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HARDING
UNIVERSITY

Bison staff claims title in ACPA sweepstakes

The *Harding Bison* was awarded the title Tuesday in the sweepstakes competition at the annual meeting of the Arkansas Collegiate Press Association in Little Rock.

In general excellence competition, the University of Arkansas at Little Rock Forum captured the title with the *Bison* receiving an honorable mention.

The sweepstakes competition is based on points received in individual judging in eleven categories. General excellence is based on an overall judging of three consecutive and two outside issues published during the school year.

Members of the Little Rock chapter of Sigma Delta Chi judged the sweepstakes competition. Dr. J.W. Click of the

University of Ohio judged the general excellence contest.

In the sweepstakes competition, Doug Henneman claimed a first in Sports Feature and Buzz Ball captured first in Sports Column.

Second places were won by Doug Henneman in Interpretative News Story, Jim Warren in Straight News Story, Martha Collar in Interview, and Tim Farmer in Cartoons.

Third place finishes were awarded to Linda Hilbun in Interpretative News Story and Nancy Jo Perry in Feature Story.

Honorable mentions were captured by Doug Henneman in Interpretative News Story and Interview, Doug Thompson in Straight News Story, and Jule

(Continued on page three)

De Windt stresses profit as business responsibility

by Jim Warren

The primary responsibility of American business is to make a profit, E. M. de Windt, chairman of the board of Eaton Corporation, said in a speech April 13.

De Windt, speaking at a dinner meeting of the American Studies Program at Bill's Restaurant, said profits are the source of revenue for all the government services and jobs in the United States.

De Windt added that the capital investment by business to train and equip each American worker averaged between \$30,000 and \$40,000. The only source of this capital is from profits, he noted.

De Windt said burdensome rules and regulations by United States regulatory agencies made it difficult for the American businessman to make a profit. He was especially critical of the ever-growing activity of consumer advocates and environmentalists, saying they "have lost all touch with reality."

De Windt said the regulations passed by these groups have seriously damaged the "cost efficiency" of business and the cost ultimately must be passed on to the consumer.

De Windt said he felt American business had been cognizant of their social responsibility adding, "the vast majority of businesses today are extremely sensible about responsibility in regards to consumerism."

He said a major number of the socially irresponsible acts were committed by a minority and that the present regulatory system has been set up "for the exceptions rather than the rule."

De Windt said the average American has a misconception about the size of profits made by business. Most feel profits average about 28 to 30 percent of sales. Profits are actually only about five percent of sales, according to de Windt.

De Windt predicted that if inflation continued at the present pace, the average wage earner in the Northeast would be making \$50,000 a year by 1985 and the cost of goods and services would triple by the year 2000.

He felt inflation would be hardest felt in an increased unemployment rate as the number of jobs decreased because of a corresponding decrease in the amount of capital available for investment.

(Continued on page three)



Volume 53, Number 23

THE HARDING BISON

April 21, 1978

Cochran elected president

A deeper emphasis on the spiritual atmosphere of the campus is the basis of newly elected S.A. President Ross Cochran's plan for student activities in the next school year.

Cochran defeated Eddie Blackshear by 286 votes in the recent S.A. elections. Ken Stamatis ran unopposed for the vice-presidential position.

Sarah Beth Fitzgerald with 784 votes defeated Melanie Watson (519). Ed Rosenbaum was defeated for treasurer and in runoff elections Friday, Bruce Nunnally (418) defeated Boyd Jones (366) to win the treasurer position.

DeWitt Yingling, S.A. member in charge of elections, said that about 1,400 students voted, making this the "best turnout ever as far as numbers are concerned."

As S.A. President for 1978-79, Cochran plans to "develop a theme to be carried out through all aspects of student life."

In competition for class offices Wednesday, Chuck Posey was



elected senior men's representative, capturing 130 votes to 113 for Edward Eichelberger. Herby Peck ran unopposed as the married student's representative.

David Sparks was elected sophomore men's representative with 171 votes while his opponent, Walter Buce, garnered 110 votes.

Runoffs were necessitated for all other class representative slots because no candidate captured the required 51 percent of the vote. Runoff elections are being held today in the student center.

