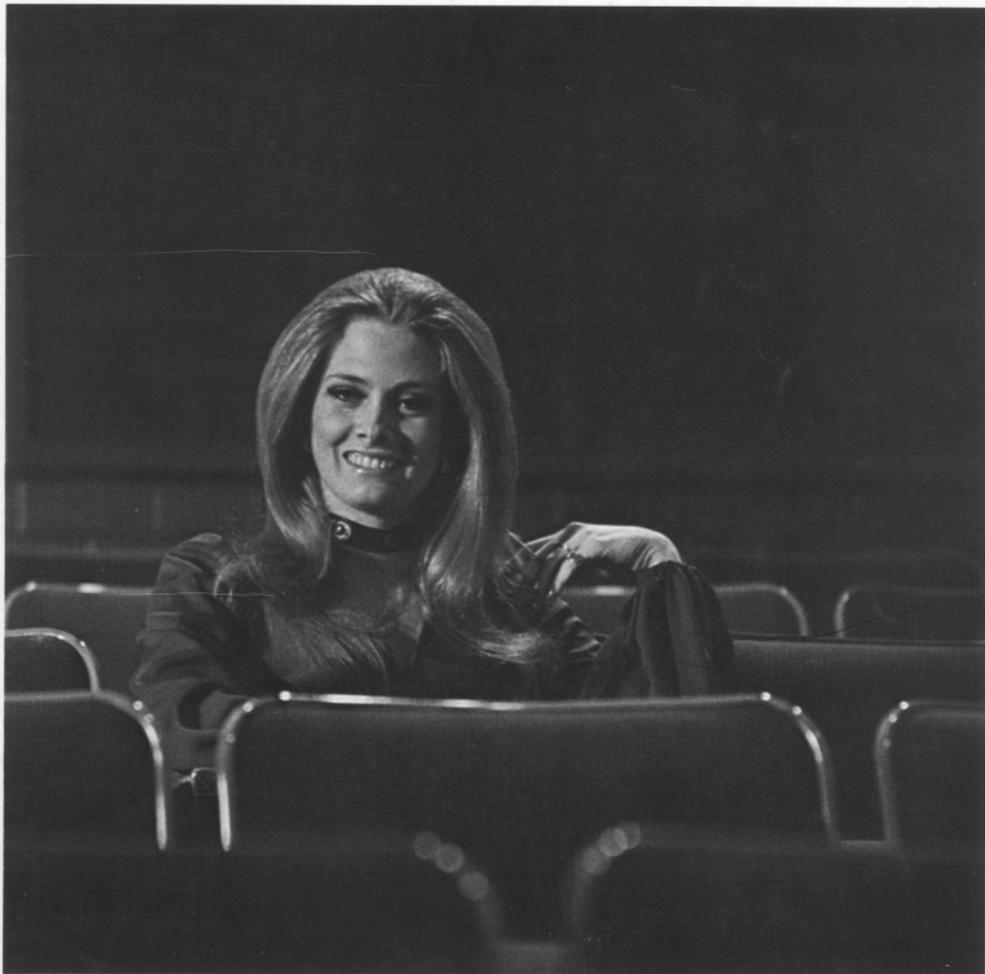


MISSOURI ALUMNUS

MARCH-APRIL 1971

in **3** sections



A wave of nostalgia

is upon us, if you can believe what you read in *Newsweek* and *Life* magazines. A wave of nostalgia hit Ye Old Ed at an alumni meeting the other day and he had, as Webster puts it, "a wistful . . . yearning for . . . return of some . . . irrecoverable condition . . . in the past."

A speaker mentioned the phrase, "as American as the flag or motherhood." And then he wondered out loud how American the flag was any more. At any rate, many persons, whether they display it with "Love it or Leave it" stickers or on the seat of their pants, seem to use the symbol of our country to say something about themselves, not America.

While the speaker continued on, Ye Old Ed began thinking about motherhood. With the population explosion, the drive for zero population growth, with the welfare roles continually swelled by illegitimate births, just how American is motherhood today?

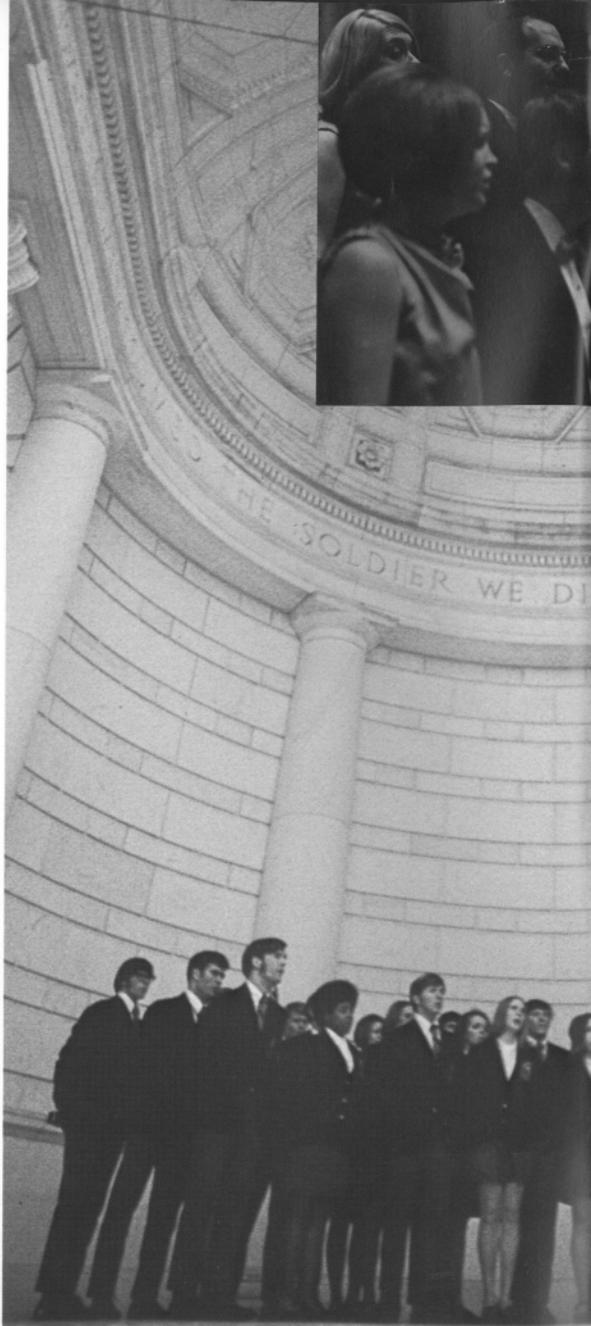
And then, horror of horrors, what about apple pie? Has too much DDT been sprayed on the apple? Are there too many calories in the crust? Could even apple pie now be a little unAmerican, too? — S. S.

MISSOURI ALUMNUS

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Photographs by John Flanagan

TO BRING GOOD CHEER

By Jean Madden

They sang to a lone soldier walking guard duty in the freezing rain at the Tomb of the Unknown Soldier. They sang in the bus keeping time with the frenzied hand signals of a Washington D.C. traffic policeman. They sang at the U.S. Senate, at the Department of Agriculture, at the White House, at the National Christmas Tree Pageant of Peace. They sang wherever they went.

They are the University Singers and their trip was the culmination of the ensemble's desire "to show Washington a group that wants to bring good cheer at Christmastime," according to Director Tom Mills.

