

The Morningsider

Roadman Fifteenth Anniversary Edition

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NUMBER EIGHT

President Earl A. Roadman

By Merrill E. Burnette

On an April Sunday morning, 1951, Dr. Earl A. Roadman, a slight but keen figure of a man, stood before a capacity College day audience in Grace Methodist church and for a few poignant minutes allowed himself to look back.



President Earl Alan Roadman

He looked back to a day 15 "short-long" years ago (short or long depending on one's age) when he, as he whimsically described it, came "stepping across the threshold" to shoulder the task of being president of Morningside college.

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Fifteen Years Of Progress

On April 17 President Earl Alan Roadman passed the fifteenth annual milestone in the presidency of Morningside College, the longest tenure in that office to date. The average term of office of a college president in America is less than four years. President Roadman has already served approximately four times that long. These fifteen years have marked great progress in all lines of development.

1. SALARIES. The most urgent task facing the president from 1936 to 1944 was the lifting of salary standards. For several depression years prior to 1936 only fractional salaries were paid. In that year faculty members individually waived claims for arrearages. An era of improvement began. For the next seven years an increasing percentage of the established salary scale was paid, since when salaries have been met in full. In 1946 a higher salary scale was adopted, but needs to be revised upward again.

2. ENROLLMENT. During the past fifteen years enrollment has had its ups and downs, reflecting the military situation. The over-all enrollment, for this period, including special students, evening session and summer school (not counting duplicates) started with 789 in 1936, dropped to 641 in the war year 1945-1946, rose to an all-time high of 1719 in 1946-1947, and for the year 1949-50 was 1309.

3. FACULTY. An expanded enrollment necessitated a larger faculty and an increase in service personnel. Great care has been used in building this larger faculty to maintain scholastic standards or to raise them, and to secure persons of highest character qualifications. Moreover, the percentage of the faculty having advanced degrees is higher. "Who's Who in America" lists 17.5 per cent of the faculty of Morningside College in its 1950 edition, a percentage that compares favorably with other colleges.

4. BUDGET. Meantime the budget climbed from \$204,817.16 in 1936 to a maximum of \$611,138.97 in 1948. For the last fiscal year the budget total was \$576,214.49. This is big business.

It means that the college has been doing a better job for more students than ever

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PRESIDENT E. A. ROADMAN

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Looked back on dreams that backslid into nightmares — and nightmares that were turned into dreams.

Looked back on a turbulent period of two wars which had—and still have—a distressing impact on college life and objectives.



President Roadman, Fund Raiser

Looked back on a period during which kindergarten tots became high schoolers before his very eyes, reminding him that, after all, 15 years stack up to "a long, long time!"

Looked back on a span in which bare spots on the Morningside greensward were covered with new buildings and other bald spots marked for future structures, some already in blueprints.

And the College day audience felt a tug as it formed its own conclusion that the job had been magnificently done.

Dr. Roadman, a speaker famed for a delightfully informal style offsetting incisive thoughtfulness, took none of the credit. That would have been utterly unlike the man.

He was only profoundly appreciative of the support and co-operation he had received in these 15 years dating back to April 17, 1936, when he came to Morningside from Dakota Wesleyan university at Mitchell, S. D., where he had served nine years as president.

... no joyful jig ...

Reminiscence, no matter how pleasurable, has little place in this educator's life.

There's so little time for it.

The president and his associates might do

a bit of a joyful jig at this 15th milestone of definite progress for Morningside college.

But there's no joyful jig.

Instead there is this bristling challenge in the president's annual report to the college board of trustees:

"In the college field, we have never known a moment of more serious uncertainty. I am of the opinion that we have known more difficulties to face, but never such uncertainties."

Dr. Roadman was referring, of course, to the things that the Korean war and the defense effort are doing to American colleges.

Looking back?

No such luck.

Quoting again from the report to the trustees:

"I am hoping . . . that today and every day between now and a year or two years from now, God will give us the vision and the courage to face each of our situations with as positive approach as possible."

... presidential ingredients ...

