



CLOCK TOWER

Bieber Is New LLU Pres.

LOMA LINDA, Calif.—La Sierra College President David J. Bieber will become president of Loma Linda University when the college and the university are merged on July 1.

A teacher and school administrator for all of his adult life, Bieber was president of Union College for seven years before accepting the La Sierra College presidency in 1965.

In assuming the Loma Linda University presidency, Bieber will succeed Dr. Godfrey T. Anderson, the university's chief executive for over 13 years. Anderson announced on Feb. 6 that he will step down as president at the end of June.

President-elect Bieber is a native of Tolstoy, S. Dak., who earned a Bachelor of Arts degree at Union College in 1936 and a Master of Arts degree at the University of Minnesota in 1945. He has since taken additional graduate studies at Stanford University and at the University of California at Berkeley.

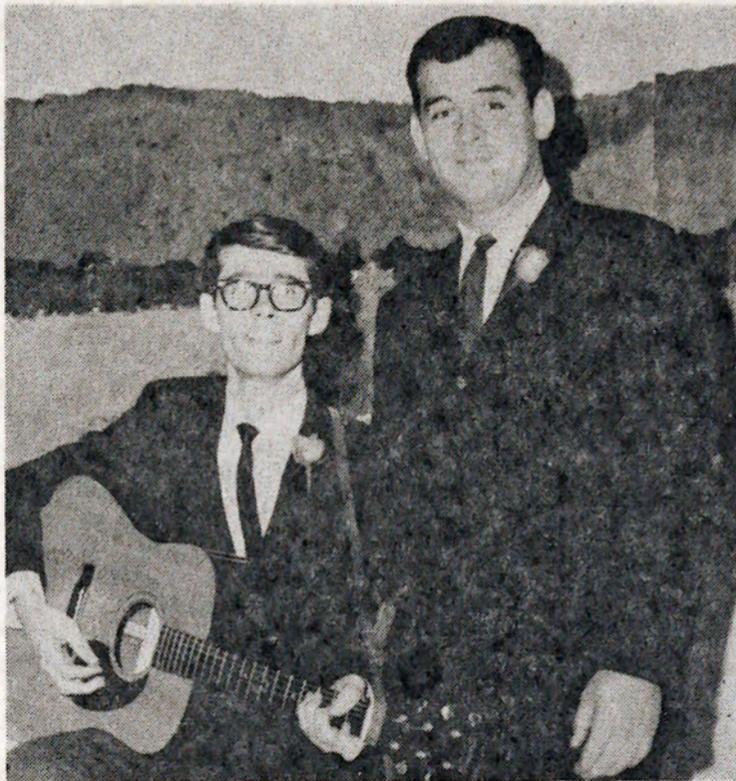
The university of which he becomes president July 1 will include under the single administration teaching programs now carried on by the separate academic institutions at Riverside and Loma Linda. The existing La Sierra College, with about 1700 students, is a co-educational liberal arts college offering programs leading to bachelor's and master's degrees. On the Loma Linda University campus are centered bachelor's, master's and doctoral programs in the basic sciences, health professions and limited liberal arts fields.

The merger plan, approved by Loma Linda University and by La Sierra College authorities calls for unification under one name, Loma Linda University, effective July 1. Integration of teaching and administrative programs will be accomplished in stages during the ensuing 12 months.

Many details of the merger process remain to be worked out, but it appears clear that instruction will continue on both the Loma Linda and Riverside campuses.



David J. Bieber, former president of Union College, is the new president of LLU-LSC merger.



(Photo by Bud Gooch)

Marvin Ponder and Herman Harp sing for juniors and seniors and their dates at last Sunday night's banquet.

Discords, Civil War Theme For Junior-Senior Banquet

"A Song Will Rise," set in the Civil War South, was the theme of the Junior-Senior banquet held in the Omaha Room of the Nebraska Center for Continuing Education, Apr. 30.

A group known as the Discords, consisting of Herman Harp, a junior theology major, and Marvin Ponder, a Union College graduate now at Andrews University, were the featured entertainment.

The music was all folk music; much of it about Civil War days. Other folk singers were a girls' trio, Cindy, Sandy and Ruth from

the University of Nebraska; the Noblemen, a group of 11 from Southeast High School; and the Bards; a group of three boys and a girl from Southeast High School.

