

## Good Work!



A GOOD GAIN by Nebraska momentarily brightens the faces of these Alpha Chi's and Beta Sigs at a football listener Saturday afternoon. The faces were immediately plunged into gloom, however, as the Huskers were stopped on the Kansas one yard line on the next series of plays.

## Advertising 3rd J-School Major

### Journalism Director Expects Fall Opening of New Sequence

The University will offer a major in advertising journalism beginning next fall, Dr. William E. Hall, director of the school of journalism announced Saturday.

Addition of four new advertising courses to the school curriculum earlier this year made it possible to design a professional sequence similar to the news-editorial sequence now being offered, Dr. Hall said.

### Important Advancement

Speaking to the 27th annual High School Press Association,

## Jackson Opens NU TV Series

### World Affairs KUON Topic

Colin Jackson, British traveler and humorist, will open a six-week series of live television broadcasts for KUON-TV today.

Jackson will conduct two programs in the series, the first Mondays at 8 p.m. and the other at 7 p.m. Thursdays.

The Monday show which will deal with international affairs in critical areas, is entitled "World Affairs Comment." Specific portions of the program will be devoted to allowing viewers to telephone questions to Jackson for analysis.

His other program is called "Traveling with Jackson." In this show, Jackson is seen informally in his role as a humorist and story-teller.

Not a newcomer to Lincoln, Jackson has spoken at several all-University convocations, the most recent appearance in fall of 1957. He was a visiting guest lecturer in the political science department in the spring of 1955.

Jackson, who travels an average of 40,000 miles a year, recently returned from trips to Russia and the Middle East. In addition to lecturing, he writes a weekly column for newspapers in six countries.

## Poetry Reading Slated Tuesday

The program, "Poetry of the West," will be held at the University Art Galleries, Morrill Hall, Tuesday at 8:30 p.m.

The second in a series of poetry readings of foreign lands, the program is being sponsored by the English department and Art Galleries.

Karl Shapiro and Miss Bernice Slose, English professors, are in charge of the program. There will be no admission charge.

Faculty members will read the poems and their English translations. Those participating are Keith Aldrich, Stanley Vandersall, Ross Garner, Paul Olson, Paul Armato, Hilario Saenz, Oscar Mandel, Paul Schach, and Mrs. Konrad Suprunowicz.

# Weekend Word: Journalism

## Colorado Dean Lauds Profession

### Some 665 Preppers Complete Two-Day Press Convention

The old-fashioned rewards of journalism - excitement, challenge, variety and meeting people - still hold true for every field of journalism today.

Dr. Gayle Waldrop, dean of the University of Colorado College of Journalism, spoke on "The Awards and Rewards

of Journalism" at the luncheon which closed the Nebraska High School Press Assn. convention Saturday.

Successful He told some 665 high school journalists about successful individuals in government, scientific, foreign and local newspaper work as examples of those who have reaped benefits from the field of journalism.

"Recognition may come from other professional group groups, such as medical society and it may come from a local store asking advice on store hours," Dr. Waldrop said.

Among the awards of journalism, the Colorado journalist placed public service high.

"Journalists are the people who create the conditions under which democracy can work," he said.

### New Advertising Major

Dr. William Hall, Director of the School of Journalism, announced the new advertising journalism option at the 27th annual NHSPA luncheon.

Friday the high school journalists heard a speech by Murray Moler of Omaha, district supervisor of United Press International.

The veteran newswoman who has covered two World Wars took a stab at what he called the "jokester's myth" that journalism is a low-paying field.

Moler said that "class for class" the journalistic profession, and it is a profession, he emphasized, "pays in actual money as well as in any other profession."

### Personal Rewards

Furthermore, he said, while the money is important, "no profession offers more personal rewards than journalism to anyone who wants to feel he has amounted to something."

He added that the "upper limits in this field are set by yourself; you go as far and fast as you want."

Friday banquet speaker was Dr. Rex Knowles, pastor of the Presbyterian-Congregational Student House, who talked on "What is YOUR Line?"

Francis Rose of Fremont was elected NHSPA president, succeeding Miss Helen Lewis of Hastings.

Other new officers, chosen during the convention are: Margaret McMarion of Omaha South, vice-president; Bruce Minteer of Grand Island, secretary; L. A. Hamasa of North Platte, treasurer. James Morrison of the University will continue his position as executive secretary.

### Film Society

The first film society presentation, "The Blue Murder at St. Trinians," will be shown Wednesday, Nov. 13 at the Nebraska Theatre.

Friday's paper incorrectly stated that the first film date would be Nov. 12.

## Best Prep Publications Honored

Nebraska's outstanding high school newspapers and yearbooks were presented awards during the Friday evening banquet for the NHSPA convention.

The Lincoln Southeast Clarion, the Curtis Aggie and the Fremont St. Patrick's Student Prince walked away with first place honors in the newspaper contest.

