better winning figures.

1956-58 period.

about seven or eight men for

the opening matches," said



Olympic Games Threatened

Nothing on the sports scene recently has caused more high-level tongue-wagging than a pair of proposed boycotts of the 1968 Summer Olympic Games set for October in Mexico City.

The first by a group of American Negro athletes in protest of the inequality among races in the United States, and the second by several nations, demonstrating against the readmission of South Africa, with its apartheid policy and nearly all-white team, to the Games.

I feel that such political maneuvers have no place in the realm of sports, especially in the Olympics, and, should they succeed, would weaken the Olympic Games, possibly to the point of complete collapse.

Political Maneuvers

The proposed boycotts have been referred to as political maneuvers because, in my opinion, this is exactly

The issues which those who intend to boycott are trying to protest are in little or no way related to athletics.

They are using the Olympics as an amplifier for their grievances, and in doing so, are endangering the very life of a sports institution which has managed to survive and keep its unity through some of the world's greatest political crisis.

Edwards Speaks Out

In an editorial published in a recent Saturday Evening Post (March 9, 1968) Harry Edwards, the sociology professor from San Jose State College, who is the leader of the boycott by American Negro athletes, called those who didn't join the protest traitors.

"We believe that many more will join the boycott in coming months," Edwards said. "And frankly, any Negro athlete who doesn't, is, in my opinion, a cop-out and a traitor to his race."

Edwards, a successful discus-thrower, however, then devotes several paragraphs to his early life and how he used athletics as a means to "escape" the ghetto, and infers that athletics is nearly the only way in which the American Negro can escape.

Why Shut the Door?

If this is true, then why should a Negro athlete be labeled a traitor if he doesn't wish to cut off this link to a brighter world.

It took decades for the American Negro to open even this door toward equality, and right or wrong, the proposed boycott could go a long way toward shutting it again, especially if it succeeds.

Why then, Mr. Edwards, should the American Negro be in such a hurry to slam that door in his own face?

'Equality Never Existed'

Edwards says the motives for the boycott are simple

"For 36 of the 72 years that the modern Olympics have been staged, American Negroes have contributed greatly to U.S. victories. And while they were winning medals. Edwards continues, "they were also being hailed before the world as symbols of American equality - an

"We are putting Washington and the world on notice that they can no longer count on the successors of Jesse Owens, Rafer Johnson and Bob Hayes to join in a funand-games fete propagandized as the epitome of equal rights, so long as we are refused these rights in white society," Edwards says.

'Do It Without Us'

Essentially, what Edwards is saying is, "See if you can do it without us."

Rest assured, the United States will try, and, we believe, it will succeed with or without help from Mr. Edwards' boycotters. But what will happen to the role of the Negro athlete if the U.S. does succeed without them?

I do not wish to pass judgement on whether or not the American Negro athlete has enjoyed complete equal-ity in the past, but will the proposed boycott help or hinder him in his quest for such equality?

Don't Use Athletics

It is not my intent to either condemn or condone the American Civil Rights movement. This is a sports col-

But I do condemn the use of athletics as an outlet for such protests.

Just as this space is reserved for commentary on subjects related to sports, Civil Rights demonstrations have their own proper channels, one of which is not ath-

'33 wrestlers tie

Stillwater - The unprecedented tie in Big Eight wrest-ling last weekend as the Cowboys and Sooners wound up two days of competition deadlocked at 91-91 was not the first such dead heat in Oklahoma State mat history.



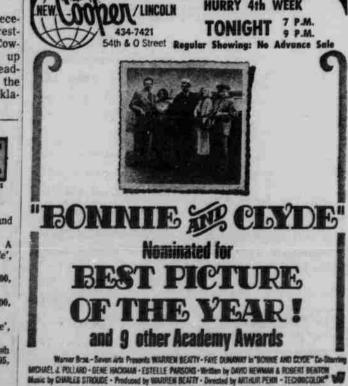
LINCOLN

Cooper/Lincoln: 'Bonnie and Clyde', 7:00 and 9:00. Varsity: 'How T., Save A Marriage And Ruin Your Life', 1:18, 3:20, 5:22, 7:24, 9:26. State: 'The Graduste', 1:00, 3:00, 5:00, 7:00, 9:00. Stuart: 'P. J.', 1:00, 3:00, 5:00, 7:05, 9:05,

Joyo: 'The Ballad of Josie', 7:15, 9:15. Nebraska: 'The Day The Fish Came Out', 1:30, 3:00, 5:00, 7:05, 1:05.

OMAHA Indian Hills: 'Gone With The Wind', 8:00. Dundee: 'Far From The Mad-diag Crowd', 8:00.

Cooper 70: 'Camelot', 8:00.



SATURDAY & SUNDAY CONTINUOUS SHOW FROM 1 P.M. MONDAY THRU FRIDAY SHOW AT 7 & 9 P.M.

