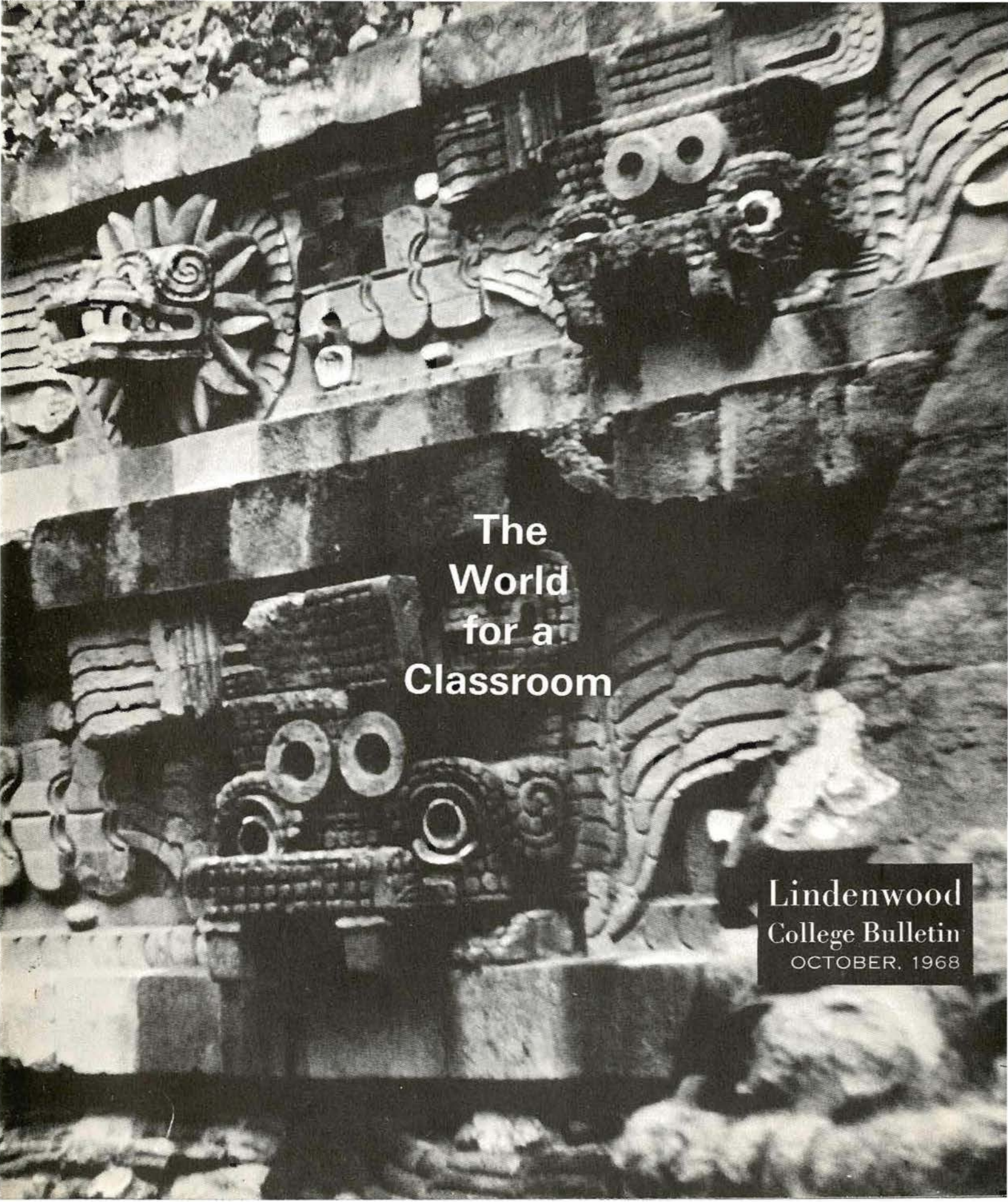

The World for a Classroom

Lindenwood
College Bulletin
OCTOBER, 1968

The Leaning Tower of Pisa forms a backdrop for Valerie Campbell, Mamaroneck, N. Y., and Jan Buckingham, Long Beach, Cal. They were among the 30 Lindenwood students who studied Renaissance Art and Literature in Florence, Italy, during the four-week January term.

THE COVER:

Lindenwood art students in Mexico experienced both the FACTS and FEEL of the great facade of the Temple of Quetzalcoatl, ancient monument which existed before the time of Christ.

Lindenwood College Bulletin

Editor Don E. Wines

Alumnae Executive Secretary
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Term expires 1969
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Dyke *Steinbeck* Barton '29

Member of the American Alumni Council

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VOLUME 142 No. 1

OFF-CAMPUS STUDY

A Broad New Horizon for Today's Student

A greatly expanded opportunity for off-campus study in foreign countries will be offered to Lindenwood students during the January 1969 interim term. Plans are being made for 16 courses in nine subjects to be conducted in France, Italy, England, Austria, Sweden, Ireland, Mexico, Guatemala and Jamaica.

The solid success of the foreign study program conducted last January and the desire to involve more students prompted the administration to increase the number of courses as well as to broaden the appeal of the offerings.

Foreign study courses in Italy, England and Mexico were offered last January in the first interim term under the College's new 4-1-4 academic calendar. Enthusiastic response of the 65 students who participated reaffirmed the administration's confidence in the value of this phase of the 4-1-4 program.

Inclusion of courses offered in cooperation with other 4-1-4 colleges will further increase the scope of foreign study opportunities available to Lindenwood students in the forthcoming January term. The College is also embarking on a Caribbean Area Studies Program in cooperation with Inter-American University in Puerto Rico. Lindenwood students participating in this program will have 15 courses to select from in six academic areas of Caribbean and Latin American study.

Augmenting the relevance of Lindenwood's off-campus program are a number of study opportunities which make use of excellent resources within the United States. Two courses conducted last January, the study of American drama in New York and a survey of modern methods of communication in Washington, D. C., illustrate the nature of this area which is kept flexible to take advantage of timely opportunities in subjects of current concern and importance.

Projected off-campus courses for the current academic year are listed on the back cover of this issue.

Capturing and Captured by...

ART IN MEXICO

WE STOOD at the extreme end of a long, broad avenue, misnamed "Way of the Dead" by the Aztecs who had mistakenly identified the mounds flanking it as tombs, and we gazed the entire length of this great highway for a mile or more, from the Temple of Quetzalcoatl on our right, past the enormous Pyramid of the Sun near the center, to the newly restored Moon Pyramid at the roadway's opposite end.

Teotihuacan (The Peace of the Gods) was the name given to this city many centuries before the Aztecs knew it, and to us the name seemed fitted to the god-like scale and colossal architectural concept of the complex of pyramids and plazas that stretched before us.

We were seeing Teotihuacan that morning as no Aztec had ever beheld it, for this city had flourished and lay in ruins long before the Aztecs came to central Mexico. Now, after more than a half century of excavation and restoration, it stood proud and magnificent again in the dazzling sun.

Who had built this marvelous city on such a monumental scale, and why? Who were the Teotihuacan.....

By John H. Wehmer, Assistant Professor of Art

people?..... What form had life taken in this place? Our group of 18 Lindenwood students had come here knowing some of the answers to these questions, but new answers and many more questions lay locked in the stones of the city we were about to explore.

As art students, we had come armed with all the latest theories and facts, fresh from the prerequisite course in Pre-Columbian Art. But we had learned that the facts of Mexican archeology are sometimes unreliable and often completely inaccurate. The founding of Teotihuacan had, for example, recently been recalculated by means of carbon 14 testing to have existed before the time of Christ rather than in 500 A.D. as was believed by most scholars a decade ago. We understood that the facts could change from week to week in this relatively young and growing field of study. But this realization in no way disturbed us, for we had come to Mexico not so much for the *facts* as for the *feel* of Mexican art.

Our endeavors were not restricted solely to the study of art history. Nearly half of the students in the group were primarily interested in the creation of their own art and they had taken advantage of our first days in Mexico to draw and paint in the roof-top studio of our hotel in San Miguel de Allende or in the streets of that quaint town where the stream of life was more vivid. Rich in colonial and contemporary art, San Miguel teemed with artists and craftsmen, art schools, tinshops, silversmiths, weavers and woodcarvers. We had felt the vital presence of art in the daily life of San Miguel.

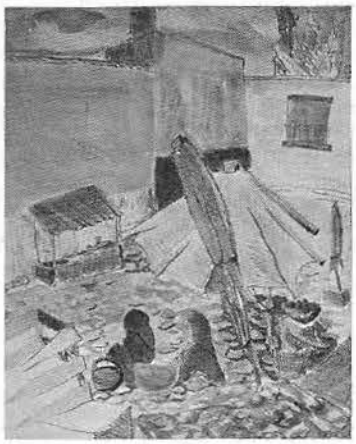
And now, a new phase of our experience had begun at Teotihuacan as we began to experience the *feel* of ancient Mexican art in its original environment. As we made our way along The Way of the Dead, all our imagined concepts of the city's environment, suggested from our study of pictures and descriptions, faded in the overwhelming realization of Teotihuacan as an individual, personal experience for each of us.

Suddenly the *facts* and the *feel* worked together to produce a vision of this place as it might have been – each high pyramid topped by a now vanished golden temple, the great plazas filled with costumed priests and awe-struck spectators, the sickening-sweet smell of copal incense

Pen & ink by Joan Tomschin

Bell Tower — etching by Diana Wentink

Pen & ink & watercolor sketch of Remedios by Kathleen Gaffney



The market at San Miguel de Allende by Edie Rogers - watercolor and crayon

hanging heavy at the place of sacrifice, the drama of the solemn ceremonials which gave this place its raison d'etre.

If this experience of the whole city revealed exciting new visions for us, the examination of its parts was to furnish even deeper insights into the life of these vanished people. Without question the painting and sculpture found there are among the world's most outstanding.

Aware of the opportunity that was ours, we stood before the great facade of The Temple of Quezalcoatl with its innumerable stone heads of the feathered serpent alternating with stylizations of the jaguar god. These huge images of nature – these gods so fearsome and truculent retained such immense strength and power even after 2,000 years that they seemed threatening to our very person. The loveless and demonic quality of this massive work of art was graphically revealed to us as it was meant to do in antiquity. To have designed such a powerful group in so perfect an architectural setting attests to the developed skills and fervent belief in these monsters as gods by the artists who made them.