When Morningside college was celebrating its 50th anniversary, the Sioux City Journal in a feature article gave the following appraisal of what a man needs to be a good college president:

"Take a good brainy man, add an overflowing cup of practical scholarship, mix with liberal portions of tact, common sense, business acumen, execu-

BOX SCORE

1894-1897	President G. W. Carr
1897-1908	President Wilson Seeley Lewis
1908	Dean Sidney L. Chandler (Acting President)
1909-1911	President Luther Freeman
1911-1918	President Alfred Edwin Craig
1918-1931	President Frank E. Mossman
1931-1935	Robert Enlow O'Brian
1936-	Earl Alan Roadman

tive talent, oratorical ability, good manners, platform appearance, and a non-sinkable sense of humor.

"Better go strong on the business ability ingredient."

"Then season with the knack of getting along with people both young and old, and a generous pinch of good health with which to withstand the punishment he'll have to take. Saturate with courage and then let the whole thing mellow."

"At the helm of Morningside college is a man evaluated by students, faculty members, trustees, so-called hard-headed business men and other supporters of the college here and in the Sioux City territory as just such a president—a finely compounded mixture of what it takes to keep such an institution on an even keel."

"He is Dr. Earl A. Roadman."

... a manful job ...

A leading Iowa editorialist wrote this when Dr. Roadman came to Morningside from Dakota Wesleyan University in 1936:

"It is the general understanding, very complimentary to Dr. Roadman, that, facing the usual uphill financial fight of the moderate sized denominational college, at Mitchell, he has done a manful job. At Morningside he will also have difficulties, of pretty much the same sort. It is known to everybody that the trend of the times has not been easy on the smaller colleges. Some in Iowa have winked out. But some also have, despite difficulties, demonstrated an inherent sturdiness and a fundamental value that seem to assure them of a vital place in the educational processes of the middle west for as long a period as anyone can foresee. By reason of its location, its association with Iowa's second largest city, and its tradition that goes back to Bishop Wilson Seeley Lewis' time, the basic factors for a sound and extremely useful institution obviously exist at Morningside."

... uphill financial fight ...

This editorial forecast proved correct. The "uphill financial fight" was there from the beginning. But under Dr. Roadman's administration a debt retirement and financing plan gradually pulled the college from its insecurity.

Indebtedness was retired.

Endowment was nearly trebled.

A great program for new buildings was launched.

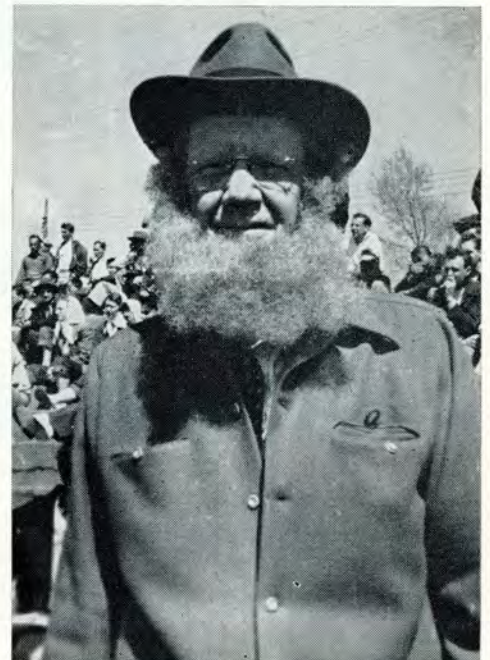
The Jones hall of science was built.

The George Allee gymnasium followed.

Plans have been drawn for a new \$250,000 men's dormitory which is to be constructed west of the present conservatory of music.

Footings are in for the Dr. J. H. O'Donoghue observatory and telescope building.

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Grandpa Roadman on Sadie Hawkins Day

From Farm Boy To College President

By Prof. John Castle

It has long been an established principle of biography that each person has his typical experience, one that will be repeated with variations again and again. Nearly everything typical of Dr. Earl A. Roadman's inner nature might be suggested through his close relationship to his family, his experience as a student and educator, and his work in the Methodist Church: his role from the earliest days has been that of the faithful steward, cheerfully accepting the responsibility for serving others.

... a farm boy ...

Born on a farm at Dike, Iowa, November 14, 1885, Dr. Roadman's first and enduring impressions of the family were that it was a closely-knit unit, held together not only by ties of affection, but the necessity of



Earl Roadman, aged 15

sharing the work of the farm. His parents were Mr. and Mrs. John Harvey Roadman, who settled on the Grundy County homestead in 1874 after a covered wagon journey from Ohio. The senior Roadman, besides managing the 400-acre farm, taught school three miles from the homestead.

