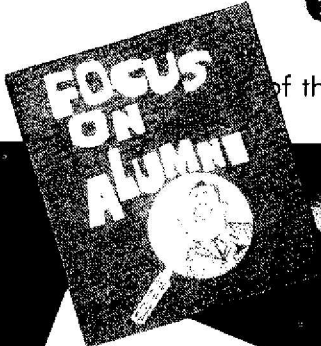


June
July
1960

Old Oregon

of the University of Oregon Alumni Association



Pyrotechnics
in
Politics
—See page 8





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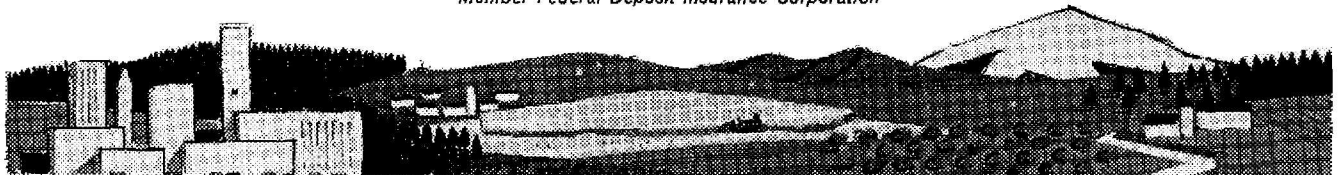
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COVER

"Campus Politics are getting warmer," somebody said, and though this spring's campaign didn't quite burst into flames as we have suggested on the cover, it did have its interesting and hectic moments. Ron Abell gives you a complete report on page 8.

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From 110-M Erb

IT'S BEGINNING to look as if 1960 is going to be a great year of change for Oregon. Nearly \$4 million worth of new construction is under way, a splendid Class of 1960 is graduating—some 1,100 strong, Oregon's ninth president, O. Meredith Wilson, and his family depart for new duties at the University of Minnesota, and anticipated enrollment next fall is pegged at 7,450.

The new construction on the campus involves three projects: two additions to the Science Building of slightly more than \$2 million, a new dormitory to house 440 students to be constructed on the southeast corner of 13th and Agate priced at \$1½ million, and the first 48 units of the big Westmoreland Village which will eventually have up to 400 units (apartments for married students) costing about \$350,000.

Of the two additions to the Science Building, the east addition, four stories in height, will extend from the northeastern part of the present Science Building, across the science annex and natural history museum to the middle of Emerald parking lot. This addition will bridge Onyx street, and will house laboratories including the Institute of Molecular Biology. A South addition using the foundations of the former men's pool, will contain the largest lecture room on campus, and will be the new location of the geology department present housed in Condon Hall.

Within the next few weeks contracts will be let on the new dormitory at 13th and Agate streets, which will provide housing for approximately 440 students in five separate units.

Jerry Halverson '60, president of the Class of 1960, will lead the 1,100 or so members of his class through Commencement Weekend, June 10-12. From this vantage point the Class of 1960 looks bright, promising and mindful of its heritage at Oregon! In a matter of a few short weeks many of its members will be scattering to the four winds—military service, more schooling, travel abroad, and marriage, not to mention the beginning of countless careers.

With this issue of OLD OREGON, readers are enjoying one of the great years of this widely respected alumni magazine. Page count for the June-July issue, largest ever, totals 56. Prominent is the special 16-page insert, "Alumnus USA," prepared especially for OLD OREGON and hundreds of other alumni magazines.

PROFILE:

Everybody's Kid Brother

Dyrol Burleson's seemingly effortless stride has already made track history—and he's just getting started

By Kris Stokes

Opposite: Seemingly without exerting himself a bit, Dyrol Burleson passes Stanford's Ernie Cunliffe to set a new American record for the mile run. Burleson ran it on this occasion in 3:58



A FEW MINUTES before 1:30 p.m. on April 23, Dyrol Burleson pulled on a pair of Bill Bowerman Special track shoes and stepped onto a beautifully manicured track with Stanford's Ernie Cunliffe for a race that had been billed as one of the outstanding mile events of the '60 season. One-point-four seconds less than four minutes after the starting gun, Burly puffed out his cheeks like Peter Rabbit on his way home from Mr. McGregor's garden and barreled into the tape for a new American record.

Five thousand deliriously happy fans greeted him with the greatest ovation ever to startle the resident bats of Hayward Field's aged rafters, but no one was willing to admit to any great surprise. Burleson's followers had been predicting a sub-four-minute mile "any time he's ready."

A tall, skinny kid with a running weight of 155 pounds, Burly stands 6' 1½" on legs of woven leather straps, looks like everybody's kid brother, and speaks with the quiet assurance of a top brain surgeon, whose years of study and practice enable him to confess with candid modesty that he is the best man in his specialty.

Burly exhibits an amazing confidence in his ability and his potential, yet he can discuss himself without the slightest trace of arrogance or conceit.

"This boy is really dedicated to his objectives," Coach Bowerman says of

him. Dyrol discovered his objectives in his freshman year in high school, when he won a cross country event in physical education class competition. He turned out for track the following spring, and has made it his home ever since.

"Burly would run, run, run, as he was told to run," a former teacher says. "He could run from sun-up to sun-down."

In high school, following team workouts, Burleson would go home and work out with his mother, whenever she had time to pace him in her car. One year, in the Hayward Relays, he competed in the quarter, the half, and the mile, then hurried back to Cottage Grove to get in another work-out before dark.

A week-end diversion was the "clan track meet" in which cousins and friends gathered at the Burlesons' on Saturdays and Sundays, and ran through all the events of a regulation track meet.

"It's a tremendous responsibility to have a boy like that," one of his high school coaches remarked. "It makes a coach really dig. I'd like to have a couple more workers like him. I don't care what the event—even if it's tic-tac-toe. He was a beaut."

TREMENDOUS IS THE WORD most often applied to Burleson: he has tremendous power; he has tremendous physical reserves; he has a tremendous stride; he has a tremendous kick; he has a tremendous desire to succeed; he is a tremen-

dous worker.

Local fans have had their stop watches on Burleson since his junior year in high school, and the really smart money was on him even before that. In high school, Burly could simply turn on the power and run away from anyone who stepped on a track with him. Under Oregon's Bill Bowerman, he has acquired the niceties of pace judgment and a knowledge of body mechanics, and he developed a dislike of the front running his high school competition had accustomed him to.

The stage was set for Burleson's entrance onto the national mile scene at a dual meet in Corvallis in May of 1958. The track was carefully prepared and there were plenty of judges on hand, in anticipation of a national high school record. Burly did not disappoint, touring the four laps in 4:13. A week or so after his high school graduation, in his first meeting with Herb Elliott, Dyrol finished fifth in 4:11. Last year he established a national collegiate freshman record of 4:06.7.

But he was such an unknown outside of Oregon that at one of his early races off the coast, the radio sportscaster could only announce that "someone is coming up on the outside, and he's at the tape." Burly soon taught everyone his name, and by mid-July they were calling him America's best hope in the Olympic 1500 meters.

Burleson is still a home-town boy; one



Photo: Phil Wolcott; courtesy RegisterGuard

of the reasons for choosing Oregon for his collegiate career (other than the obvious advantage of training under the best coach in the United States) was its nearness to home. "Some of those other schools, like Southern Cal," he says with a shrug, "have nothing to offer but money."

BURLY WEARS a Cottage Grove beanie, likes to go home on weekends, and still regards his high school companions as his closest friends. He remains as unimpressed by the cities he has visited on tours as he is by his own rise to fame. "Of course, Burly wants to go to Rome for the Olympics," Dick Miller says, "but he'd be just as happy if they were held in Cottage Grove."

No one doubts that Burly will represent the United States at the Olympics; the only question is what sort of time he will turn in. "Burly has never been pushed," was the word on Burleson last fall after he had defeated all comers with the exception of team mate Jim Grelle. Now they are simply saying, "Burly can beat anyone if he runs right."

Burly knows a great deal more about running right than most collegians. He has had an exceptional amount of experience for his age. His knowledge, ability and impressive confidence in himself all contribute to his victories. Of his confidence, George Larson says; "It's a good thing to have. It's good to think that way, that he's unbeatable. You can beat yourself if you doubt your ability."

Burly admits that the proximity of his 20th birthday, four days after his meeting with Ernie Cunliffe, was a big factor in his breaking four minutes. Milers are not expected to reach full potential until their late 20s: Burly and Elliott are the only two who have reached the mark while still 19.

Burleson is anxious to again meet Elliott, the Australian mile machine that moves like a man. "I have nothing to lose against him. He's in a bad position. He's a target for everyone."

What will happen if the two encounter each other prior to the Olympics is the subject for lively discussion. "That Elliott is a smart runner; he's cagy," a track coach remarked. "When these two get together, they could psyche each other into an eight-minute mile."

BURLY IS RARELY psyched, but readily admits that the "big ones" are a strain. "You're always nervous and excited before big ones, but that's good for you. All that adrenalin gets pumped into your system and you're ready to run. In a

big one, you're always looking for a way out."

The first person singular is a minuscule part of Burleson's vocabulary. "I never run for time. A fellow could run four minutes every week if he ran for time."

Burly runs to win, and lets the records fall where they may, but winning is obviously a great deal of fun. Last July in the Russo-Oregon 1500-meter run, a feature of the Russian-American meet, he defeated Russia's and the Oregon var-



Heading for showers, Burleson and Cunliffe relive eventful mile run.

city's best, wearing the delighted grin of a small boy getting into the Christmas packages on December 23. A few weeks ago in a dual meet with Oregon State, he made the establishment of a new meet record look merely incidental, as he all but backed into the tape while joyfully exhorting team mate George Larson to a second-place finish over Stater Norm Hoffman.

Off the track, however, Burly is extremely quiet and reserved. He is not absorbed by people, and refuses to be pressured by their demands on him. It is difficult to know him intimately. "Burly is a crawfish looking for a rock to get under," a friend has said.

In contrast to the celebration that greeted Jim Bailey on his triumphant return from Los Angeles in 1956, the aftermath of the Burleson victory was moderate. Burly spent the day following his big mile fishing with a friend, returning home in time to take a light workout. The day after he set the National High School record in 1958, Burly was en-

countered off in the hills by himself, sitting by a pool with a fishing pole under his arm and a textbook open in his lap.

Burleson has as yet no objectives in life, other than continuing track competition. He is taking a liberal arts course, and hopes to remain at Oregon for three more years, picking up his master's degree. A diligent student, Burly concentrates on his studies as earnestly as he does his track workouts. He would like to postpone his service obligation as long as possible, "although if I'm still running well, the service is the best place to train. No outside problems."

Burly is expected to be "still running well" for many years to come. He is a beautiful and effortless runner, who looks as if he could carry a bucket of water on his head around the course without spilling a drop. He possesses a sensational stride and a magic finish which gives the spectator the impression he is watching an optical illusion. His big stride stretches even bigger in his kick, he shows no sign of effort or exertion, but in an instant has ghosted past his opponent and is going away.

NO ONE, including Burleson himself, who will only say "I can run faster," is willing to make a statement as to what his limitations are. No one seems to believe he has any limitations.

Burleson, who was an eighth-grader when Roger Bannister made the phantom four minutes a reality, says there has never been a time in his running career when he did not believe the four minutes were attainable. "If you do anything, you should do the best you can. You shouldn't attempt anything unless you feel you can do it. You can be best. It is something anyone can do, if you're willing to give it the effort."

Burleson's cool appraisal of his abilities, the intensity of his desire, his supreme confidence in himself, are sufficient to make a believer of the most skeptical observer. "There's no limit to what I can do," he told me. "I can improve until I'm 30."

The 13 year old kid, winning his first race in a physical education class, who believed he could be best, has devoted six years to making himself best in the United States.

He is at present 4.2 long seconds away from a world's record. If Burly now wants a new world record, if he believes he can get it, and there is no reason to doubt that he does, then he will get it. Burly is an irresistible force, and the mile standard is at best a movable object. Burly can move it.

THEY HALF-EDUCATED MAN

The Half-Educated Man. It's not a very complimentary term to describe today's typical alumnus, but it is, I think, uncomfortably accurate.

More and more, as our economy looks for specialists to fill the vacancies of industry; and as our students, looking for direction, are motivated by the materialism and pragmatism of our society, they choose that instruction which most easily and most effectively secures financial standing and social recognition. They look upon their degree in terms of its salary potential, rather than in terms of the understanding and knowledge they should have acquired in earning it.

As a result, we are graduating a generation of specialists, a generation of men whose insight and understanding have been narrowed, rather than broadened, by their educational experience. I am speaking of the business administration graduate who has not had a course in philosophy or ethics to temper his profit incentive; the physics graduate whose investigation of the atom left him no time to learn to enjoy Shakespeare or Beethoven; and the student preparing for seminary who has turned his mind from the biological truths of evolution. These are the half educated men; and in a world where we must constantly keep our minds open to new social, scientific, and philosophical developments, the inadequacy of these men is apparent.

For a moment, I would pause to reflect on the years spent in the protective shelter of Academia. As I entered, after having been reared in the usual Republican and Protestant tradition, I was confident, like Candide, that this was, without doubt, the "Best of all Possible Worlds." The world was a plum to be picked; and I had no other thought than to propagate the prevailing moral, economic and social system. My roommate the first year was a Mohammedan. His religion seemed almost ridiculous; but I could not discount it, because he was more honest, more

By Sam Vahey '57



humble and more sensitive than most of my Christian friends. In time I traded views with an agnostic, who suggested merely that I read a book by Herbert Muller, *Uses of the Past*. The views expressed by Mr. Muller seemed extremely distressing in light of my Protestant heritage; and in time I looked to the library. Indeed, most of the world isn't Christian. And what's more, some of the Oriental cults were well established centuries before Christ.

The curiosity which replaced what had once been blind faith eventually led me from Plato to Nietzsche and Camus; from Machiavelli to Jefferson and Marx; from Bacon to Darwin and Oppenheimer. And as the social contradictions presented themselves on a world plain, so did they appear on the campus in the ROTC barracks, Greek Row, Athletic Department, and School of Business Administration.

Of all the courses at the University, those in Military Science and Tactics were most absurd, and most damaging to the academic tone. Whereas the academic sought inquiry and open thought; the military was dictatorial and absolute. Whereas the one was setting forth the prospects of human enlightenment, the other was teaching the methods of human destruction. Whereas the one was furnished with thousands of dollars worth of uniforms and weapons; the other went begging for contributions to increase its scientific research facilities. For the first time in mankind's 250,000 year history, he now holds the weapons for his complete annihilation. He must now look to rational thought and international cooperation, to solve problems once resolved by war. To maintain an element of militarism on the campus is not only a waste of money and mental effort; but also a dangerously deterring factor from the University philosophy of humanism and free inquiry.

As ROTC was a contradiction of the educational purpose, so the fraternities and sororities seemed a misdirection. Here the incentive and motivation seemed social rather than intellectual. It was more important to pledge the football captain or Homecoming Queen than a Phi Beta Kappa or Fulbright scholar; more important to wash the sports car than attend a University assembly; more important for freshmen to leave the books unopened during the first two weeks of class, than to miss the mock flattery of rush week. From most people, the brunt of fraternity criticism falls upon the racial exclusion practiced by most of the Greeks. The emphasis on the social whirl

is less apparent, but probably more serious.

Another portion of the University scene which conflicted with its basic philosophy was the disproportionate magnitude of the Athletic Department. Granted, physical development is as important as mental for healthy life. But when this function assumes a spectator, rather than participator character; when the football team receives more recognition than the University orchestra; when there are 120 "full-ride" athletic scholarships, and only a handful of other students in the University receive comparable aid; when the Athletic Department announces plans for a new stadium at the same time the director of dormitories announces that housing accommodations will be limited; when such facts are considered, it becomes difficult, indeed, to defend the huge scale of such an operation at an institution of higher learning.

The list should get longer in order to point out the significance of non-intellectual attitude in the motivations of college students. Here, especially, we must also include the School of Business Administration; for, more than any other department or school, it seems to typify the case where the practical has replaced the theoretical; the mechanical has supplanted the mental; and the materialistic has shut out the aesthetic. I remember vividly two of the required, or "highly recommended" courses on the business school curriculum. One, "Office Organization and Management," was concerned with the arrangement of office furniture and preparation of office manuals in order to get peak efficiency from the office staff. Another, "Business English," set forth a proper series of credit letters to collect on delinquent accounts. These are fine courses, perhaps, for a trade school or business college; but hardly qualify for a place in an institution dedicated to the search for knowledge and development of understanding among men.

FOLLOWING up this materialistic approach to education, it is easy to show its effect on the lives of the graduates. Most of them feel that when they get that degree, they know all they need to know; and they stop learning. The days of education are over, and they quit the quest of knowledge in the pursuit of profit and pleasure. Except for new trends or discoveries in their specific vocation, they fail to keep abreast of new developments in the fields of science, art and philosophy. And generally they show little awareness or concern with the social injustice

and conflict in the world about them, except as they note it in the headlines of the newspaper, or capsule commentaries of *Time* and *Life*. Few take time to investigate the background of the social conflict before them. They fail to seek the relative; and instead, accept the absolute. They tend to accept the generalizations of TV and *Time* magazine which divide the world (like a cowboy movie) into the good guys and the bad guys; those on white horses and those on black.

Few take the opportunity of correspondence or night courses. And of those that do, most are concerned mainly with learning new techniques or methods to advance their vocational abilities; or to satisfy requirements to keep teaching certificates up to date. As in undergraduate days, their desire to increase knowledge and broaden understanding is secondary to their desire for financial gain and social acceptance. To an extent, the generation has fallen victim to its own mechanization; for the television set has replaced the home library, as surely as it has replaced the creative hobbies and crafts which once occupied leisure time.

Here, again, I will pause to recount personal experience in order to illustrate another typical graduate misconception. Instead of going directly into the office of a construction firm or architect after graduation from the University, I have been working as a carpenter in order to gain first hand familiarity with the materials, methods and craftsmen of the building industry. School friends whom I meet are surprised, and wonder why a University graduate is doing manual work. To them, physical labor is degrading, and is done only by those who "don't have enough brains to get an easier job." Most college graduates don't even know a plumber or mason personally; nor are they familiar with the skills and mental abilities required by the trades. Yet they are free in their criticism of them; as they are also lacking in knowledge and free in their criticism of the unions in which the workmen are organized. It is easy to speak out the virtues of economic individualism when one is backed by a university degree and a prosperous family background; but for those not so fortunate in background and educational opportunity, there must be a collective security, or their labors would be exploited for a subsistence wage as surely as Negro and Mexican labor is exploited in the southern states even today.

TO HELP REDUCE the extent of unawareness, to help alter the student's

motivation from one of materialism to one of humanism; in effect, to help transform the half-educated man into the full man; I would propose a much broader requirement in the liberal arts, the humanities and the sciences; and perhaps a limit in the amount of time spent in specific study on the undergraduate level. By thus seasoning education with generous helpings of philosophy, the arts and the humanities, instead of a strict and narrowing diet of vocational technology, our graduates will not only be better prepared to understand and contribute to society, but they will also enrich their own lives with an appreciation of the musical, visual, and literary arts now available in an abundance and at a price never known before.

The scope of instruction should be with a world perspective. The University should make the student aware that technology has rendered divided world theory obsolete. World union is more than desirable—it is necessary for survival, the same as planned organization of the individual states was necessary for the survival and development of this nation.

The student should understand and appreciate the literature, the history and the cultural heritage of Asia and Africa as well as his own western civilization. He should read the Upanishad with the same diligence that he studies Plato; and explore the University's Museum of Oriental Art with the same curiosity that he contemplates a touring Van Gogh exhibit. We must seek to understand the rest of the world before we can hope to share our own scientific and educational experience with it. Logically, competence in at least one foreign language should be a requirement for every degree.

Prevailing world economies should be subject matter for another curriculum requirement, with the emphasis on the theory, rather than the mechanics of each. Although he is somewhat curious, the typical student today has a very poor conception of communism, ideal or practical. The American press as well as the State Department would have us to believe that communism is a system of treachery and boogy-men, all evil. A reliable source is not available to the American student, though it should be, if we are to combat its apparent brutalities realistically and intellectually. There must certainly be some "good" coming from the system, however; because of Russia's effectiveness in building a huge industrial complex, and because of her superiority in certain scientific fields. When considered with an open mind, the efficiency of

planned economy has certain comparative merit over the wasteful over-production and crippling labor disputes which inherently accompany free enterprise. The student should be encouraged to weigh these facts impartially, if he is to prepare a better society for his generation.

Next, the scientific requirement should include at least one year of biology or anthropology. Here, the student would get a realistic view of his own origin and existence. As Julian Huxley states, "Without some knowledge of evolution, one cannot hope to arrive at a true picture of human destiny." I am continually amused and at the same time angered by the hypocrisy of those in the pulpit who ridicule and lambaste the principles of evolution; yet run to the doctor for penicillin and other life-saving drugs and vaccines which have been developed through the same biological research that has presented the facts of evolution. Professors must be outspoken and direct in their presentation of these scientific truths. They must not compromise the realities of anthropology and biology in favor of the comforting dogma of traditional Christianity. In summing up the dark and deadly pages of Christian history, the Indian philosopher Radhakrishnan states, "If we believe absurdities, we shall commit atrocities."

Finally, the University should attempt to stimulate in the mind of the student an appreciation of the real wealth of our culture; the thrill of a symphony by Beethoven, the enlightenment of an essay by Huxley, the complexity of a structure by Wright, and the vast realm of mirth, contemplation and tragedy of Shakespeare.

AT VARIOUS POINTS of this article, I have mentioned such terms as the "academic tone" and the "educational purpose" of the University. Before closing, I would briefly spell out my thoughts.

