

MISSOURI alumnus

SEPTEMBER-OCTOBER 1971

in **3** sections



Although we've been unable to establish a direct connection, we'll take the credit, anyway. The *Alumnus*, you'll remember, published a women's lib article last issue. Later that month, Mrs. Avis Tucker of Warrensburg became the first woman ever to head the University's Board of Curators. And in Washington, D.C., Congresswoman Martha Wright Griffiths was elected president of the Washington chapter of the Alumni Association.

The *Alumnus*'s story, "Woman Power at Ol' Mizzou," was written by Ms. (yeah, that's the way she wanted it) Anne Skelton, but Ye Old Ed took the liberty to add a paragraph about some research being done by Mrs. Murrell Wilson Jr. A frosty phone call from one of the campus's women "militants" informed him that the reference should have been to Ms. Sally Wilson; husband Murrell had nothing to do with it.

Incidentally, Anne has joined the *Alumnus* staff as an associate editor, as has Ms. (they're really both Mrs., folks) Sue Hale. They succeed Ginny Glass and Betty Brophy, who did a very un-woman's-lib-like thing and went with their husbands when they graduated and left Columbia last spring.—S. S.

MISSOURI ALUMNUS

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By Steve Shinn

PRESIDENT WITH A COMMON TOUCH

The only discernible difference between Brice Ratchford, interim president, and Brice Ratchford, permanent president, was that in mid-August he and his family moved into the new presidential home on a scenic bluff overlooking the Hinkson. □ This quiet transition was not particularly surprising, however. □ Last October, the Board of Cuartors made it crystal clear that Ratchford as interim president would not be a caretaker, but should move the University aggressively forward. It was a charge taken to heart. Ratchford led a successful budget presentation in Jefferson City— at least from the standpoint of the University getting its fair share of the dollars available — initiated a sweeping institutional reappraisal, and guided the new Kansas City Medical School to the point of reality. When the permanent appointment came late in June, no shift was required in the level of activity. The new president already was operating in high. □ Then, there's the Ratchford style itself. Although he possesses an abundance of nervous energy, his manner in dealing with others is low key, and he operates without fanfare. There will not, for example, be an elaborate presidential inauguration — at Ratchford's own request. His is an open, direct style that wears well, and the rapport he had previously established with legislators, alumni, and the members of the University community as vice president for extension was maintained. Few, if any, were surprised, therefore, when his name rose to the top in a com-

plex selection process that included alumni representation.

But surprise or no, the chief executive and academic officer of the University of Missouri sparks considerable interest. So it also is understandable that Ratchford has been a favorite subject of newspaper reporters and radio and television newsmen throughout the state.

"He speaks with a trace of Southern drawl from his native North Carolina and favors down-to-earth terminology over educational gobbledygook," noted Sue Ann Wood in the St. Louis Globe-Democrat.

Jerry Venters of the St. Louis Post-Dispatch pointed out that Ratchford "smokes a pipe and is distinguished by a bow tie worn on all occasions. He is an early riser and works long hours . . ."

". . . at age 50," observed Pat Doyle of the Kansas City Star, "his waistline is going a little paunchy while his pale blue eyes and cropped silvery hair stand out from a face ruddied by the sun. . ."

The bow tie dates from 1948 or 1949 when Ratchford and a group of other assistant professors at North Carolina State each decided to buy one just to see what their wives would say. Apparently, Mrs. Ratchford responded favorably. He also is devoted to white shirts, but there is a more pragmatic reason for them.

"I'm color blind," he explains, "and I have enough trouble finding a tie that matches my suit without worrying about coordinating a colored or striped shirt, too."

Ratchford's plain talk, his work habits, his bent for the outdoors, and even his appearance make it easy to find considerable agreement with Miss Doyle's statement that, "The new president still has a touch of the country boy about him."

It's this image, plus his national reputation as an extension administrator, that probably cause some persons to view his strengths as administrative, rather than academic. But a look at the record shows this is a mistake.

Ratchford graduated at the top of his class at North Carolina State and received a PhD from Duke in economics. He is a member of both Phi Beta Kappa and Phi Kappa Phi. And he has published extensively. While pointing out that there is no way to separate the academic and administrative requirements of the presidency, Ratchford also says



New presidential home is located south of Memorial Stadium on Hinkson bluff. At far right, the Ratchfords discuss rocking patio area with landscape architect Will Summers.



In spring and summer, Ratchford enjoys working in his half-acre vegetable garden. Below, Dr. and Mrs. Ratchford and daughter Mary have an after-work cup of coffee.



quietly, "I have no reservations about my academic credentials. I understand academia."

He also understands the realities of Missouri politics. It's this understanding that enables him to be sincerely disappointed with the \$90 million appropriation for the University in legislative session just passed, while still recognizing that "we were treated as well as the other agencies. You just cannot expect the state to do more for any one agency proportionately to other agencies. There are needs in health, welfare, corrections, too, and as long as we are getting a decent shake, I can't fuss with the legislature.

"But, at the same time, you cannot get something for nothing. We need a higher level of services for everything. If we relate our taxes to our ability to pay, Missouri is way down among the states. And as long as we are low, we will not have the level of services we need."

He points out that, except for emergency items, no money for physical facilities has been appropriated in four years. "If we never took another student," he says, "there are some facilities we desperately need — a vet med complex at Columbia, a mines and metallurgy building at Rolla, a science building at St. Louis, and a law building at Kansas City. We need library additions at Columbia, Kansas City, and St. Louis, and some books to make use of the new facility we have at Rolla."

The Columbia Daily Tribune, located as it is in the city with the oldest campus, has long relished the role of a University watchdog. It worried editorially whether Ratchford's grasp of the political realities of Missouri might lead him to settle for something less than excellence in University programs.

"In terms of funding — federal funding, state, and foundations — the golden age of expectations that existed from about '58 to '68 is over," says Ratchford. "It is ridiculous to think that we can be truly excellent in all fields; it is ridiculous for us to pursue such a course. At the same time, however, no low-quality programs will be tolerated.

"I suggest that a reasonable and obtainable goal is staying equal in all programs to other institutions of our type in the Midwest — the Big Eight and Big Ten schools, for example — with selected peaks of excellence where we are as good as or better than any in the world."



This means the University must assess its existing programs and set its priorities. Some programs may be dropped, others expanded, some added. It's all a part of the institutional reappraisal mentioned earlier.

Begun almost as soon as Ratchford became interim president, the reappraisal has involved a wide cross section of University faculty and administrators, and their reports on the mission of the University, program, resources, organization, and governance are now being studied by the president.

Ultimately, probably yet this fall, the role and scope of each unit's program — including those of the departments — will be written down. And, ultimately, the organizational structure and the relationships among the President's Office, the campuses, divisions, and, again, the departments will be specifically spelled out.

It is no secret that over the past five years there has been considerable uncertainty as to the proper degree of campus autonomy, and the proper role of University-wide staff. Ratchford points out, however, that the uncertainty over who is responsible for what also exists within the campuses, within the schools and colleges, even the departments.

Ratchford believes that the president clearly has the responsibility for allocating functions and funds, for auditing all programs, for insisting on responsible actions, and for establishing uniformity when necessary — in admission requirements, for example. All campuses will have some programs in common; each campus will have some programs that are unique to it.

However, he has "an abiding philosophy, which I followed in extension, that decisions should be made at the lowest possible unit. That doesn't stop at the chancellor, but also extends to the deans and the faculty."

This administrative philosophy helped him mold the Extension Division — the University's service arm — into an organization that is, according to the National University Extension Association, "a model for other extension units throughout the country and the world."

