

# Sound business policies must stand ... against dreaming and slander

One of the "spiteful" yesterday handed your editor a letter, which we feel rather humorously illustrated the attitude of a sizable group of "gore mongers" on the campus, whose purpose seems to be to throw mud any time they can and who seem to get a particular joy out of slandering existing institutions without offering any bases for improvement. They are a sour group, and what makes them particularly obnoxious is that they refuse to investigate facts, preferring always to circulate their own beautiful little foundationless stories.

So ashamed was this particular author of what he had to say and in effect admitting he had no grounds for backing up his statements he refused to permit his name being affixed to his letter, and more than that refused to stay at the DAILY office long enough to learn what the facts really were.

Lest he is circulating similar rumors elsewhere we are printing his letter for your enjoyment, but suggest that before any other "cynics" start throwing around statements suggesting that members of the university faculty on the publications board and the editor and business manager of this paper are involved in graft, they find some grounds for backing up their statements.

Dear Editor:

College editors do not have an easy job, we have observed that from first-hand experience. But foremost in the heart of every editor is a desire to have his paper read by everyone on the campus, regardless of social affiliation or the lack of it. Therefore, it is only logical that you back universal subscription. But why at the figure of 75 cents?

Let's accept most of your facts at face value. This we do though inaccuracies of the DAILY in the past may find this to be too much of a concession in your favor. Seventy-five cents is the figure that your financial wizards tell you is the minimum if the Rag is to be self-supporting. Under the heading, "Why not print elsewhere?" you defend the Journal. For the time being we shall not linger on this point. But now for a few questions.

One, does the Publication Board have a constitution or a set of rules that controls the DAILY? If so, where can a copy of it be secured? What are the provisions on compensation for the business manager of the Rag? Is it not true that under the present set-up that a majority of what the manager receives is a fixed amount per month and fluctuates but little whether the amount of advertising sold is of a large or small amount? If so, why not put him on a com-

mission basis; that is, pay him on the amount of work done or the amount of advertising sold? This is business-like, is it not?

Two, why the wide differentiation in advertising rates? We aren't referring to the differences allowed between the insertion of a single ad and that charged the firm under a contract. We have reference to ads sold to advertisers who have contracts for an equal amount of space and yet who pay different rates. Do you deny that certain firms are granted special advantage? Is it not true that the sole defense of this is that it is the only way

A definite scale should be established and the finances supervised by a competent board or individual. The business manager, apparently, is under very little, if any actual, supervision. And for our own information, why is the editor such a staunch supporter of the 75-cent figure when he realizes that it probably will be the price element which will defeat that which he professes to desire? Is he also the recipient of "favors" due to the present uncertain arrangement which places so much leeway in the hands of those in control of the finances? Perhaps that angle could be investigated. Perhaps it already has been.

Third, why cannot more advertising be secured? Look at the average DAILY. To the individual completely green at the publication game maybe your arguments sound okay, but, please, sir, don't expect some of us who grew up with the business to swallow your assertions. Does your advertising staff secure new sources of advertising? Does it attempt to do so? Apparently not. To the average reader, it is the same firms that advertise day in and day out in the DAILY. Put some life in your business staff. Do this by paying them only commission on what is sold at definite rates. If they don't deliver the goods, then they don't profit. Do you object to this?

Perhaps the editor should scrutinize the business angle—if it can stand up under the spotlight. Then perhaps he, in turn, would like to ask the business manager a few questions. Perhaps the Publications Board would profit if it, too, became inquisitive. Or maybe financial interests of your whole organization, from certain members of the pub board to the cub reporters, have unclean hands. This assertion is often made. Certainly revision is in order. Some, if not all, of these provisions could, for the benefit of the UN, be included in a set of rules or a constitution so that

the students could consider everything as being above board. This they cannot do at present.  
A STUDENT.

## Investigate anytime!

The simplicity of this party's investigation is shown in paragraphs three, four, five and six, wherein he admits he doesn't have the slightest idea of how the DAILY NEBRASKAN is run.

