

## Freshman-Varsity Game Initiates B-Ball Season

Speed and sparkle are the words of the day at the Nebraska Coliseum, as the second year of the 'new look' in Husker basketball shows its face.

Husker mentor Joe Cipriano will put his varsity regulars up against a formidable frosh unit tonight at 7:35 p.m. Coach Cipriano's 'speed and sparkle corps' are exemplified by newcomer Fred Hare who dons his varsity suit for the long awaited first time.

Hare has a way with a basketball, and is a crowd pleaser from the initial gun. Hare, since gaining his starting birth has started to jell on offense and to become the fine defensive player he has always had the ability to be.

Ray Amalbert is a Junior College Transfer from New York who also should prove to be popular with Nebraska fans. Cipriano has tabbed him as the possible team leader for this season.

Bob Antulov is a returning starter from last year's squad. Antulov is big and tough and gives badly needed strength under the boards.

Grant Simmons has been shifted from guard to forward this season, and his ball-handling from that spot should give the Husker offense those badly-needed 'cripple' passes that often were missing last year as opposing defenses over-played the Nebraska backcourt.

Joel Kortus is a starter this season after coming along well before an injury curtailed his play last year.

The Frosh team is big and talented, and has Coach Glenn Potter at the helm. Potter having shifted positions with Bob Gates who assists Cipriano with the varsity.

The Frosh starters include Jim Damm 6'2", and Stuart Lantz 6'3" at guards; Kurt Lauer 6'7" pivot man from Gibbon; and Tom Baack 6'5" and Dick Davidson 6'6" at forwards.

Stuart Lantz is a jumping jack from Pennsylvania who is a high-school All-America, and will be a sparkler for Potter this year.

Cipriano faces another big job this year in steering the Husker club to a first division spot in the Big Eight, but the team promises to be colorful, and it surely will cause havoc among all Conference foes.

For the first time in years, it looks as if Nebraska may have the manpower to be considered a contender for the crown, and Cipriano is the coach to watch in the 1964-65 Big Eight Basketball season.

## Air Force ROTC Holds Initiation For Auxiliaries

Arnold Air Society and Angel Flight held their "Initiation Dining-In" at the Lincoln Air Force Base Officers' Club on Friday evening.

Colonel Robert Allyn, Area F Commandant, Air Force ROTC, Maxwell Air Force Base, Ala., was the honored guest and speaker for the occasion. Other distinguished guests were Colonel Frank Sullivan, the professor of Aerospace Studies at the University; Dr. Frank Sorensen, Director of summer sessions at the University; and Air Force ROTC detachment officers.

Arnold Air Society pledges initiated: James Adams, Daniel Bankey, Terry Chaille, Jerry Doctor, Lynn Klamt, Bryan McCarty, Steve Vernon, Preiffer, Richard Rodgers, Alan Schlukbier, Robert Wiechert, Gary Williams and James Winney.

Angel Flight initiates were: Beverly Armstrong, Jean Barber, Bee Baxter, Cheri Jo Beel, Bonnie Brown, Cynthia Crawford, Cheryl Crozier, Sarah Davis, Halle Drake, Jeanne Encell, Jeannie Fellows, Carolyn Freeman, Jane Gregorious, Linda Grothe, Margi Iler, Mary Kay Kulish, Ruth Ann Larson, Sarah Meier, Barb Pfisterer, Tony Poulos, Lois Quinnett, Candy Sasso, Nancy Schenfeld, Karen Shaw, Marian Sicklebower, Sally Spohn, Kathy Tetro, Jane Warnsholz, Tish Wells and Suzanne Young.

## Read Want Ads

## Traditional Turkeys In Oven

Thanksgiving, a day set aside for giving thanks and gratitude for the blessings of life, is established by national proclamation of the President of the United States.

The first Thanksgiving in North America was celebrated in 1578, but it was not celebrated in the United States until August, 1607, on the coast of Maine.

Governor Bradford issued the first Thanksgiving proclamation as the first governor of Massachusetts Colony on December 1, 1621. He also established the tradition of having a Thanksgiving gobble for dinner. Immediately after the proclamation, he sent four men in search of wild fowl and they returned laden with enough turkeys to last all week. Indians, bringing several deer, joined the settlers for the feast.

The day is still celebrated in Plymouth with special breakfasts, cider and doughnuts at the Pilgrim House, and with a historical pageant.

Thanksgiving as a national religious festival celebrated on the same day throughout the country dates from October 3, 1863.

On that date, President Abraham Lincoln issued the first National Thanksgiving Proclamation.

The festival has long been associated with religious celebrations. Few other Christian nations, however, have a yearly festival of thankfulness such as is celebrated in the U.S.