It was a former member of the group who gave Mills the idea for the trip. In trying to find an idea for establishing unity in the Singers, which is composed of half old members and half new members this year, Mills contacted Robert Miller, BS Agr '69, managing editor of *Farm Industry News* in St. Paul. Miller suggested the Washington trip and from then on the plans snowballed.

The only thing standing in the way was the not-so-small matter of raising the travel money in a three-week period. There was some money in the budget; there were the contributions from the Singer alumni; there were the free-will offerings of those who attended the group's Christmas concerts. Support ranged all the way from \$1000 from a Columbia businessman to 32 cents from a student who dropped by Tom's office.

Walter John and others in the Washington D.C. Alumni Club helped arrange the appearances and helped find accommodations and meals that would fit the tight budget for the two days in Washington. The Alumni Office staff helped with charter arrangements and coordination in Washington.

Mills feels that the greatest gain for the group was to see government in operation and realize the magnitude of the system. "I think they felt more sympathetic with the problems, whether or not they agree with the way the government is run."

A coincidental benefit was the effect of the Singers on Washington. Beautiful music from beautiful young people had a predictable impact. Missouri Senator Stuart Symington hushed people in the Rotunda while the Singers were singing. And it isn't often that Washington is quiet. □

Jean Madden, director of alumni activities, accompanied the Singers on their trip to Washington.



NEW DEAN FOR JOURNALISM

Word that the Curators had named him dean of Missouri's School of Journalism came to Roy Mac Fisher while he was attending a joint committee meeting of representatives of the American Society of Newspaper Editors and the Association for Education in Journalism.

Warren Phillips, editor of the *Wall Street Journal* who was chairing the session at the University of Indiana, read the announcement and laughingly asked the new dean to change from the practitioner to the educator side of the table. Then he added, "You know, we're all here to help bridge the gap between the journalists in the field and the journalists on the campuses — and I'm as interested in that as anybody. But Fisher, don't you think you've over-reacted?"

Rather than being a reaction of any kind, Fisher looks at his move from the editorship of the *Chicago Daily News* to dean of the oldest school of journalism in the world as more of a next step sort of thing.

"An editor always is somewhat of an educator. What does it say on the Journalism arch on this campus? Schoolmaster of the People? My five years as editor in what may be the most competitive city in America from a newsman's point of view were demanding, vital, and satisfying. They also enabled me to see some of the imperfections of my profession. Now, I may be able to help find some answers."

Fisher prefaces his analysis of journalism's imperfections by quoting Henry Kissinger, President

Nixon's national security adviser when he was asked to compare his former life at Harvard with his life in Washington.

"In both places," Kissinger said, "the job is to make decisions ... to solve problems. On campus, we do it with some confidence. If we don't find the answer in a day, we take two days — or two years. Ah, but in Washington, I regret, answers will not wait — sometimes not even until we know what the problem is!"

Newsmen, Fisher opines, can find a kinship with that position. "For deadlines, likewise, do not encourage the deliberative processes. We live by our quick draw. This fact of life accounts for much of the imperfection in our communications media today. While perhaps no greater now than previously, these imperfections are more visible."

There is an insatiable desire for information, and apparently an almost infinite number of events to report. The "typically American" answer to this demand, Fisher continues, "has been a massive infusion of talent, energy, and technology into our industry. More people are at work trying to communicate ideas today than ever before."

The electronic broadcasting media — especially television — has grown, he believes, at a rate far faster than has the knowledge of its impact or perfections of technique.

Journalism schools have responded to the demand for more news by increasing their enrollments almost 300 per cent since 1960. There are today 30,000 undergraduates and 4000 graduate



students studying in the nation's 57 accredited schools or departments of journalism.

"This response to our communications gap is good," Fisher says. "But as a newspaper editor, one who thereby has a special appreciation of

Fisher, of course, is a newspaperman, the fifth straight dean of journalism (and that's all of them at Missouri) who has had a newspaper background. Not only does he not have a PhD he does not have a master's. These two facts have caused



the misunderstandings within our society, I suspect that this activity in our journalism schools is more a symptom of our problem than its solution.

"The gap is not actually in communications, anyway, but in understanding. We are overwhelmed daily with communications, often to the point that we cannot separate what to believe from what to disbelieve."

In fact, it often seems that no one believes any one else any more. Why?

"I'm not sure this is any worse today than it ever was," Fisher answers. "There's more opportunity for friction today; therefore, there is more. The press probably is more responsible than ever before; but then, the need for responsibility also is greater."

That's why Fisher sees one of the prime challenges of journalism schools as graduating students who have the intellectual discipline to be objective reporters, not propagandists. It is one of his personal goals as dean of the University's School of Journalism.

concern among some. To the television people who thought it was time for them to have a dean, Fisher says simply, "I certainly recognize that the electronic media will become more extensive, more complex, more expansive. And we will foster it. From a professional point of view, the role of a reporter is the same, whether he writes with a typewriter, a microphone, or a camera."

To the academicians who are worried about the role of research at the School, Fisher promises as "vigorous an expansion of the research area as anyone from academia." He chooses his words carefully, "As a newspaper editor in a highly competitive market, I have been as aware of the imperfections of our business and of the fact that we do not have solutions to all of our problems as anyone could be. The profession must necessarily look to the universities to find solutions. This is the essence of research, and for a school to neglect research would be to neglect the essence of a university."

As a matter of fact, Fisher has been closer to the education side of journalism than many realize. A native of Kansas, he received a journalism degree from Kansas State University, Manhattan. In 1950-51, he was a Nieman Fellow at Harvard — studying American history and government. In addition to being a lecturer at the Medill School of Journalism, Northwestern University, Evanston, Ill., he has been — under the auspices of the American Society of Newspaper Editors — an editor in residence at several major universities.

Fisher began his journalistic career as a reporter for the *Hastings* (Neb.) *Daily Tribune* and the *Pratt* (Kan.) *Daily Tribune*.

During World War II, he rose to the rank of lieutenant commander in the Navy. He then joined the *Daily News* staff.

Fisher rose through the ranks from police reporter, political writer, features editor and city editor to editor. He has been editor since December 1965, being with the newspaper since 1945.

From 1959 to 1965, he was an editorial executive with Field Enterprises Educational Corp. (FEEC), a subsidiary of Field Enterprises, Inc., which publishes the *Daily News*.

At FEEC, Fisher served as managing editor of World Book Encyclopedia and developed the World Year Book and Science Year as new publications. He was executive editor and vice president of the FEEC when he returned to the *Daily News* as its chief editorial executive.

During his years at the *News*, he received the Sigma Delta Chi public service award, the National Headline Award, and the Chicago Newspaper Guild's Page One Award. The Junior Chamber of Commerce cited him as an Outstanding Young Man of the Year in 1952 for his work in exposing Chicago's growing slum problems.

As acting city editor in 1956, Fisher helped to direct the investigation of the Illinois State Auditor, Orville Hodge, which exposed the million-dollar looting of the state treasury and brought a Pulitzer Prize to the *Daily News*.

The period under Fisher's editor-



This period was marked by the awarding of two additional Pulitzer Prizes and three national Sigma Delta Chi awards to the newspaper or members of its staff.

