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Petit Jean Rates All American Award

The 1969 Petit Jean received an All-American rating in the 4th All-American Critical service and won the General Excellence award which was presented at the annual meeting of the Arkansas College Publications Association at the Coachman's Inn in Little Rock on Oct. 5.

The Associated Collegiate Press at the University of Minnesota conducted the national competition in which yearbooks, magazines and newspapers from more than 1,000 colleges and universities are judged on the basis of content, writing, layout and make-up.

Yearbooks are evaluated in comparison with other books from schools with equal enrollment. Ratings awarded are All-American, First Class, Second Class, Third Class and Fourth Class. The All-American honor rating represents a "Superior" rating and is reserved for the top publications.

This is the tenth consecutive Petit Jean to receive the All-American honor and the only yearbook in the state of Arkansas to receive an All-American last year.

In state competition the Petit Jean took first places in General Excellence, Editorial Content, Editorial Planning and Typography and Layout. Second and third in General Excellence were the Scroll of Petit Jean and The Voice of Freedom.

In state competition the Petit Jean also won first place for a story in the feature category and second place in the mixture category.

Harding has received a grant of $400,000 from the Mabee Foundation to begin the expansion of the library facilities. The college received notice of the grant Oct. 25.

Actual construction on the library addition will begin in the summer of 1970, when the college will receive the first installment of the second grant. Harding will get the second $200,000 in the spring of 1971 which will help to complete the building begun the previous summer.

Emmanuel Memorial Library currently holds more than 50,000 volumes, 652 current periodicals, nine daily newspapers, and hundreds of pamphlets. The new addition will help in keeping up with the increasing book collection which increases approximately 3,000 volumes per year.

The new structure will provide extra facilities for study, also. Several thousand square feet of additional space will eliminate much of the overcrowded study room problems the library now has.

The Mabee library grant is the second grant when the Mabee Foundation has given Harding. The first was a grant to aid in the construction of the American Heritage building.

By Jesse Robbins

Harding will conduct its 4th annual Thanksgiving Lecture-ship from Nov. 24 through the 27. This year's theme will be "Is God Concerned?"

Plaza for the week include lectures and discussions in the daytime as well as featured speakers each evening at 7:30. Mainland programs, dinners, and basketball games are also among the scheduled activities. Special displays will be set up in the American Heritage building throughout the week showing church projects.

The program begins Monday night with lectures by Hugo Mccord and C. W. Bradley. Mccord will present the keynote address "Is God Concerned About Our Compassion?" which is to be presented in the American Heritage Auditorium.

Tuesday's schedule will start with "Peel's Voyage to Rome in Pictures" by Jack Lewis at 8 a.m. and various classes beginning at 9 a.m. In the American Heritage Auditorium at 10 a.m. will be "Harding Reports To Its Friends."

Then Don Finto will speak on the topic "Is God Concerned About Me?" at 11:45 in the Main Auditorium, Boston.

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The Men's and Women's Ensemble will precede Bradley's lecture "Is God Concerned About Our Compassion?" which is to be presented in the American Heritage Auditorium.

The Voice of Freedom Lunch (Nov. 24) will be held in the Main Auditorium at 11 a.m. In the same auditorium, Boston, on Monday, "We Thank God for His Grace," followed by Clifford L. Gansa speaking on "Let's Make God's Concern Our concern."

The traditional Thanksgiving breakfast lunch will be served at noon.

At 1:30 p.m. in the Main Auditorium, Jimmy Allies will present the lecture "Our God Is Able."

The J. E. and L. Mabee Foundation, Incorporated, is located in Tulsa, Okla. Its main function is to aid non-profit religious, educational, scientific organizations, scientific experiments, and many such worthwhile organizations and programs.

The actual number of square feet will be decided by the Library Planning Committee this week, and will be announced sometime next week.

Herb Philbrick

Will Address Student Body

Herbert A. Philbrick, author of I Led Three Lives—"Communist"—Counterspy, will be Harding's guest speaker for the Nov. 18 chapel program.

