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ADVERTISING—GOOD OR POOR?

Every student is proud of Nebraska—at least no one of them would say that he is not. Our school is a big one and to it come all types of students. Most of them join organizations, either professional or social, which are known by Greek letters. Unfortunately these students who pretend to be loyal Nebraskans do not stand the test of time, for in their zeal to make their particular groups better known they carve, and scratch, and write, their own Greek letters in prominent places about the school. How many of us have been writing busily at an examination in which time was an essential thing and suddenly find the point of our pen or pencil going at a tangent to the letter we are writing following the line of least resistance, which in this case is a line of a Greek letter in the table or on the arm of our chair. This wanton destruction of property that the taxpayers of our state have furnished us, is criminal. It is not fair to them and it is not fair to us. In time we will be the ones called upon to replace—sooner than we should—the equipment of this institution.

To those who take this method of advertising their particular group, a tip should be given. The action you expect upon the observers of your little triumph is just exactly opposite from what you think it is. Instead of a "How wonderful" or "the technique is marvelous" you get a "It's just like a..." or "You couldn't expect anything else from a..." Ask yourselves an honest question, "How does such vandalism affect you?"

Honesty is the best policy, but those who act on this principle are not honest men.

NOTRE DAME SPIRIT.

In the past the spirit of Notre Dame has been commented upon by all those that have come in contact with it. Most of us remember the historic words of the Notre Dame football captain about a year ago when he said "We're going to beat you tomorrow"—and they did.

The students who were fortunate enough to see our team in the football classic at South Bend Saturday have many tales to tell of the splendid hospitality, of the courtesy of the people, and of the cheering of our men and team.

One particular thing that they have and we lack to a certain extent, is co-operation with our cheer leaders. At Notre Dame the cheer leader has the student body willing and eager, at all times, to make every yell a success. Here we have a groans many loyal students but you will find a type of rowdiness that will always cut down our cheering efficiency until it is gone away with—and that is making jeering, and supposedly humorous remarks about the cheer leaders and our opponent coaches and men sitting on the side lines.

Contemporary Opinion

STUDENT LIFE.

Utah Ag. College.

THE BE-NO BOOSTER.

In the last Be-No Booster appeared an attack on an article in Student Life condemning on Adam's field. The dig was altogether uncalled for and very inappropriate in a publication which is supposed to boost the college instead of knocking it. The police taken in the "anti-nicotine dope" was absolutely in harmony with the thinking of the college and the majority of the

students. Student Life reports with a great deal of satisfaction that the plea for no smoking was immediately answered by the football managers and the signs posted prohibiting "the fumes of good mellow tobacco in God's open air above Adam's field" was very effective and adhered to in a good manner by the rooters.

If the Ne-Nos "balk" in upholding the standards and traditions of the institution it is proper to say here, that they are not the only horse pulling this student body coach.

The Booster fell extremely low in upholding the high standards maintained by the good sportsman-boasting spirit of the college. The printed material clipped from a censored magazine fringed too much on the indelicate. There are other ways to boost a football team than to approach the indecent.

University Calendar

Tuesday, October 25.
Mystic Fish meeting, 7:00 o'clock, Ellen Smith hall.
Freshmen refreshment committee meeting, 7:00 p. m., Ellen Smith hall.
Union business meeting, 7:30 p. m.

Wednesday, October 26.
Commercial club dinner, Grand hotel.

Thursday, October 27.
Pershing rifles meeting, 7:30 p. m., Nebraska hall.

Friday, October 28.
Chi Omega house dance.
Delta Gamma freshman party, chapter house.
Kappa Kappa Gamma freshman party, Ellen Smith hall.
Xi Psi Phi Halloween party, chapter house.

Friday, October 28.
Party to be given to the Home Economics club by the faculty at 7:30 o'clock at Machinery hall on the campus of the college of agriculture.

Saturday, October 29.
Alpha Gamma Rho annual farmers' ball.
Beta Theta Pi fall party, chamber of commerce.
Silver Lynx homecoming party.
Kappa Delta party for pledges.
Phi Delta Theta house dance.
Phi Gamma Delta and Sigma Alpha Epsilon freshman party, K. C. hall.
Freshman mixer, armory.
Pi Kappa Phi party, Ellen Smith hall.
Alpha Theta Chi fall party, the Lincoln.

UNI NOTICES

Freshmen.
Freshman party in the armory, Saturday, October 29. Admission 25c.

Union.
Halloween party, Friday, October 29, Epworth park. Meet at hall at 7:00 p. m. Closed meeting.

Omaha Club.
The next regular meeting of the Omaha club will be held Wednesday, November 9. The meeting this week has been postponed on account of Bizad day.