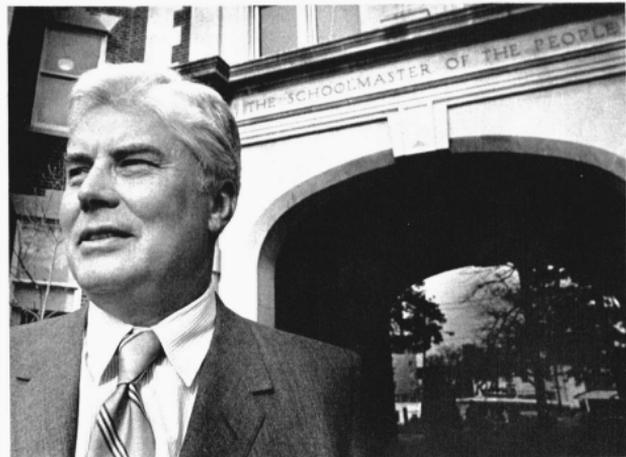
The 52 year-old Fisher, his wife, Anne, and daughters Mary, 16, and Sarah, 13, will move to Columbia sometime before April 1 when he officially becomes dean. (Two other daughters, Leslie Anne, 21, and Patricia, 19, are students at Wheaton College, Norton, Massachusetts.) He succeeds Dr. Earl F. English, who retired last July. Milton Gross has been acting dean since that time.

Fisher will become dean of a school that he considers well equipped to provide answers to some of the problems he sees in journalism. In terms of enrollment, in practical facilities, in national and international programs, in research capabilities, it has, he believes, the best resources of any journalism school in the country.

And in Fisher, Missouri gets, as Dr. Herbert W. Schooling, the interim chancellor, says, "an able journalist with scholarly interest in the education of journalists for all types of communications media. I am confident that, under Dean Fisher's leadership, our School of Journalism will continue its development as the outstanding school of journalism in the country." □

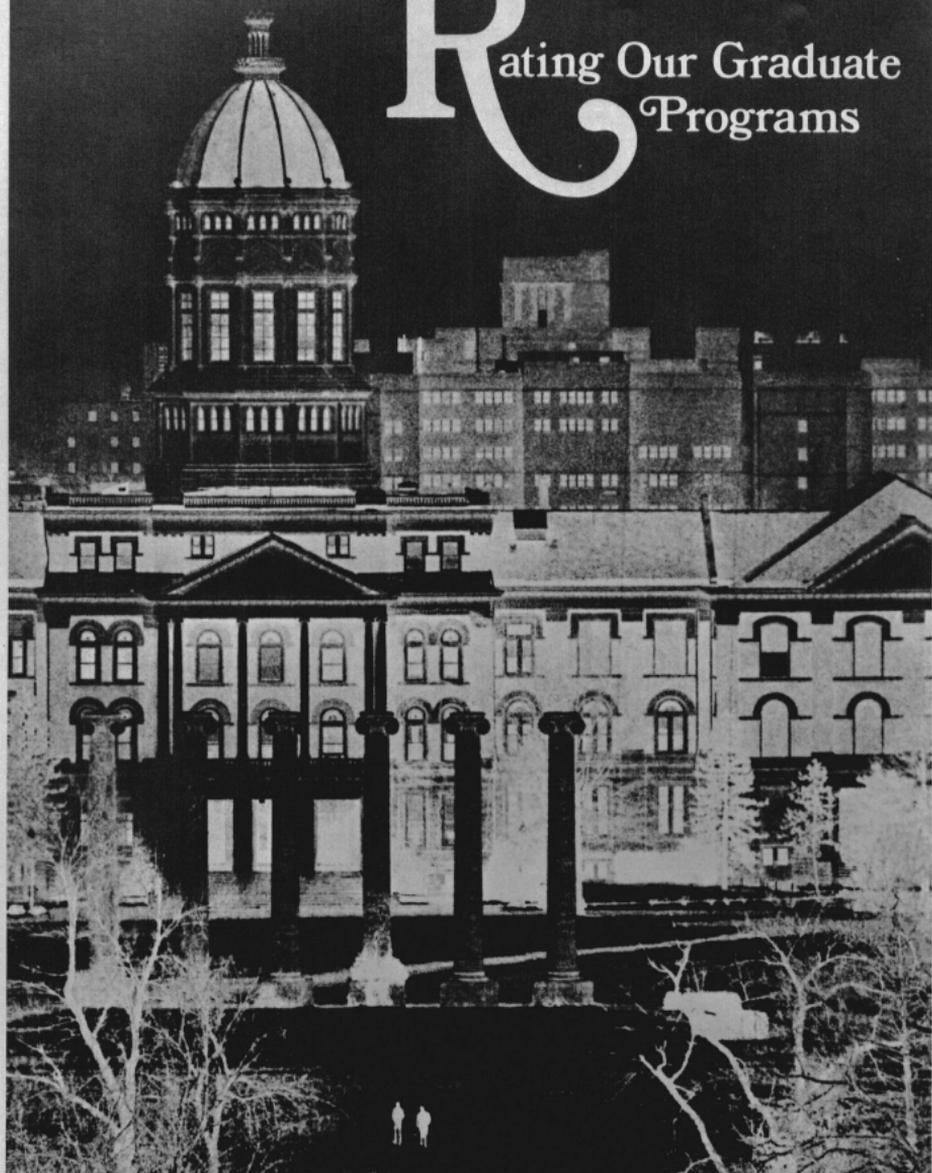
ship was a period of continued editorial growth for the newspaper. Its editorial staff of 215 persons has plunged deeply into urbanization, the science explosion and education, and it has pioneered new areas of service to readers of its feature sections.

Fisher enlarged the Washington bureau of the *Chicago Daily News* to include specialists in science, education and consumer affairs. He established a new bureau in Los Angeles, broadened the scope of the United Nations bureau and expanded the Chicago Daily News Foreign Service.



R

ating Our Graduate
Programs



By Steve Shinn

In a 1908 *Missouri Alumni Quarterly* — the magazine that preceded the *Missouri Alumnus* — the editor proudly reported that the prestigious American Association of Universities had “enlarged its membership by admitting Missouri, Minnesota, and Illinois. . . . In the west only Chicago, Michigan, Wisconsin, California, Leland Stanford and the above named newly admitted institutions are members.”

In the same issue, a retired Missouri professor wrote, “What I should like to see in Missouri would be a university taking rank with the University of Wisconsin, at least. The number problem is, I think, solved; students are bound to pour in. The next problem is to give the institution a better reputation in the land at large.”

Based on this winter’s Roose-Andersen report, *A Rating of Graduating Programs*, the “next problem” still is with us. The University of Missouri-Columbia would have to scramble to be included in the top 50 universities, while the above mentioned California-Berkeley, Stanford, Chicago, Michigan, Wisconsin, and Illinois all were in the top 11. There is a bright side, however. The report indicates that the Columbia campus has made substantial progress since 1964.

Accurate comparisons of universities are, of course, difficult, if not impossible. Such ratings are subjective at best, and reflect almost entirely the nebulous fact of an institution’s reputation. But when ratings are published, people inevitably take notice, and it behooves those institutions included to take a hard look at both the ratings and themselves.

The Roose-Andersen report was financed by the American Council of Education and is a sequel to

the Cartter reporter of 1964. In each of 36 disciplines, scholars from colleges and universities were asked to evaluate (a) the quality of faculty, (b) the program, and (c) the change — better, poorer, or no change for their discipline at each of a number of institutions. Graduate faculty quality was rated as: distinguished, strong, good, adequate plus, marginal, not sufficient for doctoral training, insufficient information. In order for a discipline to be included in the study, the institution must have graduated at least one PhD between 1957-8 and 1967-8.

