Underclassmen! Support the O-Book and the Senior Class

IN ROOM 149 REGISTERS FIVE CENTS

Vol. XLVIII. No. 16.

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CENTRAL HIGH SCHOOL, OMAHA, NEBR., FRIDAY, MARCH 2, 1934

**Practice for** C.O.C. Show Is Advancing

Acts of Annual Presentation Are More Elaborate Than Ever Before

MISS JONES DIRECTS

"Road Show rehearsals are progressing very well," stated Miss Myrna Jones, director of the Road Show to be presented March 15, 16, and 17 in the Central auditorium. "The sponsors are all very enthusiastic and state that the acts are more elaborate and entertaining than those of former years."

Mrs. Elsie Swanson sponsors a skating act in which the skaters, both boys and girls, will wear Mickey Mouse costumes. The act will open with a boys' chorus, instead of a girls' chorus as in former years. Mrs. Swanson is also sponsoring the finale, which will be a revue of various acts in the Road Show.

A phony newsreel which "knows nothing and tells everything" is under Mrs. Irene Jensen's sponsorship. A ballet of boys, "The Three Little Pigs." and a "cracked" squad are also in Mrs. Jensen's act.

The crack squad, sponsored by good, according to advance reports. The squad is larger than usual and it has learned some new maneuvers. This year the first half of the show will end with this act.

Mrs. Doris Hahn is sponsoring two C.O.C. comedies. One, titled "Shoulda" is very humorous. George Edgerly and Joe Pilling take the parts of burglars. Edgerly is a huge, bulky character while Pilling is a hard-boiled but dumb little man. Gladys De Voe, beautiful but dumb, is played by Mary Helen Gerye. Bill Holland will play Reginald, an amusing Englishman. Mr. De Voe, a hen-pecked husband, will be played by Howard Drew, while Corinne Ernst will play the part of Mrs. De Voe. Margaret Blaufuss will be the prompter and assistant. The property managers will be Dick Clarke and Bob Bonekemper. All are seniors.

The other C.O.C. play will be more framatic but will also be humorous. It is entitled "You Can't Beat Fate" and has for its setting a room in an old flat under which a river flows. Ellie, the gangster chief's "moll, played by Jerene Grobee is very nervous and high strung and is nearly driven insane by the lapping of the water. Duke, the gangster chief, is played by Jack Encell; Mac, a whinng, self-pitied crook, by Frank Sears; and a stranger, by Willis Taylor. Dave Bernstein as Skeeter, the dumb, hard-boiled gangster, furnishes the comedy element.

A ballet entitled "Silver Tree" under the supervision of Mrs. Glee Meier will be accompanied by the orchestra under the direction of Henry Cox. The orchestra will play "Andante Contabile" by Tschkaiwsky, "Valse Lente" by Debiles and "Pizzicato" by Raymonda. Nineteen girls dressed in gold and silver costumes will perform in the ballet. Other acts supervised by Mrs. Meier are a toe-dancing act accompanied by a saxophone quartet and a tap dancing act.

The band, a trumpet quartet, and a string quartet, all under the direction of Mr. Cox, will furnish music for the program. The presentation of the trumpet quartet will be entitled "Fanfare Four," and that of the string quartet "Moments Musicale."

# Painted Spool Dolls

Four Students of Art Classes **Excel in Making Dolls** 

Painted spool dolls, the work of the students in Miss Mary Angood's art classes, are now on display in the case outside of Room 215. These dolls' costumes carry out the essential element of the periods from the Egyptian age to the Hobble Skirt age of 1910. Each student painted one doll in a period costume and another in a type costume, such as a dancer, a soldier, or a Spanish lady.

Those who made unusually good dolls are Raymond Wendell '36. Vir-Charlotte Buettenback, all '34.

# Two Young Eggs Come to Central

Now THIS specimen is 'eggsactly' 2½ inches long, and 15% inches in diameter, children, while this wee fellow is 1½ inches long and % of an inch wide. Tell teacher how much more egg he has in this hand than he has in the

Mr. Louis Bexten, who has his own unique way of teaching mathematics, went out in his barn one morning (all farms have barns) and found two lady chickens arguing about their magnanimous feats. (Now, don't blame us-this is the tale we heard, and so this is the tale we tell you.)
Said one fair chicken:

"I have laid an egg which is 2½ inches long and 1% inches in diameter, and, because of these dinosaur-like measurements, I consider myself 'champeen' egg-layer of this farm." But the other ladychicken declared that none but an expert could produce an egg as small as that she had produced.

Mr. Bexten, realizing the educational values contained in this problem, decided to bring the eggs to school so that his pupils could worry over them a while.

So there you have it—the sweet. tender story of two young eggs and how they came to Central. Amen.

### **Primary Election Held for Senior Class Positions**

Miss Julia Carlson, will be especially Students Nominated at Mass Meeting for Remaining Senior Offices

> The three highest in the primary elections held Thursday for the remaining senior class offices, to run in the finals today, are as

> > Vice President Joe Whalen, 142 Bill Brookman, 114 Alice Indoe, 40 Secretary

Henrietta Nilsson, 102 Mary Laura Vance, 88 Bob Bonekemper, 54

Treasurer George Payne, 101 Joe Pilling, 83 Wells Wetherell, 52 Girls' Sergeant at Arms Christine Nall, 92 Margaret Blaufuss, 63 Ruth Jones, 60 Boys' Sergeant at Arms Stanley Potter, 129 Norman Ogilvie, 111 George Edgerly, 32

Primary elections for the remain-Thursday morning in the separate home rooms with the three highest candidates competing in the finals today. Winners will be announced by special circular, according to present plans.

Students nominated at the Wednesday mass meeting were Bill Brookman, Alice Indoe, Henry Rosenbaum, and Joe Whalen, vice president; Betty Barr, Robert Bonekemper, Charles Hutter, Henrietta Nilsson, and Mary Laura Vance, secretary; Bob Davidson, Bill Hart, George Payne, Joe Pilling, Joe Troia, and plan of his firm and know how to Wells Wetherell, treasurer; Margaret Blaufuss, Margaret Dodds, Frances Gordon, Ruth Jones, Christine Nall, Ruth Newell, Mary Nussrallah, Dexter Clarke, George Edgerly, Norman Ogilvie, Stanley Potter, Frank Powell, and Frank Sears, sergeants at

Original plans were for final voting to be done Monday but the Board of Publications and the temporary O-Book committee requested that elections be held Friday so the campaign for an annual could begin as soon as possible. The committee which met with the board Tuesday after school to discuss means of financing the O-Book was chosen by Displayed Outside 215 Darrell Churchill, president, from students of each home room division.

Members are Eleanor Greusel, Dorothy Lindquist, Edward Adams, Norman Ogilvie, William Rosenbaum, and Wells Wetherell; the board is made up of J. G. Masters, principal, Miss Jessie Towne, Fred Hill, Mrs. Anne Savidge, and Miss Sara Vore Taylor. Miss Amanda Anderson, general class sponsor, and Darrell Churchill, class president, were also pres-

The five program chairmen of the home rooms met Wednesday and discussed plans for entertainment at the lian Nathan, Vernon Netwig, Margarjoint meetings. The temporary O-Book committee will meet again Friginia Axtell, Selma Berkowitz, and day after school to plan the annual

# Marketing Is Most Vital of All Functions

Sixty Per Cent of College Grads in Industry Are Selling

'AD' TRADE GROWING

This is the second of a series of articles of interest to the high school student. It is written by Hugh E. Agnew, chairman, Department of Marketing, School of Commerce, Accounts, and Finance, New York university.

Not many years ago, manufacturing and transportation were undoubtedly the most vital functions of business. Today the function of marketing-selling and advertising-is considered by many to be the most important function.

#### Need College Men

More and more are universitytrained men selecting marketing as their vocation. A study made by General Rees of the American Telephone and Telegraph company indicates that sixty per cent of college graduates who go into industry are engaged in the distribution of products as against forty per cent engaged in the production of products.

The four principal doors through which college graduates enter the arena of marketing are:

- The advertising department of a manufacturer, wholesaler, or large retailer
- 2. Selling and sales management
- 3. An advertising agency 4. A market research organization

Advertising will always be used to make people acquainted with products useful in their daily lives. This division of marketing includes preparing layouts and illustrations, writing advertising copy, and selecting mediums to carry sales messages to prospective customers. Each of these functions - writing copy, preparing layouts and illustrations, and selecting advertising mediums-is a vocation in itself.

Employed in Stores

Large retail stores employ as many as fifty men and women in their advertising departments. Writing, illustrating, and market investigation are the three chief divisions of the work of the department. College-trained men and women are much preferred.

These positions may lead to advertising manager, merchandise manager, or sales promotion manager. The initial pay may be only \$20 or \$25 a week while the business is being senior class officers were held ing learned; but the remuneration is extremely liberal for those who have ability and can show results.

