

Recruiters want to join you

by Duane Leibhart

Even though all branches of the armed forces are being reduced in size, recruiting still remains a full-time job for Lincoln recruiters.

The recruiters have been successful in filling their quotas, even though draft pressure has let up. An increase in pay to all military personnel has given them a new benefit to offer potential volunteers.

A recruit's starting pay is much higher than in preceding years. He now starts at \$288 a month compared to \$78.20 a few years ago.

The Army, largely dependent on draftees in the past, has a goal of ultimately becoming an all-volunteer force, according to Sgt. Leroy Graham. "The standards are stiffer now, what we are striving for is quality," he said.

"We don't want the man in the Army unless he wants to be there," he added. The Army has been conducting an extensive advertising campaign informing the public about the new Army that "wants to join you." The Army now allows longer hair and serves beer with meals.

The Air Force, not to be caught with its slogans down, has been spending a considerable amount of money on national advertising. Their slogan is "Find yourself in the Air Force."

Lowe said the Air Force has also relaxed haircut policy and now also serves beer in their messhalls. The staff sergeant said a relaxation of these policies doesn't necessarily mean discipline has suffered. The Air Force's mission is basically that of support, he added.

"Why discipline a computer operator in the Air

Force as strictly as a combat infantryman," he asked. Lowe said they have filled the May quota already and are working on June and July's now.

"We fill our quotas, but it's hard, like selling insurance. But really, the Air Force sells itself," he said.

The Navy is starting a national advertising program in May. The local station has a supply of bumper stickers saying "Sailors have more fun." The Navy recruiter, Chief Wesley Brooks, said this is a low time of the year for recruiting but fewer people are inquiring about the Navy.

The chief said standards have not been reduced. "This little or no draft situation is worse than no draft at all. The draft pressure isn't there anymore. Young men are just sort of hanging back to see what happens. Three years ago we couldn't handle all the people," Brooks said.

Brooks illustrated the Navy's relaxed haircut regulations by pointing to a well trimmed sideburn—once taboo. The Navy traditionally has allowed full beards if they are neatly trimmed.

The Marine Corps recruiter Gunnery Sgt. M.L. Garvis said the haircut policy in the Marines is the same as ever—short.

"We enlist men to be military men and you can't be civilian and military at the same time. There are people like that in the national guard," Garvis added.

The Marine Corps has two catchy slogans. One says "We don't promise you a rose garden." The other says "The Marine Corps is looking for a few good men."

The Marine Corps is not getting any additional funds for advertising.

The sergeant said a rumor of a personnel shortage in the Marine Corps probably arose from the difference between the amount of men let out and those that have been enlisting.

"That was partially planned, but what wasn't planned was that we couldn't overship as much as we wanted," he said. "We thought there would be a bigger run on recruiting because of the increased pay benefits, but it didn't happen. Recruiting is always tough, it's not the easiest thing in the world," he added.

E-Week adds high schools

"A New Look at Engineering," is the theme of Engineering Week (E-Week) 1972, to be held this week in the newly completed engineering building.

In addition to the usual displays and projects, a new division has been added to the week's program. Selected high school projects will be exhibited during the week.

The week begins Thursday with field events and continues on Friday with a convocation and an open house at the engineering center. The open house continues on Saturday with a dedication of the new center scheduled for 11 a.m.

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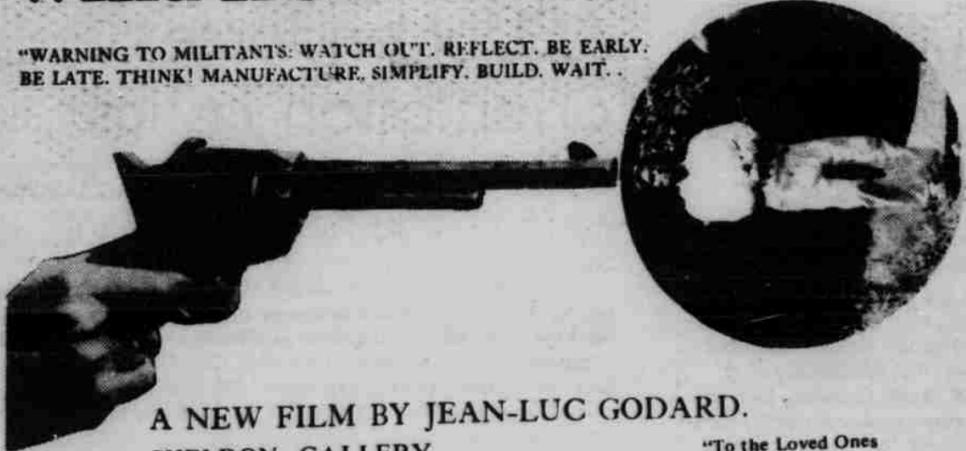
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