

Wednesday, December 11, 1963

## Hush! It's A Secret

Panhellenic finally did something. They came up with a plan that would make the organization more of a working group, that could really make it a benefit to the sororities.

But hush, don't tell anybody about it. Everything that was discussed about it was completely "off the record." It seems the exec council is afraid that there will be some adverse criticism because the plan it presented was not completely mapped out and formulated but rather offered many alternatives. They seem to be afraid that if any rumor gets out about it, their chances of passing it will be lessened.

This writer feels the plan is a good one, that it will serve to make the Panhellenic group a working organization, that is of benefit not only to the sororities but to the whole campus. Hats off to President Susie Walburn and her crew. Let's hope now that they will follow through with a good sound foundation on which to base their organization.

However, as representatives of other sorority members they have no right to keep this thing a big dark secret. The women they represent have a right to know what is going on in those little chit-chats they have every Monday afternoon.

One of the leaders said that it would put Panhellenic in a bad light if the information got out before it was completely crystallized and would look like the Panhellenic Council members didn't know what was going on. Did it ever occur to them that maybe the persons they represent will appreciate the fact that they are taking time to look into all aspects of the situation rather than rushing into something?

Also did it ever occur to them that maybe, just maybe, one of the other sorority members may have an idea that could make their plan even more effective.

SUSAN SMITHBERGER

FOR ADULTS ONLY—

## Switch To Gum

By Arnie Garson

I think they did us all a favor. I don't think they intended for it to work out that way. But thanks to Dr. E. Cayler Hammond of the American Cancer Society, the decision of cigarette manufacturers not to advertise in college newspapers may be the biggest service they could have done for American youth.

Last week, Dr. Hammond, speaking to the American Medical Association in Portland, Ore., revealed the results of a long range study of cigarette smokers. Almost 37,000 male smokers in 25 states were matched by 17 different characteristics to 36,795 male nonsmokers. All were over age 30. Matched characteristics included race, height, age, exercise, sleeping habits, nervousness, marital status and alcohol consumption. During the 35 month period of the study, more than twice as many of the smokers (1,385) than nonsmokers (662) died.

Although members of the AMA refused to yet draw any definite conclusions they did decide to establish their own research program to see if a link exists between cigarette smoking and cancer and heart disease. Dr. Hammond, on the other hand, said, "It is hard to ESCAPE the conclusion that this difference in number of deaths was due to the difference in smoking habits!"

In recent years, one fourth of the revenue from national advertising received by the Daily Nebraskan was from cigarette manufacturers. This summer, hidden under the guise of a new approach to advertising, the cigarette men agreed to discontinue advertising in the college press. Accompanying this decree was an agreement to remove from future advertisements, references to youth, vigor and other attributes associated with the younger generation.

Their aim, they said, was to appeal to the established smoker. A large cash savings to the manufacturers (in the neighborhood of \$5,000 at Nebraska alone) resulted. Also, such absurd resultant campaigns such as "Luckies separate the men from the boys, but not

from the girls" were almost itself enough to make me stop smoking Luckies.

Yes, I know, there is still no conclusive proof that lung cancer or any other specific disease is caused by smoking, but the fact remains that twice as many smokers DIED as the identically matched nonsmokers.

The specific cause of disease is not important to me. I have long respected the facts of science. There seems to be absolutely no other conclusion to draw from Dr. Hammond's report. Each smoking participant in the study was matched as closely as possible with a nonsmoker. Dr. Hammond was the first to link cigarette smoking and lung cancer in the early 1950's. But now for the first time, he has eliminated the "third factor" argument.

Those who have defended smoking (this author included) have cited, willingly the statistics linking cancer and smoking. But also, we have argued that both could be caused by a "third factor" such as heredity, diet or nervousness. These arguments are no longer valid. I can't deny scientific proof; I challenge anyone to do so.

Again, maybe the cigarette advertisers have saved measurable amounts of money with their "adults only policy." Also, it is probable that until now they haven't lost a measurable amount of college smokers. But at least now, the possibility exists that the "thinking man" — college students included, will switch from Viceroy's to Wrigley's Spearmint.

As ad campaigns stand now, Luckies' Dr. Frog and crazy questions are no more. Also, Salems can refresh your taste if you're over 40 and 21 great tobaccos (Chesterfields) make 20 wonderful smokes for mom and dad. A cigarette (L&M) no longer means a lot when you're studying at 4 a.m. and the Pall Mall girl watchers' guide will probably soon feature an office secretary series rather than the campus types.

