

**P I N S**  
 Engineering Society  
 Palladian Society  
 Dramatic Club  
 Mystic Fish  
 Chemical Club  
 U. of N.  
 Union Society  
 Seniors  
 Black Masque  
 Silver Serpent  
 Xi Delta  
 P. B. K.  
 Sigma Xi  
 School of Music  
 Civil Engineers  
 Cadet Band  
 Saddle and Sirlain  
 Always in Stock

**H A L L E T T**  
 Uni Jeweler  
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**Society**

**SOCIAL CALENDAR**

**March 12**  
 University Commercial Club, dance, Commercial Club.  
 Junior Prom, Dinner Dance, 6:30—Lincoln Hotel.  
 Sigma Phi Epsilon—Informal, Lincoln Hotel.

**March 13**  
 Delian Society—Banquet.  
 Alpha Sigma Phi—Dance, Woman's Building.  
 Sigma Nu—Dance, Chapter House.  
 Farm House—Dance, Chapter House.  
 Freshmen Commission—Luncheon, L. Woman's Building.  
 Kearney Club—Business and Social Session, 7:30, Faculty Hall.  
 Xi Delta—Tea for Sophomore Girls, 2-6, Woman's Building.

**PERSONALS**

Mrs. Duncan, of Beatrice, is visiting her daughter, Ruth, at the Alpha Chi Omega house.  
 Hope Ross, '23, Faith Carr, '22, Grace Harris, '21, and Marie Prouty, '21, went to Omaha today.  
 Ardeith Moran, '21, will leave today for her home in Nebraska City, where she will spend the week-end.  
 Mrs. F. M. Edens, of Colome, S. D., is a guest of her daughter, Beryll Edens, '23.  
 Kappa Delta Phi announces the pledging of Dale L. Benner, '23, of Orleans.  
 Richard E. Smith, freshman law, has withdrawn from the University for the rest of the semester to take up the specialty advertising game with J. Porter Allen in Omaha.  
 Leslie Noble ho has been ill at his home in Holmesville for the past two weeks returned to school the fore part of the week.  
 William Mackey, '19, of Omaha, is a guest at the Sigma Nu house.  
 William Moran returned from Berkeley, Cal. eH will be a guest at the Sigma Chi house during this week.  
 John Brannigan, '16, and wife were guests at the Phi Delt house Thursday.  
 Joe Marsh returned from Oklahoma yesterday. He is a guest at the Sigma Chi house.  
 Mr. Fredrick Allen leaves this afternoon for Tobias, where he will spend the week-end with his parents.  
 Mr. Wallace Hunington will spend the week-end with his parents in Plattsmouth.  
 Foster Cone, '23, is ill with the mumps at the Lincoln Sanitarium.  
 James Tyson, '23, and Ray Weightman, '23, will spend the week-end in Mound City, Mo.  
 Alex Hansen, of the Nebraska Medical School in Omaha, will spend the week-end at the Beta Theta Pi house.  
 Ed Carter, ex-'18, of Glenwood, Ia., will spend the week-end at the Beta Theta Pi house.  
 Story Harding, '22, will spend Saturday and Sunday with his parents at Nebraska City.

**PRES. E. C. HARDY SPEAKS BEFORE COMMERCIAL CLUB**

**Lincoln Business Man Gives Sound Advice to University Students.**

"Every business, if it is to be at all successful, must employ a very complete, and more or less elaborate system of statistics to which a reference can be made in computing the profits and financial standing of the business," declared E. C. Hardy, president of the Hardy Furniture Company, before a meeting of the University Commercial Club, Thursday morning.  
 After explaining that his business has grown along with the development of the state, and the general broadening and growth of the whole community, rather than through any individual efforts or influence on his part, Mr. Hardy used it as an illustration for his informal talk on "Store Management."  
 By means of a chart showing the organization of the business in which

he is engaged, Mr. Hardy emphasized the fact that, although he and his brother held conferences over all matters of import to the welfare of the store, either's word was supreme in the settlement of questions concerning that department in which he was in charge.  
 "If you ever form a partnership or join any corporation in which there is more than one head, always see that you have this definite line of division of power and authority," was the advice given by Mr. Hardy to young men starting a pin business.  
 The means employed by his concern to instill loyalty and interest on the

part of the employees were pointed out by Mr. Hardy as well as the practice of overdoing the old business adage "Your customer's always right."  
 At the conclusion of his illustrating of the relationship existing between the sales-department and the department of statistics, Mr. Hardy turned the meeting into one of discussion and suggested that any question in any ones mind be expressed. In this way those present received a great deal of information and a good many practical suggestions with reference to the management of a modern business enterprise.

