

DON'T BE
WHAT YOU
ARE —

The Sea Gull

Ein Publication von der Wagner Schule

BE WHAT
THEY CALL
YOU

Vol. 28, No. 11

Hinter Eine Apfel Baum Geharen

April 1, 1960

Heindel Exposed; Endangers Morale



Late yesterday afternoon, after several hours of conference, Dr. Richard Heathcote Heindel confessed to a series of infractions against the general status of student and faculty morale.

Heindel, who had been under secret investigation for a number of months had no direct statement to make to this newspaper at press time, but he is expected to release a statement within the next few days.

Heindel has been under close scrutiny by a student investigating committee which has conclusively revealed, beyond the least shadow of a doubt, that the President of this institution (in all its Gothic stone magnificence) has been seriously neglecting his obligation to the general campus organization.

An unconfirmed source has disclosed further information which may lead to investigation of other campus officials.

When it was first discovered that Heindel did not read, subscribe or have access to the regularly issued copies of *Playboy Magazine*, the committee immediately went underground in an attempt to verify this information.

Mister Heindel, unsuspecting of this action, attempted to carry on his duties without the valuable aid of this publication.

Throughout his term he has inwardly struggled along in an attempt to remain undetected as a non-subscriber to *Playboy*, but it is reported that his difficulties mounted to the point where he was almost in a state of utter conflict and confusion.

He desperately strove to perform his duties in the expected manner, even though he was totally uninformed as to the happenings, vogue, and mysteries of campus life.

When further questioned, Heindel could not give sufficient reason for overlooking such a vital part of every president's duties. The student committee announced that they will render sentence within the week, after they gain more information on Mr. Heindel's possession of non-button down shirts.

Giesemann To Revive Minsky Girlie Shows

Professor George Giesemann, Associate Professor of History, announced, today, his plans to retire.

Giesemann hopes to spend more time on his forthcoming project to renovate and revive the Minsky Theater in Jersey City, New Jersey.

Giesemann has been interested in this scheme for some time and feels that he can make a lasting contribution to society in this area by preserving a unique form of ethnic culture which is deserving of his time and energy.

Professor Giesemann, known in better jazz circles as "Duke," also intends to organize a Dixieland band which will add to the program. He further spoke on the idea of an added attraction which involves a guest lecture series. He hopes that Dr. George Hackman might accommodate him by inaugurating this series with a talk on "Those Naughty Egyptians." This is certain to be a novel innovation.

Maas Given All Sorts of Money

A Wagner faculty member has been recently honored by the NADTFHEPASEC, that is the National Association Drawn Together for Honoring English Professors in small Eastern Colleges. Willard Maas came to Wagner from, well we are not really sure where he came from, but we do know he has traveled ever so much and that practically any place we might mention here he has been to. Mr. Maas noted author, director, poet, and thrower of big names has achieved what all English professors hope to attain . . . a published work. The Association has presented Mr. Maas with a grant of \$169,000 to spend as he sees fit, in a valiant hope that he shall see fit. The college and the administration (there is a split you know) is very proud of Mr. Maas and in order to show just how everyone feels about Mr. Maas's award Dr. and Mrs. Heindel are throwing a large party in Mr. Maas' honor.

Schwall Turns Thrush

Mr. Russell Schwall has announced that his vocal services will be available at weddings, parties, and funerals.

For a small additional charge, Russ will engage the services of a Russian carpenter to accompany him on a musical saw.

Bacher, Stern Peel Rubber In Drag Race

One of the most heated and highly controversial arguments of the year was climaxed yesterday, March 31, as Dean Adolph Stern and Dean John Bacher peeled rubber around the half-mile campus roads to prove the effectiveness of their respective vehicles.

Bacher, representing the foreign car class with his 1960 Volkswagen, and Stern, in his American customized De Sota, bitterly fought out a pitched grudge battle which ended in a forfeiture by Bacher as he crowded Stern off the course screaming around the Music Building turn.

