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The Bison, April 21, 1972

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ACPA recognizes advertisements, editorials

By Kathy Burton

The **Bison**, Harding's weekly newspaper, took two first places in the general categories of advertising and editorial page at Tuesday's Arkansas College Publications Association convention on the College of the Ozarks campus in Clarksville.

Honorable mention was given to the weekly in headlines and makeup and typography. These general excellence categories were judged by N. S. Patterson and the National Newspaper Service of Memphis.

Archie Walker, a freshman from Germany, won first place in the cartoon competition. Larry Brown, a junior from King of Prussia, Pa., was awarded a second place certificate for his sports column, "Coaches Corner." Kathy Burton, editor of **The Bison**, placed second in interview and third in editorials.

The individual contests were judged by professional newsmen who are members of the Arkansas Chapter of Sigma Delta Chi.

Tying for the Sweepstakes Award were **The Oracle** of Henderson State College and **Echo** of State College of Arkansas. These two papers also share the \$100 Arkansas Gazette Honor Award

which accompanies the Sweepstakes.

In the individual contests **The Oracle** and the **Echo** each captured two firsts and two seconds. **The Oracle** also placed third in makeup and typography. The **Echo** won firsts in headlines and makeup and typography, third in advertising and honorable mention in editorial page-handling.

The first place trophy in General Excellence went to the **Forum** staff of UALR. Second and third were the **Echo** and the **Signal** of Ouachita Baptist University.

George Smith editor of the controversial **Baxter County Bulletin** of Mountain Home, spoke at the awards luncheon about his harrowing experience investigating the "One-Day Wonder Program" for youthful first-offenders at Cummins Prison as an enlistee. Smith's newspaper which has a readership of 10,000 is the third largest weekly in the United States.

The Bison was represented by Ken Beck, Tim Bruner, Kathy Burton, Carol Garrett, Mike Justus, Kathy Shappley, Kenny Sims, Richard Taylor, Archie Walker, Susan Woods, Dennis Organ and Dr. Neil B. Cope.



Proudly displaying the nine awards **The Bison** captured at Tuesday's ACPA convention is the newspaper's delegation of Mike Justus, Richard Taylor, Susan Woods, Bear Bruner, Kathy Burton, Ken Beck, Carol Garrett, Larry Brown and Archie Walker.

— PHOTO BY KENNY SIMS

In honor
of Faculty-Friend Week

The Harding Bison
offers

a shiny apple of a newspaper
to our faculty

'YOU ARE LOVED'

'Telephone' and 'Medium' vocalize

Under the musical direction of Dr. Erle Moore and the stage direction of Robert West the two operas "The Telephone" and "The Medium" will be presented tonight and tomorrow night in the large auditorium at 8 p.m. "The Telephone" will feature Beverly Martin, soprano, as Lucy, and Steve Smith, baritone, as Ben.

Cast in "The Medium" is Mona Lee Moore, soprano, as Monica, daughter of Madame Flora; Tim Bixler, as Toby the mute; Carlyn Kessler, mezzo-

soprano as Madame Flora; Judy Hopper, soprano, as Mrs. Gobineau; George Saunders, baritone, as Mr. Gobineau; and Carol Smith, mezzo-soprano, as Mrs. Nolan.

Accompanist for "The Telephone" will be Claudia Haseltine, and for "The Medium" Jeff Hopper.

The technical advisor for this production is Morris Ellis, assisted by Ken Cox. Robert West directed the set design and his crew of construction and painting consisted of crewhead,

Kerry McClurg, and Rich Clark, assistant.

Wade Ely and assistant Scott Fowler head the lights. Costumes were designed by Beverly Lunsford, crewhead, and Bonnie Tucker, assistant.

Marion Barton and assistant Helen Howard are in charge of stage properties. Publicity chairman is Kathy Kurz.

Makeup crew consists of Steve Smith, Patti Thomas, Glenda Chambliss, Sonya Edens, Rich Clark, Tim Bixler and Kerry McClurg.