For sophomore women's representative La Donna England with 144 votes and Pam Perkins with 82 votes will be in a runoff. Kathy Dill placed third with 63 votes.

A runoff for junior women's representative will be between Patti Jo Dillard with 138 votes and Andrea Faulkner with 89 votes. Crystal Eldridge finished third with 56 tallies.

The junior men's representative race will feature a runoff between Stephen Bible with 103 votes and Boyd Jones with 96. Tom Alexander had 56 votes and Ted Hackney garnered 47.

Melanie Watson with 101 votes will oppose Martha Moore with 77 votes for the position of senior women's representative. Linda Terrill finished third with 56 votes.

Harding to use energy control system

by Doug Henneman

A computerized energy control system, estimated to save the school \$50,000 a year, will be delivered in July and set up in time for operation in the fall, according to business manager Lott Tucker.

The cost is \$92,000, including installation which will be done by the school.

The computer, a JC-80 purchased from Johnson Control in Little Rock and similar to those other schools in Arkansas have or will install, is part of a two-pronged attack on excessive energy consumption at Harding. The other part is a voluntary program "involving every

building and organized rather strictly," according to Tucker.

"There will be one person in charge of each building who will mobilize people using that building to be energy conscious — turning off lights, turning the heat down when they leave, and so on," Tucker said.

Last year's utility bill was \$750,000 and he estimated the 77-78 bill to be close to \$850,000. Tucker predicts the system will pay for itself in two years with utility savings.

The system will automatically duty cycle all heating and air-conditioning on campus by shutting them off in each building — but not concurrently — for 12 minutes each hour.

Then during peak demand times, usually from 3:30 to 4:00 p.m. on varying days, power can be diverted from low consumption areas to high consumption areas.

In addition, the system will turn off heating and air at a pre-set time in academic and ad-

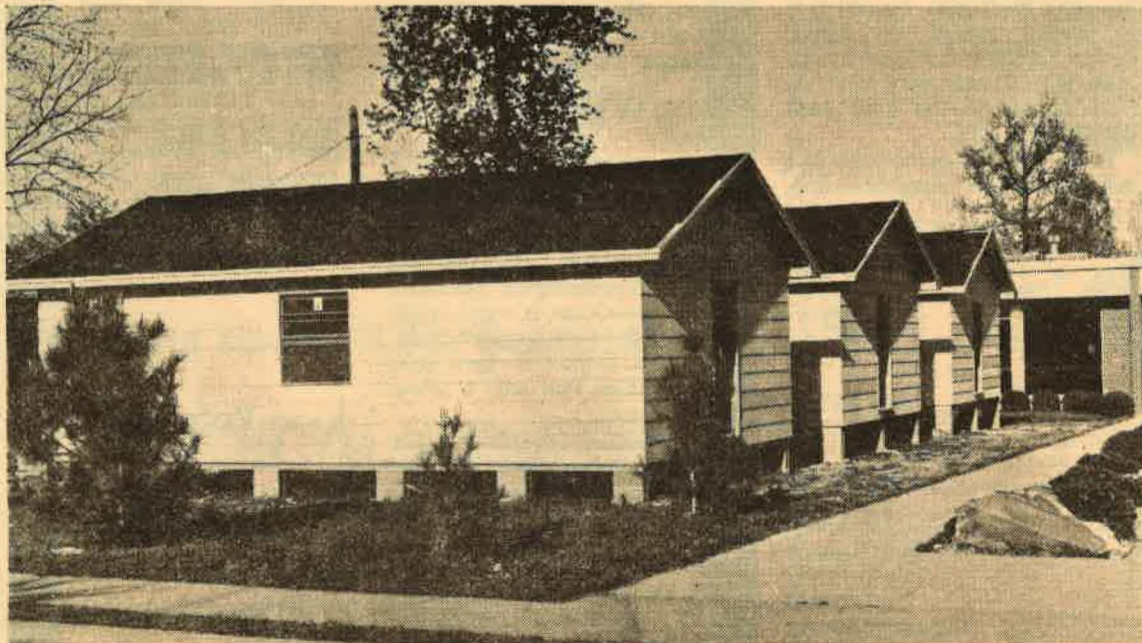
ministration buildings except those, like the new science building, that require special temperature considerations. Some will be turned off at 6 p.m. and others at 8, 10, and 12 p.m. Dorm heating and cooling will not be shut off.