Because the farm was large and the equipment limited, the five children assumed an increasing share of the work. There were the usual chores to be done, and the milk to be hauled to the creamery. In the summer, plowing, planting, and harvesting were added to the routine of chores. During the winter, the children attended the nearby country school. As the children grew older, they found most of their recreation together. Each Sunday they attended church services at the Dike Methodist Church.

In the winter term of the school year of 1899, Dr. Roadman left the country school to attend the Preparatory School of the Iowa State Normal at Cedar Falls, qualifying for the third year level by taking the country teaching examination. After the death of his father in 1902, Dr. Roadman and his brother Charles took turns going to college. Dr. Roadman completed the junior college level of work at the Normal school.

... teaches father's school ...

In 1904-1905 winter term, Dr. Roadman taught the same country school near home which his father had taught thirty years before. At the same time, he continued to help with the work of the farm and to contribute his salary to the family budget. The following year, he taught in the high school at Vorhees, twenty-five miles from Dike. Each week-end he returned to the farm. So close had the family become after the death of the father, that eight years elapsed before the estate was divided, and then only because two of the children had married. It was a happy family fellowship where they shared the work and fun, and spent money from the single family pocket-book.

The following year Dr. Roadman was elected superintendent of schools at Whittemore, Iowa, and served for one year. In the fall of 1907, he entered Upper Iowa University at Fayette for the purpose of finishing his college work. While at Upper Iowa, he served as editor of the college paper, and became a member of the Intercollegiate Debate team which debated against Morningside College.

... enters ministry ...

Although he had derived a great deal of satisfaction from teaching, Dr. Roadman felt an increasing interest in the work of the church. When he was in Dike, Reverend Edward A. Lang, pastor of the Dike Methodist Church, had talked to him about entering the ministry and succeeding pastors had encouraged and guided him in that direction. Especially significant, too, was his memory of a midnight prayer meeting on New Year's Eve of 1902 which he attended with his father. His father's encouragement in the direction of service in the church was made more profound by his death the following autumn. Consequently, upon his graduation from Upper Iowa in 1909, Dr. Roadman immediately entered Boston University School of Theology.

... studies in Europe ...

After his first year at Boston, Dr. Roadman married Irma L. Keene of Cedar Falls, whom he had met during his college days at Iowa Normal. The wedding took place on September 5, 1910, at the home of Bishop William Frazer McDowell in Evanston, Illinois. Shortly after the marriage and return to Boston, Dr. Roadman became pastor of the Congregational Church at Chelmsford, Massachusetts, four miles from the city of Lowell. In Chelmsford, in 1912, their first child, Earline, was born.

After graduating from the Theological School and completing a year of graduate study, Dr. Roadman took his family to Europe where they spent the larger portion of the following year at the German University known as Halle-Wittenberg. Anticipating the arrival of a second child, they returned in May, 1914, a little earlier than they had expected, and thus escaped the confusion and terror that the outbreak of World War I had upon travelers and tourists in Europe.

... back in Iowa ...

After his return to Iowa, Dr. Roadman became pastor of the Methodist Church at Allison. While in Allison, he directed his energies to consolidating the Methodist and Congregational churches into a single Federated Church, and during the summer of 1916 organized a Chautauqua for the community. After three years at Allison, Dr. Roadman was transferred to the First Methodist Church at Eldora. He served Eldora for two years and was then elected Professor of Bible and rural sociology at Upper Iowa University in 1919. He continued his teaching and week-end extension work among the country churches and rural communities until 1925 when he was appointed to the pastorate of Grace Methodist



New President, 1936

Church in Waterloo. By that time his family had increased to six children, the youngest child being six months of age when they moved to Waterloo.

... at Dakota Wesleyan ...

Having won wide recognition as a public speaker and as an able church business administrator, Dr. Roadman, in 1927, was elected President of Dakota Wesleyan University at Mitchell, South Dakota. He was inaugurated president in September, 1927, and served Dakota Wesleyan for the next

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FIFTEEN YEARS OF PROGRESS

(Continued from Page One)

before. It means also that the college is a tremendous financial asset to Sioux City. It brings approximately \$1,250,000 of business to Sioux City annually. That is to say, the college, its faculty, students, parents and friends of students and the crowds that come to the city for college events, spend here every year a million and a quarter of good dollars that would be spent elsewhere, were it not for the college. Its cultural value is beyond computation.

