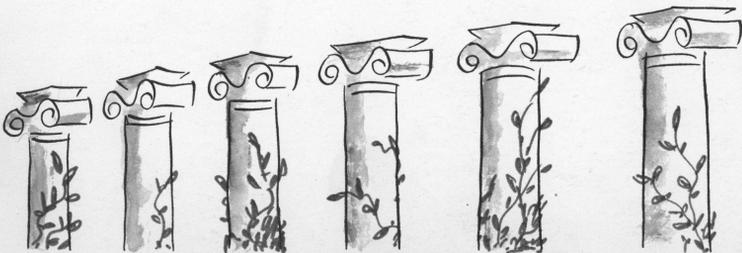


NOVEMBER 1967

MISSOURI ALUMNUS



MORRIS
WALKER



MISSOURI ALUMNUS

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VOLUME 57
NO. 3

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Cover: Swami, emblem of *Showme* magazine, brings Mort Walker's Beetle Bailey back to Columbia for reunion of 1946-50 *Showme* staff. Walker was the publication's 1947-48 editor. Back cover: Voyager unmanned probe heads toward Mars. When man ventures to other planets, look for the University to be involved. The Columbia campus is a leader in environmental space research. Opposite: Appealing photo of girl behind screen door introduces work of Dave Harvey, a graduate student in journalism, who will serve as the *Alumnus* photographer this school year. Beetle Bailey character on cover copyright King Features Syndicate.

The *Missouri Alumnus* is published monthly except July and August by the Alumni Association of the University of Missouri at Columbia, 308 Jesse Hall, Columbia, Missouri 65201. B. W. Robinson, president; Guy H. Entsminger, executive director; Steve Shinn, editor; Barbara Johnson, assistant editor; Dave Harvey, staff photographer. Consultants, Paul L. Fisher, professor of journalism, and Lawrence Rugolo assistant professor of art. Second class postage paid at Columbia, Mo., and at additional mailing offices. Active membership \$4 a year. Life membership \$80. Single copy 75 cents.



Researching **THE SPACE AGE**



Back lighted by a bright sun, Dr. Grant Darrow tests his device which will economically measure net solar radiation. At right is architect's drawing of \$1.5 million Space Sciences Research building, which is now under construction at Columbia.

It may well be that a hibernating hamster has nothing whatsoever to do with space travel. But, then, again it might. And if it were possible to depress an astronaut's metabolism to the same extent, several exciting possibilities immediately become apparent.

The heart beats at only 10 per cent of its normal rate—for a man that would be seven or eight times a minute. The food requirements become proportionately less. There would be no boredom on a five- or six-month jaunt, no tensions between two or more space travelers. Damage to unused muscles and bones is diminished. And University of Missouri scientists have discovered that radiation damage is significantly less in a hibernating animal than in an active one—whether that hibernation is natural or induced by artificially lowering the body temperature. The Van Allen Radiation Belt may not be so terrifying after all.

Today, of course, such "iffy" talk falls within the realm of science fiction. But few persons doubt that man will travel to Mars and Venus, that he someday will colonize the moon and nearby planets. And when he does, the Columbia campus likely will be involved because it is a leader in this nation's environmental space research program.





Using cobalt irradiator, Dr. X. J. Masacchia investigates the characteristics of hibernation and hypothermia that make the animals in those conditions resistant to radiation.



Established in 1964, the University's Space Sciences Research Center has the unique distinction of being the only such facility originated by a state legislature and supported initially by state funds. This has given the Missouri program a flexibility and freedom not available to those institutions which depend solely on grants from the National Aeronautics and Space Administration. NASA money is important, of course, and the Missouri center at Columbia has received almost one million dollars from NASA in project and inter-disciplinary grants since it began. Counting both the Columbia and Rolla campuses, state supplied funds now total about \$800,000 a year and outside support about \$500,000.

"The University does not intend for the Center ever to become completely dependent on federal grants," says Ward Haas, director of the research center. "Our presently accepted goal is a 1:1 ratio of outside to University financial support."

With local support being a primary factor, the center is free to plan and organize its activity to meet the University's own requirements in higher education, rather than having some branch of the federal government guide its operations.

Briefly the Center's objectives are these:

- To attain pre-eminence in selected areas of

space related research. At Columbia the emphasis, as was indicated, is on adapting living organisms to space environment, although there are many other important areas of activity. At Rolla the thrust is in materials science, which concentrates on basic chemistry and physics in the broad materials area.

- To train and develop independent scientific investigators.

- To stimulate faculty and student interests in research.

- To attract creative new faculty and students to the University.

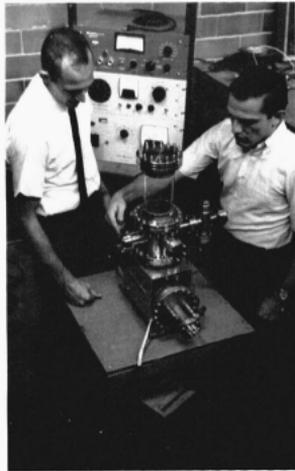
In the Missouri program, the responsibility for graduate training is not overlooked. All the space center's professional staff are appointed first in academic departments and second as researchers. Graduate students engaged in research on Space Center projects at Columbia include 36 M.S. and 30 Ph.D. candidates. During the past year 12 additional students completed their advanced degree requirements.

Of the 39 current studies on the Columbia campus, a third of them have to do with depressed metabolism, whether it has to do with natural hibernation or hypothermia (sub-normal body temperature).

"This emphasis was chosen," explains Dr. Haas, "because very little is known about de-



Tom Pento, a graduate student working toward a Ph. D., takes blood sample from an anesthetized white rat in order to measure its blood calcium in device shown in background. On long space flights, density of traveler's bones could be changed because of long period of inactivity.



In Zoology, Dr. John Twente, left, studies physiological changes during the hibernation periods of ground squirrels. In the biochemistry laboratory of Dr. Robert L. Wixom, a graduate student, center, helps with research on hydrogenomonas bacteria, possible source of food on space flights. In mechanical engineering Dr. Donald Creighton and assistant, Bob Benedetti, check vacuum chamber for testing probable performance of metals in space.

Researching the Space Age continued

pressed metabolism and because the studies offer considerable promise in several areas other than space. Medicine, of course, uses hypothermia techniques now in some sophisticated surgical procedures."

In the laboratory, Dr. F. E. South has lowered the body temperature of white rats to the freezing mark, slowing their body processes dramatically. Not a natural hibernator, the rat is revived after four or five hours by heating its heart, artificial respiration, and a warm water bath. This is an example of pure research, where the scientist is seeking new knowledge solely for the sake of new knowledge. Historically, it has been such research that has formed the basis for later practical applications. Dr. South, incidentally, spent the last week in September discussing his findings on rat hypothermia at a meeting of the International Astronautic Congress in Belgrad, Yugoslavia.

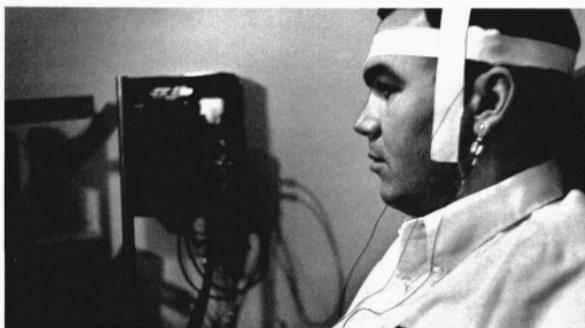
As the pictures illustrating this story indicate, however, much of the important research on the Columbia campus does not deal with depressed metabolism. For example, Dr. C. W. Gehrke, of the Agricultural Chemistry Department, has been selected as one of seven in-

vestigators to collaborate with NASA in analyzing the first lunar return sample, utilizing the gas-liquid chromatographic techniques which he helped develop. Dr. G. L. Darkow, of Atmospheric Science, has developed an economical device for measuring solar radiation—his device costing under \$20, the existing hardware, more than \$1000.

Altogether some 53 faculty members in 21 separate disciplines are involved in space-related activities. Scientists in Zoology, Physiology, Ag Chemistry, Veterinary Anatomy, Dairy Husbandry, Microbiology, Radiology, Chemistry, Biochemistry, Pharmacology, Chemistry, Horticulture, Veterinary Microbiology, Veterinary Pathology, Electrical Engineering, Medicine, Psychology, Mechanical Engineering, Physics, Chemical Engineering, and Atmospheric Science all participate in the Space Sciences Research projects.

Why all this emphasis on space in the United States? The responses range from "It's there," to new product spin-off and "Beat Russia."

Dr. Haas thinks there may be another answer. "Essentially, space exploration is one more step in the evolution of man as a biological species. Throughout history, man successfully has sought to expand his ecological range. The space effort is simply a continuation of this inner drive." □



How alert will an astronaut be during long periods in space when there is little to do? Using a brain wave machine to test vigilance are two graduate students, Mrs. Diane Draper, left, and William Storm, the experiment's subject. This research is being conducted by a psychologist, Dr. Robert S. Daniel.

NEW DIMENSION FOR MISSOURI

An interview with
Oliver B. Ferguson, President of the Board of Curators



Oliver B. Ferguson

Q. — Mr. Ferguson, when the Board refers to "one University", what does it mean?

A. — The Board's conception is a four-campus University with as little duplication of services as possible. Now, there will be some duplication, of course, but the point is we don't want a medical school on each campus, for example. It would be foolish to have a journalism school on the other campuses when Columbia has a nationally ranked one — this type of thing. The University that the Board is seeking is a well-rounded institution which can take care of the multiplicity of needs the state has—in extension and continuing adult education, as well as the rapid growth in the student population.

Q. — What are some of the advantages of a one multicampus system over, say, several smaller state universities?

A. — One which has obvious appeal to the Missouri taxpayer is the increased buying power that comes when you can purchase in quantity. Secondly, one administrative head, in this case the president, is in a better position to see the total educational needs of the state than administrators of several institutions which quite likely would be competing for funds from the State Legislature.

