









"MIRROR, MIRROR ON THE WALL..."—One of these Nevada "lovlies" will be named "Ugliest Man" tomorrow night in the dining commons after the game.

Voting for 'Ugliest Man on Campus' Continues

man who will hold this title.

The contest is sponsored by the

the University of Nevada will have The "Ugly Man" will be crowned

Men nominated include Clark Bill McKinley, Theta Chi. an official "Ugly Man on Campus." at the after-game dance tomorrow Russell, Sigma Alpha Epsilon; Jim Voting continues today for the night in the dining commons. All Durham, Sigma Nu; Dick "Moose" sponsored on campus by the Pages, istration, ushering at the various students are eligible to vote and Armuth, Alpha Tau Omega; Bob since their first appearance on school functions, participation in invited to attend the dance. Voting Neuschaefer, Lambda Chi Alpha; campus last year. The group is a the homecoming parade, and an members of the Pages, sophomore booths are in the lobby of the stu-Rich Corbin, Sigma Phi Epsilon; service organization, working to annual Christmas party.

John Bauer, Phi Sigma Kappa; and become chartered nationally as

This is the first event to be

Spurs. Page activities on campus have included assistance with reg-

Pack Meets SF State Tomorrow

(See Page 7)



Carnival Brings'Better' Relations

(See Page 3)

Nevada's Greatest Weekly

VOLUME XXXVI, No. 18

RENO, NEVADA

Friday, February 17, 1961

Deadline Near On Scholarships--2.75 Needed for Aid

Now is the time to apply for scholarships for next semester. Applications can be picked up in Dr. Robert McQueen's office in the education building. For those applying, the minimum grade average must be a 2.75.

The Scholarships and Prize Committee receives and considers all applications. They will decide the scholarships later in the semester, and the awards will be announced at graduation.

Each year about \$17,500 is granted to students who have gone to the University. About \$9,000 is given to freshmen from Nevada high schools.

Scholarships of the University are divided into freshmen, general, departmental and special classifications. They are made possible through Board of Regents provisions, individual, commercial enterprise, and organization donations.

Each school year about 40 general scholarships totaling nearly \$10,000 are awarded to sophomore, junior, and senior students. The person must have attended the University of Nevada for two semesters and have at least a 2.75 over-all also picked for worthiness and financial need.

Departmental scholarships total ing about \$6,500 are available to those with an interest in the field hire an appraiser to evaluate and outstanding scholastic attainment in the department. Financial need is considered when students have the other qualifications. If the person fails to attend the University the following year, the award goes to an alternate.

Special scholarships are available to University students that satisfy special requirements requested by the donors.



SNO PRINCESS—Bev Seher of Manzanita was chosen last weekend by Nevada men to rule over the Winter Carnival.

New student body officers will be elected for next year grade point average. They are March 15. Deadline for nominations was set for March 1 by approval of the Senate Feb. 8, along with other election regulations.

The Senate approved campaign and election procedures suggested by the election committee, except for a suggestion to

campaign expenses so that they would stay within the alloted

Official campaigning will start March 3 on campus. This leaves and ASUN president will go to livtwo days after the March 1 nomina- ing groups on campus for cam- criticisms he advanced in "The tion deadline to check eligiblity of paigning at lunch and dinner and Hidden Persuaders," an indictment the candidates. A full grade check meetings. This will start March 9. of adverstising and promotion. will be made on all candidates during this time, according to Ben

Echeverria, ASUN president. Start March 9

Candidates for offices of class vice - presidents, Senators-at-large,

Primary elections are scheduled

Talk Tonight

Author Packard Arrives for Talk

Vance Packard, controversial social critic of America's "status seekers" and "waste makers," will lecture tonight at 8 p.m. in the dining commons.

Packard pioneered in alerting the American public to the techniques employed for "persuasion in depth" advertising. His best-selling "The Hidden Persuaders," dealing with this subject

was published in 1957. It has since been traslated into nine languages.

"The Waste Makers," his latest work, is now a best-seller in American book stores. In it Packard discusses the over-commercialization of every phase of life in our modern society, which he calls "consumerism."

Market Being Outrun

ording to Packard, the enormous increase in American productive capacity is now fast outrunning the market. Strategies to make us discard products before they have outlived their usefulness are designed by manufacturers, promoters, and marketeers as a new 'philosophy of waste."

His lecture appearance on campus is being sponsored by Jot Travis student union lectures committee, Gary Bullis is chairman.

The lecture will be open to the public at \$1 per person. There is no admission for University stu-

Journalism Talk

Before his evening lecture, Packard will appear in the Journalism building before a group of journalpresidents, first and second ASUN ism students and invited guests at 3:30 p.m. A panel of University students will question him about

Following the interview there (Continued on Page 2) will be a social hour.

Packard Ideas, Views Analyzed

(Ed. note: The Sagebrush felt that an analysis of Vance Packard's viewpoints and the material covered in his books was warranted in connection with Packard's visit to the Nevada campus. Ty Cobb was asked to do such an analysis and his ideas are presented be-

By Ty Cobb

Truly one of the most controversial writers of our time, Vance Packard brings to the University of Nevada the dual reputation as one of America's foremost experts in human motivation on the one hand, and as somewhat of a charlatan on the other. Mr. Packard will present a lecture tonight at 8 p.m. in the Dining Commons as a quest in the Student Union Board series. Gary Bullis, lectures committee chairman, pointed out that admission will be free to students and \$1 to others.

The author of four books, three of them best-sellers, received his BA at Penn State and his MA from Columbia University where he later served as a (Continued on Page 6)

... Election Deadline Set

(Continued from Page 1) for March 8 from 9 a.m. to 4:30 p.m. in the student union. A political rally will be held from 3 to 5 p.m. near the student union. Senate did not decide whether the rally would be held inside the union, or outside on the order of the old-time soap box campaigns.

Alloted times for campaigning at the rally will be three minutes for senators from the various colleges, four minutes for class presidents, five minutes for first and second vice - presidents and senators - atlarge, and seven minutes for the ASUN president.

General elections, which will be held March 15, will be from 9 a.m. to 4:30 p.m. in the student union.