5. **PENSIONS.** During President Roadman's administration a three-fold pension plan has been put into operation:

(1) To provide pensions for the older members of the faculty a plan was adopted several years ago whereby the college pays to retired faculty members who do not have other pension an amount equal to what they would receive if they were retired members of the former Northwest Iowa Conference.

(2) For the past six years the college has participated in the Teachers' Insurance and Annuity Association plan, the college paying five per cent and the faculty member five per cent of salary. This is a pension plan that is actuarily sound, whereby each faculty member benefits according to the amount paid in.

(3) Beginning with January 1, 1951 all employees of the college are covered under the amended Social Security Act. The amount paid to the Teachers' Insurance and Annuity Association has been reduced, so that a total of ten per cent is now paid to that and to the plan under the amended Social Security Act.

The present situation as to pensions is a very definite advance over that which prevailed in years gone by.

6. **ACADEMIC OPPORTUNITIES.** As to new and improved offerings in the curricula at Morningside, the following deserve special mention: (1) enlarged speech department, with a radio broadcasting workshop and studio with direct wires to the four local broadcasting stations; (2) expanded art department in new quarters in Alumni Gymnasium; (3) a new department of Livestock Marketing; (4) a new department of Home Economics; (5) a layman's training program leading to a certificate in churchmanship; (6) improved teacher training and teacher placement program; and (7) participation in the civil aeronautics program beginning 1940.

Furthermore, (a) Morningside's student guidance program initiated in 1938 is outstanding. (b) The college has a student self-government program which is unique in its effectiveness, and is widely recognized among colleges and universities. (c) Morningside is recognized among other institutions of the North Central Association as one of the pioneers and leaders in the general education movement in liberal arts colleges. The philosophy of general education is simply this, that there is a certain core of knowledge that is basic to all education.

7. **EVENING SESSIONS.** The past decade has witnessed a well-developed evening program of adult education. Many persons have completed requirements for degrees,

10. **INVITATIONAL CONFERENCES.** For the past eleven years there has been held at Morningside an Annual Educational Conference on public education. This conference covers a four-state area. Numerous other special conferences have been conducted on the campus, such as, conferences on Christian careers, family relations, social workers, and youth evangelism.

11. **PROGRAM OF ADVANCE.** Soon after the coming of President Roadman, the Program of Advance was inaugurated. It included three phases: I. Debt liquidation. II. New buildings and equipment. III. Adequate endowment. Two additional phases of the on-going college program have now been incorporated as part and parcel of the Program of Advance. These are: IV. Highest academic standards, and V. Stronger Christian emphases. These last two which logically come first, have already been discussed.

PHASE I. DEBT LIQUIDATION. Next after the matter of raising salaries, the second pressing and stupendous problem awaiting solution in 1936 was to balance the budget and free the college of debt. For several years an annual city campaign for \$25,000 (conditioned upon the churches of the conference increasing their yearly contributions to \$15,000) supplemented the budget income and brought it into balance.

By herculean efforts the debt was reduced by 1943 to \$126,000. Then in 1943 and 1944 the United Anniversary Campaign in the conference netted the college \$206,000, enough to wipe out the debt balance and provide \$80,000 toward the Science Hall. Phase I of the Program of Advance was thus completed. For the past eleven years the budget

has been in balance, and since 1944 there has been no debt of any kind.

PHASE II. NEW BUILDINGS AND EQUIPMENT. Two beautiful new buildings speak for themselves.

(a) The Jones Hall of Science cost, including equipment, \$352,000. This building, with its modern laboratories and lecture halls, and its well-equipped home economics annex, greatly improves the science facilities of the college.