Herb Armbrust, youth activities director of the Omaha World-Herald, presented plaques to the winning newspapers representing towns of more than 7,500 persons, towns of less than 7,500 persons, and mimeographed papers, respectively.

Yearbook awards went to The Lincoln High School Links, letterpress printed yearbooks, presented by the Grand Island Daily Independent; Fremont High School Black and Gold, offset yearbooks in towns with more than 7,500 population, presented by the Scottsbluff Star-Herald; the Bayard High School Tiger, offset printed yearbooks, presenter by the Hastings Tribune.

Retiring NHSPA president Miss Helen Lewis, Hastings, received the Phyllis M. Riddle Memorial Pin from H. M. Crilly of the Superior Express.

## NHSPA Awards Winners Chosen

Winners of Nebraska High School Press Association journalism contests were announced Saturday at the annual convention awards luncheon.

The sweepstakes awards, presented by the Journal-Star Printing Company, went to Omaha Central—Class A; Columbus—Class B; and Creighton St. Ludger—Class C.

The individual contests were divided into three classes: Class A for schools over 800 enrollment; Class B, 200-800; and Class C, under 200.

The three awards went to the schools which accumulated the most points in the 14 journalism contests. Trophies were presented by Fred Seacrest, president of the Journal-Star Printing Co.

Fifty-two high schools took part in the contest.

tion, Dr. Hall noted that the "establishment of this new program represents one of the most important advances in the 36-year history of the School."

"Advertising is an integral part of journalism and we welcome the opportunity to train Nebraska's future advertising practitioners."

Dr. Hall predicted an enrollment of between 75-100 students in this program within three years.

The advertising journalist will meet the same background requirements as the news-editorial journalist, Dr. Hall said.

### Sophomore Decision

Future journalism students will decide in their sophomore year whether to follow the news-editorial or advertising options to their major in journalism, he explained.

Dr. Hall added that a third option, in radio and television journalism, is now under study.

The professional advertising journalist must have an understanding of the humanities and social sciences equal to that possessed by his counterpart on the editorial desk, Dr. Hall said.

"His challenges and his responsibilities to those he serves are every bit as great," he continued.

The new advertising program has been developed with the cooperation of the College of Business Administration, Dr. Hall said.

### Two Courses Included

Two courses from that college are included in the advertising course requirements.

The following professional courses will be required of those students utilizing the advertising option:

Typography, Introduction to Journalism, News Writing and Reporting, Advertising Photography, Principles of Advertising, Advertising Copywriting, Advertising Layout and Production, Newspaper Advertising and Advertising Campaigns.

## Political Experience Helps Work In Class, Student-Legislator Says

"Practical experience in politics can be used in the classroom."

As the victor in the recent race for state legislator from the 31st District and a graduate student at the University, Richard D. Marvel should be in a position to know.

### Beats Incumbent

Marvel ran against incumbent senator from Axtell, Kathleen Foote. Marvel, as well as Mrs. Foote, had previous legislative experience. He served in the unicameral in both the 1951 and 1953 terms.

The newly-elected senator is working towards a doctorate in political science.

"I'm beginning work on a political science degree," Marvel told a Daily Nebraskan reporter, "with the express purpose of teaching in a college or university."

However, studies will be laid aside, Marvel said, until his legislative term is served.

A graduate of Hastings College in 1940 with cum laude honors, Marvel returned to school at Hastings last year. He needed to complete 18 hours of undergraduate

work in political science before he could begin work on a master's degree.

### No Poli Sci

"There wasn't any such animal as political science when I went to school," Marvel explained.

Returning to school, Marvel commented, "is a direct result of twelve years experience of one kind or another in government and politics. I have a feeling that I can make my best contribution to society by working with young people in an attempt to interest them in politics."

Interesting students in politics, Marvel added, means more than encouraging them to run for office. He would also like to stress working in a political party, finding competent men to run for office and taking a general interest in governmental affairs.

"I don't stress one political party," he emphasized, adding that he had been accused of such action.

Asked how he liked being a student again, Marvel replied, "I find it very stimulating."

"It took me about 30 days to get back in the groove, though."



SWEEPSTAKES AWARDS are presented to students representing winning high schools in the Nebraska High School Press Association competition held Friday on the NU campus. Fred Seacrest, president

of the Journal-Star Printing Co., presents the awards to Bob Fellman of Omaha Central, Grace Buerman of St. Ludger Academy of Creighton and to Mary Ann Behlen and Connie Murphy of Columbus.

## Four Skits Chosen For KK Fall Revue

### ...Time Blamed For Few Tryouts

The four skits chosen to participate in the 1958 Kosmet Klub Fall Revue have been announced by Bob Smidt Kosmet Klub president.

The skits are: "Butt Really," Theta Xi "Invention of the Wheel," Delta Upsilon "Our History Begineth," Beta Theta Pi

"Mutiny Over Bounty," Alpha Tau Omega.

