Page 4

Thirty Years At NU: **Forrest Blood Plans June Retirement**

By CAROLE FRANK Copy Editor

University, Marquette University and the University of Wisconsin.

Forrest Blood, professor of ad- A New England accent depicts vertising and sales management Blood. He said he derived it from at the University, has been in the his boyhood days living in the

teaching profession for a total of John Alden homestead with his 45 years - 30 of these years here grandmother in Ducksberry, Mass. at Nebraska.

Well-known in the advertising college to major in journalism but field, Blood will be retiring at the ended up in the advertising field

After he finshed grade school, Blood received a job as an office at DePauw University and teach-

end of this year.



Nehraskan Photo

BLOOD

boy in a mail order house. Later he found himself doing advertising work at this same company. The company, discovered Blood's aptitude for this type of work, suggested that he attend college not knowing that Blood had just completed grade school.

Blood decided to further his education and attended Tilton's School for Boys. After completing high school in three years because he didn't have time to go four years, Blood attended Dartmouth College tising in newspaper work. in New Hampshire,

a Bachelor's degree, Blood went

NU Extension Husbandryma **Retirement Set**

K. C. Fouts, a veteran of 38 ricultural Extension Service, will retire August 31 as Extension ani-

Blood said he at first attended -and liked it much better.

Teaching newswriting in 1915-16 ing playwriting at Wisconsin University Blood received experience in the advertising field but also the the journalism field. He said "I would love to write copy, more so than teaching advertising." Due to his ability in the journal-

ism field, Blood was made acting director of the University Journalism department in 1943-44.

Coming to Nebraska in 1927, Blood discovered that Nebraska was offering only two courses of two hours each in advertising. quite a change from today's active program of 15 hours of advertising

Making another discovery at the time of his entrance, Blood was amazed to find only 15 students in the advertising field. There was a remarkable change in the number of students after World War II with a total enrollment of 300 students. Blood had taught in his 43 years

of teaching, he thoughtfully said. from 7,000 to 8,000 students, I'm still corresponding with 125 of my former students in both small and large advertising advertising agencies in every area of the United

States. Ten per cent of his students are Friday night. girls and all of them good stu-

dents. At the beginning, Blood only taught theory courses but in the

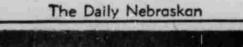
last 40 years, he has taught more creative work in advertising. From the first course of adver-

advertising departments has had Graduating from Dartmouth with many revisions made by Blood. Since then, a course emphasizing

second floor of Sociel Sciences building, Blood leaves his door and wouldn't deny anyone from from Lincoln. visiting me while I'm in the of-

grateful students past and pres- alumnus from Fremont.

ent." mal husbandry at the University. Becoming chairman of the Publi- senior in Teachers from Lincoln. Fouts joined the Extension serv- cations Board, in 1942-43, Blood has to Harry Demarce, Alpha Tau



Concert: Four University Students **HonoredForCompositio**

in recognition of outstanding mu- semble and organ. sic compositions.

The compositions were selected compositions, sponsored by the department of music.

chairman, presented awards to: ary music frateruity. Wendell Friest, for his choral piece, "Fourth Psalm."

quartet composition. Willis Ann Rosenthal, for a flute

solo

Pershing Initiates

On Wednesday Company A-2 of the National Society of Pershing rifles will initiate into the company eight new members. The men who received their blue and white cords were: Gary Burger, Glenn Conner, Elton Harrifield, Fred Howlett, Gerald Prochaska, Courtesy Sunday Journal and Star Richard Spencer, Milton Stein-

kruger and Freeman Walz.

Four University students re- Kenneth Rumery, for "Three in ceived plaques Thursday evening One," a composition for brass en-

Friest and Ochring received the from those presented at the Uni- plaques donated by Phi Mu Alphaversity's annual concert of original Sinfonia fraternity, national men's society, and Miss Rosenthal and Rumery received the plaques giv-Dr. David Foltz, department en by Pi Kappa Lambda, honor-

Richard Oehring, for his string Classified Ads

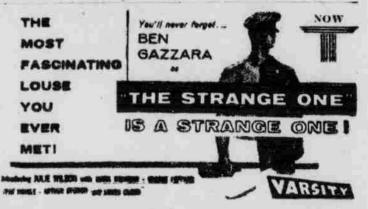
WANTED: Two viders to Los Angeles Leaving June 5, Inquire Lyun Schot-tier, 2-3549.