Marketing Knowledge Needed

In addition to knowing the technique of salesmanship practically every salesman today must have a wide knowledge of marketing processes and conditions. If he is to be a real salesman as contrasted with a peddler or order-taker, he must know how the products of competing firms, as well as related products of other manufacturers, are sold and distributed. He must know the advertising work cooperatively with the advertising department. In other words, to succeed as a salesman for most firms requires a wide knowledge of research, advertising, and marketing. More and more the high-class firms are requiring that their salesmen be college men. This is true particularly in selling space for newspapers, magazines, and other advertising media. While the pay is small to start with, sometimes only \$20 a week, almost always commissions or bonuses are offered from the beginning and advancement may be very rapid. The (Continued on Page 3, Column 6)

### Twenty-Six Students Drop From Central

Twenty-six students have dropped out of Central since the beginning of the semester, according to Miss Adrian Westberg, registrar. The majority of these have moved from Omaha. Following is the list:

Harry Altsuler, Richard Anderson, Bud Brodkey, Harry Davies, Hazel the listener with his speed and pow-Ellison, Jane Epplen, Muriel Flynn, Donald Fowler, Reetha Hemphill, George Lemley, Eugene Lipner, Bill Loder, Bob Lovgren, John Manzo, Maxine Mooney, Darrell Myers, Ju- of Bach and Beethoven. Scarpello, Beulah Schlieper, Florence Schuman, James Sevick, Shirley Smith, and Jane Wagner.

# Lecturer Praises America's Public Schools as Compared to Europe's

of Omaha in Verne's Travel Book

"The first I ever heard of Omaha," exclaimed Arthur W. Evans, lecturer and humorist, in an interview Monday afternoon, "was in Jules Verne's book, "Around the World in Eighty Days," which I read when I was a young boy. When I came across the name of Omaha. I was struck by its name and I didn't realize that I would be able to sit in a hotel lobby in this city many years later."

Mr. Evans, who came to Omaha to give a lecture at the Ad-Sell league Monday evening, was born in Wales not far from the home of former Prime Minister David Lloyd George. The Evans' family and the family of Lloyd George were on intimate terms. Young Evans received his education in Aberdeen, Scotland.

"What do I think of the United States? Well, in spite of its financial and political troubles it has many commendable features, namely that of the public school system, which is the most praiseworthy institution in America. The public schools have made more progress in the same length of time than any other nation

### Three Girls Win **Highest National Scouting Award**

Elizabeth Holman, Ruth Jones, Charlotte Reynolds Receive Golden Eaglet Prize

Charlotte Reynolds '33, Elizabeth Holman and Ruth M. Jones, both '34, are to be presented with the highest national award in Girl Scouting, the Golden Eaglet, in the Central High school auditorium tonight at 8 o'clock. The public is invited to attend the ceremonies.

The girls who will receive the wards are all members of the Central High troop. These will be the first Eaglets ever awarded to Central High school girls. It takes over three years to complete the requirements for this honor.

The girls will be introduced by their captain, Mrs. Fern Redenbaugh, a former Central student. The badges will be presented by Mrs. Alva M. Smith, commissioner of Girl Scouts in Omaha, and the speakers of the evening will be Lorna Borman '36 and Virginia Rahel '35, both members of the Central troop.

The requirements for this award cover work in home-making, writing, athletics, music, character training, and other fields which girls of today

should know and be interested in. Charlotte, Elizabeth, and Ruth have over 25 proficiency badges each which they have earned since becoming a second class scout. Each badge indicates knowledge and interest in one particular field of work. These three girls with Mrs. Redenbaugh organized their first troop at Westminster Presbyterian church in June, 1930, and after two and one-half years organized the troop at Central.

#### Pianist to Present Concert on March 6

Walter Gieseking Trained in Europe While Yet a Boy

Walter Gieseking, who has been called "The foremost pianistic genius of the twentieth century," will be at the Joslyn Memorial Tuesday evening, March 6 at 8:30.

Though born in Lyons, France, November 5, 1895, he is thoroughly German in blood, training, and temperament. He displayed a decided inclination for everything musical at the early age of four, and at 18 was known as a fine European concert

Gieseking is an artist of rare sensitiveness. He does not thunder and lighten nor does he deafen and awe er, but gives his art a beauty and eloquence which lingers in the memory.

His program is admirably assorted. Among the compositions will be those

The ticket sale for this concert will et Patterson, Ronald Peterson, John open February 28, 1934, at the Joslyn Memorial. Mail orders should be Thirty-fourth street, Omaha.

### Arthur Evans First Heard on earth. The American people are not 'pikers' on education."

According to Mr. Evans, the average comedian of today is merely a 'mouthpiece." A gag comes out this week, and next week it's in the hands of a comedian. Mr. Evans' favorite radio entertainer is Alexander Wooll cott. He is also partial to Will Rogers because he is "inventive, original and a great thinker."

"The standard of high school journalists are very high," continued Mr. Evans when questioned about journalism. "A high school journalist shows versatile quality. The introducing of variety is very typical of the American press in general. High school journalism is a tremendous stimulating medium of opportunity for the readers and also the staff. It is an avenue of opportunity in many directions."

According to Mr. Evans, President Roosevelt emphasizes greater humanity in government than in the past. There is a great need of this now because the common man was sinking deeper and deeper in despair. The president is a daring and courageous man. This is shown by his various recovery measures. Of course, no man can hold so great a position and do it without making errors.

Mr. Evans is a very diversified lecturer. He averages about six to ten ectures a week on all types of subjects. His topics include internation- However, the need for these improveal affairs, national affairs, travel, information, and biographical topics. He has spoken in a great number of states and thinks that the state of Oregon is by far the prettiest.

# **Students Direct Project Exhibit**

Transportation Group Outstand ing at Y.W.C.A., Girl Reserve Area Conference

An exhibit of projects, under the direction of Miss Geneive Clark. George Stearns, and Harry Cooper, both '34, and sponsored by the Girl Reserve area conference, was displayed at the Y.W.C.A. last Friday and Saturday.

Most striking among the exhibits was the "Transportation by Ship" group which included among the flagship of Magellan's fleet by Jack structed at that time. Wickstrom '31.

"The Story of a Book," is told in models including ancient wax tablets, with styluses of Roman times through the horn books of sixteenth century England, to the present day, A model of Gutenberg's press attracted much attention in this group. Weapons of the middle ages included catapults and battering rams that look like real engines of destruction

There is a horsepower treadmill car, in model, just like that used by the Baltimore and Ohio railroad in 1830. There also is a complete collection of dolls in historical costumes of the various periods.

The collection included more than 50 miniatures of historical subjects. Over 800 projects in Room 130 are always open to the student body.

#### Popular Books Added To Library Collection

Airplane, School Stories Best Liked Among Students

"Hold That Line," "Touchdown," 'Fight 'Em, Big Three," "One Minute to Play," and "Block That Kick," all by H. M. Sherman, have been added to the pay collection in the library because of requests for more stories

Due to the popularity of airplane books like "Teolhet," "Jordonoff," and "White Field," more of the same type have been ordered. Two books professional of the group of 100 possimilar to Balmer's "When Worlds ters entered. Collide" are Kurt Siodmak's "F. P. 1 Does Not Reply" and F. W. Mader's prize of two tickets to the Road "Distant Worlds," both of which are Show. Her entry was printed in the new in the collection.

Any suggestions as to what sort of books to buy for the pay collection will be considered by Miss Zora has made. Shields.

Dorothy Graham '34 was general chairman of the girls' conference at sent to Mrs. Louis Clarke, 135 North the Y.W.C.A. last Friday, Saturday, Jessie Towne, assistant principal; and

# **School Funds Thrown Into Critical State**

**Increased Building Program** Since 1913 Causes Cut in Allowance

### DEBTS BURDEN SCHOOL

By BILL ROSENBAUM and HAROLD FINKEL

Editors Note: This is the second of a series of articles concerning the financial conditions of the Omaha Public schools. The statistics in this article are reprinted from charts compiled by Andrew Nelsen, who is in charge of statistics and reports of the Omaha Board of Education.

Early in the year of 1913, according to an address made during that year by Dr. E. Holovtchiner, then president of the Omaha Board of Education, the committee on buildings and grounds made a very complete and detailed report setting forth the great need for several new buildings, grade schools, additions or annexes to several others, and also for the erection and equipment of vocational or technical high schools.

#### **Issue Bonds**

The fruitation of this report would have necessitated the floating of approximately \$1,000,000 in bonds, but on account of the depressed condition of the bond market in 1913, it was not deemed advisable to ask for the issuance of so large an amount. ments in our school system was constantly increasing, and the demand for them on the part of the school patrons steadily growing more urgent, necessitating early action.

