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LYRIC THEATER
 ALL THIS WEEK
 The Pierre Watkin Players Present
"WHITE COLLARS"
 Mats.—Tues. Thurs., Sat.
 Next Week—Pierre Watkin in
 "THE OLD SOAK"
 Phone B-4575 For Tickets

VAUDEVILLE
 WHERE EVERYBODY GOES
 THURS.-FRI.-SAT.

Howard's Ponies
Brown & Elaine
Carl Armstrong & Co.
 IN
"Cuddling Time"
Gully & Jeany
 Novelty
 On The Biffel Tower
 Also News and Comedies
Babich and the Orchestra
 SHOWS AT—2:30, 7:00, 9:00

ORPHEUM
 A Brilliant Program of Screen and Stage Attractions

ON THE SCREEN
 Pretty and Fascinating
LAURA LA PLANTE
 In a Fast Romantic Comedy
"THE LOVE THRILL"
 OTHER SCREEN NOVELTIES

ON THE STAGE
 The Joyous and Buoyant Artist
LYDIA HARRIS
 America's Daughter of Spycopation

Jacques Lafayette
 and
Grace Delfino
 Featured Dancers of Hollywood Screen Productions

Spring Style Revue
 Presented by Lincoln's Leading Merchants
 Latest Creations Displayed by Selected Beauty Models

BEAVER and HIS GANG
 Featuring
"When Twilight Comes"
 ("I'm Thinking of You")
 MATS. 25c—NITE 50c
 SHOWS AT—2:45, 7:00, 9:00

YOU READ IT IN THE EVE. JOURNAL!
 Cosmopolitan Production
PETER B. KYNE'S
 film epic of the forest rangers—
THE UNDERSTANDING HEART
 Metro-Goldwyn Mayer PICTURE
 Now See It At The
TO-DAY RIALTO FRI. & SAT.

Iowans Make Interesting Discoveries
 Ames, Iowa, March 23.—Special: The hired girl is rapidly disappearing from the best regulated families. The truth of this statement is being brought out at the Home Economics Short Course in Electrical Equipment which is being held this week at Iowa State College.

Today at Rector's 25c
 Meat Loaf Toastette
 Banana Salad
 Any 5c drink

Novel Menus and Programs
Graves Printing Company
 Three doors south of Uni. Temple

COLONIAL
 Thurs.-Fri.-Sat.
"The Wrong Mr. Wright"
 With Jean Hersholt and all star cast
 Also News and Comedies
 SHOWS AT—1, 3, 5, 7, 9.

THURSDAY
INCOLN
 Adolphe Menjou and Greta Nissen in the Paramount Picture
"Blonde or Brunette"

The demonstrations each day are bringing to light the fact that electricity can do the home-maker's work for her just as efficiently as can the hired girl, and with no half-days off.

Electrical Equipment Displayed
 There is on display during the short course some of the most modern of electrical household equipment, furnished by cooperating manufacturing companies. Electric washing machines, refrigerators, dish-washers, stoves, vacuum cleaners, waffle irons, percolators—they are all demanding their share of attention during the exhibit hours each day.

"We all are concerned with getting more pleasure out of the time we have," according to Dr. J. E. Evans, head of the Psychology Department, who discussed the problem of advertising yesterday afternoon. And mod-

ern equipment is doing its part, he said, to increase our leisure time, which in turn will result in more pleasure.

Swedish Prince Visits Illinois
 Prince William of Sweden was a guest of Augustana College, Rock Island, Illinois, on March 17. He gave a lecture in the college auditorium on "Hunting Gorillas in Pymmy Land."

Utah Has No-Date Dance
 The student body of Utah Agricultural College entertained at an informal no-date dance the Saturday night after mid-semester to take away the odium of exams and leave only pleasantness to begin the spring quarter.

California Has Unusual Requests
 Unusual calls have been coming in to the University Placement Bureau at the University of Southern California. A few of the most unique received recently were requests for women to do ironing, and for men to submit to blood transfusions. Ten men were asked for in the latter case and in a very short time over five times that many had responded.

California Women Have Odd Costume
 Freshmen women at the University of Southern California are wearing cow girl costumes, consisting of gored flannel skirts, men's flannel shirts, bow ties, snug ensign jackets, and vagabond hats.

The story of "White Collars," played by the Pierre Watkin Players this week, is woven around the problems of the great middle class, neither presenting nor delving problems. The daughter of a bookkeeper—herself a stenographer—marries her millionaire employer and introduces him into her home. His attempts to ease their material burdens with his money causes them to take refuge behind their pride, and they refuse what "Cousin Henry" calls the millionaire's "charity." It is pleasing large audiences at the Lyric.