D. J. Fike, instructor in English, was the emcee who introduced the performers and told of his "Southern heritage."

Jan Schultz, president of the junior class, was assisted in planning the program by Marybeth Watkins, Sandy Thayer, Clyde Cooper, Larry Vandeman, Bob Holbrook, Glen Gessele, Dr. Rene Evard and Eldon Christie, sponsors.

SMC Hosts EIW; ASB Officers Attend

The newly-elected ASB executive officers are attending the Eastern Intercollegiate Workshop at Southern Missionary College, May 3-5. The workshop is held each spring so that the incoming officers can exchange ideas and work on solutions to campus problems.

Don Bush, ASB president-elect, heads the list of Union College's

representatives going to the convention in Collegedale, Tenn. Other UC students making the trip are: Linda Sterling, '68 vice-pres.; Glenn Sackett, '68 Golden Cords editor; Philip Brailsford, '68 CLOCK TOWER editor; and Harvey Kilsby, treasurer. Dr. Rene Evard, ASB sponsor, and Robert Britain are sponsoring the trip.

Coming Events

Friday, May 5

- 7:20 a.m. Convocation—gym
- Music Week
- 5:15-6:30 p.m. Cafeteria Supper
- 7:15 p.m. Dormitory Worship
- 8:27 p.m. Sunset

Saturday, May 6

- Sabbath Services**
- College View—49th & Prescott**
- 8:25 & 11:00 a.m.
- M. D. Hannah
- 9:40 a.m. Sabbath school
- Piedmont Park—48th & A**
- 11:00 a.m. Roger McQuistan
- 9:30 a.m. Sabbath school

Northside—73rd & Lexington

- 11:00 a.m. Myron Voegelé
- 9:30 a.m. Sabbath school

Capitol View—15th & D

- 11:00 a.m. Peter Luna
- 9:30 a.m. Sabbath school

Allon Chapel—22nd & Q

- 11:00 a.m.
- 9:30 a.m. Sabbath school
- 5:30-6:30 p.m. Cafeteria Supper
- 8:10 p.m. College View vespers
- 8:27 p.m. Sunset
- 9:00 p.m.
- Mooreheads Magic Show

Monday, May 8

- 7:20 a.m. Chapel—church
- Mr. Rankin

Board Approves Staff And Tuition Increase

A change in the faculty wage scale, increase in tuition rates and the building of a new industrial complex were approved by the Union College board on Apr. 27.

According to G. T. Gott, business manager, faculty salaries will be increased and the basic salary difference between the head of the family and a single person will not exist. However, the head of the family will receive more benefits.

An increase in the tuition rate raises the cost for two semesters of full work to \$1000, besides a \$40 ASB and Blue Cross-Blue Shield fee. This figure represents a \$160 increase in tuition for full work. Compared to the \$26 per semester hour for 1966 summer school, 1967 summer school classes will cost \$32 per semester hour.

To be constructed on the present football field late this summer, a new industrial complex will house the print shop, bookbindery, laundry, power plant and the maintenance, grounds and custodial departments. Additional space will also be provided for the expanding furniture factory.

Plans were approved for a new athletic field to be located east of College View Academy, 52nd and Calvert. Within the 600 foot square field will be baseball fields, a football field and a track.

The board also voted to invite Elder A. J. Hirsch, who is currently at Madison College, a state college in Harrisburg, Va., to join the UC faculty as assistant professor of

sociology. At a previous board meeting, two other faculty appointments were approved. Gilbert McMillen from Maplewood Academy will be joining the faculty as an instructor in biology and Melvin Baker will be instructing in the math department.