Beginning with the year 1920, an extensive building program was inaugurated. During this period Technical, North, and Benson High schools were built. Also, an \$838,000 addition to South High was built. The Board of Education was forced to spend \$400,000 on Central for grading and building a new basement. This grading was necessary on account of the cutting of Dodge and Twentieth

Also, during this period, 11 grade schools were built. The following are the schools built during this period: Adams, Monroe, Jackson, Washington, Belvidere, Sherman, Saratoga, Beals, Minne Lusa, Walnut Hill, and Harrison. Several additions were also added to some grade schools, since many models that of an early Viking many of the larger buildings had ship by Donald Polcar '29 and the only a part of the total unit con-

#### Increased Attendance

The greatly increased school membership, particularly in the high schools, which have grown from 1,-981 in 1913 to 10,010 at present as indicated in the last article of this series, necessitated the building of new and improved buildings. The development of new residential districts caused the need of new schools also, and some of the older schools like Cass had to be abandoned on account of too small a membership. The fact that conditions were very good during this period also helped to bring about this program, even though ouilding expenses were exceedingly

During the war period, construction of new schools was impossible. Therefore, with the ending of the (Continued on Page 3, Column 4)

#### Winners of Poster **Contest Announced**

Mullen, Cochran, Museo Given Tickets to Road Show

Ed Mullen '34 won first prize of wo tickets in the Road Show poster contest. The design on the prize winning poster consisted of three heads carried out in lithograph crayon and transparent water colors. It was chosen by the unanimous vote of the judges, and was declared the most

Carol Cochran '34 won second most modern lettering. Lorraine Singer '36 won third prize of one ticket. Her poster was the first she

Honorable mention was awarded to Angelo Museo '35 and Helen Goldsmith '34. The judges for this contest were J. G. Masters, principal; Miss Norman Ogilvie '34.

# Central High Register

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NEWS EDITOR......BETTY BICKEL SECOND PAGE EDITORS... MARY JANE CHRISTOPHER JANICE DAUGHERTY

STAFF CARTOONIST......EDWARD MULLEN

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Journalism II's - Winnie Anderson, Mary Arbitman, Kathryn Bauder, Frances Bergman, Nancy Jane Chadwell, Harry Cooper, Harold Finkel, Bill Gray, Florence Hagedorn, Virginia Haines, Bill Horn, Dean Johnson, Ruth M. Jones, Eleanor Kennedy, James Leffler, Margaret Moran, Margery Noe, Mary Nussrallah, Bill O'Brien, Bill Rosenbaum, Edith Schneider, Louis Seminara, George Stearns, Maurice Tatelman, Harold

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JOSEPH G. MASTERS, Principal of Central High School

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#### OVER CONFIDENCE

REMEMBER in 1928 and 1929 when everything went smoothly, nobody expected anything would go wrong, prosperity forever was a foregone fact—and then all those events came which we call the great nightmare of 1929-33, with the crash in Wall street, the government scandals, the republican turnover, etc.

And when it came, we all grew panicky. "Who'd a thought it?" "I didn't think it was coming." "Well, the broker said we'd never have to worry." Wouldn't it be much better if we had taken things for granted, if we had all in readiness for anything that might happen whether it was to be a greater rise in prosperity or a complete crash of business?

Self-confidence is a fine thing, but over-confidence is a curse. Taking things for granted has led to murder and hate, misunderstandings and war. Don't be too sure of anything—think things through first, analyze the facts in the case, balance everything first, and then see whether or not you may be confident about the

Success to me is the ability to meet a great emergency successfully and gracefully.

#### UNPARDONABLE SIN

"LEND me a pencil, will you?" "Got a piece of paper?" "Give me your eraser a minute?" "Let me see your paper a minute?" These and many others are questions asked by that group of regular borrowers, who through carelessness and neglect, have come to habitual "sponging" off their fellow students.

Some of these make a racket of it. They have come to the stage where they feel that they needn't buy their own supplies because they can always borrow from somebody. They borrow a sheet or two each day from a different student, thus spreading out the burden and increasing the chance of getting another sheet some other

Sometimes the victims are unaware of the fact that the borrower never buys his own paper. They think, "Well he hasn't borrowed since last Tuesday and maybe he did forget." Some borrowers, however, get the habit from carelessness rather than a desire to save money. They are probably thinking of the evening before or the coming evening rather than about school. Habitual borrowers are leeches and nobody likes leeches. - Technical High School, Milwaukee, Wis.

#### **POPULARITY**

HAVE you ever considered popular people? They are, as a rule, the persons who give one a merry greeting and smile a genuine smile. The popular boy knows everybody, and acknowledges the fact. He doesn't begrudge a grin for the girl friend or Aunt Ella or the twins next door. In school he may or may not rank high in scholarship, but at least he doesn't brag about his grades. His school friends are countless; everyone including faculty, cadet officers, office girls, football players, dancers, debaters, actors, orchestra players, and janitors. He may say "hello" a thousand times a day, but what

A popular girl may or may not be a classy dresser and may or may not be an "A" scholar. But she does little things charmingly. For instance, she knows how to talk to people. She sees the best things in everyone all important and the worst things least in importance. She knows that a true lady is never haughty, and she wouldn't think of snubbing anyone at any- | a reflection on somebody."

time. That's why she's a popular girl!

We all feel sometimes that life is unfair, because some people are blessed with more beauty or talent than others. But no matter how rich or poor we are, how beautiful or plain, how talented or untalented, we all have the same opportunity for making friends and being popular. And, truly, friends are worthwhile!

# Central Stars

President of the French club, member of the Central committee, library monitor, secretary in Miss Bess Bozell's home room, most dated member of the senior class—well, it's about time you tumbled. Miss Betty

She likes Dorothy Parker, red fingernail polish, and anything that looks like a man. She wears very little jewelry and doesn't like bracelets because she can never get them small enough so that they won't slip off her wrist. She doesn't use rouge, drink, smoke, nor pluck her evebrows. Always had a suspicion where those Elsie Dinsmore books originated.

She always wears one ring, uses Ipana, and collects "things" as a hobby. Doesn't care for low heels because she "feels like a duck in them." but does prefer sport clothes to any other kind. She has ambitions to become a buyer or an actress and is just practicing on the acting when she tells those little white lies, so don't get angry.

She wears sweet pea perfume (February flowers) wears a size five shoe, and isn't particular whether her escorts are blonde or brunette. She does think that Franchot Tone is just about perfect, but hasn't any particular Central partner in crime. Marg Blaufuss says Potter, but Betty's protests must be registered. Now if we could only find out what Stanley Wellington III has to say-

# Foothills of Parnassus

SPRING SNOW

Every time I turn my back it snows. I come without my coat, and how it blows In swirling flakes that laugh at my distress And dance so dizzily down to make their mess. Then lie all frozen there upon the street, And when I spill, grin up my look to meet. Then when they've had their fun, they scurry off To make a place for more snow in the trough. Yea! Spring is here, supposedly, but bet 'Twill, when you change your flannels, colder get. -Willard Dergan '34.

#### GOODBYE TO WINTER

The little snowflakes have gone for good 'Til another year rolls by; The sparkling ice could stay if it could But our lady spring says "Die" The hills were once in their white overcoats But now there are flowers instead, All the lakes are deep blue with gay little boats, The rose has arisen from bed.

The trees are budding in glory fine The birds all chirp with glee On hanging boughs they sing and they dine And give notes of sweet harmony Oh, winters are a glorious thing But for me, I'll take the spring 'Cause it makes me feel like a joyous song, Of all the many living things.

-Doris Johnson '33

# On the Magazine Rack

Housekeeping Dr. John Dewey, perhaps the foremost American educator, advises us to save our schools now. It is cheaper to pay \$91 a year now for the education of a good citizen of tomorrow than to spend \$300 a year later on to keep a criminal in prison. Dr. Dewey speaks of problems we face today in our own high school, those of overcrowded classes, shorter terms, fewer subjects, out of date text books, and outmoded equipment. Although the farmers, manufacturers, and laborers of the U.S.A. are getting a new deal, American children are getting a "raw deal" in being deprived of the so-called "frills" that enable them to cope with a changing world. In every other great country the school systems have been able to weather the depression because they are well organized under ministers of education. Let's see where the fault lies in our system and then remedy it. Let's do it

The February 19 issue of Time gives under Foreign News a concise but very complete survey of the French situation. After three weeks of restlessness and 48 hours of serious fighting, the 70 year old Gaston Doumergue, recalled from his farm, took over the government with a coalition cabinet of former premiers, representing every party except Royalists, orthodox Socialists, and Communists. In the peace that followed, Paris had time to take toll of the casualities and reported 21 dead and 2,400 wounded. Leading the rebellion were the Royalists, of whom there are only about 50,000 in all France, the Communists, and the Francists, the French Fascists. It was against Fascism in the new government that all France recently went on strike. Will this cabinet of premiers save the republic? Or is the whole world swinging toward Fascist ideas

# Through the Telescope

He: Did you ever see a dream walking? Him: No, only silly looking girls walk.

Soap ad: May I hold your Palm, Olive? Not on your Life, Buoy, Ivory formed.

Jane: "Has horseback riding helped Miss Stout to reduce?"