Controversy on Site The annual election assembly will

be switched to the new gym this year because of the inadequate facilities in the old gym. Controversy arose among Senate members who stated that moving the site of the assembly would take away the "atmosphere" condusive to a lively assembly. However, the Senate decided to move the site so that more students will be able to attend.

The assembly will be at 7:30 p.m. March 14. Candidates for senators of colleges will not be permitted to speak, although they will be introduced.

Allotted time for campaign speeches will be three minutes for class presidents, five minutes for first and second vice-presidents and bership in the campus players. six minutes for the ASUN presi-

Stipulations for using campaign materials were also decited. Deadline for putting up signs is noon March 14.

THESAGEBRUSH

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Candidates for first and second vice-president and ASUN president will be permitted to hang banners on campus. All other candidates will be allowed to have signs.

No Signs

Signs and banners may not be taped to buildings or windows and no campaigning will be allowed near the election premises.

Each candidate will be required to submit to the election committee an itemized list of expenses, including a carbon copy of every bill. A precaution was given by the committee that campaign managers know about every sign that is posted.

The new idea, rejected by Senate, was to have an appraiser evaluate all campaign materials used. However, those opposing the suggestion pointed out the expense of hiring such a person and that candidates have in the past stayed pretty well within their budgets.

Limits set on campaign expenses are senator, \$10; class presidents, \$50; first and second vice-presidents and senators-at-large, \$65; and ASUN president, \$80.

Membership Open In Campus Players

Students, faculty members, and the University staff interested in the theatre are eligible for mem-

Members can learn about various aspects of the theatre, including acting, directing, writing, or technical work. The requirements for membership are completing work on two or more University productions, onstage or backstage, since September of 1959.

Persons interested should see or call: Doug Smith, FA 3-7853, or Jerry Small, FA 2-4808 or FA 2-7983

Nuclear Accelerator Set

A new machine to be used in the long time. nuclear engineering department for the study of nuclear radiation has been approved by the State planning board.

Additional funds to obtain a neutron producing accelerator for the University were included in a revised budget request submitted to the legislature reecntly.

This action followed the submission of a progress report of the building committee recommending that the accelerator be purchased. It would replace a nuclear reactor the Board of Regents had considered buying .

According to Dr. David Dickerson, professor nuclear engineering, the accelerator is necessary as a source of nuclear radiation for study in the department, and for reactor concepts.

Gamma rays and neutrons can be released by a linear accelerator. For study, an accelerator is adequate, Dr. Dickinson added. The proposed reactor would be used in an advanced research program.

"The safety factor of the accelerator was important in its selection by the department," said Dr. Dickerson. It stops producing neutrons almost immediately when turned off. The core of a reactor can stay radioactively hot for a

"It seems to me I've seen your face somewhere before."

"That's right, Judge. I once gave singing lessons to your wife.' "Fifteen years!"

WM. J. PARKER

presently housed on campus, engineering studies of a nuclear nature are extremely limited because of low power output," added Dr. Dickerson.

The linear accelerator will be "With the sub-critical reactor housed in a separate concrete room connected to the Engineering building by a tunnel.

The building of the tunnel and buying the accelerator would cost \$80,000.

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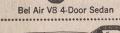
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Biscayne V8 4-Door Sedan





Nomad Six 4-Door 6-Passenger Station Wagon



Parkwood Six 4-Door 9-Passenger Station Wagon



Parkwood V8 4-Door 9-Passenger Station Wagon



Brookwood V8 4-Door 6-Passenger Station Wagon

Outgoing Greeks Honored

A buffet dinner was held by A gift of thanks was presented to of a trophy to Margaret Eddelmann ity Council President Allen Gates. by the presentation by Theta Chi

Theta Chi last night to honor the Allen from the Interfraternity outgoing Pan - Hellenic President, Council by the new IFC President Theresa McQuire and Interfratern- Dave Quinn. This was followed

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as Sorority Woman of the Year and to Allen Gates as Fraternity Man of the Year. The awards where made to the man and woman who have done the most to increase good will and better relations among the Greeks.

"The purpose of the gathering," said Theta Chi President Bill Mc-Kinley, "was to honor the outgoing interfraternity leaders. Also, by offering an opportunity for the new leaders to get together, it is hoped that an even closer feeling may be achieved."

The fraternities and sororities where represented by their presidents, vice presidents, and pldge presidents. Also present rpresenting the University administration where Dr. Young, Executive Vice President, Dean of Stuednts Affairs, Sam Basta, Dean of Women Elaine Mobley, and Dean of Men Jerry Wulk and their wives.



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Roberson Named **SNEA President**

Bev Roberson has been elected president of the University chapter of the Student National Education Assn. She was elected at a meeting team, Bjorn Bergvall, Truls Hstrup, held Tuesday.

Miss Roberson will be assisted by four other new officers: Mary Kathryn Hamilton, vice president, Linda Knobbs, secretary, Dee Heinbaugh, treasurer, and Charles Preston, publicity director.

The officers will be installed on Tuesday, March 14, at 7:30 p.m. in the auditorium of the education building.

A meeting to revise the constitution of the group is planned for next Tuesday, Feb. 21, at 7:30 p.m. in room 107 of the education build-

Profs at Meet

Two University of Nevada English professors will be among a group of some of the nation's top leaders in the English field during the California Association of Teachers of English convention to be held in Sacramento Feb. 17-19.

"The Irish . . . all their wars are merry and all their songs are sad."

Winter Carnival Brought Better **Relations Among Competing Schools**

By Ginger Collard

The Winter Carnival made many students familiar with the University of Nevada ski team, but few had the chance to find out anything about the teams from the other schools

"We really like Reno, and the friendly girls at the University of Nevada" exclaimed the four smiling members of the Arizona State College ski team, Adolph Peterson, Reider Peterson, Jim David and Ken Lincoln. All have been skiing since grammer-school age and were entered in all of the events.

"I like peanuts and gambling" was the comment made by John Koltzow, Norweigen member of the eight-man University of Denver team. A similar opinion was expressed by his roommate, and fellow team member, Chris Selbeck. Jan Erik Vlom, also Norweigen, thinks gambling is "strange," and "The girls at the University of Nevada are tops." All three have skied all of their lives and haven't their skis. John Beabre, a pre-med been in America for more than three years.