Q. — Are there any advantages for the Columbia campus itself?

A. — The biggest one, I think, is that the two urban campuses have relieved some of the enrollment pressure. I don't think it is any secret that the Board has put a tentative ceiling on enrollment at Columbia at 25,000 students. The demands for higher education — state supported higher education, if you will — are such that the

Columbia campus couldn't take care of all the students anyway. Now many students in our two large metropolitan areas will attend the University there, and part of the burden can be shifted from Columbia.

Q. — How many other states have multicampus systems?

A. — California, of course, has one, but it's much larger than ours. Wisconsin has one, somewhat similar to ours, perhaps. North Carolina has one, and, closer to home, Illinois.

Q. — How have they worked?

A. — They've had problems. But the fact is, there are no books on the subject. It's been a trial-and-error process in all these states. I remember talking with the chancellor of the Charlotte, N. C., campus and he said there had been a lot of problems which would take years to iron out. You can't do it over night.

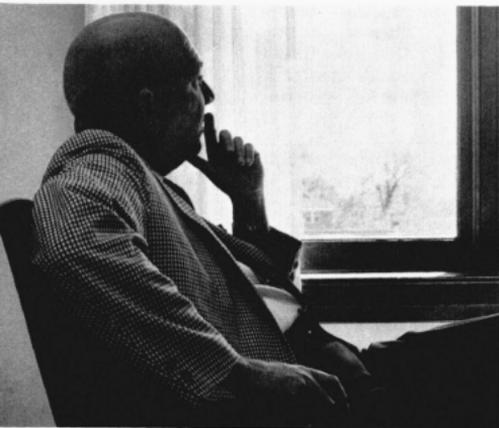
Q. — Is one of the problems establishing the degree of autonomy for each campus?

A. — I'm sure it is. My personal feeling is that there should be some pride on a campus, some campus personality, because the administrator there has to gear his educational thinking to the needs of his particular educational community, and all four campuses have a different set of problems. So they've got to have some flexibility. But when it comes down to setting the initial policy, the administrative techniques and, particularly, the business management, the University has to follow a pattern. Each campus can't go out on its own, or the whole system will be thrown out of kilter. The Board has pointed out in one of its resolutions that the one university concept requires a centrally directed and unified administration and operation.

Now in the final analysis, the Board of Curators has very broad powers. It is, in fact, very similar to a private corporation. It is established by statute, and the governor appoints the members. However, none of the present members is an educator. I'm a newspaper publisher, for example, and most of the board is made up of lawyers. We invest our powers in a president who is an educator, and it's the job of the chancellors and other administrators at the University to implement the president's program. Now, I don't mean the president should go out and start hiring faculty for the individual campuses. I think that's the job for the chancellors and their academic deans. But the president needs all the help he can get from his chancellors to implement his total University program.

Q. — If you have one University, should a student be able to transfer from one campus to another without loss of credits?

A. — I'm tickled to death to discuss that, because I've had examples called to my attention where a transferring student did lose credit. In one case, the student went three years to the University at Columbia, in the College of Education, then transferred to Kansas City, to its College of Education, for his senior year. He had to go an extra semester at UMKC to pick up a requirement at Kansas City which the college at Columbia didn't have. My feeling is students should be able to transfer at will with all courses transferring and all require-



ments for the same majors or degrees being the same.

Q. — What about one diploma for all four campuses?

A. — I'd like to see it. Now, I think the campus also should be designated, but I think that all students who attend the University should get a similar diploma. This is a little thing, I suppose, but I think there is some pride in saying, simply, "I'm a graduate of the University of Missouri."

Q. — Earlier, we talked about avoiding duplication. There is, as you pointed out, some duplication. Both Columbia and Kansas City have law schools. Columbia, Kansas City and St. Louis have colleges of education. Do you expand them all, or phase out some of them?

A. — I can't see favoritism on the part of the Board affecting the future of any particular discipline on any campus. The growth of any school or college should be governed by the demands on it. For example, both Columbia and Rolla have fine engineering schools, but they don't satisfy quite the same needs, and they're both vital to the state.

Q. — What about intercollegiate athletics?

A. — My personal opinion is that we ought not compete with each other. For example, St. Louis and Kansas City don't have football now, and probably never will, both because it's very expensive to inaugurate and because so many of their students will live off campus. Rolla, of course, has a football team and competes very advantageously in the Missouri Intercollegiate Athletic Association.

Q. — What roles do you see individually for the four campuses?

A. — I think Rolla will remain pretty much as it has been. I've been told it's one of the most influential engineering schools in the Midwest. They have added some humanities in recent years at Rolla—after all an engineer has to be able to communicate, too. But its reputation is

in engineering; I don't see any reason for that to change. The roles of Kansas City and St. Louis will be much the same, I imagine, serving the tremendous needs of higher education in our two metropolitan areas. That was one of the reasons the Board wanted those campuses, as I said, to relieve some of the burden at Columbia. Columbia will become more and more a research center, strong in graduate training. It will continue to have a fine undergraduate program, of course, because you can't have a strong graduate program without one. By the same token, you can't deny the other campuses graduate training. But the thrust at Columbia, I think, will be on graduate programs.

Q. — What about the future enrollments?

A. — Someday, I would expect both the St. Louis and Kansas City campuses to have larger enrollments than Columbia. But enrollment growth depends on facilities, and we can expect only so much money from the State Legislature for capital improvements. The lack of buildings and parking facilities at Kansas City and St. Louis will limit large-scale growth for some years to come.

Q. — What's the biggest challenge in developing a four-campus university?

A. — Simply getting across the one-university concept to all our citizens. We can't be provincial about this. The University of Missouri's Columbia campus belongs to all the state, not just Boone County or mid-Missouri. UMKC isn't the private university of Kansas City, and the St. Louis campus must be developed with the needs of the entire state in mind.

I can tell you this: When the Board considers budgets for the University of Missouri, it makes no attempt to allocate money equally among the campuses just for the sake of spreading it around. If one campus seems to get more than its share, it's simply because the Board believed it had a greater need. We're trying to look at the requirements of the total University and the educational needs of this state.

If we can get this concept across to everyone, then we will have gone a long way toward meeting the future educational needs of Missouri. □

The Medieval Swingers



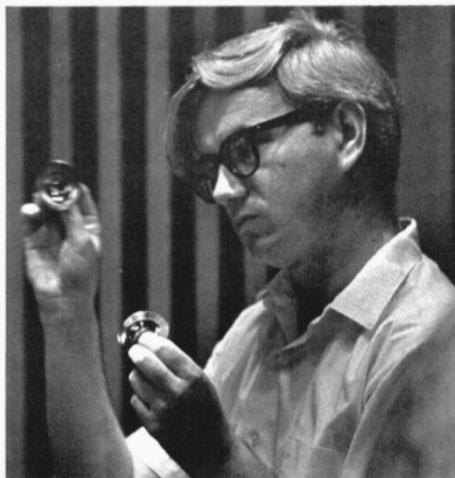
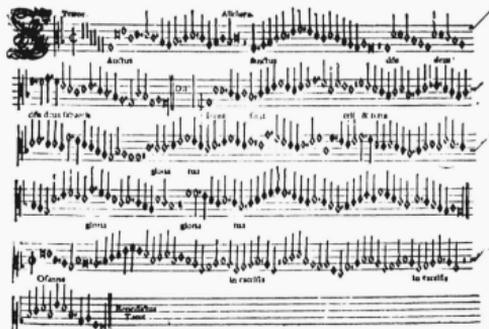
"Let's go! Let us give each other a good glass of wine. Hurrah! Good fellow, I'll be glad to bring you one. Hurrah! Let there be nothing but joy while we drink the cool wine. Hurrah! Oh what a great misfortune when there is a lack of wine!"

Those were the lyrics of a little song written by Hans Leo Hassler, who lived in Germany in the late 16th century and for a time was organist at a Dresden chapel. A century earlier, Heinrich Isaac, one of the great composers of the Renaissance, penned these words for one of his works.

"A peasant had a young daughter who no longer wanted to be a maiden. My beautiful little Maruscka, I shall not leave you in that misery."

Which all goes to help prove that history doesn't have to be dull and there's a lot to be said for culture. There's also a lot to be said for the Collegium Musicum, the University group that performs a wide variety of pre-Romantic works, ranging from such songs and dances of the late Renaissance to Gregorian chants, Lutheran cantatas and 18th century masses and concertos.

"Literally," explains Dr. Andrew Minor, "collegium musicum means college music. It was an 18th century term given groups which performed music of the times. Now, of course, collegiums largely present music of the past, but music not ordinarily in regular repertoire."



Started on the Columbia campus in 1959, the Collegium Musicum has been directed since its inception, by Dr. Minor, professor of music history and theory. Although the Missouri organization was one of the first in the Midwest, most major universities now have collegiums. The University's group remains one of the most active, however, and probably has performed as many "firsts" as any collegium anywhere (a first being a work that has not been presented since it was originated).

The reception by the public has been enthusiastic, due in part, undoubtedly, to the enthusiasm and skill of the performers. Composed of both faculty members and students, instrumentalists and vocalists, the Collegium has presented some 30 public concerts of 15 entirely different programs since 1959. They have played before such diverse audiences as the Central Renaissance Conference and American Biochemical Association. They have performed in both St. Louis and Kansas City, as well as in Dallas. The University Press has published two of its albums.

Biggest success ingredient, however, is authen-

Music above is photostat of the original manuscript of "Missa Alleluja," one of works performed by Collegium Musicum.



MUSIC IN MEDIEVAL AND RENAISSANCE LIFE:

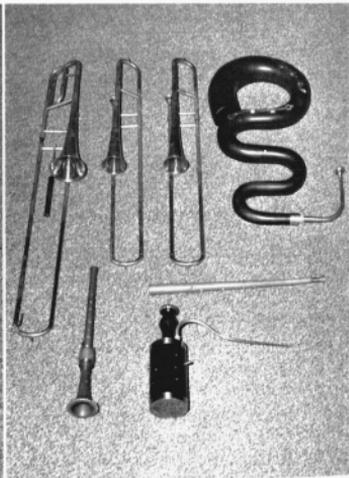
anthology of vocal and
instrumental music, 1200-1614



Collegium Musicum of the University of Missouri

University of Missouri Press, Columbia

Cover design of the first album recorded by Collegium is reproduced above. Long-play record still is available at \$4.95 each from the University of Missouri Press.



ticity. "Music," says Dr. Minor, "loses to the extent it is taken out of its original context."