Jean: "Oh, yes. She began to fall off right away." Ed: "Jeanne certainly is polished, isn't she?" Joe: "Indeed she is. Everything she says casts

# Gallinagh Knows All Old Stars

#### Orpheum Publicity Manager Has Completed Series of Moving Lectures

By Jerene Grobee

"Garbo? Certainly, I know her. And Lon Chaney, Joan Crawford, tors. He is starting a series of local Mary Pickford, Tom Mix, Clara Bow, bookings in about three weeks and Norma Shearer, and all the movie expects to make a national tour stars that were prominent four or five years ago." Not a character in Gallinagh, publicity manager of the than for a man because directors Orpheum, who for three years covered the Hollywood studios for mag- for fame by molding a woman star,"

Mr. Gallinagh went into theatrical work before he had graduated from St. Thomas, Military Academy and knew all the "old timers" of the legitimate theater-Julia Marlowe, E. H. Sothern, James K. Hackett, and as prop man when Skinner's famous donkey from "Mr. Antonio" died.

"Any boy or girl with dramatic ambitions should become thoroughly before determining to go on the stage," he declared. "In most cases they are merely stage struck and unable or unwilling to endure the hardships which go with that kind of career."

Mr. Gallinagh has compiled a se-Hollywood and gives the first au- ductions."

thentic inside view of the studios, picture making, and the lives of acsometime next fall.

"It is much easier for a girl to "Our Secret Ambition" but Edwin break into any line of theatrical work know that they have a greater chance he remarked. "There is however a great need for masculine men on the stage because men of that type do not usually have any inclination toward the arts."

Omaha is noted theatrically as a bad town; in fact, one of the stage Otis Skinner, whom he was serving proverbs is, "There are three bad periods: Easter week, Christmas week, and Omaha week." The stage shows which come to the city usually use it merely as a convenient stop-over, acquainted with the customs of the and Mr. Gallinagh especially admires theater and should talk with actors | Hart Jenks for attempting to carry on the classical drama.

"This is a time of too much scientific and political turmoil for anyone to state definitely what will happen in any of the creative arts," Gallinagh said. "but I believe that the screen has much greater possibilities ries of motion picture lectures, the than the legitimate theater and will first of which shows a trip through eventually nearly replace stage pro-

# BOOKS

SEA WALL By L. A. Strong

Twin houses standing side by side on the sea wall at Kingston are the center of this wistful, beautiful story of Ireland, Sea Wall, by L. A. Strong. Now in one, now in the other of the houses lives a poetic, dreamy, proud Irish boy, Nicky D'Olier; he is a sensitive child, and spends much of his time fishing on the sea wall where he can sit and think about situations which mystify him.

Many questions bewilder the thoughtful Nicky. Why are his mother and father gone from home so much? Why does the Doctor sit all day looking out the window? Why is the Duchess extravagant at the beginning of the month and thrifty at the end? Why does George, his ill-fated brother, wish always to touch speeding trains or trams? Not until Nicky returns from the War and is wounded by one of the post-war revolutionists of Ireland does he learn the answers to these puzzling questions and the secret of the tragic, old Doctor.

Nicky has a deep and lasting love for the sea wall and the whole Irish countryside. When he is near death from a bullet wound, pictures of the sea wall, correct even to minute details, appear in his imagination. Dur- larned to make commas taday. ing the War he feels it is not for himself that he is fighting, but for the people who love Ireland. We can sniff the salt sea air and see the countryside in a clear light as Mr. Strong describes Nicky's love for his

Around Nicky are many interesting and real characters — fat, snobbish Mrs. Wilson, who gorges herself on rich food and then calls on the Doctor for help; Paddy, the typical, quick-tempered Irishman, who teaches Nicky all there is to know about fishing; the hunch-back, Burns, who has a strange friendship with the Doctor. From these people Nicky learns that life is made up of a pattern of many threads, bright and somber, soiled and clean. The twin houses have woven into a single stand the thread of his life, of the Doctor's, of the Duchess', and of his mother and father.

Mr. Strong's prose is at times almost poetical; his descriptions of Kingston and the surrounding country are beautiful. Exquisitely written. yet simple, Sea Wall will not be easily forgotten by those who read it.

NEWEST BOOKS IN THE PAY COLLECTION Rhodes: Trusty Knaves Gibbs: Cross of Peace Hauck: Bill Had an Umbrella Whitfield: Danger Circus

An old lady paid a visit to the jail and asked of a young man there, "What are you in jail for, my good man?"

"Because I drove a car too slowly," was his reply. "But surely you mean too fast."

"No, too slow. The owner caught up with me."

Evelyn Thomas '35 has been chosen make-up mistress for the Road Show by Mrs. Doris Hahn. Evelyn will be assisted by Beverly Weaver '34 and Marion Harriss and Lucille Suing, both '35.

### Elmer True to Elvira, Sends for Red Flannels

I jest got hear and did I git a walcom. It wus tin belo zero. Gosh, what a day-and the hals of this hear shcol wus froze so hard thet they hed some fella culled Stan Potter and a gal, heck maw, they wouldn't tell me whot she wus culled, a walkin' round the hals ta thaw em out. An thet aint all, maw, they put me in some gul darn thing they cull Sinyor Home Room. Gosh, what a place. They got a nice fella to stand up on a stege. An he's got a swell "O" rit on his sweter, gosh I wush I cud git one. You no, maw, I kinda got an idea if they gave out shotguns in thet thar place they'd have a rite nice Kentucky fued. I can't tell ye no names, maw, cawse somebody mite red this lettar. They got a lotta purty gals hear but you tell Elvira. I won't fall for em. Gee, maw, they got a swell place to et hear, but heck, you don't git time ta et more an bout 40 sense warth, but mabe a little later on they'll give me more time. I gotta go now, maw, and I'll rite ya more next time.

P. S.—Send my red flannels, maw, I need em. An. maw, plese put in the paragraphs-I looked thet ward up. I



After hitting a telephone pole and two trees, Paul Zimmerman, we gather, isn't as good a driver as he's cracked up to be.

Mr. Crawford explained to us the other day that he liked Marjorie because she's such a "home" girl. We don't know what you mean, Marvin!

The theater was dark. The audience sat breathless. The hero, in the depths of despair, threw himself upon the couch and began to sob. Suddenly Addie Armstrong yelled, "The sis-

Teacher in interior decorating class: A hall should lead you gracefully from one room to another.

Harriet Hoenig: Oh yeah? Not with my big feet!

What kind of a car is Bob Nieman going to get with the profits of the Run-Trip-and-Stumble? We didn't know General Motors put out a \$4.05

Franny Gordon has purchased a tin of chewing tobacco. Well, hot chaw chaw!

When someone asked Myra Piesch who the sculptor of youth was, she replied Madam Sylvia of Hollywood!

What did Kermit Hansen have on his finger that tasted so good to Jane Sturtevant?

Smile like a dentifrice advertisement.

# **Common Herd**

Well, playmates, here we are again with more obstemious prognostications and a few of the bare facts (with apologies to Miss Rand).

In spite of Bob Bonekemper, Jean Jepson managed to drag him into first place as the best hopper, skipper, and jumper the other night.

Boy: Will you marry me? Heiress: No. Boy: Aw, come on, be a support.

Despite the efforts of Betty Barr, Alice Indoe and others, Stan Potter's eyebrows continue in their abbreviated condition.

Happy birthday, Quady. You were lucky to get off without a claude face Monday.

Mr. John Wesley Samuelson managed to trump his partner's ace the other night. Up to your old tricks, eh. Sammy?

Dearie, do you mind if I dye my hair henna color? Dye it henna color at all. I don't

Fine dog you have there. Yep, only he's consumptive. Consumptive? Right-Spitz blood.

And so we wend on our weary way leaving you to discover that a rolling stone gathers no moss but it gets Yours. darn smooth. MUGGSY

# Alumni

Max Emmert '31 has had charge of the annual tryouts for the Pershing Rifles, honorary basic military science organization, this last week. He has been captain of this company for the past year.

Marvin Pizer '32 has been elected historian of the Zeta Beta Tau fraternity of Nebraska university. Marian Finlayson '32 is on the

semester honor roll at Beloit college, Beloit, Wis. Elizabeth Shearer '32 is the new

editor of the women's organization department of the Cornhusker, Nebraska university yearbook.

Marian Smith '31 is managing the junior-senior prom at Nebraska university March 9.

Joan Guiou '31 and Esther Weber '30 are both taking part in "Step Ahead." the 1934 Mirror Revue, to be presented by Chicago university March 2 and 3 at Mandel hall on the university campus.

William B. Hart '33 has pledged Phi Delta Theta fraternity at Chicago university.

Browning Eagleston '32 and Max Resnick '32 were elected to Creighton's Chamber of Commerce.