Tucker emphasized that the purpose in the project "is to save money and not to disrupt the life of the college."

"Equipment won't control our lives to the point that we can't operate effectively," he said, adding that, as an example, clubs would still meet but instead of being scattered all over the campus, they will be concentrated in a few buildings.

Tucker is completing a building by building interview of faculty and staff to determine power consumption and faculty-student usage of that building.

"A lot of time and effort has gone into this to make sure it pays off for the school."



New Dorms?

Not really. These small houses in front of the New Science Building are part of a residential energy conservation and ventilation study to be conducted by the college under the direction of Dr. James Mackey of the science department.

photo by Hainley

Seminar slated to discuss humanistic philosophy

Dr. Duane McCampbell and Dr. James D. Bales will be the featured speakers Saturday at a seminar in Bible 108 entitled "Humanistic Philosophy and Its Consequences on Contemporary Religious Thought."

The program will begin with McCampbell's discussion of modern philosophy and its changing trends. Bales will follow and attempt to show how these modern philosophic trends affect the religious thinking of

modern man. A question and answer session will follow these presentations.

"Christians have failed in their mission to reach mankind because many Christians have failed to relate to man where he is," said Rocky Woodson, a coordinator of the event.

Woodson said those attending would gain a better understanding of atheism and existentialism.

Opinion... opinion... opinion... opinion... opinion... opinion... opinion...

Giving — a lost art

The seventies might be called the age of "getting all you can get for as little as possible." No longer is the college student the radically idealistic, sacrificing peace-seeker of the 1960's.

Rather, reports suggest that today's youth has become cold, calculated and business-like on his outlook towards life and his preparation for it.

For this reason it was especially refreshing to see \$2,900 pledged last weekend in the Cystic Fibrosis Bike-a-thon. When giving has almost become a lost art among youth, Harding students have stood out and become pacesetters in self-sacrifice.

Special commendations must go to Kappa Sigs, Tri Kappa, Zeta Phi and Mohicans, but these four clubs represent only a small portion of the service work being done by social clubs on campus.

And when Spring Sing and athletics are long forgotten, perhaps the thought of those service projects remains with people the longest.

Responses to editorials and matters of public interest on campus are urged in the form of letters to the editor and guest editorials. All material must be typed and double-spaced and submitted to Bison box 1192 in campus mail. The deadline for such materials is 5 p.m. Monday.

The System

The Political Conscience

by Gary Hanes

Should an elected official feel an obligation to the views of his constituency when making a legislative decision even if those views are contrary to his judgment or moral character? This quest has continuously plagued American politicians since our nation began.

Back in the good ole days (before the Quarterpounder replaced apple pie as the national food) there was such a thing as an honest politician, so honest in fact that they were called statesmen. They were men of real conviction and moral stamina, men who were unafraid to take an unpopular stand if they felt it to be best for the country's interests.

Issues were certainly crucial, as they rightfully should be, but a man's character was at least of equal importance to his political future.

The founding fathers were committed to establishing a republic and not so nearly interested in the still-new concept of pure democracy. A republic implies the representative form of government that has proven so successful over the past two centuries.

The indirect election of senators and the Electoral College are both Constitutional examples of detached representative selection.

We elect men to Congress who presumably have certain attributes of leadership and qualities of judgment that stand them apart from the rest of the community. They go to Washington and are exposed to a barrage of committee meetings, staff reports and other outlets of the otherwise unavailable information. Then they arrive at policy decisions based on this information.

