

Howard Vann

Advertising Trip Made By Senior

Every student who attended Inside Advertising Week in New York City gained invaluable insight into the advertising industry, Howard Vann, University delegate, said.

Delegates saw the offices of Ruthrauff and Ryan, a leading agency advertising.

By seeing such things, we could see all the principals we had learned in class working in practical application," Vann, Arts and Sciences senior, said.

The program included talks from the top people in the advertising industry, according to Vann. Students had interviews to line up jobs with some of the top advertising production and publicity houses in New York.

Interviews Vann tentatively accepted a job with McGraw-Hill Publishing Co., publishers of "Business Week."

At the end of the week delegates were presented with certificates which entitle them to interviews with any advertising firm in New York City, he said.

New York advertising is concentrated on television work right now, Vann said. The group toured the studios of the National Broadcasting Co. television department and appeared on the Steve Allen Show.

"We were told that George Gobel's show is the only paying half-hour show in television," Vann said. The trend is toward one and a half hour television shows, he said.

TV Trends Some TV shows, such as "Dear Phoebe," are on their way out.

Dairy Club Dinner Set For May 8

The annual Dairy Club banquet will be May 18 at 6:30 p.m. in the Union.

J. Gordon Roberts, president of Roberts Dairy Co., will be the main speaker.

Jim Turner, president of Variety Dairy Club, will be master of ceremonies of the event which announces the winners of the dairy cattle and dairy products judging contests held recently.

Tickets may be obtained in Room 208 Dairy Industry Building or from Turner at 3601 Apple St.

Miller Named New President Of Kappa Phi

Kappa Phi, Methodist women's association, installed new officers at its annual spring banquet. They are:

President, Roma Jean Miller; vice president, Mylicent McPherson; program chairman, Alice Hitt; chaplain, Colleen Schmitter; treasurer, Corrine Demaree; recording secretary, Carolyn Johnson; corresponding secretary, Joan Kluge; social chairman, Marge Rolofson; finance, Nan Dickerson; publicity, Candlebeam, Lois Sigwart; properties, Rogene Wunderlich; art, Phyllis Franklin; Wesley representative, Jan Felt; historian, Phyllis McCrary; music, Anabel Blincoe and Pat Gillespie; hospitality, Janice Rolofson, and membership, Joan Hathaway.

NU Professor Given Notre Dame Award

Robert Crawford, professor of Journalism, was awarded the 1955 Creativity Award by Notre Dame University.

Crawford was honored as the father of the teaching of creative thinking at a conference sponsored by several advertising executives and the University of Notre Dame.

Crawford, author of the Techniques of Creative Thinking, also spoke at South Bend, Ind., on "Reflections from Writing and Teaching Creativity Courses since 1906."

Palladian Society Plans Student Treasure Hunt Palladian Society will hold a treasure hunt beginning 8 p.m. Saturday at Temporary J, 15th and Vine Sts.

All students may attend the hunt which will be followed by refreshments and entertainment.

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because of the current trends in TV entertainment, he said. "We didn't work and go to meetings all the time; we saw Ertha Kitt at the Copacabana, Sophie Tucker and Times Square," he said.

Vann saw John Boomer, Nebraska's delegate to Inside Advertising Week last year. "I owe a great deal to Boomer for the contacts he helped me make," Vann said.

The group ate at several advertising clubs as guests of such firms as the Wall Street Journal. At one club women were not allowed in the upstairs dining rooms and the woman delegates were forced to eat in the downstairs area, apart from the rest of the group, he said.

Vann termed Dr. Kenneth McFarland, educational counsel for

General Motors and the American Trucking Association, as the most inspiring speaker he had ever heard.

Dr. McFarland told the group failures are not due to lack of knowledge but to character let-down.

Newspaper advertising is locally the most influential and nationally the least influential, Vann said. The group toured the New York Times plant to see how newspaper ads keep up with other communication media.

Vann is working on a 1000-word thesis which will be submitted to officials who sponsored the trip for the selection of the outstanding advertising student in the country.

Vann has given several talks about his trip to classes and local groups.

Union Display Oil Paintings Show Variety Of Moods

By ROGER WAIT Staff Writer Currently on display in the Union Main Lounge are 19 paintings by three University art students.

The oil paintings will be on exhibit until mid-June. Jean Sandstedt, president of Delta Phi Delta, honorary art fraternity, painted six of the paintings in the lounge. Corban LePell, junior in Arts and Sciences, also has six paintings on display. Seven paintings were done by Bruce Conner, junior in art.

The somber paintings of Miss Sandstedt, senior in art, are characterized by the darker shades punctuated, sometimes starkly, with splotches of red. The red, which she worked into the pattern of the paintings, in no case conveys carefree feelings. They represent bright spots in an otherwise drearily monotonous life.

Nature Miss Sandstedt's works are introspective in nature. Her paintings, she said, are "non-objective." The titles of her displayed paintings are "Woman With Flowers," "Untitled Painting," "Stellar," "The Captive," "Flowers" and "O Roschen Rot!"