#### Current Cinema

"Hips, Hips, Hooray!" Intriguing! Magnificent! Stupendous! Colossal! See this melodious mad merry musical which opened yesterday at the Brandeis theater. Wheeler and Woolsey start out as peddlers of fruit-flavored lipsticks (which go over best with the men) and succeed in capturing a huge cosmetic concern headed by Thelma Todd and Dorothy Lee. Then the "willain" turns up, gets them involved in a robbery, and they flee across country in an unoccupied racing automobile. More fun! More people killed! And with Ruth Etting as the undertaker, what more could you ask?

The second feature stars Charles Farrell and Bette Davis in "The Big Shakedown" with Ricardo Cortez. who doesn't hesitate to put his own sweetheart on the spot when he jilts her for another light o' love.

The old maestro, Ben Bernie, and all his boys will come in person to the Orpheum tomorrow with an elaborate stage show. The band will go directly from this engagement to Hollywood where they will be featured in a picture. Don't miss this chance to see the famous master of ceremonies in person.

The screen feature will be Adolphe Menjou and Genevieve Tobin in "Easy to Love," a story of the modern girls who make every year a leap year and whose only commandment is "Get Your Man!"

#### SIDELIGHTS Faculty Plays Students

Present Journalism Play Teachers Turn Actors Tanning Animal Hides

An article published recently in he Union High school paper of Las ruces, N. M., told of the game beween the faculty and the junior basetball team. The faculty won 32 to

Wouldn't it be grand to see coaches Knapple, Barnhill, Bexten. d Schmidt aided by Mr. Franklin. Mr. Hill, Mr. Cox, and Dr. Senter play our first team? We wonder just now it would come out?

The journalism class of the Indina High school, Indianapolis, Ind., esented a play showing the staff of heir school paper, the News, at

If some of the Centralites would ee a play of the Register staff at work, perhaps the paper would be nore appreciated.

The faculty of Huhlenberg Townhip High school, Laureldale, Pa., has or the past three years presented plays as a form of recreation and a method of earning money for the school. The plays draw a large attendance and are popular with the students as well as the teachers.

Wouldn't our faculty be thrilled if hey had to give two or three plays a ear? After all seven daily classes besides half a dozen other activities can't take up much of their time.

Members of the biology class of he Eveleth High school, Eveleth, Minn., improve their time by tanning animal skins. Recently the class tanned the skin of a brown bear presented by a game warden.

How would such a project appeal to Central's biology classes? It would serve as a diversion at least, wouldn't

The radio club of the Lewis and Clark High school, Spokane, Wash., plans to install a small 10 watt short wave radio station in the school. The station will broadcast its own programs at designated times and will serve as an educational as well as a recreational project.

Perhaps a radio station here at Central would give some of our spiring young radio announcers a hance to demonstrate their stuff. But how would the programs be received by the radio listeners.

An annual event known as the 'Dads and Sons Jamboree' is a feature of the Klamath Union High school, Klamath Falls, Ore. This early meeting on the part of the boys and their fathers has always een an outstanding success at the high school.

Such an idea as this ought to lease the male half of Central's student body, but what about the girls? round-up of the staff officers.

A feature of the Castlemont High school, Oakland, Cal., is its yearly Courtesy week." During this week he students try to help one another as much as they can. Courtesy is displayed by all, and when the election of class officers rolls around, the officers are chosen on the basis of their respective courtesy and good manners shown during that week."

Courtesy is something that ought be stressed here in our school. Perhaps a campaign such as the one at Castlemont High would be an inspiration to Central's students.

Roosevelt High school in Des Moines, Iowa, started a new plan. Rooms in the south wings of the building, the second lunch hour, will alternate in early dismissal, every other week. Even-numbered rooms eave five minutes early on even weeks and odd-numbered rooms leave early on odd weeks. The reason for his change, voted for by the student ouncil, is that many students were inable to get to the cafeteria in time.

Students at Central would welome such a plan with ringing of pells and tooting of horns.

A paragraph in the humor column of The Park Beacon, a publication of the Washington Park High school of Racine, Wis., gives a definition of a girl's hat as follows: "A form of apparel usually worn above and beween the ears at an angle which is baffling to our scientists. The material from which the hats are made ranges from ping-pong netting to awning canvas. The shape, often undiscernable, is a cross between a Per-

slan pancake and a Turkish fez." At least the girls' hats don't reemble palm trees—yet.

She is a decided blonde—decided only recently.

### Two Girls Endeavor To Hold That Line

VIRGINIA ANDERSON rolls up her sleeves and prepares for the fray. Her biceps swell with anticipation. Louise Rothkop draws her belt up tightly, and waits, her mouth set in grim, tense lines. A bell rings in the distance—a rum-ble, beginning in the cellar and growing in volume as it comes closer is heard—it's lunch time!

We leap up the stairs umpteen at a time, only to find these two waiting for us-"Form a single line. Leave your books on the shelves-don't run!

Now, I ask you. Is that human? When the odor of "biff" stew is odoring, when you haven't eaten any breakfast, and the fella in front of you is stamping on your number ten's, ain't it a dangerous situation? Aren't you just as liable as not to get real violent, or something?

Well, all we can say is, those gals had better beware. Somehow they seem to take a fiendish delight in stopping the line just as you arrive at the top. And some day the woim is going to turn-all we can say is, they had better be-

#### Former Student in Parisian Uprisings

Edwina Morgulis States Situation in Paris During Revolts

A former Central student, Edwina Morgulis '28, has been in close contact with the rioting in Paris. Miss Morgulis, who is a student at the Sorbonne university, was not in Paris at the time the rioting began but when she returned a few days later the situation was at its height. The people of Paris were preparing as though for a seige. At the house where Miss Morgulis stays they were buying supplies of candles and staple groceries. This was in anticipation of a shortage of food and electricity.

The French people, according to Miss Morgulis, were absolutely dissatisfied with the government and wanted a change. Former Premiers Herriot and Daladier are very unpopular with the public which feels that a government under either of these men is simply a mockery of a free republic. Gaston Doumergue on the other hand, who is now premier, is much beloved by the people.

Students at the Sorbonne who attempted to see some of the street fighting received cracked heads for their curiousity. The greater majority of the French people are not participating in these riots. They are content to sit at home and let those who are so inclined fight it out.

## **Bugle Notes**

Having seen Sally Rand, we are now prepared to give you the naked truth: the truth, the whole truth, and nothing but the truth so help us F. H. Gulgard. And now for the last

Littlest but not leastest is Bruce Kenny. Need we say more? You know about Mary Fran already.

Willis Taylor, the man of the yearning heart, is at present yearning for Molly Klopp, Ruth Whalen, Ann Burdic, etc. Those desiring dates please refer to his social secretary.

Keith Maxwell is a man of mystery, whose love sick heart is shrouded in a veil of secrecy. Babies cry for him. Usually it's the 15 to 18 year old va-

Bill Holland is the Pied Piper of Central. As he roams the dear old halls of this great institution he leaves a trail of swooning maidens in his wake. But no fooling, that man sets the feminine hearts aflutter.

In a general order issued last Monday Donald Korisko and Robert Nelson, both '36, were promoted from first class privates, Company D, to corporals of the same company.

George Edgerly: I hope you'll dance with me tonight.

Mary Laura Vance: Oh, certainly. hope you don't think I came down here merely for pleasure.

In a few more weeks there will be outside drill. Concentration on your drill now will mean a marked improvement. Listen for your captain's order and pay attention to your lieutenants. Now is the time to be looking forward to the annual encampment and company competition.

Room 117 philosophy. (Don't blame it on us.)

A sophisticated girl is one who knows how to refuse a kiss without

being deprived of it. Moral: We don't know. We've lost

See ya next week.

Everybody get ready to dig out their shekels when the O club dance rolls around on March 23. It's some- sitting on the floor falling after the thing no one should miss.

# Ramblings

Dorothy Baldwin '35, who has been absent for two weeks, is in the Lutheran hospital for treatment of an infected knee.

Liberty Cooper '35 has been ab sent from school for two weeks because of an appendicitis operation.

Mary Alice Nelson, Maxine Hubbard, Donald Hamilton, and Wayne Wilson, all '34, and Violet De Vaney 35 broadcasted the play "Wienies on Wednesday" over KICK last Satur-

Bill Holland '34 is assistant manager of the Road Show this year.

Mary Wolfson '37 and Noimy Wolfson '38 were absent Thursday and Friday of last week and part of this week because of the death of their mother.

conducts the class. Miss Delitzia Rinis also one of the students.

Miss Rose Waerdeman substituted for Miss Harriet Rymer last Friday.

Miss Delitzia Rindone substituted for Madame Barbara Chatelain last

Dorothy Lindquist '34 was absent three days last week because of in-

### **Question Box**

Question: What is your favorite omic strip and why?

Marjorie Bullock, H. R. 240: Harold Teen because he looks like the boy I go around with.

Donald Silvers, H. R. 341: I like Popeye because Wimpy is always eating hamburgers.

