

Editorial - Comment - Bulletin

Why sit down . . . And wait for the explosion?

With economic and social instability confronting the young men and women of the world today, many have forsaken their responsibilities and have adopted the attitude, "live today, for tomorrow we may die."

This point of view is readily noticeable on all the university and college campuses throughout the United States. Students say, why wrestle with the political theories of Aristotle, why study the causes and effects of the disintegration of the Roman empire, why attempt anything intellectual, when in six months or a year they will be called into the armed forces of the nation, or chancing their lives on some battlefield either at home or abroad.

A majority of the young men who are now eligible for conscription or who will be in the near future, in all probability will be called to the service of the nation, but the length of this service is at present only one year and should not hinder their careers to any great degree.

Too many of these youths think of the future in terms of six months or a year. To them enlistment is a black-out, mostly temporary, but in some measure permanent, of all cultural and material development. They regard the period before their induction into the army as a waiting period in which they should experience all the pleasures of life.

War is not too remote a possibility, but whether it be war or induction into the army, neither is an excuse for ending intellectual growth, for sidestepping responsibilities, for miring oneself in incidental pleasures.

Such demoralization cannot be constructive and is only destructive. Certainly one does not cut a class because he is afraid that on the way to school he may be hit by a car, ending his existence. Why shirk studies or interrupt your career because you might be called into the army or off to war? True, we are sitting on a world which might explode, but why sit around and wait for the explosion? It is better to keep striving for the goal you have set than to accept a fate which may never occur.

It takes courage to face the unknown of tomorrow with an unflinching step. It takes courage to see beyond the "blackouts" of today and see hope in the future. We point with pride to the undaunted spirit of our forefathers who looked beyond their present to a more glorious future.

We have that same courage. But it's up to us to prove it!

P. E. S.

Meanderings on the Mall

Of Jeannie

Back in the days of the old Negro slave, When Stephen Foster was young and brave; He had written a song of a maiden fair, With sparkling eyes and light-brown hair.

From Gettysburg to Atlanta there wouldn't be, (Not counting, of course, Sherman's march to the sea; A story so permanent, in ballad, a song, Which would last as Foster's "Jeannie"—so long.

When they buried Foster, the slaves of old, In the soil of the Southland, so (oh, so) cold; They spent their time singing the song for awhile, Of the light-brown hair and sparkling smile.

Down on the bayou their voices lent, Praise of Jeannie, and, when they were spent They buried sweet Jeannie, and she wasn't old, In the soil of the Southland, so (oh so) cold.

But in the year which has just passed, This is '41, that would be the year last; There was a radio battle over the songs we sing, And in that battle ASCAP dug up everything.

Some were good, those songs they dug, And some were bad, like lead-pipe slugs; And standing out like a very sore thumb, Was vivacious Jeannie—now grown numb.

For Jeannie's hair was not much to sing about, In those cold years it from her scalp had fallen—out. So the song of Jeannie, the maiden fair, With sparkling eyes and light-brown hair—

Will not be heard, at least for awhile, (We can still remember the hair and the smile;) Let's stroll on the campus and look about it For a girl like Jeannie, (find her?)—I doubt it.

Commentorials . . . from our readers

Editor answers questions for insistent 'gore monger'

Dear Editor:

Things have come to a pretty pass when such "spiteful gore mongers" attempt to question a statement of facts that are presented as authentic by the editor of our college paper. When this occurs it is with much pleasure that we of the student body watch you lease out at them and put them in their places.

Since we have full faith in your integrity, it was with disappointment that we noticed that you left unanswered many of the questions that were raised. You overlooked the following:

- 1. What are the provisions on compensation for business manager of the rag?
2. Is it not true that under the present set-up the 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?
3. Why the wide differentiation in advertising rates? Here, Mr. Editor, the letter stated that "we aren't referring to the differences allowed between the insertion of a single ad that charged the firm under a contract." But you misinterpreted this, we believe, for was it not the purpose of this question to discuss the difference allowed such contracts as is in evidence between some of the theatre corporations and the department stores rather than any difference between individual firms who are under contract for an identical amount of advertising space. Another question was also asked, "Do you deny that certain firms are granted special advantages?" This was omitted.

Your defense of the business staff is commendable. And yet there remain a few points that are vague to us. Won't you please clear these up for us? Those on business staff "tramp the streets five hours every day;" it is entirely possible that they are underpaid. And yet the fact that you imply that most of the advertising is under contract, the fact that new sources of advertising are not tapped and the fact that it is the same firms that seem to be the sole support of the Rag day after day, causes us to wonder what they are doing in those five hours. Perhaps once the business staff has received a negative answer they give up? We trust that such is not the case. Lastly, was your lack of comment on the commission basis. This appealed to us: it is a good system or not?

Gore Monger.

Dear Gore Monger:

We thought we answered your questions yesterday, but to clear up any questions in your mind we shall be specific.

