

Ron Hudson, a classical guitar master, will perform Saturday night in the Student Center.

# Ron Hudson to present guitar concert tomorrow

by Ed Christian

"Para interpretar correctamente la musica espanola se requiere un entendimiento de su infinita variedad y de su sentido e interpretacion personal."

(Correctly interpreting Spanish music requires understanding of its infinite variety and a feeling for personal interpretation.) Ron Hudson, who will be on our campus tomorrow night, is full of the necessary understanding and feeling.

Ron Hudson, the son of Nazarene missionaries, was raised in Guatemala where he learned to play the guitar at an early age. Since his

return to this country in the fall of 1961, he has appeared on many TV shows and has performed at numerous colleges and universities throughout the United States.

As those who heard him here last year can testify, Ron Hudson is a remarkable performer. His concert this year will be held in the new Student Center auditorium.

Although he plays a classical guitar, Ron Hudson is well acquainted with a large variety of music. He also composes much of his own music. In addition to five numbers of his own composition, his concert February 23 will include several pieces by Bach including

"Bouree" and Jesu, Joy of Man's Desiring."

Hudson will be playing music by several masters who wrote exclusively for guitar, as well as music from the movie "The Godfather." He will include in his concert several traditional pieces made popular by Simon and Garfunkel; "Scarborough Fair," and "El Condor Pasa."

The excellent acoustics and sound system in the Student Center auditorium should make Ron Hudson's guitar sound especially good. Admission is 75 cents or All-Events-Card.



# clock tower

\*an intra-campus edition

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Union College, Lincoln, Nebraska

February 23, 1973

## Protests diminish, issues decrease

Salt Lake City, Utah-(I.P.)—"The activists are either tired out, grown up, or they really don't have anything to talk about. There seems to be a new optimism—in contrast to the student disenchantment and apathy during the acid rock era."

These comments reflect some of the views of University of Utah students, interviewed here. "The mood on campus is rather muffled," says Ralph Little, a 22-year-old business management major. "Things have definitely quieted down—there are no real

movements."

Dress standards and hair length are not an issue with most students. While there is some interest in wearing stylish fashions, blue jeans will continue to be the classroom uniform, according to the students interviewed.

"That's one thing I really like about the University," says Harriett Leigh, 22, a senior education major. "No one judges you on how you look on the outside, but rather on your inward qualities and how you relate to others."

## Cave diving seminar scheduled for June

Anyone interested in cave diving? You can attend the Sixth Annual National Cave Diving Seminar, June 16-17, 1973, sponsored by the National Association for Cave Diving. The seminar is to be held at Lindenwood College, St. Charles, Missouri.

To encourage the development of safe cave diving techniques and the correct use of equipment are the main goals of this annual seminar. It is also hoped that research interest

in springs may be expanded as a result of the seminar.

The seminar is open for participation by all undergraduates and graduate students interested in caving, diving, the Natural Sciences, or the Hyper-Baric Sciences.

Any interested students can receive a free program and registration form for the seminar by writing to: NACD, 2900 N.W. 29th Avenue, Gainesville, FL 32601.

## Twin city area will host Union performers at rally

The Twin City area in Minnesota plays host this weekend to several performance groups from Union College. The Unionaires, the gymnastic team, the Readers Theatre, and the Real Happiness Is Singers will be in Minneapolis and St. Paul for a Union College Youth Rally.

Two Saturday programs constitute the main part of the Rally. Sabbath afternoon the Unionaires will present their sacred concert. Dr. Brown will be the speaker at this meeting. Saturday night will provide a combination of programs and talents. The Unionaires will do their secular concert in two parts. Between the lyric half of the concert and "Oklahoma" the gymnastic team will perform.

The Rally will start Friday night at Minneapolis Junior Academy with the presentation of "The Kiss." The Real Happiness Is Singers will also be a part of the Vespers.

All the students in these groups will be divided up between the seven churches in the area for Sabbath School and Church.

Accompanying the groups are Dr. R. H. Brown, Dr. Floyd Bresee, Elder James Melancon, Elder Marvin Ponder, and Dr. Glenn Davenport.

According to Dr. Glenn Davenport, Director of College Relations, the Rally is for promotional purposes. It is being sponsored by Elder Richard Schwartz, the President of the Minnesota Conference.

## Employment competition increasing

by Ed Christian

"The opportunities for denominational employment of college graduates are many, but the competition is increasing," says Elder A. G. Zytoskee.

Elder Zytoskee, Director of Personnel Administration at General Conference headquarters, was on our campus recently, promoting denominational careers and interviewing juniors and seniors who are interested in working for the church.

The need of Adventist hospitals for Adventist workers was stressed by Elder Zytoskee. He said the hospitals can use every paramedical worker with good recommendations they can get.