The University must be dedicated to the search for truth, the acquisition of knowledge, and the development of understanding among men. It must improve and stimulate the collective society by expanding the wisdom of the individual. It must produce the well-rounded graduate, who is sensitive to the problems of the world about him, and whose livelihood is dedicated to their solution. As the head-stream of new thought, it must be directed away from the practical, toward the theoretical. It must broaden, not contain the curiosity; it must seek to improve, rather than maintain; it must provoke,

rather than soothe; it must excite, rather than pacify; it must question, rather than accept; it must criticize, as well as commend.

The University must accept and practice its role of Ivory Towerism in a world that is groping for a social code to keep pace with its technological progress. To look to militarism for leadership would be disastrous; to accept the metaphysics and contradictory dogma of the Church would result in confusion and ignorance; and to turn to the harsh brutalities of an impersonal economic system would soon bring mankind to decay and slavery at the hands of his own automation and machinery. Only by looking to education and the University can society continue its material progress and at the same time retain and expand its humanistic and aesthetic heritage.

George Bernard Shaw portrays it very nicely in the "Don Juan in Hell" sequence from *Man and Superman*. In reply to the Devil's assertion that mankind has no purpose or goal in a brutal and impersonal universe, Don Juan answers:

DON JUAN: . . . Were I not possessed with a purpose beyond my own, I had better be a ploughman than a philosopher, for a ploughman lives as long as the philosopher, eats more, sleeps better, and rejoices in the wife of his bosom with less misgiving. This is because the philosopher is in the grip of the Life Force. This Life Force says to him "I have done a thousand wonderful things unconsciously, by merely willing to live and following the line of least resistance: now I want to know myself and my destination, and choose my path; so I have made a special brain—a philosopher's brain—to grasp this knowledge for me . . . And this," says the Life Force to the philosopher, "must thou strive to do for me until thou diest, when I will make another brain and another philosopher to carry on the work."

THE DEVIL: What is the use of knowing.

DON JUAN: Why, to be able to choose the line of greatest advantage, instead of yielding in the direction of the least resistance. Does a ship sail to its destination no better than a log drifts no-wither? The philosopher is Nature's pilot. And there is our difference: to be in hell is to drift; to be in heaven is to steer.

THE DEVIL: On the rocks, most likely.

DON JUAN: Pooh! Which ship goes oftenest on the rocks, or to the bottom—the drifting ship, or the ship with a pilot on board?



CANDIDATE EASTON: *Not exactly typical.*

Can a poor boy from the West find his way in the hard world of politics with neither money nor organization?

Campus Politics: Getting Warmer

By Ron Abell



THE SCENE: *Campus plastered with thousands of posters.*

ON THE NIGHT of the ASUO primary elections last month a tall blond student with a boyish grin slumped tiredly into a chair in the SU Fishbowl. He was Tom Easton, a dark-horse candidate for junior class president.

Glancing at a portable blackboard on which the election returns were being posted, Easton said, "Boy, if I win it'll just go to show that you don't need money and organization to get elected anymore!"

Easton, deciding at the last minute to enter the race, had quickly spent all his available funds (\$21) on campaign posters and then found out that because he was so late he was unable to get appointments to make speeches at all the living organizations.

Nonetheless when the votes were in they showed that he had squeaked through the primary with a six-vote plurality, thus gaining one of the two places on the final election ballot.

"Now if the *Emerald* will only back me," he said, crossing his fingers, "I've still got a chance."

Easton, as an independent, 24 years old and a veteran, was hardly a typical student nominee. But if he was an unusual candidate, the same must be said for the elections themselves this year. They were free-wheeling and wild enough to leave even the most cynical campus politico gasping for breath.

"This is the most intense campaigning I've seen since I've been here," was the statement that seemed to be on everyone's lips.

All the usual campaign techniques and paraphernalia were used but they were much more obviously in evidence. On May 2, for example, a mimeographed flyleaf protesting the execution of Caryl Chessman was posted at strategic spots on campus and was all but overlooked

amid the thousands of campaign posters.

Some of the signs and posters were destroyed almost as soon as they were put up, and the *Emerald* found it necessary to run an editorial admonishing vandalism:

"One of the candidates put up a large signboard last Friday. That night it was partially destroyed by individuals who burned and kicked holes in it. The sign was repaired Saturday morning, and again that night it was slashed and broken down. Other candidates have complained that their publicity posters lasted less than twenty-four hours before being ripped up and strewn all over the campus."

The candidates, sending out letters and making the inevitable flying speeches, had their campaigns bolstered with billboards and posters and broadsides in what must have been the most lavish consumption of paper since the V.J ticker tape parades. And this isn't to mention full-page ads in the *Emerald* and the distribution of such things as ashtrays and placemats (with advertising) to living organizations.

The campaign for one candidate to a high-ranking position cost a rumored \$700 (he lost in the primary) and going virtually unnoticed in the election hubbub was a phone call to President Eisenhower and a protest that came close to invalidating the entire primary election.

The protest came from five University law students who charged that the *Emerald* had violated the ASUO constitution by failing to print a sample ballot on the two successive days prior to the election. The protest came on the afternoon of the primary and although it was withdrawn that same evening, it caused a number of hectic and precarious hours for those who knew about it.

Continued on page 41



CAMPAIGNER BROWN: *A mysterious telephone call.*

Editorializing In Pen and Ink



*Cartoonist Roy Paul
Nelson walked into
Journalism via the
back door*

By Brant Ducey



IT ALL STARTED back in high school when the young artist didn't like the way the editor was using his cartoons in the school paper. For it was then that Roy Paul Nelson decided that the only way to get proper play for his cartoons was to become editor of the paper himself. So he did.

"I took some journalism courses," relates Nelson, "and eventually became editor and had my way." This backdoor approach launched Nelson's career in journalism which has included stints in newspaper work, magazine layout, free lance writing and cartooning, and public relations.

Now an assistant professor of journalism at the University, Nelson is also known to some as "Roy Paul," the name he signs under his editorial cartoons that appear regularly in the *Eugene Register-Guard*. Last year his work appeared in newspapers throughout Oregon in the "Centennial Album" series which consisted of 52 feature cartoons on early Oregon pioneers.

Nelson, like most of us, learned to draw before he could write, and he has been making a success of it ever since. By the time he finished high school he was selling cartoons to trade magazines, humor magazines and comics. His affinity for art continued through college and Oregon graduates of the Class of '47 will remember him as *Oregana* editor that year.

The crew-cut, affable Nelson is a far cry from the stereotyped concept of the cartoonist whom many of us think of as

*Birth throes of a cartoon.
Nelson produces a cartoon under the watchful and hypercritical eyes of his three daughters, Tracy, Chris and "Boo-tie," who obviously approve of the final product though there was some doubt at first.*

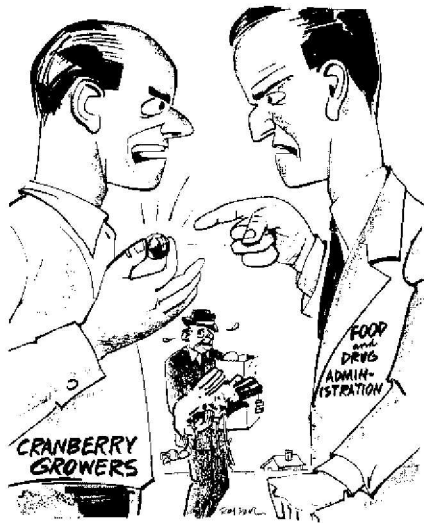


long-haired, temperamental and slightly eccentric. Nelson dresses in conservative, Ivy-League fashion, is somewhat reticent on occasion, and confesses that his only eccentricity is a consuming passion for hillbilly and country-style music.

In the School of Journalism he teaches beginning journalism, magazine editing and writing and public relations, but his forte is cartooning. Besides conducting a seminar in editorial cartooning, Nelson handles a correspondence course in cartooning which he recently innovated under the auspices of the General Extension Division. The latter course includes correspondents in such diverse locations as California, Mississippi and Costa Rica.

Editorial cartooning, which dates back to Ben Franklin in this country, is fast declining in use, according to Nelson. He attributes this to syndicated cartoonists, stricter libel laws and the more moderate tone of today's press. "Cartoons are at their best when they attack something or somebody," says Nelson, "they were never meant to defend. You just don't go around attacking people these days and consequently the editorial cartoon is not as exciting as it was in the days of Thomas Nast and Homer Davenport."

Another reason cited by Nelson for the decline of the cartoon is the increasing use of photography in newspapers and magazines. Nelson also sees one of the tricks of the cartoonist's trade as another reason for this decline. "Cartoonists are forced to use trite symbols (e.g., Uncle Sam) that the public can comprehend quickly so that they can get the point across as fast as possible. The result is that people and editors have grown tired



INTERESTED SPECTATOR

YOU THINK YOU'VE GOT TROUBLES...

Samples of the Nelson editorial cartooning technique.

of looking at the same old symbols over and over again."

As for comic strips and their creators, Nelson has his own favorites, among them Roy Crane ("Buz Sawyer"), Mort Walker who does "Beetle Bailey," and of course Charles Schulz of "Peanuts" fame. Two years ago Nelson was instrumental in getting Schulz to appear on the Oregon campus in conjunction with a high school press conference.

Like Roy Crane and some of the others, Nelson uses the "caricature style" of cartooning rather than the true-to-life, detailed drawing method of artists like Milton Caniff ("Steve Canyon"). Nelson's technique is to take the features

most obvious and exaggerate them. The eyebrows of Wayne Morse and O. Meredith Wilson are favorite Nelson targets in this regard. In order to know how to draw what, Nelson keeps a voluminous file to which he is constantly adding clippings of various pictorial subjects. Thus if for some reason he has to include a "kangaroo" in a drawing, he simply looks in his file under "K" for a photo or drawing of a kangaroo.

Nelson lists Thomas Nast, Homer Davenport, Bill Mauldin and Herb Block ("Herblock") as among the "all time American greats" in editorial cartooning. He is somewhat of an expert himself on Homer Davenport, the Silverton, Oregon, boy who went on to national fame with the Hearst newspapers. "I didn't think Davenport had been that good until I started to do some research on him for a Browsing Room lecture last year," relates Nelson, "but now I think he must be considered as one of this country's great cartoonists." As a result of his investigation Nelson hopes to eventually write and publish a book about Homer Davenport.

In the meantime Nelson is busily engaged in churning out free lance cartoons, judging campus cartoon contests, and most important of all, teaching. He is always at home to students in his office in Allen Hall. Many of these students are not aware that "Roy Paul," the artist, and Paul Nelson, the professor, are the same. "This just goes to prove that people aren't interested in cartoonists anymore," says Nelson. But Paul Nelson is an active contradiction to that statement.



During Oregon's 1959 Centennial celebration, Nelson made 52 drawings, depicting historical figures. The drawings ran in papers throughout Oregon.

News Briefs

A lightning-quick rundown on what's new and important on the campus

A mother's touch. In a move that left fraternity men amused or aghast, depending upon how seriously they took it as a portent of things to come, Sigma Nu announced in April that it was taking applications for a housemother. Their choice was Mrs. Sara Henderson, "mother" to the freshman girls of Susan Campbell Hall for the past six years. Mrs. Henderson said she was delighted at the prospect of remaining at Oregon (under a provision against state employment of those over 65 she would have had to retire from "Suzie" this summer). She remained undismayed at the prospect of "shaping up" the Sigma Nus, currently on probation both by the University and their national as a result of a couple of rowdy social events. Campus males nodded approvingly at the selection. Housemothers for males might be a goofy idea, but Mrs. Henderson was known as "a good head." The nods turned to shakes of dismay shortly thereafter, however, with the revelation that Sigma Chi would also seek maternal guidance next fall.*

Ugly is as ugly does. With an especially vigorous Ugly man contest, this year's solicitations drive for WUS (World University Service, an international organization of students which aids their counterparts in undeveloped, war-torn or ravaged countries) collected \$2,200, an increase of \$400 over last year. Examples of the vigorous competition for Herman the Moose, the moth-eaten trophy awarded annually to "the ugliest man on the campus": the Fijis kidnapped 12 sorority presidents, ransoming them back at an estimated \$10 per head to add to their candidate's pile (the man in whose name the most money is contributed is named Ugly Man). The Delts had originally conceived the idea and even gone so far as to have it cleared through Student Affairs before the Fijis beat them to the punch. All to no avail, however: Grant Todd, a Sig Ep took the prize.

Vive la difference. The young and very serious fencing instructor was explaining basic techniques of her art to a University women's assembly. Demonstrating the cat-like motion necessary in execution of a thrust she commented that her efforts to teach this to football players had been most difficult. "Somehow men just aren't as cat-like as women," she explained gravely.

Science and the press: another skirmish. A University professor achieved nationwide notice this Spring when he was quoted in papers all over the country as saying that the Salk polio vaccine was dangerous to humanity. Quoted out of context from a 15-minute talk made at the University of Colorado world affairs conference, Dr. Aaron Novick, head of the University Institute of Molecular Biology, was snorting mad. Speaking extemporaneously to a small student group, he had used the Salk vaccine as one of a number of illustrations to make a point that whenever a whole population is exposed to some treat-

ment a risk is incurred which is not found when only a fraction is treated (that is if something *were* wrong with a vaccine the consequences would be far more disastrous if the whole population had been treated than if only a few individuals were affected). Misreported as a statement that the Salk vaccine was dangerous to humanity by a *Rocky Mountain News* reporter, the statement was carried across the country before Novick, Jonas Salk, and University President Wilson could issue denials, and true explanations of what the biologist had been trying to say. Some weeks later Novick was still receiving letters "from crackpots," still explaining exasperatedly "the risk of the Salk vaccine is completely academic... the advantages of preventing polio worth many times this remote risk."

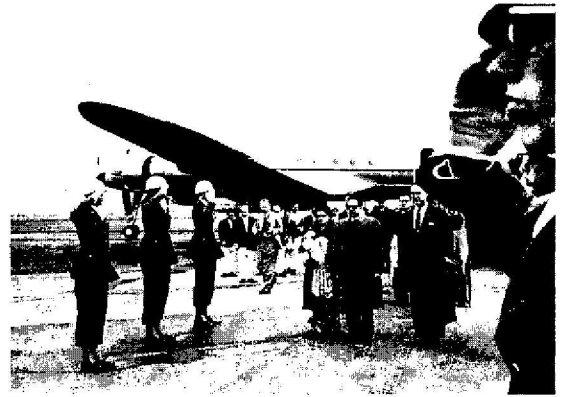


Mademoiselle photographs Ann Severson, Paul Bauge on the University campus.

Mademoiselle on campus. A team from *Mademoiselle* magazine descended on the University during the last two days of April, photographed five coeds, and several male students against the lush green of the Spring campus. The women models had been chosen from a horde of applicants by University coed members of the magazine's College Board. This will be the first time Oregon has been depicted in *Mademoiselle's* August "back-to-school" issue, although Joan Alforno, a UO coed, was chosen one of the 10 best dressed American college girls by the publication in 1958.

Optional ROTC? Climaxing one and a half years of student endeavor to do away with compulsory ROTC, the faculty senate voted this spring to change the two year basic ROTC courses to "optional." However, the recommendation must still be approved by the State Board of Higher Education, then a new contract negotiated with the Army and the Air Force before the ruling goes into effect. Both student and faculty senates were careful to emphasize that this was not a move to rid the campus of ROTC altogether. A provision for review of the program in three years was included in the action to safeguard against such an occurrence—compulsory lower-division courses might be reinstated then if investigation showed the over-all program in danger of disintegration. Commented Tom Easton, jubilant chairman of the student inquiry (and a veteran) "This should serve as an effective rebuttal to those who feel that student government lacks the leaders or the power to find a place for itself in some of the major policy decisions of the University!"

* Since this was written, Sigma Chi has announced that Mrs. Edward Mullin, now a dormitory housemother at Oregon State College, would come to work for them next fall.



The King and Queen step onto a red carpet flanked by an ROTC color and honor guard as they arrive at airport.

The royal visitors

TWO PAIRS OF royal ears were cocked attentively (as shown in the photo directly above), and University President O. Meredith Wilson seemed every bit the salesman with a hard-sell sales pitch. He pointed out an electric charcoal broiler and explained how it was used; the dark heads nodded, but their faces remained slightly puzzled, as he went on to the next item in an attempt to help them build a picture of the American Way of Life.

The Safeway store tour was an unscheduled sidelight of the five-hour visit of the King and Queen of Nepal to the University in May. The Queen had long wanted to visit an American supermarket.

A 21-gun salute heralded their entrance to the campus, after being greeted at the airport by official dignitaries, Nepalese students with flower leis, an ROTC cadet band and honor guard, and a red carpet for Eugene's first royal visitors.

Hundreds of University students and townspeople surrounded the pair as they alighted at the Museum of Art for a reception and display of Nepalese art. After coffee, small cakes and nuts in the museum foyer, King Mahendra and Queen Ratna were hurried off to McArthur Court for a convocation in their honor.

President Wilson introduced the King as "the symbol of unity and integrity of his country" and Orlando J. Hollis, dean of the University Law School, presented the King with a citation. Queen Ratna accepted a large myrtlewood platter, inset with silver, on which details of their visit were inscribed.

The King, speaking through an interpreter, mentioned in his speech that "the

Old Oregon Roundup

The latest word from Oregon; a glimpse of the royal visit of the King and Queen of Nepal, and a commentary on payola

Photos: Brant Ducey



Nepalese students, curious onlookers, and photographers surrounded the royal couple after official greetings at airport.



The Convocation over, President Wilson escorts Their Majesties to the luncheon served in the Student Union ballroom.

University of Oregon played an important role in training teachers for Nepal making democracy more meaningful."

A luncheon in the Erb Memorial Union ballroom followed; the menu included Oregon roast turkey and local cheeses and fruits.

The royal pair and their entourage pulled out of the University gates at 2:30 with Nepalese and American flags fluttering on the front of their black Cadillac.

They had evidently enjoyed their stop; Eugene had given them—through a look

at its University, a taste of our food, and a glimpse of the housewife's routine of shopping at Safeway—a clearer overall picture of the America they had travelled to see.

Something of value

GREEN STAMPS and similar trading documents are becoming legal tender among some of the late-night poker and gin rummy players around the campus. Obviously this beats playing for money or matches.

Contemporary arts

A SCHOOL WITHIN a school is the way its brochure describes the 1960 Summer Academy of Contemporary Arts, a series of two-week courses on vital and significant contemporary developments in both the high and the popular arts to be held through the eight weeks of Summer Session.

Dealing with literature, music, architecture, cartoons, dance, films, painting, and drama the focus of each session will be on main trends and works since World War II. These will be interpreted by a group of visiting artists and commentators, each nationally recognized within their field.

The artists and their fields are:

► Literature: Contemporary American and British prose, primarily the novel, will be treated under Andrew Lytle, novelist, short story writer, historian, critic, and former editor of the *Sewanee Review*, currently lecturer in writing and a Guggenheim fellow at the University of Florida.

► Music: Insight and understanding of contemporary music will be the objective under Lukas Foss, composer, teacher, conductor, and pianist. Among numerous grants Foss has held have been a Guggenheim, Fulbright, and a Pulitzer scholarship. His latest work is *Symphony of Chorales* premiered in 1958.

► Architecture: A consideration of contemporary trends in architecture and discussions of the creative process of design will be handled by Bruce Goff who lives and works in Frank Lloyd Wright's Price Tower in Oklahoma, and who first gained recognition for his famous Boston Avenue M.E. Church in Tulsa.

► Cartoon art: A survey of cartooning and comic art will be handled by Virgil "Vip" Partch, former Disney cartoonist, and free lancer for *The New Yorker*, *Punch* and other magazines. His feature "Big George" is nationally syndicated and he is the author of nine books.

► Dance: Gertrude Lippincott will treat American contemporary dance, its heritage and development and some predictions for its future. She has performed concerts all over the U.S., and is editor or contributing editor of several dance publications.

► Films: Robert Kostka, art director of an educational TV station in Chicago, will lecture on films, both American and foreign. He has produced a number of pictures, among them one on the work of Frank Lloyd Wright and one on Japanese prints.

► Painting: Portland artist and mural painter Louis Bunce will lead a session aimed at providing insight into the creative process in painting. Mr. Bunce's mural for the Portland International Airport created a controversy which reverberated nationally in 1958.

► Drama: The 20th century phenomenon of the director and his contributions to the theater will be explored by an artist in this field as yet unannounced.

Discrimination (Act III)

SPRING BROUGHT two new developments in the racial discrimination issue which has stirred the campus for the past several months. In the first, President O. Meredith Wilson reported to the State Board of Higher Education on the extent of discriminatory practices as found in charter provisions of campus fraternities. His report was optimistic, stressing the growing trend for removal of the discriminatory clauses. The president noted that only four of the University's 21 fraternities (Sigma Nu, Sigma Chi, Alpha Tau Omega, and Pi Kappa Alpha) have "charter provisions contrary to good policy." He found no offensive clauses among the 16 sororities.

Noting that 11 fraternities of the 21 formerly had such clauses, Wilson

What the four fraternities are doing about the discrimination question:

Alpha Tau Omega is polling members for action to change the clause.

Pi Kappa Alpha has the matter on agenda for its 1960 convention, but has had it there without favorable results for the last eight to ten years.

Sigma Chi has appointed a committee to study the problem.

Sigma Nu reports that the clause will be a major issue at its 1960 convention.

praised the "substantial and relatively rapid progress" in their removal.

And back home after "prolonged and heated discussion" the ASUO Senate voted to set June, 1965 as the deadline for removal of the discriminatory clauses (the racial ones anyway) from the constitutions of campus living organizations. The legislation also included a recommendation for further investigation of the discrimination issue and a rule that organizations with such clauses must make these known to prospective members.

The legislation also included a statement that "no action herein recommended in any way abridges the chapter's freedom to select individual members on their merits," and specifically exempted religious clauses (found primarily in the charters of cooperatives and sororities) from their bill.