Re business managers salary; it is fixed, since his is a manager's job. His bonus at the end of the year, however, depends upon his successful management of the DAILY'S finances. The men who do the selling however not only have the incentive of a ten percent commission, but also the business manager's job the following semester. The competition for this job makes them work even harder than extra commissions would. As for the business manager, perhaps a commission on total advertising might help, though the extent is not certain. It is something, however, the publications board might consider this spring.

Re advertising rates; Every advertiser's rate in Lincoln is on a class and contract basis. Any advertiser can find the rate of any other at his convenience. All rates are set uniformly as business demands. We do deny that any firm is being given special advantages.

Re business solicitors: Assistant business managers take care of all contract advertising. The solicitors work solely on small and new accounts. Some of them sell as high as \$200 worth of this small account advertising monthly. If the gore monger can do better than that without tramping the streets, there is a good salary waiting him on the DAILY. Oddly enough one of the men who argued most strongly that advertising could be increased signed up for work on the business staff, worked one day, then quit! For your information, this was Bill Defoe.

Do students rate big bands?

Dear Editor:

I wonder if students at this university want good dance orchestras at university parties? Or further, do they deserve good dance bands? (If attendance indicates anything, I don't believe they deserve good bands.)

A recent school dance presented a really fine dance orchestra, but the students failed to take advantage of one of the finest bands that has played in Lincoln this year. There were about 450 couples at the party, and needless to say, the organization sponsoring the party did not break even. Luckily this group has certain resources which cover the deficit. May I add, further, that

the organization is not complaining about the accrued debt because they know that they presented the finest band to appear at a university dance so far this year.

I have heard many students complain about dance orchestras and many wish to see and dance to "name bands." Yet, when a really fine band is engaged these same students fail to attend the party. Many of these same students pay more money at local dance halls to hear inferior orchestras and they dance in places much less desirable and comfortable than the coliseum.

There are only six major university parties each year, and with the newly established central booking agency functioning, students can be assured of good dance bands at college parties. The big if is—if they support the parties. The admission price is nominal, much less in fact than the price charged by local dance halls when they feature "name bands."

Students should show their willingness to co-operate by attending the college parties when they are held rather than patronize a dance hall which has made no serious effort to co-operate with students and with university authorities.

The central booking agency, recently established and set up by the Student Council, has already scheduled one of the finest dance orchestras in the business to play for the Student Union-Yearbook party. Show your loyalty and appreciation by dancing to a really good "name band" in the coliseum on April 30.

Sincerely, John S. McDermott.

Clear up our minds, please! Is advertising being curtailed?

Dear Editor:

I wonder if you could explain an interesting discrepancy between two authoritative statements concerning university publications.

In one of your more detailed editorials, explaining the value of universal subscription to the DAILY, you stated in effect that such a plan would permit the elimination of the large amount of advertising now necessarily present in the paper. At the same time you remarked that considerably more advertising than is now sold could be sold were the editors willing to give it space by crowding out news items and features.

If your editorial was correct, why did the Publications Board refuse the barbs permission to publish "The Barb" on a pay-by-advertising basis, on the grounds that there wasn't enough steady advertising available to support two campus papers?

Well—WHY???

Robert L. Luebs.

Large paper adds space

We are glad you called this apparent discrepancy to our attention, for our language perhaps was confusing on this score. We have said that one of the benefits of universal subscription would be that it would do away with ad-crowded papers.

Instead of reducing advertising to do this however, we proposed where possible to increase the size of the paper. Very often a four page paper will be almost half advertising. And if it weren't for the fact that this semester we are thus far operating on a deficit, we should increase the size of the papers in such instances to eight pages. This is all that would be done under universal subscription.

There certainly would be no attempt to reduce advertising. If we make the plan pay at 75 cents per semester, we will have to maintain our present quotas and do everything possible to increase them.

Regarding our present program, we are seriously handicapped because of lack of advertising; that is lack of advertising sufficient to permit eight page papers. But in compliment to the business staff the quantity of advertising first semester this year went over the amounts for the last two years.

The Daily Nebraskan

Official Newspaper of More Than 7,000 Students

FORTIETH YEAR

Subscription Rates are \$1.00 Per Semester or \$1.50 For the College Year. \$2.50 Mailed. Single copy, 5 Cents. Entered as second-class matter at the postoffice in Lincoln, Nebraska, under Act of Congress, March 3, 1879, and at special rate of postage provided for in Section 1103, Act of October 3, 1917. Authorized September 20, 1922.

Offices: Union Building Day—2-7181, Night—2-7193, Journal—2-3332.

Member Associated Collegiate Press, 1940-41. Member Nebraska Press Association, 1940-41.

Represented for National Advertising by NATIONAL ADVERTISING SERVICE, INC. 430 Madison Ave., New York, N. Y. Chicago Boston Los Angeles San Francisco

Published Daily during the school year except Mondays and Saturdays, vacations, and examination periods by Students of the University of Nebraska under the supervision of the Publication Board.

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