Some feel that Adventist institutions don't offer the benefits other hospitals do, Zytoskee said. Most Adventist hospitals offer benefits equal or superior to those offered by most other institutions, he

assured. For instance, Porter Hospital in Denver offers retirement at half salary after only twenty years of denominational service.

Another area where the denomination can use employees is in the secretarial field. They are interested in secretaries who know their field well. Male secretaries are welcome to apply also, Elder Zytoskee said. He said the denomination had a very good male secretary not long ago, but he was promoted. The church is apparently an equal opportunity employer.

Elder Zytoskee said there are openings for teachers, but they are not as numerous as they once were. Prospective teachers are being screened more carefully than before.

According to Elder Zytoskee, more students are graduating today who are not suitable teachers for church school, either because of their grades or their attitudes. He

suggested that prospective teachers get advanced degrees.

Theology students would find a minor in Business very helpful, Elder Zytoskee said. Many new preachers arrive at their new jobs with no idea of how to budget their church's funds, he explained.

There is a growing trend in the church today to hire people with specialized training in their field rather than trying to teach a minister to do the job, according to Elder Zytoskee.

A good example of this is Tim Garrison, who graduated from Union College last semester with a major in Speech Communications, and is now Assistant Editor of *Listen* magazine.

With so many jobs open today, Zytoskee said, the General Conference has a position for every graduate who has the proper qualifications and record.



Members of the Reader's Theatre practice for their presentation of the drama "The Kiss" which is to be presented in Minneapolis this weekend.

FEB 25 1973

LINCOLN, NEBRASKA

in our humble opinion

faculty folklore

W. I. Rankin

is that a fact?

# How's your image?

The recent campaign efforts on campus have put a great deal of emphasis on the idea of presenting a good image. Everyone who is campaigning for an office is concerned with presenting a particular image to the public with the idea that in order to obtain votes one must sell the right image. And all this emphasis on impressions or images has the slight flavor of P.R. to it. So what is P.R.?

Actually, it seems that we are involved in P.R. every day. Whether we interpret P.R. as "public relations" or as "personal relations," we will at some time or another be faced with the necessity of re-evaluating our images. P.R. may involve the impression that a young man presents (or wishes to present) to the girl he wants to date. P.R. may involve an attitude that a person has toward a certain situation. P.R. can even involve the impression that presents itself to mind when one thinks of some aspect of his life.

Some of you may think that this is stretching the definition of P.R. just a bit by assuming that it includes all of these things. Let's explore this a little further. Perhaps we can relate it all.

The emphasis on presenting a good image or a right image easily gets tainted with an atmosphere of phoniness. The word "Public Relations" even brings an impression to some people's minds of something that really isn't what it's reported to be. People seem to think that falsity and P.R. are synonymous. Why? What is good P.R.?

Can we say that good P.R. does not involve presenting a false image or a negative impression? Where are the real roots of P.R. or of real images?

A recent article in the *Review and Herald* (Feb., 1973) stated that good P.R. begins on the inside and then works toward the outside. (pg. 7) We can conclude from this that building a good or real image must be a process that starts within. The article stated that if we want to succeed in public relations, we must first set our own house in order. (pg. 7)

But the most striking statement that was made said that "good P.R. comes not through whitewash or even publicity. It is a common misconception . . . that the function of P.R. is to make something look good or to give it an appealing image even when it doesn't deserve it." (pg. 7) In reality, P.R. should present something as it really is so that every one will have truthful information instead of misconceptions. "Good P.R. is something that is deserved or earned." Christ warned against building a facade instead of the real thing.

We are all aware that there are a great number of false images and impressions given every day. We are surrounded with facades and false images. But we do not need to let them interfere with our awareness of reality. We have been given the ability to judge and we should never be afraid to use this ability when we are confronted with a choice between the real and the unreal. Let's use it now—and everyday. J.V.

## Grass changes sleep patterns

Galveston, Texas (I.P.)—The chronic use of marijuana changes sleep patterns—sleep patterns which, in turn, may affect brain functioning and basic physiology, as well as behavior—according to reports on human research underway at The University of Texas Medical Branch.

After the first seven days of daily marijuana usage (one joint a day), the human subjects studied were found to have significantly less of the deep stages of sleep which have been related to basic biological restorative processes.

Even after the subjects stopped smoking marijuana at the end of 10 successive days, their physiological responses indicate that the loss of the deeper stages of sleep remains significantly less than they normally get for at least seven days.