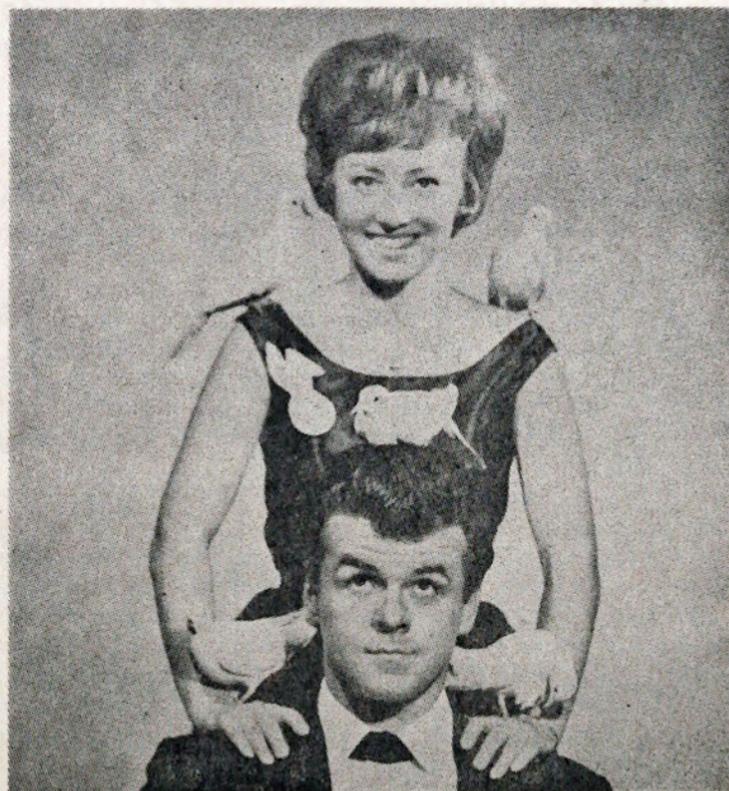
Master Magicians Present Tricks Saturday Night

Bob and Judy Moorehead, the "Master Magicians," will present their evening of magic Saturday night, May 6.

The magical performance, styled with a touch of comedy, is a presentation of "many original mysteries combined with some of the oldest classics." Their program includes the production of white java doves, tricks with a handkerchief borrowed from the audience and the Hindu trunk trick.

Aside from Moorehead's tour schedule in which he has appeared in 17 states in the past eight months, he has had his own television program.

Due to the recent change of daylight saving time in the Lincoln area, the "Master Magicians" program will not be presented until 9:00 in the Union College auditorium.



The Mooreheads will present magic tricks this Saturday night.

CLOCK TOWER

Opinions expressed in the editorial column are those of the editors. Viewpoints represented in the signed articles on this page are those of the individual writer.

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What Election Board?

Last week the CLOCK TOWER editorial discussed one of the two main aspects of the proposed revised constitution—the student council. This week we will take up the other issue—the second vice-president.

The duties of the second vice-president are what his name implies—assisting the officers—especially in coordinating committees, but he is more than this. The revised constitution includes a revised Nominations and Elections Committee which is not a committee nor does it deal with nominations. It is an election board—headed by the second vice-president.

What is the difference between a nominations and elections committee and an election board?

The main difference is in the fact that an election board will be under the auspices of the ASB while the committee is independent.

Sometime ago in Union's history, the Nominations and Elections Committee was sponsored by the ASB, but at that time the committee was in charge of all elections, including SS and MV, not just ASB. The system was too cumbersome to be practical—so the pendulum swung to the other extreme—no elections were sponsored by the ASB. All was done by a service committee. This means that the committee exists for the use of other organizations, but is not a part of them. And no one has to use it.

Now the ASB feels the need of an election board of its own to handle ASB elections only.

What for? What would be the difference?

The main difference is that as a part of the ASB the elections will be run by students elected to represent the student body—not a select committee. In other words a student committee will not decide who of their fellow students can and cannot run.

The function of the board will be to publicize the election, provide petitions and organize the machinery of the elections—not choose the candidates.

The only screening a candidate will have to go through will be the Student Affairs Committee, a petition of 25 signatures and possibly a minimum grade point average.

The present system of rejecting a candidate and then allowing him to run if he can gain an appropriate number of petitions seems to be an unnecessary procedure. It is like saying, "We don't think you are a good candidate, but if you can get a petition you can run anyway." An initial petition is not to override a committee, but a gesture of initiative demonstrating enough desire to talk to at least 25 people.

Of course, the Student Affairs Committee must be able to screen the candidates. We see no reason why this should be changed. But there is a way to make even this more fair to the potential candidate. We suggest that the Student Affairs Committee call in the student if there is a question concerning his name. This would give the student a chance to explain his position or clear up a misunderstanding that may exist.