Pre-school faculty-brat pedals past deans in trike heat

Dr. Joe Pryor, academic dean, Roger Dugger, the tiny son of faculty member Gene Dugger, and Virgil Lawyer, dean of students, represent three of the entries in Tuesday night's first annual Tricycle Race, a special faculty event of Track and Field Day. At the sound of the gun Dr. Joe's trike collapsed from excessive pedal pressure. He commented, "All that power deteriorated it!" Little Roger Dugger Pedaled to victory past patriotically helmeted Dean Lawyer.

— PHOTOS BY KENNY SIMS

From the Editor's Desk:

Student Association helps make it happen

It's Happening!

That was the Student Association theme that catapulted the 1971-72 academic year into an orbit of innovation, expectation, and unity.

Or was it?

Eight months of this academic year have been spent, and in the eyes of some the Student Association has existed as a mere formality. Others have adamantly proclaimed that the Student Association has sacrificed itself to the chelates of the Harding College administration.

Perhaps the majority of the campus populace cannot be cataloged into either of these attitudes. But enough critical comment and cynical downgrading of the student government has been levied to warrant a closer scrutiny of the S.A. workings this year.

At 8 a.m. August 20, three days prior to the arrival of the student body, the Executive Council convened for the first session of the pre-school conference. It was here that the preliminary plans for the year were suggested, discussed, revised and accepted or disapproved.

From that two-day conference came such innovations as: HILARITY, the initial acquaintance activity for the entire student body; CAMPUS CONGRESS, the expansion of the student government responsibilities to include more students; FRESHMAN/TRANSFER TALENT SHOW, the first look at newly-acquired student entertainment; REVISED HOMECOMING ACTIVITIES, a week end that allowed for more spirit and less chaotic scheduling; FRIENDLY WEEK, a revitalized program that encouraged more participation under direction of the class officers; and CARD NIGHTS, a social opportunity that didn't require dates.

And then there was the unplanned serendipity in the PHON-O-THON that allowed the Student Association to exceed \$20,000 in pledges toward the new student center.

The watermelon party, student book exchange, open house, coffeehouses with off-campus entertainment, S.A. movies, the Emerald Room, campus Christmas decorations and the Toy and Dolly drive were all traditional projects

and services provided and maintained by the Student Association.

Spring semester 1972 has seen its share of new or revived S.A. sponsored events: BLOOD DONOR ORGANIZATION, a program that provides coverage of blood needs for Harding students and their families; LEADERSHIP CONFERENCE, a spring session highlighted by the exchange of ideas between faculty-student panels; YOUTH FORUM, a two-day invitation for students to participate in a religious-oriented revival on the Harding campus; STUDENT LECTURESHIP SERIES, a Sunday afternoon featuring student speakers climaxed by a student-directed worship service; LAWN PARTIES, reinvestment of S.A. funds to provide refreshments for the student body on the lawn; FACULTY-FRIEND WEEK, an attempt to informally acquaint the Harding faculty with the campus enrollment; and LYCEUMS, a presentation of both cultural and contemporary programs.

According to its constitution, the Student Association was founded for the purposes of providing "for closer co-operation with the administration and faculty in promoting the Christian principles on which Harding College was founded and is maintained, and to furnish a systematic plan of participation in the responsibilities of this institution . . ." And it is toward these purposes that the Executive S.A. Council has labored.

In a matter of days the 1971-72 S.A. Council will adjourn *sine die* with only the evidences of success and dissatisfaction that the student body of Harding College chose to bestow.

This editor does not advocate that the actions of the 1971-72 S.A. Council were beyond criticism, nor does he suggest that their accomplishments were nil.

But rather he fails to appreciate the cries of "What has the S.A. done?"

— M. J.

Letter to the Editor . . .