Norway also provided nearly all six members eof the Idaho ski Hallvard Grosvold, Howard Gerrish, Jan Erik Istad and Arnstein Friling. Bjorn took first place in the sailing competition in last summers Olympics, and Hallvard was the 'All-American" skier. "We like Reno, but not the weather," was their comment.

"Jumping is like flying" exclaimed Denny Reese, one of Oregon's six ski team members. However, the team's Norweigen member. Aage Hallquist, preferes crosscountry. David Schaad likes Reno's location of ski areas but wished

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there had been more snow for the carnival.

San Jose State College sent us six skiers, including three women. Because there were only three members on the men's team, two entered all four events, Doug Gunn, a civil engineering major, and Wally Juchert, a philosophy and psychology major. Wally has never skied in collegiate competition before and wasn't too fond of Reno. Shirley Belvel, an art major was glad we finally had some snow, and though Nevada had many good hard-working students.

Seven skiers were sent by Sierra State College, Robin McBride, Carl Martin, Dick Spencer, Walter Schopfer, Sherman Reams, Jeff Douglas and their Norweign member, Edvin Ronnestad.

"Our ski club is in bad shape and we can't put together a good team mainly because of mid-term exams" stated Stanford's four male team members as they viciously waxed major, Bill Moffett, and engineering major major Mike Hammer, an economics major, Don Newman, also a pre-med major and Becky Holt, a language major, were impressed by the organization of the carnival, but a bit disappointed with the weather.

Allen Engen, one of the University of Utah's five-men ski team wished for more snow as the large flakes beat against the windows of the Reno Ski Bowl lodge. He has skied for 19 years and was entered in the Alpine (down-hill and slalom) events.

The entire ski team of the University of Washington has skied ever since they could walk. Two members, Per Wegge and Torjorn Yoggeseth hail from Norway, hate pop-corn and hot-cakes, and feel that America is too rushed. Torjorn exclaimed that he liked the country around Seattle because it reminded him of home. Other members included Ed Kersaw, Captain, Erick Geise, Dick Hanson, Ralph Woodward, and Ted Stiles.

BOOKS DUE

Have you ever tried to study for a test without a textbook?

Some University of Nevada students are finding out that this can

be done—the hard way. Due to increased enrollment in the second semester the number of textbooks in the ASUN bookstore has not met the demand.

Students unable to find a book in the bookstoreshould tell their instructors, who can then reorder the book through the bookstore. According to Chris Cufflin, assistant bookstore manager, this process is more effective than individual orders.

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Everything Is 90 % Education and

Anyone who attempts to write in a creative manner ocassionally experiences creative lulls during which he cannot think of anything to write. These states are sometimes referred to as hangovers.

While staring at a sheet of blank paper this week, I had the good fortune to be rescued by a friend of mine who repeated some comments made by some people back East who had seen some of my writings. It seems that these individuals feel that I am "a very humorous cowboy."

I am happy to hear that someone thinks that I am funny, but I am afraid that I would not make a very good cowboy. I have, however, absorbed various bits of information that would undoubtably help me if I ever attempted to become one. I know, for example, that a horse is a rather ridiculous looking animal with four legs and a tail. The horse is not to be confused with the cow which is an even more ridiculous looking animal with four legs and a tail. A cowboy is someone who spends his time riding around on a horse or a cow or something.

As everyone knows, cows serve only one purpose. This is to be driven up trails. Since the drive always proceeds in the same direction, the cows must be flown back so that they can start over. The horse is even more important than the cow. Without horses, we would have neither horse races nor bookies. It is not so commonly known that a horse must always be mounted from the same side. The proper technique is as follows: The cowboy enlists the aid of three or four sheriffs who chase him toward the horse; he then takes a running leap, bounds over the animal's rear end, lands in the saddle, and gallops off. When he wants his steed to stop, he says "whoa" or "whee" or makes some other equally silly noise.

The cowboy eats, sleeps, and plays poker in the saddle. He only dismounts when going drinking, and due to the fact that most bartenders refuse to serve horses, the steed is left outside. Every cowboy spends half of his time drinking and the other half is spent riding around in the middle of a herd of cows making silly noises.

It is reported that one of our psychology professors contends that: 1. Food is important. 2. Water is important. 3. Sex is im-

Ask Dr. Day why he hasn't yet written a letter to the editor on "barbarian behaivor."

Last Sunday I went up to photograph some of the Winter Carnival competition. At first I plodded around in the snow in order to get some pictures; however, I soon discovered that I could get much better pictures in the bar. Most of the spectators also discovered that this was the best vantage point. Only a few misguided individuals such as some of the skiers stayed outside in the cold.

The following is supposed to be a true story: It seems that a woman, while visiting Hong Kong, acquired a very beautiful pendant which she wore almost everywhere. However, she soon became curious as to the meaning of some Chinese characters which had been inscribed on it. Since she had returned to the States, she experienced some difficulty in finding someone who could transalte them, but finally met a Chinese who could give her the English translation. He told her the characters read as follows: "I am a liscenced prostitute in the city of Hong Kong."

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out the world are closely related. This was brought out this week in a discussion panel moderated by Dean Garold Holstine of the College of Education.

The meeting was of the Sierra Nevada chapter of the National Office Management Association.

In a booklet put out by the Chamber of Commerce of the United States, it is stated that 82 per cent of the men over 25 in the \$10,000 or more income brackets have a college or high school education. Those with an eighth grade education or less have 77 per cent of the income below \$500.

Cities having the highest levels of education were found to have the highest average retail sales. High school or college trained farmers are more successful than those with less education.

Magazine circulation varies in proportion to education levels. This fact relates advertising and communications in general to the educational development of people.

Those with more years of schooling are more politically active than the less educated. The armed services are requiring more and more technically trained men.

Many of these and other points were brought out by Dean Holstine. The panel was made up business people in this locality.

Leanna Noble To Be Carnival Queen

Reigning over Lake Tahoe's Win- official hostess for Mt. Rose Ski "Miss Snowflake" last Saturday night at Heavenly Valley.

The 20-year-old Nevada coed's will be runners-up Lee Ann Zimmerman and Deanna Gay. The three girls were finalists in the Tahoe contest and were judged on skiing ability, beauty, personality, poise, and diction.