And Dr. Minor and his group go to fantastic lengths to achieve this accuracy. First of all, there are the instruments themselves. The Collegium is well-equipped with exact reproductions of Renaissance and baroque-type musical instruments, many of them purchased with \$4000 from the Alumni Achievement Fund. Although they are difficult to play, the reproductions make the music sound better because the original music was written with those types of instruments in mind. "For the most part," says Dr. Minor, "the old instruments have a cleaner, more transparent texture. There is more resonance and richness of sound."

An example of this is the harpsichord, similar in shape to that of the modern grand piano, although smaller. But since the harpsichord sound is produced by plucking the strings instead of hitting them with a felt-covered hammer, the older instrument produces clearer notes. Alumni Achievement money was used to buy the harpsichord, as well as 15 other instruments, ranging from a bagpipe to a sackbut (early-day trombone) and serpent (a leather-covered woodwind). Altogether the Collegium has 28 instruments, but there are some gaps in several of the "families," and there are more students wanting to play with the group than there are instruments available.

The Collegium provides a good learning and research experience because of the insistence on authenticity. Besides making sure the right instruments are used for the right music (you wouldn't use a fanfare trumpet for an 18th century cantata), Dr. Minor and his staff go back to the original compositions for the music they play. And Renaissance music wasn't scored. It was written in four parts and played on the instruments available. All percussion was improvised ("Some of my best percussionists are jazz drummers," says Dr. Minor). This means that the old music must be arranged to obtain the best possible—and most accurate—sound. The correct number of vocalists and instrumentalists must be used. One program last year featured 37 orchestra members, 31 singers.

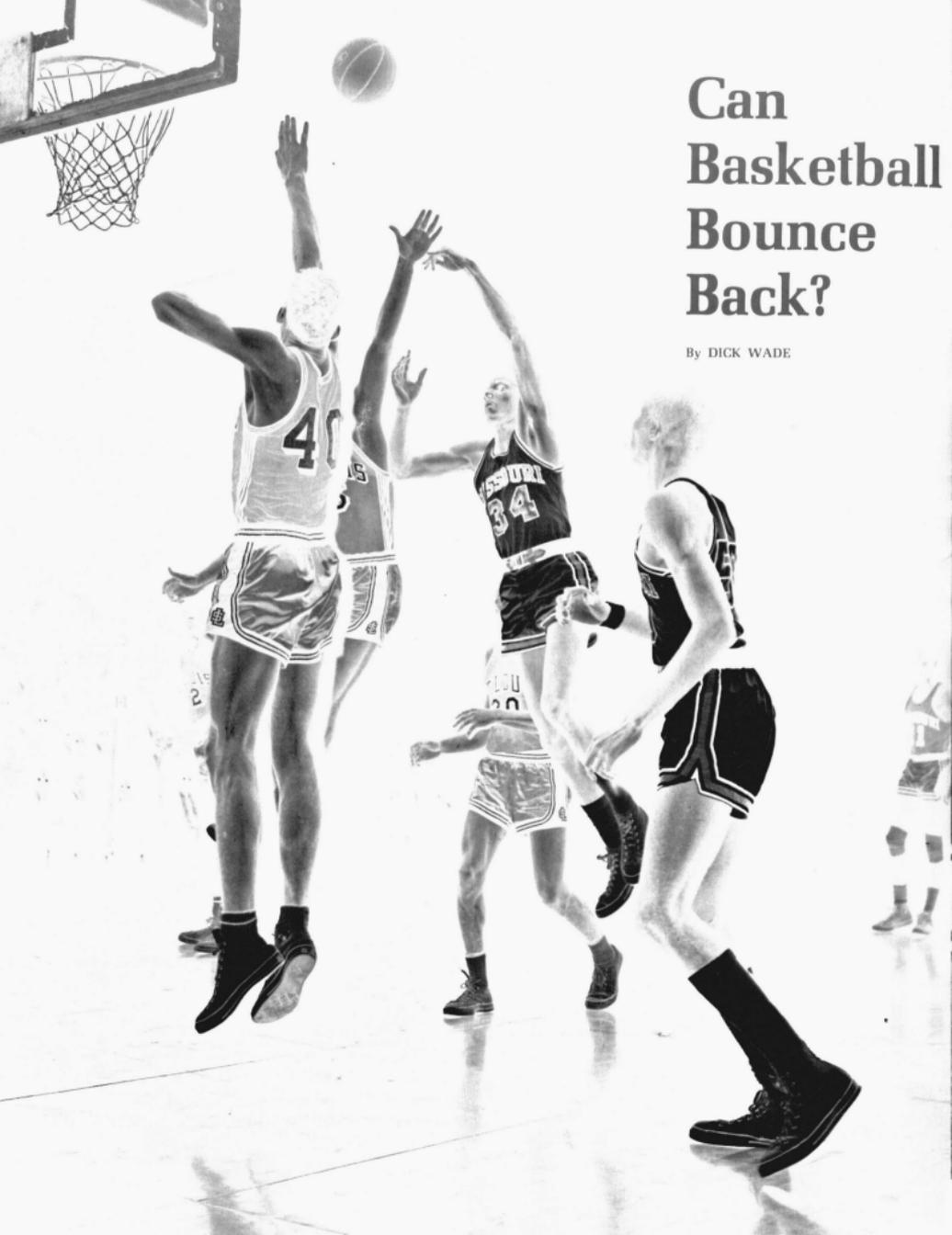
It is this penchant for careful research which has led to the several "firsts" performed by



the group. Last spring it was Johann Michael Haydn's "Missa Sancti Hieronymi," composed by the brother of the famous Joseph Haydn in 1777. A recording of the "Requiem" by Michael Hayden performed by the Collegium was published last winter by the University Press. "In all respects it is a production of which a university group can be proud," wrote the *Kansas City Star* reviewer. Earlier the Press published another Collegium album, "Music in Medieval and Renaissance Life." Both long-play records still are available. Another first was the production of special Medici wedding music and a play, written in 1539. This work was the collaboration between Professor Minor and Professor Bonner Mitchell of the Romance Language Department. The University Press plans to publish both the play and the music in book form.

On Dec. 3 the Collegium opens its ninth season with Handel's oratorio, "Joshua," written by the composer of the more famous "Messiah" in 1748.

As Hans Hassler wrote 375 years ago, "It is now meet to make lovely music." □



Can Basketball Bounce Back?

By DICK WADE

When a sports-minded University of Missouri graduate hears the word—basketball—a chain reaction triggers within him. First, his face takes on a look of pain; then, his hands fly skyward in a gesture of futility. Finally, he asks if you wouldn't rather discuss football.

This sums up the current thinking concerning MU basketball. Tiger fans believe there is something wrong, deeply wrong, with basketball at their school. They don't know the whats or whys, they just see the result—and they try to accept it with as much grace as possible.

The depth of the basketball dilemma came into focus last spring when gentlemanly, scholarly Bob Vanatta called it quits.

Vanatta, in the minds of many Missourians, was a basketball wonder-worker. When he came to MU in 1963, after Sparky Stalcup decided to devote his full time to the administration of the athletic department, his name was synonymous with success.

College basketball support is largely hometown support, and Vanatta was a home-town boy. No coach ever went into a job better accepted.

And when he went out, it was his decision; despite bad seasons two years running, there was no pressure. He may have alienated a highly vocal segment of the student body, but the administration and townspeople still stood solidly behind him. And students are transients.

Stepping into this setting, one that may be without precedent, is Norm Stewart, the 6-foot-5 ringleader of Stalcup's ask-no-quarter, give-no-quarter squads of the mid-50s.

He is only 32 years old, but he has been around the block. He has coached 11 years, seven of them as his own boss. He has won 70 per cent of the time. And he left what is, in his estimation, one of the five best small-college coaching jobs in the nation—at the University of Northern Iowa, known to most of us as the State College of Iowa.

He knows what it will take to freshen the atmosphere of futility that surrounds a loser. But he needs tools and, at this stage of the game, he doesn't know if they are available or if they have become too rusted for use.

He also knows he is being inspected, microscopically. Some people openly say, "If Vanatta

couldn't do it, it probably can't be done." With the players it's different. They wonder if they will fit into his system.

Stewart says, "The last thing I want to do is knock anybody. But it's difficult to stay away from it. Whatever I say can be translated into a knock. But if the previous man had been 100-0, I would have to change some things; I have to do things my way.

"I know this much: our staff is a selling point. We're all young, but we know how to take care of our people. I've been at it almost 12 years; Roy Dewitz has been at it 10 and left a head-coach job at Augustana (South Dakota) to come here. And Bob Price, who played for Vanatta, has coached three years.

"I can only judge by what I've seen on film, but I think there is talent on the squad. We're not naked. Gene Jones looks like a Big Eight player. Tom Johnson may be.

"But there isn't a big man. And I like a big man—because it's so easy for him to score 20. But it may be that we'll have some overall size, especially if Pete Helmbock (who stands 6-foot-4) can play outside."

He stopped, studied his large hands a moment and said, "I think all coaches like an even-sized squad, one that's quick." There was another pause, then he added, "But I don't know if we have any quickness—or any shooting ability.

"If you have some of these things, then you can get down to what really counts—consistency. Basketball reduces to this: each side brings the ball down court the same number of times. The team that gets the most per trip wins."

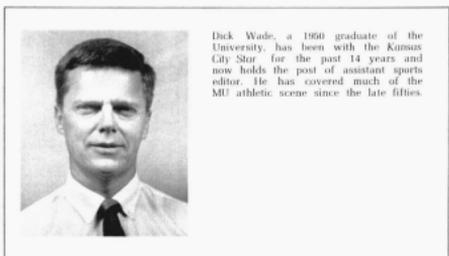
Now, Stewart heard the questions that had to be asked: How will you get this team on its feet, and how long will it take?

"We have to regain our respectability," he says flatly. "And I don't use the word critically. We have to establish competitive respectability quickly, and we have to establish a program of respectability for the athlete and what he represents."

