

They call it 'friendly persuasion'

Separating faculty and administrators at UM is a deep chasm known as Communication Gap. There are bridges, to be sure, but many won't bear much traffic; some, indeed, bear none at all.

Those which do serve their intended purpose, therefore, are all the more important. One such bridge is that built and maintained by the Intercampus Faculty Advisory Council, a small body of faculty members — three from each campus — which meets monthly with President Ratchford.

"The purpose of the IFAC," says Wheadon Bloch, chairman, "is to serve as a liaison group between the faculty and the president — in both directions — expressing concerns of the faculty to the president and transmitting to the faculty presidential concerns and responses.

The council in no way functions as a legislative body. "The original idea," explains Elmer Horseman, of the UMKC School of Law, "was that serving as a liaison was the appropriate function for this four-campus group and that the various legislative determinations should be made by the appropriate governance body on each of the individual campuses, because each campus has different problems and needs to have flexibility in dealing with them."

The 12 council members rarely vote on matters under discussion. Instead they merely sit down with President Ratchford and present their views.

"I think this body has been quite effective," says Bloch, "... in opening discussion with the president, who in my opinion is a very open, candid person and



At the last IFAC meeting, Dale Spencer (back to camera), President Ratchford, Robert Daniel and Elmer Horseman. The advisory group meets monthly with Ratchford.

who listens. I do think we exert influence in presidential decision-making."

Speaking of its effectiveness and influence, Horseman points to the IFAC's involvement in selecting a successor to President Weaver.

"When Dr. Weaver resigned," he recalls, "the council worked with the Board of Curators in the search for a replacement. We had on the screening committee one faculty member from each campus and a representative from the IFAC, and ultimately there was a faculty member actually on the search committee which made the final recommendation to the board.

"I think our mere presence and a request by the council for faculty participation resulted in some influence there, and it was in that process that the screening committee held open meetings on each campus and listened to a whole lot of faculty discussion both about the kind of president we ought to have and also about some of the problems of the four-campus system. I think they were, however, very productive meetings, and it was a good experience as far as working with the board is concerned. I think it helped establish a good working relationship with the curators.

"On more than one occasion committees of the council have met with committees of the Board of Curators, and I believe President Ratchford would tell you ... that the board does ask him from time to time what this group thinks about this and that."

"But we don't have any illusions," Bloch says. "We are not as effective as we would like to be, if we were involved in decision-making every day. . . ."

"The group is not always of one mind on any particular issue. We probably are least effective with the president when, like the Supreme Court, we end up in a 5-4 decision."

"In fact," adds Robert Daniel, of UMC's psychology department, "I think you could find as much disagreement on any one campus among the various faculties as you do between the faculty on the one hand and the administration on the other."

The council is quite effective, on the whole, in transmitting faculty concerns to the president. It is less effective, apparently, in communicating President Ratchford's thoughts back to the faculty.

"This is very difficult to do," says Bloch, but St. Louis, Kansas City and

Faculty members now serving on advisory body

Dale R. Spencer (UMC)
W. R. Utz (UMC)
Robert S. Daniel (UMC)
Elmer L. Horseman, Jr. (UMKC)
Wheadon Bloch (UMKC)
LeRoy Pogemiller (UMKC)
Glen Haddock (UMR)
Delbert E. Day (UMR)
Harvey H. Grice (UMR)
James P. Tushaus (UMSL)
Deborah T. Haimo (UMSL)
Robert W. Murray (UMSL)

Columbia have this communication back to the faculty systematically regularized by means of reports to their faculty governing bodies. Rolla hasn't got it regularized at the present time.

The IFAC's bylaws state that the council "... shall be available to perform those functions or duties which are deemed appropriate to an intercampus faculty body." While this could suggest some negative control, Bloch says there is none.

"The agenda is formed by both the president and the chairman of the council," he says, "and is open to the extent that any member of the council may add to it."

"I don't think there is ever any difference of opinion when we come to an item," says Daniel. "I don't know that anyone has ever questioned the appropriateness of an item's being on the agenda."

"I guess," Bloch explains, "we would have to say that we don't detect anything of the adversary in our role. I think rather it is a matter of persuasion."

"And," Daniel hastens to add, "communication."

Copies of plan for research to be out soon

Copies of a draft version of the *Academic Plan for Research* will be distributed to UM faculty within the next few days.

The research plan is the last of three dealing with institutional reappraisal. Plans for academic degree programs and extension have already been approved.

Curators O.K. final plans for KC center

Final plans for the Enid Jackson Kemper Center for the Performing Arts, to be built at UMKC, have been approved by the Board of Curators.

The project is being advertised for construction bids. Construction may get under way in January.

Financial aid to one-third of students

About one-third of UM's students are receiving some kind of financial assistance: either grants, scholarships, employment or loans or some combination thereof.

Allan Purdy, director of student financial aids, told the Board of Curators Oct. 31 that the University has more funds for students this year and more students need financial help.

About \$15 million in aid of various kinds will be spent to help 18,250 students on the four campuses. Purdy also mentioned that the University is going to court in a few instances on delinquent loan accounts.



President Ratchford

Six at UMC hold awards from ACLS

UMC reports that two faculty members have been awarded fellowships and four others grants-in-aid from the American Council of Learned Societies. Among the nation's colleges and universities, UMC, with a total of six awards, ranks second, behind UCLA.

The fellowship winners: Charles Dew and Charles Nauert, professors of history. Those receiving grants: Eugene Lane, classics; Fordyce Mitchell, history and classical studies; Robert Ruigh, history; Linda Voigts, English.

Layoffs not planned at UM

A story published by *The Chronicle of Higher Education* and reprinted in the last issue of *Spectrum* erroneously included UM in a list of universities at which layoffs were expected this year.

UM officials, reacting to the error, stressed that layoffs are not being contemplated at the University.

'Education undergirds government'

Citizens who keep themselves informed about national affairs and government actions in dealing with problems are more supportive of all governmental institutions than are the uninformed, according to a recent study conducted by the Institute for Social Research.

The researchers suggest the reason for this is that "more aware individuals or those with higher education are more cognizant of the complexities of governance and are better able to distinguish the performance of incumbents from that of the institutions themselves. Their more sophisticated view of politics retards the possible generalization of dissatisfaction with a single policy, incumbent or institution to disaffection for the political system as a whole."