(b) The final cost of Allee Gymnasium, including widening Peters Avenue and some other related items, was \$542,562. Better intercollegiate athletics and an enlarged

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Program of Advance			
FINANCIAL PROGRESS			
1936 to 1951			
PHASE I			
Debt Paid			\$435,000.00
PHASE II			
Jones Hall of Science			
(including equipment) ---	\$	352,000.00	
Allee Gymnasium		542,562.00	
Pavement of campus driveways			
and other improvements ---		31,830.00	
4 Barracks buildings on campus		10,000.00	\$ 963,392.00
PHASE III			
Increase in endowment			
Last audit (1950)	\$	724,291.00	
Not included in audit			
64 housing units		128,000.00	
Herbert Saylor estate ---		151,000.00	
Cash on hand		12,500.00	
Total endowment	\$	1,015,791.00	
Less audit 1936		307,658.00	\$ 708,132.00
Grand total gain 15 years			\$2,079,524.00

while others have furthered their educational training.

8. **SUMMER SCHOOL.** Likewise the summer school has attracted large numbers of students and has rendered a real service.

9. **RELIGIOUS LIFE.** Beginning with this school year the college has had a full-time Director of Religious Life. Formerly the head of the Department of Religion carried this responsibility in addition to a heavy teaching load. There are now not one but three faculty men in this department. There is also a wide range of religious activities on the campus. All of this is part of the plan for increasing the Christian emphases at Morningside College.



Three Generations of Roadmans - 1947

Sofa: left to right: Mrs. Gene Scott (Joyce Roadman) holding her son, Rickey; Dr. Earl Roadman holding Jean Fishbeck; Kathy Fishbeck; Mrs. Roadman holding Mike Scott and Mrs. Keene Roadman holding her son, Larry. Seated: Mrs. Warren Youle (Earline Roadman) holding her daughter, Tyann; Mrs. Charles Roadman holding her son, Chip; Keene Roadman, Lynn Fishbeck, Marky Jones, Judy Jones,

Sandra Youle and Mrs. Richard McLaughlin (Katherine Roadman). Standing: Richard McLaughlin, Charles Roadman, Keene Roadman, Warren Youle, Gene Scott, Arthur Fishbeck and Mrs. Arthur Fishbeck (Pauline Roadman). Grandchildren not in picture: Gregory and Cynthia Scott, Gwen Fishbeck and Patricia McLaughlin.

The President's Wife Speaks

What It Means to be the Wife Of a College President

How can one write impersonally about what it means to be the wife of a college president? I can only say what it has meant to be the wife of Earl Roadman, college president for twenty-four years—nine at Dakota Wesleyan University, and fifteen at Morningside College.

To be sure, it has meant being without a husband through many days and weeks of his campaigning for money, students, and good-will.

I am often reminded of what Mrs. John R. Mott said when asked how she could stand to be married to a man who was away from home so much of the time. She replied, "I would rather be the wife of John R. Mott, away practically all of the time, than the

wife of any other man I know." Them's my sentiments, too, in relationship to my husband.

It means much to be the wife of a college president who has maintained a deep family interest—days of fishing with his boys, sleeping some nights with them in our tree house, swimming with his children and grandchildren, taking each one of the six children on a long trip, promised them upon their attaining twelve years of age. These have been a preparation for a desire to understand other parents' sons and daughters.

Because my college president loves people, my task has meant many things, among them, entertaining faculty and students in our home, shaking hands with and meeting the eyes of eager students at social events, taking a car full of students to youth conferences, the privilege of having weddings in our home for those who wish to be married by their "prexy," home baptisms of some of the children of present and former

students and sometimes visits to the hospital when death has come. Life in "prexy lodge" has brought association with those of whom it has been said, "Authority flows to the man who knows." It has meant a nearness to things of cultural value—an awareness of so much that is yet to be learned and accomplished—an observation of a real campus democracy in student attitudes toward race, creed, and color—an increasing faith in youth in their eagerness to participate in community, national, and international affairs with a Christian point of view.

There has come a deep surging of emotional interest as I realize my Prexy Mother relationship to alumni when they return to the campus for reunion events.

To be a college president's wife means more than pouring tea or standing in line on social occasions, or making dozens of addresses and talks in a year. It means being a partner in the task of working and dreaming with youth.

PRESIDENT E. A. ROADMAN

(Continued from Page Two)

Financial gifts already have been received toward a new or relocated library. Enlargement of the music conservatory is planned.

A new, larger student union is in the project stage.



The Hunters

So why look back? There's too much exciting vista up there ahead.

That's the Roadman philosophy.

... like football players ...