He explained that mouthful this way: "With a break or two, we could get competitive respectability in a hurry. In every game, even a 40-pointer, there is a moment at which it breaks open. When the losers reach that moment, they play a scared stick. The winners know that is



Coach Norm Stewart, right, talks over practice films with his assistants, freshman coach Bob Price, left, and Roy Dewitz. Below, Stewart goes over blackboard offense with two top prospects, Charles Payne, 6-7 freshman, and sophomore Don Tomlinson, who stands 6-4.



Dick Wade, a 1960 graduate of the University, has been with the Kansas City Star for the past 14 years and now holds the post of assistant sports editor. He has covered much of the MU athletic scene since the late fifties.

the time to execute. What we need is a game, an early game, in which we reach that point and gut it out—execute when it counts, win one that way.

"Then, we need the one that really helps, the game in which we draw blood—chase somebody out of town. When you do that, then you stop worrying about how much talent you have; you stop worrying about winning and losing; you concentrate on execution."

He waited to see how this soaked in. Then he played his big card: "But this is just the quick cure. You aren't on the road until there is respect for the athlete—and responsibility by the athlete.

"An athlete must be disciplined. He must know he has a responsibility; he is watched; he is recognized. He doesn't have to achieve his recognition by being the best beer drinker or by being the No. 1 man with Stephens girls. He is an athlete.

"If he doesn't want to accept this responsibility, he shouldn't be an athlete."

"We tell them we would rather they prove their sincerity than for us to force it. Appearance is part of it. We want short hair; we don't want beards. If they don't see that their hair is cut short, we'll take them to the barber shop. But we would rather spend the time coaching.

"We want them at meetings five minutes early, just as we want that hair a half-inch shorter than they think it should be. We want them in the habit of going a little farther. When they have to do it in a game, it will be second-nature."

He got up, stretched and said, "It's tough to restore pride once it's lost. But you have to have it before you can win. And I'll say this: Missouri basketball is nothing to be ashamed of. There have been only three disastrous years, two of them recently."

Then he thought a moment before saying, "But there hasn't been a championship for a long time."

He carefully chose his next words, "Do you know what we need to get all the job done? We must earn for the basketball program the same respect that surrounds the football program.

"Then, and only then, will we get most of

the best players in the state. You are going to lose a few, but you'll land a few outstanding ones from out-of-state.

"And I don't think this school is hard to sell. Its educational assets speak for themselves; you name any field, and there are outstanding graduates from Missouri in it.

"As far as players are concerned, we offer them a chance to play—and in a hurry. We're building a program. We'll give them 10 minutes to become veterans.

"And the facilities will be among the finest in the country. We go first-class; how many schools have their own plane?"

Now, we were coming to it, the factor many say shuttles top-notch talent away from M. U.—the field house, or lack of field house.

Stewart played in Brewer; it always was full then. It was a friendly place for an M. U. player, Siberia to a visitor. It became unfriendly to Bob Vanatta last year. He was booted, something no college coach expects at home. Stewart can't discuss this.

He thoughtfully says, "We're getting a new multipurpose auditorium—and that's great. The boys who come to us next year will play in it for two years. There will be few plants in the country that will compare with it, and none in the Big Eight. It is bound to help recruiting. You can bet we'll mention it.

"But a building won't restore pride. That has to come from our people. And it's not just the players; this is the student body's team, too. It's the alumni's team. They have to support us, or maybe we have to make them want to support us.

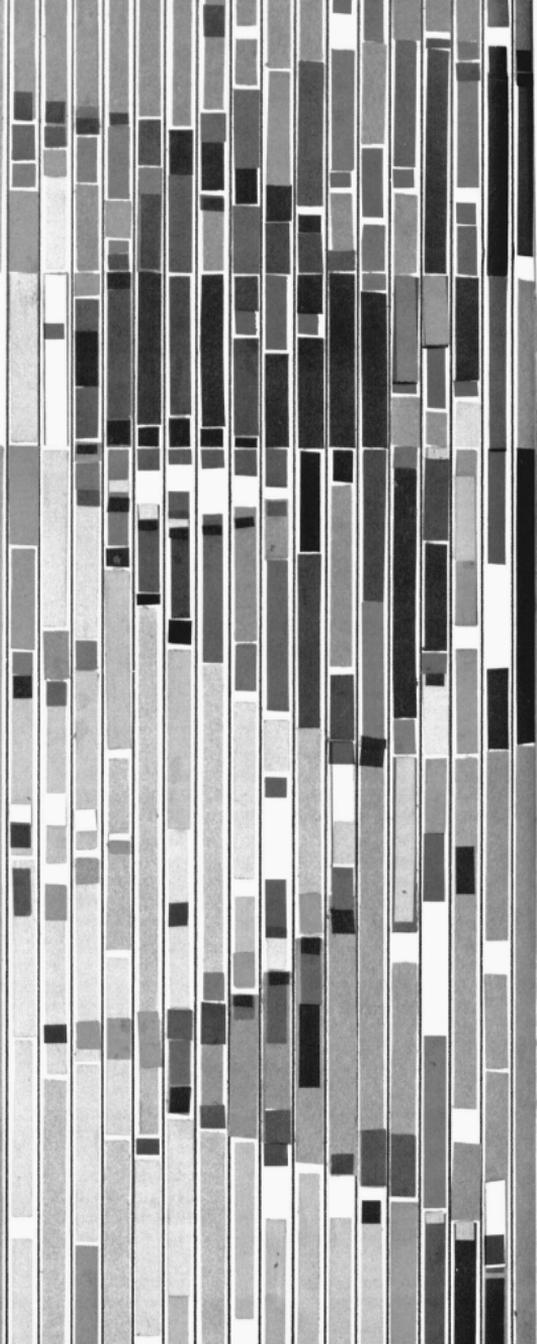
"I can remember when we had the best crowds in the league, maybe the best anywhere. We knew they were with us, and the other team knew they were against them. We didn't lose often with that kind of support."

But Norm Stewart isn't a look-back guy—except maybe to remember that day in 1955 when his wife, then Virginia Zimmerly of Kansas City, became homecoming queen. Wise husbands don't forget things like that.

His time now is spent looking ahead; he must resell a Missouri product to the Missourians. And he can do it only by showing them.

The ball bounces that way. □

**Personality:
Testing the Norm**



What is a normal personality? And how many people have them?

Pioneering in a field yet unresearched, the University is seeking to find the answers.

"Forty per cent of the students on this campus come to us for counseling at one time or another during their college career," Dr. Wayne Anderson, assistant director of Testing and Counseling Services and associate professor of psychology, says, "This has to be normal. Yet we have had to view these normal people through standards of the abnormal because no one has ever really studied or measured the normal personality."

It is only in this century that people have become concerned with problems of personality and adjustment. With Sigmund Freud came the popularity of the studies of the maladjusted. Small clinics for the severely mentally ill followed.

Terms like neurotic and psychotic now are part of our everyday vocabulary, but are largely meaningless in describing the millions of people seeking counseling services and psychiatric help. Today's world seems to be one in which everyone has a problem of adjusting at some point. Pressures and demands simply are a part of everyday living.

Last spring Dr. Charles Krauskopf, coordinator of research for Testing and Counseling, wrote the Vocational Rehabilitation Administration of the Department of Health, Education, and Welfare asking them to help finance normal personality research at the University of Colorado and the University of Missouri with a joint grant.

"If this grant comes through it will be the one of the few ever given for research on the normal personality."

Several years ago the senior staff of Testing and Counseling Services began a small scale project on normal personality research. The theories they were following then were set down by Roy Heath, a Princeton College professor, who had based his studies of personality on a group of college men he interviewed each week for four years. "He started with the people and then worried about how to measure the findings. He lacked fine points of measuring," Anderson says.

Last spring the 11 members of the Testing and Counseling staff who will take part in the research learned some welcome news: The University of Colorado also was researching the normal personality.

John W. Gittinger, a private consultant in the East who invented a new measurement system, and David Saunders, University of Colorado professor who expanded it, had taken ability tests and transformed them to personality tests.

"No we didn't totally abandon our previous findings, in fact some of them might fit in, but we believe this new measurement system should work," Krauskopf says.

"We are saying that ability and personality are the same, not different as they previously were thought to be." Although Heath had mentioned this correlation, he made no issue of it.

Except for several small articles, no one has ever expressed these theories in print. "I'm one of the most interested in the basic theory," Krauskopf says, who is writing a theoretical paper. "If we can write it down, it will be much easier to explain. One of our aims of this research is to provide material for masters and doctoral theses. We are not requiring it, but most of our students are interested. There is 50 years of work here if the steps we keep taking continue to show us we are on the right track.

"Four years ago we could never touch this research because we lacked computers," Dr. Anderson points out. The University now can provide use of computer time to professors.

As Gittinger has done, the Testing and Counseling Services will take already established data, test student volunteers, and then take the scores that are similar and try to find out why they are similar and what makes them different from other students' scores.

The normal level, according to Gittinger, is an estimate of an individual's over-all capacity, from which the influence of personality on test performance can be measured.

"What you score high on in the tests is what you are most comfortable doing," Krauskopf says. "If given a choice you will choose according to your personality which correlates with where your abilities lie."

Anyway, that's what a normal person will do. □

LEGE HUMOR?



To the staff members who returned to Columbia last month for their reunion, the best *Showme* years had to be right after World War II. And a review of the spotty history of the humor magazine establishes the excellence of that period.

A judge partial to Limericks, however, might be smitten with a 1937 issue in which a mysterious M. R. wrote:

A dizzy young lady named Tesse
Fell Down from the third floor of Jesse,
She said, as she fell,
"I can see very well

That Jesse is going to be messe."

Still, the *Showme* of 1946-50 had a lot going for it. It won critics' accolades from almost everyone: the national observers who judged college humor publications, other editors who reused the original *Showme* material, Columbia advertisers who supported it handsomely, and, more importantly, the reader, who plunked down 25 cents each month. (One short-on-cash student wrote to ask why the magazine cost so much. "Why is a quart of milk 17 cents instead of 12 cents," replied editor Mort Walker, who also pointed out that none of the staff received pay for their services).

Only the University administration sometimes viewed *Showme* with something less than unbridled enthusiasm.