Aldrich said agricultural experiment station scientists have not only contributed to the food supply, but they are also responsible for discovering vitamins, the antibiotics streptomycin and Aureomycin, plus thousands of new crop varieties, improved animal breeds, machines, equations and concepts that have given Americans the highest standard of living in the world.

"While we're proud of these accomplishments, we know that too many people are still going hungry," Aldrich said.

"If agriculture is going to feed them and all those billions expected in the future, our claim on energy needs must come ahead of air-conditioning, personal transportation, etc. In other words, it calls for financial and moral support for agricultural research as an investment in developing and conserving energy."

Aldrich said this view is shared by experiment station directors across the country.

"We believe agricultural problems are not the exclusive property of agricultural scientists," he said.

"By the same token, we think it's time scientists move out from behind their test tubes to give guidance to world leaders. We expect scientists to become more involved in the social issues of the day and apply what reasoned knowledge they can to help solve them.

"It's easy to look at what we've done in the past and bathe in the light of these accomplishments," said Aldrich, "but the tougher job lies ahead."

—Joseph J. Marks

UM profile

Stephenson shuns ease of retirement

William Stephenson bounces about more than he walks. His walk, his energy, his productivity, his joy of life belie his 73 years of age. Of late he has taken more to wearing sweaters, but his trademark is a bowtie, which goes with his white hair, ruddy face and glasses like tea goes with crumpets.

His overall appearance and manner, topped off by his accent, fit nicely with the stereotype most Americans have of the proper English gentleman. His interests include art, music, drama and film. He is particularly partial to Robert Burns and he is fond of wine and sherry.

Although an American citizen since 1955, Stephenson has never become fully Americanized; his love of his native England runs much too deep for that. He is more a man of *both* countries than he is of either. He is particularly fond of Missouri.

Stephenson is variously described as warm, inventive, clever, buoyant, kind, fresh, witty and charming. His friends remark on his humor, candor, inventiveness, infectious enthusiasm, hospitality and vitality. To his critics, of which there are many, Stephenson is seen as egotistical, showy, arrogant and impractical. Unlike most people, Stephenson does not beat around the bush, as many of his Missouri colleagues will attest. It is not unusual in a faculty or committee meeting for Stephenson to brand a colleague's argument as "utter nonsense."

Stephenson's writings abound with material for those who would see him as egotistical. In a recent article, for example, he writes, "The author is perhaps the only person who recognizes the achievement that this represents." A favorite Stephensonian approach is to present the arguments of various scholars and then to lay them aside with observations like, "They have missed the point entirely." He then proceeds, of course, to provide the answer. Recently, in a committee meeting, Stephenson admonished the faculty members present and said, "None of you is qualified to make such evaluations. None of you. But I have been making such evaluations all of my life and I can show you what must be done in these matters." It is not so much, one learns, a question of egotism as it is a question of extreme candor. Unlike an egotist, Stephenson always speaks from an elaborately developed rationale; he is prepared to defend his views on logical grounds, not emotional ones.

Not many months ago Stephenson neatly dissected Raymond Cattell's use of factor analysis. When he finished, he simply turned and noted, almost in passing, "Of course, I'm right." The hint of his wry smile, however, gave him away; Stephenson, you see, takes his work seriously, but not himself.

It is axiomatic that we see in people what we want to see. In Stephenson's case, however, the variation in perceptions is likely to be greater than for most. Stephenson is not unlike a particularly complex Rorschach ink blot—rich and diverse and open to infinite interpretation. There is consensus, however, that he is a brilliant and charming individual.

Stephenson, inventor and leading protagonist of Q Methodology, "retired" last year at the age of 72. He is now professor emeritus of journalism at UMC.

The announcement of his "retirement" will come as a surprise to journal editors, book publishers, communication scholars and a host of others who have been interested in Stephenson's unique way of viewing the world. In the months and years ahead they will continue to see the outpouring of scholarly activity that already has produced more than 100 published articles, two books and many working papers.

The simple fact is that Stephenson has retired in title only. He's currently putting the finishing touches on some half-dozen books. William Stephenson,



William Stephenson, professor emeritus of journalism at UMC. He's not getting older; he's getting better.

as several individuals have noted, simply defies the ordinary rules of aging.

Stephenson made clear his "retirement" plans three years ago. The occasion was a surprise presentation of a new book, *Science, Psychology and Communication: Essays Honoring William Stephenson* (edited by Brown and Brenner).

Never at a loss for words, Stephenson told the audience, "My work has just begun. At the age of nearly 70 I feel fit enough just to begin something that I wanted to begin 40 years ago and no one would listen to me, no one would listen to a single word. I feel more courageous about the next 10 years than I have felt in the past. I'm ready for a lot of controversy still. You haven't heard the last of me."

To those who have followed Stephenson's career, there never was any doubt that the best is yet to come. Stephenson's 10-year plan would stagger most scholars. It includes several books, on matters ranging from health communication and science writing to political science and intensive analysis. His *magnum opus* will be a book on self psychology, which, with characteristic humility, he believes will revolutionize psychology.

Stephenson's wide-ranging interests are the result of a career that has taken him from physics to psychology to communication and journalism. Born May 6, 1902, in Durham, England, he attended the University of Durham, earning a bachelor's, master's and finally a Ph.D. in physics in 1927. For a short while he entertained the idea of working with Enrico Fermi, but instead moved to the University of London, where he received a Ph.D. in psychology in 1929.

Stephenson remained at the University of London until 1934, when he joined the staff of the Institute of Experimental Psychology at Oxford, later becoming its director. Oliver Zangwill, head of the Cambridge Psychological Laboratory, Cambridge University, and former assistant director of the Institute of Experimental Psychology at Oxford, assessed Stephenson's impact and concluded, "It is indeed largely because of him that Oxford today has a flourishing School of Psychology."

Stephenson's years at Oxford were interrupted by the war. From 1939 to 1943 he served as a consultant to the Central Trade Test Board, Royal Air Force, and from 1943 to 1948 he served as consultant psychologist to the British Army

(War Office), emerging with the rank of brigadier general.

Stephenson left Oxford in 1948 to join the psychology faculty at the University of Chicago, where he immediately formed a strong bond with Carl Rogers and others. His stay at Chicago was interrupted by a visiting professorship at the University of California (1951) and a similar appointment at the University of Washington (1952).

