





**SOUTH HALL BOYS GIVE ANNUAL PROGRAM**

(Continued from page one)  
Howard Johnson sang "Song of Songs," by Mora. He was accompanied by Chester Barger. A quartet composed of Donald Hay, first tenor; Robert Brown, second tenor; Harry Craig, baritone; Robert Heine, bass, sang two numbers, "Can't Yo' Hear Me Callin'?" and "Kentucky Babe." They were accompanied by Clyde Bushnell.

Part II of "Heterogeneity in Ubiquity" stirred the patriotism of the audience. "America Remembers," under the direction of Ivamae Small-Hilts, was a realistic representation of the days of thirteen years ago.

The first scene, set in the Sprague home in April, 1917, showed the attitude of the typical American youth at the declaration of the Great War. Mrs. Sprague (Mrs. Kime) and Mr. Sprague (Harry Rodell) were shocked to find their oldest son, Jack (Ted Spanos), off at the first call for volunteers, and Don (Robert Whitsett) scarcely unable to wait till he was old enough to go.

Scenes two to four were set in the officers' barracks in France. Jack Sprague and his chums who had enlisted together—Bill Wright (Harry Craig), Ralph Boardman (David Olson), George Baker (Louis Pettis), Theodore Wilson (Monte Cheney), and Barney Kelley (Earl Reimche)—depicted barracks on gloomy "off" days. In one scene Barney and Ted brought two German prisoners, Otto Lutz and Clyde Bushnell, by permission of Captain Ferguson (Marshall Rockwell), and taught them to sing "Till We Meet Again" in their broken English and to give the American salute. This incident was a vivid revelation of the tragedy of men who could sing together as friends being sent out to war against each other.

The closing scene brought the boys to the Sprague home again in a joyful meeting, but saddened by the absence of young Don who had gone so bravely and enthusiastically to the support of his country and had never come back.

The program ended in a brilliant flourish. While the orchestra played "Stars and Stripes Forever," from opposite sides of the stage Robert Whitsett, dressed in a marine uniform, and Cleo Smith, dressed in a sailor's uniform, briskly marched to the center of the stage and presented arms, while Marshall Rockwell, army captain, stepped from the darkness between the curtains and saluted.

It was a touching end to the men's program. Only enthusiastic remarks have been heard. It is generally felt that the young men are to be congratulated on their success under such odds. Conflicting campaigns together with mid-semester examinations and rain have combined to show the public what the South hall men are made of.

**CHRIST'S LIFE BEFORE DISCIPLES PERFECT**

(Continued from page one)  
the light of men." The speaker continued, "And it was through His life that He convinced them of His truthfulness and of His divinity. It was a slow process. He could doubtless have proclaimed Himself the Christ. He could have used a little of His divine power, and men would have flocked to Him by the thousands and hundreds of thousands. He chose the way of living with twelve men and convincing them first of all that He lived up to what He preached.

"Christ never failed in one point. He convinced them, I repeat, through His life that He was the Christ. Now, the life is the light, and I rather think that is true of this people and of anyone. There is no use to be an Adventist and not pay your bills. There is no use to profess Christianity and be cranky and mean and ugly and bitter. There is no use to belong to the church and have jealousy in your heart. That will not do. The life is the light, and the light ought to be a clear and shining and bright light, that men may see your good works and glorify your Father which is in heaven.

"Christ had now convinced His own and had now sent them forth to preach that which they had learned. He says, 'Now I will build my church, and the gates of hell shall not prevail against it.' I am glad that Christ is doing the building. I do not know what I would do if I were in God's place and had to build a church that, when it was done, would be without spot or blemish or any such thing. I would wonder where I would get the material. God will build a church. When it is done it will be all right. Without holiness no man shall see the Lord. God would have a perfect church. What will God do? He is building His church, and He will have to build it out of such material as He has, and He is doing His best and is using us and working with us. I think I would have been tired long before this if I were God. I can be glad, and you can, that God is God and that He is merciful and long-suffering and that at last He will have a church without spot or blemish."