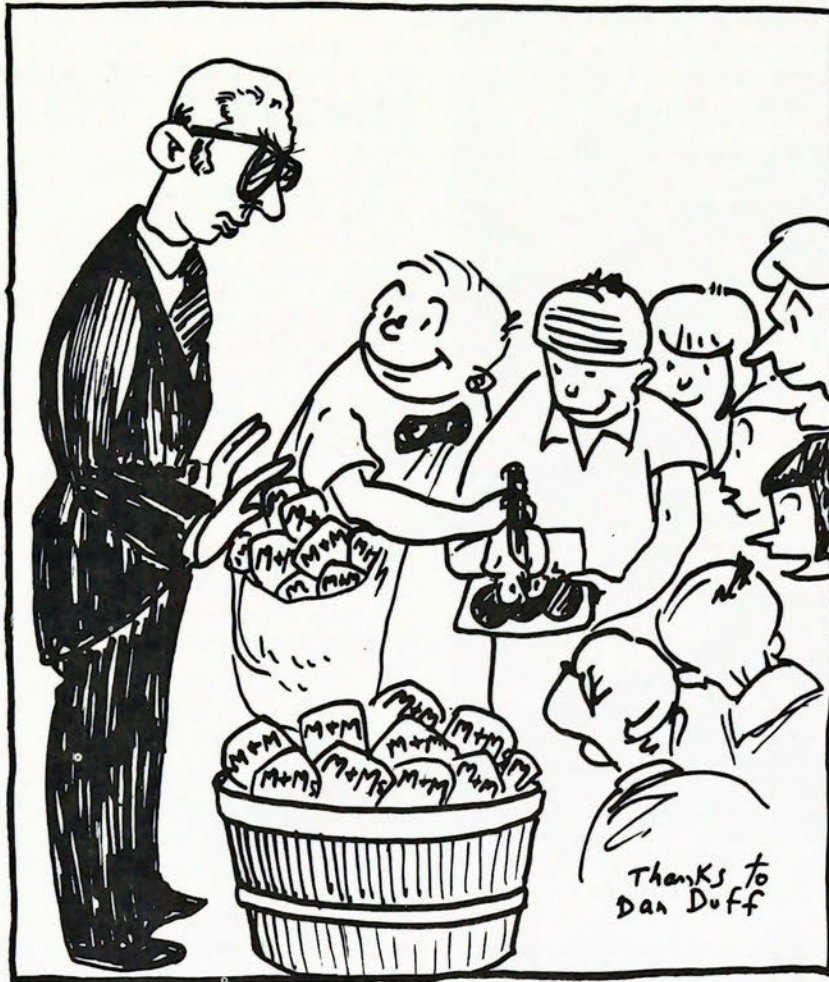
In human subjects, normal sleep patterns are checked for about four

days and nights to establish baseline values. The subjects' sleep patterns are then monitored and recorded during 10 successive days of marijuana smoking plus a one one-week recovery period.

"National surveys show that about 5 percent of marijuana smokers smoke at least one joint a day, so this is not an unreasonable amount," the scientists explain.

After receiving a daily dosage for about seven days, the subjects studied to date showed a deprivation of stages three and four sleep. Stage 4 or REM (Rapid Eye Movement) sleep is the deepest level of sleep, in terms of arousal thresholds.

They also did not return to the baseline levels during the recovery week. In addition, the human subjects complained to the researchers of being "tired and sluggish all the time," without prompting or questioning.



You get a package of M&M's from each kid you teach to draw Mickey Mouse? Larry Pitcher, what'll you DO with all of that candy?

editorial comment continued . . .

## Shape of things to come

The primary ASB elections are now over and the candidates have been "weeded out" so to speak. In a few days the final elections will take place and along with the elections students will rally to campaign for their favorite candidate in hopes of bettering the college through his or her election.

It is in all this campaigning that most of us as students make our mistake; our mistake being that we stop at campaigning. As soon as we see our favorite candidate voted in we tend to drop out of the whole scene leaving the newly elected official often awe-struck at the responsibilities that lay ahead for him. Responsibilities that, for the most part, he will carry out without the help of the student body.

Why is it we think that just because we elect certain students to lead out in ASB activities that that excludes us from any say so about what goes on? ASB, in the event you hadn't realized it, stands for Associated STUDENT Body. If I'm not mistaken, that includes anyone registered as a student at Union College.

The students we are now so diligently campaigning for are merely spokesmen for the student body. The students are the ASB, not the officers. The officer's job is to represent the students, not railroad them in and out of situations and activities that they alone, through arbitrary decisions, decide are what we want.

The ASB is your voice on this campus. Let the ASB officers know what you think of the entertainment, of the student center, the Student Senate; let them know what you think of them as representatives!

If you're complaining about anything on this campus and haven't yet gone to the ASB officers then you have no right to complain. Don't let an impressive title hinder you from stepping up and letting them know just exactly what you think. Problems and complaints must first be expressed before anyone can do anything about them.

If our ASB officers are worth their salt at all, they're going to not only listen to you, they are going to put forth an honest effort to take action in your behalf.

So students, let your thoughts be known, and ASB officers, listen to what the students are saying to you. Only through working together can Union College make any progress on behalf of the Associated Student Body. V.W.

## Carrots anyone?

by Roland Hegstad  
(Listen Magazine, June, 1972)

What with all the talk about American ingenuity it gives us pleasure to throw a bouquet to one Herbert Hardy, a Derby, England furniture dealer, who has come up with a novel scheme to beat a Sunday sales prohibition.