Punctually, at 3:30 p.m., Stern arrived at the starting point behind Cunard Hall attired in a red beret and lavender knickers and graciously acknowledged the excited cheers of student enthusiasts. Stern, calmly seated in his bullnosed, decked De Sota, awaited his challenger. Colonel Brown was on hand to inspect the course and brief both drivers.

Bacher arrived at 3:47 p.m. and confidently sneered at his opponent. Both drivers adjusted their racing gear and revved up their engines. A split second before Brown's signal to begin, Bacher popped the clutch, side-stepped and wound out in first to the engine's peak. Stern good naturedly accepted his disadvantage and promptly followed, rapping out in second.

Fever-pitched crowds anxiously waited at the Howard Ave. turn as Stern was closing the gap on Bacher. At the West campus junction both cars pitched violently as the drivers fought to maintain control of their vehicles, and what could have been an exciting race came to a dramatic halt as Bacher, double-clutching and down shifting for power, nosed Stern off the course at the apex of the curve in front of the Music Building.

Stern made a determined effort to again bring his car into the race. All was futile as "Sneaky John" with a sneer, rapidly sped off on the return lap to Cunard Hall.

Race official Brown decided the race to be a forfeit in favor of Stern. As crowds dispersed, Bacher broodingly stalked back to his office.

An unconfirmed source has reported that Professor Jane Bacher has discontinued her husband's driving privileges for the semester and has taken away his NASCAR windshield sticker.

Better luck next year, John!

Romeo Elected President; Mob Cheers Wildly



Vincent F. Romeo, former fraternity columnist and treasurer of Delta Nu Fraternity, has been unanimously elected President of Wagner Inter-Fraternity Council.

Nominated by Jack Kaeth, and picking up full support of the Phi Sigma Kappa representatives, the election was carried off without a glimmer of controversy.

The council expressed hope of a more active and unified effort in fraternity relations under the leadership of Romeo.

Wagnerian reporter, Robert Murphy, hurried to Romeo's bedside to pick up a statement from the President elect. Romeo, racked with pain from his most recent malady, a bout with the gout, released the following statement to all frat men:

"It has been obvious to all frat men for some time that my greatest concern on this campus has been a desire for better fraternity relations. I have conscientiously and unbiasedly endeavored to bring about keen competition in the light of a more wholesome type of rivalry. I sincerely promise that in the coming year, there will be an absence of 'choas,' a revitalized spirit of enthusiasm, and a hell of a lot more parties!"

"I further intend to make a concerted effort toward abolishing the standard regulation on open dances and hope to also eliminate the present outmoded system of rushing and bidding."

"I wish to thank the entire fraternity group at Wagner for their confidence in me, and I am grateful for this opportunity to assist the progress of fraternity life at Wagner."

As the news of Romeo's election spread about the campus, there occurred an immediate outburst of demands for a celebration in his honor. Unfortunately, Romeo's doctor advised him against any form of activity.

The delegation of college professors representing the North by Northwestern Evaluation Committee has rated the Wagner College Education Department superior in all respects.

The committee, headed by Dr. Joseph Methods, Ed. D., was particularly enthusiastic in its praise for the Arts and Crafts curriculum here at the college.

Dr. Methods noted that many of the departments' students have worked diligently on scrapbooks, models and bulletin boards. He commented that: "Wagner can well be proud of the young men and women who produced these projects."

He then said that "students who work so conscientiously are an asset to the position of teacher of our young Americans everywhere."

The tour was extremely successful and the inspection team was pleased, except for one occasion when George Kling became caught in a sandbox, and it required several minutes of struggling to free him.

George is majoring in Advanced Sandbox, with an Advanced Audio-Visual Aids minor. George apologized to the team explaining that he had been up late the night before doing a special report on the Howdy Doody show.

Camp Offers Summer Jobs

Day Camp Sholom sponsored by the Jewish Community Center on Staten Island has begun accepting staff applications from college students it was announced.

Day Camp Sholom conducts a program for 3½ through 12 year olds. The diversified activities include swimming, sports, camp-craft, pioneering, dramatics, music and dancing. The Kaufmann Division utilizes a 75 acre site including woodlands, play fields, and an outdoor pool for its program.