WIDE WORLD OF ENTERTAINMEN

Smith, Wegner reach No 'Holmes-course' advantage same goals differently

has to be the best I've ever

His rebound marks for the

same categories: 24,365 and

est leading scorer in Big career:

Ames, Iowa - Two of a until Smith turned the trick Eight history with his 360 kind, that's Don Smith and this year. Waldo Wegner-Iowa State Wegner, director of the centers some 30-odd years Iowa State Center for Indus- 1965, and Bob Boozer of Kansapart. Smith, who broke all trail Research and Service, as State with 363 in 1959 had Iowa State scoring and re- had figures of 68-126 as a bound records in his three- sophomore in 1933. His junior

Wegner, a native of Everly, Iowa, led Iowa State in conference and total season scoring for three years. That feat was not equalled again

Honeycutt leads KSU

Manhattan, Kan. - Used to be, Steve Honeycutt could hit goals in practice but not in

"I'd freeze in a game," he says. "Tighten up.

That was used to be because Steve is Kansas State's leading scorer with a 14.4 average at the moment. His missiles have suddenly become lethal. Why?

"Concentration," he explains, "and a better follow career through. I've got more confidence now. I think I can hit when I put one up there'

Putting one up there is about the only thing Honeycutt has had trouble doing. He's always been smooth defensively and a good rebounder, which is something considering he protrudes only 6-1 into the sky. He is also among the Big Eight's quickest.

Now that Steve's figured out how to shoot there's not much else for him to learn and he's still got another year of eligibility after this one.

Nobody at K-Stae is thinking about next year, however. The Wildcats assured themselves a berth in the NCAA Midwest Regional tournament at Wichita, March 15-16 and a victory over Oklahoma State Saturday gave them sole possession of the Big Eight championship with an 11-3 record. Honeycutt has had such a hand in all this that he's liable to be a unanimous all Big Eight selection when the ballots are in. He's all conference to coach Tex Winter, any-

"If Steve's not all Big Eight then we've never had any here," says Tex, "and we've had a few.

The thing that's brought Honevcutt to folks attention this season has been his shooting. He zeroed in when the Cats were driving for the championship, scoring 27 points in a 70-63 win at Missouri, 17 against Colorado last week and 14 in the recent 63-61 triumph over Iowa State.

"I'm shooting a little dif-ferent," Honeycutt goes on, "I'm getting more range and better body control because I guess I'm stronger than I was last year.

ACADEMY AWARD **NOMINATIONS!**

INCLUDING

"BEST PICTURE

OF THE YEAR!"

HURRY 4th WEEK

By Gene Walters Sports Writer

looking forward to perhaps tered fourth place behind Ok- "Both the freshman and the their best season ever this lahoma State, Oklahoma and varsity squads will be cut to spring with the entire squad Colorado. points this year. Only Walter returning after a 18-2 record Wesley of Kansas with 377 in last year.

The nucleus of the squad rics and running. will be four seniors who have lettered in both their sopho-Smith and Wilt Chamberyear career with the Cyclones, "tied" a record set by
Wegner.

Sophomore in 1933. His junior
Smith and Will Chamberlain of Kansas are the only
Big Eight players ever to
West,
R. B. Law, and Chuck Sweettwo totals were 268 and 433 ferent seasons. Smith and man.

The other returning letter-"Now take a look at Don's Bill Bridges of Kansas are figures," laughs Wegner. "I the only players to score man is Larry Mason a junior. Was a big scorer in those days and in less than one Smith and Bridges are the this year's schedule will unyear Don had my career mark! The game was different in those day but Don only conference players ever doubtedly be tougher than the predominantly home schedule of last spring.

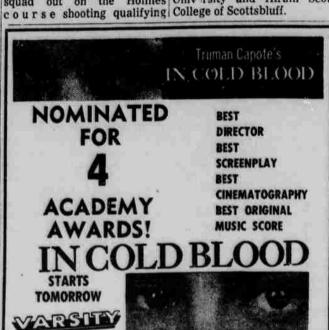
The last time a Big Eight | The Husker club-toters play player led the league in both their home matches at Smith totaled 946 for his scoring and rebounds was in Holmes, which is considered conference play and 1,672 for 1958 when Chamberlain had one of the better golf courses his career. He wound up with 311 points and 367 rebounds. in the state and is highly every record on the books In another field of competi-when it came to scoring and tion, Smith became the high-only three of 14 matches this rebounding for the Cyclones. est scoring cager among year are to be played at He holds the one-game, one- lowa's major college play- Holmes. year and career marks for ers. His 1,672 points bettered

points at 41, 619 and 1,672, the 1,657 total amassed by TRY PERKY'S Drake's Red Murrell in the PORKY Here are Smith's final fig-He ranks as the third high- ures for 1967-1968 and his 432-7720

The linksmen hope to im-rounds to decide who will prove on their Big Eight fin- make the cut which will take The Nebraska golfers are ish of last when they regis- place the first week in April.