President Andreasen illustrated the advancing requirements of the needs of the church of God by an actual building, in the walls of which may sometimes be used broken bricks, which strengthen the

structure though not showing very much. Surface brick must be finished on one side; the corner is finished on two sides; and a pillar must be finished all around. He continued: "God is asking more and more of His people as the light advances, and God has now come to the time when He is looking for a people that will reflect His image fully."

**CHURCHES VISITED**

**At First Trip to Tekamah Speakers Are Invited to Return**

Vernie Swan took Bill Barclay and Pastor House to Tekamah. This was the first visit paid this church. They were urged to come back each week. Mr. Barclay spoke on the five kingdoms of Daniel 2.

Ralph Cash, accompanied by Calvin Gordon, Chester Barger, and Harry Craig, went to Fremont Sabbath afternoon. Mr. Cash spoke and the quartet sang two numbers. At 5 o'clock vesper service was held.

Mr. and Mrs. Wilbur Dunn and Clinton von Poble had charge of the services at Beatrice. Mr. Dunn spoke on John 3:1-6, his subject being, "Gaining and Keeping a New Experience."

Henry Preston and Daniel McAdams report that the Fairbury church has reached its Harvest Ingathering goal and has eleven dollars over. They are working on the investment fund and are going to do their best on the week of sacrifice. Mr. McAdams spoke on the Second Coming of Christ.

Walter Howe, who went to Nebraska City, spoke on the spiritual condition of the churches today.

"Knowledge is of two kinds: we know a thing ourselves, or we know where we can find information on it."—Johnson.

**FOOD SALE**

The annual food sale of the Dorcas Society will be held Wednesday, November 25, in the empty store west of the bank. Besides all manner of delicious home made pastry which will be on sale during the day, a hot lunch will be served at noon.

**MATHEMATICS IS AESTHETIC**

(Continued from page one)

other fine arts. He has frequently urged that the argument for keeping it in a prescribed course be not based at all on either utility nor a supposed unusual value for logic, but on its training of the intuition and for its aesthetic value."

J. W. Young has said, "Mathematics has beauties of its own—a symmetry and proportion in its results, a lack of superfluity, an exact adoption of means to an end, which is exceedingly remarkable and to be found elsewhere only in the work of the greatest beauty. It was a felicitous expression of Goethe's to call a noble cathedral 'frozen music,' but it might even better be called 'petrified mathematics.' The beauties of mathematics—of simplicity, of symmetry, of completeness—can and should be exemplified even to young children. When this subject is properly and concretely presented, the mental emotion should be that of enjoyment of beauty, not that of repulsion from the ugly and unpleasant."

Surely our class in algebra is a most interesting one. The bell for dismissal always rings too soon. Some one in the class was heard saying that he wished the class period could be twice as long.

It has often been said that one of the finest gifts that can be given is a photograph. The Hauck Studios carry an excellent line and variety this year and finish photos in the very best of style and workmanship.

**ERRATA**

A statement concerning the College View Cab that "the fare is 15c per passenger, regardless of distance," was incomplete, and should include, "from College View to Lincoln's business district, the University, or vice versa."

A few specials at Nelson's Economy Store are Children's Rubbers at 38c a pair, Misses' Rubbers at 48c; Ladies Rubbers at 75c; Men's Fancy Hose at 15c; and Men's Jersey Gloves at 10c.

**The Musician's Corner**

Sponsored by the Union College School of Music  
Stanley Ledington, Director

**FAMOUS HYMN TUNE**

By S. L.

Perhaps the best known hymn tune used in English speaking countries today is the one which goes under the name of "Old 100th," and is used by most churches for the singing of the Doxology.

This stately tune is first met with in the Genevan Psalter issued by Calvin in Geneva for the Reformed church there in 1542.

