



DIRECT MAIL

Ad Man to Talk Here

"Advertising Recognition week," being observed nationally this week, will be highlighted on campus by the appearance of Milton Bell, Portland advertising executive, who will speak Tuesday evening at 7:30 p.m. in an open meeting in the Student Union.

Bell will speak on "Direct Mail." The meeting is under the sponsorship of Alpha Delta Sigma and Gamma Alpha Chi, professional advertising fraternities.

Direct Mail Display

This is the second of a series of five meetings which have been arranged to foster an interest in and understanding of advertising. In the first meeting, George Grifis, Portland advertising man, spoke on "Careers in Advertising." Other west coast advertising experts will appear on future programs.

A member of the firm of Abbot, Kerns and Bell, Portland lithographers and printers, Bell is an authority on direct mail advertising. He will bring with him a display of direct mail materials. The talk follows the recent display of national award winners in the annual

Direct Mail Advertising association competition. The display was exhibited in the school of journalism during recent weeks.

Four Years Old

"Advertising Recognition week" originated four years ago on the west coast and has since been sponsored annually by the Advertising Association of the West. This year for the first time the week "goes national" with support from the Advertising Federation of

America, the U. S. Chamber of Commerce, the U. S. Department of Commerce and other organizations.

As explained by its sponsors, the week is "not a booster deal, but a serious, honest effort to interpret advertising's purpose and function to the public." Theme of the week is "Advertising Benefits You — Advertising Benefits Everyone."

20 Seniors Contest AWS Nominations

The Associated Women Students nominating committee will meet today to re-determine the AWS slate of candidates as a result of a letter read before the ASUO senate Thursday expressing the belief that the nominations were unconstitutional.

"The slate is definitely unconstitutional," said Jane Simpson, sen-

ate secretary and one of the group of 20 senior AWS members signing the letter. She added that in her opinion the election could be contested if the nominating committee did not reconvene.

According to the group, only AWS President Sara Turnbull, vice president Elaine Hartung and Mrs. Golda Wickham, associate director of student affairs made the nominations.

Under the AWS constitution, the senior members of the AWS cabinet are empowered to do the nominating. They include, besides Miss Turnbull and Miss Hartung, Jackie Wilkes, president of the campus YWCA; Bunny Bradley, president of WRA; Pat Ward, president of Heads of Houses, and Marian Briner, president of Mortar Board.

Mary Alice Baker, chairman of the committee appointed by ASUO President Pat Dignan to investigate the matter, announced Sunday that the situation "would clear itself up when the slate is gone over by the proper people Monday."

Some Disappointment . . .

Crowd Sees Ballet

By Kitty Fraser
Emerald Reporter

A crowd which filled every seat in view of the McArthur court stage, and some standees (despite efforts of the fire marshal and ushers) saw the concert of the

Ballet Russe De Monte Carlo present a program of modern and classical ballet Friday night.

Some disappointment was evidenced by the audience, although the relatively rare performance of ballet in Eugene was enjoyed. The dances were done mostly without sets, and accompanied by two pianos. Those who missed a full orchestra, however, soon became accustomed to the performance.

Excerpts from the classic white ballet "Swan Lake" opened the program and was followed by "The Blue Bird" (part of "The Sleeping Beauty"), both quite well received.

Outstanding was the performance of "Cirque de Deux"—Circus for Two, which featured excellent lighting, dancing and good humor.

The program closed with a rousing presentation of "Gaité Parisienne" complete with the can-can.

Starring in the roles were Polish dancer Roman Jasinsky, premier danseur and maître de ballet; his wife Moscelyne Larkin; Ann Istomina; and Fernandon Schaffenburg. Christine Hennessy and Gerlad Teijelo caught the imagination of the audience with their part in "Circus for Two."

Phi Thetas Plan Sale of Mysties

Making plans for the annual Phi Theta Upsilon Mystie Sale to be held Feb. 19 and 20 are general chairmen, Doreen Gienger, freshman in education, and Marilyn Parrish, freshman in liberal arts.

As is customary, the article to be sold will be kept a secret until the day of the sale. Only hinting at the identity of the item is the sale slogan, "Have a Golden Krispie Mystie."

The second sale, on Feb. 20, will be one of three major events on the campus sponsored by women's organizations. Other "Women's Day" events will include the YWCA sponsored "Heart Hop" and a bridal fashion show sponsored by the Associated Women Students.

