The Cowsills perform 'for each other' in show

By Mike Justus

"One a person, two alone, three for each other." Musically, these words are lyrical; realistically, these lyrics condense the life of the Cowsill family, the headline performers at the annual Christmas party Sunday night.

In show business for eleven years, the Cowsills have designed their show to feature music, with varied appeal. "Flower Girl," now a five-year old release, marked the rise of the group into the entertainment spotlight. Since then recordings of "Indian Lake" and "Hair" have boosted their ascent.

Stage director and lead guitarist Bob Cowsill, 22, admits that some of the songs the Cowsills perform is "Hair" is an exception.

"'Hair' is not out of style. 'Hair.' The record was a really good record, and we do a good reproduction of it on stage." Original music for the Cowsills' performances is composed and scored by Bob and his 17 year old brother Barry, but for music for the shows isn't uniquely Cowsill. If other artists' arrangements are used, the group as a whole, they use them.

"Usually we take their arrangements of 'Country Road', and try to match them on our record." But Bob subtracts, "It depends on the brother on their ability and employment of adding variety to the show with personal arrangements.

Excepting Alaska, each of the United States hosted Cowsill performances during their June 1 — November 23 tour. A six-month tour tests the patience and stamina of many single artists, but how does extended time on the road affect family relationships?

Barry: "Out here we see each other constantly, and when we're home, we just don't see each other at all.

Mutually, the Cowsills agree that while on stage they forget who they are and what problems they may be experiencing as a family. Their first objective is to please their audience. And how does the Harding College audience respond?

Bob: "Though the Harding audience gets an A plus. College is the places we like to perform, because our shows are usually well received here like here at Harding."

Entertainers always seem to have an idol in their field that they enjoy and mimic. The Cowsills are no exception. For Bob it's Neil Young; Barry grooves with Led Zeppelin, John, the third brother of the performing family. Their ideal performer is - the Beatles.

Barry: "We were all young and dug the Beatles."

Barry: "We go to a professional school in Los Angeles - one that use to handle the Mouseketeers and is run by a bunch of snide old ladies. We do our homework out here and take it back. We don't know as much out here as we would back there sitting in a building all day."

December 27, slated as the date for release of their newest single, marks an approaching day of decision for the Cowsills. Either "Coward Wagons" or "Love Song", both acclaimed as "smash singles" will be released.

Their problem is deciding which to release first. As Bob put it, "our future all depends on our record. If we have a smash hit record, we'll get on smash hit T. V. shows."

And the future of the Cowsills is as indefinite as that. With the ages of the performers ranging from 12, Susan the youngest, to ageless Barbara who is really 41 the Cowsills live to enjoy their work as entertainers and their lives as members of the same family.

And after visiting with Barbara Cowsill and her family back stage, this reporter agrees with her when she says, "we balance."

Phon-a-thon to match $100,000 grant

By Nancy McCoughage

Phon-a-thon is a clever program of telephoning to raise money for the new student center being employed by the faculty and the Student Association.

A $100,000 challenge grant has been given to the student center fund by a good friend of Harding. The grant must be matched by Dec. 31, although the matching funds may be given over a three year period.

Faculty members began telephoning Harding alumni last Wednesday, six to ten of them each on Monday through Friday nights using six phones with waits lines in the Trophy Room of the American Heritage Center plus four other waits lines on phones if needed. Their goal is to average raising $10,000 a night. Thus far, $11,000 has been raised.

The Student Association has assigned upon the project of raising $20,000 before the faculty raises $200,000. The overgrown thermometers in the large auditorium are marking the progress of this race. Members of the Students Association along with ten other persuasive students are conducting weekend Phon-a-thon.

Many of the student body can help by writing on signs scattered around the campus the names, addresses, and phone numbers of friends and relatives who might contribute. By giving these names to their Campus Information Department representatives. Thus far the Student Association has raised $4,000.

Dr. Guss, commented, "I am well-pleased with the spirit and attitude of the alumni we have contacted". He feels that the Phon-a-thon is most efficient.

SA decorations

It looks like Christmas

By Beverly Choute

"It's a beginning to look a lot like Christmas" around campus due to the Student Association's efforts to bring a little festivity in the form of seasonal decoration to Harding's halls.

Designed with something for every one to enjoy, the SA Christmas decorations include an idealistic innovation sarcastically dubbed the "December Pole."

