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Thursday, October 7, 1948

# \* \* Editorial \* \* Comment Jhe Daily Nebraskan

## Intercollegiate Press

FORTY-SEVENTH YEAR

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Editor. Managing	Editors	Jeanne Kerrigan Leger, Cub Clen
	BUSINESS STAFF	

Bustarss Manager Associant Bustarss Managers Night News Editor Photographer Tom Reynolds

So It's \$5.50 ...

The Cornhusker yearbook costs \$5.50 and you think that's too much.

Perhaps you will realize just what a bargain you receive at that price after examining some figures from last year's financial statement.

In the first place, the Cornhusker has the burden this year of increased costs in printing and photography. However, the business staff is trying to operate on the same budget as last year and are operating at present under an estimated loss in order to keep the selling price down to last year's.

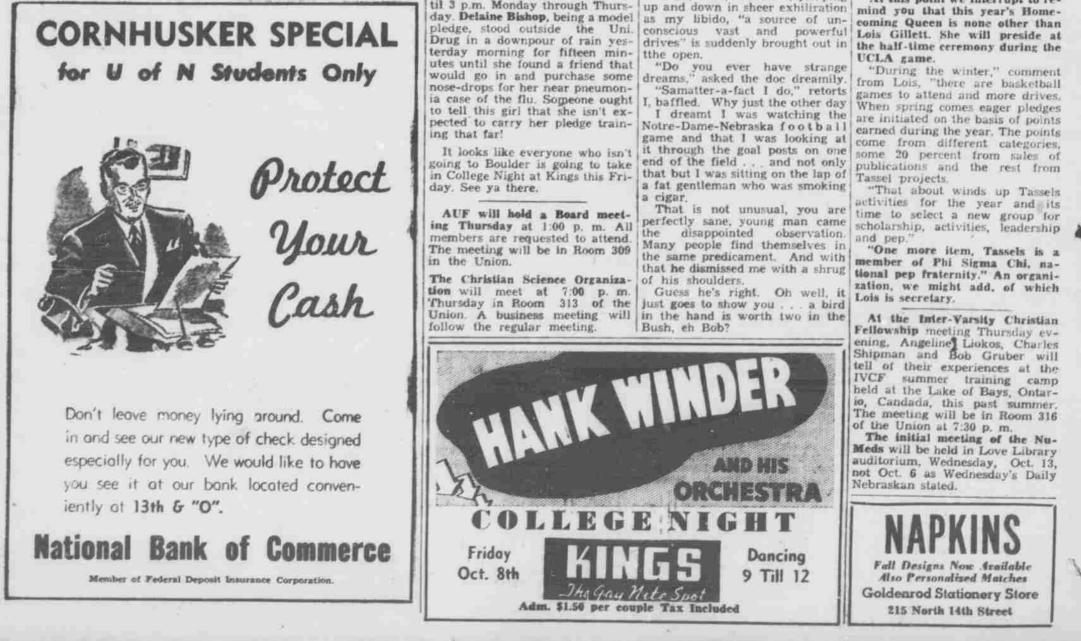
Last year's cost of printing the book was \$19,475. Some of the individual costs were: engraving, \$6,427; photography, \$951; office expense, \$300; salaries, including advertising and photographic commissions, \$2,227.

This year, the actual cost of just printing each book will be \$5.89, a 76 cent increase over last year's printing cost of \$5.12 per book. This does not include cover expense which will be approximately 80 cents per cover. Nor does it include sales commissions let to the organizations taking at the DU house. Now that Bob charge of selling the bokos.

The Cornhusker can make up the difference in cost and selling price through selling advertising and organizational space. That is why it is so important for every organization occupying space in the book to pay for that space.

Another frequent complaint is that it costs \$3.00 to have individual pictures taken for the Cornhusker. However, it should be brought to student attention that the studios have jumped their prices 100% while the Cornhusker has not. This takes away part of the income the book counts on every year to meet expenses. The reason the Cornhusker could not lower student price on pictures is because there is no competition that would force the picture studio price down. The book must get some profit from the individual pictures in order to operate and meet expenses.

So, students should realize that the Cornhusker is doing all it can to make the selling price as low as possible and that lowest possible price is \$5.50!