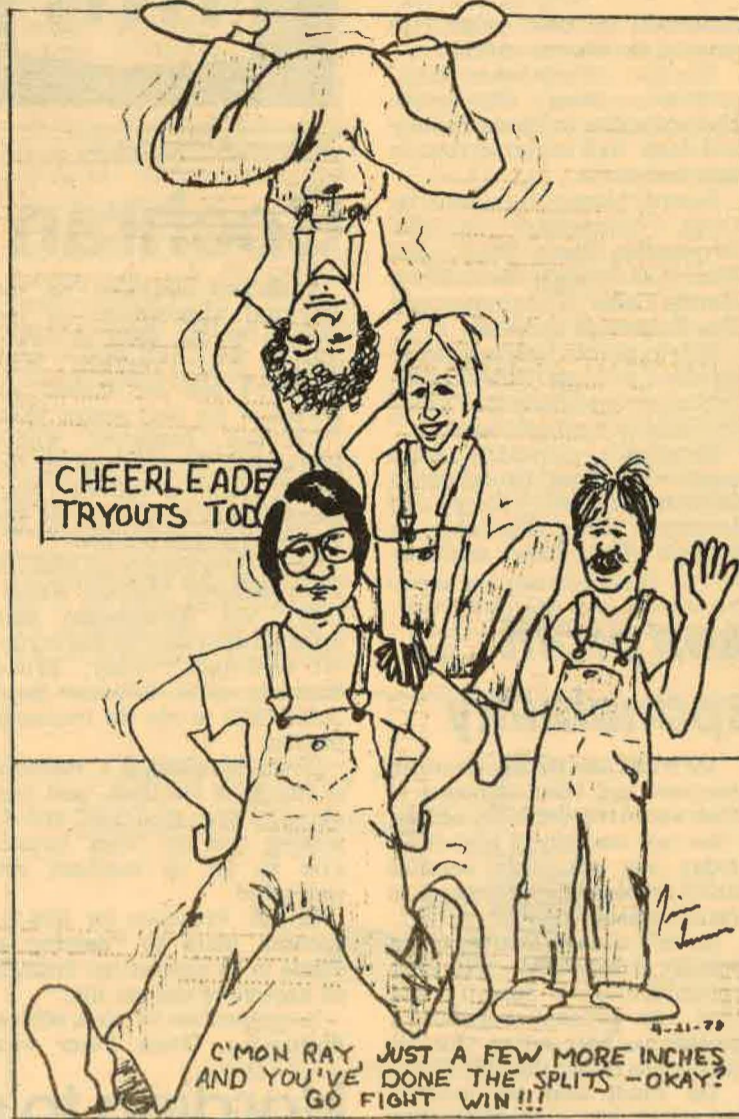
Sometimes these decisions are very different from the views held by the people "back home" and here lies the conflict. The representative is caught

between the decision which he has come to believe is correct and the opinion of the people who elected him. Tremendous pressure from distressed constituents and the threat of not being re-elected force many legislators to compromise a position they know to be the correct one.

The only source of factual data we have as private citizens is through the limited resources of the news media. They do their job as well as possible but this is not enough. We elect individuals to represent our best interests, not to mimic our often-fickle and ever-changing opinions.

Presumably we will select people who have the same basic political concepts as ourselves. This is what the principle of political parties is all about.

Yet once in the seat of power, a freely-elected representative should be left free to make decisions based on his own personal philosophy and the factual information that his office makes available to him. He should then be judged not upon whether we agree with every decision that he makes but rather if his decisions have proven to be correct ones.



Fifth Column Nursery Rhymes

by Steve Leavell

Editor's note: Steve is gone this week to accept a special Pulitzer Prize awarded to Fifth Column for going an entire year without mentioning the Panama Canal even once.

We have therefore prevailed upon his son, Adam, to fill in for him once again. Adam, by the way, will be eight months old Monday.

It's not often that a fellow my age gets a chance to speak out to the general public. This being the case, I think I'd best take this opportunity to get a few things off my chest.

Perhaps some of you old folks remember a terrorist ditty routinely inflicted on children by adults called "rockabye baby."

Sidestepping the obvious child abuse involved in sticking a poor helpless kid up in the top of a tree, there's a terrifying threat obviously involved in the verse about "when the bough breaks the cradle will fall." I don't even know what a bough is, and I didn't get a wink of sleep for a week after I first heard that.

Why do people tell us kids things like that?

Of course, there are a lot of other so-called nursery rhymes which are just as offensive for one reason or another.

For example, there's the one about Tom the piper's son. Not only does it present a child in an unfair and unfavorable light by branding him a criminal, it is offensive to a minority group (pipers constituting less than 2 percent of the population.) Further, you'll notice that poor Tom is punished totally without due process of law.

