

Stormy Council Session Brings Sizzling Election Issues Battle

The Daily

Nebraskan



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Daily Heads Discuss Subscription Plan

Fellow Students:

I am taking this opportunity to address each of you personally on a subject which I feel is of great importance to you as students and to the University in general.

Last year the Nebraskan through the Student Council proposed a plan of universal subscription. Unfortunately the students at that time did not favor an all-university paper. Considerable sentiment against the plan was created by the manner in which it was presented. Feeling that it was the manner in which it was presented and not the proposal itself, I am bringing universal subscription before the students in the election this next Tuesday.

I suppose the first question in your mind is: **WHY HAVE UNIVERSAL SUBSCRIPTION?** First, there is no medium at the present time which reaches all the students on the campus with news of campus affairs. This need of publicity for all university functions has been felt for some years. Universal subscription to the Daily Nebraskan would provide such an organ. In it would be all the news of interest to students of the University of Nebraska.

Secondly, because of the war, advertising in the Daily Nebraskan has decreased considerably, and will continue to decrease next year. This reduction in advertising can be stopped if we can show to the various business houses in Lincoln that their advertisements in the Daily are read by all the students. I am making no bones about this matter of revenue. If advertising continues to decrease our ability to continue to provide you with a daily paper will be doubtful. A university the size of ours needs a daily paper, but a newspaper is a business institution and it needs funds with which to operate.

Another question which undoubtedly will come to your mind is: **WHAT WILL IT COST TO HAVE A PAPER EVERY DAY?** I will not spend time with details for in the opposite column is a report by the Daily business manager. In it he has shown that you will get the Daily Nebraskan at the lowest possible price. The revenue obtained from universal subscription will approximate the increased costs of publication. The cost to you will be 50 cents a semester which would be added onto the fees which are paid during registration.

Some of you already get the Daily through block subscriptions. The cost of this subscription is added into the fraternity or sorority budget and thus, you feel that you are getting the paper for nothing when really you aren't. Fraternities and sororities are facing hard times next year. Increased food costs and decreased membership will make the budget hard to balance. If universal subscription is supported considerable revenue will be

(See EDITOR, page 2.)

Fellow Students:

This letter is being written to tell you exactly why I as business manager would like to see a plan of universal subscription adopted for the Daily Nebraskan.

I shall confine what I have to say purely to a business and financial viewpoint. At the present time, the enrollment of the university is going down, due mainly to the war. As the enrollment goes down here at Nebraska we can expect a corresponding drop in the circulation of the Daily Nebraskan. As the circulation of the paper drops, we can expect that the advertisers will decrease their advertising with the Daily Nebraskan and this will result in a lowered income for the Daily Nebraskan.

There are certain fixed expenses that must be met and which are met in the great measure by advertising income. Some of these expenses are the costs of printing at least a four page paper five days a week; the salaries of the paid staff; telephone and other expenses that will go on no matter what happens to our circulation.

Now, there are certain things that we can do to retain the advertising that we have now. We could lower our advertising rates, but that would not solve our problem since that would result in a lowered income and which would leave us exactly where we were before.

The other thing that we could do is to increase our circulation to a great enough degree to prove to our advertisers that it would pay to maintain the same amount of advertising at the same rates that they have now. The only way that this can be accomplished is to adopt a plan of universal subscription.

Now to get down to some figures. Our present income from subscription is \$1,850. Three hundred and fifty dollars of this is from professors and mail subscriptions which we can expect to continue. Based on expectations of an enrollment of 4,500 students next year, and figuring a subscription rate of 50 cents per semester, we could expect an increase of \$3,000 more coming in from subscriptions next year than we do now.

If we had a universal subscription plan, we would have to increase the press run of the Daily Nebraskan from 2,200 to 4,500, so that there would be a paper for everyone. This increase in the press run would mean that there would be an increased expense of \$15 for each four page issue that was printed and an increase of \$30 for each eight page paper that was printed. On a basis of 150 papers per school year, thirty of which would be eight page papers, this would mean an increased expense of \$2,700.

That would leave an excess of \$300 which would be used for improving the paper in its

(See MANAGER, page 2.)

Barbs Say Daily 'Corrupt, Unfair'

Holding its last meeting of the year, the Student Council, in a sizzling pre-election session, yesterday afternoon took the following last minute action:

1. Endorsed universal subscription to the Daily Nebraskan and permitted voting on the plan at the spring election.
2. Went on record against the barb amendment to the Council constitution, which is to be voted on at the election.
3. Named Bill Thornberg, Lee White and Ann Seacrest to the Student Union board.
4. Approved a merit system plan to aid in choosing holdover members.

