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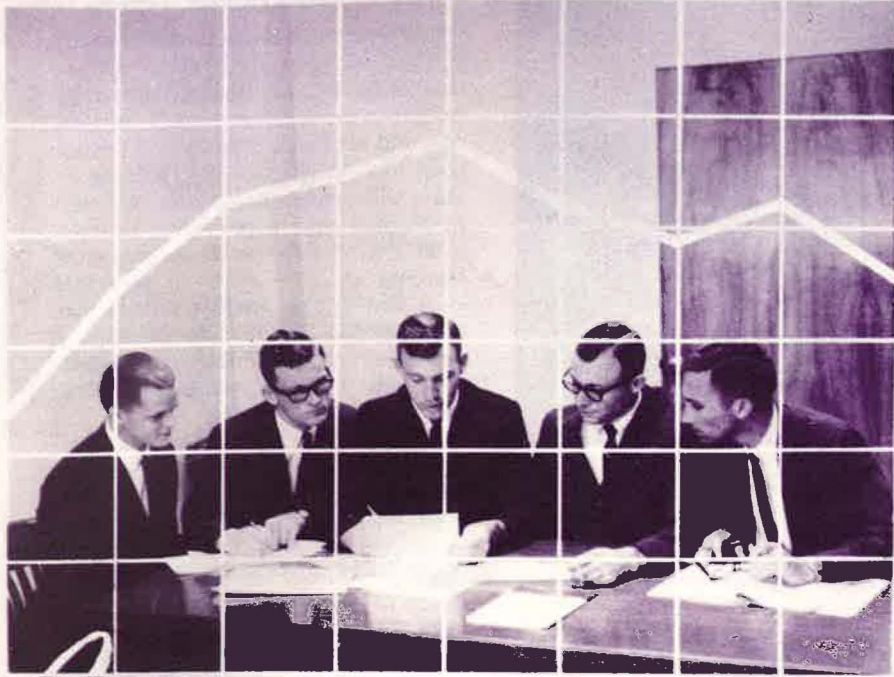
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*Business
Barons
Bring Home
The Bacon*

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Competitive Strategy OF THE **HARDING TEA**



**HARDING HOMEMAKERS
At Home on the Range**

See Page 4

MAY 1966

VOLUME 41

NUMBER 22

**HARDING
COLLEGE**

Bulletin

BUILDING BETTER CHRISTIANS AND CITIZENS



Dr. Ira North



Congressman Mills

Ira North and Congressman Wilbur Mills Baccalaureate and Graduation Speakers

Ira L. North, minister of the Madison Church of Christ, Madison, Tenn., and Congressman Wilbur D. Mills, chairman of the House Ways and Means Committee, have been selected as the speakers for the 44th Baccalaureate and Graduation exercises at Harding College.

Baccalaureate services will be held for the 209 candidates for degrees at 8 p.m. May 29 in the college auditorium. Commencement will be Thurs-

day, June 2 at 10 a.m. in the auditorium.

North is now in his 14th year with the congregation which recently dedicated a 3500-seat auditorium. His son, Tim, is a member of the graduating class, having completed his work in January.

Mills, congressman since 1938, started his political career as a White County judge. He is a native of Kensett, near Searcy.

With Registration June 6

Dr. Norman Hughes Lauds Summer School

By Norman Hughes
Associate Professor of Biology

Most undergraduate students in America go to college for nine months of the year. Our reason for staying out of school for one-fourth of the year is an historical one. Our school year is a carry-over from the time that our country was predominantly a rural society. Children were needed at home to work in the fields during the summer, so school could be held only in the winter. Our need for a three month "vacation" has completely disappeared (even for those who live on farms), and we are basing our school calendar on a social pattern which no longer exists.

I believe that our students' time is too important to permit the luxury of going to school only three-fourths of the year. Time is one of the most precious possessions we have, and it is far too valuable to be wasted. I

know that most students don't spend their summers in idleness, but I also know that attending school during the summer could be far more valuable than some other things which students do during the summer.

There are many ways in which summer school can provide time for the student. Let me list just a few:

1. Students can, by careful planning, complete the 128 hours required for graduation in three calendar years by attending summer school. Freshmen who entered Harding last fall would normally be expected to graduate in 1969. By going to summer school, a student could finish the work for a master's degree by that time!