How magnificent, these sculptures here in their original setting, the afternoon sun creating deep shadows, heightening their menacing presence! Not even the stunning collections at the dramatically lighted Museum of Anthropology in Mexico City could compare!

The exciting revelations of Teotihuacan continued for us through the afternoon. We explored underground chambers where archeologists have uncovered earlier

Pen & ink — Joan Tomschin

The Parroquia or parochial cathedral of San Miguel de Allende

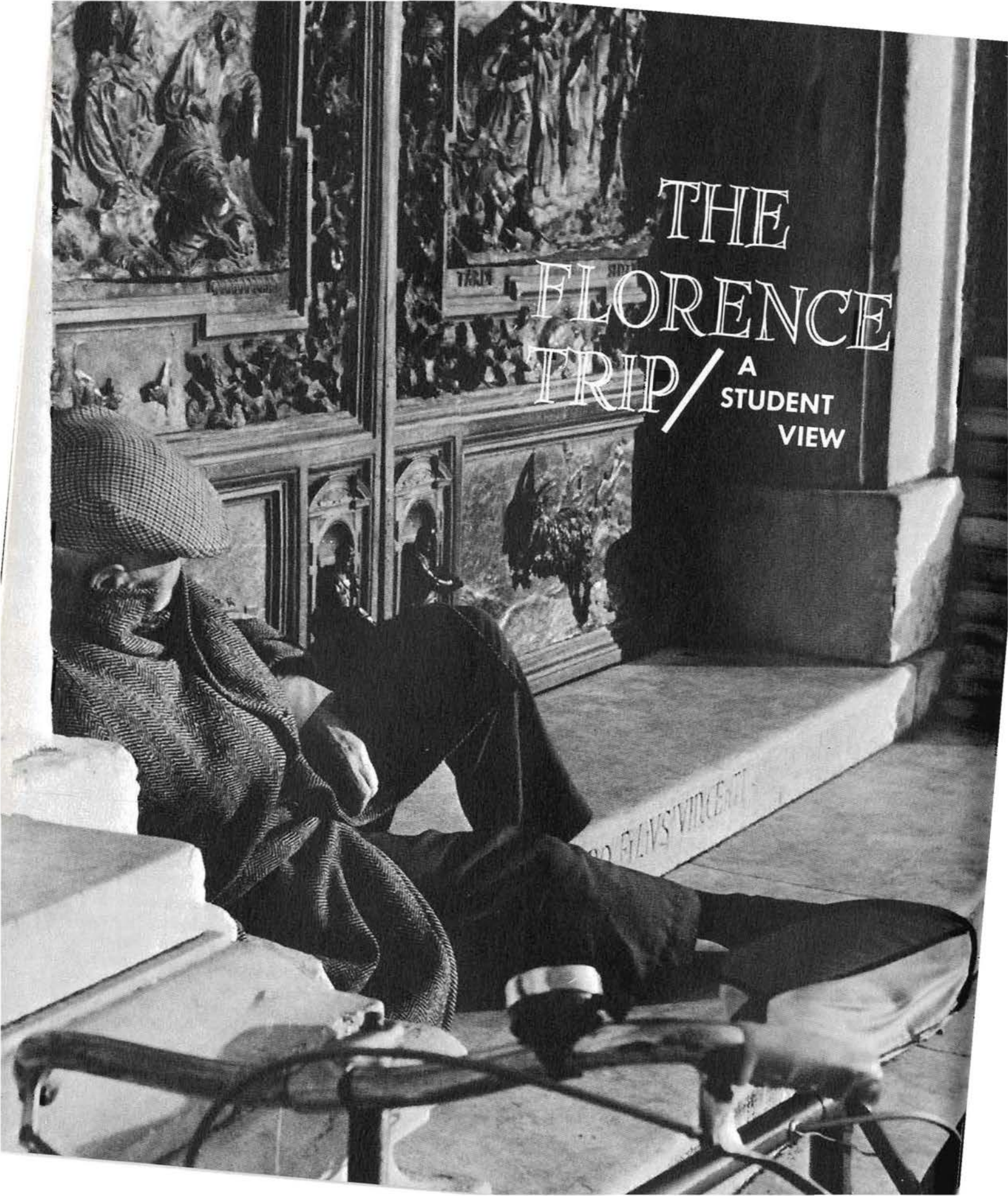
Pen & ink by Joan Tomschin

pyramidal structures over which the later buildings had been erected; we climbed the Pyramid of the Sun to experience the staggering monumentality of that man-made mountain; we examined frescoed murals still vivid in color and design after 2,000 years of exposure and burial. And still, in the midst of all these treasures lay mounds that were unexcavated, waiting to give up their hidden glories of the vanished past.

As we fell exhausted into the bus and headed for our hotel in Mexico City, I asked myself rhetorically: "Had I misjudged the importance of that glorious day at Teotihuacan? Had the group shared my feeling of fulfillment in having felt this great art after months of classroom preparation?"

I pondered my conclusion and hoped it would be shared by the students – that the Way of the Dead had actually been for us the way to a fuller meaning of life – the life of that ancient city which still lives in its art and the meaning of our lives.

It became obvious as we returned to the hotel that the experience had indeed impressed our group and that my evaluation had been correct. The enthusiasm and excitement generated among the students was of such intensity that all my doubts vanished.



THE FLORENCE TRIP/ A STUDENT VIEW

Report by Pat Penkoske

Patricia Penkoske, a Lindenwood senior, St. Charles, Mo., records her impressions of the foreign study course in Florence, Italy.

IT WAS GREAT to be able to sort of "pass through time" as we traveled from Ravenna to Padua, Florence and Rome and could trace the changing philosophy from the sixth to the seventeenth century. For the first time we could experience an entire building in its environment instead of trying to get an impression from slides or plates of details.

In Ravenna, the dominant communication was of a spirituality implicit in the allegorical mosaics of St. Apollinaire in Classe, San Vitale, and the Mausoleum of Galla Placida. In Padua, we saw the Byzantine forms used in Ravenna translated by Giotto to make a humanistic statement of man's relationship to the divine. In Florence, where this humanist philosophy was further developed and culminated, we could for the first time experience the Renaissance as a totality. Previously, I had unconsciously subdivided the Renaissance into categories of art, literature and history, but after seeing the palatial rooms of the Palazzo Vecchio with walls and ceilings covered with the mythological creatures so loved by Renaissance writers, and realizing that the Medicis actually occupied these rooms and Savonarola was imprisoned in the same building, these categories seemed unreal and divorced from the truth of the situation.

Tiny villas barely discernible in the hazy background of a Masaccio painting could be seen this time while standing in Piazza Michelangelo and having the actual atmosphere and not atmospheric perspective blur the distant hill town of Fiesole.

Giotto's landscapes had always seemed rather stark and stylized but in many sections, naturally stylized cyprus trees were the only objects in sight. There are so many other things I could possibly talk about—the overpowering ostentatiousness of St. Peter's, the harmonious merging of many styles and traditions at San Marco in Venice, the coherence of the Baptistry Cathedral and

Bell tower complex at Pisa—or hill towns such as Assisi, Perugia or Verona. Each of these places was fascinating in a different way and contributed to a thoroughly wonderful learning experience.

Many things did happen that were definitely not of an academic nature, but I can honestly say that this interim term opened up more opportunities for a learning experience than the restricted environment of a classroom would ever hope to. In addition to sharing ideas at the seminars we had every Monday, Wednesday and Friday, each day from after breakfast until dinner offered the exciting and spontaneous confrontation with several centuries of the greatest masterpieces of art.

Molly Hozen examining
The Thorn Puller in Uffizi Gallery

Left to right: Jan Buckingham, and Valerie Campbell,

An "Ugly American" In Brazil

Lindenwood Alumna works hard to improve America's image in South America.

ABOUT THE AUTHOR

Diane Stanley was born in Guatemala and lived there until she was fifteen. She graduated from North Des Moines High School and attended Lindenwood from 1955-57. After graduation from the University of Missouri School of Journalism in 1959, she spent a year in Chile on a Fulbright scholarship. She subsequently worked for two years in New York as a researcher in the Latin American section of **Time Magazine**, joining the U.S. Information Agency in 1962 as a television writer. She was working at the Voice of America in 1966 when she joined the USIA's Foreign Service and was assigned as press officer to the U.S. Embassy in Rio de Janeiro. One of the USIA's few women press officers, Miss Stanley will complete her three-year Brazil tour of duty in 1969.

During the six years I have been with the U. S. Information Agency my colleagues and I have heard so much about the Central Intelligence Agency that we now simply refer to it as "the other Agency." For certainly there is no dearth of books and articles about the activities of what one writer has called "the invisible government." All of this may be very well, but I suggest that at least as much attention should be given to "another agency"—one whose chief objective is to explain and gain support for the U. S., its policies and way of life. Yet the vast majority of Americans has no idea what their government is saying about the U. S. abroad.

It should be explained, however, that this is partly due to a strict Congressional prohibition on the dissemination of any of USIA's material (whether press, radio, television or motion pictures) within the United States. The idea behind such legislation is that Congress does not want the U. S. government propagandizing its own people. For example, USIA's film "Years of Lightning, Days of Drums," which covered major accomplishments of President Kennedy's administration and his funeral, required an act of Congress to be shown in the United States.

It would be presumptuous for me to try to describe all of USIA's many activities around the world, nor would it be possible to do so within the scope of this article. However, as press officer at the U. S. Embassy in Rio de Janeiro for the past two years, I can provide an idea of what kinds of press activities USIS* carries out in Brazil, as well as an indication of some of the major problems we face in the propaganda field here.

As press officer I oversee a staff of twenty-three Brazilians – everything from reporters and photographers to mimeograph operators. Our job is to issue to the Rio press two daily press packets. (Our releases are also pouched to eight USIS branch posts throughout Brazil.) In these packets are photographs, feature stories and timely news items taken from the teletype service transmitted each day from USIA in Washington.

Of course most U. S. newspapers publish only that material provided by the wire services or written by journalists on staff. However in Latin America it is common practice for newspapers to publish paid news stories (with no attribution) or simply print – free of charge – stories that are sent to the newspapers. It is in this latter category that USIS material falls.