A practical man

"I'M ONE of the last breed of cats that could become a University professor without either a degree or soliciting for the job." Alfred Lomax was reminiscing about his entrance into the field of University teaching 41 years ago. Recruited in 1919 from a Portland foreign trade house to teach at the University ("They wanted a practical man; I remember their using those words") he did not even have a BA degree at the time. He picked it up by "various devious ways"—primarily correspondence and summer school courses—as he went along. Receiving this first degree in 1923, by 1927 he also had garnered an MA degree (from the University of Pennsylvania).

Scheduled to retire officially this summer his plans indicate a future situation which will be retirement in name only.



Giving a practical lesson in ocean shipping is Professor Lomax, retiring after 41 years of teaching at the University.

The sprightly professor will still teach a course on ocean shipping at the University, a business sequence in Portland, and is also undertaking a career as a freelance writer for business and economic journals.

In this latter endeavor, he should not want for material for he is a man of broad interests—foreign trade, shipping, economic geography (his business students often exclaim at the large amount of geography he manages to work into a business lecture), and the economic history of the Northwest, to mention only a few.

Among writing he has previously done is his *Pioneer Woolen Mills in Oregon; History of Wool and the Woolen Textile Industry in Oregon, 1811-1875*, and a recent *Historical Quarterly* article, "The History of Brother Johnathon," a tale of the old sidewheeler which ferried freight and passengers up and down the Oregon coast.

His enthusiasm for the field he has taught is apparent when one brings up the old saw about the place of a business school in a university.

No longer are university business schools merely "glorified business colleges." He points to the first two years of liberal arts that is required of business majors ("And we advocate upper division courses in sociology, economics, and history, too") and to the fact that whereas a business college stresses techniques, the University School of Business stresses the "intellectual ideas behind these techniques."

"Management, after all, is simply an intellectual operation," he insisted—"not that I let my students get the idea that when they leave they're finished businessmen. I knock that out of their heads fast."

That he has enjoyed teaching is obvious from such conversation as this. And he concedes that although he never dreamed or planned he would end up a university professor he has had no regrets. "It's been," he said, "a wonderful life."

Portrayal of Oregon

TENTATIVELY set to appear at the University Art and Architecture School ("If we can pry it away from the Oregon Historical Society") next fall is a photographic exhibition which was put together originally for last year's Oregon Centennial by Portland graphic designer Charles S. Politz '45.

Dean Walter Gordon of the AA School called the exhibition "one of the finest I have ever seen," has been trying to get parts of it for the school ever since its appearance.

For the largest segment of the show, entitled "This Land—This Oregon" Po-



This is Charles Politz's photographic exhibition, shown first at the Centennial, which the University Art and Architecture School plans to display here fall term.

litz looked at 5850 prints from 34 sources, chose 850 of these, and from the smaller group made his final choice of 140 for the exhibit.

Politz is a graduate of the Journalism School with an art minor. He was a Friar and a Phi Beta Kappa Senior Six at Oregon, and has had his own graphic design and advertising consultants firm in Portland since 1947.

Show biz

"I WOULDN'T CALL it a scandal. 'Situation' is a better word," said Don Belding '19, the recently retired chairman of the board of Foote, Cone and Belding (the world's fifth largest advertising agency). He was speaking about the recent quiz show "payola" episodes.

"The quiz shows followed an almost necessary pattern," he said. "When they got a contestant the people liked, it was to their advantage to keep him on. It's the same as a movie; truth isn't a necessary factor. It's better theatre, a better show.

"Their mistake came in not explaining the situation earlier. I don't condone dishonesty, but I certainly blame the leaders of the industry for not explaining what they were doing.

"Yes, I would say advertising has been

hurt by the quiz show situation," Belding said. "Complaints against all advertising have increased since then."

Belding said that the payola situation got so bad that it reached the point where some shows were giving credit for every product they mentioned. "There was a western show on TV down in L.A.," he said, "where a singer with a striking figure appeared. When she finished her act, the announcer said, 'I must tell you that her bosom was augmented with a rather elaborate brassiere.'"

Belding, a stocky, affable man, was a campus visitor in April (with his wife) and hosted in a flurry of speeches, luncheons and informal chats. He was one of the six honor graduates in the Class of '19, and as a miler he won a letter in track while at the University.

"I wasn't as fast as the milers today," he said. "I think my best time was about 4:30."

Belding himself doesn't smoke or drink but he feels that cigarettes and whiskey, as legitimate products, have a right to be advertised. "Remember that there are governmental restrictions on liquor advertising," he said.

"In an ad, you can't tell someone to go pour himself a good stiff drink. You have to use association techniques to sell the product. I would say that the restrictions under which liquor and cigarette advertising operates are sufficient."

He admitted ruefully, though, that advertising might work to create a desire for a product that might not exist otherwise. "The annual consumption of liquor in this country is about \$15 million," he said. "But the annual contributions to all charities is only about \$9 million."

Though he is retired, Belding none-

On Campus & Quotable

W. J. Harvey, Oxford University professor of English, addressing U. O. assembly on the differences between U. S. "beatniks" and England's "angry young men": "If you had a beatnik and an angry young man in the same room, I don't think they would have anything to say to each other at all, and they would both leave wholly disgusted."

theless keeps busy. "I think that before a man dies, if he's able he should devote his time for the benefit of his city, his state and his country," he said.

Belding retired at the age of 60 and is active in a number of public capacities: He is president of the Los Angeles Board of Airport Commissioners (building a \$100 million airport terminal); a member of the Metropolitan Transit Authority of Los Angeles (getting ready to build a \$200 million transit system for Los Angeles and environs); vice-president of the National Monument Commission; chairman of the Freedoms Foundation at Valley Forge; and a trustee of the Council for Advancement of Secondary Education. He lives in Los Angeles.

"Advertising, because of its importance," he said, "can withstand tremendous shocks. Nevertheless, I think that leadership in the advertising industry now is at its lowest ebb in history. The heads of networks, newspapers, media and trade associations are fat and happy. It's a situation I deplore."

Man who came to lunch

AT FIRST GLANCE he seemed a charming sprite, small, rounded by heavy swaddling against the Oregon winter. On his head he wore a fur hat that might have been a leftover from the Davy Crockett craze.

Several photographers were taking his picture, closing in to emphasize the headgear. Someone explained that he had purchased it in India; he was 31 they said and had just finished traveling around the world, primarily by jet.

The photographers left and, while everyone buzzed around him setting up a luncheon in his honor, their subject looked out the windows of the Faculty Club at the University campus.

"Looks better all the time," he commented happily.

The visitor was Allen Eaton '02, an international authority in American folk art. He was on his way home to New York on the final leg of the trip which he started when the government commissioned him to set up the U. S. exhibition of handicrafts at the First International Trade Fair in India. After the fair he "just decided to keep going and see the rest of the world."

At the luncheon, where a coterie of old friends gathered to welcome him back to Eugene, the puckish authority on American handicrafts was asked by a reporter who had slipped in and wedged a chair in by his side: "Which of the arts is your media?"

"My most aesthetic experience," he smiled, "is chopping my wood for winter."

A friend interposed: "Tell about your books, Allen."

"Oh, yes. Being under the necessity to produce something occasionally, I do write a book now and then—you can find them in the library if you're interested." He bent his head confidentially. "However, I don't recommend you read them—the pictures though, that's a different matter. My books are always good picture books."

He mentioned the title of one, *Beauty Behind Barbed Wire: The Arts of the Japanese in Our War Relocation Camps*, and in spite of his light banter the enthusiasm and feeling which he has for the subjects on which he has written is very much apparent.

When he went to India he took with him 42 such books on handicrafts (besides a collection of American folk art objects) to show the Indians "that people over here are doing enough handicrafts that publishers find it profitable to print books on the subject."

This was necessary, he remarked, because Indians believe that everything in America is made by machine. To them "we're only a machine producing, machine tending nation." He was serious over the importance of people-to-people contacts to supplement diplomatic ones, and told of mingling with the crowd at the American handicrafts exhibit and hearing again and again: "It's machine made, of course; that's the only way they make anything in America."

"Then I had a chance to talk to them and see if I couldn't change those ideas," he grinned.

Eaton also expressed concern to awaken in Americans a recognition and appreciation of their folk arts. Enthusiastically he insisted that the vitality of American folk arts is real and growing.

"We are learning more and more how handiwork enriches people," he said. For some, he explained, the aggrandizement is monetary, for others it is the sheer joy of creating, for a number the satisfaction from making something that will please their family or a friend. The folk arts movement is also tied in with the do-it-yourself craze and the learn-by-doing concept in educational theory.

From such remarks as these over a luncheon table a reporter cannot help but surmise that this man is much broader than the "ordinary artist." His background confirms this impression. Before teaching art at the University (after helping secure the Art School for his Alma



Allen Eaton '02, was on campus recently discussing his field, American folk arts, with University professors and friends.

Mater in the first place) he was a Eugene businessman and a one-time member of the Oregon Legislature.

Eaton left Eugene during the hysteria of World War I when he was accused by townspeople of being pro-German. He worked first for the government, then joined the Russell Sage Foundation in New York (its purpose: "to improve social and living conditions"). There he initiated and headed for many years a Department of Arts and Social Work.

His lack of rancor in connection with the German episode has been exemplified over the years by consistent work for the University.

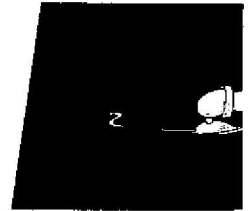
He has written a number of books (*Handicrafts of the Southern Highlands* and *Handicrafts of New England* among them). An individual who looks for and finds beauty in unexpected places, he has, besides his book on the arts of the Japanese in American intern camps, recently finished a volume on *Beauty for the Sighted and the Blind*. The preface to this book is written by Helen Keller.

Eaton is retired from the Sage Foundation. His silver hair, the heavy lidded eyes reminiscent of some granite buddha, and his slightly drooping mouth show his age. But when he speaks, warmth and wry humor belie it.

He is a remarkable man, and the University hopes he'll come to lunch again.



Antoinette Kuzmanich Hatfield '50: First lady and supporting actress



Governor and first lady, before the wedding (inset) and after.

"I'm like a supporting actress and my husband is the leading man"—Toni Hatfield was trying to put into words her life as the wife of Oregon's governor.

A 1950 graduate of the University, Antoinette, or Toni as she is called, is a frequent visitor to Emerald Hall on trips to Eugene, especially to the office of an old friend, Dean of Women Golda Wickham. On a recent trip to the campus, she was being interviewed in the dean's office with a smiling Mrs. Wickham listening in "to make sure you tell the truth."

Married for two years and in the limelight all of that time ("We came back from the honeymoon and started campaigning"), Toni finds the job of Oregon's First Lady "challenging and exciting." Several recent illnesses attest that it is also exhausting when official chores are coupled with caring for year-old Elizabeth and another Hatfield baby is expected at any time.

As a former high school and college counselor and ex-dean of women at Portland State College (Mark is ex-professor of political science at Willamette University), Toni brings a great deal of training to a job requiring tact, poise and the ability to deal with all kinds of people in all kinds of situations.

Married at 29 ("All good comes to she who waits," she chuckles) after a six year

on-again off-again courtship Toni feels that for her later marriage was "marvelous."

"I was able to achieve what I had always wanted to do—be dean of women—and so I didn't have to feel inferior to a husband who is outstanding. And because of my work, travel and other experiences, I feel I am a better helpmate to him in the work he does. I'm better able to adjust to different situations"—she broke off and turned to Mrs. Wickham her large brown eyes widening as they do when she is thinking hard or questioning.

"Does that sound boastful?" she asked.

"Certainly not," Mrs. Wickham shot back.

Asked to characterize the job of First Lady, Toni had trouble: "It's about whatever you make it actually," she finally explained. Thinking, she added: "Well, you're a hostess or must always be prepared to be one . . ."

"And," Mrs. Wickham broke in, "you must be *much* less demanding than most wives because he has so many other demands on him."

"That's true." Toni nodded, her face serious. "I try to give him lots of care because he has constantly to give so much of himself to others." During an earlier interview, Toni had insisted that in spite

of her title of First Lady she manages to keep her life from turning into an endless round of teas, meetings and coffee hours.

"Mark is the most important thing in my life," she said. "I can do more to help him by having a well-kept home than by a lot of social activities. He'll be a better governor if he has a happy home—so that's my job."

Toni says her past experience in school administrative work makes her tend to ask, "Now, what's on today's schedule?" But the governor's job simply is not always predictable. She does put this same background to good use, however, by taking care of a tremendous amount of detail work in order that the governor may be released of as many petty concerns as possible.

She also does her own cooking although she has someone to help with the housework and with daughter Elizabeth. The governor's taste in cooking is no problem: "Mark isn't wild about food." He does enjoy beans with a ham hock, however, favors generally plain food that isn't banquet fare. And dinnertime is whenever the man of the house arrives. The couple says "Grace" for meals. The governor does *not* help with the dishes afterward.

The Hatfields live in a remodeled house which was built in the 1870s in the square style known at the time as Italian Villa. The decor inside is primarily Victorian, as both Toni and Mark are interested in antiques "and," Toni said, "we both have relatives with attics full of old furniture." Her wedding present to him, an oriental rug, is in the entrance hall.

The First Lady's originality comes out in the red powder room on the first floor ("Everyone thought it was too small a room for the color, but they like it now," she beamed) and the same artistic sense appears in her clothes.

A close friend of the Hatfields, Gerry Frank of Meier and Frank of Portland, has commented on Toni's "unusually fine sense of fashion" and another acquaintance terms her a "fashion plate," adding the opinion that she is much prettier than her pictures indicate.

"Pretty is as pretty does" goes the old refrain—as First Lady and homemaker Antoinette Kuzmanich Hatfield certainly does well.

—PAT TREECE

Wanda Beal '50: Busy world in Limon, Colorado

ART-MINDED CHILDREN in the little plains town of Limon, Colorado, are forming an early acquaintanceship with art pads and easels under the critical eye of a busy woman who has earned herself the title, "Artist of the Colorado Plains Country."

One of the community's most energetic and versatile workers, Wanda Rand Beal still finds time, aside from teaching, to work on her own landscapes and seascapes. Many of them are well-known in juried gallery shows throughout the Southwest, and her paintings, including those of her native Oregon coast, hang in homes and offices all over the region. Although she married and left the University after her freshman year, she has since continued the interrupted art studies.

Writing is another of her main interests (besides her "greatest joy"—the family). Wanda regularly contributes warm, informative articles on farm and small-town life to regional and national publications. She is additionally a stringer for the *Denver*

Post and the *Colorado Springs Free Press* and works on the *Limon Leader* "when needed."

Wanda works with the youth of Limon in Sunday School and vacation Bible school, serves as lifeguard and instructor at the swimming pool, and conducts sewing classes for her neighbors. She is president of the Parent-Teachers Association, a leader in Red Cross activities, and vice-president of the Limon branch of the Colorado Federation of Women's Clubs. In her "spare" time, Wanda lectures to women's clubs, re-makes old furniture, demonstrates manufacturers products in local stores, and raises enough garden stuff and poultry to fill "an enormous freezer."

However, she modestly shrugs off her load of activities with the declaration that they are merely the outgrowth of "being a plain housewife in a small town—just obligations which go along with being a good citizen and part of a healthy community."

—JEANIE COMPAGNON



Wanda Rand Beal is never far from her brushes and paints. The easel above shows one of her favorite seascapes of the Oregon coast.

speaking of alumni . . .

In a special 16-page insert that follows, **OLD OREGON** joins nearly 350 alumni magazines across the nation to bring you the special report, "The Alumnus/a" portraying the role of the alumnus or alumna in the broad general picture of higher education today. While the portrayal is a general one, chances are, with a touch of imagination, you can find yourself there, too. The total national circulation of the supplement, produced through the American Alumni Council, is about 3 million.

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THE ALUMNUS/A



ALAN BEARDEN, JON BRENNIS



As student, as
alumna or alumnus: at
both stages, one
of the most important persons
in higher education.

a special report

a Salute...

and a
declaration of
dependence

THIS IS A SALUTE, an acknowledgment of a partnership, and a declaration of dependence. It is directed to you as an alumnus or alumna. As such, you are one of the most important persons in American education today.

You are important to American education, and to your alma mater, for a variety of reasons, not all of which may be instantly apparent to you.

You are important, first, because you are the principal product of your alma mater—the principal claim she can make to fame. To a degree that few suspect, it is by its alumni that an educational institution is judged. And few yardsticks could more accurately measure an institution's true worth.

You are important to American education, further, because of the support you give to it. Financial support comes immediately to mind: the money that alumni are giving to the schools, colleges, and universities they once



attended has reached an impressive sum, larger than that received from any other source of gifts. It is indispensable.

But the support you give in other forms is impressive and indispensable, also. Alumni push and guide the legislative programs that strengthen the nation's publicly supported educational institutions. They frequently act as academic talent scouts for their alma maters, meeting and talking with the college-bound high school students in their communities. They are among the staunchest defenders of high principles in education—*e.g.*, academic freedom—even when such defense may not be the “popular” posture. The list is long; yet every year alumni are finding ways to extend it.

TO THE HUNDREDS of colleges and universities and secondary schools from which they came, alumni are important in another way—one that has nothing to do with what alumni can do for the institutions them-

selves. Unlike most other forms of human enterprise, educational institutions are not in business for what they themselves can get out of it. They exist so that free people, through education, can keep civilization on the forward move. Those who ultimately do this are their alumni. Thus only through its alumni can a school or a college or a university truly fulfill itself.

Chancellor Samuel B. Gould, of the University of California, put it this way:

“The serious truth of the matter is that you are the distilled essence of the university, for you are its product and the basis for its reputation. If anything lasting is to be achieved by us as a community of scholars, it must in most instances be reflected in *you*. If we are to win intellectual victories or make cultural advances, it must be through *your* good offices and *your* belief in our mission.”

The italics are ours. The mission is yours and ours together.



ROBERT PHILLIPS



Alma Mater . . .

At an alumni-alumnae meeting in Washington, members sing the old school song.

The purpose of this meeting was to introduce the institution to high school boys and girls who, with their parents, were present as the club's guests.

Alumnus + alumnus =

Many people cling to the odd notion that in this cas

THE POPULAR VIEW of you, an alumnus or alumna, is a puzzling thing. That the view is highly illogical seems only to add to its popularity. That its elements are highly contradictory seems to bother no one.

Here is the paradox:

Individually you, being an alumnus or alumna, are among the most respected and sought-after of beings. People expect of you (and usually get) leadership or intelligent followership. They appoint you to positions of trust in business and government and stake the nation's very survival on your school- and college-developed abilities.

If you enter politics, your educational pedigree is freely discussed and frequently boasted about, even in precincts where candidates once took pains to conceal any education beyond the sixth grade. In clubs, parent-teacher associations, churches, labor unions, you are considered to be the brains, the backbone, the eyes, the ears, and the neckbone—the latter to be stuck out, for alumni are expected to be intellectually adventurous as well as to exercise other attributes.

But put you in an alumni club, or back on campus for a reunion or homecoming, and the popular respect—yea, awe—turns to chuckles and ho-ho-ho. The esteemed individual, when bunched with other esteemed individuals, becomes in the popular image the subject of quips, a candidate for the funny papers. He is now imagined to be a person whose interests stray no farther than the degree of baldness achieved by his classmates, or the success in marriage and child-bearing achieved by *her* classmates, or the record run up last season by the alma mater's football or field-hockey team. He is addicted to funny hats decorated with his class numerals, she to daisy chainmaking and to recapturing the elusive delights of the junior-class hoop-roll.

If he should encounter his old professor of physics, he is supposedly careful to confine the conversation to reminiscences about the time Joe or Jane Wilkins, with spectacular results, tried to disprove the validity of Newton's third law. To ask the old gentleman about the implications of the latest research concerning anti-matter would be, it is supposed, a most serious breach of the Alumni Reunion Code.

Such a view of organized alumni activity might be dismissed as unworthy of note, but for one disturbing fact: among its most earnest adherents are a surprising number of alumni and alumnae themselves.

Permit us to lay the distorted image to rest, with the aid of the rites conducted by cartoonist Mark Kelley on the following pages. To do so will not necessitate burying the class banner or interring the reunion hat, nor is there a need to disband the homecoming day parade.

The simple truth is that the serious activities of organized alumni far outweigh the frivolities—in about the same proportion as the average citizen's, or unorganized alumnus's, party-going activities are outweighed by his less festive pursuits.

Look, for example, at the activities of the organized alumni of a large and famous state university in the Midwest. The former students of this university are often pictured as football-mad. And there is no denying that, to many of them, there is no more pleasant way of spending an autumn Saturday than witnessing a victory by the home team.

But by far the great bulk of alumni energy on behalf of the old school is invested elsewhere:

▶ Every year the alumni association sponsors a recognition dinner to honor outstanding students—those with a scholastic average of 3.5 (B+) or better. This has proved to be a most effective way of showing students that academic prowess is valued above all else by the institution and its alumni.

▶ Every year the alumni give five “distinguished teaching awards”—grants of \$1,000 each to professors selected by their peers for outstanding performance in the classroom.

▶ An advisory board of alumni prominent in various fields meets regularly to consider the problems of the university: the quality of the course offerings, the caliber of the students, and a variety of other matters. They report directly to the university president, in confidence. Their work has been salutary. When the university's school of architecture lost its accreditation, for example, the efforts of the alumni advisers were invaluable in getting to the root of the trouble and recommending measures by which accreditation could be regained.

▶ The efforts of alumni have resulted in the passage of urgently needed, but politically endangered, appropriations by the state legislature.

▶ Some 3,000 of the university's alumni act each year as volunteer alumni-fund solicitors, making contacts with 30,000 of the university's former students.

