

THE BELL TOWER

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MARCH 17, 1989

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Governor's assistant stresses community involvement

by Paul Powers
staff reporter

"Is youth wasted on the young? Not if the collegiate years are used to prepare for future success."

Scarlett O'Hara would put things off until tomorrow, but students cannot afford to procrastinate. This was the advice Betty Haynes gave during chapel on Friday, March 10.

Haynes is a native of Columbia, and in 1981, she was secretary to Ned McWherter, the then-Speaker of the Tennessee House of Representatives. In 1986, she became executive assistant to McWherter. Presently, she holds the cabinet position of executive assistant to Gov. McWherter.

Haynes spoke about two of the 11 specific aims listed in the college catalog that Freed-Hardeman has established for its students: responsible citizenship and preparation for advanced study and careers.

She said students should take at least one course in political science or government to prepare for responsible citizenship. According to Haynes, these courses teach us the basis of our government, enabling us to take part in politics. She said they teach us the duties of the people our votes place in office, and they teach us how laws are made. Quoting Gov. McWherter: "Making laws is like making sausage. It's a mess!"



Betty Haynes talks with a student after chapel. Photo by Trey Vaughn.

Haynes added that we should know government if we want to be community leaders. Everyone does not have to become a full-time politician, but everyone "should consider politics as a part-time involvement to the community."

Haynes said the second part of the college motto, "How to make a living," stresses the aim to prepare for future success. She said the real world is where we are going, and it requires us to be skilled and knowledgeable. The biggest hurdle we will face after college is making the best possible first impression on potential employers, Haynes said.

Five fundamentals in making good impressions during interviews, said Haynes, are to dress appropriately for the interview, arrive on time, prepare for the interview, plan your responses and enthusiastically ask questions about the company. Haynes said to set high goals for success, but be sure to put in steps to reach those goals.

Haynes encouraged students to use their time in college wisely. She stressed that students should learn to be an asset to their communities, whether through politics or other avenues, and while in college, learn to be competitive in the job market.

Mauck explains Sears' new marketing approach

by Paige Kittrell
staff reporter

Recently, Sears, Roebuck and Company has changed their marketing strategy. The company has also just sold the Sears Tower in Chicago. On Thursday, March 9, the store manager of the Jackson Sears store, Ken Mauck, spoke to the Society for the Advancement of Management (SAM) about these changes.

Mauck said that Sears is much more than just a chain of retail stores. Sears is made up of Allstate Insurance, Coldwell Banker Real Estate, Dean Witter Brokerage firms and the merchandising and retail stores.

He said that Sears' philosophy about retail has changed many times in its 103 year history but that the idea of "satisfaction guaranteed" had always been at the core of the corporation's philosophy. He said that Sears had always tried to give customers a

quality product and was not worried about prices.

The theory worked very well in the '70s, but retail in the '80s changed. Stores such as Wal Mart started to take up more and more of Sears' market share. The market share for Sears has dropped 1.61 percentage points nationwide and three percentage points in Jackson.

Mauck said despite the loss of market shares Sears has experienced moderate growth and has been able to buy a collection of specialty and hardware stores. However, the moderate growth was not good enough to meet general expenses. He said that in 1988, corporate raiders (people who buy and sell companies for quick profit) began to look at Sears as profit potential.

Mauck said that the Sears Tower was sold because of the "astronomical costs of running the building," and to try and divert a takeover. The building is a major and attainable as-

set of Sears. He said that the Sears Tower would have been a good starting point for corporate raiders. When a significant amount of Sears stock was beginning to be bought, Sears sold the tower to keep it from being seized by corporate raiders as an asset of Sears.

The selling of the Sears Tower was only one part of the reorganization of the corporation. Sears announced at the beginning of March that the stores would try to compete with Wal Mart and other stores by also offering everyday low prices. However, not all prices would be reduced.

"Some of the higher quality items like Craftsman tools will stay the same price, but we will run sales," Mauck said.

Sears introduced this new pricing strategy by closing their doors on February 28 and opening them at noon on March 1 with all the prices reduced
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Co-editors' Corner

Spring break for me is a time to finally catch up on rest, quit my life for seven days and catch a few rays of sunlight while lying on a beach. Usually this is the picture-perfect setting where I've spent my spring vacation. This year my break will be quite a bit different. The reason? Fifty-one days until graduation.

This year I plan to spend my break gathering information for a resume, reference lists and cover letters. All of this work to obtain that one goal for which I've striven for four years—a college degree. Many a thought will go into my resume and many memories will be recalled. My position as Co-Editor of The Bell Tower brings back memories of a fun and rewarding journey into the job world. I'd like to say to my Co-Editor thank you for being a great strength and a source of competition for me. The job has been much easier because of her and my other co-workers. Being a member of Sigma Rho Social Club holds many memories such as great Makin' Music leaders and cohorts and of course all the traditions!

I begin to realize that the people who I learned from and who I share the most with cannot be placed on a piece of paper. They are the people I'll remember the most. Teachers like those in the entire Communication Department are rare and full of knowledge. Of course, the only Bobby Bush who teaches students about the realities of the world exists at F-HC. Friends such as Sue Sue and her incredible laugh, Cindy and Becky for their never-ending laughter, Katie for always believing in me and Beverly for watching me "grow up" and having the courage to love me through it. A girl can always find a big brother at Freed-Hardeman—Jamie, thanks.

