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BIZAD DAY.

Today a new Nebraska tradition is to be started. Today Nebraska's college of business administration again comes into the limelight. Today many students will gladly increase their faith in one of the newest colleges on the campus. Today Nebraska itself will awake to the fact that the child of a little over two years ago is a young giant; young, because it is still growing, and because as yet it is only in its infancy.

Today is Bizad day. All classes in the business administration college are dismissed so that every student may participate in the parade, the games and events of the day, and eagerly watch the progress of the battle with the college of engineering.

Although one of the newest colleges on our campus its influence is so great, its men are doing so much, and such spirit and loyalty to the institution is developed, that we are mighty proud of it.

Many of the students, however, are taking the day as a matter of course. Little thought do they give to the serious work necessary on the part of the committee in charge to make it a success. Few of them understand the real reason for this day. Nebraska is not having this day to allow its students rest or a time to play. The reason is of far greater importance.

Our school must have spirit and every student must work toward that. If students can learn to play together, they surely can work together. If the day is a success, the feeling will extend toward the institution as a whole, and Husker stock will go up. Bizads—play today, we're all for you.

EXPECTING BIG THINGS.

The late Cardinal Gibbons said, "Young man, expect great things." Bishop McDowell in his address to the students of our university this fall said, "Young man, do not be ordinary." Do we keep these bits of advice in mind?

Our football team has defeated two good teams, but are they satisfied with that record? No, indeed, they expect greater things and plan to beat Oklahoma and Pittsburgh. They have hitched their wagon to a star and their goal is the Missouri Valley championship.

The freshmen expect to outclass the sophomores at the olympics and vice versa. It is not merely optimism that leads them to feel this assurance, it is something else that shows that they have set their standards high.

Classes and teams obviously do expect big things but what about the individual? Ought he to be satisfied with everything that he does? If he makes just a passing grade or if he is just average in everything that he does, is that all that he ought to expect? Should he wish for nothing better than just to graduate or should he aspire to honors in connection with graduation? Ask yourself these questions.

Again there is the echo of the warning, "Place yourself above the plane of the ordinary and expect great things."

Contemporary Opinion
Ohio State Lantern.

THE UNWRITTEN LAW.
In the midst of the excitement and breathlessness which always accom-

pany a football jaunt into enemy territory, the caution of the Boost Ohio committee to the student body, asking everyone who wears Ohio State colors in Ann Arbor to remember that Ohio state students are gentlemen, stands out like a beacon on a stormy night.

One of the most commendable features of intercollegiate relations is the cordial welcome and clean sportsmanship a school accords to its visitors. Ohio State made Minnesota feel at home last week. Similarly, Michigan will do its utmost to make our travelers comfortable this coming Saturday. It is the unwritten law of college sports.

But there is another unwritten law which must never be forgotten in the case of high pitch and tension—the law of gentleness. Sometimes students have been guilty of destruction, unlovely remarks, and a domineering attitude. Fortunately, none of this has happened lately.

It is the duty of the 6,000 who will enter Ann Arbor Saturday to show that they know the principles of collegiate etiquette. They should never fail to thank the Michigan men for hospitality. They should carry themselves with unobtrusive demeanor. They should forget childishness, and instead let their enthusiasm run rampant with cheers for Ohio State, not jibes at anything at Ann Arbor.

Let's not forget that every act of every individual Ohio State reacts, either to the credit or discredit of the school. A university is judged by its individuals.

University Calendar

Friday, October 28.

Bizad day.
Chi Omega house dance.
Cottage dormitory party.
Phi Tau Epsilon house party.
Delta Gamma freshman party, chapter house.

Catholic student club dance, Knights of Columbus hall.
Palladian open meeting in charge of the agriculture students.

Xi Psi Phi Halloween party, chapter house.

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.

Kappa Kappa Gamma freshman party, Lincolnshire club.

Tri Delta party at chapter house.

House dance at dormitory, 1232 R.

Saturday, October 29.

Freshman mixer, armory.
Delta Zeta house dance.
Phi Kappa Psi freshman party.
Silver Lynx homecoming party.
Komensky club meeting, 7:30 P. M. Faculty Hall.

Kappa Delta party for pledges.
Phi Delta Theta house dance.
Pi Kappa Phi party, Ellen Smith hall.

Alpha Theta Chi fall party, the Lincoln.

Alpha Gamma Rho annual farmer's ball.

Beta Theta Pi fall party, chamber of commerce.

Baptist student party, 8 p. m., First Baptist church.

Phi Gamma Delta and Sigma Alpha Epsilon freshman party, K. C. hall.

Sigma Nu freshman party, chapter house.

Sunday, October 30.

Menorah society meeting 8 p. m., Faculty hall, Temple.

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.

Ushers at Game.

Students wishing to usher at Saturday football game report at the west end of the athletic field at 1:15 sharp.

