

Advertising Convention Begins Today

Advertising majors from throughout the Eastern United States will attend the regional convention of Alpha Delta Sigma, men's national professional advertising fraternity, to be held here today and tomorrow. This marks the first time that the University has hosted the Eastern Regional convention.

More than 80 delegates will attend general and business meetings and hear talks on different phases of advertising. Faculty members and students majoring in advertising have been invited to the general meetings.

Edward G. Zern, a University graduate now a vice president and director of Geyer, Morey, Madden & Ballard, Inc., advertising agency, will speak at the banquet at 6 p.m. tomorrow in

Hetzel Union dining rooms A and B. Zern has written articles and books on outdoor sports, including "To Hell with Fishing," "How to Tell Fish from Fishermen" and "How to Catch Fishermen." Other speakers will be Dr. Henry A. Finch, professor of philosophy; William E. Pensyl, vice president and creative director at Ketchum, MacLeod & Grove, Inc.; C. Burt Oliver, vice president in charge of radio and television at Foote, Cone & Belding; and John R. Corbett, advertising manager of the Williamsport Sun Gazette.

Israeli Art Exhibit at Hillel
An Israeli art exhibit is currently on display at the Hillel Foundation. The exhibit consists of works done by noted contemporary Israeli artists.

Forums will be held after each talk. Thomas Davis, president of the University chapter, will welcome the delegates tonight at 8. The program, to be held in 214 Boucke, will begin at 8:10 with a talk by Dr. Henry A. Finch. Delegates will attend a jam session at 9 tomorrow night at Delta Phi fraternity after the convention has adjourned.

21 Flags to Fly Honoring Pan American Week

In observation of Pan American Week, which begins tomorrow, flags of the 21 democratic states of the western hemisphere will be flown in front of Old Main.

The display of flags will commemorate the unity of the American Republics. Pan American Day was initiated in 1930 and is now celebrated by more than 300 million Americans. April 14 is the anniversary of the union of American Republics in 1890 to form the Organization of American States.

An address by Dr. Alfonso Rodriguez, associate director for Spanish-American Missions, United Presbyterian Church, at Sunday's chapel service in Schwab will be the second event at the University in recognition of Pan American Week.

Rodriguez will speak on "God at Work in Latin America."

* BELLEFONTE * **PLAZA**

Starts TONITE
Robert Wagner
Delores Hart
SAIL A CROOKED SHIP
with Ernie Kovacs

STATE Theatre STATE COLLEGE, PA.

M-G M presents
EVA MARIE SAINT
WARREN BEATTY
KARL MALDEN
ALL FALL DOWN
EXCITING ADULT ENTERTAINMENT!
1:30, 3:30, 5:30, 7:30, 9:30

COMING SOON!
"The Children's Hour"

HELD OVER! JUST 2 MORE DAYS

NITTANY TONITE... 8:00 P.M.

SATURDAY at
2:00-5:00-8:10 P.M.
THE GREATEST
HUMAN DRAMA
THE WORLD
HAS EVER KNOWN!
Metro-Goldwyn-Mayer
presents
Samuel Bronston's Production



TECHNICOLOR
A FILM THE ENTIRE
FAMILY WILL ENJOY!

BIKE

REPAIRS
PARTS
ACCESSORIES

Western Auto
Satisfaction Guaranteed
200 W. College Ave.
AD 7922

BECKETT

KRAPP'S
LAST
TAPE

8:00 PM

SHAW

THE
MAN
OF
DESTINY

Fri-Sat.