The whole object of this change from a Committee to an ASB Board is to allow more people to be able to run and put the election itself in the hands of student representatives.

The object of all of these revisions is to provide a more workable guideline by making the constitution liberal enough to be accommodating yet tight enough to give system which can be carried over from year to year.

B.B.

THE BOOKSHELF

"Each Man Is An Island . . ."

By ARTHUR HAUCK

Ayn Rand, *The Virtue of Selfishness* New York: The New American Library of World Literature, 1964. 144 pp. Signet P2602. 60¢.

For those who still pause long enough to ponder the right or wrong of an incipient attitude or an anticipated act the pivotal questions seem to be by what law, by which principle, by whose standard should judgments and decisions be made? Whenever these questions enter the public forum the pendulum swings erratically along a continuum with society's mores on the one extreme and heaven's "absolutes" on the other. In her presentation of the moral principles of objectivism, Rand brings the pendulum to rest somewhere in the center at a point marked "self" with the assertion that "the Objectivist ethics holds man's life as the standard of value—and his own life as the ethical purpose of every individual man."

According to Rand "the three cardinal values of the Objectivist ethics—the three values which, together, are the means to the realization of one's ultimate value, one's own life—are: Reason, Purpose, and Self-Esteem, with their corresponding virtues: Rationality,

Productiveness and Pride." In this final motley triumvirate, rationality is accorded the highest place as man's basic virtue and the source of all other virtues. She describes pride as "moral ambitiousness" and strongly rejects "any doctrine that preaches self immolation as a moral virtue or duty." With man's mind firmly fastened to his own bootstraps pride provides the propulsion for plucking himself out of the muck of altruism and holding him suspended in self-space with a grim grin on his somber face as to himself he loudly lauds the virtue of selfishness. Rand affirmed that "the basic social principle of Objectivist ethics is that just as life is an end in itself, so every living human being is an end in himself, not the means to the ends or the welfare of others—and, therefore, that man must live for his own sake, neither sacrificing himself to others nor sacrificing others to himself. To live for his own sake means that the achievement of his own happiness is man's highest moral purpose."

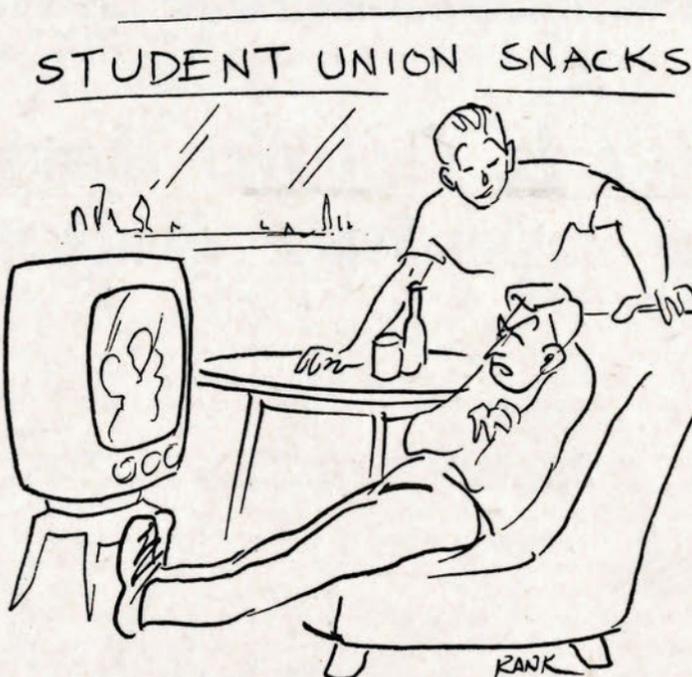
This stubborn egoistic stance seems to frighten the willy-nilly Christian and threaten to unmask the pious hypocrisy of those who must use or abuse others, often in the name of their god, in order to

reach the place they feel they deserve in the sun. The good that many sporadically do for others is prompted only by an omnivorous appetite for a subsequent pie in the sky. According to Rand, "the principle of trade is the only rational ethical principle for all human relationships, personal and social, private and public, spiritual and material. It is the principle of justice."