Stephenson left Chicago in 1955 to become director of research at Nowlands and Company, New York. In 1957, Earl English, dean of the School of Journalism at the University of Missouri and himself a psychologist, convinced Stephenson to become distinguished research professor of journalism and professor of psychology at Missouri.

Q Methodology is a set of statistical, philosophy of science and psychological principles specifically designed to measure subjectivity. Q-sorting is merely a technique and is not synonymous with Q Methodology, as so many people seem to believe.

In Q Methodology the goal is to have an individual model his own subjectivity, which he does by "Q-sorting" items (usually self-referent-opinion-statements, but they could be photographs, drawings and the like). The Q sorts are then factor-analyzed to produce Q factors—groups of people who have sorted the items in similar ways.

In Q Methodology one does away with operational definitions and proceeds instead to operations (Q sorting) and operants (a completed Q sort and Q factors). The concern is with enabling the subject to describe his own inner behavior, not as the researcher infers it, but as the subject himself sees it.

Stephenson's two main concerns, or so it seems to the author, are these: (1) scientific thinking has too long been looking at things upside-down, with too much emphasis on hypothesis testing and too little emphasis on hypothesis production, and (2) subjectivity not only *can* be objectively studied, but represents, particularly in the frame of the single case study, the *best* unit of study.

Science, particularly social science, has been dominated by the application of Hypothetico-Deductive Empiricism, which is in essence a combination of deduction and induction. One first develops hypotheses, or theories, that meet the standard deductive tests of internal logic and consistency. These hypotheses are then tested, in standard inductive manner. Stephenson's quarrel is with the manner in which hypotheses are developed, and not with how they are tested once developed.

Stephenson argues for including in the scientific system procedures for producing *genuine* hypotheses as opposed to mere *ad hoc* hypotheses. Stephenson suggests that H-D methodologists use observations improperly. For him, observations should be used to conceive hypotheses, not merely to test them.

Abduction, thus, is a stage of scientific inquiry that precedes the

hypothetico-deductive framework in which the emphasis is placed on the *discovery* of hypotheses and not merely their deduction from postulates. Once a "working theory" has been developed, deduction can explicate it, deducing the formal hypotheses for testing.

It is within the abductive framework that Stephenson uses Q Methodology—as a means of grasping what is worth studying, what is really at issue. It is a system for putting theory to use, not to testing.

Stephenson's concern is with the development of working theories—mixtures of theories, laws, ideas, guesses—that can be put to use to gain *understanding*. One should start with direct observation and from there begin to account for what has been observed. One must *understand* what is going on before one attempts to *explain* it.

When Stephenson came to Missouri he turned his full attention to communication and the practical problems involved in journalism and advertising. "Researchers," Stephenson once said, "should be back-room boys for editors. Their job is to provide new insights that the editors can apply to their own publications in ways they see fit."

Of particular concern is his Ludenic Theory of newsreading, which is best seen as a part of his larger Play Theory of Mass Communications. In his Ludenic Theory, Stephenson argues that newsreading is subjective play and is attended by a certain inflation of the self. The essence of newsreading is that it is voluntary. He suggests that newspapers provide a more "playful" format, e. g., a format that the reader can learn, adjust to, expect and "play" with. "Everything in developed newsreading has to be in proper place, and in proper sequence. . . in the orderly manner of a game. This is not to suggest regimentation of a newspaper's form, but merely that regard has to be paid to the newsreader's 'play' and to the encouragement of developed newsreading habits."

Another theoretically important formulation of Stephenson's is on the difference between information and communication. He argues that information is concerned with facts, while communication is concerned with opinions and the like. Information involves communication pain, social control and work. Communication involves communication pleasure, convergent selectivity, play and subjectivity.

The information/communication distinction will play an important role in Stephenson's developing Concourse Theory of Communication. He asserts that each person has a concourse (or universe of statements) for every concept open to communication. Any communication will be in relation to a complex of innumerable messages. By discovering what concourses are at issue, and how they are structured, Stephenson feels that it then should be possible to predict communication behavior.

Stephenson already has produced a lengthy working paper on Concourse Theory, but it is much too early to tell if it is what he thinks it is: the ultimate communication theory.

There is more, much more, to come. We have not heard the last of William Stephenson

—Keith P. Sanders

Vacancies

The following professional and administrative vacancies were listed as of Oct. 30:

UMC — Asst. coordinator, Safety and Risk Management; assoc. reactor supervisor; chemist; food service mgr.; health physicist; info. spec.; prog. coordinator; reactor engineer II; res. spec.; sr. fiscal analyst.

UMC MED CENTER — Asst. personnel mgr.; staff nurse (30); staff nurse II; staff dev. coordinator; rehabilitation nursing care coordinator; reg. med tech. UMKC — None. UMR — Health physicist. UMSL — Dir., alumni activities; admissions advisor; admin. asst.

Persons interested in an announced vacancy should contact the personnel office on the campus where the vacancy exists.

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Extension council formed

Thirty Missourians who represent various professions, organizations and sections of the state have been appointed by President Ratchford to three-year terms on the University of Missouri Advisory Council for Extension.

Two-thirds of the members served on a similar group last year during the development of the University's academic plan for extension. In their report to Ratchford, published in the November-December 1974 issue of *Exclaim*, the council suggested that its advisory work be extended.

The council reconvened in Columbia Oct. 8-9 to discuss how the advisory group would function, how extension information is provided to the public and how UM coordinates extension activities with other institutions. The council's next meeting is tentatively scheduled for Feb. 18-19 in Columbia.