Most of these verses, which were doubtlessly written by adults, were obviously designed to perpetuate an offensive and degrading stereotype of children. We are portrayed as being lazy ("Little Boy Blue"), clumsy ("Jack and Jill"), and having low moral standards ("Wee Willie Winkle").

I don't know how many children under, say, the age of three read this paper. I don't know how many are allowed to.

I will, however, say this for the benefit of those few who may be reading and encourage them to spread the word: We children will never be able to form a viable and stable subculture until we gain control of our literature.

Feedback...

Dear Editor,

Please allow us to bend your ear about something that continues to be a source of frustration for many Harding students. We have two gymnasiums here at Harding with a total of at least 14 basketball goals, but finding a place to play a game of basketball can be a very aggravating endeavor.

The old gym, we realize, is used a lot by the Academy, but when they are using only half the court, why can't other people use the other half? Also, the old gym is usually locked up before curfew! Since we don't have to be in until 11 o'clock, why can't we have access to the gym until then?

Harding boasts of the "new \$3.5 million athletic complex," and,

to some extent, this is used as a recruiting aid by the school. But the students can't use it! We appreciate efforts to prevent the general public from using (and abusing) our facilities, such as the racquetball courts, and the weight room, but why can't Harding students use the gym? We've heard that it is "because of the surface on the court and the effect that improper shoes have on it," but isn't it true that improper shoes will also damage the surface of the racquetball courts? Measures are taken to prevent them from being damaged, so why not have the same rules (no shoes worn outside) for use of the basketball courts?

Also, we've heard that "the gym is for use by intercollegiate athletic teams." Sure, there may be times when our teams need to use the facilities, and when this must take precedence, but these teams constitute a very small percentage of the student body, and it's a shame to have such nice facilities that only a select few can use!

We would appreciate some feedback on this subject. It was very evident (by the applause in chapel when the subject was mentioned) that a large majority of the students feel this way. We don't feel like we are asking too much — we just want to be able to use our gyms!

Thank you

Sincerely,
David Cranford
Tim Barnes
Danny Keahey



- Editor Jim Warren
- Associate Editors Doug Henneman
Nancy Jo Perry
- News Editor Karen Davis
- Sports Editor Buzz Ball
- Business Manager Dorothy Norris
- Photographers Tom Hainley
Jule Medders
- Cartoonist Tim Farmer
- Copy Editor Jennifer Jackson
- Faculty Advisor Dr. Neil B. Cope

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Bike riders raise \$2,900

About \$2,900 in pledges was raised Saturday for the Cystic Fibrosis Association in a bike-athon sponsored by the Tri-Kappa and Kappa Sigs social clubs.

Sixty-eight riders participated in the event with Rick Tujillo, a sophomore from Colorado, running 14 miles.

Phil Baker and Ricky Sawyer each rode 100 miles to break the

existing record of 77 miles. Baker raised \$207 and Sawyer raised \$103. John King raised the greatest amount with \$350 pledged for his 77-mile ride.

Business . . .

(Continued from page one)

He said the government should supply the private sector with incentives to increase the supply of capital available.

He said the only way to combat inflation would be for the government to "tap it at the well-head" by decreasing federal spending. He noted this year's budget had a deficit of \$60 billion.

De Windt praised Congress for defeating the recently proposed farm bill which would supply the farmer with partial and complete parity payments.

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Till-Tyler to wed

Mr. and Mrs. Glenn Franklin Till Sr. of Birmingham, Ala., announce the engagement of their daughter, Fran Sue to Eric Owen Tyler, son of Mr. and Mrs. Harry Everett Tyler of Columbia, Tenn.

Miss Till is a special education major and a member of Zeta Rho social club. She is a member of Alpha Chi, Kappa Delta Pi and the Student Association.

Mr. Tyler was graduated from Harding in 1977 with a B.S. in General Science. He was a member of Chi Sigma Alpha social club, Alpha Chi, and was named to Who's Who Among American Colleges and Universities. He is presently enrolled in the University of Tennessee Center for Health Sciences College of Medicine in Memphis.