There are a number of openings for counselors, male and female, with a salary range of \$200-\$400 for the summer season.

Interested students can call YU 1-1500 for further information. The Staten Island J.C.C. is an affiliate of the Community Chest and Council and is open to all Island residents.

Harold I. Smith

Diamonds - Watches Jewelry

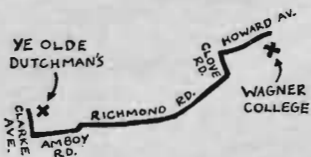
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New York Bank Offers Student Loan Program

A New York bank is pioneering in a unique low-cost, insured educational loan program that is enabling many students to get, or to continue, a college education where otherwise this might not have been possible.

Although only seven months old the program already is helping more than 800 students to attend schools or colleges in 33 states, the District of Columbia and three foreign countries. Our institution is one which has benefited from the program.

The bank, Manufacturers Trust Company of New York, places no limits on how the money is used so long as it is applied toward the cost of attending school—tuition, board, and room, lab fees, books, clothing or other costs. Loans are made directly to parents or guardians.

The minimum loan is for \$300 and the maximum is \$10,000. Repayment can be made in from one to six years, depending on the amount of the loan.

A distinctive feature of the plan is that each loan is fully insured by life insurance on the parent, without medical examination. Should the parent die the insurance pays off the unpaid portion of the loan and the remaining balance held in a collateral trust account becomes available so that the student can complete his education.

At present the Manufacturers Trust Company plan is available to families working or residing in the greater New York area, but the bank is exploring ways to broaden the program's scope through referrals by correspondent banks across the country.

Students wishing further information on the program are invited to write Stephen F. Caski, Vice President, Manufacturers Trust Company, 67 Broad Street, New York 4, New York.

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AT THE STAATEN
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9 p.m. 1 a.m.

Admission \$1.00

Come Alone or Bring
a Friends!

GIRLS' CLUBS!

by BARBARA McGAHY

Since this is my first time writing this column I hope all you wonderful people will bear with little ole me. Well, now for the gossip. Last week ADPI had a lovely rush in Beisler lounge. Everyone who is anyone was there! In fact, two girls from Colby flew down in the horrid snow just to come to the closed rush, now wasn't that just the sweetest thing you ever heard of? Well, Diane Srafton, and Jan (sorry but I simply can't remember that girls last name) simply loved the sisters here at Wagner. After Di and Jan left all the girls remarked about how stunning they were and their pins, well their pins were just heavenly. The theme of the rush was "Around the World with ADPI" and Dagney Jensen and Frances Riccardi, both zany about their castle painted blue and white, were there.

AOPI is really great these days, according to their president, Alma Costie, AO expects bigger and better things this year. In fact it was overheard at their rush by one of the sisters that all the frosh that are on the dean's list said, "Its AOPI or die."

ZTA has elected Arlene Thomas as their beguiling new rush chairman. Arlene said, "We are going to get whom we want and there are no two ways about it."

AN ECONOMY NOTE: DZ has decided to wear pink and green evening dresses at Song Fest. The clever DZ's are making their dresses out of the material left over from their float.

Ro-Co-ed of the Month—Bade is an extremely popular girl these days. Ro, as her sister's call her, turned down five dates to the IFC dance waiting for the right one to ask her.

There is a rumor around the third floor of Guild that a certain sister of a certain sorority has wild eyes for a new pledge of a certain fraternity. I really shouldn't say any more about this but Carol Hansen said she doesn't care who knows.

Judy Rank, AOPI, wants a good showing of the Bottle Band at the Senior Show. Judy said any sister who misses a rehearsal from now until the show shall have to contend with her roommate.

For Sale

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Preview English Exam Given As Study Help For Cramming

The public spirited Wagnerian editors have seen fit to reproduce a typical English examination as a study help for the forthcoming May exams.

English 7 Contemporary
Literary Mercantilism

I (430 sec.) no credit

Expatriate redundantly on the following passage: "Last night as my lofty thoughts were soaring through the sublime infinitudes some beastly poltroon burst in upon my aesthetic meditations and decomposed my most sensitive reverie."

