

The Morningsider

MAY
60

May

The President's Pen . . .

The North Iowa Conference of the Methodist Church voted June 15, while in session at Marshalltown, to conduct a



campaign for her two colleges, Morningside and Cornell. The goal will be \$1,500,000 and will be divided equally between the two colleges. The purpose will be to assist in capital improvements. The fund will be used for a men's dormitory at Cornell. Morning-

side will use approximately \$250,000 to complete the Fine Arts Educational building and the remaining \$500,000 for a women's dormitory.

Due in '63 — '64

The campaign will be conducted during the conference year, 1963-64. Two other large projects, now either scheduled or in process, must be completed and paid out. The church extension campaign which started last year has two years to run. A campaign for funds with which to build a new area headquarters will follow. Then comes the college program.

Many Methodist laymen and ministers who had important roles in this action are graduates of one of our conference schools. Many others of you are members of the some 400 churches in our North Iowa conference.

Thanks to All

I wish to express my sincere thanks to all who have helped bring this program into being and to ask each friend of the college to lift this program in his own thinking and in his local church; so that, a few years hence we shall all take great pride in seeing this tremendous project through to a successful conclusion.

Sincerely,
J. Richard Palmer

Morningsider New Look Coming in September

The Morningsider will take on a new look in September after a two-year period in which the format has remained substantially unchanged.

Size of the publication will remain the same, but the number of pages will be increased to at least 24 in each issue, and the frequency of publication will be changed to quarterly from the present five times a year.

The Morningsider cover will be altered to conform to later trends in publication design.

Features on the inside will be retained, but may be called by different names and probably will be displayed differently. There will be no change in the emphasis which has been on alumni news, but we will attempt to include one serious feature article in each issue.

**It's Not Too Early
To Plan . . .**

HOMECOMING

October 21, 22, 23

The Morningsider

**MORNINGSIDE COLLEGE
SIOUX CITY, IOWA**

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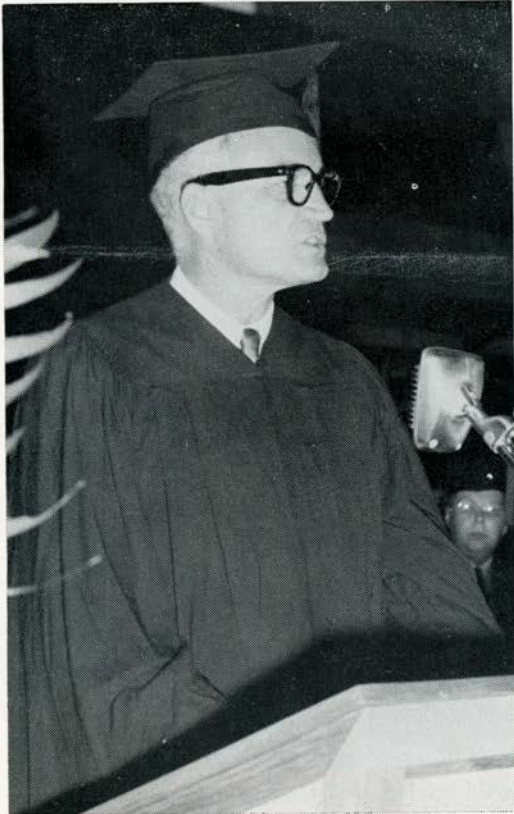
No. 5

Barry Goldwater Keynotes Sixty-Sixth Year Commencement

An air of new enthusiasm of, by and for Morningsiders was apparent in 1960 June Commencement.

— LOUIS CROSTEN

Senator Barry Goldwater, Arizona republican, urged Morningside college seniors to be "uncommon souls" and to seek goals in life other than monetary success.



"Be determined not to be the same as the next man. Copy, but copy only the good things about others and reject the bad," the senator emphasized.

"If you make your only goal in life being successful in a money way, you will destroy your real potential, just as the country that seeks material wealth will fall short of greatness," he pointed out.

101 Grads Present

One hundred and one June graduates were among the approximately 3,000 persons seated in Allee gymnasium who heard Senator Goldwater defend the right of the political conservative to seek answers to present-day problems through consideration of what has been successful in the past.

