

The Daily Nebraskan

Property of
THE UNIVERSITY OF NEBRASKA
Lincoln.

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ROOM.

It would be a revelation to the average student to visit the exchange desk of The Nebraskan and note the size and prosperous appearance of some of the contemporary dailies of this section of the country. Among them The Nebraskan towers into prominence by its very smallness. In fact, so small is it that it receives scant courtesy in Uncle Sam's mailing departments. The small bundles sent out from The Nebraskan office fill in the chinks in distributing tables, it would seem, for they are small—oh, so small—and they arrive at their destination so irregularly.

Next semester the "Rag" wants to expand. The business department has formulated a running basis for a five-column paper, and stands ready to publish the paper in enlarged form. Provided, the subscription jumps to a nominal figure. With student support—meaning that a few hundred students stop reading their neighbor's paper and take home one of their own—the paper can easily be enlarged.

The business department is enabled to make this assertion because of the advertising field offered by a larger

paper. It is forbidden both by law and by a common principle of the business department to run more advertising matter than reading. This semester the limit of advertising has been carried in almost every issue. And still the limit of the amount of advertising has not been reached. Many business firms have not been approached, because there was not room for their advertising. With the larger paper the advertisers could be accommodated—but better still, they would wish to be accommodated. With an increased subscription list their ads would have greater carrying power, and they would feel that they were getting satisfaction for the money invested. Under the present size, no better support could be asked from the business men than has been given this semester. But with a larger paper, they will give even better support.

ARMY LIKES FOOTBALL.

The following quotations from statements by the secretary of war and chief of staff indicate their attitude on the subject of football:

Statement of the secretary of war: "I congratulate the team and those who worked so faithfully and skillfully to bring it to victory and I congratulate the corps of cadets whose representative the team was.

"It was an inspiring exhibition of those manly qualities which are necessary to success in all walks of life—undaunted courage, intelligent direction and unwearied endurance. While it is true that these essential qualities were in this instance displayed in a game, that does not detract from the comforting thought that our young men possess them in such a high degree and that they are present and available in any larger field of endeavor.

Your opponents were worthy of you and exhibited qualities similar to those shown by you. The fine spirit shown by the navy in defeat was in its way as worthy of commendation as the work of the victors.

"Our people must feel a deep and abiding pride and confidence in the oncoming officers of their army and navy."

Statement of the chief of staff: "I want to congratulate you, and through you the coaches and team for their splendid work on Saturday. It was a glorious end to a season of hard work, and represented what can be done by concerted, intelligent effort. The teams appear to have used not only bone and muscle but brain as well.

"All who saw the game have spoken of it as a most inspiring spectacle. These games do a lot more than most people think in building up institutional pride and spirit. Personally, I think the game is a great thing for soldiers, even in the excitement of a fight and in the most difficult of positions."

THE "I WILL" MAN SAYS:

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\$35 and \$32.50
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Overcoats now

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Our Regular
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Overcoats now

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Our Regular
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Suits and
Overcoats now

\$14.⁷⁵

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\$18 and \$16.50
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Overcoats now

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Our Regular
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