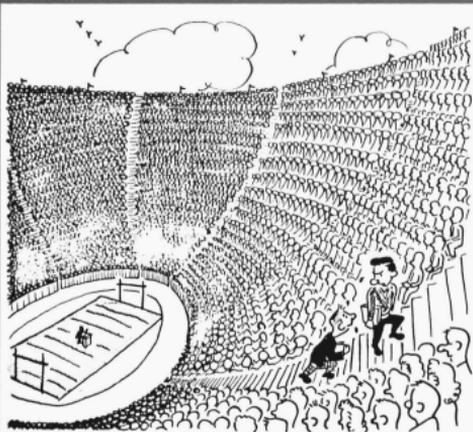
As it turned out the staff of post-war *Showme* was impressive.

Walker, of course, is nationally famous as the creator of the Beetle Bailey and Hi and Lois comic strips. He was *Showme* editor during the 1947-48 school year.

Charles Barnard, now managing editor of *True*, succeeded Walker as editor, followed by Bill Gabriel, a partner in a Cleveland advertising agency and the man who organized last month's reunion. Another former editor is Herb Green, a successful free-lance cartoonist.

Don Garber now is a Cleveland account executive; Gladys Marsh trains and shows saddle horses; Bob Summers teaches journalism at the University of West Virginia; Fred Shapiro writes for the *New Yorker*; Sinclair Rogers is a commercial photographer; Dave (Flash) Fairfield is a cartoonist with Newspaper Enterprises;

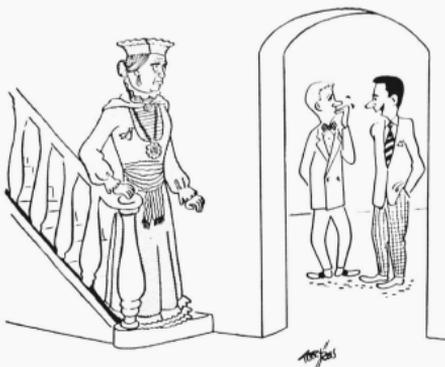
(Text Continued on Page 25)



"I think these Econ classes are getting out of hand."



"Pssst, Buddy. . . Unabridged January Showme?"



"Quit worryin', Nick. I tell ya' this babe's a queen."



Oh, that's an Econ prof who tried the stock market.



Father Jesse

(With apologies to Lewis Carroll and Professor Wrench)

*YOU are old, Father Jesse," the young man said,
"And ungiven to strenuous sports.
Do you think it quite right at your age to appear
Cutting grass, while clad only in shorts?"*

*"My boy," said the sage, "I'm a radical man,
of political patience bereft;
So why do you ask if my actions are right,
When you know that I tend to the left?"*

*"You are old," said the youth, "as I mentioned before,
And you wear both moustache and goatie.
Though a staunch ubiskier-lover, I cannot discover
Whatever their purpose might be."*

*"Young man, the inflation which saddles the nation
Makes purchasing luxuries tough;
I grew the moustache since it tickles my nose,
And saves me the price of my snuff."*

*"You are old, Father Jesse, and your statty white locks
Are worn in a net ornamentic.
Do you fear that the populace near
May consider you slightly eccentric?"*

*"Young man, your impertinence borders pervertinence!
I am shocked at your impolite ease!
So be gone! But remember the source of my acts
Is whether or not I damn please!"*

Saul Gellerman.





"If you were a gentleman, you would carry me across."



"Knock off the swearing, you guys—I've got a woman in my room."



"But Mrs. Jones—but—but—suppose there's a fire."



Returning to Columbia last month for their first reunion were these members of 1946-50 *Showme* staff: first row, left to right, Bob Summers, C. J. Cherry Mehlberg, Gladys Marsh, Nick Bova, and Bill Gabriel; second row, Terry Rees, Tony Hiesberger, Sinclair Rogers, Jerry Litner, Don Garber, Saul Gellerman, Dave (Flash) Fairfield, and Fred Shapiro.

Bob Rowe is an executive with *Women's Wear Daily*; Terry Rees works with two advertising agencies and teaches at the J-School; Carol Cherry Mehlberg is director of Information Services at the University of Wisconsin at Stevens Point; Jerry Litner is president of Curtis-Electro Lighting Inc.; Nick Bova is art director for Obata Inc.; and Saul Gellerman, who wrote poetry for *Showme*, is an industrial psychologist.

Showme was started in 1920 by G. H. Combs Jr., and William Tweedie as a means of "pepping up the students." Everything went along pretty well until 1923 when *Showme* printed a story, "Confessions of a Co-ed." Apparently, the co-ed in question had flapped too far, even for the Roarin' 20s, because the magazine immediately was bounced off campus.

In 1927 it reappeared for a short time, under the off-campus title of the *Missouri Outlaw*. Another rebirth occurred in 1930, this time as *Showme*, and under the sponsorship of the journalism fraternity, Sigma Delta Chi. World War II interrupted *Showme*, as it did almost everything else.

The students needed pepping up again after the War, and *Showme* was off again. Returning GIs from many different classes, joining with the normal freshmen and sophomores, meant that the brain gain was considerable in all areas of campus life.

From primarily a cartoon and joke magazine, *Showme* progressed to more short stories, satires and even poetry. The emphasis still was on beer drinking and sex, naturally, and the problems with University officials remained.

In the library's rare book collection, where most copies of *Showme* now reside, page 2 is missing from one issue (the administration had it cut out of all copies before it could go on sale). The entire "Sex Issue" of 1947 is missing, and a portion of the "Take Home to Mother" issue had to be inked over before mother saw it.

Showme circa 1946-50 was much more than beer and sex, however. Bob Rowe's "Crow's Nest" was a witty collection of paragraphs: "There are so many students in H & P and Economics that Petrillo has classified them as rallies requiring a full orchestra at each session." And again, "While at the beach this summer I ran into a girl from Stephens — I didn't realize she was from Stephens when she first tackled me, but then I recognized the hold." And, shades of 1967, "I saw my first robin today. It flew out of one of those campus character's beards."

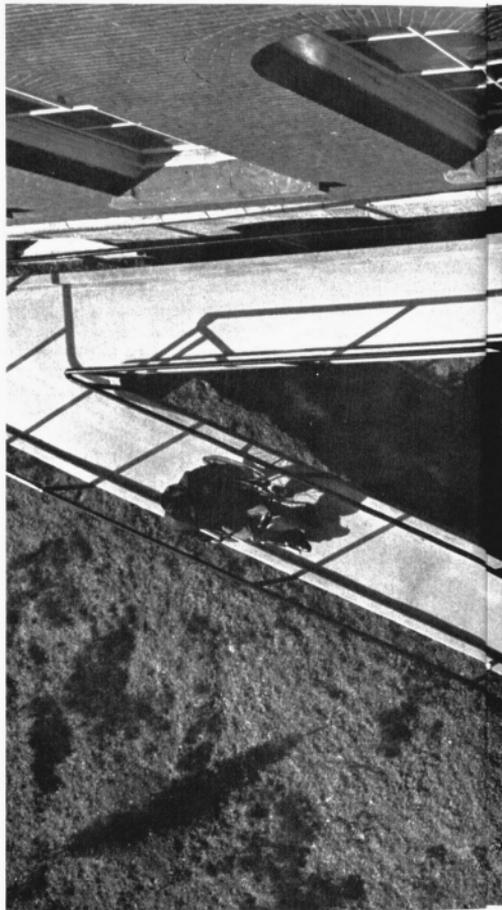
There was good fiction, sports and satire, as is indicated by some of the titles: "The Legend of the Seventh Column" "The Hermit of Jesse Hall," "Murder in the Shack," "Who's A'Freud of Sex?"

Showme continued until 1957, finally raising its price to 30 cents, and finally dying a quiet death. There have been several attempts to revive it. The last magazine appeared in 1963, and there was an abortive attempt last spring. But the golden years seemed to be over.

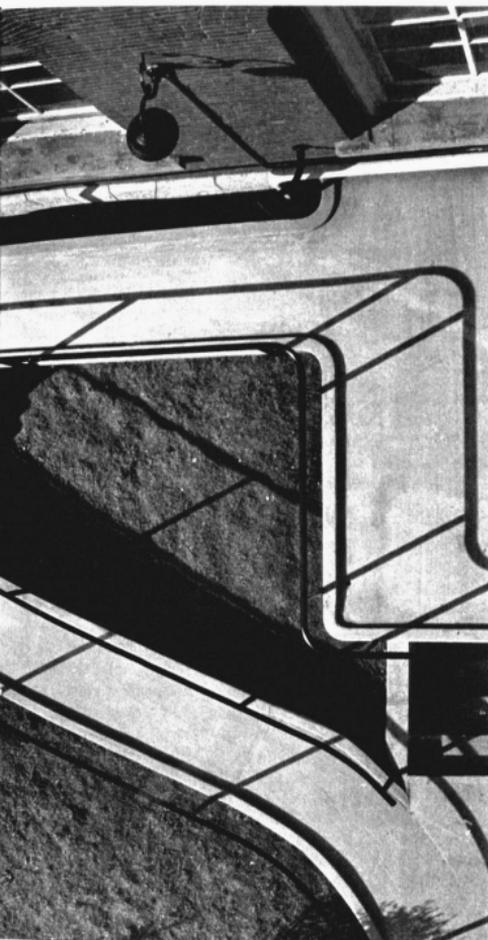
Whatever happened to campus humor magazines?

"It was *Playboy*," says Bill Gabriel. "They did everything we did, funnier and better and slicker. And then, there's that center spread." □

COLUMBIA'S



HANDY CAMPUS



With enrollment figures soaring in the past six years, the campus has of necessity become more complex.

But the University has not become so impersonal that it has forgotten the needs of its young men and women. In particular special provisions have been made so that handicapped students now can receive higher education and compete favorably for good jobs. Years of research, planning and modifications have made the Columbia campus one of only three fully accessible universities for the handicapped in the Midwest.

In 1959, the University expressed its concern and interest in the more than 300 high school graduates in a seven-state area, including Missouri, that were physically unable to attend college.

"We could no longer neglect the abilities of these students who have definite college potential," explains Jim Irvin, co-ordinator of handicapped student services.

