

## UNL ad wins honor

An advertisement designed by a University of Nebraska Lincoln student has been selected as one of five winners in a national competition.

Melody Morton of Lincoln will receive a \$100 scholarship for her winning entry. The competition was sponsored by the Newspaper Fund, a foundation which encourages young people to consider journalism careers.

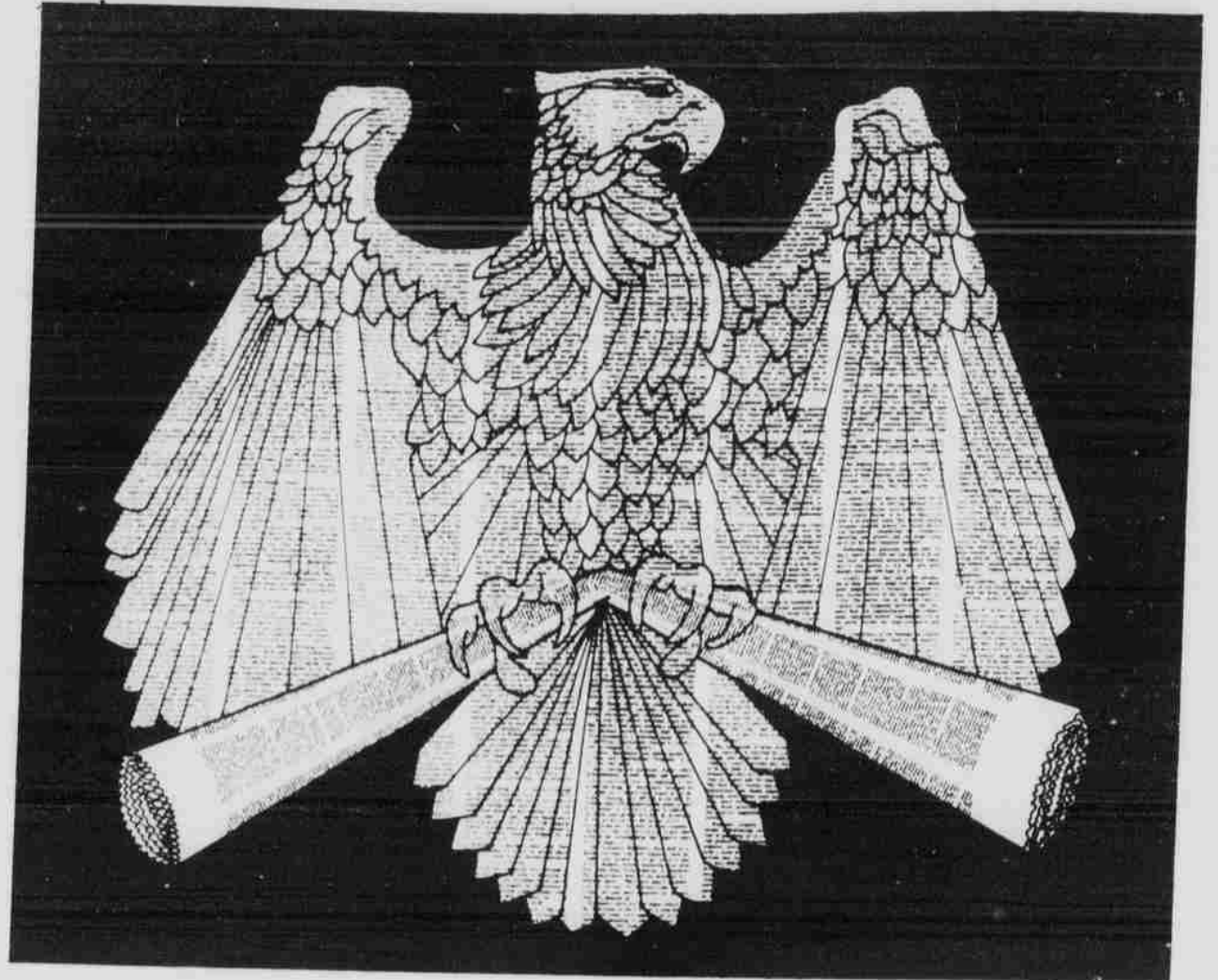
Miss Morton is an advertising student in the school of journalism. Her ad promoting careers in journalism was created as part

of a class project assigned by Albert Book, head of the school's advertising sequence. This was the first time the UNL had entered the contest.

Miss Morton's ad was chosen from 116 entries from 27 colleges. It will be distributed to Nebraska newspapers to be published as a public service.

### Cipriano

Basketball coach Joe Cipriano has accepted an invitation from the United States Air Force to conduct basketball clinics on American Bases in the Orient.