Nor is this a particularly unusual list of alumni accomplishments. The work and thought expended by the alum-

Alumni—or does it?

the group somehow differs from the sum of its parts



ELLIOTT ERWITT, MAGNUM

Behind the fun

of organized alumni activity—in clubs, at reunions—lies new seriousness nowadays, and a substantial record of service to American education.

ni of hundreds of schools, colleges, and universities in behalf of their alma maters would make a glowing record, if ever it could be compiled. The alumni of one institution took it upon themselves to survey the federal income-tax laws, as they affected parents' ability to finance their children's education, and then, in a nationwide campaign, pressed for needed reforms. In a score of cities, the alumnae of a women's college annually sell tens of thousands of tulip bulbs for their alma mater's benefit; in eight years they have raised \$80,000, not to mention hundreds of thousands of tulips. Other institutions' alumnae stage house and garden tours, organize used-book sales, sell flocked Christmas trees, sponsor theatrical benefits. Name a worthwhile activity and someone is probably doing it, for faculty salaries or building funds or student scholarships.

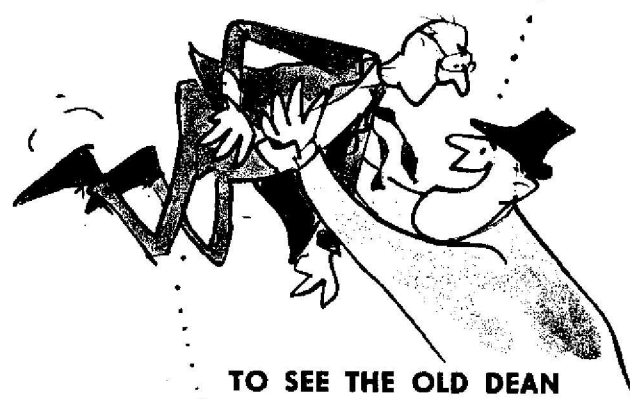
Drop in on a reunion or a local alumni-club meeting, and you may well find that the superficial programs of

yore have been replaced by seminars, lectures, laboratory demonstrations, and even week-long short-courses. Visit the local high school during the season when the senior students are applying for admission to college—and trying to find their way through dozens of college catalogues, each describing a campus paradise—and you will find alumni on hand to help the student counselors. Nor are they high-pressure salesmen for their own alma mater and disparagers of everybody else's. Often they can, and do, perform their highest service to prospective students by advising them to apply somewhere else.

THE ACHIEVEMENTS, in short, belie the popular image. And if no one else realizes this, or cares, one group should: the alumni and alumnae themselves. Too many of them may be shying away from a good thing because they think that being an "active" alumnus means wearing a funny hat.

Why they come

DEAN! DEAN WINTERHAVEN!



TO SEE THE OLD DEAN

*And there will be
TURBULENT YEARS!*



FOR AN OUTING

*Here it is, Deans!
MY OLD ROOM!*



TO RECAPTURE YOUTH

*He was in my class, but
I'm DARNED if I can
remember his name!*



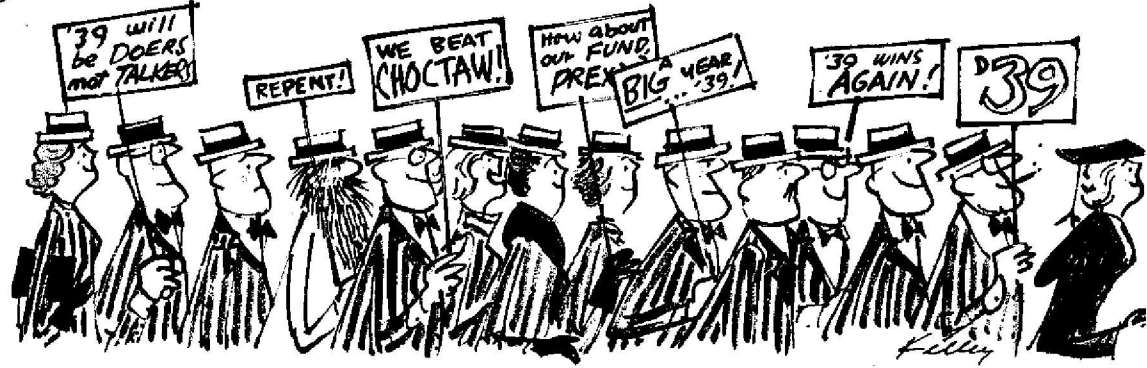
TO RENEW
OLD ACQUAINTANCE

*I JUST HAPPEN to
have your type of
policy with me...*



TO DEVELOP
NEW TERRITORY

TO BRING
THE WORD



'39 will be DOERS not TALKERS!

REPENT!

WE BEAT CHOCTAW!

How about our FUND PREX BIG YEAR '39!

'39 WINS AGAIN!

D 39

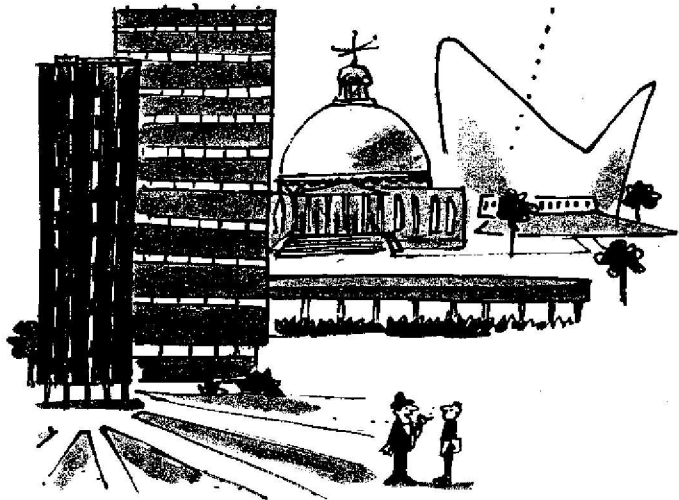
back: The popular view

Charlie? Old Charlie Applegate?



TO PLACE THE FACE

Which way to MEM HALL, lad?



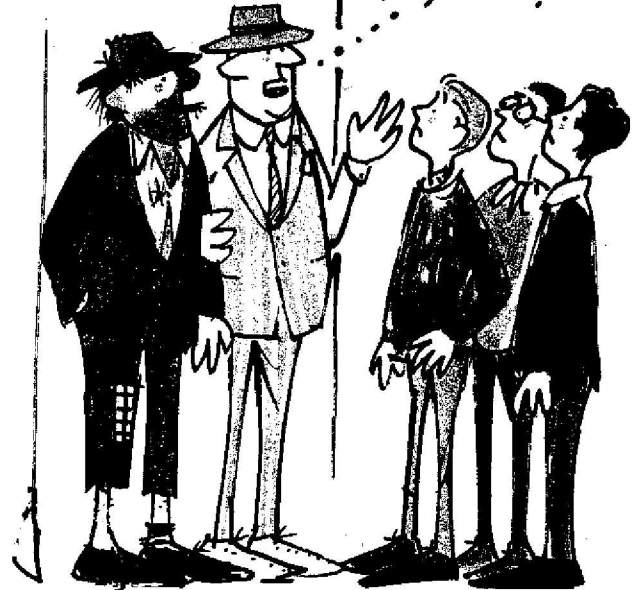
TO FIND MEM HALL

Appearances would indicate that you have risen above your academic standing, Buchalter!



TO IMPRESS THE OLD PROF

He says he's a FRAT BROTHER of yours!

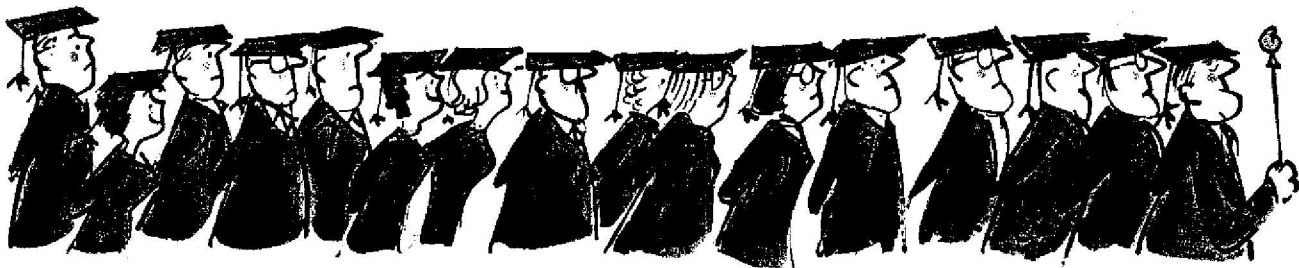


TO BE A "POOR LITTLE SHEEP" AGAIN

He wants to do something for his OLD SCHOOL!



TO CONTRIBUTE MATERIALLY



Money!

Last year, educational institution from any other source of gifts. Alumni support i

WITHOUT THE DOLLARS that their alumni contribute each year, America's privately supported educational institutions would be in serious difficulty today. And the same would be true of the nation's publicly supported institutions, without the support of alumni in legislatures and elections at which appropriations or bond issues are at stake.

For the private institutions, the financial support received from individual alumni often means the difference between an adequate or superior faculty and one that is underpaid and understaffed; between a thriving scholarship program and virtually none at all; between well-equipped laboratories and obsolete, crowded ones. For tax-supported institutions, which in growing numbers are turning to their alumni for direct financial support, such aid makes it possible to give scholarships, grant loans to needy students, build such buildings as student unions, and carry on research for which legislative appropriations do not provide.

To gain an idea of the scope of the support which alumni give—and of how much that is worthwhile in American education depends upon it—consider this statistic, unearthed in a current survey of 1,144 schools, junior colleges, colleges, and universities in the United States and Canada: in just twelve months, alumni gave their alma maters more than \$199 million. They were the largest single source of gifts.

Nor was this the kind of support that is given once, perhaps as the result of a high-pressure fund drive, and never heard of again. Alumni tend to give funds regularly. In the past year, they contributed \$45.5 million, on an *annual gift* basis, to the 1,144 institutions surveyed. To realize that much annual income from investments in blue-chip stocks, the institutions would have needed over 1.2 *billion* more dollars in endowment funds than they actually possessed.

ANNUAL ALUMNI GIVING is not a new phenomenon on the American educational scene (Yale alumni founded the first annual college fund in 1890, and Mount Hermon was the first independent secondary school to do so, in 1903). But not until fairly recently did annual giving become the main element in education's financial survival kit. The development was logical. Big endowments had been affected by inflation. Big private philanthropy, affected by the graduated income and in-

heritance taxes, was no longer able to do the job alone. Yet, with the growth of science and technology and democratic concepts of education, educational budgets had to be increased to keep pace.

Twenty years before Yale's first alumni drive, a professor in New Haven foresaw the possibilities and looked into the minds of alumni everywhere:

"No graduate of the college," he said, "has ever paid in full what it cost the college to educate him. A part of the expense was borne by the funds given by former benefactors of the institution.

"A great many can never pay the debt. A very few can, in their turn, become munificent benefactors. There is a very large number, however, between these two, who can, and would cheerfully, give according to their ability in order that the college might hold the same relative position to future generations which it held to their own."

The first Yale alumni drive, seventy years ago, brought in \$11,015. In 1959 alone, Yale's alumni gave more than \$2 million. Not only at Yale, but at the hundreds of other institutions which have established annual alumni funds in the intervening years, the feeling of indebtedness and the concern for future generations which the Yale professor foresaw have spurred alumni to greater and greater efforts in this enterprise.

AND MONEY FROM ALUMNI is a powerful magnet: it draws more. Not only have more than eighty business corporations, led in 1954 by General Electric, established the happy custom of matching, dollar for dollar, the gifts that their employees (and sometimes their employees' wives) give to their alma maters; alumni giving is also a measure applied by many business men and by philanthropic foundations in determining how productive *their* organizations' gifts to an educational institution are likely to be. Thus alumni giving, as Gordon K. Chalmers, the late president of Kenyon College, described it, is "the very rock on which all other giving must rest. Gifts from outside the family depend largely—sometimes wholly—on the degree of *alumni* support."

The "degree of alumni support" is gauged not by dollars alone. The percentage of alumni who are regular givers is also a key. And here the record is not as dazzling as the dollar figures imply.

Nationwide, only one in five alumni of colleges, universities, and prep schools gives to his annual alumni

received more of it from their alumni than now education's strongest financial rampart



fund. The actual figure last year was 20.9 per cent. Allowing for the inevitable few who are disenchanted with their alma maters' cause,* and for those who spurn all fund solicitations, sometimes with heavy scorn,† and for those whom legitimate reasons prevent from giving financial aid,‡ the participation figure is still low.

WHY? Perhaps because the non-participants imagine their institutions to be adequately financed. (Virtually without exception, in both private and tax-supported institutions, this is—sadly—not so.) Perhaps because they believe their small gift—a dollar, or five, or ten—will be insignificant. (Again, most emphatically, not so. Multiply the 5,223,240 alumni who gave nothing to their alma maters last year by as little as one dollar each, and the figure still comes to thousands of additional scholarships for deserving students or substantial pay increases for thousands of teachers who may, at this moment, be debating whether they can afford to continue teaching next year.)

By raising the percentage of participation in alumni fund drives, alumni can materially improve their alma maters' standing. That dramatic increases in participation can be brought about, and quickly, is demonstrated by the case of Wofford College, a small institution in South Carolina. Until several years ago, Wofford received annual gifts from only 12 per cent of its 5,750 alumni. Then Roger Milliken, a textile manufacturer and a Wofford trustee, issued a challenge: for every percentage-point increase over 12 per cent, he'd give \$1,000. After the alumni were finished, Mr. Milliken cheerfully turned over a check for \$62,000. Wofford's alumni had raised their participation in the annual fund to 74.4 per cent—a new national record.

"It was a remarkable performance," observed the American Alumni Council. "Its impact on Wofford will be felt for many years to come."

And what Wofford's alumni could do, your institution's alumni could probably do, too.

* Wrote one alumnus: "I see that Stanford is making great progress. However, I am opposed to progress in any form. Therefore I am not sending you any money."

† A man in Memphis, Tennessee, regularly sent Baylor University a check signed "U. R. Stuck."

‡ In her fund reply envelope, a Kansas alumna once sent, without comment, her household bills for the month.

memo: from **Wives** to **Husbands**

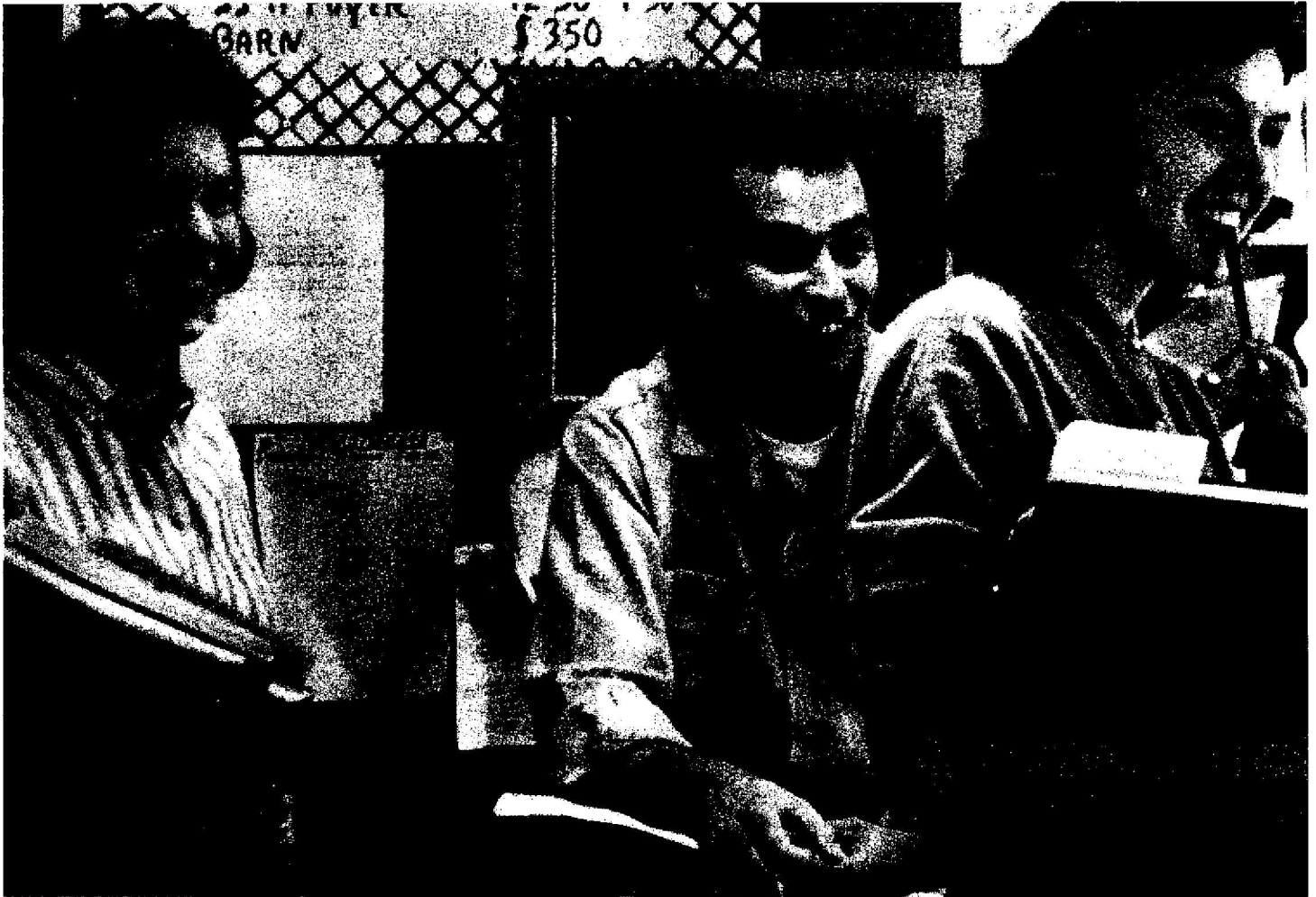
► Women's colleges, as a group, have had a unique problem in fund-raising—and they wish they knew how to solve it.

The loyalty of their alumnae in contributing money each year—an average of 41.2 per cent took part in 1959—is nearly double the national average for all universities, colleges, junior colleges, and privately supported secondary schools. But the size of the typical gift is often smaller than one might expect.

Why? The alumnae say that while husbands obviously place a high value on the products of the women's colleges, many underestimate the importance of giving women's colleges the same degree of support they accord their own alma maters. This, some guess, is a holdover from the days when higher education for women was regarded as a luxury, while higher education for men was considered a *sine qua non* for business and professional careers.

As a result, again considering the average, women's colleges must continue to cover much of their operating expense from tuition fees. Such fees are generally higher than those charged by men's or coeducational institutions, and the women's colleges are worried about the social and intellectual implications of this fact. They have no desire to be the province solely of children of the well-to-do; higher education for women is no longer a luxury to be reserved to those who can pay heavy fees.

Since contributions to education appear to be one area of family budgets still controlled largely by men, the alumnae hope that husbands will take serious note of the women's colleges' claim to a larger share of it. They may be starting to do so: from 1958 to 1959, the average gift to women's colleges rose 22.4 per cent. But it still trails the average gift to men's colleges, private universities, and professional schools.



ERICH HARTMANN, MAGNUM

for the Public educational institutions, a special kind of service

PUBLICLY SUPPORTED educational institutions owe a special kind of debt to their alumni. Many people imagine that the public institutions have no financial worries, thanks to a steady flow of tax dollars. Yet they actually lead a perilous fiscal existence, dependent upon annual or biennial appropriations by legislatures. More than once, state and municipally supported institutions would have found themselves in serious straits if their alumni had not assumed a role of leadership.

► A state university in New England recently was put in academic jeopardy because the legislature defeated a bill to provide increased salaries for faculty members. Then

the university's "Associate Alumni" took matters into their hands. They brought the facts of political and academic life to the attention of alumni throughout the state, prompting them to write to their representatives in support of higher faculty pay. A compromise bill was passed, and salary increases were granted. Alumni action thus helped ease a crisis which threatened to do serious, perhaps irreparable, damage to the university.

► In a neighboring state, the public university receives only 38.3 per cent of its operating budget from state and federal appropriations. Ninety-one per cent of the university's \$17 million physical plant was provided by pri-



The Beneficiaries:

Students on a state-university campus. Alumni support is proving invaluable in maintaining high-quality education at such institutions.

vate funds. Two years ago, graduates of its college of medicine gave \$226,752 for a new medical center—the largest amount given by the alumni of any American medical school that year.

► Several years ago the alumni of six state-supported institutions in a midwestern state rallied support for a \$150 million bond issue for higher education, mental health, and welfare—an issue that required an amendment to the state constitution. Of four amendments on the ballot, it was the only one to pass.

► In another midwestern state, action by an “Alumni Council for Higher Education,” representing eighteen publicly supported institutions, has helped produce a \$13 million increase in operating funds for 1959-61—the most significant increase ever voted for the state’s system of higher education.