As you begin your spring holiday be careful. Second, leave your cares and enjoy yourself. Third don't forget what makes each of you special. I hope you get a warm feeling all over that even the sunshine can't give you.

—Mic, Co-Editor



Chapel program is "good like a medicine"

by Dr. Dowell Flatt
contributing writer

It was midterm last week. The pressure had been building. Though the vast majority of the students had done their work well, a small majority had wasted much time for the half semester. Projects had not been on time; some projects that had been turned in were not college-level work. All of a sudden the common cry seemed to be, "Oh, Brother Flatt, what must I do to be saved?"

It surely had come time for a break. As soothing as a Montana mountain stream on a hot August day, it was a joyful time to go to chapel in beautiful Loyd Auditorium. It was Thursday; this equals social club day. Sometimes that day can be less than something you would write home about to tell your mother. On other days, it can be just what the doctor orders. This day turned out to be more of the latter.

The social club was Lambda Delta Phi. They were among the newer clubs on campus. Outside of seeing some of their members wearing their nice matching shirts about campus, I knew little about them. After conducting an excellent devotional, which begins every chapel program, they introduced themselves to me in a good way. Several smiles came across my face as they quickly moved through a well-planned skit of less than 10 minutes.

"Singarama" provides chance of stardom for all

by Jud Davis
guest opinion

On March 2, I was lucky enough to attend David Lipscomb's spring student production, Singarama along with the three 1989 Makin' Music coordinators, producer and house manager.

It was really an exciting experience to be able to watch another musical production other than Makin' Music. Some things were the same, and some were very different. Singarama is done in a completely different format.

At Lipscomb, the theme is picked by a committee and the cast themes are also chosen by the committee. This year the theme was "In Living Color." Each group had the theme of a color—red, yellow, blue or green. The groups have to come up with a story line, songs and choreography. The lyrics of the songs can not be changed, but they have to deal with the show.

I thought of one of my ancestors who had talked about "A merry heart doing good like a medicine." As I walked back across the campus to my office, the following thoughts began to come to mind.

First, time spent in the preparation of a good thing is time well spent. In plain words, the inspired Apostle Paul ordered, "Redeem the time," (Eph. 5:16; Col. 4:5). This expression means to "buy up every opportunity." It means to use your time as though it were your very life, because it is. With over 1200 people sitting in that chapel audience, it was no time for junk.

Secondly, though much good humor was demonstrated, it was not done at the expense of others. No sarcastic jabs were thrown. Even the Dean of Students, Cliff Bennett, was portrayed in a nice way. As I thought of the media and others who simply call U.S. Presidents by "George, Ronnie or Jimmy," it was good to see proper respect being shown.

Even when poking fun is done with a smile, it can hurt very deeply. Let us not make the stupid assumption that

because the other person smiles when we poke fun at him he is enjoying it. His outward smile may be nothing more than a poor way of trying to cover up his inward hurt that has gone all the way to his bones. He may well be trying to laugh to keep from crying.

My late, beloved mother was 4'10". From her teen years almost to her dy-

ing day on Dec. 18, 1984, some teased her about her lack of height. The expression she hated the most was, "How is the weather down there where you are, Shorty?" She would try to smile in public; she wept behind closed doors in private. Many others have had this same experience.

Thirdly, the chapel program was appreciated because no suggestive language was used. As the highly-talented Red Skelton has demonstrated for many years, one does not need the four-letter words most modern-day comics seem to think they have to have. Having been called on many times for after dinner speeches, etc., I used to make a practice of studying very carefully good comedians. Because of the present state of affairs, I refuse to watch the filth so often presented. Though it may tickle the ears of many from Atlantic City to Las Vegas, no tainted expression will ever bring a smile across the face of God.

Finally, the chapel program would not have been an embarrassment with visitors in the audience. Even more important, you could have invited the lowly stranger from Galilee.

In this cynical, sarcastic society of 1989, let each of us continue to work hard in developing and maintaining a good sense of humor. With the world in its present state of affairs, we are surely going to need it. Such will continue to do "good like a medicine."

Just like Makin' Music, there was a lot of excitement in the air before the show. But unlike Makin' Music, people were still painting props and fixing costumes for the show which was to start in 30 minutes. There seemed to be a lot of last minute preparation for the Lipscomb show.

"I would be a nervous wreck if Makin' Music were like this," said Danny Sorrell, our producer.

But putting aside the last minute preparation, the show was really good. "Singarama showcases a tremendous amount of talent," said Anna Eubanks, coordinator of Makin' Music. "A great number of people had a chance to be stars that night."

The main difference between Singarama and Makin' Music is each show is about 25 to 30 minutes long compared to our six minute shows. Their shows combine many fraternities and sororities to make a 300 person show. The groups seem to concentrate more on vocals than on choreography. The harmony was incredible.

