

Reflections

PACIFIC LUTHERAN UNIVERSITY



YEAR OF *zoē*

A great South American author wrote this:

"Through the years, a man peoples a space with images of provinces, kingdoms, mountains, bays, islands, rooms, tools and people. At the end of his days, he discovers that these patient lines trace the image of his own face."

This is life. This is God's greatest gift. He is Who makes life, and it is He who lends purpose and meaning to life.

Yet around us we see a demeaning of life. We are part of a world that has hardened itself against that which is good. At times, man seems to prefer death to life. There must always be a balance between the old and the new, **but the new life must triumph**. For the Christian, that is the message of the resurrected Christ. He is the final proof of the victory of renewal over destruction.

Yet man is hostile. He surrounds himself with disrespect for all forms of life, plant and animal. The erosion of our planet is everywhere apparent. Mankind is fearful for the future of the land, seas and air. Species face extinction from human error. Seas are smothered with debris and refuse. Everywhere, resources are squandered.

Beyond these tragedies is the greatest tragedy of all: disrespect for God's greatest gift, human life. The waste is appalling. The lives of a criminal, an alcoholic, an addict, a prostitute, a are all thrown away for lack of direction and purpose. It is tragic because it need not happen.

Those in prison, those who are hungry or ill-sheltered, most need our attention. They need our love. I am not sure we have given that attention, as Americans or as God's people.

The greatest human tyranny is war. Senseless killing for economic or philosophical reasons cannot be rationalized. The multitudes crucified in the name of God, or sacrificed to the glory of a flag, any flag, crowd the pages of history. The reasons for the killing are forgotten. There is no answer for those who have died.

How many lives have been sacrificed to war in your lifetime? Try not to count. After the first million, you will become weary. The wasted soldiers and civilians killed in the last three decades exceed the world population during the life of Christ. And yet, war continues and yet life is demeaned. Who will be the peacemakers our Savior talked about? Where will we start, if not here?

What, then, of this Great Gift Life? Is it more than birth, agony and death? "I have come," says our Lord, "that you might have life and have it more abundantly." Our promise is that life is compassion, hope, freedom, dignity, love and joy eternal. This is what our Creator meant for us.

We live God's greatest gift from day to day: reading a good book, strolling through the woods, listening to a cello, debating an issue, walking hand in hand, watching drama, creating art, meditating, praying, singing, listening, speaking, smiling. **LIFE DEALS WITH THE HEART, WITH THE SOUL AND WITH**

THE MIND. IT IS THE FULLNESS OF ALL CREATION. LIFE IS MADE REAL IN YOU.

Here is where each of us must begin again; with himself and those around him. More than that, for the Christian, life means extending himself to others: sharing the gift of life and sharing our knowledge of this gift. We must begin here. We can live with purpose, joy and commitment. We **need** a rededication to life, and **we can** achieve it.

Let us begin talking of life in a new way. Let us stress the quality of life and understand its depth through rigorous study, through re-creating activities, and through our worship of God. Let us make life meaningful through love, one toward another. For love is the fulfillment of life.

In this spirit, I declare this academic year at Pacific Lutheran University a Year of Life, calling it *zoē* — the Greek word Christ used to describe life and all that life can mean in all its fullness and goodness.

Therefore, let this the 82nd year of Pacific Lutheran University be opened with LIFE in full measure in the name of God our Father, God our Son, and God the Holy Spirit.

**Eugene Wiegman
President
Pacific Lutheran University**

Table of Contents

Reflections

PACIFIC LUTHERAN UNIVERSITY

VOLUME LII Dec. 1972 No. 6

Published six times annually by Pacific Lutheran University, P. O. Box 2068 Tacoma, Washington, 98447. Second class postage paid at Tacoma, Washington.

EDITORIAL BOARD

Dr. Eugene Wiegman President
Rev. Milton Nesvig Asst. to the President
for Church Relations and Publications
Rev. Harvey Neufeld Director
Alumni Relations
Clayton Peterson Vice-President
Development
James L. Peterson Editor
Kenneth Dunmire
Darel Roa Staff Photographers
O. K. Devin
Theodore Leonhardt O.K. Devin, Inc
Graphics Design

Contributors: Dr. Kent Knutson, president of the American Lutheran Church; Joseph Nolan, consulting professor of business administration and retired senior vice-president, Weyerhaeuser Company; Philip Hauge, professor emeritus of education and university archivist.

On the Frontiers of Culture	3
An Opportunity to Succeed.	11
From an Untamed Wilderness.	19
News Notes	25
University Notebook	33
Sports	36



On the Frontiers of Culture

by Dr. Kent Knutson

*The church college is a Christian community
with a mission.*

*It is the church at a particular place
doing a particular kind of mission.*

It is a church living.

We are a church in mission.

That means that we are at the end of an era. We have lived very comfortably for a long time. We have lived by the American dream.

We have told ourselves that we have lived in a society which is a melting pot of all the races of the world who have lived here in joy and celebration together. We have told ourselves that in this great and affluent society there has been enough for all. And we have believed that Christian values undergirded the national decisions, and that God was blessing this place, and that we stood over and above all the nations of the world and indeed of history. And we repeated the error of the *Corpus Christianum* of the

Middle Ages, believing that we lived in a society of special civic righteousness for God's chosen people. We said to ourselves that we lived in a Christian society, and mission was for us something to be exported, not something which we needed ourselves. So we sent it across the seas to those poor primitive peoples of other lands, or else we followed our own people as they moved to the suburbs and built churches there—and we called it mission.

Now I think we are beginning to awaken. It is not because of the failure of the nation, for the nation has not really changed. I believe we live in a great nation, and I would choose this society above all others in which to live. But it has been our failure, for

we have been comfortable inside our churches. We have lived by the laws of the old folk church, believing that the church is that comfortable place into which we pull the world, and there we celebrate ourselves. And we let the world swirl about us and do not relate ourselves to it. But we're beginning to see that we are no different from the church of Jerusalem or Ephesus or in Hong Kong or in Tanzania, and we can identify with the ancient people of Israel.

By the waters of Babylon, there we sat down and wept when we remembered Zion. On the willows there we hung up our harps. How shall we sing the Lord's song in a foreign land?

For we do not live in a Christian society. We live in a wilderness. We live in a desert. We live in the world.

The church can become the rallying point for a new hope and a new thrust forward in the life of this nation.

The church college can contribute by clarifying the issues, by preparing people to use all the proper channels in influencing decision making in our society.

New Styles of Leadership

Changes in leadership styles, focusing on the individual needs of members, may be visibly apparent in several dozen West Coast Lutheran churches this fall.

Providing impetus and methods to facilitate those changes was the goal of several "parish training workshops" at Pacific Lutheran University this past summer. Among the workshops were the National Parish Training Laboratory, sponsored by the leadership training-skills development arm of the American Lutheran Church Board of

American Missions, and the Model Building for Mission workshop sponsored by Center for Human Organization in Changing Environments (CHOICE), PLU's community outreach arm.

While the methods of the two workshops differed somewhat, many of the goals were essentially the same: to increase awareness of the needs of individual church members; to broaden the decision-making base within congregations; and most important, to provide the leadership tools to effectively define problems, plan

But this is not a time for weeping, as did the ancient Israelites. It is a time for strong men, and it is a time for mission. It is a time to discover what the mission is, and then to do it. It is the time to bring the power of God to bear in all human life. It is the time to be a people sent, and not a people who sit and rejoice. It is no longer a time to celebrate our gracious values, our ethnic ties, for our class values cannot sustain us any longer as the harbingers of our destiny.

A church in mission is a church which lives by the Gospel, and not by the American dream. It's a church that lives in the belief that God has created order out of chaos in his creation, and this principle of order which is the order of justice is His will for history. It

is a church which lives by the revelation of redemption which means the discovery of new life and which means that there is hope for man each moment of each day. It is a church which lives by the spirit and therefore can discover and enjoy freedom.

The church in mission is one that lives by faith, that is, one which lives by conviction, by the strength, of what it believes. And it believes something, and it stands for something, because this Gospel is not something which is anyone's idea, not sentimentality, not a brush against romance, but something borne out of history, something which is real, something which is content, something to struggle for and something to die for.

and conduct action programs and to evaluate results.

More than 50 pastors and laymen were enrolled in the two workshops, held on the PLU campus.

One of the major changes to expect in the various congregations is the way in which problems are defined and evaluated, according to one of the NPTL participants, Rev. Frank Marks of the Lutheran Urban Ministry in Seattle. "The pastors will be listening to the people," he said.

"There's a tendency for pastors and the church hierarchy to define what they see as problems and solutions to the problems," he added. "This may or may not be meeting the needs of the people."

"One of the assumptions of this workshop is that no individual in a leadership role has the right to place problems and solutions on a group," Rev. Dean Lindquist of Eureka, Calif., interjected. "Rather than imposing leadership on a person it would be more effective to help him discover his

needs and how to deal creatively with his needs."

