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HUSKERS DEFEAT IOWA 14-13

MISS CARPENTER RE-ELECTED HEAD GAMMA ALPHA CHI

National Officers Named by Women's Advertising Sorority.

BLOOD SPEAKS TO GROUP

Hallam Explains Methods And History of Men's Fraternities.

Norma Carpenter, Wayne, Neb., was re-elected national president of Gamma Alpha Chi, woman's honorary advertising sorority, at the business session of the national convention held on Saturday morning in Ellen Smith hall. Mrs. Alta Gwinn Saunders, Urbana, Ill., was named vice president; Mrs. Taina Nelson, Seattle, Wash., secretary-treasurer, and Mrs. Robert Speer, Seattle, Wash., editor.

Prof. F. C. Blood of the advertising department and advisor to the local chapter, spoke at the Saturday noon luncheon at the Y. W. C. A. Speaking of the place of the recovery program in the stimulation of consumer demand, Professor Blood stated that the effect has been to diminish the purchasing power of the people who have money.

"As long as advertising and similar market methods are ignored it will be difficult to stimulate business," stated Blood, and went on to say that the advertising program of the administration ignored marketing and advertising methods as an important part of the entire scheme.

He declared that the advertising program had been part of the original plan but this phase of the scheme had been lost thru lack of proper push and interest.

Blood drew an analogy between the old desperadoes of the Nebraska prairie and the old writers of advertising. "Farming and ranching in Nebraska was formerly an adventure, now it is the work of experts. Advertising used to be an adventure, now scientists in that field are required to perform the duties."

Arthur Hallam, secretary-treasurer of Alpha Delta Sigma, men's advertising organization spoke to the convention Friday morning giving a history and explanation of the workings of the men's fraternity. Mr. Hallam was in Lincoln to see about reestablishing an Alpha Delta Sigma chapter on the Nebraska campus.

Friday noon the delegates were (Continued on Page 4.)

NEBRASKAN CONDUCTS NEWSWRITING TESTS

Twenty Reporters Attend Class Saturday Morning.

First practice tests in newswriting were held for more than twenty prospective reporters who attended the Daily Nebraskan's second newswriting class Saturday morning. News classes are being conducted by the paper's editorial staff preparatory to assigning permanent beats for the paper.

Again stressing fundamental points, the managing editors gave those attending Saturday's class particular instruction in the writing of leads for stories. A set of facts from which to construct a news story was given each reporter. All stories were taken by the staff to be graded and corrected. Mistakes in any reporter's work will be pointed out individually at the next meeting, it was announced.

Calling on members of the class to be sincere in their work as reporters, members of the staff pointed out that assignment of large stories and beats would depend on the quality of work exhibited by each individual during the next week or ten days.

HOME EC CAMPAIGN TO START TUESDAY

Association Inaugurates a New Membership Method.

Membership drive for the Home Economics Association starts Tuesday. A new method of getting the girls interested in the club has been devised by the board.

Grandeur of Nebraska's Monument To Football, Memorial Stadium, Is Unmarred by Invading Game Crowd

By SARAH LOUISE MEYER.

Although overrun by "foreigners" from all parts of Nebraska and Iowa, the campus and "institutions" of the university, like the proverbial Chinese nation, lost not a whit of their identity yesterday—whether on the gridiron or in the "Moon"—and triumphed over the invaders.

Over by the east approach to the stadium at noon time, the women resting weary feet on the grassy approaches, the colonies of Boy Scouts, a cocoa cola truck, men with sacks of lunches—none of the specimens of perspiring humanity marred in the least the grandeur of Nebraska's great monument to football. Long since, when the R. O. T. C. was still parading its freshman prodigies for the entertainment of the fairer sex clustered on the sidewalks, the general admission seats had been sold out. In fact, unknown to alien eyes, Ed Weir and John K. Selleck, two of the nobler natives, gravely discussed the problem of accommodating the crowds—in the very shadow of the Home of the Cornhuskers.

ESTES CONFERENCE DELEGATES REUNITE

Y. W., Y. M. Chairmen Plan Picnic Sunday at Pioneer Park.

Delegates to the Estes Conference of last June or the preceding year will hold a reunion at Pioneer Park on Sunday afternoon. The arrangements are being supervised by Breta Peterson and Robert Mario, Estes chairmen for the Y. W. and Y. M. C. A., respectively. During the picnic supper an announcement of the plans for the coming conference, which is to be from June 7 to 17, will be made. This tentative program for the 1935 conference was drawn up by representatives from all of the Rocky Mountain Christian associations who met at Manhattan, Kas., last week.

Movie slides of various scenes from the Estes Park meeting of last June will also be shown. Members who expect to attend the reunion have planned to leave the Temple at 4 o'clock Sunday afternoon according to Robert Mario.