Each show had at least two solos, and it seemed that the soloists in the cast shows were better than the hosts and hostesses. Each group had at least four-part harmony and most of the time more. But the problem was the shows dragged on. The story lines in three of the four shows got boring in places, and I got kind of sleepy.

I know I'm not an experienced judge of musicals, but Lipscomb's show did seem to lack a sense of professionalism. Sometimes the hosts and hostesses would not come in on the right cue, and their orchestra could hardly keep in constant tempo. The choreography the hosts and hostesses tried to perform was also lacking. They were stiff and not in sync. These flaws could have been caused by nervousness.

Singarama is different. "I like our format better, but I enjoyed being exposed to a different show," said Eubanks. The show was very entertaining and fit the format perfectly. Not only did the hosts and hostesses get a chance to be the stars, but so did everyone who participated in the show."

The mystical, magical appeal of America's sports car: Corvette

by Gilbert Stevenson
staff reporter

For nearly 40 years it has been called the "American sports car." Introduced in 1953, it grew from a car with a few options, to a luxury sports car with an option list of almost innumerable items.

The car in question is the Chevrolet Corvette. It's now middle-aged, but still the strong and stimulating sports car that it became in 1955 with the introduction of a V-8 engine by Chevrolet.

The Corvette idea was born in 1951 when the General Motors Styling Director's son became interested in foreign sports cars such as Jaguars and MGs. Harley Earl's son said that Chevrolet should produce a sports car to compete with the likes of the foreign sports cars.

In 1953, the Corvette became a reality. It was introduced at a "Motorama." General Motors put on these Motorama shows throughout the '50's. The shows combined educational exhibits with Broadway-style extrava-

ganzas. The shows were free, and they were GM's stage to show new models and a number of styling exercises and dream cars. General Motors used the Motorama as a public relations tool to win friends and to get a new car buyers to consider a GM car.

In order to have the Corvette ready for the 1953 show, and Chevrolet used existing hardware, including an anemic powerplant and a two-speed automatic transmission covering it with a slick, sporty new body.

The Corvette sold well initially. However, it soon became apparent that the 'Vette wasn't the performance car enthusiasts were after. It didn't have enough power, and the automatic transmission was almost an insult to the potential of the Corvette.

To the executive at GM, the Corvette was turning out to be a bad idea. In fact Chevrolet considered dropping the failing sports car from the product line in the 1955 model year. The car was saved by the introduction of Chevrolet's revolutionary new V-8 engine. Installed in the Corvette, the V-8 offered the power sports car buyers of that period were looking for.

The new powerplant, along with a

manual transmission made the Corvette unbeatable by all but the exceptional few. The Corvette could hold its own with the likes of Mercedes, MGs, and even Ferraris. The fact is, by the end of the '50's the Corvette was causing most of the foreign sports car manufacturers to redefine and redesign to keep up.

When Triumph, MG, and Jaguar were offering their customers the choice of having or not having a radio, Chevrolet was offering the Corvette with choice of interiors (vinyl or leather), radio, heater, and a variety of engine options. In fact, the probability of finding two Corvettes identically equipped is practically zero.

The Corvette was not only a powerful street, and road-racing car, properly equipped you could feel perfectly safe with your grandmother behind the wheel. If one was so inclined, the Corvette could be raced in the morning, then spend the evening cruising Main Street.

In the past, and in the present the Corvette is a car that is able to show its taillights to a host of foreign sports cars costing two to five times as much. Hopefully the future will hold more of the same.

The Corvette is more than just a ravenous fire-breathing sports car seeking to stomp less capable cars. It is also more than just a pretty car to be seen in. The Corvette is not just one car; it is many cars to many people.

It is the car that is most likely to be customized, inside, outside, and under the hood. It is also the car that is most likely to be restored to a condition that makes showroom condition pale by comparison. It is a car that some people drive to work every day. Of course, who wouldn't be happy to take the long way home if they could do so in a 'Vette? The 'Vette is also a car that stays in the garage until Saturday night or Sunday afternoon. When these days roll around, it's time to show off a little on Main Street, or maybe take a leisurely, but somewhat fast-paced, drive through the country.

Wherever a 'Vette turns up, you can be sure the lucky person behind the wheel will be smiling. You can also be sure that it will draw its share of curious observers. Let's hope the magic, mystical appeal of the Corvette never dies. Long live the Corvette, the sports car of the '50's, '60's, '70's, and '80's.

F-HC Honors program showcased at South Carolina meeting

by Kurt Kleier
staff reporter

At the Radisson Hotel in Columbia, S.C., on February 18 - 22, 1989, educators from over 30 states and two foreign countries were given the opportunity to learn more about the quality in the Freed-Hardeman College Honors Program at a national conference called "The Freshman Year Experience." The conference was hosted by the University of South Carolina at Columbia.

Representing F-HC and presenters at the conference were Dean John G.

Hollingsworth, Director of the Honors Program, junior Chris Cravens, sophomore Kurt Kleier, and freshman Tricia Woods. One of the several goals of the conference was to present information on innovative and successful programs that aid freshmen in a new and unique experience: their first year in college.