- a) Who said that and why not?
- b) Was this typical of the period?
- c) Would Carlyle have said that?
- d) Be neat.

II (76 microseconds) some credit
Profess loudly upon, while carving your initials on the desk, the following:

"Spring is sprung the grass is riz I wonder where the boidies is! They say the boids is on the wing—
But that's absoid—
The wing is on the boid!"

- a) Note the metaphysical qualities of the above with respect to similar works by Donne, Robespierre, Dennis Gleason and Willard Maas.
- b) Who utters this speech under the influence of what?
- c) What is meant by the expression, "the grass is riz"?
- d) Avoid dangling participles in your answer.

III (38 ¼ sec.) extra credit

Violently advocate in your own words, remembering to quote notes I have given in class, the merits of visiting 18 Bread Street and why this is one of my most unfulfilled desires.

- a) Be placid.
- b) Be terse.
- c) Be happy!

IV (75%) take your time

Choose two from seven of the following. However, choose either a and b, c and d, e and f, or g and b, d and a, f and g, or omit this entire question in its entirety.

- a) Why Tom Kendris?
- b) Rapidly rewrite "Paradise Lost" with significant changes. Be concise.
- c) Does Jonathan Swift's "Modest Proposal" fit in with a salt-free diet? a no-cal diet? Your own diet? Be honest.
- d) Is "The Scamp" representative of The Angry Young Men?
 - 1) Is Osborne a disciple of the author?
 - 2) Is the author really angry?
 - 3) Is the author really young? (Extra credit given for diplomatic answer.)
- e) Recalling the survey course, "Mother Goose

Made Easy," relate in exorbitant detail, The Saga Of Yogi Bear.

f) What famous literary light is noted for saying, "Don't bother to wrap it, Betsy, I'll wave it from here"?

g) Bearing in mind my hyper-sensitive ego, proclaim the wonders and values of Creative Listening 131.

Papers are to be handed in absolutely, positively no later than Wednesday, however I will accept papers until Friday if you have the gout.

FRATS!

by HOWIE MEYERS

HOUSES FOR EVERYBODY!
Howie Braren has pledged \$150,000, over a ten year period, to assist the fraternities in building houses. After a board meeting, Dr. Heindel was happy to announce the areas which were designated to the particular groups: Alpha Sigma Phi shall build in the middle of Sutter Oval; Delta Nu has the large area of ground in front of South Hall; Kappa Sigma Alpha shall continue to reside at the S.I. Gentlemen's Club; Phi Chi Omega shall build on the piece of land where the terminite infested structure of Conard Hall presently stands; Phi Sigma Kappa was allotted the large piece of land just above Vanderbilt Avenue; and Tau Kappa Epsilon feels that come what may they shall not have a fraternity house on this campus.

Delta Nu and Alpha SIGMA Phi are still trying to decide why Arthur Newman went TKE.

The brothers of Phi Chi Omega are trying to talk Fred Sutter into having another weekend blast for the Soccer team. By the way we hope that Fred's parents are enjoying their tour of the Baltic countries.

Fred Hildenbrand, known as "Fudd" to the guys on the first floor has invited all his friends down to his summer place in Maryland for the spring recess. All who were invited should contact Fred Ufferfilge or Vinnie Romeo for a ride down.

FLASH FOR THE DEAN'S OFFICE . . . A new policy of the New Men's Dorm shall go into effect as of this coming Friday. From now on there shall be rooms available to rent for the weekend in case a friend decides to visit the campus. According to Col. Brown the first floor of the dorm shall be vacated every Friday at four until Sunday at one. During this period of time anyone could rent a room for \$2 and any money "made" from this venture would be divided between Col. Brown and the IFC treasury.

APO's newest service activity involves complete care of South Hall. Frank Caputo, the new housefather, said to the girls in a stern voice, "from now on there shall be no late minutes given in this dorm."

Delta Nu "Gross Contest" between Bill Schneider, Barry Levine and David Petrovits was terminated yesterday with the crowning of Dave as the Grossess Person in NMD.