"One thing a conservative is accused of is opposition to change. This is a false accusation. There is nothing wrong with change, it should be our goal to improve, through change, the lots of others. But it must be an improvement, and we must go cautiously and not make changes without looking into the things of the past," Goldwater said.

"Too Many Voices"

The author of the recently published book—*Conscience of a Conservative*—warned that "too many voices in the country today are suggesting changes in the fundamental aims and purposes of our country" as set forth in the constitution.

He said he feared many of these people are unaware that too many changes in fundamental principles can endanger the republic.

The senator suggested that possibly "too much power is being concentrated on the banks of the Potomac and not enough in the

Senator Goldwater is pictured on the cover with a friend, and Morningside alumnus, Herbert L. Dunham, '15. Mr. Dunham presented Sen. Goldwater for the honorary degree Doctor of Laws.

towns and cities of Iowa" and the other states.

Immediately after the senator's address, degrees were conferred on the graduates by President Palmer. Special mention was made of the fact that the class had a disproportionately large number of honor students. Five persons were designated summa cum laude, six earned magna cum laude distinction, and four were named cum laude. Ten were nominated for Zeta Sigma honor society.

Ensley Addresses Huge Baccalaureate Gathering

F. Gerald Ensley, resident bishop of the Methodist church in Iowa, urged the graduates to attempt to penetrate the many mysteries that surround them and will always surround them.

The bishop addressed nearly 1,000 persons jammed into the new Grace Methodist church

for the Sunday morning baccalaureate service.

"O, we'll never be able to get rid of the mystery; despite everything we shall do, there'll always be more mystery in life than there is knowledge. But it is our task to reduce it so far as we can," Bishop Ensley said.

Men Crave Answers

The speaker suggested that men are driven to try to penetrate the mystery of life by their own natures and that this irresistible curiosity is the spark of science.

"A strong and sensitive mind craves an answer. In the long run, too, the power behind the clouds and darkness of life determines our success and failure," he said.

Bishop Ensley told the graduates and guests that an attitude of reverent adventure is the best means of reducing the mystery of life.

"The mysteries of experience yield to him who accepts gratefully all the wisdom that life and learning can bring and then pushes on reverently and venturesomely."



The large crowd watches as the academic procession files into Allee gymnasium for 66th year June Commencement.



Honorary degree recipients — Bishop F. Gerald Ensley, Dr. Earl Fullbrook, Sen. Barry Goldwater, Rev. Ralph Kitterman. At right, President Palmer.

Alums Fullbrook, Kitterman Are Among Four Who Received Honorary Degrees

Dr. Earl S. Fullbrook, '14, and Rev. Ralph Kitterman, '40, were among the four men who received honorary degrees at commencement exercises Sunday, June 5.

The others were Sen. Barry Goldwater, the commencement speaker, and Bishop F. Gerald Ensley, who spoke at the baccalaureate service.

Citations:

Dr. Fullbrook

"He has taught economics at the State University of Iowa . . . and was appointed dean of the college of business administration at the University of Nebraska in 1946 . . . he became dean emeritus and professor of marketing in 1957. " . . . it is his outstanding leadership as a college teacher, scholar and administrator which particularly qualifies him for this recognition today."

Rev. Mr. Kitterman

"In his chosen profession, Mr. Kitterman is 'a workman that needeth not to be ashamed,'

and is highly respected in the community and the church."

Bishop Ensley

"Bishop Ensley is distinguished as a preacher, lecturer and author . . . has held numerous important positions of responsibility with the Methodist church . . .

"Francis Gerald Ensley is one of Methodism's leading preachers, theologians and scholars, and it is a privilege to present him for the honorary degree doctor of literature."

Sen. Goldwater

" . . . His penetrating insight sees straight to the heart of things. His keen judgment and sound decision can swiftly translate themselves into courageous action. These are his fine qualities of leadership . . . His inquiring mind and indomitable spirit have provided him with a broad and effective instruction well worthy of the degree . . . Doctor of Laws."

Good Attendance Marks 66th Commencement; Awards Given

Largest crowds of recent years attended the reunion luncheons and Alumni dinner during commencement weekend.