2. Time is often needed when students change their career plans. Many college students change their major at least once. Frequently, some of the courses taken previously will not

WINFRED WRIGHT TO JOIN FACULTY IN FALL

The return of French to the academic curriculum of the college will be headed by the addition of Winfred O. Wright to the faculty next fall. Wright, who will receive a doctorate in French from the University of Toulouse in May, will teach a two year's sequence of French and upper level courses.

Wright received a BA degree from Harding in 1958 when he was also president of the Student Association. He has also received the Master of Arts and Master of Religious Education from Harding's Graduate School of Religion in Memphis.

He has received a diploma from Ecole d' Adultes in Liege, Belgium, and the Certificat de la langue Francaise from the Faculte des Lettres de l'Universite de Toulouse. He has spent six years in French-speaking areas of Belgium, France and Switzerland.

satisfy the requirements for the new major. In such cases, summer school is the only alternative to going to college for an additional year.

3. Summer school is an excellent time to take general education courses. In the summer the classes are usually small and there is less distraction from such activities as athletics and social events.

4. Summer school can provide time for students to take courses in addition to those required for graduation. Very beneficial elective courses in business, music, home economics, Bible, and other subjects are often missed because of a lack of time. It is very worthwhile to attend a summer session just for the sake of having time to take some courses a student wants to take even though they are not required. As a specific example, students who anticipate graduate work would be benefited greatly by taking elective language courses.

5. There are many conscientious students who are concerned about the effects of extracurricular activities on their grade point averages. Summer school can be used as a means to "buy time" for these worthwhile activities. By going to summer school, the student can then enroll for a lighter academic load during the regular school term and thus have plenty of time for those campus activities he wants to participate in.

In summary, then, summer school is an opportunity. It is an opportunity to use time wisely and effectively.

Harding's Marketing-Management team receives the national trophy from Michigan's Governor George Romney. Left to right in group are Dean Bond, Don Johnson, Rob Barber, Professor Billy Ray Cox, Ken Johnson, Johnny Vaughan, Governor Romney, Larry Yurcho and Professor Jerry Starr.

By Don H. Johnson

Harding's Market-Management team climaxed four months of long meetings by winning the national championship at Michigan State University April 23.

The Harding squad of one business administration and five accounting majors defeated four other industry winners in the finals of the Fourth Invitational National Intercollegiate



Business Barons Bring Home the Bacon

Win National Championship They Missed by One Point Last Year

Marketing Competition. The win helped relieve the frustration of a narrow second-place finish one point behind South Carolina last year.

Professors Billy Ray Cox and Jerry Starr advised the squad. Composing the team were Ken Johnson, Leavenworth, Kan.; Larry Yurcho, Shreveport, La.; Rob Barber, Clarendon, Ark.; Johnny Vaughan, Okemah, Okla.; Don Johnson, Shreveport, La.; and Dean Bond, Broken Bow, Okla.

Harding earned its way to the finals by winning its industry. Each team in the five industries, totaling 40 teams, made decisions necessary to operate a business, and a computer used by the MSU Marketing Club fit the decisions together to derive profit figures for each squad.

Eight decisions were made during each of the eight periods: price, production, raw materials purchases, plant investment, marketing budget, research and development budget, maintenance budget and dividends declared.

Hank Benjamin, the president of the MSC Marketing Club, told Mr. Cox that the draw for industry position put Harding in the toughest industry. Harding had to defeat Texas A&M and the University of Western Michigan to win the industry; both had been in the finals in the past two years.

Dyke College, a business college in Cleveland, gave the Harding team its

toughest competition. The Dyke entry finished second to Harding in the industry, the same position they wound up in last year. The other teams in Harding's industry were Virginia Polytechnic Institute, Marquette and Xavier.

Some big-name schools in the other industries were Notre Dame, South Carolina, Southern Illinois, Wisconsin, Massachusetts, Mississippi and Arkansas.

The eight playing rounds were held on March 26 and April 2, cutting short the team members' spring vacation. Computer problems allowed only three rounds of play the first Saturday, and the Harding team left facing an uphill climb. It was \$100,000 behind in profits and was nestled in fifth place.

But the squad took the lead in total profits in round four, repulsed a challenge in round six and won going away. Harding finished with \$1,700,000 in profit, followed by Dyke's \$1,460,000.

The team composed an impressive brochure, complete with 11 exhibits, for the judges in the final competition. Top men from a dozen companies were at the finals, and the four judges were chosen from them.