Ratchford came to the University in 1959 as director of the Missouri Agriculture Service. He became dean of the Extension Division in 1960, and was elected a vice president in 1965.

Traveling 50,000 miles around Missouri the

first year on the job, Ratchford quickly became acquainted with the state and its people. He brought all the University's off-campus courses and all non-credit courses under the same direction, expanded the scope of extension to include not only the farm but also the city, and reorganized the service around 20 regional planning units, partially eliminating the traditional county organization.

The program brought him national recognition and the Distinguished Service Award from the United States Department of Agriculture, the highest honor given by the department. The program also made him a few enemies in Missouri agriculture.

"Any time you institute change," says Ratchford, "some people don't like it, and a few of these never get over it."

At Missouri, extension is a University-wide activity, administered almost like a fifth campus. But as a University vice president, Ratchford also served on the President's Council, which made him intimately familiar with other administrative, financial, and educational activities. His University experience is broader, therefore, than extension alone, but it undoubtedly is his farm background that helps make him, as he puts it, "totally committed to the land-grant concept of public higher education. I am a true product of that system."

Charles Brice (the Brice is an old family name) Ratchford was born in the Piedmont country near Raleigh, North Carolina, on a 200-acre farm that, he says, would remind you of the Ozarks. About half of it was timber, about half used for general farming — with mule power.

A frequent visitor was the county agent. The youthful Ratchford saw that the agent was doing the kind of work that he, too, could do and enjoy — and he noted that in those depression days, the county agent had a job.

It was as a 4-Her that Ratchford made his first visit to a college campus, a land-grant school, North Carolina State. Although few from his area attended college, his parents, both high school graduates, had the typical middle class desire for their children to go, and both Ratchford and his sister attended and graduated.

He worked for about half his expenses in a National Youth Administration program that paid him \$15 a month. But he was grateful for the free Sunday night suppers at the Presbyterian

Church, not only for the food, but also because that was where he met his future wife, Betty. She had been a student at nearby Peace College, and was then working as a secretary. They were engaged in 1941, three weeks before Pearl Harbor, and married June 13, 1942.

He entered the Army later that year, serving two of his four years in the Far East with the Office of Strategic Service and rising through the ranks from private to captain.

In 1946 Ratchford returned to North Carolina State as an assistant professor and a farm management specialist. The next year he received his master of science degree in ag economics, and took time out from his work in extension at North Carolina State to get the doctor's degree from Duke in 1951. In 1954 he became assistant director of the North Carolina Cooperative Extension Service at State, where he served until 1959, the year he came to Missouri.

The Ratchfords have two children, Charles, 19, who is working in Columbia, and Mary Eloise, 14, a ninth grader at West Junior High.

The new president is an avid bird hunter in the fall, primarily quail, and an ardent vegetable gardener in the spring and summer, but Mrs. Ratchford says her husband's real hobby is work.

As the 15th president of the University of Missouri, he will find work aplenty while he seeks, as he told the June graduates at Columbia, for "your alma mater . . . vision and planning which will move the University to the forefront as a dynamic and progressive institution." □



**In the office
at night, or walking
in the timber,
a man needs time
to be alone.**



A hot humid July day, long fervid speeches and a crowd of farmers, statesmen and local gentry merge together in Kenneth Hudson's painting of the laying of the cornerstone of the University.

Young ladies from Miss Lucy Wales' Columbia Female Academy turned out for the ceremony, but probably retired before the "real celebration" began.

First-hand accounts of the day are lost, but historians of the early 19th Century maintain that hard cider was a staple of Independence Day, and that year there were two events to toast: "The Fourth" and the new University of Missouri. America has always believed that liberty and education somehow go together.

Although the cornerstone was laid July 4, 1840, the foundation for public higher education in Missouri was laid with the forming of a state and county in 1821. Both Missouri and Boone County celebrate their sesquicentennials this year, and 150 years bring back thoughts of Ol' Mizzou's beginnings, too.

In 1820, the Congressional act allowing Missouri to form a state government provided more than 46,000 acres of land to support a university. A few months later, the Missouri Constitution set up a fund for the income from these lands.

Yet in spite of the early interest in founding a state university, Missourians caught up in carving a civilization from a wilderness, were more concerned with driving off Indians, predatory ani-

mals, clearing land, making shelters and raising crops than building schools.

Lands put aside for a "seminary of learning" often fell prey to squatters rights as settlers moved in and cleared acres of timber for homesteads.

Throughout the 30's a university was a subject of debate in the legislature. Unsuccessful attempts were made to pass a university bill in the 1834, 1836, and 1838 sessions.

One problem that delayed the passage of a bill was the selection of a site. It was generally conceded that the university should be located in the central area of the state, but the effect on land values was foreseen and competition among the central counties grew fierce. Rivalry between Boone and Howard Counties was especially bitter.

Boone had grown rapidly in wealth and population. The people, mainly from Kentucky and Virginia, were intensely interested in education. As early as 1821, when the county seat at Columbia was laid out, a ten-acre tract was reserved as a possible site for the state seminary. From that period on, the citizens pursued their objective. In 1831, they established Columbia College (no relation to the present College by that name) in the hope that it might serve as a future nucleus for the state university.

Howard Countians, not to be outdone, founded Howard College at Fayette.

While debate was being tossed

back and forth in the legislature over a university, the funds from the sale of the seminary lands were building up. When the funds reached \$100,000 agitation for a university increased sharply.

During the 1838-39 general session, the trustees of Howard College, perhaps sensing a favorable climate, asked that a university be established and offered Howard College as the site. Boone County quickly countered with a proposal from the Columbia College trustees offering its land to the state.

Faced with two offers, the Committee on Education could not reach a decision. After four weeks of deliberation, Benjamin Emmons, committee chairman, proposed a commission to choose the site.

Thus the legislature was spared the political task and the site bill was passed.

The bill named the counties of Boone, Callaway, Cole, Cooper, Howard and Saline as the players. The game was to collect the largest amount of money and land possible and the prize was the University of Missouri. Though Cole, Cooper and Saline showed little interest in buying the site, competition in Boone, Callaway and Howard was strong.

In Boone, business almost stopped during the fund raising. The contest was sparked with fiery newspaper articles, public meetings, mass rallies, and torchlight parades. Well-known speakers rode the outlying regions eliciting support, and a canvassing committee was given

By Sue Hale

A CORNERSTONE

"The Laying of the Cornerstone" is part of a mural painted in the mid-thirties by a University art teacher, Kenneth Hudson, in council room of Columbia's City Hall.



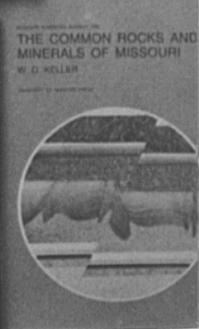
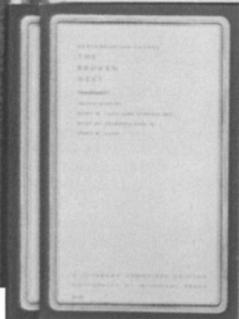
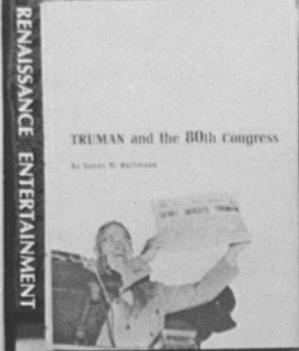
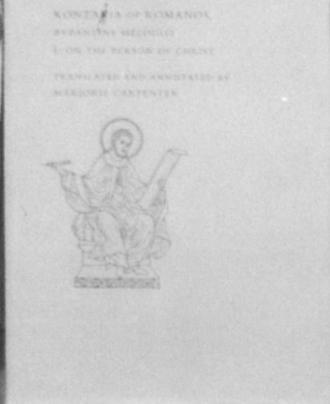
the power to draw up an assessment list against the county residents. Subscriptions of money from \$1 to \$3,000 were taken.