One hundred forty persons gathered in the Dimmitt hall dining room for the reunion luncheons Saturday noon.

Specially honored were members of the classes of 1910 and 1935—the 50 and 25-year classes. Reunions also were held for all other classes ending in 0 or 5.

Dunham Speaker

Herbert L. Dunham, '15, recently retired vice-chairman of the board of the Valley National bank of Phoenix, Ariz., addressed nearly 300 persons at the Alumni dinner Saturday evening at the Sioux City Municipal auditorium.

Mr. Dunham's talk—A Doctorate Worthy of Your Talents—dealt with the ways in which a person may earn what he called the Doctor of Dedicated Simplicity degree.

The speaker cited dedication and simplicity as attributes whose attainment takes an amount of concentration and discipline similar to that needed for attaining a doctoral degree in one of the formal subject matter fields.

Name Award Winners

Six persons were named winners of the first alumni awards given by the college for exemplary service to society.

Those designated were:

Rev. G. Sam Nichols, '23, for 25 years pastor of Collegiate Methodist church, Ames—one of the country's outstanding churches over the years.

Dr. Lorene Marvel, '34, a member of the St. Cloud, Minn., State college faculty and outstanding music educator. She is the author of several publications.

Herbert L. Dunham, '15, retired vice chairman of the board of Valley National bank, Phoenix, nationally known consultant on management training techniques.

John Griffin, '34, Sioux Falls, S. D. businessman, co-owner of a retail pharmacy chain, board member of several corporations, president of Sioux Falls Board of Education, civic leader, board of directors, U. S. Chamber of Commerce.

Judge H. H. Sawyer, '08, Des Moines attorney, co-leader with Frank Heilman of campaign to establish a chair of geology at Morningside; author of several newspaper and magazine articles.

Dr. R. H. McBride, '18, Sioux City pediatrician, church and civic leader, past president Sioux Valley and Woodbury county medical societies, teacher of pediatrics 25 years at Methodist, Lutheran and St. Joseph Mercy hospitals in Sioux City.



Pictured above are persons seated at the table of the 50-year class (1910). Clockwise from front are Mrs. George Eggleston (former student), Rev. Mr. Eggleston, Vinton, Ia.; Mrs. J. M. Saunderson, Sioux City (guest); Miss Janet McDonald, Franklin, Ind; Lawrence Belt, Wheatland, Wyo.; Dr. J. H. Bridenbaugh, Billings, Mont.; Mrs. Jennie Nelson Bridenbaugh, ('11); Kathryn Newland Belt, ('15); Helen Giehm Barrett, '14; Florence Montgomery Kingsbury, '13 and Cyril Upham, Minneapolis, '15.



Five recipients of the first alumni awards to be given by Morningside college are pictured above immediately after the ceremony at the Municipal auditorium Saturday, June 4. From left to right are John Griffin, '34, Sioux Falls, S. D.; Herbert L. Dunham, '15, Phoenix, Ariz.; Dr. Lorene Marvel, '34, St. Cloud, Minn.; Dr. R. H. McBride, '18, Sioux City, and H. H. Sawyer, '18, Des Moines. A sixth award winner, Rev. G. Sam Nichols, '23, of Ames, Ia., was not present for the presentation.



Persons seated at the 1935 table for the class's 25th reunion are (clockwise from the front) Everett Sterling, Vermillion; Mrs. Everett Sterling (guest); Merlin Kolbe, '34; Audrey Stomberg Kolbe, Nemaha, Mattie Brass, Des Moines; Jean Hayes Sayles, Fort Dodge; Daryl Williams, Crete, Neb.; Elaine Rawson Williams; and unidentified guest; Nora Jensen Francis, Omaha; Perry Francis (guest); Mrs. John Evans (guest) and John Evans, '34, Winterset, Ia.

Alums in the Spotlight . . .

FRED SMITH '23 VICE-PRESIDENT OF WESTERN ELECTRIC CO.

Fred B. Smith, '23, has been named as vice president of Western Electric Co., Inc. Mr. Smith, a native of Sloan, had been manager of the company's Hawthorne works in Cicero, Illinois.