"Featuring a candy striped pole adorned with tinsel, the ultra modern ornament is topped with a unique piece of sculpture. The Picasso-like art centers attention on the spirit of man striving to break the bonds of earthly burdens. Encaseed by the circle of time, his hand reaches out emphasizing the ideal of giving."

As a student exits from the library, blurs eyes from hours of intensive study, he is often confronted with cold wind and a dreary drizzle. These weather conditions, combined with the realization that finals are here and the semester is coming to an end, many students are confronted with the fact that the holidays are coming.

When lifting his eyes, he sees the lights. The cold stone face of the Administration building warms up with a reminder of time that the holidays are coming. He looks around the campus, sees the lamp poles which have miraculously turned into candy, cans and notices some elves placing packages beneath a tree next to an eight foot special issue of the Bison on the student center ledge.

The S.A. "December pole" is adorned with an ultra-modern ornament representing man's heavenly striving.
**What good is the UN?**

(Editor's note: John G. Brunner

by: Charles Anderson, Bill Robertson, David I. Woods.

Columnists: John Bibbs, Philip John, Elizabeth Rains.


Sports: Larry Brown.

Women's Sports: Marli McNee.

Producers: Mike West.

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Touch someone you like

By Phil Johnson

A typical sight in South India is the outstretched, cup-bearing arm of some denied beggar. They are everywhere. If you walk a street they will crowd around you, motion to their hungry mouths or point you to their diseased bodies. But they will never touch you physically; that is their role—unless there is one whose need is so great it must be relieved now. He will seek you out, place his finger lightly on your arm, and say nothing. It is the last gesture left to him and he must communicate beyond the norm.

A physical touch goes far beyond words. We all know that. At six months, the whole world was in the continued handling of a loving mother; at eight years, the touching had progressed to a crunching headlock of an older brother.

Sixteen years, and it was all in the softer hand of this weekend's date; and finally, the physical oneness of the husband and wife. Life is filled with varying ways and intensities of touching one another.

Even in casual communication, touching has a special place in breaking down barriers and showing concern.

Old-Young. The aged person feels isolated from youth; he cannot share in its vigor. Things are made worse by our relationships with the old, at work or church or home, often being distant and unnatural. A touch on the shoulder does more than words to verify that there can still be a friendship.

Interracial Communication on personal basis is hard for us. The barriers of skin color, speech differences and varied backgrounds make approaching one another somewhat awkward. A willingness to simply reach out and shake a hand or pat a back says more than any other action, that our differences do not really matter.

I stand around being powerful since I have $4.57 on me. I watch a woman count her change in a cash register. She slops all her change onto the counter, and then they become her own purchases. I witness real money magic, right before my eyes.

I stand around browsing, but not really shopping, I get tired of looking at the things and walk out of the store. Outside, two kids are fighting and people waiting on the sidewalk.

I look at the money and think, so what? So what if I have $4.57 or anything in my hand. All the stores and their shelves of things and they seem worthless.

But I know the things are powerful and demand people to be a certain way. If not for things, how would there be thieves, rich, poor or middle people? I feel sad and say how the striving for things manipulates people into liking.

I see how advertising lets people want things they don't need. But I see I am only sitting on the bench. I only have limited potential to change people with the things they do need. I wonder how a person adver-

 sitement in the bench and think about college. Sometimes I see myself confusing the goals of college. Sometimes college seems to be a place where people try to get a degree to get more money later, instead of trying to use their knowledge to help people and to wonder what kingdom I am seeking first.

Cox announces Emory team

Five seniors have been chosen for Harding's '73-'74 business team to simulate business activities in national competition at Emory University, according to Billy Ray Cox, faculty sponsor. Reporting for the '74 team are Mike Cole, an accounting major from Texarkana and Mid. Ron Wages, an accounting and business administration major from Texarkana and Bob White, an accounting major from DeRidder.

New members are Tom Maddox, a senior in work, and Mark Wallis of Richland, Tex., both accounting majors.

The annual competition of Cox and Gary Bartholomew, director of the business school and former member of the '69 business team has begun preparing for a six week competition by analyzing their product and market trends and formulating their marketing strategy for upcoming games.

The Emory Intercollegiate Business Games and Conference begins the actual decision-making process Jan. 13 and ends in final judging March 25.

Competition at Emory consists of a busking for a represented period of three years, of which a final and written presentation will be given in Atlanta. Of the 40 schools attending, the five industries with eight schools in each are:

A couple of colleges in the March winner in each of the five industries will present their marketing strategies to a panel of judges who will choose the winners.