Concerned readers shed light on dating, tennis etiquette

Dear Editor,

At a recent tennis match with Freed-Hardeman several members of the student body were the source of a display of unsportsmanlike conduct. This action consisted of applause when Harding netters "blew a shot" or failed in a service, and they verbally agitated Harding players.

Applause should be rendered only when the player outmaneuvers his opponent to the extent that the opposing player cannot make contact with the ball to return the shot.

Otherwise the applause would be in support of the player making an error in his play. This would hardly be an example of good sportsmanship. In any sport that has rules of etiquette to follow such as tennis, golf, chess or billiards, verbal agitation of a player is never accepted.

This letter was not written because of the disloyalty displayed to the Harding team, but because of flagrant disregard for good sportsmanship or ignorance for tennis etiquette.

I was there.

Disgruntled Observer

Dear Editor,

I would like to answer the question asked by "Five Harding Coeds." Harding males are no different than males anywhere else. What you don't realize is that Harding is a small school which is very selective in its student admissions.

This year there happen to be 939 males and 969 females. Subtract the number of males who are married, engaged and going steady. Compare the number left with the number of eager young, single females. You'll find the odds astounding.

If you wish to be more thorough, make a sociology study of the remaining males to see how many are mature enough to know that good ole'

mom isn't the only female on earth.

When you are through with your research, you will find that there are not enough Harding males to go around. If you go to a larger state school, you will find a proportionate number of guys who don't date. If a fellow doesn't want to date you can't make him. Besides, he's not going to date for the sake of dating.

Instead of sitting in your room feeling sorry for yourself, why not do something worthwhile like being active in club sports, departmental activities or campaign work. Who knows? You might meet someone with similar interests as yours.

Beverly Lunsford

Applications
are now
being accepted

for

Editor
and
Business
Manager

of the 1972-73 Bison

A letter of application for either of these positions should be submitted to Dr. Neil B. Cope, chairman of the journalism department and sponsor of *The Bison*.

Deadline for entries is 10 p.m. Wed., April 26.

Talk Bloc

Communication needs man's word of value

By Phil Johnson

There was a time when a word had value. The ancient Hebrew had some 10,000 words in his vocabulary — not much to work with. But they were expressive words, and carried weight. A man's word was more than his "word." His word was a truthful extension of his personality, a vital part of himself. He spoke seriously and simply. He "gave his word" with discretion — knowing if he betrayed his word, he became untrue to himself, and lost his right to be heard. To him, saying meant doing. So his "yea" and "nay" meant just that.

Today, the words come quick-

ly and easily. Words are valued more for being funny than for being true. Conversation is appropriate, even if the words used carry no honest meaning. And if a man says "yes" he may mean "maybe." If he says "I will" he may mean "I will (if I can get around to it)."

If communication survives, words must retain value. They must be true reflections of what is. They must not be wasted to fill space in empty conversation or to cover mistakes. A man's words must reflect the man.

A good word does not have to be eloquent. It may not even be appropriate, but let it be direct, and let it be true.



The Harding BISON



"Liberty is Found in Doing Right"



Editor	Kathy Burton
Associate Editors	Tim Bruner, Mike Justus
News Editor	Carol Garrett
Sports Editor	Larry Brown
Women's Sports Editor	MariLynn McInteer
Columnist	Phil Johnson
Photography Editor	Kris West
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Fifth Column



By Tim Bruner

After having assisted in the emergency thwarting of the intramural baseball strike threat, this week's column settles back down to its normal, glamorous course of constructive proposals.

The most recent program initiated here at Harding is the "Save the Juice" program. The details of this campaign to conserve electricity were explained by Dr. Carr, the chapel announcer who is heard but not seen.

Until now, the drive has been successful to a certain degree, but there are still several ways in which the program could more effectively achieve its goal.

The lights near each of the campus swings, for example, could be extinguished until 10:05 p.m. on week nights and 12:05 on weekends.

The American Heritage cafeteria has already been quite helpful above and beyond the call of duty in saving the juice by raising the price of juice five cents.

