

**ADVERTISING CLASS  
HEARS MISS WEESNER**

Miss Marie Weesner, head of the advertising department of Miller & Paine's, spoke to the members of the afternoon section of Prof. P. W. Ivey's class in practical advertising, Tuesday afternoon. She has been in the advertising field for five years and is well versed in the profession from a position of experience. Miss Weesner told something of the advertising as carried on by the Lincoln firm of Miller & Paine.

She emphasized the fact that advertising to be of any value must never lose sight of the customer's viewpoint. "This, to me, is the most important thing of all," she said. Timeliness of the offer, the appearance of the ad and all the various technicalities of type and "copy" were stressed by the speaker.

**LAURA PFEIFFER  
AT COTNER CHAPEL**

Dr. Laura B. Pfeiffer, associate professor of European history, spoke at chapel at Cotner University last Wednesday morning, on "The Conditions in France and Germany in the Summer of 1920." Miss Pfeiffer related her own observations and spoke especially with reference to the reparations question.

**THE GREEN LANTERN**  
FOUNTAIN SERVICE  
107 S. D STREET

**ALICE LLOYD**  
Comedienne  
**BOBBY O'NEILL**  
in "FOUR QUEENS AND THE JOKER"  
**HOLMES & LA VERE**  
"THEMSELVES"  
**MURRAY GIRLS**  
**EVEREST'S**  
Novelty Circus  
**Marguerite & Alvarez**  
**MOSS & FRYE**  
"How High Is Up?"  
Pathe News Topics of Day  
MATS.—25c and 50c  
EVES.—50c to \$1.25

**DIALTO**  
MON.—TUES.—WED.  
**CLARA KIMBALL YOUNG**  
in  
"STRAIGHT FROM PARIS"  
Other Entertaining Features  
**SYMPHONY ORCHESTRA**  
Jean L. Schaefer, Conductor  
Alma Huntley, Soprano  
Shows Start at—1, 3, 5, 7 and 9  
**LYRIC**  
ALL THIS WEEK  
**MAE MURRAY**  
in the Magnificent Production  
"THE GILDED LILY"  
Entertaining Short Pictures  
**GLADYS GOODING**  
"I Found a Rose in the Twilight Gloom"  
Beaver's Lyric Orchestra  
Shows Start at—1, 3, 5, 7 and 9

**LIBERTY**  
MON.—TUES.—WED.  
The Picture Show Offering  
**DE MARIE FIVE**  
The Musical Troubadours  
**TAYLOR - FRANCIS**  
"Nothing Serious"  
**BRADY & FIELDS**  
The Brainless Wonders  
**BRADY & FIELDS**  
The Dancing Peers  
**THE LAYALLS**  
Sensational Entertainers  
**"THE BACKYARD"**  
Twenty Minutes of Laughter  
**"VELVET FINGERS"**  
International Non-Weekly News  
**BARICH AND THE ORCHESTRA**

**STUDENTS TO COLLECT  
CLOTHING FOR NEEDY**

Y. W. C. A. Committee to Help Suffering Poor of Foreign Countries.

Clothing for the destitute students of Europe will be collected by the social service committee of the University Y. W. C. A. There is a dreadful need among students in Europe for clothing of every sort and it is hoped that with the closing of the college year there will be a number of University of Nebraska students who would like to contribute garments which they are not going to use next year, but which are still serviceable. Students in all of the colleges of the United States are being asked to give.

Every sorority and rooming house will be visited by representatives who will explain the situation. The social service committee will provide automobiles to collect the clothing. Anyone who is not reached and who has clothing which she will give is asked to call the Y. W. C. A. office or leave a bundle at the office.

Women in Europe are suffering worse than men, as the majority of men are still wearing uniforms. Many women students are still wearing the clothes they had in 1914, and have bought nothing since because of the high prices. The earning power of students is pitifully small. They cannot possibly earn, save in exceptional cases, more than \$1 in American money.

**BOOK BY MISS POUND  
COMMENDED BY CRITICS**

Miss Louise Pound's latest book, "Poetic Origins and the Ballad," the second book she has published this year, is paid the honor of a page review in a recent issue of the literary supplement of the London Times. According to the writer of the review, "Miss Pound is a professor, but one trained in the modern inductive school. Her critical exposition of the subject makes many of the deductive speculations of her predecessors who disregarded not only textual evidence but the laws of nature and human experience look remarkably foolish. . . . Miss Pound in this admirable book has collected all the evidence necessary to support the denial of the communal theory already denounced by common sense. . . . She has separated the authentic ballad from that vague nebula of primitive song in which abstract theories can float untroubled by the necessity of definition. To this she has added a knowledge of human psychology and (which is important she has investigated parallel contemporary material among undeveloped peoples, and has kept the results of such research in mind, when examining the older material."

Another recent review of the Nebraska professor's book is by H. L. Mencken, called by the Mercure de France America's foremost critic, in "Books about Books" in the June number of the Smart Set. He writes: "Her work is extraordinarily learned, and yet the writing is clear and entertaining. It is a capital example of what scholarship might be in America if there were more of her acute intelligence among our scholars and less of the ponderous mummery of sorcerers and corn-doctors."

So far Miss Pound's book has received some dozens of favorable notices and one violent attack—the latter from a Princeton professor who was shocked at her divergence from traditional views and attacked her positions, apparently without first getting an accurate idea of what they are.

**WANT ADS.**

The lease of the Alpha Xi Delta house expires this summer and the sorority has not decided on a renewal. Those interested in this beautiful frat home can secure information of George H. Rogers.