For this year's competition, Harding is offering the s t a i n l e s s steel silverware manufacturing and marketing cutlery business. Strategic decisions are made twice weekly for six weeks. When the competition is over, they are sent to the Emory Business School by TWX computer, for analysis and process through the main computer on the Emory campus, of which the results are related back to Harding via TWX.

Emory is a nationwide conference with those participating schools including Notre Dame, University of Arkansas, Louisiana State University, Auburn, University of Delaware, Oklahoma, Southern Missouri and Vanderbilt.

In regard to the significance of having a business team and competing in activities like the Emory tournament, faculty sponsor Cox felt that it was good experience for the individual team member and good exposure for Harding, being the only school to win four national championships, three at Michigan University, one at Emory, while also finishing second and third three times.

The third win at MSU retired the Dr. W. J. E. Crissey rotating trophy.
Mr. Word’ guides tour of printing process

By Tim Bruner

A word.

So, I’m a word.

When most Missisvpeka readers look at me, they immediately label me as a certain type of word: noun, verb, adjective, adverb, object of the preposition, etc.

No one seems to realize that I am animal, vegetable and mineral all at once. Actually I can perform quite a number of feats, but only if my original author allows me to do so.

I exist to fulfill major functions. As a representative of my creator’s thoughts, I express his idea or attitude. When I am read, I serve as one who elicits reactions. Sometimes I am understood, at other times misunderstood, and even frequently ignored.

But in order to fulfill my life’s purposes in the Press, I must undergo a series of transformation cycles that control the propagation of my species.

After my master inks the breath of life into me, I am taken to the Harding Print Shop, managed by Herman West, where I am transferred from typewriter print to newspaper copy.

First I am handed over to the desk and into the awaiting hands of secretary Pam Cruce who receives me as a new job, assigning me with a press type, a finished product quantity, a quality of paper, a job number and other descriptive details that begin my career.

Now I go into the composing room, which really means that I am given a character. Then, after Lavern Richey, the linotype operator, changes me into hot, liquid lead, I am poured into large rubber blankets to become a real solid word.

Next, I am organized with all my associate words and made into a galleyproof by rolling a hand-operated press over our faces which have been covered with ink. Now we transport make up the story and are sent back to the Press office to be proofread.

Following corrections by the production editors, I revisit the print shop where I am reprinted and corrected for my mistakes as I am reproduced in page form by Lawrence Dean, the shop’s employee with the long, proofreaders, I revisit the print operator. Changes are sent to the desk and into the awaiting hands of feats, but only if my original letter molds where I harden to rolling a hand-operated machine and into the composing stone where I harden to become a real solid word.

Lawrence Dean, Harding Press’ makeup man, labors at the stone to align type for one of the Press’ many jobs.

Rules, deadline set in writing contest

The humanities division of Harding has announced plans for its third annual Creative Writing Contest which is open to any regular student of Harding College or Harding Academy.

Entries will be judged in three separate categories: poetry, fiction and essay. Included in the fiction category shall be short stories and plays, although longer works will be accepted.

Included in the essay division shall be any non-fiction works such as reviews, comments and inspirational pieces.

Entries must be typewritten and except for poems must be double-spaced. In the case of short poems, only one poem should appear on a page. There is no limit on the length of manuscripts; however, no more than five poems are to be submitted by one person. Each entry must be identifiable as a single entry.

All entries must be submitted to Room 368 of the American Studies Building by 5 p.m. March 3, 1972.

Entries should be placed in a folder or envelope with the author’s name on the outside only. The author’s name must not appear on the manuscript. No manuscript will be returned.

Cash prizes of $20 for first place, $10 for second place and $5 for honorable mention will be offered in each of the three categories. The judging committee reserves the right to refuse to award prizes in any category if the entries are not of sufficient merit.
Colorful Cowsills captivate campus crowd with concert

The Cowsills, Bob, John, Susan and Barry, rocked out on the Harding stage Sunday night as Phase I of the annual Christmas party.

The oldest and youngest members and only females in the Cowsills musical group, Barbara, 43, and Susan, 12, combine efforts to sing “Put Your Head on My Pillow.”

Fifteen-year-old John Cowsill imitates one of his musical idols, Johnny Cash, in a recognizable Cash hit, “Folsom Prison Blues.”

The oldest and youngest members and only females in the Cowsills musical group, Barbara, 43, and Susan, 12, combine efforts to sing “Put Your Head on My Pillow.”

THE 8-TRACK SHACK
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We are Grateful for the Holiday Season which makes it Fitting to pause And wish our friends, Old and New, a Most happy and Prosperous New Year!