In America there are Texans who sell their stores to friends on Saturday night and then buy them back on Sunday night who deserve at least a curtsy.

The Texas law permits a store to sell certain items on either Sunday or Saturday but not on both. If, after selling items on Saturday the owner decides to sell his store and the new owner opens it on Sunday, what law-abiding city attorney is going to quibble?

But the beautiful thing about Herbert's solution, though, is its simplicity. Herbert sells carrots on Sunday. He doesn't sell beds, chairs, TV's or other items, the sale of which is forbidden by law. No sir. Herbert is a law abiding citizen.

Of course, Herbert is also a pretty sharp operator which is where the carrots come in. On a recent Sunday, Herbert sold \$3,840 worth. And this despite prices that run astronomically above those of his competitors. For instance, he sold one carrot for \$576; high, one must concede, even for organically grown carrots.

But then, Herbert, a generous soul, offers his customers quite an array of gifts with their purchases. That \$576 carrot was accompanied by a color television, donated by the big-hearted Herbert. Other buyers of his carrots found themselves the lucky recipients of sofas, chairs, carpets, and bedsteads.

What a potential for Sunday generosity Herbert has opened up! Imagine Virginia hams—which can be sold in that state on Sunday—going for \$999 a pound with each 8-pounder accompanied by a free Lincoln Continental!

The possibilities boggle the mind. Herbert may go down in history not only as the man who beat Sunday laws but as the man who restored generosity to the business world.

mostly cultural

## Rockwell at Sheldon

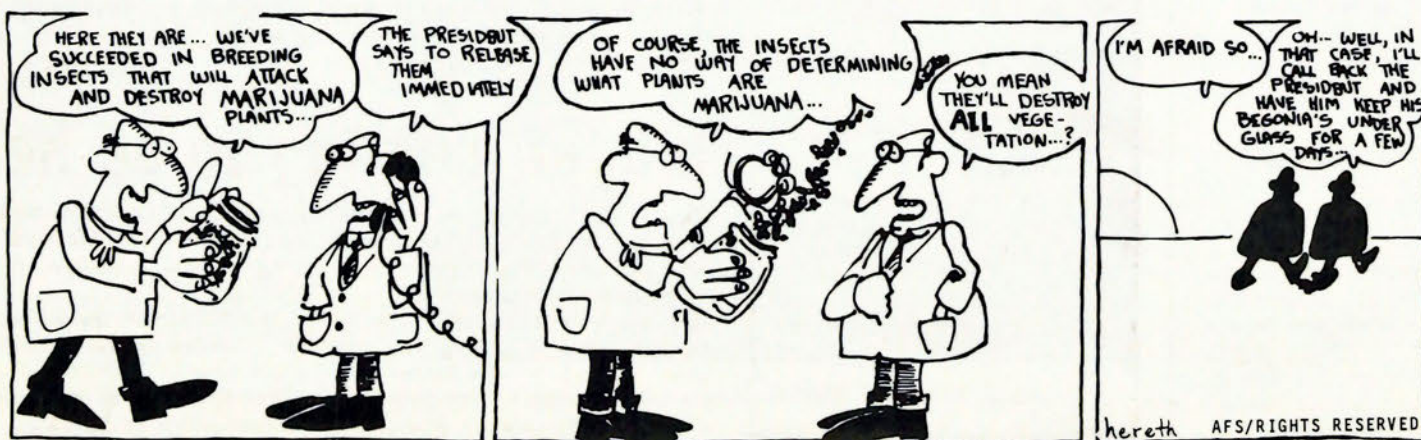
This weekend is the final showing of the Norman Rockwell drawings at Sheldon Memorial Art Gallery on the N.U. campus across from the Nebraska Bookstore.

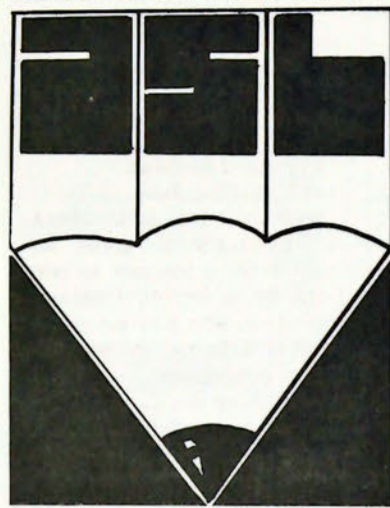


The present collection of drawings has been lent by Massachusetts Life Insurance Company. The subjects of the drawings are familiar ones. What is not familiar is Rockwell's handling of the drawing medium.

Beginning next Tuesday and running through March 25, Sheldon will present Richard Wiegmann Serigraphs. Mr. Wiegmann has exhibited widely and received eight awards since 1963.