Application was made for a pilot project to research and investigate the feasibility of modifying the campus for handicapped students, and a grant of \$700,000 to alter the campus was allocated in September, 1960 from the U. S. Department of Health, Education and Welfare. The University was declared the educational center for handicapped students in Region VI, a seven-state area including Missouri, Iowa, Minnesota, North and South Dakota, Nebraska, and Kansas.

What went into creating a "total" university?

Elevators were installed in the University's main administrative and classroom buildings, the Student Health Clinic and certain dormitories.

Ramps were added to entrances of the Memorial Student Union, the library and the classroom complex. Handrails appeared and sidewalk curbs were modified.

Recessed areas were cut away from curbs for the newly purchased bus. The bus has a hydraulic lift for raising and lowering students in wheel chairs and room inside for 13 wheel chairs and 13 other students.



By the fall of 1962 the University was ready.

Today 15 severely handicapped students have received degrees from the University. Fifty-eight severely handicapped and approximately 100 semi-handicapped students are enrolled this fall.

The five-year grant period was used to modify the campus, co-ordinate existing services, and establish a handicapped services center in Parker Hall. "We are a co-ordination agency working under Testing and Counseling, which also is located in this building," says Irvin.

In addition, the Student Health Clinic has a direct responsibility to evaluate handicapped students' physical abilities and provide physical therapy services. There is one full-time bus driver and several part-time speech clinicians and physical education instructors.

Handicapped students are not treated much differently than other University students. Admission requirements are relatively the same. They are expected to take a minimum of 12 hours like all other full-time students. And they are not even dismissed from physical education, a program which now includes swimming, bowling and billiards.

The aim in accommodating handicapped students is to expose them, to integrate them with the entire student body. In living with able-bodied students, eating in the same cafeterias, participating in the same activities and experiencing the same problems of studying, tests and social interaction as other students, they become more independent. College life becomes a learning experience and a testing ground for the business world.

At present one handicapped girl is president of her dormitory floor; another student is a MSA senator, and the handicapped students have their own club, SAG. "That's Student Advisory Group," Irvin says. "They get together once a month and report on problems which need attention. In particular, their complaints may involve too many persons in one dorm, a particular sidewalk



or ramp that is too steep, or the need to make showers more flexible." The seating for wheel chairs in Jesse Hall Auditorium was relocated as a result of consultation with handicapped students.

Individually they participate in activities corresponding to their own school and own interests.

But for them college life has to be at a slower pace. Handicapped students are urged to spread out their classes through the day giving them time to travel between buildings. Between classes the students often cross campus on their own with the aid of 45 cut down curbs and 35 ramps at building entrances, repaired sidewalks and, sometimes, student assistants.

"We have two buses and one more on order," Irvin says. One bus now runs the entire time with the second bus held in reserve to cover breakdowns and service needs. But the hours each day are growing longer because more students are taking night and Saturday classes. "We hope to have the third bus by Christmas and thus be able to use the second bus on an everyday basis."

The buses transport students from dormitories to classes each day, to the library on certain evenings each week, to home football games and other campus-sponsored activities.

Changing a campus to accommodate wheel chair students and students with braces and crutches was no easy task. Sometimes a new door was cheaper than modifying an old entrance, sometimes even new ramps were too steep.

"We were one of the first and very few to take an old university and modify it for the handicapped," Irvin says. "Other schools are now being built with the specific purpose of being accessible to the handicapped, particularly new junior colleges. But few large, old universities can fully accommodate them."

Think of the average dormitory. Then consider removing steps so a wheel chair can roll up and

down a ramp to a side entrance, adding an elevator, lowering a telephone, and a drinking fountain so it is 30 inches above the floor.

In certain dormitory rooms, desks had to be raised and widened so a wheel chair could fit under, closet racks lowered to sitting-position reach. Restrooms, laundry rooms and cafeterias were made accessible.

Today every major division of the University is accessible and 75 per cent of the classes are available to the handicapped. Modification and construction alone cost nearly \$540,000.

Future modifications and improvements will come from University budgets. "It is generally agreed that the University will continue to provide services and incorporate in any new building accessibility for the handicapped," Irvin says.

In September, the elevator in Mumford Hall was completed. And Rothwell Gymnasium got a ramp. Last May a ramp was added to the industrial education building and plans are drawn to make Jesse Hall more accessible.

I am hoping at least one more dormitory will be made available for the girls," Irvin says. At present only Johnston Hall can accommodate women students in wheelchairs. The University arranges to have an able-bodied student with a handicapped student in a room and tries to place the handicapped on different floors. The entire Pershing Group, which includes four dormitories, is accessible to the men students.

"But the Fine Arts building still has no elevator and only first-floor courses are open to the handicapped student," Irvin says with regretfully, because many of the handicapped have become interested and developed a talent in music or art or both while in hospitals.

There is the constant need for awareness of continuing and changing needs in campus remodeling and new construction. Definite provisions have already been made in the plans for the new multipurpose auditorium, the new math building and the biological sciences building. □



Let's Preview the Auditorium

Preliminary plans for the University's \$7.65 million multipurpose auditorium have been approved by the Board of Curators.

To be located southeast of Memorial Stadium, the planned rectangular structure is essentially two buildings under one roof. It will contain about 190,000 square feet and have four levels in the auditorium area.

The auditorium section, on the north, will seat 14,000 persons for basketball, assemblies, commencement, and cultural events; the other section to the south is the field house. Between the two are offices, locker rooms, storage and other supporting facilities.

Chancellor John W. Schwada said that the architects, Sverdrup and Parcel and Associates of St. Louis, have designed, with help of University staff members and committees, a building with a "high degree of flexibility which provides us with a center which will be useable for many University events, both day and evening.

"It will be possible to have 18,000 spectators seated in the building, attending a dozen different functions with hundreds of participants, with no group interfering with another. No single event in the building will eliminate its use for several other purposes," he said.

The chancellor noted two major "side effects" of its completion.

"We will be able to move intercollegiate athletics from quarters in Rothwell Gymnasium and the field house to give the physical education department badly needed space for its classwork, intramural and free play programs," he said. "We can move some of the conferences and short courses from Memorial Student Union where an overload is developing."

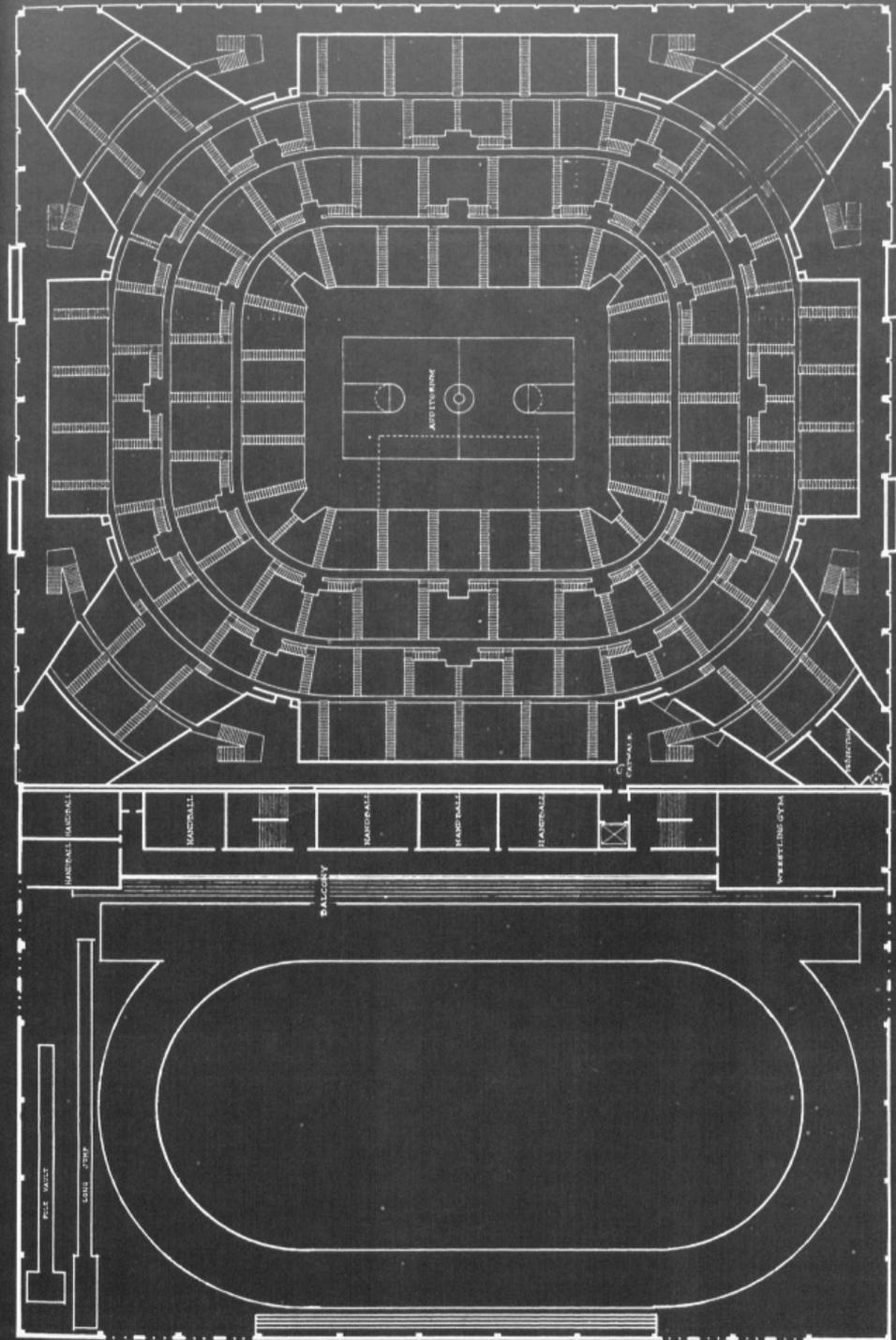
With the proposed arrangement the auditorium could be divided. In the main area 8000 could attend one event while elsewhere in the building there could be four gatherings of 500 persons each, a class in session with 500 (or two groups of 250) four classes with 75, a seminar with 30, and two groups of 300 using informal group space. In the other section a track meet with 4000 spectators is in progress in the field house section.