"Stellar" won a purple ribbon at the 1954 State Fair. Miss Sandstedt last year won first place in Kappa Alpha Mu Initiates Officers

Kappa Alpha Mu photography-journalism honorary for men and women announced the new officers for next year.

They are: President, Dale Baker; Vice President, Ward Svoboda; Secretary, Marcie Mickelson; and Treasurer, LeRoy Marquardt.

Theta Sigma Phi Pledges 12 Coeds

Twelve women were pledged Saturday morning to Theta Sigma Phi, professional fraternity for women in journalism.

They are Kathryn Bruggeman, Barbara Clark, Beverly Deepe, Mimi Gordon, Nancy Hall, Barbara Jelgerhuis, JoAnn Junge, Mary Keys, Mary Rohse, Mary Shelledy, Lucigrace Switzer and Elizabeth Weber.

Conner last year exhibited some of his works at a showing of the Lincoln Artists' Guild. The Guild later purchased one of his color etchings for its permanent collection.

Geometric Figures In other paintings, Conner conveyed calmness by uncluttered use of simple geometric figures. "Halcyon" represents the halcyon, or calm, days of an idyllic spring, and "Romanesque" illustrates the inner peace which overcomes one inside a medieval cathedral.

For example, his "Nirvana" was done entirely in glaring shades of yellow, and his "Moorland" was painted in shades of midnight brown, interspersed with reddish brown. "Moorland" also contains white and black adjacent to represent parched, stringy grasses.

Of the three artist's works on exhibition, his are the lightest. Conner mixes his colors and is not so consistent in color usage as the other three.

LePell's works are entitled "Dan-ae," "Sosi," "Binnorie," "Mt. Ararat," "Nakomis, 1954" and "Scythia."

His paintings are done in dark colors, but are not so solemn and somber as Miss Sandstedt's. Rather, LePell's works are somewhat calm.

Frequently, he runs his colors together to produce impressions of fogs of varying density. These are especially brought out in "Binnorie," in which he has used shrouded blues and greens intermixed and subdued so as to be a dark grey.

Couples attending the Terrace Hall Dinner Dance included Lois Smith and Gene Holly, Joyce Wilard and Al Deines, Shirley Pankonin and Bob Koralewski, Bonnie Hoke and Hal Nolette and Bev Wirz and Fred Longacre.

Among the couples at the Brown Palace Dinner Dance Saturday were Marlene Jenkins and Tom Neilsen, Connie Crews and Roger Haight, Milly McCormack and Floyd Urbach, Marie Vandenberg and Jerome Coder and Gladys Hansen and Eldon Parks.

Engagements Jeannette Wolken, Sigma Kappa freshman from Beatrice, passed candy to announce her engagement to Bob Mertens, junior from Defiance, Ia.

Doug Dunn surprised his ATO brothers by announcing his pinning and engagement to Rusty Smith, Chi Omega alum of the University of Omaha. Doug is a senior from Omaha.

Austrian Study Awards Told Four awards available for graduate study in Austria during the 1955-56 year have been announced by the Graduate College.

To be eligible the student must meet the following requirements: United States citizenship by the date of application; bachelor's degree by the date of departure; demonstrated academic ability and capacity for independent study; good moral character; personality and adaptability; a proficiency in the German language and good health sufficient to meet the health standards required for insurance coverage.

Further information may be secured in the Graduate College Office, Social Science Room 111.

Richason Awarded Danforth Grant Benjamin Richason, who is working for a doctoral degree in geography at the University, has been awarded a 1955 Danforth Teacher Study grant.

This award includes \$3,000 plus tuition and fees for a year of graduate study at the University. From more than 500 nominations, 51 teachers were selected by the Danforth Foundation of St. Louis.

Richason, who is currently an assistant professor of geography and geology at Carroll College in Waukesha, Wis., will begin study in September.

Union Compiles Summer Job File For Students A job file has been compiled by the Union hospitality committee for students interested in working at resorts during the summer.

Pamphlets, addresses of managers and listings of specific places are included in the file. Places include Cape Cod, Black Hills, Atlantic City and Oregon. The file is located in the Union Activities Office.

On The Social Side Ivy Day Excitement Discourages Romance

By GRACE HARVEY Society Editor

What a mad, gay, exciting weekend! University couples got so carried away by the Ivy Day festivities that they neglected to settle down to the more serious business of getting pinned or engaged.

As a result, only three engagements and three pinnings were announced. Organized houses held a rash of formal parties, and picnics plus the traditional Junior Jitters and post-Ivy Day get-togethers.

The ZBT's 15th annual Whoopie Daze highlighted the year's social events for the fraternities' formal Friday night house party Saturday and the picnic Sunday, included Bev Engelbrecht and Jerry Krupinsky, Murt Pickett and Doran Jacobs, Ann Miner and Lennie Singer, Sylvia Mallen and Jerry Hoberman and Gwen Stoller and Mike Segal.

Alpha Gamma Rho held its spring formal Friday night. Couples attending included Dee Tietjen and Ed Zabel, Joyce Sporn and Dick Kiburz, June Scadden and Don Beck, Sara Alexander and Dean Glock and Connie Klein and Ron Bath.