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* Abroad, "USIA" becomes the "U. S. Information Service," since we operate as a service of the Washington-based Agency.

When our daily press packet hits the editor's desk, he is free to throw it in the wastepaper basket, file it for future use or publish it the next day. Fortunately, our material is usually of such interest that much of it is published, often, however, without attribution to USIS. But our concern is simply to have the stories published and, in fact, it is often to USIS's advantage not to have the material attributed.

To understand what kind of material is used and how it is presented, it is necessary to know what USIS's objectives are throughout the world and, specifically, in Latin America. They fall into at least three broad categories: support of U. S. policies and "the American way of life"; anti-Communist material and, in Latin America, support for the Alliance for Progress.

The first objective is obviously the largest and also the most difficult to define. U. S. government policies, both at home and abroad, cover a vast area. Similarly, support for "the American way of life" includes subjects as varied as our democratic system of government to new advances in space and developments in the arts. Anti-Communist material – not nearly as hard-hitting as during the Cold War – involves such things as Soviet repression of intellectuals and economic difficulties in Cuba. The third objective, the Alliance for Progress, entails not only publicizing U. S. financial assistance to Latin America, but also encouraging self-help and the numerous social and economic changes the U. S. would like to see take place in this hemisphere.

In the briefest possible way, then, this describes USIA's objectives in Latin America. In addition, each USIS post has its own country objectives which generally follow the broad, world-wide guidelines laid down by the Agency in Washington.

Treatment of these objectives is handled in at least four ways. First, there is our teletype material – short, timely articles filed by USIA's International Press Service (IPS) staff and its correspondents around the world. Since USIA is prohibited from competing with the wire services, stories are treated somewhat differently from the way UPI or the AP might cover a story.

Thus IPS reports many stories the wire services are not interested in. Cornerstone-laying ceremonies for the

The chancellery of the U. S. Embassy in Rio de Janeiro, the world's third largest U. S. mission, is the nerve center for the 1,000 official Americans assigned throughout Brazil. The U. S. Information Service complement of 57 Foreign Service officers, stationed in cities stretching from the Uruguayan border to the Amazon, is one of the largest missions USIS maintains in any one country.

new Brazilian embassy in Washington may be of little concern to the wire services, but IPS will file a story because it knows readers in Brazil may be interested. In addition, IPS covers stories it knows the wire services are filing on, but which will receive somewhat different treatment when reported by USIA. UPI may lead its story on the Paris peace talks quoting a propagandistic blast from one of the North Vietnamese delegates; the IPS story from Paris for the same day will probably lead with a less sensational angle and, instead, perhaps stress what a member of the U. S. delegation may have said.

USIS press material is divided into at least three other categories. Most influential are the "by-line articles," many of them written by top figures in our government. In addition, IPS has its own distinguished writers who are unknown in the U. S., but widely recognized here. These writers produce the "think pieces," the commentaries on international events that explain and put into perspective the U.S. position on any number of issues.

The third type of material we make available to the press are unsigned feature stories. These usually fall under the "support for the American way of life" objective and cover the most diverse subjects: urban renewal in Boston, educational television in New York, a new kind of weed killer being used by U. S. farmers or an all-Negro theater group making its successful debut on Broadway. These stories are usually illustrated with photographs and, as might be expected, receive wide placement in the press here.

Finally, there is the material we originate: a story with photograph on the signing of a new Alliance for Progress loan, an article on a U. S. Navy aircraft carrier that will be visiting Rio for three days or (and this much less frequently) an Embassy statement setting the facts straight on the bombing of a USIS library in Sao Paulo or a brief, but forthright clarification denying the U. S. government in Brazil is involved in birth control programs, as a recent press campaign here attempted to imply.

The question that naturally follows from this quick run-down of USIS press activities in Brazil is, of course, how effective are our efforts? But, unfortunately, there is no real way of knowing. As the late Edward R. Murrow, a former director of USIA, used to say, "No cash register rings, no light flashes, no perceptible sign shows when a man changes his thinking about some particular aspect of the U. S., its people, policies and way of life." Having been "in the field" for the past two years, I am made aware daily of this fact. If a USIS article is published, who reads it? And if João Silva reads it, does it change his mind?

My own impression is that we are not changing many minds here on three basic issues. The fact that we are not, however, is not a criticism of USIS, but simply a recognition of the enormously complicated problems the U.S. government and its people face in these areas. If USIS has not been particularly successful in this regard, I believe it is a result of the American people's own difficulties and uncertainties in grappling with these problems.

The first issue — and perhaps the one most Americans have the least to say about — is the trite but always inflammatory cry of "Yankee imperialism." The reasons for this ever-popular rallying cry are both historical (and in many cases, no longer valid) and current: dislike and fear of our economic might, disagreement with U. S. government policies in Latin America and elsewhere and simply envy of our power and the "good life" many Americans enjoy. The Alliance for Progress has helped convince many Latin Americans that we genuinely want to see others enjoy, insofar as is possible, the fruits and benefits of twentieth century technology. And perhaps in time, as the countries of this hemisphere become more fully developed, the charge that we are an imperialist nation will eventually be forgotten.

An integral part of the criticism of U. S. policies in Latin America are our policies elsewhere — namely in Vietnam. And this is the second big issue we confront here. In the two years I have been in Brazil, USIS has distributed literally hundreds of items on Vietnam. Yet the issue is as unpopular as it ever was. To most Brazilians our presence in that war-torn country is simply the most virulent current example of our innate imperialism, and no amount of explaining we are there to protect the rights of a free and independent Vietnam and to prevent Communism from taking over in Southeast Asia will convince Brazilians otherwise.

Of course, with the American people themselves so divided on the Vietnam war (and the newspapers here publishing the results of all public opinion polls on this subject, as well as the remarks of numerous Presidential

candidates) it is perhaps not surprising that we have not been able to rally strong support here for the U. S. government's position. Hopefully now that peace talks are underway in Paris we eventually won't have the problem of trying to explain—and make palatable—our position in Vietnam.

The third and most complex problem we confront in Brazil is the race issue. In this country, where over one-fourth of the people are Negro or carry Negro blood, our racial problems are simply unexplainable. This is not to say that Brazil doesn't have its own subtle, but very real racial problems. There is no question that discrimination exists, but it is far less apparent than in the U. S. All of which gives many Brazilians a smug feeling of superiority. But when they are not being condescending, most Brazilians are genuinely concerned and puzzled as to why such deep feeling has existed and exists against Negroes.

Here again, USIS has released countless articles trying to explain our racial problems, while at the same time detailing the progress that is being made to integrate Negroes more fully into our society. But I'm not sure our material is very effective. Last summer, when the rioting in numerous U. S. cities was at its height, a mulatto taxi cab driver asked me if it was true that Negroes in the U. S. are forced to live in certain areas of each city. He also wanted to know why whites and Negroes are not allowed to marry. Like so many other Brazilians, he had an extremely distorted impression of the racial situation in America.

Needless to say, when rioting Negroes destroy great portions of our cities each summer, USIS's task becomes doubly difficult. Apart from the fact that the riots naturally are given far greater (and more sensational) press treatment than any of our material is ever given, many Brazilians sympathize with the rioters. As one Brazilian guilelessly lectured me: "You whites have kept the Negroes down for too long. Now they're mad and you're having to pay for it."

The assassination of Martin Luther King only added to the impression that we are a nation of racists. Unfortunately, it also reminded most people of John Kennedy's assassination* which, parenthetically, many Brazilians still regard as the result of a conspiracy. The day after Martin Luther King's murder, I received a phone call from an unknown Brazilian who said he had just heard the news of King's death. He wanted me to confirm it. He then asked how old King was, how many children he had and if the killer had been arrested.

Finally, he asked a naive but difficult question, "Why was Mr. King killed? Was it because he was a Negro?" I said we could only presume the killer was psychotic, but that until he was apprehended, there was no way of knowing what had motivated him. Then my caller asked the most painful question of all: "What is wrong with your country? First you kill President Kennedy and now Martin Luther King. Why?" Adept propagandist that I'm supposed to be, I had no answer.

All of which is perhaps a round-about way of saying that USIS can only be as effective as the government and people it represents. I have now been out of the United States for two years and have begun to feel increasingly that I am out of touch with my country. Certainly I cannot really explain the race riots, nor perhaps can most Americans living in the United States. But until we find some solution for this problem, which from abroad appears to be sundering the entire social fabric of America, we are going to experience increasing misunderstanding, disrespect and even dislike on the part of our friends abroad.

*Since this article was written in late May, Senator Robert Kennedy has been assassinated. In this country his death caused nearly as much shock, dismay and emotional outpouring as did his brother's. Convinced the late Senator would be the next President, many Brazilians felt as though they were again being denied a Kennedy in the White House—one who would bring to the U.S. and the world youth, glamour, liberalism and deep friendship and understanding for Latin America. The fact that most Brazilians immediately assumed Senator Kennedy was the victim of a vast conspiracy, which certain "interests" in the United States had instigated and would keep secret, makes his death only that much more tragic for a country that is supposed to be one of the world's most law-abiding, democratic nations. As one Brazilian sarcastically observed, "In Latin America when we don't like a President, we overthrow his government and let the man leave the country. In the U.S. you kill your President or those who might become President."

CAMPUS SCENE

Miss Lichliter Has New Responsibilities

Miss Mary L. Lichliter, who has served as Dean of Students for the past 20 years, has been named Director of Lindenwood's expanded Continuing Education program for mature women. Miss Lichliter, whose new title will be Dean of Continuing Education and Career Planning, organized the continuing education program at Lindenwood and is responsible for the present success of the program. In her new position the Dean will also direct an on-going placement and career planing program for all Lindenwood students and graduates.

Distinguished Alumna Gift

Lindenwood has received a bequest totaling $519,186.72 from the estate of Pearle Aikin-Smith Syers, distinguished educator who attended Lindenwood in 1895. Mrs. Syers was chairman of the speech department at Cornell College in Iowa, one-time Dean of Women at the University of Southern California, and Dean of Pepperdine College in the early '50's. Her most generous gift enables Lindenwood to establish the Pearle Aikin-Smith Syers Scholarship.