The play has a homely quality which should appeal strongly to the so-called "middle class" whose knowledge of life as it is here portrayed is an actuality. Its lines and situations are clean throughout. It contains nothing of the morbid, abnormal, unusual, weird or even strange and it is entirely lacking in either "sex-appeal" or sex interest, so-called. The Pacific Coast Company of "White Collars," which originally produced the play in Los Angeles, is now in its 108th week in that city and still going strong.—Adv.

When smart style is combined with quality... as it is in a Stetson... there can be no question as to the hat you should wear



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Write for interesting booklet "THE STETSON HAT in LITERATURE" John B. Stetson Company, Philadelphia

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REGAL SHOES
 The New Heavyweight Champion from Coast to Coast

THIS new Winterweight Oxford is a recognized Champion in the Heavyweight Class. It has Speed, Strength and Style for any kind of foot work in all kinds of Weather.

The upper leather is Tan Norwegian Calfskin with heavy harness stitching. A soft, broad toe and brass eyelets. The bottom has full double soles, a double deck storm welt, and solid leather heel.


The New "RESCO" Fitting Service used exclusively

From Make to Wear From Cost to Cost

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 The Regal Direct University Service
 On Display
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Where hamburgers are the best
FRAT LUNCH
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17 black degrees
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Buy a dozen give best service and longest wear.

Plain ends, per doz. \$1.00
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American Pencil Co., 215 Fifth Ave., N.Y.
 Makers of UNIQUE Thin Lead Colored Pencils in 12 colors—\$1.00 per doz.

The Finest Cosmetics

In Paris, HELENA RUBINSTEIN creates a new rouge-tint, and instantly it becomes the rage! Her adorable vanities are copied by the greatest jewelers. Women the world over use the Rubinstein Cosmetics not only for their superb chic but for their unequalled fineness, purity and protectiveness.

Valaze Pasturized Face Cream—the basis of beauty—removes dust and grime thoroughly—molds out "tired look"—keeps complexion smooth, protected, healthy. Unsurpassed for normal skins—the only cream that positively benefits oily, pimpled or acne blemished skins. Excellent as a foundation for make-up. 1.00

Valaze Powders—Complexion, for average or oily skins. Novels for dry skins—exquisitely fine—most subtly shaded. 1.00 to 5.50

Valaze Red Raspberry Rouge—the original and only authentic raspberry rouge, becoming to every type. Compact or en-Creme. 1.00

Valaze Red Geranium Rouge—vivid youthful—adorable for blondes. Compact or en-Creme. 1.00

Valaze Lipsticks—Made on the protective base of Pasturized Face Cream—in shades to harmonize with rouges. 1.00

Valaze Vanities—Filled with the superb Rubinstein Cosmetics—Double Compact, Midget Double Compact or Powder Sifter, in Chinese Red, or Silvered. 1.50

At leading stores or order direct from
Helena Rubinstein
 46 West 57th Street
 London New York Paris

Marked Difference Shown in Standing Of Scholarship Holders in Colleges

Vermillion, S. D., March 23.—Do holders of scholarships in colleges and universities live up to expectations and do work which is above the average student? To answer that question, C. S. Ball, secretary of the University of South Dakota investigated the records of that institution to discover the relative standing of the students who hold scholarships awarded by the state board of regents to the highest ranking students of accredited high schools.

Of the work carried by the 132 regents' scholarship holders in the last semester, 51.23 per cent was passed with a grade above average, 25.21 per cent was passed with an average grade, 20.83 per cent was below average and 1.61 per cent was failure.

Out of the 132 students holding scholarships, 81 individuals did better than average work, that is more of their grades were above the average line than below, while 51 did work which was average or below average. Only a few were above average in all of their work.

The analysis showed a marked difference in the standing of scholarship holders in the different colleges of the university. In the school of law only 25 per cent of the work done by scholarship holders was above average, 19.23 per cent was average while 50.96 per cent was below average. Less than five per cent of the scholarship holders are enrolled in the school of law, however, so the figures may not be representative. The same is true in the school of medicine, with less than two per cent of the total number of scholarship holders with 79.41 per cent of the work below average. "It also must be taken into account," Mr. Ball said, "that the standards of the professional schools are very high and that the fields are highly specialized. Many students who would do brilliant work in a general course or in a course to which they were particularly adapted, find themselves below average in the professional school because of the lack of natural aptitude."

In the college of arts and sciences, the college of engineering and the college of music, the majority of the work done by the scholarship holders was above average.

Have You Noticed

That unsightly complexion and uncut hair never accompany a man on the road to success in the good old U. S. A.

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HE COULDN'T DECIDE BETWEEN THEM, SO HE MARRIED THEM BOTH!

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 BLONDE or BRUNETTE

ALSO
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 A. L. Bonner, Cond.

GRETA NISSEN
ARLETTE MARCHAL
 Directed by
RICHARD ROSSON
 A Paramount Picture

ALSO
 Thundering Fleas
 An Our Gang Comedy

Thursday, Friday **LINCOLN THEATRE** Saturday