Reactions from the CHOICE group were similar. One pastor admitted that for 19 years he had operated under the assumption that help was coming from "out there somewhere," referring primarily to materials and programs provided by the national church organizations.

There was a consensus within the workshops that there is a vital need, as well as an opportunity, to use the resources available within the congregations.

*This is a time for strong men,
and it is a time for mission.
It is a time to discover what the
mission is and then to do it.
It is the time to be a people sent,
and not a people who sit and rejoice.
It is no longer a time to celebrate
our gracious values, our ethnic ties,
for our class values cannot sustain us
any longer as the harbingers of
our destiny.*

A church in mission is a church which lives by faith, and it is a church which lives in the world. And it is not surprised to find evil and sin, for it does not believe the world is an ideal place. It does not live by some kind of Utopian sense of what history ought to be. It lives in the history which is, and it aims to grapple with it.

The church does this in many ways. For there are manifestations of the Christian community. We know the Christian community by its congregational manifestations. For that's where we all live and work in a particular place. But the church must discover new ministries, new styles, new expressions. Our church cannot retain its interest in appealing only to

But defining a problem is one thing; reacting effectively to it is something else. Both workshops offered the participants organizational "tools" with which to implement their goals.

Psychology played an important part in the work hops, as it is intended to also within the congregation. A concerted effort was made by the participants themselves to minimize the element of competition between attitudes and philosophies. Rather than a win-lose proposition, the purpose was to develop

relationships and situations where both sides "win".

Marks explained, "It's not a competition between the personal salvation ministry and the 'total man' or social approach. We're learning to recognize that both are valid."

He added, "We're now able to give and take rather than feel threatened by differences."

A CHOICE participant testified, "I will feel I have a worth, as an

individual, not just a person that warms a pew and shakes hands with the minister on Sunday morning."

The concept also has its difficulties. At a personal level, one pastor admitted, "It is hard for me, realizing I'll have to move out of the driver's seat a bit."

A CHOICE participant defined it as a re-humanizing, rather than dehumanizing, of the church.

"We're just beginning to see it happening in the Lutheran church,"

a particular class, a particular color, a particular culture. It must speak out and speak to and embrace those elements in our society which we have hitherto ignored. We have a priesthood to those who have been hurt.

The church also works and manifests its mission in institutions—in institutions which care for persons, and those institutions which prepare persons for life in this society. One of the missions of the church is expressed in that which we call the church college.

I am proud of our church colleges. When I think of The American Lutheran Church, I think of many things—but I always think of the colleges. For they have been part and parcel of the history of this

particular community of people. And we should be grateful to our forefathers who came to those great plains and dug their fingernails into the ground and out of this ground created a civilization. And for them their great contribution to us was the church and the college. I am grateful for the great vision—sometimes a greater vision than we have—that our forefathers had.

I believe that it is time for the church colleges also to discover their mission, to awaken to that which they are to do in this time. They are functioning in an increasingly secular educational society, one that is engaged in a process of radical self-criticism, one that is discovering things about itself that even the great universities in the past did not discover. There has

Robert Menzel, CHOICE director, declared.

Members of the CHOICE group predicted that the coming conflict among church people will be between those who seek openness and those who fear it, rather than the "reverence vs. relevance" issue of the past.

"But there are also many people who will continue to want to be led," Menzel said, indicating that there will always be churches to serve their needs as well.

The NPTL is in its second year, and the sessions at PLU were the first offered "on-the-road."

They are usually offered at Lutheran Theological Seminary in Columbus, Ohio. At least one a year will continue to be held on the West Coast, Rev. Hoyt believes.

Hoyt was assisted during the PLU sessions by Rev. Waldö Lindberg and Rev. Kenneth Johnson, both assistant to the president of the Pacific Northwest Synod, Lutheran Church in America (LCA).

CHOICE workshops for ministers and laymen are offered each summer and occasionally during the school year.



been a coming to a self-consciousness which may have such a masochistic tendency that it tends toward self-destruction in this moment. It is time to discover a mission.

I believe that the church college is a Christian community with a mission. It is the church at a particular place doing a particular kind of mission. It is a church living on the frontiers of culture, the church living in that place where a certain kind of mission can be done. It is the mission of preparing persons to live in this particular kind of age, to liberate their minds so that these persons might exhibit their full potential, to remove from them those superstitions and myths which grew out of every generation of men, preparing them for the fullness of service. They are to prepare those persons who seek to develop the common good for all the kinds of person, whose life is shaped by values which embody Christian understanding, to develop those persons whose motivation is not self-aggrandizement but the giving of self for others.

If this manifestation of the church, which we call the church college on these frontiers, performs particular tasks to contribute to making the church a catalyst, I have great hopes for the church. I have very great hopes for the church. For if it can discover and do its mission, it will become a healing element in this society which I believe can come from no other source. It will become a catalyst as well as a conscience. It will become the rallying point for a new hope and for a new thrust forward in the life of this nation. The church college can contribute by clarifying the issues, by preparing people to utilize all the proper channels in influencing decision making in society. In a certain sense the church college is a

political expression of the church, for it is that which develops the art of the management of society, and makes at least possible certain kinds of leaders—those kinds of people who will work at the solution of problems, will know something about the inter-relationship of people, and will as an expression of the Gospel work for that order in society which is the principle of justice.

The church college and the church belong together. They belong together in the same task, both in the discovery of it and in carrying it out. I believe the church college needs the church, as well as the church needs the church college. In this frontier in which the church college lives, there are certain risks. You cannot expect the church college to be the same as it was when you were there. For that church college which lives in the past, which lives in the way in which it was when you were there, is not discovering its mission. There are risks to be taken; there are things to be done which did not need to be done in our generation.

I wish them well. I, and I hope you, will give them all the help that we can. We will listen to them, as well as tell them what we want them to do.

I'm also concerned about you as people, you as leaders, you as the alumni of these colleges. Have you lived up to the expectations that they had hoped for you when these colleges were established and when they were given their tasks? Have you discovered your mission? Do you know your purpose? Have you analyzed the society in which you live and the place where you are and the situation you are in, and are you about the business of carrying out a particular task? Let me ask several things of you.

First of all, be an evangelist. That is a good word, that word evangelist. It's a Biblical word. It means I ask of you to live by and for the Gospel. There is nothing more primary in your life. There is nothing of more essence. There is no higher calling. There is nothing of more substance, more wholesome, more healing or liberating than that — to live by the Gospel. That is the strength that is the goal of your life.

Be self-critical. Not the radical's kind of self-criticism which feeds off pessimism and believes that only the destruction of structures and of society can be healing. But be self-critical to the degree that you are open to change. Sociologists tell us that people in their middle years are the people who think they're most open to change but who are really the least susceptible to change. I don't know if that means you. I would hope that the alumni of The American Lutheran Church colleges are a great exception to that kind of description. But don't assume it. Be self-critical. Be open to change.

Be bold. Be bold. Assert yourself. Say what you think. But in doing so, be bold enough to be ready to admit when you're wrong. Be bold enough on occasion to listen, for it takes great boldness, great courage, to listen. And you and I are leaders and we are inclined not to listen. We are inclined to tell because we know best. We are college graduates! We have learned about history. And Miss So and So told us when we were juniors in college that this is the way it is. To be bold is to listen, and to be bold is to keep your cool, to not be destroyed by the fact that something has changed, and that there is another possibility, another task, another view, another approach, than the one that suits me the best.

And lastly, be liberated. Each of us lives each moment of each day by the grace of God, not by our own strength, not by our own will, not by our own intelligence, not by our advantages, not by that which we own, not that which is our goal, not our estimate of ourselves, but we live by the grace of God, regardless of our age. This is what makes us free. For if I live by the grace of God, and not by anything which I create in myself, then I am free. What is it that I should hang on to? What is it that I can lose? What is there that I must somehow grasp to my bosom as being mine if nothing in the end whatsoever is mine? It is all a gift from God. It is by this grace that we are made free. And if we then can be free, then we can serve. And we can serve with boldness, and we can serve with openness, and we can serve with readiness, and we can live in any age and any generation and face any task. That is the call of the Gospel. And that is the power that motivates the church, and I pray to God that that will be and is the power which motivates the church colleges of The American Lutheran Church.

As Reflections went to press, Dr. Kent Knutson was reported suffering from a serious lingering illness. All of us at PLU join with members of the American Lutheran Church at large in praying for his recovery.



Dr. Kent Knutson, president of the American Lutheran Church, delivered the preceding message in an address to Alumni and Friends of American Lutheran Church Colleges in Minneapolis April 7, 1972

An Opportunity to Succeed



Joseph Nolan

*"Society is demanding that all institutions
meet their societal obligations,
whatever they are, and most of us are
making the attempt to discern them and to act."*

We have come a long way from the view that "the business of business is business." We've come that way very rapidly, and it is still unclear what role business should play in the social area, and what safeguards should be placed upon its participation. Nevertheless, although it hasn't provided the ground rules, society has given fair indication that business is in the social responsibility game.

