

Senators Program

Moving . . .

The first contingent of senators to visit the campus under the Student Council Senators Program will arrive Monday night for dinner at several fraternity houses.

We had frankly been disappointed that the Senators Program had not managed to get off the ground before this rather late date.

Kenagy, working in close alliance with the University Public Relations department, was trying to learn something about the temperaments, backgrounds and experience with the University held by the individual senators.

Everything is apparently resolved, now, however, and the program will move into full swing Monday, as several senators eat at the houses.

Everything resolved EXCEPT someone to coordinate the program in the residence halls.

In spite of the late start, the program, as Kenagy outlined it to us yesterday, seems to have a few improvements added to it.

FRANK PARTSCH

CAMPUS OPINION

Rome Not Built In A Day

Dear editor, Mr. Ray A. Sheppard's column of March 10 advocated that a larger and more effective racial demonstration was needed Monday night.

adjustment — for the Negro as well as the Southerner, the Northerner, and the rest of the midwestern bigots?

Another reason — demonstrations are fine, and what kind of an America would we have if we could not express ourselves in this manner, but, how would a massive midwestern demonstration affect the foreign image of our country, as well as the content of Communist propaganda?

Another thing, Mr. Sheppard, the Midwest is noted for its role as a stabilizing influence on the rest of the country.

As for the students who were studying or attending the University of Nebraska basketball game, I don't feel they should be criticized for their actions.

Curt Bromm

Mating Ground?

Dear editor, The letter that appeared in the Daily Nebraskan concerning coed housing expresses my feelings exactly! Why should we be evicted from our "homes" because a few people say so?

able of making up my own mind. I believe in socializing, but when it comes to moving some guys out to the "boonies" so others will be socially set, it's getting pretty bad!

Let's put the issue to a vote!

Scott Westphal

More From Selleck

Dear editor, I read with interest the article on coed housing which appeared in Monday's Daily Nebraskan.

would like to say that I heartily agree with Mr. Rambo on the ideas that he expressed in this situation.

Harry Kolman

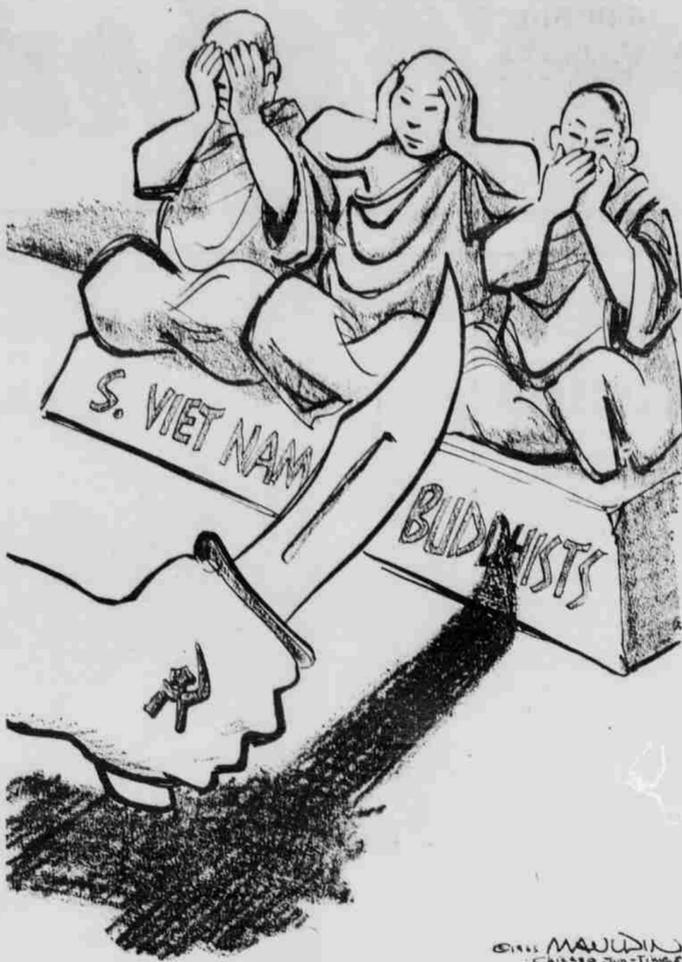
CLOD Sick, Too

Dear editor, We're all sick of letters. It's just that we're sicker about library hours.

parts can be fulfilled without increased library hours.

Hopefully, other more quiet students feel the same way. Whether they do or not, for those of us who want to fulfill our part, please open the doors, open the library, open your minds.

C.L.O.D.



The New Guard

By Bob Weaver

Just before his death, General of the Army Douglas MacArthur advised President Johnson against getting involved in a major land war on the mainland of Asia.

If North Vietnamese or Chinese regulars should enter the conflict, which seems likely, that number would have to be jumped to ten or twelve divisions, involving 200,000 to 1,000,000 American soldiers including Air Force and Navy personnel.

With renewed air strikes being carried on by American fighters and bombers in that small Asian country, this question gains more relevance by the hour.