“It is generally agreed that the most meaningful assessment is that pertaining to graduate faculty,” says Dr. John C. Murdock, dean of the Graduate School on the Columbia campus. “This is because the report is based on reputation and this is largely associated with the faculty in the program.”

The Columbia campus was the only one of the University’s four campuses included in the study. Of the 36 disciplines, 27 on the Columbia campus were rated. In six of the selected disciplines — German, geography, astronomy, Russian, linguistics, and music — PhD’s are not offered here. The doctoral programs of three others — anthropology, art history, and classics — were too new to be included.

There were no Columbia campus programs in either the “distinguished” or “strong” categories. Three — physiology, zoology, geology — were listed as “good,” and 14 — English, French, Spanish, history, political science, psychology, sociology, botany, developmental biology, entomology, population biology, chemical engineering, civil engineering, and electrical engineering — were categorized as “adequate plus.” The other 10 disciplines included in the

The report put the Columbia campus at the median of Big Eight schools—behind Colorado, Kansas, and Iowa State—but in the improvement categories, Ol’ Mizzou fared much better, jumping to second on the basis of a better faculty.

study — philosophy, economics, biochemistry, microbiology, molecular biology, pharmacology, chemistry, mathematics, physics, and mechanical engineering — apparently finished somewhere farther down, although no formal listing was made.

Obviously, these ratings were not sufficient to place Ol' Mizzou in the top echelon of universities. These, in order, generally were conceded to be California-Berkeley, Harvard, Stanford, Chicago, Yale, M.I.T., Michigan, Princeton, Cal Tech, Wisconsin, Illinois, Columbia, and Rockefeller.

Considering the Big Eight only, Missouri finished at the median, as the table accompanying this story indicates. But in the improvement categories, Missouri looked much better. In the 1964 Cartter report, for example, only six programs produced an adequate plus.

As many persons have pointed out — especially those from institutions not at the top — the Rose-Andersen report has severe limitations.

The report is admittedly reputational. Nobody knows well 125 programs; yet some were asked

RATINGS OF BIG EIGHT GRADUATE PROGRAM FACULTIES, 1969					Big Eight Schools in Order of Net Number of Ranked Programs That Were Considered to Have Improved
	Adequate or Better	Programs Given Rating of: Distinguished or Strong	Good	Adequate+	
Colorado	27	4	9	14	Kansas 15
Kansas	26	3	12	11	Colorado 14
Iowa State	18	4	11	3	Missouri 11
Missouri	17	0	3	14	Oklahoma State 6
Kansas State	11	1	1	9	Kansas State 5
Oklahoma	11	0	2	9	Iowa State 3
Oklahoma State	9	0	1	8	Oklahoma 3
Nebraska	6	0	0	6	Nebraska 0

RATINGS OF BIG EIGHT GRADUATE PROGRAM FACULTIES, 1964					Net Number of Programs Rating Improved Classification (Improvements Minus Declines)
	Adequate or Better	Programs Given Rating of: Distinguished or Strong	Good	Adequate+	
Colorado	16	0	4	12	Colorado + 12
Kansas	15	2	4	9	Missouri + 11
Iowa State	13	2	9	2	Kansas + 11
Nebraska	7	0	0	7	Kansas State + 7
Missouri	6	0	0	6	Oklahoma State + 6
Oklahoma	6	0	0	6	Oklahoma + 5
Kansas State	4	1	0	3	Iowa State + 4
Oklahoma State	3	0	0	3	Nebraska - 1

**The report has weaknesses,
but when all is said and done, it still
will be used as a basis for decisions
that will affect Missouri.**

to evaluate that many. In such cases the ratings have much less meaning for the programs following the ten or 12 best-known ones. Reputation is sluggish by nature; a new, rising program has a hard time being recognized; an older successful program can live for a time on its past laurels. When the institution itself is considered prestigious, then all departments benefit; there is a halo effect. This helps any of Harvard's programs, for example, while a good program at a lesser-known college might be entirely overlooked.

Only 36 doctoral programs were selected for the study. Generally left out were disciplines in agriculture, journalism, education, law, and medicine. The University of Missouri-Columbia has 67 doctoral programs, including many strong ones not included in the Rose-Andersen report. Murdock lists art history, journalism, accountancy, pathology, nutrition, genetics, statistics, and speech as being among those that might well be rated "good" or "adequate plus."

So where does all that leave us?

"There is no doubt in my mind that the report has this campus seriously underrated," says Murdock. "But when all the criticisms have been offered and the ratings' impact discounted, the report still will exist and will be used, not always with the care it should, to render decisions — some small, some large — affecting the welfare of this institution."

**"Our graduate program is a
worthy one, and our research effort is
strong and praiseworthy . . . We are
pointed in the right direction."**

"Our graduate program is a worthy one, and our research effort is strong and praiseworthy. We have in recent years, especially since 1964, shown sig-

nificant improvement, and the report suggests that we are pointed in the right direction. But other developments are unfolding that cannot allow us to be satisfied or even comfortable with the rate of our progress. We need to hurry."

Roose and Andersen suggest, for example, that doctoral programs are only needed at the top 50 or so institutions; and there's some question in Murdock's mind whether this campus is just in or just out of that grouping as far as Rose-Andersen is concerned. As late as 20 years ago, he says, there was no doubt that Missouri ranked in the top 50. "And," Murdock continues, "it is strong graduate research programs that draw distinguished faculty members, which in turn provide excellence in teaching and the base for effective extension programs."

**Alumni have a large stake in the
reputation of their
alma mater. It affects the quality of
the degrees they earned.**

Murdock also is concerned because of the nationwide decline in federal funding, especially in view of the absence of other financial support for fellowships on the campus. "In 1968-69 we received almost \$1.3 million in federal funds for graduate programs; next year (1971-72) that figure will drop to \$672,500. And outside of federal funding, the University spends only \$57,000 a year for graduate studies on the Columbia campus."

Private giving currently is providing money for only eight fellowships per year. Yet alumni have a large stake in the reputation of their alma mater; for in many ways, the quality of their degrees depends on the reputation of their University.

Not that the reputation hasn't been good for many years. "Indeed," wrote the old teacher to the alumni in 1908, . . . "it may be said without fear of contradiction that the University has a good reputation. But I am not satisfied and shall not be until Missouri can be mentioned in the same breath with the great state universities. The development of graduate work will be one of the means of bringing that result about."

He could have been talking in 1971.



St. Pat's Day still is celebrated fully by the Engineers, but probably not as elaborately.

MIZZOU'S OLD-TIME STUNT MEN

By Lyndon B. Phiifer

There's nothing new in students' making headlines. Back in 1908-12, Mizzou students made news — and let off steam — by staging what we called "stunts."