Early in the 16th century, a poet of the French court, Clement Marot, took to paraphrasing the Psalms in the French tongue. These versifications became very popular, and before long the French Huguenots began to make use of them in their religious meetings. Marot was soon suspected of heresy and had to flee the country.

When Calvin was in Strasburg, as an exile, he brought out his first Psalter, using some of Marot's psalms and supplementing them with versifications of his own.

On returning to Geneva and finding Marot there he persuaded him to continue the work of translating the Psalms into metrical version.

Calvin next looked around for someone who could provide melodies for these verses. He would not allow the use of harmonized tunes, as he wished his congregation to sing in unison, and he insisted that the melodies used should be based on the principle of only one note to a syllable.

It has been satisfactorily established that this part of the work was entrusted to Louis Bourgeois, a countryman of Calvin, who had settled in Geneva. Bourgeois did not enjoy working under the restrictions placed upon him, for his work was only to adapt appropriate melodies from those already in existence.

Sometimes Bourgeois broke over these restrictions, for he wished to supply a harmonized version of these tunes, and at times to alter the melodies already in use, and this brought him into trouble with the authorities. "They had a quick and ready method with such musical editors in those days, and he was promptly put in prison, and only released on the intercession of Calvin."

None of the tunes of the Genevan Psalter are supposed to be the actual composition of Bourgeois, and in the case of "Old 100th" (which by the way was used to Psalm 134 by the Huguenots,) each of the four lines is found to have been of common occurrence in other melodies.

In the year 1549, in England, appeared the first edition of the famous Sternhold and Hopkins Psalms, and when, on the accession of Mary, many of the reformers fled to the continent, they took with them these Psalms and the tunes written for them, that they might not be deprived of the pleasures of psalm singing.

Refugees from England and Scotland, on coming to Geneva, found others of like faith, and thus became acquainted with the form of service and with the melodies used there; and so they, too, took steps to draw up a form of service which incorporated the use of the psalms in metrical version with tunes brought with them from England and new ones they had learned at Geneva.

So in 1558 was published the "Anglo-Genevan Psalter," and with it English psalmody may be said to begin.

On the return of the refugees to England after the death of Mary, they brought their psalter and also some other tunes they had learned while in exile.

Among these was the tune now known as "Old 100th."

So Strype, the historian, tells how in September, 1559, "began the new morning prayer at St. Antholin's, the bell beginning to ring at five, when a psalm was sung after the Genevan fashion, all the men, women, and boys singing together."

In 1562 the first complete edition of the Sternhold and Hopkins version of the psalms was published, called, from the name of the publisher, Day's Psalter. This psalter contained forty-four tunes for the singing of the psalms, and as these tunes are the first ever set to the English metrical version, they are known by the title "Old."

The "Old 100th" tune, however, was not included until the harmonized edition of Day's Psalter appeared in the following year, 1563, when it was used for the 100th psalm—"All people that on earth do dwell."

The version of this tune in common use with all notes of equal length, is not its original form, but is a corrupt version which appeared about the middle of the eighteenth century, and which gained its popularity in comparatively recent years. There is also a version in triple time which has been beautifully harmonized by Bach.

The words sung by us to "Old 100th" comprise the last verse of Bishop Ken's famous Evening Hymn—"All praise to Thee my God this night." This verse, "Praise God from whom all blessings flow," and known as the Doxology, is, according to Dr. Benson, "sung by more Christians the world over than any other single English verse in existence." Such tunes as the "Old Hundredth," born in the period of persecution when the protestant church itself was in its very infancy, should be treasured by all true protestants as a rich heritage.

Miss Irene Post, a freshman, re-entered the general science class Tuesday after an absence of a few weeks.

Love is the essence of self lost in the being of another.