There is a growing call on the part of a few international pundits and certain military advisers to send ground troops, other than advisers and support personnel, to fight in battalion, brigade and division size units.

The noted military historian General S.L.A. Marshall wrote in the Washington Post last August that, contrary to popular opinion, such operations would be wholly feasible regardless of the jungle terrain and climate.

Last week Hanson W. Baldwin, the military editor for the New York Times,

suggested that victory against the Viet Cong might require three to six American divisions to provide the necessary leadership for South Vietnamese troops.

Regardless of the purported successes of such operations, the United States should not become involved in a major war in Southeast Asia.

There would be no Japan with its large number of American bases close by to provide the necessary support.

American commitments to the rest of the world i.e. Europe, the Mediterranean, and Latin America would be seriously endangered.

Our ability to respond to a military challenge in Berlin or to continue our diplomatic commitment and foreign aid to Latin America through the Alliance for Progress would be in doubt.

success in winning a 'total victory' by this method would be dubious, at best.

Finally, a significant American force of this nature, would, with a high degree of probability bring an end to the Sino-Soviet split.

Such an operation would not receive the approval of the United Nations as Korea did and would bring into serious question our ability to support that organization financially.

The Daily Nebraskan

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PHASE IV

By Blacksheep Our nation is in the midst of a revolution. A revolution that is so widespread it's shaking the established order as no movement has since the battle for American independence.

The people of the United States are becoming aware of their position and responsibility in America. It is a startling concept, one that has and will cause social upheavals and disturbances unknown, even unfathomable, to those who have gone before.

The American people have long held an awareness of their position in the world. We have fostered programs of education, agriculture, industry, culture on every continent. We have spent more dollars and man hours on foreign aid than any nation of the world.

The present Administration

tion has begun a welfare and education program that has never had a counterpart in the history of mankind.

Minority groups have begun equal rights under the law, and are advancing toward their goals. These advances have not been made easily but are causing a 'snowballing' of public opinion that will wipe out racial and social discrimination.

Student rallies and demonstrations, having long been hallmarks of European universities, are no longer unique in America. Students and faculty members joined forces at Berkeley to fight for student political freedoms.

What have you done? We are the University of Nebraska. We shall become the state and nation. We can no longer let Nebraska isolate itself and our University from the mainstream of American life.



Chrysler Forum Salesmen? Don't Sell Them Short

by Virgil E. Boyd Group Vice President-Domestic Automotive Chrysler Corporation

A recent survey by the Wall Street Journal reported that a career in selling was rated far down the list of choices by college students.

It is apparent that salesmanship — one of the vital elements of the difference between our democratic free market ideology and opposing systems — suffers from the misconception that it neither demands nor utilizes the esthetic and intellectual attainments of a higher education.

It is wrongly, and I believe tragically, believed that such a business career will not offer the same degree of self-fulfillment and contribution as other professions.

Selling requires a most complex blend of human understanding, applied psychology, intelligence, imagination, creative genius, self confidence and intestinal fortitude.

It unfolds as an intricate and complicated endeavor embracing the many elements of market research, advertising, retailing, economics and sociology — infinitely more encompassing than the commonly attributed elements of enthusiasm and optimism.

In return for this investment of talent and learning, selling offers a challenging, rewarding pursuit, and an opportunity for a significant contribution to our society.

The really proficient salesman is unquestionably the most valuable member of any business organization. It is axiomatic that business activity revolves around the salesman, and with justification.

The challenge — the responsibility — before today's professional salesman is great. Effective selling brings the added margin of business activity that makes the difference between a static economy and a dynamic, growing economy. It is the salesman who holds the prime responsibility for keeping the country on the move.

Selling Vital

Our civilization has always found its mechanism for economic growth in free enterprise and in a vital competitive system of marketing that responds to the needs of people, allowing them to choose from a great variety of goods and services.

It is a system of economic abundance, but it does much more than give customers what they need and want. It is an ever-widening system that creates the foundation for ever-greater national strength.

It encourages the kind of competition that increases the efficiency of our industries and leads them to develop and market new products and services. These in turn mean new investment opportunities, more jobs, and more purchasing power for the individual.

And the end result is a broad economic base which not only supplies our people with what they need and want, but also enables the government to collect the revenue it needs for strong defense, for aid to underdeveloped countries, for good schools, for scientific research, for highways, and for other federal services that benefit all Americans.

This is the job of every salesman, and it's a job he can take pride and satisfaction in doing well.

Kosmet Klub Workers MEETING Student Union 7 P. M.

JADE EAST advertisement featuring a perfume bottle and a list of products: Cologne, 6 oz., \$4.50; After Shave, 6 oz., \$3.50; Deodorant Stick, \$1.75; Buddha Cologne Gift Package, 12 oz., \$8.50; Spray Cologne, \$3.50; Buddha Soap Gift Set, \$4.00; Cologne, 4 oz., \$3.00; After Shave, 4 oz., \$2.50.

