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GUTTER LITERATURE

The rise of "gutter literature" has been astounding. Starting a few years ago with small magazines that attracted great attention at first, it soon became popular. More cheap magazines were born, and then a far-sighted gentleman with athletic leanings began to really take advantage of the fertile field. One after another, he brought out magazines of the confession-tale type until now the more-conservative magazines are lost in a maze of screaming covers.

The magazines are carefully edited; by that we mean they assiduously avoid anything that might confuse a moron. Their covers and titles hold out the promise of erotic literature that lures the boobs to buy them.

If one must read erotic literature, there is really much else that is not only higher-powered, but that has also a literary value. But literary value, unfortunately, is the last thing the boobs desire.

The gutter literature, we are optimistic enough to believe, has not been exceedingly popular with students. It does make an appearance here and there, but most of the students find little in it to amuse them.

Similar to this magazine slush is much drivel put out in books by hack writers who depend upon that method to attract readers. Many books have attained a tremendous popularity with the morons because they are advertised as "daring." Usually they are innocuous enough; the Watch and Word Society and similar uplift groups see to that. But the boobs, having heard they were "stories of shame," etc., devour them behind locked doors.

Why people waste time on such rot is at first puzzling. But, after a little consideration, one realizes that the literature is suited to the mental capacity of the reader. One cannot expect a person with a ten-year old mental level to appreciate the American Mercury or the Forsyte Saga.

TRAFFIC

The jams and mixups into which the clattering cars of the students become involved at the noon rush hours are truly wonderful to behold. Strings of cars, seemingly inextricably mixed, get out somehow and roam on.

How accidents are avoided in such jams is puzzling. The providence that is supposed to protect drunks and babes seems to have also a watching eye over the university students who drive cars.

the nature of things that a Phi Beta Kappa be treated as a star halfback. The discrepancy between the treatment accorded the two men goes deeper than football and Pol Sci 6, it goes back to what we might with full glowing phrase the instincts of Man. The football player does something spectacular; he is given a spectacular reward. The scholar does something unobtrusive; he is given an unobtrusive reward. Prof. Newlin further intimates that the value of the reward is measured by its ostentation. If the professor is a Phi Beta Kappa, would he trade in his key and what it represents, for a fete, a banquet and a lionization, and what it represents? We doubt it.

Men will always accord enthusiastic recognition to feats of physical prowess, and accord staid and dignified recognition to feats of intellectual prowess. The scholar does not expect red fire and Roman candles. The value of a recognition is not directly proportional to the noise it makes.

"AN UNENDING THING"
 (McGill Daily)
 "A college is an unending thing, with a life and a continuity of its own. Those of us who study and work in it pass on, and the college remains. All that we do or accomplish in it lives as a fragment added to its history—small but enduring."

So said Prof. Stephen Leacock in the first issue of the "Fortnightly Review."

"A college is an enduring thing," exclaims Dr. Leacock rightly, but what gives a college its permanence? The obvious answer, correct yet incomplete, is tradition and the affection of countless members of the university. Without these, a college would be merely a group of buildings under one central control, with little more continuity than that existing in the preparatory schools of the ordinary city.

But the forces of tradition and affection do not entirely account for the permanence of a college. Something more is needed to transform each year hordes of stranger freshmen into ardent supporters and lovers of their Alma Mater. And this factor is the service of those men and women who devote their lives to the welfare of the college. The undergraduate is apt to think that he composes the university, forgetful of the fact that he receives much more than he gives. Those whose lives are spent in adding a fragment—small but enduring—to the college history seldom trouble to enlighten the world as to the work they accomplish in their several spheres, but it is to them that much of the credit for the continuity of a university is due.

And they themselves are not of one class or group. They serve where they are placed. There are the members of the executive organization, spending their years in conducting the business of the college. There are the professors and lecturers, who form the staff, and thereby mould the feelings of the undergraduates into permanent form, and there are those in humbler positions, the porters, groundsmen, watchmen who include in their ranks some of the most ardent supporters of the university.

