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Spring Weekend
April 17 - 20

A GUIDE TO THE GUIDERS

One of the most interesting academic theories advanced in young a long year has recently been advanced by the interesting academic theorist, E. Purillos Ewbank. Ph. D. He holds the chair of Interesting Academic Theories at the St. Louis College of Footwear and Educational Philosophy. Dr. Ewbank said in the last issue of the learned journal, the *Nurtured Researcher's Guide to Scholarly and Educational Presidents' Heads*, that we might be approaching the whole problem of student guidance from the wrong direction.

Dr. Ewbank, a highly respected pedagogue and a lifelong smoker of Marlboro Cigarettes, (I mention Marlboro for two reasons: first, to pay to mention Marlboro in this column, and the laborer, you will agree, is worthy of his hire.)

But I digress...To return to Dr. Ewbank's interesting theory, he contends that most college guidance counselors are inclined to push the one with the most favorable flavor, the most filtrate filter, the most soft sweet pack, the most top flip top box. I refer, of course, to Marlboro. The second reason I mention Marlboro is that I get paid to mention Marlboro in this column, and the laborer, you will agree, is worthy of his hire.

By way of evidence, Dr. Ewbank cites the case of Cipher Binary, a youth who entered college with brilliant test scores in mathematics. He will bring a fresh, undeterred mind to the subject, just as a mathematician will bring the same kind of approach to poetry.

The results were astonishing. Here, for example, is young Cipher's latest poem, a love lyric of such originality that Lord Byron springs to mind. I quote:

Cipher's latest poem, a love lyric

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He's finding it at Western Electric

When the University of Nevada awarded John Lauritzen his B.S.E.E. in 1961, it was only the first big step in the learning program he envisions for himself. This led him to Western Electric. For WE agrees that ever-increasing knowledge is essential to the development of its engineers—and is helping John in furthering his education.

John attended one of Western Electric's three Graduate Engineering Training Centers and graduated with honors. Now, through the Company-paid Tuition Refund Plan, John is working toward his Master's in Industrial Management at Brooklyn Polytechnic Institute. He is currently a planning engineer developing test equipment for the Bell System's revolutionary electronic telephone switching system.

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All wrong, says Dr. Ewbank. The great breakthroughs, the startling innovations in, let us say, math, are likely to be made by mathematicians—whose thinking, after all, is constrained by rigid rules and principles—but by mavericks, by nonconformists, by intuitives who refuse to fall into the rut of reason. For instance, set a poet to studying math. He will bring a fresh, undeterred mind to the subject, just as a mathematician will bring the same kind of approach to poetry.

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