

"QUALITY IS ECONOMY"

Oliver Theater

Your Last Chance

TODAY AND SATURDAY

3 Times Each Day, 2:30, 7:20 & 9

Crowd! Crowd!! CROWDS!!!

"The Little Girl Next Door"

MONDAY

Night, Nov. 13—\$2.00 to 50c
The N. Y. Winter Garden
Production

A WORLD OF PLEASURE

Special Train 11 cars.
Nine Scenes
125 People—90% Girls

NEXT TUESDAY

And for 6 Days, Nov. 14-20

Four Times Daily—2:30, 7, 8:30,
and 9:30

Endorsed by Press, Public and
Clergy and Pronounced "Human-
ity's Most Powerful Weapon"

WHERE ARE

MY CHILDREN?

CHILDREN NOT ADMITTED

Opheum VAUDEVILLE

THURSDAY - FRIDAY - SATURDAY

Thursday—Friday—Saturday

MARTIN BECK'S ORPHEUM

CIRCUIT

2:30—Two Performances Daily—8:20

BERT KALMAR and

JESSIE BROWN

In "Nursery Land," a Character

Novelty

DIRO

Original Master of Piano Accordion

ROBERT DORE and

GEORGE HALPERIN

Eminent Barytone—Renowned Piano

Virtuoso

J. C. LEWIS, JR., & COMPANY

Novelty Comic Playlet

"Billy's Santa Claus"

BALZER SISTERS

Aerial Musical Novelty

LAMB'S MANIKINS

and

WILLARD

The Man Who Grows at Will

Orpheum Orchestra

Matinee—25c Nights—25c-50c-75c

LYRIC THEATRE

VAUDEVILLE & PHOTO-PLAYS

Lincoln's Popular Playhouse

Thursday, Friday, Saturday

LOVETT'S CONCENTRATION

Mystery—Music—Science—Mirth

"GRIP OF EVIL" PATHE NEWS

13th Interest-Com-A Rural Romance

elling Chapter LK-O Comedy

ALEXANDRIA

"Master of the Xylophone"

Time—2, 7, 9. Matinee 10c; Night 15c

MAGESTIC

ONLY 10c—ONLY 10c

Metro Pictures Corporation

Production of

ROMEO AND JULIET

FRANCIS X. BUSHMAN

Pictured in Eight Massive Parts. Pro-

duced at a cost of \$250,000. Directed

by John W. Noble.

Notable Supporting Cast

W. Lawson Butt, Ethel Mantell, Robert

Cummings, Alex J. Herbert, Leonard

Grover, Helen Dunbar, Genevieve

Reynolds.

BEVERLY BAYNE

Four Days Commencing Monday

Special music arranged by G. Schirmer

and rendered by the Majestic Aug-

mented Concert Orchestra.

The most vastly Motion Picture ever

presented to a Lincoln audience. You

can't conceive the greatness of this

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LINCOLN, NEBR.

EMERSON SMITH ON "ADVERTISING"

SPEAKS TO UNIVERSITY COMMER-
CIAL CLUB ON NEW SCIENCE

"Advertising a Personal Message"—

"Based on the Likes and Dislikes
of Men"

"Advertising is a personal message from a man who knows to a whole lot who don't know, and the advertiser must present his commodity so that it will fit in with the habits of the men to whom he appeals." So declared Emerson Smith of the Lincoln Ad club in his talk to the University Commercial club at 4 o'clock yesterday afternoon on "The Psychology of Advertising."

To be successful, advertising must be based on observation of the likes and dislikes of men and then these likes must be carefully appealed to. Mr. Smith emphasized the importance of habit and memory in the advertising field and the misuse that is often made of advertising by appealing to the emotions. The reason for the success of so many "cure-all" medicines is the fact that many people picture themselves as the sufferer and fancy themselves taking the cure, accepting the advertisement on its appeal to their feelings and not on any truth that it might contain.

It is only of late years that advertising has been made a science, but in that short time many universities have added advertising to their commercial courses, according to the speaker. Mr. Smith stated that the university men who have this early training will be well fitted to develop the advertising system.

GERMAN DRAMATIC CLUB INITIATED
21 NEW MEMBERS

Twenty-one new members were initiated into the German Dramatic club Wednesday evening in Faculty hall. The initiates demonstrated their dramatic ability. Magdeline Craft, '16, who directs the plays given by the club, said yesterday, "by giving three short plays, 'The Fall of the Apple,' 'The Road to Buffalo,' and an operatic scene, 'Two Grenadiers.'"

The old members presented a play, "Modern Drama." It was distinguished by having living scenery. The characters were:
King of Canterbury.....
.....Walter Weiland, '18
Queen of Canterbury.....
.....Geneva Seegar, '17
Princess of Canterbury.....
.....Lena Lipsly, '19
Duke of Gloucester.....
.....Fred Rabe, '18
Scene shifter..... Alfred Hinze, '18

JAP GIRL LEARNS
WHAT A QUIZ IS—
USES DICTIONARY

Miss Midzuo Takahashi, the Japanese student in Huron college, is getting on rapidly in learning the peculiar idioms and phraseology of the American people.

But there are many things not idiomatic but in everyday use for us which Miss Takahashi has never learned in her eight years' study of "book English" in Japan.