But I think they just may have done us a favor. Yes, I've quit smoking cigarettes!



THAT CONSERVED LYNDON SHOWED UP WITH A WRIT OF HABEAS CORPUS.

## College Problem Is Not Sex, Booze; The Difficulty Is Student Selfishness

By Collegiate Press Service

There is a crisis in the morality of the college generation today; but it is a crisis far different from the "sex-booze-parties" attack to which college students are always subject. The immorality of our generation is selfishness.

Our society has spawned the new breed of youngsters—the Taker. He is everywhere on campus, and his total devotion to himself extends to his "friends," his social life, his studies, and pervades his whole outlook. The world is his oyster and no one else's; it is simply discourteous to ask him to exert some effort and pry it open—he wants you to do it for him.

He can be seen all over campus. In the dorms he enters your room when he feels like it, interrupts you if it suits him, indignantly demands his own privacy.

He borrows your notes for class and returns them

### About Letters

The Daily Nebraskan invites readers to use it for expressions of opinion on current topics regardless of viewpoint. Letters must be signed, contain a verifiable address, and be free of libelous material. Pen names may be included and will be released upon written request.

Brevity and intelligibility increase the chance of publication. Lengthy letters may be edited or omitted. Absolutely none will be returned.



when he feels like it. He expects your favors as his right; he looks on your requests with the contempt they obviously deserve for asking him to give of himself.

He dates people who he can show off, and catalogues his amorous exploits (real or feigned) to anyone who will listen to them, because they increase his stature. The other person's feelings in the matter are irrelevant, because they do not deal with his own self-glorification.

His courses are to be avoided, not taken. His task is to get away with as much as possible, and still maintain a respectable grade. He looks upon any deadline as a challenge to skip; the professor's approach to subjects is to be ignored if it conflicts with his own interests.

Obligation is a word unknown to the Taker; because it means he may be bound to do something he may not feel like doing at the moment. Responsibility is a word meaning blame; and the taker always makes sure he's never blamed for anything.

His friends are contacts, or sources of advantage.

AT STEVEN'S 10% Discount To All Students

On Any Merchandise In The Store

- Watches
- Diamonds
- Watch Bands
- Transistors
- Record Players
- Cameras
- Portable TV
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- Tape Recorders
- Typewriters

YOUR CREDIT IS GOOD!

No Money Down—Take Any Purchase With You

STEVEN CREDIT JEWELERS

Open Every Night Until Christmas

## CAMPUS OPINION

### Open Campus

Dear Editor: It is obviously impossible for the administration to outwardly and publicly admit that they sanctioned the "open campus." The administration was faced with the possibility of student accidents, and property damage, or allowing an appropriate celebration which insured the safety of the majority of the students.

Apparently Mr. Moore feels that the administration does not possess the intellectual ability to pass restrictive judgment on the student body; however, in contrast to his immature observation the administration did impose restrictions on the students by refusing to let the students become subject to disastrous physical and proprietorial destruction. Therefore considering that Mr. Moore is representing an apparently biased student body which is composed of nonconformers, we personally challenge

Mr. Moore to discuss the issue with a team composed of people who actually do strive to represent the opinion of the majority of the student body.

Ron Muhleisen  
Gary Edgar  
Chas. Flansburg  
Dean Conlay

EDITOR'S NOTE: Jim Moore is a columnist for the Daily Nebraskan and is expressing his own opinion concerning campus activities. His opinions are not necessarily those of the Daily Nebraskan.

### The Sceptic

Dear Editor: Why is the group which broadcasts from the Student Union on Wednesdays called the Sceptic's Corner? It ought to be called something like the "Back to Religion Half Hour." After attending one of its sessions and listening to several of its broadcasts, the program seems to me to be mainly a vehicle for the moderator's ideas. When a rarely heard critical question is raised, it is quickly buried.

Read Nebraskan Want Ads

### NEBRASKA UNION

Presents

## Louis Armstrong

Dec. 12, 1963  
Concerts 7 p.m. & 9 p.m.



Louis Armstrong

General Admission \$1.50  
Reserved \$1.75

Tickets May Be Purchased in Nebraska Union

SHOP THURSDAY & FRIDAY  
10 a.m. to 9 p.m.



BATHING BEAUTIES FOR THE ORANGE BOWL

Join the mass migration to sunny Florida... but don't forget your new suit for splashing in the surf. See our collection of new styles by famous names. Sketched... "La Seine" by Rose Marie Reid in white "flash net" over knit, 27.95.

SPORTSWEAR—STREET FLOOR

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