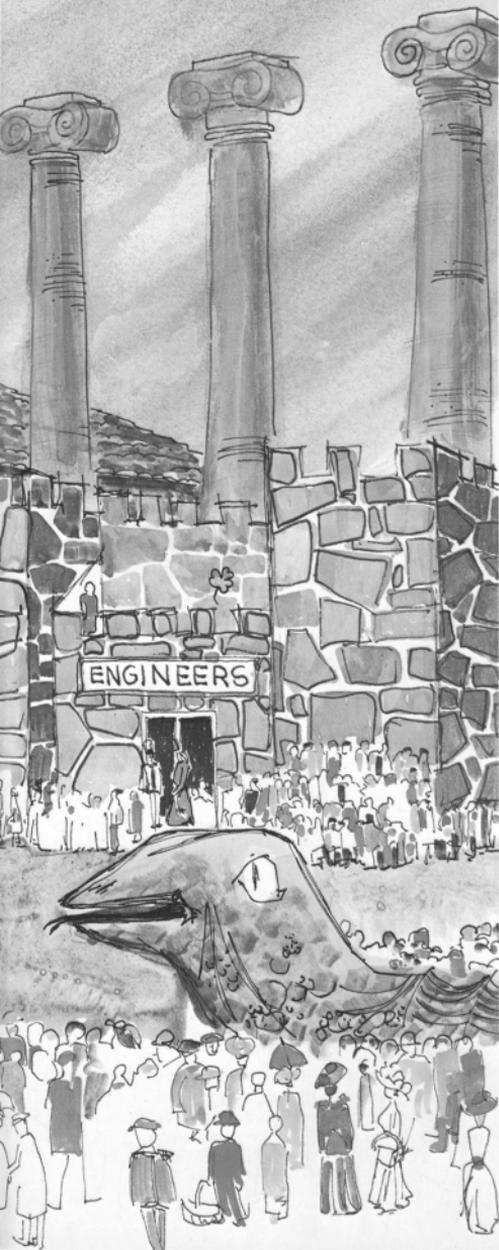
These stunts were school — rather than class — oriented. Indeed, in those years students showed loyalty to the various schools in the University, rather than to freshman, sophomore, junior, and senior classes — except occasionally, as in the freshman-sophomore class rush each September.

Engineering students, then as now, celebrated March 17 with an elaborate stunt climaxed by the appearance of the spirit of St. Patrick and the kissing of the "Blarney Stone."

The stunt began the night before, when the front of the Engineering Building was lighted with a triple-action vertical electric sign spelling successively "ERIN GO BRAGH," "ST. PATRICK," and "THE ENGINEER." The intricate wiring in this changing sign was done by electrical engineering students.

In the afternoon of St. Patrick's Day there was a parade downtown. It was led by members of the Cadet Band made up and costumed to look like Irishmen. Following the band were horse-drawn floats. In 1910 the floats were representations of the Chemistry Building, an electric trolley car, a huge monkey wrench, and a "Blarney Bridge," each a symbol of the school's four divisions.

The parade wound up at the north front of the Columns. There St. Patrick, bearded, wearing a long robe, and carrying a staff with a cross on top, presided on the mounds of the Columns. Graduating seniors in the Engineering School, garbed in black caps and gowns, on signal kowtowed before St. Patrick and, one after another, kissed the "Blarney





CADETS EXTRA! ARE GOING TO WAR

UNPIRE THOMPSON
MAKES CONFESSION

EXTRA

UNIVERSITY MISSOURIAN

EXTRA

FOOTBALL
OFFICIAL
TELLS ALL

FRANK STACE HEATHY
SPEAKS TO THE UNIVERSITY
OF JOURNALISM ASSOCIATION

MAY SHIP
CORPS TO
MEXICO



Dazzling Actress
Bloeb's Downfall

General Stevens has been chosen to head Expedition of Frontier Scouts to Search of Revolutionary Expeditions Along the Texas Border

LATEST NEWS

In the 1910-14 period, the lawyers had their mock trials (above left); the aggies were worried about women's lib, even then, and the Journalism School published more of its infamous yellow extras.



Stone," fashioned from artificial materials to represent its famed counterpart in an Irish castle. Then "St. Patrick" solemnly touched each senior on a shoulder with a long sword, dubbing him a "knight of St. Patrick." Immediately afterward a large, papier-mâché mule (symbolizing the rival School of Law), suspended on a wire strung between the dome of Academic (Jesse) Hall and the tower of a building at the other end of the Quadrangle was exploded, releasing thousands of little shamrocks, which bystanders below caught or picked up for souvenirs.

School of Law students annually put on a mock trial with a presiding judge, a jury, and prosecuting and defending attorneys. The case that was tried in 1910 was "The University of Kansas vs. The University of Missouri — Trespass." Lawyers for the plaintiff portrayed the governor of Kansas and the president of the University of Kansas; for the defendant, the governor of Missouri and the president of the University.

Among witnesses testifying were the names of Napoleon, Hagenbeck (of circus fame), Nero, and Coach Kennedy of the Kansas football team.

On the jury were students costumed and made up as Lincoln, Carry Nation (the hatchet woman

who raided saloons in Kansas), Benjamin Franklin, President William Howard Taft, John D. Rockefeller, "Uncle" Joe Cannon (speaker of the House of Representatives), Dr. Cook (who claimed to have discovered the North Pole), Robert Peary (whose claim to that honor was officially sanctioned), and several members of the faculty.

The whole thing was a farce, of course, and proper legal procedures were grossly and intentionally violated. But the "mules" had fun.

The School of Education stunted with a "Hegira." Just as Mohammed fled from Mecca in A.D. 622, so the Seugogadep crowd fled the campus, went on a picnic, and had a good time off by themselves. Seugogadep reversed the letters in "pedagogues."

Probably the most enjoyable of all the school stunts at Missouri University, it was generally agreed, was the "county fair" put on by students of the College of Agriculture.

Professors with their families joined students in sharing the fun the aggies provided in their annual stunt, which seemed designed more for enjoyment by the public than for aggrandizing the school itself. Townspeople and visitors from out of town also came to the fair.

In addition to agricultural exhibits, there were fun shows staged by aggie students in tents or rooms of buildings on the experimental farm. In front of each stood a barker to entice customers. Admission prices were low — a nickel or a dime; but many small coins taken in by the ticket sellers added up to reimburse the aggies for the materials they had to buy in order to adequately stage their fair.

There were slides and a small merry-go-round for children. My 1909 *Savitar* jogs my memory by showing pictures of side shows carrying banners like "Ruination of Man," "Home of the Devil," "Oriental Garden," and "Palmistry."

The lawyers' mock trial, the engineers' St. Patrick's Day parade, the farmers' County Fair, and the pedagogues' Hegira were school stunts of long standing. What kind of stunt, if any, would students of the University's newest school put on?

Well, it turned out to be a stunt that surprised everybody and then brought repercussions that almost resulted in closing the school halfway through its first year of existence. We journalism students, most of us freshmen because it was the school's first year, made a big splash — and we were puffed up about it.

None of the schools had attempted a play, so we decided to stage one in the University auditorium in the east wing of Academic Hall. But the play would be merely a prelude to our big surprise. That was to be a "yellow extra" of the *University Missourian*, and it was to outdo anything William Randolph Hearst ever did in his sensation-full *New York Journal*.

While the yellow extra of the *University Missourian* showed up on the campus and streets of Columbia promptly at the end of the play, its production took weeks of planning, writing, and make-up. Every student in the J School was urged to contribute something as wacky and outrageous as possible. I responded with several ludicrous "news items" made up wholly from my imagination. And the student managing editor — I believe it was Harry Ridings — gave me an assignment for a front-page fire story, which bore the condensed Gothic Head:

DEAD! DEAD! DEAD!
BLOODY TRAIL OF
FIERY RED FLAMES

followed by three decks of equally ludicrous subheads. Many of the news stories lampooned well-known

professors and administrators. It was the 1909 way of getting back at the "Establishment." Names of these adult "foes" of college students were thinly disguised. For example, Clark W. Hetherington, director of physical education, became Stark W. Fetherington in a front-page story. Some of the professors were made to do and say ridiculous things; and as the stories were obviously fictitious, most of the lampooned academicians took it all in stride.