Good has had his golfers Good. working all winter on isomet-

The yearling golfers will be the first to see action on Ap-Any good weather the past ril 6 in Lincoln, while the varcouple of weeks has seen the sity's first match is a triangusquad out on the Holmes University and Hiram Scott



Mr. Galvin:

how does the business executive communicate with his employees?

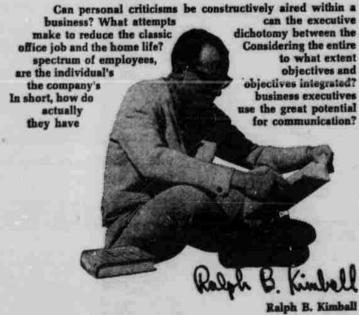
Dear Mr. Galvin,

Thanks to modern technology, this is truly the age of communication. Television, radio, and the printing press have made it nearly impossible for anyone to miss the word of those really desiring to communicate. Business, in particular, has been revolutionized by the possibilities of communication-and typically today a business spends a very substantial portion of its time planning and organizing its communication. Yet, for all the on. I wonder if husiness is really using it to its greatest advantage?

A company executive, for instance, must not only handle advertising to customers, but must communicate in some way with the stockholders, the public, and the employees.

Certainly the communication with customers and stockholders is well developed-at least for the purpose of extolling the advantages of the company. Also, constructive communication to the public seems to be growing—if this dialogue program is an indication. But these are outward forms of communication; what about communication within?

What attempts, besides bulletin board notices, do business executives make to communicate with the employees? In one company where I worked for two summers, the executives were veritable lords whose rare visits to our office were enough to send everyone into a frenzy of hyperactivity. No real communication took place even if one of the executives did stop to ask how our projects were going-since we had learned to react as if our personal preferences or gripes were not in the same arena as our responsibilities to the job. The result was invariably a cheerful reply (and hopefully something to make the executive laugh)—and the executive would leave, much to our relief.



CHANGING TIMES ... AND THOUGHTS

Businessmen believe that many students may have outdated ideas Businessmen believe that many students may have outdated ideas concerning business. Likewise, campus spokesmen have expressed concern that businessmen have some misimpressions of students. Robert W. Galvin, Motorola Chairman, is attempting to further campus-corporation understanding through dialogues with students at leading universities. The exchanges are published in college newspapers. Other campus-business issues are broadcast over campus radio stations. Your opinions are invited: send them to Robert W. Galvin, Motorola Inc., 9401 W. Grand Avenue, Franklin Park, Illinois Shiri Dear Mr. Kimball:

Effective communications in today's business -as in all walks of life - is vital to successful operation. Heads of large corporations are seldom professional communicators, nor can they enjoy direct personal one-to-one contact with all employees. They have to use means of communication auxiliary to personal contact through which trained communicators in the employee or public relations departments convey their thoughts or relay employees' thoughts to them.

Some of the auxiliary vehicles for the outflow of information are newsletters, the bulletin board notices, interdepartmental memos, the house publication, and a wide variety of meetings. In some cases a policy adopted, such as promotion-from-within, speaks for itself. In some cases an action, such as the enlargement of employee parking facilities, speaks more clearly than words.

Business managers recognize communications as a two-way street. Vertical flow of information to management receives quite a bit of attention, too. The basic upflow takes place in the working relationship between employees and supervision. Apart from that, the employee suggestion box, however hackneyed the concept may seem, is one realistic step. Periodic surveys of employee opinions is another. Constructive suggestions, legitimate complaints, thoughtful comments these are carefully evaluated by departmental managers and referred to other management people, as appropriate.

In business, one should expect to go through reasonable channels to reach a top executive, just as you would to visit with your dean or president. It is not difficult for an employee to "talk things over" with his immediate supervisor, and interviews with higher management people usually can be arranged. Memos to top management, certainly, are not forbidden. Some companies conduct monthly or even weekly meetings on the departmental level to provide means whereby even the most junior of executives may be heard.

One company, IBM, has a unique approach to the problem of "upward" communications. Called the "Speak Up" program, it operates via the editor of the employee magazine. All employees are invited to submit their complaints or suggestions to him; he and his staff provide initial evaluation, and they are then retyped and copies sent to top management. Suggestions having merit, and legitimate complaints, are published, and the authors invited to identify themselves. The program has proved to be an effective way for employees to get information, ideas, and gripes upward, while maintaining strict anonimity if desired.

A company with no means of channeling constructive ideas and thoughts upward could hardly consider itself forward thinking.

Comreunications is a continually improving art, and it is a field that is wide open to new and effective techniques. Perhaps this year's graduating classes will produce young men and women who will solve some of the existing imperfections and inadequacies.

Robert W. Galvin