Miss Noble was recently named junior ski team at Heavenly Valley.

ter Carnival this weekend will be Bowl. She is a junior sociology Leanna Noble who was crowned major affiliated with Delta Delta Delta and comes from Walnut Grove, Calif.

Runner-up Lee Ann Zimmerman is a sophomore and has skied for princesses during the celebration both Reno high school and the University teams. She is 19 years old and lives in Reno.

Also to serveas princess Feb. 18 and 19 is Deanna Gay, a student at South Tahoe high school, Bijou, and a member of the Blue Angel

CLASSIFIED ADS

Free ads next week, too!

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LOST—Slide rule, yellow Pickett log log in grey plastic case. \$5.00 reward. Contact Charles Wilmore, 315½ College Ct., or through physics dept.

PHOTOGRAPHY

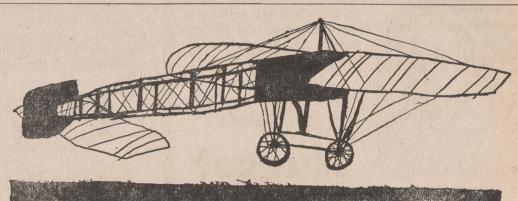
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First Nevada Graduate To Head National Organization Is Installed

The first Nevada graduate to become a national president of a major professional society was installed last Sunday as president of Sigma Delta Chi, national professional society, at the Santa Fe

E. W. "Ted" Scripps II, a 1952 graduate of the journalism department, took the oath from Prof. A. L. Higginbotham, department chairman.

Scripps was a member of Nevada Alpha chapter, Sigma Alpha Epsilon, while at Nevada, and was chapter of Sigma Delta Chi.

Following his graduation, he joined the Navy, and worked at various places in the Scripps-Howard chain after his discharge. He also worked for United Press International. founded by his gradfather, E. W. Scripps.

the Nevada undergraduate chapter, was master of ceremonies

Among the sixty persons present at the dinner were members and prospective pledges of the undergraduate chapter; members of the Nevada professional chapter; Neal Van Sooy, past national president; Governor Grant Sawyer, and state senator Peter Echeverria.

Talent Wanted

Persons interested in filling the president of the undergraduate dancing parts in "Hansel and Gretel" should contact Miss Ferdun in the new gym.

The musical will be presented to Reno children in the fine arts auditorium March 24 through 27 by University students.

Eight women and four men are needed to fill the roles.

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ENGINEERS AND SCIENTISTS NAA's On-Campus Interviews

February 22

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Nuclear power at the Atomics International Division

(Canoga Park, Calif.)

Atomics International Division is a leader, both here and abroad, in the development of nuclear reactors for power, research, and mobile systems.

Electronics & electromechanics at the **Autonetics Division** (Downey, Calif.)

Autonetics Division carries out research, development, and manufacture of computers, data systems, inertial guidance, armament controls, flight controls. Builders of guidance systems for Polaris subs, Minuteman ICBM.

aircraft & missiles at the **Columbus Division**

(Columbus, Ohio)

Columbus Division, a complete center of systems capability, produces Navy's Mach 2A3J Vigilante, is developing new Army target missile, and building reflector for world's largest radio / telescope.

Design & development of manned weapon systems at the Los Angeles Division (Los Angeles, Calif.)

Los Angeles Division is the home of next-generation manned weapon system-the Mach 3 B-70 Valkyrie -and America's first manned space vehicle, the X-15.

Propulsion systems and concepts at the Rocketdyne Division

(Canoga Park, Calif.) (McGregor, Texas) (Neosho, Mo.)

Space exploration & missiles at the Space & Information **Systems Division**

(Downey, Calif.)

Rocketdyne Division, Free World's leading producer of large rocket engines, supplied main-stage boosters for 29 out of 32 successful U.S. satellites and space probes.

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300 EXPECTED FOR INSTITUTE

An estimated 300 participants are expected to register for several institutes for real estate agents and brokers to be held at the University in March.

Four all-day institutes will be held on four Saturdays, March 4 and 25, April 29, and May 27.

Sessions will include speakers and panel discussions as well as luncheon. Nationally known speakers will be among nine men of real estate profession to address the institutes. Included on the schedule are Maurice A. Unger and Robert W. Semenow, both authors of books on real estate.

The STARS Institutes, Sales Techniques and Advanced Realty Studies, will be sponsored by the College of Business Administration in cooperation with Pioneer Title Insurance Company of Nevada, Nevada Real Estate Commission, Nevada Real Estate Comission, Neada Title Guaranty Company, Reno Board of Realtors, and Statewide Services of the University of Ne-

Institue sessions have been planned by the STARS Institutes Committee, headed by Dr. Kathryn Duffy of the College of Business Administration. Other committee officers include Gerald J. McBride from the Nevada Real Estate Commission, secretary; and Dr. Lloyd A. Drury, treasurer and Dean of Statewide services.

It's not enough for a gardener to love flowers. He must also hate

500 East Fourth St.

Dr. Lewis Fussell To Give Talk Next Monday on Nuclear Engineering

Electronics Photography and Nu- Swarthmore college in 1931 with clear Engineering," will be the subject of a talk by Dr. Lewis Fussell, Jr., Mon., February 20, at 7 p.m. in room 213 of the new engineering building.

The appearance of Dr. Fussell is one of the campus activities planned in connection with National Engineer's week, Feb. 19 through

McCulloch Made Managing Editor

A University of Nevada graduate and Sagebrush editor was recently elevated to an important post on one of the West's largest

Frank McCulloch, 1941 Nevada journalism graduate, was promoted to day managing editor of the Los Angeles Times.

McCulloch, who joined the Times in November 1960 as assistant to the editor, will be in charge of the city and county staffs, sports, family and financial desks, and photo.

He worked as a reporter for the Reno Evening Gazette from 1947 to 1952, and edited the Nevada State News.

McCulloch worked for Time Magazine in Dallas, Tex., New York City, and Los Angeles from 1953 until he joined the Times staff.

