



Do they have it? Sharon Rohmann (standing) and a friend examine paper in stationery store as Theresa LaChappelle (a clerk in the store) looks on.

Stationery Store Studied

No Stamps 'Til Later

What is the most unusual thing you can buy in our stationery store? In going through the stationery store in search of such an item, one person (namely *The Sword* Editor) found one: the 1½" x 2" x ½" red bound language dictionaries known among the students as "cheater's dictionaries."

There are many interesting aspects that this writer discovered about customers in speaking to the store clerks. They said that what they liked most about the customers was that the clerks had someone to say "hi" to; they get to know and recognize a lot of the students on campus. One clerk likes to watch the expressions on their faces when she says "no stamps until later this afternoon." Another likes to listen to their comments when something new comes in or a new shipment of supplies arrives.

"Working in the store can be a little tiring at times," the workers replied, "especially when

there are no customers for hours and then when I am ready to close, they come in like flies, but other than that, all seems to be quite joyful, especially when you think of the spending money you can earn and that you can meet and get to know a great number of people."

Then there are unusual things that happen, such as having a mechanical breakdown with the cash register and no one around to fix it. Sometimes a customer leaves his purchase on the counter or else another person comes in and forgets what he came

after. Better yet is when the girls come in and try on rings which don't seem to come off as easily as they went on.

When asked what they did when business wasn't very good, the clerks gave varied answers. For example, they read fiction books, dusted floors and books, set up displays, checked supplies, and read and reviewed the assignment for the next class.

One interesting feature about the stationery store is its history. No one knows when the store first opened or where it was, but it is known that it was under faculty management and supervision.

Former location of the store was in the room presently occupied by the Art Department (where Bottega meets). The first person known to be in charge was Professor Moenke-mueller, about 1927-1931. It is not known who took over the management from there, but it is known that in 1946 the store went under the management of professor Streufert until October, 1957, when, for the first time, it was placed under student management.

Its present location used to be the washing room where the college laundry was done.

Moving to its present locale about five years ago, the store took the place of the canteen which was moved across the hall.

At present the store is under student management and employment and under the supervision of Mr. Breuer, with final authority given to the business manager.

Chorale Home Concert Enthralls Audience

"A Mighty Fortress is our God, A trusty Shield and Weapon"

With these words, the Concordia Chorale opening their annual home concert in Graebner Memorial Chapel on Tuesday, April 2. Performing approximately three sections of the four section program used on Spring tour, the choir sang to an estimated audience of 750.

Overall, the concert was viewed as successful by those students questioned. The acoustical design of the Chapel is a detriment, however, giving any group performing in it a hollow and tinny sound.

Of the numbers performed, the last three sounded the best and provided the most inspiration. Lord of the Hills, a folk song for which Concordia students supplied religious words, was a refreshing break from the seemingly standardized choral program. Arne Jurchen and Chris Lynn provided guitar accompaniment.

Let All the World in Every Corner Sing, by E. T. Chapman, was accompanied by organ and was the fullest sounding number of the program. The final selection, the Chorale's traditional closing, Muede Bin Ich, served as a fitting end to the program.

In the realm of physical properties, it might increase audience attention and reflect more fully the choir's organization if the organ played during the processionals and recessionals. Each intermission begins and ends with a sound like that of an army marching on stone pavement.

ACP Rating

Sword Receives Honor

The *Sword* has received a second class honor rating in the All-American Newspaper Critical Service, sponsored by the Associated Collegiate Press of the University of Minnesota.

The award was made by judges examining college newspapers from throughout the United States, and is based only on first semester publications. A second rating will be issued at the end of the second semester.

Judging of each entry is based on three major categories: Coverage, Content, and Physical Properties. In addition, 25 subdivisions are included. Everything from neatness of printing to creativeness is rated.

Four categories are included in the ratings given: All American, First Class, Second Class, Third Class, and Fourth Class. The second class rating includes papers which are judged good to very good.

Through ACP judging, member papers receive a comprehensive evaluation of their paper in comparison with other college papers and also learn where their mistakes are, so that improvement can be made.

In the opinion of the editor, the awarding of a second class rating "is a step forward for *The Sword*, and shows us how we should improve the paper in the future."

Sword Staff Travels

Several members of *The Sword* staff will travel to Madison, Wisconsin, on April 7-9 to attend the conference of the United States Student Press Association.

Delegates at the conference, hosted by the University of Wisconsin, will be able to attend workshops in news photography, copy editing, sports-writing, a news writing and newspaper layout and make-up. Seminars and workshops in advertising and other areas of business will also be held.

A banquet and party will add entertainment features to the weekend.

Asked to comment on the value of the conference *The Sword* editor replied: "We will be able to discuss issues of interest to college students and learn what professional journalists and other colleges are doing on the mechanical side of the newspaper. We will thus be able to improve the quality of *The Sword* and pass the information on to our successors."

Water Safety

Training

Announced

St. Louis, Missouri. The American National Red Cross announces that ten aquatic and small craft schools will be held in the Midwest this summer, emphasizing the training of water safety instructors.

The following locations of the schools are in the general living area of Concordia's student body: Lutheran Lakeside Camp, Spirit Lake, Iowa; Camp Chiyesa, Holly, Michigan; Camp Courage, Maple Lake, Minnesota.

A small craft school will be conducted at Camp Nicollet, Eagle River, Wisconsin, from June 12-22.

Applications and further information may be obtained through local Red Cross Chapters or through American National Red Cross, 4050 Lindell Blvd., St. Louis, Missouri, 63108.

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