

FOR DECADES some of the nation's best humor has come out of college campuses, and Mizzou students have always done their share for the cause. Now, as the *maneater* celebrates its 30th anniversary, a quintet of cartoonists has invaded the newspaper.

John Schuler, John Pruitt, Bob Berry, Barb Fajen and Todd Schowalter are the newest contributors to Mizzou's "cartooning" legacy, of which many talented people are a part.

Like their predecessors, the new cartoonists always find something to laugh at or laugh about, and, like their predecessors, they've stirred their share of controversy.

"I'm never trying to hurt anybody, but I think people are insecure if they can't laugh at themselves," says Schowalter, the creator of "Campus."

Schowalter was called a bigot after he did a strip about foreign T.A.s and inhumane after doing a strip about bag ladies. "It's ironic," says the 21-year-old, "because every Saturday you'll see me around Campus with my Hefty bag collecting cans so I can buy my dinner on Sunday. I guess you could say I'm a bag guy."

A theater major, he someday hopes to support himself through acting and through the funny pages.

One example of a Mizzou loony tooner who made it in "the real world" is John Beshears, BS Ed '74, who has been cartooning and illustrating for newspapers ever since his strip "Moonshadow" appeared in the



TODD SCHOWALTER

Todd Schowalter, 21, began his drawing career at age 2 when he took a tube of red lipstick to his mother's white couch. His only reward was a red bottom. "But soon I moved on to bigger and better things—like the walls," says the theater major.



maneater in 1973-74. Beshears is now a staff artist for the *Long Beach Press-Telegram*.

Another alumnus who made good is Bill Wilson, BFA '79, now a full-time illustrator for *The Sporting News*. Wilson created the maneater's "M.U. Omar," which ran from 1977-79, and like Beshears, he values his college-level experience. "With the maneater, you worked two nights a week, sometimes all night long. That's where I really learned to draw under pressure, and in the publishing industry that's a big plus."

Chuck Sperry, who drew maneater editorial cartoons from 1980-84, also recalls those Read Hall all-nighters. "You'd have rock 'n' roll blaring, people shouting and chasing each other around,"

says Sperry, now a free-lance illustrator for the *Columbia Daily Tribune*. "It was complete zaniness, and there I would be drawing in the middle of all this stuff flying around. But that's where I really learned to draw because it taught me how to concentrate. I could draw in the middle of a hurricane now."

Though he never had the opportunity to work for the maneater, Mort Walker, AB '48, is far and away Mizzou's biggest success story. The creator of "Beetle Bailey" is the only cartoonist in the world with six comics in daily syndication.

Walker sold his first cartoon at age

12 and during his high-school years in Kansas City he financed all his dates by selling cartoons, mostly to trade journals. At Mizzou, he continued his cartooning career as editor of the Campus humor magazine, *Showme*.

His first big break came in 1950 when King Features Syndicate accepted "Beetle Bailey" for syndication. Beetle started out as a college campus cutup rather than a soldier. The strip's early characters were patterned after Walker's Kappa Sigma fraternity brothers. When

REUBEN'S WILD KINGDOM BY JOHN PRUITT

WELL, WELL... WELL. NOW THAT I'M INTO THE M.U. FILES... IT'S TIME TO GET TO WORK....

FIRST... GIVE DOUG AN 'A' IN B-LAW, DANIEL ANDREW & JUDY AN 'A' IN CIVIL ENGINEERING 306. HMM... GIVE AMY AN 'A' IN 306. ROO... GIVE HIM A PH.D. HMM... GIVE RUTH A CLASS IN WRITING TWO-MINUTE INTRODUCTION SPEECHES

HMM... GIVE MARK AN 'A' IN CORP FIN. LET'S GIVE ERIC AN 'A' IN SHAKESPEARE AND A CONTRACT WITH EPIC... HMM... LET'S HAVE PAT WITH A FEW EXTRA POINTS IN GIVE AMY A FEW EXTRA POINTS IN ARCH... ARVIN. LET'S GIVE HIM A NEW POSITION... AND I GUESS I'LL MAKE EVERYONE IN ARCH IO... GIVE GAYLE AN 'A' IN MATH 10... HMM... WHAT ELSE? OH YEAH! RUSSEL... WE'LL JUST LET RUSSEL RUSSLE! (WHAT. UH. MY ASS!)

HMM... LET'S SEE... LET'S FIRE ALL THOSE NASTY CADETS! LET'S ABOLISH ALL OF THE OUTSTANDING STUDENT LOANS... AND LAST BUT NOT LEAST... BABS NEEDS A SUBSCRIPTION TO EAST RIDER!



C'MON, REUB! THIS IS THE BIG DAY! DIPLOMA TIME! WHAT'S TO WORRY? YOUR HAIR IS CUT, YOUR SHAVEN AFTER SEVEN LONG YEARS YOU'RE FINALLY THERE!!!