International House coeds and their dates held a picnic last weekend. Among the picknickers were Carol Schwartz and Steve Geoghegan, Andy Chronopolous and Burt Von Egger, Lichu Chen and Joe Schu, Margery Polkhill and Danny Common and Marjory Chab and Norm Cizek.

Couples attending the Terrace Hall Dinner Dance included Lois Smith and Gene Holly, Joyce Wilard and Al Deines, Shirley Pankonin and Bob Koralewski, Bonnie Hoke and Hal Nolette and Bev Wirz and Fred Longacre.

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Pinnings Ron Krejci passed cigars to announce that Dorothy Troholz of Schuyler is wearing his Theta Chi pin. Ron is a junior from Schuyler.

Alpha Chi Omega Barb Beadle passed candy to announce that she is wearing the FarmHouse pin of RoC Swanson, sophomore from Overton. Barb is a freshman from North Bend.

Cigar smoke at the Sigma Chi house announced the pinning of sophomore Roger Bottorf to Barbara Gaede, Phi Mu at Wesleyan.

Social Calendar Friday Sigma Alpha Epsilon House Party. Alpha Phi House Party. Alpha Kappa Psi Informal Dance at the Union.

Saturday Cotton and Denim Dance at the Ag Union. Pi Beta Phi Formal Dinner Dance. Palladian Society Program, Temporary J. Delta Sigma Pi Rose Banquet and Dance.

'Time Of Life' Builders Plan Magazine Sales At Special Rates

Builders is staging a "Time of Your Life" campaign this week, Ben Belmont, assistant treasurer, said.

Subscriptions to national magazines are available to students at cut rates, Belmont said. Some national newsmagazines would cost

as little as six cents a copy under the Builders subscription plan, he said. Balloons with subscription cards attached will be loosed on the campus. A fire truck will drive around the campus Thursday distributing cards and Builders members will hand out cards at Farmers Fair, Belmont added.

Subscriptions can be renewed through this offer, and delivery can begin at any date the student desires, he said. Seniors are eligible to subscribe and may subscribe for as long as three years, even though they are no longer students, according to Belmont.

Part of the money received in the campaign will go into a Builders fund which will be used to continue activities to build a better University, Belmont said.

Red Cross Safety Course To Begin An American Red Cross Water Safety Instructor Course will be held May 16 to 23 in the University pool, sponsored by the women's physical education department.

Interested students may call the physical education office in Grant Memorial, Beverly Becker, instructor in physical education for women, said. To be eligible for the course, a student must have a Senior Life Saving certificate and be at least 18. A University swimming permit is also necessary.

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Rogers To Help Construct Egypt Conference Camp

By MARY SHELEDY Staff Writer

Instead of marching into the Coliseum in cap and gown on June 13, Jack Rogers will be half-way across the Atlantic on his way to Egypt.

Rogers will leave June 1 for New York City. June 8 will find him aboard an Italian lines ship traveling to deal with construction problems in the desert rather than job-hunting in the Mid-West.

Rogers is one of 11 young people chosen by the National Youth Fellowship of the United Presbyterian Church to participate in a summer work project in Egypt.

"Egypt is one of the mission fields of the United Presbyterian Church," Rogers explained. "One of the problems of our Evangelical Church there is that the young people have no summer conference grounds."

Ministry "At the Youth Fellowship convention last summer in Long Beach, the national group made its project the raising of \$28,000 to build a conference camp in northern Egypt," he said. "Some of us were chosen to go help do the actual construction."

Because Rogers is going into the ministry of United Presbyterian church, he already has some summer work experience. Last summer he was part of a group that rebuilt a church in southern Illinois.

"It was an interesting experience, being in completely new surroundings. We didn't know what each other's activities had been, and we were doing things entirely different from our every-day school activities."

"Since the trip from New York to Le Havre takes 10 days, . . . I should be exactly in the middle of the Atlantic on Graduation day," Rogers said.

Women In Group From Le Havre, the group will go to Paris, Geneva, Florence, Milan and Rome. The 11 Americans will spend two weeks on the Continent before flying from Rome to Cairo. Then Rogers and the others will go to their camp site in the desert near the Mediterranean.

"Several young women will be in the group," Rogers explained, "which will be quite an experiment in Egypt. There, women are just now pressing for suffrage and are still rather restricted."

The coed group has been specifically instructed on just how cautious their behavior must be. "Neither we nor the girls can wear shorts to work in — and packing for the trip is already a problem, since we must take as little as possible to travel by air."

Manual Labor At the camp site, Rogers will be doing manual labor — pouring concrete, doing carpentry and painting. He will be working with young people from Egypt and the Sudan. "To me, that's one of the most interesting parts of it — working with people from all over."

While in Egypt, Rogers hopes to obtain permission to go to Palestine. The tense Arab-Israeli situation, in which University student Charles Harris was killed, makes travel from an Arab country to Israel more difficult.

Rogers will be in Egypt until Aug. 1, when he will leave to sail from Southampton to New York Aug. 8.

In September Rogers will enter a theological seminary in Pittsburgh.

Because there is no pre-theological program at the University, he has majored in speech and philosophy.

During his undergraduate career, Rogers has been president of Student Council and a member of the debate team.

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