All too rarely uttered are words of appreciation of those who labor in the less spectacular walks of life around the college. The men often exhibit more faculty and class spirit than many undergraduates, and, to

the majority of them, anyone who adds to the glory and renown of the college to which they belong is a hero indeed. On duty, or off, these men carry with them a sense of loyalty to the university that is worthy of all praise.

TWO FRESHMEN AT AMERICA 'ON SKIS
 (Continued from Page One.)

is a ski jumper, and the villain tries to be one. Everything was going fine with them except one little thing. That was the fact that the regular hero could not jump 130 feet on skis such as the picture called for and the villain did not care to tumble down a ski jump in the way of his part.

The director, a well known man to all movie goers, saw Hans doing his practice jumps and he begged him to do the jumping for the hero—and for the villain.

"But I don't know anything about movies," Hans replied.

"That's alright," he was told. "A lot of movie actors don't."

Refuses Pay
 So Hans Troye, freshman at the University of Wisconsin, became Hans Troye, movie hero—and villain. He refused the \$150 they wanted to give him. He was thinking of three more years of collegiate sport, not of "Red" Grange.

"As the villain," he declared, "they bought me one suit just like the villain's; and as the hero they bought me another outfit like that of the hero." Painted, bewhiskered and powdered he jumped for the villain and fell. Painted in another way he flew through the air as the hero—and stood. Four cameras clicked the while and four of the prettiest girls in the world kissed him when he was through.

"This movie stuff," he declares, "is great sport."

One of the directors on the scene had directed the "Lost World". He told how they made the giant animals in that play out of rubber—one foot high, how they pulled them with the strings, and used strings to animate them. It was all very quaint to a pair of freshmen.

Both Are Modest
 On the way home from New York they encountered George Little, Wisconsin's athletic director, on the train. He did not know who they were, but shook hands with them when he noticed their red Badger label on the suitcase. But do you suppose that the lads were brazen enough to tell about their achievements for Wisconsin. Not a bit of it.

"I was afraid he might think we were trying to brag," was the way Troye explained it. George Little will probably grin when he reads this.

Since returning the boys have been much congratulated and feted. One of them has been offered a summer job with a popular campus clothing store. Fraternities have been nice to them. Hans is wearing a fraternity pledge pin.

"I'm going to get a date for the Prom now," he says.

And that's the story of two Badger freshmen who have just discovered America.

ORGANIZE NEBRASKA ALUMNI
 Announcement Plans for Club in New York City
 Plans for the organization of a University of Nebraska Alumni club in New York city were announced in The Nebraska Alumnus last week. Merrill Reed, '14, associate editor of Sales Management, took the lead in formulating plans by calling a meeting on December 29, which was attended by Sam C. Carrier, '13, T. H. Matters, '08, Mathew G. Herold, '16, Harold Miller, '16, E. M. McMonies, '23, Edward Steman, '25, Howard Murfin, '21, E. G. Davis, '20, and Henry Mooberry, ex-'24. A meeting of New York alumni on Charter Day, February 15, is being planned.

FEDERAL Bakery AND Lunch
 COMPLETE MEALS
 25c—30c—35c
 1228 "O" Street

"Have you next Banquet or dance at the ELKS HALL." Also your patronage solicited at the ELKS CAFE."

ART EXHIBITION IN UNIVERSITY GALLERY

Cleveland Exhibit Will Be on Display until the Last of January

The Cleveland Artists' exhibition, circulated by the American Federation of Arts, has been hung in the University art gallery and will be on display until the last of January. It includes about thirty-five pictures, several of which are excellent examples of the work of some of America's best modern painters.

