

MISSOURI

1912

ALUMNUS

1987

Covering
Mizzou
tradition
and spirit
always
has been a
top *Alumnus*
priority.



75
Years
of Student
Watching

By CAROL HUNTER

Showing a knee was daring 75 years ago, when the first *Missouri Alumnus* rolled off the press. Decades later, students dared to bare all as they joined in the national rage, streaking.

Trends do change. But one thing remains the same. Without students, there would be no University, and certainly no *Missouri Alumnus*. So while the magazine covers all aspects of the University, stories about student life have special significance.

They're also a reliable measure of the times, assuming *Alumnus* reporters have taken to heart a reader's advice printed in the first issue: "In place of a pot of mush, each issue should resemble a popper full of popped corn . . . facts told in a light, snappy way. We are so used to having bridegrooms who would envy a mud fence in looks called handsome, that we lose our confidence in adjectives."

As *Missouri Alumnus* celebrates its 75th year as the official publication of the Mizzou Alumni Association, here's a look at student life over the years.



1912: Short tempers

In Vol. 1 No. 1, a student playwright recalls his ill-fated attempt in costume design. For the 1911 student musical, *Hundred Dollar Bill*, he suggested that actresses wear short dresses. "You would have thought I had asked them to do the Godiva act with their hair cut," he laments. The offended women skipped three rehearsals, then returned in skirts that skimmed their shoes.

1913: Goodnight, ladies

University women defeat a motion to make 10 instead of 10:30 the good-night hour for their callers.

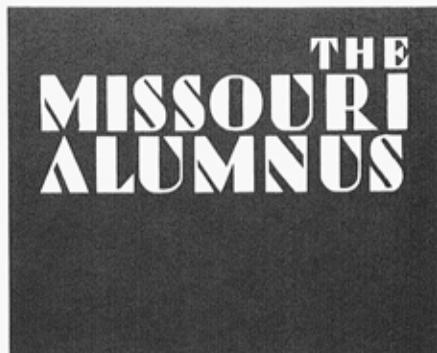


1917: Grade-dodging outlawed

The Board of Curators rules that students who

Missouri Alumnus flags, the first shown at left, evolved over the decades to reflect changing styles and tastes. Virtually all early covers featured the Columns. Group photos were popular cover selections during the 1930s and '40s.

enlist in World War I will get credit for the semester's work. However, "No chance will be given a student slacker to get credit by leaving classes in which he fears failure," says University President A. Ross Hill.



1920: We don't chew

Freshmen may not smoke or chew on Campus, or enter a pool hall before Thanksgiving.

1923: True confessions

Showme, a Campus humor magazine, prints "Confessions of a Coed." The coed in question, however, apparently flapped too far, according to an account of the scandal in the November 1967 issue. *Showme* immediately is banned from Campus; it later reappears in various forms until ceasing publication in 1963.



1923: Park it

President Stratton D. Brooks puts the brakes on Campus cars. He intones, "Experience shows that an unusually large proportion of students having automobiles fail to graduate. The gasoline product and the midnight oil do not mix."

1924: Rah-rah, not romance

The student council passes a resolution against dates at football games. The cheerleaders claim that a man with a date "will not make a noise."

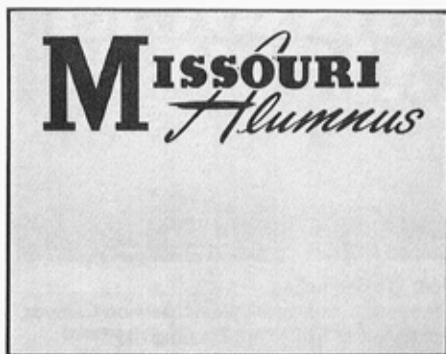
1930: Nourishing students

With low prices and generous credit terms, Campus eateries help students subsist during the lean '30s. The Ever Eat Cafe serves burgers for a dime, and the Shack sells nickel cheese sandwiches. For splurgers, Gaeblers Black and Gold Inn offers its most expensive filet mignon dinner, complete with soup, salad, drink and dessert, for 75 cents. *Alumnus* writers recall the legendary restaurants in nostalgic

articles published in November 1967, January-February 1973 and May-June 1981 issues.