Mrs. McClanahan — Acting Dean of Students

Serving as Acting Dean of Students until the college selects a successor to Miss Lichliter is Nancy *Alvis* McClanahan, Alumnae Executive Secretary since February, 1966. A 1956 graduate of Lindenwood, Mrs. McClanahan was secretary of the St. Louis Lindenwood College Alumnae Club from 1962-64 and was Alumnae Reunion Day chairman in 1964. She represents Lindenwood in the American Alumni Council, a national organization of college alumni administrators, development officers and publications editors.

Summer School Success Story

More than 200 persons, the largest summer enrollment in the history of Lindenwood, registered for classes and workshops during the 1968 summer session. Dr. Howard A. Barnett, professor and chairman of the Department of English and Director of the Senior Synthesis, was the summer school director.

Riding Data Needed

Meanwhile, back at the "Horse Palace" (campus colloquialism for L.C.'s attractive new riding stables), an ambitious project is under way. Riding instructor Mrs. Fern Palmer Bittner is assembling a large scrapbook which she hopes will eventually depict completely the history of the riding program at the College. Pictures, horse show programs and informational data from the past are needed. Alumnae who participated in riding at Lindenwood are urged to check their belongings for pertinent items and send them to Mrs. Bittner at the College. Any contribution, however small, will be appreciated.

Named Acting Chaplain

The Reverend Robert H. Betts, rector of Trinity Episcopal Church, St. Charles, Missouri, since April, 1968, will serve as Acting Chaplain at Lindenwood. He will counsel students on a part-time basis.

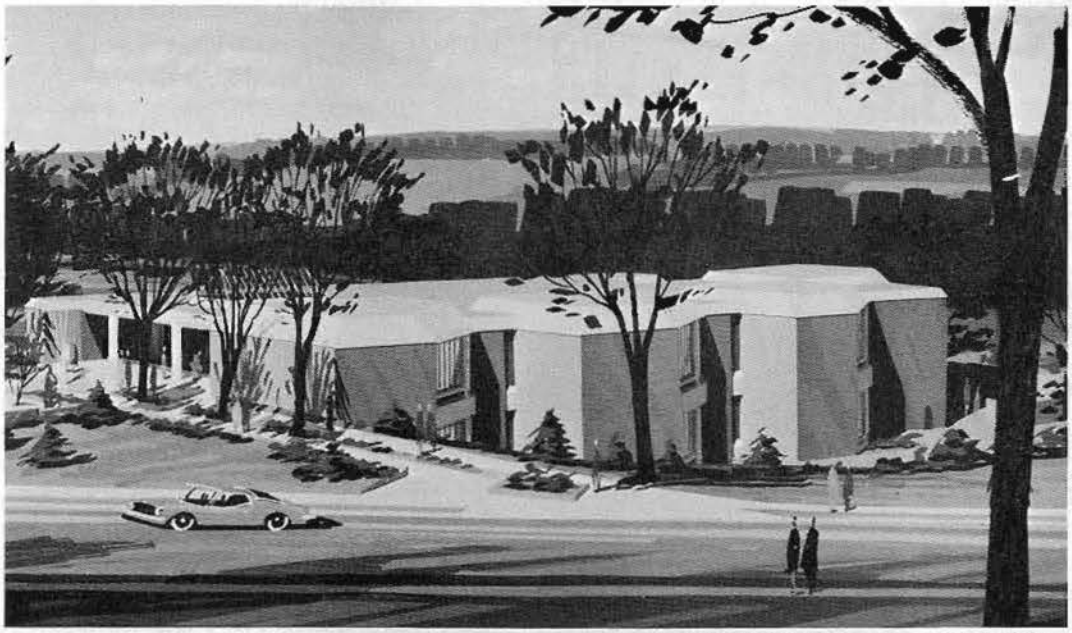
A native of Kansas City, Missouri, Father Betts received the B.A. degree from the University of Missouri at Columbia and the Bachelor of Sacred Theology degree from Episcopal Theological School, Cambridge, Massachusetts. He also attended Harvard University and Johns Hopkins University.

Father Betts served as assistant at the Church of St. Michael and St. George, Clayton, Missouri, and at Grace Church, Salem, Massachusetts, before assuming the rectorship at Trinity Church in St. Charles.

The Reverend and Mrs. Betts reside with their two children, Michael and Katherine, at 2501 Fair Oaks Drive, St. Charles, Missouri.

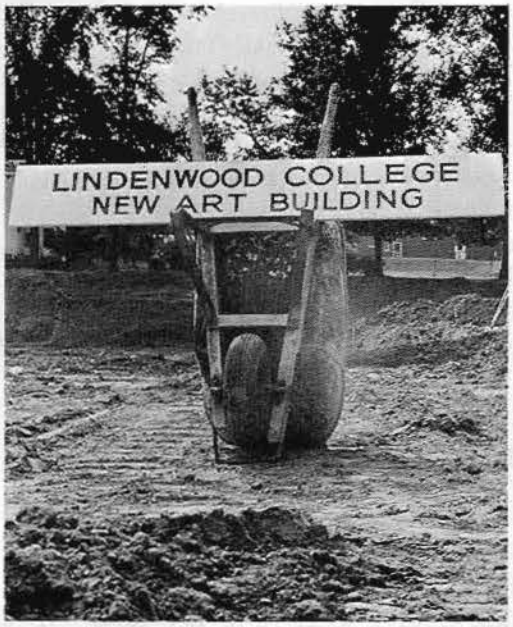
The Art Building

The relocation of underground utilities is now in progress in preparation for the construction of the new art building.



Architect's rendition of new Art Building.

Workmen survey, plan at site.



Sign of things to come.

ALUMNAE ASSOCIATION NEWS & EVENTS

Mary Lou *Blocher* Bilsborough, Recipient of 1968 Alumnae Certificate of Merit Award

Mary Lou *Blocher* Bilsborough '27 received the Lindenwood Alumnae Certificate of Merit Award on Alumnae Reunion Day, May 4, 1968. She was presented to President John Anthony Brown by Barbara *Ringer* Hamill '32, President of the Alumnae Association, who spoke of "the outstanding accomplishments of one of Lindenwood's most distinguished graduates."

As Director of Social and Student Activities at Southwest Missouri State College, Mrs. Bilsborough inspired a program that brought about the establishment of the first student center there. A new lounge at Southwest Missouri Union Building was dedicated to her and a plaque was erected designating the room as Bilsborough Lounge.

She has served as the Social Director of the Midwest International Seminar held in Haslev, Denmark, and as a consultant in the Planning of student buildings at foreign universities, including recently the University at Kabul, Afghanistan. Since 1954 Mrs. Bilsborough has been Social Director and Assistant Director in charge of Public Relations at the Purdue University Memorial Union.

Association Honors Three Retirees

The Alumnae Association honored two retiring faculty members and a member of the Administration at the Alumnae Day luncheon May 4, 1968. Citations were presented to Dr. Mary Talbot, professor and chairman of Biological Sciences, who taught at Lindenwood for 32 years; Dr. Homer Clevenger, professor of history and political science, who has been on the faculty since 1941; and Mr. Robert C. Coulson, vice-president and business manager, who joined the staff in 1930. The three retirees have given a combined total of 97 years of service to Lindenwood.

New Council Members

Three alumnae were elected as Council members with terms to expire in May, 1971.

Helen *Culbertson* Beste '32

A native of Carroll, Iowa, Council member Helen Beste now resides in St. Charles, Missouri, with her husband, Robert, and their daughter, Barbara, a senior at St. Louis University. Their son, Bob, Jr., is serving in the U. S. Navy. Helen belongs to St. Charles Lindenwood College Club, the Daughters of the American Revolution, and the P. E. O. Sisterhood. She is a member of the Board of Directors of the American Red Cross, St. Louis chapter, and a member of the Committee for the Community Support of Lindenwood College.

Marilyn *Malone* Gustafson '63

After graduation from Lindenwood, Marilyn traveled in Mexico and spent two years at the University of New Mexico in Albuquerque, where she earned her M.A. in Spanish. She now teaches Spanish at Wichita State University where she finds the atmosphere "stimulating and satisfying." Since June, 1966, she has been married to Jan Wade Gustafson, a member of the Sales Department of Beech Aircraft Corporation.

Marie *Christensen* Robb '38

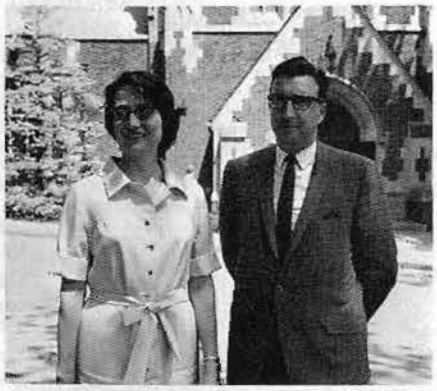
Marie attended Lindenwood two years before going on to the University of Nebraska to receive her degree. She and her husband, Dr. John A. Robb, a radiologist, have five children, and the family live in Indianapolis. Marie is a member of the Board of Directors of the Hoosier Capital Council and chairman of the Lindenwood Admissions Council in Indianapolis.

Let's Make Annual Giving Work

By Edwin Van Woert

Some years ago, while serving on the staff of a national voluntary health organization, I had frequent occasion to muse on the relationship of "the organization" to the volunteers who made it tick. Then the conclusion seemed inescapable that we as staff people didn't demand nearly enough in the way of general commitment and specific performance from our volunteers. After all, people volunteer for a cause because of a belief in its value. Now the relationships have changed. The "organization" is now Lindenwood, and I'm the volunteer. But, oddly enough, the conclusion remains the same.

Mr. and Mrs. Edwin Van Woert, both Lindenwood graduates, are national co-chairmen of the 1968-69 Alumnae Annual Campaign. She is the former Julie Orr ('59), and "Van" received his degree in 1958. The Van Woerts live in Northfield, Illinois and "Van" is a stock broker in the Chicago office of Bache & Co., Inc.



Greater demands are going to be made on all of us. And if that isn't too startling an opener, please read on.

Last year, the most successful giving campaign in our history produced less than twenty-one thousand dollars from under eleven hundred users. For those who gave the average gift was about twenty dollars. But since only about twelve per cent of the total alumnae actually gave, the average gift is really only about $2.35 per alum. No feat of public relations or self-delusion can convert this into anything other than the miserly performance it is. So we must begin by questioning why.

