

Alumni Boost Missouri in East

By Edward W. Sowers
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NEW YORK—Missouri, traditionally the "Show-Me" State, sent out a 50-man task force during December, headed by Governor John M. Dalton, which penetrated New York City and Philadelphia, the expedition intending to create a new image of Missouri and to expand its economy and research facilities.

Governor Dalton's command, heavily laden with lieutenants recruited from the University of Missouri Alumni Association, succeeded in making contact with hundreds of industrialists, reversing the "show-me" technique to a "show you" strategy. Through their combined efforts, they pictured Missouri as an ideal location for expanding industries and research projects. In addition to this writer, the newspaper section included Lew Larkin, M.U. graduate and correspondent of the Kansas City Star.

Arriving in a chartered jet plane December 9, the group fanned out in teams of two, meeting with heads of industry, who were invited to establish branches or units of their complex operations in Missouri. The merits of such moves were explained and details were supplied from facts provided by the Missouri Industrial and Commerce Division, and by two deans from the University of Missouri.

The somewhat startled industrialists—they had never been approached before in such a manner—were first briefed by the Missouri governor at a luncheon for about 250 on December 10 at the Waldorf-Astoria hotel, and again the next day when some 125 gathered at the Sheraton in Philadelphia. Some of the business leaders were contacted by the visiting Missourians at the luncheons, others by the two-man teams on the sites of the various industries.

Governor Dalton urged the New Yorkers and Philadelphians to forget the traditional Missouri as the land of the obstreperous mule, rough corn-cob pipes and barefooted hillbillies. Instead, he said, think of the state in a new, realistic image featuring good schools and colleges, expanding industries (attracted by good labor and business climate, low corporate tax rates, cheap land sites, central location, clear spring-fed streams and blue lakes for recreation, and other ideal conditions).

Governor Dalton said he will soon announce a "crash program" for higher education, with research projects which will attract industry—such as has been the experience in recent years of California, North Carolina, and Massachusetts. He was backed up in this by Dr. Curtis L. Wilson, dean of the Missouri School of Mines and Metallurgy at Rolla, and Dr. Joseph Hogan, dean of the College of Engineering on the M.U. campus at Columbia. Dean Wilson spoke at the Waldorf luncheon; Dean Hogan spoke at the Sheraton in Philadelphia.

Both deans said much research is already under way (including nuclear engineering—taught with the use of a nuclear reactor fired up and producing atomic energy) and much, much more is planned. The deans and the governor said the plans call for "space technology" centers at Columbia and Rolla, and new, four-year branches of the University at St. Louis and Kansas City. This program is urged on the national level by both U.S. Senators from Missouri, Edward V. Long and Stuart Symington, and Congressman Richard H. Ichord, representing both University campuses in the House: Senator Symington is on the strategic Space and Armed Services commit-

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Missourians in New York—Eugene J. McNeely, C. Earl Schooley, George Easley, Governor John M. Dalton, Dean Curtis L. Wilson, Edward W. Sowers. Photo by Massie—Missouri Commerce.



Some indication of the profuse but colorful and tasteful decorations may be gained from this view of one of the tables; Mrs. John McMullan again was in charge of the decorating. Due to crowded conditions in Columbia at Homecoming, a number of the reunion guests had to take hotel rooms in Jefferson City, commuting to Columbia by special bus. It is understood that the Class of '28 is planning to have another get-together in 1967.

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tees. From the Missouri Legislature, Governor Dalton was backed up personally on the trip by Senator Al Spradling, president pro tem; Representative Thomas Graham, Speaker of the House; Republican State Committee Chairman James Kelly; Senator Jack Jones, chairman, Interim Committee for Industrial Development; and Representative R. J. "Bus" King, long-time legislative leader. The talk is for a one-cent increase in Missouri's sales tax, which would raise \$63,000,000 annually, to be used mostly to finance educational and research expansion. Missouri has learned that industrial expansion follows research.

It was my happy duty, as president of the National Alumni Association, to help alert the Missourians in the New York area (1,700 of them) to attend the Missouri Society's hospitality gathering at the Essex House, Central Park South, on December 10. About 300 attended and it was there (to swell the pride of the visiting Missourians) that it was learned that native Missourians, many of them graduates of the University, are leaders in industry. For example, Governor Dalton was presented a scroll by Missourian Eugene J. McNeely, B.S. in E.E. '22, president of American Telephone & Telegraph Company, while Missourian James Freeman, B.J. '32, a vice-president of the company, saw to it that pictures recorded the occasion. A. T. & T. also was represented by Earl Schooley, chief of the company's "Long Lines" world communications complex and president of the M.U. Class of '28. Another communications scientist, Dr. Mervin Kelly, former president of Bell Laboratories and a graduate of the University's engineering division at Rolla, would have been present except that he was busy (in retirement) serving the NASA space agency. His friend, George Easley, also a School of Mines and Metallurgy graduate and successful mining engineer and New York broker, was on hand. So was Fannie Hurst, the literary personality originally from Missouri. It all served to make the visiting Missourians proud to learn how well the "New York Missourians" are getting along in sophisticated New York City. Miller Moore, New York banker and president of the Missouri Society, and Hal Negbauer, New York realtor and N. Y. area alumni chapter president, presided at the Essex House gathering.

I squeezed in time to visit an old compatriot, H. D. Quigg, M.U. journalism graduate and former Boonville newsman, now a special assignments writer for United Press International.

Lester Cox, Springfield, Mo. industrialist, vice-chairman of the University's Board of Curators and chairman of the Missouri Industry and Commerce Division, and his division's director, Lawrence Schneider, and staff, arranged details of the "industrial impact tour." I am confident the entire operation will prove effective, and I am proud that so many Missouri alumni were enthusiastically involved.