



# The Pendulum

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## Former JFK aide enjoys teaching classes at Elon

By John Hoyle  
Staff Writer

Every other year in the fall, Gerald Bruno gets the "political fever." Bruno, who is teaching a political science course at Elon this semester, has worked for many candidates for high office--governors, senators and a president.

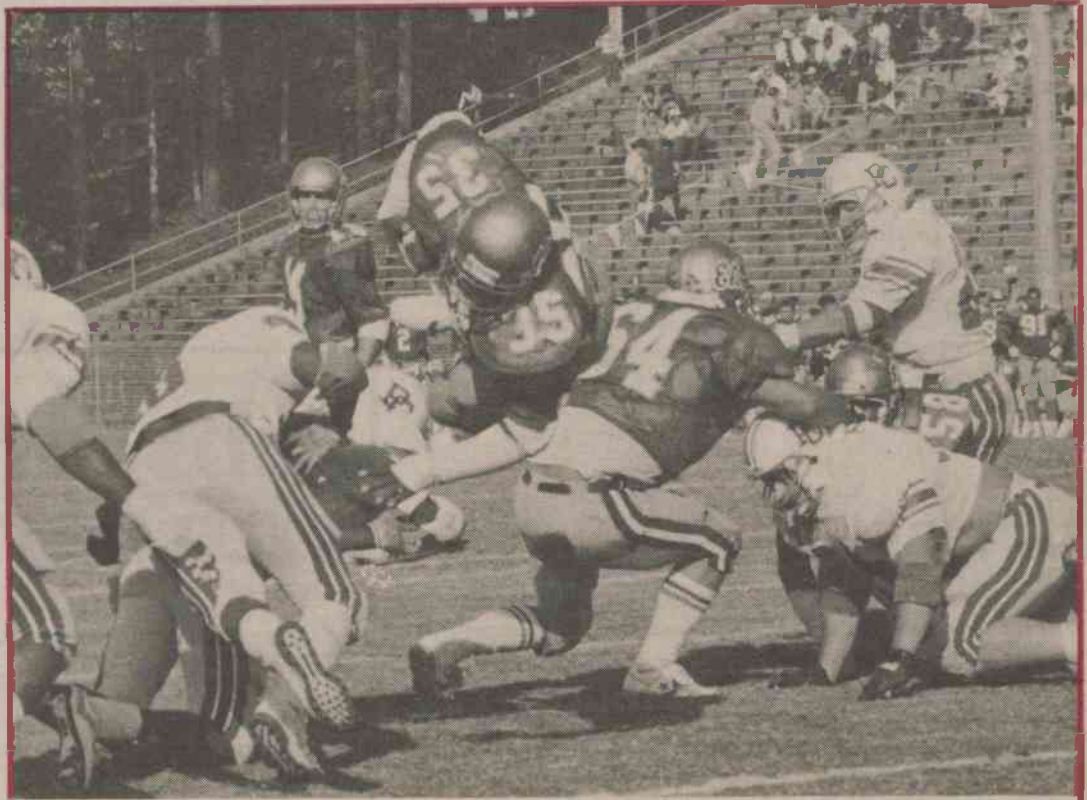
Bruno was a key aide to John F. Kennedy in the Massachusetts senator's successful campaign for the presidency in 1960. Bruno, who is now an advisor to N.C. Democratic gubernatorial candidates Terry Sanford and Jim Hunt, recently reminisced about the 1960 in an interview with *The Pendulum*.

Bruno got to know JFK in 1958, when Kennedy helped elect Wisconsin Sen. William Proxmire for whom Bruno was then working. Kennedy hired Bruno away from Proxmire to direct his presidential campaign in Wisconsin.

Wisconsin was set up in 10 districts and I ran and organized these districts for Kennedy," Bruno said. "Kennedy was not very well known at this time. His opponent was Hubert Humphrey. When the primary was over Kennedy had won seven out of the 10 districts. "This was a powerful win, but the real battle would come in West Virginia," said Bruno.

West Virginia was only three percent Catholic, and Sen. Kennedy was of this denomination. Bruno organized the campaign in this state

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## Off to a flying start

Elon tailback Dwayne Clark goes flying past Presbyterian College defenders in the Christians' 36-13 victory over the Blue Hose last Saturday. The win pushed the nationally third-ranked Christians to 5-0 on the season, their best start in years, according to Coach Macky Carden.

Photo by Sam Walker

## New manager looks for changes in Campus Shop

By Greg Zaiser  
Staff Writer

Mrs. Katharine L. Shiell, who is the manager of the Campus Shop on Oct. 13, is planning some important changes in the store.

"We're going to arrange the books in alphabetical order to make it easier for the students to find what they need," she said. "We're also going to get more us-books. Right now only 35 or

40 percent of the books in the store are used. We want to make them more affordable to students."

"I also want to expand the greeting card line," said Shiell, who managed the book store at Ferrum College for seven years. She replaced Faye Dennis, who resigned in September to enter private business.

She also said the Campus Shop will "definitely" carry food items such as candy bars and

other snacks. "I was surprised that the store didn't have that when I first looked around," she said. "We can't sell the same things as the Varsity Grill but we'll have candy bars and things like that."

Shiell also said the store has "too many unnecessary gift items and fashion clothes for a college book store." She said that the college sweatshirts are so expensive because "they are priced according to the volume we buy."

Because Elon is a relatively small college, she said, it can purchase only a certain amount of sweatshirts. The lesser quantity results in higher prices for the students.

Shiell said long-range plans for the Campus Shop include possible expansion into space now occupied by the Student Health Service. Such a move would double the size of the store.

"If it happens, it won't happen

for another year or two because the college would have to decide where to move the health service," she said.

Shiell plans to "experiment with a lot of things," including evening hours. She hopes for more input from students. "I am going to place a suggestion box in front of the store because I want to know what students want. I'm buying for you, not for me," she added.

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A review

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Christians win

Elon whips PC 36-13

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