Original members returning to the council are Lonnie Kinchen of Kennett, president, Bank of Kennett; Ken Heath of East Prairie, owner of Heath Farms; Ray W. Call of Cape Girardeau, president, Missouri Utilities Co.; Darryl Francis of St. Louis, president, Federal Reserve Bank; Mrs. Ina Boon of St. Louis, regional director, National Association for the Advancement of Colored People; Ray Karpowicz of St. Louis, general manager, KSD-TV; Mrs. Marion Kaiser Piper of St. Louis, member of board of directors, Pet Milk Co.; James G. Rutter of Shelbina, farmer, Mrs. G. B. Hagerman of Wayland, president of Missouri Homemakers Association; C. R. (Dick) Johnston of Jefferson City, president of Missouri Farm Bureau and member of UM Board of Curators; Ken Christgen, Jr., of St. Joseph, vice president of Walnut Products, Inc.; Dr. Wayne Smith of Winigan, veterinarian; Fred Kling of Albany, attorney and former member of UM Board of Curators; Wallace Vernon of Eldon, publisher of Eldon Advertiser; Alberta Meyer of Jefferson City, Missouri Employment Security Division; James Curry of Ava, attorney and publisher of Douglas County Herald; Jim Ward of Springfield, president, Reyco Division, A. J. Industries; John Dillingham of Kansas City, assistant vice president, Traders National Bank; Alice Fairfax of Sedalia, housewife and former member of UM Extension Council for Pettis County; Jim Davis of Jefferson City, executive director, Missouri Labor Council; Wade Baker of Jefferson City, executive director, Missouri Bar Association; and L. C. Carpenter of Columbia, vice president, Midcontinent Farmers Association.

New council members are Bob Daugherty of Jefferson City, director of program development, Missouri Department of Consumer Affairs, Regulations and Licensing; Darrell Dreyer of Higginsville, a junior marketing major at UMC and former president of the Missouri State 4-H Council; Anthony Hiesberger of Jefferson City, executive director, Missouri Association of Counties; John Lucks of St. Louis, director of administration, St. Louis County Government Center; George Carson of St. Louis, director of public relations, St. Louis Globe-Democrat; Mrs. Leola Millar, head librarian, Rolla Public Library; Nelda Schwinke of Morrison, a junior nursing major at UMC and active 4-H member; and Paul De Bacco of Kansas City, vice president for personnel, Hallmark Cards, Inc.

Kling was elected council chairman. Christgen and Kinchen were elected to serve with Kling as an executive committee.

Here and there

... Excerpts from a book co-authored by Joan Pearlman, women's counselor for the UMSL Extension Division, appear in the November issue of *Family Circle*. The book, *The New Assertive Woman*, was published in September by Delacorte.

... The fall meeting of the Central States Electron Microscopy Society will be this afternoon at UMKC's School of Dentistry. Among the speakers will be faculty members from UMKC and UMC.

... A book by John C. Merrill, UMC professor of journalism, has been selected by the U.S. Information Agency for inclusion in its international bicentennial book exhibit, which will be seen in at least 30 countries. Merrill's book, *The Imperative of Freedom: A Philosophy of Journalistic Autonomy*, was published in late 1974.

... Thirteen color etchings from the "Unite" Suite by French architect Le Corbusier will be on display at UMSL's Gallery 210 until Nov. 28.

... Dr. James O. Davis, chairman of UMC's department of physiology, has received a gold medalion and citation from the American Heart Association's Council for High Blood Pressure Research. The award carries a cash prize of \$5,000.

UMC Calendar of Events

ACADEMIC SCHEDULE

Nov. 26: Thanksgiving Recess begins at 12:30 p.m.
Dec. 1: Classwork resumes, 7:40 a.m.

ATHLETIC EVENTS

Nov. 15: Football: Missouri vs Oklahoma, 1:30 p.m., Faurot Field.
Nov. 29: Basketball: Fairleigh Dickinson vs UMC. Tipoff at 7:35 p.m. in Hearnes Multipurpose Bldg.
Dec. 2: Basketball: Toledo vs UMC. Tipoff at 7:35 p.m. Hearnes Multipurpose Bldg.
Dec. 5-6: Basketball: Show-Me Classic—Missouri, Oklahoma City, Baylor, and Cleveland State.

CONCERTS, PLAYS

Nov. 7: University Symphony Orchestra, 8:15 p.m., Jesse Aud.
Nov. 9: UMC Concert Series: Tibetan Folk Opera, 8:15 p.m., Jesse Aud. General Admission \$3. and \$2.50.
Nov. 11: MSA Broadway Play "1776," 8 p.m., Jesse Aud. Tickets: \$4, \$3.25, or \$2.50.
Nov. 13-15; 17-22: "The Three Cuckolds," 7:30 p.m., University Theatre. General Admissions—\$2.50.
Nov. 13-15: UMC Opera Production "Brigadoon," 7:30 p.m., Hall Theatre. Tickets: \$2. Now on sale in Music Bldg. Lobby
Nov. 15: Graduate Piano Recital: Barbara Misholy, 8:15 p.m., Fine Arts Recital Hall.
Nov. 17: Graduate Voice Recital: Susan Austin, 8:15 p.m., Fine Arts Recital Hall.
Nov. 20: Woodwind Ensemble, 8:15 p.m., Fine Arts Recital Hall.
Nov. 23: Collegium Musicum Concert, 3:30 p.m., Fine Arts Recital Hall.
Nov. 23: Faculty Clarinet Recital: Richard L. Hills, 8:15 p.m., Fine Arts Recital Hall.
Nov. 24: Stage and Studio Band in concert, 8:15 p.m., Jesse Aud.
Nov. 24: Graduate Viola Recital: Greg Savage, 8:15 p.m., Fine Arts Recital Hall.
Dec. 1: St. Louis Brass Quintet Concert, 8:15 p.m., Fine Arts Recital Hall.
Dec. 2: Men's & Women's Chorus, Vocal Jazz Ensemble Concert, 8:15 p.m., Jesse Aud.
Dec. 2: Graduate Piano Recital: Nora Hulse, 8:15 p.m., Fine Arts Recital Hall.
Dec. 4: University Chorus Concert, 8:15 p.m., Jesse Aud.
Dec. 5: Faculty Cello Recital: Carleton Spotts, 8:15 p.m., Fine Arts Recital Hall.
Dec. 6: Student Bassoon Recital: Pat Cumbie, 8:15 p.m., Fine Arts Recital Hall.
Dec. 6: UMC Concert Series: James McCracken, tenor, and Sandra Warfield, mezzosoprano, 8:15 p.m., Jesse Aud. Reserved seat tickets are \$3 and \$2.50.
Dec. 7: University Singers Concert, 3:15 p.m., Jesse Aud.
Dec. 7: Percussion Ensemble Recital, 8:15 p.m., Fine Arts Recital Hall.