Philbrick, the son of a railroad engineer, a young Boston advertising executive, a Baptist Sunday School teacher, seemingly a typical American citizen, on April 6, 1949, appeared as a surprise witness for the prosecution in the trial of CYC, Inc., a young, Boston road trainman, a young Boston advertising executive, and a basketball team of scientists. After helping to organize in the summer of 1948 the American Society for the Study of Critical Service, described the 1949 Petit Jean as "a very well-drawn, top-notch book." She went on to say, "Your display and coverage are both excellent. Your introduction is quite well done. Your theme design is very well executed and employed on the cover, title page, and divisions."

Dr. Alnutt scored 723 points for the yearbook and Miss Johnson scored 735. The minimum for the All American rating was 710.

The staff for the 1969 Petit Jean included Diane Hoagland, editor; Mrs. Joe Clements, business manager; Pat Lyon, student photographer; Jerry Bailey, assistant editor; and Larry Smith, assistant business manager.

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Woodruff Recounts Eventful Night;
Tells of John Kennedy and PT 109

By Kaylen Hall
On Nov. 22, the minds of Americans will turn back to the tragic events of 21 days ago that took the life of the nation's youngest President.

One man, Dr. George Woodruff, who knew John F. Kennedy, believes his friend's name will be remembered. "I think he's going to be remembered." Woodruff, who served in the Marine Core in World War II, says that he had a special relationship with Kennedy, a relationship that began when both men were young and continued throughout the years. Woodruff says that Kennedy was a man who could be trusted, a man who was always there when you needed him. He says that Kennedy was a man who was always thinking ahead, a man who was always looking for ways to improve things. Woodruff says that Kennedy was a man who was always working hard, a man who was always trying to do his best.

When asked what Kennedy was like as a person, Woodruff said, "He was a man who was always smiling, a man who was always upbeat. He was a man who was always positive, a man who was always looking for the good in things." Woodruff says that Kennedy was a man who was always ready to help, a man who was always there for his friends. He says that Kennedy was a man who was always willing to give, a man who was always willing to share.

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"Students desiring to be creative forget what lies between impulse and achievement," cautioned Dr. Waldo W. Braden, Speech Department Chairman at Louisiana State University, in a luncheon addressed Friday to English, speech and journalism students and faculty entitled "Stimulating the Creative Impulse."

"Every year students in pursuit of glamorous careers have to be protected from mistaken notions on creativity," Braden said. He listed three:

1. Not being gifted enough — many people think there is no hope for them because they were not born with a gift.

2. Having to be inspired — others forget that creativity comes not from inspiration, but from hard work.

3. Confusing experience with being creative — young people try to look artistic by maintaining the "right" pose, manner, and temperament and suppose this is enough.

"Creativity," Braden explained, "is more than idle fantasy but a purposeful goal in the literary, artistic, and scientific fields. It is the capacity to produce new and novel activities, new patterns of thought, different methods of approach."

He suggested these lines of approach for the creative-minded students:

1. Know your medium — Braden cited what he called the "bank account principle," i.e., storing up knowledge to back up that creative impulse, having some tools with which to work. "Like money in the bank," he reasoned, "this gives one assurance, an invaluable asset to creativity."

2. Be around people who are productive — The maxim here is that artists produce more when around other artists. Braden explained, "Go where the action is," he urged, meaning, he explained, "to where there is the stimulation of other minds.

3. Make a start — Creativity comes when people are busy. Braden staunchly believes, which is why for example, he does not think it is possible to stir someone up by giving them time off to do research. "You can do research," he declared, "but you have to put it down first!" To those who put off starting a project protesting that they do not know enough yet, Braden says heartily, "Well, do it anyway!" Behind this type of procrastination is the fear of failure. In order to be creative, he says, a person must be alive, vibrant, not afraid to try.

4. Look for a different angle — He admonished students to throw off patterns of thought that are common and comfortable. Braden paraphrased the words of Ralph Waldo Emerson, author of The American Scholar: "To read well you have to be a creative reader. Let ideas influence you so you can think great thoughts." He stressed that thinking differently comes from learning to think differently.