As Milton Friedman and others point out, there is legitimate reason to question this new business role. No one elected us to make social decisions. Shareholders did not necessarily invest their savings to accomplish societal objectives. But, I think all of us have recognized that the old business philosophy—that its sole role was to produce economic growth and maximize earnings and thus to generate tax funds for government to apply to societal uses—had its limitations.

Certainly the courts and government in general have recognized it. Only a few years ago, statutes and rulings forbidding the expenditure of corporate funds for non-business uses were common, and shareholders were eagerly ready to go to court to ensure that these rules were enforced. Today, we have statutes and rulings specifically encouraging a social role for business and, in many instances, shareholder pressure upon management to expand the corporations' societal role. There is counter pressure from other shareholders, of course, but it is becoming increasingly moot.

This change in public and governmental attitude came, I think, because of the increasing awareness in the 1960's that government was able to deal only with broad social issues, and that national programs, based upon averages, let the exceptional problems lie.

"What really is the greatest need that society hopes its higher education system can provide? I'm not certain, but I believe that, above all else, society would wish the university's end product to be a quiet wisdom and, in addition, an essential faith in society."

Federal programs, it was recognized, simply were unable to meet the specific needs of specific communities or groups, or to meet the needs of non-governmental institutions which provided alternatives—and competition—to governmental programs. Notable among the latter category, of course, is private education in all of its diverse forms.

Although the view of business' role in society has been changing rapidly, the discussion of the proper role of the university has, if anything, been under even more intense discussion. There seems to be some consensus that it does not exist alone in society, and that it has obligations to society—but its societal obligations and responsibilities are still poorly defined also.

Businessmen, Educators, Students Attack Stereotypes

Are college students all long-haired radicals? Are businessmen all money hungry?

These and other stereotypes were the topics of frank discussions at Pacific Lutheran University in October. The occasion was the third annual Businessmen-College Presidents' Seminar, attended by most of the state's college presidents, some 50 presidents of northwest businesses and a number of PLU faculty and students.

This was the first of the annual sessions to include student participants. Previous sessions have been held on the Central Washington State College campus.

The intent was to rub shoulders because, as one businessman put it, "We have a very hard time understanding people we don't rub shoulders with."

Comments by students, participating in an initial panel discussion with faculty, were blunt. "There is an unfavorable stereotype that businessmen are money-hungry, taking advantage of people along the way," Joel Klett observed. "Many of us don't look forward to graduation; we're not that concerned with making money."

From the businessman's point of view, this changing view of the university has its unfortunate aspects. It long has been said that corporate leadership has no quiet refuge or shelter to run to as the tides of social change engulf it. In the past, there was a common view that the private universities were such a refuge. That idealized view of the ivy-clad tower may have been one of the initial reasons for business support and contributions to private higher education. It may have been a reaction similar in its origins to the support given today by many harried urban professional men to wilderness, parks, and other potential physical refuges.

But today there is little recognition that refuge and insulation from the pace of societal change can be "relevant," whether that refuge involves the church or the academy. Society is demanding that all institutions meet their societal obligations, whatever they are, and most of us are making the attempt to discern them and to act.

These new concerns do not abrogate the old responsibilities of either industry or the private university, however. Those responsibilities are the same in nature, even though the former involves the material, and the latter the mind and spirit. Both are charged with attracting the best possible raw material,

Another student, Dan Hauge, asserted, "Many people my parents' age separate their job from their life. They look forward from one weekend to the next. They work so they can have their three-day weekend and their camper."

"But aren't we doing the same thing?" Debbie Mumm, a junior, asked. "We may hate classes, but we go to class to get grades and graduate.

"What we all need to learn to do better," she added, "is make the

moment more meaningful. We shouldn't continually be postponing our lives."

And business professor Stuart Bancroft responded, "Actually, the more successful businessmen work for something besides money. They work because they like their work.

The businessmen and college officials responded during round table discussions that evening and a series of presentations the next day. The key speakers were Dr.

Edward Lindaman, president of Whitworth College in Spokane; Alfred Barron, president of the General Telephone Company of the Northwest; Bruce W. Johnson, president of Chem-Nuclear Systems Inc., Seattle; and A. Dean Buchanan, vice-president for business and finance at PLU.

Barron commented, "We as businessmen would like to prove that we are not much different from anyone else. We realize there are problems. Things change. What is important today did not

with processing it in the most effective and efficient manner possible, and with developing a product which meets the needs of the market or, if you will, the needs of society.

In the case of the private university, the problem is in determining what those needs are, and what priority should be given them. Does the "market" demand specialized knowledge, the development of individual skills, the development of personal thought potential, or the development of idealism and emotional zeal? Or, something else entirely? Today, the goals seem decidedly mixed in most institutions, and the priorities seem to vary widely. In many cases, it is

hard to determine any real difference between the programs and attitudes in the private university and those in the public university.

Historically, that wasn't true. Private education, of course, is by far the older institution. Public education arose primarily to supply the skill training needs of a nation during a period of rapid development. Private education continued basically to have as its objective the development of an elite of "whole persons"—gifted individuals broadly educated and developed to their full personal potential, people who could be expected to direct the skills of others in meeting national priorities.

seem important yesterday, and what may be important tomorrow is not important today.

"Some see a corporation as the great class struggle between master and servant," he added, "but the opposite is true. It is the individual who counts in the corporation.

"Today individuals are not born into an occupation. They join of their own free choice. They can move in and out as they choose, or they can move up.

"Money is not the prime motivator," Barron added. "Most individuals seek happiness on non-economic terms. Being wanted is a great motivation. Contribution to a worthwhile cause is also a great motivation."

Dr. Lindaman pointed to the need for education to look carefully at business management methods to make educational institutions more efficient and responsive. He observed that many colleges, as well as businesses, could be

University of Washington President Dr. Charles Odegaard at seminar.



Tom Anderson, center, is chairman of the Association of Washington Businessmen and a PLU Regent.

Obviously, there no longer is such a distinction. Both private and public institutions have adopted parts of each other's original goals. And, as I have said, in many cases their thrusts essentially are identical.

There is no doubt that society needs skills, specialized knowledge, leaders who know how to think, and a proper mix of idealism and commitment. But, what really is the greatest need that society hopes its higher education system can provide? I'm not certain, but I believe that, above all else, society would wish the university's end product to be quiet wisdom—which should be a non sequitur, because wisdom is never shrill—and, in addition, an essential faith in society.

compared to a ship that is so tight and well constructed that its compass points down at the ship itself.

"We can have the most beautiful organization in the world, but it won't work unless we look beyond ourselves," he said.

The seminar was hosted by PLU President Eugene Wiegman. Co-chairmen were Clayton Peterson, vice-president for development, and Dr. Marlen Miller, economics professor.

Society, I hasten to add, is not necessarily synonymous with "The System."

If, indeed, those are the real priorities, then the major burden of higher education will largely be placed back upon the private university system. It is hard to instill wisdom and faith in the context of the teaching factory, and too many public universities have become just that.

It may seem an anomaly that in a society dedicated to public education for more than a century, the private school should play a key public role. But, there is a certain logic to it; among its other aspects, the private university has remained the guarantor of academic freedom in the United States.

Laird Bell, then the chairman of the board of both Weyerhaeuser Company and of the University of Chicago and an Overseer of Harvard, wrote in *Atlantic Magazine* in 1948 that "where the tradition of independence of learning has not been established, government has easily subjugated the universities to its purposes. . ." In all societies, including our own, subjugation always is a potential threat, whenever government controls the campus purse-strings. The private universities, far less dependent upon government monies, have been able to provide a constant alternative educational choice; thus, they have provided a competitive performance standard for the public universities and, because they have provided an alternative less subject to coercion, they have helped to protect the freedom of the public schools.

This alternative role fits both the large and the small private university. Generally speaking, however, it is

the small institution which is most in need of business giving. What does it have, specifically, to provide that the larger school does not? Again, I think that it provided society with the best opportunity for meeting the societal priority of development of wisdom. The small institution can make education a more participative process, with the emphasis on interchange of ideas and information between student and instructor and between student and student. This process of interchange, of continual testing of ideas and concepts, I think, is the key to development of orderly processes of thought. Students can come to the small private university in the expectation that it will permit them some skilled assistance and an atmosphere in which they can educate themselves. In larger schools, they must often of necessity come in expectation of being "taught".

It is this feature that makes the small private institution increasingly attractive to the student. When Weyerhaeuser Company Foundation first began its employee children's scholarship program in the early '50's, nearly all of the students receiving the awards enrolled in public universities. Today, most are enrolling in smaller private schools. In part, this seems to be due to a general change in preference.

Another factor, to be candid, is that the Foundation now offers recognition, and a minimum stipend, to winners no matter what their financial need. We find that the winners from high-income families almost invariably choose the private universities. These children come for the most part from families in which there has been a tradition of educational achievement, and a compelling family interest in education.