THE NEW MARCH OF DIMES



THE NATIONAL FOUNDATION

Thunderbird School Offers Training For Rewarding Careers Overseas

There is a great deal of misinformation about rewards that accrue to young men who decide to live and work abroad, according to Dr. Carl A. Sauer, President of the American Institute for Foreign Trade.

"If you mention the subject of a career abroad to most young men, they conjure up an image of swaying palm trees, house boys, and a life of elegant luxury. Or perhaps they think of themselves in terms of a continental bon vivant, the center of a fascinating intrigue in one of the so-called gay capitals of the world," he said.

"Nothing could be further from the truth. In reality, Americans representing United States business firms or government agencies abroad find themselves in much the same situation as they would be in at home—with one exception. Their jobs will be even more demanding and will

call for a greater sense of responsibility. In many cases, major decisions will be up to them. Sometimes the nearest person with whom they could consult is several miles away.

"There are rewards, however, which are both tangible and intangible. In this latter category is the satisfaction that comes with the conviction that one is making a definite personal contribution by participation in those activities which will increase foreign regard for the United States and the American people."

Recently the Institute, which has been training young Americans for positions in foreign countries for fourteen years, conducted a survey of its several hundred graduates in 72 different countries of the world to determine some of the tangible rewards.

"As a result of this survey, we can now answer a prospective student's most frequent question: 'What are the rewards of the training I will receive at the American Institute for Foreign Trade?' " Dr. Sauer said, "Here are some data, based on the average performances as reported to us by men who have graduated from Thunderbird, as the school is more familiarly known:"

1. Seventy-five percent of each graduating class were helped to place themselves in positions in international commerce by the time of their graduation. Most of the balance normally found places in similar positions within a period of 90 days.

2. Starting salaries range from \$5,300 to \$7,000.

3. Training periods in the United States range from rare cases of direct assignment abroad to a five-year period in this country. The average training program in the United States is 18 months in length.

4. Normal increases in salary, based on performance, are given during training periods.

5. Regular merit reviews are given, normally leading to substantial annual increases in salary. Average \$1,000 per year increases in base salaries were revealed in salary surveys made of our graduates overseas on the tenth anniversary of their graduation.

6. Fringe benefits for personnel stationed overseas usually include the following:

There, living conditions justify a differential.

The Cost of Living Allowances rate may range from 10 to 25 percent of base salary.

In most cases there are liberal hospitalization and insurance plans.

Normally, educational allowances are given for children.

Usually, there is a tax saving.

Travel per diem is given for the employee and all members of his family.

Vacations are extremely liberal. Usually an annual vacation is given in the country where the individual is stationed, and every third year the employee and his family are returned to the U.S. at company expense for a three months vacation within the continental limits of the United States.

There is usually an annual liberal bonus, approximating 15 percent of base salary.

Stock option plans are often offered.

Early retirement plans are customary.



This is the B-52. Advanced as it may be, this airplane has one thing in common with the first war-galleys of ancient Egypt...and with the air and space vehicles of the future. Someone must chart its course. Someone must *navigate* it.

For certain young men this presents a career of real executive opportunity. Here, perhaps you will have the chance to master a profession full of meaning, excitement and rewards...as a Navigator in the U. S. Air Force.

To qualify for Navigator training as an Aviation Cadet you must be an American citizen between 19 and 26½—single, healthy and intelligent. A high school diploma is required, but some college is highly desirable. Successful completion of the training program leads to a commission as a Second Lieutenant...and your Navigator wings.

If you think you have what it takes to measure up to the Aviation Cadet Program for Navigator training, see your local Air Force Recruiter. Or clip and mail this coupon.

There's a place for tomorrow's leaders on the Aerospace Team.