She defines "a trader as a man who earns what he gets and does not treat men as masters or slaves but as independent equals. He deals with men by means of a free, voluntary, unforced, uncoerced exchange—an exchange which benefits both parties by their own independent judgment. A trader does not expect to be paid for his defaults, only for his achievements. He does not switch to others the burden of his failures, and he does not mortgage his life into bondage to the failure of others."

This book consists of a collection of essays by Ayn Rand as well as a number of additional articles by Nathaniel Branden. After introducing the essential tenets of Objectivist ethics, they move into a wide range of contemporary problems such as intimidation, counterfeit individualism, racism, the nature of government, man's rights, the cult of moral grayness, also asking and pondering the questions: Isn't everyone selfish? Doesn't life require compromise? How does one lead a rational life in an irrational society?

In his reason-bound schema of reality the Objectivist has no place for faith, referring to it as "a malignancy that no system can tolerate with impunity" with the further qualification that "the man who succumbs to it, will call on it in precisely those issues where he needs his reason most." Despite all of his apparent overt air of bravado the humanistic Objectivist seems to be whistling in the dark, a lonely itinerant without any "invisible" means of support. With his ultimate commitment in that which is less than ultimate, self, he cannot ever hope to regain that requisite relationship with his Maker and subsequent interaction with his fellow man, mediated by love, to acquire that wholeness which is holiness, which is blessedness, which is happiness.



"I'm registered for sixteen hours of television, NON-CREDIT!"

Letters To The Editor

Not Enough Action

Have you ever wondered why the so-called Christian church is not being persecuted today? What is it that aroused opposition in the past? Do you want to know just what it is that keeps the people of the church from being ridiculed and abused at every step? History and Mrs. White give us the answers to these questions.

The woe that befell the early church came as a result of the fine work it was endeavoring to do. Paganism saw that her strongholds would fall to ruin if the church was allowed to continue its efforts.

The apostles and later followers of Christ were attempting to let their lights shine, and their zeal led them to sell their houses and other possessions so they might have a part in teaching the gospel. Satan as leader of the forces

against the small, struggling Christian church saw that his hope lay in its destruction, and he worked through a number of the prominent leaders in the Roman Empire to carry out his evil purposes.

It was at this dreadful time in history that a number of God's people followed their Master to the grave, yet the more dreadful the acts of persecution the more God's flock seemed to thrive. So Satan laid another plan in which he had much more success.

Satan saw that what he could not accomplish by force might be accomplished by deception. Prosperity and worldly honor were substituted for the Bible truths, and "compromise" was the word of the day.

We do not have anything to worry about because we are the best

kind of Christians. We attend Sabbath school and church; we go on sunshine bands and visit the orthopedic hospital; we pray before we eat (sometimes not too thankfully) and we study our Sabbath school lessons every day. Hurrah for us. Now we are getting like the rich young ruler.

Listen to Mrs. White's rebuke: "Why is it, then, that persecution seems in a great degree to slumber? The only reason is that the church has conformed to the world's standard and therefore awakens no opposition. The religion which is current in our day is not of the pure and holy character that marked the Christian faith in the days of Christ and His apostles." (GC, p. 48).

Lowell Rideout,
freshman English major

"Hanoi Wants Out Of The War"

By RON HIXSON

One of the experts, Harrison Salisbury of the New York Times, visited the University of Nebraska recently where he addressed several hundred concerned students on his observation while on his inspection trip to Hanoi last year.

According to Salisbury, Hanoi seems to want out of the war, but is forced by the bombing to continue, hanging on to pride and the intense desire for self-survival.

As long as the war lasts Hanoi can and is experiencing other fears. Salisbury said that Hanoi fears China's direct intervention. While Hanoi depends on China for war supplies she must face the possibility of a civil war within China and the cutting off of the supplies, said Salisbury.

Across the vapor border China fears Hanoi's eagerness for settlement, Salisbury said. "The worst thing that could happen to China is for Hanoi to pull out of the war," Salisbury observed.

Are all the fears on the other side of the curtain? No, said Salisbury. "It is very likely that Hanoi will ask China for troops if one of three situations develop," noted Salisbury. He said that officials in Hanoi said that the three "ifs" are: (1) "if the US carries operations across the 17th parallel;" (2) "if the US makes amphibious landings in North Vietnam;" (3) "and if the war goes too close to China's frontier. "However," said Salisbury, "they wouldn't say how close is 'too close.'"