Dorothy Backlund, H. R. 129: Jungle Jim. I guess it's the beast in me. Miss Nelle Randall, Room 330: The Gumps because they are so fool- that when more money is expended

Al Murdock, H. R. 338: Buck Rogers because I know the artist who is a good fellow.

Toiler because she wears such cute

Richard Grabow, H. R. 49: Wimpy because he is always looking for braries and salaries of teachers and

Miss Helen Sommers, Room 239: Skeezix. It is the only "funny" that is lieve the debt situation if the effinot funny.

eye because it has a lot of punch to stated Mr. Nelsen.

Frances Bergman, H. R. 129: I like Bunky because he always says 'Youse is a viper!"

Angelo Costanzo, H. R. 330: Jiggs because there is so much humor in it. Gladys Nielsen, H. R. 38: Dan

Dunn because I like detective stories. Miss Mary Angood, Room 249: Little Orphan Annie but I don't know

Jack Wagstaff, H. R. 218: Dan Dunn. It's pretty good.

Alta Hirsch, H. R. 332: Skippy because he does such cute things.

#### Central Students Aid **Boy Scout Activities**

Many Central High school students took part in the "National Good Turn" movement sponsored by the Boy Scouts of America. The movement was undertaken at the request of President Franklin D. Roosevelt and is being carried out in cooperation with the Federal Relief Administration.

The object is to collect furniture, household utensils, blankets, towels, and other household necessities. These will be turned over to the needy families of the city after they have been renovated.

hand II classes, and out of a class of neckties. 88 the following had no grades under 95 per cent and had one or more grades of 100 per cent. Virginia Huntington '34 and May Koory '35 than through one of those things. had three tests of 100; Dorothy Kulakofsky, Marilyn Millman, Elaine Holmstrom, all '34, and Hannah Baum '35 made two 100 per cent happened.

Osborne looks too cute for words peaceful sort of an individual.

### **Issuance of Bonds Necessary for New** Building Program

Since 1920 Three High Schools, Eleven Grade Schools Were **Entirely Built** 

(Continued from page 1)

war and the coming of prosperity, everyone was willing to vote bonds for the erection of the new schools. These bonds are mostly 30 year bonds, and no payment on principal was required for 15 years. The people at that time did not realize the great burden this would cause in the

By merely examining this condition now, one can see the critical situation which this has thrown the school finances into. Only the interest is paid the first 15 years, and starting with the sixteenth year, onefifteenth of the bond issue plus the interest is paid, or that amount is Miss Jessie Towne, dean of girls, placed in a sinking fund. In this manis one of a group of students who is ner, at the end of the 30 year period, studying Italian this winter so that the bond is completely paid. Due to she could read Dante's Inferno in the the use of this system and the extenoriginal. Professor C. S. Espinosa of sive number of bonds that were apthe Municipal university of Omaha, proved about 15 years ago, we are now being burdened with a large done, who has substituted at Central, debt payment and interest on debts just at a period when the tax receipts are very low.

The following is a table showing the future payment on bonds and interest on bonds:

1933-34	 \$721,100.95
1934-35	 725,978.23
1937-38	 852,426.75
1940-41	 897,372.35
1941-42	 945,127.45
1943-44	 907,640.98
1945-46	 754,289.65
1947-48	 709,757.13
1948-49	 577,083.34
Contract Address of the Contract of the Contra	

After the year 1949 the bond payment and interest on bonds decrease very quickly. The total increase of debt service payments from the years 1933-1936 is about \$148,000. And the big problem confronting the Omaha public schools right now is how to take care of the additional expenditure without crippling the school

The fact that the regular mill levy s used for all school purposes means for debt service there is just that much taken out of current expenses for all other school purposes. In other words, in 1935-36 we will really Pearl Osoff, H. R. 132: Tillie the have \$148,000 less for regular school purposes if no other revenues are added. This would reduce the amount available for supplies, textbooks, lijanitors even more than is now the case. "Something must be done to reciency of the schools is to be main-Lennart Lofberg, H. R. 239: Pop- tained at the present high standard,"

### At Last! Here Is The Private Life Of Our"Zip" Hill

An abridged "Life" of Fred Hill, Central High's assistant principal and dean of boys, reveals some startling

For breakfast he eats two half grapefruits (if they're not in season he gets them out of a can) and he always has soup for lunch. He prefers to spend his vacations in Wyoming where he can fish and camp without being bothered by street cars and people.

Every night (except Saturday!) he goes to bed at 9 o'clock. He drives a 31 Chevrolet, and does not believe in knee-action. He has never been towed-in.

He walks to school every morning from his home in Dundee.

He likes to fly, swim, and bowl. He likes his eggs soft-boiled. He likes mystery stories, baseball stories, and books on psychology. His favorite movie actor is Lionel Barrymore, because he can portray so many char-

He refused to reveal what size shoes he wears, and confessed that he Four tests were given in the Short- likes loud sox, and bright and spotty

He detests finger-nail paint, and dislikes mustaches because it is easier to strain soup through a strainer He never parts his hair because it

is so much easier to just brush it back. If you see it parted, it just He may assign eighth hours to

wayward students who are caught Betty Dodson's idea of the perfect smoking, escaping from mass meetway to entertain her friends is to ings, or skipping classes, but in spite supply them all with jacks. Melvin of his military bearing he is really a

> He attended the World's Fair but didn't see Sally Rand.

SCHOOL CALENDAR March 13-Dress rehearsal for Road

March 15, 16, and 17—Road Show March 15, 16, and 17—Road Show
March 20—Club meetings
March 22—Central Colleen meeting
March 23 to May 2—Spring vacation
April 3—Club meetings
April 4, 5, and 6—Mid-term exams
April 13—Central High Players' play
April 19—Central Colleens meeting
May 11—Senior play
May 15—C.O.C. banquet
May 17—Central Colleens meeting
May 30—Memorial day
June 16—Final exams
June 8—End of school
June 18—Commencement exercises

### **Around Central**

R. S. Hicks, superintendent of the casper, Wyo., schools, and Kenneth A. Browne, principal of Fullerton, Neb., High school, visited various classes of Central High school last week, and were especially interested in the a cappella choir, the science classes, and the journalism department, according to statements made.

Dorothy Nelson and Mary Sprague. both '34, received the 120 word award, and Zelda Cherniss '35 won the 100 word. The following received the 80 word award: Irene Buckland, Minda Friedman, Marian Hollcroft, Ray Patton, and Robert Miller, all '34, and Dorothy Camel '35.

In the 60 word test, Irene Buckland, Dorothy Camel, Etta Camel, Carol Cochran, Bettie Duffield, Marian Hollcroft, Jeanette Lawson, Jacquelene Lipp, Lottie Rips, Betty Robertson, Christine Ross, Dixie McIntosh. Robert Miller, Ray Patton, George Stearns, and Carl Thorsen, all '34, and Bernetta Gee, Charlotte Moore, both '35, won awards.

"The Passing of the Third Floor Back," a play presented by the Central High Players January 19-20, netted the school \$88.58.

"The Expression department has decided to put this money into the Auditorium fund which helps to purchase supplies and scenery for the stage," said Mrs. Doris Hahn, expression teacher, who directed the play.

Tuesday after an absence of three months. His absence was due to a prolonged attack of Malta fever.

Bob Moose '35 returned to school

POPULAR BOOKS IN THE PAY COLLECTION Aldrich: Miss Bishop \*Balmer: When Worlds Collide

Barnes: Within This Present Best: Careers of Cynthia Corbett: After Five o'Clock Douglas: Magnificent Obsession; Forgive Us Our Trespasses

Hobart: Oil for the Lamps of China Kaufman: Dinner at Eight \*Mader: Distant Worlds \*Mellett: Pig Skin Soldier

Miller: Gowns by Roberta Pedlar: Greater Courage \*Saint-Exupery: Night Flight \*Seltzer: The Great Western Spe-

\*Sherman: Fight 'Em. Big Three: Hold That Line; Goal to Go!; Touchdown; One Minute to

Turner: Jonathan's Daughter; Mulberry Square; Robin Hill Siodmak: F. P. 1 Does Not Reply \*Wodehouse: Heavy Weather MOST POPULAR MYSTERIES Eberhart: Dark Garden

Queen: Siamese Twin Mystery Wright: Dragon Murder Case Williams: Clock Ticks On NON-FICTION

Hitler: My Battle Marquis: archy and mehitabel; archy's Life of mehitabel Moser: Franklin Delano Roosevelt Wise: Swastika, the Nazi Terror Overstreet: We Move in New Di-

Schlink: 100,000,000 Guinea Pigs Beals: Crime of Cuba Cottler: Careers Ahead Pickard: Your Job Langsam: World Since 1914

rections

\*Are most popular books.

The best way to correct a fault is to admit it.

#### TUTORING

High School Subjects -- Especially Latin, Math., English, French Individual.....\$1 per hour Groups (limited to 3).75c per person WA. 8071

#### Special Offer to June Graduates

One dozen 5x7 } \$5.00 Four proofs will be shown.