Edward Camplin, a Boone County man who could neither read nor write, best expressed the general enthusiasm and public spirit when he subscribed \$3,000. In the end, Boone won the university for \$117,900. Callaway was second and Howard, third. A "Roll of Honor" lists more than 900 donors in Boone County and the original subscription lists are bound in a volume entitled "Founders of the University of Missouri" which is deposited with the University.

However, the fight for the university was not over. As a direct result of the auction plan to locate the institution and the consequent hard feelings among the counties, the state for half a century generally thought of the University as a Boone County institution. Twenty-eight years went by before the legislature made the first appropriation for its support and maintenance.

Today, with four campuses and almost 47,000 students, the University is a state institution in every sense. And this year's "Honor Roll" of gifts contains the names of alumni and friends from every county in the state, from every corner of the nation. □

FOR CIVILIZATION



SCHOLARLY IS BEAUTIFUL

By Anne Skelton

A beautiful book is a delight to the eye and the fingertips as well as to the mind.

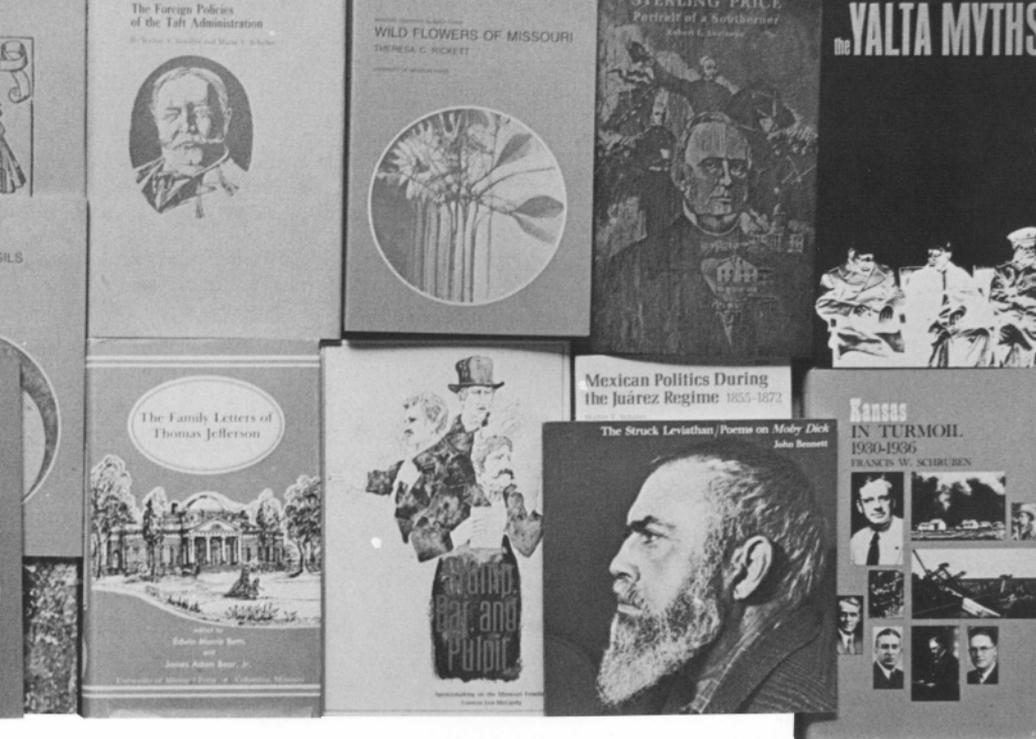
The University of Missouri Press publishes beautiful, scholarly books.

Established in 1958, the Press is one of about 90 recognized university presses in North America, and its reputation is growing, as favorable reviews, wide acceptance by libraries and scholars of its books, and awards in graphic-design contests show.

As a member of the Association of American University Presses, the University of Missouri Press meets high standards of manuscript selection and professional staffing and is considered an in-

Press director Tom Lloyd, left, and designer Ed King, firm up jacket layout for a Press book to be published yet this fall.





tegral part of the University's scholarly process. "Communication often is not stressed enough as a part of scholarship; yet scholarly communication is a legitimate function of a university," Thomas Lloyd, director of the Press, says. He has praise, therefore, for the University of Missouri's attitude toward and support for the Press.

About 225 manuscripts a year are sent to the Press for its consideration, but no more than 20 of these are published, half in the spring, half in the fall. Currently, the Press has about 180 books in print.

The manuscripts come from scholars in universities and institutions, such as museums, all over the United States. A committee representing a variety of disciplines from the four campuses and appointed by the University President evaluates the manuscripts. The criteria for selection are exacting and demand, first of all, that the author be a competent scholar.

The decision to publish a manuscript based on

its potential for scholarly contribution rather than potential sales is the key difference between the university presses and the commercial publishing business. But commercial and university presses alike develop particular strengths.

The Truman Era and Missouriiana are two strong areas for the University of Missouri Press.

Dr. Richard S. Kirkendall, department chairman and professor of history, is a Truman scholar. The Press published his book, "The Truman Period as a Research Field" in 1967. Many other books on this period appear in the Press's catalog of books in print. The Spring 1971 catalog lists the most recent Truman book, "Truman and the 80th Congress" by Susan M. Hartmann, assistant professor of history at the University of Missouri-St. Louis. Last month she was named winner of the \$1,000 1971 Curators' Publication Award for this book.

Missouriiana accounts for 47 titles in the books-in-print catalog. The list includes such intriguing

Truman Era, Missouriana are especially strong areas, but University Press helps young poets, too.

titles as Bowen's "Theatrical Entertainments in Rural Missouri Before the Civil War," McCurdy's "Stump, Bar, and Pulpit: Speechmaking on the Missouri Frontier," and Settle's "Jesse James Was His Name, or Fact and Fiction Concerning the Careers of the Notorious James Brothers of Missouri," the Press's all-time best seller.

Five books make up the Missouri Handbook series on rocks, place names, wild flowers, fossils and Indians and archaeology. The University of Missouri Studies series which began publication in 1926 is now supervised by the Press. The series includes works by faculty, regional materials and University research. The subject matter is not restricted to works about Missouri. Works about Mid-America are subjected to the same scrutiny as other manuscripts by the editorial committee.

"Books about Missouri should add to the bigger picture of history," Lloyd says. A graduate of the University of North Carolina, Lloyd was formerly executive director of the Association of American University Presses. He came to Missouri in 1969.

The Press is trying to develop its strengths in other areas and has ventured into some considered experimental.

Four long playing record albums of performances by the Collegium Musicum, a group on the Columbia Campus specializing in authentic Renaissance, Baroque and 18th Century classical music, have been released by the Press. The Collegium Musicum uses instruments that are reproductions of those used originally. Research insures the authenticity of the scores. Other musical scores are published in manuscript form in the Accademia Musicale series.

"Some scholarship is not suited to the book format," Lloyd says.

Two years ago this fall, the Press began publishing its Breakthrough Books, modern poetry, short fiction, and drama in hard cover and paperback form by previously unpublished and unrecognized authors.

"The Breakthrough series is designed to get first books into print. Then, with our blessing, the author must go elsewhere for his second

book. We get a tremendous number of poetry submissions because other avenues are drying up for poetry," Lloyd explains.