First, if we are to be realistic, we must grant that there is a small number of alumnae for whom Lindenwood did not represent a happy or stimulating educational or social experience. It is unreasonable to expect that these alums will extend their support. Let's arbitrarily call this group five per cent of the total (probably a high figure) and therefore eliminate 450 from our thinking as prospective contributors. Second, a significant group of recent alumnae are pursuing graduate study, or are married to graduate students (or both), and are simply not yet professionally or domestically established, and cannot afford to make significant contributions yet. To allow for the "weight" of larger recent graduating classes, we'll liberally call this figure ten per cent, and eliminate another 900 giving prospects. Third, are the "lost" alumnae for whom we have no current addresses and who are not receiving up-to-date information about Lindenwood and its financial need. These number about seven hundred.

So of something over 6700 "live" prospects, eleven hundred are givers. Needed: a new way to appeal to 5,600-plus alumnae who are too busy, forgetful, or disinterested.

You are the key to this "new way." You are, at this moment, demonstrating a degree of interest by having read this far. In all likelihood you are one of the eleven hundred. In all probability we can count on you to help solve our Alumnae Giving problem. How? First, by increasing your gift. Second, and just as important, be a center of influence for the campaign among other Lindenwood alums in your community or among your classmates, by discussing it in person, or via the mails. Third, keep yourself informed about the progress of the college and its growth through the alumnae office. The more personal this campaign becomes the bigger will be our Committee of the Eleven Hundred.

This is the only reason for assailing you with the above, less than positive view of alumnae giving—you are the only person who can do anything about it. Reams of mail from the alumnae office can make little impression in the din of promotional and fund-raising appeals constantly around us. Your personal interest and action can make a difference. Interest and action are always qualities of a small minority, so it's essential that you do your part.

After all, Lindenwood has always stood for an approach to higher education bespeaking a quality which has set it above the crowd. A growing faculty and student body—growing in numbers and qualification—isn't exciting simply because of an increased head-count. Rather, it is a recognition that today's specialized and compartmentalized world is in even greater need of the liberal arts institution capable of synthesizing this fragmentation into a meaningful whole. Most of all, it is in greatest need of the people this approach to education can produce.

To the Eleven Hundred the college is grateful. Toward the other 5,600 it remains hopeful. But you, an individual, are the key. Please help!

1967-68 *Alumnae Annual Giving Report*

Alumnae giving was UP fifty per cent this past year and all class fund agents, subagents and contributing alumnae have much of which to be proud!

However, among all the UP-things are costs—in both the operating costs of the College and those of the Alumnae Office. The only and the most effective thing we can do to help the College is to increase our gift each year to keep pace with the times. As for the Alumnae Office, we can bring about economies which would not affect our efficiency or our image.

One such economy, which we are implementing in this issue of the BULLETIN, is to keep our annual financial report as brief as possible. We have eliminated the individual listing of contributors by classes. Members of the Linden Leaf Society (contributors of $100 or more) will continue to be listed, however, as such substantial contributors should be recognized.

We may not have control over the price of paper, printing, cuts, etc., but we can control how much paper we use. We hope that you are in accord with our action in attempting to keep UPgoing cost DOWN.

All *unrestricted* gifts received in the Alumnae Annual Giving Campaign are used for current operating costs. Any other gifts directed to specific use such as the Library, Scholarships, etc., though counted in the total of alumnae giving during a fiscal year, do not show in the final figure of the Alumnae Annual Giving.

Alumnae Annual Giving is the life-blood of the present and future development of Lindenwood College. Because we, as alumnae, care about the quality of the development of our Alma Mater, we must show tangible interest by UP-ing our individual gifts to the Annual Giving Program, then supporting our specific interests by channeling other gifts into a chosen area.

The 1968-69 Alumnae Annual Giving, under the leadership of Julie and Ed Van Woert, will soon be under way. So it's UP with our gifts and DOWN with unnecessary costs.

REPORT ON SPECIAL FUNDS

The following special funds have received support from Alumnae and friends of the college.

THE ALICE PARKER CHAIR OF ENGLISH LITERATURE—The position is currently held by Professor Howard A. Barnett, Ph.D., Chairman of the English Department. Income from the fund is used to help underwrite the salary of the faculty member. Established in 1961 in memory of Dr. Alice Parker who served as Professor of English Literature at Lindenwood from 1928 to 1961. Contributions to the fund have helped it grow from $7,177.80 in 1936 to $7,959.30 on June 15, 1968.

THE GUY C. MOTLEY SCHOLARSHIP—Established by the alumnae in 1950 in memory of Guy C. Motley. Income from the fund is used to help deserving students. The balance in the fund at June 15, 1968, was $6,786.49.

THE DR. AND MRS. H. C. RITTER SCHOLARSHIP FUND—Established by the Ritter family and friends in 1966 in honor of this distinguished St. Charles couple. The income is used to help deserving students. The balance in the fund at June 15, 1968, was $4,631.

Linden Leaf Society '67-'68

Patricia Kirchherr Allen '52
Lenore Anthony '09
Dyke Steinbeck Barton '29A
Aimee Becker '08
Ellen L. Boyce '27B
Ernest Embry Bradfield '21
Doris Achelpohl Braeuninger '28
Jean Louise Christensen '39
Elizabeth Clark '31
Mary Jean DuHadway Craig '41
June Tavlin Dean '61
Ruth Dolan '19
Betty Cragin Eckhart '40A
Jo Anne Beltzer Flory '41A
Ruth Neef Fredericks '45
Helen Meyer Fuerhoff '41
Jane Goldthwaite Gerard '42B
Eulala Myers Gray '15
Annamae Ruhman Haines '42
Marguerite Metzger Hall '34B
Barbara Ringer Hamill '32
Olive Townsley Haw '20
Pauline Davis Hedgecock '27
Mildred Heye '40
Martha Day Higgins '27B
Elizabeth McGraw Hodgson '47
Margaret Ringer Howell '34
Virginia Hourn Johanson '29A
Helen Covell Johnson '26B
Jean Graham Johnson '43
Sara Shomberg Kearns '25
Marian Pendarvis Keehn '47
Jane Brady Kewley '57B
Helen Chesbrough Kinell '16
Elsa Brechnitz Leiner '27B
Emily Knutson Lewis '53
Yu Li Lin '54
Barbara Beth Luchsinger '52
Nancy Alvis McClanahan '56
Jessamine Hines McMullen '32B
Evelyn Wood Masters '36B
Patricia Merrill '65
Joyce Omohundro Miller '53
Ruth Wertz Morton '27A
Janet Thomas Nilsson '43
Thelma Harpe Ogden '33
Nancy Montgomery Orr '35
Dorothy Ringer Paul '40B
Evelyn Knippenberg Pellet '33
Nancy Kern Peteler '48
Dorothy Hennig Popham '41
Owanna I. Post '43
Betty Gray Proctor '43
Flora Cravens Quillian '42B
Mary Triebel Rahmel '38A
Paula Moore Ritter '54
Virginia C. Sodemann '35
Florence Tiemann Springer '18
Helen Roper Stark '28
Josephine Russel Tarrant '18
Gwendolyn Lienhart Taylor '32
Carol Gardner Transou '58
Dorothy Jane Trump '43C
Julie Orr Van Woert '59
Dorothy Du Quoin Warner '36A
Ruth Anne Weber '54
Dorritt Stumberg White '13
Eunice Holman White '14

If any name has been accidentally omitted, please let the Alumnae Office know.

Financial Data

GLORIA BAGWELL RICHARDSON '59
Alumnae Annual Giving Chairman '67-'68

Matching Gift Companies

Armstrong Incorporated
B. F. Goodrich Fund, Inc.
Cities Service Foundation
Equitable of Iowa
Esso Education Foundation
Ford Motor Company Fund
International Business Machines Corporation
The Standard Oil Company

Alumnae Gifts 1967-1968

Alumnae Annual Giving unrestricted	$18,042
Alumnae Annual Giving restricted for specific use*	3,069
St. Charles Community Support (alumnae)	3,104
Capital Gifts	14,915
Bequests	42,437
Total Alumnae Giving	$81,567

*Includes Alumnae Club Gifts and Corporate Matching Gifts.

Gifts in Memoriam

Vivian L. Becker
Jennie B. Lawing
Rebecca Cox Meyer
Irene Amos Phillips
Janet Harper Stine
Leeta DeWolf Tuthill
Helen Yahr Winer

Giving Record By Classes*

Top Five Classes

1927	$1,995.90
1943	1,303.58
1941	1,065.00
1942	927.50
1932	893.96

Class	Total Amount	Total Donors
1896	$ 20.00	1
1898	5.00	1
1905	15.00	2
1906	20.00	1
1907	5.00	1
1908	350.00	2
1909	200.00	1
1910	61.00	5
1911	20.00	2
1912	30.00	3
1913	241.00	12
1914	35.00	2
1915	210.00	3
1916	332.00	13
1917	90.00	7
1918	269.50	12
1919	194.00	9
1920	150.00	6
1921	279.50	5
1922	5.00	1
1923	52.50	3
1924	393.50	12
1925	311.00	8
1926	243.00	11
1927	1,995.90	21
1928	695.00	27
1929	649.00	23
1930	320.00	22
1931	637.50	14
1932	893.96	18
1933	317.00	12
1934	381.14	13
1935	657.00	28
1936	601.00	27
1937	152.50	9
1938	493.50	28
1939	565.00	14
1940	536.00	17
1941	1,065.00	30
1942	927.50	44
1943	1,303.58	30
1944	197.00	16
1945	834.00	19
1946	524.50	23
1947	440.00	17
1948	237.00	20
1949	599.50	28
1950	89.00	10
1951	205.00	13
1952	372.50	15
1953	412.50	15
1954	601.50	16
1955	383.60	34
1956	377.50	26
1957	225.50	20
1958	293.00	21
1959	617.00	32
1960	386.50	37
1961	287.00	24
1962	426.50	38
1963	393.50	33
1964	256.50	25
1965	195.00	12
1966	159.50	13
1967	125.00	12

*Includes Matching Gifts, but does not include bequests and capital gifts.