## Freedom of information is a mighty, delicate creature.

It's a rare bird that soars high and mighty, and free. We're lucky. Freedom of the press is a carefully guarded treasure. Journalists are here to dig, hunt, and report the facts. We think communication is more

than just a job. It takes guts to tackle the world. And responsibility to accurately recount what occurs in each of its fascinating corners.

Today's newspapers need editors, reporters, photographers, and artists. People who will protect, encourage, and

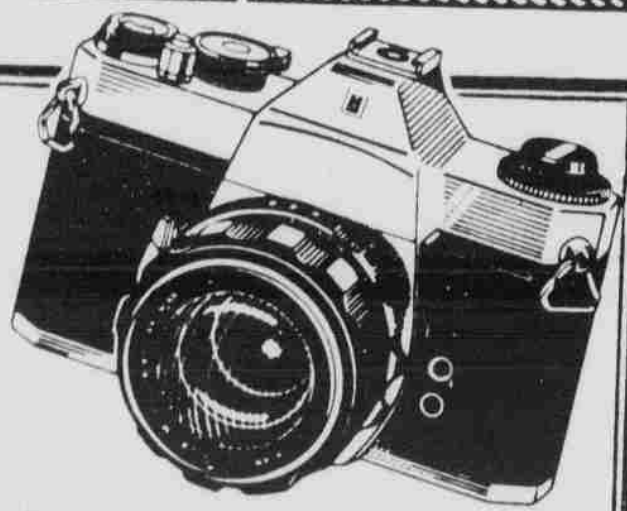
feed our freedom. Maybe you're one of those rare birds.

For free scholarship and admission information, write: Newspaper Fund, P.O. Box 300, Princeton, New Jersey 08540. Also contact your local newspaper and your school newspaper adviser.

Prepared by Melody Morton, School of Journalism, University of Nebraska-Lincoln

### PART TIME JOB — FALL 1973

PEACE CORPS VISTA WISHES TO EMPLOY FORMER VOLUNTEER OR SOCIALLY AWARE STUDENT AS AN ASSOCIATE RECRUITER ON CAMPUS. \$2.50 PER HOUR, 28 HOURS PER MONTH. INDIVIDUAL WILL BE TRAINED PRIOR TO ASSIGNMENT. SEND LETTER OF INQUIRY TO: BRENDA REMMES, ACTION, ROOM 741, FEDERAL BUILDING, DES MOINES, IOWA 50309.



- LEICA
- HASSELBLAD
- NIKON
- HONEYWELL
- GRAFLEX
- LINHOF
- BOLEX
- CANON
- OMEGA

*"If it's photographic,  
We Have It."*

## Max Miller CAMERAS

1434 'O' St., Lincoln 477-9503

24 HOUR KODACOLOR &  
EKTACHROME FINISHING

## Record store fails

(continued from Page 3)

However, the record store couldn't afford to pay a professional, and if they could, student involvement would be lost if a professional came in to run the student store, Guthrie said.

### Wide selection

Guthrie stressed the importance of a wide variety of selection. "If you go to a department store wanting to buy a shirt, you're more apt to find something you like if they have a multitude of shirts, then if you have to pick from only five shirts."

"You need to buy \$5,000 worth of records to expect to sell \$1,000 worth of records," he said.

Guthrie, who worked for Penny's department store for several years, said that a store must offer the customer service, price and selection.

### Lowest price in city

The ASUN record store offered a low price, the lowest in the city, but small selection.

Braye said the final decision to close the store was made by Ann Henry, ASUN president. However, Guthrie said, it was the only decision to be made.

The store would have needed to realize a 350 per cent gain in yearly sales at the present mark-up. That would mean sales of \$67,000 a year, while sales in the past year were less than \$21,000.

According to Miss Henry, a stock of \$13,400 would have been required to achieve sales of \$67,000 and the record vendor, who ASUN owes more than \$7,500, would not advance the record store more credit.

The debt will be repaid by ASUN at the rate of \$2,000 a year.



The **LITTLE KING**

COUPONS EXPIRE  
AUG. 15, 1973

**FREE**

small drink with 1/2 sandwich  
& coupon

**FREE**

large drink with whole sandwich  
and coupon.

1311 O Street Lincoln, Nebr. 432-5639

## PART TIME JOB — Fall 1973

PEACE CORPS-VISTA wishes to employ former volunteer or socially aware student as an associate recruiter on campus. \$4.50 per hour, 28 hours per month. Individual will be trained prior to assignment. Inquire at Nebraska Union Placement Center July 30 and 31. Contact:

**BRENDA REMMES, ACTION,  
ROOM 741,  
FEDERAL BUILDING,  
DES MOINES, IOWA 50309**