**SPECIAL THANKSGIVING DINNER COLLEGE CAFE**  
Opposite the Campus

**CECIL N. HOUSE**  
Dental Surgeon  
5318 Stockwell  
Three blocks east of North Hall  
Office located in residence.

**WILSON'S GROCERY**  
We will appreciate a trial order.  
3rd door east of Post Office.

**Specials--**  
Mercerized, Reg. 25c for 19c. Silk & Wool, Reg. 1.00 for 69c. Wool & Rayon, Reg. 50c for 39c.  
Stockings  
See the new Dr. Barry line in full fashioned silk hosiery at 98c.  
Other specials in silks, lingeries, and dry goods.  
Across Street from Economy Store  
**LARGE ASSORTMENT of 10c articles and notions at NELSON'S Variety Store**  
Across St. from Economy Store

**REMEMBER**  
No other group of friends—will remain quite so much to you as old classmates. This Xmas exchange photographs with them.  
**Arrange for an Early Sitting**  
Open on Sunday  
Prices \$2.85 per doz. and up  
**Morse's Studio**  
3927 South 48th. Phone 48-J  
Gold Gift Coupons Save 4%

**GREETINGS of the Thanksgiving Season**  
Thanking you for your visits, we hope to C U again.  
**DUNLAP'S BARBER SHOP**

**Greetings!**  
Have your shoes repaired in time then we will both be thankful  
**Wineland Shoe Service Shop**  
3833 So. 48th Lincoln, Neb.

**PAY AS YOU GO and Save the Difference**  
**College View Lbr. and Coal Co.**

**Thanksgiving Greetings**  
WE THANK YOU for your patronage and hope to continue to serve and please you.  
**PRUETT'S Sanitary Barber Shop**

**FRIENDS OF UNION COLLEGE**  
At this Thanksgiving season we wish to express our sincere gratitude for your liberal patronage, and invite the further continuance of the same.  
**The Davenport Shop**  
3841 So. 48th St. Phone 65-J

**TYPEWRITERS**  
Cash Registers—Adding Machines  
ALL MAKES Remington Woodstock Underwood Royal L. C. Smith  
Supplies Stationery Service  
PORTABLES Remington Corona Underwood Royal Barr Oliver  
**GENERAL TYPEWRITER EXCHANGE**  
Special Rates to Students  
225 So. 13th Phone B5258

**College Cleaners & Tailors**  
**RELIABLE REASONABLE RESPONSIBLE FO-68**  
ABA Block 4744 Calvert

**BUY YOUR CHRISTMAS PRESENTS NOW**  
**Chas. W. Fleming**  
Jewelry Gift Counselor  
1311 O St.

**ORDER**  
Your Thanksgiving Pies now  
Drop in Thanksgiving for Dinner Specialties in Confections  
**Mrs. Howell's Sandwich Shop**  
In A. B. A. Block

**HORNUNG'S HARDWARE**  
ACROSS FROM CAMPUS  
Phone 13 W

**Women's Wool Ascot Scarfs \$1 ea.**  
  
**WOOL KNIT AND WOOL FABRIC ASCOT SCARF** that ally smartly with new rough-textured coats—or even your "second winter" coats. Two tones, stripes, dots and border effects. Practical! Modish! Warm! Colorful!  
—First Floor.  
**MILLER & PAINE**

**LICKEY—KRUSE—KITE**  
REAL ESTATE—INSURANCE  
Farm and City Loans  
4009 So. 48th. Phone FO-42

**COLLEGE CAFE BAKERY**  
now open  
Under New Management  
Invites your patronage  
Opposite the campus

**NEXT TO YOURSELF YOUR PHOTO IS BEST**  
?What Could Be a Better?  
Christmas Gift  
**ARNT STUDIO**  
1319 O St.

**Home Owned Stores Inc.**  
  
**LOVELL BROTHERS**  
3907 So. 48 St.  
Lincoln, Nebraska  
**GREETINGS**  
of the Thanksgiving season to all our customers. We thank you for your liberal patronage and will be here to continue to serve quality goods at reduced prices.

## THE PARTY LINE

Juanita Paxton and Nora Lankford were dinner guests of Irma McMahon Sabbath.