UNIVERSITY STARTS CURRICULUM STUDY

Propose to Improve Teaching And Studies in Small Rural Schools.

WORKERS PAID BY FERA

That rural and small elementary schools may be able to teach their pupils more efficiently, and high schools be able to offer more subjects, a study of correspondence courses and self-teaching materials has been begun at the university. This huge project is to be developed through the extension division, and the departments of school administration and elementary education at the university. Some of the money has been furnished by the Carnegie Foundation. Workers will be paid from FERA funds.

In charge of the 60 educational workers and 20 clerks are Dr. K. O. Broady, professor of school administration at the university; and E. T. Platt, assistant director of university extension. The group of research workers on the project, nearly all of whom hold degrees from universities, are studying and working at the college of agriculture in Lincoln.

Will Benefit CCC Workers. Behind the project is the idea of improving curriculums in the elementary grades of small schools, that students there may have instruction as good as may be obtainable in larger schools. Work on the high school level will provide additional courses for relief study centers, which are starting their second year of existence in Nebraska. Work to benefit will be the CCC workers who will be able to take the correspondence courses at low rates this year.

Moritz Attends Meeting Of Educational Directors

Dr. R. D. Moritz, director of the department of educational service, was in Ames, Ia., over the weekend in attendance at a meeting of the National Association of Summer School Directors. Problems of the summer school and general matters were taken up by the convention.

Estes Conference to Be Subject Vespers Oct. 16

Estes conference will be the subject upon which the vesper service Tuesday, Oct. 16, will be based. The program is in charge of Breta Peterson, conference staff chairman.

HUMOR MAGAZINE GOES TO STANDS MIDDLE OF WEEK

Girl of the Month Makes First Appearance in October Awgwan.

FEATURE FOUR HUNDRED Variety of Material in New Publication Has Appeal For Everyone.

Awgwan's girl of the month will make her first appearance on the campus this year when the October issue of the humor publication is placed on sale Wednesday, according to Alice Beekman, editor. While she refused to divulge the identity of the new girl of the month Miss Beekman stated that she is a prominent senior.

Other campus bright lights are not to be neglected for a double page spread of snapshots of the "campus four hundred" is to be included in the new issue.

One of the featured stories this month is written by Arnold Levine and titled "The Man They Hanged Yesterday," while Welden Kees has a page of "Letters I Never Have Written." A new department will be presented in a page of advice to the lovelorn called "Love Lorgnettes."

With a special cover drawn by Bob Pierce, the newly inaugurated editorial page, three pages of Gore, and several cartoons, a magazine above past standards is promised by the editor. "The Awgwan should appeal to everyone this month with its variety of contents," declared Miss Beekman.

Stands for campus sale of the humor publication will be located as usual in Social Science and Andrews hall.

NEBRASKA ALUMNUS APPEARS THIS WEEK

E. A. Burnett Writes Feature Article for November Publication.

With the feature article written by Chancellor E. A. Burnett the Alumnus, Nebraska alumni magazine, is scheduled to go in the mails early this week. Other contributors to the November issue are E. E. Musashi, Burton Marvin, Bill Lawrence and Miss Kate Field.

Continuing the custom of presenting an article each month about some member of the faculty, Marvin writes a sketch of Prof. L. E. Aylesworth of the political science department. F. E. Musashi, professor of poultry husbandry, is the author of an article titled "A Teacher Philosophy," in which he deals with the stand a professor should take regarding the present day economic condition.

Miss Kate Field has written a short discussion of newly initiated pre-registration rush week and it wishes the cooperation of the students themselves, according to the university editors.

In order that these stories may be correctly written for the papers over Nebraska and surrounding states, it is necessary that information concerning each student be in the publicity offices immediately. Those students who failed to place all their activities, or the correct information as to their year and college on their registration cards should report it to the publicity office.

STUDENT DIRECTORY TO BE OUT THURSDAY

Second Postponement Is Due to Printing and Binding Delay.

A second postponement of the publication date of the student directory was announced late Saturday by Bob Funk, editor of the annual publication. The book which was scheduled for release Monday, will not be placed on sale before Thursday it was indicated. Additional time for printing and binding was given as the reason for the delay.

According to Funk typographical errors will be reduced to a low point this year as a group of expert typists has been employed to classify and correct the list of the names.

The student section is to include names, addresses, phone numbers, class year, and fraternal affiliation of every member of the student body. Scholastic degrees will be included in the faculty section in addition to the names and addresses of the faculty members. A special section will give lists of members of each fraternity and sorority.

Flaming Torches Make Iowa-Nebraska Rally Spectacular

Some 2,000 students turned out for the Iowa-Husker pregame rally held Friday night in the stadium. Speeches were made to the group by Coach Bible, George Sauer and Game Captain Rollin "Bud" Parsons.