Class Fund Agents

Lois Bockemohle Berry
Carol Ratjen Caldwell
Mary Todsen Carter
Jean Louise Christensen
Agnes Currie
Martha Radford Delmon
Peggy Creighton Dewell
Deane Dettman Fischer
Folsta Bailey Gibbons
Evelyn Manchester Gundelfinger
Marilyn Malone Gustafson
Lavone A. Hanna
Nell McGee Hawes-Davis
Sarah Davis Hedgecock
Margaret Amhart Humphrey
Mary Dolores Jardine
Jean Graham Johnson
Sara Shomberg Kearns
Betty White Klee
Ethel Robinson Kreeck
Blanche Hestwood Lischer
Emily Hay Long
Joyce Omohundro Miller
Julia Palmer Parker
Dorothy Hennig Popham
Flora Cravens Quillian
Ruth Titus
Dorothy Duquoin Warner
Dorritt Stumberg White

Class Subagents

Kathryn Porter Allen
Rita Mae Allen
Sandra Carol Allen
Barbara Hencke Amsler
Billie Hahn Anderson
Jean F. Anderson
Jane Leonard Anthony
Joyce Smith Archer
Ruth Schrader Arft
Cornelia Austin
Edna Baldwin
Joan Spangler Bancel
Mary Neubert Barksdale
Harriet Collins Barnes
Dorothy Langridge Baumann
Eloise Eyssel Bergmann
Susan Olmstead Bissinger
Margaret Bittman
Kathryn Taylor Blacksher
Patricia Stull Blades
Ann Carlisle Boltz
Janet Lewis Bornstein
Mary Parker Bower
Loene Zuber Bowlin
Louise Gordon Bradley
Mary Cox Branch
Barbara Works Brooke
Mary McCue Brookhart
Adeline Brubaker Brown
Claudine Schofield Brown
Dorothy Laney Browning
Dorothea Wehrle Brundage
Frances Pauly Bryant
Nancy Baker Buhler
Dorothy Rhea Burnett
Margaret Bassnett Burtin
Marietta Tinsley Bybee
Linda Foley Campbell
Barbara Carter Caraway
Margaret Lewis Cardella
Mary Lillard Carmichael
Gertrude Webb Carrothers
Janey Warren Carver
Betty Gray Cawood
Mary Bragg Cersovsky
Sally Hillstrom Chambers
Mary McNail Chamblin
Jenny Barton Chase
Marian Kasper Childers
Lalla Varner Clagett
Barbara Brockgreitens Clark
Elizabeth Jenness Clark
Starlin Edwards Compton
Bessie McNary Coolidge
Harriet Dillman Coon
Jeanne Berry Cooper
Gretchen Siegfried Coppin
Jane Edwards Cravens
Janet Scroggins Crouch
Zilpha C. Curtin
Elizabeth Franke Dassler
Patsy Dedmon
Barbara Shuttleworth Dempsey
Mary K. Dewey
Mary Hays Dickey
Sara Lett Dooley
Nancy Rector Douglas
Ann Smith Downs
Joanne Houser Drury
Marian Goran DuLany
Patricia Lacey Eckhardt
Margaret Haldeman Edmonds
Dorothy Schultz Eirten
Ruth Howe Etchison
Imelda Harra Farmer
Marion Randolph Ferguson
Marian Berkman Fine
Barbara Flanagan Finfrock
Shirley Lee Fitzgerald
Laverne Kieninger Flacksbart
Frances Bauer Floerke
Rose Parmalee Foster
Helen Meyer Fuerhoff
Ruth Swihart Fullerton
Grace Quebbeman Galt
Mary Reilly Garbe
Anita Gerken
Betty Jacoby Gibson
Cynthia Coatsworth Gilman
JoAnn Flynn Gipe
Gwendolyn Ryter Goetz
Eden Bird Gottschalk
Eleanor Day Greene
Barbara Lynn Gregory
Evelyn Manchester Gundelfinger
Donna Drury Hafer
Abigail Holmes Harris
Alma Osborn Hathaway
Mary Morton Hillix
Helen Dondanville Hindson
Polly Pollock Holoway
Alice L. Holtgrewe
Mary Merrell Hooker
Beth Glebe Houchin
Frances Shepart Houghton
Jane Graham Hubbell
Kay Fellabaum Hueser
Jean Gray Hull
Mary Warnecke Hull
Katherine Jacoby
Wilhelmina Herwig Jesse
Joan Leiper Johnson
Margaret Blumers Johnson
Edith Muellins Johnston
Mary Roberts Jones
Jean Bishop Joseph
Carol Kellogg Kaltenbach
Sara Shomberg Kearns
Virginia Frank Keller
Mary Thayer Kelley
Helen Chesbrough Kinell
Josephine Mackey Kline
Marlene Coddington Klingenberg
Dorothy McClusky Koenig
Elizabeth Kuykendall
Emma Morgan Lacy
Geraldine Pitts Landers
Lois Null Lane
Margie Terrell Langstaff
Margaret Peck Larmer
Nancy Light Ledoux
Kathleen Blakenship Lemmer
Freda Miller Lerner
Harriet Liddle
Mary Null Liehr
Blanche Hestwood Lischer
Shirley Ott Luetkemeyer
Mary Brannock Lunde
Nancy Babb McAdams
Lucy Anne McCluer
Martha Lott McNew
Gaelic Ching Ma
Elizabeth Owens MacGregory
Eleanor Mansfield
Beth Potter Matthews
Helen Calder Matthews
Carol Osadcky Meuser
Iris Fleischaker Meyerhardt
Saralee Auerbach Miller
Vola Mae Miller
Carol Davidson Mitchell
Peggy Stein Mitchell
Mary Elinor Moehlenkamp
Elizabeth Bricker Morris
Jeannie Sager Moulton
Jeanne Gross Mudd
Susan French Muirhead
Mary Titus Murray
Lillian Willson Naumann
Sara Davis Neilson
Frances Stumberg Nuelson
Maxine Tanke Nusbaum
Judy Fraser Owens
Julia Palmer Parker
Eloise Macy Pedersen
Jeanna Achelpohl Peery
Owanna I. Post
Betty Gray Proctor
Irene Rummelhoff Quill
Karen Rasmussen
Helen Ray
Marilyn Moes Rickmeyer
Janet Batcheller Ridle
Harriette Hudson Ritter
Paula Moore Ritter
Jane Tibbals Roberts
Launa Sturgess Robertson
Susan Smith Robinson
Beverly Bohne Rogers
Mary Devries Rugaard
Nancy K. Russell
Mary Helen St. Clair
Josephine Bowman Schumm
Lizabeth Schnurr Schwartz
Marjorie Briggs Scott
Estelle Engel Shamski
Doris Beaumar Shaw
Linda Street Shelton
Barrie Bowen Shinn
Dorothy Owen Siebert
Janet Williams Sladek
Esther Lietmeyer Smith
Martha Weber Spencer
Elizabeth Kelly Steele
Julie Holm Stuenkel
Sara Jefferson Stukenbroeker
Mary Lynne Sunderman
Mary White Sutton
Mary Patricia Tansey
Carol Stillwell Teichmann
Elizabeth Kilbury Terry
Marian Thompson
Alice Davis Thornburg
Ann Hanna Tolly
Jacqueline Brickey Tomcak
Barbara Mester Turi
Marjorie E. Vanderlippe
Mary Dix Varley
Janice Rollins Vassar
Marianna Wilke Vesely
Marilyn Young Walcher
Kathryn P. Walker
Nancy Koock Walters
Judith Muntz Ward
Dorothy Duquoin Warner
Barbara Chidester Waters
Ruth Ann Weber
Corinne R. Weller
Florence Withington Wheatley
Gwendolyn Golladay White
Kay Dunham Wilkenson
Dorothy Rumph Wilkin
Mary Seip Williams
Mary Merrill Wolfe
Wanda Wear Woolen
Hermina Lambrechtse Wood
Nancy Hollett Woods
Linda Winegarner Worth

Matching Gift Programs

Two Can Give as Easily as One

If you contribute to Lindenwood and are associated with one of the companies whose names appear in this listing, you can arrange to have a *second* gift sent to your alma mater.

How do you arrange to have the contributions sent? Once you have made your gift to Lindenwood, just inform the appropriate persons at your company that you have done so. A matching check will be sent to Lindenwood thereafter, indicating that *your* gift made the matching gift possible.

Gift matching is one way in which businesses and corporations are assisting education. They would like to help Lindenwood as much as you. Please check the listing to see if the company you or your husband is associated with has a matching gift program.

Abbott Laboratories (1,2; n-a)
Abex Corp. (all; n-a)
Aeroglide Corp. (lim)
Aerojet-General Corp. (all; n-a)
Aetna Life & Casualty (all; sp-w; n-a)
Air Products and Chemicals, Inc. (1,2; n-a)
Air Reduction Co. Inc. (all; n-a)
Albion Malleable Iron Co. (all)
Allegheny Ludlum Steel Corp. (1,2; n-a)
Aluminum Co. of America (all; n-a)
American Bank & Trust Co. of Pa. (1,2; lpi; n-a)
American Enka Corp. (all; n-a)
American Express Co. (all; n-a)
American & Foreign Power Co., Inc. (1,2; n-a)
American Home Products Corp. (1,2; n-a)
American Metal Climax Found. (all; n-a)
American Optical Co. (all; sp; n-a)
American Potash & Chemical Corp. (1,2; epi; n-a)
American Smelting and Refining Co. (all; n-a)
American Sterilizer Co. (1,2)
American Sugar Co. (all; n-a)
American Tobacco Co. (all; sp)
Armco Steel Foundation (all; n-a)
Armstrong Cork Co. (1; n-a)
Ashland Oil & Refining Co. (1,2; n-a)
Associated Box Corp. (all; epi)
Associated Spring Corp. (all; n-a)
Athos Steel and Aluminum, Inc. (1,2; n-a)
Atlas Chemical Industries, Inc. (all)
Atlas Rigging and Supply Co. (1,2; epi)

Bank of California, N.A. (all)
Bank of New York (all; sp-w; n-a)
Bankers Life Co. (all; sp; n-a)
Barton-Gillet Co. (all; n-a)
Bishop Trust Co., Ltd. (all; epi; n-a)
Bloch Brothers Tobacco Co. (all)
Blue Bell Inc. (all; n-a)
Boston Manufacturers Mutual Ins. Co. (all; sp; n-a)
Bowen & Gurin & Barnes, Inc. (all; n-a)
G. A. Brakeley & Co., Inc. (all; n-a)
Bristol-Myers Co. (all; epi; n-a)
Brown-Forman Distillers Corp. (all; n-a)
Brown & Root, Inc. (1,3; n-a)
Burlington Industries, Inc. (all; n-a)
Business Men's Assurance Co. of America (all; n-a)
Business Press Internat'l., Inc. (1,2; n-a)
Butterick Co., Inc. (all; sp; n-a)