U.S. Air Force

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April 5-8

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Anatomy of a Murder

PARAMOUNT

April 1-4

Purple Gang
House of Intrigue

April 5-8

Nun's Story
Young Philadelphian

RITZ

April 2-5

Beast of the Amazon

April 6-8

Sink the Bismarck
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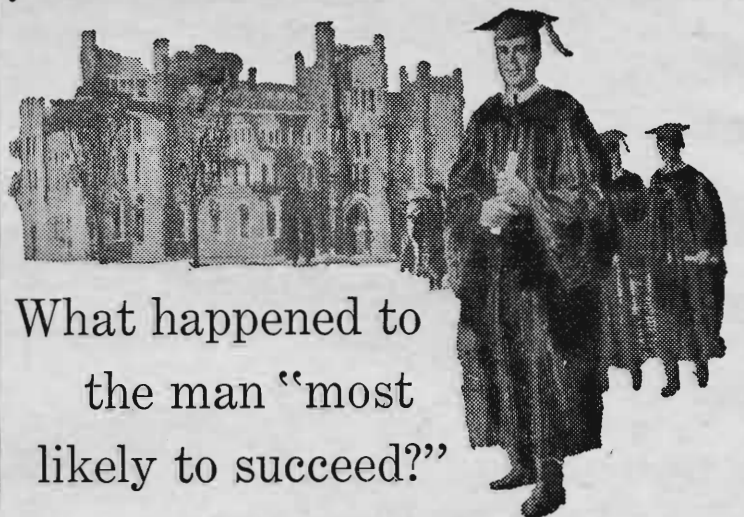
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Stop In To Browse

MRS. GROUZALIS, Mgr.



What happened to
the man "most
likely to succeed?"

Back in 1953, Ben was the guy with the winning smile, personality and good grades. Couldn't miss. So, they voted him "Most likely to succeed."

One day, Ben's roommate said, "What are you going to do when you graduate? I haven't got a thing lined up."

"Well, nothing's final, John," said Ben. "But I am thinking about Lutheran Brotherhood."

"Life insurance? I haven't given that much thought."

"Sounds like a good deal, John. This is the life insurance society for Lutherans—like you and me. And it's really growing fast."

Ben's right! Lutheran Brother-

hood has over \$1 billion of life insurance in force in 40 states and five Canadian provinces. There are good openings right now for college men. And, a full training program...real opportunities for qualified young men who want a lifetime career in life insurance.

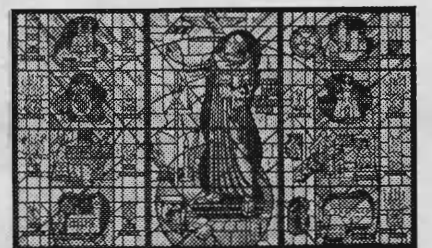
What happened to Ben, the "man most likely to succeed?" He joined Lutheran Brotherhood and is now a General Agent. And John, his roommate? Ben's right hand man in the business of providing security for fellow Lutherans.

You can't beat success. And the opportunities in 1960 are even greater with Lutheran Brotherhood. Send us a card for the full story.

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Mole's Knoll

The tint and abulation of the porous crambulation of the bells. Fanstubuli and by and by, and therefore Oh how I do sigh for the masculatration of the bells. Oh April first and all the worst of sinfonius womanarandum and all the piggys parantandum and all the men by-standum.

Oh is it any wonder that all the girls at lollypratt will love to sing and dance a lot—Without the good Prince Lancea-lotte! The jabberwocks do not beware—Oh do beware the honey bear . . . because it is spring—so get that thing That interests you the most—the title of Marshall Provost. And Donysius! bacchanale had expected some sort of grand-finale—and my god how cold in here it is, and it is called the big friz for reasons to any fool quite obvious, if not trite. So heed the words of Mandalay and go running at the break of day without anything to say and aramble and aramble on until this April Fool is gone and leave a great big burning in your heart. I sing about the wiffenpoof—who is much too serious to spoof—Do not jest the college sign of drunkard singing so sublime. In beer and pretzels make a toast like, man, cool daddy you're the most! But stop this do you hear—the world's end is near . . . So come to me and get your kiss you very silly-frilly miss, And let up in buckets come from your home beneath the sun. And if you think this poem is raw then into the abyss-like claw of death to fall if you fail to see the marvelous prophesy folded out before you by my hand for slightly under one grand. Oh go and toot your silly horn! Tomorrow Qusimodo scorn; today he is the king of fools recognised by all the schools of philosophic thought . . . Let Today be passed in Naught!



