.
Mayer Bros.
Sterling.

COAL

Gregory.
Whitebread.

CONFECTIONERY

Dalrymple.
Lincoln Candy Kitchen.
Hirschner-Morse.

DANCING ACADEMY

Lincoln.
Pitts'.

DENTISTS

Yungblut.

DRUGGISTS

Hirschner-Morse.
Jerry.
Riggs.

DRY GOODS

Herpolsheimer.
Miller & Paine.

FLORISTS

Chapin.
C. H. Frey.

FURNISHINGS

Armstrong.
Budd.
Magee & Deemer.
Mayer Bros.
Sterling.

HAIR DRESSER

Mrs. Davis.
Mme. Ross.
Mrs. J. C. Bell.

JAPANESE GOODS

Akagi.

JEWELERS

E. Fleming.
Harris.
Myers.
Tucker.
Hallett.
Henderson & Hald.
Sartor.
Trickey.

KEYS

Thorp.

LAUNDRIES

Evans.
Yule.

LUNCHEONETTES

Tommy.
Folsom.
Dalrymple.
Hirschner-Morse.

OPTICIANS

Hallett.
Myers.
Shean.

PHOTOGRAPHS

Hayden.
Townsend.
Clements.

PRINTERS

George Bros.
Simmons.

RESTAURANTS

Boston Lunch.
Buds.
Camerons.
Dons.
Francis Bros.
Sams.
Windsor.
Palace Dining Hall.

SHINING PARLOR

Cole & McKenna.

SHOES

Beckman Bros.
Cincinnati.
Hereford & Petty.
Rogers & Perkins.
Sanderson.

SKIRTS

Lincoln Skirt Co.

STATIONERY

Porter.

SUITORIUMS

Weber.

TAILORS

Backstrom.
Dresher.
Elliott.
Heffley.
Herzog.
Ludwig.
Scotch Woolen Mills.
Union College Tailors.

THEATERS

Jo. o.
Majestic.
Oliver.
Lyric.
Elite.

TYPEWRITERS

Underwood.

ARE NEARLY READY

PLANS FOR ENGINEERING BUILDING BY CHARTER DAY.

Professor Richards, Speaking Before Engineering Society, Says Bids Will Be Submitted February 15.

Before a large attendance of the Engineering Society last evening Dean Chas. R. Richards of the Engineering College explained his plans for the new \$100,000 building soon to be put on the campus. The building is the one for which the last legislature appropriated \$50,000, with the understanding that the money might be applied as the Regents saw fit, to the partial construction of a more expensive building, for which the succeeding legislature would appropriate the remaining \$50,000. Professor Richards has been personally drawing the plans; they have been approved by the Regents, and are so far advanced in the details that it is hoped bids can be taken and a contract let at the next Regents' meeting on February 15th.

The new building will be architecturally a credit to the campus, will be well finished inside and will contain many up-to-date features of equipment which will put it on a par with the best mechanical engineering buildings in the best technical schools of the country. Its design is aimed to meet needs that have already developed in the engineering department, and in that respect it will bring perhaps the largest \$100,000 worth of satisfaction ever obtained from a similar investment by any college. This building has been the project dearest to the heart of Dean Richards for years, as University people well know, and his personal efforts more than anything else have brought about its realization, against difficulties extending over years of time. The personal interest he has put into the work of designing the building can therefore be better understood and appreciated by University students.

Dean Richards visited a number of the leading technical schools of the country the past summer, looking for ideas for the new building, and his visit has made him more optimistic concerning conditions at Nebraska. He is of the opinion that the technical schools of the middle west are better equipped than the more noted eastern institutions, such as Boston Tech. and Cornell. Particularly in laboratory or "shop" equipment the eastern schools are very deficient; shoving their students into crowded buildings, separated sometimes by several city blocks from the main college; putting laboratories into ill-lighted, dingy basements, and in general treating the laboratory part of the course as if it were of little importance. The University of Pennsylvania has a new

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The business men of Lincoln who want student business advertise in the Daily Nebraskan. Don't go where you are not wanted.