Salisbury warned that "the ground rules in the Vietnam war will change if someone succeeds Mao. "Whoever it will be, his first move will be toward Russia and the end of the Russia-China split," predicted Salisbury.

"When the bombings began in February, 1965, there was genuine fear of the fall of the South Vietnam government," recalled Salisbury. US officials, led by George McBundy, said Salisbury, proposed the bombing because, they argued,

the effect would pressure Hanoi into a quick settlement.

While in North Vietnam Salisbury observed the damage the bombings were doing and the effect on the people, then he noted, "the bombing is not serving a major military purpose." However, he added, "maybe the bombing is serving a secondary one (purpose)." Salisbury observed that "we really are beating up those roads, but they have enough laborers to fill in the holes made by the bombs within an hour or so," recalled Salisbury. "The roads are not very smooth, but they were not much better before, either," he said.

According to Salisbury, the US dropped 300,000 tons of bombs last year, and "we are headed for an all-time record this year," he noted, "which is way ahead of the heaviest bombing raids during World War II."

Salisbury said that "the bombings have united the North Vietnamese." Expressing their determination to fight back Salisbury said, "They're willing to fight another ten or more years."

Where is the war headed? Salisbury joined the ranks of other "informed" officials of government and press when he admitted that no one is certain. About the only thing anyone can promise, Salisbury said, is its continuance for another year or two.

As the prophets of old often did, Salisbury recalled the past to shed some light on the future when he said, "In World War I we imposed settlement on Germany which implanted the seeds of World War II." Reflecting for a moment, Salisbury solemnly said, "there is a danger in imposing a settlement on Hanoi, because the seeds we sow could return to haunt us with World War III."



(Photo by Bud Gooch)

Dr. Neil Rowland, academic dean for next year, speaks at the dedication of the new Plumb addition to Jorgensen Hall, Apr. 28.



(Photo by Bud Gooch)

Thirteen sophomore student nurses were capped at the candlelight capping ceremony Apr. 28. They will begin their hospital work in June at Porter Memorial Hospital in Denver, Colo.

May 15 Is GC Presentation Year Of Activities Covered

By LINDA BRENNEN

The target date for the presentation of the 1967 Union College yearbook has been set for May 15.

Over 2000 hours of student labor have been consumed in completing the plans of Bob Haddock, editor-in-chief. This year's annual covers one full year of activities from Alumni Weekend 1966, to Alumni Weekend 1967, and features a two tone cloth cover. The cover is embossed and possesses a relatively simple design, according to Mike McGuckin, managing editor. Embossed paper is also used in the book.

The exact number of color pages has not been revealed. However, there are more than eight full pages of four-process color.

One of the most frequent problems in forming the annual this year was that of meeting deadlines, which resulted in several sleepless Saturday nights for the staff. Also, getting all copy in and proof-read to meet deadlines was another problem, one not uncommon in publishing a yearbook.

Each staff member was assigned duties which, if not performed, would have caused a definite lack

of unity and cooperation in the organization.

Sherry Lynn Trammell, associate editor, supervised all copy and captions.

Mike McGuckin's duties as managing editor centered around the scheduling of the pictures of all campus organizations and activities.

Glenn Sackett, assistant editor, was in charge of advertisement layout and Dan Goddard functioned as advertising manager.

Karen Boyle, Denver campus editor, reported all functions of the nursing students.

Bettina Strickland, literary editor, supervised the planning of the portrait section.

Without the patient help of Donna Lotspiech, secretary; Sandy Bayless, office manager; Phyllis Cunningham, student life editor; Lowell Chamberlain, business manager; Gail Hunt, cover design artist; Dean Fandrick, treasurer, and Jerry Mitchell, Bud Gooch, Eugene Knowles and Bob Haddock, photographers, the 1967 Golden Cords could not have been as efficiently and quickly organized.

Play, Prayerbands End MV Activities

Friday, Apr. 21, the Union College MV presented "From Clock Tower to Cannibal Country." The play was adapted by Dr. C. Mervyn Maxwell, professor of religion, from material supplied by Dr. and Mrs. E. N. Dick and from *In Strange Peril* by Alta Christensen and *Jungle Thorn* by Norma Youngberg.