The field house will have movable bleachers with a view of the one-eighth mile running track with six lanes. The bleachers can be retracted for sports practice, providing areas for track, football or baseball practice and for ROTC drills and competition, marching band practice, and other shows. Beneath this arena will be located two basketball practice courts.

The athletic portion of the building will have coaching offices with windows overlooking the indoor athletic arena; locker space for 570, two handball and four double handball courts, a wrestling practice room, and facilities for training rooms, equipment storage and laundry.

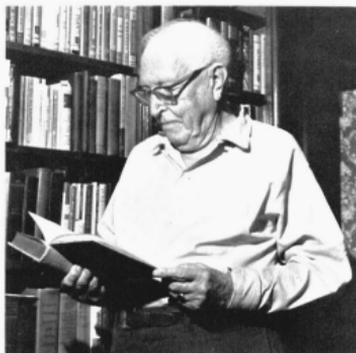
Until the auditorium is constructed, the 20,000 University students have only an auditorium seating approximately 2000. For any larger gathering indoors, it is necessary to convert Brewer Field House into a makeshift auditorium where a maximum of approximately 5000 can be accommodated. Moreover, the new building will provide a large public assembly area away from the heart of the campus without contributing to jammed campus conditions. □

New auditorium will be essentially two buildings under one roof. The four levels will permit a wide variety of activities.



By CLYDE DUNCAN

The Farmer in the Ozarks



Howard Doane, farmer, leaned on a fence post and looked over the prize-winning herd of Holstein cattle given the School of the Ozarks by the widow of W. Alton Jones, the former businessman friend of President Eisenhower.

Jim Claxton, the school's farm superintendent, listened attentively for any comments. Doane had been an expert in farm management long before Claxton was born, and the 84-year-old University of Missouri graduate was adding but another chapter to a long life of service in his relatively new association with the School of the Ozarks as a consultant.

Doane and his wife, Nancy, live on the campus in a beautiful residence built by them a year ago atop a hill overlooking Lake Taneycomo. The home ultimately will become property of the college. (Contributing to higher education is nothing new for the Doanes. A few years ago their famous Grassland's Farm near McCredie, Mo., was given to the University.)

As most Missourians know, the School of the Ozarks is located near Branson and is operated solely for students who cannot afford to go to college elsewhere. Here each student works for his board, room and tuition in one of the 22 campus industries. Now the school is an

accredited four-year college, but it was started in 1906 by the Presbyterian Church as a high school.

That was the same year that D. Howard Doane launched his brilliant career in farm management. But that is getting ahead of the story.

Born on a farm near Mexico, N. Y., Doane and his family made two moves in those early years, one to Omaha and later to Joplin.

In his youth when anyone asked him what professional career he wished to follow, he had a ready answer, "a farmer." He says today, "I have always been a farmer."

His association with the University goes back to the fall of 1904 when he enrolled in the College of Agriculture. Doane obtained his B. S. and M. S. degrees from the University in 1908 and 1909. Early in his academic life he had gotten to know Dr. W. J. Spillman, who was then in charge of the Office of Farm Management of the U. S. Department of Agriculture in Washington, D. C.

Agricultural surveys were being made then in various sections of America to determine the production potential, to find the weak spots, and seek solutions. Doane, although he had just finished his sophomore year, was tailor-made for such a study. Imbued with natural enthusiasm,



D. Howard Doane and his wife, Nancy.

he went to his dean, Dr. Henry Jackson Waters, to let him know he'd like to take part in such a study if Missouri was to be included.

Now, Doane had finished only two years of college. He was asking for a job that today would first be underscored with rigid requirements, including perhaps a Ph.D. Not so in those days of Waters and Doane. The main ingredients then for a youthful job-seeker were enthusiasm and a genuine love for the task.

"Howard," Dr. Waters said, as Doane recalls now, "you are asking for something big. Northeast Missouri is the area that needs much study, more than any other. I need not explain all that to you, but you'll find the answer before your summer's work is ended, if you get the job."

There is a bound volume in the Doane library titled: "First Farm Management Report by D. Howard Doane." It has in it a map with the route which he followed that summer with the dates marked by him in red ink. It is rated a little classic among the state's agricultural literature.

Starting from Centralia on June 10 and continuing through 16 counties until September 9, Doane studied the land and the people of northeast Missouri with a thoroughness that was to characterize his later work.

The young scholar was seeing a new section not with the eyes of a scientist entirely, nor completely that of a sociologist, nor a businessman exactly, but perhaps a combination of all of them with a bit of Mark Twain thrown in. And the author of Tom Sawyer, in whose area he was working that summer, would have smiled at one bit of honest reporting to be found in

Doane's serious report to Dr. Spillman. It had to do with hired hands. Wrote Doane: "As a rule, those employed are very unsatisfactory. They are not reliable and they require the use of horse and buggy two and three nights a week and as a consequence are tired, sleepy and worthless during the day."

Twain, had he read Doane's report, no doubt would have countered in defense of his area's hired hands that as part of their compensation they were entitled to engage in night-time romancing with horse and buggy.

At any rate Doane's first report to the government on agricultural conditions, as he saw them that summer of 1906, brought considerable credit to him in high places. It marked perhaps his first real stepping stone in his chosen field of farm management. It was to see him glorify record keeping, and to bring them in from the barn doors and put them inside neat, bound volumes for easy reference.

Four years later, in 1910, the University's Board of Curators named him professor and chairman of the Department of Farm Management. It was the first such department to be organized in the land-grant college system in America.

Those were the years before the passage of the Smith-Lever Act which created the federal-state extension service. Long before the passage of the Act, Doane was busy in his own Missouri vineyard. He appointed the first 16 county agents in the state before 1916, and is recognized as having gotten extension work started in the counties before it was officially organized under the terms of the 1914 legislation as we know it today.

In 1916 he left the University for farm loan work with a St. Louis bank. This was followed by extensive management of farm properties in southeast Missouri. It was while living in Poplar Bluff, and managing these properties, that he came to realize that many farm owners would make use of a management service if rightly approached.

His reasoning proved correct, and in 1919 there came into being what is now known as the Doane Agricultural Service, the first professional farm management organization in America. Doane some time ago ceased day-to-day

Retiring in 1966 as associate professor emeritus, Clyde Duncan served the University in the College of Agriculture. He also taught in Journalism and considers himself basically an agricultural journalist. His home is in Berryville, Ark., but Duncan now is with VISTA, working with the American Indian.





participation in this national organization headquartered in St. Louis. He remains chairman of its board, however, and keeps close contact with its 240 employees, many of them Missouri graduates. He was pleased when President Eisenhower went seeking an Under Secretary of Agriculture, and appointed True D. Morse, an outstanding alumnus of the Missouri College of Agriculture and then president of the Doane Agricultural Service.

Noteworthy in Doane's record of accomplishments is the fact that he was the man who started many things that have benefitted his first love – agriculture. He organized the Farm Bureau, and received from it in 1951 the distinguished and meritorious service award. To members of the Farm House Fraternity he is simply "Daddy Doane." It was he who conceived the idea of a farm club at the University, and he saw it grow into what is now the nation-wide Farm House Fraternity. In 1965 he received the fraternity's certificate of meritorious service.

That same year he received the University of Missouri Alumni Association's Citation of Service, an honor repeated 10 years later. In 1953 the University presented him the honorary

degree of Doctor of Laws, and in 1958 Monticello College gave him the Distinguished Service Award. A year earlier the Chamber of Commerce of the United States presented him a similar honor.

The American Agricultural Editors Association in 1963 chose Doane for its national award for distinguished service. Drury College bestowed upon him a Doctor of Laws degree in 1957, and Missouri 4-H members, with whom he has had a genuine "partnership" for many years as a trustee of the 4-H Foundation, gave him a citation for outstanding service in 1953.

The Farmers Club of St. Louis in 1951 presented him its unusual service award, and in 1958 the Pioneer Professional Farm Managers of America made him an honorary life member.

Doane often has been singled out for specific tasks. One of these was his appointment to the University's Board of Visitors by Governor Forrest Donnell. This task entailed not only visiting and studying the operations of the University of Missouri, but all other of the state's schools. During the summer of 1950 he served on a specially appointed Congressional subcommittee to determine if money appropriated by Congress was being spent effectively on agricultural research.

By now, of course, he had come far down the road from those days when he studied farm conditions and preached "Record Keeping" and mused on the "deportment" of farm hands in Northeast Missouri.

What kind of a man is Howard Doane? He is a composite. He knows the value of the sharpened pencil in keeping records, but he also knows that with that sharpened pencil a man—if he has it in him—can compose a sonata.

Doane is a religious man and his prayers have all of the beauty and symmetry of Gray's "Elegy." He's a Presbyterian, but he's not Calvinistic. He is a reed that bends with the storm.

One cannot write a formula that will fit him. He cannot be corralled and branded, because he wears no man's brand. He is a man with a pair of happy grey eyes. Edwin Markham described his kind best in that poem about Lincoln, ". . . a man to match the mountains and the sea." □



Ralph Morris

Era of the
EVER EAT

Every noon it was crowded to capacity. Students hardly had enough room to turn around.

The sound of the pinball machine competed with conversation of classes, the draft, World War II, or whether there was time for another 10-cent bottle of beer.

There was the din of the juke box playing "Three Little Fishes" or maybe "Star Dust" and "Deep Purple."

Mom sat behind the cash register visiting with customers and remembering where you were from and whom you were currently dating.

Ralph Morris was behind the horseshoe counter in one of the two rooms of the Ever Eat Cafe helping the student employees with the short orders.

The time was the late thirties and early forties.

The Ever Eat Cafe opened at six in the morning and usually did not close until one or two the next morning. Whether you were stopping in for a huge 5-cent mug of coffee between classes, a 30-cent plate lunch at noon, a 10-cent hamburger after a movie that cost 25-cents or for hours of just sitting playing cards and philosophizing, the Ever Eat was a second home to students – a place where you always felt welcome.

Two rooms were split down the middle, a beer parlor on one side and an eating place on the other. The appearance was modest. Bare marble slabs, 12 to 14 dark red booths, and a large picture of a tiger hung on the wall. Any atmosphere the Ever Eat had was due to the ownership and the customers who kept coming back.