Income Tax Evasion Made EASY

Is your theme song, "Tax man, stay away from my door?"

Have you been naughty with form 1040?

If these and other similar questions have been haunting you and keeping you awake nights—and days,

YOU have a distinct PROBLEM!

To solve these and other problems contact

WALLY KRATZENBERG
Tax Evasion Expert
in Cunard Hall

A Rose By Any Other . . .

"Strong advertising!" said some.

"Rude!" cried others.

Object of the controversy: a shaving company's advertising slogan, "Can Your Can Compare With My Big Can?"

This ad, and its controversial can, revived an even older controversy: what makes a naughty word naughty? Fashions in language change so fast that today's perfectly good word is tomorrow's abomination—and vice versa.

It wasn't so long ago—a mere 125 years or so—that the innocent word "chair" was taboo, and the equally inoffensive and useful "shirt" a dire insult to the fair sex! The reason: both reminded people too strongly of the bodily parts with which chairs and shirts come into contact. So "chair" became "seat" and "shirt" was reincarnated as "smock," then "shift." Finally all these words became not-quite-nice—and people had to rest and dress themselves in glum but well-bred silence!

Conversation of almost any kind was difficult in those days. "Woman"—the word as well as the worrier—gave our proper ancestors a good deal of trouble. They decided that the word was too suggestive, and referred to that hard-to-name half of the population as "females." Vassar College, one of the oldest and most famous women's colleges in the country, was opened in 1865 as Vassar Female College.

Another conversational stalemate is responsible for your habit of asking for white or dark meat in ordering chicken or turkey. These common phrases date back to the 1840's when nobody but nobody said "breast" or "leg" even when the chick who possessed these features had grown up in a barnyard. To save dinner guests from slow death by starvation or embarrassment, some kind hostess invented the still-used substitutes.

Before you allow yourself that superior smile, consider your own verbal habits. You may not follow Grandpa's lead in speaking of legs as limbs, but you use the word "lingerie" because "undies," "unmentionables" and "step-ins" have successfully become disreputable. It's more than likely that you prefer "passed on" to "died," "let out" to "was fired." The "disposal truck" has replaced the garbage wagon of old, and the young criminal is now a "juvenile delinquent."

In some sections of the country, it's still bad taste for a farmer to refer to his livestock as "bulls." Instead, he must speak of "gentlemen cows" or "cow critters" or "that old man." One Ozark minister refused to locate Moses in the bulrushes, putting him "in the flags" instead!

But we Americans are by no means unique in this respect—the euphemistic substitute for the "bad word" is world-wide. Just as many of us refuse to "speak" of the Devil, "calling him Old Nick" instead, Scots refer to "Cloutie" and Germans to "Meister Peter."

In many parts of the world, according to the research department of the Barbasol Company, to mention a predatory or sacred animal's name is to call down his wrath upon you. Thus Algerian Arabs mention the lion only as "Mr. John Johnson," and the Bechuana tribe of South Africa refer to him as "the boy with the beard." In various localities, "grandfather" is the bear, the tiger, the elephant or the alligator. In Lappland, where bears are many and fierce, they're called "the old men with the fur coats." Sioux call the sacred beaver "the water-person."

Tragedy is universally glossed over: Chinese coffins are "the boards of old age," and in African Mombasa smallpox is "grains of corn."

Because of the widespread superstition that the strength of a man or god resides in his name, many primitives literally "travel incognito" through life using substitute names to prevent enemies from gaining power over them by learning their real titles. For the same reason, it was once high treason in Thailand, Burma, China and Korea to call the king by his name. Complimentary titles had to be used instead. Will the human race one day break its dependence on euphemisms? As one daring copywriter proved, it "can" be done!

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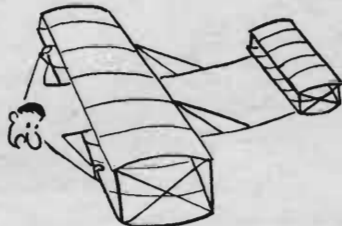
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