QUALITY WORKMANSHIP

MATSUO STUDIO 2404 FARNAM

#### **Many College Grads** Are Now Salesmen

To Reach Top One Must Have Knowledge of Advertising

(Continued from page 1)

space salesman who is making \$5,-000 to \$7,500 a year is regarded as of only mediocre ability. The really good salesmen are remunerated far more liberally. When a salesman is advanced to sales manager, he becomes one of the important officers of the company.

One starts in an advertising agency as assistant in planning the marketing campaigns of its clients (manufacturers usually). To write advertising copy, to select magazines, newspapers, or other mediums in which the advertisements are to appear, or to see that the advertising is properly presented may be the first task.

If you are ambitious to reach the top and become an executive in or a part owner of an agency, you will need to have an all-round knowledge of advertising - you will need to know how to write copy, how to prepare marketing plans, and how to sell the services of your agency. The training received at a collegiate school of business is perhaps the best preparation, for in such training are included courses in English, economics, copy writing, layouts, selling, and marketing.

Assuming such training, but no practical experience, you may expect to start in an agency at a salary from \$20 to \$30 per week. From then on your advancement is largely a matter of your own personal qualifications. Yearly earnings as high as \$50,000 are not unknown; but some men because of their lack of ability or of proper training never get beyond \$75 a week. So much depends upon the ability of the individual to produce results that nothing definite can be said as to the salary to be expected after the first year of work. As a general thing, you will need

to be of the creative type to succeed in advertising. If while in high school you liked to write for your school paper or magazine and if you did good work in English composition, you might consider becoming a copy writer. But if writing does not appeal to you, you may find that you will be more successful in some other branch of advertising. Seldom is the copywriter as highly paid (few receive \$10,000 a year or over) as those engaged in some other field of advertising, but the work is of a pleasant nature and is particularly appealing to those who have imagination and writing instinct.

The big salaries in advertising go to those who have talent for what is called "marketing"-who have the aptitude for devising the most effective ways and means of getting the manufacturer's products into the homes of consumers at the least cost and with the least inconvenience. This type of work engages some of the keenest business brains in the country-men who receive large salaries in keeping with the business value of their ability. The outstanding requirement for success as a marketing or merchandising man is intellectual keenness and creative ability.

Perhaps the best formalized training for advertising is that contained in the usual four-year course of the modern university that offers (in addition to the customary cultural courses) sound instruction in economics and marketing.

# What Are YOUR Plans for this Week-end?

• It makes no difference what your plans are, you can have a better time if you read the ads in the Register and patronize the advertisers of the Register.

· Advertisers in the Register demand results. To show results, students must read the ads which appear in the Register and when they buy anything from a merchant whose ad appears in the Register, they should state that they are from Central High School.

PATRONIZE THE ADVERTISERS

OF

Central High Register

# Central Quint Ends Basketball Season in Game at North Tonit

# **EAGLES SEEK TO** REPEAT VICTORY OVER NORTH HIGH

Coaches to Use Reserves in Eye Opener for Next Year's Material

#### NORTH FAVORITES

Central High's aggregation of basketeers will enact the grand finale of the current cage season tonight when they engage the North Vikings at North. Both squads have had disastrous records for 1934.

Coach F. Y. Knapple of Central and Coach J. W. Jackson of North will probably give their substitute material every opportunity to display their ability, as an eye-opener for the 1935 season.

In their earlier encounter the Purples downed the Vikings for their second win of the present year, 17-15. But despite this fact the Northmen are favored to win as they have shown marvelous improvement since that game. The Jackson-coached men occupy fifth place in the Intercity standings while the Eagles are relegated to seventh position.

Eddie Horacek, who has been garnering most of the points for the Knapplemen this season, will start at one of the forward positions while Bob Robertson, fast-developing ball hawk, will probably be at the other forward post. The pivot post will be has been displaying a superior brand of ball playing in the last few games and will probably be a very efficient point-getter for the Viking guards to

Eugene Stoetzel, one of the main cogs in both the Purple offense and defense, will be seen at a guard post while John Elliott or Bill Brookman will play the other guard. Both are fairly good defense men and should hold down the Viking attack.

Game starts at 8 o'clock at the North gym.

#### **Maroon Cagers** Win, 34 to 23

A long-passing, point-getting Tech team could not be stopped and as a result the Eagle cagers dropped their second contest to the Maroons, 34 to 23, last Friday in the Cuming street of 3:49 in outpointing Bluivas. gym. This loss leaves Central occupying the cellar position in the Missouri Valley league and seventh place in the Intercity loop.

while the Cuming street lads ran up three falls and five decisions. 11 points. At the end of the half the score was 19 to 8 with Horacek, Burruss, and Davidson scoring for the

Rosenbaum opened the scoring in the second half with a free throw. and Horacek countered again with a field goal to make the count, 19-11. Tech awoke, however, and with Salyards finding the hoop the Techsters were able to run their total to 23 before the Eagles hit the scoring column with baskets by Horacek and 16. The upperclassmen, after throw-Stoetzel to end the third period, 27- ing two baskets in the first minute of

scored the Maroons, 8-7, but Tech succeeded in outplaying the Juniors still had a comfortable lead which al- in the last period, the score being 13 lowed Coach Drummond to send in a to 8. new team in the remaining minutes of play. Horacek scored his fourth disadvantage having only four playbasket of the game to send the Pur- ers present while the Sophomores ples' count to 17. Horacek again had a full team and several substicountered on a free throw, and a bucket by Gesman ended Central's quarter, the Sophomores held the scoring attack from the floor. Hora- slight lead of 9 to 8. Playing with a cek starred for Central while Sal- three guard, one forward formation, yards and Davis played best for the Techsters.

Mrs. Glee Meier's Rhythm I and II classes entertained the Engineers' club at Beals school last Friday evening.

"In a Persian Market" and "Off to Boston" were the two dances presented by the Rhythm II class. The former, an oriental dance, was given by Ruth Bowen, Grace Caniglia, both '34, Genevieve Scalzo '35, Ruby Rogers '36, and Beth Howley '37. Girls taking part in the latter dance were Beth Howley, Ruby Rogers, Genevieve Scalzo, and Bernice Venecek

The Rhythm I class presented "In the Good Old Summer Time," a clogwaltz. Those taking part were Betty Arbitman, and Dorothy Basl, all '35, Morris Lerner, and Albert Lustgarten, both '34.

## 5 Wrestlers Left in Intercity Mat Contests at Tech

The wrestling tournament to decide individual championship honors was revived this season and got under full sway at Tech last Tuesday with 70 matches. No school was able to carry off a majority of honors.

All coaches were allowed to enter two men in each class, the best men in Class A. Points are given in Class A only with five for first place, three for second, and one for third place. These points however are a dubious honor as first place has already been awarded by the high school board of control to Tech.

In Class A Vuylstek had the luck to draw Dean of North, his toughest opponent, in the 95-pound class. Art had many bad moments, but finally pulled through in the final minutes with a decision. Pattavina, 105pound, drew a bye.

Joe Troia, the underdog, met Hood of Tee Jay and waltzed away with a decision. Campagna, 115-pound class. pulled through with a hard-earned decision over Reed from Tee Jay. Osborne drew a bye in the heavyweight division.

In Class B Fianciullo won by a forfeit, and Reichstadt in the 165pound class managed to gain a decision over Swassing of Abe Lynx. This left a total of five men in Class

A and two in Class B from Central. The semi-finals were held Wednesday and tonight the final duals will be battled. A paid up student assotaken care of by Claude Gesman. He ciation ticket plus fifteen cents will admit to the Tech gym.

#### South Victorious in Final Mat Meet

Coach Bexten took his bone bend ers to South last Friday night and brought them home nursing a 30 to 6 defeat. The meet ended the intercity round robin wrestling tourna-

Art Vuylstek, 95-pounder, and 'Dutch" Reichstadt, heavyweight, of Central, broke up the string of Packer victories with a pair of decisions. South took eight of the ten bouts.

Vuylstek, as usual, had little difficulty taking the decision, this time over O'Conner with a time advantage of 5:06 out of 6:00. Reichstadt, althought not weighing enough to be a heavyweight, got a time advantage

Di Lorenzo in the 85-pound class put up a real fight, but was finally thrown in seven minutes. Masters, 145-pound, also made things nip and In the first quarter it was Tech all tuck until the end in losing a decision the way, Central being held scoreless to Lipsman. South took a total of

### Seniors Win Sixth will be selected and given prominence. The reasons for the choice will Consecutive Game; Ruth Kuehl Stars no person will be selected twice.

Shooting eleven field goals, Ruth Kuehl led her Senior teammates to their sixth consecutive victory in the girls' basketball tourney Monday, in their defeat of the Freshmen, 47 to play, held the one-sided lead through-In the last quarter, Central out- out the game. The Sophomores finally

> The Junior team played at a great tutes. At the beginning of the third the Juniors were unable to raise their score. Lucille Beranac, forward, and Esther Kuehl, guard, were the stars of the losing combination, while Christa Ensminger was outstanding for the winners.