The new house that was recently begun on South 48th Street is ready to be occupied. The owner, William Cherry, will soon make it his home.

Former Lieutenant-Governor Geo. A. Williams and Mrs. Williams of Fairmont, Nebraska, stopped at the college Thursday to see their daughter, Ada Lucine Williams.

A singing group from the Seventh-day Adventist church of College View went to Beatrice Sabbath afternoon. They received forty dollars for the Harvest In-gathering fund.

Friends of Fairy Petty celebrated her birthday anniversary Sunday evening in the spread room. Those present were Hazel Olsen, Fonda Campbell, Frankie Dearborn, Juanita Paxton, Nora Lankford, Esther Sutton, Opal Andrews, and Iva Whitacre.

### PARTY GIVEN FOR ELSA EMERY

Elsa Emery was honored at a party given Wednesday afternoon at the home of Mrs. Charles McWilliams. A short program was given which consisted of:

Piano Duet, Dorris Kruse and Esther House;

Violin solo, Clayoma Engel; Reading, Ada Williams; Vocal solo, Myrna George; Piano solo, Mrs. G. C. George.

After the program it was observed that Miss Emery was decidedly nervous. Miss MacElvaine immediately summoned Dr. Happiness, who, in the person of Marie Olson, presented the patient with numerous prescriptions for her malady. After Miss Emery had received her gifts, dainty refreshments were served. Those who remained after the refreshments had been served spent the time in playing games.

Wilmer Stringer and Louis Pettis visited the American history class on Wednesday. This was part of their college American history assignment.

The Week of Prayer for the Seventh-day Adventist church and village will be held during the week of December 12-19. Meetings will be held every evening in the church at 7:30.

The dirt roads of College View are being improved. The City of Lincoln Street department has begun this work by doing considerable grading on Pioneer's boulevard.

The Lincoln Gas and Oil corporation will resume work on the oil well, one-half mile south of College View. The well was shut down last spring. According to the corporation's president, Mr. Charles Gately, work will begin in the near future.

Mrs. Bess Barcus of Curtis, Nebr., has been spending a few days with friends in the village. An informal party was given by Mrs. P. H. McMahon in Mrs. Barcus' honor, Nov. 12. Mrs. George Klement, Mrs. Ralph Rhodes, and Mrs. Anna Wade were guests.

### MINUTE EVALUATED

(Continued from page one)

then forgotten by the next day. But to bring it closer home. Much good can be done in a minute. A kindly smile and a word to one who is discouraged, a helping hand to the aged or feeble, or a little brightness brought into the sick room, while hardly taking a minute, can cheer and brighten the whole day for those thus helped. But then, much harm can be done in a minute. A cross word to one we love, an impatient action, a hasty, thoughtless speech—all are able to wound so deeply that their trace can never be removed. All too often irreparable damage is done in this way. *That* is the time to stop a minute and think—and then don't do or say it. *That* is the time to use a minute.

How often we have heard such expressions as these used: "Wait a minute," or "In a minute." The speakers never think of the meaning of what they say. They do not notice that they are causing valuable time to be lost by those

thus forced to wait. They do not know the value of a minute. If they did, they would be more careful when they use such expressions.

How many spend a minute alone with God each day? A minute spent in prayer in the early morning will enable one to obtain help from above—help with which to perform the duties and to enjoy the pleasures of the day. A minute spent in prayer will never be regretted, and will bring returns which are in no way comparable to its size.

And so I say: A minute is sixty seconds of golden opportunity—let us make the most of it.

### LESS OF "I" URGES REFORMER

(Continued from page one)

became the harder I talked, and the longer I talked the weaker the poor frosh got.

Then came a most amazing discovery! The entire one-sided conversation was on the enlightening and elevating subject of what happened to me when I took rhetoric. I had told about my excellent themes, my superior grades, my grammar test, my—, my—, my. No wonder the frosh fainted!