1932: A little dab'll do ya

From the editor's column: "There is an increasing number of boys coming in to see us with highly seasoned and heavily greased hair. They sit here and slick it back with the right hand and comb it with the left and then insist on shaking hands when they leave. It's just too much."



1933: Buddy, can you spare a job?

"It is safe to assert that not more than 10 percent of the graduates will have jobs," the *Alumnus* states. Job-seekers are advised to work without pay, if necessary, in order to create a job for themselves.

1942: War can wait

Upon declaration of World War II, University President Frederick A. Middlebush cautions students to remain calm and concentrate their energies on getting an education.

1946: Housing crunch

A full 71 percent of the men enrolled in the University are World War II veterans under the GI bill. Because housing is scarce, four former Navy men bring their home with them—atop a truck. The dwelling is a remodeled gas station.

1948: Lay down the paddles

The Aggies paddle 10 people, including an unidentified professor, for walking on Campus grass. Injuries included a broken finger, lost teeth and a black eye. Agriculture Dean E.A. Trowbridge pleads for an end to the paddling custom.

1949: Bah humbug

Chanting, "We want Freddy," about 2,000 students demand a longer Christmas holiday. The mob storms the home of President Frederick A. Middlebush and burns a Christmas tree taken from Jesse Hall. Negative hours are assessed suspected participants.

1949: A call for equality

In a student referendum, 70 percent favor admitting black students to the University. Earlier court cases also sided with blacks seeking admission. The first black students enroll in 1950.

1952: Unmentionable news

The magazine gives only brief mention of a May 1952 panty raid that resulted in expulsion of 15 students. A more detailed account of the foray appears in the January-February 1972 issue: A crew-cut crowd of up to 4,000 invades women's housing at Mizzou and Stephens and Christian (now Co-

Demanding a longer Christmas break, 2,000 students stormed the University president's home in 1949. Many were assessed negative hours. In 1970, administrators locked Jesse Hall during a student protest against the Vietnam War.

lumbia) colleges. But the mood shifts from hilarity to hostility as the mob pillages sorority houses, smashing doors and other fixtures. "I hope they ship you all to Korea!" shouts one enraged housemother.



1955: Cars banned again

Deans vote to forbid the use of cars by freshmen under 21 and any undergraduate on scholastic probation. They cite a high correlation between bad grades and automobiles.

1958: Seeking PHT degrees

Wives of University students say they are working on their PHT: "putting hubby through" school. "They are undoubtedly spurred on by the ultimate goal: hubby earning his degree and obtaining a good-paying job so that the little woman, presumably, can 'take it easy' for awhile," the *Alumnus* observes.

1960: Profs make a video

Because of a teacher shortage, the University puts 11 courses on tape. "We know that students can't help but compare us with *Wagon Train* . . . but our only hope is to try to recondition them," asserts a professor.



1966: Do your own thing

Mizzou women answer a survey about their views on academic and social life. "Before college I considered all girls having premarital sexual relations as pretty bad, whereas now I think it's their own business," says one respondent.

1967: Gentle on my mind

On a day dubbed "Gentle Tuesday," 800 students gather at the Columns. The *Alumnus* borrows a report of the event from the *Maneater*: "Greeks and Beats held hands in a big rosie-round-a-ring with smiles full of posies and danced to the nylon ping of

Bras, slips and broom-wielding housemothers greeted panty raiders in the 1950s. On one occasion a crewcut crowd of 4,000 went in search of silk. Students of the 1970s shed under and outer garments to go streaking, a national fad.

the off-key guitars."

1969: No coat, no heels, no service

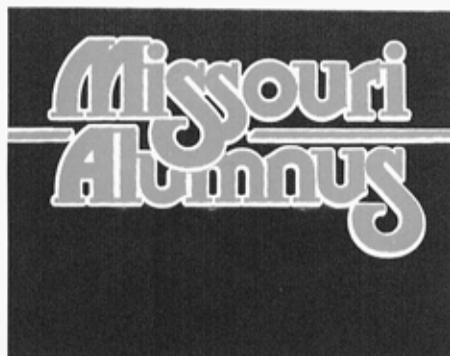
Sunday dress rules are abolished in residence halls. Under the old rules men were required to wear coats and ties, and women to wear heels and hose for Sunday dinner.