The Literary Frontiers series enlarges further on the Press's concept of scholarly communications. The series consists of critical commentaries on contemporary authors and trends in the arts.

"The authors of Literary Frontiers books are younger people who are willing to speculate and take a risk. This is a new kind of scholarship. The authors show their own personalities and prejudices. Scholarly publications used to be just objective reports of research, not interpretative and argumentative in their approach. In the past, interesting observations have not always been considered scholarship," Lloyd says.

The Press's reputation is based not only on the content of the books published, however, but also on the design of the books. Edward D. King is the house designer and associate director of the Press.

After a book is selected, King begins to evolve the design which, ideally, springs from the content of the book and life the book will lead.

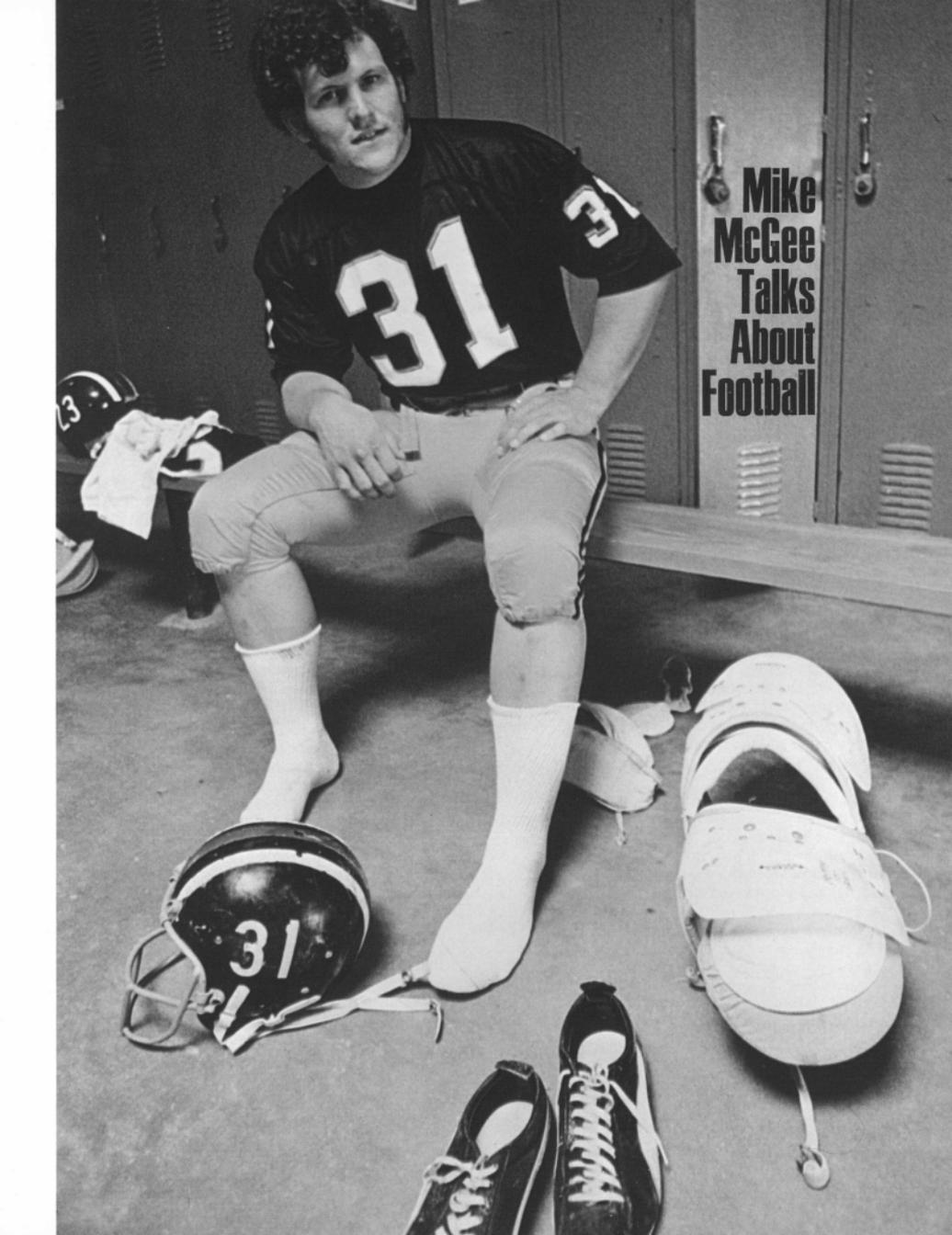
A reference book consisting of a computer print-out for libraries or scholars as designed by King is strictly utilitarian. One such book has as its single design element a lemon yellow cover in a rough texture.

A book of poems, however, is designed so that each detail of its form is congruent with its content. "The Struck Leviathan: Poems on 'Moby Dick'" by John Bennett is a prize-winning example of King's artistry. The book was published in Spring 1971 in the Breakthrough Books series.

The cover is pale gray. The frontispiece and illustrations are reproductions from a whaling log of the 1830's borrowed from a Mystic, Connecticut collection. The keeper of the log illustrated it with small drawings of whales. Each poem in the book faces a page from the log. "The Struck Leviathan" has won five awards for excellence in design in competition with books from other presses.

"We approach design as a very serious matter," Lloyd says. "Good design does not necessarily cost more. Production decisions are made early. The economies are effected before the printing begins, and this avoids costly mistakes.

"A beautiful book," he adds, "feels and looks what it is." □



**Mike
McGee
Talks
About
Football**

“... I’m really looking forward to playing football again. I’ve got confidence in myself.”



By Doug Grow

The St. Louis labor foreman needed only a quick glance before reaching his verdict.

“Jackhammer,” he said. The foreman went back to his cigarette and blueprints.

Mike McKee filled out his time card, checked in with the union steward and became a laborer. Specialty, jackhammer. From 8 a.m. to 4:30 p.m., all summer long, McKee stood over his jackhammer and watched the concrete crumble, his massive arms expand and the sweat fall.

“Man, it was worse than two-a-days,” he recalled. “I saved a helluva lot of money, but I really don’t know what for.” And then, he relaxed and smiled — new sensations for McKee in the Missouri Tiger dressing room. McKee leaned back and recalled when relaxation and smiling were luxuries saved for off-season.

“When I was a sophomore, I didn’t know what to expect,” the Tiger full-time linebacker, part-time fullback said. “I guess you could say I was afraid. You know how it feels to try something you’ve never tried before. Oh man, that seemed like a long year.” It was. The Tigers went to Miami’s Orange Bowl and that trip extended the 1969 season two months and into 1970.

“Anyway, my junior year I knew what to expect and I dreaded it. But now I’m really looking forward to playing football again. I’ve got confidence in myself. I feel like I did when I was in high school. Football will be fun again.”

For the two years that McKee has played foot-

ball for the University of Missouri, he has been an understudy for collegiate superstars. Now, however, those extraordinary athletes are playing in stadiums in places like Chicago, St. Louis and Pittsburgh. The superstars are gone, and so perhaps, is a short era in Mizzou football.

“Look, we’re not going to be flashy this year. The closest thing we’ve got to a superstar type is John Henley. We’re going to have to rely on fundamentals to win ball games. Our defense is going to have to carry us.”

McKee, perhaps, is a bit modest. He may not be a superstar, but he is a solid, first-rate football player. At the close of last spring’s intrasquad game, Coach Al Onofrio told the assembled sports writers, “There’s only one guy that I know is going to start when we open the season against Stanford. If we kick off, McKee starts at linebacker. If we receive, he’ll be at fullback.”