LECTURERS, SPEAKERS

Nov. 10: Lunchbag seminar: "Leadership for Women" Sharon Pope, noon, basement of Gentry Hall. Bring your lunch. Open to the public.
Nov. 10: Dr. Naphtali Lewis, distinguished prof. at City University of New York, "Public Food Allotments in the Roman Empire: New Evidence," 8 p.m., 204 GCB.

Nov. 12: Engineering Seminar: Jack Sharp, "Ground Water Supply Problems and Their Solutions in Missouri," 7:30 p.m., S-204 Memorial Union.

Nov. 13: University Club: Virginia Young, chairman, Coordinating Board for Higher Education, noon, N214-215 Memorial Union.

Nov. 13: Lunchbag Seminar: "The Changing Role of Men," noon, Women's Center. Bring your lunch.

Nov. 17: Lunchbag Seminar: "Fear of Flying," Ms. Gail Ginder, Ms. Chris Hofer, & Ms. Jeannie Jochim, noon, basement of Gentry Hall. Bring your lunch. Open to the public.

Nov. 17: Energy Issues and Perspectives Seminar: Steven Gage will speak on "Impact, Enforcement, and Implications of Major Environmental Protection Policies Relating to Energy Production and Consumption," 3:40 p.m., Room S8 of the Memorial Union.

Nov. 17: University Assembly Lecture: Prof. Mihailo Markovic, Yugoslavian philosopher, "Basic Issues in Marxist Philosophy," 7:30 p.m., Memorial Union Aud.

Nov. 18: Department of Chemical Engineering Seminar Series: Dr. Robert Wixon, "Advances in Total Parenteral Nutrition," Room 37J of the Engineering Bldg. at 3:30 p.m.

Nov. 20: University Assembly Lecture: Luther Goodrich, "The Invention of Printing in China: Its World wide Importance," 7:30 p.m., Memorial Union Aud.

Nov. 20: Lunchbag Seminar: "Sexism and Toys," Marilyn Blossom, noon, Women's Center.

Nov. 24: Lunchbag Seminar: "Family Support System," Gerry & Mary Jo Westwood, and Keith & Jeannie Jochim.

Nov. 24: English Lecture Series: Michael Holroyd, an eminent British biographer, "My Lives: the Autobiography of a Biographer," at 8 p.m. in the Small Ballroom of the Memorial Union.

Nov. 25: John Kultgen, professor of philosophy, "Objectivity and Consensus," 3:30 p.m., Room 326, GCB.

Nov. 25: Department of Chemical Engineering Seminar Series: Dr. Charles Dunlap, "Production of Single Cell Protein from Cellulose," 3:30 p.m., Room 37J of the Engineering Bldg.

Dec. 1: Energy Issues and Perspectives Seminar: Warren Glimpse, "Policy Formulation and Energy Management in the Private Sector," 3:40 p.m., Room S8 Memorial Union.

Dec. 2: Department of Chemical Engineering Seminar Series: John Thompson, "Sulphur Dioxide Treatment of Cellulose," 3:30 p.m., Room 37J of the Engineering Bldg.

Dec. 2: "Psychology and the Environment in the 1980's." Fifty minute presentations will be given at 9:40 a.m., 10:40 a.m., 1:40 p.m., 2:40 p.m., and a panel discussion at 3:40 p.m. in the Memorial Union Aud.

Dec. 4: Lunchbag Seminar: "Your Body—Not Your Doctor's," William Trumbower, noon, at the Women's Center.

DEADLINES, OTHER EVENTS

Nov. 7, 14, 21 & Dec. 5: Public Telescope Observing at 8:00 p.m. in Laws Observatory atop Physics Building weather permitting.

Nov. 10: Information deadline for Campus Columns.

Nov. 24: Information deadline for Faculty Bulletin.

FILMS, EXHIBITS

Oct. 19-Nov. 7: Paintings on exhibition at Fine Arts Gallery by Joe Patrick and Genie Patrick.

Nov. 7: Astronomical Film of the Week: "Mystery of Stonehenge - Part I" at 7:00 p.m., Room 114 Physics.

Oct. 15-Nov. 15: Stanley Hall Gallery: "University Interior Design" by Jay Porter, UMC interior designer.

Nov. 7: MSA Movie: "The Emigrants" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 8: MSA Movie: "Cinderella Liberty" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 9-Nov. 28: Art Collectors of Columbia exhibition at Fine Arts Gallery.

Nov. 9: MSA Movie: "A Warm December" at 7 & 9:30 p.m. in Jesse Aud.

Nov. 12: College of General Studies: Ascent of Man film, "World Within World," 7:15 & 8:30 p.m., 204 GCB.

Nov. 12: MSA Movie: "Casablanca" and "Maltese Falcon" at 7 & 9:30 p.m. in Jesse Aud.

Nov. 14: Astronomical Film of the Week: "Mystery of Stonehenge - Part II" at 7:00 p.m., Room 114 Physics.

Nov. 14: MSA Movie: Woody Allen Film Festival at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 15-Jan. 10: Stanley Hall Gallery: "Computer Aided Graphics" by Richard Helmick.

Nov. 15: MSA Movie: "Phantom of Paradise" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 16: MSA Movie: "Women In Love" at 7 & 9:30 p.m. in Jesse Aud.

Nov. 19: College of General Studies: Ascent of Man film, "Knowledge of Certainty," 7:15 & 8:30 p.m., 204 GCB.

Nov. 19: MSA Movie: "Psycho" and "North By Northwest" at 7 & 9:30 p.m. in Jesse Aud.

Nov. 21: Astronomical Film of the Week: "Exploring the Milky Way" at 7:00 p.m., Room 114 Physics.

Nov. 21: MSA Movie: "The Parallax View" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 22: MSA Movie: "Bloome In Love" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Nov. 23: MSA Movie: "Le Roucher" at 7 & 9:30 p.m. in Jesse Aud.

Nov. 30-Dec. 19: Graduate Students of UMC Art Dept. exhibition at Fine Arts Gallery.

Nov. 30: MSA Movie: "Golden Voyage of Sinbad" at 7 & 9:30 p.m. in Jesse Aud.

Dec. 3: College of General Studies: Ascent of Man film, "Generation Upon Generation," 7:15 & 8:30 p.m., 204 GCB.