But not so some of the politicians. When copies of the sensational extra bearing the name *University Missourian* came to the attention of some legislators, they raised a big fuss about it, threatening to cut off funds for the Journalism School they had mistakenly authorized the University to add to its Columbia campus. Newspapers in St. Louis, Kansas City, and other towns described the yellow extra vividly and quoted some of its diatribes, one or two of the papers reproducing the yellow extra's first page. This publicity spread the flames of reaction, causing many Missouri citizens to frown in dismay.

So Dean Walter Williams traveled to Jefferson City, where a legislative appropriations committee met him at his request.

"Please don't take this yellow extra too seriously," he pleaded in substance. "These students were just letting off steam in a stunt similar to what the engineers and the lawyers have been putting on for years. Believe me, yellow journalism like this is the precise opposite of what we teach those young men and women to do. Examine any regular issue of the *University Missourian* for yourselves, and you will see what I mean."

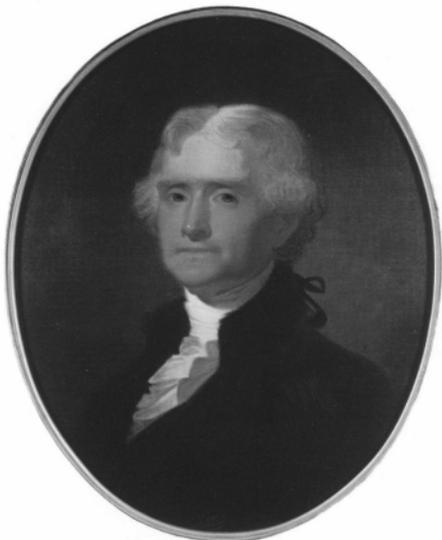
The dean's way of smoothing ruffled feathers proved effective, though some grumbling continued.

Campus and townspeople came to look forward to the yellow extra each year, and the initial shock of the first one turned to amused tolerance with succeeding editions.

Throughout our yellow, in content and headlines, we spoofing J School students were as keen in our project of trying to shock adults with outrageous stuff in print as some students are today. □

Lyndon B. Phifer (AB, BJ '12) retired in 1957 after serving 43 years in editorial positions on 19 different publications for the Methodist Church and now lives in Tallahassee, Florida. The story above was taken from a book Phifer currently is writing, Some of Carnegie's Money.

THE JEFFERSON CLUB



Portrait of Thomas Jefferson, by celebrated Missouri artist George C. Bingham, 1815, owned by the State Historical Society of Missouri, Columbia.

A Million Dollars Worth of Caring

"Alumni confidence is lagging. The flow of contributions shows signs of faltering. The attitudes that alumni and alumnae are exhibiting toward higher education — in their roles as legislators, voters, and taxpayers — reflect the growing malaise."

This is the assessment of Corbin Gwaltney, executive of Editorial Projects for Education, a non-profit organization that has just completed its 1971 report, "Are Americans Losing Faith in their Colleges?" And as the editors discovered, in many cases the answer seems to be, "Yes."

It was in the face of this apparent trend that the University of Missouri launched its Jefferson Club, a high-level gift organization with membership limited to persons who pledge at least \$10,000 to the University over a ten-year period.

Given the trend and the generally tight money situation, the casual observer might have seen little chance of success for the fledgling organization. But in little more than four months, the club is flourishing on the Columbia campus. Forty-one alumni already are charter members and the number continues to grow. On the Columbia campus, the charger period runs until December 31, 1971, and the ultimate goal is 250 members. On the other three campuses of the University, the Jefferson Club is in various stages of implementation.

"This club can enable Missouri to provide those essentials of education that are not provided by state appropriations, but are characteristic of a truly distinguished state university," said John Ayers, president of the Cook Paint & Varnish Company of Kansas City and chairman of the Jefferson Club trustees for the Columbia campus.

Membership levels for the Jefferson Club are as follows: Member, \$10,000 pledged for a ten-year period, \$10,000 given in a lump sum, or \$20,000 provided by a bequest, funded life insurance program, or other deferred gift; Fellow, \$25,000 ten-year pledge or lump-sum gift, or \$50,000 bequest; and Distinguished Fellow, \$50,000 ten-year pledge or lump-sum gift, or \$100,000 bequest.

Already on the Columbia campus, cash and pledges from Jefferson Club members total more than \$1 million. Of the 41 members, one is a Fellow, and seven are Distinguished Fellows.

Sometimes the average alumnus — caught up in his everyday struggles of 8 to 5, house payments, and providing for his children's college education — finds it difficult to identify with persons who have the ability to give in Jefferson Club amounts. These benefactors do not seem "real." But in most cases, they have the typical alumnus's feeling for Ol' Mizzou.

"Thank you for the Jefferson Club membership cards," wrote one donor in a letter accompanying his \$12,000 check. "We are, indeed, happy to be members of this group and are mindful of

the fact that we would not be in position to make our contributions without the fine contribution the University made to our career."

Commenting upon her \$100,000 gift for a distinguished professorship, another wrote, "I feel this is a wise promotional move on the part of the University and am happy that [I can help with the] project."

Said another, "I am aware that at present, no educational institution of higher learning can offer all the courses demanded without substantial help from alumni and friends."

Fortunately, this awareness of the University's needs is not limited only to persons who can give \$10,000 or more. Alumni of all ages and financial means responded in record numbers to Development Fund appeals last year.

"We are enclosing a modest contribution," wrote the donor of a modest contribution, "but we do want you to know we wanted to do something for the University. We are financing a new baby (the first) so funds are a little short at this time. Being recent graduates, we know the financial troubles of the University, so we do want to help, even if it is in a small way. Good luck this year."

During 1970 private gifts for the Columbia campus totaled \$1.8 million, an increase of 28 per cent over 1969. The money came from 14,146 individual alumni, friends, corporation, and foundation gifts, an increase from 12,400 a year ago.

"This record was possible only because our alumni care about the University and have confidence in public higher education," said Dutton Brookfield, president of the Unitog Company of Kansas City and chairman of the Columbia campus Development Fund Board of Directors, "just as Thomas Jefferson cared about people when he founded the first state university in Virginia, just as he cared about America when he completed the Louisiana Purchase, and just as the people of Missouri cared about both when they founded the first state university in the vast Purchase territory."

And caring about the future of the University of Missouri makes all alumni members of the Jefferson Club, at least in spirit. □



now the ONOFRIO era

Al Onofrio holds his first press conference in the football practice field facility the day after being named the Tiger head coach.



It was appropriate that Al Onofrio's first recruiting trip as Missouri's new head coach was to Los Angeles. It's where he was born, the son of Italian immigrants, and it's where he first played football, thus starting his long, long trek toward becoming the head man of one of the country's premier college football programs.

But even though he had spent most of the past 25 years as an assistant, it quickly became apparent that Onofrio had done considerable head-man thinking. That's why he could honestly say upon his appointment that he felt "absolutely no apprehensions about handling" the head coaching duties at Mizzou.

In succeeding Dan Devine, who resigned to become general manager and head coach of the Green Bay Packers professional football club, Onofrio has a tough act to follow. Devine's 13-year tenure is second only to Don Faurot's in length, and his 93-37-7 record is the best of any Tiger coach. As Devine's No. 1 assistant, Onofrio, of course, had a key role in that achievement, and he believes in much of the Devine formula. He also has ideas of his own.