CENTER
STAGE
Penn State
Players
APRIL 6-MAY 19

NITTANY

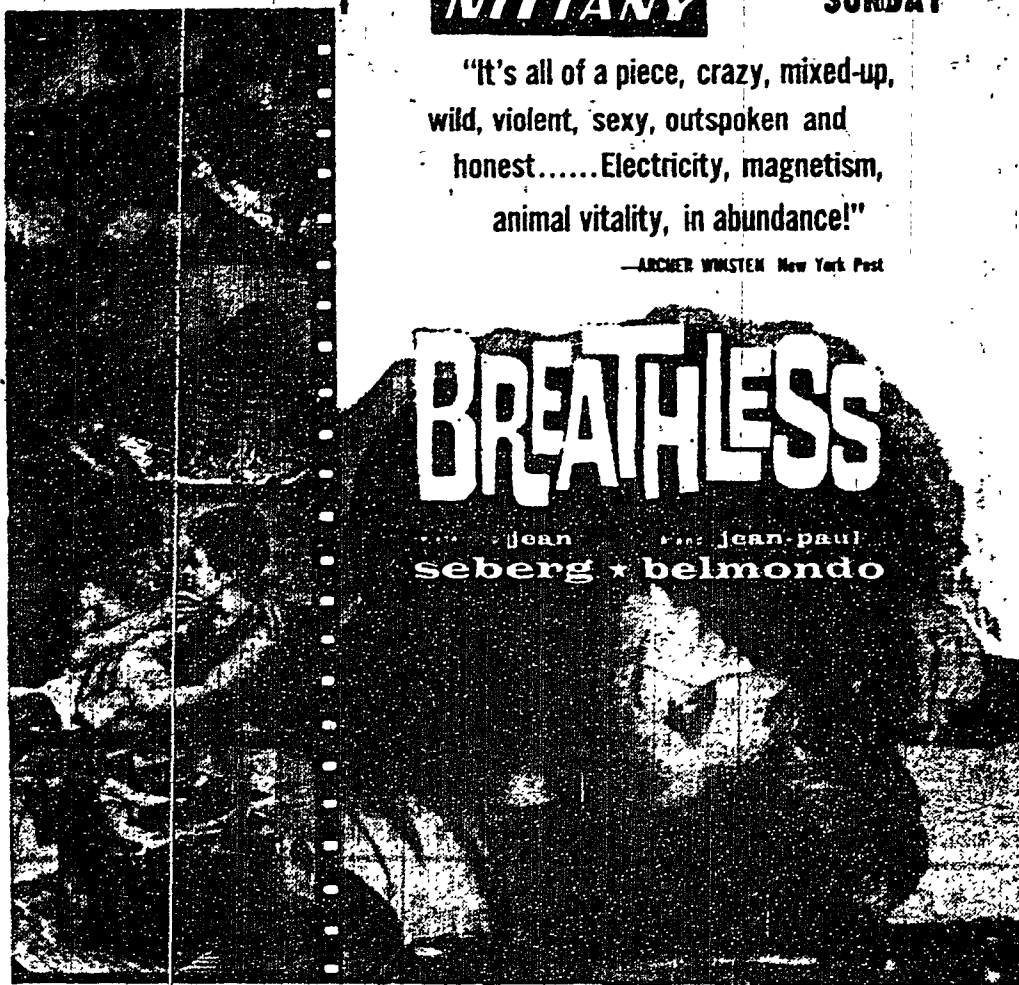
Begins
SUNDAY

"It's all of a piece, crazy, mixed-up, wild, violent, sexy, outspoken and honest.....Electricity, magnetism, animal vitality, in abundance!"

—ARCHER WINSTEN New York Post

BREATHLESS

Jean Seberg * Jean-Paul Belmondo



See BILL McMULLEN

for:

Local deliveries
or around the
world via FID.



130 E. College Ave.
State College, Pa.
AD 7-4994

CATHAUM

NOW SHOWING at 1:30-4:05-6:45-9:15 P.M.

A SHEER DELIGHT!!

When the happiest pairing of stars

ROSALIND AIFC
RUSSELL & GUINNESS

give you the heart-warmingest picture under the rising sun!

A MAJORITY OF ONE

A MERVYN LEROY PRODUCTION
TECHNICOLOR FROM WARNER BROS.



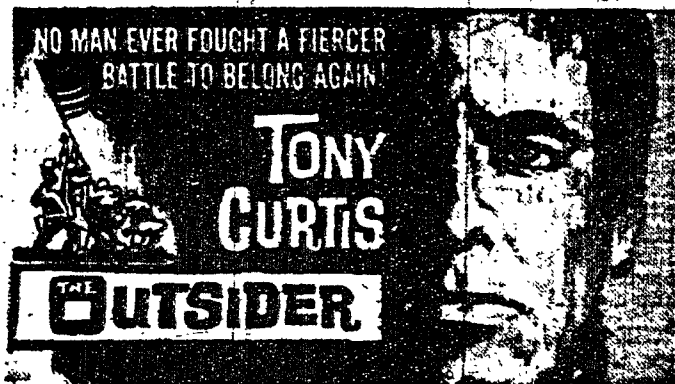
TRUE Story of A Reluctant War Hero!
The Outstanding Drama of the Decade!

NO MAN EVER FOUGHT A FIERCER
BATTLE TO BELONG AGAIN!

TONY CURTIS

THE OUTSIDER

Begins SUNDAY... CATHAUM



Senior Ball May 5

featuring

Larry
Elgart

HUB Ballroom
Semi-Formal
\$5.00 per couple
Dancing 9-1