

Ads blemish Christmas

# Three kings' discussion shows traditions of commercialism

Another Christmas season is upon us. Sunday's Lincoln Journal-Star holiday advertising inserts outweighed the newspaper itself by about four ounces, according to an unofficial measurement on the Daily Nebraskan mail scale.



**Chris Burbach**

Now, I know what some of you are thinking — "Whatever happened to the real spirit of Christmas? It's so commercial nowadays; doesn't anybody remember what it's all about?" I thought that once too, but after a little research, I found out it's just not true. Commercialism isn't a perversion of the Christmas spirit; indeed, it is a tradition that predates the first Christmas itself.

Here, once and for all, this whining about Christmas materialism will be laid to rest. Here is the text of a discussion between the three kings of Orient, preserved in a cave for almost two thousand years, and recently uncovered as part of the astounding Dead Sea Scribbles.

The text supports the claim made by the late great American President Calvin Coolidge that "The business of Christmas is business."

Of course, since the manuscript is almost 2,000 years old, I've had to fill in some blanks eroded by time. (My additions are marked by italic type.) This has been done with the utmost respect for the spirit of the ancient work. My apologies to the author(s) for any deviation I have unwillingly wrought.

Three kings from Orient were partying one day, riding their camels, drinking mead and laughing about the sorry shape of each other's harems.

King 1: *Your harems could make a ship take a sand road.*

King 2: *Hey, King 3, what do you call a good looking woman in King 1's harem?*

King 3: *I don't know, what?*

King 2: *A visitor.*

All three: *Hahahahahaha.*

King 1: (pointing toward the western sky) *Hey, what's that?*

Kings 2 and 3: *That's the western sky.*

King 1: *No, there's a bright light, and it's spelling something.*

King 3: *You're right! But it's in English.*

King 2: *Of course it is, you camel brain. This whole thing's in English.*

King 1: *It says "15 shopping days 'til Christmas."*

At that moment, a bright light surrounded the potentates, the music of 1,000 harps filled their turbans, and their camels

kneeled. The kings were made to understand.

King 3: *We've got to get to a shopping oasis!*

Later, at the Mideast Park Plaza, the kings stood frustrated at a pomegranate stand.

King 2: *I just don't know what to get him.*

King 3: *I know what you mean.*

King 1: *Just what do you buy for God?*

King 2: *I suppose some Masters of the Universe dolls are out.*

King 3: *Yes, and so are disposable swaddling clothes.*

King 2: *How about if we just take him some money?*

King 1: *Well...*

King 3: *If we threw in something else, like frankincense and myrrh...*

King 1: *Frank and who? What is it?*

King 2: *I don't know, but it'll sound good in a poem.*

King 1: *Well, at this point, I'm willing to settle for anything just to be done.*

The kings bought the gifts and loaded them on their camels, then faced the light in the west, which now read "15 shopping days 'til Christmas," and sang their now famous song.

All three: *We three kings of Orient are, bearing gifts we cross hills and dales. We must hurry for we worry that we'll miss the post Christmas sales.*

## STUDENT ASSISTANT

Division of University Housing

Position for Spring Semester 1985

There are a limited number of openings for Women SA positions for Spring Semester, 1985. Students wishing to apply must have a 2.0 accum., and must be at least Sophomore standing as of January 1985.

Applications will be available at 1102 Seaton Hall between 8 a.m.-noon and 1 p.m.-5 p.m. If you already have an application on file, please come into the office and fill out a new one.

Please call Sue or Jackie at 472-3885 with any questions.

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## Daily Nebraskan

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The Daily Nebraskan (USPS 144-080) is published by the UNL Publications Board Monday through Friday in the fall and spring semesters and Tuesdays and Fridays in the summer sessions, except during vacations.

Readers are encouraged to submit story ideas and comments to the Daily Nebraskan by phoning 472-2588 between 9 a.m. and 5 p.m. Monday through Friday. The public also has access to the Publications Board. For information, call Nick Foley, 476-0275 or Angela Nietfeld, 475-4981.

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## Editorial Policy

Unsigned editorials represent official policy of the fall 1984 Daily Nebraskan. They are written by this semester's editor in chief, Chris Welsch.

Other staff members will write editorials throughout the semester. They will carry the author's name after the final sentence.

Editorials do not necessarily reflect the views of the university, its employees, the students or the NU Board of Regents.

# WANTED: PEOPLE ON THE WAY UP!

If you're in Advertising or Marketing and can sell, have we got a job for you. The Daily Nebraskan is looking for a select few to work on our Spring advertising sales staff.

The job of Advertising Representative isn't easy. You can expect to work around 25-35 hours per week. You must be organized and responsible as well as being goal oriented.

Pay is on a commission only basis. Some reps have made as much as \$1000 in a month.

If you want a challenge, drop by room 34 in the Nebraska Union and ask for an application.

APPLICATION DEADLINE IS FRIDAY, DECEMBER 14th AT 4 P.M.

## Daily Nebraskan

UNL does not discriminate in its academic, admissions or employment programs and abides by all federal regulations pertaining to same.

## The Daily Nebraskan Needs Your Help



We're looking for a few good people to help us put out our high-quality newspaper. As one of our staffers put it, the DN isn't just an adventure . . . it's a job. And that's where you come in!

The Daily Nebraskan needs staffers for the spring semester. Reporting positions are open in all departments: news, editorial, sports, arts and entertainment. We also need photographers, copy editors and artists. Applications are available in room 34 of the Nebraska Union, and will be accepted beginning Dec. 10th through the 14th. Please sign up for an interview when you pick up your application.

You don't need to have a background in journalism to work at the DN. Many staff members aren't journalism majors. We hire on the basis of talent and enthusiasm, not age. Have questions? Call Chris Welch, editor in chief, at 472-1766. He'll be glad to help you.