Some of his commissioned works have been liturgical stoles and banners. This exhibition is of his current graphic work, mostly serigraphs, which he handles with knowledge and sensitivity. A serigraph involves a silk-screen process.





Platform postscripts

Brauer

Jim Brauer came to me a few days ago, asking for some help and ideas for his campaign. In ten minutes I outlined what I felt would be a plan of action for reaching the students and presenting ideas of his that would interest the student body. Then I asked him what his ideas were and for the next 15 minutes I was fascinated with his sincere interest in the Senate and what he feels it can accomplish. His ideas were outlined in last week's Clock Tower.

But Jim has more than ideas for tapping the potential of the Student Senate and making it a force felt on campus. Jim's work with the Senate has given him insight into what needs to be done and in his own quiet, methodical, exasperatingly organized way Jim does what he says he says he will do. He listens, he thinks, and he acts.

I've seen Jim in action for two years and that's why I know Jim is more than campaign cliches and speculative promises. So why not vote for someone whose ideas will become actions when the campaign is over.

Vote Jim Brauer—TO BE SURE!

Ken Downing for  
Jim Brauer  
ASB candidate  
Executive Vice-president

Herrington

Since the main activities in the office of the Associate Vice-president mainly consist of arranging for entertainment and convocations, I would like to acquaint you with some of my suggestions in these areas for the 1973-1974 school year.

The main committees under this office are 1) movies, 2) social-cultural, 3) health and recreation, 4) promotions (publicity), 5) student center.

Unfortunately, there has been dissatisfaction among students as to the worth of their All Events Card this year. Although some complaints may be justifiable, I feel that this system lends an economic stability to the ASB budget that we as students cannot afford to ignore if we want superior entertainment on our campus. I therefore propose that

we keep the A.E.C. but revise the entertainment on our campus to include other activities besides movies, and include more activities that college students, not community members, enjoy. This may cut down on the revenue that we take in on the "gate," but if the entertainment is good, A.E.C. sales will make up for this. My ideas for items covered by the A.E.C. are: "oldies but goodies" (Marx Bros., etc.) for movie buffs, continuation of the ASB banquet—with more funds to work with, an ASB sponsored Sunday buffet night, which would include entertainment, and days for cycling and sailing in addition to regular spring and fall picnics.

I have already made inquiries about possible Convocation programs. Some suggestions I feel would make interesting programs are: Jesse Owens, Nancy Dickerson, Senator Birch Bayh, Charles Evers, Paul Harvey, Ann Landers, Lynda Johnson Robb, Dan Rather, and Gale Sayers. Speakers on new abortion laws (Daniel Callahan), the Jesus movement, "VD Blues" (a film with Dick Cavett narrating), prison reform, the Indian Movement, and contemporary communes and cults (Walter Houston Clark) would provide relevant topics for students to think about and discuss.

I would like to work for you in 1973-1974.

Joann Herrington  
Candidate  
Assoc. Vice-president

Ray

"There are managers; and, there are Managers."—G. W. Johnson, Insurance Executive.

If Mr. Robinson resigned his position as Union College's Business Manager, which man would you choose to fill his place; a man with no prior business experience, a little experience, or one with a lot of experience? All will agree that the man filling the post must necessarily have prior experience in a similar position, and the man with the most experience would very likely get the job.

When selecting a candidate for next year's ASB Business Manager, this college family is faced with the same basic choice: experience vs. inexperience.

David Ray has 5 years of combined sales and managing experience backing his candidacy. Starting at age ten by selling greeting cards door to door, he has sold SDA literature, shoes, encyclopaedias, cleaning products;



and during last year, he sold life, health, and accident insurance down in Wichita, Kansas.

Dave has held numerous church and school leadership positions. During his Army tour Dave was an acting corporal in Basic Training; Administrative Assistant of the X-ray clinic at Ft. Bragg for 3½ of his 5 months there; and given several, often overlapping positions of responsibility while in Korea.

Dave says, "Selling advertising is a lot like selling insurance. Each is primarily an intangible product. As such the selling of each depends upon the salesman's "ability to sell" as much as upon the purchaser's acknowledgment of a need to buy. As for my qualifications to manage, I think the record speaks for itself."

When you vote this year, vote for experience—vote for David Ray.

David L. Ray  
ASB candidate  
Business Manager

Castanon

As expressed in the ASB constitution the treasurer's responsibility is to keep the financial records of the ASB and to provide financial statements for each of the departments.

The treasurer's position is somewhat different from the other offices because he needs to possess certain abilities and knowledge in the business field.

I feel that I have obtained this experience through 1) being treasurer twice for the churches I attended, 2) serving as treasurer for an academy for 3 years, and 3) currently taking a business major. I feel that I possess the necessary qualifications and leadership abilities that the ASB needs for next year.

My promise is not to give you a tree on which money will grow, but rather to work in tangible areas through which money can be raised to meet the needs of you, the students of the ASB.

