

Augustana Endowment Society
Historical Reflections from October 2024
by Janet Moline

Who remembers summer 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 fall semester? The editor was Brian Alm.

During the summer, Augustana broke ground for a new \$2 Million Men's Dorm just to the south of Westerlin. Construction began on June 22 and was scheduled for completion by Sept 1965. A labor strike would move that completion date to Sept. 1966.

One of the more notable hires of new faculty was that of a Ph. D from Northwestern, an Augustana grad and part-time history lecturer at North Park College and hired here as an instructor of history, Thomas Tredway. Dr. James Ribbeck started his tenure as Dean of Men.

"Welcome, Foreign Students" headlined one page and was followed by articles about a student from Cyprus, Sweden and the Netherlands. We did have a visiting professor from India teaching Poly Sci.

A contest was held from Sept 30 to October 6th to find a new name for the yearbook, called the Rockety-I. Suggestions from professors and students could be put in the box on the College Union desk. The winning entry would receive \$25. Apparently no winning title was submitted and the yearbook continued as the Rockety-I.

Presidential candidate Senator Barry Goldwater spoke at Wharton Field House. The fall issues of the Obs had numerous political articles, including one about Sen. Eugene McCarthy speaking at St. Ambrose.

The October Concert-Lecture series led off the year with "An Evening with the Meridith Willsons", the composer of "Music Man" and his concert singer wife, Rini.

Students needing a break from studying could attend the Rocket theatre where there were 4 showing daily. Most notable was Richard Burton as Becket and Peter O'Toole as His King. The Fort Theater advertised in the Obs too.

Advertisements for men's clothing were quite prominent. An English inspired...American accepted Blazer, A Jacket with Tradition from Harry Lefsteins or Post-Grad slacks from Mosenfelders were a must for a professional look. Deutsch's in downtown Rock Island also sold men's clothing with special prices for students.

An ad for Freeland's Sport Center seems questionable today. Among the items that could be purchased from this 14 Ave store were: guns, hunting clothing, gun accessories, reloading supplies, binoculars, ping pong, tennis and gold. A complete gun and athletic store including Augustana sweat and "T" shirts, jackets and gift items of distinction.

If you needed dressmaking, formals, fur work, costume hats or alternations of any kind, you could call for an appointment at Clementina Loefgren's just 4 blocks from Westerlin.

An Obs editorial gave recognition to the quality and high level to the work of the Ad Manager for the past three years, Norm Moline, now graduated.

If you liked folk music, you could have fun at the Quad Cities "Folk Music Center" in Moline.

And if you needed a 15¢ 100%Pure Beef Hamburger, just walk down 30th St to 7th Ave and stop at Henry Drive-In. Fries were 10¢ and pies just 19¢.

One final story. The Obs quoted a New York Times article entitled "Deserted Carthage College Awaits Owner." After 94 years, Lutheran Church in America controlled Carthage College had moved to Kenosha, Wisconsin leaving empty a 15-acre campus and 37 buildings.

The theme for Homecoming to be held on Oct. 23-25 was "All Aboard for Augie." But we can talk about that next month.