Traveling East to Pittsburgh, Pr. Want two or three person to share expenses, Will consider passengers part way, Leaving May 30, Phone 4.5740 atter 5.30 P.M.

am driving to Calif. June 10 Will suit place and date to riners however, Contact Res Menuey, Room 7521 861 Quastrangie.

L08T4 OST: Gray Hard eardboard 3 ring note book, Reward Call Nancy Delong.

Shop. 121 N. 12th.



On The Social Side: total enrollment of 300 students. When asked how many students. Last Dinners Bring Rash Of Pinnings

By JAN FARRELL Society Editor

Congratulations to Frances Van- senior in Arts and Sciences from Houten, Terrace Hall junior in Arnold.

University Women

Among those attending the Marilynn Peterson Darlene Han-

American Association of Univer- sen and Carol Link, university

sity Women Luncheon were seniors in Teachers and Judy

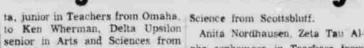
Due to a mix-up in make-up the Social Calendar was not printed last Friday. My apologies to all the people who had functions last week-end.

Since Monday was the last Chapter dinner in the fraternity and sorority houses, there was sort of a last minute bonanza on pinnings on to get his Masters degree at window and interior displays plus and engagements. There were four DePauw University and do addition- retail and national advertising and announced Morday night. Congratal graduate work at Northwestern advertising problems were added. ulations to all those who just made Never noticing the noise on the it under the wire.

ENGAGEMENTS: Pat Patterson, Zeta Tau Alpha open anytime that he is in the junior in Teachers from Lincoln, room. He said, "I like students to Dick Cecil, University alumnus

Bev Buck, Kappa Alpha Theta junior in Arts and Sciences from To prove that students also like Lincoln, to John McKeone, Phi him, a plaque in is office reads: Kappa Psi alumnus from Lincoln. "Forrest C. Blood for twenty-five Pat Purcell, Gamma Phi Beta years of unselfish services to senior in Teachers from Fremont, years service in the Nebraska Ag. school and students, Presented by to Alec Legge, Beta Theta Pi

Bev Jacobs, Gamma Phi Beta ice as Cuming County agent in also been a member of the Policy Omega junior in Arts and Sciences



pha sophomore in Teachers from Cynthia Zschau, Kappa Alpha Wauneta, to Wayne Potthoff, Al-

followed.

Cook. Four scholarships and one

fellowship were presented at the

meeting. Installation of officers

named "Sweetheart of Alpha from Omaha to Dick Cotrell, Phi pha Gamma Sigma senior in Agri-Gamma Rho" at their formal last Delta Theta, junior in Arts and culture from McCook.

> **OLD GOLD ANNOUNCES** WINNERS!

1919 following service in World committee of the Faculty Senate, from Plattsmouth War I. He served one year as a member of the Liason committee York County agent in 1927, a posi- and a member on the Committee tion he held until joining the state of Academic Privileges besides Gamma junior in Teachers from Extension staff in 1946.

grams for men and women, he Federation of American and ministration from Dakota City. has been deeply interested in Delta Sigma Pi, advertising proyouth.

of Extension circulars, leaflets in Philadelphia, and articles in breed and market What are his future plans? After ministration from Dakota City. publications. In recent years he retiring, Blood plans to write a has conducted 4-H leader training text book because he is unable to sophomore in Teachers from meetings in livestock judging and do any physical work since he Pierce, to Bill Lundac, Sigma Chi management and was associated suffered a heart attack a few years sophomore in Arts and Sciences with junior shows at the Nebras- ago. He said he gives himself from Lincoln. ka State Fair and Ak-Sar-Ben and two years to write it - adding the Mid-West Market Hog Show at that most good writers can edit Fremont, a book in a year.