He obtained his master's degree from the State University of Iowa in 1927 and began work with Western Electric in 1928. Mr. Smith became superintendent of the Lincoln, Neb., shops in 1948

and later joined the company's non-profit subsidiary operated for the Atomic Energy commission.

* * *

Charles W. Bach, '27, retail group manager of Sears, Roebuck, Minneapolis, was awarded the 1959 distinguished service award of the Minnesota Retail federation.

The award is presented annually to a Minnesota merchant who has contributed "conspicuous service to retailing and to his community or state."

Mr. Bach is a director of the Minneapolis area chamber of commerce, a vice president of the Greater Minneapolis Safety Council and a director of First Bloomington State Bank.

* * *

R. C. ("Honie") Rogers, '25, and A. W. Buckingham, '39, were instrumental in bringing the National Association of Intercollegiate Athletics national baseball tournament to Sioux City in June.

The meet was under sponsorship of the Sioux City Junior Chamber of Commerce. Mr. Rogers was elected president of the Century club, fund-raising organization for the tournament, and Mr. Buckingham was general chairman of arrangements.

Don Protector, '49, was tournament manager in addition to guiding his own team which was named to the tournament after winning the North Central conference baseball championship.

Myron Insko, '14, was lauded by San Diego, Cal., press and citizens as he stepped down after 30 years as director of Goodwill Industries there.

Dr. Insko established Goodwill Industries in San Diego in 1930.

The Inskos will tour the South Pacific area this fall and then return to their home in San Diego.

TRUSTEES MEET, ESTABLISH 60-61 BUDGET, \$1,315,825.

Members of the board of trustees held their spring meeting June 4 in the Alumni lounge of the men's dormitory.

The proposed budget of \$1,315,825 for the 1960-61 academic year was presented by Carrol N. Smith, finance committee chairman. It was approved by the board.

President J. Richard Palmer presented his report consisting of subsidiary reports by other members of the college administrative and academic staff.

FINE ARTS CAMPAIGN SETS CITY DRIVE RECORD

The largest amount of money ever raised for Morningside college in Sioux City on a single drive was reported as the first phase of the fine arts educational building campaign neared completion.

The total after an intensive three-week canvass was \$510,271.58. Alumni in Sioux City played an integral part in the drive. Ed McCracken, '38, was chairman of the general teams division. Particularly significant among alumni gifts were the following:

Mr. and Mrs. Irving Jensen (Elizabeth MacFarlane, '54) contributed \$15,000, and a \$25,000 gift was received from Leon, '22, and Mayme Hoyt Hickman, '24, of Pittsburgh, Pa.

At an appreciation dinner closing the drive, President Palmer expressed confidence that the goal of \$1,250,000 will be reached. The president indicated that a large number of substantial gifts were still out and that help is in sight from other sources.

The structure will house the bulk of facilities for the music, art and speech departments and also will furnish classroom space for some other fields. It is scheduled to in-

clude a 1,500-seat auditorium—an area in which the entire student body may be assembled for regular convocations.

Alumni who wish to contribute to the drive are asked to send contributions to the Office of Financial Development or to Dr. J. Richard Palmer, Morningside college, Sioux City 6, Iowa.

Club Meetings

DENVER

An alumni get-together was held in Denver, Feb. 28 with the following alums present. Ruth Wilson, '53, Anamae Koole, '53, Phyllis Lane, '52, Isabelle Gibbs, '53, Sonya (Mackintosh) Cahill, '55, and Joan (Collin) Fries, '53, and husband, Harlan. They enjoyed a pot luck dinner and reported that "It was so good to get together again!"

SAN DIEGO

The San Diego club met at the home of Mr. and Mrs. Myron Insko April 24. There were 28 present, and Mary Insko was elected secretary-treasurer for the coming year. Keith Hatter was elected vice-president. Mr. and Mrs. Insko are on a South Pacific cruise which will take them to Tahiti, New Zealand, Australia, Fiji, Samoa, and Hawaii.

OMAHA

Mrs. Thomas Green (Lois Emme, '46) has been elected to head the Morningside college Alumni club of Omaha. Other officers are Mrs. R. C. McLaughlin (Katherine Roadman, '47), vice-president, and Leo Roepke, secretary treasurer.