5. Work hard and set high standards — This is the least glamorous side of creativity for it involves doing something over and over again until it is perfect. Braden admitted that when one has worked a project until he has become thoroughly sick of it, then it has probably begun to be good.

6. Make wise use of criticism — "The sincere critic is on your side so listen to him," Braden enthusiastically recommended. "Look out for someone that is always putting you on the head telling you how wonderful you are. That's your mother!" Most important, he concluded, one has to get to the point where he can be his own best critic.
Lynn Dixon and Don Hicks
Will Direct Business Team

Veteran business games competitors Lynn Dixon and Don Hicks have been chosen to lead the 1970 Emory Business Team as it defends the championship the team earned by the 1969 team.

Other team members announced Monday by David Burks, team coach, were seniors majoring in business administration who gained as participants on the team this year as this marks the first time that we have ever had anyone on the team with previous experience, and I feel that this will definitely be an asset in this year's competition, "commented Burks.

"The team certainly has their work cut out for them as they attempt to defend last year's record and as they challenge some thirty-nine other schools from across the nation in running their hypothetical business."

The team will begin working immediately in preparation for the competition, and the actual decision-making process will begin early in January and will conclude in March with a conference in Atlanta.

The team will make decisions in twelve areas including the price of the product, the amount of advertising expenditure to make, the number of shares to be sold, and dividends to be declared.

The various teams participating will be judged not only according to how well they come out quantitatively with respect to managing the company, but also with respect to a presentation which will be given at the concluding conference.

Oriental Touch Added

"We can do it!" says the new chairman of the Student Loyalty Fund.

"We can raise $25,000 because we have a great student body and because we need a good student center. This one is just a draft!"

"I feel that enthusiasm and the will to work have anything to do with meeting that goal, Chor Yen Tan will get it done. Her dark eyes take on added sparkle and she almost vibrates all over with enthusiasm when she talks about the project.

"Everybody is going to use the new student center so we've got to get everybody enthused about it. And the campaign has got to really be well-planned. If it isn't, the whole thing will be a flop!"

And Chor Yen knows what she is talking about when it comes to raising money. The petite junior from Singapore helped spear-head the campaign to raise money for a new science building at Freed-Hardeman College last year.

It was because of her experience, her many ideas, and her enthusiasm that the Student Association Executive Council selected her to oversee the campaign to raise $25,000 for the new student center.

Five Year Study Evaluates Seniors

In a study of student scores on the Graduate Record Exam and National Teachers Exam over a five year period. Harding students consistently ranked above the national norm. The statistics are currently compiled by Dr. Bobby L. Coker, Director of Institutional Testing at Harding, were based on the mean score of the Harding students who took the exams in comparison with the national mean score. The national mean is based on the scores of all schools participating in the National Institutional Testing Program.

The national means were taken from the years 1962 through 1964. The Harding mean was based on the years 1964 through 1966.

"Over the past five years," Coker said, "in each of the areas tested Harding students were above the national norm."

Until this year every graduating senior was required to take the aptitude part of the GRE and because we need a good student center, Chor Yen is quick to point out that "we really can make a lot of money in small ways and have a lot of fun at the same time."

Sewell Selected
For 1970 Office

Dr. Edward G. Sewell, Chairman of the Department of Education, was elected president of the Department of Higher Education of the Arkansas Education Association for 1970 at the annual fall meeting Nov. 6.

Also elected at the Little Rock meeting were Dr. J. D. Scott of Philander Smith College, first vice-president; Dr. M. L. d e e e of Arkansas State University, second vice-president; and Leroy Miles of Henderson State College continues as secretary-treasurer.

Dr. J. D. Bales, professor of Christian doctrine, was one of fourteen college teachers presented a certificate at the meeting for having completed twenty-five years of service to higher education in Arkansas.