Among the artists whose work is exhibited are; George G. Adomeit, who has won prizes in the Cleveland exhibition; Mary Susan Collins, a painter who looks at her work from a modern viewpoint and paints with great breadth and strength; Oro Colman, who places emphasis on pattern both in his pictures of landscape and houses; William J. Eastman, whose pictures in this exhibit show very dramatic and restrained use of color; William J. Edmonson, who has served as juror at various all-American shows; Carl F. Caetner, winner of several prizes in the industrial class of painting in Cleveland exhibitions; Emery Gellert, a Hungarian artist now living in Cleveland; Frederick G. Gottwald, one of the older Cleveland artists; Henry G. Keller, who has had successful exhibitions in both New York and Paris; A. D. Kennedy, who is especially interested in flowers; Louise B. Maloney, whose work represents the soundest of the more modern attitude towards painting; Norris Rahming, noted for his decorative paintings; Sandor Vago, one of the brilliant technicians; and Frank N. Wilcox, who ran a special prize in a Cleveland exhibition for the maintained excellence of his work in all mediums.

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Put Red Stop Signal at Entrance into Stadium

The epidemic of traffic buttons which is sweeping over Lincoln's busy streets came closer to the campus last week when a red stop signal was installed in the automobile entrance of the west stadium. The ground floor of the west stand is used in part as the University garage. The stores department is also housed there, as well as the carpenter shops and the print shop. The traffic is heavy at times, and a red button was considered necessary to adequately protect pedestrians.

Asbestos Specimens on Display
 Victor Field has given the University Museum some excellent specimens of asbestos from the Thedford region in Canada. They have been placed on display in the Museum, and labeled in such a manner as to indicate the exceedingly small veins which are worked in securing asbestos for commercial purposes.

On The Air

University Studio broadcasting over KFAB, (340.8).
 9:30 to 9:55 a. m. Weather report by Prof. T. A. Blair. Road report and announcements.
 10:30 to 11:0 a. m. "What a 4-H Club May Mean to Your community," by Miss Jessie Greene, assistant state agent in foods and nutrition, agriculture extension service.
 1:45 to 3:30 p. m. Address by Dean W. E. Sealock, of the Teachers College, on "Why a College of Education."
 Musical numbers by Miss Jude Deyo, contralto.
 3:00 to 3:30 p. m. Lecture by Professor L. C. Wimberly, of the

Capital Engraving Co.
 319 SO. 15TH ST. LINCOLN, NEB.
 B-4176

Department of English on "The Ballad: What It Is." This is the first of a series of lectures by Professor Wimberly on the English and Scottish popular ballads.
 8:05 to 8:30 p. m. "Using the Nebraska Straw Piles," by J. C. Russell, associate professor of agronomy. "Planning the Home Orchard," by E. H. Hoppert, state extension agent in horticulture.

Notices

Delta Sigma Pi
 Delta Sigma Pi picture for the Cornhusker will be taken Tuesday, January 19 at 12:30 at the campus studio.
Math Club
 Math Club picture for the Cornhusker will be taken Wednesday, January 20, at 12:00 at the campus studio.
P. E. O.
 All P. E. O.'s who wish to attend the Founder's Day dinner to be held at the Roseville, Thursday, January 21, a 6:30 o'clock may get tickets from Mrs. Axtell or Mrs. Brown in Miller and Paine's room between two and five Saturday afternoon or by calling Mrs. I. O. Axtell before Tuesday.

Track and Cross Country Men
 Track and cross country men who have earned numerals may obtain them from Mr. Nelson in the East Stadium dressing room.
HENRY F. SCHULTE.
Cosmopolitan Club
 Pictures for the Cornhusker to have been taken on Thursday at 12:30 will be taken on Tuesday, January 26.

LOU HILL
College Clothes
 High Class but not High Priced
 1309 O St.
 Up a few steps and turn to the left.

Dr. Fordyce Gives Lecture
 Dr. Charles Fordyce, professor of educational measurements and research, gave a lecture last Tuesday evening to the teachers and citizens of Central City on the "Use of Scientific Measurements in Teaching and in School Administration."

SALEM'S
 Home of the Malted Milk Lunches
HOT WAFFLES OYSTER STEWS
 B 4589 We Deliver 19th & O CURB SERVICE



Susie Smart
 --our shop scout says!