### Five Tryouts

These four were chosen from five that tried out, said Smidt. Two weeks ago, he added, 17 skits had been scheduled to try out. At the last minute many of them dropped out.

Smidt blamed the small

number of tryouts on the "time element involved."

"I imagine," he said, "that there was a conflict with homecoming, especially with the houses that had big displays. On the other hand, Theta Xi had a big display and one of the best skits, too."

The Theta Xi skit, "Butt Really," is the story of cigarette and cigar butts in an ashtray the morning after New Year's Eve.

"It is really different than any skit we've had in previous years," commented Smidt.

### Story In Song

No words are spoken in the skit. The story is portrayed entirely through song.

The whole stage setting is one big ashtray.

Chairman of the Theta Xi skit is Roger Schindler.

"The Invention of the Wheel" is a flashback into history. The Delta Upsilon skit is a satirical portrayal on how they think the wheel was invented.

Jack Koberg is in charge of this skit with Jim Warrick assisting.

The Beta Theta Pi skit centers around the god Pluto. In "Our History Begineth," Pluto is given a chance to pick the place where he would like to spend eternity.

### Three Choices

The god has three choices—with the Eps, a warrior group; with the Alphas, the thinkers or with the Rhos, the drinkers.

The skit, through looking at these three groups, depicts campus life, Smidt explains.

In charge of the Beta Theta Pi skit is Jim Thomas.

The Boston Tea Party is the scene for "Mutiny Over Bounty," the Alpha Tau Omega skit.

Described by Smidt as a satire, the skit takes place against a colonial background with shops (including the D B & Tea) and a ship.

### Chairman West

John West is chairman of the Alpha Tau Omega skit.

"There are really some swell skits," said Smidt.

"The freshness of ideas is going to give us a better show than we had last year," he added.

The 1958 Kosmet Klub Fall Revue will be given in the Pershing Municipal Auditorium, Nov. 21 at 8:15 p.m.

Tickets, which are 90 cents apiece, may be purchased in the Union office, in a Union booth or from any Kosmet Klub worker.

"The Nebraska Sweetheart finalist and Prince Kosmet will be voted on at the show," Smidt said.

The winners will be announced that evening.

## Two-Thirds Stay— Placement Division Aids State Teacher Shortage

Slightly more than 68 percent of the teachers who found positions through the University Teacher Placement Division last year are teaching in Nebraska schools. According to Dr. Wesley

Meierhenry, division coordinator, one noticeable trend during the year was that teachers with four-year degrees tend to leave Nebraska for positions in other states. California and Colorado were Nebraska's biggest competitors, taking 38 and 33 teachers respectively.

### Percentage Better

The percentage of teachers staying in Nebraska is slightly above last year's figure. Some 416 teachers accepted positions in 75 counties to fill some of the 2,625 requests from 89 counties received by the division.

The annual report shows the teacher shortage to be especially acute in the primary and junior elementary grades.

On the high school and college level, the shortage concentrated mainly in the field of physical sciences and mathematics.

There was difficulty in placing students wanting to teach social studies and physical education, Dr. Meierhenry noted.

### Misleading Claim

It is therefore misleading, Dr. Meierhenry emphasized, to claim there are unfilled needs for any type of teacher in almost every community. Instead, he added, the shortage is selective and where it exists, it is extremely bad.

Two results of the increased shortage of teachers continued this year, namely that more administrators come personally to the University to conduct interviews and requests are received each month of the year.

## Sinfonia To Present Fall Concert

Phi Mu Alpha-Sinfonia, professional men's music fraternity, will present its annual fall concert at 7:30 p.m. Thursday, in the Union Ballroom.

"Folk Songs of the Old World" is the theme of this year's concert.

Blaine McClary, French horn soloist from Alliance, will play "I Hear a Harp" by Brahms. The Glee Club accompanied by the Brass Choir will sing a Welsh folk song, "A Song for Peace."

Other numbers in the program are: "The Turtle Dove," an English folk song, sung by the Glee Club with Donovan Crandell, Central City, as tenor soloist; "Normandie," by Desportes, performed by a woodwind quartet and "Symphony for Brass Choir," by Ewalt, performed by the Brass Choir and conducted by Prof. Jack Snider.

Prof. Wesley Reist is the faculty advisor and Rod Walker, McCook, program director. The Glee Club will be accompanied by Howard Johnson of Lincoln.



NEWLY ELECTED state senator from the 31st District Richard Marvel, right, does a bit of homework with another former senator, Charles Bogt. Both Bogt and Marvel have served in the Nebraska Unicameral and are doing graduate work in political science at the University. Bogt was in the bicameral house of representatives in 1935 and in the Unicameral in 1945.

### Jet Display

A new jet engine and its testing procedures is displayed today at the University.

The trailer exhibit is set up north of Richards Hall on T Street. It is being sponsored by the Pratt and Whitney Co. of Hartford, Conn., and will be displayed until 6 p.m.