Pulitzer Prize-Winning Writer Calls for Media-Changes

"Competition is the force that can most effectively help the mass media fulfill their collective obligation to the educated public," writes Dr. Nevins, Pulitzer Prize-winning writer and historian.

In a lecture at the University last week he said that most American newspapers and magazines, radio, television, the cinema, and paperback books—are not adequately doing their job.

"Television has degenerated in the past five years to a 'waste-land of vulgarity and violence,'" practically devoid of culture and a "blind" to controversy, he contended. "The same trend is rapidly spreading to other American media..."

Dr. Nevins, Radio, often treated with silent contempt by critics, has done well with music but has made "a clumpuse of news and very little use of anything else." Radio, he said, "is still awaiting the coming of the years for allegedly irresponsible and biased reporting, are improving, "Nevins believes, but still have a long way to go.

Best Solution Is Competition

The best solution to the mediocrity in American media is a competitive force of the same kind that operates in all other industries," Nevins told his student audience. "Competition as a method of support of a company has been more highly trained personnel, and uniform work habits are continually upgrading standards.

AN ILLUSTRATED MAP showing the Diurnal Missionary Convocation which climaxed the student-organized Week of Missions Emphasis; and University President Godfrey T. Anderson.

Trans-Africa Mission Director

Reports Standards Upgrading

"The West predicted that the emerging national governments in Africa would be forced to lower educational and medical standards, but the opposite has proved true," declared Robert H. Pierson at Loma Linda University last weekend.

Pastor Pierson, president of the Trans-Africa Division of Seventh-day Adventists, was speaking to 300 persons attending the eighth annual Medical Missionary Convocation which climaxed the student-organized Week of Missions Emphasis; and University President Godfrey T. Anderson.

The Medical Missionary Convocation which climaxed the student-organized Week of Missions Emphasis; and University President Godfrey T. Anderson.

The Friday closing hour of the Loma Linda Market, Hard-Drive Physical Therapy, extended to 4 p.m. during the period April 29 to October 28, the University said.

The books had been the entire library Slotkin accepted plaques for the board of trustees.

The accounts of the Magna Park Book Store in Burbank, until its closing one of the largest used-book outlets in the West Coast. Stock, which had been sold and processed by the library staff, is rich in classics and liberal arts.

The luncheon, at which Stanley Blythe accepted plaques for the board of trustees, was also featured by Robert R. Claybourn, president of the Board of Trustees.

Riverside Hospital

Adds "University To Official Title"

Riverside County General Hospital last week adopted a new name that shows its affiliation with Loma Linda University — Riverside General Hospital and University Medical Center.

The county board of supervisors officially changed the designation in response to a request by the hospital administrator backed by the hospital's senior management.

The 450-bed hospital has been affiliated with Loma Linda University since 1967. A number of School of Medicine faculty members are on the Riverside hospital staff and an increasing number of junior and senior students are assigned to the hospital each year.

"Liberty Bell" awards will be made annually to graduates of one of the awards to be presented at the First Annual Freedom Awards Dinner May 15, at Disneyland Hotel, Anaheim.

The announcement was made by the Rev. Dr. George D. Clyd, former president of the University and the University's vice president.

Sotkin Brothers Honored Here

For $125,000 Book Donation

Two Los Angeles brothers who gave away the contents of their bookstore were honored recently by Loma Linda University.

Stanley S. and Milton Slotkin, respectively board chairman and president of Alday-Rents, rental firm, were awarded the honorary title "University Associate" by University president Godfrey T. Anderson, PhD. The ceremony at a testimonial luncheon in the University Dining Hall made the Slotkins the sixth and seventh persons to be honored as associates in the University's 61-year history.

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Their gift last year was reportedly the largest book collection ever given to a library. It comprised over 100,000 new and used volumes valued at $250,000, according to George V. Blythe, director of libraries at the University.

The books had been the entire stock of the Magna Park Book Store in Burbank, until its closing one of the largest used book outlet in the West Coast. Stock, which had been sold and processed by the library staff, is rich in classics and liberal arts.

The luncheon, at which Stanley Blythe accepted plaques for himself and his brother, also featured tributes by Robert R. Claybourn, president of the Board of Trustees.