Don H. Johnson, a junior accounting major from Shreveport, La., is a member of the Marketing-Management team and is in his third year as a sports writer for the Harding News Bureau.

Hank Benjamin was depending upon Harding's seven-minute presentation to leave a good taste in the judges' mouths, so he wanted the Harding presentation to be the last one.

After Northern Illinois, Evansville, Valparaiso and Roosevelt gave their presentation, Ken Johnson charmed the judges for the second straight year. The judges, who picked at the other teams' weaknesses with questions, asked only two questions of the Harding squad and then quit even before the end of the three-minute question period.

After an agonizing waiting period during the keynote speech of Joseph F. Kerigan, Chrysler's Vice President, Michigan's Governor George Romney came striding into recognize the winner.

He spoke for a few minutes and then announced the 1966 winner: Harding College. Mr. Cox jumped up with his Texas whoop, and after a round of back slapping, the triumphant Harding team went up on the stage in MSU's Kellogg Center to receive the Winner's plaque from Governor Romney.

After the awards dinner they got back in the Chevrolet Greenbrier and headed for Chicago, where Sunday they were joined by the rest of the American Studies group for their spring tour.

The Girls are entertaining Dr. and Mrs. E. G. Sewell. Also on hand are their dietetics teacher, Mrs. Jane Talbert, and their sponsor, Miss Ruth Browning.

**Entertaining
Faculty Members
As House Guests
Brings No Fear
to Home Ec Girls
Living at
Echo Haven
. . . Because**



HARDING HOMEMAKERS ARE AT HOME ON THE RANGE

*By Margaret Ashton

Every phase of home management except that of managing a husband is taught in the Harding College Department of Home Economics. But in most cases, this is a logical result of the training; even Harding men can't resist a girl who knows how to cook, sew, budget and handle a home in the best possible way.

Emphasis in the department is placed on the practical. Every class is oriented toward the actual home or teaching situation. Best representative of this policy is **Echo Haven**, the home management house.

Echo Haven becomes a home away from home for all majors and other girls who choose to live there for nine weeks with sponsor Ruth Browning. After being indoctrinated with the theory of managing a home for two or three years, each major is required to spend a half-semester there, giving her knowledge a test by taking it from the text in a practical sense. Recently remodeled, the house is a modern four-bedroom home with up-to-date facilities for easy and pleasant learning.

Four to six girls live together at one time, each taking a different part in managing the house for a week at a time. Schedules are arranged to divide the household tasks of cooking, cleaning, washing and so on among the girls. Each receives a grade on the overall work she does.

Preparation of meals is especially a challenge since the girls must learn to manage, to plan nutritional meals on several different budgets, ranging from an economical to a high-priced meal. Guests are often invited to share the pleasant results of practical laboratory experience.

Open to All Women Students

Because of the great experience and knowledge gained in living in **Echo Haven**, girls other than home economics majors are encouraged to take advantage of it as an

*Margaret Ashton is a junior English major who is in her second year as a student writer for the Publicity Office. She is also assistant editor of the *Bison*.

elective course. It is good training for any future homemaker; after nine weeks there, a girl has much insight into homemaking and managing problems, as well as practical solutions for them.

Before **Echo Haven**, though, a girl must go through much preparation in courses such as nutrition, home management principles, child development, textiles, clothing and tailoring.

Many of the courses are only partially lecture courses. The main consideration is that the girls learn to put into practice the principles in the textbooks. Laboratory facilities are well-kept and modern in both the cooking and sewing areas. Effort is made in these laboratories to create situations which a homemaker or vocational home economics teacher might encounter after graduation, thereby putting education to work while still receiving it.

The sewing area is a large room with tables, storage space, sewing machines and other necessary equipment. Laboratories are held several days a week for the different levels of ability, with instructors on hand to help with any problems which might arise.

Four Separate Kitchens

The laboratory for cooking is composed of four kitchens with a variety of basic equipment, and many

extras. A working area in the middle allows for observation and instruction before launching into new adventures in cookery. An adjoining area provides room for entertaining and for putting to good use what is produced during laboratory periods.

Weekly work at the nursery school laboratory offers still another area for training. The nursery school provides space for 14 children, and is well-arranged and equipped for entertaining the children and for teaching both them and the home economics girls something of value. The area includes a play room, music-art-dining room, kitchen, rest-sleep room, playground, observation booths and other necessary laboratory features. The girls encounter many wonderful and unforgettable experiences working with the children at the nursery school.