F-HC's presentation achieved this goal. The presentation was called, "Introduction to Honors: The Freshman Honors Experience." Although the goals and objectives of the entire honors program were discussed during the presentation, the major focus was given to philosophical assumptions,

admissions criteria, objectives, and activities of the course IDS 195, "Introduction to Honors," which is offered during each fall semester.

The informative presentation consisted of a general description of the course by Hollingsworth, and subsequent presentations by Cravens, Kleier, and Woods on the impact that the course has had on their subsequent college careers.

In addition to the presentation given by the F-HC delegates, 88 concurrent sessions were given by students and educators from all across the nation. Distinguished speakers at the conference included Reginald Wilson,

Director of Minority Concerns on the American Council of Education, who spoke on "Changing Demographics—Preparing Freshmen Students for the Twenty-First Century," and at the opening banquet on Feb. 18, Dr. William Perry, Professor Emeritus of Harvard University, spoke on "Transition into Uncertainty: Progression in Students' Vision of Knowledge."

Concerning the conference as a whole, Woods said, "The conference made me realize how unusual our Honors Program is and how lucky I am to be a part of it. It was an excellent conference."

FOOD FOR THOUGHT

We at Hill Food Service are dedicated to offering our customers, the students at Freed-Hardeman College, the best dining service possible. In order to do this, we realize the need to be professional, flexible to your needs, and innovative. We strive for these goals in a number of ways. 1) We maintain a close relationship to the students; 2) We attend local and regional food shows to keep abreast of new products and equipment; and 3) We subscribe to trade journals and are members of trade organizations to learn from our peers.

Ron Inlow, the president of one of these organizations, said these things about food service: "... those of us in Dining Services are being asked to serve our changing customer well but efficiently; creatively, but traditionally; professionally but dynamically. ... we can no longer think of ourselves as food service people only. We have to think of ourselves as standard setters, team players, educators, businessmen and women, administrators, counselors, politicians, and professionals."

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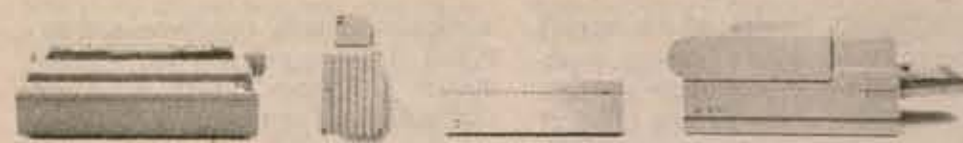
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COMMA speaker describes public relations as an art

by Suzanne Austin
staff reporter

Every once in a while one gets lucky and is at the right place at just the right time. That was certainly the case when COMMA members were treated to a delightful and informative public relations program by Mrs. Peggy Huffman.

Huffman has worked with Tennessee Valley Authority as Assistant Western District Administration Director. She worked at the Jackson Clinic in a marketing capacity before leaving to free lance as a public relations consultant.

"Being from the old public relations school, there wasn't a descriptive type of communication discipline," she said. Public relations, communications, and marketing were interchanged. Now there is the human resource manager who is the old personnel manager; the public relations consultant is the on-line person who handles public relations for marketing.

Huffman said when she began working there wasn't a specialized major in the field; you learned by trial and error. "When I got an 'F' it meant fired, not an 'F' that meant I had to take the course over," she said.

Back in the 1950's when Huffman started out, very few campuses offered a curriculum geared to public relations. Primarily the public relations, communications, and marketing majors came out of the journalism field. The newspapers would train them, and then public relations would steal them away.

Journalism taught so many things that were needed and required to function in the public relations field. Today there are many who still feel journalism majors make the best P/R practitioners. Many of today's young people can not spell. In public relations you have various written materials like press releases and brochures going out. If you can't spell and you can't put the language together, management does not need you for their staff. Please don't assume you can spell; by all means keep a dictionary by your side.

Huffman said: "When you are interviewed for a P.R. job, I promise you that you will be asked to write a news release, a brochure or something that will show your talents and will show if you can write and spell. Don't blame that senior marketing manager; they don't have time to teach you how to write and spell. You should come to the job prepared and trained in these disciplines. Without adequate preparation sometimes you may get unfair treatment. There may be times when you will lose the job to the journalism major."

Huffman shared this story: "Once upon a time there was a little girl who always said thank you at birthday parties; she called her aunt, Aunt Helen, and her uncle, Uncle Jim; and she gave away free cookies when she opened her lemonade stand. When this little girl grew up, she went into public relations. She then learned that what she had always been doing was an art; it is defined as the Engineering of Consent. This is public relations."

Engineering of Consent is the title of a book written by Edward L. Ber-

nays, the father of public relations. This book states that an industry or a business only exists at the consent of the public; there is no industry if there is no business. The business is there only to the degree the public agrees for it to be there. Good business is built primarily on public opinion, good will, and good image; these are the essentials of public relations.

In today's complex economic and social climate, an organization must be favorably perceived by its various publics in order to survive. Occasionally a problem gets out of control. A classic example in the history of public relations is the Tylenol tragedy. With good public relations a negative situation can be turned around. Public relations should use every means it can to be honest and to communicate openly to its public. Honesty is the key to a good public image. A case that is studied to present the results of a negative response is Firestone's reluctant recall of their 500 radial tires. The company has never fully regained the public image and trust they once had.