He is married and has three chil-

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"High Speed Instrumentation in Dr. Fussell graduated from

gineering from MIT in 1938. He taught in the Department of Physics and Communications Engineering at Harvard University and Radcliffe College. While there he did research work related to cosmic radiation. He also worked

a B.S. in electrical engineering. He

received his M.S. in 1932 and his

Doctor of Science in Electrical En-

with the Harvard cyclotron. In 1941 he returned to MIT to take part in underwater sound research for the United States Navy and National Defense Research Committee. He became director of this project in 1943.

Dr. Fussell went to Los Alamos in 1944 to work for the Manhattan District. He prepared experimental plans and site layouts for the first nuclear test at Alamagordo.

In 1946 he began his association with the MIT group that later became Edgerton, Germeshausen & Grier, Inc. As scientific director with them, he participates in all phases of the company's technical

Military Ball Tickets on Sale

Tickets for the 32nd annual Military Ball may be purchased from any advanced ROTC student cadet.

The affair begins at 8:30 p.m., March 11, with a reception, followed by dancing at 9 p.m.

Dress for the evening will be formal. Advanced course students will wear their regular cadet uniforms. Basic first and second year students can either wear their uniforms with black bow ties and white shirts, or regular formal

The Military Ball Queen will be announced the day before the Ball. Candidates for Queen will be selected and announced the first of March. Only military students will vote for the queen.

Costs of tickets to the event is \$2.50 and will be on sale until the night of the Ball.

Among the guests of the military department will be Governor and Mrs. Grant Sawyer, General La-Grange of the Air National Guard, and Lt. Colonel and Mrs. Charles Ronan. LaGrange is assistant adjutant general of the ANG, and Ronan is professor of military science and tactics here at the University.

Art Exhibit

Twenty-two designs taken from Greek vases and amphora jars are now on exhibit in the fine arts building. They were collected by James E. Church for whom the building is named.

The exhibit is housed on the third level art wing.

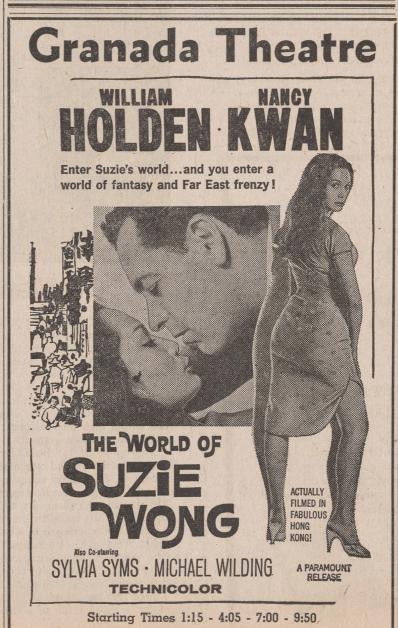
The predominant color schemes are black and white and brown and white, colors which the Greeks used in their classic art.

Mr. Church was the first teacher of classics on the University of Nevada campus. He collected designs in his travels to the art capitals of Europe.

Agriculture Meet

Dr. Joseph F. Stein of the University agricultural staff was general chairman of a regional rural development conference this week in Albuquerque, New Mex.

States participating in the twoday conference were Nevada, Utah, Arizona and New Mexico. Dr. Stein, associate director, agricultural extension service, was among those representing several Nevada state and federal cooperating agen-



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... Packard Analysis 'Our Town' Set

(Continued from Page 1)

professor in the journalism department. His first literary endeavor entitled "Animal IO" failed to excite the minds of the general public.

However, in 1957, his "Hidden Persuaders" skyrocketed to the top of the best-seller list, causing a great deal of comment, both pro and con. Packard regards the "Persuaders" as a protest against the growing interest professional persuaders are taking in techniques that promise to manipulate the public. He related in an article in the New York Times Magazine that he was especially concerned with "motive tapping" and "depth techniques," two methods used by the so-called MR (Motivational Re-

English Dept. Has One Far 'Friend'

The English department of the University of Nevada has a loyal supporter in Kenneth Anderson, sixth grade student in Tracy school in Norwalk, Mass.

Kenneth and the rest of his classmates in Harvey Nelson's room wrote original poems as a a language arts project last year. These poems were judged by Dr. T. G. Grieder and two senior students. Kenneth's poem "Autumn" was given first prize.

Nelson's sister, Miss Harriet Nelson, a senior at the university last year, made the arrangements for the judging, Mrs. Grieder, also a senior last year, completed the committee.

Dr. Grieder and Mrs. Grieder, who is now teaching French and English at Reno high school, will etc. continue the work this year; but a replacement must be found for Miss Nelson. She is in Austria on a Fullbright Foundation award.

Bridge Tourney Set

The student union will sponsor an Intercollegiate Bridge Tournament Sunday at 2 p.m. in the card lounge of the union building.

No entry fee will be charged and all interested people may register in the Student Services office.

The players will play with predealt hands prepared in advance by the American Association of Playing Card Manufacturers which will be kept in Student Union safe until tournament time.

search) men. The author further expressed the fear that these men are invading the privacy of our minds by playing upon our frailities Thornton Wilder, will be presented and are deliberately encouraging irrational behavior and are seeking to reshape our national character in the direction of self-indulgent materialism.

Mr. Packard went on to say that today he is more concerned with an identification card, otherwise the climate from which these manipulators evolve than the manipulators themselves.

Hence, we have the second of the three popular books in the Packard set, the "Status Seekers." Here he deals with the many values effects. Americans place on such things as are not clearly drawn between layers of the social strata, he says, and more often than not only a subtle difference exists between them.

The last of these three is his recent work entitled, "The Waste Makers." Packard claims that Lemon. many United States' products are more and more effecient factories selling and in the end to more and Leal, Germaine Koster. more sated customers. Packard charges the American maufacturer with "planned obsolescence;" that is, the producer designs his goods to go uot of style before their actual usefulness is used up in order to force the poor consumer to buy

In the net end the author calls for a serious reappraisal of our system to halt this waste. Perhaps the best solution is "new outlets for creative energy"-slum work, air purifiying, improved education,

It is understandable that so much criticism would be forthcoming from the conservative press in this country and from certain publications such as "Advertising Age," "Sales & Management," etc. But further opposition has been heard from many sociologists who regard Packard as a person merely taking unproved data and feeding it to the masses for consumption. But one thing is certain: no one takes an indifferent attitude to Packard's writings; he is either vociforously condemed or loudly praised.

