

**PUBLISHERS REVIEW
"FIRST ECONOMICS"**

New Book by LeRossignol Receives Favorable Comment From "Ex Libris"

Dean J. E. LeRossignol, of the College of Business Administration, is the author of a new book, "First Economics," of which a book review in "Ex Libris," a publication of the A. W. Shaw Company says the following:

Economics is often thought of as the science of business and nothing more; but in the new Shaw book, "First Economics," by J. E. LeRossignol, Ph. D., Dean, College of Business Administration, University of Nebraska, it is given its proper setting in relation to history, anthropology, politics, and other social sciences. In place of the traditional and imaginary "economic man", a real personality occupies the center of the stage, who, in the pursuits of wealth, does not lose sight of other human ends and values, and how closely economic science is connected with human wealth and welfare.

Intriguing Style
In this book, the first principles of economics are presented in such a clear and interesting way that not only beginners but those well versed in economic science will read it with interest. Certainly any one who begins the book will read it through, for there is not a dull chapter in it and the literary style is intriguing.

It is one of the most comprehensive outlines of economics ever published, with the various topics closely articulated and proceeding in logical order from a lucid explanation of elementary concepts and the various phases of economic activity to a philosophical discussion of human wealth and welfare. The chapters are brief, but in every one the high points are brought out in bold relief and in proper relation to what goes before and follows.

The aim is to give a bird's-eye view of the business world and some knowledge of what is going on above and below the surface, for the benefit of those who are beginning the study of economics or who wish to review their previous work.

Increase The Products
The conflicts of labor and capital about wages, interest, profits, and rent have made both employers and employees forget the fundamental harmony of interests of all who work together in the creation of wealth. The author clearly shows that the great thing is to increase the product of industry, and that no disputes about shares should be allowed to interfere with that, lest we should kill the goose that lays the golden eggs. Both employers and employee might well study such a book as this around the same table.

Student Often Confused
Students are often confused and discouraged when they are plunged into the difficulties of our standard text-books on economics, and many are so completely lost that they cannot see the forest for the trees. They need, therefore, a preliminary bird's-eye view, such as this book supplies, to give them the right perspective,

**Spanish Army Massacred by Indians
Where Loup and Platte Rivers Join**

A massacre of the Spanish army by the Ojoe tribe of Indians of Nebraska occurred 203 years ago at the junction of the Loup and Platte rivers adjoining the present city of Columbus. Strange, is it not?—rather startling to find that history after all, like charity, begins at home.

An account of a Spanish expedition, sent to explore the region of the Missouri and to drive from these quarters any Frenchmen settled there which ended in the complete defeat and destruction of their force, is given in the "Nebraska History and Record of Pioneer Days."

Warned by Comanches
Warned by the Padoka (Comanche) that French trappers were about to descend the Missouri to search for mines and to try to gain possession of New Mexico, 250 Spaniards, accompanied by the Padoka nation, came to make an establishment on the Missouri. They brought with them a large number of oxen, cows and sheep, as they proposed to make a permanent settlement. On the way they defeated five nations. The commandant believed that, after one splendid victory, he was strong enough to withstand anything. He sent part of his force to conduct the slaves taken in the villages he had destroyed and advanced within fifteen leagues of the Otopata. He had with him then, 60 Spaniards and 150 Padokas.

The Otopata lived on the south bank of the Platte near the point where the river turns sharply in the southern direction. Warned by the Pani-Maha, who lived along the different branches of the Loup and the Platte rivers, of the Spanish approach they marched forth to meet them. They called themselves Pani-Maha, which was rendered easier since they spoke the language of the Pani-Maha as though their native language.

Commander Deceived
The Spanish commander, deceived, asked if there were any French on the Missouri river and assured them

that he would give them a great quantity of goods if they would deliver the French into his hands. They replied that there were French with the Otopata and that they would make it easy for him to capture them. They passed the night together, but in very different ways. The Otopata danced, the Padoka fled with fear, while the Spaniards, abandoned by their allies, kept on their guard. The Spaniards feared nothing, since they trusted in such a great number of the pretended Pani-Maha.

On the next day the savages proposed an Iroquois dance. The Spaniards agreed and unloaded their mules in order to rest. About two o'clock in the afternoon the Otopata asked for the lances of the Spaniards for their dancers to use in the dance and they were granted them. The chief of the savages during the dance formed his warriors in groups about the Spaniards who were always under arms. When he saw everything arranged as he wished he fired a pistol upon the Spaniards. At the signal all his men attacked with such impetuosity that all the Spaniards were killed in less than an instant. Only four of them were quick enough to mount their horses and drive their mules ahead of them. But some young warriors seized their quivers, shot and killed two of them. The two sole survivors of the sixty Spaniards pushed on toward Mexico.

Sixty Massacred
The sixty-odd unhappy Spaniards massacred by the Otopata, were, in truth, the obscure and unfortunate victims of the system of John Law and the fantastic schemes of the Company of Indies. The great number of mining tools which this expedition carried show that the Spaniards did not limit themselves to the plan of keeping the French at a distance from New Mexico, but also cherished the hope of seizing the fabled mines of the Missouri, so well advertised on the Rue-Quisquem-poix.

to help them to see the relation of the parts to the whole, and to guide them out of the maze. "First Economics" should be a good companion volume to any of the standard texts.