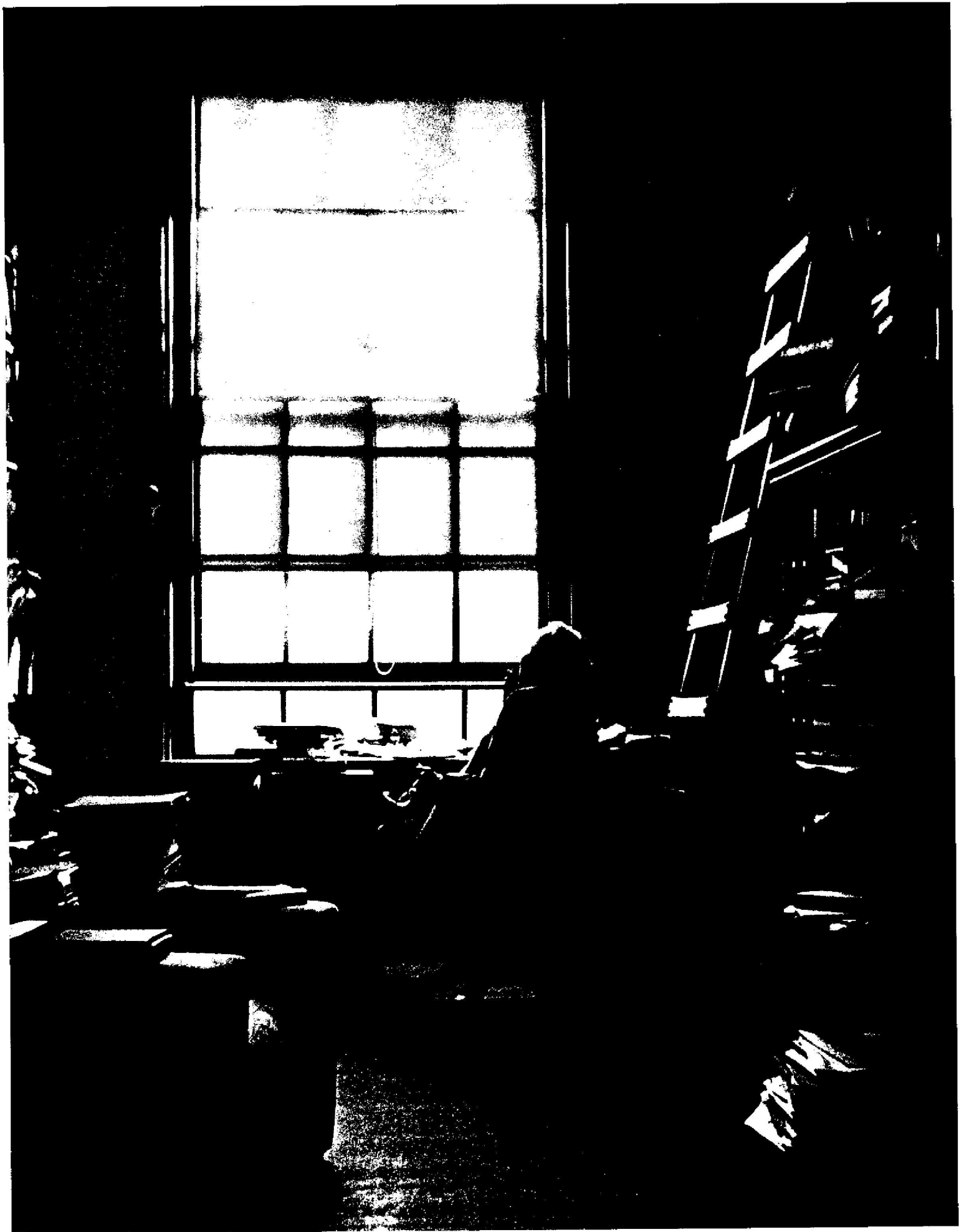
SOME ALUMNI ORGANIZATIONS are forbidden to engage in political activity of any kind. The intent is a good one: to keep the organizations out of party politics

and lobbying. But the effect is often to prohibit the alumni from conducting any organized legislative activity in behalf of publicly supported education in their states.

“This is unfair,” said a state-university alumni spokesman recently, “because this kind of activity is neither shady nor unnecessary.

“But the restrictions—most of which I happen to think are nonsense—exist, nevertheless. Even so, individual alumni can make personal contacts with legislators in their home towns, if not at the State Capitol. Above all, in their contacts with fellow citizens—with people who influence public opinion—the alumni of state institutions must support their alma maters to an intense degree. They must make it their business to get straight information and spread it through their circles of influence.

“Since the law forbids us to *organize* such support, every alumnus has to start this work, and continue it, on his own. This isn’t something that most people do naturally—but the education of their own sons and daughters rests on their becoming aroused and doing it.”



a matter of Principle

ANY WORTHWHILE INSTITUTION of higher education, one college president has said, lives "in chronic tension with the society that supports it." Says *The Campus and the State*, a 1959 survey of academic freedom in which that president's words appear: "New ideas always run the risk of offending entrenched interests within the community. If higher education is to be successful in its creative role it must be guaranteed some protection against reprisal. . ."

The peril most frequently is budgetary: the threat of appropriations cuts, if the unpopular ideas are not abandoned; the real or imagined threat of a loss of public—even alumni—sympathy.

Probably the best protection against the danger of reprisals against free institutions of learning is their alumni: alumni who understand the meaning of freedom and give their strong and informed support to matters of educational principle. Sometimes such support is available in abundance and offered with intelligence. Sometimes—almost always because of misconception or failure to be vigilant—it is not.

For example:

► An alumnus of one private college was a regular and heavy donor to the annual alumni fund. He was known to have provided handsomely for his alma mater in his will. But when he questioned his grandson, a student at the old school, he learned that an economics professor not only did not condemn, but actually discussed the necessity for, the national debt. Grandfather threatened to withdraw all support unless the professor ceased uttering such heresy or was fired. (The professor didn't and wasn't. The college is not yet certain where it stands in the gentleman's will.)

► When no students from a certain county managed to meet the requirements for admission to a southwestern university's medical school, the county's angry delegate to the state legislature announced he was "out to get this guy"—the vice president in charge of the university's medical affairs, who had staunchly backed the medical school's admissions committee. The board of trustees of the university, virtually all of whom were alumni, joined other alumni and the local chapter of the American

Association of University Professors to rally successfully to the v.p.'s support.

► When the president of a publicly supported institution recently said he would have to limit the number of students admitted to next fall's freshman class if high academic standards were not to be compromised, some constituent-fearing legislators were wrathful. When the issue was explained to them, alumni backed the president's position—decisively.

► When a number of institutions (joined in December by President Eisenhower) opposed the "disclaimer affidavit" required of students seeking loans under the National Defense Education Act, many citizens—including some alumni—assailed them for their stand against "swearing allegiance to the United States." The fact is, the disclaimer affidavit is *not* an oath of allegiance to the United States (which the Education Act also requires, but which the colleges have *not* opposed). Fortunately, alumni who took the trouble to find out what the affidavit really was apparently outnumbered, by a substantial majority, those who leaped before they looked. Coincidentally or not, most of the institutions opposing the disclaimer affidavit received more money from their alumni during the controversy than ever before in their history.

IN THE FUTURE, as in the past, educational institutions worth their salt will be in the midst of controversy. Such is the nature of higher education: ideas are its merchandise, and ideas new and old are frequently controversial. An educational institution, indeed, may be doing its job badly if it is *not* involved in controversy, at times. If an alumnus never finds himself in disagreement with his alma mater, he has a right to question whether his alma mater is intellectually awake or dozing.

To understand this is to understand the meaning of academic freedom and vitality. And, with such an understanding, an alumnus is equipped to give his highest service to higher education; to give his support to the principles which make higher education free and effectual.

If higher education is to prosper, it will need this kind of support from its alumni—tomorrow even more than in its gloriously stormy past.

Ideas

are the merchandise of education, and every worthwhile educational institution must provide and guard the conditions for breeding them. To do so, they need the help and vigilance of their alumni.

Ahead:



The Art

of keeping intellectually alive for a lifetime will be fostered more than ever by a growing alumni-alma mater relationship.

WHETHER THE COURSE of the relationship between alumni and alma mater? At the turn into the Sixties, it is evident that a new and challenging relationship—of unprecedented value to both the institution and its alumni—is developing.

► *If alumni wish, their intellectual voyage can be continued for a lifetime.*

There was a time when graduation was the end. You got your diploma, along with the right to place certain initials after your name; your hand was clasped for an instant by the president; and the institution's business was done.

If you were to keep yourself intellectually awake, the No-Doz would have to be self-administered. If you were to renew your acquaintance with literature or science, the introductions would have to be self-performed.

Automotum is still the principal driving force. The years in school and college are designed to provide the push and then the momentum to keep you going with your mind. "Madam, we guarantee results," wrote a college president to an inquiring mother, "—or we return the boy." After graduation, the guarantee is yours to maintain, alone.

Alone, but not quite. It makes little sense, many educators say, for schools and colleges not to do whatever they can to protect their investment in their students—which is considerable, in terms of time, talents, and money—and not to try to make the relationship between alumni and their alma maters a two-way flow.

As a consequence of such thinking, and of demands issuing from the former students themselves, alumni meetings of all types—local clubs, campus reunions—are taking on a new character. "There has to be a reason and a purpose for a meeting," notes an alumna. "Groups that meet for purely social reasons don't last long. Just because Mary went to my college doesn't mean I enjoy being with her socially—but I might well enjoy working with her in a serious intellectual project." Male alumni agree; there is a limit to the congeniality that can be maintained solely by the thin thread of reminiscences or small-talk.

But there is no limit, among people with whom their

a new Challenge, a new relationship

education "stuck," to the revitalizing effects of learning. The chemistry professor who is in town for a chemists' conference and is invited to address the local chapter of the alumni association no longer feels he must talk about nothing more weighty than the beauty of the campus elms; his audience wants him to talk chemistry, and he is delighted to oblige. The engineers who return to school for their annual homecoming welcome the opportunity to bring themselves up to date on developments in and out of their specialty. Housewives back on the campus for reunions demand—and get—seminars and short-courses.

But the wave of interest in enriching the intellectual content of alumni meetings may be only a beginning. With more leisure at their command, alumni will have the time (as they already have the inclination) to undertake more intensive, regular educational programs.

If alumni demand them, new concepts in adult education may emerge. Urban colleges and universities may step up their offerings of programs designed especially for the alumni in their communities—not only their own alumni, but those of distant institutions. Unions and government and industry, already experimenting with graduate-education programs for their leaders, may find ways of giving sabbatical leaves on a widespread basis—and they may profit, in hard dollars-and-cents terms, from the results of such intellectual re-charging.

Colleges and universities, already overburdened with teaching as well as other duties, will need help if such dreams are to come true. But help will be found if the demand is insistent enough.

► *Alumni partnerships with their alma mater, in meeting ever-stiffer educational challenges, will grow even closer than they have been.*

Boards of overseers, visiting committees, and other partnerships between alumni and their institutions are proving, at many schools, colleges, and universities, to be channels through which the educators can keep in touch with the community at large and vice versa. Alumni trustees, elected by their fellow alumni, are found on the governing boards of more and more institutions. Alumni "without portfolio" are seeking ways to join with their alma maters in advancing the cause of education. The

representative of a West Coast university has noted the trend: "In selling memberships in our alumni association, we have learned that, while it's wise to list the benefits of membership, what interests them most is how they can be of service to the university."

► *Alumni can have a decisive role in maintaining high standards of education, even as enrollments increase at most schools and colleges.*

There is a real crisis in American education: the crisis of quality. For a variety of reasons, many institutions find themselves unable to keep their faculties staffed with high-caliber men and women. Many lack the equipment needed for study and research. Many, even in this age of high student population, are unable to attract the quality of student they desire. Many have been forced to dissipate their teaching and research energies, in deference to public demand for more and more extracurricular "services." Many, besieged by applicants for admission, have had to yield to pressure and enroll students who are unqualified.

Each of these problems has a direct bearing upon the quality of education in America. Each is a problem to which alumni can constructively address themselves, individually and in organized groups.

Some can best be handled through community leadership: helping present the institutions' case to the public. Some can be handled by direct participation in such activities as academic talent-scouting, in which many institutions, both public and private, enlist the aid of their alumni in meeting with college-bound high school students in their cities and towns. Some can be handled by making more money available to the institutions—for faculty salaries, for scholarships, for buildings and equipment. Some can be handled through political action.

The needs vary widely from institution to institution—and what may help one may actually set back another. Because of this, it is important to maintain a close liaison with the campus when undertaking such work. (Alumni offices everywhere will welcome inquiries.)

When the opportunity for aid does come—as it has in the past, and as it inevitably will in the years ahead—alumni response will be the key to America's educational future, and to all that depends upon it.

alumni- ship

JOHN MASEFIELD was addressing himself to the subject of universities. "They give to the young in their impressionable years the bond of a lofty purpose shared," he said; "of a great corporate life whose links will not be loosed until they die."

The links that unite alumni with each other and with their alma mater are difficult to define. But every alumnus and alumna knows they exist, as surely as do the campus's lofty spires and the ageless dedication of educated men and women to the process of keeping themselves and their children intellectually alive.

Once one has caught the spirit of learning, of truth, of probing into the undiscovered and unknown—the spirit of his alma mater—one does not really lose it, for as long as one lives. As life proceeds, the daily mechanics of living—of job-holding, of family-rearing, of mortgage-paying, of lawn-cutting, of meal-cooking—sometimes are tedious. But for them who have known the spirit of intellectual adventure and conquest, there is the bond of the lofty purpose shared, of the great corporate life whose links will not be loosed until they die.

This would be the true meaning of alumni-ship, were there such a word. It is the reasoning behind the great service that alumni give to education. It is the reason alma maters can call upon their alumni for responsible support of all kinds, with confidence that the responsibility will be well met.

THE ALUMN^{US}/_A

The material on this and the preceding 15 pages was prepared in behalf of more than 350 schools, colleges, and universities in the United States, Canada, and Mexico by the staff listed below, who have formed EDITORIAL PROJECTS FOR EDUCATION, INC., through which to perform this function. E.P.E., INC., is a non-profit organization associated with the American Alumni Council. The circulation of this supplement is 2,900,000.

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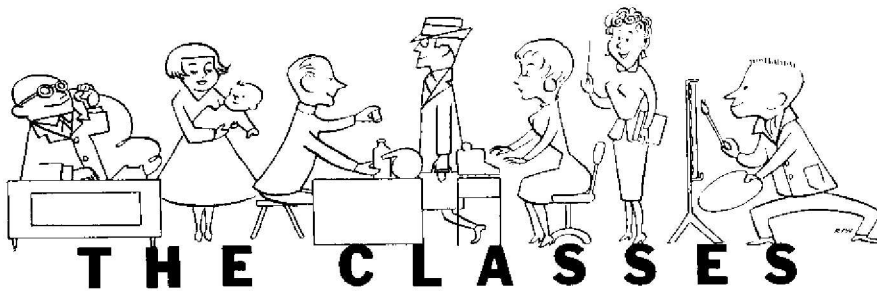
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Executive Editor

HAROLD R. HARDING
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*

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THE CLASSES

'02 Secretary: Amy M. Holmes,
5740 S.W. Boundary, Portland 19.

Allen Eaton's latest book, *Beauty for the Sighted and the Blind*, published by St. Martin's Press, came out in December while the author was in New Delhi installing the Handicraft Exhibition for the United State Department of Commerce at the first World Agricultural Fair sponsored by India. In the Foreword of the book, Helen Keller writes, "This is one of the most constructive and far-reaching developments in the relations of people in the dark and those with sight." She adds, "I warmly support his (the author's) assertion that the appreciation of beauty is as vital to the blind as to those who see, and that every person... with the insight has within his reach... a kingdom of beauty that is inexhaustible in any lifetime." (Another story on Mr. Eaton appears on page 15.)

'14

Louretta M. Archambeau, librarian at Burns Union High School since 1956, is retiring from school work this year.

'20

Secretary: Mrs. Dorothy Duniway Ryan,
20 Overlook Rd., Hastings-On-Hudson, NY

Raymond O. Williams has retired as clerk of La Grande Oregon School District.

William H. Gerretsen has just completed a year as president of the Western Retail Lumbermen's Association covering Oregon, Washington, Idaho and Alaska. Mr. Gerretsen presided over meetings held in all the states during the year.

'23

Secretary: Mrs. Aulis Anderson Callaway,
55 Barnard Road, New Rochelle, N.Y.

Lawrence (Larry) Hull has been appointed to head the recently-formed Lincoln County's Colleges for Oregon's Future 1960-1970 Committee at Newport, Oregon.

John H. Sass has been appointed acting postmaster of the Richland, Washington post office. He was formerly clerk of Eagle Valley School district.

'24

Secretary: Georgia Benson Patterson,
326 E. Jackson St., Hillshoro.

Dr. Warren C. Hunter, a faculty member of the University Medical School for 36 years, has retired as professor and chairman of the department of pathology.

'25

Secretary: Mrs. Marie Myers Bosworth,
2425 E. Main St., Medford.

Rachel Chezen Anderson is head teacher in the Child Care program, S.F. Unified School District, in San Francisco. Mrs. Anderson and her husband live at 90 Lynvale Court, Daly City, California.

'30

Secretary: Mrs. Lou Ann Chase Tuit,
1938 Edgewood Rd., S.W., Portland.

M/Sgt. Clarence F. Craw, Information



Being congratulated by the company president on his promotion from second to full vice president of The Equitable Life Assurance Society is Ogden Johnson '23 (left). He's located in Manhattan.

supervisor and military press chief at Fort Carson, Colorado, has been promoted to a "General of the Noncommissioned Officers Corps."

'31

To take over superintendent duties at Crown Zellerbach's Tillamook division is Glen F. Hawkins. A licensed logging engineer, he is presently superintendent of the corporation's Columbia County logging division.

John Halderman has joined the staff of the World Rule of Law Center at the law school of Duke University, Durham, North Carolina. He is a senior research associated with the agency

which is dedicated to promoting the idea of world peace through international law. Halderman was previously on the legal staff of the U. S. State Department.

'33

Secretary: Mrs. Jessie Steele Robertson,
3520 S.E. Harold Ct., Portland.

Edward I. Pitkin, past president of the Northwest Cannery and Freezers Association of Portland, has been appointed to the association's executive committee. Pitkin is manager of the Eugene Fruit Growers Association.

'34

Secretary: Mrs. Frances P. Johnston Dick,
1507 E. 18th St., The Dalles, Ore.

Paul Phelps has been appointed regional sales manager in the Bag Department for Ames Harris Neville Company's Portland office.

Teaching typing and dancing at Milwaukie, Oregon, Clackamas High School is Mrs. Ida Mae Nickels Lillie.

'36

Secretary: Ann Reed Burns Boles,
2610 S.W. Vista Ave., Portland.

Portland urologist, Dr. Arthur W. Sullivan, is the new president of the University Medical School's Alumni Association.

Solveig P. Russell's story "The Supermarket Elf" appeared in the May issue of *Jack and Jill* magazine. Mrs. Russell, who lives at 1635 State Street, Salem, Oregon, has written a number of stories and verses for juvenile periodicals.

The "Inside Portland" column of *Prevue*, a Portland publication, saluted Tom Lawson McCall "the reporter, the commentator... the person..." during April. On the KGW staff, McCall was called "one of the finest people in Portland radio and television."

'37

Secretary: David B. Lowry,
Colver Road, Box 321, Talent, Ore.

Wayne Foster, superintendent of Hood River School District, has announced he will leave his post at the end of the school year and may possibly go into further graduate study or accept a position as an education adviser overseas.

Dorothy Dill Mason has had another article published in *The Instructor*. Her story, "School Yearbook," appeared in the March issue.



Pictured at a dinner which honored retiring Lewis and Clark President Morgan Odell are (from left) Roy Vernstrom '40, Portland Mayor Terry Schruink '42, Odell, President O. Meredith Wilson who spoke in tribute to Odell, and Robert S. Miller '35.

Comet Gibson has retired from the U.S. Army after 20 years of military service. He was former Chief of Plans and Training, Quartermaster Section, Fourth Army.

Gail K. Pinkstaff has been appointed executive vice president of the National Appliance and Radio-TV Dealers Association with headquarters in the Merchandise Mart, Chicago.

'39

Secretary: Mrs. Harriet Sarazin Peterson, 6908 S.W. 8th Ave., Portland.

C. R. Anet, formerly of Alpine Lumber Company, has joined the Vollstedt Kerr Lumber Company in Portland.

Harold A. York is principal of Roosevelt High School in Portland. The Portland *Daily Journal of Commerce* recently featured him in an article telling of his activities during 20 years as coach and principal.

'40

Secretary: Roy N. Vernstrom, 3758 N.E. Alameda Drive, Portland 13.

Subject of an article in the *Beaverton Valley News* during March was Robert A. Herzog. It pointed out his civic activities since before World War II. He is now manager of Herzog Motors in Beaverton.

Lt. Col. Edwin C. Larson recently assumed command of the 2605th Air Reserve Center at the Wilkes Barre Wyoming Valley Airport in Pennsylvania. His immediate prior post was Osan Air Base, Korea, as commander of the 6314th Supply Squadron.

'41

Secretary: Mrs. Majeane G. Werschkul, 737 S.W. Westwood Dr., Portland

Howard C. Hall has been promoted from assistant resident manager to resident manager for Crown Zellerbach's pulp and paper mill at St. Helen's, Oregon. He has been with the firm since 1947.

Eugene attorney Roland K. Rodman is Lane County's new circuit judge. He was appointed by Gov. Mark Hatfield to replace A. T. Goodwin '47.

Robert U. Sklibinski has been named general traffic manager for Pacific Telephone's Southern Counties Area. His headquarters are San Diego, Calif.

The *Seattle Ballard Tribune* featured Robert L. Folgedalen in their Personality of the Week column recently. He is manager of Major Brands Paint Stores and vice-president of Major Brands Incorporated in Ballard.

Dick Williams of Eugene has been named chairman of the Lane County "Colleges for Oregon's Future 1960-1970" committee. The com-



R. Skibinski

Sure, count me in

Your letter received. I'm in total accord
With the projects and plans of your governing board;

Since I was on campus, a whole lot of water
Has run down the Millrace. The old Alma Mater
Is bigger and better than ever before,
And I'm strongly in favor of doing still more;
But before I'm committed to anything rash,
I should tell you... Just now, I'm a bit short of cash.
PAUL ARMSTRONG

mittee was formed to "help create better understanding among the public of the problems facing Oregon's public colleges."

'42

Secretary: Robert S. Lovell, 532 Jerome Ave., Astoria, Ore.