In the lower income student group, the opportunity for a college degree is often seen as a major opportunity, an avenue to escape a particular set of economic circumstances. The higher income student is perhaps more apt to be concerned with quality of education per se, rather than the degree and the career opportunity it offers, and, for those with this perspective, the private university is clearly the winner.

This still leaves the principal question — Why should business support the private universities and colleges? In Laird Bell's view, there were definite elements of business self-interest in the process. He said "it must be clear to any thoughtful executive that the colleges are the schools that prepare the experts of tomorrow, and its executives. . . . If the colleges produce a product that is worth getting onto a corporation's staff, it must be a reasonably simple deduction that it is worthwhile for a corporation to promote good schools."

Half of all college graduates find careers in industry and business. We are the greatest of all users of the product of the schools; we thus, of all elements of society, have the largest interest in making sure that those schools are able to meet the demands of the market. If we do not play a part in so doing, I would submit, we are being neglectful of the long-term interest of our owners.

Laird Bell was one of the businessmen who recognized this early in his career. His personal interest in Harvard, in the University of Chicago, in Carleton University, and as one of the instigators and long-time chairman of the National Merit Scholarship

Corporation, helped develop the thrust of Weyerhaeuser and Weyerhaeuser Company Foundation interest. In his view, the role of the college or university was to encourage students "to know the pros and cons of social and political questions, to be taught to read honestly, and to reach their own conclusions." Those qualities, he believed, are the essential qualities required for successful management of a business, and even the most knowledgeable and skilled professional, if he does not have those qualities, should not be entrusted with major business responsibility.

So, if we accept that such business giving is justified from the standpoint of shareholder interest, how do we determine which institutions merit our support? In some cases, there are clear, short-term interests that can be served—strengthening a particular faculty to increase knowledge in a field of major interest to us, or upgrading the quality of education in a plant community, for instance. Few such simple choices are given, however. In Bell's view, almost any pattern of giving could be justified, although he did allow that it might be questionable for a baby buggy manufacturer to provide shareholder money to support an institution heavily involved in research in population control.

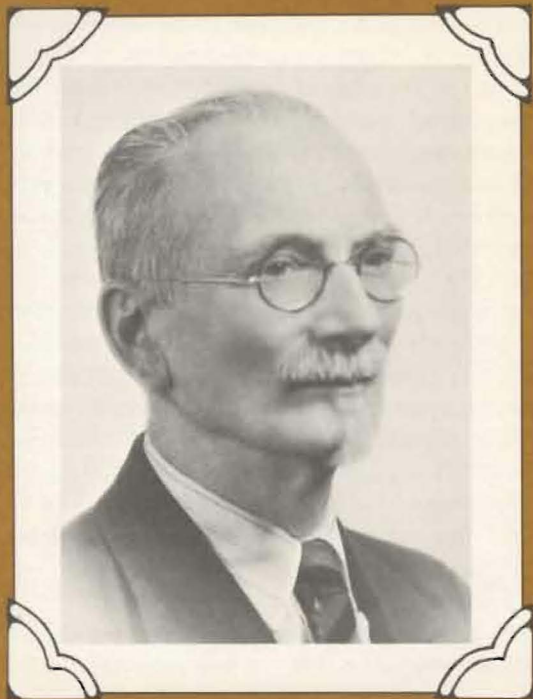
In general, most companies are interested in spreading their support widely, so that no incestuous university-business relationship develops. The various associations of independent colleges and universities have become major vehicles for corporate giving. They provide, on a state-wide or regional basis, a means of spreading a single donation through many schools.

This does mean that the gift goes to the mediocre as well as the keenly deserving, because the gifts are apportioned on the basis of enrollment figures rather than educational quality. But, the history of the program shows that the effect is toward the general raising of standards, rather than toward the preservation of the status quo in the mediocre institution.

Kingman Brewster of Yale has said that the primary role of the great university is to discover, conserve, and transmit knowledge. Its success in performing this role depends on its ability to enlist able scholars and bright students, and to maintain the physical, social and intellectual climate that will bring forth their best work. Adequate financing does not guarantee that the university will succeed in that effort. Inadequate financing does guarantee that it cannot. We in business, as the major user for the university's societal product, have the responsibility to see that these institutions have the opportunity to succeed.



Joseph Nolan is a consulting professor in business administration. He retired last year as senior vice-president of the Weyerhaeuser Company. He still serves as a company director and as president of the Weyerhaeuser Foundation.



Dr. John Xavier



Dr. Philip Hauge



Hanstad Hall

From an Untamed Wilderness

James L. Peterson

"Pacific Lutheran endured its most critical period during the Depression of the '30's.

Sometimes we went without our full salaries for months, getting just a dribble each month.

The local merchants in Parkland allowed the charge accounts to get quite large. It couldn't have been done otherwise."

"Just imagine the faith and courage of those early PLU pioneers who looked upon the untamed wilderness and said, 'This is the place.' "

Looking back over some 60 years, Dr. John Xavier made the observation in 1961, two years before his death at the age of 93. Actually, he was one of the most illustrious of the early pioneers. He came to Pacific Lutheran to teach in 1902 and served almost continuously until 1940.

The man after whom Xavier Hall was named was originally hired to teach ancient history. But like his

contemporaries, he was soon pressed into further service. He taught Latin, geometry, botany, zoology and other subjects from time to time. He also served at various times as librarian, building supervisor, food service director, dean of the faculty and even acting president.

"They gave me everything no one else wanted," he once quipped.

Dr. Xavier was asked to serve as acting president in 1920 as the school reopened after two years of closure. The fortunes of the school had been decimated during and after World War I.

*"I think our strength lies in the fact
that we are close to the church,
that we are a church institution,
not just 'church related.'
We have our roots deep down in the church."*

What was to follow during the next half century is a story unique among colleges. It is, above all, the story of an unusual breed of men and women who believed in the concept of Christian higher education over and above all other considerations.

Two vital factors are most apparent. Pacific Lutheran built gradually, from a high school to a two-year college to a three-year normal (teacher education) school to a four-year college to a university. It is a logical progression, but there are few parallels across the country.

The second factor is the . . . stubbornness, if you will, of the pioneers who refused to let the school die during its adolescence. During the '30's and early '40's there simply was no money, but the dedication of the staff and faculty and the long-suffering tolerance of Tacoma and Parkland merchants allowed the school to survive.

As Dr. Xavier recalled, "Those were the days that Dahl's Grocery carried the whole faculty on credit.

For years, even decades, school personnel failed to receive their full pay check, and only the patience and fortitude of Christian dedication allowed the school to continue."

Among the members of the faculty during the '20's were four men who served Pacific Lutheran for over 35 years each. Besides Dr. Xavier himself, there were also O. J. Stuen, A. W. Ramstad and Philip Hauge.

Dr. Hauge, who retired in 1967 as professor *emeritus* of education, was a member of the faculty for 47 years and now serves part-time as university archivist. Like his colleagues in the '20's, he performed many duties. He will probably be best remembered as registrar and as "Dean" Hauge.

Reminiscing with us recently, he began by comparing Pacific Lutheran to its early sister institutions. "We were tiny," he said. "St. Olaf was adequately established at the time and had eliminated its academy. It was a four-year college. The same was true of Luther and Concordia (Moorhead, Minn.).

Dr. Philip Hauge, right, and President Eugene Wiegman examine original blueprints of Harstad Hall donated to PLU recently by Oliver Harstad, left, son of the university's founder.



"The state institutions at Bellingham, Ellensburg and Cheney started as two-year teacher education colleges. Whitman, Lewis and Clark (Albany) and Gonzaga were all four-year institutions, though Gonzaga had a high school department. None went through quite the sequence that we did."

We asked him what attracted students to Pacific Lutheran in the early years.

"They were high school students from this area who came, or were sent, because of our strong connection with the church," he answered. "As the years went by, many came for the same reason and because of the growing recognition the college received for its academic program."

Pacific Lutheran endured its most critical period during the Depression of the '30's. "The faculty had to take a tremendous cut in salary," Hauge recalled. "Dr. O. A. Tingelstad, the president, proposed the idea that we would not eliminate any teachers, but we would live within our budget, each faculty member taking cuts in salary—so much for single

persons and so much for married people according to the number of dependents.

"It was a small but compact and dedicated group. The spirit was great and they were willing to make the sacrifice."

"Sometimes we went without our full salaries for months, getting just a dribble each month. The local merchants in Parkland allowed the charge accounts to get quite large. It couldn't have been done otherwise."

"There were those who advocated closing the school. Some of the church leaders felt it had no chance to survive. A committee headed by Dr. J. C. K. Preus, executive secretary of the Board of Education, American Lutheran Church, was sent out to review the situation. This committee recommended we continue. Then in 1946 we had the big increase with the returning veterans and the financial situation came off the critical list."