I will, to the best of my ability, work at Union with the other officers and provide any financial statements upon demand. I would also stand against any financial issues which would not be in the best interests of the students.

Last of all, I'd like to say that by running for this position, I'm not seeking for personal satisfactions or rewards but rather for the opportunity to serve the student body in the best way that I can during my last year at Union.

Abner Castanon  
Candidate  
ASB Treasurer

Book lists 100,000 summer job vacancies

Three points in an application most important to a summer employer are good references, training and experience and special skills. He also wants to know dates of availability, reasons for applying and the applicant's attitude toward society, personal habits, and plans for the future.

These are findings from research in December among 150 summer employers throughout the U.S. by National Directory Service, Inc., Cincinnati, Ohio, publishers of summer job information.

Summer jobs will be more plentiful in 1973 in South Atlantic states, Michigan and Oregon, but less plentiful in the Midwest, Maine and New York. Salaries generally are about the same, with some increases; many jobs include room and board, other benefits such as laundry, travel allowance, end-of-season bonus.

Available now are "Summer Employment Directory of the U.S." (\$5.95), and "Directory of Overseas Summer Jobs" (\$4.95) from the

publisher. These books include information on 100,000 vacancies in the U.S. and 50,000 overseas.

Write to National Directory Service, Inc., 266 Ludlow Ave., Cincinnati, Ohio 45220, or check the local library for copies.



Bible bumper stickers, buttons are big business

from the New York Times

If the current boom in Bible bumper stickers, bangles and buttons is any indication, the predominant religious fashion of the 1970's will be wearing one's piety on one's sleeve.

Once limited to small plastic statues of Jesus, now devotional slogans and accoutrements are being marketed in the millions to members of all denominations.

Jesus watches

Figures from some producers indicate that 2 million devotional bumper stickers will be printed this year. Another two million or so Jesus T-shirts, Jesus buttons, Jesus posters, Jesus shoulder patches, Jesus decals, Jesus watches, and the like will be turned out by a half-dozen major producers.

Although most observers believe the so-called Jesus movement has peaked, at least two of the major producers of bumper stickers and other items predict steady growth of their business through the next few years.

Not embarrassed

Youth today are not embarrassed to discuss and display their religious beliefs, says Robert Hubinger, vice president of Cross Publishing Company of Kenilworth, NJ, a major producer in the field. That youth attitude is being carried over into the American mainstream, he said, and will mean a continued market for religious accoutrements.

The bumper stickers, with about 200 different messages, reflect a fundamentalist perspective, the predominant mood of the American religious scene. The three top sellers, introduced in the late 1960's, are variations of "Honk If You Know

Jesus," "Our God Is Not Dead—Sorry About Yours," and "Smile, God Loves You."

Some messages copy commercial advertising slogans or popular ethnic phrases: "Things Go Better With Christ," "American—Handle It With Prayer" and "Soul Food" (with a picture of the Bible). "Find Help Fast in the Bible Pages" is a new entry this month by Cross Publishing.

One way gesture

"One-Way—Christ's Way" (with index finger held up) is increasingly popular, due mainly to the use of the gesture by the Rev. Dr. Billy Graham who borrowed it from the "Jesus Freaks."

The Bible sticker, button and decal market appears to have opened up in earnest in late 1969. Elden W. Ferm, then a salesman traveling mostly in Florida, left his employer in November, 1969, to begin producing a line of six bumper stickers—including the classic "Our God Is Not Dead."

Bumper stickers

Today, Ferm Publishing Company of Elkhart, IN is "the largest Christian bumper sticker business in the country," boasts Ferm. The company's line of religious items is currently grossing \$250,000 on the wholesale market, with projections of doubling by 1976, he said.

Both Ferm and Hubinger acknowledge that their slogans are selected by art directors and editors, not by theologians. But Hubinger said his company would not produce anything "to bring dishonor to the Lord."

Ferm said his new entry on the market will be "I'm Headed For the Promised Land, See You There—J.C."

Budget meeting to be held

Dr. F.E.J. Harder, Executive Secretary of the North American Division Board of Higher Education, was on campus yesterday.

His purpose in coming was to examine the college program and school budget to determine the planned operation for the following school year. The college board has

especially asked that he make some recommendations for next year's budget, says Academic Dean Neil Rowland.

March 8 is the date for the Board of Trustees annual meeting, at which time Dr. Harder will return to attend the meeting and present his evaluation to the board.