Last year, the Tigers found out how much they really did need McKee. It was after a 34-12 victory over the University of Minnesota, a victory in score only. For after that game, Mizzou had more athletes in the whirlpool than they had on the sidelines. Linebackers were as scarce as tickets on a football Saturday in Columbia.

“I was just getting ready for practice, let’s see, it was Monday and Coach (Hank) Kuhlmann came over to my locker and told me the staff wanted to take a look at me on defense. I was a little stunned, but then I thought, ‘What the heck, it sure beats sitting on the bench.’”

For four days McKee took a crash course in the rudiments of playing defense in big-time football. He passed the tests with bruising tackles. After two years of learning Missouri football as a fullback, McKee took just four days to make the Tiger starting lineup as a linebacker.

But McKee doesn’t remember much about his first game as a Tiger starter. While Mizzou was being defeated by Air Force, 37-14, Mike was being revived in the Tiger dressing room at Busch Stadium in St. Louis. “Knocked silly on a kickoff in the first quarter. Caught a knee,” he recalled. That’s about all Mike remembers of that first game. His education as a defender had to be discontinued a week while he recovered.

“I like defense now. I never carried the ball much anyway (one time for nine yards last year, to be exact). I’ll still work out about 15 minutes

“Away from the field, I want to be just another individual. . . . You can’t think about football all the time.”

a day as a fullback, but I consider myself a line-backer, now. I like the idea that I can, in an emergency, play on offense, too. This may sound kind of corny, but I sat on the bench so much as a sophomore that I’d kind of like to make up for it.”

There’s a little “bully-for-old Mizzou” in McKee when he gets near the football field. Away from helmets and cleats, however, McKee would prefer to be known as a University of Missouri student. Forget the letter jacket.

“People sometimes associate football with the dumb jock,” McKee said. “Oh man, there’s nothing I hate worse than being called a jock.”

“I’m no genius. In fact, I’ve gotten some pretty bad grades. I’d like to think that’s partly because I don’t devote much time to studying. But when you equate football with dumb jocks, think of a guy like Nip Weisenfels [former Tiger linebacker]. Here he spent many hours a week watching game films and practicing and he still got a 3.5 in engineering.

“Away from the field, I want to be just another individual doing what I want to do. People should dress as they please and do as they please. You just can’t think about football all of the time. It would drive you crazy.”

McKee has thought about football long enough to change his major from biology to social work. Eventually he wants to go into police work or become a lawyer.

“I’ve sort of burned out on biology. A combination of things have made me change my mind, but mostly it’s because I’m getting a little tired of football. You see, at one time I was going to go back to my old high school (Chaminade in St. Louis) and teach biology and coach football. But I can’t see myself doing that anymore. I’m not really sure what I want. Police work sounds fascinating.”

From pigskin to pig?

“There really are a lot of pigs posing as cops. That’s what makes it sort of challenging, to see if you can’t do something to change that system a little, to become a really good policeman. I don’t know though, for a while I just want to be foot-loose and fancy-free. Maybe after the season’s over, I’ll know a little bit more about what I want to do for sure.”

After the season’s over. To the football player,

“Recruiting can be dirty business,” . . . but Kadlec is “a tremendous recruiter . . . He’s honest and friendly.”

that can be a long time. For from August through November, football is not a game, it’s a way of life. Time isn’t measured in days, weeks and months, it’s measured by opponents.

“Ideally, football on all levels would be played for its own sake, for enjoyment and competition,” McKee said. “But when you get right down to it, athletics in college are sometimes damned disgusting. Recruiting can be a dirty business. I only had two or three schools recruiting me, and I remember what a hassle it was. But, this system (collegiate football) has put me through school. If it hadn’t been for football, I would have had to pay my own way, so, realistically, it’s been good for me.”

Smiling John Kadlec, offensive line coach at Mizzou, was the man who finally persuaded Mike that the University of Missouri-Columbia was the place that he should receive his degree and his letter.

“He’s a tremendous recruiter. He doesn’t push very hard and he’s honest and friendly. Coach [Dan] Devine had a lot to do with my decision, too. Devine really impressed me when I was in high school. He was, well, a knight in shining armor. But you know how it is when you talk to your idol. I never did loosen up around him; I never could quite act like myself when he was around.

“I think Coach Onofrio will be a little bit more relaxed. We’ll still be disciplined, but the difference? Well, Devine made demands — your hair WILL be such and such of length. Coach Onofrio leaves it a little more up to the team.”

McKee thought back over what he had said. He smiled and started over.

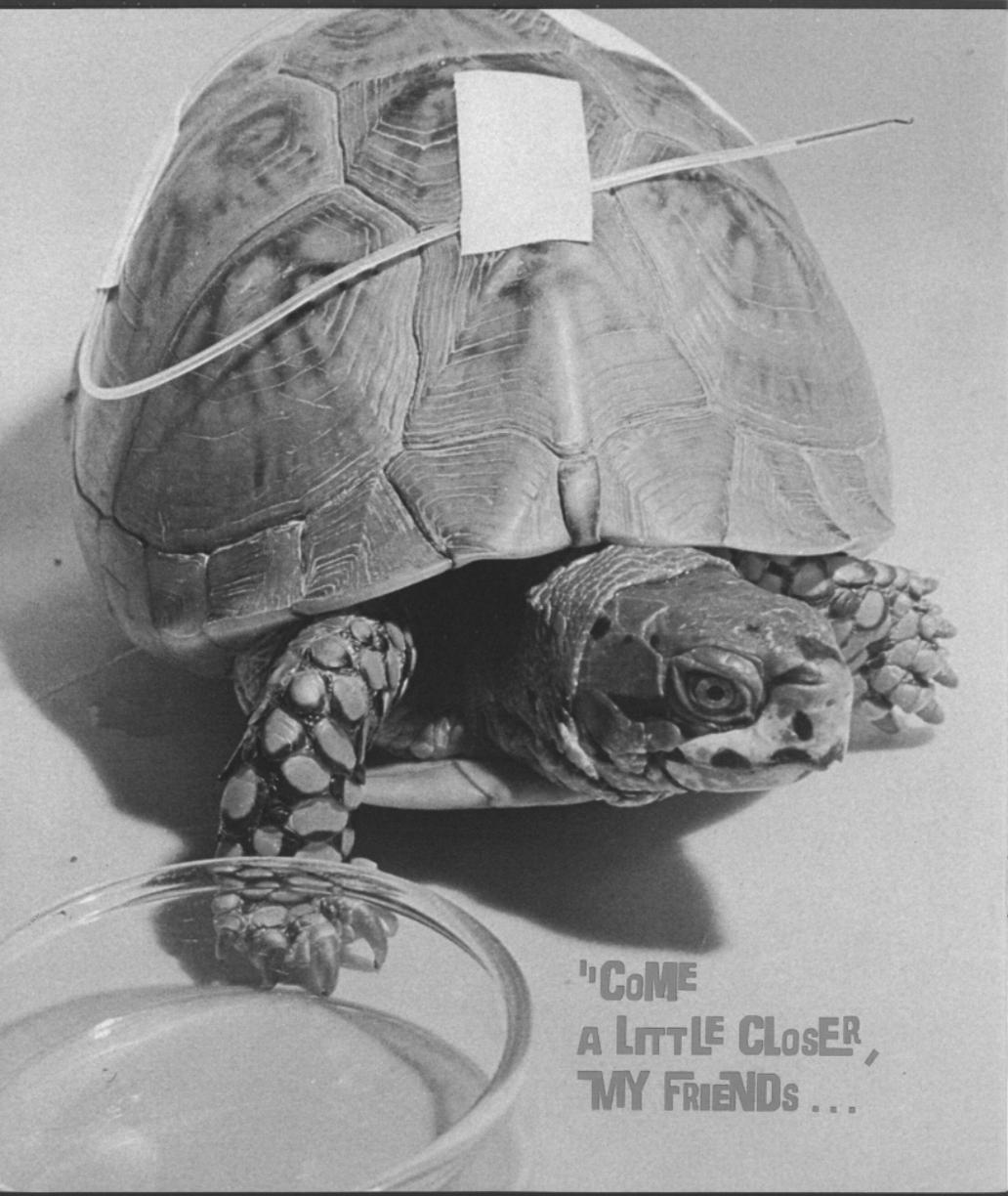
“I hope I haven’t given you the impression I don’t like football. Like I said earlier, I’m really enjoying myself this year. Really, football has been a tremendous experience for me. I’ve met some wonderful people and I have had some great experiences.”