First of all, the Publications Board, contrary to his implication, does have a constitution, controlling all official university publications and that constitution is available at the office of Prof. Gayle C. Walker. There is, furthermore, a double set of books kept for every DAILY account; one in the office of the business manager and the other in the office of John K. Selleck. All incoming and outgoing vouchers must go through Selleck's office. What more control could the spiteful one ask for, and what chance would there be under this system of corruption?

It is true that our advertisers have different rates. But if the author of the letter had any experience in newspaper work as he suggests he would realize that the policy of the DAILY is the same as that used by all newspapers. Every advertiser gets a set of rates at the beginning of the year, and these rates vary with the advertising which he uses. Harvey Brothers, having only a 500-inch contract, naturally pay more than Gold's with a 3,000-inch contract. But each advertiser has the opportunity to secure the same rates by increasing their advertising quotas. That is just good business.

And, third, the writer ignorantly enough suggests that the DAILY could secure more advertising just by getting out and getting it. Yet has he ever come down to try to do it himself? He would be paid a commission for the advertising he sells as all other members of the advertising staff are. But we daresay he isn't the type that would tramp the streets five hours every day like staff members must do. He prefers to sit back and yelp that those who are working aren't doing their work properly.

The books and any business of the DAILY is open to anyone's investigation. There is nothing we are trying to hide. We have been in business, however, and we do know that 75 cents is the best rate that can be made now. If men like this author want to kill the subscription proposal because the rate can't be lowered, the proposal will be lost but it is better to give up universal subscription now than to put it through on an unsound financial basis.

## Survey-

(Continued from Page 1.)

only part of their living costs and those who are actually "working their way thru." There are of course more men—one-seventh—able to support themselves entirely than there are women—twenty-two. Here are the complete tabulations:

	Men	Women
All who work.....	66.5%	35.9%
All who don't work.....	43.2	64.1

Those who work to earn part of expenses.....43.4 31.3  
Those who work to earn all of expenses.....13.4 4.6

There are collegians who sweep halls of learning for their date money. Many wait on tables for their meals. Those with higher scholastic standings are graders and coaches, and among the less scrupulous there are ghost writers who supply term papers for handsome fees. Thousands receive up to \$15 a month from their National Youth Administration jobs. Colleges and universities employ a great many as pages in their libraries. The variety of student occupations is staggering.

## Rifles-

(Continued from Page 1.)

and South Dakota are available and Miss Lehr said girls must cooperate like the men did when the Stevens girls visited Lincoln recently.

William Milek, captain of the Nebraska company, and chairman of the committee planning the

meet, announced that the rifle matches to be held at Andrews hall will head the Saturday morning program. Later in the morning, competition for crack squads from each school will be held on the coliseum stage.

In the afternoon, platoon drill, individual compet, and a regimental review will be held on the baseball fields on the west side of the coliseum.

The annual stag banquet will begin at 6:30 in the Union ballroom, and at 9 the regimental ball will be held. Dancing will continue until midnight when 140 Nebraska coeds will know how the Nebraska males felt when the Stevens girls left.

## Bulletin

**SIGMA DELTA CHI**  
All members of Sigma Delta Chi will meet at 4 p. m. today in the Awgwan office to elect officers.

**KOSMET KLUB**  
Kosmet Klub activities will meet today at 5 p. m. in the Union.

**FARMER'S FAIR**  
There will be a meeting of all committee chairmen for the Farmer's Fair tonight in room 306 of ag hall. It is important for every chairman to attend.

**DANCING CLASSES**  
Advanced dancing class will meet tonight in the Union ballroom at 7.

**BIBLE DISCUSSION LEADERS**  
First in a series of training school sessions for Daily Vacation Bible School Leaders will be held at 7:30 p. m. at the Wesley Foundation. Dorothy Anderson will lead the group. Several pay jobs are open.

The Fifth Anniversary of  
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