Student Council

en Student Government Convention, \$140; 1957 Cornhusker, \$80; ture. The Committee presented a Spring Day Budget, \$120. (Only resolution to Governor Anderson, those expenditures over \$50 are Ia.

encouraged students to opproach listed here). The total expenditures their senators and present the stu- were \$329.19. dents' views on the University and Among the resolutions passed by Omaha, to Tom Phelps, Sigma Nu

ats before the Education and of Religious Emphasis Week, the Budget Committee.

٩.

The treasurer's report listed the bringing Senator Kennedy to the following expenditures: Big Sev- campus.

enumerable other committees.

more in Teachers from Falls City, to Dick Andreson, Sigma Alpha istration from Bloomfield.

lisca, Ia., to Jack Spraule, Kappa Theta Psi senior in Teachers at

more in Arts and Sciences from its budget, and represented the stu- the Council are its endorsement junior in Arts and Sciences from Miami, Fla.

Emily Bressler, Delta Delta Del-NUCWA mock-legislature, and

Exam Schedule

	Second Semester, 1956-57
	SATURDAY, MAY 26
3-4 p.m.	All Rections of English A. TUESDAY, MAY 38
9-12 a.m.	Classes meeting at 3:00 p.m. 5 or 4 days, or MWF, or any one of two of these days.
	Classes meeting at 5:00 p.m. 5 or 4 days, or MWF, or any one of two of these days.
	Classes meeting at 5:00 p.m. TTh or either one of these days.
	Classes meeting at 7:00 p.m. TTh or either one of these days. Classes meeting at 7:00 p.m. MWF or any one or two of these days.
8-8 p.m.	Classes meeting at 2:00 p.m. TTh or either one of these days. All sections of Economics 3, 11, 12 (Coliseum).
9-12 a.m.	WEDNESDAY, MAY 29 Classes meeting at 2:00 p.m. 5 or 4 days, MWF, er any one of
8-5 p.m.	two of these days.
F. P. M.	All sections of Home Economics 41, 42. All sections of French 12, 14.
	All sections of Spanish 52, 54. All sections of Business Organization 21, Economics 15.
	FRIDAY, MAY 31
9-19 o.m.	Classes meeting at 10:00 a.m. 5 or 4 days, or MWF, or any one or two of these days.
9-8 p.m.	Classes meeting at 1:00 p.m. 5 or 6 days, or MWF, or any one or two of these days.
9-15 s.m.	SATURDAY, JUNE 1 Cleases meeting at 4:00 p.m. TTh or either one of these days.
	Classes meeting at \$:00 a.m. TThS or any one or two of these days.
	Classes mosting at 1:00 p.m. TTh or either one of these days.
9-8 p.m.	Classes meeting at 11:00 TThS or any one or two of these days. All sections of Naval Science 102, 202, 302, 402,
8-10 a.m.	MONDAY, JUNE 3 All sections of English 1 (Coliscum).
11 a.m1 p.m.	All sections of English B (Coliseum).
9-12 a.m.	Classes meeting at \$:00 p.m. TTh or either one of these days.
8-5 p.m.	Classed meeting at 9:00 a.m. TThS or any one or two of these days.
9-18 8.00.	TUENDAY, JUNE 4 Chasses meeting at 8:00 a.m. 5 or 4 days, or MWF, or any one of
A. W. Britter	two of these days.
	Glasses meeting at 12:00 noon 5 or 4 days, or MWF, or any one or two of these days.
8-8 p.m.	Classes meeting at 10 a.m. TThE or any one or two of these days WEDNESDAY, JUNE 8
9-15 8-16-	Classes meeting at 11:00 a.m. 5 or 4 days, or MWF, or any on or two of these days.
94 p.m.	All sections of Education 61, 62 (Collseum),
ALC: NOT	All sections of Business Organization 3, 4. THURSDAY, JUNE 6
P-10 a.m.	All sections of Math 11, 16, 61, 105,
11 s.m1 p.m.	All sections of Math 14, 15, 17, 43, 106, 107.
\$-6.p.m.	Classes meeting at 4:00 p.m. 5 er 4 days. MWF, or any one a two of these days.
	All sections of Speech 9, 10. FRIDAY, JUNE 7
9-15 s.m.	Clauses meeting at 9:00 a.m. 5 or 4 days, MWF, or any one of these days.
8-1 2.25	All metilens of English 2, 8, 4,
and the second se	