Experiences like a touchdown run against Oklahoma in his sophomore year. “That’s got to be my biggest thrill. Man, did that feel good. It kind of made the whole season. Miami was quite a thrill, too, a lot of work, but I’d sure like to go back.” □

Doug Grow, BJ '70, now is a sports writer for the St. Louis Post-Dispatch.

By Jill Southworth

EXPERIMENTAL PHYSIOLOGY: EXPLORING THE MECHANICS OF LIFE



'COME
A LITTLE CLOSER,
MY FRIENDS ...

... LET ME TELL YOU ABOUT ONE OF THE MOST MIRACULOUS DISCOVERIES OF THE MODERN AGE!

It will bring bigger steaks to your table, revolutionize open-heart surgery, put a man into space with a 1000-year life potential and find out why that flock of chickens in your very own backyard can no longer lay a good egg." So the proverbial pitchman might bark a certain multi-disciplinary program on the Columbia Campus.

But nothing is as simple as it sounds. Even though environmental physiology holds hope in certain areas proposed by our barker friend, there is still much research to be done before those exact promises are truthfully tacked on the label.

Man in his rapid mechanization has sacrificed much. The last breath of "clean air" has disappeared from the North American continent. Certain saltwater fish carry so much mercury they are unfit to eat. Cattlemen are becoming increasingly alarmed by vehicle exhaust poisoning their herds. These environmental situations all have an effect on the physiology of living things, but to what extent is yet to be discovered. In a quest for the answer, the National Institute of Health funded the Environmental Physiology Training Grant program on the Columbia campus. It pulls together creative, farsighted faculty members from a variety of areas to conduct individual studies, while also training scientists for the future. Medical men, agricultural experts, veterinarians, a wide range of physiologists, pathologists and engineers all contribute their talents to explore the changing balance of physiology and our environment. They will, hopefully, help man adjust to his evolving ecology and assist animal and plant life to a better existence.

There are presently eight students on the training grant under the direction of nine faculty members. However, Dr. Harold Johnson, professor of environmental physiology with the Agricultural College and grant director, strongly emphasized the wider range of students the grant members hope to reach.

"We have weekly meetings and outside speakers for seminars, and any student from any area is encouraged to meet with us. Their studies need only to be able to relate to physiology."

Physiology, roughly, is the study of the mechanisms by which living things function. For example, it explains how man is able to move, see, eat, react to heat and cold; in general, do the things necessary for day-to-day existence. The same functions may be used in physiological reference to animals such as cattle and chickens or crops such as corn — which brings us to conditions affecting animal and plant life: the environment.

Using experimental approaches, the field, and laboratory, environmental physiology students are studying temperature, humidity, solar radiation, altitude, sound, chemical factors in the air, and environmental alterations of food and water. They also are exploring combinations of these factors under the direction of the interdisciplinary grant members.

According to Dr. Johnson, "Such environmental factors as trace elements in water and food, naturally occurring or from various chemicals such as herbicides or pesticides, will be included in the training, especially as related to the development of chronic diseases."

When the environmental physiology grant was established, provisions were made for studies at facilities other than Columbia. After all, Missouri's climate, delightful as it usually is, is not reflective of the whole world. Students are encouraged to visit different laboratories.

Pike's Peak, in Colorado, is good for altitude work; Alaska has cold studies, and North Carolina has special ecological facilities. In recent months there has been an increased interest in desert environments. Besides broadening research, the on-site laboratory work allows a first hand glimpse at problems or virtues in a certain environment.

The University's fine facilities also are widely used, however. The Space Science Research Center is excellent for temperature studies, as is the Atmospheric Science Center. The Climatorium is set up so a constant environment as to heat and humidity may be maintained, while the Nuclear Reactor has special facilities for studies on radiation physiology. Natural environments of various animals can be researched at wild-life conserva-

Dr. Ranadhir Mitra, bottom left, checks one of the project Holsteins in the climate laboratory. Bottom right, PhD candidate Kurt Jacobs makes incision to expose marmot brain in order that electrodes can be implanted on the skull. At right, Larry Magliola prepares a turtle for upcoming experiment to determine how environmental changes affect that creature's physiology.



tion areas and the newly established Fish Pesticides Laboratory. Bio-medical Engineering facilities and the Ecology Field and Training Stations also offer their services.

"Our strengths are temperature studies utilizing research animals," Dr. Johnson stated. "We have Dr. Frank South, who recently organized an international conference on hypothermia (cold studies), Dr. X. J. Musacchia, at the Space Center, works with radiation and low temperatures, and Dr. Wesley Platner is studying electrolyte and fatty acid adjustments during varying degrees of cold. But there is more to the world than temperature.

"Agriculturally oriented persons are extremely interested in the control of environment. Sulphur dioxide poisoning from highways and industrial outlets take their toll on crops and herds. We must measure and quantitate the environment as closely as we do the animals under study. All aspects, causes and effects must be studied."

Individuals on the grant are encouraged to explore their own diverse areas and share the results with the group. Students are strongly urged to formulate original problems for their research. Since the program is under the aus-

pices of the Graduate School, research can lead to the doctoral degree.

First student from the group to receive his doctorate degree is Dennis Rolek, who was awarded a PhD in June 1971. His work was a thyroid study under the direction of Dr. H. E. Dale, professor of veterinary physiology. The thyroid influences a variety of substances, one of which eliminates pollutants such as DDT from the body. The same substance assists growth, milk production, adaptation to climate and reproduction.

"If too much of the substance is demanded by any one function, the others suffer," Dr. Rolek explained. "For example, if a milk cow is exposed to large quantities of pesticide she might continue to produce, but she will store the pollutant in greater and greater concentrations in her body since the thyroid product cannot handle all functions if one begins an unnecessary demand. My studies were aimed at helping that cow produce milk, raise healthy calves and eliminate pollutants."

Several students are directing their interests to temperature studies. One, Kurt Jacobs, happily related, "If we can figure out a method to slow



Once a week, student members of the training project meet to discuss progress and problems in their individual work. From left to right are Larry Magliola, Garth Resch, Dr. Mitra (walking in), secretary Chris Lippencott, and Kurt Jacobs. At left, three zebus being tested in the project add an exotic note to the University's Holstein farm.

down body processes with cold in research animals, then apply it successfully to man, a whole new area in open-heart surgery might open up."

Currently open-heart surgery is limited because body functions, such as blood circulation, can be stopped for only a short length of time without damage to the patient. If a safe, forced hibernation were used, slowing blood circulation without harm, doctors could increase surgery time. Too, hibernation could aid man in long distance space survival. The exact length is a scientific unknown, despite the barker's cry.