Three Degrees Offered

The term **home economics major** can mean more than one thing at Harding. Three different degrees may be earned in the department, each with a different basic goal in mind.

A Bachelor of Arts in general home economics is instrumental in preparing a woman to manage a home or to engage in sales work and demonstration in foods and home equipment.

The Bachelor of Science for vocational teachers includes strong emphasis on home economics, the sciences and professional education background as well as the general education requirements of the school. The degree includes also a high school certificate and a special U. S. Office of Education vocational home economics teaching certificate. A field other than teaching open to recipients is that of home demonstration agent in the Agricultural Extension Service. The job includes traveling and work with rural people to help them develop work and management skills around the home. Also work could be done with the 4-H Clubs.

(Continued on Next Page)



Who said a watched pot never boils?



Nursery School training is part of Home Economics.

Dr. Mildred Bell, assists sewing student with a problem.



Informal chat, with appetizer, precedes dinner.

The table is set with meticulous care.





There's nothing to beat the taste test.

(Continued from Preceding Page)

The third degree available is a feather in Harding's cap. It is the Bachelor of Science for Dieticians and Food Service Managers. Harding is the only school in Arkansas other than the University and the only Christian College offering such a degree. It allows the holder to work as a dietician, a manager of a public eating house or a director of a good food program in a school, hospital or other such institution. Emphasis in study is on nutrition, health, foods, diet management and other factors related to the feeding of a large number of people. To be eligible for membership in the American Dietetic Association the graduate must serve one year of internship in an approved hospital or institution.

Graduates in Demand

The training a home economics graduate receives at Harding College has been proved to be excellent. In past years students have won national awards and contests and have gone on for further study at other institutions. This year three seniors have already received offers.

Phyllis Argo from DeValls Bluff, Ark., will graduate in August and will go on to the **University of Washington** in Seattle with an Administrative Dietetic Internship. This is a 12-month internship in dietetics with a \$1,500 stipend. Phyllis will do graduate work in connection with and in addition to it, and as a result will have much of the graduate work on a master's completed in 12 months.

Rita Webb of Lynn, Ark., has received an offer, also in dietetics, from **Barnes' Hospital** in St. Louis.

Vocational home economics major **Avayd Barrett** of Wichita, Kan., has received a different type offer. She will teach two courses per semester at **Oklahoma Christian College** and will attend **Oklahoma State University** in Stillwater to work on a master's degree, probably in the field of child development.

Things are already on the way in home economics at Harding, but there are also more improvements being planned. The completion of the new science building now in progress will take the chemistry, physics and other sciences out of the present building. Though the home economics department will not get all the vacated space, expansion and remodeling is planned for the department.

Whatever may be the needs and opportunities in home economics in the future, Harding can be counted on to meet or surpass them. With such excellence in a Christian environment, what else could a serious student ask?

A Cappella Chorus Itinerary For Summer Tour to West Coast

A possible record with Pat Boone in Los Angeles, a free day at Grand Canyon, trips to Yosemite, Disneyland, Marineland and other points of interest along the way will highlight the A Cappella Chorus' first trip West this summer.

The group will make a complete circuit of the West Coast. They leave campus Friday, June 3 to travel north to Indiana, Michigan, Minnesota and Illinois before heading West by way of South Dakota, Wyoming and Idaho. The major part of the trip will be spent in Washington, Oregon and California. The return trip will be via Nevada, Arizona, New Mexico and Texas, with the final program July 7. A temporary itinerary has been set, but is subject to change.

CHORUS ITINERARY

Programs at Churches of Christ, Except as Stated

June 3	950 N. Franklin	Indianapolis, Ind.
June 4*		Flint, Mich.
June 5†	718 E. Donmoyer	South Bend, Ind.
June 6	15925 State St.	South Holland, Ill.
June 7	632 Second St. SW	Rochester, Minn.
June 8	1210 Warren St.	Mankato, Minn.
June 9	323 North Madison	Pierre, S. Dak.
June 10		Gillete, Wyo.
June 11	1730 Custer Ave.	Laramie, Wyo.
June 12†		Casper, Wyo.
June 12		Riverton, Wyo.
June 13	15th and Lee	Idaho Falls, Ida.
June 14	2000 El Dorado	Boise, Ida.
June 15	808 E. Sharon	Moses Lake, Wash.
June 16		Wenatchee, Wash.
June 17	1147 N. 81 St.	Seattle, Wash.