**Physical Education
Heads Hold Meeting**

(University News Service)
Prof. Mabel Lee of the department of physical education and director of the women's gymnasium, attended last week the meeting in Minneapolis of the directors of physical education for women of universities and colleges of the middle west. Prof. Lee is president of the organization. The meeting was followed by a general session of the Mid-Western Physical Education Association, March 11 to 13.

Funk Speaks on Venezuela
Venezuela was the subject of discussion at a meeting of Sigma Gamma Epsilon, Thursday, March 11. The speaker was Marion Funk, '25, who has recently returned from Ven-

ezuela after a year there in the oil fields. Another lecture on Venezuela will be given March 18 by H. Claire Matheny, geology student, who is back on leave to finish work on a degree.

Women students at the University of Oklahoma were asked why they came to college. The answers showed that 100 came to get an education, 26 came because the home town was too dead, and 21 came to learn the Charleston and have a good time.

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**PRIZE WINNING COW
IN UNIVERSITY HERD**

Success Due To the Selection, Proper Feeding and Management; Others Promising

The University sub-station at North Platte has again placed itself at the top of Nebraska Holstein-Friesian prize list. N. F. Topay Plebe, a senior two-year-old cow, completed a thirty day semi-official test with 107.73 pounds of butter and 2,148 pounds of milk to her credit.

Her seven day production was 25.3 pounds of butter and 496 pounds of milk, giving her second place in this class.

Production Increased Yearly
The University's dairy herd has for several years been known as one of the largest producing institutional herds in the United States. Production in the herd has been increased each year for the past five years, according to the records.

Prof. H. P. Davis, chairman of the dairy husbandry department, and E. N. Hansen of the department, state that the success of the herd has been due to the important factors of selection, proper feeding, and efficient management.

High Production Records
The Ag College is the only such institution that ever bred and developed two cows that have produced over 1,000 pounds of butterfat in a year, and there are only five breeders that have produced a greater number of cows with equally high production records.

Several Nebraska cows now on yearly test give promise of joining the ranks of select 1,000 animals, of

which there have only been 100 Holstein cows recorded. There are three cows whose records will be complete this month showing second 1,000 pound records in one year.

BOOMERS TEACHERS AGENCY.
TEACHERS needed now.

Charleston Charley



"There's one thing about a rabbit," says Charleston Charley, "that you can't say about most of us—it is game."

COLONIAL
ALL THIS WEEK

Zane Grey's great story of Wild Horse Hunting in Arizona. Hair-raising adventure with romance running wild.



ZANE GREY'S
"WILD HORSE MESA"
with HOLT
JACK BEERY
BILLIE DOVE
DOUGLAS FAIRBANKS
A Paramount Picture



"Three Wise Guys"
Continuous Round of Laughter
VISUALIZED
WORLD NEWS
J. C. N. Richards and D. F. EASTER-
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SHOWS AT 1, 3, 5, 7, 9.
MAT. 20c—NITE 25c—CHILD. 10c.

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Commercial Lunch**
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Return Engagement of the Season's
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ERICH VON STROHEIM'S
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WIDOW**
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as the Prince
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ALL THIS WEEK
THE SEASON'S BIGGEST
LAUGHFEST

LYRIC

THE COHENS AND KELLY



With
George Sidney, Charlie Murray
and Vera Gordon
IT SEEMS THERE WAS AN
IRISHMAN AND A JEW—
And George Sidney played the
Irishman and Charlie Murray
played the Jew. No, it's the
other way 'round, but anyway
with the help of Vera Gordon
as the Jewish mamma they con-
trive to make "The Cohens and
Kellys" the finest and funniest
comedy characterization imag-
inable. It's rare entertainment
made for laughing purposes
only—and you'll laugh and
laugh.

ALSO OTHER ENTERTAINING PICTURES
ON THE STAGE
DALLAS WALKER TRIO
See a Singing and Dancing Novelty
"WEST OF THE GREAT DIVIDE"
EARNEST HARRISON'S ORCHESTRA
MRS. MAY M. MILLS, ORGANIST
SHOWS AT 1, 3, 5, 7, 9. MAT. 25c—NITE 40c—CHILD. 10c.

ALL THIS WEEK **LINCOLN** ALL THIS WEEK

HEIGHT 5 FT. 5 1/2 IN.
WEIGHT 128 LBS.
NECK 13 1/2 IN.
ARM 10 IN.
BUST 34 IN.
WAIST 26 1/2 IN.
HIPS 37 1/2 IN.
THIGH 20 IN.
CALF 13 1/2 IN.
ANKLE 8 IN.

LINCOLN
THEATER
**MAYER
BROS.**
Spring Style
Revue
10-Living Models—10
EVERY NIGHT AT
8:30

FRANK TUTTLE
PRODUCTION
with
ESTHER RALSTON
FORD STERLING
LAWRENCE GRAY
"MISS AMERICA"
(Gay Lanphier)
and
THE ATLANTIC CITY
BATHING BEAUTIES

The AMERICAN VENUS

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GEORGE EDWARDS and MAY MALLOY

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"CABARET PASTIMES"
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What a moment of stirring drama in a picture masterpiece chock full of ravishing love scenes, suspense, heart throbs! One of Elinor Glyn's most successful novels, now a film you mustn't miss!
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"The Reason Why"
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EDMUND LOWE
Scenario by
Cary Wilson
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Jack Conway
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PICTURE

SOUL MATES

NEWS TOPICS
SHOWS AT 1, 3, 5, 7, 9. MAT. 25c—NITE 50c—CHILD. 10c.