Dr. D. Whitney Halladay, President of East Texas State University and former Dean of Students at the University of Arkansas, delivered the address at the meeting on "Involvement of Institutional Groups in Solving Problems in a Rational Manner."
Enthusiasm Runs High As Faculty Outbid By Students

By Gene A. Ellmore

It was 8:45 p.m. on Wednes-
day. A large crowd began to
gather around the bell tower on
the campus of Harding. Shouts,
thunderous cheers, and excited
groups of students surged into
the little square. Even the onlook-
ers were swept along.

Discerning the cause of the
excitement, the students ran
straight for the bell tower.

Try as they might to keep
outside the little circle of en-
thusiasts, the students could
describe what was going on. A
few phrases and a smile were
all that was needed.

"A Student Auction," the
students shouted, "An oppor-
tunity to get a piece of campus
history for a song!"

The bell tower was auctioned
to the highest bidders for one
night. The bell tower was au-
tioned off to the highest bidders
for one night. If the faculty won,
they could ring it immediately
and cause the students to go to
their rooms. If the students won,
they received an extended curfew
for that night.

"They got the bell tower for
$25!" a female student shouted.

The occasion for the demon-
stration was to raise funds for
the proposed new Student Center.

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Senior Debate Team Takes Fourth

Harding debaters returned from the T.C.U. tournament last weekend with a fourth place in senior debate.

The Harding teams were competing against fifty-four other colleges and universities from fourteen different states. Altogether over one hundred and fifty separate teams were entered. Both of Harding's senior teams amassed preliminary records enabling them to compete in the run-off debates. Patti Edwards and Pat Garner won seven out of their eight of their rounds. Edwards and Dockery won their octa-final round and advanced to the quarter-finals to debate the University of Houston. The Harding team lost this round and received its fourth place trophy.

Attending this trophy were senior teams Patti Edwards-Pat Garner and George Edwards-Wayne Dockery. Junior teams that went were Jimmy Siddmon-Bobby Dockery and Roger Castle-Reagan Wilson.

First Round Marketing Competition Finds Harding Team in Fourth Place

Harding's business team placed fourth in the first round of the Sylvania Corporation Marketing Program games, which began in October. Two new members have also been added to the team, Diana Dockery and Suzanne Holland.

Miss Dooley, a senior accounting major, and Miss Holland, a junior accounting major, were recently added to the team so were unable to participate in the decisions made in the first round. Miss Dooley and Miss Holland are the first females to be chosen for one of the executive business teams.

The team placed second in Return on Assets Managed, which is the amount of profits made divided by the company's investments. They also placed second in Contribution and sixteenth in Sales. According to team captain, Rick Venable, the first decision was research oriented from the standpoint that the team experimented with significant marketing-mix variables. A marketing mix is the components in a team's strategy which enables it to obtain a specified market share for a product.

As a result of the data received from this experimentation, we spent time analyzing and interpreting trends and relationships from a competitive standpoint; and our standpoint is in a good position," commented Venable.

Venable added, "As a result of experimentation our sales were not as high as we had originally anticipated; however, we successfully coordinated our forecasting and shipping program which prevented an increase in unit cost. In the next two or three rounds we will be able to capture the market that we had lost."

The profits margins are exceedingly slim for the company this year. The margins are so tight that all firms will probably show losses for May and June.

"The games are extremely realistic because this is what actual companies are experiencing today because of high labor costs which lower the profits and return on investments," continued Venable.

The decision for the second round will be made on Monday. The decision will take longer because the team has to look manually at each punchcard. The code has been switched this year from one in alphabet and numerals to exclusively numerals, which makes it much more difficult to check than with the previous code.

Since the team has finished with its experimentation, it is concerned with the acquisition of market share.

December Nuptial Set

Elizabeth Kay Sharp

Mr. and Mrs. Edmund M. Sharp of Jonesboro, announce the engagement and approaching marriage of their daughter, Elizabeth Kay to Donald Donald Veara, son of Mr. and Mrs. John Veara of High Springs, Fla.

Miss Sharp is a senior secretarial science major and a member of Delta Gamma social club. Veara has completed four years at Harding being a business administration major and a member of Sigma Tau Sigma social club. He is presently in the U. S. Army and stationed at Fort Campbell, Ky.