With candidates for Council positions and barb and Greek

political leaders present, arguments were heated, beginning with discussion on the barb amendment and climaxing with Dave Marvin's charges of "possible corruption on the Nebraskan last year" in setting forth barb fears of universal subscription.

Criticize Daily.

The motion favoring the subscription plan, defeated at the polls last year, was passed unanimously after Paul Svoboda, editor of the Nebraskan and other Council members, pointed out the need to get information concerning the university to all students instead of just to subscribers.

Criticism directed at the Daily by Bill Dafoe, Dave Marvin, both non-Council members permitted to speak and Rachel Stevenson, unaffiliated woman, recently named to fill a Council vacancy, that the paper did not print barb news, and was prejudiced and corrupt, but these charges were denied by Svoboda.

Both Burton Thiel, Council
(See SIZZLING, page 2.)

Jessie Moore UN Nominee At Relays

Jessie Moore, junior in the Teachers college has been chosen as Nebraska's candidate for Queen of the Drake relays, by Shirley Russell, editor of the Cornhusker. She was chosen from the twelve 1942 Cornhusker beauty queen candidates, to represent Nebraska at the Des Moines contest, April 24. Other candidates at the contest will be representatives of the various schools entering the relays.

Winning candidate will be decided by the Drake yearbook staff, and will be given a two day stay at the relays, April 24 and 25, where she will be crowned queen of events, with Drake Beauty Queens as her attendants.

Columnist Wiggam Discusses 'Abilities'

Daily columnist of "Let's Explore Your Mind," syndicated for over 50 papers, Dr. Albert E. Wiggam will speak to a university convocation in the Student Union ballroom at 4 p. m. Sunday.

For his topic the eminent popular psychologist has chosen "Making the Most of Your Abilities." This lecture deals with choosing careers, discovering and developing abilities, and the art and science of getting along with other people. During the lecture Dr. Wiggam will give a unique mental test and demonstrate how intelligence and aptitude tests are made and used.

'Pott Shots' Begins First Run Tonight

Winning the approval of first nighters last night, "Pott Shots" Kosmet Klub's spring show, featuring a hilarious pony chorus and all-male cast, will continue its run tonight, Friday and Saturday nights at the Temple theatre.

It was the pony chorus which again took honors last night with dance routines clicking to perfection. The fairly large audience also had a lot of bouquets for the music.

Male lead is Robert Black while the romantic couple consists of "Miss" Bill McBride and Darrel Peters. Other romance is between "Miss" Max Whittaker and Bob Hyde.

Winning pletny of laughs in comedy roles were George Blackstone, Fred Voigt, Bob Gelwick, Randall Salisbury and trustees Leonard Luttberg, John Thiessen, Don Steele and Millard Cluck.

Walt Rundin, president of the Klub, announced that tickets and also good seats are available for the remaining nights of the show, written by Bob Aldrich.

In addition to writing four best sellers, the most famous of which is entitled "The New Decalogue of Science," Dr. Wiggam is a constant and popular contributor to "Good Housekeeping," "Reader's Digest," and "Cosmopolitan." At present he is at work on two new books, "Who Shall Inherit America" and "Making Brotherhood Work," the latter being an amplification of "The New Decalogue."

Ten Women's Groups Enter Sorority Ride

Organized houses competing in the Intersorority Ride Sunday, April 26 at the State Fair Coliseum for the WAA silver championship trophy include: Sigma Kappa, Kappa Kappa Gamma, Kappa Alpha Theta, Pi Beta Phi, Gamma Phi Beta, Women's Residence Halls, Delta Gamma, Alpha Chi Omega, Alpha Phi, and Alpha Omicron Pi. Reports from other houses have not yet been received.

Sororities will be awarded points in the traditional manner which added up, will make the winning or losing total. Five points are given for a first place, three for a second, while a third place merits one.

WAA Sponsors.

Sponsored temporarily this year by the WAA, the show was made possible by the offer of Mr. Leo L. Lewellen, manager of the Lincoln Riding School in the State Fair grounds, and will be included with a semi-private show sponsored by Mr. Lewellen. After this year, however, the show sponsorship will return to the Farmer's Fair Board and be run once again as part of the Farmer's Fair.

Enthusiastic support of the club's new plan to limit houses to two representatives in the Ride was promised at a meeting Monday, (See RIDE, page 7.)