Another factor in the survival of Pacific Lutheran was its continuous close relationship with the church. Many sister institutions founded by church

denominations discontinued or modified their relationship when they discovered that they could get more financial support without the church affiliation. According to Dr. Hauge, several of them expressed the wish that their churches would have supported them like the Lutheran church supported Pacific Lutheran.

"I think our strength lies in the fact that we are close to the church, that we are a church institution, not just 'church related.' We have our roots deep down in the church," Hauge asserted.

He began also to reflect upon some of the people who had made a great impression on him as well as the future of the young school.

"I think Nils Hong should be remembered," he began. "Hong served as president from 1898 to 1918 and returned to the college and was my colleague from 1928-38. I had the privilege of working under six presidents, including Xavier, O. J. Ordal, Tinglestad, Seth Eastvold, Robert Mortvedt and, as acting archivist, under Eugene Wiegman.

"During Ordal's tenure of office the teacher education program was approved by the state department for the certification of teachers. Dr. Tinglestad, president from 1928-43, had a great impact on the academic program, and he led us through our most difficult years as I mentioned. Dr. Eastvold, president from 1943-62, guided the vast building expansion after the war and brought Pacific Lutheran to university status."

He praised both President *Emeritus* Dr. Robert Mortvedt and President Eugene Wiegman; Dr.

Mortvedt for the maturation, both physically and academically, which he brought to the campus, and Dr. Wiegman for the manner in which he has brought the community to the campus and the campus to the community.

Students at Pacific Lutheran, Hauge observed, have tended to follow trends found on other campuses over the years. But there have also been distinct differences. Because the school was small for so long, there has been a great deal of loyalty and "family" spirit, he indicated.

The religious emphasis, too, has had a great impact, in the type of students that attended, in their backgrounds and in their attitudes on campus. It has seemed to have had a moderating influence; the fluctuations haven't been as acute, or as spectacular.

"And the students never came here because it was easy, either financially or academically," Hauge maintained. He felt that the degree of effort necessary for an education at Pacific Lutheran has had something to do with the quality of life on campus as well as the measure of achievement attained by the institution's graduates."

In a final look toward the future, he added, "I think we should remember that we can't be a school that is all things to all people. We have to limit ourselves to those programs we can do best. At the same time we shouldn't feel that we have reached our goal; there are many things, of course, to be developed and improved."



OPERATING A GREAT UNIVERSITY - - -

- - -It's not very glamorous, but it's important!

It takes almost \$9 million a year to operate an institution the size and quality of Pacific Lutheran University.

Each year, however, more than \$1.5 million must be raised through developmental efforts in order to

provide the difference between educational costs and what students actually pay in tuition and fees. This means that every student gets a "hidden" annual scholarship of approximately \$500 per year, even if he gets no financial grants or scholarships.

Many alumni and friends of PLU find it personally rewarding to stipulate the manner in which their gifts are to be used — buildings, equipment, scholarships and the like. For these gifts we are most grateful. However, none of this

money can be allotted for general purposes.

To encourage unrestricted giving, the PLU Development Office has created three new organizations — the Superlutes, the Q Club and the Centurions. Superlutes are those generous people who contribute \$1,000 or more annually to the PLU general fund. Already 29 persons are members of this special group. The Q club includes members whose annual giving to general operations ranges between \$240 and \$999.



One hundred individuals, more than double the number expected the first year, are members of this club. The newly organized Centurions are those contributing \$100 to \$239 annually.

These groups include men and women dedicated to helping PLU maintain and extend its program of quality Christian higher education. They seek to create a greater

understanding of the background, present program and future plans of the University. They also serve as PLU ambassadors of good will and work to interest others in support of the University.

These people also enjoy a closer relationship with their fellow contributors and with the University. A number of interesting programs and projects are planned;

this past month the first annual Q Club-Superlute Banquet was held at PLU, featuring a program of entertainment and presentations by PLU students, faculty and administrators.

New Q Club-Superlute officers are Robert King of Tacoma, president; Elling Halvorson of Seattle, vice-president; and Ernest Harmon of Parkland, secretary-treasurer.

PLU WELCOMES NEW FACULTY

The beginning of the new school year once again saw a mixture of old and new faces among the faculty and staff.

There are 11 new full-time faculty members and six new staff members. In nursing, Esther Coombes (U. of Wash. '69) comes from the public health nursing field. She also holds a masters degree from the U. of W. Mary Mellquist (U. of W. '67) in nursing was formerly a clinical nurse specialist at Harborview Medical Center in Seattle.

Dennis Cox (PLU '66), a printmaker, has joined the art department. He holds an M.F.A. from Washington State University. David Gilmour (U. of Utah '66) is a foreign language instructor working on his doctorate at U. of W.

Dr. Theodore Houk (U. of W. '57) joins the physics department as an adjunct professor as the result of a Research Foundation grant to the university. He holds a doctorate from Harvard University.

Katherine Iverson (Stanford U. '67) in physical education holds a masters degree from the University

of Southern California. Jerome LeJeune (Gonzaga '64) in psychology is a doctoral candidate at the University of Victoria. Biologist Richard McGinnis (PLU '63) is a doctoral candidate at USC.

Ann Tremaine (U. of Oregon '51), part-time instructor in music at PLU for several years, joined the staff full-time this year. She is a masters degree candidate at the U. of W.

Taking over the American Economy Program at PLU is Dr. Donald Wentworth (U. of Minn. '65). He holds a doctorate from the same



Addleman



Gamble



Dunn



Houk



Gilmour



Miner

institution. Dr. Forrest Westering (U. of Omaha '52) joins the faculty as assistant professor of physical education and head football coach. He holds a doctorate from Colorado State University.

There are also 25 new part-time faculty members this year.

New staff members at PLU are Dr. Edrice Addleman, director of the computer center and institutional research director; Anibal Mejia, faculty associate, CHOICE Center; Harold Gamble, minority affairs coordinator; Timothy Brooks, assistant to the vice-president of student life and assistant to the University Center director; and admissions counselors Philip Miner and James Dunn.

PROFESSOR STUDIES YUGOSLAVIAN EDUCATION

Myra Baughman, assistant professor of education, spent the spring quarter of last year in Yugoslavia studying the teacher education program in that country.

The visit, sponsored by Teachers Teaching Teachers International, took her to a number of secondary schools, a teacher's training academy in Zagreb and Zagreb

University. She also interviewed several Yugoslavian educators and students.

Her findings were published following her return in a report entitled, "Teacher Education in Yugoslavia, Republic of Croatia." The study adds substantially to the relatively little available information regarding teacher education in that small country.

DR. PAUL MAIER IS LECTURE SERIES GUEST

One of the nation's most prominent historical authors lectured at PLU in November under the sponsorship of the Staley Distinguished Christian Scholar Lecture Series.

Dr. Paul Maier, professor of history and campus chaplain to Lutheran students at Western Michigan University gave an evening public lecture, a chapel presentation and several class lectures during his stay. Topic of his presentations was "Politics Behind the Crucifixion of Jesus."

The Staley Lecture Series is a project of the Thomas F. Staley Foundation of New York. It was established at PLU in 1969.

A former Fulbright Scholar,

Dr. Maier specializes in ancient and Reformation Era history. He has written five books, best known of which is a major work on the life of his late father, Dr. Walter F. Maier, founder of the Lutheran Hour radio program. The book is entitled, *A Man Spoke, A World Listened*.

The Thomas F. Staley Foundation seeks to bring to college and university campuses distinguished Christian scholars who can communicate clearly with students.

PLU HONORS HUMANITARIANS

Two prominent humanitarians have been honored recently by Pacific Lutheran University

Honorary doctor of humane letters degrees have been presented to Dr. Carroll Behrhorst and Mrs. Marylyn Gore. Dr. Behrhorst is a physician to the Cakchikel Indians in the remote highlands of Guatemala. Mrs. Gore is director of undergraduate activities for the Council on Social Work Education, New York. She also is senior program specialist for the

Mrs. Marylyn Gore with PLU sociology professors Drs. J.A. Schiller and Dwight Oberholtzer.



undergraduate social work education division of the council.

Dr. Behrhorst, who has been described as the "Schweitzer of the New World," has worked among the Cakchikel, descendents of the ancient Mayas, since 1962.

Two of his frontier medical innovations have earned him acclaim from leading medical center experts around the world. He has successfully devised a way to extend his medical practice to some 50 villages and 200,000 Indians by training and supervising "medical assistants," native Indians who have graduated from his school of practical medicine and agriculture. He still personally treats more than 100 patients a day.

He also is working to attack the cause of sickness at its source. More than half of his staff of 32 Indians, medical students and Peace Corps volunteers work in agriculture and the preventative medical field.



Behrhorst

Mrs. Gore has championed liberal arts education and academic rigor for undergraduate social work education.

According to Dr. J. A. Schiller, chairman of the PLU department of social sciences and chairman of the council's advisory committee, "Mrs. Gore has given strong leadership to the development of an appropriate balance between professional course content and liberal arts content in social work education curricula."