We like to compare Dr. Roadman with a couple of famous football players—Morningside's Connie Callahan and Nebraska university's talented Bobby Reynolds.

Both Callahan and Reynolds have been known to run BACKWARD when confronted by a solid wall of opposition.

But the backward fade was only a pause as the eagle-eyed runner peered downfield for the break that would be the signal for a change of pace and a change of direction.

So if the Korean war and the current all-out defense effort should put a temporary crimp in Morningside's advance, it's a sure-fire proposition that Quarterback Roadman has an eye on the "downfield" situation.

When a break in the impasse appears, it's also a good bet that there'll be a Roadman touchdown in the scoring column.

... three abilities ...

Friends and associates of the Morningside college president place three of his abilities—or talents—above the rest.

One is an intense, down-to-earth humaneness. He is extremely democratic, one of the most popular college presidents in the country.

Another outstanding ability is that of speechmaking. After hearing a brilliant afterdinner speech of President Roadman, a high church official who had heard him

often said: "I never have heard him make a poor speech." The late Dr. O. M. Bond, a Methodist district superintendent and an able speaker himself, rated the Morningside college president as one of the most interesting speakers in the nation. (Making speeches is a major chore of a college president; Dr. Roadman has delivered hundreds of high school commencement addresses. He at one time kept count; he lost the count when it approached 400.)

A third ability which has made Dr. Roadman a standout is his budget-balancing wizardry. This financial bent may be a natural one or an acquired one; the writer does not know. But it is known that a successful college president must have it. In this case, it was what pulled Morningside out of the doldrums.

... twin loves ...

Dr. Roadman has twin loves—his college and his family.

Exemplifying the home life on which he and Mrs. Roadman are considered authorities—they often conduct special courses on home and marriage subjects—the Roadmans have six children.

A remarkable part of it is this:

Dr. Roadman has presented college diplomas to nine members of his family—one each to his six graduating children, two to sons-in-law and one to Mrs. Roadman, the latter an honorary degree.

It's a world record, so far as is known!

... the six children ...

The six children and their present locations are: Keene Roadman, with McCormick, Inc. at Baltimore, Md.; Lt. Col. Charles Roadman, in the airforce medical service and recently assigned as assistant air attache at Buenos Aires, where he also will be embassy physician; Mrs. Warren (Earline) Youle of Wellington, Kan., where her husband is a doctor; Mrs. Arthur (Pauline) Fishbeck of Manitowoc, Wis.; Mrs. R. C. (Katy) McLaughlin of Tulsa, Okla., and Mrs. Gene (Joyce) Scott of Sioux City.

... Kiwanis medal ...

Among special recognitions given Dr. Roadman during his tenure at Morningside was the Kiwanis distinguished service medal presented to him in 1948 for outstanding community activity.

... confidential letter ...

One of the highest tributes paid to Dr. Roadman came in a confidential letter recommending Dr. Roadman for the Morningside College presidency. The letter no longer need be confidential. It stated:

"Dr. Roadman's vision, courage, understanding of people, understanding of youth, progressiveness and yet sympathy with conservatives, balanced judgment, capacity to secure money and many other qualities" make him "uniquely equipped to be a college president."

Which is quite a tribute from a conservative Methodist bishop.

... living dangerously ...

The writer once asked Dr. Roadman about juvenile delinquency. A shadow crossed his face, then a slow smile. The shadow may have represented his inward deep concern over certain problems of youth, but the smile that followed reflected optimism and faith that the young people he knows and loves will not go too far wrong.

He summarized his confidence in an illustration.

Suburban residents had complained of youths in automobiles racing each other dangerously along the avenue. Members of the older generation had shaken their heads sadly and commented gloomily on what the youth of today were coming to.

Dr. Roadman did not condone the practice of racing automobiles or any other dangerous pleasure-seeking of the young moderns. But he was honest enough to recall the midnight hour of his youth when he and other adventurous lads raced their horses along a dark and winding road on the way home from an Epworth League party.



Drs. Roadman in 1945

Racing of horses at midnight, he admitted, probably was just as dangerous and possibly more so than rocketing an automobile along Morningside Avenue in a cloud of dust in broad daylight. Young men and young women of that earlier day, he confessed, lived just as dangerously and adventurously with the "equipment and tools available" to them as do the younger people of today.

He added another illustration.