Dec. 3: MSA Movie: "No Way To Treat A Lady" and "In the Heat of The Night" at 7 & 9:30 p.m. in Jesse Aud.

Dec. 5: Astronomical Film of the Week: "Realm of the Galaxies" at 7:00 p.m., Room 114 Physics.

Dec. 5: MSA Movie: "The Longest Yard" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Dec. 6: MSA Movie: "The New Land" at 7 & 9:30 p.m. in Jesse Aud. Advanced tickets 75¢ at MUTW, \$1 at door.

Dec. 7: MSA Movie: "And Now For Something Completely Different" at 7 & 9:30 p.m. in Jesse Aud.

Michigan prof to speak at UMC Nov. 13

Dr. W. E. M. Lands, professor of biochemistry at the University of Michigan-Ann Arbor, will speak on the "Regulatory Aspects of Prostaglandin Biosynthesis" at 3:40 p.m., Thursday, Nov. 13 in Stewart Hall room 100.

A native of Chilli-cothe, Lands received his Ph.D. from the University of Illinois. He has served as visiting professor at the Karolinska Institute in Stockholm, Sweden and the Max-Planck Institut fur Biologie, Tubingen, Germany. He is editor of "Biochimica et Biophysica Acta" and a member of the editorial board of "Advances in Prostaglandin and Thromboxane Research."

Lands' research centers on lipid metabolism and "in vitro" prostaglandin biosynthesis. His speech is part of the "Special Topics in Biochemistry" series sponsored by the department of biochemistry.

Around Campus

Two faculty named to receive awards

Two faculty members have been named to receive awards for excellence in undergraduate teaching during the 15th annual awards banquet of the UMKC National Alumni Association tomorrow evening. They are Gaylord V. Marr, Communication Studies assistant professor, who will receive the first Shelby Storck Outstanding Undergraduate Teaching Award, and Eph Ehly, Conservatory associate professor and chairman of choral activities, who will receive the Amoco Foundation Outstanding Undergraduate Teaching Award. Ten outstanding alumni also will be honored at the dinner which begins 7:30 p.m. in the Century Ballroom at Crown Center. Kansas City Mayor Charles B. Wheeler, Jr., who will be honored as Alumnus of the Year, will give the principal address at the affair.

Music therapists to convene here

The Conservatory will serve as host for the conference of the National Association for Music Therapy 11/18-22 at Crown Center. The keynote address will be "Competing for the Health Care Dollar," by Dr. William R. Roy on 11/19. More than 800 persons are expected to attend the activities which include professional growth seminars, lectures, mini-courses, and musical performances. For more information, contact Dr. Wanda Lathom, Conservatory professor, at Ext. 2737.

RFK Symposium to begin tonight

The 1975-76 Robert F. Kennedy Memorial Symposium kicks off tonight with the first of 12 symposia scheduled through 4/12. "America the Beautiful" is the over-all topic of the series, each of which will be at 8 p.m. in Pierson Hall. The topic of the first four presentations is "All Men are Created Equal," with Germaine Greer tonight; Vernon Bellecourt on 11/11; Ralph Abernathy on 11/19; and F. Lee Bailey on 11/30. Other topics and speakers are: "From Sea to Shining Sea" on 2/13 with Charles Kuralt; "Home of the Brave" with James McCord on 2/9; Lloyd Bucher on 2/16; Rusty Rhodes on 2/20; "In God We Trust" with Marjoe Gortner on 3/19; and "Land of the Free" with Victor Marchetti on 4/2, Bill Monroe on 4/6, and Dick Gregory on 4/12. Tickets are \$2.50 for the public and \$1 for students. Group rates are available. Contact the Ticket Office, Ext. 2705.

Nursing Conference on health legislation

Former U.S. Rep. William Roy of Kansas, a national leader in health legislation, and Rebecca Culpepper, a leader in the movement to enlighten nurses about health legislation and accountability, will speak at a nursing conference on these subjects 11/11. The conference will be 9 a.m.-4 p.m. in Curry Center of Baptist Memorial Hospital, 6601 Rockhill. Dr. Roy, a physician-lawyer, will speak on "The Legislative Process and Key Current Health Issues," and Ms. Culpepper, Tennessee Nurses' Association executive director, will talk on "The Nurses' Accountability and Health Legislation." For information, contact Sharon R. Lunn at WMAHEC Nursing Component, 421-3964.

UMKC increases United Way total

Employee donations during United Way Week at UMKC, designated 10/6-13 by Chancellor James C. Olson, totaled almost \$3,000 more than last year. The total for 1975 was \$28,075.04 with 35 percent of the employees participating; 89 as fair share givers. Chairperson for the campaign was Bonnie L. Sims, Health Sciences Sr. Personnel Assistant.

Calendar

- 11/7 **Booksale, 10-4, Library**
- 11/7 **Microscopy conference, 1, Dentistry**
- 11/7 **"An Educational Conference in Moscow," Dr. James Olson, 7:45 p.m., Library**
- 11/7 **"All Men are Created Equal," Germaine Greer, 8, Pierson**
- 11/7-9 **"Story Caravan," 8, Playhouse**
- 11/7,9 **"Conrack," 8, HHA**
- 11/8 **Booksale, 10-1, Library**
- 11/8 **Alumni Awards, 7:30, Crown Center**
- 11/8 **"Story Caravan," 2, 8, PH**
- 11/10 **TM Symposium, 8, Center**
- 11/11 **Nursing Conference, 9 a.m., 6601 Rockhill**
- 11/11 **Chemistry Seminar, 4, SCB**
- 11/11 **RFK Symposia, Vernon Bellecourt, 8, Pierson**
- 11/12-15 **"Story Caravan," 8, Playhouse**
- 11/12 **Cocktail Dinner, 7, Pierson**
- 11/12 **"Rashomon," 8, HHA**
- 11/13 **TM Symposium, 8, Center**
- 11/13 **Faculty Development Seminar, 3, Center**
- 11/14 **Senior Day, Center**
- 11/14,16 **"Harrod Experiment," 8, HHA**
- 11/15 **Dance Recital, 8:15, Jewish Community Center, 8201 Holmes**
- 11/16 **Sunday Buffet, Entertainment, 12:30, 2, Pierson**
- 11/17 **Nutrition Conference, 3-9, Pierson**
- 11/17-19 **TM Introduction, noon, 8, IMS Center, 6301 Main**
- 11/19 **RFK Symposia, Ralph Abernathy, 8, Pierson**
- 11/20 **Chemistry Seminar, 4, SCB**

Chancellor to speak on Moscow trip

Chancellor James C. Olson will address the Friends of the Library on the conference he attended in Moscow last August. The speech, "An Educational Conference in Moscow" will be presented 7:45 tonight on the second floor of the General Library. Faculty and staff are invited to attend.

