

Augustana Endowment Society
Historical Reflections from May 2024
by Janet Moline

Who remembers February to May 1964?

2024 is the 60th reunion of the Augustana class of 1964. Students in 1964 could send their Observer newspaper home by scotch taping it, addressing it and licking on a 4¢ stamp or a 3¢ and 1¢ stamp. What was in the Obs that spring semester?

February was a month of planning. Friendship Fair was being planned for April 25th with the theme of "New York Times." The purpose was to raise money for international scholarships. Although the 1963 Fair raised \$6,340, the 1964 Fair would raise \$7,600. The best booths went to the COG brownstone tenement, the KT Transit Authority, the POP Popfelder and the DON Pearl Street Mission. Mr. and Miss Friendship were Wolfgang Frank from Germany and Sally Jacobson of Deerfield. Sally, now Sally Frostic is a Chicago member of Endowment. The cash auction was a popular part of Friendship Fair. Dr. Harry Nelson's Indonesian dinner for three couples, and Dr. Rudy Edmund's chicken barbeque for five couples, Dr. Sorensen's offer of a coffee date with three gals and then carrying their books up the Westerlin Stairs and his offer of a golf date with three guys, and other items like picnic lunches, etc. were up for auction. The highest bid went for a sack of three dozen bagels from the Student Assembly that went for \$500.

Dr. James Ribbeck replaced Rev. Dr. Harry S. B. Johnson as the Dean of Men. Brian Alm would be named the editor of the Observer for the fall. Ralph Starenko would become the Head Football Coach. The Robert Shaw Chorale performed on Valentine's Day and the Dave Brubeck Quartet on April 12th. Robert I Johnson, director of the Adler Planetarium and Astronomical Museum in Chicago, delivered a lecture "Astronomy and Space Travel." And to a capacity crowd in March, Dr. Wernher von Braun spoke on the United States' "Lunar Landing Program." (We would land on the moon in 1969.) In April the guest speaker was Harry Golden author of the best seller "Only in America."

The Handel Oratorio Society under Henry Veld performed Verdi's Requiem. The choir had a successful trip to Colorado, Arizona, Nevada and California. The Augustana Association of Christian Missions helped provide a scholarship for a student from Japan to attend Augie and adopted a 13-year old at an orphanage in Korea. Women's week was highlighted by a fashion show, a Turn About Day to open doors and carry books for men, and a dance.

An ad in the Observer promoted selling Tupperware part-time. Another urged both male and female graduates to earn a commission at Air Force Officer Training School. Among the local ads was one from the Rock Island Typewriter Company to "put Low Grades on the Up Grade! With a Typewriter." One read "Teachers Wanted" (in the) Southwest, Entire West and Alaska with salaries of \$5,000. Summer jobs at the New York World's Fair and Eastern camps and resorts and summer theater also could be found.

An Obs article in Feb. told about some deplorable conditions and racially charged language that had been experienced by two Augustana students, Harlan Johnson and Matt Kawajairi on their semester break during a two thousand mile hitchhiking trip through the American South. Matt learned that even though he was Asian, he should use the Whites-only restrooms. Later in February 416 students would take part in "Fast for Freedom Food", giving up one dinner meal to raise money to buy food for the needy in the South. The Civil Rights Act of 1964 would be signed into law on July 2nd.

The Mock convention this year was Republican and took considerable planning. The campaign managers had to map out their campaign strategy, select nominating and seconding speakers, lead all demonstrations and have a proper running-mate for their vice presidential nomination. Those candidates represented were Richard Nixon, Nelson Rockefeller, Barry Goldwater, Henry Cabot Lodge, and William Scranton. At the Convention the third and decisive ballot was won by Henry Cabot Lodge and for Vice President, George Romney. In the Illinois primary Barry Goldwater received 65% of the vote and Margaret Chase Smith 25%. In the fall national election, Barry Goldwater and William E. Miller would carry 6 states, Lyndon Johnson and Hubert Humphrey 44 plus the District of Columbia.

The Peace Corps formed on Mar. 1, 1961. A Peace Corps recruiter visited campus in early April. In 1964 Augustana volunteers were serving in Liberia, Togo, Peru, Philippines, Bolivia, the Dominican Republic and Turkey, now called Türkiye.

On campus the summer would see the construction of the men's dorm, now called Ericson Hall, just south of Westerlin on the former Davis estate.

Finally, we must report the article on Mar. 11, 1964, "Augie Cost Boost is Largest in History." Starting in the fall, tuition would be raised to \$500 per semester and room and board to \$425 per semester or \$1,950 per year---time to get some scholarships!

Until next fall, enjoy the summer!