## CLASSIFIED ADS

### FOR SALE:

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Fuller Brush Man. Pick your hours, work as much as you want, av. \$1.85 an hr. — phone 434-6254.

### LOST:

Reward for pair of glasses with metallic temples, lost over the weekend about one o'clock, west of Coliseum. Wayne Morton, 4306 S. 16th.

Glasses with brown frames. Contact Tom Cunningham 435-3494.

Lost—Contact lenses in white plastic case. 477-1069, Roger Macklem.

## Two Nebraska Coeds Win Use Of Mustangs

The use of 20 new Mustangs for one week was presented to members of Gamma Alpha Chi, women's honorary advertising sorority and advertisers attending the November 19-21 District meeting of the Advertising Federation of America in Madison, Wisconsin.

Two recipients of the Mustangs included GAX delegates from Nebraska. Student delegates were JoEllen Williams and Penny Olson.

The Mustangs were awarded by Robert Fisher, Advertising Manager for the Ford Division of Ford Motor Company. Fisher reported on one of the biggest advertising success stories of the century, the Mustang story.

Fisher said that 216,000 Mustangs had been sold in seven months. He felt that the success of the car was due to good advertising. He said that 11 million dollars had been spent in 26 days on just Mustang advertisements.

Walter Johnson, Assistant to the Publisher, Fortune Magazine, said that today's consumer is always right. "The consumer runs the market. The individual makes the decision whether he wants to spend, save or waste his money," Johnson said.

Robert Britton, past Assistant Director of Marketing Research at General Mills, reputed the myth of mass market. He said that people do not want purposeless things, they want things they can appreciate and are able to pay for.

Britton attributed the lack of success of some products to the fact that they were factory oriented and not consumer oriented. He said that a product must fulfill consumer natural psychological needs.

Another prominent speaker at the convention was Leroy Jeffries, vice-president of Johnson Publishing Company, publishers of the world's largest circulated Negro magazines, Ebony, Tan, Jet and Negro Digest.

Jeffries said that present advertisements do not successfully affect the 23.5 billion dollar Negro market. "Through segregated advertisements, Negroes aren't treated equally and are

forced to identify with each other," Jeffries said.

Jack Winter, of Jack A. consumers considered advertisements to be fake.

Winter said that there is too much advertising, that the public is exposed to 1,500 ads a day. He said that many of these advertisements are repetitious, silly, exaggerated and offensive. Winter said that the advertising world must regulate itself. He said that an advertiser must be creative but also well educated.

This advertising convention offered the 20 GAX members from across the nation a chance to listen to and meet with outstanding advertisers from corporations, magazines and other media.

Winter Fashion Co. said that a Harvard University study found that 21% of today's

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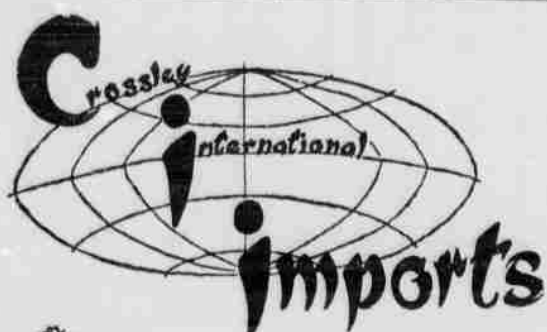
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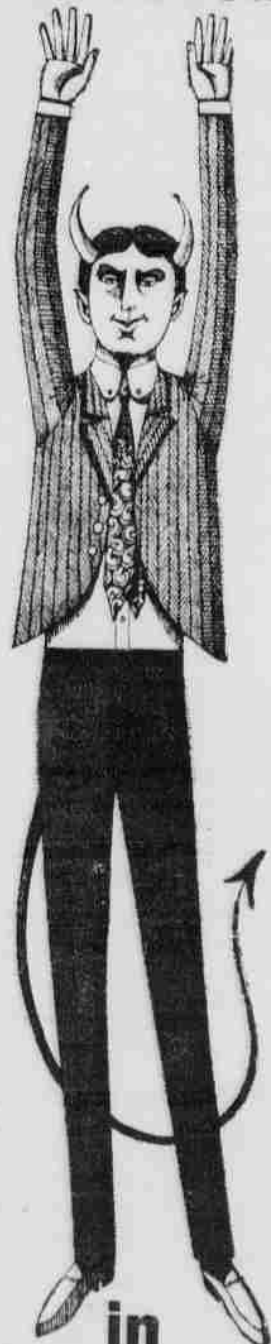
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\*DuPont's Reg. TM for its Polyester Fiber