But the cafeteria people could help even more if they would refrain from refrigerating the fried chicken before serving it and quit heating the milk.

Several Harding College men have suggested that the discontinued use of electric razors would be a popular means of contributing to the effort, but those with girlfriends have challenged this suggestion.

Others have pointed out that if the 8 a.m. vacuum cleaners were to be used only once a week or less, much juice could probably go unwasted.

Several residents of Armstrong Hall have recommended that all the dormitory air-conditioning be turned off for the remainder of the school year.

The three-day trial run of this proposal in Keller Hall, however, was not encouraging, as five times the normal amount of water was used in the dormitory shower rooms, and several complaints arose from the first-floor residents who were invaded by third-floor refugees.

For what it is worth, the lights at the intramural baseball field could be turned out for the 22.4 seconds that they are used needlessly between each inning.

A way that would more than likely go unnoticed would be to keep the sidelights in the main auditorium turned off at all times.

Being more specific, the campaign leaders might do well to notice how much electricity would be saved if they were to take away Mike Pruitt's electric trophy-polisher.

Even more electricity could be conserved if the microphones in the main auditorium were to be disconnected during the introduction of the chapel speaker.

Incidentally, Swaid Swaid, Khalil Jahshan, and the Awad brothers have instituted a counter-program which has been officially named, "Why Save the Jews?"

Pattie Cobb cafeteria has been presented the "Save the Juice" award of the week for its electrical conservative attitude toward tray-stacking.

If the program continues to be as successful as it has thus far, Dr. Jack Wood Sears has suggested that the next program be "Save the Drosophila."

So, if you cannot sing like angels, and if you cannot preach like Paul, then maybe you can save a little juice.

KHCA program log

KHCA PROGRAM LOG

April 21-27, 1972

Mon.-Fri. — Morning

6:45 Devotional
6:30 and 6:55 ARN Sports, World News and Ark. News and Weather.

6:15 and 6:45 Local Weather

7:00 Campus News

7:00-8:45 KHCA Music

Mon. and Wed. Morning

7:45 Art's Little Corner

Saturday Afternoon

2:00 Power For Today

2:05-6:00 KHCA Music

2:55 ARN Ark. News, World News, Sports

3:30 Campus News

Evening Schedule

Mon.-Fri.

6:00 Power for Today

7:20 ARN Sports

7:50 Window On the World

9:50 How Business Affects You

10:30 Campus Radio Voice

11:25 Mind Your Money

11:53 Seriously Speaking—Devotional

Friday

6:15 Music From Around the World

7:00-1:00 KHCA Music

12:05 Dial '72 Experiences

Sat.

10:00-1:00 REQUEST A DISC

Sun.

6:15 Music From Around the World

7:00-9:15 KHCA Music

9:15 Herald of Truth

9:45-12:00 KHCA Music

10:15 Significance

Mon.

6:15 Classical Allusion

7:00-12:00 KHCA Music

8:20 Report from The Dept. of State



Johnson-Sadler plan nuptials for May

Mr. and Mrs. Fred Simmons of Gunter, Tex., and the late Roy A. Johnson announce the engagement and approaching

marriage of their daughter, Nikki, to Mike Sadler, son of Mr. and Mrs. J. W. Sadler of Huntsville, Ala.

Miss Johnson is a senior elementary education major. She is a member of OECE social club and has served as president and vice president.

Sadler received his B.S. degree from Harding in June,

1971. He was a member of Beta Phi Kappa social club. He is now attending the University of Alabama School of Dentistry in Birmingham.

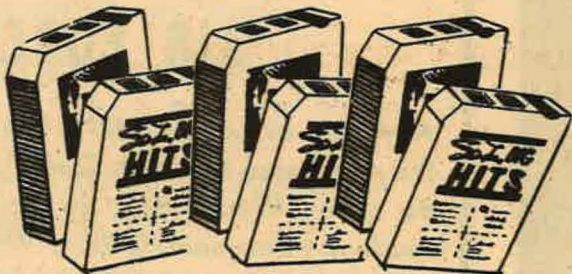
The wedding will be May 11 at the Downtown Church of Christ in Searcy.

