



MARVIN McQUEEN

Any member of the University of Missouri School of Journalism class of 1936 could have told you that Marvin McQueen was one of the students in that group "most likely to succeed." President of "J" School, a scholarship winner who was working his way through college, he had all the ingredients for a fine future.

It might make for colorful poetic justice if McQueen now were scrabbling out a meager living, slaving for a less endowed classmate. However, college attainments contain more prophecy than poetry. McQueen is just what his classmates of '36 would have predicted—one of their most successful representatives, as vice-president and member of the board of directors of the D'Arcy Advertising Company in St. Louis.

McQueen probably would disagree modestly with much of the foregoing. Looking back, he doesn't think he was such a bright light and looking around—at his handsome executive suite—the most he can say for himself is, "I try to measure up as best I can."

His employes and fellow workers say a lot more. "If ever there was a person with humility, he is it," said one of them, "and yet he has great ambition for other people. He makes you do a job simply by making you want to reach one step further."

An anecdote about McQueen's first big promotion to executive ranks is perhaps a key to his personality. Five minutes after the promotion had been announced, his employes all received thank-you notes from him, telling them that it was because of their good work that he had been promoted.

As loyal to his alma mater as to his co-workers, McQueen has hired many alumni at D'Arcy and has worked as an adviser on the *Alumnus* magazine. He feels the "J" School is still the top ranking training ground whose reputation lured him all the way from Superior, Wisconsin.

"Mac"—as he is called by friends—knew early in life that he wanted to work in advertising. At 12, he was business manager of the student newspaper and yearbook of Central High School in Superior. On this job, he developed a questionnaire to determine the potential of the teen-age market.

His widowed mother took in boarders, he was the youngest of five children, and prospects for college weren't too bright. However, a faculty adviser helped him get a \$10-a-week job as advertising manager of the Canby (Minn.) Press, where he also wrote a column in his spare time. He saved his money and in the fall of 1932 headed for the University of Missouri.

He can still remember how he felt when he arrived at Columbia.

"I'd never been west of Canby or below Chicago," he recalls, "but I got on the Greyhound bus and headed south.

"I had heard about the famous Missouri columns and when I arrived the first thing I saw was the Boone County Courthouse columns and I assumed this must be the campus.

"Mostly I can remember how lonesome I was. Nobody in Columbia knew me and I didn't know anyone. I had rented a room sight unseen and didn't like it so I walked around town and happened to turn down Kuhlman court. There I found a nice looking house, where Albert Hohman, a Boone County agent, and his wife rented to only three students. I had a \$22-a-month room—it was like paying \$100 today—but these luxurious quarters helped me over the hump."

After a year he ran out of money and had to return home. For his sophomore year he attended Superior State Teachers College and worked at night as a reporter and rewrite man for the Superior news bureau of the Duluth (Minn.) News-Tribune. The following year, 1934, he came back to Missouri. The depression was really hitting bottom by then and McQueen still remembers the prevailing scale of living.

"We ate at Gaeb's (Gaebler's Black and Gold Inn on Conley) where you could get a porterhouse steak, two vegetables, dessert and a drink for a quarter. A better steak was 35 cents."

"Mac" still reminisces with amusement as to how he won a college letter. "So non-athletic, I couldn't earn a letter at anything but gin rummy," McQueen reacted with a noticeable lack of enthusiasm to the rule that men students take some form of athletics. A friend suggested that he try pistol shooting. He protested that he'd never shot a gun.

"Nothing to it," said the friend. "They hand you ten rounds of ammunition, you shoot it up and you're through for the day."

"Mac" went over and signed up. Each week he shot his ammunition. One week he hit the target.

"You know if you'd work at it," said his instructor, "you'd be pretty good."

From then on, he was hooked. He became captain of the pistol team, won medals and a letter. He also won the John W. Jewell scholarship, worked as a student grader and eked out financially. He was elected president of J School, beating out a man who is now a radio-television network president.

The boy who had come from Superior, Wis. had his eye on further travels when he received his B.J. degree. He hoped Dean Frank L. Martin might tap him for one of the coveted jobs on the Japan Advertiser. His older brother, Larry, vetoed that idea and got him a job at D'Arcy. They dangled the attraction of cross country travel, a one year training period, and \$125 a month. After three months of travel, the illness of another employe brought him back to the office to continue training.

When the year was up, he went to J. Ferd Oberwinder, then vice-president. Oberwinder occupied the office McQueen now has and he can remember how nervous he felt walking in that door.

"Stay around a while," Oberwinder told him. "You still haven't worked in all departments."

At the end of two years, he went back again.

Continued on page 19

morrow at Mt. Oread. So, while the evening was a gay one, it was restrained when compared with previous gatherings of this kind.

Coach Dan Devine introduced some somber notes into his remarks, but he did indicate that he felt, and the team felt, that Missouri was going to win.