TWO MILLION PERSONS TO HEAR KPLU-FM

For the past five years KPLU-FM, the PLU radio station, has been broadcasting at a power of 10 watts to an audience extending all the way to North Spanaway or thereabouts.

But as the result of years of work, that has been changed. As of Oct. 26, KPLU-FM, 88.5 mhz, can be heard by some two million listeners in a six-county western Washington area.

A \$5,300 grant from Lutheran Brotherhood Insurance Company

this summer completed financing on a new 40,000 watt transmitter which makes the PLU station the second most powerful non-commercial radio station in the northwest.

A recently named citizens advisory board has been appointed to assist in identifying programming needs and relating the station and the community to one another. Members of the board include Mrs. John D. Powell, chairman; Max Bice, local commercial broadcasting executive; Warren Daheim, Tacoma attorney; and Loren Denbrook and Ray Johnson, both local banking executives.

The station's broadcast schedule, currently 5 p.m. to midnight weekdays and noon to midnight Saturdays, features fine music, news, educational and public affairs programming. KPLU-FM also broadcasts programs prepared by National Public Radio, Deutsche Welle Radio Germany, United Press International and Canadian, British and South African Broadcasting Corporations. Some programs will be broadcast in stereo.

Information regarding KPLU-FM broadcast schedules may be

News Notes

obtained by contacting the station at PLU.

PLU OFFERS MBA PROGRAM IN BREMERTON

A graduate degree program in the field of business administration is being offered by Pacific Lutheran University in Bremerton, 25 miles north of Tacoma.

The new program, the only one of its kind offered in Kitsap County, is a cooperative effort involving PLU, Olympic Community College and Great Northwest Federal Savings of Bremerton.

Under the auspices of PLU, graduate business administration courses, formerly available only on the PLU campus, are being conducted at the Great Northwest Federal Savings Building in Bremerton once a week. They began in mid-October.

The initial offering, taught by Prof. William C. Suver, is a graduate level course in managerial economics. Additional courses, offered during the spring and summer, comprise approximately half of the required courses necessary for a master of business

administration degree at PLU.

Ultimately a student with no previous background in business administration will be able to complete a majority of work toward the MBA degree in Kitsap County. Olympic College will be offering many of the undergraduate core and prerequisite courses, library materials to support those courses and computer facilities.

Dr. Gundar King, dean of the PLU School of Business Administration, indicated pleasure with the high caliber of MBA students from the Kitsap area, some of whom were enrolled in the PLU campus program but are now taking advantage of the course offerings in Bremerton. "The first graduate of our seven-year-old program was a naval officer from Bremerton," he recalled. "He was followed not only by scientists, accountants and engineers from the naval community but also from the business community and the school system."

The evening MBA program was established by PLU in 1965 in response to requests from business communities and

governmental agencies in the Puget Sound area. It is specifically designed to provide extensive development opportunities through continuing education.

It is intended for individuals who are interested in the development of managerial competence by combining their own technical skills and administrative experience with carefully balanced, intensive academic studies of business concepts, functions, processes and analytical methods.

The PLU School of Business Administration is included in the six per cent of the nation's schools of business that are accredited members of the American Association of Collegiate Schools of Business, and is also one of the smallest schools to be so honored. The graduate program specifically is accredited by the regional Northwest Association of Secondary and Higher Schools.

According to Dr. Richard Moe, dean of graduate studies at PLU, the new outreach of the university to provide courses in the MBA program in Kitsap County "is a continuation of efforts to meet the needs of students where they are."

ZULAUF RECEIVES TOP FACULTY HONOR

A professor who has become deeply involved in new community planning across the nation has been awarded a Regency Professorship at Pacific Lutheran University.

Dr. Dwight Zulauf, professor of business administration at PLU, was granted the award on the basis of his "demonstrated excellence in and contribution to a field of learning or public affairs."

Determined by a vote of faculty members, the award carries with it a stipend and arrangements for leave time to pursue study of projects of the individual's choosing. Dr. Zulauf is the second professor to be so honored under



Zulauf

the program, which was instituted by the Board of Regents last year.

Zulauf has served as dean of the School of Business, director of data processing and has worked on a variety of university communities at various times since joining the faculty in 1949. He has also been active in community affairs, including the Good Samaritan hospital board of governors, Lutheran Welfare Society board of directors and the Tacoma Area Council Campfire Girls.

During the past two summers Zulauf has served as project finance director of the first in-town new town to receive official recognition by the Office of New Communities of the U.S. Department of Housing and Urban Development (HUD). The new town is the Cedar-Riverside community in Minneapolis.

He has also served as a consultant to other communities across the country investigating the in-town new town concept, including Toledo, Ohio; Little Rock, Ark., and Pittsburgh, Pa.

The Cedar-Riverside community, Zulauf explained, has been a blighted area for more than 30

years. Rather than take government money and clear the whole area under urban development and, as is often the case, replace a horizontal ghetto with a vertical ghetto, the new town concept seeks quality of life, not just housing.

Zulauf plans to take leave from PLU during the first eight months of next year. During that time he plans to study in New Zealand and Washington, D.C., followed by a visiting professorship at the University of Washington. Next summer he plans further work, either with the Office of New Communities (HUD), or the Security Exchange Commission.

PRESIDENTIAL AIDE KEYNOTES SESSIONS AT PLU

Dr. Kenneth Mosier, a member of President Richard Nixon's White House staff, delivered the State of the Union address at Pacific Lutheran University's 24th annual High School Student Congress Oct. 27.

The only event of its kind in the United States, the two-day Congress was attended by more than 300 students from 40 area high schools.



Mosier

Dr. Mosier, who has served as an executive assistant to President Nixon since September 1971, outlined current national issues according to the State of the Union format.

The two-day Congress was sponsored by the PLU chapter of Pi Kappa Delta, national forensics honorary, and the PLU Department of Communication Arts.

Mosier, former director of forensics at Stanford University, served as a member of the Presidential Scholar Commission and the Federal Board on Foreign Scholarships and Academic Awards before taking his current post.

Students participating in the PLU Congress were selected by their schools on the same basis as

members of the U.S. Congress. There were two senators from each school and the number of representatives in the House was based on school enrollment. Bills were prepared in advance by the students on a variety of issues.

According to Julie Harris, PLU senior from Beaverton, Ore., who chaired the event, previous Student Congresses have been accurate advance barometers of legislative and public sentiment. While many of their concerns parallel national issues, they have often tackled controversial issues such as the war, abortion, capital punishment and environment sooner and more decisively than their adult counterparts, she said.

CRIME PREVENTION PROJECT LAUNCHED

A public information-action project on the subject of crime and criminal justice was launched this fall in the Tacoma area by the Puget Sound Coalition.

Pierce County Commissioner George Sheridan and Pacific Lutheran University President Eugene Wiegman kicked off the

local phase of the project with the joint announcement of an \$18,675 grant to the Center for Human Organization in Changing Environments (CHOICE). The CHOICE Center, PLU's community service agency, is the Coalition headquarters in the South Puget Sound region.

The grant, administered by the Pierce County Law and Justice Planning Office, is funded by monies budgeted by the State of Washington under the 1971 Safe Streets Act. It is part of a region-wide package that will involve \$77,300 in state funds to participating agencies in 1972.

Also involved in the new campaign are the Division of Continuing Education at Western Washington State College, PSC's northern region headquarters; the Center for Urban Affairs at Seattle University, the central region branch of the Coalition; and KING Broadcasting Company in Seattle.

The crime and criminal justice project is the second major campaign undertaken by the Coalition since its organization two



Pierce County Commissioner George Sheridan, left, and county prosecutor Ron Hendry discuss crime and justice study with President Eugene Wiegman.

years ago. During 1970-71 the organization conducted a similar program on urban environmental problems that eventually involved more than 6,000 active participants. Additional thousands of people were influenced by the project through an award-winning series of television programs produced by KING-TV under the direction of community service director Emory Bundy.

According to Robert Menzel, director of the CHOICE Center, the crime and criminal justice project will be similar to the previous environmental campaign in that it will involve a series of prime-time television programs and hundreds of people involved in small group meetings throughout the region, including Pierce, Kitsap, and Thurston counties.

Research to undergird the six planned television programs has been underway since June. PLU is responsible for researching two of the programs, one dealing with juvenile delinquency as well as the final wrap-up program.

The preparations phase of the project, that is research of production of materials and programs, will continue through

the end of this year. The "public" phase, including airing of programs and discussion group activities, will continue through June 1973.

CANCER, GENETICS AREA OF STUDENT RESEARCH

Research into the causes of cancer and the field of genetics may benefit from a study undertaken recently by three PLU biology students.

The project, made possible by an \$18,675 grant from the Cottrell Science Program of the Research Corporation, a foundation for the advancement of science, was conducted during the summer by Jean Wang of Taiwan and two local students, Charles Clarke and Steve Browder.