After this experience I took myself in hand. After much thought and self-analysis, I came to the conclusion that I had become a victim of that deadly disease known as "I" trouble. The disease has developed during a period of years. It dominates my every thought and act. It is most noticeable in my conversation. I really suffer acutely, but not nearly so much as the persons I expose to my "I" expositions.

So far as I've been able to discover, the only cure for this malady is forcing the patient to talk about everything but himself.

Although this isn't New Year's, I've made a resolution: *I'm not going to talk about myself anymore!* You unwilling victims, isn't that something to rejoice over?

Have you noticed the number of "I's" used here? This is my "I" swan song. I get to use them this time, but never again!

Professor R. A. Nesmith is being visited by his mother and older brother from South Dakota. They are on their way to California for the winter, but they plan to spend a few weeks visiting with Mr. Nesmith here in College View.

## ECHOES OF THE LIVING PAST

Sponsored by the History Department of Union College  
Dr. Everett N. Dick—Professor of History

### THE TRANSPORTATION OF SLAVES By Ralph Cash

The problem of African slavery was one of the most vital and pressing problems that ever confronted a nation. It divided our country into two sections, with opposing interests, and finally plunged it into a great civil war. Not the least part of bitterness of the South over the negro question, as it has existed, grows out of resentment of the destruction of what was once a relation of warm friendship and tender sympathy. Slavery reduced man, who was created in the image of God, to the common level of a social outcast, a chattel, a beast of burden, or a piece of common property.

Modern slavery is said to date from the year 1442, when Captain Gonzalez landed at Lisbon with ten black people from Africa, and sold them to some of his Christian friends to convert their souls. Our own country was not free from the terrible system, for among the early slave traders in the west were numbered Columbus, Sir Francis Drake, John Paul Jones, and other reputable men. Some of the biggest slave ships that ever plied the Southern seas were built in Puritan New England in the early part of the seventeenth century. But it was that same section of the country that first awoke to the awful curse that slavery was bringing on our land. Such men as John Wesley, George Whitefield, and Judge Samuel Sewell denounced it openly, and the Mason-Dixon line was set over the question of the taxation of slaves.

Most of the slaves were gathered from the coasts of Africa. Outlaws would sail on the slave ships and spend their lives inciting native wars, giving presents to the witch doctors so they would condemn innocent people to a life of slavery, causing native chiefs and kings to hold court and to sell their best followers to the slavers. One of the native kings was so pleased with the guns and gunpowder that were given that he immediately sent out a war party and avenged some trifling wrong on a smaller tribe, taking many of them prisoners,

and selling them into perpetual slavery. These guns and ammunition, beads, cloth, rum, etc., were made in our own land, and the makers often knew that it was being used to enslave men and women for the benefit of well-respected citizens in America.

Kidnapping was also prevalent in Africa as a means of getting slaves. People were ambushed while planting in their gardens, and were bound and sold to the slave captains who were usually waiting with their ships in the harbor. Other methods so horrible that they would be sickening to relate were used to entrap men and women, and make them suffer untold agonies while in transit to America, to live a life of degradation and drudgery in our land of the free and the home of the brave. This is one of the reasons why Africa is known yet as the dark continent. The natives are still skeptical of the white man, for their tradition tells them that he is here to do them harm and take them away captive forever.

There were many places in Africa known as Slave Factories, during the time when slavery was in existence. The owners of these factories would send men off into the jungles to capture other men and women, and would keep them in these pens until they are ready to be sent away to America. Often there were as high as 500 negroes in one of these pens when the ship would come to bargain with the owner for his cargo of human freight. These pens were built of rough poles made of the hardest trees about six inches in diameter, driven five feet into the ground, and clamped together by double rows of iron bars. The entrance to them was guarded by a big cannon, and brutal and merciless men would keep the natives in subjection at all times. After the slave trade was outlawed, British men-of-war kept a vigilant eye on these places to see that no ship came to carry slaves away.