Short talks were also given by Louise Hossack, president of the Tassel, girls' pep organization, and Irving Hill, president of Corn Cobs. Fred Nicklas, member of the Innocents society in charge of the rally, introduced the speakers.

The affair was the most spectacular staged for years as members of Corn Cobs carried flaming torches at the head of the procession, marching east to Sixteenth and R streets from the Temple, then north to Vine street and west to the stadium.

For fifteen minutes, from 7:15 to 7:30, thousands of radio fans heard the Nebraskans' enthusiastic response.

PANHELLENIC TO HOLD SCHOLARSHIP BANQUET TUESDAY, OCTOBER 16

Annual Dinner Is Scheduled For 6 O'clock at Cornhusker.

Six hundred sorority members and the city Panhellenic association will be present at the annual scholarship banquet to be held at 6 o'clock Tuesday, Oct. 16 in the Cornhusker hotel ballroom. Seven scholarship cups will be awarded to the sororities having the highest average during the previous year.

The regular features of the magazine of the city Panhellenic organization, will be toastmaster at the banquet. Jane McLaughlin will read a play entitled "For Distinguished Service"; Wilbur Chenoweth will play a group of piano selections and Sydney Pepple will sing. Mrs. Frederick Coleman will speak to the group on scholarship.

Presentation of the scholarship cups to the seven ranking sororities by Mrs. McEachen will be the highlight of the evening. Zeta Tau Alpha won first place cup last year and Phi Omega Pi, Alpha Chi Omega, Kappa Delta, Sigma Delta Tau, Delta Zeta and Tri Delta were the remaining six.

Banquet committee chairmen are: Miss Marshall, tickets; Mrs. Haecker, program; Mrs. Chapman, menu; Mrs. Morton, seating; Mrs. Bardwell, charts; Mrs. Keefe, cup, and Mrs. Drath, decorations.

Publicity Office Sends Student News Out State

Each student in the university will have a story concerning his registration, year, college, and activities sent the paper of his home town within the next few weeks. The university publicity department will begin writing these home town stories next week and it wishes the cooperation of the students themselves, according to the university editors.

In order that these stories may be correctly written for the papers over Nebraska and surrounding states, it is necessary that information concerning each student be in the publicity offices immediately. Those students who failed to place all their activities, or the correct information as to their year and college on their registration cards should report it to the publicity office.

These stories will go out as nearly correct as it is possible to write them, and if the students wish readers of their home town papers to know their correct status, the students themselves must correct our information now," the editors said.

Additional information which was not placed on the registration cards should be telephoned to university exchange 37, or taken to administration building, room 209 at once.

Y. W. MEMBERSHIP TEA SET FOR OCT. 19

Third of Series Sponsored By Finance and Swap Shop Staffs.

The third in the series of teas that are a feature of the Y. W. C. A. membership drive for this year will be sponsored by the finance and swap shop staffs. The Social Order and Estes groups presided at tea from 4 to 5 Friday while the Nebraska in China and International staffs were in charge from 5 to 6.

Teas that will be given Oct. 26 will be under the direction of the forum and vespers groups from 4 to 5, and from 5 to 6 the choir and vespers staffs. Each Y. W. C. A. member is urged to attend these teas and to invite three girls who are interested in becoming members of the organization.

BIBLEMEN UPSET HAWKEYE ATTACK

Sam Francis' Perfect Placement Kicks Furnish Narrow Margin in Thrilling Game as Overflow Crowd of 35,000 Views Battle in Memorial Stadium.

HUSKERS SCORE ON PASS IN 3RD, PLUNGE IN 4TH

Crayne, 'Midnight Express' Simmons Lead Old Gold Assault; Nebraskans Gain 274 Yards, Invaders 259, With 17 First Downs to Visitors' 15.

Nebraska still rules over the cornbelt! Iowa's Hawkeyes, who invaded Memorial stadium Saturday in their determined effort to wrest middle west laurels from the Scarlet and Cream were rudely taken aback when Sam Francis placed two perfect extra points between the crossbars for Nebraska's 14 to 13 victory. For the third consecutive year the Hawks' Old Gold was set back by a one point margin.

YOUNG DEMOCRATS MEETING MONDAY

Lester Prokop Asks Those Who Are Interested To Attend.

The young democrats of the university have scheduled their first meeting of the year for 3 p. m. Monday, in social science auditorium. According to Lester Prokop, president of the organization, a great deal of interest is being manifested by students, and he urges that all who wish to take part in the activity of the group attend the meeting.

The purpose of the meeting is to interest and urge every student affiliated with the democratic party to support the candidates and vote at the ensuing election, and to take up some important matters concerning the organization.

Mr. G. A. Bauman, who is in charge of the young democrats headquarters in the Hotel Lincoln, will be present, and a short speech will be given by some prominent democratic candidate.

