

The Daily Nebraskan

Property of the University of Nebraska
Lincoln

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Percy Spencer....Contributing Editor

Dorie Slater.....Associate Editor

A. J. Covert.....Associate Editor

U. S. Harkson.....Business Manager

E. B. Scott.....Asst. Business Manager

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THE EDITORIAL COLUMN

If we considered the average newspaper of today as a mansion, the editorial column could be designated as the parlor. Here the editor would show his finest manners; here he would act like a gentleman whether he wanted to or not; here he would maintain a dignity and aloofness, unknown to any other portion of the household.

Precedent has established this column as the parlor but we would rather consider it as the living room, the place where we see life in its naked reality. Success in an editorial column to us means that it is read and appreciated by the students.

To appeal to the average student in an editorial you must make your ideas live. The classical editorial, which is framed in accordance with the best established rules of rhetoric and journalism, is passed up like a cold potato by the majority of readers. Most students, like business men, are too engrossed with worldly cares to read editorial ideas. If you want to catch them the hook must be baited.

"Bait" is the article to which we

are going to resort. We are going to attempt to make this column so full of life and ideas that its popularity will be on a par with the society page. We don't expect to always find our readers agreeing with us, but at least we hope to be able to say that our ideas have been read and opinions have been formed.

This year's sales committee of Freshmen caps is to be given the palm. Only yesterday they succeeded in disposing of a set of caps to a Junior. His money was refunded later.

To the man who can formulate a system of registration which has none of the so-called illuminated tape to it, we offer prizes, rewards and bounties of unlimited numbers. His place in the heavenly choir would be assured.

Suite for 2 or 3 girls; also two separate rooms for two each. \$14, \$12, \$10. Five blocks from campus. House modern. Use of piano. 1520 U street.

Printing that's better, at Boyd's, 125 North 12th.

Cool Off

And forget the griefs of school at Piller's Fountain.

SERVICE FIRST

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PRESCRIPTION
HARMACY**

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Arrange your schedule to include one or more subjects in our practical business training courses. Classes can be arranged to suit your hours.

Lincoln's Accredited Commercial School.

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14th & P St.

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to Our City**

We are glad to see the students back

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No matter how soon you want a garment cleaned if it can be done we can and will do it.

We Call for and Deliver

Phone B-6575

THE LINCOLN

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326 TO 336 S. ELEVENTH LINCOLN, NEBR

E. W. TRUMAN, PRES

LEO SOUKUP MGR

**Last Year, No Fewer Than
30 UNI MEN ATTENDED THIS SCHOOL**

from one to three hours per day. Several of these are now using their commercial education to help pay their way thru school. Let us tell you about it. **Day and Night Classes.**

Nebraska School of Business

Cor. O and 14th Sts., LINCOLN

A complete line of MOORE'S
NON-LEAKABLE and WATER-
MAN'S IDEAL FOUNTAIN
PENS.

Safety—Self Filling—Regular

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UNI JEWELER

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The Dutch Mill

AT THE WINDSOR

Special 25c dinner
for students. One
block from campus.



MRS. E. J. BEAMAN
Manager

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**Our Showing
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\$2.00 Hats was never more complete. You must see them to appreciate them.

POPULAR PRICED MENS WEAR
KLINES
LINCOLN - NEBR



**Shakespeare's "Dress-Up"
Advice**

"Costly thy habit as thy purse can buy,
But not expressed in fancy; rich, not
gaudy;

For the apparel oft proclaims the man."

—Hamlet: Act 1; Scene 3

Young Men making new friends these days, know the "first impression" is a valuable asset.

It Won't Cost Much To "Dress-Up"

We don't claim to have a solution for the "high cost of living," but if you'll come to the store that has made a study of what college men need at this time, you'll go a long way towards solving that difficult problem "How to Dress Well" on a moderate outlay of money.

"The Campus"

Just about the smartest style in Fall hats you ever saw. A special feature with us at \$2.00

Young Men's Suits

Distinctive "young men's styles" are here in the famous Matched Back Clothes \$15, \$17.50, \$20, \$25

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