While driving his own automobile along the highway, he was somewhat frightened when he saw another car weaving along the road at high speed, coming in his direction. But just in time, the approaching car, which

Dr. Roadman then saw was loaded with young people, straightened out, returned to its proper lane of traffic at a discreet speed, and the young men and women passengers waved and smiled disarmingly at him.

Dr. Roadman concludes that youth in general even though in the wrong lane, and traveling too fast, will "straighten out" in time and avoid a serious crackup.

—M—

FIFTEEN YEARS OF PROGRESS

(Continued from Page Four)

program of intramural sports have followed. The availability of the new gymnasium with its seating capacity of 5,000 and its swimming pool and other appointments has resulted in an almost continuous procession of events in the gymnasium, bringing thousands of people to the campus: concerts, athletic games, tournaments, and a big evangelistic mass meeting for western Iowa.

(c) Sixty-four housing units have been acquired at the airbase, and on campus are four barracks buildings used for radio workshop, for band, orchestra and choir practice, for the Student Christian Association, and for warehouse.

(d) Campus driveways have been paved and some of the concrete walks widened.

(e) The campus has been extended by the acquisition of eight vacant lots and four houses and lots adjoining the campus, of which two houses came by wills and one by direct gift.

(f) The James H. O'Donoghue Observatory now under construction and the telescope will be the gift of Dr. Arch F. O'Donoghue of Sioux City in honor of his father.

(g) Other buildings are planned for in the Program of Advance, including conversion of Alumni Gymnasium into a modern library, a new dormitory for men, a student social union, an addition to the conservatory building, and a chapel and auditorium.

PHASE III. ADEQUATE ENDOWMENT.

This phase of the Program of Advance, to increase the endowment to an amount adequate to guarantee the security and perpetuity of the college, has also made substantial gains. The regular endowment has been increased in these past fifteen years from slightly over \$300,000 to over \$1,000,000. This is an excellent beginning. The earnings from these permanent investments help make up the difference between what the student pays and what his education costs.

The Endowment Committee of the Board of Trustees has established a policy of purchasing improved land rather than unimproved land, because of the obligation for the land to support families, and because of the long view that farms must be improved year by year and be better farms one hundred years from now, so that they can still help educate youth in the year 2051.

Ten years ago the Living Endowment program was instituted by the alumni. It is promoted by the Living Endowment Committee, made up of ten alumni plus three members of the college administration. Each year a substantial sum has been turned over to the president without restriction as to its use. It has helped meet a lot of urgent needs.

TWO MILLION DOLLARS GAIN. Progress in the Program of Advance since 1936 has now passed the two million dollar mark. None of this amount represents revaluation of any property. The actual dollar gain (including debt liquidation, new buildings, permanent improvements and increase in endowment) now stands at \$2,079,524. (See detailed statement on page four).

FIFTEEN YEARS. No doubt the first fifteen years for a college president are the hardest. Other milestones are up ahead.

All of the splendid achievements of the past fifteen years are the result of the cooperative sacrificial efforts of many—the faculty, the Board of Trustees, the City of Sioux City, the ministers and churchmen of the Methodist Conference, the alumni, and many other friends. President Roadman is most insistent that this is so. Nevertheless due acknowledgment must be made of the high quality of his able leadership, without which these outstanding results would have been impossible.

On behalf of all the alumni, both graduates and non-graduates, The Morningsider extends our hearty congratulations to President and Mrs. Roadman, and express our high appreciation on this fifteenth anniversary of his service as president of Morningside College. We wish for him and for the college that he may have many more years of health and vigor to enable him to continue his great work for Morningside.

—By Nelson A. Price, Vice President
and Director of the Program of Advance

—M—

FROM FARM BOY TO COLLEGE PRESIDENT

(Continued from Page Three)

nine years. Mitchell came to regard him as the "most popular college president in the state." In balancing the budget of the college, he "accomplished miracles before our eyes in the field of finance," said a member of the Board of Trustees.

With the onslaught of the depression, continued miracles were needed. In 1932, wheat was selling in western South Dakota for 22c per bushel and corn at 8c. The Board of Trustees of Dakota Wesleyan seriously considered putting in boiler facilities for burning corn which was much cheaper than coal. They offered to accept wheat for tuition at 75c a bushel and corn at 50c, taking contracts of storage upon the home premises of the enrolling student. Within a year, the school sold the wheat at \$1.00 per bushel and credited each student with the 25c per bushel gain over the contract price.