Yet in the final summary, students of the University would certainly be wise to take the time to hear such a controversial and renowned a person as Vance Packard.

Mar. 9-10

"Our Town," a three-act play by March 9-10 by the University Play-

Tickets will go on sale for the play, to be held at the Fine Arts auditorium, on March 3. Any student will be admitted free with the price will be \$1.25.

The play is very unusual, according to director Dr. Charles Metten. It does not have any scenery. All objects are pantominel, with emphasis on the lighting and sound

Cast for "Our Town" will inclass and social standing. The lines clude: Doug Smith, Max Klein, Nancy Jeffers, Sharon Millard,

> Alan Berry, Mary Anderson, John Barker, Janice Aalbu, Arthur Hastings, Jerry Small, Sandra Jones, George Spelvin, Sharin Winter, Brian Fox, Barbara Champlin, Bob

Laura Magnani, Judith Armshabby and unnecessary. He sees strong, Katie Diedrichsen, Jan the U.S. economy in a vicious circle; Westfield, Sandra Kraus, Charlotte Dahl, Delmar Dolbier, Nancy leads to more and more frantic Stegen, Sarah Pederson, Bernice

> Nothing gets you into debt faster than trying to keep up with people who already are.

20% Correspondence Increase

An increase of almost 20 per correspondence school. cent over last year's enrollment in the correspondence school is reported.

January 1960. Figures for the last part of Statewide Services. fiscal year shows an enrollment of hower, technical assistant to the approval of their advisor.

Over 100 courses are offered to students who wish to take extra credit and to students who are not A total of 646 students have in residence at the University of been recorded from July through Nevada. Correspondence school is

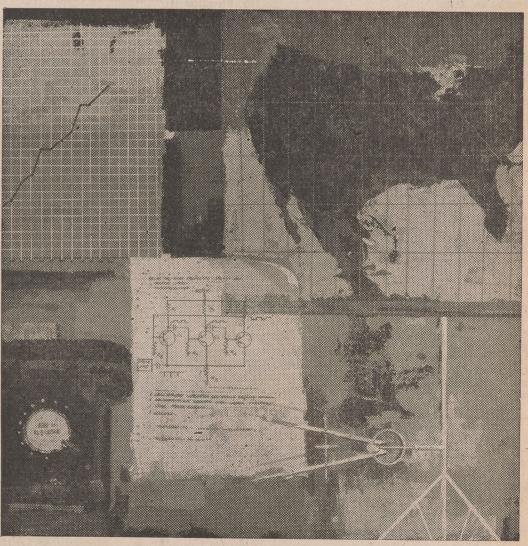
Residents students taking cor-542, according to Grace M. Done- respondence courses must have the



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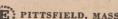


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Pack Gets Second Crack at SF

'Revenge' Meeting SP **Tomorrow Evening**

University of Nevada's varsity basketball squad will be seeking its ninth home victory tomorrow night when it hosts the San Francisco State Gators in the final homegame for the 1961 season for the Pack.

Tomorrow's game will also see the Nevadans seeking revenge on the Gators who dropped the Wolf Pack out of the

unbeaten ranks in league play last weekend with a smashing first half and had to take it easy in 90-75 victory.

The loss dropped the Pack's league record to 6-1, and left it only one game ahead of second place Sacramento State, which is

Against the Gators last Saturday night in San Francisco, the Nevadans ran into a hot San Francisco five which made 58 per cent of its shots from the floor.

Gator guards Jim Caranica and Mike Carson hit for 30 and 27 points respectively to lead the Gators. Craig Hall hit for 24 in the Wolf Pack's losing cause.

The Gators jumped off to a 28-26 lead with 10 minutes gone in the first half and increased that margin to 48-40 at halftime.

Nevada was hampered by the fact that Captin Val York collected four personal fouls in the

the second.

Besides Hall, Gene Simpson scored 15, Ron Hedin had 14, and York contributed 10 for the Pack

PACK EASILY HANDLES **REGIS 77-60**

If the Wolf Pack could play all of its games on its home floor the team would be one of the best in the nation. The team proved this last Friday night by playing its best game of the season in dropping Regis College of Denver 77-60.

Center Ron Hedin played his finest game up to date as he dropped in 28 points, 23 of them in the first half when the Pack held a commanding 50-30 lead.

Val York played one of his finest floor games for the Pack as he continually broke up scoring plays with timely steals and brilliant defensive work.

Freshman Brad Baraks hit for 18 and Hall had 10 for the Pack

life who does not every day sur- set victory to the reserves. mount a fear.

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KEY WITNESS" Jeffrey Hunter - Susan Harrison

Coach John Legarza may have some worries about which of his teams to start tomorrow night when the Freshmen basketball team meets Hale Realty in the preliminary game to the Nevada-San Francisco State game.

Legarza has won nine of ten games this season with his first string, but last Friday night he decided to see how good his reserves were. The final result was a 75-73 overtime victory for the

The teams were dressed in white to symbolize the first team and blue for the reserves or "Chinese Bandits." At halftime, Legarza began to worry as his white team was behind 48-33.

The white team came back in the second half to tie the game the end of the regulation forty minutes of play. A sudden death overtime was played. It took the blues ten seconds to win the game.

Center Paul Speer controlled the tip-off and tipped the ball to Jerry Schutz. Schutz hit Gary Mattice with a pass and Mattice shot from 20 feet. His shot bounced off the rim, but big Al Chicago put in He has not learned the lesson of the rebound shot to bring the up-

Bill Pollard was the leading scorer of the night with 29 points in a losing cause. Mattice hit 20 and Chicago hit 15 to lead the Blue

Boxing Team To Meet Cal Poly

The University's boxing team will have a free weekend this week, but it will resume action next Saturday night as the Wolf Pack fighters host Cal Poly of San Luis Obispo in a rematch.