Assisting the general chairman with plans for the Phi Theta Upsilon sale are freshman committee chairman, Betty Fackler, liberal arts, and Carol Huggins, biology, decorations; Sally Plummer and Ann Erickson, liberal arts, distribution; Paula Curry, education and Joanne Zehnder, liberal arts, booth sales; Gwen Zinniger, business, and Robin Rumery, liberal arts, promotion, and Dorothy Iler, journalism, publicity.

New J-school Needed Broadcasters Resolve

Authorization for construction of a new school of journalism was one of the resolutions adopted by the Oregon State Broadcasters association at their annual convention on campus Friday and Saturday.

Present facilities at the school, one of the few accredited journalism schools in the country, are antiquated and inadequate, according to the resolution.

The convention also voted to expand membership in the group to include television stations and radio and TV permit holders. Another idea adopted by the group was that of having professional radio seminars at the university, with part of the cost underwritten by them.

Discriminatory rules were oppos-

Magazine Editor To Speak Friday

Students and faculty members will have a chance to hear Henry R. Luce talk on the campus Friday afternoon as a result of special arrangements, announced Sunday by Oregon Press conference officials.

The assembly will be sponsored by the school of journalism, and is scheduled to start at 12:45 p.m. Friday (not at 1 p.m.). The early starting time is caused by the fact that the founder and editor-in-chief of Time, Life and Fortune will be speaking both to the assembly and to a press conference luncheon for faculty members and publishers.

Student Union officials have cooperated to make facilities for both the luncheon and the assembly simultaneously in the ballroom. Luncheon guests will eat at the front of the room, separated from the general audience by screens. The screens will be removed before the start of the talk.

This will not be an official University assembly so 1 p.m. classes will not be cancelled.

Moll Will Discuss Modern Poetry

Films, Recital, Exhibits On Festival Schedule

This week's Festival of Contemporary Art events will be highlighted by Ernest G. Moll, professor of English, speaking on "Some Aspects of Contemporary Poetry," Wednesday at 7:30 p.m. in the Student Union Browsing Room.

Films to be shown Wednesday at 7 and 9 p.m. in 207 Chapman are "Painting an Abstraction," "Making a Mural," "Looking at Sculpture" and "Rodin."

Members of the music school faculty will give a recital Thursday evening in the music school auditorium. The recital will feature George Hopkins, professor of piano; William Woods, instructor in piano; George Boughton, associate professor of violin and Exine Anderson, soprano, assistant professor of music.

Exhibits of American sculpture and crafts are on display in the school of architecture and allied arts and the art gallery of the Student Union until Friday, Feb. 20.

An exhibit of contemporary paintings and sculpture valued at a million dollars will be on exhibit beginning March 1 in the art gallery of the school of architecture and allied arts. This will include 30 original paintings and eight pieces of sculpture by internationally famous artists.



HENRY R. LUCE
Time Founder

The journalism school has invited the instructors of all at at 1 p.m. Friday classes to consider the desirability of having students attend the lecture instead of their regular class, according to Gordon Sabine, journalism dean.

Luce's visit to the campus will be brief. Because of his work schedule in New York, he will have to leave Eugene before there will be time for a coffee hour session with students, although attempts were made to schedule one.

Only about 450 general seats will be available for students and faculty members not attending the luncheon. The ballroom side door will be opened at 2:30 p.m., and after that, it will simply be a case of first come, first seated, Sabine said.

The talk, which will be the annual Eric W. Allen Memorial lecture, will be over well before 2 p.m. classes start.

Women Will Sell Tickets for 'Hop'

Tickets go on sale today in women's living organizations for the Heart Hop, the YWCA-sponsored girl-ask-boy dance to be held Friday evening at five women's houses.

Additional tickets will be on sale Thursday and Friday in the Co-op and Student Union, and voting for the King of Hearts will also take place on those days. Tickets must be presented before voting.

The progressive dance, which begins at Carson hall and continues at Delta Zeta, Delta Delta Delta, Alpha Omicron Pi and Alpha Delta Pi, is a feature of Women's day.

The King of Hearts will be chosen in Carson's lobby at the beginning of the dance. The six finalists are Al Babb, Iim Owens, Jim Miller, Ed Kenney, Ron Lyman and Jim Livesay. Campus clothes are in order for the dance.

What Do You Think of Student Government?

Godfrey Ibom, junior in physics, said:

"I think it is good in the principle that students take part actively in forming regulations and laws that bind them. In this way it is a preparation for students taking part in the life of the nation as active citizens."