One of these is a "quiz." When Professor O. R. Overman announced to his class in chemistry that there would be a "quiz" on the following day, Miss Takahashi didn't get the point. But after class she retreated to the dictionary and there she found: "Quiz—An exercise conducted as an examination."

These words meant much more to her than the other. Miss Takahashi took her first "quiz" and is now rejoicing in the fact that she was successful in passing it.—Ex.

Columbia—Two freshmen were the successful competitors for the semi-finals in the varsity tennis meet. This is the first time that the varsity title has gone to a freshman, and that the runner-up should also be a freshman.—Ex.

Purdue—Just a quotation from the daily paper of Purdue: "Rooters' hate will be in prominence in the rooters' section during the game. Megaphones may be procured at the west end of the bleachers before the game.—Ex.

GLOVES

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Young Men "Who Care"

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YOUNG MEN'S

Suits and Overcoats, \$17.50, \$20.00,

\$22.50 and \$25.00

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Our

ATHLETIC DEPARTMENT

Handles

SFAULDING, GOLDSMITH AND

ASHLAND SPORTING GOODS



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NECKWEAR OF CLASS

The Big Assortment

OUR SHIRT DEPARTMENT

Has For Your Selection

MANHATTAN, YORKE, KINGLY AND

DELUXE SHIRTS OF VALUE

MUNTING AND SUPERIOR UNION

SUITS

"INTERWOVEN," EVERWEAR AND

"DEPENDON" SILK, FIBER AND

LISLE HOSIERY

ARMSTRONG'S

GOOD CLOTHES MERCHANTS

(If It's New—We Have It)

SOCIETY

SOCIAL CALENDAR

November 10

Freshman hop—Roseville.
Agricultural College Faculty Mixer
—State farm.

November 11

Informal Dance—Armory.
Tegner—Faculty hall.
Delta Tau Delta—Freshman house
dance.
Delta Delta Delta—House dance.
Delta Chi—House dance.
Copus Club dance—Lindell hotel.
Gamma Phi Beta—Founders' Day
luncheon at the Lincoln; house dance.

HOLLAND-YOUNG WEDDING

The marriage of Miss Veva Young and Dr. J. J. Holland, took place Wednesday morning, November 8, at Superior, Neb. They were attended by Miss Nell Ryan of Columbus and William Kelly of Verdigris.

Miss Young and Miss Ryan are both members of the Alpha Omicron Pi sorority and Dr. Holland and Mr. Kelly are members of the Delta Sigma Delta at Creighton college, Omaha. The only out-of-town guests were Mr. and Mrs. J. W. Holland of Iowa City and Gladys Lowenberg of Lincoln.

Robert Harley, '16, is visiting in the city.

Daisy Parks, '20, will go to her home in Ashland today.

Mabel Anderson, '17, will spend the week end in Omaha.

Theodore Metcalfe, '17, went to

According to the Colorado College Tiger, two senior girls have been selling sandwiches, bon bons and coffee at Colorado college to raise sufficient funds to take them to Ft. Collins on the "Special."—Ex.

The women of the University of Oregon are planning some innovations in the matter of Big Game football demonstrations. At a meeting held last week it was decided that the wo-

Grand Island to attend the funeral of his brother-in-law, Silas Barton, which will take place today.

Esther Schultz, '16, of Hastings, will spend the week end in the city.

Felice Fulton, ex-'17, of Beatrice, has been a guest at the Delta Gamma house.

Bernice Nelson left last night for her home in Omaha. She will return Sunday.

Victor Halligan, '17, has gone to his home in North Platte to spend the week end.

Agnes Anderson, ex-'18, of Grand Island, spent Wednesday at the Alpha Phi house.

Harold Noble, '16, of Kansas City, will attend the Angle-Reed wedding tomorrow.

Dean Sherman has recovered from his recent illness and is in charge of his classes.

Alpha Tau Omega entertained last night at a dinner for Guy Reed. Plates were laid for thirty.

Edna Coffee, '19, Marian Hall, '19, John Cook, '18, and Harold Corey, '17, motored to Beatrice Wednesday.

Marguerite Marshall, '16, and Ruth Lindley, '15, of Omaha, will spend the week end at the Kappa Alpha Theta house.

men would get out on the field after the Washington-Oregon game next Saturday and serpentine at the same time as the men. An announcement by the committee in charge of the plans said that the marching stunt would be arranged so that it would be at once effective and dignified.—Ex.

Columbia—The Library has now a collection of 57,000 volumes, not including 3,000 German books.—Ex.

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Evans
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For the "Work and Service that Pleases." Call B2311. The Best equipped Dry Cleaning Plant in the West. One day service if needed. Reasonable Prices, good work, prompt service. Repairs to men's garments carefully made.

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B1654
Hours 12-2, 6-8

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DRAWERS
OLUS

IN OLUS the outside shirt and underdrawers are one garment.

This means that the shirt can't work out of the trousers, that there are no shirt tails to bunch in seat, that the drawers "stay put," to say nothing of the comfort and economy of saving a garment. OLUS is coat cut, opens all the way down—closed crock, closed back. See illustration.

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What good is a Shirt-tail anyway?