

Ad Club looks forward to national competition

By Diana Elliott
Of the Emerald

When the University's Ad Club team took first place at the district competition of the National Student Advertising Competition last month, they kept a three year winning streak alive and secured a chance to compete at the national competition in Denver this June.

In its three year history, the University's Ad Club, which is a member of the American Advertising Federation, has established quite a reputation among the other 128 college clubs who are members.

Every year they have won the District 11 competition that includes seven Pacific Northwest schools. Last year the University team went even further taking second place in the national competition, where they competed against 14 other districts.

The club's adviser, Bob Taber, sounds more like an athletic coach when he talks about his goals for the national competition this summer.

"We gotta' win the nationals this year," Taber says. The team finished first ahead of 90 other teams last year, but only placed within the top 10 in another competition this year. Taber and his seven-member team plan to make up for that.

Five Ad Club members and two other students who assisted with the art and the voice work on the tape make up the team. This year Radio Shack sponsored the competition and teams were assigned to advertise a line of personal computers to middle and upper level executives of major corporations.

"We started the assignment in September and just met once a week, doing mostly research," says team member David Kosse. "By March we were working on the campaign 15 hours per week."

Though it was too much time to spend on a competition,

Awards for study abroad being offered

Students interested in applying for study and research awards for 1985-86 should attend a meeting at 3:30 p.m. Thursday in the EMU Forum Room.

The awards to be discussed are Fulbright Grants, and Rhodes, Marshall and Mellon Scholarships. Representatives from the Office of International Services and the College of Arts and Sciences will be on hand to talk about application procedures, deadlines, criteria for selection and interview procedures.

The official opening of competition for Fulbright Grants was May 1. Approximately 700 awards to more than 50 countries will be available for the 1985-86 academic year.

The purpose of these grants is to increase mutual understanding between the people of the United States and other countries through the exchange of persons, knowledge and skills.

Application forms and further information may be obtained from Thomas Mills, Fulbright program advisor, in 330 Oregon Hall. The deadline for filing applications is October 17.

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Kosse admits that it was worth every long hour.

"It was a lot of fun — a great learning experience — and it got me a job," Kosse says. After graduating this June, Kosse will work for Oglivy and Mather, the fourth largest advertising agency in the world.

Kosse wasn't the only one rewarded for his efforts. Jerry Clarno and Scott Thompson had interviews with Foote, Cone and Belding, a San Francisco firm. And the other two Ad Club members on the team, Laura Buckley and Andrea Lorenz, have secured internships for this summer.

Getting involved in Ad Club can bring job opportunities, Taber agrees. "Out of the five members of the Club who graduated last year, four got positions with large New York agencies, and the other works for a magazine in Los Angeles," Taber says. "In the last five years, 25 students from the advertising school have been



Photo by Steve Crowell

University Ad Club members (not necessarily seated in this order) Andrea Lorenz, Laura Buckley, Scott Thompson, Jerry Clarno, and David Kosse will be competing in a national competition in Denver.

hired into New York agencies."

The Ad Club is actually an extension of the advertising department. Over 50 students make up the three-year-old club.

The Ad Club also manages their own advertising agency, Webfoot Advertising, which does work for non-profit, public-service organizations. "We have 16 accounts that 35

students handle from start to finish," Taber says. "It's totally extra-curricular. It functions like a real agency with real clients and we spend real money," he says.

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