The wedding will be July 29 at the Homewood Church of Christ in Birmingham.

ACPA . . .

(cont'd. from page 1)

Medders in photography.

Others placing in the general excellence contest were: second, The Echo of UCA; third, The Signal of Ouachita Baptist; and honorable mention Arka Tech of Arkansas Tech.

In composite scoring, a difference of .22 points on a five point scale separated the top five papers.

For Sale: 3 bedroom house on 1 acre of land in the Providence area, Price at \$18,900. Davis Real Estate, Bald Knob, Ark. 724-5204.

Campusology

Today
Class Representative Elections - Runoffs.
Bison Track - Tech Relays, Russellville.

Tomorrow
G.R.E. Test, Bible Building, 8:30 a.m.
Belles and Beaux to perform in Broken Arrow, Okla.
Bison Baseball - Conference game against University of Central Arkansas, Conway, 1 p.m.
Bison Tennis against O.B.U., Arkadelphia, 2 p.m.

Sunday
A Cappella to perform in Beebe.

Monday
Art Department Faculty Art Show, April 24-28.

Tuesday
Sigma Tau Delta Pot Luck for members and English faculty, College Church, 6-8 p.m.
Bison Baseball against University of Central Arkansas, home, 1 p.m.

Wednesday
Business Team competition in Reno, Nev., April 26-30.
Bison Golf - AIC practice round, Benton.

Play - "She Stoops to Conquer," an eighteenth-century comedy by Oliver Goldsmith, April 26-28, Main Auditorium, 8 p.m.

Thursday
Nurse Practitioner Workshop - Keynote Address by Lois Malkemes, R.N., Ph.D., Panel Presentation, and "Overview of Health Care Legislation" by Jim Guy Tucker, Congressman for Arkansas' 2nd District, 8:30 a.m.-3 p.m., American Heritage Auditorium.

Bison Golf - AIC and NAIA District 17 Golf Tournament, April 27-28, Benton.

Bison Tennis - AIC Tournament, April 27-28, Conway.

Hood and Reynolds plan May 20 wedding ceremony



Mr. and Mrs. Billie Joe Hood of Dallas announce the May 20 wedding of their daughter, Keri Marlene to Michael Bruce Reynolds, son of Mr. and Mrs. Hardy Bruce Reynolds of Dallas.

The bride-elect is a vocational home economics major and a member of the Omega Phi social club.

Reynolds is a graduate of Harding with a degree in business and a former member of the Fraters Sodalitas social club. He is currently employed by Western Electric in Dallas.

The ceremony will be at the Military Parkway Church of Christ in Dallas.

The couple will reside in Dallas following the wedding.

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Titans win large club as Tri-Sigs capture women's division

Sig Tau squeaks by Knights in small club track

by Buzz Ball

Craig Hostetler and Kent Johnson proved to be the big guns in the 1978 club track and field meet as they combined their efforts to help Sigma Tau defeat Knights Wednesday by 2½ points in the small club division.

In large club division, Titans walked away with seven first place finishes to completely dominate the field with 55 points to closest contender TNT's 36.

In the women's division, it was a battle between Tri-Sigma and Kappa Phi but the women from Tri-Sigs squeaked in by half a

point to win 32½ to Kappa Phi's 32.

In small club, Sig Tau's Hostetler and Johnson each won two events to aid in the victory. Hostetler boosted his club by winning the 400-meter with a time of 54.8. He also won the high jump with a leap of 5-8.

Johnson, Sig Tau's long distance man, ran a 4:20.21 1500 meters to take the championship trophy and then won the 800-meter with a time of 2:03.9.

But it was Knight Gary Woody who was the overall star. Last year's all-points winner received

the honor again this year by winning the long jump, 100-meters, 200-meters, and anchoring the winning mile relay, and the 400-meters relay teams.

In large club, Carl Dickson and Ricky Stewart of Titans proved key factors in the meet as both won two events.

Stewart cleared the 110-meters high hurdles in 15.2 to claim the championship and also won the long jump with a leap of 21-2½. In the 100-meters, Dickson sprinted 10.3 to take first place and then ran 22.9 in the 200-meters to win first.