Cabot Corp. (1,2; n-a)
Callanan Road Improvement Co. (all)
Campbell Soup Co. (1,3; sp; n-a)
Canadian Gen. Electric Co., Ltd. (1)
Carborundum Co. (1,3; n-a)
Carpenter Steel Co. (1,2; n-a)
Carter Products, Inc., N.Y. (all; n-a)
Cavalier Corp. (all; n-a)
Central Illinois Light Co. (1,3; epi; n-a)
Central & South West Corp. (1,2; n-a)
Cerro Corp. (1,2; n-a)
Champion Papers Inc. (all; n-a)
Chase Manhattan Bank (all; n-a)
Chemical Bank of N.Y. Trust Co. (all)
Chemical Construction Corp. (1,2)
Chicopee Manufacturing Co. (1,2; n-a)
Chrysler Corp. (all; sp)
Cities Service Company (1; sp)
Citizens & Southern National Bank (all; n-a)
Clark Equipment Co. (all; n-a)
Cleveland-Cliffs Iron Co. (all; n-a)
Cleveland Electric Illuminating Co. (all; n-a)
Cleveland Inst. of Electronics (all; n-a)
Clevite Corp. (all; epi; n-a)
James B. Clow & Sons, Inc. (all; n-a)
Coats & Clark Inc. (all; n-a)
Colonial Parking, Inc. (1; n-a)
Columbia Gas System, Inc. (all; n-a)
Columbian Carbon Co. (1,2; epi; sp)
Columbus Mutual Life Ins. Co. (all; sp; n-a)
Combustion Engineering, Inc. (all)
Commercial Solvents Corp. (all; n-a)
Conn. General Life Ins. Co. (1,2; epi; n-a)
Conn. Light & Power Co. (1,2; lpi; n-a)
Conn. Mutual Life Ins. Co. (1,3; epi; n-a)
Consolidation Coal Co. (1)
Consumers Power Co. (1,3; n-a)
Container Corp. of America (all; lpi; n-a)
Continental Can Co., Inc. (1,2)
Continental Ins. Cos. (all; n-a)
Continental Oil Co. (1,2)
Cook Foundation, Conn. (all)
Cooper Industries, Inc. (all; n-a)
Copley Press Inc. (1,2; sp; n-a)
Copolymer Rubber & Chemical Corp. (1; n-a)
Corn Products Co. (1; n-a)
Corning Glass Works (all; n-a)
Crompton Co., Inc. (all)
Crouse-Hinds Co. (all)
Cutler-Hammer Inc. (1,2)
Cyprus Mines Corp. (1,2; epi; n-a)

Dayton Malleable Iron Co. (1,2; n-a)
Deering Milliken, Inc. (1,2; epi; n-a)
Diamond Alkali Co. (all; n-a)
Diamond Crystal Salt Co. (1,2; n-a)
A. B. Dick Co. (all; n-a)
Dickson Electronics Corp. (1; n-a)
Difco Laboratories (all; n-a)
Dow Chemical Co. (1,2; n-a)
Dow Corning Corp. (all; n-a)
Draper Corp. (1,2)
Dresser Industries, Inc. (1,2; n-a)
Wilbur B. Driver Co. (all; n-a)
Dun & Bradstreet Group Cos. (1,2; n-a)

Eastern Gas & Fuel Associates (all; n-a)
Easton Car & Construction (1,2; epi)
Eaton-Dikeman Co. (1,2; sp; n-a)
Eaton Yale & Towne Inc. (all; n-a)
Ebasco Services, Inc. (1,2)
Electric Bond & Share Co. (all; n-a)
Electric Storage Battery Co. (1,2)
Ensign-Bickford Co. (1,2; n-a)
Equitable of Iowa (all; n-a)
Esso Education Foundation (all)
Ethicon, Inc. (1,2)
Ex-Cell-O Corp. (1,2; n-a)

Fafnir Bearing Co. (1,2)
Ferro Corp. (1,2; n-a)
Firemen's Mutual Ins. Co. (1,2; sp; n-a)
Firestone Tire & Rubber Co. (all; sp; n-a)
First Nat. Bank of Hawaii (lim)
First Penn. Banking and Trust Co. (all; n-a)
Fluor Corp. Ltd. (1,2; n-a)
Flynn, Harrison & Conroy, Inc. (all; n-a)
Ford Motor Co. (all; n-a)
Ford Motor Co. of Canada, Ltd (1,2; n-a)
Forty-Eight Insulations, Inc. (1,2)

E & J Gallo Winery (all)
Gardner-Denver Co. (1,3; n-a)
General Atronics Corp. (all; n-a)
General Electric Co. (all; n-a)
General Foods Corp. (all; sp; n-a)
General Foods Limited (1,2; sp; n-a)
General Mills, Inc. (all; n-a)
General Public Utilities Corp. (all; n-a)
General Telephone & Electronics Corp. (1,3; n-a)
General Tire & Rubber Corp. (all;n-a)
M. A. Gesner of Illinois, Inc. (all; n-a)
Gibbs & Hill, Inc. (lim)
Gillette Co. (all; n-a)
Ginn & Co. (all; n-a)
Girard Trust Bank (1,2; n-a)
Glidden Co. (all; n-a)
B. F. Goodrich Co. (all; n-a)
Gorham Corp. (1,2)

W. T. Grant Co. (1; n-a)
Griswold-Eshleman Co. (1,2)
Guardian Life Ins. Co. of America (all; epi; sp; n-a)
Gulf Oil Corp. (1; n-a)
Gulf States Utilities Co. (all; n-a)
Guy Gannett Broadcasting Services (1,2)

Hamilton Watch Co. (1,2; n-a)
Harris Bank Found. (all)
Harris-Intertype Corp. (all; n-a)
Harsco Corp. (all, lpi; n-a)
Hartford Electric Light Co. (all; sp-w; n-a)
Hartford Insurance Group (all; n-a)
Hawaiian Telephone Co. (1,2; n-a)
Hercules Incorporated (1,2; n-a)
Hershey Chocolate Corp. (all; sp; n-a)
Hewlett-Packard Co. (1,2; n-a)
Hill Acme Co., Ohio (1,2; epi; n-a)
Hoffman-La Roche, Inc. (all; epi; n-a)
Honeywell, Inc. (1,2; sp; n-a)
Hooker Chemical Corp. (all; n-a)
Hoover Company (1,2)
J. M. Huber Corp. (all; sp; n-a)
Hughes Aircraft (all)

Ingersoll-Rand Co. (all)
Insurance Co. of North America (all; epi; sp; n-a)
Interchemical Corp. (all; n-a)
International Bus. Machines Corp. (all; n-a)
International Flavors & Fragrances Inc. (all; epi; n-a)
International Tel. & Tel. Corp. (all; n-a)
Itek Corp. (all; n-a)

Jefferson Mills, Inc. (lim)
Jefferson Standard Broadcasting Co. (all; n-a)
Jefferson Standard Life Ins. Co. (all; n-a)
Jewel Companies, Inc. (all; n-a)
John Hancock Mutual Life Insurance Co. (all; n-a)
Johnson & Higgins (all; epi; n-a)
Johnson & Johnson (1; n-a)
S. C. Johnson & Son, Inc. (all, n-a)
Jones & Laughlin Steel Corp. (all; epi)

Kaiser Steel Corp. (1,2; n-a)
Kendall Co. (1,2; n-a)
Kerite Co. (all; n-a)
Kern County Land Co. (all)
Walter Kidde & Co. (1,2)
Walter Kidde Constructors (1,2)
Kidder, Peabody & Co., Inc. (lim)
Kimberly-Clark Corp. (all)

KEY TO THE LISTING

Remember that while nearly every program will match a gift to an institution, its alumni fund or receiving foundation, most exclude from matching such things as club or association dues or publication subscriptions. As a general rule, the program of a parent firm will apply to its divisions, subsidiaries and affiliated companies.

To receive more complete information on your company's program, contact it directly. To assist you in identifying the important provisions of these programs, some information has been coded in parentheses after each corporate title, as follows:

1	Four-year colleges and universities are eligible
2	Graduate and professional schools are eligible
3	Junior colleges are eligible
all	All three of the above are eligible
epi	Program excludes public institutions
lpi	Limited program for public institutions; percentage of public support or capital gifts may be restricted; regular program for private institutions
epr	Program excludes private institutions
lpr	Limited program for private institutions; regular program for public
lim	Program is informal or restricted to a limited number of specified institutions or employees
sp	Companies which will match gifts of a spouse (husband or wife) of an eligible employee
sp-w	Companies which will match gifts of a wife of an eligible employee
n-a	Will match gifts of non-alumni

Kingsbury Machine Tool Corp. (all; sp)
Kiplinger Association, Inc. (all; n-a)
Richard C. Knight Ins. Agency, Inc. (all; epi; sp)
Knox Gelatine, Inc. (all; sp; n-a)
Koehring Co. (all)
H. Kohnstamm & Co., Inc. (all; n-a)
Koppers Co., Inc. (all; n-a)

Lamson & Sessions Co. (1; n-a)
Lawyers Co-operative Publishing Co. (all; n-a)
Lehigh Portland Cement Co. (1,2)
Lever Brothers Co. (1,2; n-a)
Line Material Industries (1,2; n-a)
P. Lorillard Co. (1,2, n-a)
Lubrizol Corp. (all; sp; n-a)
Lummus Co. (1,2)