BIZAD COLLEGE PLANS RECOGNITION BANQUET

Students Receiving Honors During Past Year Will Be Announced.

NAME GOLD KEY WINNER

Annual Recognition Banquet of the Business Administration college will be held October 24, at which occasion honors received by students during the past year will be announced, according to Dean J. E. LeRossignol.

In the list of awards is included a gold key, the annual presentation of Delta Sigma Pi, international professional fraternity, to the male student who upon graduation ranks highest in scholarship for the entire course. Announcement is also to be made of the receiver of the annual prize given by Nebraska chapter of Delta Sigma Pi to the senior student ranking highest in professional subjects and student activities during the first seven semesters of the college course.

Phi Chi Theta, professional commerce sorority, will award a gold key to the woman student who, upon completion of her junior year, stands highest in point of scholarship, activities and leadership.

Names of students accepted into Beta Gamma Sigma, national honorary business fraternity, will be made known. Ten gold keys, given annually by William Gold of Lincoln to students of the freshman class having the highest standing throughout the year, will be presented, and those students in the upper ten percent of each class will be named.

The program is being planned by the Student Executive Council of the Biz Ad college, officers of which are Hugh Rathburn, president; Mildred Kibrick, vice president; Lorraine Hitchcock, secretary, and William Spomer, treasurer.

Clarence Lee, Geology Graduate, Visits Campus

Clarence Lee of Wahco, a graduate of the university department of geology in 1926, was a visitor on the campus last week. Announcement of positions going to graduates of the geology department have just been received. Charles Halsted will be located in Craig, Colo. He was graduated in the class of 1931. Wendell Johns, a graduate in 1933, is employed at Elk Basin, Wyo.

Broady Gives Address at Educational Conference

Dr. K. O. Broady, professor of school administration at the university, will speak at an educational conference in Sidney, Ia., on Oct. 17. He will discuss supervised correspondence study, on which subject he is now conducting several experimental projects.

It is doubtful if Ossie Solem, who has led Iowa from a Big Ten cellar position to a ranking contender, expected his powerful, veteran eleven to fall before the onslaught of an inexperienced bunch of sophomores. Indeed, it is doubtful if half a hundred of the overflow crowd of 35,000 paying witnesses expected to see the Hawkeyes humiliated, especially when Dick Crayne and Oze Simmons in the backfield.

But Coach Bible depended not on two stars to bear him the brunt of a hard football game. The revamped Cornhusker lineup which opened against the Solem coached invaders contained anything but individual stars, but it presented a smooth, coordinated working unit. And against this eleven-one combination the Hawks couldn't click in the manner expected of them.

Nebraska's margin of victory was not large, and the number of first downs and yards gained corresponded quite closely, 17 to 15; and 274 to 259. Nebraska's margin in points came through Sam Francis' educated toe, but from where did the spirit, the cooperation, the ability that so obviously was lacking in the Minnesota game of a week ago come?

Nebraska was always hard to beat on their home field, and Iowa presented the biggest threat to their perfect at home record of recent years. Is that the answer to the Husker sudden prowess? That and the fact that Coach Bible drilled his charges thoroughly with but one view in mind—co-ordination of every man on the team. To reach his end, he started a lineup which had never before opened an important encounter—he gambled, and he won.

True enough, Ossie Solem had the power, the veterans, the super-dynamo of human ability—Crayne and Simmons. But Nebraska put forward an even greater star, a more capable, endurable

(Continued on Page 3).

CHILDREN'S PROGRAM PRESENTED SATURDAY

Second in Series Played to Capacity Crowd in Morrill Hall.

The second in the series of children's programs, which are given every Saturday, was presented in the university museum in Morrill Hall Saturday, October 13, to a capacity crowd according to Miss Marjorie Shanafelt, who is in charge of the programs.

"Huskies to the Rescue" was the featured story on the program, which included an illustrated lecture, "Let's Go Riding," showing the various types of animals used in transportation, and three films, "South Sea Sages," "The Midnight Ride of Paul Revere," and "Nature's Armor." The latter exemplified the thick skins, horns and teeth which animals have for protection.

These programs are to be given every Saturday morning at 10:00 o'clock and at 2:30, from now until the first of January.

PROF. DUFF SPEAKS TO SIGMA XI MONDAY

Construction of Nebraska Highways Subject Of Talk.

Carl M. Duff, professor of applied mechanics, will speak before Sigma Xi, honorary scientific society, at its first regular monthly meeting, 7:30 Monday night, Oct. 15, in Morrill hall auditorium. His subject will be "The Construction of Highways in Nebraska." The meeting is open to the public, according to Miss E. N. Anderson, Sigma Xi secretary.

Professor Duff has been making an investigation on highway construction recently, and his talk will consist of his observations and a discussion of the problems he encountered. It will be supplemented by slides and moving pictures of work on Nebraska highways.