



*This trio seems interested and amused. Maurice Kirk (left) of Higginville and Mr. and Mrs. Robert Crawford of Nevada are pictured at the Student Union just before the luncheon for alumni leaders.*

## Alumni leaders launch new year

A new school year means a new series of alumni meetings, and the inaugural session held on the campus September 20 gave much promise from the standpoint of attendance and enthusiasm. The occasion was the annual Alumni Leaders luncheon meeting, which brought representatives from numerous alumni organizations in Missouri and several from out of state. The luncheon attendance was 116. The board of directors meeting which preceded it was also well attended.

President Elmer Ellis was host at the luncheon session to which the alumni leaders had been invited. In a brief talk, he thanked the alumni for their support of the University and its program. While commending them for their part in the growth and improvement of the University, he reminded them that the task is not finished.

President Ellis said that although the financial position of the University had been bettered through appropriations voted by the Missouri General Assembly, other states had also done well by their educational institutions. Thus Missouri had failed to improve its position in per capita expenditure on education, still ranking 43rd in the nation while ranking 18th in per capita income.

John Morris of Jefferson City, Mo., president of the University of Missouri Alumni Association, reviewed the functions of the various association committees working in the University's interests.

"Everyone of us is here because he has accepted a position of leadership," Morris said. "We must be willing to devote some time to the tasks before us to enjoy the satisfaction and honor which will be ours as the University, under the capable direction of Pres-

ident Ellis, takes its rightful place of leadership in the nation."

Morris said increased membership is the basis of the entire operation of the Alumni Association, and added:

"The board of directors recommends an aggressive membership program to our membership committee, headed by Allen Fischer. We hope to obtain an increase of 2,000 members by June of 1959. You may expect to be asked to contact a few friends in your county, and our committee will tell you how to go about it."

The association president, in a discussion of the financing of education, said only 42 per cent of operating money for the University comes from state appropriations. He contrasted the expense of providing an education for an individual with his increased lifetime earning power—indicated in surveys to be \$100,000—which his bachelor's degree gives him.

"Our organization has a program to enable the grateful alumnus to partially make repayment and express his gratitude to the University, a particular division, or to his special area of interest," he said. "This is the Alumni Achievement Fund Committee headed by Cullen Coil. In three years, our Achievement Fund has grown tremendously. The board recommends to this committee that a goal of 3,000 participants be set for the next fund year."

Bus Entsminger, secretary of the Alumni Association, told the luncheon group that the Achievement Fund has awarded thirty sophomore scholarships in each of the last two years, has aided in the launching of the University of Missouri Press, and has provided special educational equipment for several di-

visions of the University. He also reported that more than 60,000 alumni addresses are on file, but urged that changes in locations be reported by alumni to keep the lists accurate.

County chairmen, club presidents, board members and University Curators were invited to the President's Luncheon. Alumni representatives from Indiana, Michigan and Texas were among those present.

## Jefferson City meeting

An even larger turnout of Missouri alumni showed up for the outdoor meeting of the Cole County Alumni Club on September 29. Attendance reached 146 for the barbecued chicken dinner meeting held at the pavilion of Riverside Park in Jefferson City.

Success of this affair goes in large part to the committee which put a lot of work and planning into it. Making up the group were Henry Andrae, retiring president of the club; John Morris, Miss Virginia Henwood, Mrs. C. W. Meinershagen, and Allen Fischer.

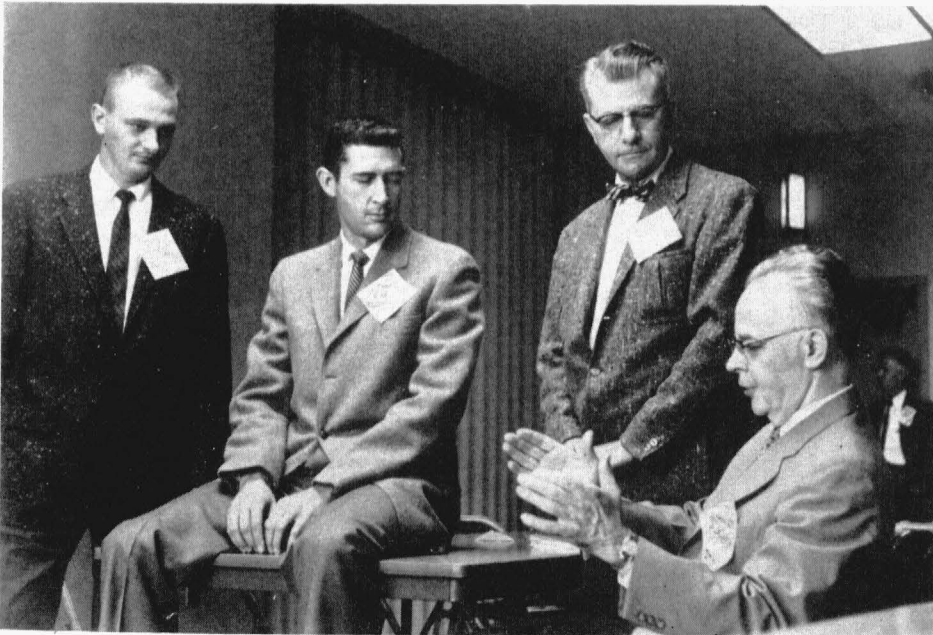
Henry Andrae presided over the festivities.

President Elmer Ellis was the principal speaker. In reviewing the gains made by the University, he also made it clear that there are problems in "holding your own."

A light touch was added to the program by the remarks of Timothy Hays, the squire of Whoop Up, Mo., whose message remained somewhat obscure.

Two new officers were elected. Allen Fischer became president and Mrs. C. W. Meinershagen secretary-treasurer of the Cole County organization.

Lee Battaglia photos



*James Seaton of Corpus Christi, Tex., John Morris of Jefferson City, Hugh Teeters of Indianapolis, and President Elmer Ellis at gathering of alumni leaders.*