NEWLY-NAMED UNIVERSITY ASSOCIATE Stanley E. Slothin (above) was named "University Associate." Former president Dwight D. Eisenhower, Utah governor George D. Clyde, and state senator Randolph Collier have been chosen recipients of inaugural honors of the annual Freedom Award Program.

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Loma Linda University School of Dentistry and Medical School have combined to become the largest health care complex in the Loma Linda University Health System. Those who participate will be in a pre-summer at the University of California, Los Angeles.

Federal funds from the Economic Opportunity Act will support "Upward Bound," a one-year program for high school students who will be selected from Fontana, San Bernardino, and Redlands high schools to participate in the program of personal and vocational counseling and post-high school education which will provide a bridge to college work. The program is one of several in the state, and the program will be expanded throughout the state to reach more students.

Jorgensen to Speak to Europe's Dentists

A Danish-born University professor will lecture to professional and academic groups in four European countries this summer.

The tour may be for four hours of upper or lower division credit, according to tour director Wilfred J. Hixen, PhD, chairman of the history department.

Tuji's plan to leave Los Angeles or San Francisco July 14 for the New World Airways and visit Guatemala, Nicaragua, Costa Rica, Peru, Bolivia, Chile, Argentina, Uruguay, Brazil, and France. Cost is the tour is $1500. Further information is available from Dr. Wilfred J. Hixen, La Sierra College, La Sierra.

La Sierra Sponsors Tours for Credit

La Sierra College is sponsoring tours for credit in 1965 of 10 South American and Central American countries that are of interest to students.

The tour will be April to July 1965, with direct service to Costa Rica, Panama, Nicaragua, Honduras, El Salvador, Guatemala, Cuba, Venezuela, Argentina, Uruguay, and Brazil.

The tour is $1500. Further information is available from Dr. Wilfred J. Hixen, La Sierra College, La Sierra.

The University SCOPE has organized an advertising program in the counties of San Bernardino, Riverside, and Imperial.

The program will include displays, announcements, and seminars in such fields as education, research, patient care, and community relations — in an equal balance.

Airline Ticket Information

For those participating in the 14-day trip, a single ticket is available via Pan American World Airways for $1,595. Airline ticket information is available from Dr. Wilfred J. Hixen, La Sierra College, La Sierra.

Artist Lecture Program Series

Climaxes With Music Festival

The spring music festival will open May 20 with a performance of Brahms' Requiem by the University Choir. Performance will be in the 7:45 p.m. concert in the University Church. Conductor will be Brudley W. Nelson, SM/66.

A special concert may 21 will feature the University Church Organ. The program is at 8 p.m. in Burden Hall.

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ALL-NIGHT VIGIL over open heart operation patient is maintained in the intensive care unit. Donald A. Reising, inhalation therapist, and LaVern W. Battle, instructor in nursing, care for patient Harold F. Convoy, whose mitral valve was replaced with an artificial substitute.

HOSPITAL PHARMACY DIRECTOR, W. Alvin Sig, fills a nighttime medication requisition for Judy F. Beeman, ward secretary on unit 200.

University Hospital
At Night

BUSY "BOARD" keeps operators occupied even at night. Barbara Bielicki (left) and Kae Pearce, both switchboard operators, will feed six more after this one.

BABY FEEDING SCHEDULE goes on through the night. Irene C. Nobuhara, nursery supervisor, will feed six more after this one.

P. JERRY AUSTIN, assistant medical technologist, refills supplies from the blood bank. All types must be on hand for emergencies night and day.

AFTER DARK the hospital's cleaning and maintenance crew does most of its work. Clyde Courtney, housekeeping service, mops a walkway.
IBM Contributions University $5,000

Loma Linda University has received a $5,000 cash gift from the IBM Corporation, President Godfrey T. Anderson disclosed recently.

The grant is part of a massive national program of support for higher education underwritten by the New York company, according to Riverside branch manager J. Frank Bales. Bales and account representative Howard L. Bierbirk, both of IBM's data processing division, presented the check to Dr. Anderson.

"IBM placed no restrictions on the use to which the gift might be put," Dr. Anderson explained. "This enables the university to choose the purpose toward which it may be applied with the greatest benefit."

In this case, he said, the $5,000 will be put in the building fund for the Loma Linda University Medical Center now under construction on the campus. Construction of the teaching hospital complex, due for completion next spring, depends heavily upon such gifts from companies, foundations, and individuals, the president said.