PINNINGS:

Barb Holmes, Kappa Kappa Omaha, to George Madsen, Beta In addition to active adult pro- Belonging to the Advertising Theta Pi senior in Business Ad-Sue-Ann Schnabel, Kappa Kappa fessional honorary, Blood attended Gamma freshman in Teachers He is the author of a number an Association meeting last June from Lincoln to Clark Gibbs, Beta Theta Pi senior in Business Ad-Pat Boyd, Alpha Omicron Pi

Julie Dowell, Pi Beta Phi sopho-

Epsilon senior in Business Admin-Donna Mains, Kappa Delta sophomore in Teachers from Vil-

Simpson College from Indianola, Betty Kamphe, Alpha Phi sopho-

(Continued from Page 1)

Committee has also established a busy summer schedule of lectures and book reviews. The talks are: June 17 - Dr. Emerson Jones, Director of the Hallem Atomic Energy Plant, who will speak on atomic energy. July 1 - Mrs. Gretchen Ellefson will review the book "Professional" by Thomas Boyd. July 15 - Mrs. Norman Cromwell will review "The Journey." Featured in the Union summer program will be bridge lessons on every Tuesday throughout the session. The lessons will conclude with an all-University bridge tournament to be held July 16. Rounding out the summer program, craft lessons on copper enameling, copper tooling and leather work will be available. Film shorts will be shown every Thursday noon in the main lounge

football, old time movies, sports and education. On July 18 and 19 Union will sponsor a square dance round up. Square dance lessons will be held in the afternoons with dances in the evening. LaVerne Rockenbach's square dance band will furnish music for the roundup.

of the Union. Subjects will include

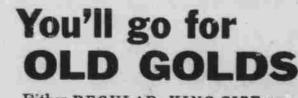
Old Gold

CIGARRATES

FILTER KINGS

Finally, there will be free swimming daily at the Coliseum pool. Men will have the pool from 3 to 4 p.m. and women from 4 to 5 p.m.





Either REGULAR, KING SIZE or The GREAT NEW FILTERS. Old Golds taste terrific! The reason: Old Golds give you the best tobaccos. Nature-ripened tobaccos So rich, so light, so golden bright!

BEST TASTE YET IN A FILTER CIGARETTE

© 1957, Herry H. Hollister

1000

DOOLEY SCIPLE Cornell Univ., N. Y: DAVID M. BLOOM Columbia Univ., N. Y. WILLIAM W. BUCKLEY Univ. of California ROBERT LUTTON Univ. of Washing LAWRENCE J. BUGGE Marquette Haiv., Wis. GARY LEE SMITH Univ. of Minne FREDERIC J. MASBACH Syracuse Univ., N. Y. KARL J. WETZEL Georgetown Univ., Was WILLIAM A. McCOMB Michigan State Uni CLIFFORD T. STEWART Denver Unive GILBERT D. MEAD Univ. of California WILLIAM L. EARLEY Univ. of Illinois HOWARD A. GUTZMER San Diego State Col., Col EVE COFFIN Colorado A & M Cell STEPHEN P. HILL Stanford Univ., Cal. DONALD DuBOIS U.C.L.A VELLO ERILANE M. I. T STEPHANIE SCNWARE Smith Coll., Mam. PAUL W. SMITH Univ, of Okla WAIWIT BUDDHARI Univ. of Cal ROBERT J. MERAE Montana State U JOHN GILLIGAN Marquette Univ., Wim JAMES C. POPE Univ. of Californi ALBERT L. SALTER Univ. of Californi GORDEN Y. S. WU Princeton Univ., N.A JACK C. SCOTT Texas A. & M. Coll. 8. M. ENSINGER Dertmouth Coll., N. H. WALTER REICHERT Stanford Univ., Cal. JAY ELSAS Trinity College, Cons. RICHARD L. THERRIES Univ. of Kentuck KENNETH LANGLEY

M. I. T. FRANCIS WINDORSES Univ. of Mi TOM TOLBERT Liniv. of Oklab

0