1970: Peaceful demonstrations

Several rallies of up to 3,000 students, protesting United States' involvement in Vietnam, occur without violence. However, the *Alumnus* relates, "There were some tense moments on the steps of Jesse Hall—which had been thoughtfully locked by the administration. But no one was shot, or otherwise injured."

1971: Pretty sincere

Two students try to develop a women's liberation group. The magazine describes them as "pretty girls with sincere and passionate feelings about their status as women."



1974: Streakers bare all

Streaking, the "nudest college fad," arrives on Campus. "The flashing flesh . . . reached epidemic proportions when 400 to 600 streakers sprinted single file through the Columns," reports an eyewitness *Alumnus* writer.

1978: What's the fuss about?

Occupants say Mizzou's first coeducational dormitory is no big deal. Men and woman occupy alternate floors at Hatch and Schurz halls.

1982: Antlers gore

The Antlers basketball cheering section "kidnaps" the younger brother of an Oklahoma player before a game at the Hearnes Center. They dangle the kid over the railing during the warmups shouting, "We have your brother!" Missouri won.

1986: Self-starters

Following in the tradition of Sam Walton, AB '40, founder of Wal-Mart Stores Inc., six student entrepreneurs go into business. They sell class notes, practice hypnotherapy and build loft beds.

1986: Interest in divestment

Fourteen Mizzou students are arrested after they build shanties on Francis Quadrangle to protest University investments in South African firms. The charges of trespassing and littering later are dropped.

1987: Having it all

According to a survey, freshmen's top goals are prestige, money and a family. The top reason for selecting Mizzou, chosen by 61 percent, is good academic reputation. □

Oct. 10 Homecoming tops fall activities

Laughter should abound at Mizzou's 76th Homecoming Oct. 4 through 10. The theme, "The Joke's on You KSU," centers on comedy. Included in the program are a student comedy-talent competition and a performance by comedian Steve Wright. The week will culminate Oct. 9 with the house-decorations competition and Oct. 10 with the parade at 8:30 a.m. and the football game at 1:30 p.m.

There's no joking about the Alumni Association's Alumni Scholars program. Since 1978, it has helped fund the education of 596 outstanding students through scholarships established by alumni chapters statewide. At the Sept. 13 Alumni Scholars luncheon in Memorial Union, 41 incoming students will be added to the list.

The Kansas City chapter is expecting more than 1,000 people at its annual fall picnic Aug. 29 at Benjamin Stables. Proceeds from the meal, raffle and auction will go into the chapter scholarship fund. Cost is \$12.50 a person for Association members, \$15 for non-members.

The Association will recognize outstanding volunteer leaders and alumni chapters at Leaders' Day Sept. 11.

On Sept. 18, the spotlight will be on selected Mizzou faculty and alumni as the Association honors them with its Distinguished Service, Distinguished Faculty and Faculty-Alumni awards.

The Association's national board of directors meets Oct. 9 in Columbia.

The class of 1962 will gather in Columbia Oct. 30 through Nov. 1 for its 25-year reunion and the Missouri-Nebraska football game. Included in the weekend will be a dinner/dance; Campus and city tours; a pep rally; and a pre-game buffet brunch.

All alumni are invited to attend brunches held at the Alumni Center before each of Mizzou's 1987 home football games. A buffet-style dinner will be served at 10:30 a.m. Cost is \$7.50 a person. Reservations should be made one week in advance.

A four-color alumni-event calendar, featuring 13 photos of the Mizzou Campus and activities, will be available from the Alumni Association in September. "Health, Wellness and the Quality of Life: The Maturing of America" will be explored at the seventh annual Alumni Seminar Weekend April 22-24 in Columbia.

For information about these and other events and services, contact Alumni Relations at (314) 882-6611 or write to 132 Alumni Center, Columbia, Mo. 65211.

—Paul Hoemann