Huffman said, "Professional public relation consultants, both internal and external, don't create public relations—the relations are always there; you are always relating with the customers. You manage public relations; it is a function of management."

In all cases, however, public relations provides the essential management tools that no organization can get internally. I need to be able to tell my boss if you do this, then this is how your public is going to react. Public relations is ultimately responsible to the company. Consultants are

paid to give external perception.

These perceptions are based on demographics—information about age, sex, level of education, geographic location, occupation and such. Psychographics tells what goes on inside an audience's head—how it thinks and feels, what are its attitudes, what is its value system.

Because public opinion is not easily or quickly influenced, public relations counsel is most effective as a continuing project. It is holding your fingers to the pulse of an organization and knowing before that heartbeat slows down what to do. Good public relations is having a crisis plan that can be implemented immediately. The health and survival of a company 10 to 20 years down the road can depend at any given time on the policy and value judgments made today. Preventative measures and precautions can sometimes deter a negative image or negative opinion from ever developing.

Huffman said she did not know of any other profession that demands the apprenticeship that marketing, public relations, and communications requires. She said, "When you graduate with any one of these degrees you have only learned the rules of the game. It then behooves you to get out there and learn to play the game."

She advised students if necessary take a clerical position if that position exposes you to the real professionals. You can learn so much from experienced people just by listening to their conversations. Grab all the opportunities you can; be aware to the advantages of stepping stones.

Narrative art featured in student center gallery

by Jud Davis
staff reporter

Have you taken a gander at the works of art in the Burks Center art gallery lately?

All of these works of art are narrative works which means they communicate association instead of connotation. The images within the art work trigger scenarios or ideas from the mind which provide a meaning for the painting. Form and style are an important part of these works, but not the most important.

"Narrative art emphasizes literal content—the communication of stories, events and ideas," said *Fact/Fiction/Fantasy*, a recent production of Ewing Gallery of Art and Architecture.

Narrative art usually deals with politics or religion. Randy Toy's works were created for one's enjoyment. While they communicate a serious subject they have a touch of humor

and satire.

"Being able to see humor in serious issues is a gift and has provided me with countless ideas for my paintings," said Toy. "My work has provided me with a way to voice my protests and to have fun doing it."

David Helton's work communicates the problems of everyday life and domestic tensions. "Helton's works are excellent examples of work exhibiting imaginative, conceptual investigations that are realized in a meticulously facile form," said Terry Thacker, Assistant Professor of Art.

Lou Homer takes domestic objects in an aggressive way, not with violence but with passion. Notice the off-set balance of the chair and the painting on the saw. She is punning folk art with the addition of passion.

The art show will remain in the student center through Spring Break.



PRE-REGISTRATION DATES

APRIL 10-14...MEET WITH
YOUR ADVISER

APRIL 17-21...PRE-
REGISTRATION

John Hollingsworth is coordinating advising and pre-registration.

Wisconsin lectureship to emphasize leadership, provide opportunities

by Paul Powers
staff reporter

"Leadership" will be the theme for the Second Annual Central Wisconsin Lectureship held March 19 - 24. The lectureship is sponsored by the Marshfield, Wisconsin, Church of Christ and Freed-Hardeman College.

Jeffrey Dillinger, a senior Bible major at F-HC, has worked with the church during the last two summers and has been responsible for organizing the lectureships. He will be the minister for the Marshfield congrega-

tion after graduation in May.

Dillinger said, "The purpose of this year's lectureship is to strengthen the state of Wisconsin in the area of leadership."

Eleven students from Freed-Hardeman will be going to Wisconsin to help in this mission effort: Seniors Jeffrey Dillinger, Tamy Grogan, Don Milam, Randy Neal, and Don Smith; Juniors David Kenney, Kim Lingren, and "Chuckie" Pendergrass; Sophomores Kerri Coulter and Annette Strunk; and Freshmen Beth Latham.

Dillinger said the students are go-

ing so they can teach the upcoming generation about leadership, preventing them from falling in the areas where we have failed.

The goals of the lectureship are to get as many congregations as possible to attend. Dillinger said there are 40 congregations in the state of Wisconsin, so the lectureship is a definite missions effort. He also hopes the lectureship will strengthen the congregation at Marshfield, and F-HC students, in aspects of leadership.

Keynote speakers for the lectureship are Jim Dillinger, Jeffrey's father,

who is the minister of the Green Valley Church of Christ in Noblesville, Ind.; Leroy Durley, the minister of the 35th and Cherry Church of Christ in Milwaukee; Mark Hackett, the minister of the Church of Christ in Lemesa, Texas; and Don Taylor, Associate Professor of Languages and Literature at F-HC.

The lectureship sessions will be conducted from 6:30 until 9:00 each evening. The members of the Marshfield congregation hope the lectureship will instruct those attending about their responsibilities to God and build a desire to lead in the hearts of everyone.

Undergraduates present sociology papers at Lambuth symposium

by Suzanne Austin
staff reporter

Two students from Freed-Hardeman College were selected to present papers at the Lambuth College Undergraduate Sociological Symposium March 2 - 3.