In the women's division, several new records were established including two by Tofebt's Dee Ann Clark, who broke records in the 50 and 100 meters. In the 50-meters, she ran 6.76 to break the old record of 6.9, and in the 100-meters, she ran a 12.9 to break the old record of 13.0. In both cases, Clark broke

her own records.

Other records that were broken were the discus which was broken by Paula Warnack of Kappa Phi who heaved it 86-1 to break the old one of 85-4½. In the low hurdles, Carol Brown of Delta Chi ran an 8.69. And in the 400 relay, Kappa Phi ran the distance of the track in 59.7 to beat the old record of 60.0.

Winners of each division are as follows: Small club: high hurdles, McClelen, Sig Tau; shot put, Bass, Knights; high jump, Hostetler, Sig Tau; discus, Friend, Beta Phi; 1500-meters, Johnson, Sig Tau; low hurdles, Ockay, Lambdas; long jump, Woody, Knights; pole vault, Martin, Fraters; 400 relay, Knights; 100-meters, Woody; 800-meters, Johnson, Sig Tau; 800 Relay, Lambdas; 400-meters, Hostetler, Sig Tau; 200-meters, Woody, Knights; mile relay, Knights.

Large Club: high hurdles, Ricky Stewart, Titans; shot put, Ramberger, TNT; high jump, Awtrey, TNT; discus, J. Stewart; 1500-meters, Smith, Titans; low hurdles, Woodruff, TNT; long jump, R. Stewart, Titans; pole vault, Prock, Sub-T; 400 relay, Kappa Sigs; 100-meters, Dickson, Titans; 800-meters, Smith, Titans; 800 relay, Titans; 400-meters, Awtrey, TNT; 200-meters, Dickson; mile relay, Kappa Sigs.

Womens: base run, Turner, Zeta Rho; long jump, Rallmann, Kappa Phi; discus, Warnack, Kappa Phi; softball throw, Watson, Tri-Sigs; shot put, Blackman, Tri-Sigs; mile run.

Seniors help keglers capture fifth place in NAIA bowling meet

Led by seniors Kevin Fisher and Bryan Davis, the Bison keglers captured fifth in the NAIA national bowling championships in Kansas City last Saturday but also set a record for participating in the tournament for the 14th time.

Through the 15-game competition, Fisher averaged 192 on a 2,891 pinfall to earn a fifth place finish in the individual standings and qualify him for All-American honors. Fisher also had a high game of 235. Davis, with a 2,805 pinfall and a 187 average, finished in ninth position and had a high game of 227.

Teamwise, Harding posted a final pinfall of 15,141. Pretournament darkhorse St. Vincent College of Lataobe, Pa., captured their first team title with a 16,174 pinfall total. The University of Wisconsin-LaCrosse was second with 16,012.

"The boys did a great job for us," coach Ed Burt said. "We dropped some mighty close matches, by only four pins. It was tight competition this year, from top to bottom."

After the first day, the Bisons were in fifth place with a 4-4 match record and an 8,133 total pinfall. On the final day, the Bisons lost two games to Southwest Baptist College (Mo.) and split games with Glenville State (W. Va.), LaCrosse and West Liberty State (W. Va.).

Against Glenville, the Bisons enjoyed their best team score of 999 in the second game.

The other three Bison bowlers participated in their first national tournament. Ron Wheeler had a tournament high game of 203 and a 2,637 pinfall for a 175 average. Freshman Mike Bedwell rolled a 191 high game and a 2,580 pinfall for a 172 average and Danny Gerlach posted a high game of 223 to go with a 2,478 pinfall and a 163 average.

On April 26-28, Harding will travel to Milwaukee, Wis., to compete in the National Bowling Championships. The Bisons won the right to be in the prestigious tournament by winning the sectional tournament of the American College Union International.

NAIA FINAL STANDINGS

1. St. Vincent (Pa.)	16,174
2. University of Wis.-LaCrosse	16,012
3. Great Falls (Mont.)	15,856
4. SW Baptist (Mo.)	15,812
5. HARDING	15,141
6. Winona (Minn.)	14,409
7. West Liberty (W. Va.)	14,271
8. Glenville (W. Va.)	14,028

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