The Ever Eat and the Morrisses were fixtures on campus from the thirties until the early sixties. "We were like a neighborhood place. We were their hangout, a meeting place where everyone knew everyone."

But small business means long hours. "It's hard for one man to make it. You do so much yourself." Ralph Morris names half a dozen other owners in Columbia who, like himself, have given up private ownership and now work for the University. Morris is food production supervisor for the Brady Student Commons. In 1962 he sold the Ever Eat and went to the Memorial

Student Union to supervise the Bengal Lair, later moving to the Commons when it opened.

Not only has Ralph Morris been acquainted with the restaurant business all his life but "My father and his father were in the restaurant business and my father's five brothers eventually were engaged in restaurant work. It's sort of a family tradition."

In 1909 Ralph's father left a Centralia restaurant, moved his family to Columbia and opened the Ever Eat Cafe on Ninth Street across from the old business school that is now the sociology building.

"We were in the middle of campus. Most of our customers were students from journalism, business and agriculture."

Ralph worked in the Ever Eat while going to high school and through three years of college at the University.

When his father died in 1938, Ralph and his mother took over the management.

"Ralph had a remarkable facility for remembering names and still does," Milton Gross, assistant dean and professor of journalism recalls. "People he met as students are friends for life."

Morris is a shy, quiet man with a warm heart. He loves being around students and he's interested in their problems as much as their day-to-day experiences.

In reminiscing about those years at the Ever Eat, he lights up most in talking about former students and those who come back to campus for a visit. "Unfortunately they usually come on a football week-end and at the hours that I'm most busy so I don't get to visit much."

It's quite common for students today to look up Morris and tell him "My mother and dad were here 20 years ago and they said for me to come in and say hello."

One Friday afternoon 34 years ago, soon after prohibition was repealed, the Ever Eat ran out of beer. "We sent for more, but what was delivered was 25 cases of hot beer. They just drank it anyway," he laughs.

In the late thirties pinball machines were brand new and the Ever Eat had one of the first ones in Columbia. "Some got their master's degree in pinball," Morris says, remembering the noise of the machine, hour after hour.



Morris didn't mind the juke box going all day and night. "It was like background music; you get used to it. And actually if someone asked you if it was on a minute ago, sometimes you didn't even remember.

"One time they played 'Rambling Wreck from Georgia Tech' continuously for 25 times."

During the thirties and forties few students had money. Most of them needed to work as there were no government funds and loans available. The Ever Eat employed as many as 20 to 25 students on various shifts. But there were still times when students didn't have enough even to make it through the week.

Ralph Morris and Mom, as everyone still calls her, were known for lending small sums of money to students. "We also used to sell meal tickets for \$4.50 that were worth \$5. We used to let students charge the meal ticket."

In the fifties the University took an increasing hand in servicing the students; the community could no longer handle the numbers.

"I was closer to the students in a small business. But the University wasn't so large. It seemed large to us when there was an enrollment of 5000."

Morris got to visit more often with students then. There were few cars on campus in the forties, and even if you had one, it was too far to drive to St. Louis or Kansas City for a weekend. "You'd stop in for a beer after a movie or going to the library, or have a hamburger if you could afford it," Gross recalls.

Today's society is more affluent. Not so many students have to work for their education. "We only employ a few students a semester at the Commons," Morris says. "They don't have the time."

Morris misses the hours sitting and talking with students in the Ever Eat, "Everyone had more time then. There was more getting to know each other."

He got to know their problems, all about their families and their dreams for the future. Much of that rapport now is gone but Morris tries to keep as close to the students as he can in his post at the Commons, and the University is as important to him as ever.

This is the 39th year that he has not missed a home football game. □

Ralph says . . .

"Have you tried our Breakfast of Eggs, Toast and Hot Coffee?"
Hamburgers, Chili
French Fries and Soups

RALPH'S
EVER EAT CAFE
Opposite B. & P. A. School

Commentary 1

Bus Entsminger's Column

Ollie Ferguson's interview on the University's new dimension elsewhere in this issue points up the need for another new concept in our thinking. How does the Alumni Association fit in? In other words, do we need some type of a four-campus program which can encompass the total program of the University? Now, let me hasten to add that no effort can, or should, be made to diminish the individual alumnus' tie to his particular campus. That would only weaken the present program and doom any expanded one.

What we do need, I think, is a new organization built on the top of present alumni associations. This federation would be made up of a University-wide board of volunteers which would be representative of each campus alumni association.

May of you will recall when each academic division had an alumni organization all its own; there were 11 separate organizations on the Columbia campus. Only when these organizations became associated together on a national board of directors did they achieve maximum effectiveness on behalf of the University.

This same principle can apply to a four-campus federation. Just as the campus associations now coordinate the activities of the individual divisional groups, the federation would coordinate the activities of the campus associations.

As your University moves into its new dimension, so should your Alumni Association. The University

will not remain on a plateau. In today's fast-changing world, we either move forward or slide behind the pack. There is no standing still. And I'm sure that all of us want progress for our University and its Alumni Association.

Your Association president, B. W. Robinson, has appointed an eight-member committee headed by Mark Swearingen of Monroe City to study the possibilities.

Famous Student Hangout Gives Way to Progress

The building on the southwest corner of Conley and Gentry Place — which once housed Gaebler's Black and Gold Restaurant — has been taken over by the University, probably for office use. A favorite haunt of students during the Depression and World War II days, the establishment has been known as the Italian Village and the Huddle in recent years. Also included in the transaction is a smaller eatery which became well known as the Trolley Car. Lately it has gone under the name, House of Abstract.

The Shack, however, lives on.

Letters to the Editor

The new look of the September *Alumnus* prompted several nice letters from the readers, and we're grateful for them. Space limitations prevent running all the messages, but here are a couple:

"Like some of my friends, I've

been waiting for quite awhile to see Missouri University join the second half of the 20th century.

"Believe me, the view a city-dwelling alumnus gets from University publications and other contacts isn't always reassuring.

What a pleasant surprise, therefore, to see your September issue. It's distinguished by interesting content and the format and make-up will rank you with the best. I know the magazine has won awards before, but now you've brought it to a point where this regular reader is willing to give it one."

Walter W. Reed, B.J. '49
Chicago

"I'm by nature a tradition-minded guy who hates change, fights progress, loves the status quo and longs for the good old days.

I had been less than enchanted with the changes in the *Alumnus* which, it seemed to me, were being made more for change's sake than for anything else — some compelling idea abroad today that everything has to change or we are getting no place.

However, this new *Alumnus* has sure had to make me change my mind and thinking! It is one of the slickest, skilled, professional productions I have seen in a long time. As one who works with publications (I put out our 36-page monthly magazine here at the Port) I can appreciate the truly excellent job this is — color, printing, make-up as well as story content. I think the idea of alternating this with a newspaper style publication is a good one — a real change, but one that really makes some sense."

Vaughn M. Bryant AB '38, BJ '38
Houston

Summary

Advisory Panel Calls for New College Finance Plan

One of President Johnson's advisory panels came up with a bold proposal for financing college educations which has caused considerable comment in educational circles.

This is what the panel recommends:

"Establishment of a bank, which might be called the Educational Opportunity Bank (ED OP Bank), as an agency of the federal government. In order to obtain funds, the bank should be authorized to borrow money at going government rates. It should be authorized to lend money to post-secondary students, regardless of the student's resources.

"A student should be able to borrow enough money to cover his tuition, costs, and subsistence at whatever college, university, or other postsecondary institution he is admitted to. The bank would recoup these loans through annual payments collected in conjunction with the borrower's future income tax.

"At the time a loan was granted, the borrower would pledge a percentage of his future income for a fixed number of years after graduation. The panel recommends that the number of years for repayment be 30, or perhaps 40, years. This period would be a fixed term for all borrowers. The percentage of income pledged would be proportional to the amount borrowed. Preliminary estimates are that the bank could be self-sustaining if it

charged borrowers 1 per cent of gross income over 30 years for each \$3000 borrowed."

Chancellor Outlines Opportunities, Duties

Chancellor John W. Schwada outlined the opportunities and told freshmen what the University expects of them at a convocation of new students on the Columbia campus.

Seventy per cent of them, he said, rank in the upper third of their high school graduating classes.

"Only one out of 10 of our entering freshmen fail to continue in the University for purely academic reasons, and most of these could have been successful if they had given consistent attention to their studies.

"I think I should make unmistakably clear the position of the University with respect to kinds of behavior which have received attention out of all proportion to the numbers of students involved.

"The illicit use of drugs, disruption of education programs, and violations of the rights of others cannot and will not be tolerated."

Women's Seminar Hears Mrs. Warren E. Hearnes

At a two-day seminar on social change and new directions in continuing education for women at Columbia, Mrs. Warren Hearnes, wife of the Missouri Governor and an alumna of the University, rejected the clichés about the chauffeuring mother and the home-ne-

glecting clubwoman. "They do not accurately portray the great majority of women and they do not accurately show the real nature of the modern woman's involvement in her world."

She cited the large number of women retraining to enter teaching, the leadership of women in formation of 52 local art councils in the state, and women's increased activities in politics as delegates and candidates.

Woman's fulfillment, she concluded, "lies in her going out to others, not turning in on herself."

Student Protest - 1940

In researching the *Showme*-campus humor story (page 20), we came across a cover photo of a peace parade. This one had nothing whatsoever to do with Vietnam, or even Korea. It was held on campus in 1940, prior to the United States entry in World War II.

For the young alumni, as well as the older ones with short memories, it's reproduced at right.

The question of war-or-peace was a pretty intense topic. Here are some comments from Missouri student leaders on the question, "Shall We Go To War?" in the June 1940 issue of *Showme*:

All I know is that I have very little desire to spend the next few years taking pot shots at some kids whom'd probably be buddies if I met them in the Shack instead of in a trench. My dad's medals are very pretty, but the machine-gun slugs rambling around his legs didn't help his golf game. Just between the two of us, I'm now working on a sensational invention which is guaranteed to give you flat feet in four minutes.

THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF MISSOURI AT COLUMBIA, 308 JESSE HALL, COLUMBIA, MO. 65201 RETURN REQUESTED