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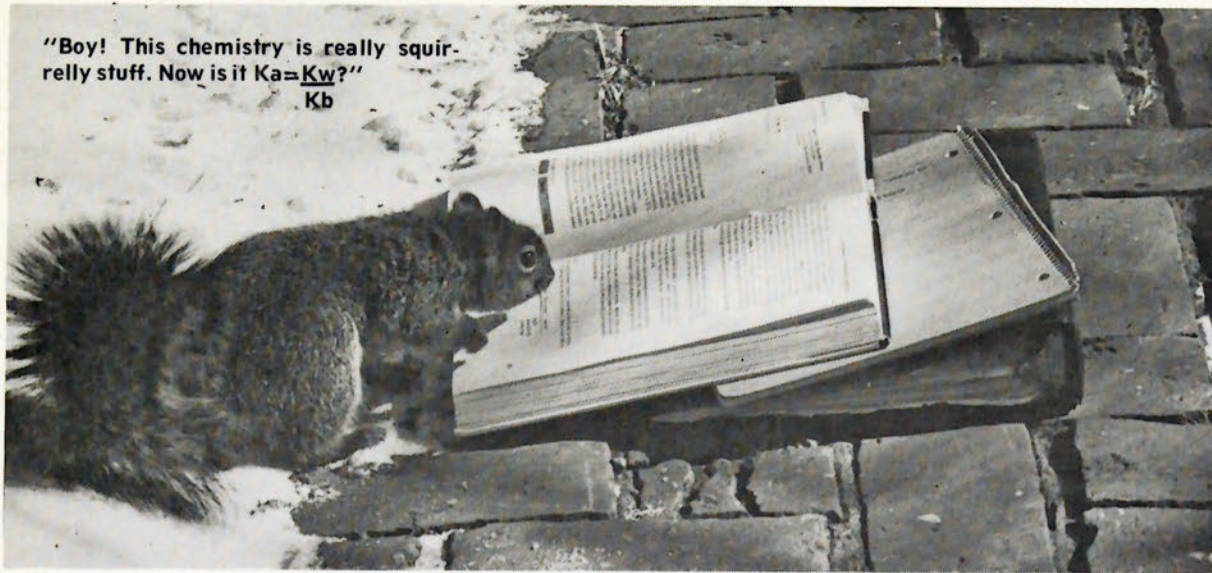
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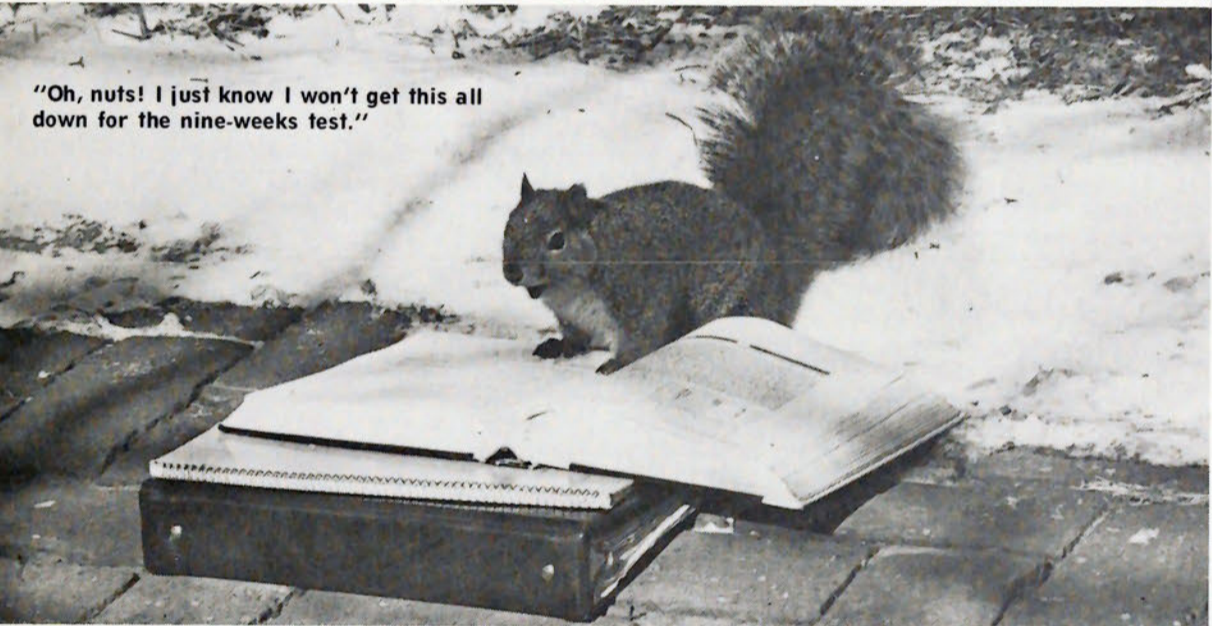
"Boy! This chemistry is really squirrely stuff. Now is it  $K_a = K_b$ ?"  
Kb



**Photograffiti**

by Don Pitcher

"... Or is it  $K_a = K_b$ ?"  
Kw



"Oh, nuts! I just know I won't get this all down for the nine-weeks test."

