



From left, Dr. and Mrs. Alfred P. Solomon, Gary A. Steiner, and in foreground, Marc Kahn Solomon (left) and Lee Alean Solomon, Raymond Solomon's sons.

## Raymond Solomon Memorial Lectures Inaugurated

The first Raymond M. Solomon Memorial Lecture was given at the University's School of Journalism during the recent Journalism Week program. The lecture fund was established in honor of Raymond M.



Raymond Solomon

Solomon, B.J. '49, by his parents, Dr. and Mrs. Alfred P. Solomon, and his wife, Mrs. Gloria K. Solomon, of Chicago. Dr. Solomon is a Chicago psychiatrist. Mrs. Gloria Solomon is the former Gloria Kahn, who received an A.B. degree from the University in 1949. Her husband was fatally injured in an airplane accident in 1959. In commenting on his death, Harry Barnard paid tribute to Solomon in a column headlined "Hope of America: This Kind of Man," which appeared in the Chicago Daily News. Barnard wrote: "He was young, only 32. Yet already he was on his way toward making his mark in business.

"With all his dedication to business enterprise, he also had a strong social conscience. Because he prized a fair break for himself, he stood for that in others.

"It is the socially conscious American businessman, of whom Raymond Solomon was an emerging example, who will win the battle for survival of our system. Or the battle won't be won."

Dr. and Mrs. Solomon were on the campus during Journalism Week, and were in the audience when the

first Memorial Lecture was given by Dr. Gary A. Steiner, associate professor of psychology at the University of Chicago. The Solomons were accompanied to Columbia by their grandsons, Marc Kahn Solomon and Lee Alean Solomon, sons of Raymond Solomon; and by Mr. and Mrs. Harry Barnard.

Journalism Dean Earl F. English, in announcing the Memorial Lecture fund early in April, said that Raymond Solomon was an advertising student in the School and that the fund would be used to finance lectures in the area of advertising and mass communications.

Dean English said that the planned \$10,000 perpetual fund was established in a manner that would permit Raymond Solomon's friends, classmates, and members of the family to add to the fund through annual contributions or special gifts.

In speaking on "The People Look at Television and Other Mass Media," Dr. Steiner said there is a definite division of labor among the communications media. Basing his opinion on nationwide research on television and audience attitudes, Steiner said, "People do discriminate in selection of media for purposes. For example, newspapers are the most thorough, but radio is faster." Similar distinctions are made in the entire field, he said, with some differences created by educational levels. Results of his survey indicate that the more formal education a person has, the more he turns to printed material for information and to broadcasting for entertainment.