We also have

- Headphones
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- Auto players
- Home players
- Candles
- Black Lights
- Strobe Lights
- Tape caddies

At the Lowest Prices in Town
Parrish drives yellow school bus

By Ken Beck

"Sit down, people, and get your hands out of the window." So begins another trip on the old yellow school bus as driver Charles Parrish prepares to leave from Searcy Elementary School. The 30-year-old business administration major from Fayetteville enjoys his work as this is his second year to drive a Searcy school bus. He likes the job and the children, but he hates the dust.

"I'm worse than a lady about keeping it clean," he says seriously. (The bus is actually filthy, as dirt—trash and other miscellaneous trash such as cans, husks over the floor.) "Driving eases the tension. Some days after a hard test I get on the bus and the kids help me forget all about it. I probably wouldn't drive if I didn't like the kids," Parrish says as the children start to come through the bus door after school.

As the bus gradually begins to collect children, the girls start filling the seats in the front and the boys go for the ones in the back of the bus. A variety of greetings are spoken to "Charley" as the children pass by. "Hi ya, Charley." "Hey, bus driver!" "Where's Charley?"

When the bus is almost ready to leave, a lady sticks her head in and asks any­body seen Jim Cook? Did he go to Boy Scouts? The children on the bus reply, "Who's Jim Cook?"

"I don't know."

"She's my mother."

"She's not."

"Good-by Mom." (She is not his mother.)

Finally the bus pulls away from Searcy Deener and heads for the junior high. Then, the front of the bus seems to have sent the children into action as a raucous "Yell" begins. "Yell," pulling the stuffing out of seats, flashing peace signs and even putting heads out of windows begins as the bus starts down East Street.

An exception to the rule is found, though, as a chubby, brown-haired boy wearing glasses sits quietly reading his math book on the third seat.

The fighting starts at the junior high when 36 more youngsters clamor aboard, and emotions and actions seem as the head-knocking and face-slapping begins. This subsides slowly as once again the old yellow bus pulls away and starts its de­livery of healthy young human bodies.

The first stop is at Webb's Stables. Several of the kids hop out and run for their respected places of abode, and the load is lightened. From there on the stops are spaced out every mile or so as children get off where a cluster of houses awaits them. Meanwhile from the back of the bus comes, "Hey, who hit me with a rock? Cut it out, you guys."

After driving down a main highway a bit, Parrish politely pulls to the side and waits to let the traffic behind go around. He says, "I enjoy driving on dirt roads better. The scenery is better in the country," and with these words the bus turns down a dusty country road. The rocks start clinking up against the bus, and behind is a bellow­ing cloud of dust. The children get off here and there down the way, and the bus is becoming quieter and emptier. Ever so often a small plank bridge is crossed, one of which causes Parrish to gip, "Brand new bridge there. They put in five new boards."

The scenery really is beautiful on this bright autumn afternoon. The leaves are clothed in an array of different colors and the fields are yellow with rip­ened grains. Blackbirds are scattered by hundreds on the fields, and as the bus passes close by, a flock of them fly just across the road in front of us. Cattle are also grazing in the fields, nonchalantly chewing their fodder.

The few remaining children get off, and the old yellow school bus speed up to disappear over a hill. Along with it go the memories of many who have ridden the same country roads in a familiar way.

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Let Us Replace Any Defective Parts — Have A Safe Trip Home!

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Recommended By Several College Students

We have all types of food. Carry your order out if you prefer.

We also have a large dining room for private and semi-private parties.

DROP BY

On your left going North on 67
3rd Drawer boutique opens

Freshman Beverly Chounto completes her purchase as Thied Drawer cashier Jatonne Welch hands her the receipt. The boutique which opened Nov. 28 is operated and stocked by the Art Department and located in the Benson House.

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Great for making money.

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EVERY ONE SHOULD HAVE ONE!

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EARN HIGHEST INTEREST ON INSURED SAVINGS:

SEARCY FEDERAL SAVINGS AND LOAN ASSOCIATION

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200 Arkansans attend debate tournay

Approximately 200 students, coaches and sponsors from 10 Arkansas schools attended the 1971 Harding College High School Invitational Forensic Tournament last weekend.

The schools represented were: Northeast High School of North Little Rock, Wilkford High School, Parkview, McClelian, Dumas, Malvern, Sylvan Hills, Griffithvly, Searcy and Harding Academy.