Cal Poly outpointed the Wolf Pack two weeks ago at Cal Poly, so the Nevadans will be fighting for

Last weekend, the Pack fighters dropped their second consecutive match by losing to Chico State 6-2

Steve Parker and Lonnie Tolano were the only Nevadans to score victories against Chico State. Parker won his 132-pound match by a decision over Gary Weeks, and Tolano also scored a decision victory in his 156-pound tussle with Bill Moule.

a couple of the decisions. He was in turn happy with some of the Nevadans' performances although the four men's events were Doug scoring were Utah with 334.1, they lost

met the 12th Naval District boxing sen, sixth in the downhill and 15th California, 269.2, Chico State, 245.0, team, but at press time, the results in the jumping and Dave Small, Arizona, 200.2, Stanford, 135.1, San of the fight were not available.

SPORTS SCOPE

If the University of Nevada Wolf Pack could play all its games on its home court, coach Jack Spencer would no doubt be in line for a "Coach of the Year "nomination.

If the Wolf Pack, on the other hand, played all their games away from the Reno campus, there might be student sentiment for effigy-hanging parties.

The Silver and Blue Packsters just can't do any wrong on the local court, but they also can't seem to do much good on anybody else's court.

Every time, execpt once, that Spencer's boys have lost this season, its been on somebody else's floor. They lost in Peoria to Bradley; they lost to Wisconsin and Indiana; they lost to Loyola twice in Los Angeles, and they lost to San Francisco.

They have beaten Chico in Chico, and Humboldt in Arcadia, and that makes their season record for "away" games a nifty

On the local side of the picture, however, the troops are pretty good, with a near-perfect mark of 8 wins, 1 loss. The lone defeat was to Santa Clara. The triumphs were over such teams as Eastern Oregon Teachers College (twice), Santa Clara, Chico State, Humboldt State, Sacramento State, the California Aggies, and Regis College.

They got off one of their best games of the season Friday night by walloping highly-rated Regis, then went down and dropped a game to the Golden Gators, who were not even in the upper-ranks of contenders.

The Pack gets its chance for revenge this Saturday when S F State invades the Nevada gym to square off the second game of their season series. It will be the final home appearance of the season for Nevada, and it's a game they just about have

Two games remain after this weekend, and if Nevada can stay in contention by beating the Gators, then they will have to win those, too. But those will be on the road, and one is with the Sacramento State Hornets who are top challengers to the Wolf Pack for the league title.

The game will be on Feb. 24. The following night, the Wolf Pack will play the Cal Aggies Mustangs in Davis, and if something happens there, then the "road jinx" that has pestered Nevada thus far in 1961 will have to run to the point of being ridiculous.

It is good to see, by last week's Sagebrush, that some new sports will be emphasized in this spring's intramural schedule.

Bowling will be reinstated this season, and skiing will be another sport included in inter-fraternity competition.

And riflery, while not new to the league, will start sometime in February or March. Bowling will start Sunday, and the track meet will be March 18. The skiing date hasn't been set yet, but it better be soon, or the snow will melt and the competition will turn to water skiing.

And if the drought situation around the Sierra-Nevadas continues to get worse through the years, the Winter Carnival might cease to be the top winter collegiate sports attraction west of the Rockies, as it has been billed. You can't ski on rocks.

Ski Team Takes Fifth in Carnival

The University of Nevada's skil team finished fifth in the team in the powder puff derby event bescoring in its 21st annual Winter hind the women from the Univer-Carnival last weekend. The Ne- sity of California. Lee Ann Zim-Coach Jim Olivas of the Wolf vadans were unable to catch and merman finished fifth for the Pack, Pack was "mildly displeased" with stop Denver University, which took and teammate Del Loomis closed the team title with 362.6 points.

Top performers for the Pack in Salter, 14th in the jumping and Washington, 332.0, Idaho, 321.6. Ne-Wednesday, the Pack fighters 17th in the giant slalom, Jon Mad- vada, 302.9, Sierra College 285.8, 16th in the cross country race.

Nevada's women finished second out seventh.

Behind Denver in the final team Jose State, 124.9, and Oregon, 118.7.

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Editorial Page

University of Nevada Sagebrush



shall make you free.

Election Deadline

TIME IS SHORT for those who have even the vaguest idea of running for any ASUN elective position in this spring's general elections. The deadline is March 1, just a week and a half away from now.

ELECTION TIME IS not just a time of choosing who shall lead the ASUN in the ensuing year. It is also a time when new ideas and proposals concerning student government are presented to the students. The fewer the number of candidates, the fewer the number of new ideas and inovations that will be presented.

THIS WAS THE case last year when only one person filed for the position of ASUN president. The old nominating committee finally came through with a second candidate, but the situation was lost by then. The campaign had neither the forcefullness of the Sobrio-Allison campaigning or the spirit of the Bryan-Morrill meet of the year before that.

OF COURSE, IN any such campaign only one person can win. But you don't lose a thing really if you are able to contribute something that could make student government more effeitive.

THE MORE PERSONS who file for ASUN elective positions, the better it will be for the campus community as a whole.

Packard Visit

TODAY'S VISIT OF author-journalist Vance Packard to the Nevada campus has brought forth some varied opinions here. It is reported that some professors have objected to Packard's visit because of the "non-scientific nature" of his writings. It has been expressed by some persons that his visit might in some way push to the rear some of the sociological work being done in the areas that Packard discusses in his books.

NOW, IT WOULD appear that if such renowned and respected institutions as the Massachusetts Institute of Technology and Stanford University can still continue to operate effectively after visits by Packard, the University of Nevada should be able to do likewise.

AS FAR AS the assertion by one Nevada professor that "Packard isn't a sociologist—why, he's just a journalist" is concerned, the Sagebrush says, all the better. It has been said that sociology tells you what people do after they have done it, while journalism tells you what people do while they are still doing it.

'Ugly Man' Contest

WITH THE INSTITUTION of an "Ugly Man" contest on this campus, it is apparent that the University of Nevada has started to come of age in collegiate circles.

NOW THAT NEVADA has adopted this idea which is in practice at such respected academic institutions as San Jose State College, we can move on to more important things which are commonplace at "big name" schools. We can start to have our own Communist led riots against the House Un-American Activites Committee. And we can finally accredit ourselves by having several full-scale cheating rings. Unfortunately, Caryl Chessman is dead, but we can surely find something to have a "death march" about.

THE TIME FOR THE changing of the guard has come, and it is certain that Nevada students will rise to the challange before them.

Why Not?

