

Like Father Like Son:

Wagner Led First Chorale At Age 12

By CAROLE FRANK
Copy Editor

"Like father like son," is an adage that rarely applies to musical families, but Roger Wagner provides the exception which proves the rule.

Born in LePuy, France, Wagner was exposed to music at an early age since his father was organist



Nebraskan Photo
WAGNER

at the Cathedral at Dijon. At the age of twelve, he was organist and choral director at St. Ambrose Church.

Coming to America, his first job was as a member of Metro-Goldwyn-Mayer's chorus. Shortly thereafter he was engaged as musical director of St. Joseph's Church in Los Angeles, a post he has held ever since.

This was the beginning of a series of events which directly led to the first professional concert of the now internationally acclaimed Roger Wagner Chorale some eleven years later.

Recognized as the youngest lay authority of prominence on Catholic music of the medieval and renaissance periods, Wagner was

awarded a Doctor of Music degree from the University of Montreal for his thesis on the Masses of Josquin de Pres.

In addition to guiding the destinies of the group which bears his name in radio, concert, television and motion picture, Wagner has also achieved an enviable reputation as a lecturer on choral music and choral singing before major musical institutions both on this country and abroad.

The Chorale, itself, originated as a city-sponsored group known as the Los Angeles Concert Chorale. In 1947 the demands made upon the chorale for professional appearances compelled it to withdraw from city sponsorship. It was promptly engaged by Franz Waxman for performances of Honnegger's Joan of Arc.

The 24-voice group was invited to sing in London as a part of the coronation festivities program, to sing in London's Royal Festival Hall and to broadcast on B.B.C. Radio, London.

The London Musical Times had this to say of the Chorale, "There can be few if any small choirs in this country which can come anywhere near to this choir's quality in matters of balance, dynamic range, rhythmic precision and accurate chording."

The Chorale appeared in the Hollywood Bowl in 1953 and has recently completed its first Cinemascope Musical short in color and Stereophonic Sound, which was produced by Twentieth-Century Fox.

The Roger Wagner Chorale will be in Lincoln Sunday for the dedication eve performance at the city's new Pershing Memorial Auditorium. Featured with the chorale is Johnny Carson, emcee, and Stacher and Horowitz, duo-piano team.

The Social Calendar

By JAN FARRELL
Society Editor

There were very few pinnings on campus this week because most of the sororities cancelled their meetings to participate in Co-ed Follies Monday night.

Monday's audience was com-



Nebraskan Photo
JOAN WEBSTER

prised mostly of the Young Men About Campus attired in their best suits, sitting in groups of fours and fives, discussing the physical merits of the performing co-eds. Most of the eligible bachelors were lining up dates for the pending formal and the coming Spring social season. Co-eds, beware!

There are two formals and one semi-formal scheduled this weekend. The annual Kappa Sigma "Red Head Banquet" is this Wednesday and many girls are dyeing to attend. Those girls that are naturally blest are saving the price of a bottle of dye.

If you didn't make it to the Co-ed Follies last night, I suggest that you go tonight because it is

unusually good this year. There were announcements of five engagements and four pinnings.

Engagements:

Marie Louise Nichols, Kappa Kappa Gamma senior in Teachers from Beatrice, to Samuel Theodore Haupt, Phi Delta Theta junior in Business Administration from Lincoln.

Monny Dawson, Kappa Delta alumna from Wymore, to Dave Crane, junior in Business Administration from Cranford, N.J.

Gloria Temple, junior in Teachers from Lincoln to Allen Starr, senior in Arts and Sciences from Cleveland, Ohio.

Joan Webster, Pi Beta Phi sophomore in Home Economics, from Kearney, to Paul Allen, Sigma Chi senior in Business Administration from Neligh.

Gretchen Lecron, Chi Omega sophomore in Arts and Sciences from Kearney, to Don Treadway, Phi Gamma Delta senior in Business Administration from Kearney.

Pinings:

La Vonne Koopman, from Wisner, to Royce Munderlok, Delta Sigma Pi junior in Business Administration.

Mary Thompson, Chi Omega senior in Teachers from Lincoln, to Raleigh Barron, Phi Kappa Tau senior in Teachers at Nebraska Wesleyan from Lincoln.