By his faith in the future and his ingenuity, Dr. Roadman has helped many students to continue their college education in the face of financial difficulties.

... comes to Morningside ...

Because of his outstanding success as an educator and administrator at Dakota Wesleyan, Dr. Roadman was elected in February, 1936, President of Morningside College. His achievement at Morningside College is a record of continued service, of untiring application to the many complexities of fostering the growth of endowments, of adding needed buildings, of establishing an outstanding college faculty—of leading the college through a series of national crises.

Yet, in spite of the ever-increasing demands upon his time as a speaker, as a leader in higher education, as a committee of one in fund-raising campaigns in all parts of the United States, Dr. Roadman has not altered the earlier patterns of service. At no time has he neglected his own family. He is proud of the opportunities that his children have had, and proud that while at Dakota Wesleyan, he could give the older three their college diplomas—and the younger three theirs at Morningside, besides degrees to two sons-in-law and an honorary degree to Mrs. Roadman. Each time Dr. Roadman contemplates his ever-increasing brood of grandchildren, there's the gleam of the future in his eyes. Perhaps they, too, will share in increasing the almost fabulous number of college degrees awarded within his own family.

—M—

Reunions Set For Commencement

The 57th Commencement at Morningside College will be held May 25-28. A full week-end of campus activities has been planned for returning alumni and friends.

The complete program will be published in the next issue of the Morningsider which will reach you the first week in May.

The 1951 Commencement program for alumni honors the classes of 1900, 1901, and 1902, 1910, 1911 and 1912; 1925, 1926, and 1927; 1935, 1936, and 1937; 1941; 1946. The members of these classes have been notified of reunion plans by their class chairmen. All former members of any of these classes are cordially invited to return for their class reunion and the Commencement festivities whether or not a letter of invitation was received.

The Rev. Alvin T. Maberry, '26, pastor of the First Methodist Church, Shenandoah, Iowa, will deliver the Baccalaureate address in Grace Church on Sunday, May 27.

Ambassador J. H. Van Roijen from The Netherlands will be the Commencement speaker on Monday, May 28.

For complete program details see your May Morningsider.

Leon, We Are Proud of You!

Read what Leon Hickman says about Living Endowment!



LEON E. HICKMAN
Attorney at Law

To Morningside Alumni;

Living endowment is one of those happy arrangements that benefits all concerned. It brings substantial money to the school, obtained in relatively small amounts from hundreds of former students who could not otherwise participate. Better yet, it brings to the college the active interest of its alumni in matters of student enrollment and community relationships. And to the Morningsider of yesterday, it means a continued and current attachment to the school of his youth.

Yours for Morningside,
Leon E. Hickman

In the evaluation of any new project, enterprise or idea, expert judgment is required by this scientific age. This can be found in Leon E. Hickman, '22, and his opinion on the Living Endowment plan carries weight.

The contributors to the development of Mr. Hickman's expert judgment are found in his ancestral heritage, in his training and in his experience.

He was born and brought up under the shadow of Longfellow school, Grace Methodist Church and Morningside College, and each institution left its impress upon him.

After graduating from Central High School he entered Morningside College. For his chief extra curricular activity during his four years as a student at Morningside he chose public speaking and participated in oratorical contests and intercollegiate debates.

After graduation from Morningside he entered Harvard Law School which

he had selected for his professional training. Upon graduation from Harvard he worked with the law firm of Smith, Buchanan and Ingersoll in Pittsburgh, Pa. and later became a member of this firm. His law practice as a member of this firm has included outstanding cases, research work in New York City and pleading before the United States Supreme Court.

Mr. Hickman is an active member of the Mount Lebanon Methodist Church and concerns himself especially with the expansion program of the church and its youth fellowship work.

The source of his inspiration is found not only in his philosophy of life but in his wife, Mayme Hoyt Hickman, '24, and in his two sons, Hoyt, a student at the Yale Divinity School, and Herbert, a sophomore at Haverford College.

Fortunate is the Living Endowment cause to have such a sponsor.

The Morningsider

MORNINGSIDE COLLEGE

Sioux City 20, Iowa

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