The couple will reside in Birmingham following their honeymoon.



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MARTY THOMPSON, Owner

Clubs accept blood challenge, give one-day record 265 units

Driven by a challenging appeal from Dr. Don England, chairman of the Harding Blood Drive, Harding students made way to the American Heritage Trophy Room where they donated 478 units of blood. With 14 beds available on April 10 and 11, the Blood Mobile stayed busy from nine to six, breaking the state's record on Tuesday with 265 units donated on one day.

Why such good response to the blood drive? Dr. England suggests that enthusiasm from the administration, faculty, and the social clubs helps boost the program. Also the film shown last semester in chapel and frequent KHCA radio spots reminded the students of the drive.

The competition of the social clubs certainly adds the incentive of getting everyone in-

involved. "But it is hoped that the clubs realize that it is not just for the winning of a plaque but for the spirit of giving, that everyone should participate," comments Dr. England.

Because of such good participation each Harding faculty member and his family including children up to age 18 and each student at Harding and his parents and grandparents will be covered by the Red Cross Blood program. A unit of blood which ranges from \$35 to \$50 will now be free to these people. The patient will still have to pay the cost of processing which runs about \$12.50 a unit.

The results of the inner club competition came to a tie among MEA and Tri-Kappa women social club and AEX and Fraters men social clubs.

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Coaches Corner

By Larry Brown

Next Tuesday, the Bison thin-clads will be in Russellville for a triangle meet with Tech and Ouachita Baptist. OBU is undefeated in its first four outings.

While the Bison relays were in progress here, the OBU thin-clads were making an impressive showing, defeating Southern State and N. W. Louisiana.

The Tigers swept all the relays, clipping through the 440 in 41.7, the 880 in 1:23.2 and the mile in 3:20.

Other OBU first-placers were Outley who went 49.1 in the 440 and Andrews at 55.8 in the 440 intermediate hurdles.

Tech is hopeful of finishing above their third place of last year although OBU looks strong. Outstanding Wonder Boy hopefuls include Jeff Welch who is 14.9 in the 120 high hurdles and Keith Wilson who has thrown the discus 150-7½.

On the baseball scene, the Bison will play two home games and both are conference foes. Tomorrow, Henderson will be in town with the Muleriders of So. State here the following Tuesday.

In last week's standing in the AIC, Henderson was in seventh place with a 2-4 record. In a quote from the Henderson Oracle, Henderson's Coach Strange feels, "Our biggest strength is our dependence on each other. The hustle and determination that the team shows on defense is almost impregnable." Harding will be out to crack that defense here at 1:00 p.m.

So. State was in fourth place last week with the same AIC record as Harding (3-1) but with a poorer season record. The Riders also have Dennis Huffman, the AIC's number two pitcher. Their hitting appears to be somewhat weaker than the Bisons' however.

Bison Baseball Scoreboard

Harding vs. Freed-Hardeman
3-0
7-4
Harding vs. Arkansas College
1-0
11-6
Current Team Record
16-3

Kappa Sigma, Kappa Phi run away with intramural track and field days



Kappa Sigs Tom Ed Gooden (center) with arms flying bursts across the finish line in the 100-yd. dash to win a photo-finish second place.

— PHOTO BY KENNY SIMS



Becky Acker sprints ahead of the pack in one of the races she won in helping her club, Kappa Phi, win the women's intramural track and field competition.

— PHOTO BY KENNY SIMS

AIR FORCE

Any male or female who is interested in taking the Air Force Officers Qualification Test may do so on Wednesday, 26 April, 1972 at the Student Placement Office. We will begin administering the test at 9 o'clock in the morning as the test takes approximately 6 hours for Pilot and Navigator.

If you have any questions call:

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