Seniors to dance in joint recital

Four senior dance majors of the Conservatory will present a joint senior recital 8:15 p.m. 11/15 at the Jewish Community Center, 8201 Holmes. Included will be traditional works such as "Sleeping Beauty" and excerpts from "Romeo and Juliet", as well as original modern solo and group works. There is no charge for admission.

Dentistry to host CSEMS meeting

The Dental School will be the host to the fall meeting of the Central States Electron Microscopy Society today in Room 209. Educators and research, medical and dental scientists will present scientific papers at the meeting which will begin at 1 p.m. For information, contact Dr. Faye S. Sayegh, program committee chairman, at 221-3500.

Promotional Opportunities

If you are interested in any of the positions listed, telephone the designated person at Ext. 1621.

Contact Jane Quigley:
Asst. Commercial Artist
Cert. Dental Asst.
Computer Programmer

Contact Michael Sweaney:
Boiler Fireman
Mechanical Tradesman
Engineer-TV licensed
Secretary
Sr. Secretary
Sr. Clerk Typist

School and Department Notes

Chemistry

The Chemistry Department is sponsoring a colloquium series 4-5 p.m. each week in Room 212 of the Spencer Chemistry Building. On Tuesday, Dr. Gerald Maggiora of the Kansas University biochemistry department will speak on "The Ammonia-Formaldehyde Reaction as a Model for Carbonyl Addition." On 11/20, Dr. Kenneth Schmitz, UMKC Chemistry assistant Professor, will speak on "Induced Conformation Changes in DNA Determined by Quasielastic Light Scattering."

Conservatory

Dr. Gerald Kemner, Conservatory professor, has been commissioned to compose a work for a string quartet for the Missouri day concert, 4/26 in the Kennedy Center for the Performing Arts in Washington D.C. He also is composing for the Voices of Mel Olson, a choral group in Omaha.

Library

The Friends of the Library are sponsoring a booksale 10 a.m.-4 p.m. today and 10 a.m.-1 p.m. Saturday in Room 06 of the General Library. Hardbacks are 50 cents and paperbacks are 25 cents unless otherwise marked. Proceeds go to the UMKC Libraries.

Five budget request books from the University of Missouri for July 1, 1976-June 30, 1977 have been placed in the General Library and are available to anyone who might wish to inspect them. They are the "University of Missouri Appropriations Request for Current Operations," "Missouri Institute of Psychiatry, State Historical Society of Missouri and Renal Disease Appropriations Request for Current Operations," "Appropriations Request for Capital Improvement Items," "Appropriations Request for Operations of Marillac Property—St. Louis."

Pharmacy

The Pharmacy School will present a new series of Sunday seminars for community pharmacists. "The Pharmacists' Role in Ostomy Care," opens this Sunday in Springfield. It moves to the Marriott Hotel in Kansas City on 11/16. Afterwards it will be held in St. Louis 11/23 and in Columbia on 12/14. For information, contact Dr. Donald Wilk, Pharmacy continuing education coordinator, at 421-3706.

U-Center

Art Smith and his Kansas City Jazz Band will perform at the Sunday Buffet on 11/16. Serving time is 12:30-1:45 p.m. with entertainment beginning at 2. The price is \$4.25 for adults and \$2.50 for children. Table reservations may be made by calling Ext. 1417.

UMKC

Senior Day 1975 will be held on 11/14 for area high school seniors to visit, tour, and gain valuable information about the UMKC campus and the University system. The program is sponsored by Mortar Board and coordinated by the Student Development Office.

UMKC

Professional Activities Honors

Dr. Tawfik ElAttar, Dentistry professor, was awarded a certificate of recognition and appreciation for valuable contributions in educational and research programs by the Walter Reed Army Medical Center, U.S. Army Institute of Dental Research, in Washington, D.C. in October... Frederick K. Hisong, Medical photograph manager, was elected chairman, and Raymond C. Felker, Dentistry senior photographer, was elected vice-chairman of the Prairie Chapter of the Biological Photographers Association at its 10/4 meeting.

Publications

Dr. Yudell L. Luke, Mathematics professor, wrote a book, "Mathematical Functions and their Approximations," published by Academic Press, Inc., and wrote a paper, "On the Error in the Pade Approximants for a Form of the Incomplete Gamma Function Including the Exponential Function," which appeared in the Society of Industrial and Applied Mathematics Journal... Dr. Robert Willson, English Chairman, is author of "Iago's Satanic Marriage," in The McNeece Review 21 (1974-75) and a review of J. L. Simmons, "Shakespeare's Pagan World," in Shakespeare Quarterly, 26... Raymond C. Felker, Dentistry sr. photographer, wrote "In-house Production of Color Microfiche," in the 9/75 issue of Biomedical Communications... Dr. Harris Winitz, Psychology professor, and Dr. James Reeds, Psychology associate professor, co-authored a book, "Comprehension and Problem Solving as Strategies for Language Training," published by Mouton & Co.

Meetings

Dr. Vernon A. Green, Dentistry and Medicine professor, attended the American College of Emergency Physicians meeting in Las Vegas 10/6... D. J. Harris, KCUR-FM administrative assistant, attended a Public Radio in Mid-America meeting in St. Louis 9/26. Jan Lantz, KCUR-FM Operations Manager attended a Corporation for Public Broadcasting Round Robin meeting in Chicago 10/21.

Breaking the brain barrier



Students are slumping in their desks. Their heads gently nod. Eyelids droop. Has the professor's presentation bored them into this drowsy stupor or have they merely succumbed to a long day's journey into evening class?

On the contrary, we are picturing a new phenomenon of learning as meditating students take creative leaps into the twilight zone of mind expansion.

In an adjoining room we watch other students connected by electrodes and wires to machinery with flickering lights and beeping tones, equipment monitoring brain waves in a process known as biofeedback.