Notice! Riders Wanted.

The Block and Bridle club will stage a bucking bronco and steer riding contest at the college of agriculture for the entertainment of the South Omaha alumni.

Cash prizes given. No entrance fees. Riding open to the world. For more information, call Paul McDill, Uni 273J or write in care of animal husbandry department.

"Ag." Students.

All Ags meet at Fourteenth and R streets, Saturday afternoon at 1:45. Be on time.

Company B Notice.

All Company B men must fire 60 shots on the range, 3rd floor, Nebraska hall on Friday, Saturday or Mon-

day, October 28, 29 or 31. Sixty complete misses are charged against the company for each man who does not fire.
N. W. COATS,
Captain.

A. AND S. SECTION.

All men registered in the college of arts and sciences will sit in a reserved section at the Nebraska - Oklahoma football game Saturday. They are asked to buy special A. and S. caps for that occasion. These can be obtained at the shop of A. Starr Best, 12th and P streets. Let the college be well represented.

Student Volunteers.

The regular meeting of the student volunteers will be held Sunday afternoon at 4 o'clock in faculty hall of the Temple. All student volunteers are urged to attend.

Sophomore Olympic Tryouts.

Sophomore olympic tryouts 3:30 p. m. on the track. Wrestling and boxing tryouts in the armory at 7:45 p. m. Tuesday.

PERSHING RIFLES

Important meeting Nebraska hall, Thursday 7:30 p. m. Every old member is urged to attend this initial meeting of the non-carry drill company. Come! Come!

The Exhaust

Evidently—Mike Miles should have appointed a "sour grapes" committee.

The defeat of Princeton last week by Chicago illustrates what happens when "East meets West."

Tony Sarg's marionettes which are due to appear soon in Lincoln have aroused country-wide interest. One critic states that after looking a while at the time figures in the make believe land they become in the mind's eye perfect in proportion, and life size.

Maybe he's seeing things again, but just as long as he doesn't see snakes we won't suspect anything.

(Continued From Page One.)

HISTORY OF BUSINESS

AD. COLLEGE TOLD
le up, and before long the offices will be overcrowded. The class rooms, too, are fully occupied during all the morning hours so that more classes are now held in the afternoon. It will not be long until the present quarters will be quite inadequate.

A forecast about the college of business administration has been suggested, but this is an insidious temptation that must be resisted at all costs. Suffice it to say that such schools here, as elsewhere, are filling a "long felt want," and so long as the want persists, higher education for business men and women will continue to be carried on.

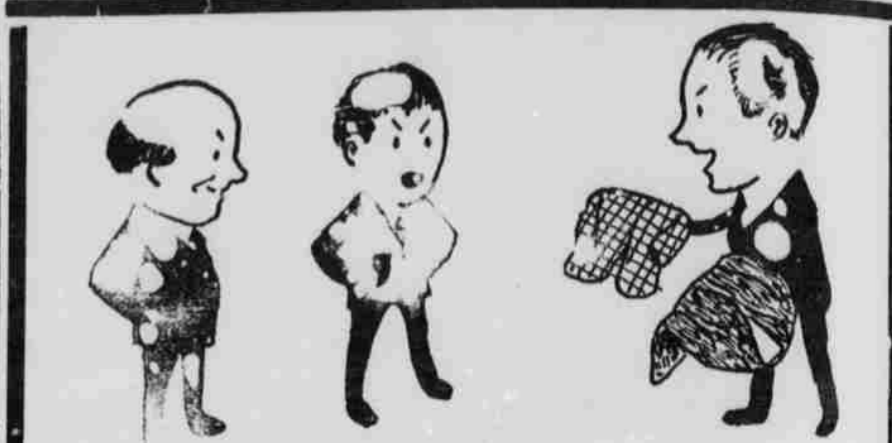
Dr. James E. Le Rossignol, dean of the college of business administration, likes to be called "Dr. Jimmie." Of course very few people know this, and he doesn't tell everyone about this predilection; but it is his just the same. In fact, one of his favorite anec-

dotes relates how a noted professor at one of our eastern colleges, once his student, meeting him unexpectedly in a group, called out loud for "Dr. Jimmie."

Dr. Le Rossignol has written six books and many articles. He is an international authority on the labor question. He has two honorary LL. D. degrees. He is dean of one of the fastest growing colleges on the campus.

But when he gathers his friends around the fireside, or converses with his associates in social science building, he does not talk "shop." He usually tells about the closely contested game of chess he participated in *** well, years ago. Or else, he tells the usual fish story of the big trout that got away, of course, in a particularly personal way, and with rhetorical flourishes.

The dean has been unusually successful in several lines. He has shown considerable skill as a trout fisherman, and spends many happy days in the streams in the hills. He has also written some realistic fishing stories. His work as a short story writer and novelist of the French Canadians is not as well known as his writings on economic subjects. But those who have read the stories tell of their fidelity and interest.