(For time and exact address of programs from June 18 through June 29, contact Al Morris, 19111 Lometa Ave., Orange, Calif.)

June 18		Portland, Ore.
June 19		Medford, Ore.
June 20†		Klamath Falls, Ore.
June 20		Redding, Calif.
June 21		Santa Rosa, Calif.
June 22		San Francisco, Calif.
June 23		Fresno, Calif.
June 24†		Tulare, Calif.
June 24		Bakersfield, Calif.
June 25		Englewood, Calif.
June 26†		Baldwin Park, Calif.
June 26		Santa Ana, Calif.
June 27		Buena Park, Calif.
June 28		San Diego, Calif.
June 29		Redland, Calif.
June 30	400 W. Oakey	Las Vegas, Nev.
July 2	5225 E. Camelback	Phoenix, Ariz.
July 3	2525 N. Country Club	Tucson, Ariz.
July 4	1300 Cuba	Alamogordo, N. M.
July 5	W. College C. of C.	Rosewell, N. M.
July 6	Pioneer Pk. C. of C.	Lubbock, Tex.
July 7	10715 Garland Rd.	Dallas, Tex.

† Morning Program

‡ Afternoon Program

* Belles & Beaux, Junior-Senior Banquet, Private

Bowling Bisons Are AIC Champs

Johnny Beck became the second bowler in NAIA history to bowl 1300 for six games as he led the Harding College bowling team in qualifying for the Fifth Annual NAIA Bowling Tournament, May 6-7. There are eight areas in the United States and the Bisons will represent area IV.

By qualifying for the tourney the Harding Keglers capped a season of greatness. The Bisons won the Arkansas Intercollegiate Conference championship for the second consecutive year and set several records in the process.

Records were set for total pins, 22,808, highest set Rob Barber's 721, highest series, 3039, and high average Beck's 197.

Beck, a freshman, set the pace for the other Arkansas Intercollegiate bowlers throughout the year. Teammate Larry Yurcho finished second in the conference with a 190 average.

Barber finished third among the Bisons with a 179 average. Fourth for Harding was Gary Simpson's 175. Dickie Berryhill finished fifth.

Going into the final round of the regular season, the Bisons were leading Arkansas State by 847 pins and Arkansas Tech by 1,439. A 2,849 final series rounded out Harding's victory.

Ashton New Editor

As this issue of the *Bulletin* went to press, Professor Neil Cope announced that Margaret Ashton, whose feature on Harding's Home Economics program appears on pages 4-6, will be the editor of the *Bison* next year. Miss Ashton is serving now as assistant editor after three years on the staff.



Editor Dennis Organ

Bison Again Wins Both Top Awards

The student newspaper at Harding, **The Bison**, won the top awards at the annual spring convention of the Arkansas College Publications Association. The paper took the Sweepstakes award for the most points in individual contests and the General Excellence Award presented by the Arkansas Press Association.

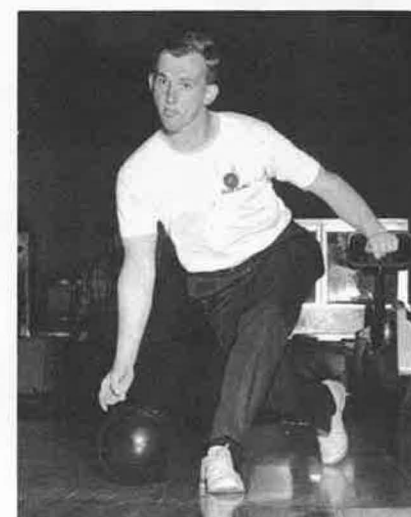
The **Bison**, edited by senior Dennis Organ of Shreveport, La., won both prizes last year. It also received an All-American rating on the national level last spring. The **Bison** has won either or both of these top prizes for nine straight years.

In the four general categories the **Bison** scored every time: first in Headlines and in Makeup and Typography; second (tie) in Editorial Page Handling; and third (tie) in advertising.