Kris Jones, a sophomore Biblical languages major from Tusculumbia, Ala., and David Reeves, a freshmen accounting major from Bucyrus, Ohio, participated in the Thirteenth Annual West Tennessee Undergraduate Sociological Symposium. This event was hosted by the Department of Sociology at Lambuth College. The meeting featured undergraduate papers in sociology and related social science are-

as. Undergraduate students at all levels were encouraged to participate.

Al Price, Assistant Professor of the F-HC Sociology Department, said, "The symposium is an opportunity for undergraduates to present their research in some area of sociology in a professional setting."

Since F-HC does not offer a major in sociology, he asks for papers that qualify in social work, psychology, and Bible. Price said some students from his general sociology course submit papers for the symposium.

The papers submitted by Jones and Reeves came out of the Honors Program. Honors Director John Hollingsworth had papers that had been presented by his students in the fall semester. These papers qualified because they could be adapted and in-

corporated to fit a sociological concept.

Jones read two papers: "The Influence of Henry David Thoreau on Selected Social Movements of the Twentieth Century," and "Marital Rape." Reeves presented his paper titled, "Effects of the Vietnam War on Returning American Veterans."

Price said a professional conference in any field is an opportunity for students to meet other students with a similar interest. In these sessions, the students present their research; there is a chairperson who moderates; the presentation is followed by a question-and-answer session. The audience consists of sociology faculty in regional colleges and universities, plus students in sociology.

Participants for the symposium in-

cluded representatives from Western Kentucky, Southern Illinois, the University of Tennessee at Martin, Middle Tennessee University, Lane, Union, Lambuth, and Freed-Hardeman.

An abstract is submitted to Dr. Roger Bates, Chairman of the Division of Social Sciences at Lambuth College, who then selects one to be presented. Price asked that Jones be given the opportunity to present his second paper on rape if time allowed, and that request was honored.

Price said, "I would like to encourage other students who have written excellent papers on some sociological topic to come by and talk with me on the possibility of their participation in the conference next year."

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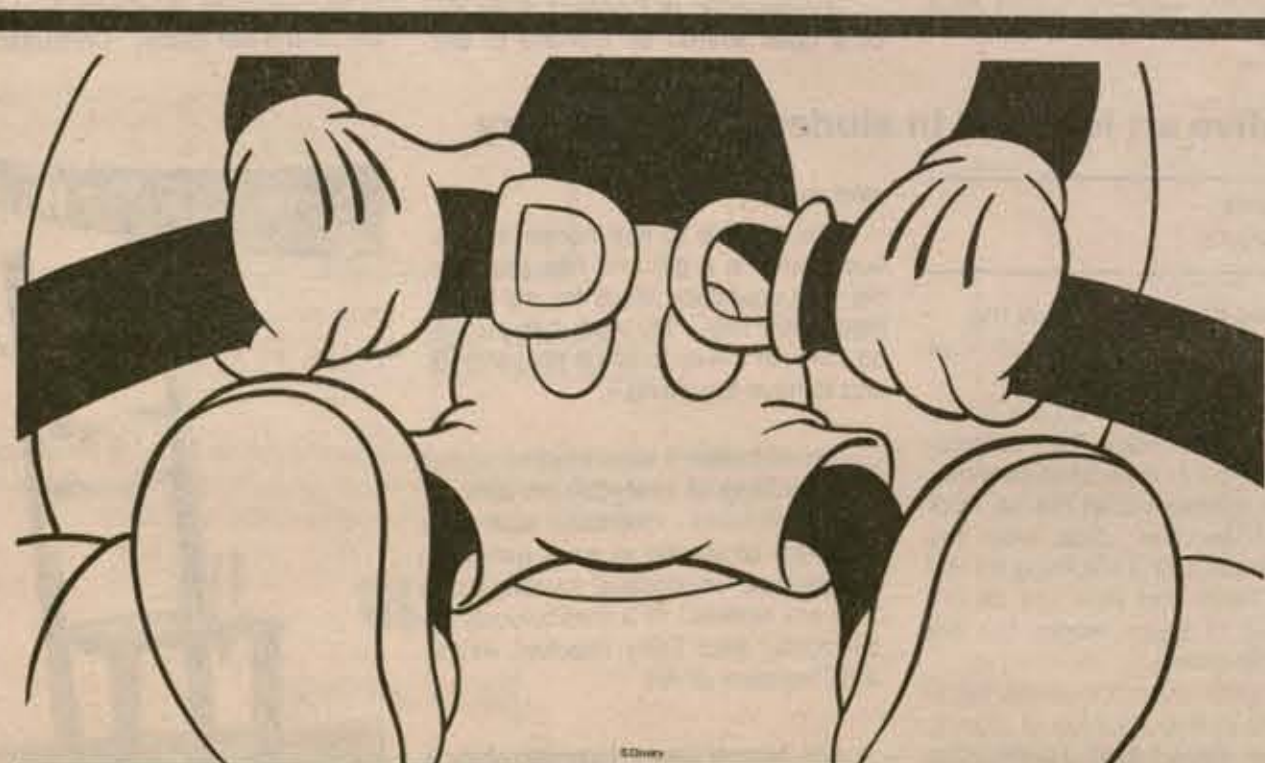
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from 10 to 40 percent. Mauck said the success of the sale was "extremely satisfying with a 50 percent increase in sales within five days." He added that the Jackson store ranked second highest in the nation in sales.