By BILL ADAMS

A great big congratulations to the women of the New Residence Hall and Manzanita Hall. After a number of lax years, I was pleased to see some one take a little initiative and construct a good Winter Carnival decoration. It was too bad that the necessary paper work (forms, theme, cost) to the ASUN office, did not qualify them for competition. However, in spite of this the girls still went right on working. It should be mentioned here that this was the first time in a number of years that a decoration of any sort (other than signs) has appeared on the campus among the residence halls. Earlier this year the Independent living groups also entered a float in the Homecoming Parade, also for the first time in years.—Keep up the good

Yea for Paul Bible—Boo to Old Man Winter. Paul's committee is to be congratulated also for their outstanding presentation of this year's Winter Carnival. It was, of course, no one's fault that the weather turned out to be so bad on the hill. The University of Idaho group which won the trophy for the best skit at the banquet Saturday evening—was nice enough, upon their acceptance of the award (a broken ski), to ask all visiting skiers to give a round of applause to the University of Nevada for our hospitality and presentation of the carnival.

There were approximately 160 people in attendance at the banquet which was held in the Dining Commons. I would like to recommend to all students who will be with the University next year to be sure and take in this affair. This is one time during the carnival you can see the skiers in an informal setting. It has always been customary for each team to present a skit on any subject—and this usually turns out to be very humorous — especially when you have Swedes and Norwegians with their "yump an yimany" accents telling stories.

Speaking of stories, Arthur Hastings of the Speech and Drama Department told a funny joke while he was presenting his specialty act

at the above mentioned banquet. "Actually this is the second Dining Hall—the first one sank. But you know the University of Nevada is very fortunate indeed to have a lake in the center of the campus—it was one of the few campuses in the United States that does—well, actually it really is not a lake, you know—it's a biology culture that got out of hand." Attention, Dr. LaRivers.

It is flag waving time. For the students who unfortunately have to walk up the long, long stairs at the south end of campus, (directly in front of Morrill Hall) I would like to call your attention to the mutilated Nevada State Flag waving atop the flag pole. I think it is a crime for this institution to allow such a torn, wornout flag to fly with old glory (which is not in much better condition) in front of the President's Office. I understand that the state flag is an indoor type and really is not of sufficient construction for outdoor use. Dr. William Wood, former Vice President of the University, presented the institution with a state flag two years ago when the new flag pole was dedicated. I believe it has only been replaced once since that time. As a native and life long resident of this state I think it is a situation that should not be overlooked in the future. The state flag should be flown at all times during the daylight hours—but not in the disgraceful condition it is

A few years ago the Ford Foundation established grants to be given to promising young painters. The grants totaled \$10,000 per person to enable them to paint and not have to work. This Sunday you may see an art display of one of these lucky grant winners. After one year of hard work the paintings of Carl Morris will be displayed in the Church Fine Arts Building, starting this Sunday at 1 p.m. They will then be on exhibit from 9-5 pm weekdays. The exhibit will be on campus for about a month.

Students interested in Bridge—sign up today for the inter-mural bridge tournament to be held this Sunday at the TUB. WHY NOT?

The Hungry Eye

By Marilyn Kotter

MACKAY DAY SPECIAL: Now that Winter Carnival is over, we can start planning for Mackay Day, for which we hear all will be drinking tea at the ATO-SAE Lawn Blast.

APPEARANCE DOESN'T COUNT and Clark Santini is looking for the "Inner Woman."

SIG EPS made it in full force to Bob Fisher's and Barbara Moncrief's wedding.

OF AGE: Marybeth Hockel and Linda Smith will celebrate their 21st this weekend. This should be a repeat of Linda's performance of a few week's ago.

DO Carolita Pierce and Andy McKenzie have insurance on what they break at cocktail parties before the Sno Ball?

SOGGSVILLE: John Jellovich initiated his "dancing tennies" on the hill Sunday.

NOW YOU SEE HIM, NOW YOU DON'T...
We hear Jeanille Haggerty's date, Tom Curry, kept doing the disappearing act Friday night.

WHAT does Stan Garrett cultivate in the Aggie Parking Lot daytimes? Stan must be a "Day People."

REQUEST OF BENNY E.: That Karen Parsons and Ellen Roseman learn how to use a bota bag.

EX-IFC PRES. GATES and wife Betsy have a new daughter.

SIGN UP NOW: For dates with Western Division Lambda Chi's, who will conclave in Reno March 3-5

LOW EBB ROMANTICALLY: Pi Phi Sally Zwonitzer and Tau Bob Ring engaged, as are Gamma Phi Joyce Casazza and Lambda Chi grad DeArmond Sharp. Also of news is the "pinning" of Bonnie Barnard to George Lundgren. GDI pins are now in style.

SIGMA NU may be the "perennial winner of dance attendance yet," quote Ty Cobb.

NEVADA ST. party regulars will be pleased to hear that parties will resume at a new location on College St. An example of this was the Hi Ball held before, during, and after the Sno Ball.

JON MADSEN, tired ski bear, says Sue Wordell gives marvelous back rubs.

15 PARTIERS came down the mountain in Jerry Kirk's car on the way to the wild one at Jerry and Andy Jackson's apt.

CAROL PENNOCK AND TOM HARRIS never quite made it to the Sno Ball.

TOM CASE IS THE WORLD'S GREATEST LOVER, as evidenced by the medal, ETC., he received for Valentine's day.

MORE VALENTINE'S: Terry Markwell, what about the red roses and Lover Boy card?

PI PHI'S Ann Davison, Virginia Bath, and ESPECIALLY Bev Pincolini and Connie Lill are enamoured with visiting skiers.

IT WAS A SORT OF IFC MEET Sunday night at the housewarming for Cliff Burroughs, Doug Salter and Tom Jones. Dennis Golden is an expert at the bota bag, altho he was out in 3 strikes when it came to the Sno Ball.

SUSAN TOWLE has other huggin' and squeezin' ideas, but she is exhausted by the time she gets to the mail box . . . mailing Valentine(s).

TIP FOR FRATS SEEKING EXCITEMENT: A thief stole a fishing tackle and also proceeded to dig up the owner's lawn, looking for worms. Any morning now, on Dean Basta's lawn...

SOCIALIZING: Vance Packard tonight, basketball game and Pages' Ugly Man Dance tomorrow night.