**POTATO SPECIAL WILL RUN OVER TWO ROUTES**

The "potato special" which will be run over the Burlington railroad in the potato belt of western Nebraska the week of March 15, will be run over the Northwestern railroad the following week, according to H. O. Werner, secretary of the Nebraska Potato Improvement Association. The schedule on the Northwestern is as follows: Chadron, morning of March 22; Hay Springs, afternoon and evening of March 22; Rushville, morning of March 23; Gordon, afternoon and evening of March 23. Ainsworth, morning and afternoon of March 24 Long Pine, evening of March 24.

"QUALITY IS ECONOMY"

How'd you like to buy a  
**Hart Schaffner & Marx**  
 all wool suit for  
**\$44.75**

Well you can do that very thing right now. In closing up the season's business we find a number of suits—an assorted lot of patterns and models of quality suits worth up to \$70—so we have put them into one lot at this very low figure of \$44.75. You'll find single breasted, double breasteds, stouts, stubs and longs included.

By taking advantage of this opportunity you can save from \$15 to \$25 on your next suit.

**See Our Windows**

Medium Weight Unionsuits    Shirts with Collars to Match    Shirts with Collars Attached

**\$1.95                      \$3.00                      \$3.00**

Eccu color, cotton ribbed unionsuits; medium weight in all sizes from 34 to 36. Worth \$2.50.    Made of splendid quality percales in assorted stripes and checks. Others at \$2.50 and \$3.50.    Made of cream colored mercerized poplin collars attached; long pointed; buttoned through. Sizes 14 to 17.

Armstrong Feature Caps    Four-In-Hand Neckwear    Silk Hose for Men

**\$1.95                      \$1.00                      50c**

We call these Armstrong's feature caps because they are extraordinary in values at the price. You'll think so too when you see them.    Just take a look at these in our big front window, and you will see what an exceptional lot of ties these are.    Thread silk hose with reinforced foot, high spliced heels. In black, brown, gray, white, champagne and navy. Sizes 9½ to 11½.

**ARMSTRONG CLOTHING COMPANY**

Nebraska's Largest Exclusive Men's and Boy's Store

**Opheum**  
 AND SAT.—8:20  
**Four Mortons**  
 Sam—Kitty—Martha—Joe  
 BOB HALL  
 LYONS & YOSCO  
 LEW BRICE  
 Assisted by  
 ADELAIDE MASON & RUBE  
 BECKWITH  
 M'RAE & CLEGG  
 Erwin and Jane  
 CONNELLY  
 RUTH BUDD  
 KINOGRAMS  
 TOPICS OF THE DAY  
 Mat., 25c & 50c; Eve., 25c to 75c

**THE COLONIAL**  
 THURS., FRI., SAT.  
**William Russell**  
 Is Great in  
 "Shod with Fire"  
 Sunshine Comedy  
 "HER PRIVATE HUSBAND"  
 Johnson's Cannibals  
 "HOME OF THE HULA HULA"

**RIALTO**  
 THURS., FRI. & SAT.  
 good picture replete  
 Here is a corking  
 with funny thrills  
 and romance.  
**Wallace Reid**  
**DOUBLE SPEED**  
 "THE DREAM"  
 An O. Henry Story of Interest  
 THELMA  
 Versatile Entertainer  
 SYMPHONY ORCHESTRA  
 Pathe Semi-Weekly News  
 Shows Start—1, 3, 5, 7, 9 p. m.  
 MATS.—20. NIGHT—30c.

**LYRIC**  
 ALL THIS WEEK  
**Geraldine Farrar**  
 With LOU TELLEGEN  
 IN  
**Flame of the Desert**  
**COLLEEN MOORE**  
 IN  
 "HIS BRIDAL NIGHT-MARE"  
 SPECIAL COMEDY  
 NEWS PICTURES  
 VOCAL ENTERTAINERS  
 LYRIC ORCHESTRA  
 Mats., 20; Night, 30c; Chil., 10c  
 Shows Start At 1, 3, 5, 7, 9 P. M.

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