ODEBOLT

Alpha Sigma alums held their annual reunion at Odebolt. Each year a get-together is planned for these alums and their parents, and the latest was held December 26. The following alums were present: Alleen (Lindquist) Fraser, '53, Rochester, N. Y., Ruth Wilson, '53, Denver, Colo., Carol (Scott) Carlson, '53, and her husband, Remsen, Ia., Marcella (Carlson) Wheaton, '53, and her husband, Kansas City, Mo., and Joan (Collin) Fries, '53.

Births

To Dr. and Mrs. M. J. Kacere (Loretta Yanney, '51) a son, Michael Joseph, jr., born February 21.

To Mr. and Mrs. Arne Feste, '52, a son born March 25.

To Mr. and Mrs. Beryl Lehnus (Vyonne Oskvig, '55), a daughter, Stacy.

To Eugene and Ruth Rance Emme, both '41, a son, Stuart Morlock, born March 25.

To Mr. and Mrs. Roger E. Miller, '53, a son, David, born January 26, 1960.

To Mr. and Mrs. Ronald E. Christensen (Jean Baxter, '52), a daughter, Pamela Sue, born March 20.

To Mr. and Mrs. Harold G. Martin, '55, a daughter born September 24, 1959.

To Mr. and Mrs. Charles E. Carter, '54, a daughter, Catherine Ann Carter, adopted January 14.

To Rev. Robert Rae, '41, and Mrs. Rae, a daughter, Barbara Joyce. The Raes have 4 other girls; Robin, Mary Ann, Sherilynn and Jana.

To Lynn H., '56, and Audrey (Miller) Whyte, ('56), a daughter, Kathleen Dawn, born April 30. Kathy has a brother, Kendall Dale, 3½.

To Mr. and Mrs. Verdell Schmale, '58, a son, Verlynn Charles, born March 20.

To Mr. and Mrs. Verlin Dean Heuton, '54, a daughter, Mary Leigh, born April 7.

To Mr. and Mrs. Harold A. Bomgaars, ('44), a son, born April 6.

To Mr. and Mrs. Lawrence Bentsen, (Elaine Oetjen, '57) a daughter, Beth Diane, born January 17.

To Norman and Evelyn (Perrin) Reid (both '52), a daughter, born March 27.

To Mr. and Mrs. Lynford Taylor (Marjorie Menning, '50), a daughter, Sheri Lynn, born January 29.

To Mr. and Mrs. Dick Otten, (Dorothy Clem, '50), a daughter, Victoria Ann, born, November 3, 1959.

To Charles and Madge (Fagen) Broz, ('56), a son, Kevin. Kevin's sister, Roxanne, is 2.

To Mr. and Mrs. Keith Warner, '57, a son, Brian Keith, born October 8 in Oak Park, Ill. The Warners have a daughter, Linda Kay, who is 2½.

To Mr. and Mrs. Jack Paulson, '59, a son, Michael Scott, born December 25, 1959, in Chicago. Michael's brothers are Robert 3, and Richard 2.

Class Notes

'15 — '30

A. B. Semby, '15, market news expert, has retired. He began working for the department of agriculture in 1917 and helped issue its first livestock market report from Chicago June 1, 1918. Mr. Semby plans to return to his home in South St. Paul after having spent the past 18 years in Washington.

Mr. and Mrs. Lowell Crippen, '30, have purchased a cottage in Estes Park, Colo., where they plan to spend their summers. Lowell teaches at Leeds and recently received his real estate licenses for Colorado.

Dr. Donald A. Keys, '26, chairman of the University of Nebraska department of operative dentistry, will leave on a clinic and lecture tour to England and the Scandinavian countries in August. On the return trip, he and his wife (Clarice McDonald '25) will visit the Medical Institute of Geneva.

Roy Jennings, '29, Director of ISEA, was on campus for a student ISEA meeting April 21. He spoke in the morning concerning pending legislation and in the afternoon was on a panel discussion, Current Trends in Education.