Gladys M. Meier, from Phillips, to Don Summers, Pi Mu Epsilon graduate student in Mathematics from Hershey.

Vesta Shay, freshman in Nursing at Bryant Memorial Hospital from Omaha, to Kendal Oretter, Alpha Gamma Sigma junior in Agriculture from Reynolds.

Social Calendar:

Tuesday:

Co-ed Follies
Wednesday:
Kappa Sigma "Red Head Banquet"

Friday:

RAM "Mardi Gras" Semi-formal
Sigma Kappa "Violet" Formal

Saturday:

Delta Delta Delta Initiation Banquet
Towne Club "Pearl" Formal

Joan Allen Named 'Teke Sweetheart'

Joanie Allen was named "Teke Sweetheart" at the Tau Kappa Epsilon Red Carnation Ball, March 2, at the Lincoln Hotel. She was presented with the traditional one dozen red roses and the Teke Sweetheart pin.

Miss Allen, from Fort Calhoun, Nebraska, is a sophomore in Teachers College and a member of Alpha Chi Omega.

Her escort for the evening was Jerry Wolfe.

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You're Gene McGrew... high school footballer and class officer. You won a scholarship and went through Princeton in the top third of your class... managed varsity track... commanded an artillery battery in Korea... "When you put a lot of preparation into your career," Gene McGrew feels, "you should expect a lot of opportunity in return."

Meets IBM representative

Out of the Army in 1953, Gene met an IBM representative. It sounded like opportunity. A few interviews later, Gene was sure. Although sales was only one of the many jobs he felt he could handle, this kind of selling—(IBM machines are as much an idea as a product)—promised to occupy every talent he possessed. Besides, he's learned that "no other form of training produces so many top business managers."



Gene outlines programming test

Then began a 13 months' training program marked by merit salary increases. First—3 months' schooling and observing operations in Pittsburgh (Gene's hometown). Next—2 months' studying the applications of IBM's electronic data processing machines in business, science, government, and defense. Followed by 7 months' practical training in the field, with customer contact. Followed by IBM's famous course in selling methods. Finally, assignment to a sales territory near Pittsburgh, responsible for about 14 companies and their executives who used IBM equipment, and a dozen or so more who were logical prospects for it.

What's it like to be AN IBM SALESMAN?

Selling to management is perhaps the best training for management, and it's the reason Gene McGrew joined IBM. Today, he possesses a thorough practical Business Administration education, responsibility, an excellent income—all at age 27. Read about an unusual career.

Makes first sale

Gene's first sale, to a bank, required thorough study; consultations; a written recommendation. The climax came, Gene remembers, when he submitted his analysis to the vice president and received that gentleman's signature.



Discussing customer installation

Gene's latest sale was to a large industrial corporation. He's now preparing this customer for the installation of an IBM electronic system designed to simplify financial procedure; inventory and other systems problems. At 27, Gene finds himself top man on an important account. He's educator, salesman, administrator.

How would Gene define selling?

"We feel the best way to sell is to be able to consult. The best way to consult is to know something of value your customer doesn't. IBM's 'something of value' is profit through automation."

Gene's thoughts on competition:

"The entire Office Machine Industry feels the lead pencil is the biggest competitor. You've no idea how many time-consuming clerical jobs can be mechanized, thus freeing people for important, creative jobs. IBM's success in the field is due to service, knowledge, 'know-how'."

Does Gene find his youth a handicap?

"It's what you know—not how old you are—that counts. I deal with executives twice my age on a basis of

equality, because they respect my training and my business judgment."

Future wide open

"I'm getting married soon, and I was amazed to realize how much security IBM's growth (sales have doubled on the average every five years since 1930) and benefits represent. But I think my real security lies in the chance to use my own ability fully and freely. There are nearly 200 Branch Managerships, 15 District Managerships and executive positions in 5 other divisions ahead of me. IBM is introducing new machines, systems and concepts so fast that, every Monday, we have a 'new idea' meeting just to keep up."

IBM hopes this message will give you some idea of what it's like to be a salesman at IBM. There are equal opportunities for E.E.'s, I.E.'s, M.E.'s, physicists, mathematicians, and Liberal Arts majors in IBM's many divisions—Research, Product Development, Manufacturing En-



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