

USEFUL GIFTS

Please Men Best

Buy them from a typical men's store. A few suggestions from our up-to-date Men's Furnishings Dept.

- Bath Robes.....\$3.50 to \$10
- Canes.....50c to \$2.50
- Collar Bags.....\$1 to \$3.50
- Gloves, Dress.....\$1 to \$3
- Gloves, Fur.....\$1.50 to \$7.50
- Handkerchiefs.....10c up
- House Coats.....\$5 to \$12
- Lounging Robes.....\$7.50 to \$15
- Jewelry Sets.....\$1.50 to \$5
- Pajamas.....\$1.50 to \$5
- Pennants.....50c up
- Sox.....15c to \$2
- Shirts.....\$1.00 to \$3.50
- Suspenders.....50c to \$2
- Sweaters.....\$2.50 to \$7.50
- Traveling Bags.....\$5 to \$20
- Umbrellas.....\$1 to \$7
- Vests.....\$1.50 to \$5

MAGEE & DEEMER

Specializing Kensington Clothes They Fit



Any Suit or Overcoat to your measure during this month **\$20.00**
L. J. HERZOG
 1230 O St. Lincoln

Athletic Goods
 sold to Students at 10 per cent discount if this ad is brought to our store
LAWLOR CYCLE CO.
 1324 O STREET

Lindsay Gas Lamp
 COMPLETE
 Just the Light for Students Special.....25c
Owl Pharmacy, 14th & O

UNIVERSITY JEWELER & OPTICIAN
C. A. Tucker
 JEWELER
S. S. Shean
 OPTICIAN
 1123 O STREET, YELLOW FRONT
 Your Patronage Solicited

Extraordinary Values in our
Furnishing Goods
 Department

Useful Gifts for the Home Folks at
Popular Prices

Perf's
 CLOTHING HOUSE
 925 O St. Lincoln Neb

Christmas Gifts



- Neckwear—\$2.50 down to 25c
- Handkerchiefs—5c to \$1.00
- Tie and Hosiery Sets at \$1.00
- Tie Rings (something new)— at \$1
- Cuff Buttons or Links 50c to \$2.00
- Collar Bags, a good one at \$3.00
- Fur Gloves, excellent gifts— at \$3.00 up
- Fancy Vests, neat patterns— at \$1.50 to \$6.00
- Fancy Shirts, Manhattan— at \$1.50 up
- Bath Robes (2nd floor)— at \$3.95 up
- Smoking Jackets (2nd floor)— at \$3.95 up

Gifts For Boys

- Sweater Coats—\$1.00 to \$4.00
- Ties at 25c
- Caps or Toques—50c to \$3.00
- Dress Gloves—50c to \$1.50
- Golf Gloves—25c to 50c
- Cotton Waists—50c to \$1.50
- Flannel Waists—\$1.00 to \$1.50
- Pajamas at 75c to \$1.50
- Indian Wigwams at \$4.50
- Indian Suits at \$1.25
- Cow Boy Suits at \$2.00
- Police Suits at \$1.00
- Boys' Bath Robes at \$2.50

HOLEPROOF HOSIERY for Men, Women and Children. Six pair of Hose guaranteed for six months. If you are not sure of sizes, get one of our Hosiery Certificates and your friends come in and get the size Hose they require.

A men's and boys' store is the best place to buy gifts for men and boys.

To The Women: The place where a man does his own shopping is the place he would want you to shop for him.

To The Men: The standard Men's Goods are on sale in our store. The "Seven" best makes of Suits, Overcoats, Top Coats and Fur Coats. Manhattan Shirts, Staley Underwear, Holeproof Hosiery, Stetson, Knox and Imperial Hats. Why not purchase your gifts where you are sure of quality and where you have the choice of not just one maker's line, but the lines of "Seven" of the country's best clothes makers.

Rogers Peet, Brokaw Bros. and Henley Clothes are three of the "Seven" makes which we guarantee 100 per cent pure wool, hand-tailored garments, none better made.

\$18, \$20 to \$30

Ardoc and Presto Overcoats are two of our "Seven" lines of Overcoats which have the convertible collar. Just a turn of the lapel and you have an Auto, Rain, Dress or Every day Overcoat.

\$20, \$22.50 and \$25

MAYER BROS.

NEBRASKA COLLEGE OF ENGINEERING PROGRESS

NEW BUILDING AND NEW ORGANIZATION MEANS ADVANCEMENT.

PROFESSIONAL STANDARD IS HIGH

Men of Honesty and Honor, With Serious Purpose in View, the Ones Wanted by College.

BY DEAN RICHARDS.

The legislature of 1909 passed an act providing for a reorganization of the colleges forming the university, by the terms of which the old industrial college was replaced by the college of engineering and the college of agriculture. In accordance with the provisions of this amendment of the charter of the university, the board of regents reorganized the several colleges, the changes becoming effective September 1st, 1909.

Instruction in civil engineering was

first given in 1877; in electrical engineering in 1891; in practical mechanics in 1892; and in mechanical engineering in 1898. From a very few students at the beginning, the number enrolled in engineering at the time of the organization of the college of engineering had grown to over four hundred. At the present time the total enrollment of students in the college is 400. From one instructor in engineering, the number has grown until now fifteen professors and instructors gave full time and several assistants part time to the technical work of the college.

Two Small Rooms.

At the beginning the work of instruction in engineering was given in one or two small rooms in University hall. The erection of the electrical laboratory in 1891; of mechanics arts hall in 1898, and the fine mechanical engineering laboratory in 1909 have done much to further interest in the work of engineering education in the university. While it is true that not all of the departments in the college are properly housed and equipped, yet on the whole, the material equipment of the college includes much of which we may well feel proud.

While the industrial college was an effective organization during the year when its total enrollment of students was small, it became obsolete with increasing numbers of students and diversity of work offered. The rearrangement is in accord with the general plan of organization in a majority of American universities.

Efficient Plan.

It is believed that the organization of the college of engineering will have a very decided influence on the future development of the work in engineering. The differentiation of this work from that in the old industrial college will increase the loyalty of the students and will make more effective the efforts of the officers of the college to build up the work and equipment of the departments, and to extend the influence of the college abroad.

Already tentative plans have been formulated for adequately housing and equipping the departments of civil engineering, electrical engineering and applied mechanics; and for the organization of a bureau which will keep the college in close touch with its alumni, and which will enable it to place its graduates in lucrative and attractive positions. While our gradu-

ates have rarely had difficulty in finding suitable positions, this employment bureau is required to enable us to properly serve our own students and those who need their services.

Aim of College.

The primary aim and function of the college of engineering is to give such training as will prepare its graduates to enter into the profession of engineering, — civil, mechanical and electrical; incidentally to give that culture which comes with the disciplined mind and hand and eye, and that character training which comes from the enthusiastic pursuit of a profession where honesty and honor in work and purpose are the first requisites of success. That the work of the engineering departments has been worth while is attested by the long list of successful engineers who claim Nebraska as their alma mater. Many of these men are occupying high positions as managers, superintendents, engineers, resisters, engineering salesmen, etc., and so far as is known practically all of them are filling positions in which technical knowledge is a primary requisite. The diversity of interests in modern life makes a constant demand for men trained to carry