Thank Goodness—there are the Modern Cleaners!
 —that will probably be your thought one of these slushy days when somebody's Rolls Royce dashes and splashes around the corner—leaving you looking like a spotted leopard! "Thank goodness" you'll say, "my coat isn't ruined, for the Modern Cleaners will send it back to me like new." Such faith is justified too, in the firm of Soukup & Westover. For 21 years they've been at it—expert cleaners and pressers at the start, getting better every year. You can know then, that they're GOOD!

Spring Frocks
 Arrive at Ben Simon & Sons!
 —such attractive ones! Flannel modes in every tint of the pastel rainbow—smartly tailored and with youth in every line. These are the sort of dresses that will give you a well-dressed feeling, and also make you exceedingly easy to gaze upon! There are spring's newest silk frocks at Ben Simon & Sons, too—of flat crepe, Georgette and crepe Elizabeth. You'll know them by their sleeves; decorative and altogether new-style. As inexpensive as they are smart—these dresses—from \$15 up with noteworthy selections from \$15 to \$25.

College Press

THE NOISE OF A REWARD
 (The Daily Illini)
 Prof. W. J. Newlin of Amherst has with preliminary blast of cow-horn, given vent to the sporadic and illogical plaints of what Mr. Sherman described as the "ordinary professor."

"In college," Prof. Newlin said, "the man who makes Phi Beta is permitted to wear a gold key which he pays for himself. But the star halfback of the season, along with the rest of the team, is given a gold football, carried off the field on the shoulders of his friends, banqueted, feted and lionized."

Prof. Newlin leaves us to imply what we are loath to imply, to-wit, that he believes the American people send their money in quantities proportional to the importance of the objects of their purchase. He is old enough to know that they don't. Prof. Newlin, it just isn't in

NOW'S A MIGHTY GOOD TIME TO SELECT A NEW SUIT OR TOPCOAT -AT 20% DISCOUNT

A LOT OF FELLOWS HAVE BEEN IN LATELY FOR THESE UNUSUAL VALUES. HERE ARE SPLENDID COLLEGE SUITS AND TOPCOATS—AS FINE FOR WEAR NEXT SPRING AS NOW—AND AT REDUCED PRICES YOU CAN'T AFFORD TO MISS.

COME THIS WEEK — WHILE THE SELECTION IS LARGEST.

ALL WOOL HOSE ARE ON SALE, TOO — AND MUFFLERS, FLANNEL PAJAMAS, GLOVES AND BROKEN LINES OF COLLAR-ATTACHED SHIRTS—AT 20 PER CENT DISCOUNT.

FARQUHAR'S
 NEBRASKA'S LEADING COLLEGE CLOTHIERS

MAGEE'S
 Semi-Annual
SHIRT SALE
 Monday, January 18

We are offering this year the greatest values that we have ever shown. Hundreds of bright, new shirts—many of which sold from \$3.50 up—are to be found in this sale

1800
Fine Shirts
 from our regular stock at
\$1 79

Manhattan and Tuxedo Shirts not included

MAGEE'S
 the source of flannels, knits and good clothes

Gold's Reduce the high cost of Pulchritude!

—for a limited time only, you may purchase six dollars worth of beauty work for \$4.50. Think of the extra facials, marceles, and brow-pluckings your budget will allow in this new scheme of things! The ticket is good for a year from date of purchase, so even if you aspire but occasionally to the ranks of beauty-parlored co-eds, you'll have plenty of time in which to use up your card. N. B. This special price does not include, of course, work done in Gold's Barber shop.

Extra! Squab for Dinner at the Idyl Hour!

—today is one of the once-in-a-while occasions when you may enjoy this hard-to-get delicacy at the Idyl Hour. Accompanying the dainty bird will be the other eatables which will make you Sunday dinner a grand success from soup to finger-bowl. All of this for 60c, mind you! There'll also be one of those delicious baked young chicken dinners at the Idyl Hour today for 65c, and one centered around braided veal cutlets for 60c. And lest you forget to remember—here's mention of the Idyl Hour Tostwich—the toasted sandwich extraordinary!

Varsity Cleaners
 319 SO. 15TH ST.