The play centered around the life of Calvin Parker, UC's first foreign mission band leader and one of the first Unionites to give missionary service overseas. The trials and experiences of Parker and other pioneer missionaries were depicted in the program.

At the close of the program the MV officers for 1967-68 led the student group in torchlight prayer bands on the campus.

In answer to the question "Are you glad you're through with this year's annual?" the best reply could perhaps be the description of Mike McGuckin's happy grin as he held up the two and one-half pounds of galley representing the last few months of triumph on the part of the 1967 Golden Cords staff.



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Final Band Concert Features Horn Solo, Award For Duncan

Climaxing a full weekend of Alumni activities, the Union College Concert Winds played their last concert of the season Saturday night, Apr. 29.

Their first number was the "North Sea Overture" which by tone and rhythm depicted the sea rising into a storm and calming again into gentle swells.

A special number performed was Frank Hermann's "Concerto for Horn." Dr. Melvin Hill, conductor, was the soloist in this number which featured the French horn.

Gustav Holst's "2nd Suite in F" opened the second half of the concert. Several different families of instruments were brought into play in this number. Some of the more unusual ones to be heard were the tuba, bassoon, oboe, baritone and percussion sections.

The Bandman of the Year Award (John Phillip Sousa Award) was also presented at this time. President R. W. Fowler officiated in awarding Don Duncan this special title. Duncan was chosen by his fellow band members on the basis of Christian courtesy, spirit on tours and cooperation with the group.

To close the concert, the Concert Winds played the "Blue-Tail Fly."



(Photo by Bud Gooch)

Don Duncan, senior music major, holds the John Phillip Sousa Award he was given last Saturday night when he was announced as Bandman of the Year. Duncan plays the oboe in the Concert Winds.

UC Wins Over Alumni; Johnson Leads In Softball

By BOB BLEHM

Sunday morning the Union College Alumni played the Union College basketball team. The game ended with Union College on top 79-70. Larry Unruh led the UC team with 24 points. Paul Gnadt led the alumni with 25.

The softball season has been having a rough time getting started as Fleming and Johnson were mowed out last week and rain has delayed other games.

Hixson defeated Verlo Monday evening 5-4. Going into the bottom of the fifth Verlo led 4-2, but a streak of wildness helped Hixson draw five base on balls. The base on balls mixed with Ron Scott's

base hits produced three runs and a Hixson victory.

Johnson defeated Schultz 1-0 in an error-free game. Johnson's only run came in the first inning when Larry Crawford doubled with two outs. Don Soderstrom followed with a single to claim the RBI and the game's only run.

Fleming defeated Hixson Thursday night 7-2 on a five-run second inning. This gave Fleming a 2 and 1 record. Sunday night he evened his record when Schultz defeated him 5-1.

LEAGUE STANDINGS

	W	L	Schultz	W	L
Johnson	2	0	Schultz	2	3
Hixson	3	1	Verlo	1	3
Fleming	2	2			

Ping Pong Instead of Track for School Picnic

The original plans for the annual college picnic at Pioneers Park on May 3 were foiled by a four-inch snowfall which began early Wednesday morning. The day's activities, coordinated by Lary Taylor, chairman of the health and recreation committee, were not totally disrupted, however.

The location for the day's plans was moved to the gymnasium. Badminton, basketball, and ping pong were played throughout the day.

At 12:00 a picnic-type lunch was served at the cafeteria, despite the mid-winter weather.

Several films were shown in the ad building at 2:30 p.m. Among these were "The Great Adventure" and "The River of No Return."

The scheduled softball games that officially commenced the picnic Tuesday evening were played as originally planned. In the sophomore-senior game, the sophomores won 5-0. The juniors defeated the freshmen 9-0.

Library Adds Xerox Copier

A coin-operated Xerox 914 Copier is available for general use at the Union College Library. The Xerox unit is located in the hall by the main entrance.

According to the Xerox Company, the 914 Copier copies "anything the eye can see," including magazines, pages out of a book, private documents and even three dimensional pictures.



On Campus with Max Shulman

(By the author of "Rally Round the Flag, Boys!", "Dobie Gillis," etc.)