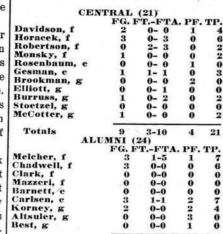
The Seniors ar steadily advancing to the championship with six victories to their credit and three games to play. The Sophomores are in second place, holding a two victory lead over the hard-fighting Juniors.

The third round will be held next week with the Seniors meeting the Sophomores and the Juniors meeting the Freshmen. The latter team has so far been unsuccessful, losing each of the six games.

Mrs. Grace Knott's honor roll members for this week are Robert L. Smith '36, Type III, seventh hour, Soref, Margaret Silsby, both '36, Ber- and Frances Wagstaff '34, Type IV, neta Gee, Eugenia Anderson, Mary first hour. Frances typed 42 words a minute with two errors, and Smith typed 35 words per minute, making two errors.

# **ALUMNI SHOW POWERFUL ATTACK IN NOSING OUT CENTRAL VARSITY, 24-21**

**Boxing Bouts Entertain** Fans; Chinn Flashy



11 Four hundred person paid a dime and got a dollar's worth of entertainment last Tuesday night when they saw Central's alumni beat Coach Knapple's 1934 basketball team, 24-21. In addition to the game they witnessed three well-fought boxing matches and two wrestling contests.

The alumni started the game with fireworks, garnering five points before Central got started and leading at the end of the first quarter, 7-2. This didn't stop the varsity, however, and the Purple annexed 10 points the sec-

By MALVERN DORINSON

(Reading time: 3.2 minutes and 3.2 seconds—believe it or not.)

Tonight will close the 1933-34 basketball season for the first team when they engage the Northmen. The Eagles haven't had easy going this season; inexperience has also lost games for them. However, Coach Knapple ought to be set for a big next year with Horacek, Robertson, Gesman, Stoetzel, and Burruss back.

Although this has been a disastrous season for Coach Knapple's cagers, most of us feel that the "5" has put forth their best efforts and in spite of their absence of wins should be given a hearty cheer by everyone.

And now for that new feature I also be stated. All sports will be taken into consideration, and if possible,

#### HALL OF FAME \_

Outstanding candidate for the first week's choice is EDDIE HOR-ACEK. He is leading scorer of the Purples, countering in every game except one . . . has had the distinction of making the varsity as a regular in his sophomore year . . . is good-natured despite that scowling countenance . . . will be a likely choice for the All-City "5" next season . . . is recognized as a leading forward in prep circles . . . in other words Eddie's a good basketball player, and a good sportsman, and a GOOD GUY. Further success to you, Mr. Hor-

Coach Barnhill's second team also olds up its season tonight with the North engagement. The reserves have registered four victories this season in competition which is fairly good for the small size of his players in comparison to the rest of the schools.

It must be good to be captain of the Cooks team (H. R. 39) and be able to get free meals from your sponsor. Ben Effros (headline hunter) attributes this fact to his personality, but I say it's that persuasive manner.

A funny incident happened last week. The photographer was all set to take pictures of Carl Ousley and Bob Rodwell when the camera broke. It probably got scared, boys.

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Two Wrestling and Three ond canto while the old grads were held to a lone field goal by Korney.

> The tables turned again, and the alumni were soon on the long end of a 16 to 18 score. And so the game went on with the varsity two or three points behind their elders until the very end. The reserves showed up well with all of them making field goals.

> Before the basketball game Ross Allison and Sol Weiner, both 165 pounds, and Shelley Condon and Tjark Riddle, who is now an Omaha policeman, both heavyweights, were the combinations for two wrestling matches.

Allison and Weiner put on a good display of wrestling with the match ending a draw. Condon and Riddle gave a real groan and grunt exhibition just like professionals.

Henry Rosenbaum met George See man in a little mixup with the gloves at this time. Henry was heavyweight champion of his C.M.T.C. camp last summer, and George has had no experience in the gentle art of fistcuffs That tells the whole story.

Between the halves Eugene Chinn showed what carried him to the finals of the Omaha Golden Gloves tournament in meeting Earle Emmerson whom he easily outpointed. Bob Dunn and Ernie Jones fought after the game for those who wished to

# TRACK MEN HELD **INSIDE BY SNOW**

Schmidt to Take Runners to Tech for Trials; Few Letter Men

Central's cindermen have been unable to show their track ability during the last week due to unfavorable weather which caused the tracksters to take all workouts in the old gym.

New men have been learning the fundamentals of track such as lifting their knees and getting the correct style of stride. All running has been confined to the fourth floor after 4 o'clock. The veterans have been limbering up with a few warm-up exer-

Coach "Papa" Schmidt is planning on taking his proteges over to the get an idea of the quality of his men promised you. It's a Hall of Fame in as soon as the weather permits. Since turbance. which the leading athlete of the week the cindermen only get to practice on a cinder track once Schmidt is doubtful about the building up of a new team.

"Papa" has only a few lettermen with which to make a successful track team. Baer, Payne, Wiggins, Rosenbaum, Elliott, and Rodwell are those around whom Coach Schmidt is building his team. Baer, Wiggins, and Rodwell run in the sprints and are expected to garner quite a few points for the tracksters. Rosenbaum and Elliott are promising in the hurdles and shot put.

### Last Minute Goal Wins Tech Game For Second Team

With just two seconds to play and Tech leading by one point due to Salyards' free throw, Captain Sconce dropped in a basket from the quarter-court to win the game for Central's reserves, 12 to 11. In their previous encounter Tech had little trouble winning, 27 to 17.

Irvin Yaffe, midget forward, took things in his own hands during the first quarter, tossing in two goals and a free throw to make the score 5 to 0. The second quarter was just the opposite, as the Maroons scored five points tying the score at the half, 5-

Continuing the low scoring defensive game, Central chalked up two gift tosses, and Tech sank a basket, which made the score 7-all at the end of the third quarter.

Tech started off the final period with a bang spilling in two baskets, but Yaffe's goal and Eltinge's free throw put the Purples within one slim point of the Cuming street lads. The minutes went swiftly, and the timer was raising the final gun when Sconce made his eventful basket, winning for Coach Barnhill's protegees.

Yaffe, scoring 9 of the 12 points, was the whole offensive for Central, and Sconce's guarding prevented many enemy points. Balchner's six points made him high point man for

# Effros Announcer at Alumni Classic

Hello, peoples of Central High, your announcer is Ben, B like in bank, E like in every, N like in nickel, Effros. Here we all are at the Alumni game, and j-just between you and me it's p-p-plenty good (for nothing).

The Alumni is winning this basketball game, b-but Burruss just missed another set-up from the middle of the floor. I'm the time-k-keeper for this game, and l-let me tell you, I'm sure proud to do something for this great institution that has such wonderful teachers. Wait a minute, I think the game's over. No-ope, slight mistake, there's still .19999 seconds to play.

The game is finally over. Wait, here comes Rosenbaum. Let's s-see what he wants. What?!!! You call me a time-cheater! Why I'll break Tech or Creighton track in order to your little leg, you cr-cream p-puff. Pardon me, folks, just a slight d-dis-Wham! Sock! Biff! Bang! Hello,

folks, this is H as in Henry. E as in Henry, N as in Henry, R as in Henrfy, and Y as in Henry. In other words, it's Henry Rosenbaum. B like in bank, E like in every, N like in nickel, Effros is no longer with us. We are now signing off.

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# SECOND ROUND OF HR CAGE TOURNE

TO BEGIN MONDA Cooks Display Power A: 149 Looks Strong in Junior League

#### 16 TEAMS ELIMINATE

After two weeks of playing, first round in the Home Room ketball tournament has been pleted. Sixteen teams have been inated in both the Class A and C B divisions.

The Sons of Italy, a strong tender for Class A laurels, won H. R. 333 by a forfeit when I 333 failed to show up. In the B game a week ago Thursday, 149 displayed plenty of class feating H. R. 128, 12-4. H. H. was held to one field goal.

Last Friday, the Cooks and Presbyterians played in what w feature game of the week. The finally came out on top after quarter rally which netted the points and broke the deadlock was tied at 13-all. The Cooks probably be one of the finalists Class A division as they have s a powerful scoring attack.

In Monday's games, the Aces gro basketeers, took a well game from H. R. 335, 12 to 4. In Class B game, H. R. 218 shows strong offensive attack when beat H. R. 119, 16 to 10. On T day, H. R. 131 emerged victoria over H. R. 120 A by a forfeit. In the Class B game H. R. 130 tround 118, 16 to 6.

In vesterday's games H. R. 120 met H. R. 215 in a Class A and H. R. 330 A played H. R. 33 in a Class B game. This morning R. 140, school champions for past two years, met H. R. 841 open the second round in the Clas division. In Class B H. R. 345 p H. R. 249 to close the first roun

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