'31 — '41

Wendell B. Seward ('31), is employed as an electronics design engineer by the Bendix Pacific division of Bendix Aviation Corp. His



J. H. Berkstresser, '11, and Clara Lewis, '18, are pictured above after their wedding February 20, in Honolulu.

project at present is a portion of the data handling ground equipment for communication between the telemetry receivers and the computers on the Mercury (man in space) effort.

Earl E. Hicks, '32, mathematics instructor at Rancho high school in Las Vegas, has been awarded a Shell Merit Fellowship to Stanford University this summer. Hicks is one of 100 high school mathematics and science instructors from the United States and Canada selected on the basis of merit and leadership qualities to attend graduate-level seminars at Stanford and Cornell universities.



L. A. Schaal, '38, is the weather bureau state climatologist for Indiana and assistant professor in the department of agronomy at Purdue university, Lafayette, Ind.

Other classnotes which had to be omitted because of lack of space will be printed in the September issue.

Deaths

Dr. J. B. Ackman ('10) passed away March 24 in St. Paul, Minn.

Miss Ruth Packard, '24, died of a heart attack at the home of Mrs. Lloyd Garrison in Denver. Miss Packard was on the national staff of the Y. W. C. A.

Mrs. Florence (Bragg) Ewing ('25) was killed in a plane crash in March.

Elbert J. Sebern, '25, passed away as the result of a heart attack in Ottumwa, May 1.

Mrs. Norma Erckmann Downing, '37, died of cancer at the Methodist hospital in Rochester, Minn., April 22.

Paul E. Stevens, '23, passed away unexpectedly of a heart attack April 3 at his home in Mt. Vernon, Wash., where he was director of vocal music in the elementary schools. Besides his wife, Lois, two children, and his brother, George, who resides in Sioux City, survive.

Miss Theresa Ramse, '42, died in Sioux City after suffering a stroke. She had been a grade school instructor for 30 years.

Chiefs Top North Central Conference



Morningside's baseball Chiefs, under the coaching of Don Protextor, won the North Central conference diamond championship, posting six league victories without a defeat.

The over-all record of 15 wins and 4 losses, the conference crown and a late season victory string earned the Maroons a berth in the N. A. I. A. national baseball tournament in Sioux City in June.

Lapses Hurt

They represented district 4—Iowa, Minnesota, Wisconsin and Missouri.

A combination of a crackerjack Whitworth college pitcher and several lapses in form ousted the Morningsiders early in the tournament, however.

The conference season was a different story. Ace moundsman Ken Stripling won five league games without a defeat including the championship one-game playoff with North Dakota university at Grand Forks.

Stripling was the top pitcher in the conference, posting a 1.71 earned run mark.

Four Loop Marks

In addition to Stripling's pitching record, Morningside posted three other league-topping marks: Third baseman Dave Mulder was tops in runs batted in with 9; Stripling whiffed 40 batters in 38 innings for the top strikeout mark, and the Maroons were first in team fielding with a .968 mark.

Mulder, junior from Alton, led Morningside hitters with .391. He also had the most RBI's, 24, and doubles, 5, and tied with Jim Amfinson of Cushing in home runs. Each had 3.

The team as a whole had a batting average of .277, and the pitchers posted an earned run average of 2.99 per game.

TRACKSTERS EXCEL IN SPRINTS

Coach Jack Jennett's track team ran into an early tough break, but came through with good performances in several meets in the sprints and sprint relays.

On the eve of the first meet, ace sprinter Scott Morton underwent an emergency appendectomy and was lost to the squad for several weeks.

Larry Thompson, a junior from Hampton, was the team's leading scorer. He set a new school record of 21.9 in the 220-yd. dash, cracking the old standard by three-tenths of a second.

Thompson took second in the North Central conference 220 race and fourth in the quarter mile.

Jerry Ehwegen, junior from Terril, was elected team captain for the season and was third ranking point maker.

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Prof. Ira J Gwinn
3515 Peters Ave.
Sioux City, 20
Iowa

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Prospective Morningsiders

If you know of a young man or woman who is the kind of person you would want to attend Morningside, please fill out this form and mail to the alumni office.

Name _____

Address _____ Phone _____ Exch. _____ No. _____

City _____ State _____

High School _____

Graduation Date _____ Month _____ Year _____

Major Field of Interest _____