Freedom Award (Continued from page 1) their awards in private ceremo-

nies, it was stated.

Some 400 people are expected to attend the $10-a-plate affair at the hotel's Embassy Room at 7 p.m. There will be a reception prior to the dinner.

Our message:

With Security Bank as your financial partner, who needs to get married? A Security checking account -- regular or special -- will help manage your money. If you're still bent on matrimony, could we interest you in a joint account?

Make your financial partner
SECURITY FIRST NATIONAL BANK
INVESTMENT (Corner Foothill Blvd. & Riverside Dr.)

Buying a New Car?
FORD CHEVROLET PONTIAC OLDSMOBILE
We have contacts with local dealers at fleet prices
LET US FINANCE THAT NEW CAR

LaLoma Employees Federal Credit Union
11132 Anderson, Loma Linda
Phone 796-0593, Ext. 365

And when you told him he needed a partner to believe in him, help manage his money and share the future... He decided on Security Bank instead of me.

IBM CORPORATION representative Howard L. Bierbirk and J. Frank Bales contribute an unrestricted gift of $5,000 to President Anderson for the University.

SN Juniors Conduct Devotions During LA Campus Prayer Week

"Links in the Chain of Truth" was the theme of the School of Nursing junior students' week of devotion on the Los Angeles campus April 17-21.

Ten of the class members discussed various parables of Christ and students selected in the Poolside Room at 6 p.m. Preservation may be made through the Pacific Union Conference office.

Associated with attorney John in coordination of the program is Howard B. Weeks, LLB vice president for public relations and development. Chairman of the event is Al- gar H. Johns, Pacific Union Conference religious liberty secretary, Richard B. Litzia be member of committees.

Awards are being prepared in the following categories: Thomas Jefferson Award -- government; Roger Williams Award -- religion; Franklin Murphy Award -- law and judiciary; Mr. Freedom Award -- Communications; James Madison Award -- at large in any category; and Young Field Award -- Seventh-day Adventist contributor to religious liberty. These "Liberty Bell" Awards will be presented annually.

The theme for this year was set for May 35 to commemorate so nearly as feasible with "Low Day, USA."

Delker and Braleys Present Musicale

Del Delker and Ilad and Olivia Braley will present a program of secular music for the May 17 meeting of the Loma Linda chapter of the Woman's Auxiliary to the School of Medicine Alumni Association.

A buffet supper will be served from 6 to 7:30 p.m. at the Amo Hills Church recreation center. The program which follows will also include a devotional talk by Mrs. H. M. S. Richards, a report from the missions secretary, and the installation of new officers.

Husbands are invited to supper and the program. Reser-

vations should be made through the member's respective telephone phone.

JUNIOR NURSING STUDENTS' week of devotion speakers were (left to right) Marilyn L. Froom, Cheryl J. Reinhard, Lee Salazar, and Karan A. Jensen. Not pictured are Cheryl A. Maloney, Diane M. Stilson, and Anita L. Bitclke.

AN INVESTMENT IN LIVING
REDLANDS OASIS

These unusual apartments are just 7 minutes from Lo-

ma Linda and offer many luxury features.

- Refrigerated air conditioning and heating in every room. - Whirlpool dishwasher. - All electric. - Wall to wall carpeting, separate adult and family pools. - Filling area. - Separate room for boys and girls. - Separate playroom. - Sauna, shower, and basketball court.

Our message:

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Nightingale Birthday Observed During National Hospital Week

Loma Linda University Hospital will observe National Hospital Week (May 8-14) by showing the film "What is Medicare?" on May 12, Florence Nightingale's birthday. Assistant hospital administrator Richard G. Uebler, and Wynn S. Wagner, director of patient business, will answer questions related to the film during discussion periods following each of the five showings of the film.

The motion picture, distributed by the Social Security Administration, will be shown in high schools and academies in the Loma Linda and Redlands vicinity.

During National Hospital Week, the hospital will be open 8 a.m.-5 p.m.; Sundays, 1-5 p.m.

The motion picture, distributed by the Social Security Administration, may be viewed in the Sunset 7:37 p.m.

SAN BERNARDINO COUNTY MUSEUM   Unusual exhibit in color pictures depicting the history of medicine.

The San Bernardino County Museum, located at 7850 Mountain View Drive, Redlands, will open its new exhibit, "What is Medicare?"