He said that advertising for the promotional price reduction cost \$30 million. He said that the free advertising the press gave Sears was worth almost that much. Mauck said the prices would continue to improve. Sears is committed to this new lower pricing strategy for five years. In order for it to be considered successful, "Sears would have to see double digit increases and one-half of one percent increases in the market share," Mauck said.

Mauck summed up the reasons for the changes in Sears by saying, "There are three things in life to be certain of: that's death, taxes and change."

He said that Sears will keep their philosophy of guaranteed customer satisfaction and selling quality merchandise, but the change will be in the bargain pricing.



Buckle Up For Spring Break '89

Spring production presents cynical view of socialism

by Gilbert Stevenson
staff reporter

Dealing with social issues is something that usually would not be expected of a theatre production. After all, the purpose of theatre is entertainment, right?

The spring theatre production of George Orwell's "Animal Farm" was both entertaining and informative. It dealt with some of the social issues that are faced in modern society.

In the days when Orwell wrote "Animal Farm" the relevant problems of the day were related to socialism gone awry. In the recent production, if one

was observant, the problem of socialism was still one of the thrusts of the play. Another issue was the changing of the rules in the middle of the game.

At the beginning of the play, the animals took over the farm to escape human oppression. They planned to work together for the common good.

That plan went astray when a group of the more "intelligent" animals in this case the pigs, took it upon themselves to keep the others safe from the humans, and supervise the running of the farm.

This was all well and good in the beginning. However, the pigs eventually expelled from their number those pigs that were for the ideal of the com-

mon good. They then re-wrote the seven animal "commandments" one by one to suit their own ends.

By the end of the play the pigs had become the very thing they had overthrown in hopes of attaining the ideal animal society.

The production spoke out against current social concerns

The message of the play was quite simple. Orwell was warning of the danger of becoming like the person, thing, or organization you despise.

In addition, Orwell was speaking out against the social evils of the world as it was in his day. The current production spoke out against current social concerns.

This production was well thought out. Most theatre-goers may have been thrown off by the "readers theatre" format of the play. Most people would expect the players to sit and read their parts which sounds pretty boring on the face of it. However, "Animal Farm" was anything but boring.

This may sound passe, but if you missed it you missed a treat.

Tibbals donates largest gift in F-HC history

Freed-Hardeman College has received a gift in excess of \$2 million, the largest gift in the history of the college. This major gift has been reported by Howard C. Tibbals, executive vice president of Tibbals Flooring Company of Oneida, in memory of his father, Charles E. Tibbals and in honor of his mother, Mrs. Lillian Davidson Tibbals of Oneida.

In the announcement, Tibbals asked that the gift be placed in the endowment "to better the college by developing and improving top-flight programs." He also wanted a portion of it to be used to attract outstanding students.

In carrying out Tibbals' wishes to develop a program for the strengthening of the college, President E. Claude Gardner and Mr. Tibbals have developed a plan titled, "The Circle of Excellence in Christian Education." The cir-

cle has three components promoting excellence in the Division of Business, scholarships, and learning resources.

One component for this circle is the establishment of the Charles E. Tibbals Chair of Business. High technology equipment will be purchased for the Division of Business. Also, funds will be designated for the newly-formed Free Enterprise Chair.

Secondly, scholarships will be awarded for majors in business and Bible to be known as Tibbals scholars.

Talented students who have a 26 ACT score or 3.5 GPA will be considered. In addition, scholarships will be awarded to students pursuing graduate programs in education and ministry.

The third component will be to provide funds for learning resources, equipment, and computers.

The late Charles E. Tibbals was the founder of the Tibbals Flooring Com-

pany and was chairman of the board at the time of his death. He was educated as an engineer at Ohio State University. For the past 12 years he was a member of the F-HC Board of Trustees.

President Gardner states, "Mr. Charles E. Tibbals was a valuable member of our board of trustees as a benefactor and wise counselor. He was the epitome of the free enterprise system as founder of a successful business."

"As a church leader he was known for his dedication and liberality. Mrs.

Lillian Davidson Tibbals was ever-supportive of her husband in his achievements. She exemplifies the Christian graces of love, loyalty, humility, integrity, and honor. We are thankful to Howard C. Tibbals and we pledge to use this most generous gift to make an impact for excellence in our work in Christian education."

In addition to Howard C. Tibbals' business interests he has displayed his miniature circus in several cities including the World's Fair at Knoxville. At this time this unique circus is set up at Circus World, Wisconsin.

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Sandlin's chapel speech stresses service

by Stuart Hames
staff reporter

Freed-Hardeman students who attended chapel on Wednesday, March 1, were treated to a somewhat unique speaker.

Willie Sandlin, a 1983 graduate of F-HC and campus minister, spoke in chapel Wednesday and at a special campus-wide devotional March 2. Sandlin's appearance was part of Spiritual Emphasis Day program sponsored by SGA. Russ Countess, SGA chaplain and a representative from Paul Gray Hall, coordinated the event.