Far from the setting of a maddening science fiction movie, we are witnessing individuals in control of their own thought patterns and involuntary nervous systems and bodily processes. These mind expansion and biofeedback techniques, now being studied in the behavioral and medical sciences, may begin to play a significant role in learning processes within the next decade, according to Angelo Puricelli, assistant dean of education - extension and associate professor of education at UMSL.

Dr. Puricelli's firm belief in stretching the potential of one's mind was not easily nor quickly attained. It resulted from a nine-year search for practical meditation techniques which could enhance learning capabilities without the use of outside agents, such as drugs or hypnotists.

During his independent odyssey he crossed many disciplines and scaled the boundaries of what he calls the "territorial imperatives of academia." He puffed a cloud of cigarette smoke and added "I looked into everything from scientology and transcendental meditation to Rosicrucianism and Zenbuddhism."

Then about two years ago, Dr. Puricelli said, his intellectual wanderings led him to investigate something called Silva Mind Control, a method by which individuals can put themselves in the "alpha" brain wave level of relaxation and pleasantness, between the waking state and sleep. He traveled down to Laredo, Tex., to meet with Jose Silva and participate in his courses. The man from St. Louis' Italian Hill was impressed by what he saw and experienced in the mind control program of the innovative 60-year-old Mexican-American.

There are variations on the Silva mind control theme, but basically all the techniques are aimed at developing the individual's ability to learn and obtain information with the inner mind, not just the physical senses. Mind control approaches are promoted as new ways to solve health, business, learning and interpersonal problems.

The mind expansion movement evolved from the research of German physiologist Hans Berger who discovered in 1929 that the brain emits faint electrical impulses identified with different states of consciousness. But his work went largely unnoticed until the 1950s



Dr. Angelo Puricelli

when the technology to measure brain wave patterns was perfected. About 60 West Coast companies now manufacture "alpha control" machines which bleep or tweet the state of a plugged-in subject's brain waves.

Once the users discover how to monitor their brain wave patterns through the equipment, they can proceed to self-program "internal events" without the help of monitoring devices. This training reportedly can lead the individual to the ability to control bleeding, alter blood flow in various parts of the body, inhibit pain, prevent or abort headaches, lower heart rates and blood pressure.

Advanced mind control methods also are said to permit the individual to perform efficiently under stress, recover quickly to relaxed levels, and fall asleep at will. If new creative ideas are called for, highly trained people would be able to produce brain wave patterns evoking visual imagery and generating new ways of thinking about subject matter. Educational materials, values and attitudes, it is claimed, could be self-programmed while in a special brain wave state.

The methods are practiced in situations ranging from alcohol and drug recovery to classes in prisons, parochial schools, and hotels. As one observer has noted, "The man who can program himself to give up smoking and to lose weight through mind control should be able to program himself to solve corporate and educational problems."

Dr. Puricelli says that mind expansion and biofeedback are now being successfully used, in combination with drugs and other medical treatment, as therapy for terminal cancer cases. "After all," explained Puricelli, "cobalt is a form of energy projected at a diseased part of the body to destroy cancer cells. Mental energy has been applied in a similar fashion with apparently successful results." He added that the mind sciences advocates are exchanging information with medical groups such as the American Medical Association and that "the physicians aren't as close-minded as you might guess."

"We think there is so much potential for expanding the mind's capabilities, it would be a shame to just give these concepts the intellectual or scientific brush-off without seriously considering them," the former Fontbonne College teacher said.

"Although experiments are being conducted in places like the University of Colorado and the Menninger Foundation in Topeka, the public hasn't heard much about mind expansion and biofeedback simply because much of the research has been done underground for fear of ridicule by colleagues," commented Puricelli. The UMSL maverick added that, despite backing from the University's School of Education, it's taken him nearly a year to get the attention of other educators and scientists in the St. Louis area.

His persistent efforts were finally rewarded on November 5 when he brought nationally known leaders in the mind expansion movement to UMSL. More than 250 persons attended the conference in the J.C. Penney Building on campus.

"The real news is that many bona fide, faultlessly credentialed scientists have opened up their minds and their labs to areas of research that they formerly would have considered out-of-bounds, if not downright nonsense," Puricelli ebulliently explained.

He predicts that mind expansionists and traditional scientists will be able to balance an enlightened outlook, experimental competence and healthy skepticism to meet on a common ground of understanding. "Even if a small part of mind research is validated, the effect on our future patterns of thinking and learning will be profound."

Le Corbusier etchings, last show of fall semester

A group of color etchings from the "Unite" Suite by the renowned French architect Le Corbusier is now on display in Gallery 210 through Nov. 28.

The show, the last of the fall semester, will be displayed from 10 a.m. to 5 p.m. Monday, Thursday and Friday, and 10 a.m. to 7:30 p.m. Tuesday and Wednesday.



One of 13 etchings by Corbusier, now on display on Gallery 210.



John January and Marla Ferguson, Homecoming King and Queen

Saint Louis

Faculty Women sponsor Christmas card project

"Here's your chance to make it a 'Holiday Season' all year long for UMSL students," say the Faculty Women of UMSL.

Members of the Faculty Women are sponsoring a Campus Christmas Project for donations to the UMSL Scholarship and Loan fund. Instead of sending holiday greetings to friends within the UMSL community, a contribution equivalent to your expenditure for cards and postage may be given to the Student Scholarship and Loan Fund.

All contributions would be acknowledged with a joint greeting to all faculty and staff. Deadline for contributions is Dec. 12.

The UMSL Student Scholarship and Loan fund seeks to aid students who are unable to afford to continue their education by providing them with scholarships and loans.

Contributions should be sent to Student Scholarship and Loan Fund, c/o Faculty Women of UMSL, 334 Benton Hall. In acknowledgement of your generosity a receipt will be sent for tax purposes.

Homecoming '75 brings two UMSL firsts

Homecoming 1975 resulted in two Homecoming firsts at UMSL.

Miss Marla Ferguson, a junior majoring in psychology and sociology, and John January, a freshman, were elected Homecoming queen and king.

Miss Ferguson is UMSL's first black Homecoming queen and January is the first king ever to win through write-in votes.

The two received their honors at a ceremony Oct. 25 during halftime of the Homecoming soccer game.