The wedding will be Saturday, Dec. 20, at 11:30 a.m. at the First Christian Church, Jonesboro.
Harriers Capture Second

Harding's cross-country team had to settle for second place in the AIC Cross-Country Championship meet last weekend. Arkansas Tech claimed their fourth title in five years, averaged over twenty seniors with a 17th place. The surprise runner for Harding was Nick Johnson with a 24th place and 27:31 time. Coach Virgil Lutjens termed it John's greatest effort of the season.

Other finishers for the Bison were Brad Dobbs and Freshmen David Embry and Jim Kaufman. Lawyer stated that Tech as a team had better runners than Harding. "What really hurt us was the big gap in finishers from 3rd to 17th place." Lawyer stated that to have good cross-country results a team needs more finishers in the top ten. Bill Sliger covered the five-mile course in 26:51-minutes. He was the third finisher for the Bison and earned a 17th place. The surprise runner for Harding was Nick Johnson with a 24th place and 27:31 time. Coach Virgil Lutjens termed it John's greatest effort of the season.

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Tomorrow the team will run in the AAC meet in Little Rock. Former Bisons Jim Crawford and Joe Boyle will also run, and Lawyer is looking for a high finish in the meet.

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Alumni Field, the Bisons claimed half of last Saturday night's undisputed first place in the Northwood 44-16 and Henderson and extended their winning in Bison history, with wins over 14-7.

The Bisons continued to roll in stopping Henderson, before the largest crowd ever at Alumni Field, the Bisons claimed undisputed first place in the AIC with a perfect 4-0 slate, and a 7-0-1 mark for the year.

The Bisons dominated the first half of last Saturday night's game, as they received the opening kickoff and drove 81 yards for the initial score. Junior Charles Caffey rambled over from the one and the Bisons led 6-0.

The touchdown by the Semi-nole, Tex., back broke the single season scoring record of Jimmy Howard and Charlie Jones who each have 48 points. That touchdown gave Caffey 50 points for the season.

Ronnie Peacock's fair-catch on his own 45 yard line began the Bison's final scoring drive. A catch pass reception by Peacock, sophomore split-end, for a first down, kept the drive going. A penalty gave the Bisons a first down on the Reddies' 13. Three straight carries by All-American split-end, Jerry Copeland then hit right-end John Manning for the two-point conversion.

Harding led at half time 14-0. The second half was dominated by Henderson's offense and the Bison defense. The Reddies scored on their first series of the third quarter to make it 14-7.

From then on the defenses took over. Both teams moved the ball well in the middle of the field. But the Bisons toughened up when the Reddies made a serious threat. A big play occurred when Junior David Treadwell intercepted a Tommy Hart pass on the Bison 7, with 7:04 to play. The clinching play came when Mike Conley recovered a Reddie fumble with 2:18 left to play.

The Bisons tuned up for the Reddies as they scored in every quarter to defeat the Northwood Knights of Cedar Hill, Tex., 44-16, two weeks ago. Caffey and Jones led the ground game with 55 and 48 yards respectively, while Copeland hit 14 of 18 passes for 207 yards. Ronnie Peacock and John Manning were on the receiving end 7 and 6 times respectively.

Charles Caffey led all scorers with 12 points, Charlie Jones tallied a six-pointer before leaving the game with a bruised hip. Bill Watts scored on a screen pass from Copeland. Peacock and Manning each scored on an aerial. A fourth quarter pass interception and return of 47 yards by junior Ken Merritt ended the scoring for the Bisons.

Jim Duncan and Mike Clem added extra points.

Bisons of the Week for the Henderson game were Jerry Copeland, offensive back; David Treadwell, defensive back; and Mike Watson, offensive lineman. Defensive linemen for the Ouachita game were Curtis Booker and Eugene Johnson.

Backfield ace Charles Jones skirts around right end as a Reddie tackler hangs on to Jones' jersey. - PHOTO BY MCGHEE