

With Files Growing . . .

## Alumni Office Sees All, Knows All, Tells All about 55,000 Ex-students

. . . Throughout World

Did you ever have trouble keeping track of your friends? Well, your hypothetical troubles are mild compared to the gigantic task which the alumni office has taken upon itself, for it keeps tab on, not one or two or even a dozen, but 55,000 individuals!

Yes, the alumni office keeps an amazingly complete record, of not only Nebraska graduates, but also anyone who ever attended school here. In the office are systematic rows of card files in which every former Nebraska student has his own separate card, telling his name, class year, degree (if he received one), a complete list of addresses since leaving school, present occupation as well as all occupational changes, membership record in the alumni association, relatives through whom he can be traced, and a personal record telling his campus affiliations, the number of years he attended school, whom he married, divorces and remarriages, children, and just about everything he ever did.

In other words, the alumni office takes up your career the minute you leave school and follows it throughout your life.

### Why So Much Work?

Why does the association go to so much trouble and expense to keep a record of Nebraska's alumni? It is merely another of the many and diversified services which the association performs. Literally thousands of phone calls are received by the office every month requesting information concerning alumni. The majority of these are made by newspapers,

radio stations and business firms, but there are also a large number of personal calls.

The data compiled in the files brings to light many interesting facts about former students. For

instance, approximately 30 percent of all alumni have married other Nebraska students, and about 25,000 have remained in Nebraska to pursue their vocations. Of those who have gone to other parts of the United States, there are 1,000 in Los Angeles, 2,500 in the entire state of California, 1,100 in Chicago, 700 in New York, 300 in Kansas City, 400 in Denver, 250 in Seattle, and 500 in Washington, D. C.

Naturally, it is a tremendous task to keep the cards up-to-date,

and this is accomplished by several methods. The postoffice keeps the alumni office informed of any changes in address gleaned from the alumni publications mailed out. Secretaries of the 40 alumni clubs attempt to keep them informed in regard to alumni in their cities, many voluntary contributions come in, daily newspapers are scanned for items concerning alumni, and members of the association staff collect a considerable amount in traveling over the country.

## Washington Names Spurr To US Bureau

Prof. W. A. Spurr, on leave of absence from the university this year, has been appointed regional business consultant for the United States bureau of foreign and domestic commerce, located at the Cleveland regional office of the department of commerce, according to an announcement by the department in Washington.

Dr. Spurr is associate professor of statistics and acting chairman of the department of business research in the college of business administration.

## Pi Lambda Theta Hears Speeches On Founders Day

Commemorating their Founders' Day, Omicron chapter of Pi Lambda Theta, educational honorary sorority, heard talks by Betty O'Shea and Jeanette Mickey at its second meeting of the year Wednesday night, Nov. 4.

Miss O'Shea spoke on the history of the organization and Miss Mickey explained the different types of honorary memberships. Miss Joyce Farrens, secretary, was in charge of the meeting.

## Wisconsin Gives Post to UN Grad

Joseph Kenny, 1940 UN graduate, is now in charge of geography teaching under the auspices of the University of Wisconsin in their extension program carried on from Antigo, Wisconsin.

Kenny conducts classes in four centers spending one day a week at each center.

## For Men . . .

(Continued from Page 3.)

peep once or twice at those raised welt norwegian type shoe the kid sports...harry rinder, beta, looking apparel artish in the deep green worsted, single breasted drape that really makes the little man look big...the boss tweed of the campus is the sae louie sebold and when it comes to drape, aebe is strictly on the beam...wild will leninger turns out to be the white hope of the sig alphas when he showed in a covert single breasted wool—c. gable himself... plenty of color still cooking around the u...

Nebraska's Fashion Center



A thousand heads will turn

as you make your entrance at the Military Ball. Siren slim or romantically bouffant, you'll catch every eye in your Hovland Swanson gown. Box after box of lovely new formals have just been delivered to us from the designers—You know how important it is to choose early.

16<sup>95</sup> 22<sup>95</sup>

29<sup>95</sup>

### The Winners

as selected by Mademoiselle Magazine's representative from the survey questionnaire sent in by Nebraska Coeds.

BETTY JEAN HANEY  
540 North 16th  
BETTY MOORE  
716 North 16th

## Successories to Glamor—

### Party Wraps

Black velvet full length, 19.95—Colored or white wool coats or capes, 19.95—White Bunny Jackets, 16.95.

### Party Sandals

Gold or silver mesh—tintable satin—High, medium or flat heels—4.95.

### Your Jewelry

To glitter and sparkle—necklaces, clips, bracelets, earrings—1.95, 2.95, 3.95.

### Your Gloves

White woven fabrics, 16 button length—can be dyed to match or contrast your gown—2.95.

### Your Hosiery

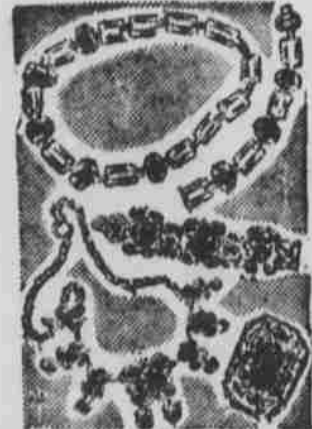
Lovely sheer two thread silk—1.15. Or for ultra smartness, our 1 thread Nylon—2.95.

### Your Handbag

A touch of elegance in brocade—gold kid or mesh—seed pearl—2.95-5.00.

### Your Headdress

A soft, lacy mantilla to tie about your curls—2.95. Clever sequin bows and colored metallic ornaments 1.00—1.95.



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