M & T Chemicals Inc. (all)
MacLean-Fogg Lock Nut Co. (1,2; n-a)
Mallinckrodt Chemical Works (all; epi; n-a)
P. R. Mallory & Co., Inc. (all; n-a)
Manufacturers Hanover Trust Co. (all; n-a)
Manufacturers Mutual Fire Ins. Co. (all; epi; n-a)
Marathon Oil Co. (all; n-a)
Marine Corp. (1)
Marine Midland Grace Trust Co. of N.Y. (all; epi; sp; n-a)
Martha Washington Kitchens (1,3; n-a)
Mass. Mutual Life Ins. Co. (all; n-a)
Matalene Surgical Instruments Co., Inc. (1; epi)
Maytag Co. (1; n-a)
McCormick & Co., Inc. (all)
McGraw-Hill, Inc. (all; n-a)
Medusa Portland Cement Co. (1,2; epi; n-a)
Mellon Nat. Bank & Trust Co. (1,2)
Merck & Co., Inc. (all; n-a)
Metropolitan Life Ins. Co. (1,2; sp; n-a)
Middlesex Mutual Assurance Co. (all; n-a)
Midland-Ross Corp. (all; n-a)
Miehle-Goss-Dexter, Inc. (all; n-a)
Mohasco Industries, Inc. (all)
Monticello Life Ins. Co. (all; n-a)
Morgan Construction Co. (1,2; n-a)
Motorola Inc. (1)
Munsingwear, Inc. (all; n-a)
Mutual Boiler & Machinery Ins. Co. (all)
Mutual Life Insurance Co. of N.Y. (all; n-a)
Mutual of Omaha-United of Omaha (all; sp; n-a)

National Biscuit Co. (all; sp; n-a)
National Cash Register Co. (all; sp; n-a)
National Distillers & Chemical Corp. (all; n-a)
National Lead Co. (all; n-a)
National Steel Corp. (1,2; n-a)
Natural Gas Pipeline Co. of America (all)
New England Gas/Electric Assoc. Sys. (all; n-a)
New England Merchants Nat. Bank of Boston (1,2; epi)
New England Mutual Life Ins. Co. (all; n-a)
Newhall Land and Farming Co. (1,2; n-a)
New York Times (all; n-a)
Northeast Utilities Service Co. (all; lpi; n-a)
Northwestern Mutual Life Ins. Co. (all; n-a)
Northwestern National Life Ins. Co. (all; n-a)
Norton Co., Mass. (all; n-a)
John Nuveen & Co. (1,2; n-a)

Oklahoma Gas & Electric Co. (1,2; sp-w)
Olin Mathieson Chemical Corp. (all; n-a)
Oneida Ltd. (1,2; n-a)
Ortho Pharmaceutical Corp. (1,2; n-a)
Owens-Corning Fiberglas Corp. (all; n-a)

Parker-Hannifin Corp. (all; n-a)
Paul Revere Life Ins. Co. (all; n-a)
Pennsalt Chemicals Corp. (all; epi; n-a)
Pennsylvania Power & Light Co. (1,2; n-a)
Penton Publishing Found. (all; n-a)
Personal Products Co. (1; n-a)
Petro-Tex Chemicals Corp. (all; n-a)
Phelps Dodge Corp. (all; n-a)
Philip Morris, Inc. (all)
Phillips Petroleum Co. (all; n-a)
Pillsbury Co., Minn. (1,2; n-a)
Pilot Life Ins. Co. (all)
Pitney-Bowes, Inc. (all; n-a)
Pittsburgh Nat. Bank (1)
Pittsburgh Plate Glass Co. (all; n-a)
Preformed Line Products Co. (1; n-a)
Provident Life and Accident Ins. Co. (1,2; n-a)
Prudential Ins. Co. of America (1,2; n-a)
Putnam Management Co., Inc. (all; n-a)

Quaker Chemical Products Corp. (all; sp)

Ralston Purina Co. (1,2; sp; n-a)
Reader's Digest (1)
Rex Chainbelt, Inc. (all; n-a)
R. J. Reynolds Tobacco Co. (all; n-a)

Riegel Paper Corp. (all; n-a)
Riegel Textile Corp. (all; n-a)
Rochester Germicide Co (1)
Rockefeller Brothers Fund, Inc. (all; sp; n-a)
Rockefeller Family & Associates (all; sp; n-a)
Martha Baird Rockefeller Fund for Music, Inc. (all, sp; n-a)
Rockwell Manufacturing Co. (all)
Rockwell-Standard Corp. (1; n-a)
Rodman Training Center, Inc. (1,2; n-a)
Rohm & Haas Co. (all; n-a)
Rust Engineering Co. (1,2; sp; n-a)

SKF Industries, Inc. (1,2)
Sadtler Research Laboratories, Inc. (all; n-a)
St. Regis Paper Co. (all)
Sanborn Co. (1,2; n-a)
Schering Corp. (all; n-a)
Scott Paper Co. (1,2; n-a)
Joseph E. Seagram & Sons, Inc. (all; n-a)
Sealright Co., Inc. (all)
Security Nat. Bank of Long Island (all; epi; n-a)
Security Van Lines, Inc. (all; sp; n-a)
Seton Leather Co. (all; sp)
Shamrock Oil & Gas Corp. (1; n-a)
Signal Oil & Gas Co. (1; epi; n-a)
Signode Corp. (all; n-a)
Simmons Co., N.Y. (all; n-a)
Simonds Saw & Steel Co. (all; n-a)
Sinclair Oil Corp. (all; n-a)
Singer Co. (1,2)
Smith Kline & French Laboratories (all; n-a)
Smith-Lee Co., Inc., N.Y. (all; n-a)
Sperry & Hutchinson Co. (all; n-a)
Spruce Falls Power & Paper Co., Ltd. (1; epr; n-a)
Stackpole Carbon Co. (all; n-a)
Standard Oil Co. (Ind.) (1,2; n-a)
Standard Oil Co. (N.J.) (all)
Standard Oil Co. (Ohio) (all; n-a)
Standard Pressed Steel Co. (all)
Stauffer Chemical Co. (1,2; n-a)
Sterling Drug Inc. (all; n-a)
J. P. Stevens & Co., Inc. (3; n-a)
Suburban Propane Gas Corp. (all; n-a)
Sunray DX Oil Co. (all; n-a)
W. H. Sweney & Co. (lim)

Taylor Corp. (all; sp; n-a)
Tektronix, Inc. (all; n-a)
C. Tennant, Sons & Co. of N.Y. (all; sp; n-a)
Tenneco, Inc. (all; n-a)
Texas Eastern Transmission Corp. (1; n-a)

Textile Machine Works (1,2; n-a)
Textron Inc. (all; n-a)
J. Walter Thompson Co. (1; n-a)
J. T. Thorpe Co. (1,2)
Time, Inc. (all; n-a)
Towers, Perrin, Forster & Crosby, Inc. (all; n-a)
Towmotor Corp. (all; n-a)
Trans-World Airlines (all; n-a)
Travelers Insurance Companies (all; n-a)
Turner Construction Co. (1,2)

Union Oil Co. of California (1,2; n-a)
Uniroyal, Inc. (all; n-a)
Uni-Serv Corp. (all; sp)
United Fruit Co. Foundation, Inc. (all; n-a)
United Illuminating Co. (all; sp; n-a)
United States Borax & Chem. Corp. (1,2; epi; n-a)
United States Trust Co. of N.Y. (all)
Upjohn Co. (all; n-a)

Varian Associates (1,2; n-a)
Victaulic Co. of America (1,2)
Vulcan Materials Co. (all; n-a)

Walker Manufacturing Co. (all; n-a)
Wallace-Murray Foundation (all)
Wallace & Tiernan Inc. (all; n-a)
Wallingford Steel Co. (1; n-a)
Warner Brothers Co., Conn. (1,3; epi; n-a)
Warner-Lambert Pharmaceutical Co. (all)
Warner & Swasey Co. (all; n-a)
Washington Nat. Ins. Co. (all; n-a)
Watkins-Johnson Co. (1,2)
C. J. Webb, II (all; n-a)
Welch Grape Juice Co., Inc. (all; lpi; n-a)
Western Publishing Co. (all; n-a)
Westinghouse Air Brake Co. (1,2; n-a)
Westinghouse Electric Corp. (1,2)
Whirlpool Corp. (all; n-a)
White Motor Corp. (all; n-a)
John Wiley & Sons, Inc. (all; n-a)
Williams & Co., Penn. (all)
Winn-Dixie Stores, Inc. (all; sp; n-a)
Wolverine World Wide, Inc. (1; n-a)
Worthington Corp. (1,2; n-a)
Wyandotte Chemicals Corp. (1,2; lpi; n-a)

Xerox Corporation (all; sp; n-a)

Young & Rubicam, Inc. (all; epi; n-a)

Total. 384

Lindenwood Off-Campus Courses, January 1969 Term

PRELIMINARY SCHEDULE

Art: Pre-Columbian and Studio Art in Mexico; Studies in Medieval Art
Biology: Research Projects
Chemistry: Research Projects
Education: Schools of Tomorrow, Today (Detroit, Dade County, San Antonio)
English: Mythological Conventions in Renaissance Art and Literature in Florence; New York Drama and Art (New York City); Writer's and Editor's Seminar (London)
History: The Influence of Paris on French Civilization (Paris)
Modern Language French: Contemporary France (Paris)
Spanish: The Popol Vul (scheduled for Guatemala)
Physical Education: European Physical Education (England, Austria, Sweden, Germany)
Sociology: Off-Campus Research in Urban Social Problems
Speech: Internships

Cooperative Courses

(offered in cooperation with other 4-1-4 colleges)

History: Studies in the History of London (London); Cultural History of Roman and Renaissance Italy (Italy)
Language: French Language and Literature (Paris)
Art, Literature and Drama: Drama on the British Stage (London); Irish Folk Culture (Ireland); Art and Art Exhibitions (London)
Science: History of Science in England (London); Marine Biology (Jamaica)

Caribbean Area Studies Program

(in cooperation with Inter-American University in Puerto Rico —January and Spring Terms)

Current Economic Problems in Latin America; Economic Development of Puerto Rico and Caribbean; Government and Politics of Latin America; Latin American Political Thought; U.S.-Puerto Rican Relations; The Government of Puerto Rico; Principles of Ethnology; Caribbean Culture Patterns; Social Problems of Puerto Rico; South America Since Independence; Recent Trends in Latin American History; Geography of South America; Geography of Middle America and Caribbean; Geography of Puerto Rico; Religion in Latin America.

Alumnae Directories

There has been a delay in the printing of the Alumnae Directory. Orders are still being received, so if you have not ordered your copy please do so. We hope the Directory will be ready for publication by December.

Lindenwood College Bulletin
RETURN REQUESTED
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