The transportation of slaves from Africa and the Guinea Coast to the Western world was known as the "Middle Pas-

sage." The average height of a slave deck was about three feet. Slaves were often kept on these decks for about six months, and never could stand up all that time. There is more mercy shown today to animals which are being taken to the slaughter-house than there was shown to the slaves who were brought to America, from Africa, on the "Middle Passage." Sickness often set in during the passage, and the death rate was appalling. On account of the conditions that existed on the ships, as many as one-third of the slaves sometimes died on the way.

The cruelty of the slave captains was beyond description. One instance was recorded in which a slave ship was being chased during the night by a British warship. Capture meant years of imprisonment for the master of the slave vessel, so he chained the slaves to the ship's anchors and ordered them lowered. As the anchor went down, the life of every slave on board was snuffed out, and the warship had to let the slaver go free, for they found no slaves on board. Slave insurrections were common on board, and were generally put down by the free use of ammunition. The leaders were often butchered alive before the rest of the slaves as a lesson to them.

In 1807, England woke up to the awfulness of the trade and passed a law prohibiting slavery in her territories. Through her influence, many of the other countries of Europe did away with slavery. On the day before Abraham Lincoln was sworn in as president of the United States, Russia freed nearly 3,000,000 slaves (serfs), and gave each one property that he might earn a living. When our government finally gave the slaves their freedom, it made the greatest advancement that has ever been recorded on the pages of its history. May the spirit that set the captives at liberty at that time continue until that day when all people shall be seen in the same light and with the same respect as by Him who created all men equal.

### THOUGHTS

*Blindly we travel  
The road that is life,  
Sorrow, toil, and tears—  
Days of sunshine, nights of storm  
Up the stairway of the years.  
While walking along  
This rough worn road,  
I learned a lesson I'll never forget—  
Our few moments of joy are sweeter,  
Because of our many years of regret.*

# WHY--

## DOES IT PAY TO ADVERTISE?

"There are two stories—. The first concerns a member of my profession, an advertising man, who was in the employ of a circus. It was his function to precede the circus into various communities, distribute tickets to the editors, put up on the barns pictures of the bearded lady and the man-eating snakes, and finally to get in touch with the proprietor of some store and persuade him to purchase the space on either side of the elephant for his advertisement in the parade.

Coming one day to a crossroad town, our friend found that there was only one store. The proprietor did not receive him enthusiastically. 'Why should I advertise?' he demanded. 'I have been here for twenty years. There isn't a man, woman or child around these parts that doesn't know where I am and what I sell.' The advertising man answered very promptly,—and he said to the proprietor, pointing across the street, 'What is that building over there?' The proprietor answered, 'That is the Methodist Episcopal church.' The advertising man said, 'How long has that been there?' The proprietor said, 'Oh, I don't know; seventy-five years probably.' 'And yet,' exclaimed the advertising man, 'they ring the church bell every Sunday morning.

"Cultivating good-will is a day-by-day and hour-by-hour business."

—Bruce Barton

### Persistent Advertisers in the Clock Tower

Anderson Studio  
Bobbette Beauty Shop  
Ben Simon and Sons  
Geo. F. Burt Co.  
College Press  
College View Cab  
College View Lbr. and Coal Co.  
College Cleaners and Tailors  
Davenport Barber Shop  
Dunlap Barber Shop  
Fenton B. Fleming Jeweler

General Typewriter Exchange  
General Electric  
Gold and Co.  
Guaranteed Clothing Co.  
Howell's Sandwich Shop  
Hank's Lunch Room  
Hornung Real Estate Co.  
Hornung Hardware  
Keller Garage  
Dr. Frank T. Lopp  
Dr. A. I. Lovell

Lickey-Kruse-Kite Real Estate  
Miller and Paine  
Morse Jeweler  
Paap Hotel  
Nebraska Typewriter  
Magee's  
Pruitt Barber Shop  
Rudge and Guenzel  
Speiers, Inc.  
Tucker and Shean  
Union College Laundry