

**Augustana Endowment Society**  
**Historical Reflections from March 2025**  
**by Janet Moline**

**Memories of 1965 #1**

Sixty years ago in January 1965 after Christmas break students returned to classes. Brian Alm was the editor of the Augustana Observer, from which I have taken the information here.

Augustana was noted for its debate team. It shouldn't be surprising that Dr. Martin J. Holcomb was honored at a luncheon in Chicago by the American Forensic Association. As one of three speakers, his talk was entitled "What I Now Believe About Coaching Debate after 45 years."

The rehearsals for the Handel Oratorio Society had resumed. The "Messiah" had three capacity crowds in December and now "The Creation" was being rehearsed for March 6<sup>th</sup>.

The cast for the spring play, "The Madwoman of Chaillot" was selected and included Jeanne Donstad Olsen and Ann Boaden. Don Tornquist was the director.

Two different organizations were advertising for student to apply for jobs overseas. The American Student Information Service was located in Luxembourg and America-European Student Service located in Italy. Both offered jobs in forestry, lifeguarding and resort work, shipboard, hospital, child care, farm, hotel or construction work. I wonder how many Augie students applied.

Planning was underway for interested students to meet with Dr. Robert Marshall, president of the Illinois Synod of the Lutheran Church in America to discuss the calling of a pastor for a new Augustana campus church.

The Tri-City Symphony Orchestra Association held its January concert in Centennial Hall. The director was guest composer-conductor Morton Gould. (He would win a Grammy Award in 1966 for his recording of Charles Ives' first symphony, with the Chicago Symphony Orchestra.)

The Jan. 13<sup>th</sup> issue has a two-page article entitled, "A Look at Augustana's Greek Groups" Fraternities included: BOZ, DON, GAB, OZO, POP, PUG and ROUNDEL and sororities: COG, KEY, KAPPA, KT, PHI RHO and SPEED. They would supply the different booths at Friendship Fair in April. In March a new sorority, the DELTA CHI THETA was formed.

President C. W. Sorensen announced that five Professors were receiving spring research grants. The five were Dr. Kenneth Andeen, Dr. R.C. Frank, Dr. R.W.Edmund, Dr. O.F. Ander and Dr. Henriette C.K. Naeseth.

President Sorensen was honored to be appointed by Gov. Otto Kerner as an academic trustee of the newly-created Lincoln Academy of Illinois. The Rock Island County Chapter of the National Conference of Christians and Jews named Sorensen as the 1965 Brotherhood Week Chairman.

An article questioned why the Augustana Book Concern didn't sell used text books. New textbooks cost an exorbitant amount: \$7.95! This might be a good segue into an ad for the YMCA Hotel on South Wabash in Chicago entitles "How to spend a weekend in Chicago for \$16.00, which included a room, meals, the Chicago Symphony for \$2.50, and a free visit for a National History Museum tour, a dance and even worship at Central Church, all for \$15.41! Less than two textbooks for a weekend in Chicago!

The choir had a 12-day spring tour, the highlight of which was an appearance at Winnipeg, Manitoba, Canada, where after the concert for 500 persons was a reception in the Government House, given by the Lt. Governor and his wife. As one student wrote to her parents "We even gave a command performance that was the best we've sung yet." The choir received a rave review in the Winnipeg Tribune.

In 1965 the Denkmann Memorial Library was the second largest private library in the state of Illinois. Four to five hundred books were being added each month. Mentioned was the collection of the John Hauberg papers, which a few years ago our Endowment Society helped to have digitized and made accessible to the public.

In February Dr. Louis Almen accepted the position of a project to review the College curriculum and calendar. The college was on the semester system.

I'll close with a few names of the places that advertised in the Observer. If you have lived in the Quad Cities for many years, some may be familiar: Gulliver Travel, Readmore Book World, Moke' Delight, Freeland's Sport Center, Henry's Drive-In, The Fort Theater, all in Rock Island, Temples, Turn-Style and Josephson's in Moline. The large ad for Josephson's was for Reed & Barton sterling silver choices which were available along with other famed silversmiths. Ah yes, 1965---ads for acne cream and sterling silver silverware. And for \$1.50 The Gospel According to Peanuts available in the Augustana Book Store. Augie students were ready for spring.