If you've seen a stooped young man collecting turtles along the road, we hope you weren't too startled. He needs specimens for an environmental study on calcium levels. The turtle doesn't move too much from one locale. It thus provides a pretty good model for changes in that environment over a long period. This student's work goes much deeper than that. It is bound up in hormonal control, the effects of various nutritional states and classical responses.

"Animal adaptation," inserted Dr. Johnson, "is very important. People have become more and more aware of endangered species such as

the American eagle. But they don't want an animal adapted to a dirty environment. They want clean animals in a clean environment. That is another reason for the importance of our work."

Another group is studying mechanisms of heat and cold adaptation by studying the physiology of cold-adapted Scottish Highland cattle and the heat-resistant Zebu. Perhaps the result will be gradual selection of the perfect animal for meat production in the American Southwest, where both temperature extremes exist. Dr. Johnson views temperature as the prime factor in the evolution of our present domestic animals and, with tongue-in-cheek, considers this project as a type of forced evolution.

It is doubtful that a circus barker will ever extoll the virtues of such sophisticated, interdisciplinary scientific research. But in the approaching years when you buy a special steak or milk or hear of a spaceman bound for Mars, remember environmental physiology. □

Jill Southworth, BJ '69, is a free-lance writer in Springfield, Mo. She formerly was publications officer for the School of Veterinary Medicine.

Around the Columns

Chancellor Search

Film for Alumni

Murdock

Black Studies

Building Service Fee

Alumni, J-School Join In Film-Making Project

Alumni groups should get a good look at Ol' Mizzou as a direct result of an Alumni Association "investment" in a new documentary film production class announced by School of Journalism Dean Roy M. Fisher.

Journalism students will practice film shooting, editing, scripting and other skills, financed in part by a \$2,000 Alumni Association grant, and the Association in turn, will receive a 20-minute documentary film about the campus to show at alumni meetings across the state and nation.

The Alumni Association investment is mutually beneficial, says Robert A. Burnett, executive vice-president of Meredith Publishing Company, Des Moines, Iowa, and chairman of the Alumni Communications Committee. "There is a shortage of good films for Alumni Association use," he says, "and having a commercial company make it would cost much more than \$2,000. On the other hand, the School of Journalism needed funds to pay for film, processing and other costs in order to offer the course this fall."

The class will be taught by Daniel E. Garvey, assistant professor of journalism, who actually began planning the course when he joined the faculty in 1969 at the request of then-Dean Earl F. English. Lack of available funds had prevented its being started until the Alumni Association Board approved the grant last spring.

Garvey said enrollment will be restricted to students with film experience from the school's more basic radio-tv courses. "This will be an advanced class," he says.

"We won't have to teach all the basics of shooting, editing, and so on."

According to Garvey, more than 20 students have already asked to enroll in the course.

All work, beginning with setting budget priorities, will be done by the students under Garvey's supervision. However, he plans to have a flexible outline of the film's general subject matter ready as a starting point when the class convenes this semester.

John Murdock Resigns As Graduate School Dean

Dr. John C. Murdock has asked relief of administrative duties as dean of the Graduate School and is returning to the department of economics.

Named acting dean was Dr. Richard A. Bloomfield, who holds three degrees in agricultural chemistry from the University. He had been an associate dean under Murdock.

Interim Chancellor Herbert W. Schooling said that the Graduate School under Dean Murdock has been extensively reorganized.

"The University is indebted to him for his excellent administration and leadership in this important area during the last four years," he said. "His reorganization program led to wide expansion of Graduate School activities and to sharp enrollment increases among students seeking advanced master's and doctor's degrees. It is in this area that the Columbia campus, with its many disciplines of 15 separate schools and colleges, is unique among the four institutions that comprise the University."

In announcing his return to teaching, Murdock said, "I now feel that the Graduate School and the related

research administrative activities are so organized as to be able to support a continued improvement of the graduate programs on the Columbia campus for the future. This task having been completed, I feel the administrative obligation which I accepted has been fulfilled."

University to Charge Building Service Fee

Service and use fees now will be collected by the University of Missouri-Columbia for certain activities using Campus facilities.

Generally, the service fee will be collected from those attending conferences, seminars, symposia, meetings and institutes, as well as short courses. The service fee will exclude official Alumni Association and student activities but will include individuals in groups sponsored by an instructional or administrative division.

Those to be charged also include: non-university affiliated, non-sponsored groups approved by the chancellor; and any group or organization including student, faculty or non-academic employees of the University that charges admission, solicits donations, derives a financial profit, or declares a dividend.

The service fee is computed by an assessment of one dollar per person per 12-hour day basis. The University Extension Division is in charge of computing and collecting the service fee.

Besides alumni and students, exemptions include elementary, junior high and senior high school age groups and their supervisors if invited by an academic department and the activity is a part of that department's educational program and no admission is charged; and any advisory board or committee.

The use fee involves the Multi-

The 9,800-Member Class of 1970 Is a Boon to Missouri, Society

The University of Missouri's four campuses granted almost 9,800 degrees during the last year at the bachelor, master, doctoral and professional levels. This is a record total for one year, surpassing the previous year by about 800. Every one of Missouri's 114 counties is represented among these degree recipients.

"While numbers are important," Pleasant Smith, outgoing president of the Board of Curators, pointed out, "the real meaning in these statistics is what these nearly 9,800 graduates represent to the general well being and the economic progress of Missouri and its citizens. These graduates include:

"Eighty-five doctors, about 200 dental school graduates, 67 nurses, 34 physical therapists, 43 pharmacists, 5 biochemists and many others in related fields who now will go forth to help serve the public's growing and critical health needs.

"A total of 1,634 engineers in numerous categories who are ready to assume their roles of helping plan, design and build our roads, bridges, power plants, pollution control devices, aircraft, automobiles, water systems, washing machines, air conditioners, homes and buildings, disposal systems, health care equipment, television sets and so many other items that are no longer luxuries but are necessities.

purpose Auditorium and the Live-stock Center, and the Memorial Union and Brady Commons when the University is not in session.

Search for Chancellor

An eight-member advisory committee of faculty, staff and students is assisting President C. Brice Ratchford in the selection of a permanent chancellor for the Columbia campus.

The committee will be responsible for determining the leadership criteria and qualities necessary for the chancellorship, as well as providing a list of qualified candidates.

Chairman of the committee, appointed by Ratchford, is Owen J. Koeppel, chairman of the biochemistry department. Other members are: James E. Westbrook, professor of

law; Curtis W. Wingo, professor of entomology; William R. Kimel, dean of the College of Engineering; John F. McGowan, dean of the Extension Division; Carroll K. (Chip) Casteel Jr., a senior public administration major in the School of Business and Public Administration, from Columbia; Mark L. Pope, a junior political science major in the College of Arts and Science, from Fisk, Mo.; and A. G. Unklesbay, University vice president for administration. Casteel is president of the Missouri Students Association and Pope is its legislative vice president.

The selection of a replacement for John W. Schwada, who resigned last fall to become president of Arizona State University, was delayed pending the appointment of a permanent president for the Uni-

versity. Dr. Herbert Schooling, who had been serving in the number two position on the campus as provost and dean of faculties, has been serving as interim chancellor since Schwada's resignation.

More than 2,000 graduates of Schools and Colleges of Education who are prepared to take on the extremely important and yet too often unsung and unappreciated task of teaching our children at all levels of the educational system.

"More than 350 journalists who will fill many important communications roles so vital to a free society.