HOW TO GET A'S IN ALL YOUR FINAL EXAMS

In today's column, the last of the school year, I don't intend to be funny. (I have achieved this objective many times throughout the year, but this time it's on purpose.) The hour is wrong for levity. Final exams are looming.

Have you got a chance? I say yes! I say America did not become the world's foremost producer of stove bolts and cotter pins by running away from a fight!

You will pass your finals! How? By studying. How? By learning mnemonics.

Mnemonics, the science of memory aids, was, as we all know, invented by the great Greek philosopher Mnemon in 526 B.C. (This, incidentally, was only one of the inventions of this fertile Athenian. He also invented the house cat, the opposing thumb, and, most important, the staircase. Before the staircase people were forced willy-nilly to live out their lives on the ground floor, and many grew cross as bears. Especially Demosthenes who was elected Consul of Athens six times but never served because he was unable to get up to the office of the Commissioner of Oaths on the third floor to be sworn in. But after Mnemon's staircase, Demosthenes got to the third floor easy as pie—to Athens' sorrow, as it turned out. Demosthenes, his temper shortened by years of confinement to the ground floor, soon embroiled his countrymen in a series of senseless wars with the Medes, the Persians, and the Los Angeles Rams. This later became known as the Missouri Compromise.)



But I digress. We were discussing mnemonics, which are nothing more than aids to memory—little jingles to help you remember names, dates, and places. For example:

*Columbus sailed the ocean blue
In fourteen hundred ninety two.*

See how simple? Make up your own jingles. What, for instance, came after Columbus's discovery of America? The Boston Tea Party, of course. Try this:

*Samuel Adams flung the tea
Into the briny Zuyder Zee.*

(NOTE: The Zuyder Zee was located in Boston Harbor until 1801 when Salmon P. Chase traded it to Holland for Alaska and two line backers.)

But I digress. Let's get back to mnemonics. Like this:

*In nineteen hundred sixty seven
Personna Blades make shaving heaven.*

I mention Personna because the makers of Personna Super Stainless Steel Blades are the sponsors of this column. If I may get a little misty in this, the final column of the school year, may I say it's been a pleasure working for Personna? May I say further that it's been an even greater pleasure working for you, the undergrads of America? You've been a most satisfactory audience, and I'm going to miss you this summer. In fact, I'd ask you all to come visit me except there is no access to my room. The makers of Personna, after I missed several deadlines, walled me in. I have no doors or windows—only a mail slot. I slip the columns out; they slip in Personnas and such food as can go through a mail slot. (For the past six months I've been living on after dinner mints.)

I am only having my little joke. The makers of Personna have not walled me in, for they are good and true and gleaming and constant—as good and true and gleaming and constant as the blades they make—and I wish to state publicly that I will always hold them in the highest esteem, no matter how my suit for back wages comes out.

And so, to close the year, I give you one last mnemonic:

*Study hard and pass with honors,
And always shave with good Personners!*

* * * © 1967, Max Shulman

Personna and Personna's partner in luxury shaving, Burma-Shave, regular or menthol, have enjoyed bringing you another year of Max's uncensored and uninhibited column. We thank you for supporting our products; we wish you luck in your exams and in all your other enterprises.

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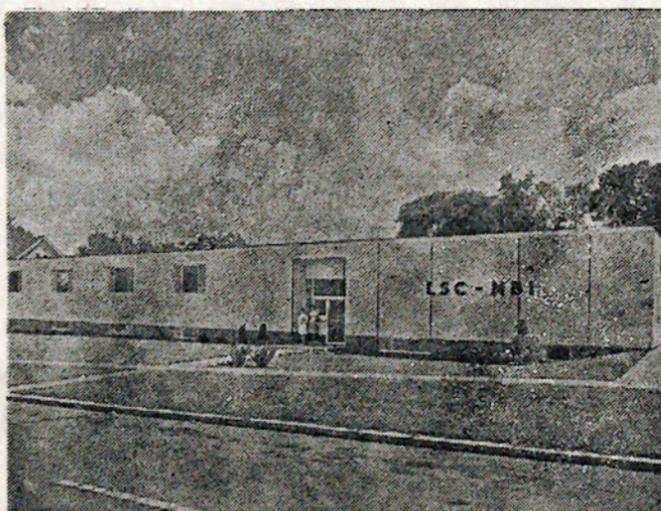
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