NOW LISTEN, JUST CALM DOWN. YOU'RE FINALLY GOING TO RECEIVE YOUR DIPLOMA. WHAT WAS IT AGAIN? THE DEPARTMENT OF OBSCURE BAR DRINKS AND PERPETUAL OBLIVIONS!

WHAT ELSE COULD GO WRONG? YOU'VE GOT ALL YOUR CREDITS! C'MON! CHILL OUT!

REUBEN? NO. NOT A SINGLE REUBEN ON THIS LIST! "COMPUTER MUST OF DELETED YOU. LOOKS LIKE YOU'RE SOL, BUDDY! HA! HA! NEXT! NEXT! HE HE HE!"

I HAVE YOUR ACCEPTANCE SPEECH RIGHT HERE!

ER... UM...

- MAFK AGR!

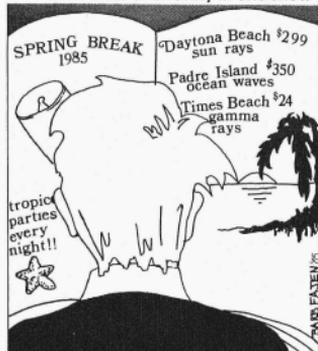


JOHN PRUITT



True to its name, "Reuben's Wild Kingdom" is filled with animals. "Animals lend themselves to different personalities and different types of people," says 21-year-old John Pruitt, a housing and interior design student. "Without drawing an ugly person or a beautiful person you can draw a funny animal and still get the same point across."

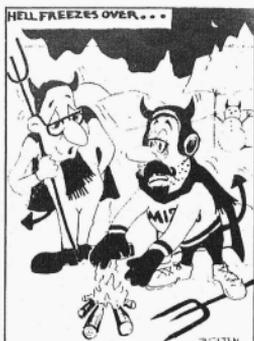
Barb Fajen is an art major who hopes to someday land a job as an illustrator for children's books. The 23-year-old enjoys the challenge of single-frame cartoons rather than strip material. "It's tough to make something both clear and funny in one shot."



BARB FAJEN

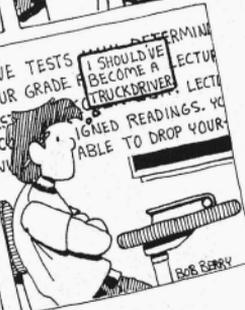
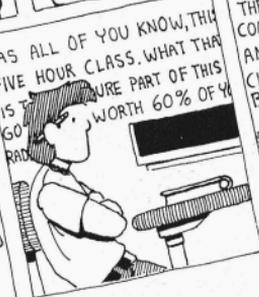
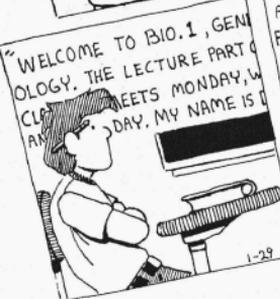
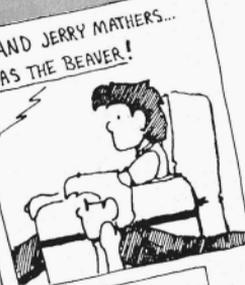


Craig Rasmussen photos, courtesy of the maceator



"I wonder if they cancelled school at OMC today."

MAKING THE GRADE BY BOB BERRY



BOB BERRY



In "Making the Grade," the mood and artwork are "Trudeauish," says 21-year-old English major Bob Berry. "But the strip is much less politicized than 'Doodlesbury.' I'm just trying to make people laugh . . . I don't want the Young Republicans burning down my house."

the Korean War heated up in the early 1950s, Walker decided to induct Beetle into the Army.

Being banned from one newspaper probably helped the strip's circulation more than anything else. *Stars and Stripes*, the military newspaper, disapproved of Beetle's laziness and lack of discipline and decided to remove the cartoon. The ensuing publicity skyrocketed Beetle's popularity.

Three decades later the strip now appears in more than 1,650 newspapers in 51 countries and is read by an estimated 200 million people. Only Peanuts and Blondie are more widespread.

"I've always felt that a good education and strong literary background

are important tools for a cartoonist," says Walker, now living in Stamford, Conn. He adds that strips based on social commentary or autobiographical material are the ones that have found recent success in world syndication.

"Knowing how to draw seems to be secondary these days because in a lot of the cartoons being syndicated the drawing looks very amateurish. Perhaps if it looks too good it doesn't look autobiographical enough."

Whether UMC's new generation will ever crack the elite world of syndi-

cation is hard to say. For now, they're having fun spoofing the world around them, just as the *maneater's* first cartoonist, Earl C.A. Thompson, *Arts '56*, did 30 years ago. Thompson also is a former editor of the now-defunct *Showme*.

"I feel," Thompson once said, "that we have the material on this campus to put out the best humor magazine in the nation." □



JOHN SCHULER



Cartooning is an addiction for art major John Schuler, 21, who even sells shirts featuring "Collegietown" characters. "To preserve your sanity you have to take what you do seriously without taking yourself seriously," he says. "Cartoons help keep me in the right frame of mind."