Walking oxfords and strap effects that look well and wear at the Bootery.

MEN—To sell toys to dealers. Liberal commissions. Write for particulars. Wulder Mfg. Co., St. Louis, Mo. 3t

LOST—Delta Gamma pin. Call B1416. 5t

White Kid in high heels and baby-louise heels, moderately priced at The Bootery.

LOST—A pocketbook containing about \$45. Return to Student Activities office. 4t

Spring Time! Calls for white foot wear. See the Bootery, 1230 O St.

WILL the party who took the three ring note books, brief case and text books—"Sofia" and "The Gasoline Automobile" from the Athletic Field at the Farm campus at Wednesday's baseball game, please return same to Student Activities office. 2t

**COMMERCIAL CLUB SEES  
BUICK PLANT IN ACTION**

H. E. Sidles Host to University Organization Monday Morning.

The University Commercial club was entertained by H. E. Sidles, president of the Nebraska Buick company, at the new home of the Buick in Lincoln, last Thursday morning from 11 o'clock till noon. Mr. Sidles personally conducted a tour through the building and explained in detail every department.

He explained the organization of the service department pointing out a number of late improvements tending for greater speed and also a corresponding cut in the overhead expense such as the bundle chute from the sixth floor to the parts service department, and the electric door to service department.

On the second floor, the club was shown the general offices. In the mailing department, correspondence with over 6,000 wholesalers is taken care of. Under the mailing system in operation, two girls can handle all mail and get it out in thirty minutes. Automatic letter openers, sealers, stampers are in use. The offices of President Sidles and Secretary-Treasurer Stewart are fitted with furniture specially designed and made for this office. A special dictaphone of late design has been installed whereby anyone in the building may talk to persons in any other room without use of receivers or regular transmitters.

In the parts department a clerk may tell in a few seconds if a certain part is in stock. The company carries parts for all Buicks that have been put out from the first. The shops are especially well equipped and it is claimed they can handle any kind of repair work for any car.

**UNIVERSITY PLAYERS  
SHOW AT WYMORE**

The University Players presented "The Tailor-Made Man" at Wymore Friday evening. The play was presented in Lincoln about a month ago. Twenty members of the cast made the trip to Wymore.

**Society**

**Episcopal Club.**  
The Episcopal club will be entertained at a May party at the home of Mrs. A. W. Jansen, 2509 N street, Friday evening, May 20, 1921. All students are most cordially invited to this party whether members or not. Everybody out and make this the peppiest, loveliest dance of the year. Dancing and refreshments.

**Bushnell Guild.**  
Bushnell Guild held their annual Mother's day at the chapter house Sunday. The following mothers were present: Mrs. Chas. Jenkins, Mrs. I. A. Loder, Mrs. W. A. Reed, Mrs. R. McLellan, Mrs. F. A. Kuns, Mrs. C. H. McGregor, Mrs. C. N. Cadwallader, Mrs. George Portsche, Mrs. J. W. Spickler, Mrs. E. J. Oldt, Mrs. M. W. Ferris, Mrs. J. E. Starboard, Lincoln; Mrs. E. M. McBride, Blair; Mrs. Chas. Hyde, Norfolk; Mrs. John Isaacson, Norfolk; Mrs. J. D. Addison, Newcastle; Mrs. F. S. Dunham, Omaha; Mrs. Frank Mockler, Omaha. A four course dinner was served, which was followed by recitations, music, singing and other forms of entertainment. The house was decorated in black and gold, the fraternity colors. Red and white carnations were given as favors.

He (explaining the game)—"You see that man stole second."  
His girl—"Well, what did he do first?"—Cornell Widow.

**For Gifts That Last  
The Big Gift Shop**

Diamonds, Watches, Fine Jewelry, Clocks, Sterling Silver, Waterman Fountain Pens, Eversharp Pencils.

Your Patronage Solicited.

**TUCKER-SHEAN**  
23 Years at 1123 O St.

**Special Summer Classes in Business Training**

The best possible training in the least possible time. Shorthand, Typewriting, Bookkeeping, Banking, Secretarial Training, Commercial Teaching, Etc. Expert instructors in every department. Summer quarter opens Monday, June 6. Write for descriptive literature.

**NEBRASKA SCHOOL OF BUSINESS**  
T. A. Blakeslee, President.  
(Accredited by the American Association of Vocational Schools.)  
Corner O and 14th Streets  
Lincoln, Nebraska

**Sam's Melody Makers**  
6-Piece Orchestra  
Will Play At The  
**Lincoln Hotel Ballroom**  
**TONIGHT**

8:30 \$1.00

**For the Bridesmaid  
And Girl Graduate**

**Lovely Frocks Of Organdy**

Frocks especially chosen to carry out the color schemes of Springtime weddings, or class day festivals.

To the sheer delight of organdy, georgette, crepe de chine are added the fetching details of tiny laces, dainty ribbons, pretty pleats, picot ruffles, both wide and narrow hems, and ever so many other pretty details that nedeer them to the feminine heart.

These fluffy, dainty dresses are not only suitable for graduation wear but also ideal for summer evening, and proper for social functions.

We are prepared to serve you in the selection of the graduation frock and the dress accessories as silken and muslin under garments, etc. Under garments that give comfortable assurance of perfect grooming—and makes the wearer feel "just right."

Be it your slippers, or the sash for your gown, we are prepared to help you.

**GOETZ & CO.**  
1029-1033 O ST.