R. Hancock

Robert H. Hancock of Portland, regional public relations manager for Reynolds Metals Company, is being transferred to the company's headquarters in Richmond, Virginia and promoted to director of community relations and field operations.

'43

Secretary: Mrs. Nancy Lewis Moller, Rt. 3, Box 738, Hood River, Ore.

Promoted to executive supervisor of the Pacific Coast Department of Underwriters Salvage Company of New York is Warren W. Finke. He has been with the company 10 years.

Fred O. May is now lamp sales representative in San Francisco for Westinghouse Electric Corporation. He has been with the company since 1952.

Lester Anderson, former University alumni secretary and now vice president of the Lumberman's Buying Service of Eugene, was in charge of the 1960 state campaign for the Mental Health Association of Oregon.

Charles H. Jones, superintendent of Northern State Hospital at Sedro-Woolley, Washington, has accepted an appointment as superintendent of Butler Health Center of Providence, Rhode Island, a private psychiatric hospital.



L. Anderson

'44

Secretary: Barbara J. Lamb, 252 E. 74th St., New York 21, N.Y.

Selected as Father of the Year by the Baker Oregon County Cow Belles was Dr. John R. Higgins. He has eight children and practices medicine in Baker. He recently completed a five-year term as a director of the Oregon Physicians Service and is presently serving on the board of trustees.

'46

Secretary: Lois McConkey, Georson 2100 Via Sonoma, Palos Verdes, Calif.

John T. McMahon has resigned as executive vice-president of the Yakima, Washington, Visitors and Convention Bureau to become co-manager of the Wenatchee, Washington, Chamber of Commerce.

'47

Secretary: James B. Thayer, 13955 S.W. Butner, Beaverton, Ore.

Aaron U. Jones of Eugene was reelected president of Western Forest Industries Association at their recent annual meeting in San Francisco.

Georgia Adams of Eugene will be teaching girls' physical education next year at Burns,

Oregon, Union High School.

Bert G. Cox has been promoted to vice-president of sales in the "midwestern region" for Joseph & Feiss Company, clothiers, at Chicago.

Marguerite Wittwright, a former Salem newspaperwoman, has resigned as press secretary to Attorney General Robert Y. Thornton in the Oregon Department of Justice, and has started a Public Relations Consultant practice in Salem.

Former Circuit Judge Alfred T. Goodwin was appointed associate justice of the Oregon Supreme Court during March by Gov. Mark O.



Bert Cox



Justice Goodwin (left) and Governor Hatfield

Hatfield. Prior to his appointment to Circuit Court, he had practiced law in Eugene.

'48

Secretary: Gloria Grenfell Mathews, 1933 S.W. Illinois, Portland.

Now a special education teacher at Long Beach, California Junior High is Ruth Eleanor Harrison. She plans to retire in June after teaching school for over 23 years.

'49

Secretary: Mrs. Olga Yevtich Peterson, 1072 Tulane Dr., Mountain View, Calif.

Harry Wahlstrom, currently a teacher of the Central School at Seaside, Oregon, has been appointed principal of the Broadway School there. He and his wife live at 960 12th Avenue, Seaside.

Clay Myers is the new manager of the Portland agency of Connecticut General Life. He has been with the company since 1953.

Don Martin, member of the junior high school education and coaching staff in Pendleton for the past nine years, has been appointed head basketball coach and physical education director at The Dalles, Oregon, High School.

Marshall C. Glos has been named zone manager for Investors Diversified Services, Inc. in Eugene. His zone covers all of Lane County.

Ralph C. Neill, former informational representative for Oregon State Industrial Accident Commission in Salem, Oregon, is to be

come director of public relations for Hirma College in Salem.

James G. Welch has been appointed managing editor of *The (Salem) Capital Journal*. Welch has been editor of the editorial page for three years and has also been associated with the *Albany Democrat-Herald* and the *Eugene Register-Guard*.

'50

Secretary: Mrs. Dorothy E. Orr Cole,
7 Bellewood Circle, N. Syracuse 12, N.Y.

Captain Mary Ann Delsman is now in England taking a two-year tour of duty with the Royal Air Force. She will serve as a personnel staff officer with the technical training command of the RAF north of London.

The promotion of **Kenneth G. Seeborg** to serve as the company's eastern sales representative has been announced by Columbia River Packers Association. His headquarters will be in Philadelphia.

John E. Holmen was sworn in as junior deputy city attorney in Portland during March. He and his wife live at 4316 S.E. Bybee St., Portland.

'51

Secretary: Mrs. Florence H. Higgins,
441 Merritt Ave., Oakland 10, Calif.

Byron B. Brenden is the co-author of a technical paper appearing in the March issue of *The Journal of The American Ceramic Society*. Mr. Brenden is an optical engineer in the Instrument Research and Development Operation at the Hanford Laboratories, Richland, Washington.

Leed Carmean has received the *Seattle Times*-A.I.A. home of the month award. He is an architect at Kirkland, Washington, and one of nine architectural firms who contributed to an architecture show there recently.

Ramsey Fendell has joined Georgia-Pacific Company's export department. For three years Fendell had been sales manager for Moore-Oregon Lumber Company in Coos Bay, Oregon.

The appointment of **Wellington E. Smith** as development psychologist in display was announced recently by IBM's Federal Systems Division laboratory in Kingston, New York.

'52

Secretary: Ann Dorby Nicholson,
1930 S. Hartford St., Kennewick, Wash.

Mr. and Mrs. **Frank N. Preston (Julie Fuller '55)** recently moved to 7801 Noll Ave., Prairie Village, Kansas. Frank is now associated with Macy's Department Store in Kansas City, Missouri, as a buyer. The couple has three children.

Jean Burgess Durkee reports she and her husband are the parents of their second child, a girl, Susan Jean Durkee, born February 5.

'53

Secretary: Jean Simpson O'Donnell,
3287 Walnut Lane, Lafayette, Calif.

Daniel J. Hendrickson, formerly on the sales staff of Pacific Fruit and Produce, has been appointed technical service representative in Portland by Oakite Products, Inc. He recently completed an intensive eight-week training program at the company's New York laboratories and in the field.

Robert W. Maffin, supervisor of Springfield, Oregon's urban renewal program, has resigned to accept a position as urban renewal co-ordinator for the city of Tacoma, Washington.

Captain Joan Marie Ulrich is commanding officer of the WAC Detachment assigned to Headquarters, U.S. Army at Heidelberg, Germany. The tour is for three years.

Richard E. Firth has joined the Prudential Life Insurance Company as a special agent in the Willamette Valley area.

'54

Secretary: Mrs. Jean Mauro Karr,
2446 Ewald Circle, Apt. 218, Detroit, Mich.

Klaras M. Dietmeier has completed her field work assignment as administrative assistant at Bureau of Standards as part of the on-the-job training arranged by the Harvard-Radcliffe Program in Business Administration. It is a one-year graduate course for women.

Promoted to the rank of technical specialist at the Sohio Research Center, Cleveland, is **Dr. James W. Sprague**. He will be working on petrochemical process advancement.

Karl F. Harshbarger has been appointed instructor in English and co-ordinator of drama at Gettysburg College, Pennsylvania. He previously taught at the University of Nebraska.

Now employed with Massachusetts Mutual

Life Insurance as a representative in its Honolulu agency is **Jack E. Young**.

'55

Secretary: Mary Wilson Glass,
2211 Olive St., Eugene, Oregon

New superintendent of schools at Klamath Falls is **Dr. Cliff Robinson**. Robinson is currently director of student teaching at the University and director of secondary education for Eugene public schools.

George H. Shaw is at Fort Lewis, Washington for the second consecutive year, training with the Eighth Infantry. He is a New York Giant pro football quarterback during the grid season. After his training period, he will return to his off-season position as public relations man with a Portland bank.

Mr. and Mrs. **James G. Pengra** are the parents of a baby boy born March 28. The couple lives at 1658½ Columbia St., Eugene.

Gordon William Ware was graduated from

Marriages

'63—**Joan Darling to Gary C. Groves** in First Christian Church, Eugene, March 22. They are at home in Eugene at 536 E. 16th Avenue.

'62—**Judith Bolles to Jack D. Kingsbury** March 20 in Roselight Wedding Chapel, Eugene. They will continue their studies at the University.

'61—**Patricia A. Gibbons '59 to Duane N. Hatcher** November 7 at Moreland Presbyterian Church, in Portland. The couple is at home in Portland at 2105 N.E. Everett, Apt. 1, until next fall when Mr. Hatcher will complete his studies at the University.

'60—**Dianne McKrola to David Rankin**, March 19 in Grants Pass, Oregon, the home of the bride. They are living in Eugene and will continue their studies at the University.

'60—**Rhea Mae Henault to George Wingard**, March 19 in St. Mary's Episcopal Church, Gardiner, Oregon. The couple is living at 650 E. 12th Avenue, Eugene.

'60—**Elaine Roush '59 to Keith Gubrud** September 5 in Eugene. Both are presently studying at the University.

'59—**Diana Marie Buchanan to Robert Kenneth Gerding** at Forest Grove First Congregational Church March 19. The couple is at home in Eugene.

'59—**Marjorie Jean Anderson to James Glen Hudec** December 27 at Westminster United Presbyterian Church, Salem. The couple is now at Monterey, California where the bridegroom is attending the U.S. Army foreign language school.

'59—**Nancy Frye to Richard B. Spitznass** during March in Trinity Episcopal Church in Seattle. The bridegroom is with an actuary firm.

'58—**Ann Marie Kitchen to Dr. William Paul Haney** during January in El Paso, Texas. The couple is living in Ann Arbor, Mich., where Dr. Haney is in residence at the University of Michigan hospital.

'58—**Roberta Marie Foley to Robert J. Guske**, April 20 in Spokane, Washington.

'58—**Joyce Louise Brock to John Childers Sherman**, February 7 at First Orthodox Presbyterian Church, Portland. The couple

is at home at 528 S.E. 27th Ave., Portland. The bridegroom is a student at the University Dental School.

'56—**Rhoda Dee Young to Burton A. Benson** April 16 at Hood River, Oregon, the home of the bride. The couple will live at The Dalles where Mr. Benson is classified ad manager for *The Dalles Chronicle*.

'56—**Marilyn Jean Schmidt to Wesley Baird Nash**, March 13, in Central Lutheran Church, Eugene. They will live in St. Helens, Oregon.

'56—**Ellen Joan Klahre to Robert D. McCracken**, March 12 in St. Mark's Episcopal Church, Hood River, Oregon. The couple will live in Portland where the bridegroom is employed as a buyer and seller for Patrick Lumber Company.

'55—**Dianne Gail Arnason to John R. McIntyre** January 9 at Peace Lutheran Church, Portland. The couple is living at Long Beach, California.

'55—**Mrs. Patricia Ryals to Robert W. Crites** March 5 in the Little Church of the West in Las Vegas, Nevada. The couple is living in Yuma, Arizona where Mr. Crites manages his own radio station, KBLU.

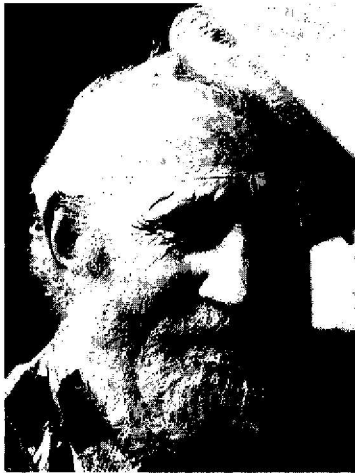
'54—**Eda Marie Millsap to Donald W. Monte** March 19 in the First Methodist Church at Myrtle Creek, Oregon. The couple is living in Eugene while the bridegroom attends the University Law School.

'53—**Loretta Ann Meyer '57 to William Walter Hoey** during April at Carmel, California. The couple is at home in San Francisco.

'48—**Jacqueline Ann Gage to Louis M. Duncan** at Trinity Episcopal Cathedral in Sacramento, California where the couple is now residing.

'47—**Joyce Louise Brock to John C. Sherman** February 7 at the First Orthodox Presbyterian Church, Portland. The couple is now at home at 528 S.E. 27th Avenue, Portland 14. The bridegroom is a student at the University Dental School.

'40—**V. Virginia Kempston to Arthur D. Stump** at St. Thomas Episcopal Church in Dallas, March 19. Mrs. Stump will continue her work at Oregon College of Education as dean of women while Mr. Stump completes work on his master's degree at Oregon State.



**NOW YOU TAKE '97 ...
THAT WAS A
REAL WINTER!**

... But never so dark, Old Timer, as was the winter of kerosene lamps, scrub boards and hand pumps that was rural America before rural electrification. People in the country were widely scattered, supposedly too costly to reach with electricity.

"Spring" came just 25 years ago with the creation of the Rural Electrification Administration. Rural people organized into groups, borrowed money from the REA and built their own lines—the only way they could get electricity. Today nearly 1,000 of these locally-owned electric systems serve 16 million people throughout America.

Yes, Old Timer, that was a *real* winter before rural electrification. But do go on about '97... did it really snow 70 days and 70 nights?



**Lane
County
Electric
Cooperative**
Eugene, Oregon

The American Institute for Foreign Trade in January and has started working with the Kellogg Sales Company.

'56 Secretary: Jill Hutchings Brandenfels, 2190-2 Patterson Drive, Eugene, Oregon

John Ross Manning has been licensed as a registered representative of the Pacific Coast Stock Exchange through the member firm which employs him—May and Company of Portland.

Teaching in Orleans, France for the U.S. Army is **Jean Louise Merker**. Jean reports she talked with **Sylvia Hill** several months ago in Berlin.

Back from a three-year tour of duty with the Department of State in Athens, Greece is **Joe Dysart** of Bend, Oregon. He has been reassigned to Washington, D.C. where he expects to be stationed for a number of years.

Parents of a baby boy March 28 were **Mr. and Mrs. Martin C. Brandenfels**, (Jill Ann Hutchings), 2207 Harris St., Eugene.

Keith A. Robertson, a senior at the University Medical School, has been elected to membership in Alpha Omega Alpha, national medical college honor society.

Born March 18 to **Peggy Jo Gathercoal Poling** and her husband, Dan, their first son, **Greg Steven**. He joins sister **Dana Pauline**.

Ray J. Weatherspoon, chorus teacher at Burns Union High School, Burns, Oregon, has resigned to take a position at the Crane, Oregon, High School.

'57

Ted F. Van Buren, teacher of history and government at Beaverton, Oregon, High School is one of the 83 public school teachers awarded a John Hay Fellowship for one year of study in the humanities. For the past several years **Mr. Van Buren** has been curriculum and research director and coordinator for both Beaverton and Sunset High Schools.

Richard Grant has been named varsity baseball coach and physical education teacher for the Centennial High School in Gresham, Oregon.

Willard D. Dryden has established dental offices in the newly remodeled First Federal Bank Building in Klamath Falls, Oregon.

Richard F. Borgen of Baker, Oregon, has joined the college sales staff of Prentice-Hall, Inc., book publishers as a field representative. He will be assigned to the northern California area after a training program.

James C. Nistler is a partner in the American Home and Land Company which has opened an office in the Medford hotel building in Medford. He will be sales manager of the firm.

J. Wendell Brown has been promoted to captain in the U.S. Air Force. He is in charge of training aids at the Weapons Controller School at Tyndall Air Force Base, Florida. **Wendell** and his wife, **Ann Theg** live with their daughter, **Larri Sue** at 1007 Second Plaza, Panama City, Florida.

Dr. Russel Radke has opened dental offices at 1245 Highland Ave. in Lewiston, Idaho. Formerly he was practicing in Portland. His wife is assisting him.

Mr. and Mrs. L. Danny Spencer are in Belgium, preparing to leave during the summer for the Belgian Congo as missionaries. Their address is 50 Rue Jean d' Ardenne, Brussels 5, Belgium.

'58 Secretary: Mrs. Sue Walcott Kjome, 1440 S. E. 143rd, Portland.

Lt. Donald R. Tonole has been awarded



PFC Jack Crabtree '59 (center), is shown discussing college life with two other members of the Fort Carson Information section in Colorado. Crabtree was star quarterback in the 1958 Rose Bowl game.

Air Force navigator wings at James Connally Air Force Base, Texas after completing training there.

Kenneth Emerson is working toward a master's degree in chemistry at the University of Minnesota. He and his wife, **Margaret**, and their two children are all living in Minneapolis.

Martin T. Hasegawa, regularly assigned as a finance specialist with the U. S. Army, recently participated in the largest peacetime airlift ever attempted. Strategic Army Corps were air transported from their home stations throughout the U. S. to a staging area in Puerto Rico and then returned.



Hasegawa

An interpreter with the Army Security Agency in Korea is **Henry C. Martin**.

Appointed promotion manager at KPOJ radio, Portland, is **Gary Lee Capps**. For the past two years he has been on the sales staff of KUGN, Eugene.

Charles D. Austin and his wife **Bea Bowen '59**, announce the birth of a daughter March 9. The couple is living at 3909 Swiss Ave., Dallas 4, Texas.

'59 Secretary: Pepper Allen, PO Box 5135, Eugene, Ore.

Brooks Crosier has completed the eight-week finance procedure course at the Finance school at Fort Benjamin Harrison, Indiana. He is now attending an advanced finance course at Fort Harrison.

Ronald E. Bailey has completed the 10-week military police officer basic course at the Provost Marshal General's School, Fort Gordon, Georgia.

Margaret Cass Holland, head of the foreign languages department at Benson Polytechnic in Portland, has been awarded a Fulbright Grant to the Federal Republic of West Germany for nine weeks of study and travel.

Recent winner of a Rockefeller Theological Fellowship is **Raymond V. Utterback**. He will study at the Yale University Divinity School.

Dorothy M. McBroom has been attending the Bordeaux University in France on a Fulbright Scholarship. She plans to travel through-

out Europe sightseeing before returning home in July.

Now travelling in Europe is **Judith A. Anderson**. Her U.S. address is 617 Columbia Drive, San Mateo, California.

Naval Aviation Cadet **Gary T. Hubbard** has completed his first helicopter solo flight at the Ellyson Naval Auxiliary Landing Field in Pensacola, Florida. Upon completion of his training he will be designated a naval aviator and commissioned an Ensign in the U. S. Naval Reserve.



Robert Archibald has been awarded a \$2,500 year scholarship at Princeton University to work for his doctorate in languages. He is presently working for his master's degree in foreign languages at the University.

Mr. and Mrs. **James Leslie Arnold** announce the birth of a baby girl, Deena Marie, born April 6. Mr. Arnold is a Navy Ensign aboard the USS *Dixie*. Their address is USS *Dixie* (AD-14), c/o Fleet Post Office, San Francisco.

Kenneth B. Crosier recently completed the six-week disbursing specialist course at The Finance School, Fort Benjamin Harrison, Indiana. He entered the Army last October.

James A. Haynie has completed the officer basic course at The Infantry School, Fort Benning, Georgia. Before entering the Army he was employed by the Hines Lumber Company, Westfir, Oregon.

H. Allan Winter has become associated with his father in the H. J. Winter Real Estate in Roseburg.

'60

William D. Knill has been appointed assistant professor in the College of Education at the University of Saskatchewan, Saskatoon, Canada.

Deaths

L. Roscoe Hurd '16, a cement finisher in Seattle, died March 18 of pulmonary edema. He was 66. Born in Florence, Oregon, he had lived in Seattle 30 years. Survivor is a sister, Mrs. Hester H. Thompson, Salem, Oregon.

Joseph A. Denn '18, 64, president and general manager of the Pacific Powder Company, died in Bremerton, Washington, March 22. Denn was born in Roseburg, Oregon and went to Tacoma in 1933. He served as a captain in Army ordnance in World War I.

Dr. Dean B. Seabrook '23, died in his sleep March 5. He had been suffering from a heart ailment. Born in Portland, the University Medical School clinical professor of surgery interned at St. Vincent where he later became president of the medical staff. Active in medical societies, he was a former president of the North Pacific Surgical Society.

Mary Gill Lantz '23 died in March at Springfield, Massachusetts. She was 59. A native of Portland, she taught school at Grant High School before moving to Massachusetts 25 years ago. Survivors are her husband, a son and one brother.

June-July 1960



OREGON GRADS...

When You Recall Those Ivied Halls Meet at the Congress

The Congress Hotel, after all, specializes in Ivied-Hall-Recalling—even retains a staff of experts headed up by Manager Ralph Holsapple. When you have to arrange a luncheon or dinner, don't duck your responsibility—simply turn it over to Ralph. He's ready to accommodate groups of most any size in the Pompeian Room, Regatta Room or Propeller Room. (And when meeting friends, don't overlook the intimate hospitality of the River Room and The Sand Bar.)

For your next meeting or your next trip to Portland, make reservations at

THE CONGRESS

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Quick, Courteous Service

854 E. 13th

on the Campus



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Send Flowers---

- As a part of her Graduation
- A must for the Senior Ball

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"OLD OREGON"

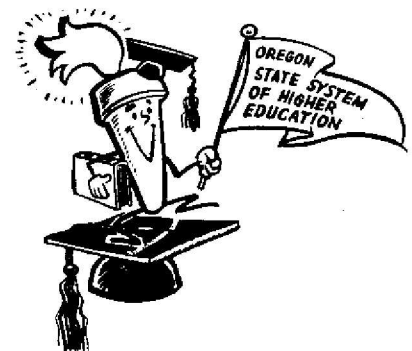
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Pat & Bob Brooks, Class of '50

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Heated swimming pool—T.V.

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Ruben T. Ross, owner

Marguerite L. Nelson '28, 53, died March 18 in Portland. She was born Dec. 1, 1906 in Rufus and had lived in Portland for 30 years. She had participated in Portland with the American Legion Auxiliary glee club and was a secretary with Hills Brothers Coffee Company for over 20 years.