The New Suit Models
are so handsome
that even our salesmen
exclaim in admiration
as they come in!
\$30 Upward

MAGEE'S

—the College Gossip— says —

"SEVEN"
"Come Seven!" Girls aren't you supposed to know a thing about the lucky "Seven—come Seven." But I'll wager about 7 out of 11 girls do know something about it. Mr. Ad Writer in our general ad of Wednesday, did you see it?—if not, you'd better dig up your Wednesday "Rag" and read all about Eppos, told you about the SEVEN Important features of the "Eppos Petticoats" and it's up to me to finish it. That's easy, for after the seven features—one can't help but think of at least four reasons for wearing an Eppo Petticoat or Bloomer—and having an Eppo is even more lucky than having a "Seven, come Seven."

"TEN"
Years ago your friends—most of them—weren't old enough to wear a silk petticoat—and bloomers hadn't come in yet—but this year what a lucky thing we have something for you to give to your sister or best friend for Christmas besides perfume, handkerchiefs, altho they're always good—but a petticoat or bloomers are different. And of course they appreciate one of them. Who wouldn't?

"NINE"
out of 15 girls, maybe wear petticoats—but it's a cinch that nine out of ten girls wear bloomers, and can you blame them? They're so comfortable, and you aren't always "catching the ruffle" on your heel, thereby ruining your garment. Then, too, it seems that the wind is bound to blow here in Nebraska—and I think it looks much more best to see a touch of color showing from the cuff of a bloomer than it is to see a whole ruffle flopping around. Don't you?

But, at that, one can't wear bloomers alone under a dance frock—so it behooves every girl to be prepared for every occasion and I guess you just about have to have a petticoat also. We have them in delicate colors and soft silks for the daintiest of dance frocks. Or—if you feel that a petticoat should be worn as well as bloomers with your street costume—why, we have them in dark colors, too. So you see, we can outfit you for any occasion.

"EIGHT"
or more pretty colors and color combinations from which to choose your Bloomer or Petticoat. What more could you want? There's gray, black, blue, rose, green, purple, brown and all sorts of combinations of these colors. And they aren't merely colors—they're shades—land or subdued—and very artistic color combinations go to make up lovely garments.

"ELEVEN"
I think means that you're unusually lucky, doesn't it? And you are, for you can have one of these petticoats for a very reasonable price—or a pair of these Eppo bloomers, considering the quality of the materials and the workmanship. Just think a silk petticoat for \$2.95, or we have them as high as \$13.95. And you can get a pair of silk bloomers—priced all the way from \$3.95 up to \$7.95.

Rudge & Gruenzel Co

Outing Gowns at 89c *The store that sells the best* For just a little less —

89c **GOLD & CO.** 1020-1035 O Street LINCOLN, NEBR

New Sweaters \$5.50

Cont and Tuxedo Sweaters, many trimmed with slynx or brush wood, also smart. Sweater jackets, long sleeved, with slynx trimmings. Nice array of new styles and colors. **\$5.50** GOLD'S—Fourth Floor.

All Interest Centers On The Sensational New York Purchase

Sale of Dresses

Hundreds of bright new silk and wool Frocks—wonderful Dresses showing every new material, every new style touch, every artful trimming device and every wanted color—embraced in this mighty sale at prices that are in many cases barely half their real values. And only one of a style in most instances, assuring you individuality of fashion as well as lowest price.

You may find Dresses elsewhere priced at these low figures—but you'll NOT find SUCH wonderful Frocks as these offered at anywhere near these sale figures, for only a big and fortunate purchase resulting from a hurried trip to New York could bring to Lincoln and Nebraska women values like these that have been unequalled in years and years.

Lot A—On Sale at Only 10⁹⁵
SMART FALL DRESSES of wool serges, velours etc.—all up-to-the-hour in style including the fashionable Bromley models, new pleated and plain skirts. Many richly embroidered or braided trimmed. In black, brown, navy, etc.

Lot B—On Sale at Only 15⁷⁵
STUNNING FALL DRESSES in the newest styles of tricelines, satins, Canton crepes, etc. All wanted colors, all beautifully trimmed. Dozens of charming models in the great lot. You'd guess their price to be at least double this sale figure.

Lot C—On Sale at Only 22⁵⁰
CHARMING FALL DRESSES of Poirer twills, tricelines, suedines, serges, Canton crepes, Roshanara crepe, crepe de chine, charmeuse, taffeta, velvet, satins, etc. Braided, embroidered, beaded—every artful new trimming effect.

Lot D—On Sale at Only 29⁷⁵
BEAUTIFUL FALL DRESSES, elaborately beaded, braided, embroidered or cleverly trimmed in a dozen novel and charming ways. Canton crepe back satins, charmeuse, wool tricelines, Poirer twills etc. in all wanted colors. GOLD'S—Third Floor.