According to Countess, he came in contact with Sandlin at a Youth in Action retreat a few years ago. He said he was very impressed with Sandlin's speaking style at the retreat, which is sponsored annually by the Southwest Church of Christ in Jonesboro.

Sandlin's chapel message centered on the concept that we were put on the earth to serve others.

"We were called primarily to serve, not to have perfect attendance records...or to memorize several verses of scripture," Sandlin said.

Sandlin was perceived as "Enthusiastic" and "very sincere"

Countess said that generally everyone enjoyed the messages Sandlin presented over the course of his visit. Some adjectives that were used to describe Sandlin were "real-life," "enthusiastic," and "very sincere."

Sandlin is scheduled to speak here at the Life '89 program.

Randall Scott Keaton

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F-HC tennis teams strive to best '88-'89 season

by Kelly Lancaster
sports reporter

The 1988 Lady Lions' tennis season will be a hard act to follow, but Coach Charles Smith is very impressed with the squad for the 1989 season.

Coach Smith said, "Last year the team won some big matches early in the season and things just fell into place."

The team finished sixth in the nation.

This year's squad returns three All-Americans plus All-Conference and All-District player Mary Ann Guinn. First team All-Americans Fabiana Cuggionni and Johanna Mitterhammer and Honorable Mentioned All-American Muge Onat return from last year's 30-1 season and will play the

top three positions. Mitterhammer and Cuggionni were All-American in doubles last year as well.

New recruits Andreina Yanes and Marcelle Marion will join Guinn to fill the four, five and six positions.

Coach Smith expects the conference to be much tougher this year with many of the squads to be much improved. He expects Union, Lambuth, Blue Mountain and David Lipscomb to be the Lady Lion's tougher opponents.

At present the Lady Lions are ranked seventh in the NAIA pre-season poll with Onat, Mitterhammer, and Cuggionni ranked in the top 50 players. Coach Smith said the success of the 1989 Lady Lions will depend on the performance of the new recruits and how well they mold together as a team.

Coach Charlie Smith will begin his

first year as the Lions head tennis coach this year. He has been the Lady Lions head coach for the last four years and will take over both programs this year. One of the first moves that Smith made was to entice Sergio Castello, the former Lion NAIA All-American, to return and assist him.

"He has been a great asset to our program, has really worked the players hard and should be of great help to us in match play," Smith said of Castello.

The 1988 squad finished fourth in the TCAC and in the NAIA District 24. This year's squad was ranked number 20 in the pre-season ranking this fall but did not return its number one and two players. The Lions are returning Gary Peters, Juhu Padmanabham, and Kenny Lovett who will be joined by new recruits Roberto Castillo, Prasanna Kumar, Craig Hill, and Emmanuel John.

Smith is very optimistic about the squad and likes their work habits. The line-up is not settled yet, but there will be a great deal of competition where each player will play. The squad is balanced but does not qualify for ranking yet. They must earn the ranking as the season progresses and expect to upset some teams if everyone stays healthy.

These papers should reflect an objective, scientific approach using theoretical framework that is sociological. In the selection of topics to be submitted and presented to the Honors Program students might keep the sociological objective in mind. The research could then be used in two ways: it could be presented to the Honors Program and also possibly to the Sociological Symposium held in March each year. The opportunity provides good experience as well as a wonderful reference on a resume.

Kirk predicts winning season

by Kelly Lancaster
Sports Info. Dir.

The Lions Baseball Team will be relying heavily on some strong leadership from a good crew of returning players. The Lions will be returning four players that hit over .300 last year, including the leading hitter for the last two seasons, Tabb Loveless.

The Lions will also be returning their two best pitchers from a year ago, one of which was a top pitcher in the conference last season, Stacy Horton. These returning players should form a firm foundation to build a team around.

The Lions have strengthened their base by recruiting transfers and freshmen to fill the gaps last season in defense and pitching. The Lions defense will be strengthened with the additions of transfers Andy Katayama, a shortstop from Colorado; Todd Holden from Florence, Ala.; Mack Ben-

son from Huntsville, Ala.; and Michael Bowman from Florida. The defense will also be strengthened by the addition of a couple of talented freshmen, Joey Adams, an all-state third baseman from Orlando, Fla., and Brad Walton, an outfielder from Obion. These new additions will provide a more solid defense for some promising pitching recruits.

Pitching should become solid with the additions of Transfer Tim Tate from Alabama, Freshman Sammy Benson from Alabama, Transfer Ricky Gray from Georgia, and Freshman Rodney Parnell from Tennessee.

The addition of some good solid recruits to a good solid foundation of returning players makes the prospects for the 1988-1989 season promising. The Lions should be a very exciting baseball team this season.

The team is 3 - 5 after sweeping Rust College and losing some close games to tough conference opponents.

Final Top 10 Poll of the Year

- | | |
|-------------------|--------------|
| 1. Arizona | 6. Missouri |
| 2. Georgetown | 7. Syracuse |
| 3. Illinois | 8. Indiana |
| 4. Oklahoma | 9. Duke |
| 5. North Carolina | 10. Michigan |

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