Categories for competition were readers theatre, original speaking, impromptu speaking, radio speaking, oral interpretation of prose and oral interpretation of poetry.

The two superior awards in varsity debate were won by Jack Butler and Richard Jans of Parkview High School. First place in the Novice Division in Debate went to Connie Masker and Doug Park from Malvern, and second place went to Leslie Heynie and Lisa Winchester from Sylvan Hills.

The school accumulating the greatest number of points in the two day tournament and winning the sweeps trophy for this year was Sylvia Hills.

Besides participating in the tournament itself the students had the opportunity to attend several workshop sessions on different facets of speech. Workshops on persuasive speaking on television were directed by Morris Ellis and Dr. Richard Walker of Harding College's Speech Department.

Workshops in oral interpretation and readers theatre were conducted by Professor John Ryan.

Mr. Ed Bethune, Chairman of the Committee on Standards for Administration of Criminal Justice of the Arkansas Bar Association, conducted a workshop related to this year's high school debate topic. He gave a lecture on the system of selecting juries today and how it could be improved. He then opened the session to questions.

Harding's speech students, Susan Clark and Richard Paine, conducted workshops on research methods and the development of the debate case.

Dr. Evan Urey, Chairman of the Harding Speech Department and tournament coordinator, expressed his thanks to all those who attended and participated in this year's tournament and workshops and made it an enjoyable two days for everyone.

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48th Lectureship is a big success

Around 2,000 visitors attended Harding's 48th annual lectureship Nov. 22-23, according to Dr. Joe Hacker, director of the Lectureship program.

Evening lectures were attended by about 1,800 people on Monday and Tuesday nights, 1,400 on Wednesday and 1,500 on Thursday.

Dr. Hacker commented that other lectures were also well attended. "This is characteristic of Harding lecturerships to attend both daytime as well as evening lectures," he said.

"We feel like this is one of the strongest lectures that we have had in overall quality. Dr. Neal Pryor did an excellent job in coordinating the program. Every speech and every class was very well done by people who made the presentations," Hacker concluded.

Evening speakers were Jim Bill Malmaier of Nashville, Tenn., C. E. McCloud of Oklahoma City; Billbarrett Baxter of Nashville, Tenn. and Jimmy Allen of Searcy.

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A WH Gift Fair meets and surpasses goal

The Associated Women of Harding surpassed their goal of $500, clearing over $200 during the Thanksgiving Gift Fair. This sum will go into the AWH's five year commitment to raise $50,000 for the new Student Center. Other AWH chapters throughout Arkansas and surrounding states are helping the Searcy chapter in this effort.

Students, faculty and lectureship visitors crowded the rooms displaying the gift items and bought many Christmas and birthday specials. The baked goods were gone nearly as soon as they were set down on the table.

Some of the "best-sellers" were the Raggedy Ann and Raggedy Andy sets, quiet books, crochet purses and all the stuffed animals.

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200 N. Spring
Wonder Boys defeat Bison, 93-84

By Ken Beck

Arkansas Tech handed Harding her second straight league loss Saturday night as the Wonder Boys outscored the Bison, 93-84.

Tech's 6'5" forward, David Combs did most of the damage as he dumped in 40 points, 20 in each half. At the end of the first ten minutes, Tech led 24-16, but the Bison pulled ahead just as the half ended when Tim Vick stole the ball from the Wonder Boys and dropped it in for a Harding halftime lead of 40-39.

The Tech team grabbed a nine point edge early in the final period and the Bison could not catch up with it.

Harding's Joe Mathias pumped in 23 points and did a good job of rebounding, as he was next highest in scoring. Senior Bill Chism was next with 19 points, and sophomore Fred Dixon came in the last period to score 16.

Earlier in the week Harding dropped a game to Southern State, 89-74.

Women's extramural program continues

Harding's women began the second phase of the new feminine extramural program last week with two basketball contests against Beebe Junior College.

The players met defeat in their first game with the Beebe team which features four all-staters from Arkansas. Last Tuesday night's game at Beebe marked the final contest before the Christmas break.

The basketball squad is composed of physical education majors. Betsy McCarroll, Diane Lowry, Janice Sewell, Cindy Cates, Barbara Meuser and Mary Brown form the starting unit. Serving as alternates are Diane Webb, Beverly Jo Pryor, Carol Husy, Karen Knoff and Melinda Yoakum.

Mrs. Barbara Barnes is head mentor. Acting as assistant coach, Phil Watkins helps the girls develop their plays. The team has been practicing for the past three weeks.

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