Other speakers were Tom Eagleton, attorney general of Missouri; William E. Kemp, former mayor of Kansas City; Don Faurot, the University's athletic director; and Bus Entsminger, the University's director of development and alumni activities.

New officers of the Kansas City association are: F. Alan Roby, B.S. Ag. Eng. '49, president; Jack Senter, B. and P.A., Arts, '47, Ralph O. Taylor, Jr., B.S. in B.A. '40, and Elmer J. (Pete) Corpenny, B.J. '55, vice-presidents; William W. Chiles, B.S. in B.A. '57, secretary; and John Lyle Wells, Jr., A.B. '50, treasurer.

Bacon is Legion head

Charles L. Bacon, LL.B. '34, of Kansas City, has been installed as National Commander of the American Legion. He is the first Missourian elected to this post since it was organized in 1919 in St. Louis.

Bacon practiced law for thirteen years in Marshall, Mo. before going to Kansas City to join the Skelly Oil Company. Then, in 1956, he resigned as general counsel and joined one of Kansas City's leading law firms, Sebree, Shook, Hardy & Ottman. Edgar Shook, LL.B. '22, senior member of the law firm, describes Bacon "as a crackerjack all-around lawyer. Charlie doesn't mesmerize a jury but he has the ability to make a jury quickly come to believe in him and respect him."

After graduating with honors from Missouri Valley College, Charlie Bacon entered the University School of Law and became president of the student body here.

During World War II, he served in the Navy, attaining the rank of lieutenant commander. He married the former Helen Selvidge, A.M. '38. They have a son, Charles L. (Buddy) Bacon, Jr., 14, and a daughter, Mrs. Charles Rule of New York City.

Ironically, Bacon left the oil firm to cut down travel. Preceding his election as Legion commander by acclamation at the Denver convention, he put in two years of traveling through 48 states. As head of the Legion he will travel as much, and perhaps more.

Tulsa alumni meeting

Another successful alumni meeting was held in Tulsa, Oklahoma, on October 4, 1961.

The meeting which was held in the private dining room of Borden's Cafeteria on the beautiful Brooks Plaza in South Tulsa was attended by about 50 enthusiastic Tulsa Tigers.

The feature of the meeting was the Missouri football highlight film of the 1960 season which served to warm up the crowd for the chapter's annual foot-

ball trip scheduled for the following week. The film and the plans that were made must have done the job. All reports were that the trip on Oct. 14th to see the Tigers beat the Oklahoma State Cowboys at Stillwater was their best trip ever.

Other items on the agenda were a short report from the campus by Alumni Office staffer Jean Madden and the formulation of plans for a membership campaign to put Tulsa on top of the membership Honor Roll shown elsewhere in the magazine.

Shortly after this meeting, Tulsa Chapter Chairman Ken McKubbin was suddenly transferred to Chicago, and he let the mantle fall on the capable shoulders of Ed Kennedy.

MARVIN McQUEEN from page 7

"Look," Oberwinder said, this time with a touch of asperity. "I'll tell you when I want you to leave."

That was 23 years ago. He became a copy specialist, account executive, pioneer in television advertising, and, in 1954, vice-president. He now supervises almost all accounts handled by the St. Louis office. He not only advertises them but uses the products of clients. Active in the Advertising Club of St. Louis, he has been chairman of the St. Louis Council of the American Association of Advertising Agencies.

At D'Arcy, McQueen has managed to build up an employe library of 300 books on advertising, which co-workers facetiously call "The McQueen Memorial Library." He also has built up a D'Arcy "Farm Club" for graduates from the University of Missouri. At the present time, among D'Arcy employes are 30 men who attended the University of Missouri.

"I never hire anyone out of loyalty alone," McQueen says. "It doesn't hurt an applicant to be from the University of Missouri but he has to be a good man. Usually he is."

Proud of his Scotch ancestry, McQueen owns the plaid kilts, displays a shield of Scotland on his automobile and was happy to be elected to the Robert Burns Society. A hi-fi enthusiast, he has his home and patio wired for sound.

McQueen is married to the former Mary Louise Ordenez of Honduras. They have two children, Melissa, Kirkwood High School student who has appeared on father's Laclede Gas commercials on television and has dramatic aspirations, and Angus, a student at Country Day School.

Angus will enter college next year. Like any father, McQueen has told him about the good old days, the 25 cent steaks, the hard work, the hard times. He also told him of shooting angles for extra spending money, like the time he wrote his mother that he needed money for a saber for ROTC.

In a recent advice session he said to Angus, "Of course you understand that in college you'll have to live on your own money and learn to manage it. You can't send home for more."

"Sure, dad," Angus said, and added with a side-long glance, "unless I need a saber for ROTC."

"Sometimes," said McQueen glumly, "a man can tell his son too much."