Mrs. George T. (Irene) Gerlinger '31, who served as the only woman on the University's Board of Regents for 15 years, died April 5 in San Francisco. She was 84. She was instrumental in obtaining Gerlinger Hall (which is named for her), Prince Campbell Memorial Art Museum and several women's dormitories on campus. Active in Oregon politics, she was founder of the Council of Oregon Republican Women. Mrs. Gerlinger was born at Newburgh-on-Hudson, N.T.; she lived in Arizona and San Diego before coming to Oregon in 1903. University President O. Meredith Wilson said, "Mrs. Gerlinger has been a devoted servant of education and a close friend of the University for two generations... she has made a tremendous contribution to the University's growth and prestige in the years of its greatest need."

Funeral services for C. Daniel Phillips, Jr. '35, were held March 22 in Milwaukie, Oregon. Born at Bellevue, Ohio, October 16, 1911, he had lived in Milwaukie since the age of 8. From 1935 to 1957 he was an auditor for the Spokane, Portland & Seattle Railway and had since been safety and service agent for the Interstate Commerce Commission.

Dr. Orval Williams '37 died April 17 at the State Tuberculosis Hospital in Salem. The 49-year-old dentist had been practicing in Mt. Angel, Oregon, since 1943. He was born in Los Angeles February 20, 1911. After graduating

Coming Events on the Campus

June	4	PE Swimming Conference
	6-10	Final Examinations
	11	Alumni Day
	12	Graduation
	13-18	American Association for Advancement of Science
	21	Summer Session Begins
	24	Music Teachers Conference
	27	University Trio
July	5	University Trio (also July 12, 19, and 25)
	15	Juvenile Judges Conference
	21	Exine Bailey Music Recital
	21-22	Oregon Association of School Administrators
	24	Music Teachers Conference
Aug.	8-12 and 15-19	Oregon Student Council
	11	Summer Session Exams

from the University Dental School he practiced for five years in Alhambra before going to Mt. Angel.

Marjorie LaVaune Samples '42 died at her home in Chiloquin, Oregon April 4. She was a teacher in the Klamath County school system and had been a semi-invalid for several years. A native of Big Timber, Montana, she was a member of the Lutheran Church.

Richard W. Kesson '55 was killed April 13 when his F100 jet fighter plane crashed on a training flight near Dalmlally, Argyllshire, Scotland. He was born March 25, 1929 in Los Angeles and was stationed at Wethersfield AFB, Essex, England as a pilot and supply officer. Among the survivors are his widow, Diana Starr '56 and their two children, Kathy and Jimmy.

From New York Life's yearbook of successful insurance career men!

SIDNEY M. MILLER— music lover makes good to the tune of a million in sales!

When Sidney Miller became a New York Life representative, he gave up his first love, music—to concentrate on two goals: selling a million dollars of insurance protection, and earning his Chartered Life Underwriter degree, a designation given for successfully completing advanced study courses that help him give even better service to his clients. He has accomplished both of these objectives.

Sidney Miller, like many other college alumni, is well established in a career as a New York Life representative. In business for himself, his own talents and ambitions are the only limitations on his potential income. Additionally, he has the deep satisfaction of helping others. If you or someone you know would like more information on such a career with one of the world's leading life insurance companies, write:



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Military: U.S. Navy,
World War II.

Employment Record: Joined New
York Life Nov. '51. Qualifying
and Life Member, Million
Dollar Round Table.

New York Life
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College Relations, Dept. Y 19
51 Madison Avenue, New York 10, N. Y.

Campus Politics: Getting Warmer

Continued from page 8

The phone call to Eisenhower (it never reached him) was made by a sophomore coed, Shan Brown, who was acting as the "sort of" campaign manager for Easton's opponent, Tom Herman. It originated from—of all things—a 25-foot war surplus balloon.

The balloon (cost: \$3.50) was inflated with almost \$20 worth of helium and was to be used as a publicity gimmick for Herman. The trouble was that it had a leak.

After discovering the leak, the coed took it back to the surplus dealer expecting another balloon in exchange. She became upset when it was refused her and "the whole thing got hysterical after that," she said.

She put in a person-to-person call to Eisenhower ("The operator went out of her mind") but was unable to get through. She reached three secretaries in Washington and a major in the Pentagon before she decided that no one would talk to her ("Everyone was out having cocktails with DeGaulle") and incidentally, while she watched an amazed crowd gathered around her phone booth at the Student Union main desk.

She then called Governor Mark Hatfield in Salem and got through to him for a pleasant half-hour chat (toll charge: \$7) but her problem was no closer to being solved. She finally went to the Eugene Chamber of Commerce, through whose auspices she got another balloon.

Result: The second balloon also had a leak and she gave up the whole project as a lost cause.

When the final election rolled around on May 4, queues of students lined up outside the polling places all day and into the evening and the amazed query of a graduate student who strayed briefly from his ivory tower ("Who are the candidates? What are the issues?") seemed like a lost cry from a different world.

By midnight, when the last vote was counted and all but the late-working news staff of the *Emerald* were able to relax, the tally showed that tall, dark and personable Steve Schell had been elected ASUO president.

In the race for junior class president there was another narrow margin (7 votes) determining the victor. It was a balloonless Tom Herman winning, 266-259, over an *Emerald*-supported Tom Easton.

Easton, however, had been aging fast

June-July 1960

and after celebrating a birthday in the short time between the primary and the final election, accepted his defeat with the mature grace of a 25-year-old.

The work was over for all but the campus clean-up crew and though the campaign had been hectic it only went to prove that old political axiom: It never hurts a student candidate to have money and organization—maybe.

Nominees for Alumni Association Officers

A. T. Goodwin '47

Nominee for vice-president of the University of Oregon Alumni Association is Oregon Supreme Court Justice A. T. Goodwin '47. During undergraduate days he was a member of Sigma Delta Chi, Phi Delta Phi, the staff of the *Emerald* and Alpha Tau Omega. After graduation from the University School of Journalism he gained first a liberal arts, then a legal degree ('49 and '51), working nights during this period as a reporter and city editor for the *Eugene Register-Guard*. He was with the legal firm of Darling, Vonderheit & Goodwin from 1951 until his 1955 appointment as a Lane County circuit judge. He was elected to the same post in 1956, was appointed this year to the State Supreme Court. He has been married since 1949 to the former Mary Handelin '49 and has five children.

Joseph A. McKeown '29

Nominee for president of the University of Oregon Alumni Association is lawyer Joseph (Joe) A. McKeown '29 of Coos Bay, Oregon. Mr. McKeown has been a member of the executive committee of the alumni association since July 1957. He is also a former (1928-9) Oregon student body president, a member of Phi Delta Phi international legal fraternity, Sigma Chi and Friars. He received his legal degree from the University in 1932 and, currently, in addition to his private practice in Coos Bay, is one of a three-man commission working to bring Oregon's state laws more into line with the legal codes of other states. He has been married since November 26, 1938 to the former Barbara Bradford, a graduate of Vassar. They have two sons.

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in Eugene.

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it has been Seymour's Cafe.

Dale Seymour, Class of '22 and
partner Glenn Fackrell, welcome
all alumni to visit Seymour's Cafe
and re-live college memories.

Seymour's
CAFE-COFFEE-STOP
known for good food
AIR CONDITIONED



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**Oregon alumni get support for development
fund in 4-day Portland telephone campaign**

"**B**E FRIENDLY BUT persuasive," advised the mimeographed instruction sheet. The friendly but persuasive touch is nowhere better exemplified than by Attorney Bill Moshofsky '48 (above) as he tries the recommended approach on a potential contributor to the University of Oregon development fund. Moshofsky scored on this attempt as he did on several others, thanks, perhaps, to years of practice in persuading judges and juries.

The occasion was a telephone solicitation campaign in Portland during four evenings in mid-May. A total of 103 alumni workers telephoned Oregon alumni throughout the Portland area and

collected a total of 616 firm pledges for contributions, plus another 137 "maybe's." Jim Shea, assistant to the director of public services, was obviously pleased—especially when he found that this single campaign had netted almost as many contributions as the entire year-long alumni giving program last year (939 contributions last year).

The total amount collected in firm pledges was about \$6,500. Not all alumni made contributions ("Why don't you guys quit bothering me—I'm in traction and miserable enough!") but many expressed an interest in the program, and a promise to give it careful consideration in the future.

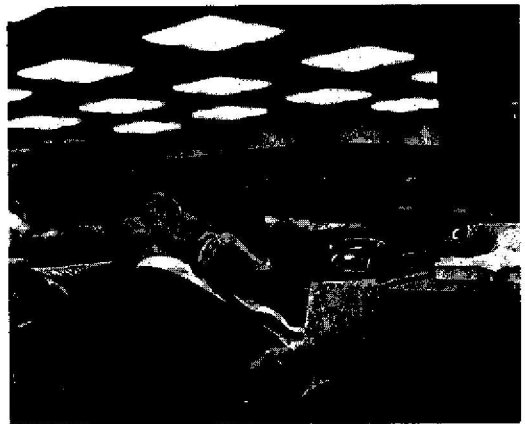


*George Shaw (left) '55,
who works at U.S.
National bank between
pro football seasons,
chats with Bud Rousseau
'41 and Stan Boquist '46.*



but persuasive

As persuasive a group of alumni as you'll find anywhere are on the job in telephone campaign at U.S. National Bank building in Portland. From front to back: George Breustad '50, Hal Endicott '42, Hal Brevig '45, Stan Boquist '46 and Don Strand '52.



James Shea, who organized the Portland telephone campaign, relaxes after hectic four-day program.

The HUNTER

959 Pearl Street

(Just South of Eugene Hotel)

Eugene, Oregon

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Eugene, Oregon

Dear Millionaires:

Did you know there is a place befitting your taste, called the HUNTER ROOM at 959 Pearl St. in Eugene? (of course you need not be a millionaire to enjoy the exciting decor and delicious food)

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All food prepared at the HUNTER is the finest; cooked to perfection over an open flame...and by perfection, we mean just the way YOU like it.

Remember the HUNTER, the next time you are in Eugene, won't you?

Sincerely,

Ed Adams

Ed Adams, Owner





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652 E. Broadway

featuring

- STEAKS
- CHICKEN
- PANCAKES

Letters to the Editor . . .

Error of Our Ways

TO THE EDITOR:

A copy of your December-January 1959-60 issue of OLD OREGON is a credit to the University except for two errors:

(a) The article entitled "Manners & Morals" on page 14 seems to indicate a desire to "pick" at your neighboring college, in a very petty matter; and to seek support for a feeling of superiority, based on things not worthy of mention;

(b) On page 25 your Football Recap omitted your last game with your rival institution in Corvallis. Why?

Generally speaking, I consider your alumni magazine to be superior in content to that of Oregon State College; and it is disappointing to find evidence of some lack of confidence in your superiority over that institution. Next time print all the losses as well as the wins, and try to find some merit in your neighboring college which has a very fine national reputation in the fields of knowledge in which it specializes.

Robert L. Faucett (Oregon State '23)
Attorney at Law
8530 S. Vermont, Los Angeles 44

► (a) The article in question quotes the Emerald's tongue-in-cheek comparison of smoking habits of U.O. and OSC coeds: "At Oregon women tilt their heads back, narrow their eyes . . . purse their lips . . . and blow [smoke] just above you so it will settle softly. Very sophisticated. But at OSC it is much more direct—either right in your face or just upwind." (b) The Oregon-OSC game was played too late for inclusion in the December-January issue and the outcome (OSC 15, Oregon 7) was too painful to recall in subsequent editions.—EDITOR

Just an Old Softie

TO THE EDITOR:

. . . We have had a lot of fun laughing about the "tough" judge ["Portrait of a Tough Judge," April-May].

Virgil Langtry, '34
Circuit Judge
Portland

No Landslide

TO THE EDITOR:

The lovely face of Betsy Lee on the current issue of OLD OREGON caught my eye and induced me to buy a copy. I read the explanation of the cover on page one, and was sure there had been a linotype error in the statement reading: "Betsy's election as Homecoming Queen last fall was something of a landslide, for among five candidates Betsy alone collected more than half the votes." I then turned to page six to find this statement affirmed.

This statement is completely false and bor-

ders on slander. Miss Lee was less than 50 votes ahead of the second place girl and less than 250 votes ahead of the candidate tallying the least amount of votes. This definitely could not be considered a "landslide," and through no maneuvering of figures does it add up to "more than half the votes . . ."

Gayle Osburn, Secretary
Homecoming Queen Committee

► We confess having been misled by an apparently erroneous newspaper clipping. EDITOR

Naming of Fenton Hall

TO THE EDITOR:

I have just finished reading "... but don't stand in their way" by Dr. Robert D. Horn, in the April issue of "Old Oregon," and found it quite interesting. However, it contains an error in referring to "Fenton Hall, converted from the old Library to a nursery for legal minds, and named for President Two (nine years)." The fact is that Fenton Hall received its name from Kenneth Lucas Fenton, son of W. D. Fenton, a prominent Portland lawyer early in this century. When his son died during World War I, Judge Fenton gave his valuable law library to the University of Oregon Law School, in his memory. For this reason, in the course of time, the law school building (the old library) became known as Fenton Hall. Certainly neither Judge Fenton nor his son, Kenneth, was the second president of the University—who happens to have been Dr. Charles Hiram Chapman.

William C. Ralston '21
Attorney at Law
Public Service Bldg., Portland

► Mr. Horn cheerfully stands corrected. EDITOR

Favorite Professor

TO THE EDITOR:

My favorite Oregon professor is still Dean "Jimmie" Gilbert and for various reasons.

Most young college students enjoy a sense of the dramatic. It is therefore natural to appreciate anyone within the tight little circle of the lecture room who pays homage to this delightful characteristic which so lends color and accent to a 'required' subject.

It goes without saying that Dean Gilbert's due sense of theatre was not wasted on the desert air, most certainly not in Taussig! I'm sure I am not alone in admitting his class in political science was an adventure not to be missed. He was a master. A talented performer whose original methods of taking the roll, pounding knowledge into our dull skulls by his bombastic lectures pointed up by the pointing finger *straight at you*, and followed by a 10-minute quiz for which he was justly famous. Actually, he literally scared the living Hell out of us. Did we love it!

I'm afraid, too, that I stood out in Taussig class for a much different reason than one of high scholarship. I was in Jimmie's celebrated 8 o'clock session. It was easy to tell who was in it. They were the students to be seen racing down the streets and across the campus at a *dead run*—without breakfast. We could never take a chance at grabbing breakfast—even on

the fly. We might be *locked out!* Of course we always had company outside that bolted door but we weren't happy about it—merely sharing our misery at hearing our names being called, as the 8 o'clock gong sounded with a death-like knell—from the wrong side of the door. With hair upstanding, we would pound on the door as we heard our names called and yell "*here!*" It did no good whatever. You could easily lose the hem of your skirt or slacks and the heels off your shoes just *trying* to get through that door as the gong sounded! And Jimmie's *fendish* grin on the other side could be felt right through the wood, believe me.

My reputation grew in Taussig, but as a provider of breakfast, scant as it sometimes was. For my clients I had to mend my ways by getting to class ten minutes earlier. It took some fast dressing and nimble sprinting to make it. I had to. I was depended upon for hot cinnamon buns, cloverleaf rolls and sugared doughnuts, still warm in their paper napkin covers. I stored them in the voluminous pockets of my corduroy 'Norfo'k' jacket. This gave me an upholstered look which no one criticized who knew the reason.

Well do I remember the unfortunate morning I slipped and found myself on the wrong side of the door with a bloody knee and skinned eyebrow *but* with the hot bread unharmed. As my name was called for the roll and I yelled "*here!*" as did the others, Dr. Gilbert added wryly, "What a pity those of you who were prompt must miss breakfast this morning. 'Tis the laggard who wins the prize today—outside the classroom." Until then I hadn't known he knew! I wonder, also, if he knew that we Gamma Phi happened to have the finest cook on the campus!

Florence Hartman Hollister '24
Box 287, USAF
APO 283 New York

Bargain Rates

GENTLEMEN:

Thank you for the recent information you sent us concerning membership in your organization.

After a careful search of your literature, however, we could find no mention of a husband-wife membership and were wondering if there is such a thing. Of the four things you say a life membership gives you, the alumni magazine was the only one we thought would cause added expense, but we would only want to receive one, even though we were both members.

We would like to continue our membership in the Association but can hardly see paying out \$132 for it, assuming, of course, that there is no husband-wife membership arrangement.

Mrs. Darlyne Jacobson '59
P.O. Box 53
Creswell, Oregon.

► *The University of Oregon Alumni Association offers "family plan rates" for life memberships, two for the price of one. Husband and wife can both join for the price of one membership—a bargain if we ever saw one.—EDITOR*

Please send letters to The Editor,
Old Oregon Magazine, 110M Erb
Union, Eugene, Oregon.

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"A Mighty Good Place
To Trade For All
Your Building Needs"

Let Your OREGON ALUMNI

Assist you

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Another "Man From Equitable" Again Reflects the PORTRAIT of a REWARDING CAREER



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Through Green and Yellow Glasses

Student columnist's viewpoint on an Old Tradition, the job application, as the Class of '60 faces life

By Ron Abell

THESE ARE THE TIMES when all good seniors are filling out job application forms and when the University placement service has the Standing Room Only sign hung up. It's time, in other words, for the Class of '60 to face Life. Have you given a thought to what they'll find?

Last month a national magazine ran a story by a major league baseball scout in which he told how he judged young players:

"The old-timer wanted to know if a boy could throw, hit or run. Period. He couldn't have cared less about the boy's personality. We couldn't care more . . . We've let many a kid wisecrack his way out of signing with us. And I won't sign a boy who will not grab me by the hand and look me squarely in the eye. We're getting to the point that we can just look at a boy—his eyes and face, how he handles himself—and tell whether or not we want him."

Baseball being our* national pastime, I can't help but wonder if this scout's frame of reference might not truly reflect a national attitude.

This is coming to be the age of the corporate mind and the committee body. Teamwork is the means and togetherness is the end. Never mind how an outfielder throws the ball: will he shake your hand, and how does he look in a button-down collar?

One of the changing artifacts of mid-twentieth century life is the job application form. Gone, sadly, are the days when an employer would size you up in an interview and then have you scratch your name and social security number on a piece of paper before he put you to work.

These days it's unusual to even see an employer, much less speak to him face to face. You talk to a "personnel recruiter" instead. This is a man who as often as not doesn't know any more about the work than you do.

What he does know about is psychology; he's the man who wants to answer that impertinent question: "Are you like the rest of us?"

How will the Class of '60 answer? Or let me put it another way: How would you

* Yours maybe, not mine.



Ron Abell

answer? Do you even want to be like everyone else?

I must admit that today's job application forms, being "things" unto themselves, have an aesthetic beauty. An artist might appreciate one, though he probably wouldn't land a job if he filled one out.

They not only want to know all your previous jobs ("What aspects of the work did you like best? Least?") but they also attempt the type of analysis that is best left to the couch.

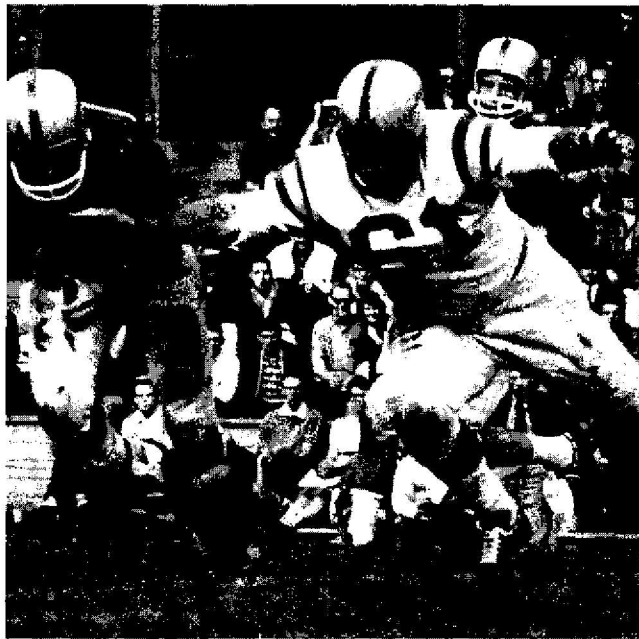
I filled one out recently that asked for everything but my collar size. I was asked whether I had Energy (Boundless) Optimism? (Golly, yes!) Self-confidence? (I'm insufferable)—and a host of other Jack Armstrong traits. I haven't received an answer yet but I'm not holding my breath.

I worked for a firm once that gave me a lie detector test before they would assign me to a permanent position. (I should explain that a job is just a job but a position is a way of life.) I was plugged into the polygraph and asked whether I was a Communist (No), whether I drank (Yes), and whether I ever stole anything (Once, under some mistletoe).

Surprisingly, I passed with flying colors. The only thing was that I quit a month later because they'd forgotten to ask me if I liked the work. That question just never came up.

I figure if an outfielder can hit, run and throw, he's good enough to play ball even if he won't shake your hand.

Glory of the pastcontinued



ABOVE: Alum's Jack Patera '54 pounces on fumble, beating Varsity's Ben Brown to the punch. TOP RIGHT: Former Webfoot coach Jim Aiken relives the past. With him are Barney Holland '53 (left) and Chester Daniels '49.



RIGHT: Bob Koch '47 and Dan Garza '48 watch from the bench during a tense moment at the game.

And what of the future?

Inexperienced but good is coach's evaluation

LEN CASANOVA began his 10th year at Oregon this spring with 13 empty places on his bench. Eight of that graduating group are starters, all of them lettermen. Included in their ranks: two time all-coast center Bob Peterson and halfback Willie West, ends Alden Kimbrough and Greg Altenhofen, tackles John Wilcox and Tom Keele, guard John Willener and fullback Dave Powell. The three returning regulars are Dave Grayson, halfback; Dave Urell, right guard; and Dave Grosz, quarterback.