The exhibit will be open from 10 a.m. to 5 p.m. daily except Sunday.

Because of the large number of applications that had to be turned down after the class was filled, the workshop will be offered again this fall.

The weekly classes are planned primarily for nurses who are working or who plan to work in intensive care or coronary care units.

Class members will receive instruction in the normal electrocardiogram, the detection and identification of arrhythmias, and the treatment of emergency heart beats.

Time will be provided for practice on various monitoring devices and for supervised practice in detecting heartbeat irregularities.

Instructors for the five sessions will be faculty members from the University School of Medicine: Raymond B. Crawford, cardiologist; Victor J. Johns, MD, professor and chairman of the department of medicine; and James W. Button, instructor in the department of pharmacology.

For Area Nurses Gets Underway

Barbequed, broiled, or quick fried in batter, they're a big hit for any occasion. Serve LinketteS with hot buns and let everyone add his own fixin's. Sizzling satisfaction!

Loma Linda Foods

Quality Foods Since 1932

made QUICK and EASY with Loma Linda LinketteS

NURSES' electrocardiography course coordinators examined a Cardiograph-1000 electrocardiography monitor during the course. Left to right are Lavana W. Sutton, instructor in nursing; Roy V. Jutsy, MD, assistant professor of medicine; and L. Lucile Lewis, associate professor of nursing.

Friday, May 8

Sunset 7:37 p.m.

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DENTAL HOSPITALS

CALIFORNIA

BERKELEY: Fully equipped new office.

NEW JERSEY

CAMDEN: Full or part time hygienist.

NORTH CAROLINA

Winston-Salem: Hygienist needed. Inquiries directed to University Placement Service.

VERMONT

BURLINGTON: Dental hygienist needed. Office available.

NEW YORK

NEW YORK UNIVERSITY: Appointment two or more years experience. Full or part time.

WANTED

GLOBE: Excellent opportunity for one hygienist. Serves area of 3,000. Salary depending on qualifications.

SALEM: Community desires an additional hygienist. The two-man practice.

TACOMA: Single tennis winners:

EDWARD P. Jones, SM©68; Stephen O. Berthelsen, SM©69; and Jeffrey C. Ordelheide, SD©68, won over Richard A. Freed, SM©68, and Donald L. Culver, SM©68, 6-2; 8-6; 7-5.

PARKER, SD©68, won over Franklin L. Tatum, SM©66, won over Richard A. Freed, SM©68, and Donald L. Culver, SM©68, 6-2; 8-6; 6-1.

LAKEWOOD: Office and residence needed. Interior construction erected to desire of tenant. Beautiful mountain and foot hills area. Wonderfll place to practice. People pay well. A doctor who can give. Salary depending on qualifications. Salary without. Community has no physician at present. Any qualified doctor who interested in this rapidly growing community. Lots of LLU graduates looking for a practice. With scores of 6-0; 6-2 and 6-1; 6-1.

NORTH BERGEN COUNTY:

BERGEN COUNTY: Two asked offices for sale. Rent $250. For rent: 1.5 miles from SDA church. For sale: 2 rooms ground floor. 3 rooms office entrance. Corner location in town. Tremendous growth area. Good climate, abundant recreation and pleasant circumstances.

RICHWOOD: Two physicians now in practice. New hospital nearby. Hours: 8 to 5. No objection to part time. SDA church lovely community. Doctor can give. People pay well. Any qualified doctor can give. Please write to the following addresses:

1. 601 tenth Street, Olympia, Wash.
2. 414 North Street, Woodbury, Wash.
3. 603 Tenth Street, Woodburn, Wash.
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POST OFFICE BOX 90
LLU Personnel Win Four Prizes For Journalistic Excellence

Loma Linda University personnel have won four prizes for journalistic excellence in the annual Twin Counties Press Club awards contest.

University Scope was awarded third place in the category "best front page, non-daily newspaper." The winning upper classmen team, Jerald E. Beeve, SM'67, and Roland E. Lomay, SM'66, beat Donald L. Culver and John B. Chair, SM'69, 15-3; 15-10, the opposing team was Stephen O. Berthelsen, Donald L. Nicolay, SM'68, and Nathaniel G. Roen, SM'69.