As the coming week-end draws nearer and nearer, all eyes turn toward Colorado and the gridiron battle between the Huskers and the Buffaloes on Saturday. Carloads of guys and gals all set for a big time are Boulder bound both oday and tomorrow, classes permitting. Among the many couples naking the trip will be Cheer-eader M. A. Dosek and Yell King Bill Mickle; Rita Fitzmorris and Jim Walrath; and Jo Davidson and Fritz Simpson, Parties galore are planned for an evening in the "mile-high city" following the game. Both the Brown Palace and Shirley-Savoy will see their share of Nebraska spirit and activity.

The present dating situation on ve olde campus keeps caperers in a state of constant confusion. Take for instance Johnny Wullschleger, who is pinned to a girl in Washington, trying to win the charms of Helen Anderson . Janet Graves and Charlotte Richards both thinking they have a date with Bill Beckley on Friday night . . . Buck Barger renewing old acquaintances with Hattie Wilbourne after lo these many months of being pinned to Ann Miles . . .

Every Monday night for the past school year, it has been a tradition for Bob Askey to do a softshoe dance between dinner courses on one of the dining room tables is a sophomore, his successor must be selected from the new pledge class. Finalists competing for this honor next Monday night are Lee Christenson, Al Beekley, and Bob Eternal Cribber" Moss, No admission will be charged for this demonstration.

With a policy that no two girls date the same man at the AOPi house, the girls find their extracurricular activities definitely cur-tailed. Marilyn Nelson and Shirley Hahn seem to think that they can violate this minor detail and both date Don Bloom by saying that Shirley is just an old friend of the Bloom family. Just keep trying, gals. It may work, temporarily!

Speaking of policies, the Alpha Xie state that none of their pledges can enter the Crib, Uni. Drug, Earl Woods or the Nook for the purpose of socializing until 3 p.m. Monday through Thurs-

#### Meddling With Melick By M. J. "Rally! Rally! Rally!" around ing "There is No Place Like Nebraska.

the Tassels and the Cobs. "Onward to Victory" and a thousand other battle cries echo across the mall each pre-game night.

Suddenly a host of yelling students appears out of nowhere ringing a victory bell and enton-



### **Doc Uncovers** Small BY EARL KATZ

Dear Bob:

Yesterday, I was looking for my social securities office, in order to see if I could collect my old age pension ten years earlier, since I had felt I aged ten years in the last hour, when I abstract-mindedly walked into a psychiatrist's office.

"Good evening," he says, in his best Inner Sanctum manner,

I quickly glanced about the room in a frantic effort to escape, but the bolted iron door had slid back into place.

"Hmmmmmm", says this psychiatrist, trying his best to imitate the mating call of a male bee.

is one of my favorite pastimes.) Ah ha, he cried triumphantly, did you know that you have a guilt complex which has been hidden by your deflated libido," he said, turning the full force of his bloodshot eyes upon me.

"I do, I do," shouts 1, jumping

"Where do they come from?"

"What makes the rally click?" "Well," we stammered in reply to this barrage of questions, "It just happens that way-always has

Needless to say we were quickly corrected on this point by the gal behind the girls in red and white, top Tassel, Lois Gillett, This then is the word on how half of that pep and spirit comes to be.

It all begins at the top of the ladder with the rally committee and people like prexy Lois. She keeps the Tassels in line with her own vivaciousness while handling a few other details such as Mortar Board, practice teaching, Towne Club, THAT man and so on ad infinitum.

Her real job begins with Tassel meeting on Monday night where she briefs her group on rally spirit, selling techniques, usher-

ing, and general pep. "You can see from that list," Lois told us, "that Tassels has another ourpose beside that displayed at football games. We are a service organization as well. We aid student publications in their selling campaigns-a job they just couldn't handle without additional manpower. We're always on call to usher at all-campus functions or to guide visitors about.

The infantile paralysis drive and the tuberculosis seals cam-paign is also handled by Tassels. Into this category falls the donations which we make to worthy campus enterprises. Last year's sum went to Student Health for research purposes.

Later in the week, especially this week, Lois can be found in the Tassel-Cob room painting signs and making decorations for Homecoming.

"The agenda for the UCLA game reads like this, "Lois went on. "The day before the game Tassels will be selling baloons which will be released when Nebraska makes its first Homecoming touchdown. The rally before the game will be bigger and better than ever. At this rally the I merely ogled him. (Ogeling five Tassels who are candidates for Homecoming Queen will be presented. Following the game students will dance to the music of Elliot Lawrence and his orchestra. The climax of the evening is, of course, the presentation of next year's Homecoming Queen.

At this point we interrupt to remind you that this year's Home-