There are a number of returnees from a strong end corps of a year ago and from their ranks juniors Paul Bauge and Kent Peterson were selected during spring practice to start, senior Len Burnett and sophomore Greg Willener to alternate.

Riley Mattson and Ron Anderson are the returning lettermen tackles, Mike Rose, Al Weigel and George Luna are back at guard, and Joe Clesceri the lone returning letterman at center. In the

backfield Cleveland Jones and quarterbacks Dick Arbuckle and Sandy Fraser (57-8 letterman who did not play last fall) join Grosz and Grayson.

With the dearth of upperclass lettermen the "young bulls," sophomores from last year's good freshman team, played an important role in spring practice. This group includes Steve Barnett (who had earned promotion to the first unit by the end of the third week), Ron Snidow (moved from end) and Dennis Prozinski (moved from guard) at tackle. Combined with Mattson, Anderson and non-letterman Gary Stensland, they will give Casanova a promising, but inexperienced group of tackles.

At guard, Mickey Ording, a promising rookie joins Urell, Rose and Weigel. Also in this position will be Bill Del Biaggio, a Southern California transfer and Ed Thomas who did not play last year. Both are sophomores.

At center Clesceri will have stiff competition from North Bend's Bill Swain,

another of the "young bulls" and Luna, moved from guard early in the spring.

Grosz, Fraser and Arbuckle should give the Ducks a quarterback threesome equal to any in the West.

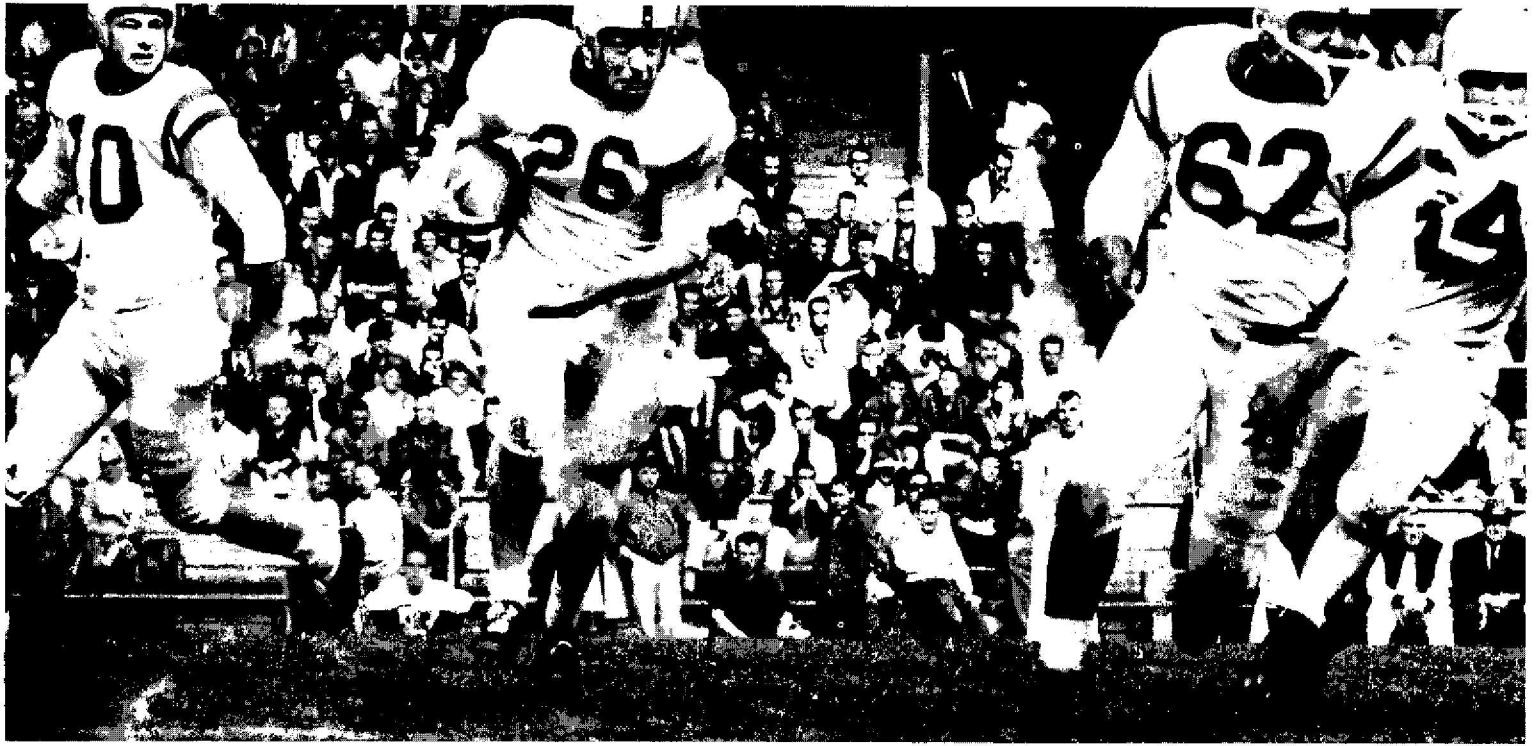
Grayson will move to left half this year, be backed by Ben Brown (a transfer) and non-letterman Sam Spooner.

At right half, Cleveland Jones (who missed spring practice) will be teamed with Mickey Bruce, a non-letterman; and two junior college transfers Pete Holt and Chris Machado.

Another transfer Bruce Snyder has a slight edge in the four-way fullback scramble. His competition: non-letterman Sam Owen, sophomore Duane Cargill and sophomore transfer Jim Josephson.

Realistic in his expectations, Casanova summed up after the drills were over: "We'll be inexperienced, but by the time mid-season comes along we should be a pretty good football team."

—ART LITCHMAN



George Bell '49 with ball, on a handoff from Norm Van Brocklin '48 with Emmett Williams '53 and Joe Schaffeld '58 blocking.

From out of the glory of the past . . .

SOMETIMES THE JERSEYS fit a bit tight, but there was no denying that the University of Oregon football alumni were a bunch of pros. In the first football game between the alumni and the varsity squad, the alumni played it partly for

laughs, but mostly for keeps, and parlayed the varsity's mistakes into a 13-12 victory. Jack Morris '58 kicked the conversion that turned out to be the margin of victory.

"Our inexperience showed," declared

Coach Casanova, speaking for his varsity squad in the locker room afterward. "We made mistakes. When we made mistakes they took advantage of them. There's no denying that they're a bunch of old pros."

More-

Photos: Phil Wolcott; courtesy Register-Guard



Bench warmers (l. to r.) Fred Siler '59, Charlie Tourville '58 Jack Morris '58, Jack Patera '55, Bob Heard '59, Tom Keele '59, Earle Stelle '49 and Hal Reeve '55.

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Robert A. Riehle, '46, Cincinnati
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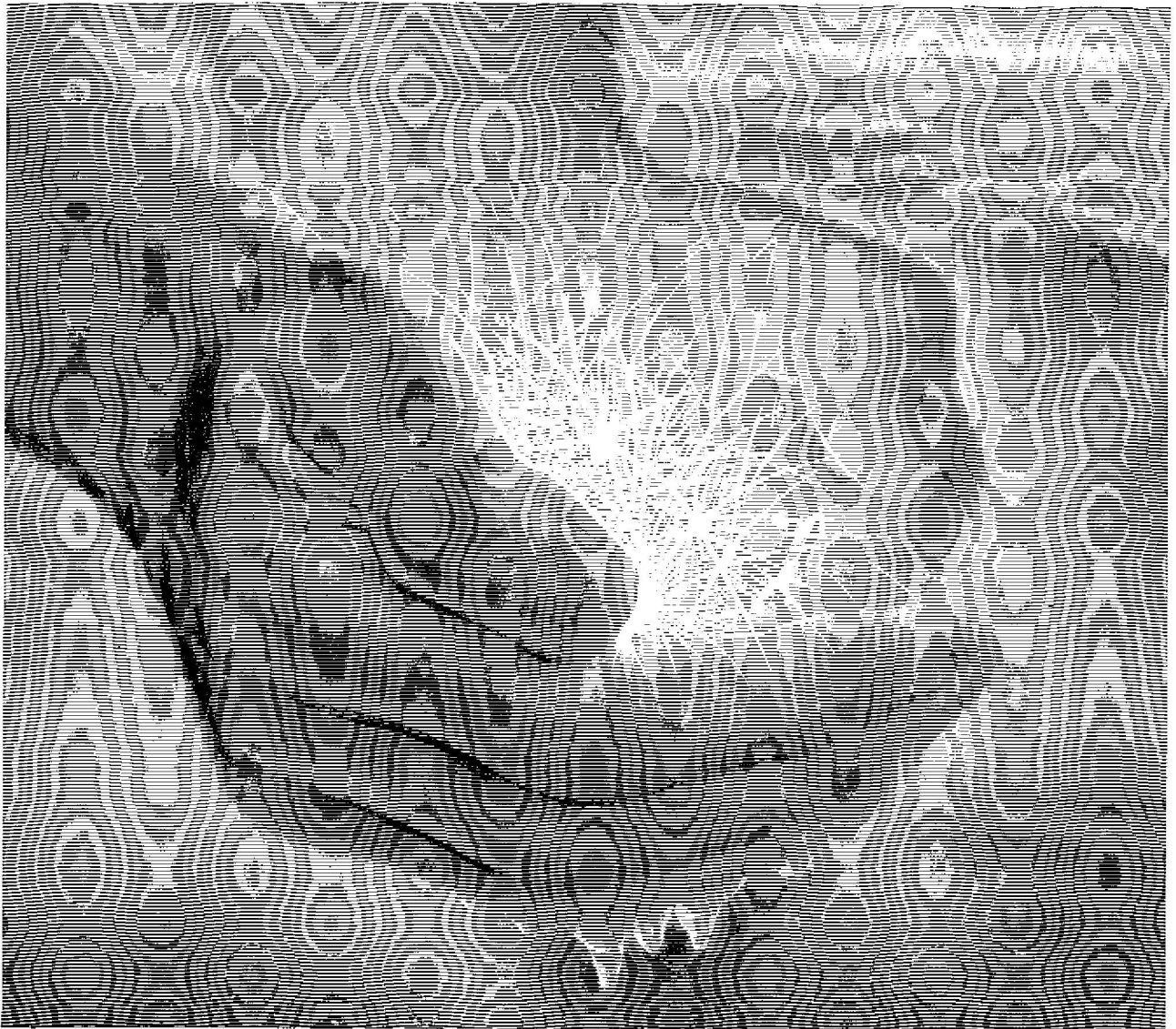
Edward Neisser, '26, Los Angeles
Lucia C. Mitchell, '28, Syracuse
Thomas W. Cordry, Jr., '33, San Francisco
Fred R. Miner, '40, Stockton
Jacob E. Way, '44, Waukegan
William W. Davies, '48, Los Angeles
Joseph F. Monasta, '48, San Jose
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... a hand in things to come

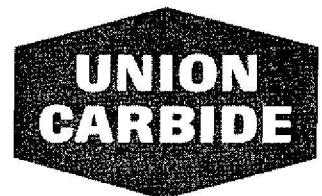
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... a hand
in things to come

A lesson
in art



By Bayard H. McConaughy
Assistant Professor of Biology

YOU MAY THINK you are no artist. Probably you are right, but don't let that prevent you from sharing in the joys of creative drawing.

It is surprising how meaningful even the simplest of pictures may be. Take for example the dot (•). What an amazing variety of things even so simple a drawing represents! Put a small worm on the paper near it and it will immediately try to crawl down it—a perfect representation of his burrow in the ground. On the other hand a sparrow will try to pick it up, thinking it is an appetizing small seed or pill bug. An astronomer will regard it as a star on a negative and immediately start calculating its distance in light-years. A bacteriologist will take it to be a gram positive coccus and instinctively reach for an antibiotic. Many other possibilities will doubtless occur to you.

This brings us to the most important rule for success in art—"don't try to draw anything in particular." Make your drawing first, then look it over to see what it best represents. In this way you will avoid the frustrations of those thousands of young artists who go at it backwards, trying to compete with the camera in making their pictures look like a particular person or tree. No matter how hard one tries, no drawing will ever look exactly like the object being drawn—hence the artist will always feel frustrated.

A second rule—"if you want your picture to be appreciated by the greatest number of people, don't give it too definite a title." Allow their imaginations

free play so each may interpret it according to his own interests. No one but a botanist would be interested in a picture entitled *Green Elderberry Leaf in May*, but many will admire the same picture called *Abstraction in Green*, especially if it isn't green.

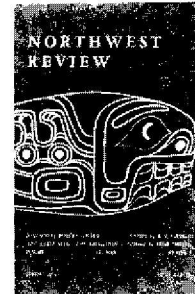
The one exception to this rule about definite titles concerns nudes. Almost everyone is interested in nudes. It doesn't much matter whether there really is one in the picture. It is sufficient to allude to one in the caption in order for the work to command widespread attention. Anyone who has observed the crowds standing in wrapped awe before Marcel Duchamp's *Nude Descending a Staircase* in the museum of art will understand this. That picture doesn't even have a staircase, much less a nude.

The Oswego Museum of Art until quite recently displayed a fine large painting of a big crate, entitled *Nude in a Box*, which drew large crowds of admirers daily. Unfortunately one of the more enthusiastic patrons of art came in one evening after everyone had left and drilled several holes through it with a brace and bit in an unsuccessful effort to achieve a better view of the contents.

No discussion of art would be complete without mention of its spiritual benefits. Let us return for a moment to our simplest case, the dot, for an example. From it one can learn a lesson in true humility.

There is a large population map on my office wall, thickly peppered with dots, each representing 100 persons. How refreshing it is to reflect upon the fact that you can be quite adequately represented by one per cent of a dot.

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The final word...

SOME OBSERVERS close to the University think that at 27 years of age, Ron Abell has changed—become more conservative—since his selection in April as editor of the campus literary magazine, *Northwest Review*. The day after his appointment he was walking the chill, rain-swept byways of the campus carrying a big umbrella, and was also considering the purchase of an overcoat.

In earlier, less settled times this could never have happened. Abell normally defies the heartless Oregon rainy season like he defies most everything else, risking pneumonia rather than adding anything to the short-sleeved shirts he wears summer and winter alike. But now, as an editor, he has responsibilities, and an obligation to be discreet. Perhaps Ron Abell has mellowed—a little. Perhaps he will no longer stand like a jagged boulder in midstream, forever resisting, often fighting the currents of the times.

Just about every local institution, every tradition, every endeavor has come under the brash, satirical Abell attack since he matriculated at the University two years ago. He enrolled as a graduate student in journalism and started writing humorous columns for the *Oregon Daily Emerald*. In more than 50 such columns, he established a reputation for a hell-for-leather brand of wit that delights as many people as it angers. Consider a recent testimonial among the deluge of Abell fan mail:

"The latest effort of the infamous *Emerald* columnist, Ron Abell, was the poorest excuse for humor (assuming that that was what he intended) that he has come up with yet. Is the *Emerald* so hard up for copy that they have to tolerate the trash he writes? Or does the *Emerald* sanction it?"

"... May I remind you that there are many students who send this publication to their parents and who, on numerous occasions this year, have expressed embarrassment that their parents are reading the kind of things Ron Abell contributes. Not only does he presume to criticize everything that goes on on the campus, now he can get his dig in at the parents, too. (Signed: Connie McGonigle)"

The offending item was titled "Daddy's Day in Duckville," a take-off on Tennyson's *Charge of the Light Brigade*, and timed to coincide with Dads Day on campus. Excerpt:

*Dads to the right of them,
Dads to the left of them,*

*Dads all in front of them,
Thirsty and hungered.
Simian look-alikes,
Dads and their drooling tykes
Charged at the fishbowl line,
Sating their appetites.
Greedy six hundred.*

OBVIOUSLY ABELL DELIGHTS in slogging forward with caulked boots where angels fear to tread. When he learned that OLD OREGON planned to feature him in a story, he offered to write it himself. We said go ahead. Abell sat before a typewriter, staring at blank paper for nearly half an hour. Finally he wrote a few words, then gave up in disgust. When he had left, we managed to retrieve from the waste basket what he had written:

"I'm sort of like the little old lady who walks down the street with an umbrella and always manages to jab you in the eye with it," he wrote. "She doesn't mean to do it; it's just in the nature of little old ladies. It's in my nature to poke needles into other people's balloons. There's no malice in my heart; if anything, there's just a great amount of amazement. I may seem to have a chip on my shoulder but actually the reverse is true. I feel as if I *should* have one, that perhaps it's been knocked off, and as I walk around bent over looking for it, I keep bumping into people..."

Actually Abell is an excellent writer who needs merely to be aimed in the right direction. His first "serious" piece was the OLD OREGON article on Judge Virgil Langtry ("Portrait of a Tough Judge," April-May). After Judge Langtry had read the article about himself, he penned the following note about Abell: "This boy is a real reporter. He came into strange proceedings, quickly grasped their meaning, and wrote a comprehensive report. I don't often see reporters of such evident capabilities."

The contrast between this letter and the McGonigle letter previously cited indicate that behind the funny man façade lies a powerful cross current of talent. The façade is difficult to penetrate, however. When the *Emerald's* Mary Jo Stewart interviewed him for a "Student Spotlight" article, Abell quickly ran away with the interview. Sample commentary:

- Q. Why are you in journalism?
A. Well, as long as I have to work, I might as well work sitting down.
Q. What do you think about queen contests?
A. I think queen contests are good for girls.
Q. Why?

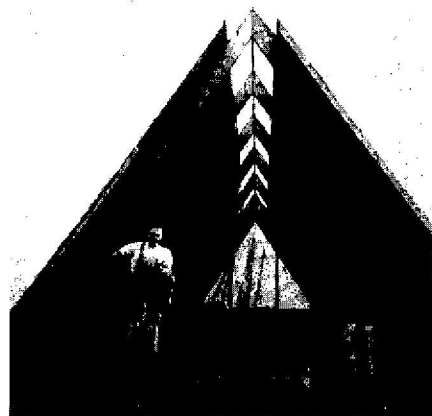
A. Because not many boys are good looking. Actually, I like girls. Especially girls who wear boys' Levi's. They look better in them than girls' Levi's. I guess it's because of the way they're cut.

Q. Do you mean the girls or the Levi's?

A. Both.

Abell expects to receive his master's in journalism this month and plans to continue work for a master of fine arts degree. During the next year he will serve as editor of the campus literary magazine, succeeding Tom Gaddis.

Turning to another outspoken individual, let's put the magnifying glass on Alumnus Sam Vahey '57, whose work is on P. 5. The photo shows Sam in front of the house he is building in his spare time, his spare time in this case being occupied in a sort of postman's holiday.



Sam Vahey

Comments Sam: "Residential architecture, like so many other facets of our society, needs a shot in the arm (or kick in the pants) and I have done this 'A' frame house as sort of an experiment into the simplicity of construction and suitability of space of this type of building for residential occupancy... I think it is an exciting space in which to live and work, and it offers a substantial savings in material and labor. The stigmas of conservatism and the reluctance of real estate and loan agencies to invest in or experiment with new design impede and stifle any progress along this line, however, so it'll probably be a few years before you see any more of these 'triangles' rising up."

It seems anti-climactic to add to Sam's words with a host of details. Suffice to say he has a BA degree in business and construction, was active (and outspoken) on campus, and now he's in his last year of carpentry apprenticeship.



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* Nominated by Nominating Committee (C. R. "Skeel", Manerud '22, Chairman), at Annual Association Meeting, March 5, 1960 at Eugene, Oregon.

For Vice President (Vote for one)
 ALFRED "TED" GOODWIN '47, Salem, Oregon*
 Associate Justice, Oregon Supreme Court; Member Executive Committee, University of Oregon Alumni Association, 1954-1960.

For President (Vote for one)
 JOSEPH MCKEOWN '29, Coos Bay, Oregon*
 Attorney-at-Law; Vice President, University of Oregon Alumni Association, 1958-1960.

VII
 NOMINATIONS FOR PRESIDENT AND VICE-PRESIDENT AND BY-LAWS OF THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF OREGON
 For Year Beginning July 1, 1960
OFFICIAL BALLOT
 THIS CARD ON

1. The election shall be held by mail ballot to all members of the Association on June 15th of each year, and must be postmarked by not later than June 26th of the year. The ballot shall be mailed by not later than June 15th of each year, and must be postmarked by not later than June 26th of the year. The ballot shall be mailed by not later than June 15th of each year, and must be postmarked by not later than June 26th of the year. The ballot shall be mailed by not later than June 15th of each year, and must be postmarked by not later than June 26th of the year.

Sent days . . .

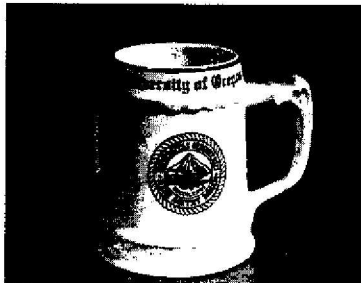
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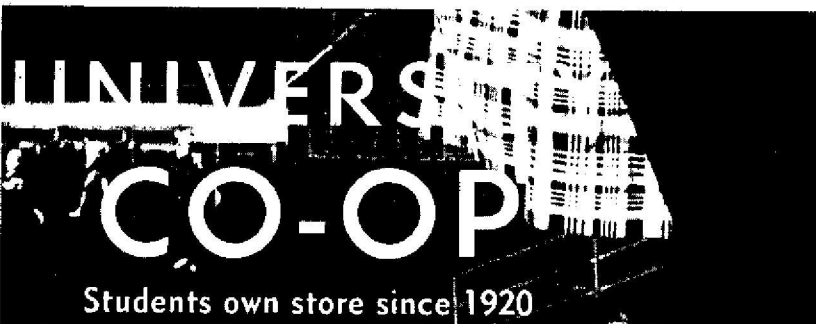
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