The Dentist magazine won second place in the category "best feature photography." A shot of a dental hygienist looking through a huge set of teeth took the six-man volleyball contest, at UCI on its way to the sprints. The winning team was Stephen O. Berthelsen, Donald L. Nicolay, John B. Chair, SM'66, and Jerold E. Beeve. The opposition was composed of Charles H. Stumpf at First Federal.

Youth Vocal Recital Planned for May 15

Loma M. Munse, daughter of Clifford G. Munse, SD'66, and Mary S. Munse, SM'66, will give a vocal recital at Burden Hall at 8 p.m., May 15. Miss Munse is a 15-year-old student at Loma Linda Union Academy. She has been studying for a number of years with Patrick H. Hicks, instructor in music.

The young singer's program will include classics by Haydn, Mozart, Schubert, Schumann; numbers by Strauss, Corelli, Grieg, and Puccini, as well as a group of modern pieces.

Owne Rockwell will be the accompanist for Miss Munse. There is no admission charge for the program.

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President Marches At Pfau Inaugural

Loma Linda University was represented at the Wednesday dedication of the California State College at San Bernadino and the inauguration of its president, John M. Pfau, PhD, by President Godfrey T. Anderson, PhD.

Dr. Anderson marched in the traditional academic procession made up of delegates from universities and colleges, educational associations and faculty members.

Processional and recessional music was provided by the March Air Force Band.

Glen D. Dambie, PhD, chancellor of the California State Colleges, presided over the formal induction of president Pfau and the dedication of the college.

VETERAN FACULTY MEMBERS of the School of Medicine were among this group that toured the new Loma Linda University Medical Center. Including the annual Senior Banquet held at right: Dr. and Mrs. Orlyn B. Pratt; Dr. and Mrs. Ralph J. Thompson, Sr.; Dr. and Mrs. Charles E. Nelson; Dr. Godfrey T. Anderson; Dr. Elisabeth Larsson; Dr. George T. Hardin; III; Dr. and Mrs. Roger W. Barnes; and Mrs. Fred H. Moore; Dr. David B. Hinshaw.

Senior Class Hears Dr. Harding, Bestows Awards, at Banquet

Honors were bestowed upon faculty, distinguished guests, and a student, at the annual banquet for senior students of the School of Medicine last Sunday at the "1001 Ranch and Country Club" in Riverside.

David B. Hinshaw, MD, dean of the School of Medicine, presided over the evening's program.

Seniors president Robert W. Shelter, assisted by vice presidents Thomas R. Mitchell and Everard H. Williams, announced eight teachers as recipients of awards by the class.

Chosen as honored faculty member was Isaac Sanders, MD. Instructor in radiology; B. Wesley Kime, Jr., assistant professor of medicine; Jerrold K. Longertean, MD, associate professor of pharmacology; Walter H. Roberts, MD, assistant professor of anatomy; Walter A. Pears, Jr., MD, instructor in neurosurgery; and P. Richard Carter, MD, associate professor of surgery.

Accolades

Special accolades were given by the class to David B. Hinshaw and Robert V. Shaner, MD, professor of ophthalmology and class advisor, for conscientious handling of the problems of a transition year.

The Comstock award for student excellence in internal medicine was given to Frederick C. Sanders.

President Godfrey T. Anderson's introduction of ten alumni who had averaged 40 years of service was followed by a standing ovation in their behalf. Those honored were William E. Mclnnes, MD, vice president for medical affairs; Roger W. Barnes, MD, distinguished professor of urology; Donald E. Griggs, MD, clinical professor of medicine; Richard E. Beltz, MD, medical director, School of Medicine Technology and Operation; Malcolm K. Hill, Sr., MD; Elizabeth Loomis, MD; Clarence E. Nelson, MD; Ralph W. Shetler, MD; Harold M. Walton, MD; and Donald L. Nicolay, MD, who indicated that others will be similarly honored.

Richard E. Feltz, MD, associate professor of biochemistry, and Geoffrey A. Gardner, MD, associate professor of radiology, played a trumpet duet, with lyrics provided by Dennis K. Anderson, MD, senior class president.

Mr. Harding

George T. Harding III, SM-28, former president of the University, gave an address on "The Doctor and His Wife." After expounding on some of the problems physician's wives may have, he said, "The next time your wife starts to tell you about her aches and pains, take the time to listen to her." With a twinkle in his eye, he concluded, "You may never get to the bottom of what is really troubling her, and find that all she really needs is just her doctor."

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