

Simons Sponsors Advertising Contests for UN Students

Rules for two advertising contests sponsored by Ben Simon and Sons, Lincoln firm, have been announced by the company's advertising staff. Both contests open today.

All regular students of the University of Nebraska are eligible to compete with the exception of those who are employees of Ben Simon's or are connected with The Daily Nebraskan.

The contests, which close March 4 and 11, respectively, are to be qualified as merchandising and institutional. The winning merchandising ad will be published in The Daily Nebraskan March 12 and the institutional winner on March 19. Both winners will receive \$10 gift certificates from Simon's.

Contest judges will be Mr. F. C. Blood, University of Nebraska; Archie Bailey, Lincoln Chamber of Commerce; Joyce Ayres, Ayres Advertising Agency; Lyle Johnson, Lincoln Star and Dorsey McIntyre, Lincoln Journal.

Complete rules are as follows:

I. Any number of eligible con-

testants may collaborate on one ad, the prize to be divided among the contestants should they win.

2. Ad entries must be complete with layout, copy and Simon's signature cut.

3. Contestants may use illustrations (available at the advertising school) or use original art work.

4. Any entrant may submit as many entries as he chooses in each contest, but he must specify which contest is being entered.

5. Contestants in the first contest must go to the store and inspect Simon's merchandise to be featured in the ad.

6. Entries must be turned in to the advertising school (307 Social Science) on the day the individual contests end, March 4 and 11.

7. Ads may measure either four columns by 12½ inches or five columns by 10 inches.

UN to Sponsor Water Works Meet Feb. 19-21

A state-wide water works conference, sponsored jointly by the university and the Nebraska League of Municipalities, will open next Thursday, Feb. 19, in the Union. Students and faculty members as well as water commissioners and public utility men will attend.

The three-day program includes eight lectures by UN instructors and other specialists dealing with the supply, utility, distribution, and purification of water, plus motion pictures, two inspection tours and a speech, "A Newcomer Looks at Nebraska," by Dr. C. W. Borgmann, Dean of Faculties, Friday evening after the closing banquet.

Saturday morning the conference will travel to Ashland to inspect the Lincoln water plant.

Graduate Club Meets Tonight

The University Graduate Club, recently organized, will hold its second meeting tonight at 7:30 in Parlor X in the Student Union. Food and fun are promised to every member, according to Rosanne Svoboda, social chairman.

Wenke Case Set For Trial; Law Students Jurors

The Bob Wenke shooting case will be tried in the Problems of Proof Laboratory of Law College just before spring vacation, according to David Dow, law professor.

The case will be tried before a jury of pre-law students, on a district court pattern. Julian Hopkins and Tomas Luhe will be counsel for the plaintiff, Wenke, while the defendant will be represented by Carl Windrum and John R. Sullivan. The name of the defendant has yet to be determined through the study of conflicting evidence by the plaintiff's counsel.

Wenke, shot in a staged scuffle with William Rundle and other law students, stated, "I feel confident that the culprit will suffer his deserved fate through the determined efforts of my very able and competent counsel, Mr. Luhe and Mr. Hopkins."

Theta Sigma Phi to Hold Tea for Women Journalists

Theta Sigma Phi, national women's journalism honorary, will hold a tea for all women journalism students who will be juniors and seniors next year at the Kappa Alpha Theta house Wednesday, Feb. 18, at 4:00 p. m.

Featured will be a short talk by William F. Swindler, director of the school of journalism.

The present members of the honorary are Ardis Stava, Ruth Willman, Nadine Anderson, Jean Jensen, Tottie Stewart, Maria Crook, Jeanne Kerrigan, Susan Storz, Priscilla Bailey, Betty Weible, Barbara Rowland, and Phee Mortlock.

17 Men Tapped By Alpha Zeta

Seventeen junior and senior men became members of Alpha Zeta, national agricultural honorary, last Thursday evening at initiation ceremonies held on Ag campus, according to Ned Raun, president.

All initiates ranked in the upper two-fifths of their class. They were selected on the basis of scholastic standing, leadership abilities and personal morals and character.

Those chosen were: Rolland Essman, DeWitt; Burton French, Auburn, Calif.; Gene Gard, Baver Crossing; Eugene Goin,

Wymore; Robert Howe, Wymore; Donald Kellog, Edgemont, S. D.; Quentin Lindsey, Stockville; Frank Lowry, Mason City; Duane Munter, Coleridge; Aldon Nielson, Ansley; Roger Otto, Phillips; Robert Perry, Wolbach; Howard Sautter, Lincoln; Fred Turner, Spokane, Wash.; Paul Vican, Mowbray; Clifford Wagener, Norfolk; and Edward York, Lincoln.

After the ceremonies, Prof. Chauncey Smith of the Ag Engineering department gave a welcoming address to the new initiates. Dr. L. K. Crowe, Dairy Husbandry department, and Prof. M. A. Alexander, Animal Husbandry department, were also present for the ceremonies. All of these faculty members are Alpha Zeta alumni. Lunch was served at the end of the meeting.

BEN SIMON & SONS

Our Forty-Third Year!

Gather 'round you budding "Hucksters"

Enter NOW In Simons

2 ADVERTISING CONTESTS!

Prizes: 2 \$10 Gift Certificates

*Winning Ads to be Published In
The Daily Nebraskan!

Here's your chance for fun, fame and a \$10.00 addition to your wardrobe. Enter one or both contests now . . . It's easy, just read the rules below. The type of ad or merchandise to be featured, we leave to you!

CONTEST NO. 1

Merchandise Ad

- Starts today
- Ends Thurs. March 4
- Published Fri. Mar. 12

CONTEST NO. 2

Institutional Ad

- Starts today
- Ends Thurs. March 11
- Published Fri. Mar. 19

*Here Are The Rules... They're Easy!

1. The ad must be 50 column inches in size, 4x12½ or 5x10.
2. Ads must be complete with layout, copy and Simon's signature cut. (Clip one from this ad)
3. Contestants may use illustrations available at the school of advertising, or original artwork.
4. On the first contest, contestants must come into Simons and inspect merchandise to be featured in the ad.
5. Any number of people may collaborate on one ad, the prize to be divided among participants.
6. Submit as many entries as you like for each contest, specifying on each presentation which contest is being entered.
7. All regular students of the University of Nebraska are eligible to compete, except employees of Simons and the Daily Nebraskan.
8. Entries must be turned in to Room 307, Social Science Bldg. on the days contests end.

JUDGES:

Professor Blood, Archie Bailey of the Chamber of Commerce, Joyce Ayres of Ayres Advertising Agency, Lyle Johnson of the Lincoln Star and Dorsey McIntyre of the Lincoln Journal.

AFTER EXERCISE REFRESH YOURSELF



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