**One more breathtaking puzzle**

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by Edward Julius

**ACROSS**

1. Arabian Ruler
5. Movable Helmet Piece
10. Wise Man
14. Headland
15. Pygmy Antelope
16. Journey
17. Theatrical
19. Anger
20. Yoko . . .
21. Skin Ailment
22. Works with Dough
24. Young Kangaroo
25. On the Ocean
26. "Caesar" Conspirator
29. Moorish Palace
33. Coral Island
34. . . . Laurence
35. Women's . . .
36. Talk Wildly
37. South American Parrot
38. Gainsay
39. Prefix: Over
40. Cupolas
41. Book of Old Testament
42. Shut Off
44. Haphazard
45. Imitated
46. Demolish
47. Poor One
50. Sheet Music Term
51. Japanese Coin
54. Poisonous Snakes
55. Improve
58. Brake Part
59. Wearies
60. Dr. Frankenstein's Aide
61. Take Care of
62. Live
63. Part of Body (Sp.)

**DOWN**

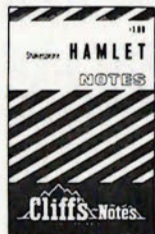
1. Reverberate
2. Water Pipe
3. . . . Facto
4. Soak
5. Expresses
6. Sarcasm Device
7. Trigonometric Ratio
8. Japanese Sash
9. Oriental Carriage
10. . . . of Consciousness
11. Operatic Solo
12. Castrate
13. . . . Out a Living
18. Man's Name
23. Close to
24. Reject
25. Otherwise Called
26. Ventures
27. Troop Encampment
28. . . . Section
29. Curved
30. Harmonize
31. Beetle
32. Bottomless Pit
34. Well-known
37. Preside Over
38. Eat
40. Cheat
41. Toy Musical Instrument
43. Became Forfeit
44. Bigoted
46. Functions
47. Bygone
48. 1968 Tennis Champ
49. Atop
50. Mythological Elf
51. Tale
52. English College
53. Roman Emperor
56. Cowboy Tom . . .
57. Basketball Hoop



"Since we've been using recycled paper, I don't feel too guilty about all this."

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**Remember To Vote!**

**Ralph Nader discusses student activism**

In The Public Interest  
by Ralph Nader

Student activism has come a long way from that day in February, 1960, when four Bible-carrying black students sat down at a lunch counter in North Carolina and refused to move until served.

They and the thousands of white and black civil rights workers who followed their example ushered in a decade of campus social concern about issues such as peace, ecology, and women's rights. This surge of activism affected colleges and universities themselves.

At numerous campuses dress codes and parietal rules have been abandoned; courses are more diversified; and, in many schools, students have won a voice in policy matters.

Despite some successes, student activities are plagued by recurring problems. Students' lives suffer from gaping discontinuities: Activities follow the academic cycle. Campus-led voter registration drives, tutorial programs for the poor, and environmental projects are interrupted or ended by vacations.

In addition to lack of continuity, lack of know-how hampers student efforts. This is especially true when they attempt to deal with complex issues such as industrial contamination of the environment,

employment discrimination on the basis of race and sex, inequities in the tax laws or defective consumer products.

In 1970-1971 students in Oregon and Minnesota developed a way to provide continuity and expert knowledge to their efforts and to enhance their educational experiences. The vehicle was a student-funded Public Interest Research Group (PIRG). The theory behind the PIRG was uncomplicated. Students in schools throughout each state hired their own full-time staff of lawyers, scientists, and other advocates.

These professionals provided continuity and focus to student efforts. In turn, through class work and staff supervised projects, students learned the techniques of public interest research. The money to pay for salaries and expenses came from student activity fees.

As the word of success of the first groups spread, new PIRGs were organized. In Vermont, for example, students and staff have published exposes on the ski industry, Blue Cross health insurance, and are in the process of creating a statewide lobby. The Western Massachusetts PIRG has sued a large utility.

In Minnesota MPRIG took action on more than 60 projects during its first year of operation. The Missouri PIRG drafted a new consumer code

to protect poor people in St. Louis.

The fledgling New Jersey PIRG, with only two staff members, led a fight against a transportation bond issue which ignored mass transit needs. In each case student researchers gathered data and prepared reports, and when necessary, the professional staff drafted new legislation or files suits.

When the PIRG concept first was proposed on campus, skeptics wondered whether students would support the program or whether regents or boards of trustees would grant their approval. Both questions repeatedly have been answered yes.

Others feared that professionals wouldn't work for students, but most PIRGs have had their pick of qualified applicants. Some people worried that PIRGs were not legal or would endanger universities' tax status. However, favorable opinions by state attorneys general and approval of tax-exempt status by the Internal Revenue Service eliminated these concerns.

Today, students and PIRG professionals are working on projects designed to make government responsive, preserve the environment, protect the consumer, and guarantee equal opportunity to all.

For more information concerning PIRGs, write to Citizens Action Group, 2000 P Street, N.W., Washington, D. C. 20036.

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