"Almost 200 graduates of Schools of Law who will assume complex legal jobs which are basic to justice in our democratic system.

"A total of 667 received degrees in areas of agriculture, forestry and home economics and are prepared to perform tasks related to the production, improvement, marketing and use of food, fiber and forestry products.

"Some 60 computer science graduates who are trained in a field that has become absolutely vital in so many areas of society.

"There were 1,098 business graduates who will assume key jobs in commerce, industry and business.

"While not singled out, certainly the humanities are of vast importance. They offer insight into mankind and culture and hold out hope for people to perhaps learn to live and get along together and understand each other, lessons which must be learned by everyone everywhere if there is to be a future."

Corralling Wild Hemp

A pamphlet published by the Extension Division will prove valuable to Missouri farmers who are interested in finding wild hemp and eradicating it and perhaps to some students who are just interested in finding it.

The pamphlet, "Wild Hemp Identification and Control," points out that the leaves of the plant are known as marijuana and the resin from the flowering tops of female plants is hashish.



Purdy



Middlebush



Thousands of insects are labeled in campus museum.

Dr. Middlebush Dies

President Emeritus Frederick A. Middlebush died June 8 in Columbia after a lengthy illness.

The University's longest-serving president, Dr. Middlebush was acting president from September 1934, until his permanent appointment the next year. He left office in 1954.

Middlebush joined the faculty in 1922 and was associate professor and professor of political science and public law until 1926; and dean of the School of Business and Public Administration from 1926 to 1935. In 1954 he organized and became the first director of the University Development Fund.

Middlebush was president through critical periods of the late depression years when about 3,900 were enrolled (1934), through World War II when enrollment plummeted to around the 2,000 mark then jumped to an unprecedented 14,000.

His administration was marked by considerable expansion of physical facilities and the establishment of two new programs: the four-year medical school with its teaching hospital and the commercial television station, KOMU-TV. The Medical Center was completed in 1956 at an initial cost of \$13.5 million.

He was a graduate of the University of Michigan.

New Excuse Gets Student By Registration Guard

Alumni who remember the seemingly endless lines at registration should get a kick from this report in The Columbia Missourian.

"Guards at University registration are used to frantic efforts by students to get in and complete their matriculation, and some even seem to be in a hurry to pay

their fees . . . maybe it's because they want to get them paid before they go up again.

"But this one guard thinks maybe he heard the most original excuse yet during the summer session registration.

"This young man came running up to the doors at Rothwell Gym, frantically waving his papers . . . 'I've got to get in there. They've stamped all my papers "deceased," but I'm all right . . . and I want to register.'

"He got in."

The item appeared in a column written by Phil Norman, AM '58, one of the *Missourian's* city editors.

Brooks Heads Aid Office: Purdy to U-Wide Position

George C. Brooks has been appointed director of student financial aids at the University of Missouri-Columbia, succeeding Allan W. Purdy, who was transferred from the Columbia Campus to University-wide operations as director of student financial aid services. Brooks had been associate director under Purdy and a staff member for six years.

Dr. Edwin B. Hutchins, dean of student affairs, said that the Columbia campus has one of the outstanding financial aids offices in the nation and he attributed part of its record to Brooks' "clear ability to work with students and to be sympathetically understanding of their problems."

About 7,000 students on the Columbia campus were served by the office last year. The earnings of part-time jobs, grants, scholarships and loans totaled more than \$6 million.

Among Purdy's new duties will be to help administer the Federal

Guaranteed Loan Program, in which the U. S. Department of Health, Education and Welfare underwrites student loans against a creditor's defaulting the debt. In many instances the government also pays the interest on the loan while the student is in school.

Early this summer, the Board of Curators approved shifting the paperwork for such loans from the cooperating banks to the University, thereby making it easier for students to obtain the loans.

Purdy became director of the Columbia campus financial aids office in 1958. He received his bachelor's degree in agriculture and master's in horticulture from the University in 1938 and 1939.

Purdy was one of the founders of the National Association of Student Financial Aid Administrators in 1966 and was its first president, serving two terms.

Brooks is a graduate of Lincoln University and took a master's degree in secondary education at Mizzou in 1958. Before joining the University, he was science teacher and coach at Columbia's Jefferson Junior High School and earlier had been a faculty member and coach of Columbia's Douglas High School.

FOI Aids In Pentagon Paper Controversy

The Freedom of Information Center at the School of Journalism played a small behind-the-scenes role in The New York Times-Pentagon papers controversy last summer, furnishing the Times with background information concerning previous government action in the area of newspaper and broadcast media injunctions.



Brooks

Although this particular request became known because of the page-one interest in the controversy, Dr. Paul Fisher, director of the center, pointed out that the FOI receives and answers hundreds of media requests for information throughout the United States each year.

The Center also has published a paper, "The Pentagon Papers and the Public," which raises such questions as, "Must a citizen choose between the government and the press? Is one to be trusted more than the other? Are the black-and-white presentations by spokesmen for either side, in an effort to discredit the other, to be believed?"

Okay Black Study Minor

Students in the College of Arts and Science can now graduate with a minor emphasis on black studies.

Departments cooperating with the black studies program are anthropology, economics, geography, history, political science, sociology and speech.

Dr. Arvarh E. Strickland, professor of history and chairman of the Black Studies Committee, said that "the courses have been around for a while, they have just been put into a form enabling the student to realize the possibilities in black studies."

Professor Calls Pest Control Bill 'Politics'

Last spring's introduction by Senator Gaylord Nelson (D-Wis.) and 25 other senators of a "law of the jungles" insect control bill has been labeled as "politics" by an administrator at the University of Missouri-Columbia.

"It's not a new idea at all," declares Dr. Mahlon Fairchild, pro-

fessor of entomology and chairman of the entomology department. "And the money they propose wouldn't begin to pay for what is already being done in entomology research on the Columbia campus and the other Big 8 and Big 10 universities related to biological control of insects. We have been involved in this kind of research for many years. And, we're getting solid results."

A Missouri Alumnus article in September 1969, "Battling Bad Bugs," describes the research being done on this campus.

The Nelson proposal calls for a research program into what is technically known as 'integrated pest control,' to be supported in its first year by \$4 million in federal money. Much of the research effort would be directed at controlling harmful insects by bringing their natural enemies to bear against them.

"Missouri, alone, loses \$150 million to \$200 million every year to insects on the farm. These lawmakers offer only \$4 million and it is to be divided several ways. They need to raise their sights substantially and vote some real support for pest control research," Fairchild declares.

University Featured in 'Boone County Album'

One of the activities of the Columbia-Boone County Sesquicentennial Commission was the publishing of a "A Boone County Album." (See story on Page 8.) Articles about the University of Missouri-Columbia include the Jefferson Memorial, the football Tigers, Miss Mizzou, Sanborn Field, and the Columns.

The 96-page book costs \$2 and can be ordered from any of the five Columbia banks or from the Columbia Daily Tribune.

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A Cornerstone for Civilization / 8

Sesquicentennial celebrations for both Missouri and Boone County recall the beginnings of the University of Missouri.

Scholarly Is Beautiful / 10

The University of Missouri Press, with 180 titles in print, has a growing reputation, both for the content and design of its books.

Mike McKee Talks About Football / 13

The Tigers' linebacker-fullback may be one of the few two-way players around.

Environmental Physiology: Exploring the Mechanics of Life / 16

A multi-disciplinary research-training program on the Columbia campus looks for ways man can adapt to his environment—and vice versa.

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COVER: Brice Ratchford and one of his English setters look forward to a successful fall hunting season.

in
THIS
ISSUE