The young scientists worked in close conjunction with two PLU biology professors, Dr. Arthur Gee and Dr. Randolph Bohannon.

Data accumulated amount to small pieces in an ongoing picture, Bohannon explained. But the PLU researchers were encouraged recently when a research paper published by the University of Wisconsin

indicated data consistent with PLU findings.

Browder has continued to work on the project this fall, while Bohannon plans to spend additional time during the spring semester. Three students yet to be selected will pursue the project again this coming summer.

The particular significance of the PLU project, according to Gee, is that in addition to its data value, it provides for original research at the undergraduate level of a nature that is usually not undertaken until a researcher is well into a graduate program.

The Cottrell grant provides funds for specific equipment needed for the project as well as general use, and covers expenses of both students and professors involved through next summer.

PLU SPORTS HISTORY TOPIC OF BOOK

A book-length chronicle of Pacific Lutheran University athletics, entitled, *The Gladiators*, has been published recently by the PLU press.

News Notes



McCallum

The book is authored by John McCallum, a native Tacoman who has written 16 books. Among them are *The Tiger Wore Spikes*, a biography of baseball immortal Ty Cobb, and *Everest Diary*, an account of the first successful American assault on Mt. Everest in 1963.

The Gladiators includes great detail and personal accounts of the several prominent eras in PLU sports, particularly the Golden Era of PLU football 1939-41. It is expected to make delightful reading for PLU alumni, Northwest small college sports buffs and fans in general.

RÖLVAAG SUBJECT OF BOOK BY PAUL REIGSTAD

A study of O. E. Rölvaag, famed Norwegian-American novelist, has been authored recently by Dr. Paul Reigstad, professor of English and chairman of the division of humanities at Pacific Lutheran University.

The new book, *Rölvaag, His Life and Art*, carries the flavor of Dr. Reigstad's lifetime interest in the novelist. Both of Reigstad's parents had studied Norwegian under Rölvaag at St. Olaf College, Northfield, Minn., shortly after the turn of the century. In 1927, when Reigstad was six years old,



Reigstad

Rölvaag's most famous novel, *Giants in the Earth*, was published and became a frequent household topic.

During his own undergraduate years at St. Olaf, before World War II, Reigstad was a classmate of Karl Rölvaag, the novelist's son, who went on to become governor of Minnesota and then ambassador to Iceland under Kennedy.

As a graduate student during the mid-'50's, Reigstad selected Rölvaag as the subject of his doctoral dissertation. He saw then the possibilities for a book, as only one volume has previously been published about the novelist. But Reigstad realized he would have to study Norwegian to read Rölvaag's novels in their original language and also felt he should visit the land of the novelist's birth and childhood years.

Reigstad was granted a year's sabbatical leave from the university in 1966 and spent most of that year in Norway. He has also been able to draw on a store of unpublished Rölvaag materials, many of them gleaned during a weeklong visit with Rölvaag's widow several years ago.

The concern of Reigstad's study, in his own words, "is with Rølvaag the novelist, rather than with Rølvaag the historian or prophet of acculturation." Rølvaag's novels are examined in a biographical context which reveals the forces and influences which shaped his artistic development.

During his sabbatical research, Reigstad was assisted by grants from the American Philosophical Society, the American-Scandinavian Foundation and the American Lutheran Church. His book was published by the University of Nebraska Press.

More than 40 Lutheran congregations and agencies in the Tacoma area participated in a unique five-hour "Festival of the Christian Life" Oct. 29 at PLU.

The festival, sponsored by the Pierce County Lutheran Ministers' Association and PLU was held in Olson Auditorium.

An expansion of the Reformation Day rally which area Lutheran churches have participated in for

years, the Festival featured a celebration and pageant, a youth happening and an idea fair. The latter was in progress for three hours during the afternoon.

PLU Alumnus of the Year honors were presented during Homecoming Weekend to Dr. Richard Haines and Roger Iverson.

Dr. Haines, a research scientist from Los Altos, Calif., received a bachelor's degree in psychology from PLU in 1960. He is a member of a research team assigned to the space program at Ames Research Center, and has designed experiments dealing with briefing and debriefing of astronaut crews.

Iverson, a 1959 PLU grad now teaching at Peninsula High School in Gig Harbor, Wash., was elected this past spring to the National Association of Intercollegiate Athletics Hall of Fame. PLU's second leading basketball scorer of all time, he sparked four PLU trips to the national NAIA tournament from 1956-59.

He was named to the all-tournament team in 1957 and 1959 and last year was named to the all-time tournament team.

Three outstanding national lecturers visited PLU during the opening of the school year at PLU.

Dr. Ralph Underwager, staff research associate with the Youth Research Center in Minneapolis, was the featured speaker at the annual faculty fall conference.

Dr. Underwager, a group therapist and clinical psychologist, is co-author of one of the most exhaustive studies ever undertaken of an American church denomination. The book, *A Study of Generations*, analyzes the three major Lutheran church bodies.

Alan Watts, a religious philosopher, spoke on campus during the last week of September, and Dr. Stanley Krippner, one of the nation's leading psychologists and educators, discussed dreams, ESP and other states of consciousness during a lecture in mid-October.

University Notebook

More than 1,500 high school students from the Pacific Northwest visited the Pacific Lutheran University campus Oct. 7 to participate in PLU's annual League Day.

The event, sponsored by the PLU admissions office, featured a morning of swimming, games in the University Center and Olson Auditorium, and campus tours, followed in the afternoon by mass attendance at the PLU-Pacific University football game.

Scheduled in conjunction with League Day was the second annual Pastor's Workshop, sponsored by the university church relations office.

Dr. Emmet Eklund, professor of religion, and Dr. Forrest "Frosty" Westering, PLU's new varsity football coach, were the featured workshop speakers.

The Chicano struggle for equality and equal opportunity in American society was the topic of a five-day seminar at PLU in June.

History, culture and education of the Chicano people was

discussed during the sessions. Credit for the course was offered through the PLU Department of Social Welfare.

Richard D. Castillas, education director for the North Central New Mexico Concentrated Employment Program in Santa Fe was in charge of the seminar.

A special marketing project conducted by five students in the PLU School of Business Administration has been cited by the Ford Marketing Corporation and YouthMark Inc. of New York City.

PLU was one of 152 colleges and universities across the country that participated in the Pinto Project for the Academic Community last year, a project which pursued a complete marketing analysis relating to sales, advertising and promotion of the Ford company's new entry in the sub-compact automobile field.

The PLU citation, a regional award of merit for exceptional achievement, was one of seven awarded nationwide and one of 27 total awards resulting from the project.

Students participating in the project were Terry Campbell and Philip Manger of Tacoma; James Melland of Jamestown, N. Dak.; John Umeno of Kula Maui, Hawaii; and David Smith of Portland, Ore.

Dr. John Martilla, associate professor of business administration, was the faculty adviser.

A cooperative dramatic venture between the Fort Lewis Centurion Playhouse and Pacific Lutheran University's Communication Arts department culminated in three performances of Kauffman and Hart's comedy, "You Can't Take It With You", at the Fort Lewis Centurion Playhouse this summer.

The Pulitzer Prize-winning play of the 1936-37 season featured players from both the PLU Summer Drama Workshop and the Live Entertainment Section of Special Services at Fort Lewis.

The play's production marked the first time that the Fort Lewis facilities and personnel have been utilized for college credit.

1) A historic copy of an 18th century Flemish style harpsichord, handcrafted by Glenn White of Seattle, was given to PLU recently by an anonymous donor. PLU music professor David Dahl was at the keyboard during a PLU Symphony Orchestra performance of Bach's **Brandenburg Concerto No. 5** in October, which introduced the new instrument to the public.

2) Jill Rae Tallman of Olalla, Wash., a junior at PLU, became PLU's 1972 Homecoming Queen in October. Jill, the daughter of Mr. and Mrs. Raymond Tallman, is majoring in education.

3) Baritone William Warfield, one of the country's most respected professional singers, was featured in the first PLU Artist Series presentation of the 1972-73 season.

4) The Johann Strauss Ensemble of the Vienna Symphony Orchestra performed at PLU in November. The ensemble was a PLU Artist Series feature presentation.

5) A collection of Norwegian historical documents and memorabilia was presented to PLU recently by the Leif Erikson League of Seattle. From left, Tryvge Nakkerud, League president; PLU President Eugene Wiegman; and League officials Carl Moe and Martin Hagfors.

6) Frederick Henricksen, center, was recently granted the title of attorney

emeritus by the PLU Board of Regents. Henricksen served as university attorney for 35 years. With him are PLU President Eugene Wiegman and Board of Regents chairman Michael Dederer.

7) An original color illustration by Dan Snoise depicting Harstad Hall at the turn of the century was presented to PLU recently by Puget Sound National Bank. From left, PLU President Eugene Wiegman, Don G. Vandenheuvel, PSNB vice-president for marketing; Clayton Peterson, vice-president for development at PLU; and William Phillip, PSNB president.