"For all those years," Al reflects, "I tried to do exactly as Dan wanted me to do. But I don't suppose there ever was a man, working in another man's program who didn't see some thing he'd like to do differently. Now, there are some things that I'll want to change."

For example Onofrio feels very strongly about the proper role of the head coach. He is convinced that he must stay extremely close to every facet of the football operation. He intends to attend every staff meeting. There will be no offensive or defensive coordinators. Al will not do the actual techniques' coaching on the practice field, but he wants to know what's going on in all areas — offense, defense, academics, recruiting. Onofrio thinks that in this day of two-platoon football, many coaches delegate too much and actually lose contact with some parts of the program. The staff, he says, must work as a unit. And it takes active supervision by the head coach to make it so.

As any good Tiger fan knows, Onofrio is credited with building the Missouri defense into one of the most solid and respected in the country. Last year there were some murmurings that the pro-style offenses had caught up with it. Does the new head coach plan to make changes there?

Al doesn't think so. "You have to judge a defense over the long haul," he explains, "not just one



At the athletes' attractive dining hall, Onofrio talks with Jim Harrison, Chicago's No. 2 draft choice, and goes through the line with John Cowan, regular defensive tackle in 1970.



At the Alumni Association Board of Directors meeting, the coach makes a well-received appearance. At right are John Schwada, former chancellor, Dr. Frank Williams, Kansas City.



At the regular Monday morning staff meeting, Al goes over recruiting plans with assistants. At right is Vince Tobin.

Onofrio will install a flexible "thinking man's" offense to go with his

season. And even last year, with all the injuries to the linebackers, the defense held up well except in the Air Force and Iowa State games."

The Missouri defense aligns in a 6-2-3. On passes the ends have the responsibility to rush the quarterback and the three deep backs generally play the receivers man-to-man, although there are some zone variations.

"We're going to have more passes thrown — and completed — against us," admits Onofrio. "But we're also giving the opposition only one way to go by taking away the run. There's nothing more demoralizing to a team than having the offense shove the ball down its throat."

The Missouri defense is very basic, but also very flexible. Tiger players are expected to read the offense and then react. Onofrio also wants to install a "thinking-man's" offense; that is, a very basic, but flexible, attack that will continually strike at the defense's weakness. The defensive alignment will dictate the offensive calls. The quarterback will be expected to call his own plays, receiving guidance from the bench between series. Linemen will be expected to block according to where the defense lines up.

Another word about quarterbacks: Onofrio views this position like any other. If he has two good quarterbacks, both will play. But his quarterback must be a complete player, able to both run and pass. It gives the defense too much advantage, the coach believes, to use one quarterback who's basically a runner, another who's primarily a passer.

Albert Joseph Onofrio knows what he wants. It's easy to see why he has no apprehensions about being a head coach.

If Al does have questions, they're in the area of squad discipline, something that is concerning coaches everywhere. Again, Al knows what he wants. He will ask 110 per cent from his players; he will make rules; and he will require that they be kept. But he also knows that youth styles change, that often the guidelines are few. And he will be fair.

Those who know Onofrio well don't share what misgivings he may have about discipline. They believe Al will have few, if any, problems in this area. These people point to three salient facts. One is the tremendous respect the Tiger squad has for the man. Another is the Onofrio family. It's difficult to find much fault with the way Al's six children are turning

out. It's obvious that mother and dad have done an outstanding job, and there's no reason to believe that he won't do an outstanding job with somebody else's boy, too. And, then, there's Al's own family background.

The father, Liberato Onofrio, came to America from the mountainous country around Naples, Italy, established himself and sent for his family — Al's mother, a son, and a daughter — in 1902. Al, three other sisters, and a brother, were born in Culver City, a Los Angeles suburb.

Liberato worked as a laborer and a knife sharpener, but he also had the immigrant's traditional desire to own his own land. When his first house was paid for, he added another. Then came an apartment building, and soon the family, while not wealthy, was well off.

As a 205-pound (that's more than calorie-conscious Al weighs now) fullback, blocking back, and tackle at Hamilton High, the young Onofrio received scholarship offers from both Southern Cal and UCLA. He wound up, though, at Alabama after being spotted playing in an all-star game between Los Angeles and Chicago high school seniors.

"Frank Thomas was head coach and Bryant was line coach. They pioneered the idea of recruiting fullbacks and turning them into linemen. I wound up as a guard-linebacker.

"They started spring practice in February and kept it going as long as they wanted to. There weren't any rules then. Kids dropped out right and left. Only one-third of my freshman squad of 75 stuck it out."

Al left 'Bama after his sophomore season (1940) to join the Navy's V-7 program. Assigned to Arizona State, he made All-Border Conference at halfback. His coach was Dixie Howell, former Alabama star who was the passing half of the legendary Howell-Don Hudson combination. (On the aforementioned trip to LA, Al visited Howell, who, although seriously ill, was extremely pleased by Al's promotion. Howell died of cancer on March 2.)

Next, it was Midshipman School at Notre Dame, gunnery officer on a rocket launcher ("I believe we were the first ship to fire on Omaha Beach in the D-Day landings"), and a couple of tours in Washington, D.C. There he met a pretty Canadian secretary at the Australian embassy, Joan Noble. They were married in 1947, after Al had returned to Arizona

read-and-react defense.

State to work on his master's degree and become an assistant coach on the staff of Ed Doherty. Although remaining at Arizona State, he left football for a three-year period after Doherty left, joining Devine's staff when Dan Took over in 1955.

Memories of the years with Devine and the years before must have been running through Onofrio's mind as he flew from the national coaches' meeting in Houston to St. Louis in mid-January to meet with the Columbia campus Athletic Committee concerning the Missouri vacancy. The University's Board of Curators also was meeting that weekend in St. Louis, and Onofrio's appointment was quickly confirmed. The salary for the 49-year-old head coach was announced as \$24,000 annually. The length of the contract was not disclosed, but it is believed to be for five years. Devine also carried the title of athletic director, and that position has been filled by Wilbur (Sparky) Stalcup (see page 22).

The staff is enthusiastic over the Onofrio promotion. One indication is that all nine members have chosen to remain at Missouri — and at least three could have accompanied Devine to Green Bay. The coaches feel they can keep building from the first-class base the Missouri program has established. Clay Cooper, who has been a Tiger assistant since 1947, was named the assistant head coach. Ron Snyder, a tackle on the 1965 Sugar Bowl team who served last year as an assistant at Duke, was brought in to coach the defensive guards and tackles. Other staff assignments remain essentially the same.

The coaches will get their first look at the 1971 Tigers on April 6, the date set for the opening of spring practice. From then until the intrasquad game on May 8, they will attempt to fit a good freshman team, four junior college transfers, and a couple of returning army veterans into the holdovers from last year's 5-6 squad, the only loser in Devine's 13 years. Onofrio has vowed not to talk about how good or how bad the Tigers will be until after the first game with Rose Bowl champion Stanford on September 11. But he does say that he isn't ashamed of the quality of his players.

"No coach ever has as many blue chippers as he would like," Al says, "but we have good material at Missouri."