Notice: Riders Wanted.
The Black and Bridle club will stage a bucking bronco and steer riding contest at the college of agriculture on October 29, at 11:00 a. m., for the entertainment of the South Omaha alumni.
Cash prizes given. No entrance fees. Riding open to the world. For more information, call Paul McMill, (Uni 2753 or write in care of animal husbandry department.

SOCIETY

Alpha Phi.
Alpha Phi entertained for the Lincoln mothers at a tea Sunday afternoon at the chapter house.

Cottage D.
Cottage D, 423 North 13th street, entertained about twenty-two couples at a dancing party Saturday night. Halloween decorations were used; and the refreshments carried out the same idea. Mrs. Heckler chaperoned.

Cottage A.
Cottage A, 1220 R street, held open house for all faculty members, Sunday afternoon from 3 to 5 o'clock.

Kappa Epsilon.
Kappa Epsilon, the woman's professional pharmaceutical sorority, entertained the first year women of the college of pharmacy at an Orpheum party Saturday afternoon.

The Exhaust

Dollar Diagnosis.

"Did the doctor know what you had?"
"He seemed to have a pretty accurate idea. He asked for \$10 and I had \$11."

This is Wharfull!

She—Sir, do you realize who you are speaking to? I am the daughter of an English peer.
He—Not so fast, I'm the son of an American doc.

—Wampus (Univ. So. Calif.)

Right is Right.

"Do you believe doctors have a right to kill where they can't cure?"
"Haven't they always been doing it?"

Boys Attention.

Listen boys, lend me attention
There's one thing I'd like for to mention
There's a wee little girlie
Got caught in a whirlie
And one of us stepped on her toe
She signs her name, just Ypsilanti;
She cautions the girls to beware
Of the clodbuster on this campus
And never to date with such bears.

She says her gallant young dancer
Who folded her saug in his arms
Was a green amateur romancer
And raised with the steers in the barn.
That he thought of her feet as a corn-field
And imagined himself busting clods
She went from the dance floor wounded
And swearing at him and the gods.

Now did your sweet l'il Ypsilanti
Whatever that buncomb means
You, who is kissed by this angel
And waltzed by princes of Nod
Did you think or ever consider
As you dazzle the art of the floor
With the winged touch of your slipper
That you might have been a bore?

Me thinks there are sweet l'il chickens
About the size of you
Cornfed with hay and silage
Til they wear some shoeey shoe
Do you think they ever park them
On the acreage of our hoofs.
To crow it from all the roofs?

We go to the chiropractor
Or perhaps the hospital instead
But poor l'il Ypsilanti
Knew nothing but to go to bed.
And wake up the following morning
With poetic bunk on her head.

We guess her bovine sponsor
Forgot the red drink slop
Or did n't dray her in the door
Of a high-priced candy shop
So
Yeuh oft times dear little walkers
Have gone home vicir skinned,
But he goes to the chiropractor
And keeps it under his chin

Wool Jersey Blouses

JUST MADE FOR SCHOOL WEAR THESE COLD DAYS

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Harris-Goars
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Autumn Things

from day to day are appearing on our menu—dishes that make you glad warm weather is over.

Real, tasty, wholesome dishes, delightfully prepared and served on clean napery, and a real sincere courteousness on the part of all attendants.

Once you eat here—you will make it a habit.

Central Hotel Cafe



If you think that correct, up-to-the minute Style

is not important in hats consider the two models pictured above, which are adapted from MAGEE'S ads of 5 to 10 years ago! "MAGEE'S HATS," in the smartest Fall, 1921, shapes and of extraordinary fine quality \$6.00

MAGEE'S
Quality Clothes

LAWS.....

bring your brief cases and other leather goods in and have your initials or name stamped on in gold. We specialize in rebinding law books.

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Hallow'een DANCE
AT THE
ROSEWILDE Party House

MUSIC FURNISHED BY

Sam's Melody Makers

EXTRA SPECIAL!!
UNIVERSITY QUARTETTE

Admsision \$1.00, War tax .10
Dancing 8:30



—View Miss Co-ed at the game next Saturday.

—She'll appear to cheer her team to Victory, most fetchingly attired in a tricotine suit, or perhaps a dress of Duvet de Laine over which is a Rudge and Guenzel coat of fur.

—And Her Hat—you can't miss its becomingness at all, trimmed with coy Spanish Knick-knacks that are all the vogue.

—Her veil, flowing and waving in the Autumn breeze will be another note of the style-correctness of her costume.

—And then, to heel, those symmetrical beautiful Onyx Hosiery with the Pointex heel, to lend charm to Dorothy Dodd one-strap pumps.

—Yes, there are two classes of Co-eds in Lincoln—those who are distinguished by Rudge and Guenzel costuming service—and those who "get along without."



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