Students winning individual awards were Margaret Ashton, junior from Ponca City, Okla., first in interview; Doug McBride, sophomore from Camden, Ark., first in sports feature; Johnny Vaughan, senior from Okemah, Okla., first in sports news; John Black, freshman from Dallas, Tex., first in straight news; and Jim Wilson, senior from Springfield, Mo., first in general column.

Others were Johnny Vaughan, second in sports feature; Don Johnson, junior from Shreveport, La., second in sports column; Dennis Organ, second in editorial and third in feature; and Cliff Ganus III, senior from Searcy, third in general column.

Points for each of these were totaled to determine the Sweepstakes winner. The General Excellence award is separate.



Bowler Johnny Beck

Track Team Stays Ahead of Typesetter They'll Break Most of These Before You Read this Article

BULLETIN

Even while this story was being prepared and set in type, Jim Crawford twice broke his mile to the State's low of 4:08.3 and set a new two-mile mark of 9:11.6.

Records seem to fall every time the Harding track team competes. The Bisons have shattered several AIC records this season in preparation for the conference meet May 9 and 10.

Jim Crawford, a freshman from Baskingridge, New Jersey, started his assault on the record book early in the year. Early in March he ran a 4:13.3 mile, several seconds under Cliff Clark's AIC mark. His two-mile gradually worked down each time he participated. On April 19, he blazed around the track for a 9:11.7 time, over 30 seconds better than the AIC mark.

Cliff Clark, the AIC record holder in both mile and two-mile runs, has also bettered his time in both events. His times are 9:28.8 in the two-mile and 4:13.6 in the mile.

Double duty man Tom Bateman has run the 120 yd. high hurdles in 14.3, which is under the existing AIC mark. He also has high jumped 6-7.

Dwight Robb's time of 21.8 for the 220 dash bettered the existing standard by half a second.

A 1:53.5 turned in by Bison half-miler Jerry Baker was another AIC mark. That time is four tenths of a second better than the record.

Another record has been surpassed by the mile relay team. Robb and Rick Taylor have also tied the hundred yard dash time of 9.8.

The Bisons and Southern State of Magnolia will battle for the AIC title in the conference meet. Harding is the defending champion.



"Where's Charley?"

**HE AND
ALL OF THE
HARDING
COLLEGIATE
PLAYERS
ARE ON TOUR
CHEERING
GI'S AT
NORTH
ATLANTIC
BASES**

After four triumphant performances before home folks and visitors, and after special packing rehearsals to get all of their scenery and costumes in a half-dozen regulation foot lockers and their own personal apparel and travel necessities in their new light-weight luggage, the 'Where's Charley?' troupe left Little Rock Airport on May 11 to begin their journey into the north Atlantic to entertain American Armed Forces.

Traveling under the auspices of USO and AETA, the group will present a variety show as well as the popular musical, 'Where's Charley?', to the service personnel in Newfoundland, Labrador, Iceland and Greenland before arriving back in New York on June 12, where they will spend a couple of days before returning to the Harding campus. There is some talk about the possibility of giving the variety show in the New York and Philadelphia areas, but no definite arrangement has yet been made.

The home performances before departure were on the stage of the American Heritage Auditorium because it was more like the type of stages they will find at the American bases. The troupe has to furnish all scenery, furniture, properties and lights as well as costumes, and scene changes have to be made without the use of curtains in most places.

The Charley cast includes Paul Kite of Kearney, Nebr., who plays Charley (and Charley's Aunt); Julie Huddleston of Nashville, Tenn., as Amy Spettigue; Jan Chapman of Dallas, as Kitty Verdun; Hank McDaniel of Jackson, Miss., as Mr. Spettigue; Terry Eyman of Liberal, Kans., as Jack Chesney, Charley's best friend; Gary Whitby of Memphis as Sir Francis Chesney; Sheri Tipps of Fort Worth as Donna Luci d'Alvadorez, Charley's real aunt; Al Moore of Salem, Ore., as Brassett, the butler; Chuck Miller of North Little Rock as the Photographer; and Gary Kelley of Pocatello, Ida., as Reggie. Bob Bowden of Clarksville, Tex., is the accompanist.

The Chorus consists of Van Alessandro, drama director, Nancy Ingram of Jacksonville, Tex., Carolyn Medearis of Hyattsville, Md., Ginny Partezana of Youngstown, O., Lin Petty of Chattanooga, Tenn., and Linda Schmidt of Baldwin City, Kans.

a1

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