3



5



6



7



4



1



2

University Sports

LUTE GRIDDERS POST WINNING SEASON

One fact was apparent as Pacific Lutheran University wrapped up its 1972 football season: the Lute football program is stronger and more widely respected than ever before.

Only once before (1934-37) in its long football history has Pacific Lutheran enjoyed four consecutive winning seasons. Beginning in 1969 the Lutes have recorded 6-3, 6-3, 5-4 and 6-3 season marks.

New head coach Forrest "Frosty" Westering was successful in building upon the foundation inherited from former coach Roy Carlson. Frosty's inspirational efforts created a new team camaraderie and increased interest among Lute fans with a winning brand of football.

This year's Lute squad relied on team effort. There were no superstars, with the possible exception of senior fullback Dan Pritchard, who gained a solid spot in the record book right behind '71 graduate Dave Halstead among PLU's all-time ground gainers. Besides Halstead, he is the only Lute back to amass more than 700 yards in a season or 2,000

yards during his career.

Sophomore quarterback Rick Finseth showed promise for the future, successfully guiding the Lutes to a third place conference finish. Though the Lutes averaged only 125 yards per game through the air, the passes came when they counted as senior ends Ira Hammon and Dave Greenwood led the team scoring parade.

Keying a strong Lute defense were senior linebackers Glenn Davis and Charlie Evans along with the entire veteran defensive secondary.

The loss of 14 seniors, including three-quarters of the starting backfield, will leave an unusually large number of big shoes to fill next year. But a number of promising underclassmen proved their mettle this fall to offer a solid nucleus for the future.

HOOPSTERS SHOOT FOR 26th STRAIGHT WINNING YEAR

It may sound strange, but Pacific Lutheran University this winter will be embarking on a quest for a second second quarter century of winning basketball.

Last year's squad, led by the Big Swede, Ake Palm, reached the

25-year plateau with a 15-11 mark and third place in the Northwest Conference. Palm, PLU's fifth leading career scorer, was one of six players missing as the Lutes gathered for their 1972-73 effort, and coach Gene Lundgaard rates his current squad "as good or better" than last year's team.

Seven lettermen return. Across the front line are 6-8 seniors Roger Wiley and Dennis Phillips and 6-6 sophomore Mike Berger, although Berger will miss some early action due to a broken finger.

In the backcourt, team captain Lyie McIntosh returns after missing last year's fray with a broken ankle. Lettermen Neal Anderson, Randy Leeland, Kim Estrada and sophomore Scott Iverson will also see plenty of action. Of the four, all but Estrada have been preceded at PLU by older brothers who carved substantial niches in PLU court history.

Among the forecourt prospects is junior Mark Willis, brother of last year's Inspirational Award winner Bruce Willis.

The new season began with a Dec. 1 opener against Central Washington, followed by a three-game series in Hawaii Dec. 6-9. Conference play begins Jan. 5.

Head football coach Forrest "Frosty" Westering, left, with former coach and athletic director Cliff Olson and athletic director David Olson.



BOARD OF REGENTS

TACOMA

Mr. T. W. Anderson, vice chairman
Dr. Paul Bondo
Mr. Goodwin Chase
Mr. Carl Fyrnboe
Mr. Douglas Gonyea
Mr. Gene Grant
Mr. Lawrence Hauge
Mrs. Ruth Jeffries
Mr. Melvin Knudson
Mr. Warren Peterson
Mr. Howard Scott
Dr. Eugene Wiegman, PLU president

SEATTLE AREA

Mr. Michael Dederer, chairman
Rev. Dr. A. G. Fjellman
Mr. Gerald Schimke
Dr. Roy Schwarz
Rev. Dr. Clarence Solberg
Rev. Dr. Albert Stone

PORTLAND AREA

Mrs. Esther Aus
Mrs. Winifred Herbert
Mr. Galven Irby

WESTERN WASHINGTON

Mr. John Bustad
Mr. Donald Cornell, secretary
Mr. Ronald Dougless
Rev. Frank Erickson
Mr. Chester Hansen
Rev. David Wold

EASTERN WASHINGTON

Mr. E. Lee Barton
Mr. Roger Larson
Dr. Jesse Pfeuger

OREGON

Rev. Philip Natwick

IDAHO

Rev. Glen Hustby
Mr. Frank Sigloh

ADVISORY

Dr. Louis Aimen, LCA
Rev. Walton F. Berton, ALC
Mr. A. Dean Buchanan, treasurer
Dr. Norman Fintel, ALC
Rev. P. Ivar Pihl, LCA
Dr. Walter Schnackenberg, faculty
Mr. Don Yoder, student

Christmas The Alpha and The Omega:

The beginning and the end for all who trust in the Lord.

We wish you a joyous Christmas and a blessed New Year.



Calendar of Events

DECEMBER

- | | | | | | |
|------|---|----|---|----|--|
| 1-31 | Art Exhibit, University Gallery, Mortvedt Library | 15 | Basketball, PLU vs. Oregon College of Education, Olson Aud., 7:30 p.m. | 9 | Basketball, PLU vs. Linfield, Olson Aud., 7:30 p.m. |
| 1 | Basketball, PLU vs. Central, Ellensburg | 20 | Basketball, PLU vs. Willamette, Olson Aud., 7:30 p.m. | 10 | Opera Workshop, Eastvold Aud., 8:15 p.m. |
| 2 | Basketball, PLU vs. Simon Fraser, Olson Aud., 7:30 p.m. | 22 | California Lutheran College Music Concert, Eastvold Aud., 8:15 p.m. | 11 | Nursing Capping Ceremony, Eastvold Aud., 3:00 p.m. |
| 6 | Dickson's "Christmas Carol", Eastvold Aud., 8:15 p.m. | 23 | Basketball, PLU vs. UPS, Olson Aud., 7:30 p.m. | 12 | Basketball, PLU vs. CWSC, Olson Aud., 7:30 p.m. |
| 8-10 | Christmas Program, Olson Aud., 8:15 p.m. | 25 | Play, "You're So Full of What's Right, You Can't See What's Good", Eastvold Aud., 8:15 p.m. | 13 | Knapp duo recital, Eastvold Aud., 8:15 p.m. |
| 15 | Basketball, PLU vs. St. Martin's, Olson Aud., 7:30 p.m. | 26 | Play, "The Effect of Gamma Rays on Man in the Moon Marigolds", Eastvold Aud., 8:15 p.m. | 15 | Basketball, PLU vs. Willamette, Salem
Play, "You're a Good Man Charlie Brown", Eastvold Aud., 8:15 p.m., also on Feb. 18, 23 and 25. |
| 23 | Basketball, PLU vs. St. Martin's, Olympia, 7:30 p.m. | 27 | Play, "You're a Good Man Charlie Brown", Eastvold Aud., 8:15 p.m.
Basketball, PLU vs. Pacific, Olson | 16 | Basketball, PLU vs. Lewis & Clark, Portland
Play, "The Effect of Gamma Rays on Man in the Moon Marigolds", Eastvold Aud., 8:15 p.m., also on Feb. 22. |
| | | 29 | Orchestra Concert, Eastvold., 8:15 p.m. | 17 | Play, "You're So Full of What's Right, You Can't See What's Good", Eastvold Aud., 8:15 p.m., also on Feb. 24. |

JANUARY

- | | |
|------|--|
| 1-31 | Art Exhibit, University Gallery, Mortvedt Library |
| 2 | Basketball, PLU vs. Seattle Pacific, Seattle |
| 5 | Basketball, PLU vs. Lewis & Clark, Olson Aud., 7:30 p.m. |
| 6 | Basketball, PLU vs. Whitworth, Olson Aud., 7:30 p.m. |
| 11 | Artist Series, The Romeros, Olson Aud., 8:15 p.m. |
| 12 | Basketball, PLU vs. Linfield, McMinnville |
| 13 | Basketball, PLU vs. Pacific, Forest Grove |

FEBRUARY

- | | | | |
|------|---|----|---|
| 1-28 | Art Exhibit, University Gallery, Mortvedt Library | 19 | Basketball, PLU vs. College of Idaho, Olson Aud., 7:30 p.m. |
| 2 | Basketball, PLU vs. College of Idaho, Caldwell | 20 | Composer's Forum, Chris Knutzen, UC, 8:15 p.m. |
| 3 | Basketball, PLU vs. Whitman, Walla Walla | 23 | Basketball, PLU vs. Whitman, Olson Aud., 7:30 p.m. |
| 5 | Basketball, PLU vs. University of Alaska, Olson Aud., 7:30 p.m. | 25 | Faculty Recital, Dahl & Tremaine, Baroque Music, 8:15 p.m. |
| 7 | Piano Recital & Reception, Chris Knutzen, UC, 8:00 p.m. | 26 | Basketball, PLU vs. Whitworth, Spokane |