And Missouri seems to have come up with another blue-chip coach, too. □



The Onofrio family: In the foreground is daughter Mary Ann, a swimmer and cheerleader. Sitting, from left, are Lou, Tommy, Mrs. Onofrio, and Al. Standing are Mike, Ed, and John. John now is in Medical School on the Columbia campus after captaining the Tulane football team in 1969. Eddie is a sophomore football player at Utah. Lou quarterbacked the Hickman High School gridgers last season, while Mike was an end on the Kewpies' sophomore eleven.

COMMENTARY

Alumni Association Investment Pays Off

Seldom has an investment by the Alumni Association paid off so handsomely.

Here's what one alumnus said: "I must admit that Mizzou is my adopted alma mater. I only did graduate work there. I must also say, however, the Alumni Association at Missouri is far and above the best one I have ever been up against. I attended two other universities in working toward my undergraduate degree and both of the Alumni Associations of those two institutions seem to offer me nothing but a place to send my money. Thank you very much for restoring my faith in what a good association can do for its members."

This is the background: Graduates often need a copy of their grade transcript for jobs and the like. But when they wrote to the Admissions Office, they often failed to include the required dollar. This necessitated Admissions' writing back to ask for the dollar before the transcript could be sent. Considerable delay and ruffled feathers often resulted.

Enter the Alumni Association (after getting the idea from a student): A year ago the Board voted to deposit \$1100 with Admissions to be used as an advance for transcript requests. Now, when a person requests his transcript, it is immediately sent along with a letter stating that the Alumni Association had advanced the dollar.

How has it worked? Great. The Alumni Association has paid for 750 transcripts, and has been reimbursed for almost 600 of them. The others generally haven't yet had time to

come back. There's been another dividend, too. Several of these young alumni have joined the Alumni Association, as well.

"I appreciate very much what you did for me, paying it yourself, putting yourselves out on a limb," said one, and another, "I am glad to be a part of such a fine institution such as the University of Missouri."

Committee Will Review Athletic Organization

The fact that Mizzou's Athletic Department has become big business (nine sports, a \$2.4 million annual budget) is reflected in a charge to the Committee on Intercollegiate Athletics to review the department's entire structure, organization and staffing.

In making the request, Interim Chancellor Herbert W. Schoelling asked the committee to study the intercollegiate athletic setups at other universities and have its recommendations ready by December 1971.

In the meantime, at its February meeting the Board of Curators expanded the Athletic Committee from seven to eight members with the addition of a third alumni representative, appointed Wilbur (Sparky) Stalcup athletic director, and formalized other athletic policies.

The Athletic Committee, charged with recommending to the chancellor policies for the Athletic Department, has five full professors among its membership along with the three alumni. The alumni members currently are Jack Senter, Leawood, Kansas; Fred Mayer, St. Louis; and Jim Farley, Farley.

Stalcup, former Tiger basketball coach, has been in athletic administration since 1962, as assistant athletic director under Don Faurot and, since 1968, as associate athletic director under Dan Devine.

Among the athletic policies formalized, the Curators ruled that athletic teams of the four campuses could compete among each other "except for regularly scheduled games in the sports of football and basketball," and that regularly scheduled football games must be played on one of the campuses of the competing schools unless the Board gives special permission. Last season, the Tigers played two football games in St. Louis.

List of Important Women Includes Three Alumnae

Three is a pertinent number to the University of Missouri-Columbia, as least as far as the *Ladies' Home Journal* is concerned. Three of the top executives connected with the magazine, Edward R. Downe Jr., Fred C. Danneman, and John Mack Carter, are graduates of the University (See News About People, this issue, p. 9).

And in the January, 1971 issue of the *Journal*, three women who attended school on the Columbia campus were listed among the 75 most important women in America.

The selection was based on women who have made the greatest impact on our civilization within the last five years and who will continue to affect us significantly for the next five years.

The three alumnae listed are Helen Delich Bentley, BJ '44 (see *Alumnus* article, September 1970), Martha Wright Griffiths, AB '34 (see *Missouri Alumnus* September 1968), and Virginia Eshelman Johnson, Arts '47.

Helen Bentley is the highest ranking woman government appointee as chairman of the Federal Maritime Commission.

Martha Griffiths is a representative from Michigan in her eighth term. She is cited for helping push the Equal Rights for Women amendment through the House. Her husband is Hicks G. Griffiths, AB '34.

Virginia Johnson, is assistant director of the Reproductive Biology Research Foundation in St. Louis. She is now the wife of Dr. William H. Masters, and has been involved in scientific research into sexual problems and co-author of books on the subject. Mrs. Johnson, who attended the University for one semester, recently spoke on "What Is a Female?" at the Status of Women Conference held March 16 on the Columbia campus.

J. C. Penney: A great University Benefactor

The University of Missouri lost a long-time friend in the death of James Cash Penney February 12. The department-store magnate, who was 95 years old, had given generously to the University.

In 1953 Penney presented Missouri his world-famous Foremost dairy herd of Guernsies, which now is kept on the experimental farm near Columbia.

In 1960 he established the annual Penney Missouri awards at the School of Journalism. They provide cash prizes for women's writers on newspapers and magazines.

In 1962 he gave the 13-story warehouse near downtown St. Louis. The University has leased the building, using the income to help finance a student union and the J. C. Penney education buildings on the St. Louis campus.

A native of Hamilton, Missouri, Penney was made an honorary doctor of laws by the University in 1953. The Alumni Association honored him in 1967 in a New York presentation, as did the School of Journalism last fall.

"Mr. Penney proved many times that the University of Missouri is very close to his heart," said interim Chancellor Herbert W. Schooling. "... The University will miss him."

Pinkney Walker Named to Federal Power Commission

One of the best-known deans on the Columbia campus, Dr. Pinkney C. Walker of the School of Business and Public Administration, has been named by President Nixon to be a member of the powerful and prestigious Federal Power Commission.

When confirmed by the Senate, he will fill an unexpired term until June 22, 1972, at which time he will be eligible for a full five-year term.

Walker is taking a leave of absence from the University as a full professor, but not as dean. A meeting has been held to determine the procedure for finding a successor.

An economist, Walker came to the Columbia campus faculty in 1940. He became chairman of the economics department in 1960 and dean in 1964.

The Federal Power Commission is the agency that regulates rates and approves construction for the nation's electric utilities and natural gas pipelines. The post of commissioner pays \$38,000 a year.

Interim Chancellor Herbert W. Schooling called the appointment "a credit to Dean Walker and the University of Missouri for his being selected to serve in this high government position."

MISSOURI ALUMNUS

The Voice of the Alumni Association of the University of Missouri-Columbia

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To Bring Good Cheer / 2

The University Singers went to Washington in December and hushed the talkative town for a time.

A New Dean for Journalism / 4

Roy Mac Fisher, former editor of the *Chicago Daily News*, comes to Missouri with ideas about helping bridge the communications gap.

Rating Our Graduate Programs / 8

A new national report on graduate programs shows the Columbia campus improving, but still far from being among the nation's elite.

Mizzou's Old-Time Stunt Men / 12

A 1912 Alumnus tells of school escapades, one way students used to let off steam.

The Jefferson Club: A Million Dollars Worth of Caring / 16

While some universities complain about lack of alumni support, the University's new \$10,000 level gift club flourishes on the Columbia campus.

Now: The Onofrio Era / 18

Dan Devine has gone to Green Bay and his top aide has taken over the Tiger football fortunes.

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COVER: Kathy McClain, pictured here in the Arts and Science Auditorium, is the 1971 Savitar queen. Kathy is a sophomore in education from Chicago.